



**Paper for information: Government Updates on Nutrition
Related Activities
DH**

Agenda Item: 6

Please see attached paper for information.

Initiative/ work area	Summary/background of work	Current position	Next steps	Plans for evaluation? (If applicable)
Healthy Weight				
National Obesity Observatory	The new National Obesity Observatory for England is being established to provide a single point of contact for wide-ranging authoritative information on data, evidence and practice related to obesity, overweight, underweight and their determinants. This specialist observatory is a member of the Association of Public Health Observatories and sits alongside the South East Public Health Observatory. The National Obesity Observatory will work closely with a wide range of organisations and will support policy makers and practitioners involved in obesity and related issues.	The National Obesity Observatory for England has been commissioned by the Department of Health Obesity Unit to support 'Healthy Weight, Healthy Lives'	National Obesity Observatory for England will undertake work in several key areas: <ul style="list-style-type: none"> • Provide an authoritative source of data and evidence on obesity, overweight and their determinants • Co-ordinate surveillance on obesity and overweight • Analyse surveillance and indicator data, and report on progress against the new ambition set out in HWHL • Gather information on international best practice and develop links to the International Obesity Task Force, WHO, 	Yes. We will publish an annual report on progress against the commitments in 'Healthy Weight, Healthy Lives', which we will use to develop and intensify our policy focus.

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			<p>and other supranational bodies as appropriate</p> <ul style="list-style-type: none"> • In addition to this the Observatory will act to coordinate or undertake specific time bound projects for the policy team. For example the HWHL strategy set out a commitment for the OO to assess the strengths and weaknesses of using the International Obesity Task Force cut-offs for defining BMI against the 1990 UK Growth Reference Standards currently used. Consulting with the expert 	

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			community as appropriate.	
National Child Measurement Programme	<p>Established in 2005, the National Child Measurement Programme has produced one of the largest collections of data on children's height and weight in the world. As part of the NCMP, children in Reception (aged 4–5 years) and Year 6 (aged 10–11 years) are weighed and measured during the school year, in order to inform local planning and delivery of services for children; and gather population-level surveillance data to allow analysis of trends in growth patterns and obesity.</p> <p>In 2006/07 876,416 children were successfully measured in England as part of the programme, which is approximately 80% of those eligible.</p> <p>PCTs and schools work together on the programme to make arrangements for the weighing and measuring to take place and to send out letters to parents to tell them that the programme will be happening in their children's schools and give them the opportunity to withdraw their child from it.</p> <p>From September 2008, the PCTs will be expected to be routinely sending parents their child's results from the NCMP, or working towards implementing this policy. The NCMP is engaging with children and families about healthy lifestyles and helping parents understand the importance of healthy weight. We are currently making these changes through the Health and Social Care Bill.</p>	<p>The results from 2006/07 were published in February and can be viewed here: http://www.ic.nhs.uk/pubs/ncmp0607</p> <p>The clause in the Health and Social Care Bill is being considered by Committee in the House of Lords. We are expecting royal assent in July. We have developed draft regulations.</p>	<p>We have received useful research on feeding back to parents, and over the coming months will develop templates and update leaflets for PCTs.</p> <p>We are holding six regional workshops over May and June to discuss the NCMP.</p>	<p>Yes, we plan to evaluate the whole NCMP, and specifically the impact/outcomes of routinely feeding back to parents. No dates have been confirmed, but likely to be in December.</p>
Nutrition				
Healthy Start Note: This scheme operates UK-wide. Most	<p>Healthy Start vouchers and vitamins replaced Welfare Food Scheme tokens and vitamins across the UK in November 2006. The scheme's purpose is to provide nutritional support and encouragement for breastfeeding and healthy eating to pregnant women and children under 4 years old in disadvantaged families. To qualify, pregnant women and children must be in families</p>	<p>We estimate that over 85% of eligible women and children across the UK are currently supported.</p> <p>Around 90% of all vouchers issued are later redeemed by retailers that</p>	<p>We are now developing a package of management information to include, for</p>	<p>A longer term evaluation strategy is in development.</p>

