

## Ashford Healthy Weight Action Plan

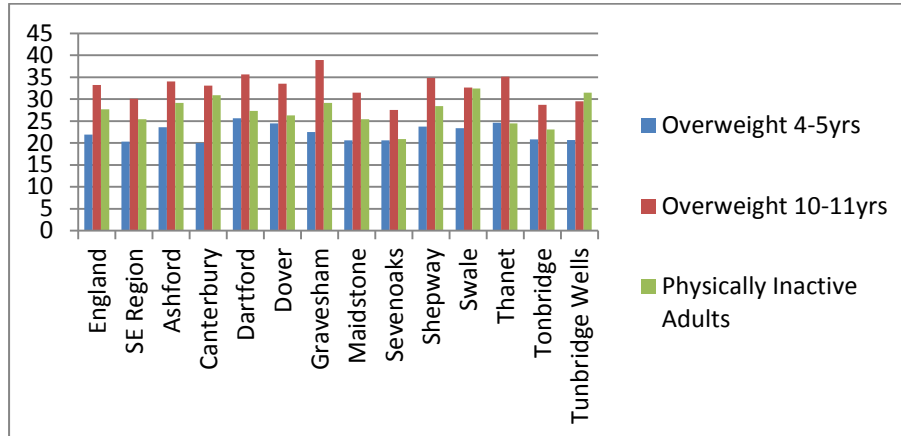
### Introduction

This Ashford Healthy Weight Action Plan is Ashford's local response to the Kent Healthy Weight draft strategy 2016-2020. This plan provides local context to the healthy weight needs for Ashford and adopts the Kent strategic approach to identify local priority actions that need to be developed in addition to Kent strategic activity, particularly tier 1 (prevention and reinforcement) and tier 2 (identification and primary level) interventions. Therefore, the Ashford Healthy Weight Action Plan compliments and is informed by the Kent strategy rather than duplicates its vision, objectives and approach.

### The Position in Ashford

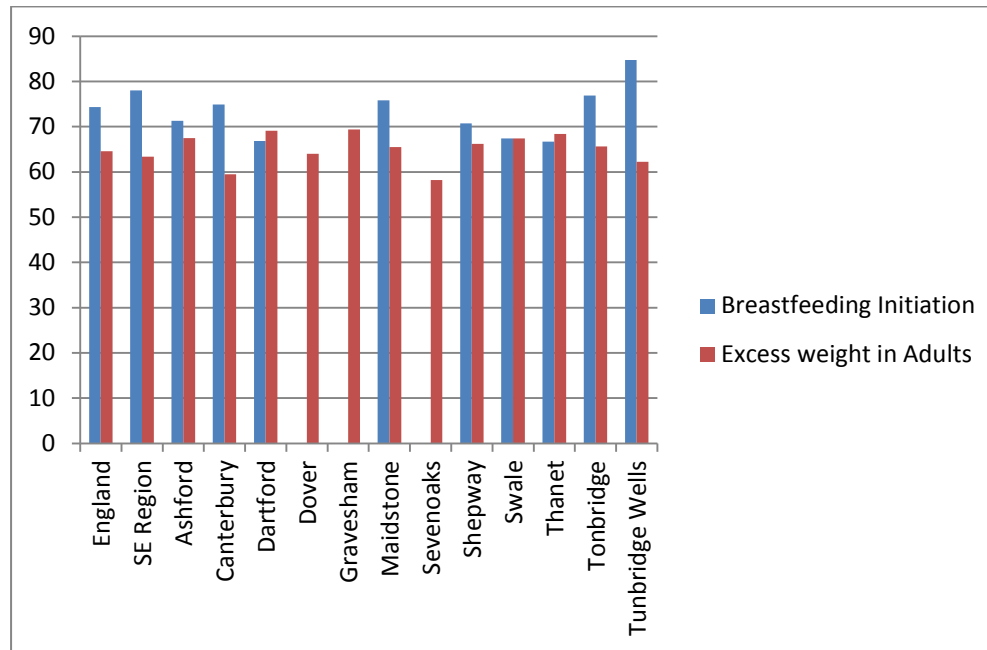
Relevant Public Health performance indicators show that the Ashford is performing slightly worse than the England average for excess weight among 4-5yrs and 10-11 year olds and for physical Inactivity among Adults.

