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Healthy Weight, Healthy Lives:

Tackling overweight and obesity in North Yorkshire 2016-2026

Third annual progress report (2019)

Introduction

A note from the Healthy Weight, Healthy Lives Strategy Steering Group Chair



The Healthy Weight, Healthy Lives: Tackling overweight and obesity in North Yorkshire 2016-2026 strategy was launched in November 2016. The Strategy details the issues of obesity in North Yorkshire, describes why and where action is needed

and explores how different stakeholders can contribute to tackling this agenda.

The third annual report highlights the increasing trends in excess weight both nationally and locally in children and adults over the past year. People living in deprived areas continue to be disproportionately affected and our environment continues to challenge our decisions into making positive food and physical activity choices.

In October 2019, Professor Dame Sally Davies published her final report as Chief Medical Officer and called for bold action across industries and the public sector to help the government achieve its target of halving childhood obesity by 2030. Creating health promoting, not harming, environments which enable physical activity and access to healthier food options is highlighted in Dame Sally's call to action.

There is continued emphasis on sugar reduction with the HM Revenue and Customs implementation of the Soft Drinks Industry Levy (SDIL), which has been in effect since April 2018. Public Health England have reported the average sugar content of drinks subject to SDIL has decreased by 28.8%, and total sugar purchase per household is decreasing in all groups. There is still work to do for a move to more consistency in the sugar and calorie content of products at business and brand level. Whilst some businesses are moving towards or doing more than the guidelines recommend, others have not changed or have increased their sugar and/or calorie content. Locally we will work to influence consumer habits as simply replacing sugar with artificial sweeteners is not enough to improve health outcomes.

Particular focus on physical activity includes the revision of the Chief Medical Officers' physical activity guidelines in September 2019, with an increased emphasis on strength and balance exercises for adults and older people. The updated guidance emphasises the concept of 'some is good, more is better' and provides for the first time, recommendations for disabled adults and pregnant women. The evidence of what works in schools and colleges, to increase levels of physical activity amongst children and young people, was updated in July 2019. A cross-government School Sport and Activity Action Plan was published in July 2019 to provide pupils with greater opportunities to access 60 minutes of sport and physical activity every day.

The importance of a psychological understanding of obesity has been emphasised by the British Psychological Society (BPS) in September 2019 in relation to the success or failure of weight management service intervention. The BPS has called for the government to ensure every initiative aimed at promoting a healthy weight is informed by psychological evidence. This is important across the weight management pathway and will require further dialogue between commissioners and providers of specialist services.

Over the course of the coming year, a review of the stakeholder engagement in our local strategic approach to promoting healthy weight of the North Yorkshire population will be required. Particular attention will be on increased involvement of our local communities, as the beneficiaries of a whole system efforts to address obesity, to ensure views, knowledge and priorities of communities are taken into account. Community ownerships of the whole system is the ultimate goal.

A whole system approach has wider impacts. The ability to be able to travel more actively and sustainably, protect and utilise our natural assets, consider the types of foods we purchase and reduce the amount of food we waste more closely are of significant benefit to our health and to our planet.

This report highlights the local action across the system and presents opportunity for further development over the coming year.

Our vision to 'inspire a healthy weight population' and commitment to reduce the prevalence of obesity across the North Yorkshire population has never been stronger.

David Watson
Chief Executive, North Yorkshire Sport.



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Patterns and trends of obesity – children and adults

The national picture

Children

In England, it was reported for the 2018/19 school year that almost a quarter of children in Reception (aged four to five years) were overweight including obese. In Year 6 (aged 10 to 11 years) it was over a third. The prevalence of obesity has increased marginally between 2017/18 and 2018/19 for Reception (from 9.5% to 9.7%) and increased marginally in Year 6 (from 20.1% to 20.2%).

Adults

In England, 2017/18 data highlights the prevalence of excess weight (overweight and obese BMI 25 and above) in adults is 62%. This is a rise in prevalence from 61.3% in 2016/17. Nationally, there was no change to the prevalence of excess weight in adults from 2015/16 to 2016/17.



The local picture

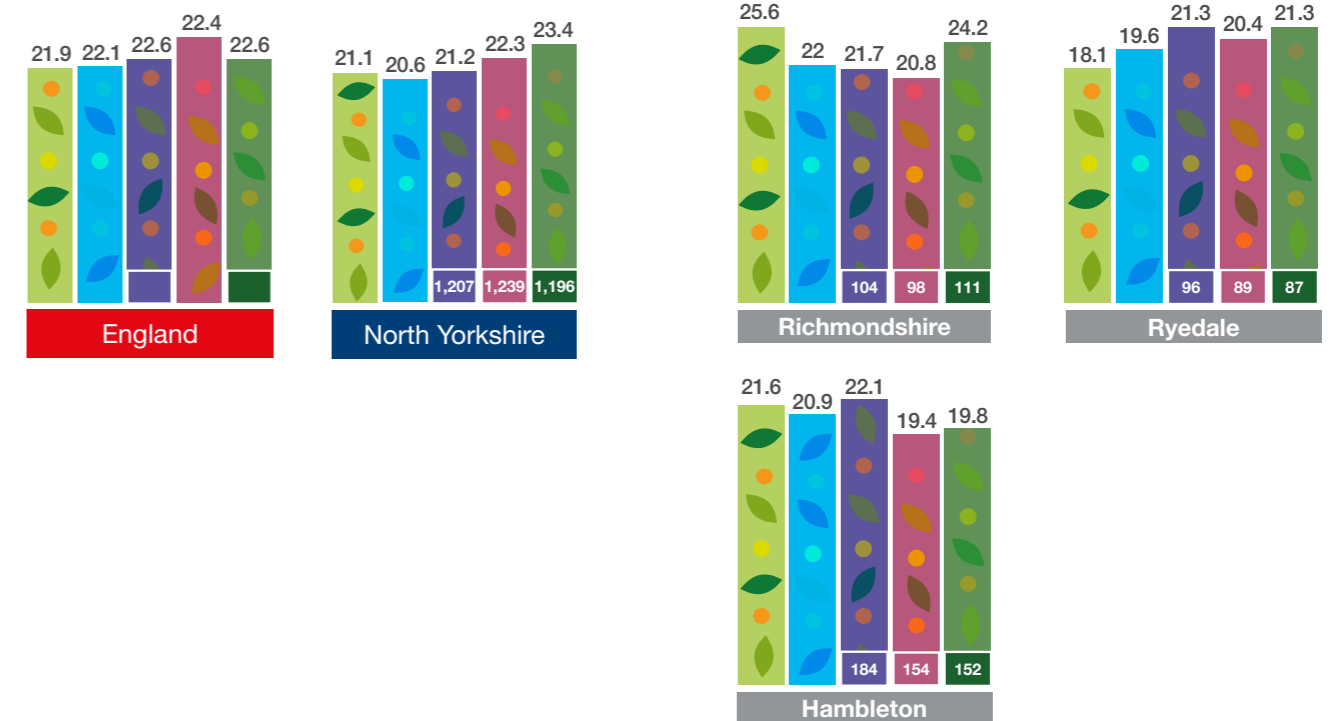
Children

Four to five year olds

In North Yorkshire, the proportion of children aged four to five years with excess weight continued to increase in 2018/19 to 23.4% from 22.3% in 2017/18. For 2018/19, prevalence is not significantly different from England, having been significantly lower than England in 2016/17 and earlier years.

At district level, in 2018/19, Craven (23.6%), Hambleton (19.8%), Harrogate (22.0%), Richmondshire (24.2%) and Ryedale (21.3%), were not significantly different from England (22.6%) average. Scarborough (26.2%) and Selby (26.4%) are statistically higher than the England average.

The diagram below illustrates the district level prevalence for four to five year olds for 2014/15 to 2018/19.

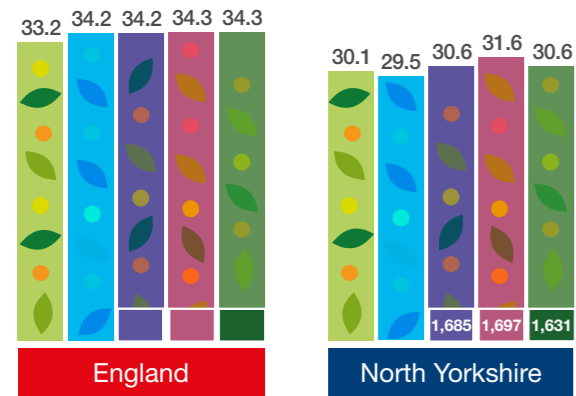


10 to 11 year olds

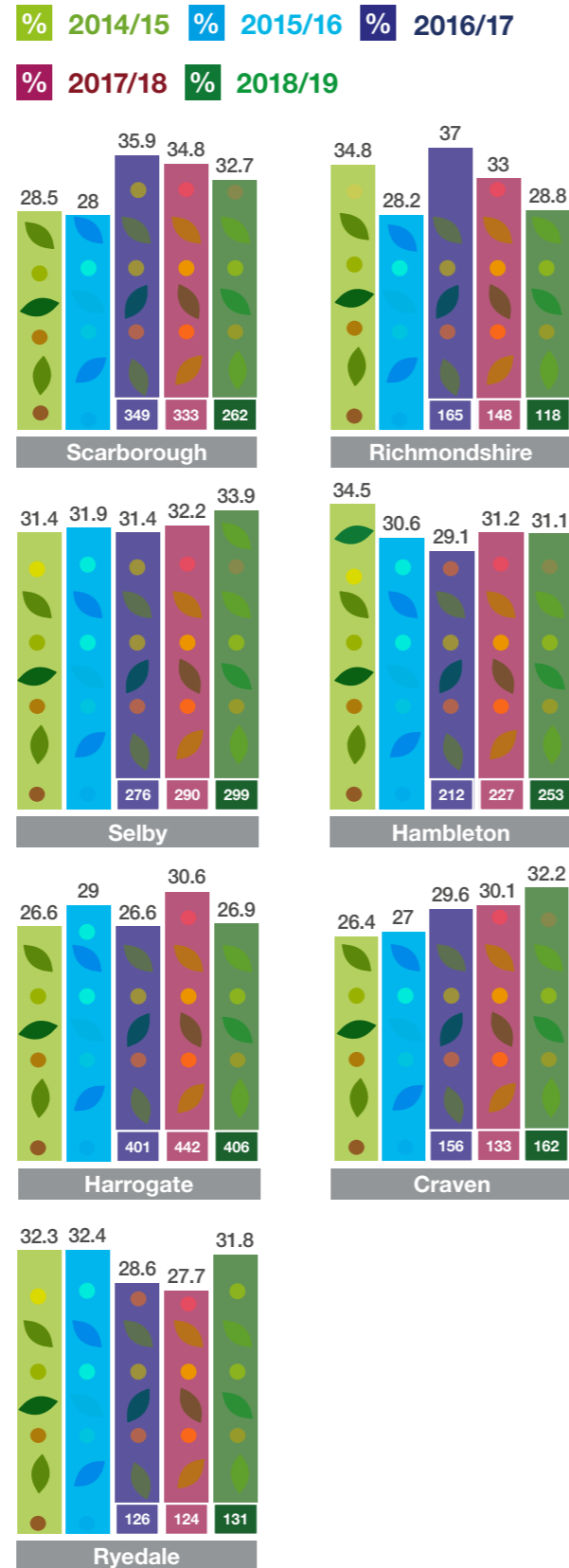
In North Yorkshire, the proportion of children aged 10 to 11 years old with excess weight has decreased slightly. In 2018/19, 30.6% of children were classified as either overweight or obese, down from 31.6% in 2017/18. However, 2018/19 prevalence remains statistically significantly lower than England (34.3%).

At a district level in 2018/19, Craven (32.2%), Hambleton (31.1%), Richmondshire (28.8%), Ryedale (31.8%), Scarborough (32.7%) and Selby (33.9%) were not significantly different from England (34.3%). Harrogate (26.9%) has a rate that is significantly lower than England. None of the districts had a prevalence that was statistically higher than the England average.

The charts illustrate the district level prevalence for 10 to 11 year olds for 2014/15, to 2018/19.



Excess weight in 10 to 11 year olds (number and %), North Yorkshire and its districts, 2014/15 to 2018/19

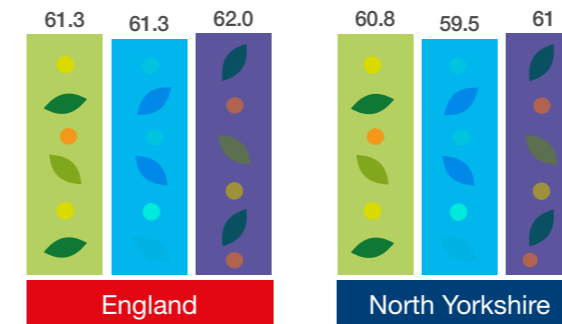


Adults

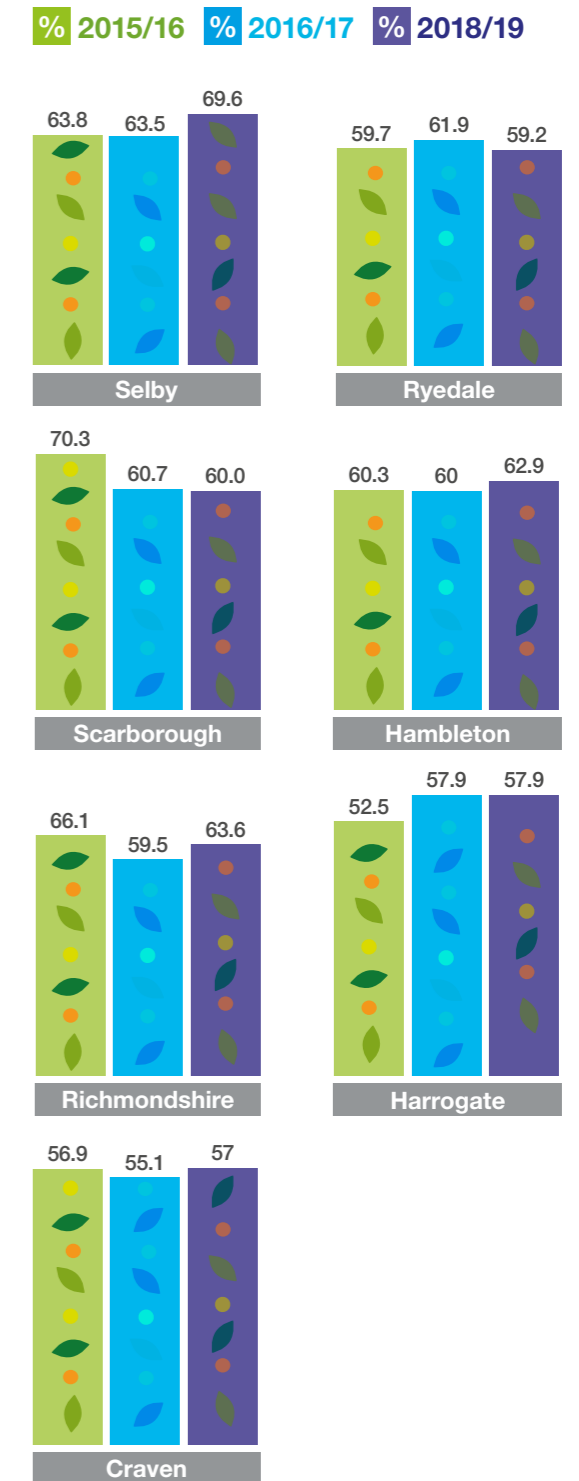
In North Yorkshire, excess weight in adults (aged 18 and above) has slightly increased in 2017/18 to 61.0% from 59.5% in 2016/17. The prevalence in 2016/17 remains statistically similar to England (62.0%).

