

TO:	Health & Wellbeing Board		
DATE:	13 July 2018	AGENDA ITEM:	14
TITLE:	A Healthy Weight Statement for Reading - Implementation plan update		
LEAD OFFICER:	Melissa Montague	TEL:	0118 937 4805
JOB TITLE:	Public Health Programme Officer	E-MAIL:	Melissa.montague@reading.gov.uk

1. PURPOSE OF REPORT AND EXECUTIVE SUMMARY

- 1.1 To share with the Board an update on the implementation plan for the Healthy Weight Strategy for Reading
- 1.2 Appendix A - Healthy Weight Strategy Implementation Plan update.

2. RECOMMENDED ACTION

2.1 That the Board recognises the impact of budget reductions on the delivery of the Reading Healthy Weight Strategy, and acknowledges the essential re-evaluation of how the Council can support residents to achieve a healthy weight in light of reduced resources and service decommissioning.

3. POLICY CONTEXT

- 3.1 The Healthy Weight Strategy for Reading was developed in the context of the Government's national strategy - 'Childhood Obesity: a plan for action', local priorities identified in Reading's JSNA modules on obesity and physical activity, and Reading's Health and Wellbeing Strategy 2017-2020 (i.e. Priority 1 - 'Supporting people to make healthy lifestyle choices' - with a focus on tooth decay, obesity and physical activity').

4. THE PROPOSAL

- 4.1 The Healthy Weight Strategy for Reading was endorsed by the Health and Wellbeing Board on 27th January 2017. Throughout 2017, a multi-agency task and finish group held a series of meetings to develop the implementation plan and a very positive report was brought to the Health and Wellbeing Board in July 2017 to update on work to meet the following objectives:

- Provision of information and support to help people manage their weight;
- A continued focus on helping the least active members of the population to move more;

- Strengthening our work with schools and families to help more children be a healthy weight;
 - Provision of support for parents in early years settings to help family members be a healthy weight; and
 - Supporting/encouraging teenagers to eat healthily and have active lifestyles.
- 4.2 Reading's Healthy Weight Strategy has now been used as a model by the local authorities in West Berkshire and Wokingham. With rising need and the recognition of a need to focus on tackling obesity, a Berkshire-wide obesity leads network has been established which will help to facilitate a more consistent approach across the county.
- 4.3 Setting Reading Borough Council's budget for 2018-19 was exceptionally challenging in light of other pressures. Unfortunately, this includes a 100% reduction in the budget allocated to deliver the Healthy Weight Strategy, and all public health commissioned Tier 2 weight management programmes for adults and children will cease in September 2018. Work has progressed on the implementation of the Reading Healthy Weight Strategy since the last update to this Board (July 2017) but it has only been possible to take forward many of the planned actions on a skeleton basis.

Work which has been progressed includes:

- 4.4 Progress in relation to 'Provision of information and support to help people manage their weight' includes the following.
- The dedicated 'Healthy Weight' page on the Reading Services Guide is regularly being updated with information and signposting to Public Health England materials and services which support a healthy weight.
 - 'Making Every Contact Count' training has been delivered to staff who work with vulnerable families. This training will support staff to raise the issue of health damaging lifestyle behaviours, including excess weight and sedentary lifestyles; and signpost them to sources of information and support.
 - A Making Every Contact Count online introductory module has been made available to Reading Borough Council Staff.
- 4.5 Progress in relation to 'Strengthening our work with schools and families to help more children be a healthy weight' includes the following.
- A legacy pack for schools who host Reading Borough Council's commissioned child healthy lifestyle and weight management programme was introduced to schools in September 2017 to encourage continued support of the principles and activity element of Let's Get Going in the school environment after the initial facilitated course ends. The pack has been well received but further roll out will no longer be possible due to decommissioning of the Child Healthy Lifestyle and Weight Management Programme in September 2018.
- 4.6 Progress in relation to 'A continued focus on helping the least active members of the population to move more' includes the following.
- The Bikeability scheme exceeded number of funded places in 2017/18 with over 1400 children receiving some form of Bikeability training
 - The Heights School and Moorlands Primary School are expected to be awarded their Modeshift STARS Bronze Award for encouraging sustainable travel to school in June 2018. Further schools will also be encouraged to take part to ensure their travel plans remain up-to-date and sustainable travel encouraged.
 - The EMPOWER initiative has been completed.
 - New National Cycle Network route NCN 422, connecting Newbury to Ascot via Reading, is due for completion in summer 2018.
 - Technical support to develop the new 'Walking and Cycling Infrastructure strategy' is expected to be drawn down from June 2018.