**Chart 1**



Other related Public Health Outcome indicators show that Ashford is performing considerably worse than England average for breast feeding and for excess weight in Adults. It is estimated that there are approximately 57,620 overweight adults in Ashford.

**Chart 2**



*NB: Breastfeeding data in Dover, Gravesham and Sevenoaks has not been validated therefore cannot be used*

Although unhealthy weight is linked to heart-disease, stroke, diabetes, osteoarthritis, endometrial cancer, breast cancer and colon cancer the relative screening indicators show that Ashford is performing either the same or performing well against the England average. Life expectancy at birth and premature mortality rates are also comparatively good in Ashford and the intake of 5 a day (fruit and vegetables) is also higher than the England average in Ashford. This may indicate that primary health care responds well to the health outcomes of the local population or that the increased burden of ill health resulting from unhealthy weight is yet to manifest and be realized.

Despite this, Ashford has the 5<sup>th</sup> highest excess weight rates among the 12 Kent district authority areas and the 2<sup>nd</sup> highest inactivity rate in Kent. Both issues need to be addressed in the Ashford Action Plan.

Those at most risk of or are experiencing Unhealthy Weight (Table 1):

<b>Wards:</b>	<b>Population Groups:</b>
Stanhope	People suffering from depression
Victoria	People with learning disabilities
Norman	People with poor mental health
Aylesford Green	
Beaver Road	
Godinton	
Highfield	

### Normalisation of Weight

A number of public sector commissioned and commercial services are delivered across Ashford, although these are promoted disparately through a range of resources. One of the issues in the lack of lifestyle change to healthier eating is that many people who are overweight consider themselves to be of normal weight and do not perceive a related health risk. Training to raise awareness among the population is a Kent and national strategic outcome that Ashford commissioning teams can support through Making Every Contact Count. Key relevant professionals and front line staff will be identified to undertake healthy lifestyle conversations with people, where appropriate, to increase motivation and signpost to local services.

A Healthy Weight model in Ashford will need to incorporate the views of those who responded to the Kent consultation, identified in the draft Kent Healthy Weight Strategy:

- Overwhelming need for Advice (96%\*) and support (81%\*) for healthy eating
  - Availability and affordable fresh fruit and vegetables (95%\*)
- \*Of 602 Kent adults consulted
- Health and social care and voluntary sector partners reported the need for locally tailored services and additional resources for targeting services at areas of greatest inequalities.

And combine these to meet the 4 key objectives of the Kent strategy:

Kent Strategy Objective	Ashford commitment to delivering objective:
1. Provide support for people who want to lose weight	Through local and Kent-wide healthy weight programmes
2. Develop a confident workforce skilled in promoting healthy weight	Secure Information and Brief Advice training for key identified front-line workers to assist in the promotion of healthy weight
3. Provide support for specific target groups in a non-stigmatising way	Ensure that healthy weight programmes and information and awareness is accessible and desirable to those who have an unhealthy weight in the specific target groups. Programmes and health promotion will be co-designed with the target communities to ensure that they offered in a non-stigmatising way.
4. Take action on the causes of unhealthy weight	Audit and monitor healthy school initiatives to ensure that they are delivered effectively to target groups. Co-design campaigns and promote national campaigns to target groups. Ensure that programmes address the physiological, psychological, social and environmental factors associated with unhealthy weight.

