

### **Delivery Planning for the LAA (2008/11): The Context**

Please answer the following questions to help set the context for this LAA delivery plan. This will also provide assurance that the relevant, minimum standards have been met in terms of delivery planning.

<b>What the plan is seeking to achieve? Please include details of the people and places it will affect, linking it back to the persuasive rationale.</b>
The plan seeks to achieve better coverage in the measurement of children's height and weight and impact on the steadily rising trends in childhood obesity. Although the target focuses on one year group it is part of a wider plan to address childhood obesity from the earliest age and by working through families to have a wider impact. Schools, leisure facilities and local communities will be important settings the latter especially for under 5s. There is an important cross linkage with the Children and Young People's plan agreed by the Children's Trust. There is an intention to change the culture overall by using an evidence based approach which tackles the big issues for the county. We will adjust our plan as further evidence becomes available eg social marketing information.
<b>Who is the activity intended to affect/benefit? Who else might the activity impact one? Please consider factors such as age, gender, religion, race, sexuality, disability. If there is likely to be a negative impact, what actions will you take to mitigate against this?</b>
The activity is intended to benefit all children and families but there will also be a specific focus on those areas where children and their families have higher rates of obesity. Although the target is for year 6 the activities will affect children from birth in order to have a wider impact on obesity as a whole.
<b>Are the activities set out in the plan, accessible and inclusive? Have you considered the barriers to access? How will you overcome these barriers?</b>
The plan is yet to be developed. We will take into account the findings of Staffordshire Young Peoples Activity Research (2007) , Staffordshire & City of Stoke on Trent Disability Research Project (English Federation of Disability Sport 2004 ) and PESSCL Survey results. The plan will include the specific needs of children and young people with disabilities linking into the work being undertaken currently to define the Staffordshire response to the core offer under Aiming High for Disabled Children.
<b>Under Section 17 of the Crime and Disorder Act, all local authorities, police authorities and other agencies must consider crime and disorder reduction and community safety in the exercise of all their duties and activities. How have you met this requirement in developing this plan?</b>
It is unlikely there will be negative impacts and likely positive impacts Participation in Sport and active recreation contributes to strengthening community cohesion, engagement and capacity building. Activities contribute to the development of stronger social networks and cohesive communities. Sport and active recreation can be used as an engagement mechanism to build relationships with hard to reach individuals or groups and can open up alternative channels that enable local people, in particular those who may not access

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mainstream services, to obtain advice and information on a wide range of health, social, education and employment issues. Appropriately structured sport and active recreation activities can contribute to a reduction in the likelihood of a young person participating in crime or anti social behaviour by addressing some of the factors that have been identified as increasing the risk of youth offending. Sport and active recreation provides activity choices that prevent boredom, improve cognitive skills and present physical and mental challenges. The provision of local facilities at a neighbourhood level and programmes of activities developed in consultation with young people, provide alternative activities for young people to participate in and can help ease tensions between generations and lead to perceptions of better community safety.

**How have you considered the impact the activities in this plan may have on climate change?**

The plan is to be developed

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<b>Delivery Cluster Lead</b>	<b>Dr Judith Bell Director of Public Health, North Staffordshire PCT (01538-487238) Judith.Bell@northstaffs.nhs.uk</b>		
<b>Name of Delivery Cluster (if applicable)</b>	<b>Healthier Communities and also Staffordshire Children’s Trust</b>		
<b>Is an existing partnership to be used for delivery?</b>	<p><b>The Children’s Trust –</b>  <b>Staffordshire School Sport partnerships</b>  <b>Staffordshire leisure and Cultural officers Forum</b>  <b>Sport Across Staffordshire and Stoke – on – Trent</b></p> <p><b>A specific multiagency Delivery Planning Group has also been established specifically for this piece of work</b></p>		
<b>If no, please specify the other partners to contribute</b>	<b>[Name] – [Organisation]</b>		
<b>Please specify the plans already in place to deliver this</b>	<b>The plans are to be developed</b>		

<p>Please specify the plans to which you are going to add value in delivering this</p>	<p>Staffordshire Children &amp; Young Peoples Plan(s) at District &amp; County level  PCT Obesity strategies  Healthy Schools Plans  PE &amp; Sport Strategy for Young People  Staffordshire School Sport Partnerships Evaluation and Planning Documents  Sport Across Staffordshire &amp; Stoke on Trent Delivery Plan  ‘A Healthy Future’ North Staffordshire PCT Strategy  South Staffordshire Physical Activity Strategy (in development)  Sport England Strategy 2008/11  Staffordshire 2012 Legacy Action Plan  Newcastle under Lyme Sustainable Community Strategy  Staffordshire Moorlands District Council Sustainable Communities Strategy  Cannock Chase Sustainable Community Strategy  South Staffordshire Sustainable Communities Strategy  Tamworth Sustainable Communities Strategy  Lichfield Sustainable Communities Strategy  Stafford Sustainable Communities strategy  East Staffordshire Sustainable Communities Strategy  District and Borough Council Sport and Active Recreation Strategies  Community Sport and Physical Activity Networks Delivery Plans</p>		
Activities and Actions	Description	Completion Date	Lead Officer and Organisation

