

Progress against Local Authority Declaration on Healthy Weight commitments – LA/CCG

		By Who	Time-scale	RAG Rating	Comment / Update on Progress
1.	Commitments:				
1.1	Protecting residents from the commercial pressures and vested interests of the food and drink industry supplying high fat, salt and sugar products.	LA - Comms PH&WB			<p>The council’s advertising policy was reviewed in 2017 and PH commented on and made recommendations for HFSS food and drinks to be included in 400m hot food takeaway restriction around schools. No changes were made to the policy at that time.</p> <p>Recommendation/Action: to review of Advertising Policy to support the Childhood Obesity Trailblazer work and address this commitment in LADHW</p>
1.2	Consider how commercial partnerships with the food and drink industry may impact on messages communicated around healthy weight to the local community.	LA – Comms PH&WB/ Strategic Partners			<p>Piece of work required to develop to map out potential conflicts of interest with the HFSS in funding/commercial partnerships with partners. This should include wider PH messages around alcohol, gambling and climate change conflicts. Acknowledge issues around loss of funding when raising this.</p> <p>The Council have supported the rejection of both the Coca Cola Christmas Truck and Premier League Trophy Tour Bus from coming to BwD</p> <p>Recommendation/Action: Work with relevant partners such as Healthy Stadia to develop action plan to support this commitment</p> <p>Continue to support the lobbying against Coca Cola coming to the Borough if approached.</p>
1.3	Review provision in all our public buildings, facilities and providers to make healthy foods and drinks more convenient and affordable and limit access to high-calorie, low-nutrient foods and drinks (to include all public institutions	LA/ - PH&WB Procurement CCG			<p>ELHT have implemented changes to vending as part of the CQUIN to increase the access to healthier options. Learning from this can be shared with and used by LA and CCG.</p> <p>CCG Fusion House vending machine is owned by St Modwen – after a consultation with staff they asked that it remain in situ.</p> <p>Range of catering contracts via LA – contracts require review with Public Health support</p> <p>Recommendation/Action: Undertake a full review of vending machines in all council owned/controlled buildings</p> <p>Request CCG support a review of CCG and Health Centre vending offer</p>

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	such as schools, hospitals, care homes, leisure facilities).				Develop a staff consultation to support the review across LA/ CCG/Health Centres Review LA catering contracts
1.4	Increase public access to fresh drinking water on local authority controlled sites.	LA – Environment PH&WB/ CCG			Water available via fountains in gyms for facility users but not in other building for public Opportunity to support single use plastic agenda and Council’s Climate Emergency Declaration by promoting www.refill.org.uk and re-useable bottles Possible opportunity to provide access to water in parks via application to Heritage Fund Recommendation/Action: Promote Refill.org.uk with BwD businesses and organisation Source funding for water fountains in town centres Engage with United Utilities to explore water availability
1.5	Consider supplementary guidance for hot food takeaways, specifically in areas around schools, parks and where access to healthier alternatives are limited.	LA – Planning PH&WB			Planning for Health SPD adopted in 2016 with some success. A5 applications had reduced however A3s have increased. PL has recently been chosen as a Childhood Obesity Trailblazer area and this will give some capacity to review and strengthen the PfHSPD and support other districts to adopt their own SPD. A range of planning regulatory tools will be explored to determine best fit which will be supported by an enhanced Recipe 4 Health programme Recommendation/Action: Review and strengthen PfHSPD
1.6	Advocate plans with partners including the NHS and all agencies represented on the Health and Wellbeing Board, healthy cities, academic institutions and local communities to address the causes and impacts of obesity.	LA/CCG/ Pennine Leaders Forum			Regular update to CCG Governing Body on EWMMSU strategy and Declaration commitments. Quarterly Shape Up sub groups meetings and EWMMSU Strategy steering group and annual report which are shared with HWBB. Healthy Weight Summit held in March 2019 with planned 6/12 follow ups. Recommendation/Action: Work more closely with emerging PCNs on healthy weight agenda to be supported by Sport England programme work Support Elected Members to be advocates for healthy weight in their communities and member duties

