



Paper for Discussion: Updates on activities related to maternal and child nutrition

Agenda Item: 4

Please see paper attached.

Update on Activities related to Maternal and Child Nutrition**DEPARTMENT OF HEALTH, ENGLAND**

Initiative/ work area	Summary/background of work	Current position	Next steps	Plans for evaluation/Date
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, 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>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 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</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. This information should be available soon.</p> <p>Our annual review on voucher value is underway and is 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>	<p>An evaluation strategy is being developed.</p>

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		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>Nursery Milk</p> <p>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>	<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 child can be claimed back, regardless of the home circumstances of the child.</p>	Validation of claimants' data, including their Ofsted registration is reaching completion. Web site launch will take place in Sept with claimants being encouraged to submit claims online monthly.	Further 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.	There are no current plans to evaluate this longstanding scheme.
<p>Infant Feeding</p>	<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 is held in May.</p>	<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. Internal review to take place September 2008 re planning 2009/10

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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>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>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>Calls increased by 50% in July with over 900 calls this month. The bilingual welsh option has been added and has been used.</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>Further dedicated phone lines to be installed in volunteers homes.</p>	<p>Full evaluation proposal in development</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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Infant Formula and Follow-on Formula Regulations	<p>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 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 input any relevant information.</p>	<p>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.</p>	<p>The Panel has met twice and has asked DH and FSA to commission two pieces of research:</p> <ul style="list-style-type: none"> ▪ To obtain a broad, accurate and representative view of the nature of advertising and presentation of infant formula and follow-on formula; ▪ 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	<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. Currently a pilot study is underway by the RCPCH funded by the Department of Health to test the practical aspects and training elements prior to implementing them in the</p>		

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		UK. The study is aimed to finish by the end of this year and will enable us to identify particular training needs and inform the development of the guidance materials for the health professionals before successfully implementing the new growth standards UK-wide in 2009.		
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 change in the nature and balance of food and drink advertising to children in broadcast and non-broadcast media.	DH has published data on the changes in advertising food and soft drink to children since 2003, as a web-based document.	Ofcom will publish its review by end of 2008. Stakeholder event to discuss next steps in non-broadcast media will be held in autumn 08.	
Healthy Weight				
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>Dr David Harper has written to PCT Chief Executives via "The Week" bulletin for NHS staff, about the phased implementation of routine feedback.</p> <p>In May & June regional NCMP workshops were held around the country with a specific focus on routine feedback and many PCTs were keen to introduce routine feedback of results to parents.</p> <p>In collaboration with NHS Information Centre DH is developing a tool for PCTs to enter their NCMP data</p>	<p>A revised guidance for schools will also be published in Sep 08.</p> <p>We are now developing result letters & information leaflets for PCTs to use with parents. The content of these has been informed by research and testing with parents and other stakeholders.</p> <p>The deadline for PCTs to upload their 2007/08 data to the IC is September 5.</p>	<p>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>

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	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.	into an automatically produce mail-merge letters, which will enable PCTs to provide interpreted results. The tool will be made available from Oct 08. A PCT guidance for the 2008/09 NCMP has been published in mid-August.	After clearing the data the IC will publish the report.	
Physical Activity				
2012 Legacy Action Plan	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)			
Free swimming	On 6 th June a new £140m fund to boost sport and fitness through free swimming was announced by the Government as part of a drive to get two million people more active by the London 2012 Olympics. The fund will encourage local authorities to open up publicly 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 co-ordinators 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 £1m pilot will offer subsidised gym and fitness club membership to 16-22 year olds in selected localities from April 2009.			

