

Summary of Action Plan

Purpose To improve the health of the people of Swindon by identifying effective strategies and interventions to prevent obesity and help overweight and obese people to lose weight.

The action plan sets out details for local action to tackle obesity, based on national guidance and evidence base. It needs to be read in conjunction with Swindon's Healthy Weight Strategy, which sets the context and gives local targets as well as evidence of effectiveness of programmes.

Objective 1- to establish a baseline of obesity levels in children and monitor progress related to targets throughout 2013-14

1. Establish and track local obesity prevalence rates through regular recording of BMI in Swindon children through NCMP
2. Monitor and report on progress against child obesity and breastfeeding targets
3. Track progress of obesity related target

Objective 2- To deliver evidenced based programmes in a range of settings to prevent obesity, with a focus on early years, breastfeeding support, training and embedding prevention in the work of health professionals

1. Provide a range of health walks suitable for different clients groups
2. Swindon Borough Council to support behaviour change at community events, while promoting the Change4Life brand
3. Provide Healthy Steps programme in Children Centres. It is a preventive programme for families with children aged 0-5 years that incorporates healthy eating, physical activity and parenting advice as well as a practical 'cooking on a budget' workshop
4. Continue Walk4Life 5 minute walk zone scheme with schools
5. Investigate and develop scooter training scheme for primary schools
6. Continue to support Sustrans Bike It project
7. Continue to develop and review school travel plans that promote walking or cycling to school
8. Develop Y6/7 transition programme to promote active independent travel
9. Increase breastfeeding prevalence at 6-8 weeks through implementation of breastfeeding action plan
10. Continue implementation of Active Swindon Partnership (ASP) strategy and implementation plan- which addresses change to the structural environment, provision of a range of activities and campaigns to motivate and support people to be more physically active

11. Continued implementation of a local walking programme, particularly targeting areas of deprivation
12. Pilot an evaluation of MEND programme by school nurses- who weigh MEND children in schools

Objective 3- To deliver evidenced based programmes in a range of settings to manage obesity with a focus this year on continuing expansion of current services

1. Adult non-specialist/ tier 1 adult obesity treatment service achieves its outcome targets to reduce adult obesity-service provided by SBC Health Improvement, Physical Activity and Inclusion Services
2. Child and family weight management service achieves its aim to reduce obesity in children and their families (provided by SBC IHealth Improvement, Physical Activity and Inclusion services)
3. Plot MEND Champions scheme- where MEND Graduates help to promote MEND at events or with their friends and family
4. Continue work on maternal obesity – developing appropriate services for pregnant women
5. Steps to Health, exercise on referral scheme achieves its aim to increase physical activity- provided by SBC Health Improvement, Physical Activity and Inclusion services
6. Tier 2 obesity service (intensive and specialist service) provided by the Great Western Hospital NHS Foundation Trust (GWHFT) dietetic service achieves the aims set out in the service specification
7. Tier 3 obesity service achieves its contracts aims to, assess patients for surgery and prepare patients for surgery (provided by a multi-disciplinary team at GWHFT)
8. Post-bariatric surgery clinic at GWHFT achieves its contract aims