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1.7	Strive to protect our children from inappropriate marketing by the food and drink industry	LA/HPHF Programme			<p>Links to 1.1</p> <p>Opportunity to be part of the Outsmart Advertising scheme (meeting Aug 2019 to discuss)</p> <p>Raise awareness of advertising and marketing techniques in communities via Trailblazer 'Great Big Junk Food Debate' campaign</p> <p>Recommendation/Actions: Ensure advertising/marketing techniques included in the campaign</p> <p>Explore Outsmart Advertising opportunity</p> <p>Support the Bite Back 2030 campaign</p>
1.8	Support the government in taking action at national level to help local authorities reduce obesity prevalence and health inequalities in our communities	LA – PH&WB			<p>DPH lobbies national Government via ADPHs nationally to reduce inequalities. Support Food Active in consultation responses particularly around the Childhood Obesity Plan</p> <p>Submit expressions of interest for national programmes impacting on childhood obesity which include ambitious plans to tackle unhealthy weight locally. Recent success with Childhood Obesity Trailblazer and Sport England Local Delivery Pilot both with which have the potential to impact on national policy and strategy</p> <p>Continue to share good practice regionally and nationally where invited to do so e.g. PHE Spatial Planning Conference 2019, Westminster Food and Nutrition Forum 2019</p> <p>Recommendation/Actions: Continue to support activity as described above</p>
1.9	Ensure food and provided at public events includes healthy provisions, supporting food retailers to deliver this offer.				<p>Little progress to date. Relevant relationships need to be built to work on food offer at events which have Council control. National Festival of Making is an opportunity to showcase healthy street food and local food businesses however this years had little healthy food/drink – opportunity to influence food/drink offer and develop cooking opportunity during the Festival.</p> <p>Support to partner events to be offered via Be Well Together</p> <p>Recommendation/Action: Discuss approach to support event catering/food at Food Alliance meeting</p>

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					National Festival of Making – link with organisers to plan a healthier food/drink offer Seek examples of good practice from other LAs around public event food offers
1.10	Support the health and well-being of local authority staff and increase knowledge and understanding of overweight and obesity to create a culture and ethos that de-normalises unhealthy weight.	LA – PH&WB HR			Wellbeing Week held in October for the last two years – moving to a Wellbeing Month in 2019. Focus across all areas of wellbeing. Access to Wellbeing Service and reduced price gym membership – not all will/want to access. Network of Workplace Health Champions to pass on wellbeing information to teams – not all areas are covered by WHC. Workplace health programme places large focus on Mental Health - more emphasis required on de normalising unhealthy weight. Addressing embedded workplace food culture around rewards, fundraising etc Recommendation/action: Workplace GULP campaign to be piloted Identify WHC gaps and recruit. Review all HR policies to ensure healthy weight is embedded. Consult with HR team to begin to address food culture across the council
1.11	Consider how strategies, plans and infrastructures for regeneration and town planning positively impact on physical activity.	LA – PH&WB Planning Transport			BwD Local plan review has commenced 2019 – Public Health have commented. Health Impact Assessments should be reviewed for all major applications – currently PH do not see these Recommendation/action: To work closely with Strategic Planners to ensure the PfHSPD is embedded in the Plan and physical activity is embedded in other relevant strategies Work with Transport Planner to promote active travel and increase walking and cycling Embed a process for PH to review major applications
1.12	Monitor the progress of the plan against commitments and publish the results	LA – PH&WB			Independent evaluation being completed Sept 2019 with report to Exec Board, CCG Governing Body and HWBB with recommendations to follow. Progress monitored via EWMMSU Steering Group Recommendation/Action: Reports to Boards as above on completion of

