

5.2 Dudley Charter for Action

Dudley's aim is to halt the year-on-year rise in obesity by 2010 especially in the most deprived areas. In order to achieve this, a fundamental cultural shift is required.

This involves action on the 'obeseogenic' environment to 'make healthy choices easier to make' and action to 'promote positive attitudes and skills' so that people want to and can make healthy choices. These choices need to reflect the cultural diversity of the Dudley population.

OBJECTIVES	TARGETS
TIER 1: OBESEOGENIC ENVIRONMENT: 'TO MAKE HEALTHY CHOICES EASIER TO MAKE'	
Establish 'active transport' alternatives	<ul style="list-style-type: none"> • Encourage a modal shift in mind-set away from car use to public transport by 2010 • All NHS sites to have active travel plans by 2008 • All DMBC sites to have active travel plans by 2008 • All schools to have active travel plans by 2006 • Apply walkability checklist to 10 areas and develop 'homezone' proposals by 2006
Increase physical activity facilities and opportunities	<ul style="list-style-type: none"> • Develop and implement a joined up network of walking routes in Dudley by 2008 • Develop and implement a joined up network of cycle routes in Dudley by 2010 • Local Authority to provide affordable leisure facilities by 2006 • All parks/key open spaces to be outdoor activity centres by 2010 • Develop family- orientated activity options by 2006 • All GPs and medical professionals to participate in Exercise On Prescription by 2008 • All children to have the opportunity to take 4 hours physical activity per week within and beyond the curriculum by 2008
Increase access to affordable healthy food options	<ul style="list-style-type: none"> • All local communities to have access to affordable healthy food by 2010 • All public sector catering establishments, workplaces to provide healthy affordable food choices by 2008 • All NHS sites to have the Dudley Food for Health Award (DFHA) by 2006 • Expand the DFHA programme to promote the provision of healthy affordable food choices within the commercial sector - cafes, pubs, take-aways, etc by 2006 • Key local supermarkets will promote their healthier food options by 2008 • All schools, nurseries and colleges to provide healthy meal and snack options and have a DFHA by 2008
Increase healthy public policy	<ul style="list-style-type: none"> • Develop a sustainable approach to 'land use planning for health' in the borough by 2006 • Develop a healthy workplace programme to implement in the public sector by 2007 & business sector by 2009 • Implement actions in the 'Healthy Living Blue Print for Schools' by 2010 • Develop & implement a 'health promoting youth club' model by 2008 • Achieve 100% coverage of the borough through school sports partnerships by 2006 • All schools, nurseries, and colleges to have food policies by 2008

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Appendix 1

OBJECTIVES	TARGETS
TIER 2: LIFESTYLES: ATTITUDES, KNOWLEDGE AND SKILLS	
Raise awareness of healthy living messages	<ul style="list-style-type: none"> • Develop a rolling public and professional awareness campaign by 2006 • Establish training programmes for key professionals in nutrition and physical activity by 2006
Increase knowledge and skills for healthy living	<ul style="list-style-type: none"> • All GPs to participate in Get Cooking on Prescription by 2008 • Expand school opportunities to learn about growing food, healthy eating, cooking food and the importance of being active by 2008 • Expand community programmes to provide training, resources and support to local people to enable them to improve their healthy living skills and knowledge by 2007 • Implement national standard for cycle training in Dudley by 2006
Promote a healthy start to life	<ul style="list-style-type: none"> • Increase initiation of breast-feeding by 2% year-on-year
TIER 3, 4 AND 5: WEIGHT MANAGEMENT, REDUCTION AND TREATMENT	
Increase weight loss opportunities by developing a clear and coherent clinical pathway for obesity sufficiently re-sourced within the community and primary care	<ul style="list-style-type: none"> • Establish a co-ordinated weight management service for overweight and obese adults (>16) by 2006 • Establish a co-ordinated weight management care pathway for overweight and obese children by 2008 (up to 16 years of age or 19 years where appropriate) • Ensure appropriate referrals to secondary and tertiary care by 2007
Increase physical activity options	<ul style="list-style-type: none"> • Physical activity sessions for the overweight established in the Local Authority by 2008
Appropriate drug use	<ul style="list-style-type: none"> • Appropriate use of anti-obesity drugs by 2007 • Reporting mechanism for expenditure on anti-obesity drugs established for each PCT by 2006

