

TACKLING OBESITY A FRAMEWORK FOR ACTION

ANNUAL REPORT YEAR 5

Progress
April 09/March 10



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INTRODUCTION:

This annual report details progress for year 5 of Dudley's Tackling Obesity Strategy and Action Plan and also features an update on additional Local Area Agreement actions.

Thanks to all those who have contributed to the report.





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OVERVIEW OF PROGRESS SUMMARY

2006/07/08/09 ACTIONS: COMPLETED

2006/07/08/09/10 ACTIONS: ONGOING/OUTSTANDING

LAA ACTIONS: PROGRESS UPDATE

	Target achieved or on track to be achieved within the timescale
	Target is achievable but not within the timescale and there is good progress
	Target not achievable or some barriers exist to achieving the target, progress is slow
	Action not yet started

An Overview of Progress - Summary

Overall the progress of obesity is now tracked through Dudley's Local Area Agreement and targets for Child obesity (NI56) measured by the National Child Measurement Programme and NI8 adult participation in sport and physical activity measured by the Active People Survey.

Current progress against these targets is shown in Tables 1 and 2 and shows no statistically significant change over the last 3 years. A longer monitoring period is required to draw any firm conclusions from this.

Table 1:

Criteria NI56	2005/6	2006/7	2007/8	2008/9	2009/10	Target
% of obese children in reception	11.3%	11.4%	11.4%	9%	10.2%	11.3%
% of obese children in year 6	23%	23.6%	20.1%	20.8%	23.8%	22.9%

Table 2:

Criteria NI8	2006/7	2007/8	2008/9	2009/10 (interim)
Participation on sport/physical activity (3x30 mins/week)	16.7%	17.0%	19.7%	Not available
England Average	21%	21.3%	21.4%	Not available

* The Active People Survey is currently being reviewed due to the discrepancy between the 3x30 and the 5x30 message. End of year data anticipated in December 16th.

Overall Progress:

2009/10 has seen further good progress within the field of tackling obesity with most objectives delivered or on track for completion. Additionally obesity prevention and/or reduction are a key priority within all major PCT and DMBC strategic plans.

There has been notable progress towards making Dudley a Healthy Town and the existing work regarding environmental and societal changes have been strengthened considerably, not only from the increased funding but from additional opportunities for partnership working.

We have also managed to meet and often exceed the targets that remained for this fifth and final year leaving us in a strong position to further challenge as we embark on a strategy refresh later in the year.

Key Developments include:

- The Health Trainer Services has been commissioned and the service has started.
- PCT and DMBC policies have been aligned to health targets and joined up approaches agreed.
- A Dudley Staff Health & Wellbeing (DSH&W) working group has been established. All organisations are represented at the appropriate level and have committed to work jointly on key work streams. Work has begun to map current SH&W activity.
- The Joint Core Strategy has been implemented in relation to urban development planning.
- Funding of schemes such as growing schemes in schools have been commissioned.
- The Youth Service has been engaged with to establish protocols for targeted Public Health interventions. Obesity prevention has been identified as a priority for the year ahead.

- Key lifestyle programmes - such as cycle training, activity in parks, the active Dudley programme, walkzone, walk leaders programmes, exercise on prescription, get cooking, and community volunteers for health have been continued and developed.
- Specialised posts have been recruited to, to lead on obesity prevention in schools and breast-feeding.
- The Get Cooking! Programme has been expanded
- Weight Management services have been commissioned and a total of 5 services for adults and 10 services for children for are available free of charge.
- The Maternal & Early Years Service (MAEYS) has been successfully piloted and mainstreamed.
- The vascular screening programme has been implemented.

Challenges to take forward into Strategy Refresh:

- Awareness campaigns to change the hearts and minds of the public and vitally the hearts and minds of staff. Develop next steps from DSH&W mapping.
- Continued work on youth provision and the role of early years to include the completion of the Health Charter.
- Development of workplace programme to include both the public and the private sector with particular emphasis on food provision and the implementation of food policies.
- A sustained impact on the environment, to include the continuation of physical activity provision and the availability of healthy food choices. A focus on fast food outlets and vending facilities is still required.
- Meeting the demands of referrals to secondary care and exploring additional opportunities.