At a district level, 2017/18 data highlights Harrogate (57.9%), Ryedale (59.2%), Scarborough (60.0%), Hambleton (62.9%), Richmondshire (63.6%) being statistically similar to England (62.0%) and North Yorkshire (61.0%). Craven (57%) is statistically significantly lower than England but not significantly different from North Yorkshire. Selby (69.6%) is statistically significantly higher than the national and North Yorkshire averages.

The diagram below illustrates the district level prevalence for 2015/16, 2016/17 and 2017/18. There is no comparison made for 2012-2014 data as the method of data collection for this period was for ages 16 and above, as opposed to aged 18 or above for 2015 onwards.



Excess weight in adults, 18+ (number and %), North Yorkshire and its districts, 2015/16, 2016/17 and 2017/18



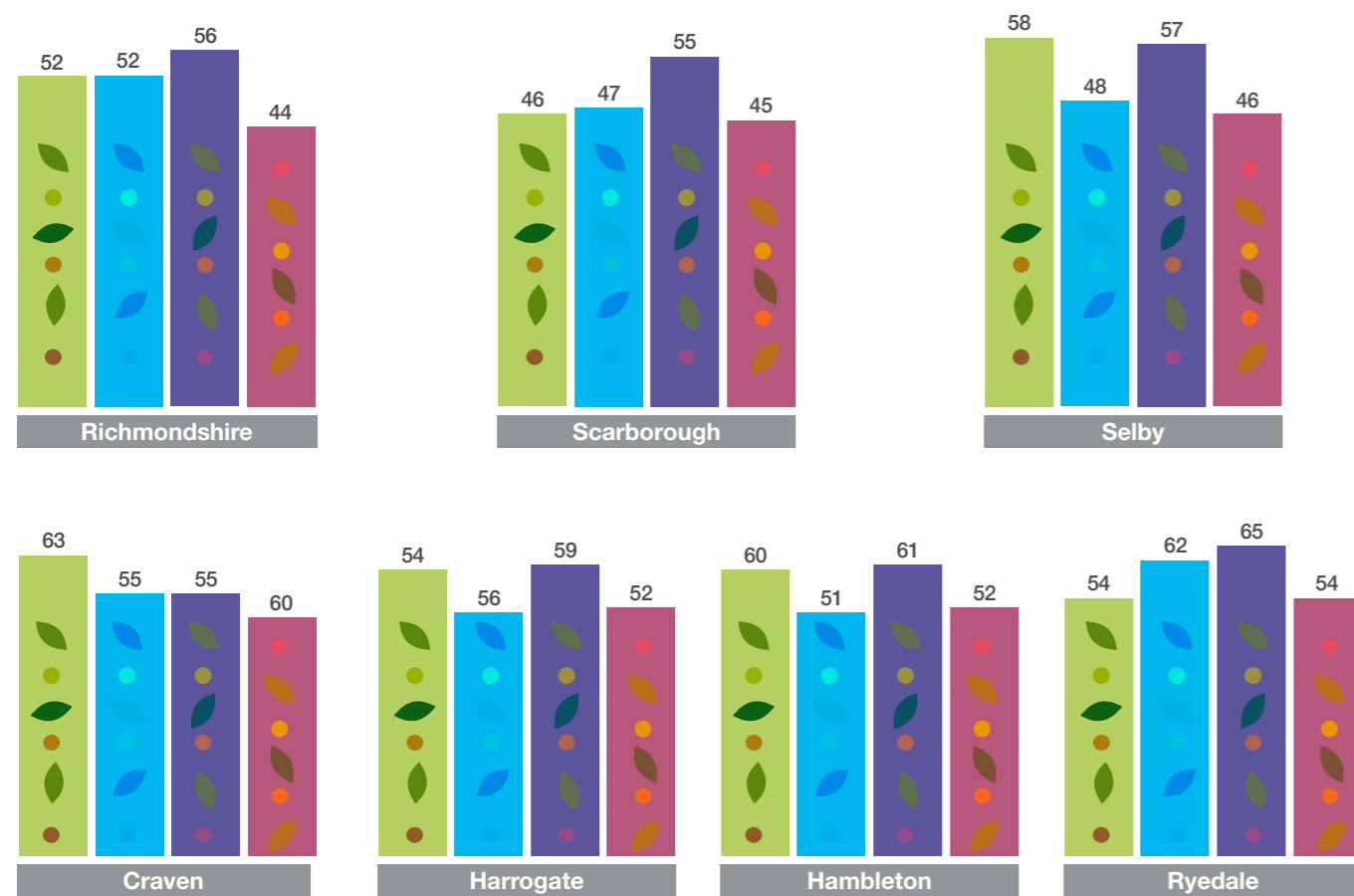
Physical activity – children and young people

North Yorkshire County Council Children and Young People’s Service (CYPS) commission a survey of children and young people covering aspects of learning and wellbeing on a biennial basis called Growing Up in North Yorkshire (GuNY). As part of this survey children are asked

about their levels of physical activity. Self-reported data needs to be interpreted cautiously, but the diagram below illustrates district level reported physical activity levels, for primary and secondary school year groups for 2016 and 2018. There is no updated data to report on for 2019.

Percentage of Year 6, and Years 8 and 10 (combined) children who reported completing five or more hours of physical activity per week 2016 and 2018

% 2016 Year 6 % 2018 Year 6 % 2016 Year 8&10 combined % 2018 Year 8&10 combined



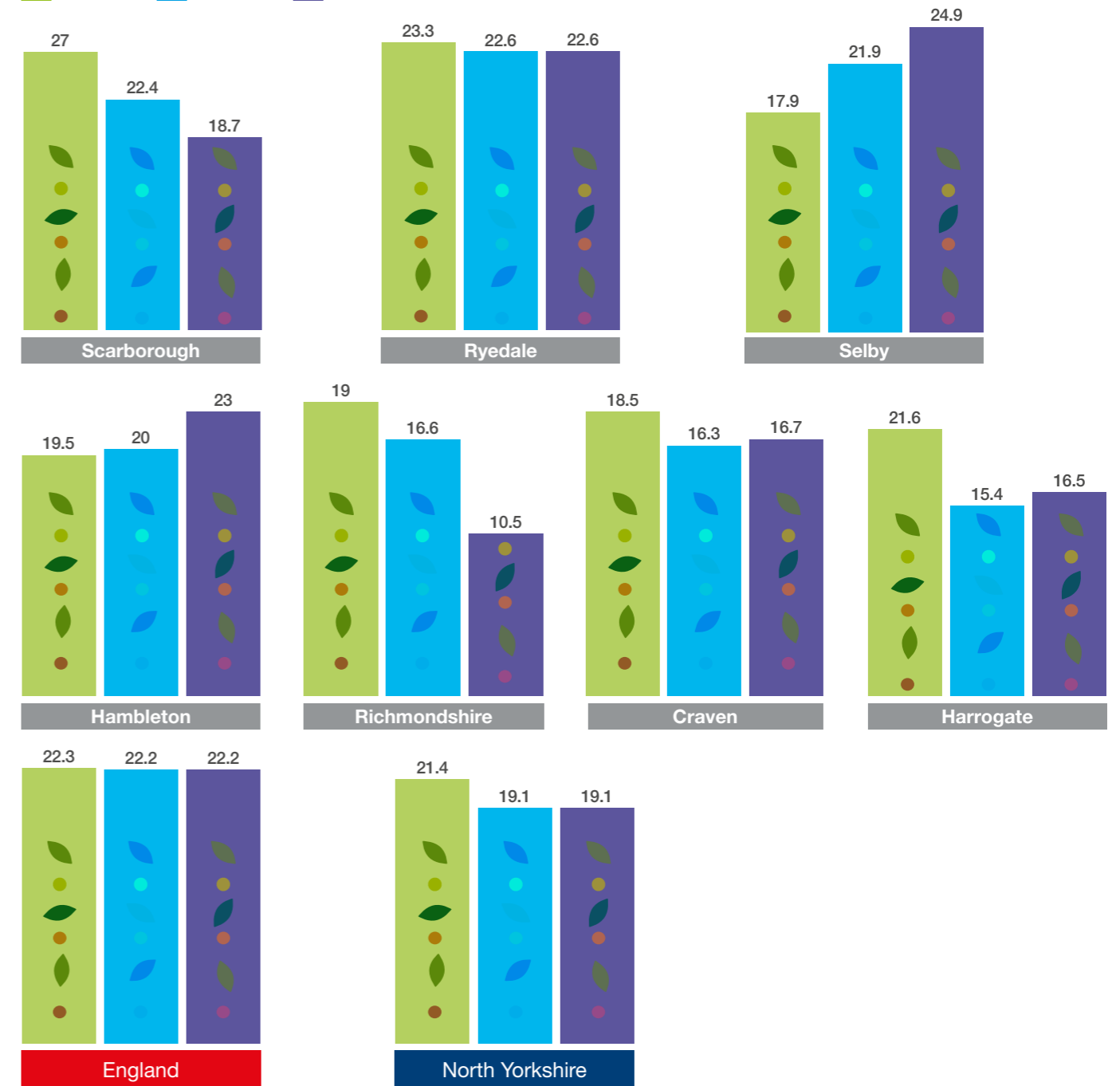
Physical activity – adults

For 2017/18, 22.2% of adults (aged 19 years and above) in England and 19.1% of adults in North Yorkshire are classified as inactive (less than 30 minutes of physical activity per week). North Yorkshire inactivity levels are statistically significantly lower than the England average.

At a district level, in 2017/18, Selby (24.9%), Hambleton (23.0%), Ryedale (22.6%) and Scarborough (18.7%) are significantly similar to the England average (22.2%). Craven (16.7%), Harrogate (16.5%), and Richmondshire (10.5%) are statistically similar to the England average.

The diagram below illustrates the district level of inactive adults for 2015/16, 2016/17 and 2017/18.

% 2015/16 % 2016/17 % 2018/19



Achievements and opportunity

Priority: Supporting children's healthy growth and healthy weight

Breastfeeding and infant feeding

In April 2019 Community Services in North Yorkshire achieved Stage 3 Unicef Baby Friendly Initiative (BFI) Accreditation April 2019. The next steps are to explore sustainability to achieve gold across North Yorkshire County Council children and families service. Children and Young People's Healthy Weight Partnership Group are supporting the future development of peer support groups in Scarborough.

Selby Breastfeeding Friendly Venues (BFV) initiative has been evaluated and resources have amended accordingly. BFV has been rolled out in Harrogate (July 2019). Malton will be the next area for BFV introduction.

The North Yorkshire Infant Feeding Strategy Group have agreed to review focus to include introduction to solid foods.

Early years and schools

New Healthy Schools Award for North Yorkshire

The new Healthy Schools Award (HSA) scheme for North Yorkshire is being funded by Public Health for an initial two years (from 2019), and will be key to supporting and enabling schools to promote a healthy weight with pupils and staff in schools across the county. The scheme has a big focus on Active Lifestyles and Food in Schools, which will

support the healthy weight agenda, as well as PSHE (Personal, Social, Health and Economic education), Emotional Wellbeing, and Staff Wellbeing. Schools will be able to achieve the award at bronze, silver and gold levels as they work through the different themes. Achievement of the North Yorkshire award will also support schools in qualifying for the new national Healthy Schools Rating Scheme.

During the year much work has taken place around developing the criteria for achievement of the award, and in developing the HSA website. The website www.healthyschoolsnorthyorks.org went live in October 2019, in time for the school training sessions.



The HSA was successfully launched at Harlow Carr Gardens in Harrogate in July 2019. Approximately 100 pupils attended along with school staff, Councillor Dickinson and a range of partners.



A series of training sessions were advertised for the Autumn term 2019 to all North Yorkshire schools. At October 2019, 150+ schools had booked to attend a training session. The first session took place in Harrogate with 50 teachers. Staff feedback from the session was very positive, highlighting schools' commitment to the scheme and the reasons why they had signed up to it:

"Health and wellbeing is very important to us so it will be reassuring to have a well thought through framework to follow, ensuring we are doing a good job and the best for our children"

"We recognise that there are many areas in school we can improve on and the Healthy Schools Award provides clear guidelines for us to follow and hopefully achieve"

"We want to promote positive mental health and well-being in school. It's a good resource to help schools ensure that they have covered all areas of a healthy school"

"I feel that it is something that will enhance our school and help promote a healthier lifestyle. Website looks great. Well thought out resources and information"

Schools and early years catering

The Healthy Catering in Schools and Early Years partnership group includes North Yorkshire County Council colleagues from Public Health, North Yorkshire Catering, Trading Standards and Healthy Choices (children and families weight management service). The group's focus is on shaping school meals and catering provision in schools and early years settings to ensure more healthy food and drink options.

North Yorkshire Catering have made excellent strides over the last year to reduce sugar in their school menus by implementing a number of positive changes as shown below:

- Sugar levels have been reduced in primary school menus by almost a half. This has been achieved by replacing puddings with fruit and yoghurt on some days of the week, but also by reducing the sugar by 10% in most sponges and cakes.
- 80% of primary schools are now offering fruit and yoghurt (instead of sugary puddings) on at least two days of the week.
- Schools who have chosen to still provide a pudding every day are choosing ones which are lower in sugar content.
- No schools are offering the high sugar desserts anymore (sticky toffee pudding, chocolate fudge cake, toffee apple crumble cake) unless it is a special promotional day.

In addition, North Yorkshire Catering are currently working on ways to introduce more fibre and vegetables into menus by:

- Using 50/50 bread for pizza bases, using wholemeal pasta as much as possible, adding more wholemeal flour to pastry and tray bakes and also adding oat bran to crumble mixes.
- Increasing the provision of salad bars – many schools already have these but this is being offered to additional schools (with an aim to get some salad offer into all schools). Schools are also offered support with marketing plus instructions for cooks about the most popular choices. This is to encourage take-up.



Healthy Pupil Capital Fund (Soft Drinks Industry Levy funding)

100m of revenue generated from the Soft Drinks Industry Levy will be used for what is called a Healthy Pupils Capital Fund. This fund is intended to improve children and young people's physical and mental health by enhancing access to facilities for physical activity, healthy eating, mental health and wellbeing and medical conditions. These facilities could include kitchens, dining facilities, changing rooms, playgrounds and sports facilities. The Healthy Pupil Capital Fund is for one year only.

In North Yorkshire an internal North Yorkshire County Council working group was established to consider the best way to allocate the funding to make the greatest impact for children and young people in North Yorkshire. Members of the group were drawn from across the council and outside organisations demonstrating the multi-disciplinary nature of the food and health agenda. The group included the Property Service Energy Team, Children and Young Peoples Service Schools Improvement and Strategic Planning teams, the Schools Catering Service, Public Health, North Yorkshire and York Local Nature Partnership, and North Yorkshire Sport.



- Offering catering workshops in schools – 60 children attended a workshop at Wavell School in Catterick in October 2019, which used the Eat Well plate to promote a balanced diet and the consumption of plenty of fresh fruit and vegetables and fibre.

The positive changes to school meals benefit children in over 200 primary schools across North Yorkshire, including the pre-school-aged children who attend nurseries attached to the primary schools. Guidance for secondary schools has also been disseminated to support catering staff with reducing the sugar in recipes, and not serving high sugar puddings. In addition, the Healthier Choices for a Healthier You award scheme is being rolled out to secondary schools, and has to date led to the implementation of numerous positive changes to food and drink provision at Selby High School as part of the School Zone Project (see page 17).

