

Action

Disrupt obesogenic social norms	Develop a childhood obesity communication strategy which includes consistent key messages, best resources and promotion of current provision particularly targeted in deprived communities
Disrupt obesogenic social norms	Identify and develop an ABUHB Board Member and senior council members (x5) to be champions for C & YP's physical activity
Support a healthy start in life	Evaluate Torfaen antenatal weight management service to include weight management outcomes as well as health outcomes in pregnancy and labour.
Support a healthy start in life	Develop a business case for the roll out of ABUHB antenatal weight management service across Gwent
Support a healthy start in life	Improve antenatal programmes across Gwent to routinely follow best practice guidelines on healthy eating and physical activity and develop a coordinated approach to provision
Support a healthy start in life	Enhance the provision of targeted weaning home visits for parents & families in areas of most need using evidenced based resources e.g. Change4Life 'introduction of solids'
Support a healthy start in life	Promote uptake and use of Healthy Start Vouchers and support retailers to engage in the scheme
Support a healthy start in life	Routinely record BMI at booking, 36 weeks and birth on the Protos system and provide brief intervention/brief advice for all pregnant women with a BMI of +25 and referral if appropriate
Support a healthy start in life	Improve the provision of breastfeeding support as part of routine midwifery & health visiting services and increase the availability and promotion of peer support in line with best practice guidelines and community provision to continue to meet Baby Friendly Initiative Standards (12 and 13)
Support a healthy start in life	Midwifery and health visiting services to routinely measure and record: breastfeeding at agreed intervals, weight and height and enter data electronically
Support a healthy start in life	Improve the physical activity offer for pregnant women and parents of pre-schools children, describe current provision and make recommendations for improvement

Support a healthy start in life	Map existing parenting programme provision across Gwent and make recommendations for including evidence based information on weight management, timely introduction of solid foods, healthy eating and physical activity
Support a healthy start in life	Families and Therapies Divison to embed behaviour change skills into routine practice through the Making Every Contact Count programme
Support a healthy start in life	All health professionals to routinely provide brief advice/brief intervention to overweight or obese women of child bearing age and pregnant women and refer to community weight management services or AWMS as appropriate
Promote/create healthier EY & school settings	Develop a plan to use the recording of heights and weights for the CMP to inform and support parents and schools for action towards a healthy weight
Promote/create healthier EY & school settings	All early years and childcare settings in Gwent to develop and implement a food and physical activity policy that includes breastfeeding awareness training for staff, provides facilities for breastfeeding and storage of breastmilk, increases physical activity provision, tailoring activities according to the child's developmental age and physical ability, ensuring they are inclusive, progressive and enjoyable.
Promote/create healthier EY & school settings	All healthy and sustainable pre school scheme settings in Gwent to achieve the Gold Standard Healthy Snack Award
Promote/create healthier EY & school settings	All healthy and sustainable pre-schools scheme settings in Gwent to achive the nutrition and active play criteria
Promote/create healthier EY & school settings	Famlies First and Flying Start childcare staff/practitioners to undertake Agored Cymru Nutrition Education training
Promote/create healthier EY & school settings	All healthy pre-school settings staff to undertake brief advice training to be able to provide information to parents on key physical activity, nutrition and healthy weight messages using an effective approach
Promote/create healthier EY & school settings	All healthy and sustainable pre school scheme settings in Gwent to adopt and implement the Gwent Pre-School Active Play policy
Promote/create healthier EY & school settings	Deliver a multi-skills physical literacy programme in pre-school and primary schools across Gwent
Promote/create healthier EY & school settings	All schools in Gwent to co-produce with pupils (e.g. school councils, young ambassadors) parents and families a whole-school food and fitness policy which should include provision of free breakfast, healthy lunch boxes, and improving uptake of school meals and interventions to prevent overweight and obesity

Promote/create healthier EY & school settings	Increase the provision of physical activity opportunities within the school day in line with NICE guidelines
Promote/create healthier EY & school settings	Consult with pupils to develop a programme of extra-curricular activity that provides positive experiences for all and make school facilities available to children and young people before, during and after the school day, at weekends and during school holidays. These facilities should also be available to public, voluntary, community and private sector groups and organisations offering physical activity programmes and opportunities for physically active play.
Promote/create healthier EY & school settings	Provide training on childhood obesity and the benefits of healthy eating and physical activity to PSE advisors, catering staff, Governors, teachers, parents
Promote/create healthier EY & school settings	All early years, pre-school settings, primary and secondary schools in Gwent to co-produce active travel plans with school council, parents and volunteers. The plan should include: mapping of safe routes to school, walking buses, cycle loan scheme and encourage parents and carers to complete at least some local journeys (or part of a journey) with young children using a physically active mode of travel
Promote/create healthier EY & school settings	Map current provision of healthy weight, healthy eating and physical activity education throughout the curriculum (esp PSE) and make recommendations for improvement
Influence healthy food choices	Explore free transport scheme to supermarkets and investigate the feasibility of free delivery particularly to rural, deprived and isolated areas
Influence healthy food choices	Develop local planning policies to regulate the proliferation of fast food outlets in areas of deprivation and particularly in proximity to schools, including street trading policies which restrict fast food vans near schools and encourage the increased provision of healthier alternatives
Influence healthy food choices	Increase the provision of community food activities (cooking, eating, growing), healthy eating and weight management opportunities/projects for families ensuring consistent information on behaviour change and evidence-based messages on healthy eating and develop a coordinated, joined-up approach to delivery
Influence healthy food choices	Better promotion of retailers and caterers that offer healthy options across Gwent
Influence healthy food choices	Improve healthy food provision (including healthy vending) in statutory and public funded institutions - including leisure centres and hospitals
Influence healthy food choices	Maintain and support existing food coops across Gwent

