



Healthy Weight, Healthy Lives:

Tackling overweight and obesity in North Yorkshire 2016-2026

Sixth annual progress report (2022)

Introduction



A note from the Healthy Weight, Healthy Lives Strategy Steering Group Chair

Welcome to the sixth Healthy Weight, Healthy Lives Strategy annual report.

2022 has been a time to remobilise the Strategy steering group after a period of 'stand down' since the Covid-19 pandemic. The remobilised group responsible for steering tangible action against the Strategy priorities is now recognised as the 'Healthy Weight, Healthy Lives Partnership Group'. There is strong representation from partners across the obesity system, who have recently taken the time to review the strategy priorities to reflect national and local shifts in language and compassionate approaches within this strategy context.

2022 has seen more of a shift to normality in relation to opportunity and engagement in services and community physical activity. However, there is evidently a Covid-19 hangover in relation to access to food, which has been intensified with the cost of living crisis and the war in Ukraine.

Nationally, children and young people's activity levels have returned to relative normality following the Covid-19 pandemic. However, individual and class-level disruption through self-isolation and sickness

absence was still present during the academic year of 2021/2022. The recovering is not uniform either with activity levels not recovering to pre-pandemic levels for children and young people going to school in the most deprived places in the country. The same picture is reported for adults too.

Locally, the available data of physical activity levels of children and young people and adults is limited; data sets are too low to be able to provide reliable reporting. Work is underway with the Office of Health Improvement and Disparities and the local public health intelligence team to find a solution.



2021/22 data for childhood excess weight prevalence highlights a decrease nationally since 2020/21 data reporting. However, prevalence in England for both Reception and Year 6 pupils remain above pre-pandemic levels. The prevalence of adults living with excess weight continues to rise year on year, with 63.8% of adults in England reported as such in 2021/22.

Locally excess weight prevalence for Reception children is similar to the England average, and Year 6 children reporting as below the England average.

Although there are some challenges with local prevalence reporting, North Yorkshire data indicates lower levels of excess weight than the England average, remaining consistently around 61% of our adult population.

Year on year, there is increasing evidence of the sheer amount of work partners and communities across the local obesity system are investing in, and delivering on, to achieve outstanding action across the Strategy priorities.

Again, I am proud to showcase some of this outstanding work in the 6th annual report of the Healthy Weight, Healthy Lives Strategy. It really feels like we are on a road to recovery, recognising the continued effort required to continue to address the inequalities that are still very evident for some of our communities.

We adapted. We are definitely rebuilding. We continue to work hard, inspiring a healthy generation and making the healthy choice the easy choice, for EVERYONE.

David Watson

Chief Executive, North Yorkshire Sport.



Contents

Introduction	2
A note from the Healthy Weight, Healthy Lives Strategy Steering Group Chair	2
Patterns and trends of obesity – children and adults	6
Excess weight prevalence	6
The national picture	6
Children	6
Adults	6
The local picture	7
Children	7
Adults	9
Physical activity levels – children and young people	10
The National Picture	10
The Local Picture	16
Physical activity levels – adults	18
The National Picture	18
The Local Picture	25
Growing Up in North Yorkshire – Healthy eating and physical activity	26
Response and innovation – whole system approach during 2022	30
Remobilisation of the Healthy Weight, Healthy Lives Steering Group & Priorities re-worked	30
Priority: Supporting children's healthy growth and healthy lifestyle	32
Breastfeeding and infant feeding	32
Early years and schools	35
Priority: Promoting healthier food choices	45
North Yorkshire Food System and Strategy Development	45
Community Food Provision	46
Priority: Building physical activity into our daily lives	48
Creating Active Schools	48
Strategic Leisure Review	49
Community sport, physical activity and leisure provision at 'place'	49
'Enhancing people's lives through outdoor activity'.	53
Access to nature	53
Walking, cycling and active travel	57

Priority: Providing the right personalised, accessible weight management support	59
Assessment, brief advice and tailored support	59
Priority: Ensuring people have access to the right information and resources to make healthy choices that support weight loss	61
Health Education and Skills	61
Access the adult obesity e-learning session interactive e-learning version of this topic	61
Campaigns	61
Priority: Building healthier workplaces that support employees to eat well and move more	64
Policy and interventions	64
Overarching action	65
Priority: Supporting children's healthy growth and healthy lifestyle	66
Priority: Promoting healthier food	67
Priority: Building physical activity into our daily lives	67
Priority: Providing the right personalised, accessible weight management services	68
Priority: Ensuring people have access to the right information and resources to eat well and move more	68
Priority: Building healthier workplaces that support employees to eat well and move more	69
Actions for 2023/24	70
Overarching action	70
Priority: Supporting children's healthy growth and healthy lifestyles	71
Priority: Promoting healthier food	71
Priority: Building physical activity into our daily lives	72
Priority: Providing the right personalised, accessible weight management services	72
Priority: Ensuring people have access to the right information and resources to eat well and move more	73
Priority: Building healthier workplaces that support employees to eat well and move more	73
Governance	73
Appendix: New guidance and reports	74

Patterns and trends of obesity – children and adults

Excess weight prevalence

The national picture

Children

The National Child Measurement Programme (NCMP) measures the height and weight of children in England annually and provides data on the number of children in Reception and Year 6 who are underweight, a healthy weight, overweight, obese or severely obese.

The most recent NCMP data was published in November 2022; the data represents the 2021/22 academic year.

The publication shows the prevalence of Reception children living with obesity decreased from 14.4% in 2020/21 to 10.1% in 2021/22. Although a decrease, this is higher than pre-pandemic levels.

The prevalence of Year 6 children living with obesity decreased from 25.5% in 2020/21 to 23.4% in 2021/22. Again, although this is a decrease it is higher than pre-pandemic levels.

Boys have a higher prevalence of living with obesity than girls for both age groups. In Reception, 10.3% of boys were living with obesity compared to 9.9% of girls. In Year 6, 26.4% of boys were living with obesity compared to 20.4% of girls.

Children living in the most deprived areas were more than twice as likely to be living with obesity, than those living in the least deprived areas. 13.6% of Reception children living in the most deprived areas were living with obesity compared to 6.2% of those living in the least deprived areas. 31.3% of Year 6 children living in the most deprived areas were living with obesity compared to 13.5% of those living in the least deprived areas.

Adults

In England, 2021/22 data highlights the prevalence of excess weight (overweight and obese Body Mass Index 25 and above) in adults is 63.8%, which is a 0.3% rise from 63.5% in 2020/21. This continues to be the highest prevalence in adults since 2015/16.

Childhood Obesity

The prevalence of childhood obesity remains higher than any year prior to the pandemic (2006/07 to 2019/2020)