OBESITY ANNUAL REPORT 2009/10 TEMPLATE

	Target & Action	Lead	2008/9 position	Progress 2009/10
1.	LA Leisure & Culture Strategy is health related	D Lowndes	Health is a key objective	Completed 2006/7. No progress report required
2.	LA provide affordable, accessible leisure centres by 2006	A Webb	Smartcard implemented - subsidised costs	Completed 2006/7. No progress report required
3.	100% coverage of schools in Schools Sports Partnership by 2006	M Hooper	100% achieved	Completed 2006/7. No progress report required
4.	Apply walkability checklist in 10 areas & develop recommendations for homezone areas by 2006	D Hill	Completed	Completed 2007/8. No progress report required
5.1	Develop rigorous local response to the National Walking Action Plan	D M NL	Completed	Complete 2007/8. No progress report required
5.2	Develop rigorous local response to the National Cycling Plan	D McDougall	Completed	Completed 2007/8. No progress report required
5.3	Make full use of planning opportunities to influence design layout of new developments as well as Section 106 Agreements	N Lissimore	In place	Completed 2007/8. No progress report required
6.	Implement 'Liveability' Scheme & Play Strategy by 2010 – out door activity stations	S Orton	100% of parks where facilities were planned (26/26)	Completed 2007/8. No progress report required
7.	All DMBC sites to have Active Travel Plans by 2008	G Hun	DMBC travel plan in place - covers all sites	Completed Travelwise 2006/7. Updating & further development of DMBC Travel Plan ongoing. Second raft of staff travel to work surveys carried out for monitoring purposes. Next survey due 2012.

8.	100% of parks/key open spaces/ leisure or sports grounds to be Outdoor Activity Centres by 2010	D Hill	Completed 07/08: 100% parks as activity centres Healthy Town bid to further develop parks	Completed 07/08: 100% parks as activity centres Healthy Town bid to further develop parks															
9.	Action updated to: Implement national standard for cycle training in Dudley. Continue to expand to aim to have offered level 2 Bikeability to all year 6 pupils every year by 2012.	D McDougal	Fully rolled out Level 1 1,000 Level 2 1,400 Level 3 64	<p>2009 / 2010 School Year – Dudley Cycle Training Scheme</p> <table border="1"> <thead> <tr> <th>Course</th> <th>Bikeability Level</th> <th>No. trainees taking part</th> </tr> </thead> <tbody> <tr> <td>CT+</td> <td>2 / 3 *</td> <td>100</td> </tr> <tr> <td>Safer Cycling</td> <td>2 *</td> <td>1573</td> </tr> <tr> <td>Cycle Skills</td> <td>1</td> <td>862</td> </tr> <tr> <td>Personalised Training</td> <td>1 / 2 / 3 (as requested)</td> <td>24</td> </tr> </tbody> </table> <p>September 2009 – Aug 2010 * all courses start with level 1 session</p>	Course	Bikeability Level	No. trainees taking part	CT+	2 / 3 *	100	Safer Cycling	2 *	1573	Cycle Skills	1	862	Personalised Training	1 / 2 / 3 (as requested)	24
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10.1	Develop family orientated activity options by 2006. Continue activity events in parks	D Hill	1004 attendees on summer programme.	1993 attendees on the summer programme.															
10.2	Develop choices in the home e.g. Active Dudley	M H	35 new Centres trained to deliver	A further 96 staff have undertaken training. Audit undertaken with regard to usage of the resources in settings. Programme taken over by Children's Services Early Years section - Jane Roberts.															
11.1	Action updated to: Develop & implement a joined up network of walking routes & cycle routes in Dudley by 2010 & to include corridors to Healthy Hubs - LA Walking & Cycling Strategy (Active Travel Strategy)	D McDougal N Lissimore	Active Travel Corridors – part of Healthy Towns. Active Travel Strategy being developed. Rolling out school TravelWise Local Transport Plan. Capital Programmes of Work include cycle facilities	<p>Number of Schools registered to school TravelWise.</p> <p>33 Primary Schools 7 Secondary School 1 Special School</p> <p>Cycle journey Planner due for imminent launch http://www.transportdirect.info/Web2/JourneyPlanning/FindCycleInput.aspx?repeatingloop=Y</p> <p>Cycle infrastructure improvements & routes are currently being developed around the 5 Healthy Hubs.</p>															
11.2	Implement walking routes, Walkzone Website, walk leaders programme & pedometers programme	D Hill	41 further walk leaders Cumulative 21,251 hits on walkzone 299 pedometer loans	<p>41 active walk leader volunteering on the walkfit programme</p> <p>Cumulative 30726 hits on walkzone</p> <p>233 pedometer loans</p>															