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<p>aspects are managed centrally by the Department of Health on behalf of all UK health departments.</p>	<p>getting income support, income based jobseekers allowance, or the highest rate of Child Tax Credit (without Working Tax Credit). Pregnant women under the age of 18 years old also qualify during pregnancy even if not in families getting any of the qualifying benefits or tax credits.</p> <p>Midwives and health visitors are asked to signpost the scheme to all their clients. A midwife or health visitor (or other registered nurse or doctor) must also countersign an application for the scheme. When signing, they are expected to offer appropriate advice and information on breastfeeding and healthy diet. Resources are provided to assist them in giving this advice.</p> <p>Babies under one on the scheme get 2 x £3.00 vouchers per week, and others on the scheme get 1 x £3.00 voucher per week. All vouchers can be spent on fresh fruit, fresh vegetables, liquid cow's milk or cow's milk based infant formula with a participating retailer. Free vitamin supplements are also available on the NHS to pregnant women and new mothers (containing vitamins C, D and folic acid) and to children on the scheme (containing vitamins A, C and D).</p>	<p>have accepted them, indicating that the usage rate is at least 90%.usage of Healthy Start vouchers issued to these women and families is currently running at approximately 90%.</p> <p>Around 30,000 individual retail outlets accept Healthy Start vouchers, including milk roundsmen and other small businesses as well as larger retailers. However, around 65% of vouchers are spent with supermarkets and other large multiples.</p> <p>Vitamin take up is disappointingly low though is gradually increasing.</p>	<p>example, take up and voucher usage at SHA and possibly PCT level. This will be fed back to NHS organisations to help them assess their effectiveness in signposting the scheme and supporting beneficiaries—mechanism yet to be decided.</p> <p>During 2008/9 we will be focusing on improving uptake of Healthy Start vitamin supplements through the scheme.</p>	
<p>Nursery Milk</p> <p>Note: This scheme operates GB-wide and is managed by the Department of Health on behalf of the 3</p>	<p>The Nursery Milk scheme is the only remaining element of the Welfare Food scheme. It allows early years and daycare provider for children under 5 to register and claim the cost of providing 1/3 pint of milk daily to any child attending for 2 hours or more. Registered providers include LEA and private nurseries, schools with reception classes containing children under 5, and a large number of childminders. Over 20,000 providers are registered and actively claiming at the moment.</p> <p>The scheme is universal – the cost of milk given to any attending</p>	<p>We are currently focusing on streamlining and modernising the operation of the scheme to provide the best service to providers, and to improve fraud prevention measures.</p>	<p>Modernisation will continue during 2008/9. The next key step is to launch a web site for providers allowing online claims and providing another source of up to</p>	<p>There are no current plans to evaluate this longstanding scheme.</p>

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GB health departments. Northern Ireland run a very similar scheme.	child can be claimed back, regardless of the home circumstances of the child.		date information about the scheme. We are also starting to build links with OFSTED to enable the OFSTED registration status of providers who claim to be verified.	
Infant Feeding	<p>Breastfeeding promotion: Breastfeeding is supported with year round PR activity, publications and TV and radio filler advertising. The main focus is National Breastfeeding Awareness Week which was successfully held from 11th-17th May and was supported with a breastfeeding conference, PR activities and materials for health professionals to run activities at a local level. In addition to other PR activities, a Breastfeeding Friendly Places initiative was also launched to encourage shops café's and other retailers to welcome breastfeeding on their premises.</p> <p>A breastfeeding DVD produced by the charity Best Beginnings with DH funding was launched at the breastfeeding conference to support pregnant women and new mothers. It will be distributed antenatally and will be available from July/August 2008.</p> <p>Folic Acid: awareness of the need for folic acid supplements is low and take up of supplements low. A new leaflet has been produced and will be supported by a PR programme to increase awareness, particularly among young women in lower socio-economic groups and ethnic minorities.</p>	<p>Week currently underway</p> <p>Main film completed; stakeholder agreement obtained</p> <p>Leaflet in distribution in GP surgeries, clinics and pharmacies; PR proposals in development</p>	<p>Evaluate; develop proposals for 2008/9, integrating into obesity social marketing campaign</p> <p>Supplementary films ('extras') to be developed; the DVD will be sent to the Minister for approval</p> <p>PR campaign targeting key groups to take place later in 2008</p>	<p>Awareness and attitude tracking survey to be conducted June 2008; media monitoring and evaluation due June 2008.</p> <p>Full evaluation proposal in development</p> <p>Benchmark questions included in Maternal & Infant Nutrition Awareness &</p>

