

Healthy **Weight:** **Healthy** Wales

Delivery Plan 2020 – 2022



Llywodraeth Cymru
Welsh Government



Starting the
Journey



Introduction

Healthy Weight: Healthy Wales sets out our ambitious plans, over a ten year period, to transform the way we make decisions in everyday life which impact upon our weight and wellbeing. The Strategy is set out across our four themes: Healthy Environments, Healthy Settings, Healthy People and Leadership and Enabling Change.

We need to build a long term approach with a range of partners across Wales to achieve the shift in behaviour required to deliver these ambitions. In the short term it is important that we establish the correct foundations to support delivery of the national strategy and mobilise the right resources and opportunities at the right time. This will help us to achieve our long-term goals, whilst prioritising areas in the immediate term where efforts need to be focussed.

This 2020-22 delivery plan is the first of a series of five, and sets out how we will enable change. These actions reflect the areas where we will focus our initial resources and efforts. There is much more to do. As we embark upon future delivery plans we will provide detail of further action.

The plan focuses on eight national priority areas which require action from the outset. Through future delivery plans we will provide an open and transparent assessment about progress, set out how far we have come and what more we have to do.

Taking Forward Delivery

International evidence of successful methods to tackling childhood obesity have highlighted the need for strong communication approaches and the need for clear leadership across all levels. Healthy Weight: Healthy Wales has been designed based on the principles set out within the Future Generations Act and the five ways of working. We will deliver an approach which places collaboration and involvement at the heart of delivery.



National Implementation Board

This delivery plan will be overseen by a **National Implementation Board** who will be accountable to Welsh Ministers to provide an assessment of progress.

Board Members include:

Minister for Health and Social Services (Chair)
Welsh Government Chief Medical Officer
Welsh Council for Voluntary Action
National Trust
Welsh Representatives of Healthy Schools
Obesity Alliance Cymru
Public Health Wales
Natural Resources Wales
Sport Wales
Transport for Wales
Welsh Local Government Association
Directors of Public Health
Welsh Therapies Advisory Committee
Medical Directors
Welsh Retail Consortium
Food and Drink Wales Industry Board
HW:HW Ambassadors

The National Implementation Board's Remit is:

1. To oversee and monitor delivery of the 2020-22 delivery plan for the Healthy Weight: Healthy Wales Strategy.
2. To provide clear, evidence-based advice and recommendations to inform the implementation of the plan, supporting a clear structure and appropriate milestones.
3. To be accountable for the implementation of actions within the delivery plan;
4. To help build the foundations of future delivery plans using the lessons learned from the initial phase.

Communication

Good communications and insight will be demonstrated throughout our delivery and a range of approaches will be considered to deliver this. Approaches will be informed by clear understanding about what change we wish to achieve and we will design messages and information which are relatable and empower positive change.

Three types of communication will be required:

1. Strategy Communications – to highlight key actions and delivery through the national strategy.
2. System Communications – to develop local messages and approaches across key partners and communities.
3. Behavioural Insight and Change – to be psychologically led and deliver actions and campaigns which are focussed upon lived experiences.

These methods will ensure that communities and stakeholders across Wales are engaged, informed and involved in decisions that impact them. Small steps lead to big changes along the journey to a healthier Wales, for us and our future generations.

Evaluation, Research and Monitoring

We will evaluate the overarching delivery of HW:HW through an evidence base where outcomes are monitored and tracked using all available data.

We will:

- Establish and track an Outcomes Framework, Logic Model and Performance Indicators.
- Develop data and surveillance, including developing a national data set.
- Develop an evaluation approach for HW:HW which builds continuous improvement and dynamic data into delivery.
- Develop a range of research proposals for delivery, including to inform thinking for 2022-24 Delivery Plan.



