

# **Merton Child Healthy Weight Action Plan 2019 - 2022**

## Introduction

Reducing Childhood Obesity in Merton has been a key priority within the Health and Well-being Strategy since 2015. The refreshed Health and Well-being Strategy (2019-2024) maintains this focus and includes childhood obesity as one of 3 priorities within the 'Start Well' children and young people's theme. Childhood obesity is a complex issue and there is no single solution. Therefore a preventative, whole systems approach is required, which recognises the influence of the places where we live, work and play on our health and well-being, as well as our individual behaviours and choices. Sustained and consistent action is therefore required, to have a positive impact on childhood obesity and partners in Merton are committed to this issue.

This Child Healthy Weight Action Plan (CHWAP) provides the framework for taking forward actions which will support achieving the "Start Well" theme. The Action Plan reflects the learning over the past 3 years as well as aligning to national and regional work to reduce childhood obesity. There are a number of other action plans and strategies which support reducing childhood obesity and this action plan will not seek to duplicate these but include priority actions that enhance the work over and above work included in wider action plans for the next 3 years. Therefore, this should be noted by readers to understand the scope of this Child Healthy Weight Action Plan. The Plan has been refreshed alongside the Tackling Diabetes Action Plan and has some shared themes and actions. The approach recognises that if we reduce childhood obesity levels, we could potentially reduce the numbers of people with type two diabetes in the future and there are clear synergies between the two action plans. We also recognise that we need to have a Think Family approach which recognises the importance of taking a whole family approach rather than thinking of an individual (child or adult) in isolation. Without this approach, we often miss the bigger picture around that individual's life and opportunities to support.

Our key CHWAP aims are to:

- Continue to develop a sustainable whole systems approach to addressing childhood obesity locally, focusing on 4 themes (see below)
- Increase proportion of children who are a healthy weight
- Reduce the 'gain' in excess weight between reception (4-5 year olds) and Year 6 (10 – 11 year olds)
- Reduce the gap in obesity between the east and the west of Merton (by improving the east)

This Child Healthy Weight Action Plan is split into 4 key themes (see page [x](#) for summary):

- 1) *Making childhood obesity everyone's business*
- 2) *Improving our food environment*
- 3) *Improving our physical environment*

#### 4) Supporting for children and young people and their families

The Director of Public Health's Annual Public Health Report (APHR) 2016-17 (Tackling Childhood Obesity Together) available on the following link provides the local context on childhood obesity on Merton <http://www.merton.gov.uk/health-social-care/publichealth/annualpublichealthreport.htm>. The APHR sets out the challenge of childhood obesity in Merton and is a call to action to partners to work together on the solutions. It brings together data and information from a range of sources and provides evidence about what works as well as examples of action to tackle obesity at the population, community and individual level, to provide a local reference and resource to support our joint effort. It recognises the good work already taking place across the borough and highlights some examples underway.

### **Merton context**

- In Merton an estimated 4,500 children aged 4-11 years are overweight or obese– equivalent to 150 primary school classes.
- One in five children entering Reception year are overweight or obese and this increases to one in three children leaving primary school in Year 6.
- There has been a slight reduction in reception from 21.2% in 2016/17 to 18.5% in 17/18 (lower than England – 22.4% and London – 21.8%).
- There has been a slight increase in excess weight in Year 6 from 34% in 2016/17 to 35.6% in 17/18 (higher than England (34.3%) but lower than London (37.7%))
- Childhood obesity contributes to health inequalities - the gap in overweight and obesity between the east and west of the borough is widening in both Reception and Year 6 and is 11% higher in east Merton in Year 6 (2014/15–2016/17).
- There are a number of primary schools in Merton where over 50% of children in year 6 are classed as overweight or obese.
- Fast food outlets are an important and popular food source for children and young people –providing a significant proportion of their fat, salt and sugar intake.
- Evidence indicates that a child is more likely to be obese if they are from:
  - a lower income household
  - a black British , black African or black Caribbean ethnic background, and have one or more overweight parents
- Overweight and obese children are more likely to experience bullying and stigma. This can affect their self-esteem and may in turn affect their performance at school.
- Children who are obese are more likely to become obese adults and they risk the early development of obesity related problems such as diabetes, heart disease, cancers and have reduced life chances. Obesity can harm people's prospects in life, their self-esteem and their underlying mental health.