DEVOLVED HEALTH DEPARTMENTS**NORTHERN IRELAND**

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Fit Futures	<p>The Fit Futures Taskforce was established in 2004 by the Ministerial Group on Public Health (MGPH) in response to increasing concerns about the health implications of rising levels of overweight and obesity in children and young people.</p> <p>The role of the taskforce was to examine options for preventing overweight and obesity in children and young people, and to make recommendations to MGPH.</p> <p>The taskforce concluded that delivery of the challenging PSA target, to halt the rise in obesity in children by 2010, would require a sustained commitment to delivering on all the recommendations within the report.</p> <p>DHSSPS has allocated £832,000 to the implementation of Fit Futures in 08/09. In addition, a further £550,000 and £300,000 has been allocated for the implementation of the Physical Activity Strategy and the Food and Nutrition Strategy respectively.</p> <p>DHSSPS will shortly develop a strategic framework to address adult obesity, and this will incorporate actions on food & nutrition and physical activity.</p>	<p>Work is continuing with DE, Health Promotion Agency (HPA) and the Food Standards Agency Northern Ireland (FSANI) to develop the policy document on Food in Schools and food-based nutritional standards (for School Meals and Catering for Healthier Lifestyles).</p> <p>HPANI published Nutrition and Dental Health Guidelines for professionals containing important nutritional information in June 2008</p> <p>FSANI continue to work towards the establishment of a public sector food procurement initiative in partnership with DFP, DARD and DHSSPS.</p> <p>FSANI continue to develop a project to review and test options for integrating quality nutrition education into training programmes for those working in the food and hospitality sectors.</p>	<p>School nurse to be appointed to support healthy schools and needs assessment</p> <p>DE will also establish a food in schools forum to support the delivery of a whole school approach to food and nutrition issues in schools and this Forum will be established to coincide with publication of the policy.</p> <p>HPA are soon to publish the updated 'Working Towards Healthy Schools' Toolkit.</p>	

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		A 4 year roll out of the National Diet & Nutrition Survey (NDNS) will begin in 2008.		
Obesity Prevention Steering Group (OPSG)	<p>This group will advise on how to effectively deliver on the outcomes contained in the proposed Fit Futures Implementation Plan, and will lead the development of a policy to tackle overweight and obesity in the adult population.</p> <p><i>Primary Functions</i></p> <ul style="list-style-type: none"> • To provide advice and strategic direction on all relevant issues relating to obesity, including the development of an approach to tackle obesity in the adult population. • To consider the need for additional resources to assist effective implementation and monitoring of Fit Futures. • To oversee Advisory Groups; <ul style="list-style-type: none"> Physical Activity Food & Nutrition Data & Research Prevention, Education & Public Information <p>And the Workforce Training & Development Thread to run through the four groups</p>	Selected Advisory Groups will now have their inaugural meetings and feedback to the OPSG at its next meeting	The next meeting of the OPSG is planned for 10 October 2008	The OPSG intends to monitor progress against targets and produce a report on progress on implementation for the Ministerial Group on Public Health (MGPH) at the end of year one.

SCOTLAND

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Obesity				
Healthy Eating, Active Living – an action plan to improve diet, increase physical activity and tackle obesity	<p>Healthy Eating Active Living (June 2008) is a three year action plan which sets out the action the Scottish Government will take, together with partners to improve diet, increase physical activity and tackle obesity. Actions are aimed at supporting people to make healthier choices in what they eat, to build more physical activity into their everyday lives and to maintain or achieve a healthy weight. The actions identified in the plan build on the good work that has gone before and continue work to implement the existing Scottish Diet Action Plan (published in 1996 reviewed in 2006) and the National Physical Activity Strategy (published in 2003 and currently subject of a stocktake). The action plan also signals the intention to develop a longer term and wide reaching strategy to tackle obesity. This will involve several Ministerial portfolios in examining the key actions we can take to promote healthy weight and prevent obesity, for example through physical environments and advertising.</p>	<p>The Scottish Government is providing a total of £56m over 3 years (£40m new) to support joint action on improving diet, physical activity and tackling obesity. £19m of this is allocated to the theme of improving maternal and infant nutrition, integrating the current work to develop an Infant Feeding Strategy.</p> <p>Funding will be issued in August/September to NHS Health Boards to take forward the recommendations set out in the NICE public health guidelines 11. In year one (£3m) the particular focus will be on the 6 key recommendations.</p> <p>A report of the consultation exercise in response to 'Infant Feeding Strategy for Scotland' was published on the Scottish Government website in May 2007.</p>	<p>A reference group will be set up to provide guidance to support NHS Boards on delivering in year 2 and 3 (£6m/£10m,). The group will also consider how any unmet training needs can be met.</p>	<p>The reference group will also consider how best to evaluate the impact of the £19m.</p>

