

ECM OUTCOME: BE HEALTHY	Accountable Person David Williams
What we need to achieve to reach this goal: Reduce childhood obesity	
<p>Measures: NI55 Obesity among primary school age children in reception year NI56 Obesity among primary school age children in year 6 NI52 Increased take up of school lunches Increase the number of primary schools that have achieved the new National Healthy Schools status Increase prevalence of breastfeeding at 6-8 weeks from birth NI 57 Increase the % of 15-16 year olds participating in at least 2 hours a week of high quality PE and sport at school and the % of 5-19 year olds participating in at least 3 further hours a week of sporting opportunities OT increase the number of children and young people (7-14) taking up sporting opportunities. Increase the percentage of children in that age group who spend a minimum of 2 hours per week on high quality PE and Sport, both within and beyond the school curriculum Increased percentage of Children's Centres that have achieved the Healthy Early Years Standard</p>	<p>Delivery Champion Sue Hoare-Leather Health Improvement Strategy Lead (Obesity) NHS County Durham</p>
<p>Context for Delivery:</p> <p>Tackling obesity has become an important national and local priority. Rates of obesity are rising. The national trends for children are a cause for concern, with 18% of 2 to 15 year olds currently obese and a further 14% per cent overweight.</p> <p>In Durham 20.9% (07/08) of children in Year 6 are obese and 9.6% (07/08) in Reception year. This may lead to future health problems for these young people particularly in relation to type 2 diabetes. A key element in tackling obesity is the reduction of health and lifestyle inequalities, including physical activity, food and access to services. This forms the basis of our plan to tackle this issue.</p>	

Tasks (Some things we will do)		Start Date	Delivery Date	Who
T1	Utilise National Childhood Measurement Programme (NCMP) data to measure levels of childhood obesity and plan services to address needs.	01/12/09	31/01/10	Sue Hoare - Leather
T2	Support County Durham Children's Trust to complete and update the Preventing Obesity, Promoting Physical Activity Strategy for Children and Young People in County Durham. Further update the childhood obesity pathway of care as services develop.	01/04/09	30/09/09	Sue Hoare-Leather
T3	Support phased development and implementation of age appropriate child intervention programmes to support children and families pre and post involvement with Specialist Obesity service for children in County Durham, building upon the 2008/09 launch of the Family Initiative Supporting Children's Health (FISCH). Second phase roll out of FISCH (7 to 11 year olds) Develop service specification of junior programme (4 to 11 year olds) First phase of junior programme operational by January 2010			Sue Hoare-Leather
		01/09/09	31/12/09	
		01/04/09	30/09/09	
		01/10/09	31/01/10	
T4	Support national Free Public Swimming programme through implementation of 18 year olds and under free swimming provision in County Durham.	01/04/09	01/04/10	Dave Allen Claire Matthews
T5	Establish weaning forums to provide standardised, evidence-based weaning support in the five Local Children's Board localities. Develop and deliver healthy eating programmes through Children's Centres Food for Life pilot Produce a standardised, evidence based healthy eating programme for all mainstream and special needs school-aged children (to be delivered by school nursing teams) Provide parents with accessible information on nutrition and healthy eating to support their family's health Continued Development of Healthy Schools Programme / School Food Initiatives	01/06/09	30/09/09	Gerardine O'Connor
		01/06/09	31/12/09	Gerardine O'Connor
		01/09/09	31/03/10	Gerardine O'Connor
		01/09/09	31/01/10	Gerardine O'Connor

		01/04/09	31/12/09	Wendy Bagnall
T6	Respond to recommendations from regional and local mapping of service provision for maternal obesity. Raise awareness of serious risks to both mother and baby of obesity in pregnancy and associated links with childhood obesity.	01/09/09	31/03/11	Sue Hoare-Leather
T7	Improve the diet and nutrition of pregnant women Develop Healthy Eating Guidelines for expectant parents and disseminate guidelines.	01/06/09	01/09/09	Sue Hoare-Leather Gerardine O'Connor
T8	Establish robust data collection of breast feeding status at initiation, 10-14 days, 6-8 weeks, 4 months and 6 months.	01/09/09	31/12/09	Sue Hoare-Leather Donna Thorn
T9	Update the Breast Feeding Strategy for County Durham and implement County Durham Breastfeeding Action Plan. Create and commence action plan to work towards UNICEF Baby Friendly Initiative accreditation stage. Respond to findings from Cap Gemini event exploring professionals' attitudes to promoting breast feeding with pregnant women and new mums.	01/09/09 01/09/09 01/06/09	31/03/11 31/03/11 31/03/11	Sue Hoare-Leather Donna Thorn
T10	Develop community breastfeeding support groups across County Durham	01/12/09	31/03/11	Sue Hoare-Leather Donna Thorn