



**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 (No more than 250 words)	Current position	Next steps	EVALUATION (if applicable)		
				Plans for evaluation? (what are the outputs or outcome measures of the initiative)	Date evaluation expected/ completed	Evaluation of process or impact?
Healthy Weight						
National Obesity Observatory	<p>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.</p> <p>National Obesity Observatory for England will undertake work in several key areas:</p> <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 	The National Obesity Observatory for England has been commissioned by the Department of Health Obesity Unit to support 'Healthy Weight, Healthy Lives'	NOO to draft technical paper analysing - options for defining child obesity prevalence in England and seek input and comments from relevant SACN members	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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	<ul style="list-style-type: none"> Gather information on international best practice and develop links to the International Obesity Task Force, WHO, and other supranational bodies as appropriate <p>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 community as appropriate.</p>					
National Child Measurement Programme	Established in 2005, the NCMP 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	<p>PCTs uploaded their 2007/08 data on 5 September. The data is now being analysed by the Information Centre.</p> <p>Guidance for PCTs on delivering the 2008/09 NCMP was released in August, and included detailed</p>	<p>2007/08 data being analysed by the IC – final report released in December 2008.</p> <p>We are in the process of developing a parent feedback tool, which will</p>	<p>Two phases of research planned. The first is around routine feedback and will be carried out between Nov-Jan, where we want to learn from those PCTs who choose to feedback using our suggested approach (letter/leaflet) – looking at both parents reactions/PCT resources.</p>	<p>Phase 1: Routine Feedback planned for Nov-Jan.</p> <p>Phase2: Whole NCMP: Planed for October 2009</p>	Both process and outcome focussed.

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	<p>trends in growth patterns and obesity.</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.</p>	<p>information on routinely sending the results to parents.</p> <p>We have also developed, in consultation with experts and parents, a draft parent's results letter which PCTs can edit.</p> <p>We are working with the Change4Life team to develop a post measurement results leaflet which will include tips about nutrition and getting active.</p> <p>Have just released BMI calculator on NHS choices.</p>	<p>help PCTs to generate the letters, and finalising the results leaflet with the C4L team – both will be completed in October.</p>	<p>Then later in 2009 we plan to undertake a full evaluation of the NCMP.</p>		
Healthy Community Challenge Fund	<p>This £30M programme is a commitment in theme 3 of Healthy Weight, Healthy Lives.</p>	<p>Over 160 local areas submitted an expression of interest in the programme. 22 of these have been invited to submit a Stage 2 application (deadline 30th</p>	<p>Announcement of successful areas expected w/c 3 November</p>	<p>Currently working with DH research colleagues to develop a spec for the evaluation</p>	<p>Tbc</p>	<p>The first phase of the evaluation will look at process</p>

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		September)				
Nutrition						
<p>Healthy Start</p> <p>Note: This scheme operates UK-wide. Most aspects are managed centrally by the Department of Health on behalf of all UK health departments.</p>	<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 getting income support, income based jobseekers allowance, the highest rate of Child Tax Credit (without Working Tax Credit), or – from 27 October 2008 – income-related Employment and Support Allowance. 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</p>	<p>Our main delivery contract for Healthy Start was successfully moved to a new company in April 2008, offering scope for further streamlining and improvement.</p> <p>We estimate that around 87% of those eligible for support from Healthy Start are actually on the scheme. There are early indications that the numbers of families qualifying/applying may be rising and we are monitoring this.</p> <p>Almost 90% of vouchers issued to beneficiaries 7 months ago have been redeemed by retailers. It is too early to tell whether rising food prices</p>	<p>We are working with the new contractor to develop a suite of management information, including PCT-level figures that we can share with NHS colleagues to help them monitor local delivery. A first cut of PCT-level data on numbers supported by the scheme will be shared with Regional Food and Health leads for information and comment shortly.</p> <p>Our annual review on voucher value is underway and is</p>	<p>An evaluation strategy is being developed.</p>	<p>Evaluation to start in 2009.</p>	<p>Evaluation will be of process and impact.</p>

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	<p>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 impacted on the extent to which families have used their vouchers more recently.</p> <p><u>HS vitamin Supplements:</u> Based on survey recommendations we are making a determined effort to encourage PCTs and claimants to increase HS vitamin supplement uptake by improving general publicity, notification and supply information to claimants and monitoring information to/from PCTs and by spreading good practice widely through a development programme to take place in the autumn.</p>	<p>taking account of the prices of Healthy Start foods projected demand for the scheme, and broader Government spending priorities. Any change to voucher value arising from this review would take effect in April 2009.</p>			
Nursery Milk	The Nursery Milk scheme is the	Validation of	Further	There are no current		