11.3	LA to implement traffic calming & other supportive infrastructure measures to support the above	N Lissimore	Ongoing within Local Transport Plan Capital Programmes of Work	<p>During 2009/10 (Year 4 of the current 5 year Local Transport Plan (LTP2)) a number of programmes of work have been implemented through the Integrated Transport Block, including traffic calming schemes as part of wider Local Safety or Safer Routes to School initiatives. Combined with a range of other minor improvements programmes, & the early stages of the Healthy Towns project, the Integrated Transport Block has delivered the following outputs within Dudley during the course of the year:</p> <ul style="list-style-type: none"> Walking schemes – 11 schemes Cycle schemes/facilities - 7 schemes Local Safety schemes - 20 schemes Signalised ped crossings – 9 schemes Unsignalised ped crossings – 89 schemes Safer Routes to School schemes – 8 schemes Public Transport Improvement schemes – 7 schemes Junction Improvement schemes – 2 schemes Footway/footpath improvement schemes – 15 schemes School Travel Plans – 14 plans Employer Travel Plans - 6 plans Other traffic management schemes – 50 schemes
12.1	School physical activity opportunities. Expand extra-curricular activities through busy kids/ PhysKids, & Playtime Pals, pedometers	M Hooper	Replaced with a Multi-Skills Playground Markings Programme 206 staff/coaches trained	<p>88 schools have markings in place, & 10 children's centres. 8 parks also have some markings in place.</p> <p>224 school personnel & 12 Children's Centre personnel undertook Level 1 training & 79 took Level 2.</p> <p>63 of the Primary & Special Schools took part in competitions for all year groups, using the markings.</p> <p>A further course for CC staff in Sept & a Level 2 in Oct.</p>
12.2	Develop walking to school opportunities	D Hill	19 schools from 07/08 still active	<p>19 schools receiving funding still active but 09/10 was the final year of funding.</p> <p>Focus for walking to school initiatives for 2010/11 will be through the Living Streets "WoW" scheme; co funded by Living Streets & DMBC Road Safety team.</p>

12.3	Work with schools to develop their NHSS Action Plans around food & nutrition & physical activity	J Edwards	100% of schools & 4 PRU's have achieved NHSS	Working with schools to maintain their NHSS via the annual review. At 31/3/10 12 schools had completed their annual review with a further 60 schools in progress.
13.1	All GPs & medical professionals to participate in Exercise on Prescription by 2008	B Johal	702 referrals (1 April 08 – 31 March 09)	909 referrals during 2009/10. All GP practices able to refer into the programme.
13.2	Continue Physical Activity training in primary care	B Johal	All practices visited twice in the year	All practices visited twice in the year
14.1	Establish training programmes for key professionals by 2006 in nutrition & physical activity to improve knowledge & consistency of messages	T Bussell/ D Hill B Johal	Nutrition: 45 Physical Activity: 25 professionals trained	Nutrition: 197 professionals Physical Activity: Anecdotal updates / training provided on request to frontline health professionals on key activity messages & referral systems. 2 health professionals trained as walk leaders.
14.2	Implement an obesity training scheme for health professionals - Counterweight	S Cornfield	8 practices recruited. Training underway	5 Practices trained & delivering Counterweight with further training planned for Autumn 2010. To date 150 participants have been treated.
15.1	Expand community programmes to provide training, resources & support to local people to enable them to improve healthy living skills & knowledge by 2007 - Volunteers Programme	D Hill/ T Bussell B Johal	6 nutrition volunteers trained 81 volunteers in physical activity programme 8 for child weight management	Nutrition: 34 Volunteers Physical Activity: 46 active volunteers Weight Management: 6 active volunteers
15.2	Expand Get Cooking initiative especially in deprived areas & with vulnerable groups	T Bussell	104 users. 66% completion rate. Funding secured to expand delivery	111 community users 76% completion rate Commissioning process in progress.