## **Celebrating successes - Child Healthy Weight Action Plan 2015-18**

Over the past 3 years, there have been concerted efforts through the Child Healthy Weight Steering group and partner organisations which have supported achieving the 2015-2018 action plan. Overall, 47 actions were achieved out of 52 originally agreed as part of the plan. Listed below are examples of some of the key actions that were achieved by the plan through the work of the Child Healthy Weight steering group:-

- **Merton Council signing the Local Government Declaration on Sugar Reduction** - This is an initiative developed by charity Sustain aimed at encouraging local authorities to take significant actions to across six key areas essential to tackle the obesity crisis (including tackling unhealthy advertising, supporting healthier food business and public messaging)
- **Delivering the Great Weight Debate Merton engagement to inform work to tackle obesity** – following the London-wide “Great Weight Debate”, a further local consultation was commissioned through the Child Healthy Weight Plan to undertake focused communication and engagement focusing on East Merton residents, BAME communities and parents and young people. The communication and engagement was an intervention in itself to raise awareness of childhood obesity and providing consistent messaging on healthy eating and physical activity. GWD Merton provided in-depth insights into Merton residents’ views and opinions on childhood obesity and the findings of the consultation have been used by partners and as a basis for the refreshed plan presented in this report.
- **Developing a child healthy weight support service** – the “Family Start” service has been commissioned and established to support children identified as ‘obese’ through the National Child Measurement Programme (NCMP). This service is delivered by the Merton School Nursing service and consists of 3 one-to-one consultations with families and their children to support lifestyle change. From Sept 17-Aug 18, 241 appointments were held through the service.
- **Supporting the Healthy Schools London Programme locally** - Building on the work of a targeted Healthy Schools programme in the east of the borough previously, Merton is now aligned to the Healthy Schools London (HSL) programme. Merton School Sports Partnership (MSSP) were commissioned to support schools in the borough to achieve Healthy School status. Currently, 14 schools have achieved their Bronze award and 3 of those schools have also achieved their Silver award.
- **Training for 378 school staff on raising awareness and talking about childhood obesity and weight** – School staff from 19 schools have benefited from training and a further 6 schools have been offered training which will be delivered within the 18/19 academic year. The training is to better support primary school staff around the issue of childhood obesity, increasing confidence, delivering consistent messages, taking a whole school approach on healthy weight and improving their ability to signpost to support.
- **Developing a food poverty action plan** - Merton was successful in bidding for additional funding from the GLA and Sustain to support development of a Food Poverty action plan (2018-2020). Sustainable Merton were commissioned to lead the development of the plan and its first year of implementation. A partnership steering group has been established to deliver the action plan, with a focus on three themes: ensuring a joined up approach to food poverty, tackling food waste and surplus and strengthening existing food poverty initiatives.

- **Delivering family learning courses for healthy eating on a budget** -These courses were developed following consultation feedback from the Great Weight Debate Merton on the need for clear messaging and support for families, especially those on low incomes. The courses focused on clear messaging around physical activity, meal planning, nutrition and healthy lifestyle changes and target children aged 5-7 years and their families.
- **Healthier Catering Commitment (HCC):** The Healthier Catering Commitment (HCC) is a voluntary award scheme that supports food businesses to offer healthier food options and cooking practices. 37 Merton food businesses have been fully signed up with nearly 50 premises visited (some on more than 1 occasion) to support them to make positive changes such as reducing portion size and changing oils through the HCC. The HCC has been used to recognise food businesses that demonstrate a commitment to offering healthier options, and has been targeted in the east of the borough.
- **Promoting the Daily Mile** – The Daily Mile is a free initiative that has been promoted in Merton schools aiming to get children to run or jog for 15minutes every day at primary and nursery levels. Currently over 20 schools across the borough are delivering the Daily Mile with promotion still ongoing.
- **Children’s Community Services UNICEF Baby Friendly Initiative Level 3 Re-accreditation** – The Baby Friendly Initiative (BFI) is an accreditation programme run by UNICEF that supports organisations to offer high quality support for families for breast feeding and infant feeding. Merton’s Health visiting service has successfully achieved re-accreditation at the highest level (Level 3), for its provision of breastfeeding and infant feeding support to mothers and families.