Eight National Priority Areas

The first two years of the delivery plan will place a significant emphasis on early years, children and families to influence healthier choices. Over the next two years we will begin to develop policy and legislation, and introduce new funding to achieve our eight national priority areas. This will also include utilising and maximising existing resources, policies and programmes in order to achieve an integrated approach. We will put a greater focus on prevention and early intervention across the system. It is important that our initial investment places a priority on supporting people to achieve a healthy weight.

The eight national priority areas will cut across the four national themes. Over the next 2 years we will prioritise:

- 1. Shifting the food and drink environment towards healthier options**
- 2. Creating active environments and spaces to enable us to move more**
- 3. Unlocking the potential within our natural environment**
- 4. Developing our learning environments to be healthy, active and to promote emotional wellbeing**
- 5. Ensuring that our children get the best start in life and are a healthy weight starting school**
- 6. Tackling barriers to making healthy choices and reducing health inequalities**
- 7. Delivering equitable support services for people to become or maintain a healthy weight**
- 8. Building a system of prevention which enables leadership at every level**

Whilst these areas will have the greatest focus for the first two years, in this time we will also scope future priorities for our medium and long term approach to deliver the national strategy. We will be agile and aim to test how we are doing across a range of areas. We will drive collaboration with a range of partners to make this happen.

What progress should we make?

By 2022 we will have in place:

- a co-ordinated approach to our environment where we will begin to see visible changes which will begin to influence our weight;
- the foundations of a system which is delivering tangible programmes and support being put in place for people; and
- a strong Welsh identity for future policies and legislation which will bring about change in the medium to long term.

 Healthy Environments	 Healthy Settings	 Healthy People	 Leadership and Enabling Change
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National Priority Area 1

Shifting the food and drink environment towards healthier options

By 2022 we will:

- Consult on a package of legislation to shift the balance in the food environment towards healthier options. By summer 2020 we will consult on rebalancing price promotions and discounting practices, calorie labelling and limiting the sale of energy drinks. In 2021 we will take forward recommendations based on the consultation.
- Work with key stakeholders and partners to restrict the advertising of products high in fat, sugar and salt (HFSS). Redress the imbalance in the advertising of healthier and less healthy foods in public spaces, starting with our transport networks by 2022. We will also work with TfW to increase access to healthier choices of food and drink on all rail services, and develop retail standards for stations in Wales
- Consult in partnership with UK Government and other devolved nations on Front of Pack labelling by early 2020 and consider next steps.
- Work with the UK Government to seek views on how we can improve the marketing and labelling of infant food and drink.
- Support Welsh food businesses. We will increase access for businesses to reformulate products through the Welsh Food Innovation Centres by summer 2020. We will also develop work through the Atlantic Area Healthy Food Ecosystem Project to improve the global competitiveness of our businesses in the value chain of healthy food and lifestyles.
- Improve access to healthy food and drink within our NHS sites by autumn 2021. We will consult on new holistic food and drink guidelines, addressing staff and visitor canteens and vending, including the development of a new retail standard.
- Make Wales the world's first 'Refill Nation'. We will increase regular access to drinking water in our communities and expand upon the 1600 refill water stations already in place.





What change will this make?

We will begin to develop and integrated Welsh model for the food environment which will support a shift in the way we buy food and drink towards healthier options. This period will allow us to consult on a range of proposals to take forward legislative action and we will continue to develop and enhance data, intelligence and research around our food environment. In this time we will also continue positive dialogue with UK Government and other devolved nations to drive consistency across any future legislative proposals, where possible.

This period will see us use our powers in public spaces to reduce advertising on products which are high in fat, sugar and salt, starting with our transport network. We will begin to scope sporting events, family attractions and leisure centres to consider actions from 2022 onwards. We will also support work by the UK Government to restrict the advertising of HFSS products across broadcast and online media to reduce children's exposure.