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Treatment programme for childhood obesity	<p>Health boards will be expected to deliver childhood healthy weight intervention programmes in line with guidance provided by the Scottish Government from April 2008. These include educational and practical sessions on healthy eating, physical activity and behavioural change. A new HEAT target¹ has been developed to monitor health boards' success in seeing a specified proportion of eligible children complete this programme and the Scottish Government has provided £6m over 3 years to support delivery across Scotland.</p> <p>The aim is to see around 20,000 children and young people complete these interventions by 2011.</p>	All Health Boards have completed and returned their Local Delivery Plans and all but one have been signed off.	An evaluation and monitoring system will be set up and implemented to follow the progress of this developmental target and feedback will be scrutinised to help determine if there will be any changes to the target.	
Infant Feeding				
Breastfeeding	<p>Breastfeeding is considered the optimal way of embedding good health in infants and fostering positive eating behaviours for the future. However, this needs to be viewed in the wider context of eating behaviours throughout life.</p> <p>Activity around breastfeeding and wider infant-feeding issues is not new but there has been a real and sustained campaign of activity over the past decade in particular. A wide range of innovative projects and activities have taken place largely supported by NHS Board Breastfeeding Strategy Groups and reflecting increasing co-operation between clinicians, health promotion experts, local authorities and voluntary organisations.</p> <p>The Scottish Government has set NHS Boards a HEAT target on Breastfeeding, to increase the proportion of newborn children exclusively breastfed at 6-8 weeks from 26.6% in 2006/07 to 33.3% by 2010-11.</p>	<p>Over 58% of Scottish babies are now born in a UNICEFUK Baby Friendly Initiative accredited hospital.</p> <p>The University of Paisley Midwifery Directorate has become the first teaching department to receive a UNICEF Baby Friendly award.</p>		

¹ HEAT targets are agreed between the Scottish Government and Health Boards to progress Health improvement, Efficiency, Access and Treatment.

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Infant Nutrition Co-ordinator for Scotland	To progress the Scottish Government's work on infant nutrition, an Infant Nutrition Co-ordinator for Scotland has now been appointed. The Infant Nutrition Co-ordinator will lead the development of the infant nutrition strategy in Scotland, providing advice to all those involved in infant nutrition. Part of the remit for this work will be to emphasise the importance of breastfeeding in improving and maintaining health and in establishing healthy eating patterns in infancy.	Links have been established with a range of partners including NHS Boards, NHS Health Scotland, NHS Education for Scotland, NHS Quality Improvement Scotland, community & voluntary sector. Plans to scope current activity across Scotland underway. Cross cutting links to Food & Health Policy team established on a range of issues including Healthy Start, improving maternal & child nutrition, vitamin D and folic acid.	Establish infant nutrition strategy group and sub-groups as appropriate.	
Children and Young People				
Schools (Health Promotion and Nutrition) (Scotland) Act 2007	The Schools (Health Promotion and Nutrition) (Scotland) Act 2007 was passed unanimously by the Scottish Parliament in March 2007. The Nutritional Requirements for Food and Drink in Schools (Scotland) Regulations 2008 were passed by the Scottish Parliament on 25 June 2008.	All duties under the Act have now commenced, with the exception of nutritional requirements for food in secondary schools which will commence on 3 August 2009. The delay in commencement for secondary schools is to allow those schools which need it more time to make a phased transition to the new nutritional requirements.	The Scottish Government has recently issued guidance to support local authorities and schools to meet the duty to ensure that all schools are health promoting. This will include guidance on improving the nutritional quality of children and young people's diets and promoting	HMle will monitor the nutritional content of school meals as part of their inspection regime to ensure the nutritional requirements in the regulations are being met. HMle will also be monitoring the implementation of health promotion in schools.