### Lessons Learnt

A number of lessons were learnt in successfully delivering the first Child Healthy Action Plan, and these were used to inform the refresh and development of the updated action plan presented here. These key lessons are summarised below:

- **Maintaining a broad and committed partnership approach** – a key lesson learnt from the first Child Healthy Weight Action Plan was the importance of having a broad partnership approach that engaged local leaders across the local authority, NHS, voluntary and community sector and schools. The range of expertise, resources and ideas generated through the Child Healthy Weight steering group played a significant role in the success of the plan. This has led to the refreshed plans focus on ‘making childhood obesity everyone’s business’ – taking a whole system approach and emphasising partnership working.
- **Maintaining momentum and engagement** – tackling obesity often involves taking actions across many years, repeating or adjusting interventions as needed and challenging behaviour change. Maintaining the engagement of both partners and the public when ‘quick wins’ can be hard to achieve was a key challenge. This has led to the focus of the refreshed plan on developing an effective partnership communications and engagement plan, to provide a co-ordinated approach to maintaining the momentum and reach of messages and interventions to tackle obesity.
- **The challenges of a co-ordinating an ambitious action plan** – the first Child Healthy Weight Action Plan focused on mapping and drawing together the whole breadth of work happening in Merton to tackle obesity. This led to an action plan that had a significant number

of actions, with some being relatively minor. This created challenges in terms of the project management support needed to manage such a large number of actions. While necessary at the time to ensure that links were made, relationships between partners have now matured to the point where the proposed refreshed action plan can focus on a small number of 'high impact' actions.

• **Making the most of what other people do** – in delivering the first Child Healthy Weight Action Plan, actions were most successful when working with, or supported by, work being undertaken by others nationally and regionally. For example, building on the London Great Weight Debate to commission a Merton specific consultation, or developing a food poverty action plan with support from the GLA. With the challenge of limited resources, a key focus of the refreshed plan is to make the most of the opportunities and assets available to us. Key opportunities include building on TFL's breakthroughs on the restrictions of unhealthy advertising and learning from the work of other boroughs in delivering effective communications campaigns.

The Child Healthy Weight Action Plan (2019-2022) has been refreshed through a process of engaging partners through the Child Healthy Weight steering group, reviewing the evidence of what works nationally and regionally, listening to feedback from local resident's and families and reviewing the successes and challenges of the previous plan. The action plan also builds on regional work and opportunities across London and nationally supports the actions included in the National Childhood Obesity Action Plan, Chapter 2.<sup>1</sup>

## **Monitoring the Action Plan**

- The Children's Trust Board (CTB) is responsible for monitoring the delivery of "Start Well" childhood obesity priority of the Health and Wellbeing (HWB) Strategy with escalation and reporting to HWB Board as appropriate.
- The Child Healthy Weight Steering Group which includes a range of partners in Merton will lead on ensuring this plan is operationally delivered. Monitoring metrics are already included and any others will be developed during implementation. New and emerging actions will be incorporated into the action plan over time, building on the evolving evidence base as agreed through the steering group.
- It is recognised that many activities and initiatives are already underway across Merton which have a positive impact on child healthy weight. This action plan does not aim to map all activity across the borough, rather it focuses on actions that are additional or enhance existing priority activities over the next 3 years and not featured in other plans.

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<sup>1</sup> National childhood obesity action plan Chapter 2: <https://www.gov.uk/government/publications/childhood-obesity-a-plan-for-action-chapter-2>

# Merton Child Healthy Weight Action Plan 2019-2022

## Theme 1: Making Childhood Obesity Everyone's Business

**Vision:** *We have a joined-up approach to tackling obesity in Merton with partners taking a coordinated, whole systems approach with a focus on effective communication and engagement.*

### In order to deliver this vision, we will achieve the following actions:-

**Action 1) We will communicate effectively with a shared approach across all partners** through delivering a co-produced partnership communications plan.

**Action 2) We will work in partnership to make best use of available resources** through pooling resources and supporting joint funding bids.