The local picture

Children

Four to five year olds

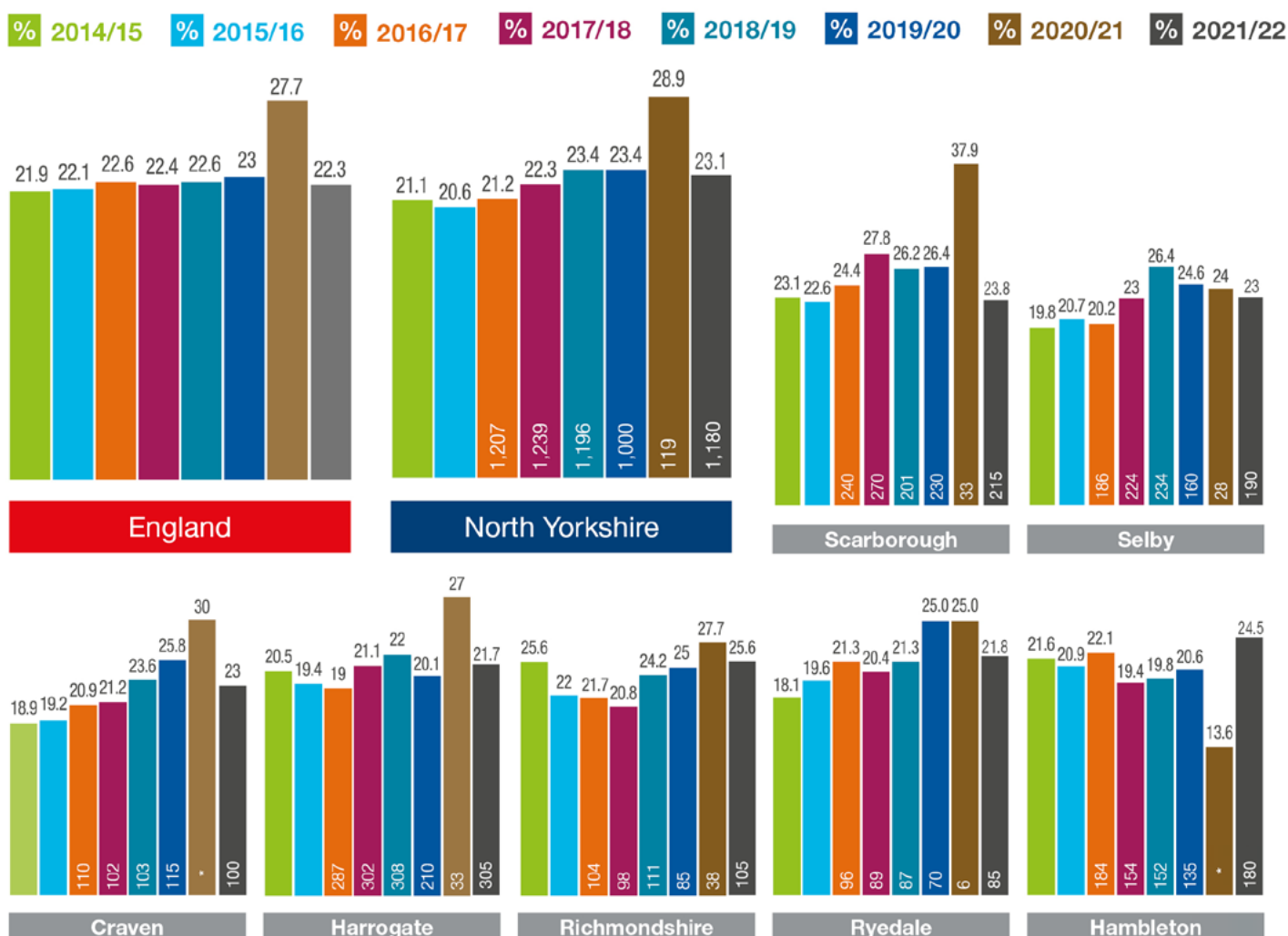
Due to having a smaller sample (10% of schools – 1,076 children measured) for the 2020/21 academic year, caution must be taken when comparing this year's data to data for previous years and 2021/22.

In North Yorkshire, the proportion of Reception (aged four to five years) with excess weight has fallen from 28.9% in 2020/21 to 23.1% in 2021/22.

North Yorkshire prevalence is similar to the England average of 22.3%.

The diagram below illustrates the district level prevalence for four to five year olds for 2014/15 to 2021/22. All district areas are statistically similar to the England average.

Excess weight (overweight and obese) in four to five year olds (number and %), North Yorkshire and its districts, 2014/15 to 2020/21:



*2020/21 data – small sample size (approx. 10%). Small numbers have been suppressed.

Source: NHS Digital, National Child Measurement Programme

<https://digital.nhs.uk/data-and-information/publications/statistical/national-child-measurement-programme/2021-22-school-year>

10 to 11 year olds

Due to having a smaller sample (10% of schools – 1,076 children measured) for the 2020/21 academic year, caution must be taken when comparing this year's data to data for previous years and 2021/22.

In North Yorkshire, the proportion of Year 6 (10-11 year olds) with excess weight has fallen from 37.6% in 2020/21 to 34.4% in 2021/22.

The diagram below illustrates the district level prevalence for 10 to 11 year olds for 2014/15, to 2021/22. Prevalence in Scarborough (39.1%), Richmondshire (36.2%), Selby (38.0%) and Hambleton (37.3%) are statistically similar to the England average (37.8%). Prevalence in Harrogate (28.4%), Craven (33.0%), and Ryedale (32.3%) are significantly lower than the England average.

Excess weight (overweight and obese) in 10 to 11 year olds (number and %), North Yorkshire and its districts, 2014/15 to 2020/21:



*2021/22 data – small sample size (approx. 10%). Small numbers have been suppressed.

Source: NHS Digital, National Child Measurement Programme

<https://digital.nhs.uk/data-and-information/publications/statistical/national-child-measurement-programme/2021-22-school-year>

Adults

In North Yorkshire, excess weight in adults (aged 18 and above) has remained the same from 2020/21 to 2021/22 at 61.4%. The prevalence in 2021/22 is better than the England average of 63.8%.

District level data is provided for 2021/22 and previous years. Caution must be taken when

making comparisons year on year as there is likely to be some variance in sample sizes within each district area, year on year.

The diagram below illustrates the district level prevalence for 2015/16, to the latest 2021/22 data for North Yorkshire.

Excess weight (overweight and obese) in adults, 18+ (number and %), North Yorkshire and its districts, 2015/16, to 2021/22:



Source: Office for Health Improvement and Disparities Fingertips Public Health Data

PLEASE NOTE: data from 2015/16 to 2019/2020 has been amended from previous reporting. The Office for Health Improvement and Disparities (OHID) have used an updated method of adjusting the self-reported height and weight data has been used to bring it in line with the method developed by University Central London for the Health Survey for England data.

[Public health profiles - OHID \(phe.org.uk\)](https://phe.org.uk/public-health-profiles)

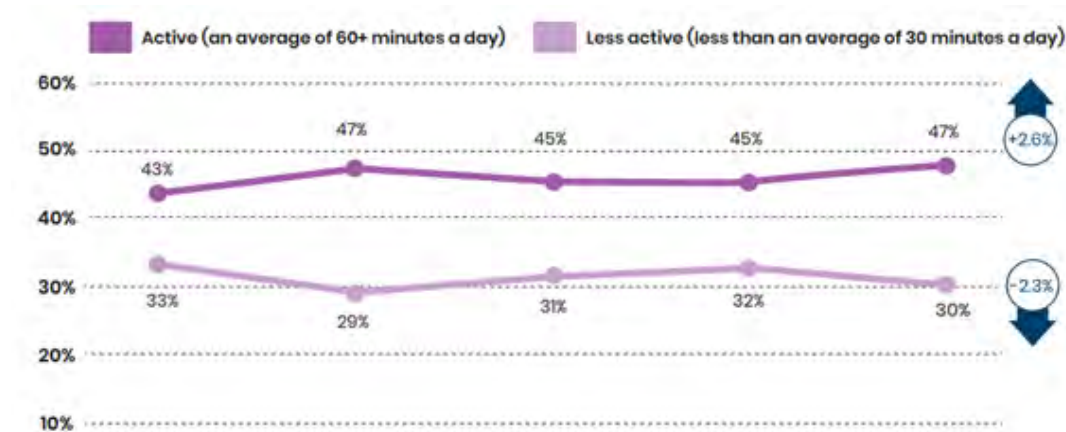
Physical activity levels – children and young people

The National Picture

Sport England reports, through the Active Lives Children and Young People survey (covering the period of September 2021 to July 2022), children and young people's activity levels returning to relative normality following the coronavirus (Covid-19) pandemic. However, individual and class-level disruption through self-isolation and sickness absence was still present.

Activity levels have returned to those seen pre-pandemic

At a headline level the findings paint a promising picture, with a return to levels seen pre-pandemic in the proportion of children and young people meeting the Chief Medical Officers' guidelines of taking part in an average of 60 minutes or more of sport and physical activity a day. Data shows that 47.2% of children and young people (3.4 million) are meeting the Chief Medical Officers' guidelines. However, 30.1% (2.2m) are reported doing less than an average of 30 minutes a day.