The Ashford Healthy Weight Task and Finish Group will be responsible for identifying Ashford specific priorities and actions to meet the unique and additional needs for residents in the Ashford area. The actions will be undertaken to ensure that all programmes and delivery will be co-designed with the local community, particularly those who are identified as at higher risk from obesity (see table 1). The Task and Finish Group will regularly and update the Ashford Health and Wellbeing Board of progress and identify any further issues and recommendations as this work progresses. By April 2017, it is proposed that alongside the Kent strategy, Ashford will have a comprehensive audit of effective healthy weight programmes that will be widely promoted among key

professional workers in Ashford that will be able to either provide direct advice or signpost to support for all residents who need it. There will also be increased awareness of healthy weight in this area and targeted bespoke programmes co-designed with those most at risk of unhealthy weight that will be effective and act as an exemplar for a way forward to improve healthy lifestyles in Ashford.

**Ashford Actions to Support Kent Draft Healthy Weight Strategy:**

<b><u>Activity</u></b>	<b><u>Location</u></b>	<b><u>Delivered by</u></b>	<b><u>Action</u></b>	<b><u>Responsible lead:</u></b>	<b><u>By When</u></b>	<b><u>Cost</u></b>	<b><u>New or Existing</u></b>
Identify relevant front line staff to for training to deliver IBA (Responding to MECC)	Across Kent? Or Vulnerable Groups? High prevalence areas?	KCHFT	Identify staff and arrange training and monitoring of delivery	Simon Harris and Debbie Smith	December 2016	Nil	New
Assess impact of current resources on target groups	Vulnerable groups High prevalence areas	Working group of ABC, Public Health, & Providers	Audit of current provision Engaging target groups in consultation	Debbie Smith and Simon Harris	December 2016	Nil	Existing
Further promote current provision and commissioned programmes	Across Kent? Or High prevalence areas & vulnerable groups	KCHFT	Develop strategy to promote existing provision and raise awareness locally	Debbie Smith & Simon Harris	December 2016	£ potentially (for marketing materials)	Existing
Offer and develop programmes to workforces	Target areas of high prevalence, R&M workers	KCHFT	Strategy to expand existing offer to companies (as per NICE recommendations)	Simon Harris and Debbie Smith to explore	December 2016	£ potentially if increasing provision	Existing
Consult with target groups	Vulnerable groups and areas with high	ABC & PH	Consultation to pilot bespoke programme	Simon Harris and Debbie Smith	Planning Dec 16 Delivery Mar 17	£ potentially for consultation	New

bespoke programme to support weight management	prevalence					£ for delivery	

**Non-commercial Weight Management Services Currently commissioned by Public Sector:**

<b><u>Programme</u></b>	<b><u>Location</u></b>	<b><u>Type (drop in, appt. etc)</u></b>	<b><u>When</u></b>	<b><u>Numbers Registered</u></b>	<b><u>Outcomes Achieved</u></b>
<b>Fresh Start</b> 12 week support to assist with weight management in pharmacies and community settings	Charing Pharmacy Paydens Pharmacy, Tenterden Paydens Pharmacy, Mill Court, Ashford Paydens Pharmacy, Hawkhurst Delmergate Pharmacy, Trinity Road, Ashford Boots Pharmacy – High Street, Ashford Asda Pharmacy Willow Centre, Childrens Centre	Drop in	Pharmacy Opening Hours	tbc	tbc
<b>Family Lifestyle Sessions</b> Nutrition advice and exercise activity for the whole family	Stanhope Leisure Centre	Register	Weekly	tbc	Tbc
<b>Specialist Weight Management service</b> for people with BMI 40+ (or 35+ with related health conditions) – 12 month programme	only available in Swale at present	Register	Weekly	tbc	Tbc
<b>Health Trainer programme</b> Brief 8 – 12 week intervention to support people to manage their weight offering motivation and support for goal setting	Ray Allen Centre	Register	Weekly	tbc	tbc
<b>Health Walks</b>	Conningbrook hotel, Kennington Charing Surgery Charing Surgery (advanced)	Drop in	Mondays 9.30am Mondays 9.45am Thursdays 2.15pm	tbc	Tbc

