



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

Agenda Item: 5

Please see paper attached

Update on Activities related to Maternal and Child Nutrition

DEPARTMENT OF HEALTH, ENGLAND

| Initiative/ work area | Summary/background of work (No more than 250 words) | Current position | Next steps | EVALUATION (if applicable) | | |
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| | | | | 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 Child Measurement Programme | <p>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 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>Results of the 2007/08 NCMP were published in December 2008.</p> <p>88% of eligible children (nearly 1 million children) were included.</p> <p>There was little or no difference in the prevalence of overweight and obese children in both age-groups, compared with the 2006/07 NCMP.</p> <p>However, it is too early to be confident that the levels of obesity and overweight among children have stabilised.</p> <p>The 2008/09 NCMP is now underway with around 50% of PCTs planning to implement routine feedback of</p> | Continue to provide support for PCTs in sending results to parents. | Two phases of research planned. The first around routine feedback between Dec 2008 and Jan 2009, 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. Then later in 2009, we plan to undertake a full evaluation of the NCMP. | <p>Phase 1: Routine Feedback planned for Dec 2008-Jan 2009. Feedback April 2009</p> <p>Phase2: Whole NCMP: Planned for October 2009. Feedback early 2010</p> | Both process and outcome focused. |

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| | | results to parents to all or a sample of their eligible population. | | | | |
| Nutrition | | | | | | |
| Healthy Start Note: This scheme operates UK-wide. Most aspects are managed centrally by the Department of Health on behalf of all UK health departments. | 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. 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 | Around 2.4 million vouchers are sent to pregnant women and young children in approximately 410,000 families across the UK. Though queries from the public and requests for the application leaflet made to the Healthy Start helpline have increased in recent months, there has as yet been no identifiable increase resulting from the general economic situation. It is also too early to tell whether the economic situation has impacted on the proportion of issued vouchers that are subsequently used by the families that are sent them. This proportion has remained stable, at around 87% as a UK- | We now have some management information at a PCT level and are beginning to share this in an ad-hoc way with PCTs and regional food and health leads. We are still analysing this data ourselves and also exploring how it could be made available routinely to NHS organisations in future. We expect to begin publicising the voucher value and income threshold for 2008/9 to beneficiaries and retailers during | An evaluation strategy is being developed. | Evaluation to start in 2009. | Evaluation will be of process and impact. |

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| | <p>healthy diet. Resources are provided to assist them in giving this advice.</p> <p>Babies under one on the scheme currently 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>average, for the last year.</p> <p>Income-related Employment and Support Allowance was added to the qualifying benefits for the scheme on 27 October 2008.</p> <p>A longer term fraud strategy for the scheme is in development.</p> <p>We are now looking at the potential to extend the scheme to include frozen fruit and vegetables once sufficient assurances are obtained from retailers that an extended range of products would be appropriately policed at point of sale. Based on experience in managing the scheme to date, we do have concerns about how assiduously retailers would check that customers only use vouchers to purchase appropriate frozen</p> | <p>February 2009. Beneficiaries will be notified through a "news flash" on their usual voucher letters and retailers will be sent revised guidance materials.</p> | | | |

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| | | <p>products. These concerns must be addressed appropriately as widespread abuse would damage the scheme's effectiveness and integrity.</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> | | | | |

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| <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 runs 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.</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> | <p>Validation of claimants' data, including their Ofsted registration or similar body in the other countries is complete. The website is active with claimants applying and submitting claims online monthly. Clients can monitor their accounts through a secure section. EU subsidy is being claimed through NMRU for all eligible NM claims.</p> | <p>Any further changes to the system for claiming EU subsidy will be consequent upon the outcome of consultation by Defra with interested parties due to be completed in late spring 2009</p> | <p>There are no current plans to evaluate this longstanding scheme.</p> | | |
| <p>Health Inequalities Funding</p> | <p>The Department of Health has now secured £4million funding under the Health Inequalities Strategy to implement NICE, CHPP and UNICEF Baby Friendly Initiative in areas of low breastfeeding rates and highest population reach as an effective means of increasing breastfeeding rates.</p> <p>The plan is to distribute this funding to the 40 PCTs with the lowest breastfeeding rates or largest no. of non-breastfeeding women in England.</p> | <p>We invited 50 PCTs to submit the proposals and expect to fund 40 PCTs in 2009.</p> <p>We received 46 bids and these have been assessed.</p> | <p>Bidders will be notified by the end of January as to whether they have been successful or not.</p> <p>We plan to distribute the funding to successful bidders and follow up on progress in 6 months.</p> | <p>Periodic 6 monthly reports to monitor the progress of implementing BFI.</p> | <p>Ongoing – every 6 months.</p> | <p>Impact.</p> |