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	<p>Vitamin D: low awareness of supplementation recommendations among health professionals and families</p> <p>National Breastfeeding Helpline: The Helpline was launched in February, jointly operated by the Breastfeeding Network and Association of Breastfeeding Mothers. The Helpline provides information and support to mothers about breastfeeding.</p> <p>Infant Formula and Follow-on Formula Regulations: When MS(PH) announced the new Infant Formula and Follow-on Formula (England) Regulations 2007 and associated guidance notes, she also made a commitment to review the effect of these new controls on how follow-on formula is advertised and presented. The review will establish whether parents/parents to be and carers are clear that the presentation and advertising of</p>	<p>Leaflet for health professionals in development</p> <p>Calls are increasing week by week with a total of over 800 received before NBAW. A bilingual welsh option has been added. Dedicated inbound phone lines are being installed in volunteers homes to improve access for callers</p> <p>An Independent Review Panel has now been set up to assess whether the controls are working as expected or whether further action is needed. The review will be carried out over a year period commencing in June.</p>	<p>Leaflet is being circulated to stakeholders for feedback; HCP PR to take place once leaflet printed</p> <p>Further lines to be installed.</p> <p>The first meeting of the Independent Review Panel is scheduled for the 5th June. DH and FSA will provide a joint secretariat.</p>	<p>Attitude Tracking Survey, March 2008</p> <p>Benchmark questions included in Maternal & Infant Nutrition Awareness & Attitude Tracking Survey, March 2008</p> <p>Initial evaluation work consists of statistical analysis of calls. Development of call record sheets to capture demographic details of 1:5 callers.</p>

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	<p>follow-on formula relates to formula for babies over 6 months old and not infant formula. SACN have been identified as a stakeholder in the review and, as well as being informed of progress, will have the opportunity to in-put any relevant information.</p> <p>The Department has now appointed two secondees as Infant Feeding Best Practice Advisers, from the Breastfeeding Network. Both candidates work on job share basis to help deliver on the key breastfeeding initiatives.</p>			
WHO Growth Standards	<p>In August 2007, a Working Group comprised of representatives from the SACN and RCPCH recommended that the new WHO Growth Standards should be used for the purpose of population surveillance and individual clinical monitoring of children in the UK.</p>	<p>The Department is committed to implementing the WHO Growth Standards as recommended. RCPCH have received funding from the Department of Health to undertake piloting that will test the practical aspects of implementing the change. This piloting has begun and will be completed in the next year.</p>		
Child Health Promotion Programme (CHPP)	<p>The Child Health Promotion Programme (CHPP) is the core universal service that promotes the health and well-being of children and aims to help reduce health inequalities. It offers every family a programme of immunisations, screening tests, development reviews, information and advice to support parenting and healthy choices.</p> <p>The updated Child Health Promotion Programme (CHPP) <i>'Pregnancy and the first five years of life'</i> was launched on 17th March. This focuses on pregnancy and the first 5 years of life and includes the schedule of health reviews, including growth monitoring and evidence based interventions on nutrition and</p>	<p>The updated CHPP was launched in March.</p>	<p>There will be a national conference for commissioners and leaders on the 18th June at Central Hall, Westminster. 400 delegates are expected to attend – places are free of charge and workshops will include topics such</p>	

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	<p>obesity prevention. It is intended to provide services tailored to the individual needs of children and families, acting at a best practice guide for health and social services.</p> <p>The CHPP is key to delivering the 2008-11 PSAs for improving the health and wellbeing of children, including the new indicator for breastfeeding, to improve the prevalence of breastfeeding at 6-8 weeks. The CHPP document <i>Pregnancy and the first five years of life</i> can be downloaded at www.dh.gov.uk</p>		as preventing child obesity and the Family Nurse Partnership.	
Cabinet office strategy unit – review of food policy	<p>The Prime Minister asked the Strategy Unit together with DH, FSA and DEFRA, to take a long-term look at food policy across Government in September 2007. On Thursday 3rd January, the Cabinet Office published a report: ‘Food: an analysis of the issues’, a discussion paper presenting an analysis of a number of key issues pertaining to food and food policy in the UK.</p> <p>Following this report, the Strategy Unit undertook an analysis of food policy and governance across Government, industry and wider society. These findings were circulated as hard-copy to a limited policy audience within Whitehall.</p>	The Strategy Unit are preparing to report to the Prime Minister in June 2008. They are in discussion with key departments regards a set of draft policy recommendations, based on findings and key issues arising in the previous two reports.	Agree with the Strategy Unit a set of proposed policy recommendations to be included in their final report.	
Food promotion to children	New restrictions on advertising food and soft drink to children in broadcast and non-broadcast media were introduced on 1 April and 1 July 2007 respectively. The Department of Health continues to monitor the impact of the new Ofcom and CAP rules on the nature and balance of food and drink advertising to children in broadcast and non-broadcast media.	In early June 2008, DH plans to publish data on the changes in advertising food and soft drink to children since 2003, as a web-based document. Officials are currently finalising a draft of this document, to be sent up for Ministerial approval.	Finalise the interim findings, and prepare for publication.	
Promoting healthier options in convenience stores	The Scottish Executive, working in partnership with food retailers and distributors, launched a <i>Healthy Living Neighbourhood Shops Initiative</i> in April 2004. Its objective is to encourage convenience stores to develop the fresh produce and healthier products they offer to communities in order to help improve the eating habits of people living in Scotland.	DH officials have met with Symbol Group representatives on an individual basis to discuss taking the project forward. There remain a number of outstanding issues yet to be agreed collectively by all	Employ a project co-ordinator with substantial experience in the retail sector. The coordinators first	