Through an application process North Yorkshire County Council awarded the North Yorkshire Healthy Pupil Capital Fund allocation of £608,112 to selected schools across the county. Over the coming year funding will be used for a number of different capital investments in both primary and secondary schools, including:

- Cooking and growing projects. Cooking and growing skills training will be provided to schools to enable teachers to deliver lessons in their schools on cooking and healthy eating and growing food.
- Sensory, calming, reflective areas in the school (inside and outdoors).
- Renovation of outdoor sports courts.
- Investment in trails to support implementation of the Daily Mile.
- Outdoor trim trail equipment, including children's rower, arm and pedal cycle, sky stepper.
- Community play space.

- Playground developments; markings to include games i.e. snakes and ladders, mini Multi Use Games Areas (MUGAs).
- Forest school creation and outdoor classrooms.
- Cycle storage.
- Outdoor dining.

Cooking and growing skills training

- Two cookery skills and three growing and outdoor learning training sessions have been delivered to 96 schools
- £1,000 cooking and £2,000 growing grants have been distributed to schools after they attended training and submitted their project plans
- Schools will be contacted again during the summer term to see the projects in place
- There are lots of exciting projects underway, including vertical veg growing, outdoor spaces for mental health, cooking in school.



*'... had to tell you how brilliant that Healthy Capital Grant proved to be - Year 3/4 have done heaps of cooking and were making the most delicious smelling soup in classes last week using the brand new mobile hob! Impact of training -- massive! Thank you. **Judi Jackson, Deputy Head Teacher** Applegarth Primary School - £1,000 cooking grant*

Case study

In May 2019 Mrs Yeoman, Greatwood Community Primary and Nursery School Headteacher was successful in her bid for Healthy Pupil Capital funding for an Active Track, which was installed in early September 2019. The track is fully accessible to all from the school playground and is fully inclusive.

All 240 Greatwood pupils and 50 staff members have been encouraged to spend 15 minutes a day on the school's Active Track. They are able to complete this by either walking or running. They are already seeing improved concentration in the classroom as a result!

The Active Track aims are: To boost overall health of the children and staff members, allowing them to enjoy spending more time outside, develop more social skills, and improve their focus, behaviour and concentration within school.

The rules of the track have been set by the children themselves in a whole school assembly and have helped to gain a shared vision. The children decided that they would be rewarded with certificates once they had achieved 10,25,50,75 and 100 miles on the track.

In the first week alone the children ran a total of 10,524 laps equating to 809.5 miles. Week on week the school are seeing significant improvements in the distance, speed and the duration that the children can run for.

The Reception children aimed for achieving five laps a day, with some children aged four to five years running a mile (13 laps) in one Active Track session, showing significant improvements in individual children's fitness already.

Staff members have been engaged in being active every single day and Mrs Yeoman has been running as much as she can, modelling to the children how important the track is to the whole school.

The School's PE lead (and keen runner), Clare Smurthwaite, has been very impressed that even the least active children and staff members have shown resilience and determination and are already seeing the health benefits of the track.

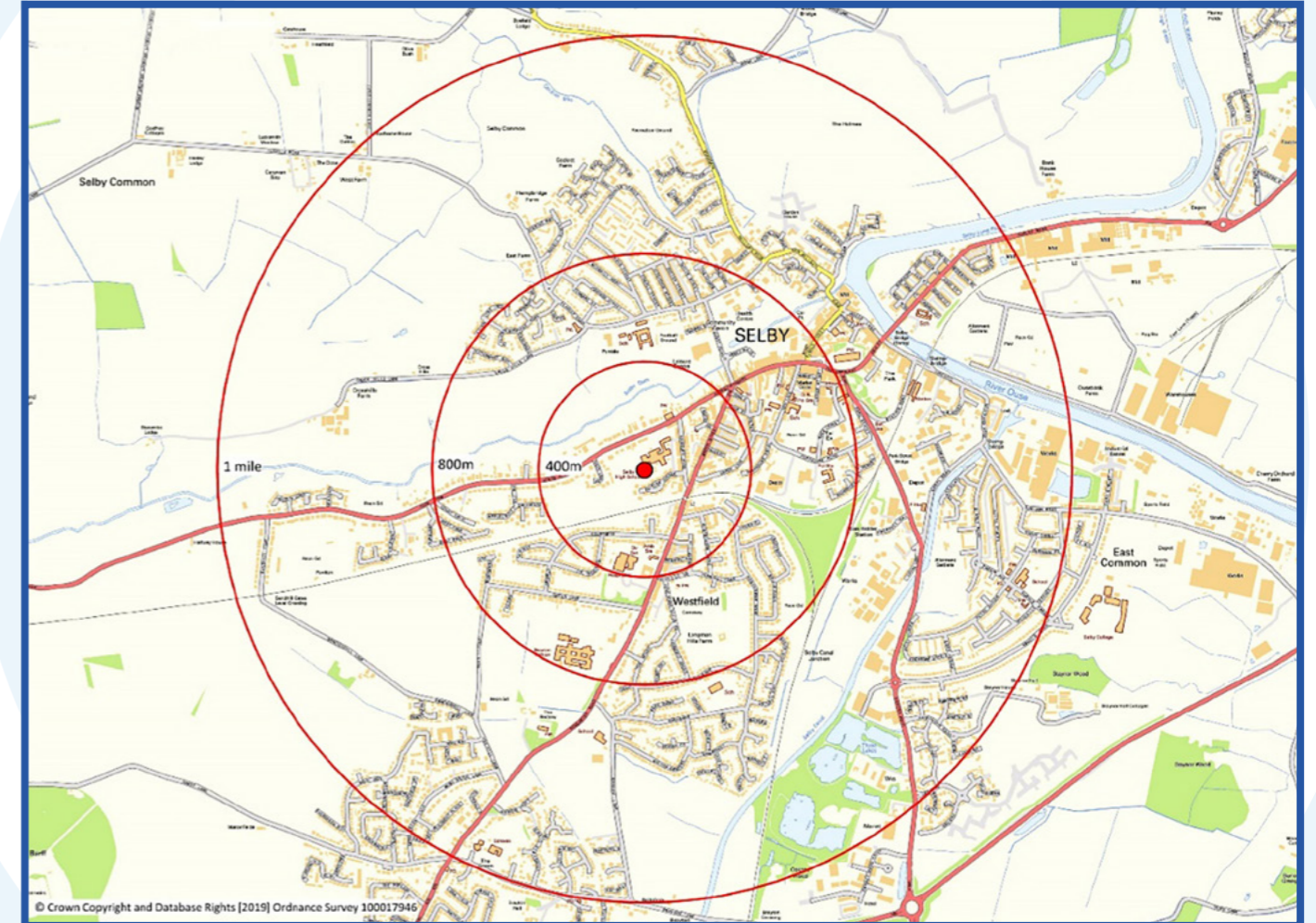
On the 19th November 2019 the School had their 'Grand Opening', inviting parents and families to run around the track with staff and pupils. Greatwood Community Primary and Nursery School are hoping in the future that other schools will come and use the track for their events too.

Helen Ingle (Public Health, NYCC) attended the event and said:

"The daily mile initiative is an excellent way to build physical activity into the lives of children and young people on a daily basis. The benefits of this for the pupils and staff are enormous, including improved health and fitness, helping to maintain a healthy weight, improved wellbeing and mood, better concentration, behaviour and learning in class, and better sleep. It can be accessible for everyone because it is free and doesn't require any special equipment, and children can walk, jog or run at their own pace and in their own way. Some schools across the county have done some excellent work to build this in to their daily school routines, and we hope to share these examples of good practice, and to support more schools to see how it can work in their own settings."



For resources and more information visit - www.northyorkshiresport.co.uk/activemile



School Zone Project

Within the second chapter of the Childhood Obesity: Plan for action in June 2018, the Government committed to a three-year childhood obesity trailblazer programme (COTP) to work with council-led projects in England to tackle childhood obesity at a local level, with a particular focus on inequalities.

Councils across England showed significant interest in the COTP, with 102 expressions of interest submitted between October and November 2018. 13 councils, including North Yorkshire County Council, were selected to undertake the funded 12-week discovery phase which commenced in early February 2019. Public Health and key partners, which have formed a Project Group, steered and implemented a North Yorkshire School Zone Project action plan during the discovery phase.

A Discovery Phase review and three-year action plan were submitted on 30th April 2019 and a presentation was delivered to the national COTP team on 10th May 2019. Requests for copies of these submissions can be made to ruth.everson@northyorks.gov.uk or helen.ingle@northyorks.gov.uk

Despite not getting through to the final stage of the COTP, the School Zone project is going well and enthusiasm and commitment from partners remains high.

What is a school zone? The school and surrounding environment of one mile radius and the community groups within (pupils, parents/carers, siblings, school staff, businesses and wider community).

The overarching aim of the Project is to influence the factors that contribute to childhood obesity in North Yorkshire and reduce inequalities in childhood obesity that exist within the county. This project intends to create healthy food and physical activity environments and support healthy behaviours within school zones. The focus is on working with secondary schools and local communities to shape the environments and policies in and around the school. Initial focus is on children attending schools in the most deprived areas in North Yorkshire (in Scarborough and Selby), with the most exposure to unhealthy assets and hazards i.e. takeaway outlets, areas of poor air quality. The schools that are at the centre of the two school zones include Selby High and George Pindar (Scarborough).

Since the insight work was delivered there has been progress on changes to the school food offer, particularly in Selby High School, some of which include:

- Review and change to content of the ‘grab bags’ at lunchtime – increased salad content in sandwiches and water instead of juice.
- Review and changes to levels of salt and sugar in foods made on site – reformulation in line with national catering guidelines.
- Erection of a new outdoor, heated canopy (through successful application for Healthy Pupil Capital Fund) to enable more pupils to be seated at the same time and encouraging a sociable dining experience.
- A trial ‘family-style’ lunch time has taken place to encourage more socialising through the lunch break. Teachers joined pupils eating their lunch to encourage interaction.

The insight work has enabled conversations to progress on wider physical activity and food environment developments and changes within the school zones in Scarborough and Selby, including:

- A possible extension of the North Yorkshire County Council Trading Standards Responsible Retailer offer to include product placement, price promotions and increased provision of fruit and vegetables.
- North Yorkshire Healthy Vending guidance document to be finalised and implemented within facilities in the school zones.
- A re-visit of the conversation to restrict A5 (takeaway) planning applications.
- Encouragement to take up of Bikeability level 3 training in schools.
- North Yorkshire Sport identifying a dedicated officer to focus on supporting Selby High and George Pindar schools to work through, and submit bids for, Satellite Club funding and to establish ‘Achieve’ programmes in both schools.
- Initial discussions to scope out a green space audit in Scarborough, Eastfield area surrounding George Pindar.



Physical activity



Discoveries on Your Doorstep Project

Through an exciting partnership arrangement between Public Health and Yorkshire Dales Millennium Trust a project officer post has been jointly funded and recruited to lead on the sustainability of the Discoveries on Your Doorstep Project in Scarborough and Selby and a roll out into Ripon.

A working group (consisting of Local Nature Partnership members, Access Fund (active travel) project team, the Countryside Access team, Stronger Communities, Harrogate Borough Council, and Magpie Creates) has discussed the opportunities to roll out the Discoveries on Your Doorstep Project. The project roll out has a particular focus on active travel and air quality and supporting children and young people and their families to increase their walking to and from school. The roll out has initially focused on two schools in Ripon; Ripon Grammar and Outwood Academy, gathering insight to inform the schools to tailor the active travel messages.

Insight has been gathered and campaign material is being developed based on the discussions that have taken place with pupils and parents. Key findings from the current insight include:

- Concerns relating to cycle safety, changing habits of car use, and being able to get to and from additional extra-curricular activities in time.
- Limited public transport links leading to pupils travelling by car and learning to drive as soon as possible.
- Social drivers - Pupils would consider walking more if they had other friends that walked too.
- Weather – students felt weather played a part and also identified that having options to get changed and store wet clothing closer to their lessons would help.
- Pupils are interested in the environment and would like to learn more about links between car use and air quality.

- Incentives and competitions linked to active travel and “Green” awareness were identified as ways to engage pupils.

Using the insight, the project will explore ways to increase engagement with local conservation initiatives and offer educational sessions from local partners that supports an increase in knowledge and awareness. The project will also look to build active travel into daily choices and explores ways students can engage in activities to enhance the local area – resulting in improved physical and mental wellbeing as part of this activity.

In terms of sustainability of routes in Scarborough and Selby, community groups are being re-engaged with and work is underway to ensure that the existing routes and resources are maintained and accessible for all. The focus in Scarborough and Selby is to enhance the routes through further development of fun, free and fascinating things to do on-route, meaning people can return time and time again.

Building links with schools and children’s centres the Discoveries on your Doorstep project will support key aspects of the ‘ready for school’ agenda, exploring ways to incorporate learning opportunities into route resources taking into account key focus on:

- Embedded learning.
- Physical activity and improved healthy lifestyles.
- Parent/Children interactions.

Overall impact of the project will be measured through:

- Analysis of footfall.
- Volunteering engagement and community events.
- Case studies exploring behaviour change.
- Feedback and use of project resources.
- Social media analytics.

Satellite Clubs



North Yorkshire Sport satellite club programme aims to fund new local sport and physical activity clubs across North Yorkshire. Projects are designed around the needs of young people and provide them with positive, enjoyable experiences that make it easy for them to become active or to develop more regular activity habits.

Understanding what is important to young people and what their needs and wishes are is the first step when developing a satellite club opportunity. Satellite clubs are then designed to meet those needs and provide a positive fun experience,

giving young people the confidence to take part. Throughout their behaviour change journey, young people are supported to build regular activity habits either through their continued engagement in the satellite club or through other local opportunities that the young people feel comfortable with.

During January to October 2019 North Yorkshire Sport have worked with 19 organisations, delivering 35 satellite clubs to date. A further 20 plus clubs are planned to start between November 2019 and March 2020.

Case study



North Yorkshire Sport have worked with Fiit Like a Girl to establish clubs focussed on providing girls with a safe, secure space to get fit and make new friends.

Fiit Like a Girl owner, Vicky Little, has developed girls only fitness classes that work on building fitness, self-esteem and body confidence. Sessions are specially structured to engage girls

who have previously struggled in other clubs, classes are attended by girls with all kinds of difficulties including low self-esteem, anxiety and autism. Some girls come along to act as peer role models and this works really well.

The sessions use games, circuits and other forms of fitness to get the girls active. No-one is singled out. The programme is based around team work, support and feeling good about ourselves. The sessions are planned with the girls to ensure that that activities are fun for everyone. The peer mentors are great role models and they zoom in on girls who may be on the side lines initially, ensuring that no one is ever left out.

All the girls are involved in planning the sessions which ensures that the sessions are always based around activities the girls like, enjoy and want to take part in.

For more information on existing satellite clubs and how to apply for funding please go to <https://www.northyorkshiresport.co.uk/satellite-clubs>





Confidence. Resilience. Self-Esteem

Get on Track programme

The Get on Track programme is designed to help young people improve their wellbeing, confidence and self-esteem, as well as bringing them closer to their community. North Yorkshire Sport's athlete mentors introduce new types of activity to young people, break down perceived barriers to activity and help them embed physical activity as part of their everyday life. Programmes offer engagement activities that are full of high-energy sessions designed to build a group of young people into a team to go through the programme together.

The Get on Track programmes are funded through the Dame Kelly Holmes Trust. More information can be found at <https://www.damekellyholmestrust.org/>

Since September 2018 two programmes have been delivered with just under 30 young people engaged in the programmes.

"Thank you for all you have done for me. You kept me strong through dark times and I can say for sure, that if it wasn't for you guys I don't think I would be where I am today. I have a full time job as a trainee chef and I'm back in touch with my family. I want to say a huge massive 'thank you' for helping me better my life"

"The best things about get on track were meeting new people, all the activities, talking about my problems and learning how to cope with my thoughts and thinking positively about myself"

PE and School Sport Premium

North Yorkshire Sport have recently conducted a Phase Seven mapping process of the PE and School Sport Premium funding for the Department for Education and Sport England.