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| 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. | Plans are underway for the National Breastfeeding Awareness Week (NBAW) 2009 campaign, which will be held from 10-16 May. The Department is currently updating its key NHS publications – The Pregnancy Book and Birth to five, which will be made available on the DH website. | Develop proposals for 2008/9, integrating with Change 4 Life social marketing campaign | Awareness and attitude tracking took place June 2008; media monitoring and evaluation took place June and Dec 2008 . | | |
| 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. | The new folic acid leaflet has been published and is available to on the breastfeeding website. | PR campaign targeting key groups to take place in Feb/Mar 2009 | | | |
| Vitamin D | Vitamin D: low awareness of supplementation recommendations among health professionals and families | The new Vitamin D leaflet is in the final stages of development and subject to Ministerial approval will be made available to order from early February. | HCP PR to take place Feb/Mar 09 | | | |

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| 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. | There is a steady increase in calls – 1349 in November 08 and 1149 in December 08 (usual dip over christmas period) (up from 424 in April 08). Specific action planned to promote the helpline Calls from mobile phones and from London account for 30% of all calls. The bilingual welsh option has been added and has been used. | Further dedicated phone lines to be installed in volunteers homes - some have been installed. | Initial evaluation work consists of statistical analysis of calls. Development of call record sheets to capture demographic details of 1:5 callers. | Ongoing. | Process. Impact to follow. |
| 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 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 | An Independent Review Panel is currently underway 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. | DH and FSA have commissioned two pieces of research to inform the review. At the next Panel meeting in February, members will be presented with the progress on the research currently underway. | n/a | n/a | n/a |

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| | review and, as well as being informed of progress, will have the opportunity to in-put any relevant information. | | | | | |
| WHO Growth Standards | 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. The Department is committed to implementing the WHO Growth Standards as recommended. | A pilot study was undertaken by the RCPCH Growth Standards Project 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 reasons. | The charts will be implemented across the UK in 2009. | | | |
| Dietary Survey of Infants and Young Children | See FSA update. | | | | | |

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| Family Nurse Partnership | <p>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 ecology and attachment</p> <p>Forms part of the universal Child Health Promotion Programme</p> | <p>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</p> <p>Formative evaluation shows can be delivered according to fidelity, acceptable to parents and nurses and some short term impacts including initiation and duration of breast feeding.</p> | <p>Delivery in 20 new sites, coming on line in 08/09 (ten started in September 08, ten in January 09)</p> <p>50 new Family Nurses trained</p> <p>Range of research and development projects</p> | <p>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 pregnancy, breast feeding, fathers engagement</p> <p>RCT to start April 09 on 17 FNP sites. Individual randomisation</p> | <p>First year report published June 08</p> | <p>Process and some impact</p> <p>Primary impact measures compared with usual services</p> |
| Food promotion to children | <p>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.</p> | <p>Stakeholder workshop on next steps in non-broadcast media advertising to children was held on 3 December 2008.</p> <p>Ofcom published its review into the impact of restrictions on food and drink advertising to children on 17 December 2008.</p> | <p>Ofcom's report will be analysed, as will the notes taken at the stakeholder workshop in consideration of the next-steps to be taken to re-balance advertising to children.</p> | | | |

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| Physical Activity | | | | | | |
| Physical Activity Plan | The Department is drafting a new physical activity plan for publication in February. The Plan is partially in response to the recent review of Sport England and the Treasury-led review of sport and physical activity. It provides information for local areas on the burden of physical inactivity detail ongoing support for the physical activity delivery structure. It will encourage local areas to address the disparity between what is being spent on addressing inactivity and the cost of sedentary lifestyles locally. | | | | | |
| Free swimming | Over 80% of local authorities have opted to provide free swimming under a £140 million initiative to those aged 60s and over. Some of these have also opted to provide free swimming to those 16 and under. | | | This will be evaluated – draft scope of work to be agreed. | | |

DEVOLVED HEALTH DEPARTMENTS

SCOTLAND

| Initiative/ work area | Summary/background of work | Current position | Next steps | Plans for evaluation (If applicable) |
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| Obesity | | | | |
| Healthy Eating, Active Living – an action plan to improve diet, increase physical activity and tackle obesity | 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>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</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. | The reference group will also consider how best to evaluate the impact of the £19m. |

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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> | <p>website in May 2007.</p> <p>All Health Boards have completed and returned their Local Delivery Plans and all but one have been signed off.</p> | <p>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.</p> | |
| 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. | <p>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.</p> <p>Plans to scope current activity across Scotland underway.</p> <p>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.</p> | 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 | HMIe 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. HMIe will also be monitoring the implementation of health promotion in schools. |