**Action 3) We will ensure that tackling childhood obesity and a "Think Family" approach is built into all the work we do** including through our commissioning practices and the use of social value.

## Theme 2: Supporting children, young people and their families

**Vision:** *Schools and early year's settings support all families to live healthily and children that need additional help are offered high quality and effective support by services.*

### In order to deliver this vision, we will achieve the following actions:-

**Action 4) We will work with schools and early years settings to support children and families to live healthily** through delivering key programmes such as the Healthy Schools London and Healthy Early Years London programmes.

**Action 5) We will ensure that our services offer effective help to children and families that need support** through reviewing Merton's child weight support offer and GP pathways.

## Theme 3: Healthy Place

**Vision:** *Merton as a place to live and work encourages people to be more active and make healthier choices.*

### In order to deliver this vision, we will achieve the following actions:-

**Action 6) We will work in key settings to ensure they support healthy lifestyles** through delivering the School Neighbourhood Project to improve the environment around schools

**Action 7) We will create a healthier food environment in Merton by working with partners and businesses** through continuing to support the Healthier Catering Commitment, delivering a local Sugar Smart campaign and tackling the advertising of unhealthy food and drink

**Action 8) We will increase and promote opportunities to be physically active** through delivering a Merton "Year of Physical Activity" and increasing and increasing opportunities for active travel.

## Merton Child Healthy Weight Action Plan for preventing and reducing childhood obesity

### **THEME 1: Making childhood obesity everyone's business**

<b>Vision:-</b>	<i>We have a joined-up approach to tackling obesity in Merton with partners taking a coordinated, whole systems approach with a focus on effective communication and engagement.</i>					
<b>Actions:-</b> Page 72	<p><b>To achieve this vision, we will achieve the following Actions:-</b></p> <p><b>Action 1) We will communicate effectively with a shared approach across all partners</b> through delivering a co-produced partnership communications plan.</p> <p><b>Action 2) We will work in partnership to make best use of available resources</b> through pooling resources and supporting joint funding bids.</p> <p><b>Action 3) We will ensure that tackling childhood obesity and a “Think Family” approach is built into all the work we do</b> including through our commissioning practices.</p>					
<b>Other Relevant Plans/ Strategies:-</b>	<i>Merton Health &amp; Wellbeing Strategy</i>					
Action	Tasks	Lead responsibility	Monitoring indicators /targets	Timescale	Lead Officer responsible	Implementation resources/ support
1) We will communicate and engage effectively	1.1) Develop a refreshed communication and engagement strategy around child healthy weight to support a co-ordinated approach across partner organisations. To include a focus on: 1) ) young	<b>CHW Steering Group</b>	Comms strategy produced and agreed by partners.  BAME groups and young people involved in development of	<b>January 2020</b>	Hilina Asrress / Philip Williams (PH)	



with a shared approach across all partners.	people and their families 2) reaching BAME groups 3) making best use of digital platforms 4) support for the Early Years		Comms strategy.			
2) We will work in partnership to make best use of available resources.	2.1) To actively seek out and explore opportunities to bid for funding and promote opportunities to relevant partners, with a menu of potential interventions produced if funding is identified	Child Healthy Weight Steering Group	Standing agenda item at steering group meetings to share opportunities. Menu produced and refreshed annually.	Ongoing	Hilina Asrress / Philip Williams (PH)	
3) We will ensure that tackling childhood obesity and a “Think Family” approach is built into all the work we do.	3.1) To develop resources to support commissioners to utilise social value clauses within their commissioning to reduce childhood obesity.	LBM Public Health	Resources produced. Increase in the number of contracts including clauses monitored.	August 2019	Hilina Asrress / Philip Williams (PH)	
	3.2) To deliver the actions agreed as part of the Local Government Declaration (LGD) on Healthier Eating (these individual actions are included in the plan below marked with the following: <b>LGD Action</b> )  <i>The <a href="#">Local Government Declaration (LGD) on Healthier Eating and Sugar Reduction</a> is an initiative developed by Sustain London, supporting local authorities to make pledges of action across 6 key areas essential to tackling the prevalence of obesity.</i>	LBM Public Health	Annual monitoring and refresh return submitted (ongoing)  All agreed actions achieved (January 2020)	January 2020 (first annual monitoring return)	Lead officers specified per action	Philip Williams (PH)