The impact of the Soft Drink Industry Levy (SDIL) has led to positive change and we continue to support the UK Government on sugar, salt and calorie reduction. We also welcome a commitment to improve the nutritional content and labelling of commercially available baby food and drinks. However, we expect to see faster progress by industry and we will improve our intelligence and data baselines to monitor changes. This will include considering the use of future Welsh taxation powers if we do not see the pace and scale of change being applied consistently by industry. We will help Welsh businesses play their part and look to promote new opportunities in the healthier food market linking with *'Our ambition to further develop Wales' food and drink sector*.

Across our communities we will begin to support changes to the local environment. We will improve practices across procurement and develop NHS sites that provide a higher proportion of healthier food and drink choices. We will also increase access to drinking water.

We will support national initiatives such as Veg Power and the Peas Please Board. This includes a National Lottery Community Funded project in Wales through Food Sense Wales to support businesses and public authorities including caterers, venues and companies in Wales to increase the amount of fruit and vegetables in their food offer.

Lead partners

Welsh Government, Food Industry, Welsh Food Innovation Centres, Public Sector Organisations, Food Sense Wales and Caterers.



National Priority Area 2

Creating active environments and spaces to enable us to move more

By 2022 we will:

- Invest in Active Travel. We will invest £30m in 2020-21 to enable local authorities to develop active travel schemes to deliver their integrated walking and cycling route networks and will also invest in further schemes benefitting walking and cycling through a £5m Safe Routes in Communities Grant and a £4m Road Safety Grant.
- Take forward actions to implement a 20mph default speed limit in residential areas and encourage ideas to promote spaces for travel or play.
- Develop a “Healthy Environments” resource that will support planners, public health teams and partners to go further, faster to shape local healthy weight environments.
- Invest and link together a range of infrastructure. This will include:
 - Working with Transport for Wales to improve connections and active travel opportunities within the public transport network.
 - Reviewing the use of Section 106 agreements to encourage the provision of safe and accessible spaces in new housing development.
 - Investing £5m up to 2021 through Sport Wales to improve and invest in facilities within local communities.
 - Delivering a £15m Community Hubs and Community Learning Centres capital grant up to 2021 to deliver pilots through Community Focused Schools which give access to facilities for community purposes.
- Supporting local authorities and partners through the Play Sufficiency Assessment to secure play opportunities which meet the needs of families locally.



What change will this make?

We will continue to invest in and scale our active travel programme to ensure that walking and cycling are the preferred ways of getting around for shorter distances for the people of Wales. Alongside investment we will continue to drive leadership and co-ordinate effective consultation and engagement to ensure that the development of network plans, route options and scheme design reflects community needs. Through the use of 20mph speed limit powers in Wales, we will create safer spaces in communities and promote physical activity which will be coupled with behavioural interventions to maximise its effectiveness.

We will work to assist the delivery of better population health and wellbeing through the land use planning system in Wales. This will support key strategic priorities to integrate health and wellbeing into planning processes. It will ensure that sustainable and healthy environments and developments are created in tandem with other plans and policies. We will develop tools and resources which can be adapted at a local level to respond to the context and needs of the community. We will then work with local areas to test approaches and share learning.

We will work with partners to explore opportunities through our investment in infrastructure and look to strengthen the use of local planning to focus on healthy weight environments. This will ensure that we are able to drive better integration of routes linked to local community facilities, transport hubs and settings to place a focus upon the promotion of good health and wellbeing. We will also develop a new Wales Transport Strategy which will set out our strategic policies for the promotion and encouragement of safe, integrated, sustainable, efficient and economic transport facilities and services.

Lead Partners

Welsh Government, Local Authorities, Public Health Wales, Town and Country Planning Association, Sport Wales, Play Wales, Schools and Transport for Wales, Natural Resources Wales.