	<p>Charing Surgery (beginners)  Smarden Charter Hall  Ashford areas – variable (<i>Contact: Stevie 07821009854 for locations</i>)  Hamstreet surgery  Ashford Town/Ashford Gateway  Singleton Environment Centre  Tenterden Zion Baptist Church  Shadoxhurst Kings Head Car Park  Tenterden St Andrews Catholic Church  Wittersham St Johns Baptist Centre  Victoria Park : Learning Disabilities Forum  Ashford Library  Stour Centre  Willesborough, Blakes Court  Hayesbank Surgery</p>		<p>Tuesdays 10.15am  Mondays 10am  Wednesdays 10am</p> <p>Wednesdays 1pm  Thursdays 10.30am  Fridays 9.30am  Fridays 10am  Saturdays 10.45am  Tuesdays 10.15am  Wednesdays 10am  Mondays 10.15am  Thursdays 10.30am  Tuesdays 9.30am  Tuesdays 10.15am  Wednesdays 9.30am</p>		
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**Known Commercial Programmes:**

<b><u>Programme</u></b>	<b><u>Location</u></b>	<b><u>Type (drop in, appt. etc)</u></b>	<b><u>When</u></b>	<b><u>Numbers Registered</u></b>	<b><u>Outcomes Achieved</u></b>
<b>Weight Watchers (£6.25pwk)</b>	Highbury Hall, Tenterden Julie Rose Stadium, Kennington The Swan Centre Kingsnorth Leisure Centre St Michaels Village Hall, Tenterden	Register	Weekly	tbc	tbc
<b>Slimming World (£4.12 pwk for 12 weeks)</b>	Phoenix Community Primary School Kennington, Ashford International Julie Rose Centre, Kennington Ashford Oaks Primary School Willesborough Primary School Elwick Club Willesborough Junior School Wyvern School The Swan Centre Beaver Green Community School Woodchurch Primary School Spring Grove School	Register	<b><u>When</u></b>	<b><u>Numbers Registered</u></b>	<b><u>Outcomes Achieved</u></b>
<b>Fitter for Life (£-unknown)</b> 12 week Nutrition and exercise programme (netmums)	Hilton Business Centre, Wootten Road, Ashford	Appointment	Mondays, Wednesdays, Fridays	tbc	tbc
<b>Rethink your body (£15)</b> advice for people who have problems with food (netmums)	Only available in Canterbury at present	Drop in	Clinic once per month 7.30pm – 9pm	tbc	tbc



## ASHFORD DRAFT HEALTHY WEIGHT ACTION PLAN – March 2016

### Action Plan Template: Theme 1 Environmental and social causes of unhealthy weight (ES)

PRIORITY	ACTION	BASELINE	DELIVERABLE(S)	PARTNERS	TIMESCALE	FUNDING
Improve food standards in all settings (ES1)	ES1.1 Provide public education including knowledge and skills		Education, Knowledge & Skills Food Policy in schools Basic cooking programmes delivered in children centres	KCHFT: Healthy Weight Team (HWT) Children & Young Peoples team (CYP) Early Help Family Practitioners (EHFP) Children's centres KCC, ABC	Ongoing	
	ES1.2 Increase access to nutritious and tasty food		Free School Meals initiative Promotion through all settings: Yr R Curriculum session Leisure providers – vending machines	KCC, ABC	Ongoing	
	ES1.3 Provide training for front-line staff and identify champions		1 x Food Champion Bitesize training Consistent messages	HWT EHFP Fitness & leisure industry Housing Association Children's centres, KCC, ABC	Ongoing	
	ES1.4 Implement sugar reduction campaign/C4L		-Food standards -Education and training for key professionals -Local education to encourage healthier eating - Education/marketing initiatives in all settings -Community events -Standards applied to food in schools Healthy weight events in children centres	Health professionals Wider public health community and other stakeholders Fitness and leisure industry Promotion in children centres KCC, ABC, KCHFT (HWT/CYP)	Ongoing	