## THEME 2: Supporting Children and Young People and Their Families

<b>Vision:-</b>	<i>Merton's schools and early years settings support all families to live healthily and children that need additional help are offered high quality and effective support by services.</i>					
<b>Page 71 Actions:-</b>	<p><b>To achieve this vision, we will achieve the following Actions:-</b></p> <p><b>Action 9) We will work with schools and early years settings to support children and families to live healthily</b> through delivering key programmes such as the Healthy Schools London and Healthy Early Years London programmes.</p> <p><b>Action 10) We will ensure that our services offer effective help to children and families that need support</b> through reviewing Merton's child weight support offer and GP pathways.</p>					
<b>Other Relevant Plans/ Strategies:-</b>	<i>Merton Health &amp; Wellbeing Strategy Merton Children and Young People's Plan</i>					
Action	Tasks	Lead responsibility	Monitoring indicators /targets	Timescale	Lead Officer responsible	Implementation resources/ support
9) We will ensure that	<b>9.1)</b> Explore piloting new approaches to delivering the child healthy weight support service, including family	<b>CLCH</b>	Proposal developed and implemented.	<b>Dec 2019</b> (evaluatio	Iona Baker (CLCH)	Hilina Asrress (PH)

our services offer effective help to children and families that need support.	peer learning opportunities and incentivisation (i.e. with Leisure centre offer)		Evaluation conducted	n date tbc)		
	<p><b>9.2)</b> Evaluate the previous cohorts that have successfully completed the Family Start Service to inform future service development and commissioning.</p> <p><i>The Family Start service is Merton's child weight support service, delivered by the CLCH School Nursing team.</i></p>	<b>CLCH</b>	<p>Evaluation proposals agreed (Jan 2019)</p> <p>Evaluation results presented (Dec 2019)</p>	<p><b>Jan 2019</b> – evaluation agreed</p> <p><b>Dec 2019</b> – evaluation results presented</p>	Iona Baker (CLCH)	Hilina Asrress (PH)
	<p><b>9.3)</b> Explore opportunities and need for a local Tier 3 Childhood Obesity Weight Management Service with MCGG in response to outcomes from Family Start Evaluation and the needs in Merton</p>	<b>Merton CCG</b>	<p>Review completed and recommendations implemented as appropriate.</p>	<b>tbc</b>	Hilina Asrress / Philip Williams (PH)	Monica Henny (MCCG)
	<p><b>9.4)</b> All Merton Children's Centres to achieve UNICEF BFI Accreditation Level 1 as a minimum, with an aim to achieve Level 2 during the lifetime of the plan.</p> <p><i>The <a href="#">Baby Friendly Initiative (BFI)</a> is an accreditation programme run by UNICEF that supports organisations to offer high quality support for families for breast feeding and infant feeding.</i></p>	<b>LBM Early Years</b>	<p>Accreditation Level 1 Achieved – timelines tbc</p> <p>Accreditation Level 2 achieved (stretch goal) – April 2021</p>	<b>tbc</b>	Allison Jones (CSF)	Hilina Asrress / Philip Williams (PH)
	<p><b>9.5)</b> To review and update the current GP DXS pathways for childhood obesity, to include pathways for children aged 0-5 years and promote.</p>	<b>LBM Public Health /MCCG</b>	<p>GP DXS pathway evaluated and updated.</p> <p>Pathway for childhood obesity 0-5 years developed.</p> <p>Both promoted with GPs</p>	<p>Support maintained for HSL programme</p> <p>Increase in number of schools at Bronze, Silver and Bronze. Maintain accreditation of those who have already achieved</p>	<b>January 2020</b>	Monica Henny (MCCG)
10) We will work with schools and early years settings to support	<p><b>10.1) LGD Action:-</b> Continue to support and deliver the Healthy Schools London Programme</p> <p><i>The <a href="#">Healthy Schools London Programme</a> is a London-wide accreditation programme to support schools to make changes to help children lead healthy lives.</i></p>	<b>LBM Public Health</b>	<p>Support maintained for HSL programme</p> <p>Increase in number of schools at Bronze, Silver and Bronze. Maintain accreditation of those who have already achieved</p>	<b>Ongoing</b>	Hilina Asrress (PH)	