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Note: This scheme operates GB-wide and is managed by the Department of Health on behalf of the 3 GB health departments. Northern Ireland run a very similar scheme.	<p>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 child can be claimed back, regardless of the home circumstances of the child.</p>	claimants' data, including their Ofsted registration is reaching completion. A website launch has taken place in September with claimants being encouraged to submit claims online monthly.	clarification of data submitted by LA/LEA claims will take place during the autumn. Nursery Milk claim processes will be aligned with EU school milk subsidy scheme during the autumn in response to the extension of the EU scheme to all age groups in education establishments.	plans to evaluate this longstanding scheme.		
Infant Feeding	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 is held in May.	<p>Plans are being developed for the forthcoming campaign to be held in 2009.</p> <p>We are in the process of updating relevant chapters in Birth to five and the Pregnancy book.</p>	Develop proposals for 2008/9, integrating into obesity social marketing campaign	Awareness and attitude tracking took place June 2008; media monitoring and evaluation took place June 2008.		

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	<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.</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>Vitamin D: low awareness of supplementation recommendations among health professionals and families</p>	<p>It will be distributed antenatally and will be available from November 2008.</p> <p>The new folic acid leaflet is currently being updated and will be available later this year.</p> <p>Leaflet has been circulated to stakeholders for feedback and should be available later this year.</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>Leaflet has been circulated to stakeholders for feedback; HCP PR to take place once leaflet printed</p>	<p>Full evaluation proposal in development</p>		<p>Impact.</p>

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	<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>Health Inequalities Funding. The Department of Health have secured £2 million to promote breastfeeding under tackling health inequalities. This will be distributed to 25 PCTs with the lowest breastfeeding rates in England.</p>	<p>Calls increased by 50% in July with over 900. This has increased to 1125 calls received in August. The bilingual welsh option has been added and has been used.</p> <p>The Minister has made an announcement and plans are being developed to distribute the £2 million for this year.</p>	<p>Further dedicated phone lines to be installed in volunteers homes.</p> <p>Plans to secure funding for the next 2 years to continue providing the funding and build on the first years funding.</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> <p>Proposals have been submitted for evaluation.</p>	Not yet agreed.	Impact.
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 the new controls have been effective in making it clear to parents/parents to be and carers that the presentation	An Independent Review Panel has been set up to assess whether the controls are working as expected or whether further action is needed. The review which commenced in June is expected to be completed in October 2009.	The Panel has met twice and has asked DH and FSA to commission two pieces of research: <ul style="list-style-type: none"> To obtain a broad, accurate and representative view of 	n/a	n/a	n/a

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	and advertising of 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>the nature of advertising and presentation of infant formula and follow-on formula;</p> <ul style="list-style-type: none"> ▪ To establish whether carers are clear that follow-on formula advertising and presentation relates to formula for older babies and whether infants under six months of age are being fed follow-on formula. 			
WHO Growth Standards	In August 2007, a Working Group comprised of representatives from the SACN and RCPCH recommended that the new WHO	A pilot study was undertaken by the RCPCH Growth Standards Project	The charts will be implemented across the UK in 2009.			

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	Growth Standards should be used for the purpose of population surveillance and individual clinical monitoring of children in the UK. The Department is committed to implementing the WHO Growth Standards as recommended.	Team, funded by the Department of Health, to test the practical aspects and training elements prior to implementing them in the UK. The Project Team has developed prototypes for the new merged UK90-WHO charts and the Group have consulted stakeholders on the proposed design. Divergence from the UK90 charts will now occur at 4 years, not 2 years, and this was for logistical, not scientific, reasons.				
Family Nurse Partnership	The FNP is a preventive, intensive home visiting programme delivered by nurses. Three RCTs in the US have demonstrated significant short and long term benefits for children and family health and well being. It is offered to vulnerable first time young parents and delivered from early pregnancy to 2 yrs. Uses materials and guidelines based on theories of self-efficacy, human	The FNP is being tested in 10 sites across England. Over 1000 families on the programme. 57 Family Nurses drawn from health visiting and midwifery Formative evaluation shows can be delivered according	20 new sites coming on line in 08/09 50 new Family Nurses trained Range of research and development projects	Formative evaluation in 07/08 and 08/09 by Birkbeck looking at: Programme delivery Characteristics of clients Acceptability to client group and nurses Engagement of fathers Views of wider services Short term impacts including smoking in	First year report published June 08	Process and some impact