The results show that a high percentage of schools are using the funding to employ sports coaches to enhance their provision and to work with school staff to improve confidence to deliver high quality physical education. The mapping process highlighted a positive shift towards using the PE premium for whole school improvement and more schools tackling Youth Sport Trust's Active 30:30 agenda (helping schools reduce sedentary behaviour and increase physical activity in young people outside of timetabled curriculum PE). Many schools are now using the PE premium to attempt to tackle issues with behaviour whilst also looking to address underperformance in other subjects such as maths and English.

As part of the funding agreement, schools must publish details of how they spend their PE and sport premium funding. Online reporting must include:

- The amount of premium received.
- A full breakdown of how it has been spent.
- The impact the school has seen on pupils' PE, physical activity, and sport participation and attainment.
- How the improvements will be sustainable in the future.

Schools are also required to publish the percentage of pupils within the year six cohort in the 2018 to 2019 academic year who met the national curriculum requirement to:

- Swim competently, confidently and proficiently over a distance of at least 25 metres.
- Use a range of strokes effectively.
- Perform safe, self-rescue in different water-based situations.

65% of schools in North Yorkshire are meeting grant publication requirements.

The Yorkshire Primary PE and Sport Premium Awards 2019 celebrated the best uses of the primary PE and Sport Premium. Schools in North Yorkshire were commended for achievements in 'Broader Sporting Experience' and 'Pupil Engagement'.



Active Lives Children and Young People survey

The Active Lives Survey is a way of measuring sport and activity across England.

Specifically, the Active Lives Children and Young People survey provides a world-leading approach to gathering data on how children engage with sport and physical activity. It gives anyone working with children aged five to 16 key insight to help understand children's attitudes and behaviours around sport and physical activity.

This new survey follows on from the Active Lives Adult Survey, which saw its first set of data published in January 2017. Within schools the survey gives an understanding and insight into children and young people's habits, attitudes and behaviours around sport and activity.

The latest national report is based on responses from over 130,000 children aged five to 16 in England during the academic year 2017 to 2018 (2019 to 2020 results are not yet published). It reveals that there are significant inequalities based on family income. It shows that children from the most affluent families are more active than those in the least affluent families.

The five key findings from the national Sport England report include:

1. Physically literate children do twice as much activity. The more of the five elements of physically literate (enjoyment, confidence, competence, understanding and knowledge) children are, the more active they are.

2. Enjoyment is the biggest driver of activity levels. Despite the majority of children (68%) understanding that sport and activity is good for them, understanding had the least impact on activity levels.
3. Children who have all five elements of physically literacy report higher levels of happiness, are more trusting of other children, and report higher levels of resilience (continuing to try if you find something difficult).
4. Physical literacy decreases with age. As children grow older, they report lower levels of enjoyment, confidence, competence, and understanding. Previous research from Sport England shows that activity levels drop when children reach their teenage years.
5. The results also reveal important inequalities among certain groups of children which must be tackled.

North Yorkshire Sport deliver the local Active Lives Children and Young People survey on behalf of Sport England. Schools are selected by Sport England and then will be contacted by North Yorkshire Sport to arrange and complete the survey.

Latest reports for North Yorkshire show an encouraging picture with a higher than national average percentage of children meeting the Chief Medical Officers' physical activity guidelines of at least 60 minutes of moderate intensity per day. Latest reports also highlight lower than national average percentages of children falling into the 'less active' category (see table 1 below:)

Table 1 – Physical activity levels, national and for North Yorkshire for 5-16 year olds. Active Lives Survey – schools.

Place	Physical Activity Level			
	60+ Minutes Every Day	An Average of 60+ Minutes a day but not every day	An Average of 30-59 minutes a day	Less than an average of 30 minutes a day
National Average	17.5%	25.7%	23.9%	32.9%
North Yorkshire	18.3%	26.3%	26.2%	29.2%

Play Streets

Play Streets is a simple, low-cost way for children to be able to play out safely in the streets where they live and for communities to come together.

Over the past year the local community interest in closing streets for play in North Yorkshire has been discussed with senior management in North Yorkshire County Council Highways. North Yorkshire County Council's Stronger Communities team have been significant in driving this agenda

forward and as a result a policy change to allow applications to close streets for play is planned for Spring 2020. A toolkit for communities enjoy the benefits of Play Streets for their children and families is being developed in time for the policy change. North Yorkshire Sport are contributing to this initiative and discussions are taking place in relation to what resources could be made available to those applying for a street closure, scoping out links with the 'ready for school' agenda.



Community provision

Youth clubs



North Yorkshire Youth provide opportunities for children and young people to learn and grow by:

- Providing youth work in North Yorkshire communities.
- Providing adventurous activities from Carlton Lodge Outdoor Centre, Thirsk.
- Providing training opportunities for young people and those who work with them.



North Yorkshire Youth have supported a number of initiatives to promote physical activity and healthy eating, including Tri-Golf summer sessions and cooking opportunities in youth clubs (direct delivery clubs).

Healthy food options, in 17 youth clubs across the county, are made on site by and for children and young people attending the sessions. Food from local providers is sourced wherever possible. Free, fresh fruit is provided in all youth clubs, donated by supermarkets in the local areas.

For more information on North Yorkshire Youth, visit <https://www.nyy.org.uk>

Play areas

Aireville Park, in Skipton, has been improved over recent years and in 2019 a new playground opened. The new natural play area extends to 4500m² of landscaped multi-functional play space providing a rich, imaginative and physically challenging space for those aged 2 to 16. The

space is 10-times that of the old play area with lots of free movement space between the 15 different play zones to nudge children and young people into moving more as part of their play.

It is located next to the pump track, skate-park and multi-use games area to provide a varied environment for play and physical activity.

The space was designed to provide a very high play value, with lots of physical, social, mental and environmental benefits to young people. Children and young people of all ages, abilities and interests find the area a wonderful place to play freely and safely and in doing so develop their skills, understanding and habits for a healthy lifestyle. Community events use the site which develop social cohesion and community wellbeing.



StreetGames Fit and Fed

At the end of 2018, Inspiring Healthy Lifestyles (IHL) - Selby District Council's sports and leisure provider- piloted a StreetGames Fit and Fed initiative. The initiative was designed to support the holiday hunger crisis that children from low socio-economic backgrounds face during school holidays where statutory provision of food and physical activity is vacant.

The Fit and Fed sessions are free and offer an hour of physical activity participation in fun environments and educational workshops, centred on nutrition and healthy eating. The staff provide healthy snacks for participants and IHL have partnered with Sainsbury's in Selby who donate food for participants to take home to their families.

Examples of work the group has done to date include:

- Artisan bread making workshop.
- Play your health right game.
- Dodgeball.
- Bootcamps.
- A workshop where participants designed their own patterns on ceramic cups and plates to take home to encourage excitement around family meal times.

IHL are looking to find longer-term funding to enable the work to continue throughout school holidays over the next few years.



Priority: Promoting healthier food choices

Sustainable food

Veg Cities



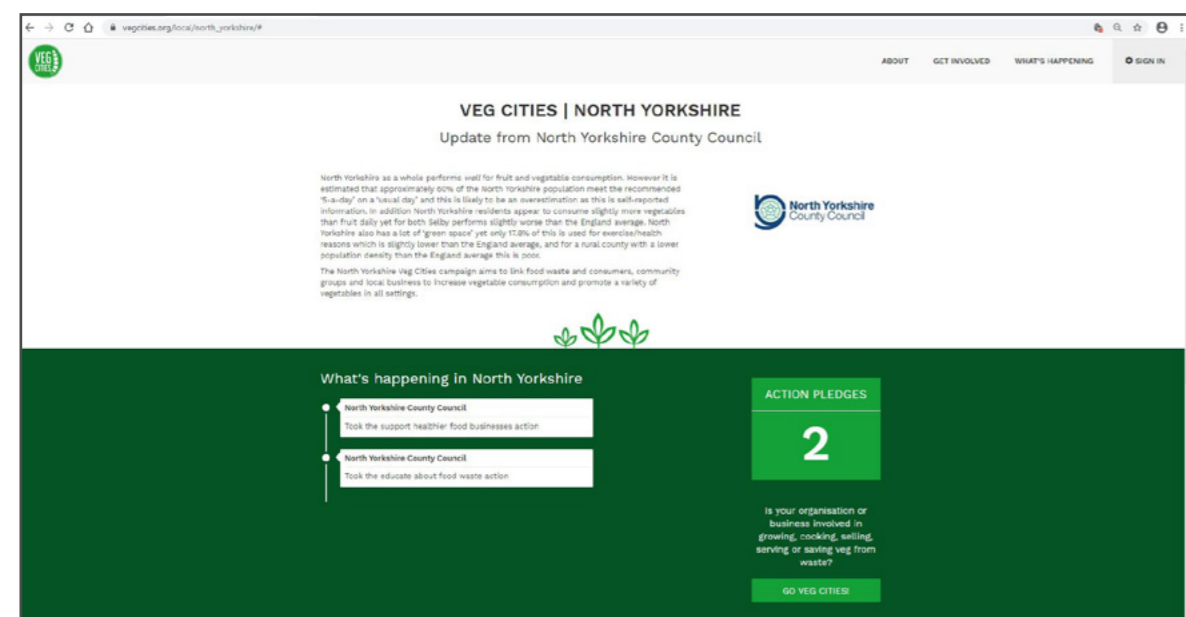
North Yorkshire ROTTERS

The Sustain Veg Cities campaign aims to act as a leverage for North Yorkshire to join and champion the Sustainable Food Cities Network. The Veg Cities campaign looks to increase availability and consumption of vegetables by working with a range of key partners to:

- Promote veg
- Improve access to veg
- Promote growing, cooking and eating

- Support local businesses to increase veg on offer
- Transform catering and procurement
- Reduce veg waste

The campaign intends to secure commitment to availability, acceptability, affordability and quality of vegetable offer in shops, schools, restaurants and wider. This in turn aims to increase vegetable consumption particularly for the most deprived in the county.



https://www.vegcities.org/local/north_yorkshire/

Actions for North Yorkshire:

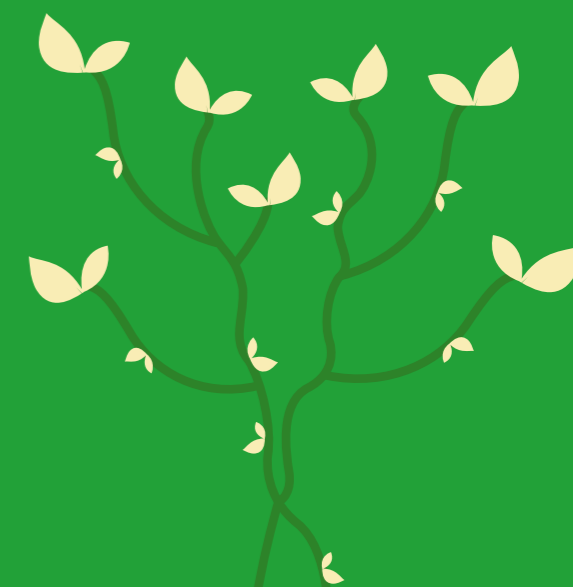
1. Establish a working group
2. Sign up to a local pledge to start action
3. Promote the action through a press release
4. Actions to be undertaken (proposed)
 - a. Promote veg through a poster competition in Primary Schools
 - b. Promote veg through a recipe competition in Secondary Schools
 - c. Veg sessions – teach and promote veg in schools and workplaces
 - d. Local advertising and communications to promote ‘Two veg with every meal’ and ‘a different veg every day for a week’
 - e. Increase uptake of Healthy Start Vouchers
 - f. Improve access for veg in school meals including for children who are enrolled in after school and/or holiday activities
 - g. Increase the display of veg in retail spaces particularly in deprived areas
 - h. Set up a veg stand in workplaces and organisations
 - i. Cooking classes and training for veg-centred meals
 - j. Set up a network of growing spaces and map these
 - k. Liaise with district councils regarding green-space and offering for community growing projects
 - l. Increase in veg grown in local gardens
 - m. Map access to food against transportation routes, income, health data, proximity to schools and other factors including fresh produce availability
 - n. Include at least two portions of veg in every meals in public procurement and out of home sectors

- o. Develop training for caterers around cooking veg centred meals
- p. Support food waste reduction through roadshows, workshops and city campaigns and initiatives
- q. Monitor and educate about the benefits of eating seasonal, local and the impact of food waste

In the Autumn of 2019, partners have been sent an invitation to sign up to the Veg Cities Campaign and a working group has been established.

To date we have 10 registered participants from partners across the county in areas including community groups, education and councils, and have connected work across the county. Some of the current actions include education about food waste, growing courses, ‘veg box’ competition in primary schools, supporting and promoting healthier food businesses, and communication of veg ‘tips’ and seasonal produce.

Under the Veg Cities campaign the aim is to take forward the North Yorkshire Food Partnership concept, promote healthier food in deprived areas, and increase access to locally grown produce. The Veg Power and Love Food, Hate Waste campaigns will be promoted by all participants and partners throughout the early part of 2020.



Pumpkin Rescue

What's scarier than witches, ghosts and ghouls at Halloween? How about the 18,000 tonnes of edible pumpkin that ends up in the bin each year. That's the same weight as 1,500 double decker buses!

With this in mind the North Yorkshire Rotters held a Pumpkin Rescue event in October 2019 at the Selby Market Cross Shopping Centre. Chef Nigel Brown created his favourite Pumpkin Rescue recipes and the North Yorkshire Rotters team were on hand to educate about food waste.

Pumpkin is everyone's favourite spooky staple and the aim of the event was to talk about the edible

food we throw away and the easy steps we can all take to make the most of it instead. There was the opportunity to taste some fantastic food and get lots of information and advice about reducing food waste and saving money. The North Yorkshire Rotters also talked about home composting

Other partners also held #PumpkinRescue events and we hope more will engage in 2020 with Halloween typically falling at October 2019 half term it provides the perfect opportunity to share and educate children in reducing food waste.



Waste Not Want Not

Harrogate Waste Not Want Not Project is an umbrella organisation recently formed by several local charities and churches involved in helping those who are either homeless, suffering from dependencies, loneliness or generally struggling to make ends meet.

The group includes the Harrogate Homeless Project, Horizon Life Training, Harrogate Foodbank, St. Marks Church, Woodlands Methodist Church, and Life Destiny Church in Starbeck.

The aim is to offer retailers and their suppliers a one-stop shop for the pick-up and distribution of all their end-of-day waste; finding it all a good home through the organisations involved. The plan is to grow the base of charities, churches and suppliers involved so that supply and distribution of waste products can be optimised, helping to maximise the number of people being supported whilst minimising waste. The work continues to expand to support local community groups to start initiatives in their area such as Breakfast Clubs, Community cafes, and delivering food to people at their homes.

[#harrogatewastenotwantnotproject](https://www.facebook.com/harrogatewastenotwantnotproject)

Community Food Provision

Cook and Eat Project - Knaresborough

Cook and Eat sessions have been offered in Knaresborough since January 2019. Weekly sessions have been established to promote healthy eating and basic cookery skills and to reduce excess food going to landfill.

There are regularly an average of 14 people attend each week, some cook, others join for lunch. Ages of participants range from three to 80 years old, encouraging intergenerational interaction. The project has supported people experiencing mental health difficulties, housing and employment challenges and exploitation, and those living in extreme poverty.

Strong links have been made with four local supermarkets, which has enabled 'best before' and slight bashed foods to be collected and used for the cook and eat sessions.

A spin off chess club has been established and there are strong links with volunteers and their respective organisations across Knaresborough, promoting community cohesion and supporting local initiatives.

A recipe book containing the meals that have been made in the sessions is being planned.