National Priority Area 3

Unlocking the potential within our natural environment

By 2022 we will:

- Invest £14m through the Enabling Natural Resources and Well-being (ENRaW) Grant to improve local environment quality, create resilient ecological networks and broaden access to sustainable green infrastructure through 38 projects that will deliver activity up to 2022. Further rounds of funding are planned for the future.
- Support the Green Infrastructure Capital grant which currently provides a funding contribution towards projects in Wales supported through the EULIFE and National Lottery Heritage Fund schemes (NLHF) up to 2021. Welsh Government has committed £6,076,500 towards the cost of four EULIFE projects in Wales, as part of projects costing a total of £22,561,563 (WG investment of 27% attracting investment from EU LIFE and others of 73%). For the NLHF, Welsh Government has invested £750,000 as part of a funding package supporting a project valued at over £7m.
- Support funding for the Landfill Disposals Tax Communities Scheme, which has so far resulted in 60 local projects receiving funding with a value of £2.1 million through its first three funding windows. Future funding windows will open in the spring and autumn for the next few years.
- Deliver the Year of Outdoors as part of our tourism approach. In 2020 we will deliver a major multi-channel campaign to promote outdoor activities across Wales; and offer funding of £6m to target small scale tourism infrastructure that will prioritise projects that will have a benefit to local community health improvements.
- Maximise the wider social benefits from our investment into major events. We will seek to use major events as a platform to promote the use of Wales' natural environment and landscape within communities to access the outdoors and to encourage good health and wellbeing
- Deliver eleven Discovery Gateways through the Valleys Regional Park. By 2021 we will deliver £7m fund which will use the rich cultural and industrial heritage to encourage people to be more active and to explore the Valleys landscapes.
- Progress a series of proposals to improve opportunities for outdoor recreation. We will develop opportunities through our extensive rights of way network and open access land through our access reform programme. These proposals will increase opportunities to access the outdoors near to where people live.
- Develop and promote a number of Wales' most popular outdoor recreation routes including the Wales Coast Path and National Trails. The £8m Sustainable Landscapes Sustainable Places capital programme in 2020-21 will fund improvements in our National Parks, AONBs and rights of way network.





What change will this make?

We will invest in schemes and programmes which enable natural resources to be utilised to promote increased leisure, play or active travel. This will aim to draw on the significant opportunities within our natural landscape and to encourage local people to explore the surrounding areas. This will include developing a growing network of leisure routes and access which link active travel routes and open up new opportunities to walk or cycle.

The new tourism plan - *Welcome to Wales*: priorities for the visitor economy 2020-2025 aims to grow tourism for the good of Wales, with goals that include delivering wider environmental and health benefits. It is based on the principle that what is good for visitors is also good for people in Wales. The plan will continue to promote Wales' core offer, including landscapes and natural assets, culture and heritage, and opportunities for adventure. The new priorities include support for basic infrastructure that will enable more people to participate in outdoor activities, supporting niche products such as cycling and mountain biking, and our national trails as well as continuing to promote the core offer through campaigns such as the Year of the Outdoors.

We will develop targeted approaches, with communities, which can help to encourage and motivate people to move more. We want to explore how to encourage families, children and people in areas of higher deprivation to utilise landscapes for play and active recreation. Having access to a good quality environment can have a big impact on our communities' health and well-being. We will work with the Green Flag Award to connect people with the very best parks and green spaces. In this time we will also continue to develop links with social prescribing approaches and community based projects which encourage good physical and mental health.

Lead Partners

Welsh Government, Natural Resources Wales, Public Health Wales, Sport Wales, Transport for Wales, Public Service Boards (including local authorities and Local Health Boards), Tourism Sector, Third Sector and community organisations.