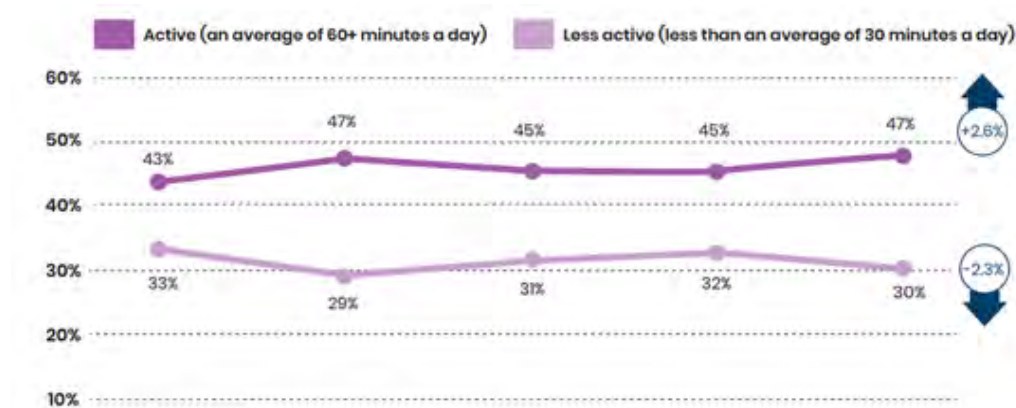


*Activity can be either during or outside of school hours.

Source: Sport England Active Lives Children and Young People Survey - Academic year 2021-22

Activity levels have recovered across the academic year

Despite concerns about the Omicron variant during the end of the autumn term and first half of the spring term, we have seen activity levels in the autumn term return to, and in the Spring term exceed, pre-pandemic levels (academic year 2019-20). In the summer term there was no reportable difference to pre-pandemic (academic year 2018-19) levels.



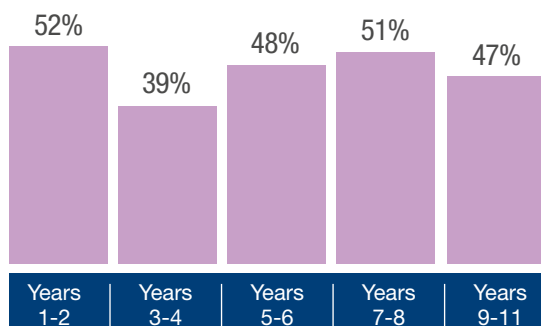
*Activity can be either during or outside of school hours.

Source: Sport England Active Lives Children and Young People Survey - Academic year 2021-22

Demographic differences

1. Year Group

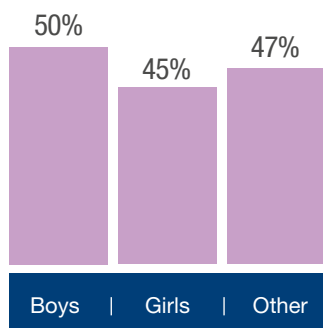
Activity levels are lowest for those in school years 3-4 (ages 7-9, 39%)



There are positive signs of longer-term growth in activity levels among secondary aged girls (ages 11-16). However, some groups are being left behind, with primary aged children, specifically those in school Years three to four (ages seven to nine).

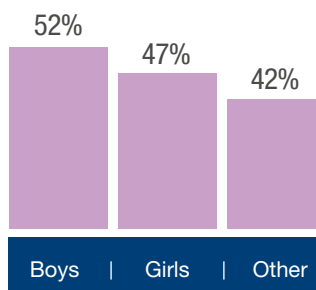
2. Gender

Boys (50% or 1.8m) are more likely to be active than girls (45% or 1.6m)



3. Family affluence

Those from low affluence families are the least likely to be active (42%)

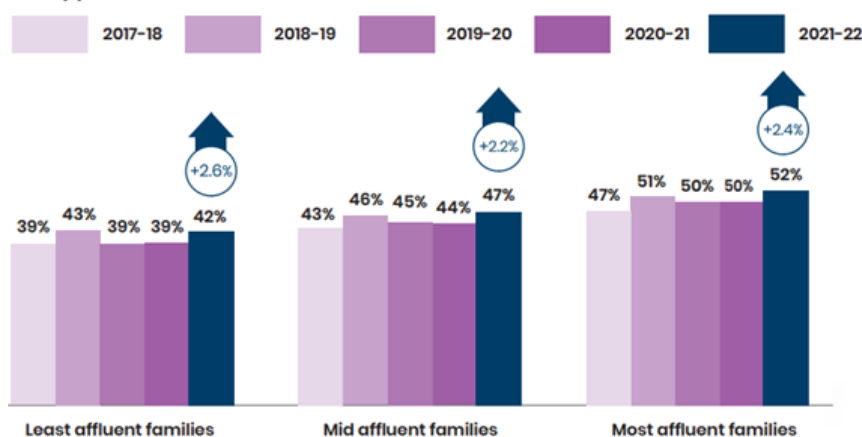


All affluence groups have seen activity levels recovery to pre-pandemic levels. However, children and young people from the least affluent families continue to be the least likely to be active, with only 42% meeting the Chief Medical Officers' guidelines - compared to 52% of those from the most affluent families.

Activity levels haven't recovered to pre-pandemic levels for children and young people going to school in the most deprived places in the country. Activity levels are lowest among those going to school in the most deprived places in the country. Despite an increase compared to 12 months ago, those going to school in the most deprived places haven't seen activity recover to pre-pandemic (academic year 2018-19) levels, with the proportion active remaining down by 2.8%. As such, the gap in activity levels between those going to school in the least and most deprived places has widened.

Active (an average of 60+ minutes a day)

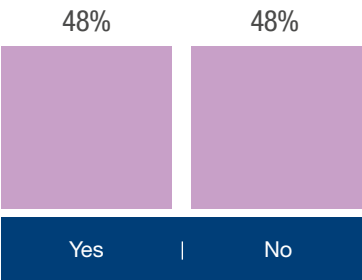
Survey year



Source: Sport England Active Lives Children and Young People Survey - Academic year 2021-22

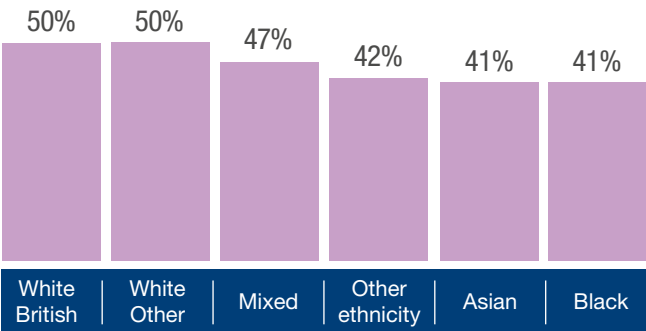
4. Disability and long-term health conditions

Activity levels among children and young people with a disability or long-term health condition are the same as for those without one.



5. Ethnicity

Children and young people with Black, Asian and Other ethnicities are the least likely to be active.



Mental health

Data collected over 2021/22 more evidence has been collected that indicates the positive impact of physical activity on mental health with an increase in the proportion of children exercising to relax and worry less, and socially for fun with friends.

Physical literacy and positive attitudes



Source: Sport England Active Lives Children and Young People Survey - Academic year 2021-22

Physical literacy* levels, which are linked to higher levels of activity and wellbeing, haven't recovered to pre-pandemic levels. It is therefore vital there is a focus on providing positive experiences of physical activity, with children and young people involved in decisions around their design and delivery.

**Physical literacy has five elements - enjoyment, confidence, competence, understanding and knowledge. Each one is key in getting more children and young people active, and the more elements present, the more active a child or young person is likely to be and take responsibility for engaging in physical activities for life.*

Children and young people are reporting fewer positive attitudes. The association between positive attitudes (as an indicator of physical literacy) and activity levels reinforces the importance of supporting all children and young people to have the best possible experience of being active.