children and families to live healthily.	<p><b>10.2) LGD Action:-</b> Continue to support and deliver the Healthy Early Years Programme.</p> <p><i>The <a href="#">Healthy Early Years Programme</a> is a London-wide accreditation programme to help early years settings, children's centres and childminders support child health, wellbeing and development in the early years.</i></p>	<b>LBM Early Years</b>	<p>Follow up with 350 settings who have previously been contacted about HEYL (information and publicity previously disseminated)</p> <p>100% of Network/peer to peer support meetings to include an update on HEYL and sharing of HEYL resources</p> <p>120 settings/ childminders signed up with First Steps (pre-bronze) by end of 2021</p> <p>30 settings/ childminders achieving bronze status by end of 2021</p> <p>5 settings/childminders achieving silver status by 2021</p>	<b>Ongoing</b>	Allison Jones (CSF)	Hilina Asrress / Philip Williams (PH)
	<p><b>10.3)</b> Public Health to support CSF with auditing of local school's use of the Healthy Pupil Capital Fund and Schools Sports Premium to share learning and best practice</p>	<b>LBM Public Health</b>	<p>Bids evaluated for HCPF and all funding allocated.</p> <p>Audit of spend completed and best practice shared.</p>	<b>August 2019 – audit complete</b>	Tom Proctor (CSF)	Hilina Asrress / Philip Williams (PH)
	<p><b>10.4)</b> Develop recommendations to support schools to deliver an increased curriculum offer around healthy eating and cooking education through conducting a snapshot audit of the current offer and challenges.</p>	<b>LBM Public Health</b>	<p>Audit completed and recommendations implemented.</p>	<b>Dec 2019</b>	Philip Williams (PH)	

## THEME 3: Healthy Place

<b>Vision:</b>	<b>Vision:</b> <i>Merton as a place to live and work encourages people to be more active and make healthier choices.</i>					
<b>Actions:-</b>  Page 77	<p><b>To achieve this vision, we will achieve the following actions:-</b></p> <p><b>Action 6) We will work in key settings to ensure they support healthy lifestyles</b> through delivering the School Neighbourhood Project to improve the environment around schools</p> <p><b>Action 7) We will create a healthier food environment in Merton by working with partners and businesses</b> through continuing to support the Healthier Catering Commitment, delivering a local Sugar Smart campaign and tackling the advertising of unhealthy food and drink</p> <p><b>Action 8) We will increase and promote opportunities to be physically active</b> through delivering a Merton “Year of Physical Activity” and increasing and increasing opportunities for active travel.</p>					
<b>Other relevant plans and strategies:-</b>	<i>Merton Health and Wellbeing Strategy          Merton Food Poverty Action Plan          Merton Open Spaces Strategy          Merton Active Travel Strategy          Merton Air Quality Action Plan          Merton Local Plan</i>					
<b>Action</b>	<b>Tasks</b>	<b>Lead responsibility</b>	<b>Monitoring indicators /targets</b>	<b>Timescale</b>	<b>Lead Officer responsible</b>	<b>Implementation resources/ support</b>
6) We will work in key settings to ensure they support	<b>6.1) LGD Action:-</b> To refresh the action plan for Merton Council’s Healthy Workplace Programme and achieve accreditation at excellence level	<b>LBM Public Health</b>	Action Plan refreshed and accredited at excellence level.	<i>tbc</i>	Rebecca Spencer (PH)	
	<b>6.2) LGD Action:-</b> Implement the “School	<b>Child Healthy</b>	Evaluation response completed	<b>August 2019</b>	Philip	