National Priority Area 4

Developing our learning environments to be healthy, active and to promote emotional wellbeing

By 2022 we will:

- Develop a range of tools and information linked to the new curriculum. This will facilitate professional learning and provide schools with a range of options to support the Health and Wellbeing Area of the curriculum. It will include:
 - Cooking, food, nutrition and hydration to enable pupils to critically assess the impacts of healthy decisions and choices.
 - Alignment of our Welsh Network of Healthy Schools Scheme, Eco Schools programme and School Sport to support physical activity.
- Develop a Welsh non-curricular physical activity offer which will increase the number of childcare settings and schools participating in daily physical activity initiatives. This will enhance the school day and will provide opportunities for children and young people to be physically and culturally active. Working with the Welsh Physical Activity Partnership (WPAP) we will develop a suite of professional learning approaches which can be tailored into bespoke, professional learning pathways to support the new curriculum for Wales.
- Consider limiting hot food takeaways and advertising in after-school street environments. By summer 2021 we will undertake a consultation which will focus on public spaces frequently visited by children and young people. This consultation will look at the role of both planning and licensing opportunities in the creation of healthier environments.
- Commence work to inform revisions to the Healthy Eating in Schools (Nutritional Standards and Requirements) (Wales) Regulations 2013. Through this work we will incorporate the latest government dietary recommendations. We will engage with learners and their families to capture their views on school food provision.
- Monitor the impact of the Food and Nutrition for childcare settings-best practice guidance. We will build good practice examples, support settings with training, work with Care Inspectorate Wales and drive continuous improvement.
- Encourage active travel to school. We will make £5 million per year available annually through the Safe Routes in Communities capital programme to support active routes to schools. We will launch a revised Active Travel Promotion in Schools programme and implement a “Hands up” survey which will listen to pupil’s views on active travel.
- Provide updated guidance on healthy and active environments. We will revise and strengthen criteria and delivery of the Healthy and Sustainable Pre School Scheme and the Welsh Network of Healthy Schools scheme on food, play and physical activity environments. We will develop best practice to share and encourage further change.
- Support delivery of the Childcare Offer for Wales. We will invest over £80m in capital funding up to 2021 to expand the infrastructure, including to increase access to spaces which promote play and physical activity.



What change will this make?

One of the four purposes of the new curriculum is that learners develop as healthy, confident individuals. A key characteristic of this purpose will be to support learners to apply knowledge about the impact of diet and exercise on physical and mental health in their daily lives. The new curriculum, through the mechanism of Achievement Outcomes, will enable schools to consult with learners on the choice and range of choices available to them. We will work to ensure that schools have access to an integrated offer which provides them with help and support.

We want to create environments both within and around schools which support and reinforce positive health messages. We will explore the use of planning and licensing powers to ensure that children and young people are not exposed to the advertising of foods which are high in fat, salt or sugar. We will also work within schools to develop environments which support good food and physical activity choices. This will include encouraging families to engage within their community environments.

Lead Partners

Welsh Government, Welsh Local Government Association, Natural Resources Wales, Sport Wales, Local Authorities, Foundation Phase Excellence Network Zone, School Consortia, Childcare and Early Year Settings, Schools and Public Health Wales.



National Priority Area 5

Ensuring that our children get the best start and are a healthy weight starting school

By 2022 we will:

- Invest and scale the 10 steps to a healthy weight programme across Wales, delivering a range of interventions and action, targeted to support families with young children. Interventions will be tailored to specific groups, informed by behavioural science and designed to encourage small positive changes.
 - Develop an enhanced digital offer which will provide consistent, authoritative, relatable information and advice for parents, carers and families. This will include a reviewed and updated Bump, Baby and Beyond resource.
 - Provide accessible, concise evidence-based advice and support for professionals around healthy weight, to help to drive consistent messaging and advice for parents.
 - Develop professionals' skills and confidence in conducting brief healthy weight interventions, through a scaled implementation of Making Every Contact Count training and provision of further training for those in more specialist roles.
 - Support early years settings to adopt a best practice approach to physical literacy and fundamental movement.
- Deliver an approach across all seven Local Health Boards which will support mothers to achieve and maintain healthier weights during pregnancy and after the birth of their child..
- Review the Healthy Start Scheme in Wales. We want to consider whether the scheme is the best vehicle for supporting low-income families with young children to access a healthy diet. We will gather evidence to see how we could strengthen delivery. We will continue to work with the UK Government to increase the uptake of the scheme, including through digitalisation.
- Deliver our All Wales Breastfeeding Five Year Action Plan. We will encourage and support more mothers to breastfeed and reduce inequalities in breastfeeding rates, this will include creating and establishing a new strategic breast feeding lead post in every Local Health Board across Wales.
- Pilot the 'Baby Bundle' scheme of essential items for newborns. This will aim to provide help and guidance for parents and their babies. This will be delivered in 2020.