Volunteering

Volunteering rates have recovered compared to 12 months ago but remain at 8.1%, (271,000 children and young people), below pre-pandemic levels. The volunteer roles driving the recovery are those that saw the greatest drops - sports leader and ambassador roles (Years 5-6, ages 9-11), and refereeing, umpiring, stewarding and marshalling (Years 7-11, ages 11-16). The recovery in volunteering levels has been seen across all year groups and all demographics, but all remain below pre-pandemic levels.

Types of activity

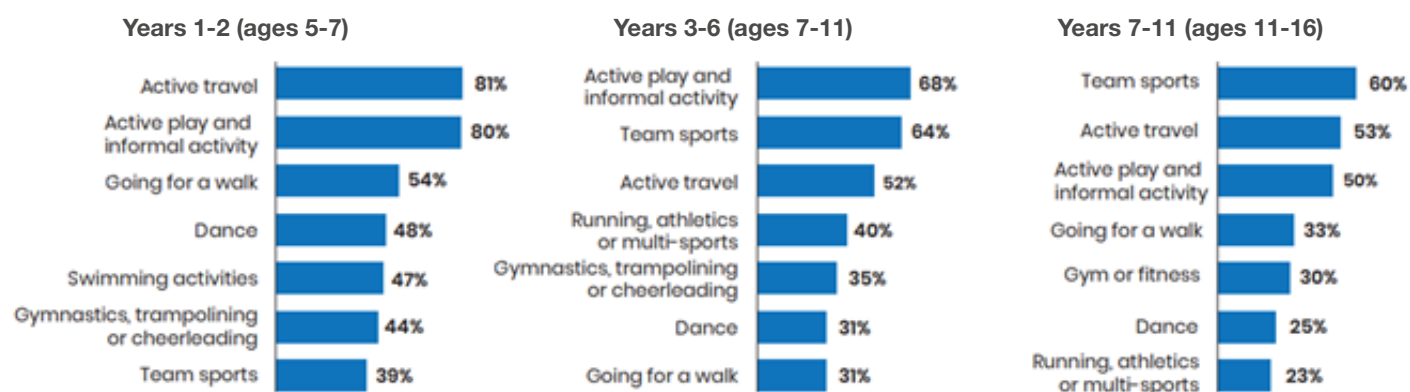
As children and young people get older, the activities participated in change. Active play (62%), team sports (58%) and active travel (57%) are the most common activities reported in 2021/22 across all children and young people.

Team sports are less common among infant age children (Years 1-2, ages 5-7) but gain in relative importance with age.

Similarly, gym or fitness becomes more common as children get older. Conversely, going for a walk, dance, or swim are all more prevalent among the youngest children (Years 1-2, ages 5-7).

Running, athletics or multi-sports (including the active mile) are most prevalent among junior age children (Years 3-6, ages 7-11)

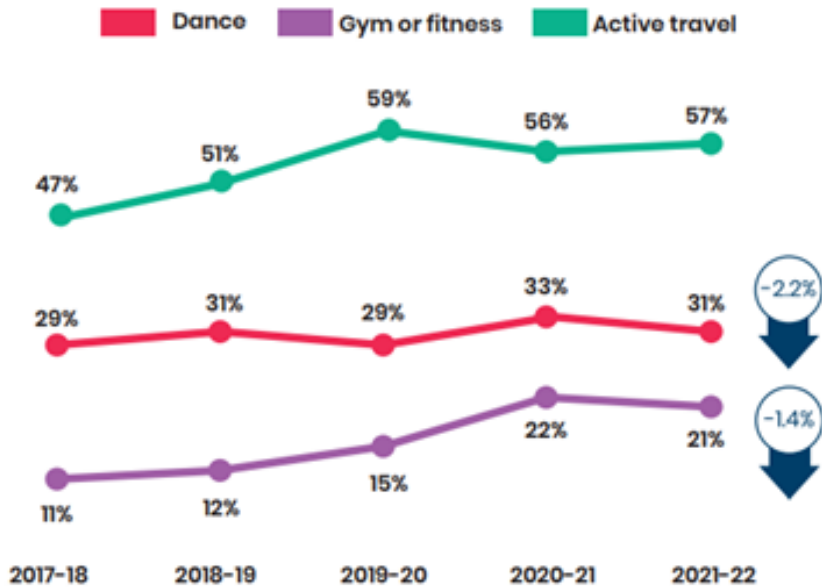
Most prevalent activity groups (at least once in the last week)



Source: Sport England Active Lives Children and Young People Survey - Academic year 2021-22

Increases in active travel and gym and 2021-22 fitness, seen during the pandemic, have been largely retained.

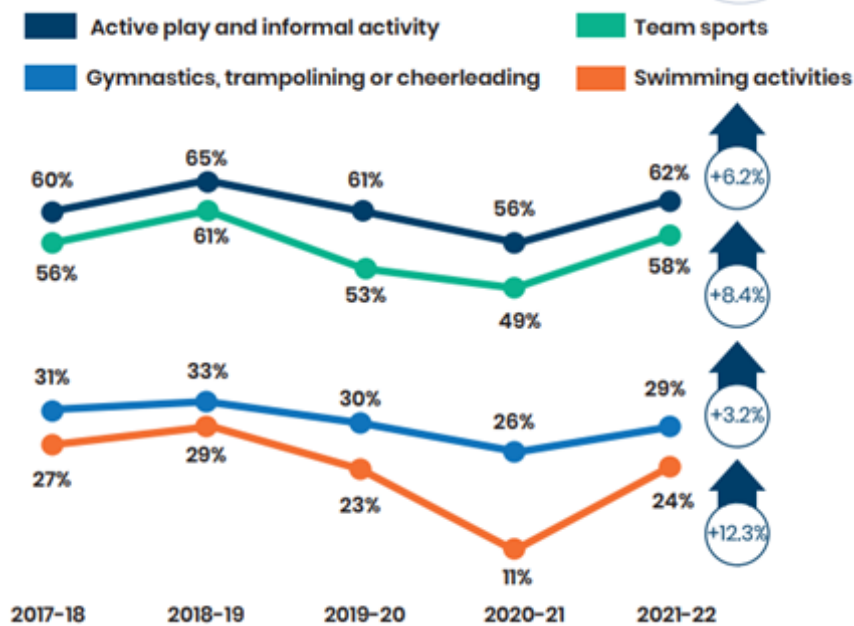
Activities done in the last week (Years 1-11, ages 5-16)



Source: Sport England Active Lives Children and Young People Survey - Academic year 2021-22

There is a notable recovery in some key activities but the proportions taking part all remain below pre-pandemic levels.

Activities done in the last week (Years 1-11, ages 5-16)