- Feedback on a draft network of routes and list of schemes is to be produced in Autumn 2018, and the plan is expected to be adopted in spring 2019 as part of our fourth Local Transport Plan.
 - As an element of supporting the 'Time to Change Pledge', a series of early morning, lunchtime and after work exercise classes have been organised for Council staff.
 - The new leisure service contract is out to tender and includes a focus on the delivery of health and wellbeing activities as well as core leisure functions (see action plan for details).
- 4.7 Progress in relation to 'Special Educational Needs Local Offer' includes the following.
- There are now 165 services listed under the Special Needs Activities section of the Local Offer; sub categories include Clubs & Groups, Days Out, Holiday Clubs, Sports & Leisure, Supported Holiday and the Great Outdoors. These are all widely promoted to parent carers through the SEND Local Offer website, Local Offer-Disc Newsletter, Facebook and regular email updates. The Council is working closely with schools (SENCOs), community and voluntary organisations to promote activities.
- 4.8 Progress in relation to 'Partnership with Reading Museum' includes the following.
- Reading Museum has organised 62 specialist guided tours with 474 visitors and 14 tours around the Abbey Quarter with 135 visitors. Each tour involves approximately 1 hour of walking.
 - A bid was submitted to the Esmee Fairburn Foundation. Although unsuccessful on this occasion, this provides a foundation for other bids to be submitted as opportunities arise.
 - The 'Happy Museum' affiliation informs partnership working with the MERL (Museum of English Rural Life) - with health & wellbeing a central strand of the investment under the Arts Council National Portfolio Organisation (NPO) status. The NPO is a 4 year project which started in April 2018.
- 4.9 Progress in relation to 'Workplace Health' includes the following.
- Reading Borough Council received an award for 'most CO2 saved' through Active Travel as part of this year's Active Workplace challenge.
 - Lunchtime and out of hours exercise classes for staff being trialled at RBC sites including Yoga, Pilates and Circuit training.
- 4.10 Additional plans have now been put on hold because of the removal of the dedicated strategy implementation budget and that for the tier 2 programmes for weight management. These include the following.
- The introduction of an intervention to promote healthy eating and physical activity in Early Years settings which has been successfully implemented at minimal cost in neighbouring local authorities.
 - The introduction of an online weight management programme for overweight adults who need a moderate amount of support to make changes to their eating and physical activity behaviours to manage their weight. This programme would have allowed us not only to significantly increase our capacity to support the 59.2% of the adult population of Reading who are overweight or obese; but also would have allowed us to target our tier 2 group programme more effectively to those who have a higher BMI (30+).
 - Consultation with local teenagers and the subsequent development of a healthy weight programme for young people bridging the gap between children and adults weight management services.
 - A promising partnership between Reading Libraries, Reading Sport and Leisure and Public Health allowed us to run some interactive sessions linked to the very popular 'Rhymetime' sessions, which encouraged families with young children to

adopt healthy eating and physical activity for all the family. These sessions were supported by the providers of our tier 2 weight management services which are due to be decommissioned in September, so we have been unable to plan further initiatives in this setting.