16.1	Increase initiation of breast-feeding by 2% year on year Increase breast feeding rates – initiation & duration	T Bussell M Abuaffan	Target achieved for 08/09: 58.2% initiation rates & 28.6% duration rate. Funding secured to provide buddy support service & achieve baby friendly status	Initiation rate: 58.2% 6 – 8 wk rate: 26% - data collection rate increased to 95%
16.2	Identify a way forward for Breast Feeding Buddies & Baby Friendly Delivery	T Bussell	Coordinator & pathway in place, training commenced	Buddy service established – 50 Buddies trained. BFI stage 1 accreditation achieved.
16.3	Develop a joint agency Infant Feeding Policy training programme, & action plan.	T Bussell	Funding for Breastfeeding Co-ordinator identified & recruitment process begun	Co-ordinator in post. Infant Feeding Policy in place. BFI implementation plan in place. Training: All HVs + 30 CC Key workers in process of undertaking Coventry University Breastfeeding Assessment (CUBA) training. 6 HVs completed BFI 3 day BF management course, 1 Nursery Nurse completed BFI 2 day BF management course. BF Coordinator completed BFI Audit training & BFI implementation & project management course.
17.1	Food in schools/ colleges, nurseries by 2008: Implement Dudley Food for Health Award (DFHA) in schools, colleges & nurseries	T Bussell	70 total DFHAs delivered	108 DFHAs awarded
17.2	Review catering contracts to introduce nutritional standards for school meals & maintain uptake of school meals	T Bussell	Nutritional standards in 100% of schools. 35 Schools signed up to million meals campaign	Nutritional standards in 100% of schools. 77 schools signed up to million meals.

17.3	Continue implementation of water in schools, & healthy tuck shop, breakfast clubs & vending machines	HPS J Simmonds	100% of schools with NHSS – adhering to healthy eating criteria	Water & food in school is included in the maintenance of NHSS, therefore situation with schools is as above.
17.4	Develop cooking programmes in schools	T Bussell	16 staff trained in lets get cooking & 17 in Get Cooking!	Lets get cooking continuing in the 16 schools 22 schools staff trained to deliver Get Cooking! in their schools.
18.1	Establish a coordinated Weight Management Service for over weight & obese adults (>16) by 2007- develop a pathway	K Jackson S Cornfield M Labib	Maternal obesity pathway in place & MAEYS service Primary care: 8339 referrals in year Secondary care: 628 referrals,	Total No. of Adult referrals 09/10 in Primary Care - 9339 Weight Watchers 6130 referred (5249 who were eligible) Slimming World 2339 (2115 who were eligible) Slimmers Kitchen 95 referred SHAPES 179 referred Counterweight 145 referred MAEYS 451 compulsory referrals 123 women agreed to a visit Total No. of Adult referrals 09/10 in Secondary Care – 592 Referrals from GP's; 246 Referrals from Consultants; 346
18.2	Ensure appropriate adult referrals to secondary & tertiary care by 2007- Develop referral pathway/ commissioning protocols for bariatric surgery	K Jackson	Tender for SWMS awarded to DCS: start taking referrals from Oct 2009. 48 requests for surgery, 33 approved	Referral pathway to Specialist Weight Management Service agreed and launched. 29 referrals from Nov 09 to Mar10. 65.5% female, 96.6% white Age ranges from 18 to 60+
18.3	Pilot a service for learning disability clients	S Cornfield	Bespoke service to be launched in Sept 09	Children: 'Seeker' programme developed in partnership with KIDS Orchard. Kids Orchard contracted to deliver 3 programmes during 10/11. Work with Special School underway. Adults: pilot service with Halas Homes & Weight Managers CIC, further pilot required, to be delivered in 10/11.
19	Appropriate use of anti obesity drugs by 2007- Regular audit use of	A Tennant	Re-audit carried out. Spend fell by 23.6% to £201,971, volume 6273	No re-audit this financial year. Total PCT Spend (Orlistat & Sibutramine) £198,734, Total PCT items: 6644. Note: Sibutamine (Reductil) had product license suspended by EMEA