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| | | | <p>promoting consistent messages about healthy eating. The Scottish Government issued guidance in September to assist those involved in the provision of food and drink in schools to implement the nutritional regulations.</p> | |
| <p>Free school meals for P1-P3 pupils</p> | <p>As part of the Scottish Government's drive to improve the nation's health and encourage good eating habits from a young age, we conducted a free school lunches trial for P1-P3 pupils in 5 local authorities, between October 2007 and June 2008. The specific objectives of the trial were to:</p> <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. <p>The Scottish Government and COSLA have agreed that if the evaluation of the trial was 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.</p> | <p>Evaluation of the trial was positive. Legislation to enable Local authorities to provide free school meals to P1-P3 pupils approved by the Scottish Parliament in November 2008.</p> | <p>Scottish Government will work with COSLA to support smooth implementation in August 2010.</p> | <p>To be discussed</p> |

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| Extend entitlement to free school meals | Scottish Government has a jointly agreed commitment with COSLA to extend entitlement to FSM to all primary school and secondary school pupils whose parents or carers are in receipt of both maximum child tax credit (CTC) and maximum working tax credit (WTC) from August 2009, subject to necessary legislation being passed by the Scottish Parliament. | | Intend to introduce the required legislation to Parliament in spring 2009. | |
| Physical Activity | | | | |
| | In 2003 the Scottish Government published a National Physical 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 | The Scottish Government 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. In addition the Physical Activity has been reviewed this year, with recommendations being discussed with the Minister | Continuing evaluation of these programmes. The full report of the review will be launched at the PAHA conference in February 2009 | Continued Evaluation |

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 Work 2008-09. DVD Launch in Wales November 08. PR company won Silver Award for Best Media Relations in Wales. | Focus of campaign will be breastfeeding and returning to work in March/April.. | After the end of year's campaign to address volume and value of media coverage.. |
| 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 BFI induction near completion. Beginning Wales-specific work eg. courses, workshops, especially to focus on community facilities. | To work with Welsh Assembly Government to assist healthcare facilities in Wales to achieve BFI status. Study Day for health Professionals in April / May 2009 | 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. | Base line data to be collated. Reports on projects due February 2009. | 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 has been adapted for Gwent Healthcare NHS Trust for 6month period. Roll-out | Maternity data at birth and 10 days to be added, once Gwent roll out has | At end of 6 month period of use. |

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| | | to Gwent is imminent, prior to consideration for all Wales use. | begun.. | |
| 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. | DVD launched by CNO in November when first bilingual versions received. Extensive coverage in Welsh media. | Informal feedback from users will be monitored whilst awaiting UK Evaluation findings. | Contribution to UK evaluation. |
| 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, including BFI. | 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</p> | <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.</p> <p>Currently 90% of Welsh schools are involved.</p> | 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, |

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| | <p>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 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> | <p>Over 1,000 fruit tuck shops in WNHSS in Wales.</p> | | <p>with many schools giving top marks</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>Work being undertaken with action research project areas which started in September. General grants have been awarded..</p> | | <p>Contract for evaluation of the action research project has been awarded to Bath University.</p> |

| Initiative/ work area | Summary/background of work | Current position | Next steps | Plans for evaluation/Date |
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| | 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 | | | |
| Primary School Free Breakfast Initiative | 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. | Some 58% of the primary schools in Wales have now signed up to this initiative. | Continue roll out. | The Initiative has been evaluated by Cardiff Institute for Society Health and Ethics (CISHE) using an RCT design, involving 111 schools in both Communities First and non Communities First areas. Results show that students in intervention schools (those that provided 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 100 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, Oral Report on Evaluation has been |

| Initiative/ work area | Summary/background of work | Current position | Next steps | Plans for evaluation/Date |
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| | | | | provided with written report due shortly. |
| 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 15 local authority areas to date. Support resource developed. | Training to be delivered in remaining 7 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 equipment motivated teachers so they were more likely to introduce 'food learning' across the curriculum, and helped 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 | 408 young people are involved in local, regional and national finals of the cooking competition this year. The Urdd estimate that several thousand young people will be | .The cooking competition will become an established part of the Urdd curriculum alongside drama, music, sport etc, | |

| Initiative/ work area | Summary/background of work | Current position | Next steps | Plans for evaluation/Date |
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| | the Cooking Bus on the Maes for the finals. | involved each year 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. | 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. | Pilot is underway in 5 areas of Wales. | Feasibility Study, May 2009. |
| 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 has provided a grant to MEND to use the programme in 10 health areas in 2008-09. National Launch took place on 19 January 2009. | A phased roll out has begun across Wales 2009-11. 4 areas have completed during Sept-Dec08. Average of 20 programmes running per term. | outcomes of programme will be available through the project database. |
| Guidance on Sponsorship | Guidance for community physical activity / sport clubs has been developed on how to reduce sponsorship from companies who market unhealthy food and drinks. | Leaflet has been drawn up publication imminent | Guidance will be distributed to governing bodies of community physical activity / sport clubs | |
| Improve Food in pre-school care settings | Guidance for preschool care settings is being developed on providing appropriate and nutritious food for this population group. | Awaiting Ministerial clearance prior to printing – Jan 2009.. | Distributed to pre-school care settings. | |
| Improve Food in Yourh Settings | Grants for small equipment items are being offered to local authorities responsible for youth settings where staff have undertaken the OCN Level 2 Training in Cooking Skills delivered by Community Dieticians. | Invitations to apply for this funding are to be sent out 20 January 2009. | | |