- 4.11 Whilst most of the Reading Public Health Grant is managed directly by the Wellbeing (including Public Health) Team, some of the monies have been reallocated to various other teams across the Council to deliver services which meet public health outcomes. As it is a legal requirement for the ring fenced Public Health budget to be used to deliver on public health outcomes, each department receiving public health funding will be required to complete a Memorandum of Understanding to demonstrate how the monies will be used. The Wellbeing Team will be involved in developing and monitoring these memoranda, and will use this opportunity to identify how actions to promote healthy weight can be incorporated.
- 4.12 The Wellbeing / Public Health team is also investigating innovative models of delivering services for healthy lifestyle behaviours including an integrated hub model, which will look at tackling 'Multiple Unhealthy Risk Factors' - including diet and levels of physical activity. Such a model will take a person-centred, holistic approach whilst delivering an excellent and cost effective service to the end user. We envisage that the model will improve co-ordination across public health services and provide efficient referral routes via a single point of entry approach.

5. CONTRIBUTION TO STRATEGIC AIMS

- 5.1 The Healthy Weight Strategy for Reading contributes towards a number of Public Health Outcome Framework indicators, including:
- reducing sickness absence,
 - utilisation of outdoor space for exercise / leisure purposes,
 - reducing weight in 4-5 year olds and 10-11 year olds,
 - reducing excess weight in adults,
 - percentage of physically active and inactive adults
 - reducing obesity related co-morbidities such as diabetes.

The Strategy also supports delivery of Priority 1 in the 2017-20 Health and Wellbeing Strategy, i.e. Support people to make healthy lifestyle choices with a focus on tooth decay, obesity and physical activity.

6. COMMUNITY ENGAGEMENT AND INFORMATION

- 6.1 The Wellbeing Team will continue to engage with other Council departments and local stakeholders on the Healthy Weight Implementation Plan through the task and finish group, forums and dialogue.

7. EQUALITY IMPACT ASSESSMENT

- 7.1 Under the Equality Act 2010, Section 149, a public authority must, in the exercise of its functions, have due regard to the need to—
- eliminate discrimination, harassment, victimisation and any other conduct that is prohibited by or under this Act;
 - advance equality of opportunity between persons who share a relevant protected characteristic and persons who do not share it;
 - foster good relations between persons who share a relevant protected characteristic and persons who do not share it.

- 7.2 Reading Borough Council has paid due regard to the so-called Public Sector Equality Duty throughout the development and delivery of the Healthy Weight Implementation Plan. The impact of decommissioning services in support of this Plan is being considered as part of a wider health equality impact assessment for the Reading Public Health budget as a whole. The Healthy Weight Implementation Plan will continue to be developed with an awareness of inequalities of health identified through robust local data sets.

8. LEGAL IMPLICATIONS

- 8.1 There are no legal implications arising at this stage.

9. FINANCIAL IMPLICATIONS

- 9.1 The engagement associated with the Healthy Weight Action Plan development has been met using existing resource and will not in itself require additional capital or revenue investment.
- 9.2 The Council's Wellbeing Team will consider engagement feedback and the recommendations through the task and finish group in delivering the Health Weight Implementation Plan. It will be an imperative that this plan drives the efficient use of resources and identifies clear health benefits on investment so as to protect a sustainable local health and care system. This will involve recognising the breadth of influences on obesity, and so maximising the use of resources across different partner agencies, in terms of work on the delivery of shared priority agendas.

10. BACKGROUND PAPERS

Joint Strategic Needs Assessment for Reading
Reading's Health and Wellbeing Strategy 2017-20

Appendix A - Healthy Weight Strategy - Action Plan Phase 2, Council-led and partner programmes.

The table below details actions in progress and planned that contribute to the healthy weight agenda. The action plan has been developed through a multi-agency Healthy Weight Strategy Implementation group formed following the January Health and Wellbeing Board to help shape and agree the developed delivery plan below.