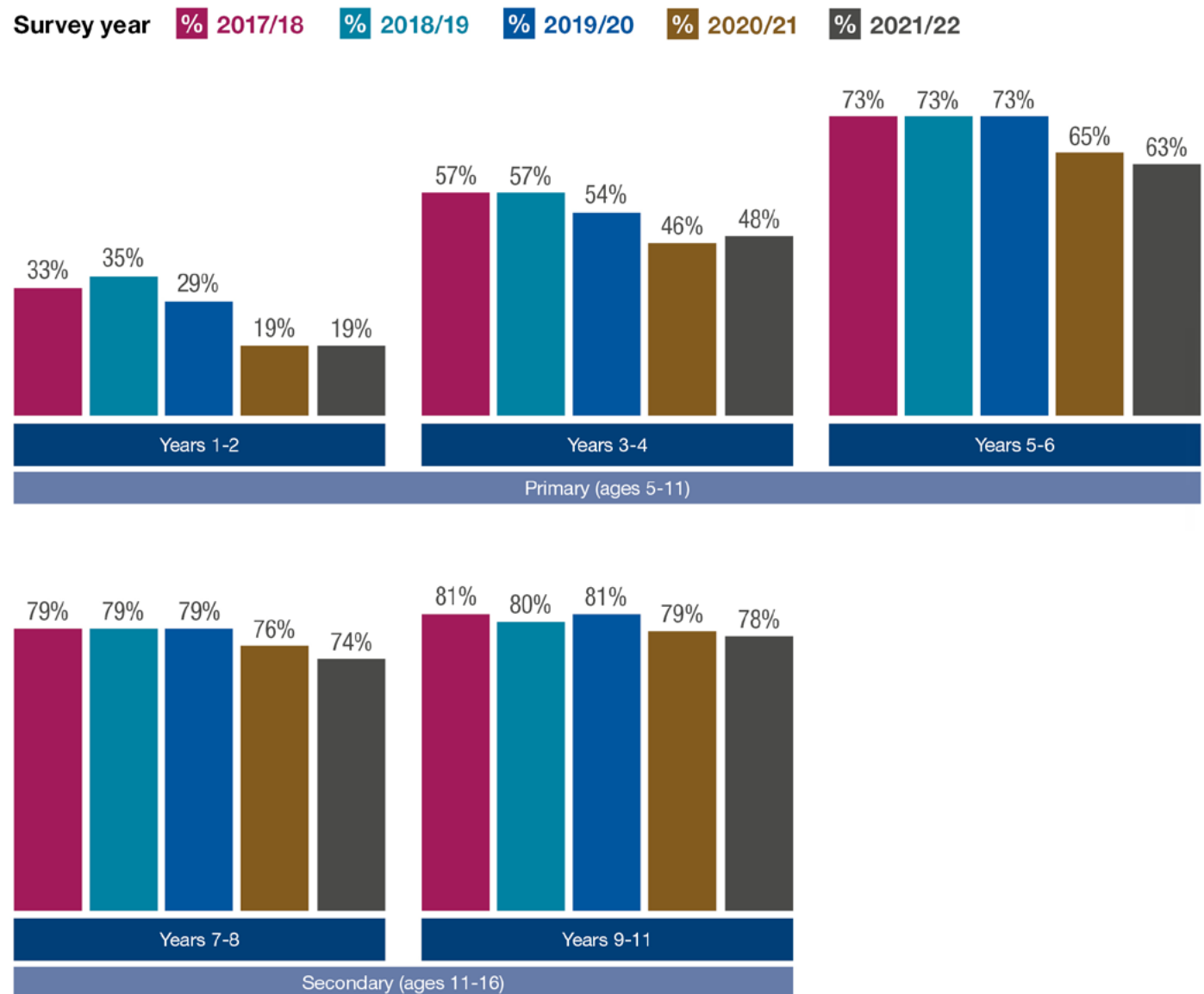
Source: Sport England Active Lives Children and Young People Survey - Academic year 2021-22



Swimming

72% can swim 25 metres unaided. Just 72% of children in Year 7 (first year of secondary school, ages 11-12) meet the guidelines that children should be able to swim competently, confidently and proficiently over a distance of at least 25m by the time they leave primary school. This is a further drop of 4.0% compared to 12 months ago and now sits 6.3% below pre-pandemic.

Ability to swim 25m unaided differs greatly, depending on affluence.



Source: Sport England Active Lives Children and Young People Survey - Academic year 2021-22

The Local Picture

Locally, the proportion of children and young people in North Yorkshire who are physically active[^] is reported as 40.4% (2021/22 data), which is statistically significantly worse than the England average and lower than 46% of children and young people reported as physically active in 2020/21.

At a district level there is only data available for Harrogate. The Office of Health Improvement and Disparities noted that a significant number of local authorities have no estimate reported for 2021/22 as the value is missing due to small sample size. Data suppression may be due to:

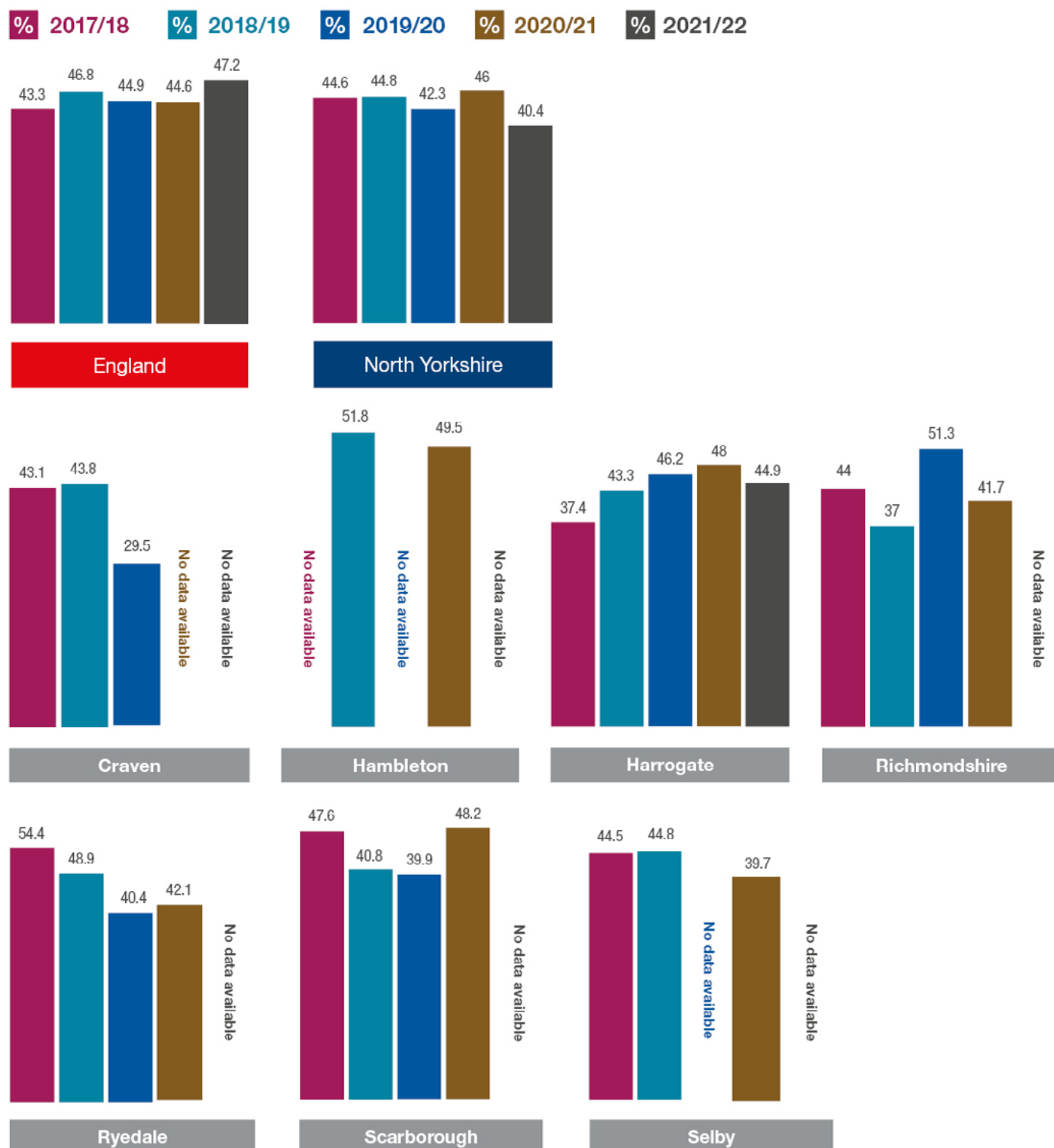
- insufficient data to report a result. This is because of a low number of respondents answering the question (less than 30)
- the number of schools contributing to the results in a Local Authority is 2 or fewer
- the unweighted base for the question being less than 150

[^] Percentage of children aged 5-16 that meet the UK Chief Medical Officers' (CMOs') recommendations for physical activity (an average of at least 60 minutes moderate-vigorous intensity activity per day across the week).

Caution must be taken when making comparisons year on year as there is likely to be some variance in sample sizes within each district area, year on year.