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			consistent messages about healthy eating. The Scottish Government will also shortly be issuing guidance for those involved in the provision of food and drink in schools to assist them in meeting the nutritional requirements in the regulations.	
Free School Meals Pilot	As part of the Scottish Executive's drive to improve the nation's health and encourage good eating habits from a young age, we have conducted a free school lunches trial for P1-P3 pupils in 5 local authorities, between October 2007 and June 2008. The 5 participating authorities were East Ayrshire Council, Fife Council, Glasgow City Council, Scottish Borders Council and West Dunbartonshire Council. The specific objectives of the trial were to: <ul style="list-style-type: none"> - Assess process and practical issues for councils and schools; - Measure changes in uptake of school lunches by P1-P3 pupils; - Investigate the potential health and other benefits of the trial, including attitudes and behaviours in relation to school lunches and healthy eating; and - Identify any unexpected impacts and barriers to roll out across the country. 	The Scottish Government intends to publish the report on the independent evaluation of the trial, conducted by Ipsos MORI, in September 2008.	The Scottish Government is discussing the evaluation report with CoSLA. If it is agreed that the evaluation of the trial is positive, and the necessary legislation is passed by the Scottish Parliament, local authorities will provide free school meals to all P1-3 pupils from August 2010, as set out in the concordat.	
Physical Activity				
	In 2003 the Scottish Government published a National Physical	The Scottish Government	Continuing	

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	Activity Strategy Lets Make Scotland more Active. One of the key objectives. To support children and young people to gain the necessary skills and confidence to take an active role in helping their children to enjoy an active life	have invested record funding of £12 million for physical activity initiatives in schools, workplaces, homes and across communities, over the next three years. The extra funding will help expand a wide range of programmes that promote physical activity this includes extra funding for: Play@home, YDance, Fit for Girls, Girls on the Move and Jump2itprogramme these are all programmes that are specifically aimed at young people.	evaluation of these programmes	

WALES

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Infant Feeding				
National Awareness Programme to Support Breastfeeding in Wales	The Welsh Assembly Government's Breastfeeding Strategy was published in 2001 and includes over 28 recommendations for actions to improve the rates of breastfeeding in Wales. A year long campaign for 2008 is planned to include a range of funded activities that incorporate working with the NHS, community, schools and voluntary sector. This includes provision to raise public awareness of benefits of breastfeeding.	Breastfeeding Awareness 2008 focus on BF Welcome Scheme in Wales press coverage over summer months.	Focus of campaign will be breastfeeding and returning to work in November.	After the end of year's campaign.
UNICEF BFI in Wales.	Following encouragement by the Chief Nursing Officer since 2005, there has been a rapid increase in the number of maternity units receiving awards in Wales, four being awarded in the summer of 2006. Currently 47% of all Welsh births take place in Baby Friendly Hospitals. The remaining Units are at different stages in the pursuit of the Award. 2 part time posts are to be appointed through grant funding to UNICEF to support and encourage the remaining Trusts in Wales to participate in the Initiative.	Professional Officer for Wales has been appointed by UNICEF secondment from NHS Trust in Wales..	To work with Welsh Assembly Government to assist healthcare facilities in Wales to achieve BFI status.	Review at the end of one year secondment.
Breastfeeding Support Grant Scheme	In 2006-07 22 local breastfeeding projects were awarded grants of up to £3,000 to provide training and other support for mothers across Wales, with a particular focus on the youngest mothers who are the least likely to initiate breastfeeding. Following the positive evaluation of 07-08 Peer Support Grant Scheme a new round of funding will be issued.	2008-09 Scheme has now been offered to 32 Schemes up to maximum of £4000 to focus on work with teenagers and their mothers. Also training of Maternity Care Assistants.	Funds to be transferred. Base line data to be collated .	At end of Scheme improvements in service provision and outcomes will be identified.
Breastfeeding Data Collection Pilot Scheme	Pilot in Caerphilly Borough collecting data at 10 days, 6 weeks and 6 months through health visiting service.	Red Book is being adapted for Gwent Healthcare NHS Trust for 6month period..	Maternity data at birth and 10 days to be added. Usage to be monitored with view to all-Wales recommendation.	At end of 6 month period.
Best Beginnings DVD`	Welsh Assembly Government has contributed to the production of the UK DVD. Provided 3 case studies – mothers who were interviewed both in English and in Welsh.	Finalising production of bilingual DVD and cover	Awaiting UK launch date and Welsh event.	Contribution to UK evaluation.