What change will this make?

In the first two years we will focus strongly on building approaches which support both prevention and early intervention. We want to see a reversal in levels of childhood obesity and for our children to be starting school a healthy weight. That is why the focus on the crucial early years are essential, particularly when we know that positive behaviours at this stage can stay with us throughout our lives.

We want parents to have access to the best information and support in line with our 'Maternity Care in Wales: a Five Year Vision for the Future' (2019-2024). We will be scaling delivery of a 10 Steps to a Healthy Weight programme so that the help parents receive is tailored to their needs and feels relevant to their lives..

We want to ensure that health and care professionals feel confident and competent in supporting families through the first 1000 days. We want to ensure they make the most of their opportunity to build a healthy foundation for their babies to grow and develop. We want early years settings to model best practice and create an environment where healthy behaviours are the established norm.

Lead Partners

Natural Resources Wales, Welsh Government, Local Health Boards, Public Health Wales, Sport Wales, midwives, health visitors, nurses, GPs, early year's workers and Flying Start.



National Priority Area 6

Tackling barriers to making healthy choices and reducing health inequalities

By 2022 we will:

- Deliver a Children and Families Programme to test a model of intervention in three targeted areas in Wales. From spring 2020, we will invest over £600,000 per annum to develop approaches to work with families. We will work in partnership with established early intervention programmes such as Flying Start, Families First and key organisations and stakeholders to develop a range of ideas, interventions and solutions.
- Fund the School Holiday Enrichment Programme (SHEP). The Welsh Government's budget for 2020/21 includes £2.7million for SHEP which will allow the programme to potentially reach 7,600 children. SHEP supports children during their summer break with activity sessions and two nutritious meals a day.
- We will tackle holiday hunger by providing healthy meals and snacks over the school holidays to children in areas of high deprivation through existing playwork settings. We have been given £1m funding for 2020-21 which we will allocate to play settings via Local Authorities and other umbrella organisations
- Make an additional allowance available to year 7 pupils who are in receipt of free school meals from September 2020.
- Use the Pupil Development Grant to increase support for families on lower incomes. We will deliver Development Grant Access to support parents with some of the costs of the school day, including accessing sporting activities.
- Accelerate efforts to increase the levels of physical activity in Wales. We will work with the Wales Physical Activity Partnership (WPAP) to:
 - Establish Sport Partnerships across Wales to develop a whole systems approach to delivering physical activity, which will explore specific issues and solutions related to health inequalities.
 - Support delivery of a £5.4m Healthy and Active Fund which will focus on getting more people to move, utilising local assets and strengths.
 - Invest £100,000 with National Governing Sport Bodies to develop pilots through a collaborative delivery plan that tests innovative ways to broaden physical activity opportunities.
 - Work with the Centre for Climate Change and Social Transformations (CAST) at Cardiff University to develop a behavioural change programme which increases physical activity levels across Wales.
- Invest £500,000 per annum into a national leisure offer for over 60s which will encourage physical activity and healthy lifestyle choices. We will ensure that this is a targeted approach to reduce health inequalities, and will aim to reduce social isolation.





What changes will this make?

We know that many families find it difficult to make healthy choices which can be due to a number of barriers. We want to explore how we can support and enable positive choices and reduce barriers. We will expand on the current work of the Adverse Childhood Experiences Hub in raising awareness of the relationship between adversity in childhood, food and obesity.