Enable/encourage active recreation & play	Develop an integrated approach to youth service physical activity provision in local communities where young people can have a role in managing and leading their own activities
Enable/encourage active recreation & play	Audit play strategies/play improvement plans based on play sufficiency assessment for adequate provision of varied opportunities for children to engage in age appropriate play daily; particularly play that does not require ready-made facilities and equipment, utilises green spaces and play parks and improvements to the physical environment that will increase opportunities for children to be active in line with NICE guidelines
Enable/encourage active recreation & play	Identify barriers to physical activity participation in local communities and consider these when planning leisure services (e.g. lack of appropriate changing facilities, inadequate lighting, poorly maintained facilities, lack of access) and promote a variety of activities that children enjoy and can take part in outside school with friends & family including a range of activities beyond traditional and competitive sport and without the requirement for equipment and facilities
Enable/encourage active recreation & play	Programmes in communities that encourage physical activity should include more family elements, consistent information on behaviour change and the evidence-based messages on physical activity
Enable/encourage active recreation & play	Engage local communities in identifying and training a wide range of local champions (e.g. community reps, coaches and sports leaders) and charities such as Street Games to promote and deliver physical activity locally and ensure that physical activity sessions for children and young people (including play) are led by staff or volunteers who have achieved the relevant sector standard or qualifications for working with children
Create (safe) active communities	Use local planning and transport mechanisms and policies to use land assets creatively e.g. Community Infrastructure Levy, Section 106 agreements, special purpose vehicles to give developers viable options to improve the built environment and increase opportunities for active travel, active recreation and active play
Create (safe) active communities	Make the health and physical activity of children integral and explicit within Local Development Plans
Create (safe) active communities	Improve and promote the availability of opportunities for communities to be physically active in the natural environment

Create (safe) active communities	Improve the connectivity of active travel infrastructure (schools, places of interest, recreation, public buildings, open spaces, public footpaths, rights of way) to increase opportunities for walking and cycling in local communities
Create (safe) active communities	Improve walkability & cyclability of communities in line with the Active Travel (Wales) Act by introducing measures to make it easier and safer for children to walk or cycle to and from school, traffic calming/traffic free measures including 20 mph speed limits around schools, promoting mapped routes and ensuring adequate provision for cycle parking
Create (safe) active communities	Routinely undertake Health Impact Assessment on all decisions which affect the food or physical activity environment and ensure that planning decisions do not have a negative impact on children
Provide evidence base weight management services for Children & Young People	Develop a service specification and business case for ABUHB agreement on a sustainable Level 2 and Level 3 weight management programme for children and their families
Provide evidence base weight management services for Children & Young People	Ensure comprehensive delivery and greater scale of Foodwise across all C1st areas, specifically targeting women of childbearing age and parents of young children

Lead

Public Health, organisational communications leads

Public Health, ABUHB, Local Authority

Dietetics, Midwifery

Dietetics, Midwifery

Midwifery, Health Visitors, Families First, Flying Start

Health Visitors

Health Visitors, Midwifery, Communities First, Flying Start, Families First

Midwifery

Midwifery, Health Visiting, Flying Start, Communities First

Midwifery, Health Visiting

Leisure Services


Timeframe

Performance Measure

Flying Start, Health Visiting, Public Health, Families First

Families and Therapies

ABUHB



Healthy Schools, School Nurses

Healthy and sustainable pre school scheme, Local Authority

Healthy and sustainable pre school scheme

Healthy and sustainable preschool scheme

Families First, Flying Start

Public Health, Healthy and sustainable preschool scheme

Healthy and sustainable preschool scheme

Leisure Services, Sport Wales

Healthy Schools

Leisure Services

Education, Leisure Services, Healthy Schools, Sport Wales

PSE advisors, Education, Dietetics,

Healthy Schools, Healthy and sustainable pre school scheme, Planning, Transport,
Road Safety, Sustrans

Healthy Schools, Education, Public Health

Transport

Planning

Communities First

Environmental Health

Local Authority, ABUHB

Communities First


Youth services

Play Service, Leisure services, Planning,

Leisure Services, Communities First

Communities First

Leisure Services, Communities First, GAVO, TVA



Planning, Transport


Planning

Leisure services, Planning

Transport, Planning

Transport, Planning

Planning



ABUHB

Dietetics, Communities First, Families First, Flying Start