| Initiative/ work area | Summary/background of work | Current position | Next steps | Plans for evaluation/Date |
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| 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 95% 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 2500 volunteers and 2400 teachers. There are over 48,000 registrations in this project. | | |
| 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. | 99% of secondary schools in Wales have now signed up to the Scheme. In the Zone 2 has been piloted successfully and will now be extended to additional 5 x 60 schools Initiative seeks to provide informal physical activity opportunities during lunchtimes. | | |
| 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 | | Estyn inspecting PESS programme. Published on Estyn website May 2008. www.estyn.gov.uk |

| Initiative/ work area | Summary/background of work | Current position | Next steps | Plans for evaluation/Date |
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| | | 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 those undertaking Initial Teacher Training 84% of schools are participating in PESS. | | |
| 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. | Pilot of modified materials will take place in Summer 2009 | |
| Safe Routes to communities | 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. | | |

| Initiative/ work area | Summary/background of work | Current position | Next steps | Plans for evaluation/Date |
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| Cycle Training | The Welsh Assembly Government has commissioned the CTC to co-ordinate the implementation of National Cycle training standards in Wales. | National Co-ordinator for Wales appointed. Action Plan being finalised., | Sign off Action Plan for implementation over 3 years , to 2011. | On going with targets identified over the 3 year period. |
| 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 initiative has reversed this trend and operates during all school holiday periods |

NORTHERN IRELAND

| Initiative/ work area | Summary/background of work | Current position | Next steps | Plans for evaluation/Date |
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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). There is a launch date proposed for 25 March for the following papers; <i>School Food: the essential guide</i>, <i>Nutritional Standards for school lunches</i> and <i>Nutritional Standards for other food and drink in schools</i>.</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</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> | |

| Initiative/ work area | Summary/background of work | Current position | Next steps | Plans for evaluation/Date |
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| | | <p>and hospitality sectors.</p> <p>A 4 year roll out of the National Diet & Nutrition Survey (NDNS) is underway.</p> | | |
| <p>Obesity Prevention Steering Group (OPSG)</p> | <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 And the Workforce Training & Development Thread to run through the four groups | <p>The Food & Nutrition and the Physical Activity Advisory Groups have each met a number of times and are currently undertaking relevant mapping exercises.</p> <p>The Prevention, Education & Public Information and the Data & Research Advisory Group are due to meet in January prior to the next OPSG meeting which is due to take place in Feb 09.</p> <p>These Advisory Groups are updating the Fit Futures Key recommendations, working towards the Life Course element and their input into the development of an Obesity Strategic Framework.</p> <p>In October representatives from the Department attended the first of a series of regular meetings with</p> | <p>The next OPSG meeting will be on 16th February 2009</p> | <p>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.</p> |

| Initiative/ work area | Summary/background of work | Current position | Next steps | Plans for evaluation/Date |
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| | | London and other Devolved Administrations to promote joined up working and share best practice in the combat of obesity. | | |

FOOD STANDARDS AGENCY

| Initiative/ work area | Summary/background of work (No more than 250 words) | Current position | Next steps | EVALUATION (if applicable) | | |
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| | | | | Plans for evaluation? (what are the outputs or outcome measures of the initiative) | Date evaluation expected/ completed | Evaluation of process or impact? |
| Dietary Survey of Infants and Young Children | Joint FSA/DH survey. The survey aims to provide robust, detailed information on the food and nutrients consumed by a representative sample of infants and young children post weaning in the UK, in order to support existing data on the dietary intake of the UK population. This will bridge the gap in data between the age groups covered by the Infant Feeding Survey (DH, 2005), and the National Diet and Nutrition Survey (NDNS). (i.e. from weaning age to 18 months old). | Proposals discussed at SMCN on 17 September 08. Bids have been received and evaluated. | FSA/DH now working with preferred bidder. Intention is have a formal contract in place for start of 09/10 financial year. | Key output is a published survey report. As well as findings this will include methodology and commentary on data quality. | Report expected by end 2011. | Monitoring and management throughout the survey by a project board. |
| Infant Formula and Follow-on Formula Regulations | See DH Update. | | | | | |
| Dietary advice | FSA are considering the following issues: 1) Advice on the provision of liver in the weaning diet and to growing children 2) Advice to women thinking of having a baby, for example regarding fish consumption (marlin, shark, swordfish) | No decisions have yet been made. | | | | |