We will draw on both the evidence base and on the strengths and assets of three local areas to work collaboratively on a community-based healthy weight intervention for families. Learning from areas where progress is being made, we will test, learn and develop an approach that works in our context.

The Healthy Start scheme is delivered by the UK Government, which provides vouchers to purchase nutritious foods and access to free vitamins for mums and their families in receipt of certain benefits. We want to review how effective the scheme is in Wales and may consider pushing for devolved powers if it appears that another mechanism of support could deliver improved nutritional benefits. We also want to build upon the significant success of our school holiday food programmes and increase the access and availability across Wales.

Ensuring children have access to healthy and nutritious meals helps instill healthy habits which they can share with their families and take in adulthood. The SHEP programme addresses issues like holiday learning loss, social exclusion and food insecurity. It provides opportunities for children to be more active, eat

healthily and develop friendships whilst making the most of local school facilities. There is also increasing evidence of young people using their free school meal allowance to buy food at breakfast time or during morning break because they are arriving at school hungry without having eaten a proper breakfast. By providing an additional allowance available to those in receipt of free school meals, we will aim to reduce this proportion of students.

We know that there are access barriers to participation in physical activity for many families, particularly in areas of higher deprivation. We need to understand these barriers and understand what would make physical activity easier and more appealing. We can then ensure that some of the structural barriers are addressed and that a more varied offer for children, young people and families is provided to keep people active for life. We want to reduce the cost of access and encourage people across Wales to move more across the life course. This will include delivery of the Healthy and Active Fund and the development of behavioural change approaches which support the Chief Medical Officer Physical Activity Guidelines.

Lead Partners

Welsh Government, Welsh Local Government Association, Local Authorities, Local Health Boards, Public Health Wales, Sport Wales, Natural Resources Wales, Flying Start and Families First, The ACE support Hub, Play Wales.



National Priority Area 7

Delivering equitable support services for people to achieve a healthy weight

By 2022 we will:

- Invest an additional £2.9m per year for Local Health Boards and partners to implement the delivery of refreshed All Wales Obesity Pathways- one for adults and one for children, young people and families. We will work with Local Health Boards and partners to develop outcome focussed plans based on local need. This will include:
 - Locally developed services at the prevention and early intervention stage (levels 1 and 2), which are evidence based. We will develop a menu of options to inform local decision making and increase access to evaluation support to drive improvement in outcomes.
 - Specialist level 3 services in place across Wales by winter 2020 for both adults and children, young people and families.
 - An improved access route for people requiring bariatric surgery.
 - Systematic use of intelligence and data to focus upon outcomes and drive service improvement.
- Deliver national programmes which will support delivery of the All Wales Obesity Pathways. This will include:
 - Rolling out a national Making Every Contact Count programme for health and care professionals, to increase training and confidence to hold sensitive conversations with patients taking account of stigma.
 - Work with health boards to deliver nationally agreed approaches to tackling pre-diabetes and diabetes regression services to reduce the growth in the number of people with type 2 diabetes.
 - Ensuring the National Exercise Referral Scheme (NERS) provides targeted support for people with existing chronic conditions, including to provide lifestyle and diet advice.



What changes will this make?

Public Health Wales have worked with a range of health professionals in Wales to develop standards for a refreshed obesity pathway which will be launched early in 2020. The new standards will enable a consistent, equitable and evidence-based approach across weight management services in Wales to ensure that people experience comparable care no matter where they live.

A new core data set will be used to monitor outcomes and drive continuous service improvement. We will establish targets through NHS Planning Frameworks from 2020 onwards and will monitor progress in service implementation. The additional investment will help to support Local Health Boards and partners, however, this is as part of a wider prevention approach which is endorsed through 'A Healthier Wales' our 10 year health and social care plan.

The pathway design will help to identify where specific skills and expertise are required at each stage. Focussing on prevention and early intervention support will ensure that people will get the right level of support at the right time. We want professionals to feel confident about having everyday conversations to raise the issue of a healthy weight, and to ensure the right level of support

is in place. This includes scaling up a range of approaches through social prescribing to motivate or encourage people to achieve a healthy weight. Offers will be tailored to a person's individual preferences and needs.