Increase levels of physical activity in all settings (ES2)	ES2.1 Increase usage of leisure facilities including parks and open spaces		<p>Kent Wide - Physical Activity Working group (PAW)          Make your Move initiative          Planning – built environment          Health walks including pushchair and toddler friendly</p> <p>Promotion and support of Park Run and Great Run Local events.</p> <p>Provide continuation of Ashford School Games programme delivered by ALT/The North School.</p> <p>Development of activities for older people in Ashford.</p>	<p>KCC          KCHFT          Wider public health community &amp; other stakeholders          Fitness and leisure industry          Children centres          ABC</p>	Ongoing	
	ES2.2 Increase use of the natural environment including parks, public rights of way and natural open spaces		Promote Active Outdoors through parks and Green spaces	<p>Health professionals          Wider public health community and other key stakeholders          Fitness and leisure industry          Children centres, KCC, ABC, KCHFT (HWT/CYP)</p>	Ongoing	
	ES2.3 Implement Kent Active Travel Strategy		At draft stage	KCHFT – HWT/CYP signpost KCC, ABC	Ongoing	
	ES2.4 Identify and mentor people who are inactive		<p>Make your Move          Exercise Ref          Health Trainers</p>	<p>Health professionals          Wider public health community and other stakeholders, ALT, KCHFT</p>	Ongoing	

Reduce social isolation (ES3)	ES3.1 Local authorities should work with partners and communities to create safer homes and environments		Target families encouraged to use children centres	Children centre, KCC, ABC		
	ES3.2 Local authorities should work with partners and communities to develop healthy Neighbourhoods		Links to ES1 & ES2	KCC, ABC		
Create healthier environments (ES4)	ES4.1 Undertake health impact assessments on major new builds		To build into planning processes	KCC, ABC Planning		
	ES4.2 Use planning and licensing powers to create healthier environments		Exploring partnership working for Licencing applications	KCC, ABC Licencing		
	ES4.3 Reduce absenteeism caused by unhealthy weight		Whole school approach – Enhancement Plan ES1.1-4, ES2.4	Schools - Senior Management Team (SMT) CYP team, KCC		

**Action Plan Template: Theme 2 Give every child the best start in life and into adulthood (BS)**

<b>PRIORITY</b>	<b>ACTION</b>	<b>BASELINE</b>	<b>OUTCOME</b>	<b>PARTNERS</b>	<b>TIMESCALE</b>	<b>FUNDING</b>
Pregnancy and the first year of life (BS.1)	BS1.1 Increase the number of women who achieve/maintain a healthy weight prior to and throughout pregnancy		Maternity Services - MECC HW Champions delivering consistent messages Healthy weight leads within Children's Centre: ante-natal, post-natal	Midwifery Health Visitors GP's – Health professionals Children's centres KCHFT		
	BS1.2 Provide specialist support for all women with a BMI of 30 and above		Development of pathway Health Trainers across the locality based in the children's centres	Childrens Centres		
	BS1.3 Increase the number of eligible women who apply for Healthy Start		Referrals at the point of access to maternity services – process built into existing consultations. Promotion within children's centres particularly with the target families	Childrens Centres		
	BS1.4 Increase breastfeeding initiation rates in all maternity services		Breastfeeding support group run regularly within the children centre	Childrens Centres		
	BS1.5 Set a baseline and a local target for breastfeeding at 6-8 weeks		To be agreed using health visitor data	KCC		
	BS1.6 All health visitors to provide education on		Process identified through development checks and across wide range of	EHFP HWT Children centres		

	responsive move to complimentary foods		services offered Children's centres deliver weaning workshops on a regular basis			
	BS1.7 Increase our workforce expertise and confidence in discussing the risks of obesity to mother and unborn child		Training and education to all partners whom regularly come into contact to mothers to be			
Early Years and Pre school (BS.2)	BS2.1 Ensure consistent, messages in line with guidelines are provided by all those working with this age group		Consistent Messages Training, Change 4 Life Train the Trainer Healthy lunchbox information available for schools, pre-schools through the children's centres.	KCC, Childrens Centres		
	BS2.2 Commission a variety of training opportunities for practitioners around healthy lifestyles			KCHFT – HWT KCC		
	BS2.3 Develop and implement policies that cover healthy choices in play, learning and in snack and meal provision		Throughout all children centre services	KCC, Children Centres		