The table below highlights physical activity levels in children and young people from the Active Lives Children and Young People Survey for 2017/18 to 2021/22 (where data is available):



Source: Sport England Active Lives Children and Young People Survey - Academic year 2021-22

Physical activity levels – adults

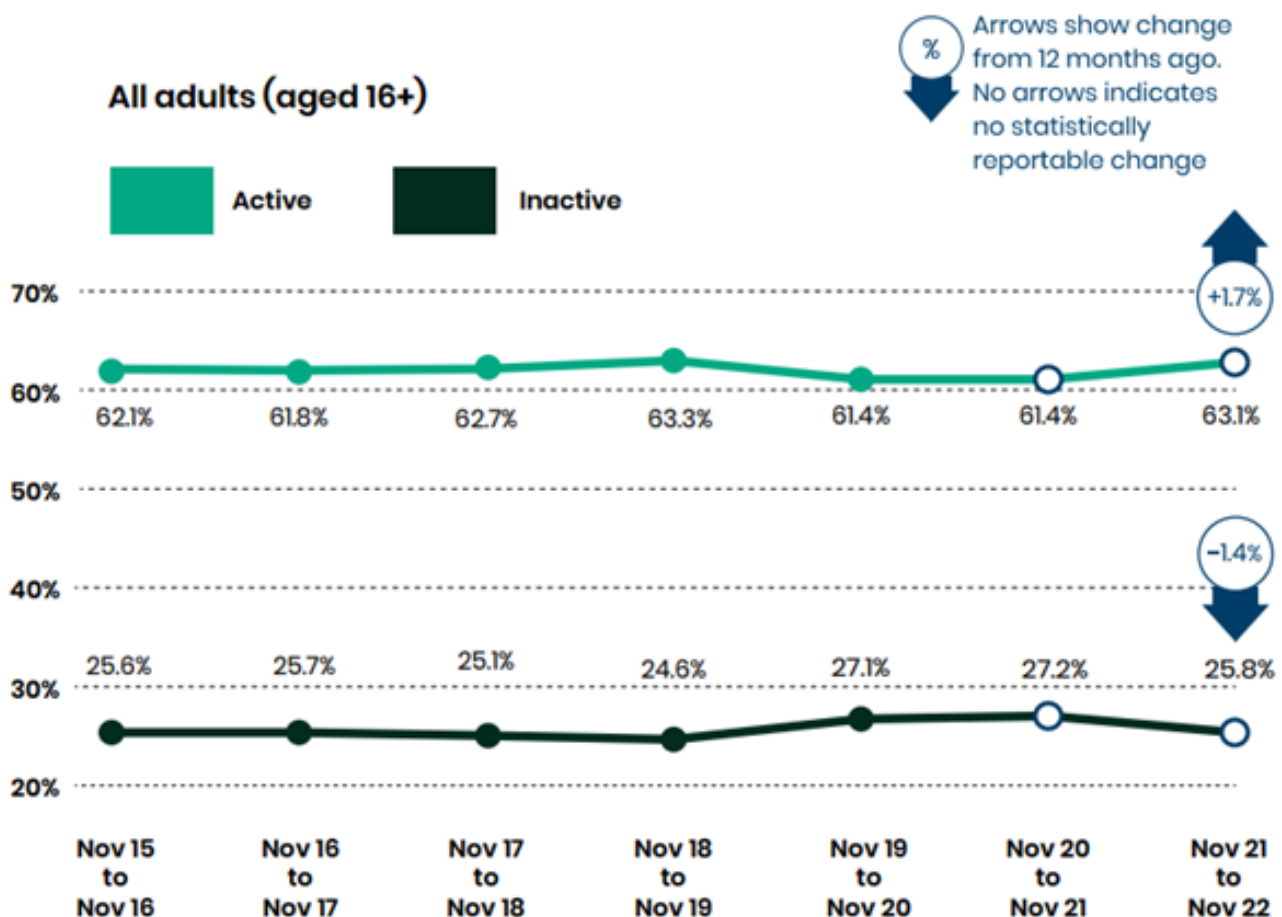
The National Picture

Sport England reports, through the Active Lives Survey (covering the period of November 2021 to November 2022), shows a welcome return to pre-pandemic activity levels for adults, as well as an overall increase of 1.5m active adults since the survey began in 2015.

Nationally, 67.3% (2021/22 data) of adults are meeting the Chief Medical Officers' physical activity guidelines*. This is an increase from 65.9% in 2020/21.

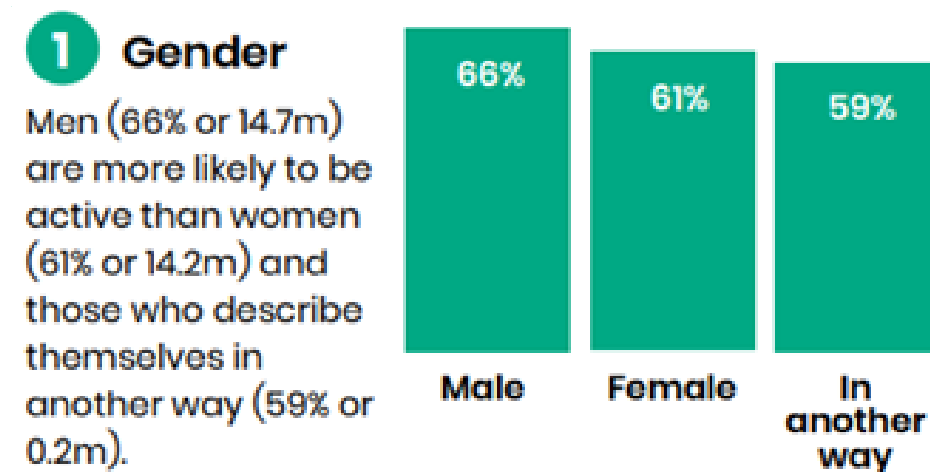
*a minimum of 150 minutes (2.5 hours) of moderate physical activity per week, or 75 minutes of vigorous physical activity per week or an equivalent combination of the two (moderately vigorous), in bouts of 10 minutes or more. This data is taken from the Office of Health Improvement and Disparities Fingertips data set, which includes 'gardening'. Sport England reporting does not include 'gardening'.

The proportion of inactive adults remains slightly up on pre-pandemic levels, with fewer adults being 'fairly active'.

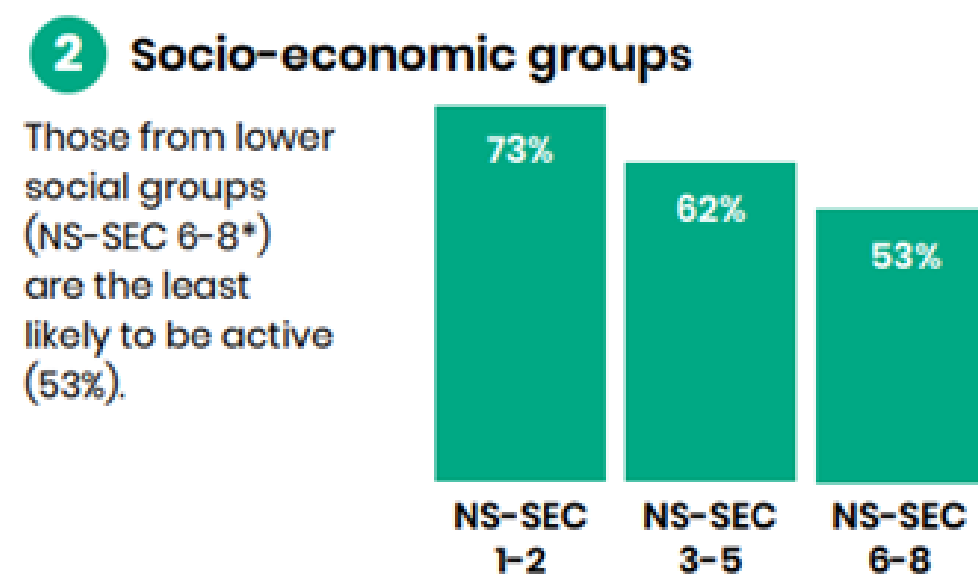


Demographic differences

Sport England report significant inequalities.