We want to ensure that a range of clinicians contribute to multi-disciplinary specialist services and that the support people receive is designed to meet their needs rather than fitting rigid service structures. By raising awareness of the link between adverse childhood experiences (ACES) and health harming behaviours (such as emotional eating) and health inequalities, we will work alongside communities from a trauma-informed perspective. We want to develop outcome focussed services and a community of practise across the All Wales Obesity Pathways to share learning around new service models, ways of involving service users and innovations to increase access.

Lead Partners

Welsh Government, Regional Partnership Boards, Local Health Boards, Public Health Wales, Primary Care (including GPs), Leisure Centres and Trusts, Third Sector and Community Sectors, the ACE Support Hub.



National Priority Area 8

Building a system of prevention which enables leadership at every level

By 2022 we will:

- Fund seven regional coordinator teams to support Local Health Boards, Regional Partnership and Public Service Boards to facilitate systems based approaches to prevention. Teams will be in place from summer 2020 which will aim to build system leadership at every level. This will include developing approaches which can be scaled and delivered across Wales.
- Develop a national team at Public Health Wales to support systems delivery. By summer 2020 this team will support local approaches, which will include access to increased intelligence and evaluation to inform local decision making.
- Develop better intelligence to inform policy and practice decisions. This will inform both national and local approaches, we will:
 - Improve national datasets to better monitor obesity rates by introducing a second measurement of the Child Measurement Programme by autumn 2021 and utilising primary care data.
 - Develop an evaluation approach which incorporates locally collected data to drive continuous improvement and innovation which informs a national outcomes framework.
 - Develop a national research programme to build innovation and to assess gaps in knowledge and understanding.
- Develop a Healthy Weight: Healthy Wales charter. This will act as a call to action across a number of key partners to encourage collaborative working and to drive leadership across Wales.
- Develop a systems communications approach which builds in community engagement. This will include the appointment of three Healthy Weight Ambassadors to champion grassroots projects. We will develop stories and link together good practice across Wales through use of social media and other communication channels.





What change will this make?

A Healthier Wales sets out a long term future vision of a ‘whole system approach to health and social care’, which is focussed on health and wellbeing, and on preventing illness. The prevention element of *A Healthier Wales* entitled **Building a Healthier Wales** provides a means of collectively implementing the population health aspects within it.

In the first two years we will focus on the development of a system based approach on prevention to support local needs and take a long-term view, taking account of environmental and behavioural change approaches. We will build capacity into the system to develop a collective responsibility and leadership approach across a range of partners. This will be anchored in the five ways of working through the Future Generations Act. To support this way of working we will develop dynamic data and embed continuous evaluation to ensure we are taking an evidence based approach.

To develop systems working we will publish a national toolkit for systems delivery which will provide a framework for local and regional partners. Early in the process we will develop a national thematic event targeted at Regional Partnership Boards and Public Service Boards and we will develop a training programme with partners over the summer 2020. We also want to empower organisations and communities to drive leadership through the development of a healthy weight charter. This will communicate how collective responsibility and action will contribute to the national vision.

We will establish a second measurement of the Child Measurement Programme and we will build data across the life course to ensure that we have the best information available. We intend to explore how data on patient weight can be gathered in primary care without impacting on patient consultation time. This will inform a national outcomes framework and evaluation, alongside informing local approaches and delivery.

We will ensure that our approach builds in continuous improvement which listens and hears the views from communities across Wales. To enable this we will build a communications strategy which will utilise social media channels, share good practice and allow us to hear about people’s lived experiences to influence approaches.

Lead partners

Welsh Government, Regional Partnership Boards, Public Service Boards, Public Health Wales, Sport Wales, Natural Resources Wales, a range of local stakeholders across all levels and communities.