healthy lifestyles	Neighbourhood Approach Pilot“ (SNAP) and produce recommendations in response to the evaluation findings.  <i>Merton is a pilot site for the London-wide PHE “School Superzones” pilot, known in Merton as the “School Neighbourhood Approach Pilot” (SNAP) This project is supporting local authorities to work with schools locally to develop an improved approach to improving the physical environment around school sites to support health and wellbeing.</i>	<b>Weight Steering Group</b>	and recommendations implemented.		Williams/ Natalie Lovell (PH)	
7) We will create a healthier food environment in Merton by working with partners and businesses	<b>7.1) LGD Action:-</b> Launch a local Sugar Smart campaign. Including ongoing implementation support and promotion by partner organisations.  <i><u>Sugar Smart</u> is a national campaign that works with local authorities to support local organisations to make pledges to reduce their sugar consumption.</i>	<b>LBM Public Health</b>	Year-on-year increase in no. of pledges made as part of Sugar Smart campaign.  All HWBB members signed up the campaign through committing to pledges to reduce sugar consumption.	<b>April 2019</b> – launch of campaign  <b>May 2020</b> – first year campaign review complete	Philip Williams (PH)	
	<b>7.2)</b> Develop and implement project plan to increase uptake of Healthy Start food (i.e. through piloting incentives for businesses to accept vouchers)	<b>LBM Public Health</b>	Uptake of Healthy Start Food vouchers monitored with an increase from baseline (baseline – xxxx 2019)  Project plan developed and implemented.	<b>May 2019</b> – project plan developed	Hilina Asrress (PH)	
	<b>7.3)</b> Develop and implement project plan to increase uptake of Healthy Start vitamin vouchers building on the previously completed pilot to increase the number of participating settings available.	<b>LBM Public Health</b>	Uptake of Healthy Start Vitamin vouchers monitored with an increase from baseline (baseline – xxxx 2019)  Project plan developed and implemented.	<b>May 2019</b> – project plan developed  <b>January 2020</b> – action completed and reviewed	Hilina Asrress (PH)	
	<b>7.4)</b> To monitor and implement the Merton Food Poverty Action Plan (through the Food Poverty Operational Group)	<b>LBM Public Health</b>	Six monthly updates on implementation at the CHW Steering Group	<b>April 2020</b> – first FPAP implemented and reviewed	Philip Williams (PH)	

create a healthier food environment in Merton by working with partners and businesses	<p><b>7.5) LGD Action:-</b> To review existing approach to managing public events and implement a new approach to ensure the food and drink offered at council events are healthier, facilities are breastfeeding friendly and promote free drinking water</p>	<b>LBM Environment &amp; Regen</b>	<p>Approach developed and implemented.</p> <p>All LBM managed public events to include healthier options.</p>	<b>March 2019</b> – start of review.	Francis McParland (E&R)	Philip Williams (PH)
	<p><b>7.6) LGD Action:-</b> To manage and monitor proposals for new fast food takeaways (A5 uses) located within 400 metres of the boundaries of a primary or secondary schools in order to promote the availability of healthy foods</p>	<b>LBM Environment &amp; Regen</b>	<p>Proposals to manage and monitor A5 use category produced, agreed and implemented as part of Local Plan.</p> <p>No. of applications for A5 use affected and outcome (quarterly)</p>	<b>Ongoing</b>	Ann Maria Clarke (Planning – LBM)	Natalie Lovell (PH)
	<p><b>7.7) LGD Action:-</b> As part of the Merton Council Healthy Workplace programme, work with the current internal council catering contractor to meet the Bronze Food for Life Catering mark and to then consider Silver and Gold awards within the lifetime of the contract.</p> <p><i><a href="#">Food for Life</a> is a national accreditation mark that recognises businesses that use freshly prepared, ethically sourced and natural foods.</i></p>	<b>LBM Public Health</b>	<p>Bronze Food For Life Standard met and work underway to consider Silver and Gold awards.</p>	<b>January 2020 (tbc)</b>	Rebecca Spencer (PH)	
	<p><b>7.8) LGD Action:-</b> To continue to support businesses that have achieved the Healthier Catering Commitment and explore ways to expand the number of businesses signed up to the Commitment in Merton.</p> <p><i>The <a href="#">Healthier Catering Commitment</a> is a voluntary scheme that supports food businesses to offer healthier food options and cooking practices.</i></p>	<b>LBM Environment &amp; Regen</b>	<p>Review of current arrangements completed and recommendations for future approach agreed and implemented.</p> <p>Current 37 businesses maintain HCC status.</p>	<b>May 2019</b> – HCC review complete	Rebecca Spencer (PH)	Andrew Bradley (Environ. Health)
	<p><b>7.9) LGD Action:-</b> Promote the developed Merton School Food Policy guidance, and encourage schools to adopt elements of the policy.</p> <p><i>The Merton School Food Policy provides an</i></p>	<b>LBM Public Health</b>	<p>School Food Policy promoted to Merton schools.</p>	<b>July 2019</b>	Hilina Asrress (PH)	Nicola Ryan (MSSP)
7) We will deliver						