Key partners include:

Management Committee Knaresborough Community Centre, M+S Knaresborough, Lidl Chain Lane, Morrisons, Greggs, Waste Not Want Not local food reuse initiative, My Neighbourhood, Knaresborough Relief in Need, Community Policing Team, Locality Fund (NYCC County Councillors have made donation from their budgets).



'We cook together learning how to prep, plan, store, serve together and eat together. People have the choice to stay for some or all of the time, eat with us or take away what they make. Unlike traditional lunch clubs that people are cooked "for" we are cooking "with" each other, on a level par, as a community huddle.'

National consultations



At the end of 2018 and during 2019 there have been a number of opportunities to contribute to national Government consultation on proposed food and drink related policy and legislation changes. A co-ordinated approach to submission of responses, locally across the Strategy Steering Group in North Yorkshire and across the region (through Public Health England), has been encouraged.

Ending the sale of energy drinks to children

This consultation ran from 30 August 2018 to 21 November 2018.

This consultation sought views on a proposed ban on selling energy drinks to children.

It also asked for views on:

- what products should be included in any restrictions
- what age limit a ban should apply to
- whether sales of energy drinks from vending machines should be restricted
- whether there are any changes that would be more appropriate than a ban on sales to children or that could be applied as well as a ban

The Government note that they are hearing strong calls from parents, health professionals, teachers and some industry bodies and retailers for an end to sales of high-caffeine energy drinks to children.

Many larger retailers and supermarkets have voluntarily stopped selling energy drinks to under-16s.

While the Government recognise the efforts of retailers who have already acted, there are still many retailers who continue to sell these drinks to children.

National feedback is being analysed.

Visit <https://www.gov.uk/government/consultations/ending-the-sale-of-energy-drinks-to-children> for updates.

Calorie labelling for food and drink served outside of the home

This consultation ran from 14 September 2018 to 7 December 2018.

This consultation sought views on making places that serve food and drink outside of the home show calorie information (calorie labelling). For example, this could include on menus in restaurants, cafés, pubs, coffee shops and takeaways.

It also asks for views on:

- which businesses and products should have to display calorie information
- what information should be displayed alongside information about calories
- where this information should be displayed
- how businesses can put this into practice and whether they will face any issues or obstacles in doing so

National feedback is being analysed.

Visit <https://www.gov.uk/government/consultations/calorie-labelling-for-food-and-drink-served-outside-of-the-home> for updates.

Further advertising restrictions for products high in fat, sugar and salt

This consultation ran from 18 March 2019 to 10 June 2019.

The Government's aim was to gather views on how the government can reduce children's exposure to high fat, sugar and salt advertising, to reduce children's overconsumption of these products.

The Government want any future advertising restrictions to be focused on HFSS products that are linked to childhood obesity. The Government also want to encourage brands to make their products healthier.

Elderly People's Homes catering offer

North Yorkshire County Council currently runs 10 in-house Elderly People's Homes (EPH), which provide care for people in a residential setting. Each EPH contains a kitchen which provides three meals a day for its residents. Each kitchen is independent, meaning they can design their menus to the requirements of the EPH. A report was locally commissioned to understand the food offer across the EPHs.

During 2019 a North Yorkshire County Council's Health and Adult Services representative visited each of the EPHs to talk to residents, kitchen staff and EPH manager to assess the food offer against Public Health England's recommendations on serving food to older people in residential care. Insight was gathered on views of the food offered and any recommendations for change.

The information gathered identified that most the standards included in the Public Health England 'Healthier and more sustainable catering: a toolkit for serving food to older people in



residential care' were well met. Standards not being met included amount of chips available per week, fried foods and lack of fish offered.

Based on the engagement with residents, caterers and EPH managers, recommendations for improved catering in EPHs have been presented:

- EPH cooks to share good practice menus.
- Online training offer for cooks.
- Process to quality check ingredients.
- Trial taster menus to encourage take up of alternative foods.
- Review menus annually.
- Use best practice standards for displaying menus.

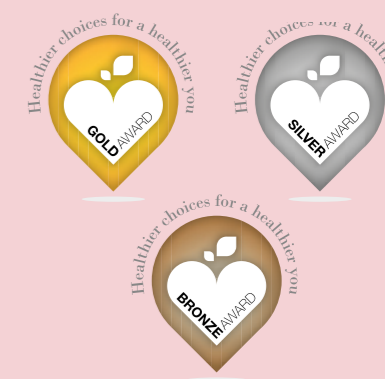


Healthier Choices for a Healthier You programme

North Yorkshire County Council's Trading Standards team continue to develop and implement the Healthier Choices for a Healthier You programme across all districts in North Yorkshire. The Healthier Choices award is a free certification scheme aimed at supporting organisations that provide healthier options to their customers. Any business or organisation with a hygiene rating of three or more and willing to reconsider the nature of food and drink they serve may participate.

Current participants engaged with the Healthier Choices business award:

	Gold	Silver	Bronze	Ongoing	Total
Harrogate	17	13	2	2	34
Scarborough	4	12	2	1	19
Ryedale	3	5	0	0	8
Hambleton	17	8	1	2	28
Selby	4	3	0	2	9
Craven	1	3	1	0	5
Richmondshire	4	1	1	2	8
Total	50	45	7	9	111





The North Yorkshire Responsible Retailer Award, led by North Yorkshire County Council Trading Standards team, has continued to be used as a mechanism to implement the current voluntary ban of sales of energy drinks to under 16s.

To date, 18 business (excluding businesses in the Selby school zone) across North Yorkshire have implemented a voluntary ban on energy drink sales to under 16s.

It is anticipated that sales of energy drinks to under 16s will be legislated in 2020.

Discussions are taking place to broaden the scope of the Responsible Retailer Award to include a 'platinum' element. The vision is to have an award that also includes price promotion and product placement of healthier food choices, particularly in convenience stores and supermarkets surrounding schools.

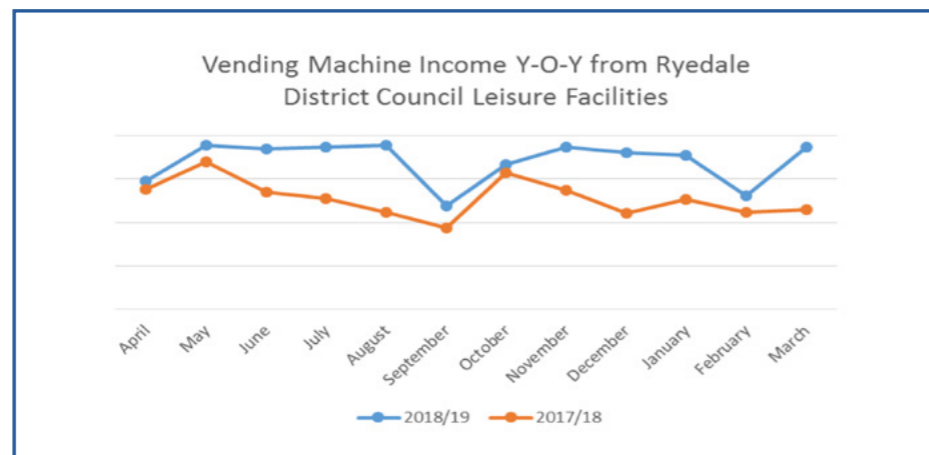
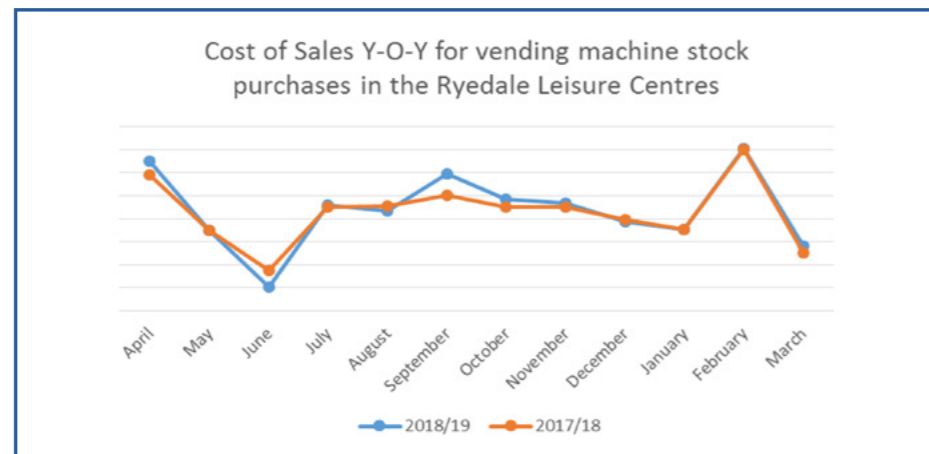
Healthier Vending

The Trading Standards Healthier Choices team have been working to create an invitation for any organisation with a vending machine to develop a healthier option product range.

The invitation includes the case study of leisure provider, Everyone Active, who successfully introduced changes to their vending offer. Everyone Active have reported that the cost implication of purchasing healthier lines had not been compromised as the cost per unit was like for like of the sugar free versions. Sugar swaps had indeed had a positive impact on the income performance.

The invitation to North Yorkshire businesses not only suggests alternatives to the standard chocolate bars, crisps and heavily sweetened drinks, but also recommends alternative pricing structures. It offers visuals to help promote the vending improvements and promotes other complementary activities such as the introduction of loyalty cards and special offers based around the purchase of healthier choices.

The invitation is to be disseminated to NHS settings, leisure providers and any other organisations with vending machines in December 2019. Interested parties should contact the project team on 01609 534 810 or healthierchoices@northyorks.gov.uk



Priority: Building physical activity into our daily lives

The Chief Medical Officers' physical activity guidelines published in 2011 were updated in September 2019. The Chief Medical Officers' report highlights that since 2011, the evidence to support the health benefits of regular physical activity for all groups has become more compelling.

The new guidelines particularly reinforce the importance of strength-based activities for all age groups and highlight the additional benefit of balance and flexibility exercises for older adults. The report also presents, for the first time, additional guidance on being active during pregnancy, and after giving birth, and for disabled adults.

A summary of the updated guidelines can be found [here](#)

Physical activity for adults and older adults

Benefits health	Type II Diabetes -40%
Improves sleep	Cardiovascular disease -35%
Maintains healthy weight	Falls, depression etc. -30%
Manages stress	Joint and back pain -25%
Improves quality of life	Cancers (colon and breast) -20%

Some is good, more is better | Make a start today: it's never too late | Every minute counts

Be active

at least 150 minutes moderate intensity per week OR at least 75 minutes vigorous intensity per week

Build strength on at least 2 days a week

to keep muscles, bones and joints strong

Minimise sedentary time Break up periods of inactivity

Improve balance For older adults, to reduce the chance of frailty and falls 2 days a week

UK Chief Medical Officers' Physical Activity Guidelines 2019



Walking, cycling and active travel

Access Fund



North Yorkshire County Council was awarded £1m from the Department for Transport's Access Fund to deliver a sustainable travel project called Open North Yorkshire. This aims to get more people walking and cycling in three towns – Scarborough, Harrogate and Skipton.

The towns have been chosen because they offer the most potential for shifting to sustainable transport based on their population, the levels of economic and residential development and the levels of congestion.

Key achievements and outcomes over 2019 include:

- King James' School, Knaresborough - Park and Stride extended for another year.
- St Augustine's School, Scarborough – first school in North Yorkshire to be awarded the Bronze award through the national Modeshift STARS platform for their contribution to the school travel plan. The school have undertaken activities such as cycle training, bike marking, active travel breakfast, and participated in a two-week Active Travel Competition for walkers, cyclists and scooters engaging 1,750 students. In the latter, participants who travelled actively each day received a certificate which was presented by the Mayor and local Councillor on the last day of the competition. In response to the challenge, the school would like more cycle storage and Councillor Colling has kindly offered her local funding.
- Engaged with 25 businesses in Skipton and actively working with two business parks (covering all businesses) and four key employers: Skipton Hospital, Craven District Council, Skipton Building Society and JBA Consulting

- Cycle training delivered to 37 participants
- Active travel map for Scarborough distributed to businesses, cycle shops, Tourist Information and rail station.

Marketing campaign in Skipton which comprised of:

- Social media marketing
- Marketing campaign with Craven Herald:
- Double page editorial published on the Craven Herald website attracted 182 reads, saw a reach of 11,046 had 58 clicks and 626 engagements.
- Sponsored content resulted in a reach of 3,197 on Facebook and 109 engagements, 633 reach on Twitter and 11 engagements and reach of 1,216 on Instagram with 506 engagements.
- Facebook boosted post on Craven Herald Facebook page had a reach of 1,282 and 43 engagements
- Full page advertisement Craven Herald
- Digital displays and 'four sheet' poster advertisements at Skipton Station to raise awareness of the project and the messages of saving time, money and getting fitter if we opt for more active travel modes.
- In Skipton, 542 Sustainable Travel Information Packs have been issued, 402 doorstep conversations have been conducted, 328 travel surveys have been completed, 206 Personal Journey Plans, and 104 bus taster and 38 Northern Rail taster tickets have been issued to eligible participants (eligibility is based on their location/access to public transport and that they don't use it already).
- Launched Youth Travel Ambassadors which is a programme that provides young people aged 11 to 19 with the skills and confidence to address transport issues affecting their school community and develop and deliver peer-led behaviour change campaigns.



UCI

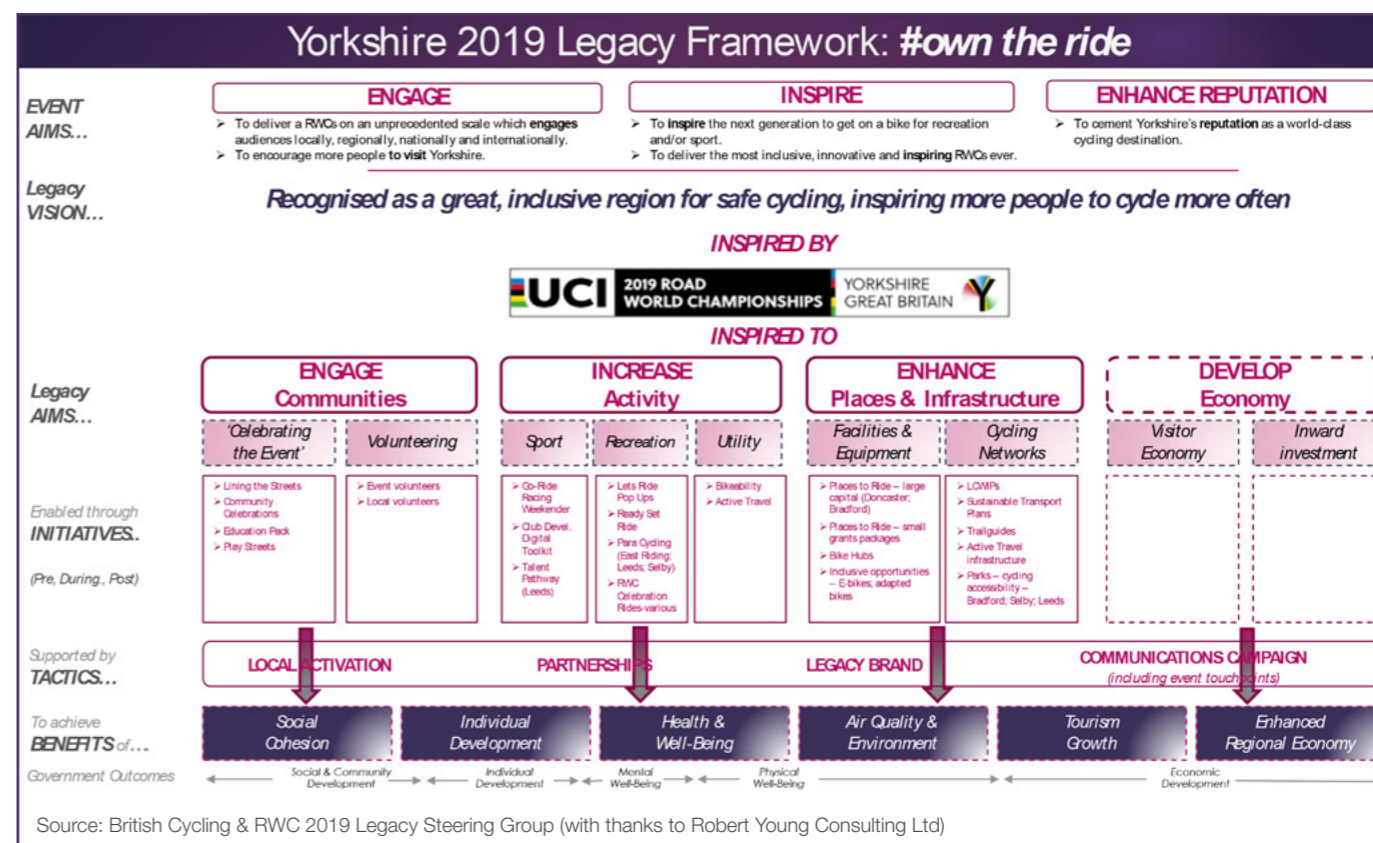
The UCI Road World Championships arrived in our county in September, preceded for the first time by the Yorkshire 2019 Para-Cycling International on a qualifier for the Tokyo 2020 Paralympic Games. It was the first time Great Britain has hosted the event since 1982.