	sibutamine & orlistat in primary care according to NICE guidance			January 2010 (hence no Rx after this date)
20	Establish a coordinated Weight Management Care Pathway for overweight & obese children (<16) by 2008. Develop a costed weight loss pathway for children. Identify funding & commission	S Cornfield	Pathway nearing completion. 104 children completed weight loss programmes	Costed pathway completed – awaiting sign off by the PEC Total No. of Child referrals 09/10 – 267 (17 not service specific) Jumping Beans 15 referrals (just OW/VOW not all referrals); 4 treated; 50% completed Phyzkids 15 referrals; 7 treated; 100% completed MEND 86 referrals; 59 treated; 70% completed Kicking Fit Kids 19 referrals; 15 treated; 100% completed Healthy Halesowen 12 referrals; 8 treated; 50% completed PHASES 48 referrals; 23 treated; 83% completed Seekers 6 referrals; 6 treated; 100% completed Weight Watchers 35 referrals; 27 treated; 100% completed <i>4/27 had a further pack; 3/4 had 3 packs; 1/3 had 4 packs</i> <i>4 are continuing their weight loss journey into 2010/2011</i> Slimming World 14 referrals; 13 treated; 100% completed <i>1/27 received a further pack</i> All services are now commissioned. Funding sources from BIG Lottery for 5 additional MEND Programmes 09/10 & Halesowen Integrated Services to run the Healthy Halesowen Programme. Inclusion of a referral to Primary Mental Health Worker (Specialist in Obesity) in 2010/11.
21	Physical activity sessions for overweight provided by LA by 2008. Establish physical activity sessions at key leisure centres, for people/ children managing their weight	Andy Webb	Continues via MEND, SHAPES, dance mats & trixter bike sessions	MEND is jointly funded/ delivered by BIG Lottery, the PCT & the LA in Halesowen & Dudley Leisure Centre – 5 programmes delivered. MEND graduate sessions rotated between the 3 LC's. SHAPES is jointly funded/delivered by the PCT & the LA in Halesowen & Dudley Leisure Centre - 6 programmes delivered. Dance Mats & Trixter Bike sessions 7660 attendances (weight status unknown)

22.1	All NHS sites to have the DFHA by 2006	T Bussell	All 3 sites now have the DFHA	See 2008/09 comment – no change
22.2	PCT & DGOH to develop food for health policies	T Bussell	Both sites have a policy but DGOH currently not inc hospitality	See 2008/09 comment – no change
23.	Investigate subsidised/ free bus passes	N Lissimore	Completed. Co-ordinated by Centro - Public Transport Authority.	See 2008/09 comment – no change
24.	Expand Green Gym options by 2010 as outdoor activity stations	D Hill	5 outdoor gyms planned for Healthy Towns & “Dudley Greenagers” funded	5 outdoor gyms now in place & the parks staff have been trained.
25.	100% schools to have active travel plans by 2010	D McDougall	79% 2008. 92% 2009 100% is target for 2010	100% of schools have School Travel Plan
26.	Develop Activemag website	D Hill Healthy Towns	Activemag is still in place, but the Just Enjoy play website is key site	Activemag website no longer used. Healthy Towns website now launched.
27.	Implement full service extended schools programme	C Russell	84% of schools providing core offer	At the end of March 2010 98% of schools had achieved Full Core Offer Extended Schools & 100% by end of June 2010. Monitoring & auditing of current provision continues to ensure services are meeting need & that quality is maintained.
28.	Develop & implement a ‘Health Promoting Youth Club’ model by 2010. Promote model & support youth services	D McNulty & 13-19 partnership board	To go ahead via the targeted youth support plan that is currently in development.	The Health Promoting Youth Club model is unlikely to be progressed now, but health is a key theme in the targeted youth support plan
29.	Encourage a model shift in mind set away from car use to public transport by 2010. Develop & implement a transport plan	N Lissimore	Implementation of current Local Transport Plan (2006-2011) Development of Active Travel Corridors Number	Ongoing programmes of Travel Plan co-ordination including School & Employer Travel Plans, together with ongoing programmes of Education, Training & Publicity – aligned to with the development & implementation of active travel infrastructure improvements through both the LTP2 Integrated Transport Block, & the early stages of the Healthy