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Welsh Infant Feeding Guidelines	This loose leaf folder was based on the IFG draw up by Gwent Healthcare NHS Trust and distributed across Wales in 2007 to all health professionals who work directly with mothers.	Being reviewed in line with latest research and policy guidelines	Amendments to be printed and distributed.	
Children and Young people				
The Welsh Network of Healthy School Schemes	<p>The Welsh Network of Healthy School Schemes was launched in September 1999 to encourage the development of local healthy school schemes within a national framework. These schemes in turn support the development of health promoting schools in their areas. The Welsh Assembly Government has provided funding and guidance to help health and education services working in partnerships to set up and run local healthy school schemes in all areas of Wales - many of these schemes include actions to encourage physical activity and improved nutrition.</p> <p>Nutrition programmes supported by the scheme include healthy vending, fruit tuck shops and water coolers. An initial pilot scheme in 3 Pembrokeshire schools investigated the feasibility of selling healthier options from vending machines in secondary schools. The pilot programme demonstrated that it is possible for schools to make a profit from incorporating healthy vending into their whole-school food provision. Guidance, <i>Think Healthy Vending</i>, has subsequently been distributed to secondary schools and catering contractors in Wales via local healthy school co-ordinators and contains advice learnt from the pilot project.</p> <p>The Welsh Assembly Government Water Coolers scheme ran between January and March 2004 and provided coolers to over 300 schools in Community First areas. Guidance on the benefits of water consumption, <i>Think Water</i>, produced in partnership with Dwr Cymru Welsh Water, was initially made available to schools receiving water coolers in 2004. This guidance has since been updated and distributed to all schools in Wales. Approximately 900 schools in the Welsh Network of Healthy School Schemes currently have at least one water cooler provided for use by pupils.</p> <p>The Assembly Government has encouraged the running of fruit tuck shops, on a cost-recovery basis, as part of the Welsh Network of Healthy School Schemes. This has been shown to be a sustainable way</p>	As well as continuing support for introducing healthy vending, water coolers and fruit tuck shops the programme is supporting delivery of other programmes such as the Cooking Bus and Appetite for Life.	A commitment has been made to extend the Welsh Network of Healthy School Schemes to all maintained schools by March 2010.	An external evaluation is currently underway. A recent report by the Audit Commission showed that 97% of school in Wales rated Councils' promotion of healthy lifestyles, including healthy eating and drinking, for children and young people, as satisfactory or better. In particular, secondary schools in Pembrokeshire awarded the service provided to them the highest score in England and Wales, with many schools giving top marks

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	<p>of providing fruit in school. It is also a good way of involving pupils in decision-making as they are usually actively involved in running the tuck shop, including making decisions about what is sold. Fruit tuck shops are currently being run in over 800 schools involved in the WNHSS in Wales. The encouragement of fruit tuck shops was supported by guidance on Fruit tuck shops in primary schools, which was produced in partnership with the Food Standards Agency Wales in 2000 and reprinted in 2006.</p>			
Food in Schools	<p>The Appetite for Life Action Plan sets out the way forward. A two-year action research project involving four local authorities will run from September 2008 to develop, and test the guidelines for implementing the food and nutritional standards proposed in the action plan and learn lessons from this project to inform wider application across all maintained schools in Wales. Alongside this work, funding will also be made available via a specific grant scheme to support, across all authorities, those schools not involved in the action research project who wish to progress to the new standards.</p> <p>Additional work to support this programme has been the appointment of a national co-ordinator, the purchasing of nutritional analysis software for use by all Local Authority caterers and grants for training for school caterers</p>	<p>Work being undertaken with action research project areas to prepare for start in September. Bids for general grants being evaluated.</p>	<p>Launch of action research project in September.</p>	<p>Contract for evaluation of the action research project will be awarded shortly</p>
Primary School Free Breakfast Initiative	<p>The Welsh Assembly Government made a commitment to provide for all children of primary school age registered in maintained primary schools in Wales to have a free, healthy breakfast at school each day. This initiative is intended to help improve the health and concentration of children to assist in the raising of standards of learning and attainment. It will seek to involve parents but is not intended to replace breakfast already provided. It will allow all those that, for whatever reason, have not had breakfast, to have one in school. The provision of free breakfasts is optional. Feedback from those participating in the initiative has been extremely positive with schools seeing benefits to pupils and to the school as a whole.</p>	<p>Some 54% of the primary schools in Wales have now signed up to this initiative.</p>	<p>Continue roll out.</p>	<p>The Initiative has been evaluated by Cardiff Institute for Society Health and Ethics (CISHE) using a randomised controlled trial design, involving 111 schools in both Communities First and non Communities First areas. Results show that students in intervention schools (those that provided</p>