What will be done – the task	Tier of service	Who will do it	By when	Outcomes the difference it will make	Milestones.	National indicators
Support 'Walk Leader Volunteers' to lead sustainable local group walks for the local community. To encourage inactive and less active people to engage in a regular walks programme.	1 (prevention)	Wellbeing Team and Leisure Team	By March 2017	A larger pool of trained walk leaders will increase local capacity to deliver health walks to people who have low physical activity levels. More people choose to walk for leisure and active travel. Ongoing administrative support of the programme will ensure that walk leaders have a point of contact and that encouraged to continue leading walks. Opportunities for more volunteers to join training days nationally to be identified.	41 walk leaders have been trained. Total of 925 participants have made 8577 visits in 18 months. Increase from 4 to 12 weekly / monthly walks now taking place. Completed	1.16 - % of people using outdoor space for exercise/health reasons.
To offer MECC training to the local voluntary and community sector	1	Wellbeing Team	From June 2018	To increase knowledge, skills and confidence to make appropriate use of opportunities to raise the issue of healthy lifestyle choices and signpost to sources of support.	Train the Trainer MECC programme will be developed. 2 MECC training sessions delivered and online module available to staff. Investigation of STP funding to deliver further sessions.	2.13i Percentage of physically active and inactive adults – active adults.

What will be done – the task	Tier of service	Who will do it	By when	Outcomes the difference it will make	Milestones.	National indicators
To create a Reading Services Guide page to be a central online resource for local healthy weight programmes and self-help information.	1	Wellbeing Team.	March-August 2017	To have a central online location where people can find information about weight management, healthy eating and physical activity and local services. Including those commissioned by RBC, the voluntary sector, and commercial enterprises	<p>Weight management page created on Reading Services Guide – completed.</p> <p>Promotional plan will be developed to raise awareness of page.</p> <p>Site analytics monitored bi-annually to ascertain use.</p>	Potentially all PHOF indicators highlighted in this section relating to healthy weight, healthy eating and physical activity.
To ensure delivery of the National Child Measurement Programme (NCMP) See 0-19 programme targets below.	1	School nurses commissioned by Wellbeing Team as part of the 0-19 (25) programme	Ongoing	Weight and height measurements offered to all children attending state funded primary school children who are in Reception Year (age 5) and Year 6 (aged 10,11) in accordance with national NCMP guidance.	<p>>95% uptake in Reception and Y6.</p> <p>Local information about healthy eating, healthy weight and physical activity programmes are offered to parents of overweight or obese children with feedback letters.</p> <p>On target for uptake.</p> <p>Revision of signposting opportunities based on changes in service provision required Autumn 2018.</p>	2.13ii Percentage of physically active and inactive adults – active adults.

What will be done – the task	Tier of service	Who will do it	By when	Outcomes the difference it will make	Milestones.	National indicators
<p>To build links with Neighbourhood Initiatives Team - working in areas of social deprivation provide / share information and seek opportunities to promote healthy weight via managed databases, community centres, networking meetings / events, faith sector links, community newsletters etc.</p>	<p>1</p>	<p>Neighbourhood Initiatives Team working with Wellbeing Team</p>	<p>Ongoing</p>	<p>People who are living in socially deprived areas and not accessing mainstream sources of information and support relating to healthy weight are reached through community networks, befriending services and personal contact based on trust (within the context of a community development approach).</p>	<p>Healthy weight programme and other healthy living-related issues to feature in NI team's work plans.</p> <p>HW is featured in community articles / newsletters, social media platforms, local poster and leaflet sites and on local community notice boards. Work with Reading's neighbourhood network (peer-led networking support group for Reading's community sector) to ensure healthy weight is a regular feature in their newsletter.</p> <p>Over 12 months, NI team work with Wellbeing to ensure that presentations are made to community centre management committees / trustees / community associations with a view to seeking local pledges, which are then tracked and revisited to monitor progress within 6 months.</p> <p>Seek opportunities for NI team training and provision of information / resources to empower staff to facilitate health behaviour change related to healthy weight. Making Every Contact Count training received March 2018.</p>	<p>Potentially all PHOF indicators highlighted in this section relating to healthy weight, healthy eating and physical activity.</p>