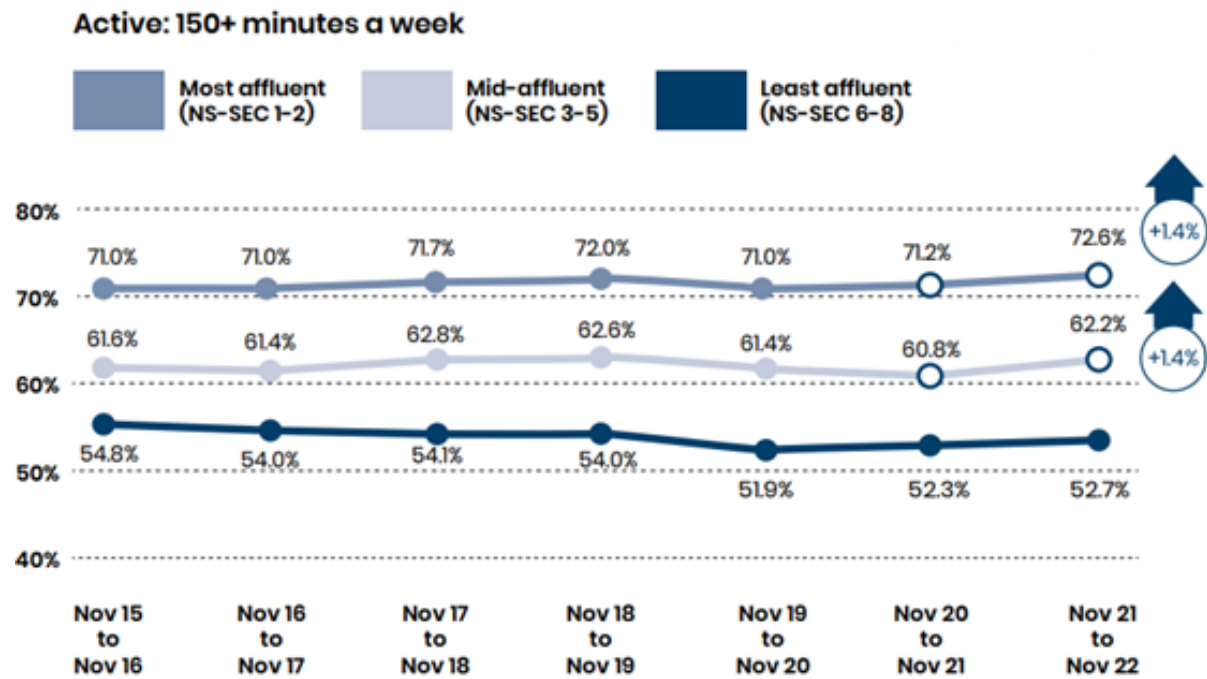
Inactivity levels are still higher than before the pandemic, women's activity levels have recovered slower than men's.



The least affluent continue to see activity levels negatively impacted.

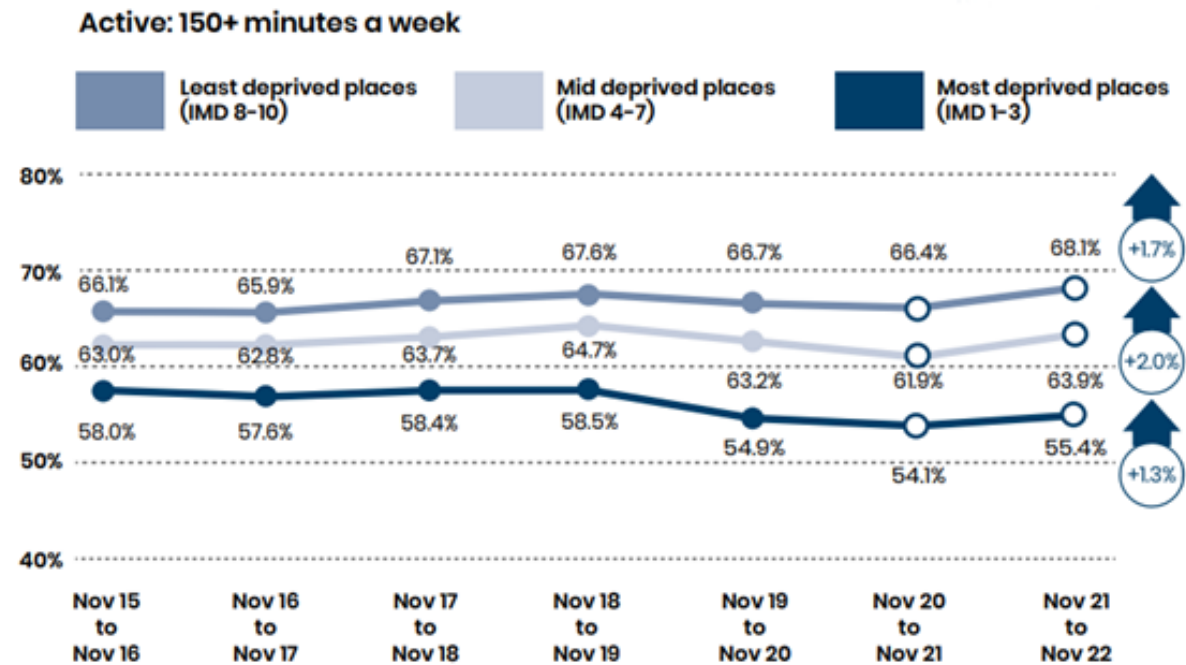
Activity levels fell across all social groups during the pandemic, however it was the least affluent (NS-SEC 6-8) that saw the greatest impact.

While activity levels have recovered and risen above pre-pandemic levels (up 0.6% from November 2018-19) among the most affluent (NS-SEC 1-2) and back in line with pre-pandemic levels for the mid-affluent groups (NS-SEC 3-5), they remain below the highs seen six years ago (November 2015-16, down 2.1%) for the least affluent (NS-SEC 6-8). This may be the impact of the ongoing cost-of-living pressures but also indicates a longer-term downward trend among this group.



Source: Sport England Active Lives Children and Young People Survey - Academic year 2021-22

Those living in the most deprived places are yet to see activity levels fully recover.

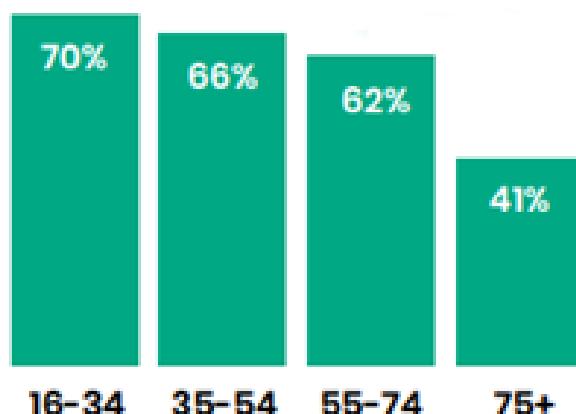


Note: Deprivation of place is taken from the Office for National Statistics' Indices of Multiple Deprivation (IMD).