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				breakfasts) consumed significantly more healthy food items than those in schools not providing breakfasts.
Cooking Bus	The Welsh Assembly Government's Focus-on-Food Cooking Bus has been visiting primary schools in Communities First areas since its launch in June 2006. The Cooking Bus is a specially designed mobile trailer that provides 4-fully fitted kitchens complete with qualified teachers. It provides cooking lessons for pupils, a training session for teachers and a session for parents of young children at each venue.	Some 75 schools have benefited from visits so far.	Continued support for the programme	Evidence from two evaluations of the Food Standards Agency (FSA) Cooking Bus in England shows that overall the Bus was well received, and demonstrates longer-term impact on safety and basic practical skills, An evaluation of the programme in Wales has been commissioned.
Cymru Cooks	A grant has been awarded to ContinYou to provide training and support for the development of out of school cooking clubs for children and young people to enable schools and other organisations to develop a strategic and co-ordinated approach to delivering and promoting cooking skills.	Training has been delivered in 8 local authority areas to date. Support resource developed.	Training to be delivered in remaining 14 areas	Evaluation being undertaken by the North East Wales Institute
COOKIT	The COOKIT resource provides quality, child appropriate cooking materials. The COOKIT contains everything that teachers / group leaders require to teach basic cooking skills to groups of 6 pupils cooking individually, or more, if equipment is shared. It also includes a range of teacher / leader-only items used for demonstrations or for preparation. These resources are offered to schools following Cooking Bus visits so that schools can continue delivering cooking skills in the curriculum. In addition, a maximum of ten sets of cooking utensils are offered to each local authority area to support out of schools and community cookery clubs following attendance at the ContinYou training.	Continued provision across Wales linking to the Cooking Bus and Cymru Cooks programmes	Future funding will provide the same equipment to clubs supported with training by the dietitians employed through the "Increasing Dietetic Capacity Grant Scheme"	An evaluation by the FSA of COOKIT provision in England following a Cooking Bus visit, has shown that their provision has helped move schools from 'theory' to real practical learning, with more pupils having more opportunities to 'have a go'. The

Initiative/ work area	Summary/background of work	Current position	Next steps	Plans for evaluation/Date
				equipment motivated teachers so that they were more likely to introduce 'food learning' across the curriculum, and helped to maximise other initiatives around food.
National Urdd Cookery Competition	A pilot healthy cooking competition was held in 2007, with finalists cooking on the Cooking Bus at the National Children's Eisteddfod. In addition sessions were run on the Bus for pupils from local schools and for day visitors to the Eisteddfod. Urdd Gobaith Cymru has incorporated competitions for 4 age ranges into the curriculum for the 2008 Eisteddfod. Funding provides support for local competitions, judges and venues for local and regional competitions across Wales, and siting of the Cooking Bus on the Maes for the finals.	408 young people will be involved in local, regional and national finals of the cooking competition this year. The Urdd estimate that several thousand young people will be involved in preparing healthy dishes at the individual club or school level. A further 200 young people will have the opportunity to attend cooking sessions on the Maes.	.The cooking competition will become an established part of the Urdd curriculum alongside drama, music, sport etc, thus raising the profile of cooking as a desirable skill.	
Height Weight Data Collection Feasibility Study	The National Public Health Service in Wales has been commissioned to undertake a feasibility study for national surveillance programme of children's height and weight.	Desk-based research work undertaken.	The study will be piloted in 4 areas of Wales.	
Weight Management Referral Scheme	Following a review of weight management programmes being delivered across the UK the MEND programme has been identified as a model of best practice. MEND is a community, family based programme for children between 7-13 and their families which uses a train the trainer approach. The multi-disciplinary programme places equal emphasis on healthy eating, physical activity and behavioural change, empowering the child, building self confidence and personal development.	Funding will provide a grant to MEND to pilot the programme in seven LHB areas in 2008-09.	If successful begin a phased roll out across Wales 2009-11.	Evaluation will be commissioned to tie in with launch of programme.
Guidance on Sponsorship	Guidance for community physical activity / sport clubs has been developed on how to reduce sponsorship from companies who market	Guidance being reviewed by Sports Policy Division	Guidance will be issued to governing	