The nine-day event saw approximately 1,400 athletes from 90 different countries arrive in the region, along with support teams, journalists and other visitors from across the UK and overseas. Road races started from different towns across Yorkshire, with each day's racing finishing in Harrogate.

For the first time ever, the event has been paired with the largest ever funding injection to make it easier for people to get out and ride their bikes in their local communities - with Government committing £15 million

funding for new and improved cycling facilities across England. It is the biggest government investment into community cycling facilities the country has seen in recent years, with the goal of turning inspiration into increased participation and the impact of the 'Places to Ride' programme already bearing fruit nationally.

The Places to Ride programme is open for applications and will be delivered over the next two years through a unique partnership between British Cycling, Sport England and the Department for Digital, Culture, Media & Sport (DCMS). The programme will fund a range of community facilities for cycling including large-scale multi-use venues through to cycle trails in parks, BMX tracks and 'learn to ride' areas. Smaller requests are also welcome to provide organisations with access to bikes and equipment, all of which will help to transform communities.



Long term conditions

Escape Pain



ESCAPE-pain is a rehabilitation programme for people with chronic joint pain of the knees and/or hips, that integrates educational self-management and coping strategies with an exercise regimen individualised for each participant. It helps people understand their condition, teaches them simple things they can help themselves with, and takes them through a progressive exercise programme so they learn how to cope with pain better.

Robust evaluation shows that ESCAPE-pain:

- Reduces pain
- Improves physical function
- Improves the psychosocial consequences of pain

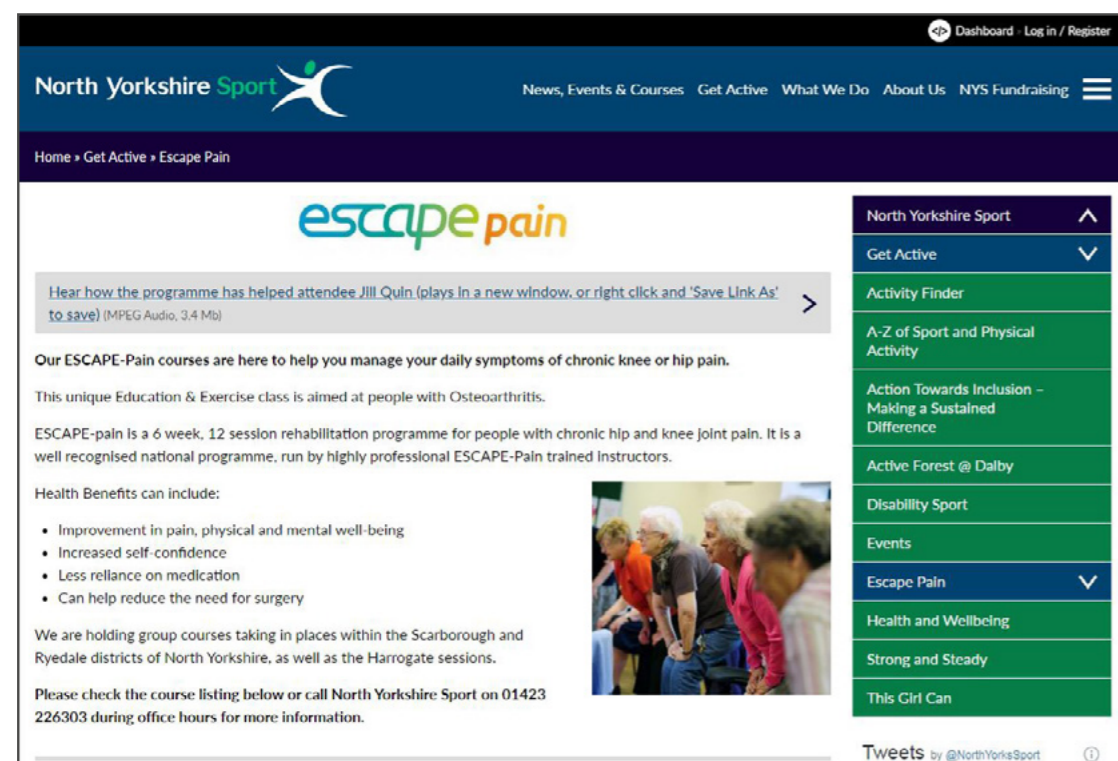
- Reduces healthcare and utilisation costs. North Yorkshire Sport are holding group courses taking in places within the Scarborough and Ryedale districts of North Yorkshire as well as the Harrogate sessions.

Since the launch of the Service in North Yorkshire, nine ongoing groups have been established, each running concurrent six-week programmes, four in Scarborough and one in Filey, Harrogate, Kirkbymoorside, Malton and Pickering.

Key outcomes include:

- Six Instructors have been supported through the Health Innovation Network tutor training to deliver this evidence based programme.
- 140 participants (as of November 2019) have attended and benefited from the sessions.

For more information visit <https://www.northyorkshiresport.co.uk/escape-pain>



Strong and Steady

Strong and Steady is a 12-week programme designed to encourage people to become more active and reduce the risk of trips and falls. Delivered by friendly, qualified instructors, the specialised programme aims to improve balance and strength, increasing confidence and improving ability in everyday tasks. Sessions provide information about related topics, such as healthy eating, winter warmth, exercise and how to prevent falls.

Since the launch of the Service in September 2018, 22 targeted sessions have been established across North Yorkshire (seven more than the initial 15 funded by Public Health.)

A large number of Universal sessions have also been supported.

Key outcomes include:

16 instructors have been supported to gain Later Life Training accreditation to deliver the sessions.

The additional seven sessions are self funding, making the public health investment go further.

Of the 580 people that have been told about the programme, over 330 people have attended and benefited from increase strength, balance and co-ordination.

An inspiring video of client experiences and the impact the service has had on their lives can be viewed via the following link <https://youtu.be/Pdpeqq3EW74>

For more information visit <https://www.northyorkshiresport.co.uk/strong-and-steady>

Priority: Providing the right personalised, accessible weight management services

Assessment, brief advice and tailored support

Healthy Choices Service

The Healthy Choices Service is a family based 12 week, multi-component weight management programme delivered to children and young people aged 5-19 years and their families.

Between September 2018 to September 2019:

- 183 families completed the programme
- 85% of children and young people have reduced BMI z-score
- 97% of children and young people have improved their diet score
- 91% parents feel more confident they can support their child to achieve a balanced diet
- 88% feel more confident about reading food labels and deciding whether foods and drinks are healthier choices

Over the last 12 months the Healthy Choices team have been working on developing the service based on recommendations from the service evaluation that Teesside University conducted in 2018. Some of the developments Healthy Choices have been working on include:

- A mixed model approach. This has been trialled, including group support comprising of weekly physical activity and cooking session components, one-to-one clinics at local community venues, home visits, Saturday morning sessions, and extended programmes (up to 18 weeks / fortnightly sessions for families with more complex needs).
- Enhanced maintenance offer. Monthly drop-in clinics are being trialled in Scarborough for all families who have completed the core

programme. 6 week post-programme phone follow up calls are scheduled to help improve six and 12 month follow up outcomes.

- Improved access to the service. Families can now self-refer into the service by texting or completing an online contact form as well as calling or being referred by a professional.
- Digital support. Discussions have been initiated with families of how digital support could play a part in the programme.
- Marketing of the service. Healthy Choices has joined twitter, visit @nyhealthchoice for weekly tweets.
- Participant satisfaction. Collection of participant satisfaction data from families who have dropped out to help reduce drop-out rates in the future.
- Programme questionnaire. The pre-programme questionnaire has been amended to include dietary, physical activity, sedentary and self-esteem questions.
- Webinar for schools and clubs. This has been developed to help raise the issue of weight with families. This has been developed with support from North Yorkshire Sport and will be hosted on the Yorkshire and Humber Sport Learning Platform <https://www.yhlearning.co.uk/> This is free to access.
- Enhanced signposting. Existing resources have been strengthened to include more signposting information on local and accessible opportunities and online resources for families in each locality.
- Cooking on a budget. Taster workshops for Healthy Choices families were trialled and delivered in partnership with Adult Learning with a plan to develop a 5-6 week family cooking course.

Case study

A.G and L.M are siblings – the family initially became aware of the service after A.G was sign-posted to Healthy Choices following National Child Measurement Programme (NCMP) results three years ago, however the family declined as they felt they were able to manage this themselves.

Younger brother, L.M, was then measured as overweight in his final year of primary school (2019) and received the letter informing them about support available from Healthy Choices. At this point they decided as a family they would benefit from additional support.

Mum was aware of the importance of promoting a healthy lifestyle and was highly motivated to encourage the family to make changes but always felt it was down to her to instigate this. Mum felt by doing the programme as a family the children would have more of an understanding of healthy eating and be able to make their own healthy choices. Mum also felt the programme would benefit herself as she wanted to lose some weight and her partner who was a fussy eater.

The family recorded 30/30 as a motivation and readiness to change score -they have embraced the programme and have often attended the sessions together. They all requested to be weighed weekly and motivated each other to be proud of their individual and family achievements.

A.G key changes:

- Introduction of breakfast (small portion)
- Limiting fresh juice to 1 x glass
- Less snacking
- Increased fruit and vegetable intake
- Healthier school lunches

L.M key changes:

- Cutting down to 1 x treat or less per day
- Awareness of making healthier choices at school (lunches)
- Less snacking and more fruit and vegetable intake
- Less screen time
- Reduced sugary drinks

Parent achievements

Both parents attended several of the sessions together, Dad explained at the first session that he was 'fussy eater' and it would be difficult for him to make changes. Over the course of the programme, Dad managed to lose over a stone-mainly through making healthy swaps, cutting out snacks and becoming more open to trying new, healthier foods. Dad mentioned how much better he felt in himself and he felt he was a good role model for his family.

Mum also lost weight and made healthy changes to her diet and lifestyle. Mum also felt more confident with making changes to the family meals after taking part in the meal planning session.



North Yorkshire Adult Weight Management Service

A North Yorkshire Adult Weight Management Service (tier 2) was formally procured with the Service launching in Selby in July 2017 and the remaining six lots (districts areas) in January 2018. An overview of the providers delivering the Service in each district area is illustrated:

District	Name of service	Service provider
Craven	Healthy Lifestyles	Craven District Council
Hambleton	Take That Step	Hambleton District Council
Harrogate	Fit 4 Life	Harrogate Borough Council
Richmondshire	Healthy Futures	Maple Health Group
Ryedale	NHS Weight Management Service	Humber NHS Foundation Trust
Scarborough	NHS Weight Management Service	Humber NHS Foundation Trust
Selby	Move It, Lose It	Inspiring Healthy Lifestyles

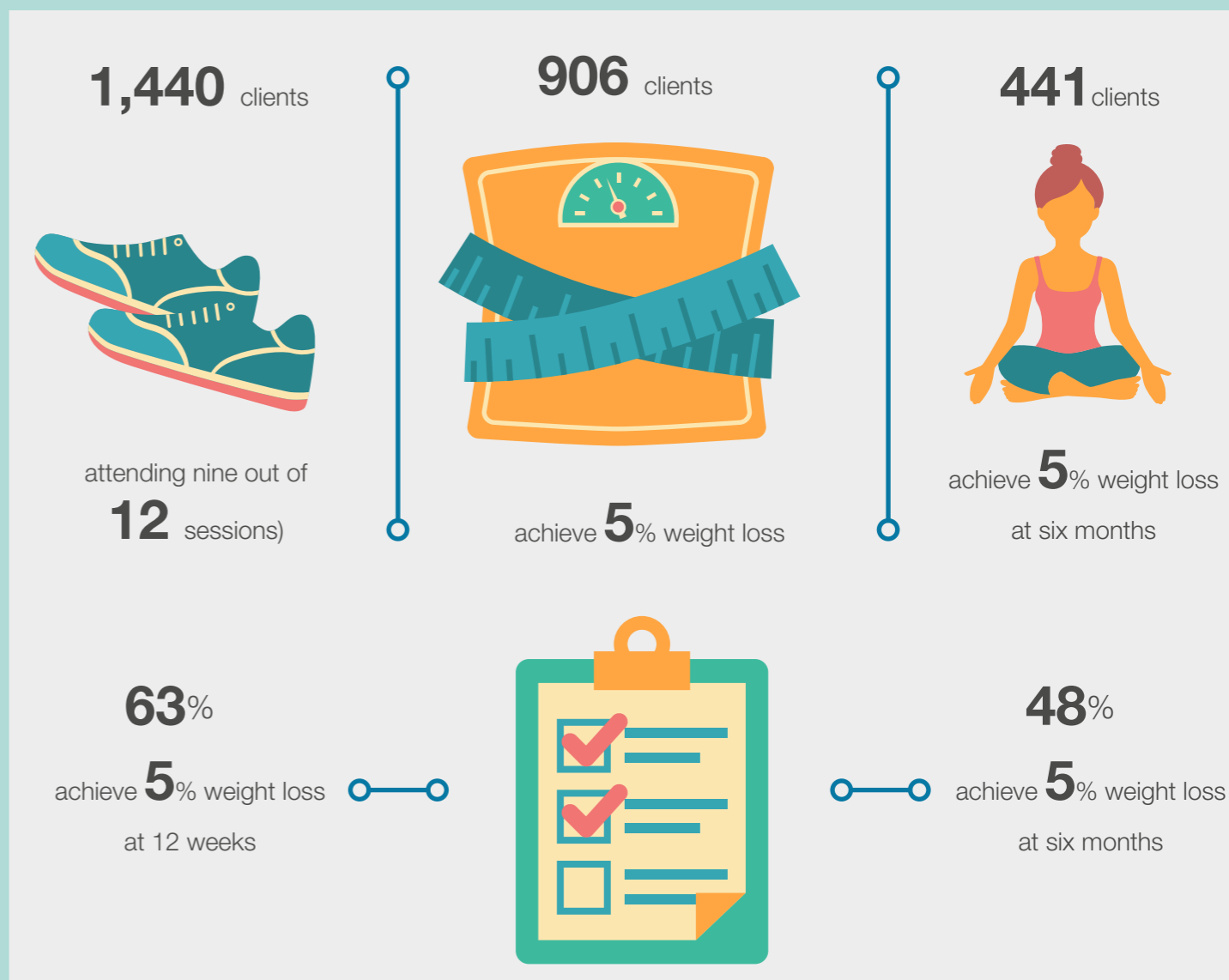
The Service incorporates a structured assessment process from referral; triaging clients to assess eligibility and readiness to change, and supporting clients to set and review weight loss plans and physical activity agreements with their weight management advisor at an initial health assessment, 12 week and 24 week assessments. Clients are supported to achieve a 5% weight loss at 12 weeks and sustain 5% weight loss at 24 weeks. The Service provides weekly weigh-ins, structured nutritional advice and a free facilitated physical activity offer.