	for Dudley coordinated with parking & walking & cycling routes.		of Public transport initiatives ongoing	Towns project. See outputs achieved in 11.3 above. Various public transport improvements have been developed through voluntary partnership working with Centro & National Express West Midlands, being the main bus operator in the borough.
30.	Develop a rolling public awareness campaign by 2006	D Hill	To be established via Healthy Towns	The Change4life campaign is being delivered via healthy towns.
31.	Develop a sustainable approach to 'land use planning for health' in the borough by 2006. Develop formal health involvement in town planning & land use & community safety & introduce health impact assessment into town planning	D Hill	Input has been made into Dudley's Greenspace & Spatial Awareness Strategy	Vision statement component of the Joint Core Strategy (JCS) written & adapted to enable the provision of more activity through environmental interventions.
32.	Implement Health Trainers scheme by 2007	D McNulty	Tender process in operation. To be awarded during 2009/10	The tender was not awarded due to non-affordability & the Board decision was taken to develop the service in-house & then commission out to potential providers. The recruitment process began Feb-March 2010 & the first cohort of Health trainers will be in post by July 2010
33.	All children to have the opportunity to take 4 hours physical activity per week within & beyond the curriculum by 2008 (this has now been increased to a 5 hour offer by 2011 through the LAA)	M Hooper	89% achieving 2 hours 08/09 09/10 for 2 & 5 hour offer not available for report deadline.	Focus of the data requirement has changed for schools & is now % of young people engaged in 3 hours of high quality PE & Sport on the school site, this stands as 47% for Dudley both in & beyond the curriculum. The 2 hour figure for Dudley schools is 90% but note all of these are 2008/9 figures as 2009/10 have only just been submitted by the schools. 2009/10 will be out in November.

34.1	Expand Dudley Food for Health Award (DFHA) to promote the provision of healthy affordable food choices in the commercial sector by 2006	T Bussell	6 additional awards funding secured to expand	Advisor in post to assess awards. 18 commercial awards listed on the Healthy Eating Directory.
34.2	Map healthy sandwich & snack outlets & takeaways for a directory	T Bussell	Pilot completed. Funding secured to roll out.	See above
35.	Develop a healthy workplace programme in public sector – 2007	R Olding	Funding secured	Partnership group established with all agencies committed. Independent agencies developing Health & Wellbeing Acton Plans. Action Plan in development. Joint mapping exercise in progress
36.	All NHS sites to have active travel plans by 2008. PCTs & Dudley Group of Hospitals (DGOH) to develop plans	D Hill B Johal	In place for St Johns House, Ridge Hill & lift sites. Needs more work	There is an overarching travel plan in place for all Trust sites. Local travel plan co-ordinators need to be identified to support Gill Hunt (DMBC) to take forward actions from the plan. In light impending NHS restructures fixed decisions on how this will be moved forward are on hold.
37.	Key local retailers will promote their healthier food options by 2008. Targeted work with retailers in relation to promotion, labelling & pricing especially in deprived areas with feasibility re-development of retailers award & retailer training	T Bussell	Food Access/ Retail pilot. Attempts to recruit to coordinator post unsuccessful so far	PCT Food advisor used to cover this role & backfilled with Lottery funds. 'Bostin Value' fruit & vegetable pilot project in progress. Baseline data collected, sessions with parents & pupils ongoing & fruit & vegetable stall in place 2 sessions / wk.
38.	All GPs to prescribe Get Cooking by 2008	T Bussell	No referrals	3 referrals