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	<p>The former MS(PH) Caroline Flint approved project plans to work with the convenience sector in England to promote healthier food choices, particularly in deprived areas. She met with senior representatives of the major Symbol groups (Spar, Costcutter etc) in May 2007 where it was agreed that the project should closely mirror the Scottish Executive initiative.</p> <p>Phase 1 of the English convenience store project is likely to involve approximately 120 stores based in a chosen Government region, and run for twelve months. Phase 1 is likely to be either in the North-East or in South Yorkshire; we anticipate that later project phases will expand into other areas and stores on a voluntary basis.</p>	<p>partners, which will be discussed at the first Project steering group.</p> <p>A key success criteria from the Scottish Executive project was to appoint a project co-ordinator with proven experience in the retail sector. DH plans to appoint this role for the English convenience stores project shortly.</p>	<p>task will be to establish a steering group, comprised of the Association of Convenience Stores, senior representatives of the symbol groups, and Government officials. The project is expected to launch in stores in early Autumn 2008.</p>	
Physical Activity				
2012 Legacy Action Plan	<p>Officials are drafting a 2012 health legacy aimed at increasing access to healthy, active lifestyles with a particular focus on children and young people between the ages of 5 and 16. We are determined to make the UK the first host country to take the opportunity to improve health and wellbeing through the Olympic and Paralympic Games (see next box down)</p>			
Government Review of Sport and Physical Activity	<p>Ministers announced a review of the delivery and funding of sport and physical activity at the end of 2007. The review has provided a very valuable opportunity for Government to consider the way in which we will deliver seamless opportunities for sport and pa at a community level in the run up to the London 2012 games. The soon to be published Legacy Action Plan will describe how all of this work will deliver a target for 2 million people to be more active by 2012.</p>			
Walking Campaigns	<p>We will Support a “Walking into Health” programme of innovative campaigns (e.g. encouraging walking at work, increasing the accessibility of stairs) with the aim of getting 60%</p>			

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	<p>of England walking at least 1000 more steps daily by 2012 – an extra 15 billion steps a day. The health benefits of walking are well documented, and it is an activity that almost everyone can enjoy. We will aim to support a ‘walking into health’ programme of innovative campaigns.</p> <p>This work will draw on existing programmes such as the National Step-o-meter programme and Schools on the Move. Other programmes such as Natural England’s highly successful, long running Walking the Way to Health which has 33, 000 Walk Leaders and 300 Cascade Trainers across England. The model has been very successful in engaging some of the most deprived communities in walking as a physical activity.</p>			
Physical Activity Care Pathway	<p>The DH, supported by Natural England and Sport England, is piloting the PACP in two waves over a 12-month period from October 2007. Second wave recruitment started in March 2008.</p> <p>Based on the General Practitioners Physical Activity Questionnaire, evidence from the NICE guidance on brief interventions in physical activity and motivational interviewing techniques, this model will be evaluated in terms of cost and feasibility with a view to adopting and mainstreaming the care pathway in GP practices throughout England. We are working with the BHF National Centre for Physical Activity and Health based at Loughborough University.</p>			
Cycle Training	<p>The Government has announced a further £140 million in funding for Cycling England includes funding for improving the cycling infrastructure and cycling skills in selected areas where child weight is a particular problem. This bolsters the commitment for all schools to have travel plans by 2010, and the Governments aim of enabling 500,000 children to take part in Bikeability cycle training by 2012.</p>			

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	<p>Up to 11 new demonstration areas (including a large conurbation) and possibly continued work in the existing 6 Demonstration towns to demonstrate visible change in a few key areas.</p> <p>Cycling England estimates that this bigger demonstration programme could potentially save around 16 million car journeys per year, and result in an extra 47 million cycle journeys per year. This would represent a 100 per cent increase in cycling in the targeted towns over four years.</p>			