What will be done – the task	Tier of service	Who will do it	By when	Outcomes the difference it will make	Milestones.	National indicators
<p>A Local Cycling & Walking Infrastructure Plan will be developed identifying measures to support increases in journeys undertaken by active modes and setting out the long-term strategy for delivery</p>	1	Transport & other internal and external stakeholders	2017/18	More people encouraged to consider cycling and walking for local journeys, including commuting trips and journeys to school.	<p>Technical support to develop strategy expected to be drawn down from June 2018</p> <p>Feedback on draft network of routes and list of schemes (Autumn 2018)</p> <p>The Plan is expected to be adopted in spring 2019 as part of our fourth Local Transport Plan</p>	<p>2.13 Percentage of physically active and inactive adults – active adults.</p> <p>Increase in the number of people accessing the town centre by bike or on foot</p> <p>Increase in the number of children travelling to school by active modes</p>

What will be done – the task	Tier of service	Who will do it	By when	Outcomes the difference it will make	Milestones.	National indicators
<p>To encourage people to consider walking and cycling for local journeys through the delivery of supporting initiatives, such as those delivered through EMPOWER, including:</p> <ul style="list-style-type: none"> -Training & education (e.g. cycle training) -Travel advice & marketing campaigns -Advice on the development of school & workplace travel plans 	1	Transport	Ongoing	More people will be encouraged to consider cycling and walking for local journeys, including commuting trips and journeys to school.	<p>Bikeability scheme exceeded number of funded places in 2017/18 with over 1400 children receiving some form of Bikeability training</p> <p>The Heights School and Moorlands Primary School are expected to be awarded their Modeshift STARS Bronze Award for encouraging sustainable travel to school in June 2018. Further schools will also be encouraged to take part to ensure their travel plans remain up-to-date and sustainable travel encouraged.</p> <p>EMPOWER – complete</p>	<p>2.13</p> <p>Percentage of physically active and inactive adults – active adults</p> <p>Increase in the number of people accessing the town centre by bike or on foot</p> <p>Increase in the number of children travelling to school by active modes</p>

What will be done – the task	Tier of service	Who will do it	By when	Outcomes the difference it will make	Milestones.	National indicators
The delivery of a new National Cycle Network route NCN 422, connecting Newbury to Ascot via Reading	1	Transport	Spring 2018	The route will serve key destinations, including business parks, schools, other local facilities/services and wider cycle routes.	Cycle network completed (exp. Summer 2018).	Increase in the number of people walking and cycling for local journeys
Input into the development of the new leisure services contract to provide increase healthy lifestyle programme options for customers.	1	Leisure & Recreation Service / Environment & Neighbourhood Services / Wellbeing team	August 2018	<p>Leisure services are integrally linked with programmes for weight management and other public health services.</p> <p>Leisure centres actively support healthy weight by offering healthy eating options, weight management programmes and activities to engage the inactive.</p>	<p>Leisure centres offer a range of activities targeting underserved, disengaged or inactive groups to:</p> <ul style="list-style-type: none"> - provide information on healthy weight and physical activity. - encourage regular participation in physical activity and healthy weight programmes through a regular programme of targeted activities. - Work in partnership with providers of other commissioned healthy weight programmes to increase bi-directional referrals. - Support healthy catering and vending machines in leisure centres. <p>Contract out to tender.</p>	Potentially all PHOF indicators highlighted in this section relating to healthy weight, healthy eating and physical activity.

What will be done – the task	Tier of service	Who will do it	By when	Outcomes the difference it will make	Milestones.	National indicators
<p>Sportivate – To deliver 5 sport programmes in 2017 to engage young people:</p> <ul style="list-style-type: none"> • Cycle Racing • Soccercise • Teen SwimFit • Trampoline Fit • Gymnastics 	1	Leisure services	Projects will be delivered throughout the year with the cycle project	Sportivate is a Lottery funded programme that gives more young people the chance to discover a sport that they love.	<p>To deliver 6 blocks of 6 Sessions Completion Target: 34 Females and 20 Males aged 11 – 25 years</p> <p>Project underway</p>	1.16 - % of people using outdoor space for exercise/health reasons.