39.1	All schools, nurseries, & colleges to have food policies by 2008. Work with schools, colleges, nurseries to support development of Food for Health policies	T Bussell	49 schools with food policies in place. All children's' centres. Mapping other early year provision	100% of schools have NHSS with food policies Early years settings – Work has started with a group of stakeholders to develop a Health Charter for early years settings which will include food provision & policy.
39.2	Investigate funding & support of the school meals service as a welfare service in all primary schools to increase uptake	M Flood/ V Little	Feasibility study done, bid to free school meals pilot unsuccessful	See 2008/09 comment – no change
40.	Expand implementation of national fruit scheme to other age groups	HPS	Nationally not being taken forward	No funding to do this, locally or nationally.
41.1	All local authority catering &, workplaces to provide healthy affordable food choices by 2008. Expand sites with DFHA	T Bussell S Holmyard	8 / 21 sites. Progress is slow due to potential staff resistance	12/21 LA sites now have DFFHA. A further 5 sites are in the process of assessment for the award. 2 sites have failed PCT nutritional inspection, 1 not 3* standard yet & 1 site decided not to pursue award.
42.2	A sites to develop food for health policies	T Bussell S Holmyard	Food vending policy piloted in DUE sites. Currently evaluating	A Food Policy has been trialled with Directorate of the Urban Environment (DUE) & is to be implemented from 1 st January 2011. The delay due to non compliance of vending contractors with the new policy. However all DUE vending machines will come under a new vending contract currently being tendered & due to be in place by 01/01/2011. The new contract requires compliance with the Dudley Food Policy; hence previous issues of non compliance will be overcome. Following implementation within DUE, consideration will be given to Council wide adoption.

43.	Expand school learning re-healthy living skills by 2008. Implement DfES Growing Schools Programme through allotments	T Bussell	On hold - no allotments, to look at raised beds in schools	No funding available to take this forward.
44.	Investigate restriction of car use in urban areas	N Lissimore	Investigated but not to be taken forward	See 2008/09 comment – no change
45.	Local communities to have access to affordable healthy food by 2010. Map & identify food 'deserts' & develop fruit & vegetable delivery & mobile schemes for areas of 'food deserts'	T Bussell	Mapping completed but on hold – funding implications	Regional Healthy Food accessibility standard agreed – 'households 20 minutes walk, cycle or public transport travel from shop that sells fruit & veg. Further funding required assessing whether this standard is met in Dudley.
46.	Develop a Healthy Work Place Programme in the Business Sector by 2009	R Olding	Not started yet- first focus is public sector	Still developing Public Sector Programme. Supporting business sector in reactive approach. Businesses supported in 2009-2010: One Agency (old CSA); E-on; Solaglass; Intercontinental; Lloyds TSB

LOCAL AREA AGREEMENT ADDITIONAL ACTIONS- FEEDBACK 2009/10

1.	Establish rolling programme of training & awareness for front line staff to enable them to identify overweight/obese children & refer to services.	S Cornfield	Brief Intervention training to roll out from Sept 09	Proactive offered of BI Training to all GP Practice staff & allied health professionals. Reactive offer of training following all inappropriate referrals Relevant departments in DGOH approached. Some training completed. Wider roll out to DGOH & Dudley Council Departments planned for 2010/11.
2.	Coordinated obesity prevention education programmes in all schools with additional targeted action in those schools with higher prevalence as identified via the NCMP.	HPS- J Simmonds	Obesity prevention coordinators recruited & developing pilot programme	A whole school improvement plan for obesity prevention developed for primary schools. Roll out to schools is being based on & around Healthy Town hubs & child weight management figures.