Achievements since the new Service launched in Selby in July 2017, and the remaining six districts in January 2018, to September 2019 include:

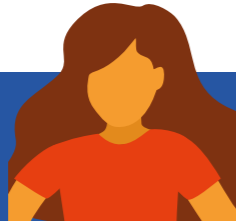
- 1,440 clients completing* a 12 week structured programme (*attending nine out of 12 sessions).
- 906 clients achieving a 5% weight loss at 12 weeks.
- 441 clients achieving a 5% weight loss at six months.

On average, 63% of clients that complete a 12 week programme achieve a 5% weight loss. The Service is achieving double the success rate that NICE guidance suggests would be achieved through a tier 2 service.

An average 48% of clients are sustaining a 5% weight loss at six months.



Case study



Julie

CRAVEN LEISURE



Profile

Julie has always had issues with her weight; she had previously been successful on diets but ended up putting the weight back on. A reality check came when sadly a close friend suddenly died of a heart attack, which made her assess her life; she wanted to take back control and the choices she made. At a recent health check it was established that Julie was borderline pre-diabetic, which was another motivating factor to make a change. Julie has a sedentary job and did 1 hour a week of exercise.

Julie made a self-referral through the website

Healthily Lifestyle co coordinator made contact and booked Julie in for initial assessment

Julie attended first session

Julie begins to adopt a new healthy lifestyle

Julie cut out sugar from her diet and came to the spin cycle class every Tuesday

She kept setting small achievable goals each week which motivated her to progress

The nutritional topics encouraged Julie to go away and further research food groups and incorporate into her lifestyle

8 weeks in a health check revealed her blood sugars had reduced to a 'normal range'

On successfully achieving and exceeding her 5% target she was now on her maintenance programme

Julie planned her meals and planned her 3 exercise sessions into her lifestyle to embed change

Julie's physical activity levels increase and her sleep pattern dramatically improved

Through continued support from her weight advisor and family she successfully completed the programme and lost an incredible 3 stones 4 pounds!

Impact

Julie has seen massive improvements to her health and wellbeing over the 6 month (24 week) programme. Her energy levels have increased and she has regained the confidence to believe in the ability she has. Her commitment from the beginning has been phenomenal; she has been prepared for events such as Christmas by planning ahead which ensured she stayed on track. By cutting back on sugar and regaining control of her eating habits, Julie is now equipped with the knowledge to continue with this healthier lifestyle. She thoroughly enjoyed the weekly sessions in the group format she found the expertise of the advisor motivating and supportive and loved the opportunity to try new classes.

Impact Results

Julie weighed 118.6kg at the initial assessment =18st7
 At her 24th week assessment she weighs 98.4kg = 15st 4
 Which is a total loss of 21kg =3st 4pounds!
 Julie's advice to anyone starting the programme. Completely commit to the programme, learn as much as you can, try out the facilities on offer and plan! plan! plan!

Throughout 2019, Craven District Council have adapted their model of delivery to improve access for residents living in rural areas of the Craven district and also for men. A flexible physical activity offer in rural areas and outdoor 'boot camp'-style sessions have been made available and are proving very successful.

In addition to this, Exclusively Inclusive, a voluntary community group have been organising inclusive social opportunities in and around the Skipton area of North Yorkshire for the last few years.

Craven District Council are working with volunteers as part of a wider project to create an inclusive (specifically learning disability) version of the Adult Weight Management Service. The delivery and content are being adapted with the continuing principle of a 5% weight loss target and clients will be offered the same incentives and facilities suitable for clients' abilities at Craven Leisure.

An annual report has been produced for 2018 to 2019, which can be accessed via <https://www.nypartnerships.org.uk/healthyweight>

Service design and pathways



Health, Exercise and Nutrition in the Really Young (HENRY) in North Yorkshire

HENRY is the UK's leading charity dedicated to protecting babies and young children from the health and emotional consequences of obesity, throughout childhood and beyond. It provides a unique intervention to support parents and carers to give their child a healthy, happy start in life and tackle childhood obesity. HENRY has a strong track record of service delivery in 70 local authority areas across the UK and a reputation for high quality family support with proven long term impact.

In North Yorkshire, HENRY is delivered by health visitors as part of the Healthy Child Programme. The delivery of HENRY in North Yorkshire in 2018-2019 led to some great outcomes for families and children. Eleven programmes (offered as one-to-one support to each family) were delivered reaching 15 children. All families that took part in HENRY rated the programme either good or great and 89% of them would definitely recommend it to other families.

Below outlines some of the key outcomes from the programme:

- Overall, families improved on 13 out of 17 outcomes that HENRY measured.
- 90% of parents reported leading a healthier family lifestyle.

- Half of families reported being more confident in their parenting skills.
- Over 70% of parents reported improved eating habits. 50% increased their own consumption of fruit and vegetables and 90% increased their children's consumption of fruit and vegetables as a result of the course.
- More than half the children (60%) reported drinking more water after HENRY.
- 50% decreased their consumption of high fat and sugary snacks.
- Families were also more active following the completion of HENRY. 90% of parents were active for more than 30 minutes a day, and 60% of children were active for more than three hours per day.

Parents' feedback on HENRY was very positive:

"We are a close family and talk a lot but I've found this programme to really help with certain techniques, e.g. praise, boundaries, activities, food and emotions/feelings. We've benefited a lot from this course."

"I have now set boundaries for behaviour. We are eating better and getting more family time together. Using praise and listening to each other more respectfully."

"I liked learning to cook, learning new recipes, having confidence to cook. We are more active now, doing more home-cooking and eating healthier."

"Good advice and learning about why my children react the way they do. It was great learning about how to be more active as a family and getting tips on food swaps."

NHS Health Checks

The NHS Health Check programme is playing an important role in the prevention and early detection of cardiovascular disease (CVD) in England. The NHS Health Check programme provides the only universal mechanism for identifying and managing people

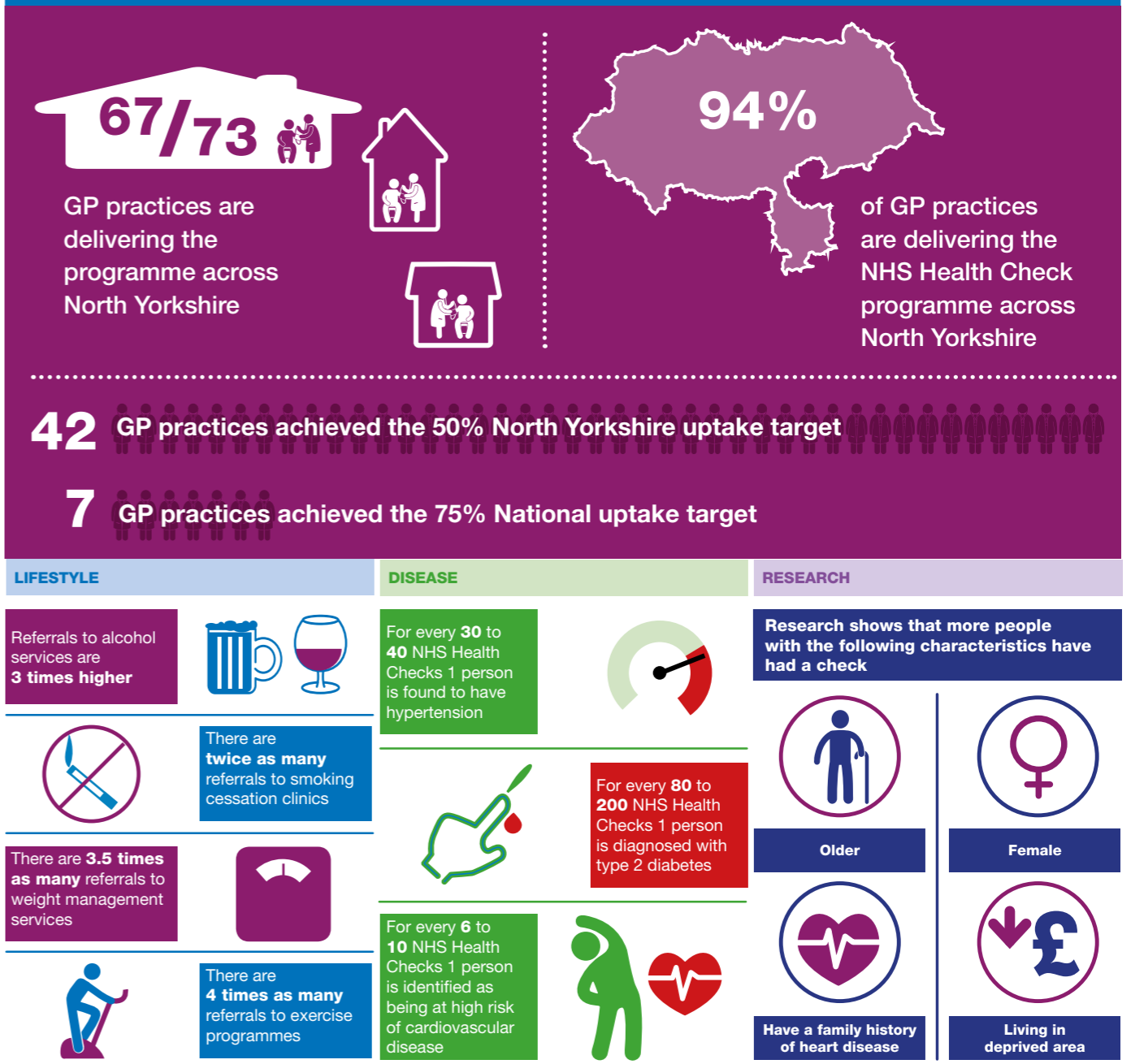
aged 40-74 with the top seven risk factors driving the burden of non-communicable disease.

The pathway for referral and signposting into lifestyle services such as adult weight management is established. The infographics below highlight the North Yorkshire position on invitations and uptake of the

NHS Health Check programme to those eligible during 2018/19.

The Public Health team continue to work with primary care colleagues and lifestyle service providers to strengthen the pathway and ensure those that need additional lifestyle support are appropriately referred and/or signposted to local provision.

NHS Health Check: North Yorkshire position



Data source: <https://www.gov.uk/government/publications/nhs-health-check-stocktake-and-action-plan>

Priority: Ensuring people have access to the right information and resources to make healthy choices that support weight loss

Health Education and Skills



Moving Medicine

Moving Healthcare Professionals

Moving Healthcare Professionals is a national partnership programme led by Sport England and Public Health England. There are multiple strands to the Moving Healthcare Professionals programme, some of which include:

- Training existing healthcare professionals to become clinical physical activity champions
- Development of resources, such as Moving Medicine
- e-learning CPD physical activity resources

The Moving Medicine tool <https://movingmedicine.ac.uk/> aims to help people working in roles such as doctors, nurses and physiotherapists advise patients on how physical activity can help to manage their conditions, prevent disease and aid recovery.

A very short, but good quality conversation at the end of a consultation is incredibly effective in changing people's levels of physical activity. This toolkit gives health professionals everything they need for a one minute, five minute and even longer conversation, complete with step-by-step guides, behavioural change insights and all the evidence to back it up.

A pilot has been initiated with Derwent Practice in Ryedale. A GP committed to the implementation of Moving Medicine is supporting all practitioners within the practice to actively use the Moving Medicine tool in their clinics. Clinical templates are being reviewed to ensure local service and community activity information is readily available to sign post and refer patients to.



North Yorkshire Sport are enhancing the initiative by providing a team of staff who will be available to take calls for patients who would like a more detailed discussion on the physical activity opportunities in their local area. Cards have been produced, which will be available for primary health care professionals to hand out to patients to make contact with the North Yorkshire Sport team.

Derwent Practice are willing to support a wider roll out, initially within the new Primary Care Network and potentially wider across Scarborough and Ryedale Clinical Commissioning Group.

Public Health England in Yorkshire and Humber continue to offer the Physical Activity Clinical Champions training programme, which is tailored for doctors, nurses and other interested health care professionals in primary or secondary care.

Nationally, there are 15 GP clinical champions, four non-medical clinical champions (midwife, pharmacist, physiotherapist and psychologist) and 18 nurse clinical champions who provide peer to peer training. In Yorkshire and Humber, we have access to two trainers. The champions provide free training sessions to groups of healthcare professionals.

To find out more or to book a session contact: physicalactivity@phe.gov.uk



Public Health England has created a new e-learning course to help healthcare professionals to champion physical activity with their patients.

The course covers the science, UK Chief Medical Officers' physical activity guidelines, the underpinning evidence base and looks at ways of building physical activity into daily clinical care. It also includes a resource on Motivational Interviewing.

Public Health England are looking for people to undertake the CPD modules and provide feedback. If you are interested in providing some feedback, please would you email Gaynor Aaltonen for more information prior to undertaking the learning activity (Gaynor.Aaltonen@phe.gov.uk)

For more information on the Moving Healthcare Professional programme please visit <https://www.sportengland.org/our-work/health-and-inactivity/moving-healthcare-professionals/>



Campaigns

Key campaigns have been promoted through stakeholder communication plans. In particular, Public Health England's ONE YOU and Change4Life campaigns and Sport England campaigns have been supported.

Sport England

We Are UndefeatABLE

We Are Undefeatable is a national campaign to support the 15 million people who live with one or more long-term health conditions in England.

Launched in August 2019, it aims to help those with conditions such as diabetes, cancer, arthritis and Parkinson's to build physical activity into their lives.

The campaign is led by a collaboration of 15 leading health and social care charities and benefits from our expertise and insight, along with National Lottery funding.



Clinical Commissioning Groups have been informed of the campaign for the purposes of encouraging GP practices to promote. <https://weareundefeatable.co.uk/>

Change4 Life

10 minute Shake Up: ran June – August 2019



'Pick one Swap': ran September to October 2019

<https://www.nhs.uk/change4life/food-facts/sugar/sugar-swaps-for-kids>



One YOU

'Every Mind Matters': launched October 2019

'New Year, New You': launched January 2019

Partners have supported other campaigns across the course of the year, including but not exclusive to:

Time to Talk Day:	February
Walk to Work Day:	5 April
National Walking Month:	1st to 31st May
British Nutrition Foundation Healthy Eating Week:	10th to 14th June
Know Your Numbers Week:	9th to 15th September
National Fitness Day:	26th September
Mental Health Awareness Day:	October
Yellow Wellies & Mind Your head	

every mind matters

Priority: Building healthier workplaces that support employees to manage their weight



Workplace Wellbeing Award North Yorkshire

Policy and interventions

North Yorkshire Workplace Wellbeing Charter

Following the publication of the Healthy Weight, Healthy Lives strategy and the 2016 Director or Public Health Annual Report, with its focus on the health of the working age population, North Yorkshire County Council's Public Health team commissioned Trading Standards to work with local businesses to co-produce a North Yorkshire workplace wellbeing award. There was an appetite from business to have a structured approach to improving the health and wellbeing of their staff whilst being recognised for the support and interventions they put in place in the shape of an award.

The positive response from businesses led to the decision to employ a full time member of staff to finalise the award, roll it out and support the organisations who commit to the award.