Young Children (Key stage 1&2) (BS.3)	BS2.4 Health visitors to provide advice and support about healthy weight when children are measured at 2½ years		Toddler food information sessions run within children centres	Childrens Centres		
	BS2.5 Promote the UK Physical Activity guidelines for Under 5's and ensure physical activity is embedded in all early years settings		Born to Move – Active Movement Promoted in all children centre groups at the end of each session as well as specific music and movement sessions age specific	KCC, Childrens centres		
	BS3.1 Deliver a whole-family and whole-school approach to promote healthy eating and physical activity		C4L Train the Trainer Raising the Issue of Weight (RIW) Enhancement Plan – whole school approach Engagement School holiday and Saturday activity sessions offered by the children centres	KCC, KCHFT – CYP/HWT/SN EHFP Children centres		
	BS3.2 Provide targeted support to schools which have the most children of unhealthy weight		Package of Support through NCMP operational group Commissioned RSG programme C4L Train the Trainer Raising the Issue of Weight (RIW) & Consistent Messages training Enhancement Plan – whole	KCC, KCHFT – HWT/CYP EHFP Wider community Leisure providers Children centres		

			school approach Engagement with parent/carers Healthy weight based events held in the catchment areas			
Young People (11-19 years) (BS.4)	BS3.3 Provide complete care pathways for the treatment of child obesity, based on patient need and the evidence base		Children's Healthy Weight Pathway – NCMP Steering Group School Enhancement Plan			
	BS3.4 Develop school based interventions that reduce stigma associated with obesity in children					
	BS4.1 Provide 11-19 year olds with information and encouragement about the benefits of a healthy diet and physical activity with additional life skills		Enhancement Plan C4L TTT –youth hubs Consistent Messages – Youth hubs Referrals into existing services: ER/HW/HT	KCC – Schools, KCHFT – HWT/CYP EHFP – Youth Hubs Leisure providers –ALT HP's and the wider community key stakeholders		
	BS4.2 Support those young people identified as being obese or overweight to achieve a healthy lifestyle in Early Help settings		SN – package of care Existing HWT services 18yrs+ Development of CCG database	KCHFT – HWT/CYP EHFP Leisure providers HP's and the wider community key stakeholders KCC		

Young People (11-19 years) (BS.4)	BS4.3 Deliver a whole-school approach to promote healthy eating and physical activity		Food policy in schools Consistent messages C4L TTT			
	BS4.4 Young people to have access to complete care pathways for the treatment of obesity, based on need and evidence based practice					
	BS4.5 Ensure all relevant staff and practitioners have the capacity and knowledge to provide appropriate advice/brief intervention on healthy weight, especially to those at risk of weight gain		Training – RIW/C4L/Consistent Messages Awareness of HWB services MECC Brief Intervention	SN		



**Action Plan Template: Theme 3 Develop a confident workforce skilled in promoting healthy weight (SW)**

<b>PRIORITY</b>	<b>ACTION</b>	<b>BASELINE</b>	<b>OUTCOME</b>	<b>PARTNERS</b>	<b>TIMESCALE</b>	<b>FUNDING</b>
Training for front line workforce (SW.1)	SW1.1 Develop MECC programme that includes building confidence and ability to give behaviour change advice		Generic e-learning MECC programme <a href="http://www.kmpho.org.uk/workforce-development/make-every-contact-count">http://www.kmpho.org.uk/workforce-development/make-every-contact-count</a>	KCC ABC Children Centres		
	SW1.2 Identify key staff to be trained in MECC and motivational interviewing		Basic 1 hour online motivational interviewing programme available	KCC ABC Children Centres		
	SW1.3 Design a framework for monitoring and evaluation of effectiveness and implement					
Identify train and mentor Champions (SW.2)	SW2.1 All partners to identify locality champions for healthy weight		Could link in with Healthy Business Award To develop strategy to expand existing offer to company workforces	KCC ABC KCHFT		
	SW2.2 Provide training and mentoring programme		Could be available to youth workers, community workers and Children centre staff	ABC KCC Children Centres		
	SW2.3 Design a framework for monitoring and evaluation of effectiveness and implement					