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	<p>■ <b>Organisational arrangements:</b></p> <ul style="list-style-type: none"> <li>- Agree a clear and aligned strategic structure for and accountability for broader organisational engagement in target.</li> <li>- Engagement of wider range of key partners to ensure ownership of target and successful roll out and action of local delivery plans. <ul style="list-style-type: none"> <li>- Healthy Weight Engagement Event</li> </ul> </li> <li>- Ensure there is a strategic Healthy Weight lead identified in each of the District Councils in Staffordshire, as well as the County Council, who have capacity and seniority to work closely with the PCTs' healthy weight leads.</li> </ul>	June 2009	Dr Suzanne Jones SSPCT Dr Judith Bell NSPCT
		May 2009	Dr Suzanne Jones SSPCT Dr Judith Bell NSPCT
		March 2010	Staffordshire County Council ? lead Dr Judith Bell NSPCT
	<p>■ <b>Data:</b></p> <p>Ensure robust Breastfeeding initiation and continuation data is collected across both NHS areas.</p>	March 2010	Dr Suzanne Jones SSPCT Dr Judith Bell NSPCT
	<p>Review local coverage data for 2007/08 to identify schools / areas / ages with lower coverage rates and possible reasons – Act on this data to ensure continued increase in coverage of NCMP is achieved.</p>	May 2009	Dr Suzanne Jones SSPCT Dr Judith Bell NSPCT
	<p>Implement NCMP participation incorporated into review of schools</p>	March 2010	Healthy Schools Jan Mellor Staffordshire County Council
	<p>Build NCMP into other work in schools about healthy eating and physical activity as standard practice.</p>	March 2010	Healthy Schools Jan Mellor Staffordshire County Council

	<p>■ <b>Commissioning Weight management</b>                  Finalise and publish Staffordshire’s Children’s Healthy Weight Group Evidence Base Commissioning framework</p>	June 2010	Staffordshire County Council
	<p>Development of a standardised service specifications for weight management programmes link to joint commissioning framework for children’s services.</p>	March 2010	Dr Judith Bell NSPCT
	<p>Ensure full and wide consultation with all relevant stakeholders in the development of service weight management specifications.</p>	December 2009	Dr Suzanne Jones SSPCT Dr Judith Bell NSPCT Staffordshire county Council
	<p>■ <b>Early years</b>                  Develop and implement Staffordshire Breastfeeding strategy with a focus on increasing Baby Friendly Accreditation of public, private sector establishments.</p>	March 2010	Dr Suzanne Jones SSPCT Dr Judith Bell NSPCT Staffordshire county Council
	<p>■ <b>Built environment</b>                  Ensure healthy lifestyles are integrated at all stages of Building Schools for the Future</p>	May 2009	Dr Suzanne Jones SSPCT Dr Judith Bell NSPCT Staffordshire county Council

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	<p>■ <b>Training</b> Support and roll out comprehensive workforce training strategy on childhood weight management across Staffordshire</p>	March 2010	Staffordshire County Council ? lead
	<p>■ <b>Communications/social marketing</b> Lead Staffordshire to act on social marketing data and encourage good social marketing approaches for delivery of programmes</p>	March 2010	Dr Suzanne Jones SSPCT Dr Judith Bell NSPCT Staffordshire county Council
	<p>Lead Staffordshire in a joint marketing campaign on the back of Change 4 Life and promote change 4 Life campaign in all delivery planning.</p>	March 2010	Dr Suzanne Jones SSPCT Dr Judith Bell NSPCT Staffordshire county Council
	<p>Constantly review and update this plan.</p>	Ongoing	Dr Suzanne Jones SSPCT Dr Judith Bell NSPCT Staffordshire county Council

<p><b>Please specify the activities to be delivered /supported by the Third Sector</b></p>	<p>One of the partners in the above process and engaged in developing this delivery plan. When the strategic framework is developed the Third Sector through Staffordshire Community Infrastructure Organisations will consult its members to identify how they can contribute to delivery.</p>				
<p><b>Indicators / Baselines and Targets</b></p>	<p><b>Indicator(s)</b></p>	<p><b>Baselines</b></p>	<p><b>Target (2008/09)</b></p>	<p><b>Target (2009/10)</b></p>	<p><b>Target (2010/11)</b></p>
	Coverage	81.5%	87%	88.3%	89.3%
	<p>North Staffordshire</p> <p>South Staffordshire</p>	<p>86</p> <p>79.7</p>	<p>85</p> <p>87</p>	<p>86</p> <p>89</p>	<p>87</p> <p>90</p>

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<b>Please specify the activities to be delivered /supported by the Third Sector</b>	One of the partners in the above process and engaged in developing this delivery plan. When the strategic framework is developed the Third Sector through Staffordshire Community Infrastructure Organisations will consult its members to identify how they can contribute to delivery.				
	<b>Indicator(s)</b>	<b>Baselines</b>	<b>Target (2008/09)</b>	<b>Target (2009/10)</b>	<b>Target (2010/11)</b>
	Prevalence  North Staffordshire South Staffordshire	17.4%  18.8 16.8	17.7%  18.8 17.3	17.8%  18.8 17.5	17.8%  18.8 17.5
<b>Impact on other LAA outcomes/priorities/indicators (not specified above)</b>	NI 110 Young peoples participation in positive activities NI 8 Adult participation in sport (through working with families)				
<b>Resources Required</b>	<b>Please identify any existing resources required</b>	<b>Please identify any additional resources required</b>			
	Partners commitment to targeted activity	Resource for additional interventions in communities and schools and with families			
<b>Risk Management</b>	<b>Description of any high level risk</b>	<b>Actions to mitigate the risk</b>	<b>Timescales</b>	<b>Lead Officer</b>	
	Turning the tide may take longer than 3 years				