3.	Develop & implement a 'beyond the healthy school status' award for obesity prevention & physical activity, nutrition promotion by 2011 (monitored by number of schools achieving award/year)	HPS- J Simmonds	Awaiting launch of NHSP enhancement model due Sept '09	As above.
4.	Develop & implement a health promoting children centres model by 2011	C Russell	All CCs have staff trained to deliver Jumping Beans. Discussions with HPS to develop plan for 2009/2010.	No progress has been made in relation to a specific award. However, all Children's Centres have staff trained in Jumping Beans. Get Cooking – All Children's Centres are delivering. Active Dudley – all Children's Centres have staff trained. Playground Markings & activities – 9 centres have staff trained & further training is taking place during 2010/2011. Buggy Fit – 5 Children's Centres are delivering. Distribution of vitamins – All Phase 1 Centres are distributing vitamins.
5.	Establish health promotion criteria including food for health policy within the criteria for registration of independent early years settings by 2011 (children centres, nurseries, day centres & child minders)	T Bussell/ C Russell	No progress	All Children's Centres have a food policy in place. A Health Charter is in development - see item 39.1
6.	Development of a healthy lifestyles website within DMBC incorporating interactive activities	D Hill	This will be incorporated as a Healthy Towns website.	This is incorporated in the www.dudleyhealthytowns.co.uk website.
7.	Look at the feasibility of restricting/managing the number of fast-food outlets via planning	S Holmyard	Policies in place in existing UDP will also be inc. in Joint Core Strategy.	Core Strategy has been examined. Area Action Plan for Brierley Hill will be examined in December. Detail position will be set out in Council's Development Strategy DPD which is shortly to be consulted on.

8.	Look at the feasibility of a review of the licensing of street food vending to incorporate healthy food choices	S Holmyard	Legally within the Licensing regime this is not a criterion which can be considered. However, vendors will be encouraged to have healthy choices.	This item cannot be progressed further. Licensing of street vendors falls within Corporate Resources (Licensing, Legal), not DUE & the availability of healthy food choices is not a criterion which can be enforced by licensing within the application process. Quotas cannot be applied to ensure that a proportion of street vendors offer healthy choices. All street vendors who are 3* or higher when inspected for food hygiene & who wish to be considered for the Dudley Food for Health Award are progressed, but this is voluntary & some street vendors do not choose to progress the award as they only sell limited products which would not meet healthier criteria, e.g. doughnuts, hot dogs.
9.	Look at feasibility of including health impact assessment into strategic environmental assessments	S Holmyard	All policy documents need to regard health impacts & sustainability appraisal considers health as a key objective	Planning Policy Documents produced already contain health impact assessment in SEA & Sustainability Appraisal
10.	Incorporate homezone features into the regeneration of North Priory estate	S Holmyard	A home zone style feature is currently proposed along one of the main routes within the scheme.	Homezone principles incorporated into approved scheme at North Priory.
11.	Achieve green flag status in 3 parks & open spaces by Dec 2011	S Orton	All 5 hub parks within the Healthy Towns programme will have green flag status by 2011	
12.	Explore feasibility of developing 'adopt a garden' scheme in partnership with age concern	D Hill	Dudley Greenagers project provides some aspects Other aspects are being looked at via the Jasmine Road project.	Changed to "Sow & Grow programmes" Hillside Herbs have been commissioned by Public Health to develop this area of work.

13.	Establish the adult weight loss pathway as part of pre-operation assessment protocols within secondary care	S Cornfield	Not yet started	Informally signed up to via Brief Intervention training (department specific). Work still required regarding protocols
14.	Build an additional referral route to Exercise Referral Service into the weight management pathway by offering all adults that successfully meet with 5/10% weight loss goal a referral to an approved exercise referral station (appropriate to their health status).	S Cornfield	Patients can be referred simultaneously to WW/SW/SK &/or Exercise Referral. An additional exercise & nutrition service 'Shapes' delivered at Leisure Centres	37 patients who successfully met a weight loss target of 5% or more agreed to a referral to the SHAPES programme which combines exercise classes & also weight maintenance advice and support.
15.	Develop a 'Fit for Referral' quality assurance mark for leisure providers to expand the number of Referral Stations available.	D Hill	A pilot project showed this not to work so Fit for Referral will not be included in the referral programme.	See 2008/09 comment – no change
16.	Further extend the Health Volunteer programme to include placements on the child weight management pathway.	S Cornfield	8 Volunteers signed up for the CWM services. Currently there are 4 active volunteers.	6 volunteers have been trained & 6 were active during 09/10 2 for children's services 4 for adults services 3 have subsequently completed Sessional Worker Training