What will be done – the task	Tier of service	Who will do it	By when	Outcomes the difference it will make	Milestones.	National indicators
<p>Health and Wellbeing is a key driver behind the £1.77m HLF Reading Abbey Revealed project. The building conservation work will be accompanied by a scalable programme of activities linked to healthy weight and increased physical activity</p> <p>Participate in the Happy Museum affiliate scheme to develop targeted future programmes that contribute to Healthier lifestyles and Wellbeing.</p> <p>Initiate 'Waking with the Ancestors' project – Submit Esmee Fairbairn funding application</p>	1	Reading Museum Service	<p>Within the scope of Audience Development Plan 2017 - 2020</p> <p>Funding application for 'Walking with the Ancestors' project submitted March/April 2017 (3 year project)</p>	<p>The historic Reading Abbey quarter will be re-opened to the public, providing a tranquil outdoor shared space suitable for outdoor activity including walking.</p> <p>Happy Museum affiliation will sustain the Museum Service focus on programmes with Health and Wellbeing outcomes.</p> <p>Encourage more people to walk for leisure, take part & take notice</p>	<ul style="list-style-type: none"> •Self-guided trails around the Reading Abbey Quarter – aiming for 5,000 people to have accessed •Specialist guided tours – aim to run a minimum of 50 tours days each year and at least 250 people taking up a place on the tour day each time. •Dedicated tours around the Abbey Quarter – aim to run a minimum of 15 tours each year and at least 75 families take a tour each year <p>Reading Museum has organised 62 specialist guided tours with 474 visitors and 14 tours around the Abbey Quarter with 135 visitors. Each tour involves approximately 1 hour of walking.</p> <p>Esmee Fairburn Bid unsuccessful but future opportunities will be sought.</p> <p>Happy Museum affiliation informs partnership working with the MERL (Museum of English Rural Life) under our Arts Council National Portfolio Organisation status in which health & wellbeing is a central strand of the investment. The NPO project start-up was in April 2018 and is a 4 year programme.</p>	<p>Percentage of physically active and inactive adults – active adults.</p> <p>% of people using outdoor space for exercise/health reasons.</p>

What will be done – the task	Tier of service	Who will do it	By when	Outcomes the difference it will make	Milestones.	National indicators
To utilise the national workplace challenge to encourage local workforces to be more active	1	GBA, with support from Wellbeing team	Ongoing	<p>Reduced absenteeism in the local workforce</p> <p>Staff are encouraged to lead more active lifestyles.</p>	<p>10% annual increase in the number of staff registered for the workplace challenge.</p> <p>Year on year increase in participation (awaiting final figures) and Reading Borough Council received award for ‘most CO2 saved’ through Active Travel.</p> <p>Lunchtime and out of hours exercise classes for staff being trialled at RBC sites including Yoga, Pilates and Circuit training.</p>	<p>2.13i</p> <p>Percentage of physically active and inactive adults – active adults.</p>

What will be done – the task	Tier of service	Who will do it	By when	Outcomes the difference it will make	Milestones.	National indicators
<p>To commission and implement an accessible tier 2 lifestyle adult weight management service that aligns with NICE guidance for overweight and obese adults aged 16+ as an integral part of the weight management service in Reading.</p> <p>To target access to the service in line with local Joint Strategic Needs Assessments</p> <p>To monitor and evaluate the delivery and outcomes of the service to the stated objectives.</p>	2	Wellbeing Team	New contract to commenced June / July 2017.	To contribute to halting the continued rise in unhealthy weight prevalence in adults.	<p>Achieve at least 70% completion rate for those starting a course.</p> <p>At least 35% of those completing the course achieve 5% weight loss</p> <p>At least 50% of participants are achieving 150 minutes of physical activity each week by the end of the course.</p> <p>Programme to be decommissioned Sept 2018.</p>	2.06i - % of children aged 4-5 classified as overweight or obese.