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	ecology and attachment Forms part of the universal Child Health Promotion Programme	to fidelity, acceptable to parents and nurses and some short term impacts including initiation and duration of breast feeding		pregnancy, breast feeding, fathers engagement RCT to start April 09 on 17 FNP sites. Individual randomisation		Primary impact measures compared with usual services
Cabinet office strategy unit – review of food policy	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 3 rd 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. 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.	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	DH has published data on the changes in advertising food and soft drink to children since 2003,	Ofcom will publish its review by end of 2008. Stakeholder			

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	Department of Health continues to monitor the change in the nature and balance of food and drink advertising to children in broadcast and non-broadcast media.	as a web-based document.	event to discuss next steps in non-broadcast media will be held in autumn 08.			
Promoting healthier options in convenience stores	<p>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.</p> <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 currently underway in the North East (an area of</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. In June, DH recruited a coordinator who has a wealth of experience of the convenience store sector.</p> <p>The first meeting of the project Steering Group, comprising of the Association of Convenience Stores, senior representatives of the symbol groups, and Government officials, met in July. Objectives and a project outline were agreed.</p>	<p>12 'development stores' are currently being selected. These stores are in areas of social deprivation where there is relatively poor access to fruit and veg. The 'development stores' will receive the most investment from DH, with the aim of recruiting others to join the programme. We aim to launch the stores, with local PR support, in mid-November.</p>	<p>The symbol groups will carry out their own evaluation of sales data. DH will carry out a broader evaluation; initially focusing on the 'development stores' and then evaluating phase 1 (120 stores by May)</p>	TBC	<p>The evaluation will examine both process and impact.</p>

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	relatively high levels of child obesity and low adult life expectancy). We aim to recruit 120 stores to the programme by May 2009. We anticipate that later project phases will expand into other areas and stores on a voluntary basis.	Representatives also agreed to match fund the project (£200, 000 for phase one) through 'in kind' contributions such as staff training and project evaluation. We are currently finalising plans for 12 'development stores' to be launched in mid –November, with the aim of recruiting more retailers to the project.	We will then seek to recruit to 120 stores by May 2009.			
Healthy Food Code of Good Practice	Healthy Weight, Healthy Lives included a theme on promoting healthier food choices, through the Healthy Food Code. Strands of work include front of pack labelling, portion size, reformulation, rebalancing advertising to children, promoting healthier food choices, developing a single set of healthy eating messages and work with the catering sector.	DH and the FSA sent a joint letter to stakeholders setting out which Department leads on which strand of the Code, our long term objectives and next milestones. Lead departments are taking forward each strand in discussion with stakeholders.	A stakeholder event is being held on 22 October, jointly hosted by Dawn Primarolo and Dame Deirdre Hutton to discuss taking the Code forward.	Each element of the strand will have a separate evaluation plan. Progress on the Code overall will be reported in the Healthy Weight, Healthy Lives annual report, the first of which is expected in Spring 2009.	Ongoing	
Physical Activity						

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Physical Activity Plan	The Department is drafting a new physical activity plan for publication in the early autumn. The Plan is partially in response to the recent review of Sport England and the Treasury-led review of sport and physical activity. It aims to set out new ambitions and announcements relating to physical activity interventions as well as provide information for local areas on the burden of physical inactivity.					
2012 Legacy Action Plan	The LAP was published on 6 June 2008. The Government Olympic Executive is 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 following two boxes)					
Free swimming	On 6 June a new £140 million fund to boost sport and fitness through free swimming for the over 60s was announced by the Government as part of a drive to get two million people more active by the London 2012 Olympics. More than 10 million older people in England stand to benefit from the move. The fund will encourage local authorities to open up publicly			This will be evaluated – draft scope of work to be agreed.		

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	owned swimming pools free to over 60s and will also be used as a challenge fund to encourage local authorities to offer free swimming to under 16's and to rejuvenate and maintain pools. The fund will also support initiatives such as the provision of free lessons for adults who cannot swim, and the introduction of swimming coordinators to maximise and sustain uptake.					
Fit for the Future	The Legacy Action Plan also announced plans to pilot a "Fit for the Future" incentive scheme to address the drop off in sports and physical activity between school and further education and employment. The Department's £1 million pilot will offer of subsidised gym and fitness club membership to 16-22 year olds in selected localities from April 2009.			This will be evaluated – draft scope of work to be agreed.		