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					evaluation
2.	Local Commitments:				
2.1	Support the introduction of 'Mile a Day' and 'Couch to 5k' in primary and secondary schools respectively				<p>Training for primary schools promoted and provided by BwD SGO, BRFC Trust and Active Lancashire. Training will continue to be provided as required.</p> <p>Mapping exercise continues but difficult to keep accurate log of schools who participate.</p> <p>Couch to 5K more difficult to develop due to run leaders being required to be over 18. Youth Sport Trust have been running programmes in school to support them to embed PA as a part of the school day – Pleckgate case study on whole school approach to physical activity.</p> <p>Recommendation/action: DfE Healthy Schools Rating released July 2019 and to be used to engage HTs in embedding Daily Mile or similar in school day. PH to visit HT forums to promote</p>
2.2	Support Early Years settings to enable a structured physical activity offer and healthy food policy	LA – PH&WB EYS team			<p>EYS food and physical activity guide developed in 2018 and made available for all EYS providers. PH have been trying to evaluate uptake and usefulness of the tool – no significant response yet</p> <p>Annual review complete 2019</p> <p>Further work to support fundamental movement skills (FMS) to be explored via Sport England programme to aid school readiness and support lifelong physical activity habit</p> <p>Recommendation/action: Evaluation required to assess effectiveness of the Guide – support require from LA EYS team.</p> <p>Develop pilot FMS programme through Sport England LDP</p>
2.3	Develop a Food Poverty Network to reduce food poverty and tackle malnutrition in all settings	BwD Food Alliance			<p>BwD Food Alliance now 'live' and managing the BwD Good Food Plan to tackle food insecurity and sustainability. This is being managed via quarterly meetings – senior leadership now required to gain and maintain momentum. The Alliance acknowledges that funding is required to ensure the plan is able to be delivered effectively.</p> <p>Recommendation/action: Identify senior leader to Chair meetings Identify funding sources to support the delivery of the Good Food Plan</p>

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2.4	Support the introduction of school food policies including lunchbox policies	LA-PH&WB Education			Primary school food policy developed in November 2017 for school to adopt. Evaluation of this is now required – support from Education services requested. Secondary school food guide is being co-developed with young people, BwD Healthwatch and UCLAN and will consider the whole school approach to food. Schools currently being identified to support this work. Recommendation/action: Evaluation of primary food policy to complete. Begin work on secondary food guide
2.5	To be a designated Sugar Smart Town	LA – PH&WB HPHF team			Work to be included in Childhood Obesity Trailblazer programme. Aiming for adoption in Sugar Smart September but due to work on the Trailblazer this will now be postponed until April 2020 to coincide with a celebration of 3 years of the strategy. Engage partners to make the pledge as part of the launch. Recommendation/action: Sugar Smart Town adoption to be put on Exec Board forward planner for April 2020. Develop action plan in conjunction with Trailblazer work
2.6	Develop a Food Charter for the Borough to promote healthy and sustainable food in a local economy	BwD Food Alliance			Developed as part of the Good Food Plan. Also developed a Pledge to support the plan. This will be managed via the BwD Food Alliance. Recommendation/action: Links to ICS sustainable food strategy to be made.
2.7	Promote Active Travel and use Rights of Way across the Borough to increase physical activity, for social and employment opportunities and minimise air pollution	LA – PH&WB BwD Connect			BwD Connect programme developed a range of activities and interventions to promote active travel and cycling activities for beginners to advanced cyclists. Funding ends this year – risk to continuation of programme Further work to promote RoW to be developed – walking is a priority within the BwD Sport England Pathfinder business case. The HW Declaration supports the Council's Climate Emergency Declaration Recommendation/action: make clear link to the HWDec and EWMMSU strategy within Climate Emergency action plan to support multiple agendas Develop walking and cycling as a priority in Sport England development.
2.8	Support 'Street Play' initiatives through exploring the implementation of periodic temporary	LA – PH&WB			To be explored via Sport England funding. To include alley and street play along with other 'non-standard' play areas that do not include closing streets. Explore examples of good practice across the country. Work with Keep Blackburn/Darwen Tidy to develop opportunities. Recommendation/action: Develop pilot via Sport England programme Engage KBT/KDT to develop a programme to support environmental agenda

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	street closure orders and other innovative sites for play				alongside increasing physical activity
2.9	To be a designated Breastfeeding Friendly Town	LA – PH&WB Children's Services ELHT LCFT			Status achieved in November 2018. ELHT Baby Friendly Team lead on action plan. Six 'permanent' billboards across the town with images of mums feeding their babies in local places. Initiation rate now at 80%. BF Team Gold Award holders for sustainability with a successful reaccreditation of Health Visiting and Children's Centres. Network of volunteers to support BF mums and very active Facebook support group 'Breast Intentions' Further work now required within the Council to embed aims and objectives of a Breastfeeding Friendly Town Recommendation/action: Review of Breastfeeding policy. Review of staff training around supporting BF
2.10	To achieve Sustainable Food Town status	BwD Food Alliance			Links to 2.3 and 2.6 Aim to achieve by end of 2020