What will be done – the task	Tier of service	Who will do it	By when	Outcomes the difference it will make	Milestones.	National indicators
<p>Commission and implement a school / community based Tier 2 children’s healthy lifestyle and weight management programme in line with NICE guidance as an integral part of the weight management service in Reading.</p> <p>To target access to the service in line with local Joint Strategic Needs Assessments</p> <p>To monitor and evaluate the delivery and outcomes of the service in line with the stated objectives</p> <p>To pilot a legacy pack for schools who host the Tier 2 programme to encourage schools to continue supporting the principles of the course beyond the 10-week intervention.</p>	2	Wellbeing Team	<p>Currently mid-contract for tier 2 service.</p> <p>Legacy pack developed for implementation from Sept 2017.</p>	<p>Helping to halt the continued rise in unhealthy weight prevalence in children and young people in Reading.</p> <p>A sustainable, ‘whole family approach’ to healthy eating and physical activity. Will be available to local families.</p>	<p>Of those attending the course, at least:</p> <p>50% not already eating 5 a day increase fruit and vegetable intake.</p> <p>50% reduce sugary snacks and drinks.</p> <p>50% reduce sedentary behaviour <2hrs a day.</p> <p>50% achieve an improvement in the shuttle run challenge.</p> <p>Legacy pack introduced to schools</p> <p>Sept 2017 – positive feedback received from schools.</p> <p>Programme to be decommissioned Sept 2018.</p>	2.06ii - % of children aged 10-11 years classified as overweight or obese.

What will be done – the task	Tier of service	Who will do it	By when	Outcomes the difference it will make	Milestones.	National indicators
<p>To promote breast feeding, healthy eating and physical activity via the Reading the 0-19/25s service</p> <p>To provide breastfeeding peer support to mothers in Reading</p> <p>Take proactive steps to raise awareness in schools of priority Public Health messages especially around healthy life-styles</p>	1-2	Wellbeing Team/Children's Services/Breastfeeding Network	From April 2018	<p>More babies are fed breast milk, through an increase in breastfeeding initiation and prevalence.</p> <p>More children and young people are a healthy weight, through a reduction in the number of children who are overweight and obese at 4-5 years and 10-11 years</p>	<p>62% of infants are being breastfed at 6-8 weeks.</p> <p>Breastfeeding Network's Reading peer support contract ended in May 2018, and the Council received no bids when a post May 18 service was put out to tender. New mothers are now encouraged to contact their midwives and health visitors for face to face breastfeeding support. They are also encouraged to use the national breast feeding helpline and other online resources on breastfeeding.</p> <p>93% uptake of NCMP in Y6</p> <p>49% uptake of NCMP in YR (progress to 31st March 2018 which is on target to complete by end of summer term)</p> <p>School Nursing service are sharing local and national public health information, campaigns and signposting to other services via their Facebook and Instagram pages.</p>	2.06i - % of children aged 4-5 classified as overweight or obese.

What will be done – the task	Tier of service	Who will do it	By when	Outcomes the difference it will make	Milestones.	National indicators
Healthy weight support for troubled families. Healthy Weight Strategy will continue to be supported through the Troubled Families Programme in Reading.	1	Troubled families and Wellbeing teams.	Apr 2018	TF team are aware of healthy weight issues, have access to training and resources to signpost families to healthy weight information and support.	<p>TF team identify weight issues in their assessment framework.</p> <p>Troubled Families will encourage through Early Help Teams the HWS. This is currently being done through paperwork and guidance. This will be developed to include opportunities for families and resources for staff.</p> <p>Explore opportunities within Children’s Social Care with respect to the HWS.</p> <p>To support the HWS with Troubled Families Data. Data provided.</p>	<p>2.06i - % of children aged 4-5 classified as overweight or obese.</p> <p>2.06ii - % of children aged 10-11 years classified as overweight or obese.</p>