changes to create a healthier food environment in Merton by working with partners and businesses	<i>exemplar policy that local schools can adapt. It includes guidance on how to manage the range of aspects of food in schools, including birthday treats, school trips, pack lunches and drinks.</i>					
	<b>7.11) LGD Action:-</b> CSF commissioners to deliver school meals contract health and nutrition outcomes.	<b>LBM Children, Schools &amp; Families</b>	School meal contract meets contractual health and wellbeing outcomes.	<b>September 2021</b>	Murray Davis (CSF)	Rebecca Spencer (PH)
	<b>7.12) LGD Action:-</b> To review existing advertising and sponsorship policies and agree and implement a new policy that tackles unhealthy advertising and promotes wellbeing.	<b>LBM Environment &amp; Regen</b>	Review completed and new policy implemented.	<b>January 2019 –</b> Project timelines agreed	James MacGinlay (E&R)	Philip Williams (PH)
	<b>7.13) LGD Action:-</b> To explore encouraging developers to include public water drinking fountains within their development sites and increasing the number of public water fountains.	<b>LBM Environment &amp; Regen</b>	Review completed and recommendations implemented for planning guidance. Number of planning applications including public water fountains Increase in the number of public water fountains	<i>tbc</i>	Ann Marie Clarke (E&R)	Natalie Lovell (PH)
	<b>7.14) LGD Action:-</b> Develop approach to supporting local businesses to promote free drinking water (based on existing local schemes around promoting available toilet facilities)	<b>LBM Environment &amp; Regen</b>	Develop approach to supporting business to promote free public drinking water. Increase in the number of businesses offering free public drinking water.	<i>tbc</i>	Sara Williams (E&R) ( <i>tbc</i> )	Natalie Lovell (PH)



8) We will increase and promote opportunities to be physically active	<p><b>8.1)</b> Ensure that plans for the “Merton Year of Physical Activity” include a focus on promoting and support opportunities for families, children and young people to be physically active.</p> <p><i>The “Merton Year of Physical Activity” is a planned yearlong public campaign with each month focused on promoting different elements of increasing physical activity (i.e. ensuring a healthy workplace, accessing funding, NHS services)</i></p>	<b>LBM Public Health</b>	Each “Merton Year of Physical Activity” month includes a focus on support for children, young people and their families.	<i>tbc</i>	Barry Causer (PH)	
	<p><b>8.2)</b> Explore and pilot provision of free family cycle training provision in current commissioning plans.</p>	<b>LBM Environment &amp; Regen</b>	Review completed and recommendations implemented.	<b>May 2019</b>	Charmaine Jacques (E&R)	Natalie Lovell (PH)
	<p><b>8.3)</b> Promote the “Daily Mile”/Active Mile initiative locally to ensure that all primary schools in the borough are delivering the programme.</p> <p><i>The “Daily Mile”/Active Mile is a national initiative to increase physical activity among school children by encouraging schools to run, jog or walk a mile outside.</i></p>	<b>LBM Public Health / MSSP</b>	Year on Year increase in number of participating schools (with an aim of all primary schools delivering Daily Mile/Active Mile by 2022)	<b>Dec 2022</b>	Hilina Asrress / Philip Williams (PH)	Hilina Asrress / Philip Williams (PH)
	<p><b>8.4)</b> Work with the Active Travel and Transport Subgroup of the Sustainable Communities and Transport Partnership, to promote active travel for children, young people and their families in Merton.</p> <p><i>The Active Travel and Transport Subgroup has been set up by the Sustainable Communities and Transport Partnership and will be developing a work programme to increase levels of active travel in Merton.</i></p>	<b>LBM Public Health</b>	Active Travel and Transport Subgroup action plan includes significant actions focused on increasing active travel for families and children.	<i>tbc</i>	Barry Causer (PH)	

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