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	unhealthy food and drinks.		bodies of community physical activity / sport clubs	
Physical Activity				
Dragon Sport	This project, run by the Sports Council for Wales, focuses on the development of extra curricular and community opportunities for 7-11 year olds in a range of sports, and includes the training of volunteers to deliver sporting opportunities.	To date over 92% of all primary schools in Wales are involved in Dragon Sport, with over 3000 Dragon Sport Clubs in schools and 800 clubs in the community supported by over 2000 volunteers and 2000 teachers.		
5x 60	The 5X60 programme intends to make significant inroads into the Welsh Assembly's target of 90% of secondary pupils achieving 60 minutes of physical activity five times a week by 2020. Based on the success of initial pilots, the Welsh Assembly Government is investing some £7.6 million over 3 years and aims for every secondary school in Wales to be involved in the programme by 2009.			
PESS	The central element of this work lies in the establishment of Development Centres (DCs) in every local authority area to pilot innovative approaches to the raising of standards of PE in schools and sharing of successful approaches with PESS partnership schools. The funding encourages schools to meet the Climbing Higher target of two hours of quality curriculum PE and school sport each week for all pupils. The development centres bring together schools and a range of local partners to promote the sharing of staff expertise, facilities and good practice.	Guidance and resources covering health-related exercise have also been developed which will enable health-related exercise to be delivered throughout the whole school, both inside and outside curriculum time. The guidance are being updated to meet the health, fitness and wellbeing requirement of the National Curriculum from 2008. Central projects are improving opportunities for continuing professional development in PE for all teachers, and supporting improved opportunities for		Estyn inspecting PESS programme

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		those undertaking Initial Teacher Training.		
The Class Moves!®	The Class Moves!® programme helps primary school children and teachers to discover the pleasures and benefits of movement and relaxation. Developed and used widely in the Netherlands, The Class Moves!® consists of a set of illustrated activity calendars and accompanying manuals for every primary school year group. The Welsh Assembly Government has provided The Class Moves! materials to all primary school throughout Wales, via local health and education personnel, who have also provided training on its use.	Staff from Trinity Fields Special School are working with us to modify the materials for use with pupils with specific special needs, and to provide guidance on the use of the modified materials for pupils with a range of disabilities.		
Safe Routes to School	The Welsh Assembly Government's Safe Routes to School initiative has been enthusiastically welcomed in Wales. It was introduced in 1999, and £27 million has been made available to local authorities, benefiting over 400 schools with capital infrastructure in and around their school areas.	Each year the Welsh Assembly Government working with its local authority partners spends around £1 million on schemes allowing national and local cycle routes to safely cross or connect to the trunk road network.		
Cycle Training	The Welsh Assembly Government are in the process of commissioning the CTC to co-ordinate the implementation of National Cycle training standards in Wales.	This will involve training up instructors across Wales to deliver a variety of cycle training courses for children.		
Free Swimming	In summer 2003, the Welsh Assembly Government, in partnership with the Welsh Local Government Association, local authorities in Wales, the Sports Council for Wales, the Welsh Amateur Swimming Association and the Federation of Disability Sports Wales delivered a national Free Swimming pilot for children and young people aged 16 and under - the first national scheme of its kind in Europe.			The impact of the national Free Swimming pilot initiative has been evaluated. The pilot was introduced against a background of a reducing number of juvenile swims in publicly owned facilities across Wales. The

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				initiative has reversed this trend and operates during all school holiday periods