Work with voluntary sector and other organisations to identify peer supporters/buddies (SW.3)	SW3.1 Provide training and mentoring for community champions		Could be available to community workers, youth workers and Children centre staff  To develop strategy to expand existing offer to company workforces	ABC KCC Children Centres		
	SW3.2 Design a framework for monitoring and evaluation of effectiveness and implement		Strategy for Company to include monitoring and evaluation			
Develop specialist workforce (SW.4)	SW4.1 Commissioners to ensure that fitness instructors, dieticians, nutritionists, and psychologists are suitably qualified to design and deliver programmes					

**Action Plan Template: Theme 4 Provide support to people who want to lose weight (SP)**

<b>PRIORITY</b>	<b>ACTION</b>	<b>BASELINE</b>	<b>OUTCOME</b>	<b>PARTNERS</b>	<b>TIMESCALE</b>	<b>FUNDING</b>
Universal provision (SP.1)	SP1.1 Healthy Living Pharmacies to offer lifestyle support	No of HLPs	Roll out HLP programme across Ashford	LPC, KCC		
	SP1.2 Locality National Child Measurement Programme Groups to oversee interventions linked to the NCMP					
	SP1.3 Engage with communities to maximise assets		Audit of current provision, engaging target groups in consultation and assess impact of current resources on target groups.  Identify bespoke support for target groups through consultation	KCC, ABC		
	SP1.4 Front line staff to signpost to physical activity and healthy eating programmes		Developing strategy to promote existing provision and raise awareness locally	KCC, ABC, KCHFT, Children Centres, other partners		
Primary Care (SP.2)	SP2.1 Target groups already being seen at practice-on registers or new patients		Further promote current provision and commissioned programmes	CCG, KCC, ABC, KCHFT		
	SP2.2 Target patients with a BMI $\geq 28$ with a strong family history of diabetes or have hypertension		Target groups will be consulted as part of audit on current provision and the identification of potential effective bespoke service offer			

	SP2.3 Identify patients with non-diabetes hyperglycaemia for diabetes prevention		Promote World diabetes campaign			
Provide family support (SP.3)	SP3.1 Implement the children and young people's healthy weight pathway, including specialist services		To be included in audit of current provision and effective promotion and signposting of services	ABC, KCHFT – CYP, KCC		
	SP3.2 Childrens Centres, Early Help, Health Visiting and School Nursing services to provide support		To be included in audit of current provision and effective promotion and signposting of services	ABC, KCHFT – CYP, KCC		
	SP3.3 Increase uptake of family weight management programmes		To be included in audit of current provision and effective promotion and signposting of services	ABC, KCHFT – CYP, KCC		
Provide adult programmes (SP.4)	SP4.1 Implement a strong adult weight management pathway		To be developed		April 2017	
	SP4.2 Make use of the range of services i.e. health trainers, weight management courses, NDPP, exercise referral, commercial programmes and support for maintaining changes		Recommendations from audit of current provision will include MECC.	KCC, ABC		
	SP4.3 Provide specialist weight management		Procurement of Tier 3 weight management programme	KCC, CCG		

Provide help for specific groups (SP.5)	SP5.1 Provide lifestyle interventions in areas of highest prevalence/deprivation		Audit will ensure that services are targeted appropriately where there is highest prevalence and consultation exercise will provide qualitative insights into efficacy of services	KCC, ABC		
	SP5.2 Provide lifestyle interventions for people with poor mental health		Gaps in service provision to be identified and addressed	KCC, ABC		
	SP5.3 Make reasonable adjustments and provide pro-active targeting for people with disabilities, make easy read materials available		To engage people with disabilities in consultation and audit of current provision	KCC, ABC		
	SP5.4 Ensure that people from black and Asian ethnic origin are offered advice and support		Equity to be included in audit	ABC, KCC		
	SP5.5 Ensure that provision is tailored to the needs of male participants		Equity to be included in audit	KCC, ABC		