The Workplace Wellbeing Award North Yorkshire was launched in March 2019 and made available to any organisation based in the county irrespective of size or industry sector.

The Award relies on senior management buy-in and leadership, builds on policies, and encourages communication between all levels of staff in order to make a positive organisational culture change. There is a holistic approach to health and wellbeing, it includes mental health and musculoskeletal health as well as lifestyle factors such as encouraging physical activity and healthy eating through interventions and information campaigns.

The overarching aims of the award are:

- To provide a co-ordinated, consistent level of support for the development of workplace health policy, infrastructure and planned interventions.
- To offer healthy home to work travel plans.
- To ensure healthy options are available in workplace catering facilities.
- To increase the number of local employers achieving Workplace Wellbeing Charter accreditation.

Since the launch there has been sign up from 33 organisations, with representation from public, private and voluntary sector organisations across all seven Districts of the County. The Award has been designed to take into consideration the size of organisation with larger employers expected to have a more structured, formal approach than a micro business. To date, the number of employees ranges from five to 570.

One of the first steps an organisation takes on the journey to accreditation is to undertake a health needs assessment of their staff to identify their health priorities. The results of the surveys so far have indicated that on average more than half of the respondents (55%) are eating three or less portions of fruit and veg per day. As a result, organisations are working to promote healthy food options and the benefits associated with eating more healthily.

Wellbeing 'champions' are an essential part of the process. These individuals are passionate about health and wellbeing and part of their role is to disseminate information about healthy lifestyle choices and introduce health initiatives.

Examples of some of the positive initiatives that are underway as a result of the Workplace Wellbeing Award:

Jigsaw insurance, a Harrogate based insurance company with 130 employees have already begun to notice positive changes since signing up to the Award and launching their *Wellness@Jigsaw* initiative. Wayne Chapman, Contact Centre Operations Manager said "We've seen a real shift in the way our people think about how they eat and the impact it has on them both physically and mentally. The biggest change came when we were asked universally by the staff to move away from having chocolates, sweets and sugary energy drinks as incentive prizes which have been replaced by fruit bowls, mineral water and herbal teas. We have big plans over the next few months to capitalise on this change with lunchtime walk clubs and team Zumba already planned."

Coles Solicitors, a law firm with their Head Office based in Northallerton, recognised the importance of staff wellbeing and were one of the first organisations to commit to the Workplace Wellbeing Award. As part of their work towards achieving the Award they held a staff day which included information on wellbeing and a tai chi taster session, which went down well with some staff saying they would definitely do it again. The wellbeing champions are implementing their action plan which includes promoting healthy eating ideas for the Christmas party season, and a healthy eating 'week' in January with 'fakeaway' ideas. Physical activity is also being promoted as the whole firm is being challenged to collectively 'do' 1,000 miles in January, whether it be walking, running, cycling or swimming.

Annabel Charlton, Apprentice Solicitor and wellbeing champion said

"We are really enjoying working towards achieving the Workplace Wellbeing Award and we recognise the commitment of all of our staff in working towards achieving the award. It is enlightening to see the difference that small initiatives can make to the health and wellbeing of our staff and we are looking forward to seeing the benefits of our upcoming campaigns."

Compass REACH and Compass BUZZ offer services to support children and young people to make sustainable lifestyle changes to improve their mental health and wellbeing. Whilst they are recognised for the support they offer to their clients, their service manager Lisa Gale felt that their dedicated team also needed support for their own health and wellbeing. Since committing to the Award the champions have introduced initiatives such as 'Active October' whereby they have encouraged all team members to become a little more active and engage in exercise throughout the month – they have shared photos of themselves at Park Runs, ballet classes, walking the dog, swimming and even Segwaying! Staff have organised healthy fuddles on team meeting days and shared information on how healthy foods reduce stress. Lisa said that "Taking care of ourselves and each other is a priority for Compass because in doing so it makes us stronger and more able to take care of the needs of others."

We said, we did 2019

In the Healthy Weight, Healthy Lives Strategy second annual report (2018), there were a number of actions that were highlighted as important for partnership delivery during 2019.

The Healthy Weight, Healthy Lives Strategy Steering Group have been fundamental in driving forward action summarised below:

Priority: Supporting children's healthy growth and healthy weight	
We said	We did
Review and refresh the school meal offer to reduce consumption of fat, salt and sugar – review completed and initial changes implemented.	✓
Support schools to review their break time and wrap around care food and drink provision to ensure healthier options are available.	Action for 2020
Support primary and secondary schools to effectively utilise the Healthy Pupil's Capital Fund.	✓
Conduct needs assessment and insight work to support the implementation of the school zone concept. Initiate work to improve the food and physical activity environments that surround five pilot schools.	✓
Continue to support primary schools to effectively utilise the PE and School Sport Premium funding.	✓
Pilot and roll out the Street Play initiative across North Yorkshire communities.	In progress. To complete in 2020.
Support more schools to develop and implement active travel plans, including the 'park and stride' initiative.	✓
Review of Health Start Vitamin scheme to be completed, in line with new guidance/reformulation.	Action for 2020

Priority: Promoting healthier food choices	
We said	We did
Continue to support local businesses achieve the Healthier Choices for a Healthier You award.	✓
Explore the opportunity to run a Sustain 'Veg Cities' campaign across North Yorkshire.	✓
Support local authorities and NHS organisations to review and revise their vending offer.	Guidance in development. Implementation for 2020.
Support local businesses achieve the North Yorkshire 'Responsible Retailer' award, including the voluntary ban on sales of energy drinks to under 16s.	✓
Work with care home providers to review the catering offer.	✓

Priority: Building physical activity into our daily lives	
We said	We did
Roll out the Discoveries on Your Doorstep project in the Harrogate district; focusing trails in Ripon and Knaresborough. Ensure sustainability of the Scarborough and Selby trails.	✓
Continue to work with local businesses to develop and implement active travel plans through the Open North Yorkshire project.	✓
Continue to support individuals and families moving into new housing developments to consider active travel options.	✓
Work with care home providers to implement the College of Occupational Therapist's 'Living well through activity in care homes' toolkit.	Action for 2020

Priority: Providing the right personalised, accessible weight management services	
We said	We did
Support primary care practitioners to use the Moving Medicine tool.	✓
Support the continued development of the obesity pathway for children and adults, including links with the NDPP.	✓
Continue to support primary care practitioners to become Physical Activity Clinical Champions.	Action for 2020

Priority: Ensuring people have access to the right information and resources to make healthy choices that support weight loss	
We said	We did
Develop a Healthy Weight, Healthy Lives communication plan to ensure co-ordinated communications amongst all stakeholders.	Action for 2020
Explore digital opportunities across the system.	Further develop in 2020

Priority: Building healthier workplaces that support employees to manage their weight	
We said	We did
Deliver a soft launch for the North Yorkshire Workplace Wellbeing Charter and support businesses to establish the infrastructure for sustainable action.	✓
Co-ordinate action on workplace health interventions.	✓

Actions for 2020/21

Overarching action

- Consider and decide on signing up to the Food Active 'Local Authority Declaration on Healthy Weight' as a two-tier local authority.
- Strengthen community ownership of local action to promote healthy weight, as part of Public Health England's Whole System Approach to Obesity.
- Conduct a deep dive into overweight and obesity prevalence trends county-wide and at district level.
- Ensure Healthy Weight, Healthy Lives Strategy partnership action is reflected in the local Healthy Place Shaping policy developments.

Priority: Supporting children's healthy growth and healthy weight

- Support schools to review their break time and wrap around care food and drink provision to ensure healthier options are available.
- Review of Health Start Vitamin scheme to be completed, in line with new guidance/reformulation.
- Support schools to showcase best practice examples of school physical activity, sport and physical education.
- Carry out an audit of schools in North Yorkshire to assess levels of community access for sport and physical activity and work with prioritised schools to remove barriers to community use.
- Implement planning policy and provide practical support (by way of a toolkit) to enable local communities to close their streets for play – Play Streets pilot and roll out.
- Explore the need for packed-lunch guidance; devise and pilot where appropriate.

Priority: Promoting healthier food choices

- Support local authorities and NHS organisations to review and revise their vending offer. Finalise and pilot North Yorkshire Healthy Vending Guidance.
- Deliver on Sustain Veg Cities local action plan
- Establish a Sustainable Food Cities partnership in North Yorkshire.
- Co-ordinate food donations and explore roll out of community fridge projects
- Expand the Responsible Retailer Award to include product placement and price promotions
- Co-ordinate advertising contracting and policy to support restrictions of HFSS product advertising. Yorkshire and Humber regional approach will focus on advertising on transport.

Priority: Building physical activity into our daily lives

- Work with care home providers to implement a digital cycling intervention for residents (pilot in Selby with a view to roll out across North Yorkshire).
- Continue to develop and roll out an Active Together project (in partnership with Hambleton District Council, North Yorkshire Sport, and Community First Yorkshire). This project aims to encourage more communities to think about starting new activities that help residents have access to local ways to do more physical activity.
- Creation of sports villages in Sowerby and Northallerton (Hambleton District).
- Support North Yorkshire partners to take part in Mencap's (in partnership with Sport England and The National Lottery) Round the World Challenge from January to December 2020.

- Maximise the World Cycling Championships legacy through a co-ordinated approach to funding and implementing cycling projects and programmes, with a particular focus on cycling for active travel, cycle training and access to bikes through bike libraries.

Priority: Providing the right personalised, accessible weight management services

- Moving Healthcare Professionals – Support access to Public Health England's Physical Activity Champions training and support a wider roll out of Moving Medicine in primary and secondary care settings.
- Continue to develop opportunities and identify funding for the provision of tier 3 weight management services for children and young people and adults where provision is not currently available.

Priority: Ensuring people have access to the right information and resources to make healthy choices that support weight loss

- Develop a Healthy Weight, Healthy Lives communication plan to ensure co-ordinated communications amongst all stakeholders.
- Continue to explore and develop digital opportunities across the system.
- Ensure marketing and communication plans

have a clear focus on older people. Specifically:

- promoting current interventions, programmes and services, and

- support a consistent approach to communication of campaigns

- Review and identify the opportunity to further develop:
 - the assessment and identification of older people who are sedentary and experience poor nutrition.
 - the pathway and health and social care offer to ensure older people are supported to reduce sedentary behaviour and improve nutrition

Priority: Building healthier workplaces that support employees to manage their weight.

- Continue to support businesses to sign up and achieve the North Yorkshire Workplace Wellbeing Charter.
- Identify opportunities to include nutrition and physical activity in retirement planning through the Workplace Wellbeing Award.

Governance



Appendix: New guidance and reports

During 2019 the following, relevant, guidance and reports has been published:

PHE

Physical activity data tool: November 2019 update (05/11/19)

<https://www.gov.uk/government/statistics/announcements/physical-activity-data-tool-november-2019-update>

Whole System Approach to Obesity: (25/09/19)

<https://www.gov.uk/government/publications/whole-systems-approach-to-obesity>

Encouraging healthier 'out of home' food provision (20/09/19)

<https://www.gov.uk/government/publications/encouraging-healthier-out-of-home-food-provision>

Healthier weight conversations: support for professionals (10/09/19)

<https://www.gov.uk/government/publications/healthier-weight-conversations-support-for-professionals>

Sugar reduction: a report on progress between 2015 and 2018 (20/09/19)

<https://www.gov.uk/government/publications/sugar-reduction-progress-between-2015-and-2018>

Sugar reduction and wider reformulation (20/09/19)

<https://www.gov.uk/government/collections/sugar-reduction>

National child measurement programme: operational guidance (02/09/19)

<https://www.gov.uk/government/publications/national-child-measurement-programme-operational-guidance>

Childhood obesity: applying All Our Health (28/08/19)

<https://www.gov.uk/government/publications/childhood-obesity-applying-all-our-health>

What works in schools and colleges to increase physical activity (29/07/19)

<https://www.gov.uk/government/publications/what-works-in-schools-to-increase-physical-activity-briefing>

National child measurement programme: trends in child BMI (25/07/19)

<https://www.gov.uk/government/statistics/national-child-measurement-programme-ncmp-trends-in-child-bmi>

Health matters: whole systems approach to obesity (25/07/19)

<https://www.gov.uk/government/publications/health-matters-whole-systems-approach-to-obesity>

Early adolescence: applying All Our Health (24/07/19)

<https://www.gov.uk/government/publications/early-adolescence-applying-all-our-health>

Healthy beginnings: applying All Our Health (17/06/19)

<https://www.gov.uk/government/publications/healthy-beginnings-applying-all-our-health>

Physical activity: applying All Our Health (06/06/19)

<https://www.gov.uk/government/publications/physical-activity-applying-all-our-health>

Health matters: life course approach to prevention (23/05/19)

<https://www.gov.uk/government/publications/health-matters-life-course-approach-to-prevention>

Child obesity and excess weight: small area level data (27/03/19)

<https://www.gov.uk/government/statistics/child-obesity-and-excess-weight-small-area-level-data>

National Child Measurement Programme: conversation framework (27/03/19)

<https://www.gov.uk/government/publications/national-child-measurement-programme-conversation-framework>

National Child Measurement Programme: briefing for elected members (25/01/19)

<https://www.gov.uk/government/publications/national-child-measurement-programme-briefing-for-elected-members>

Differences in child obesity by ethnic group (23/01/19)

<https://www.gov.uk/government/publications/differences-in-child-obesity-by-ethnic-group>

KPIs: tier 2 weight management services for children (17/01/19)

<https://www.gov.uk/government/publications/kpis-tier-2-weight-management-services-for-children>

10 year olds in the ~UK have consumed 18 years' worth of sugar (02/01/19)

<https://www.gov.uk/government/news/10-year-olds-in-the-uk-have-consumed-18-years-worth-of-sugar>

Department of Health and Social Care Time to solve childhood obesity: CMO special report (10/10/19)

<https://www.gov.uk/government/publications/time-to-solve-childhood-obesity-cmo-special-report>

Physical activity guidelines: UK Chief Medical Officers' report (19/09/19)

<https://www.gov.uk/government/publications/physical-activity-guidelines-uk-chief-medical-officers-report>

Physical activity guidelines: infographics (19/09/19)

<https://www.gov.uk/government/publications/physical-activity-guidelines-infographics>

Children to have greater opportunity to access 60 minutes of physical activity every day (14/07/19)

<https://www.gov.uk/government/news/children-to-have-greater-opportunity-to-access-60-minutes-of-physical-activity-every-day>

Tackling obesity is a shared responsibility for society (14/09/19)

<https://www.gov.uk/government/speeches/tackling-obesity-is-a-shared-responsibility-for-society>

<https://www.gov.uk/government/publications/physical-activity-guidelines-infographics>

Childhood obesity: time for action report- government response (30/01/19)

<https://www.gov.uk/government/publications/childhood-obesity-time-for-action-report-government-response>

NICE

Physical activity: encouraging activity in the community (June 2019)

<https://www.nice.org.uk/guidance/qs183>

Other

Food environment assessment tool (FEAT)

The FEAT Tool has been developed by CEDAR and the MRC Epidemiology Unit at the University of Cambridge. It allows for detailed exploration of the geography of food retail access across England.

<https://www.feat-tool.org.uk/feat2/>

Into the mouths of babes: Effects of infant feeding on growth and childhood obesity (February 2019)

<https://www.cedar.iph.cam.ac.uk/resources/evidence/eb-17-infant-feeding-growth-obesity/>

Psychological perspectives on obesity: Addressing policy, practice and research priorities (September 2019)

<https://www.bps.org.uk/news-and-policy/psychological-perspectives-obesity-addressing-policy-practice-and-research>

References

PHE Public Health Profiles 2017/18



This document is also available to download at www.nypartnerships.org.uk/healthylives

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