What will be done – the task	Tier of service	Who will do it	By when	Outcomes the difference it will make	Milestones.	National indicators
Libraries supporting Healthy Weight	1	Library services / Leisure / Wellbeing	Ongoing from September 2017	<p>Families are aware of library self-help resources for weight management.</p> <p>Families are engaged with leisure services and community programmes that support physical activity and healthy weight.</p>	<p>Healthy lifestyle promotional sessions held in libraries highlight resources and offer a range of activities including:</p> <p>Reading Sport and Leisure mini health checks.</p> <p>Eat 4 Health / Let's Get Going promotions.</p> <p>Information on local walking and cycling initiatives.</p> <p>Change 4 Life.</p> <p>3 promotional sessions held in Reading libraries highlighting sugary drinks, Change 4 Life, Eat 4 Health and Lets Get Going and local leisure opportunities. Very positive engagement from parents and interest in local programmes.</p>	<p>Potentially all PHOF indicators highlighted in this section relating to healthy weight, healthy eating and physical activity.</p>

What will be done – the task	Tier of service	Who will do it	By when	Outcomes the difference it will make	Milestones.	National indicators
Inclusion of policies to promote Healthy Weight in Reading's Planning Policies.	1	Planning	Ongoing	Planning policies promote an environment that encourages walking, cycling and public transport use whilst limiting car use. Policies also prioritise open space for sport and recreation, leisure facilities and improved air quality. Dominance of smaller centres by fast food takeaways will be avoided, where possible.	<p>Developments will be accessible by walking, cycling and public transport.</p> <p>The public realm will be designed to create a sense of place and safe environments to incentivise walking.</p> <p>Access to open space for sport and recreation is prioritised.</p> <p>Development will avoid overprovision of parking in order to incentivise active or public transport instead of private car use.</p> <p>Development must mitigate the effects of poor air quality that discourage outdoor activity.</p> <p>Major transport projects will help to limit car use and encourage walking and cycling, as well as improve air quality.</p> <p>Work is undertaken to limit Fast food takeaway usage.</p> <p>Consultation exercises to date have received positive feedback from residents regarding 'walkability' and 'green space' elements of the proposals.</p>	<p>Percentage of physically active and inactive adults – active adults.</p> <p>% of people using outdoor space for exercise/health reasons.</p>

What will be done – the task	Tier of service	Who will do it	By when	Outcomes the difference it will make	Milestones.	National indicators
Family Information Service/SEND Local Offer – Leisure activities available for children & Young People with SEND	1	LA, Voluntary & Community Groups	Ongoing	<ul style="list-style-type: none"> The SEND Local Offer provides information on social activities available to children & young people with SEND, including sport and leisure activities. There are many community and voluntary organisation offering active leisure activities to meet the needs of children with additional needs. Link to the page on the 'Local Offer' - http://servicesguide.reading.gov.uk/kb5/reading/directory/family.action?familychannel=3-11 The Family Information Service – also provide information on universal activities including sport and leisure for all children to promote and encourage children to take up these opportunities – link to page - http://servicesguide.reading.gov.uk/kb5/reading/directory/family.page?familychannel=8 	<p>The 'Local offer' is promoted to families who have a child or young person with SEND and feedback from parents, young people and activity providers is evaluated.</p> <p>Families with a child or young person with SEND have access to comprehensive information on the physical activity options available</p> <p>There are now 165 services listed under the Special Needs Activities section of the Local Offer, sub categories include Clubs & Groups, Days Out, Holiday Clubs, Sports & Leisure, Supported Holiday and the Great Outdoors. These are all widely promoted to parent carers through the SEND Local Offer website, Local Offer-Disc Newsletter, Facebook and regular email updates. We are working closely with schools (SENCO's), community and voluntary organisations to promote activities.</p>	<p>% of people using outdoor space for exercise/health reasons.</p> <p>2.06i - % of children aged 4-5 classified as overweight or obese.</p> <p>2.06ii - % of children aged 10-11 years classified as overweight or obese.</p>