Source: Sport England Active Lives Children and Young People Survey - Academic year 2021-22

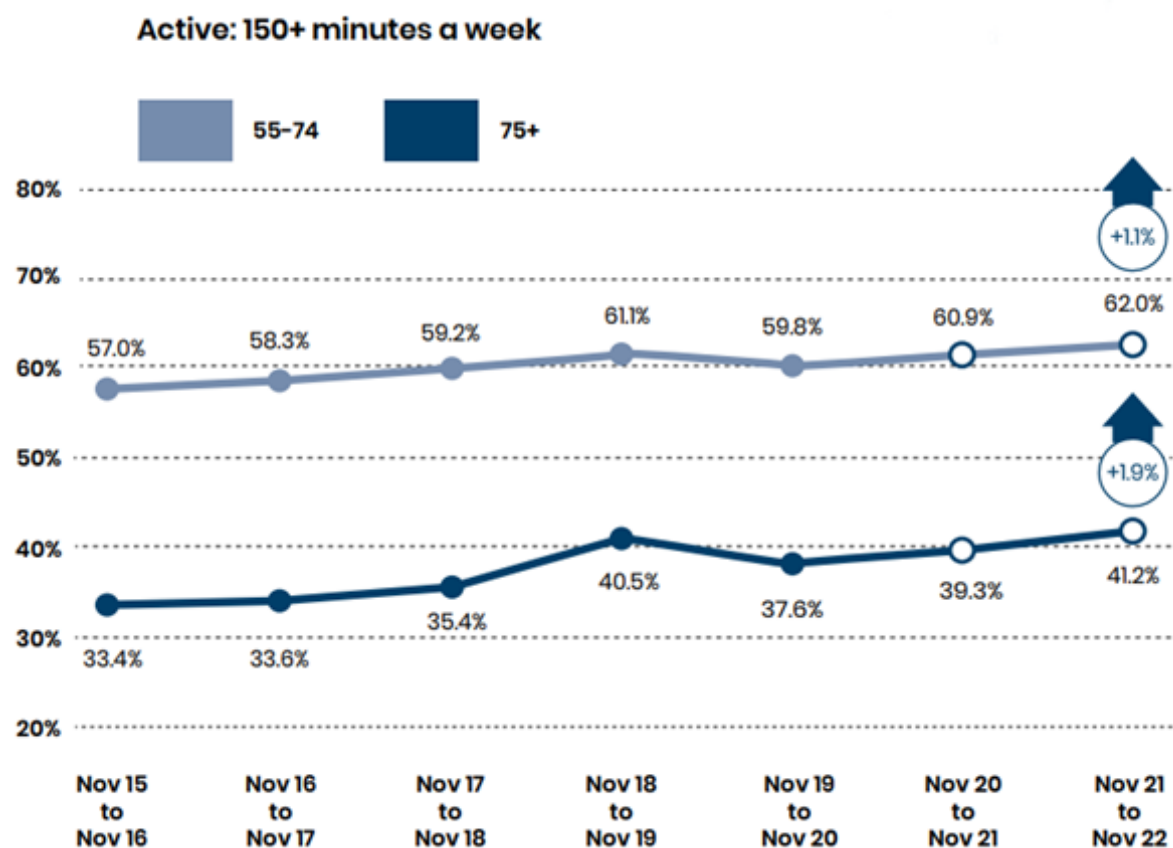
3 Age

Activity levels generally decrease with age, with the sharpest decrease coming at age 75+ (to 41%).



Over the longer term, activity levels have fallen among young adults. Among young people aged 16-34, activity levels were falling before the pandemic and this trend continues.

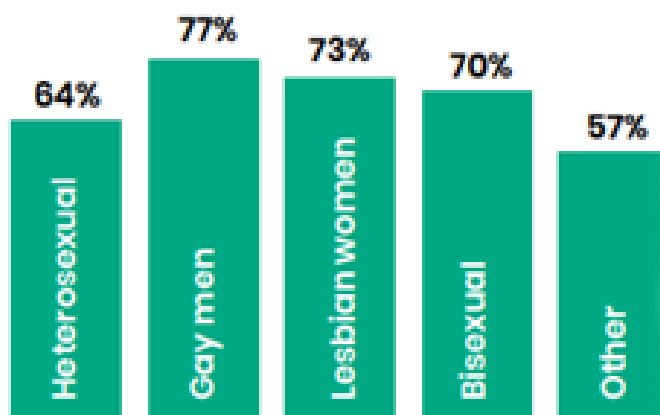
Activity levels continue to grow among older adults. Both 55-74-year-olds and those aged 75+ were seeing activity levels grow before the pandemic. This growth stalled during the pandemic but those aged 55-74 have now seen activity levels increase once more (up 0.9% from November 2018-19), while those aged 75+ record their highest ever reported activity level.



Source: Sport England Active Lives Children and Young People Survey - Academic year 2021-22

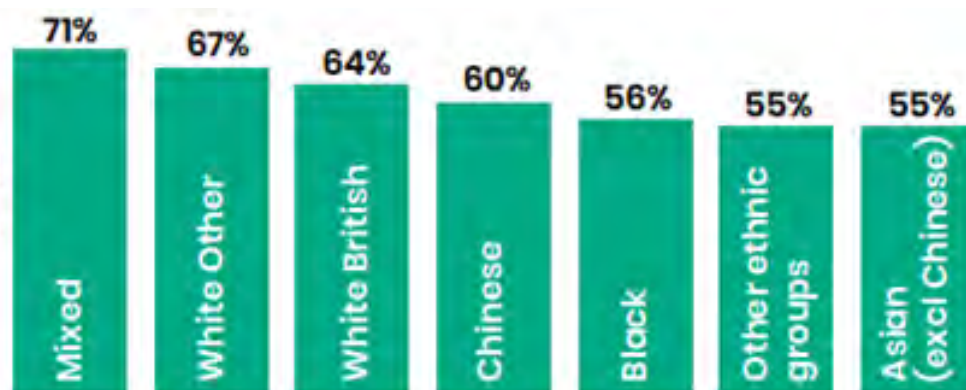
4 Sexual orientation

Gay men, lesbian women and bisexual adults are all more likely to be active than heterosexual adults.



5 Ethnicity

There are differences in activity levels based on ethnic background.

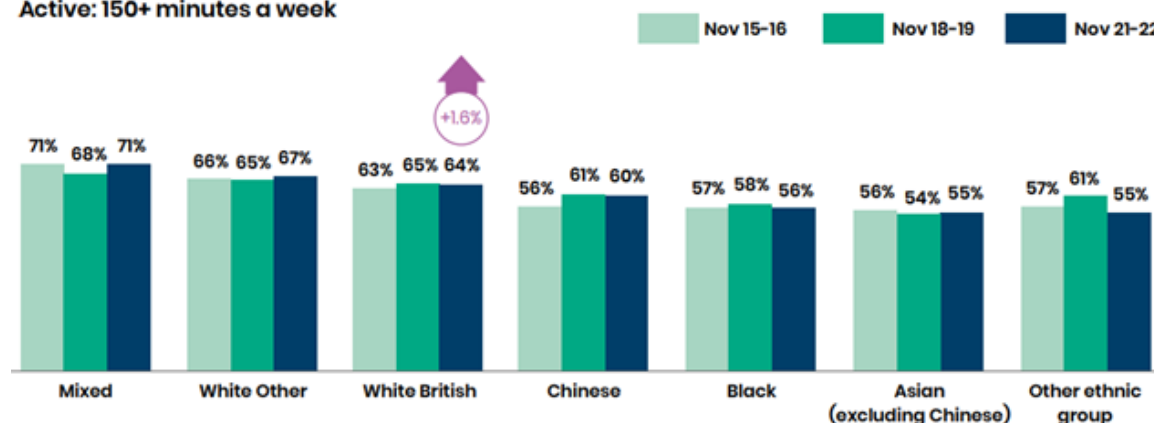


Significant inequalities continue to exist in activity levels between some minority ethnic groups.

Activity levels fell generally during the pandemic, with drops greatest among adults with Asian (-4.4%), Black (-4.5%) and other ethnicities (-7.6%).

Recovery back to November 2018-19 levels has been seen across all groups, with the exception of those from Other ethnicities who remain down by 6.2%. No ethnic minority group is showing a reportable difference compared to November 2015-16, within our margin of error. As a result, inequalities continue to widen as White British adults have seen activity levels increase over the same period (up 1.6%).

Active: 150+ minutes a week

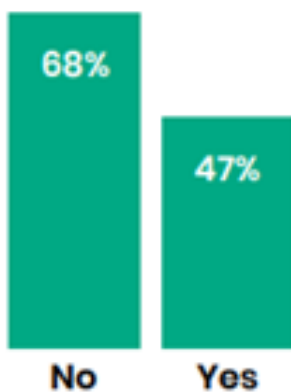


Source: Sport England Active Lives Children and Young People Survey - Academic year 2021-22

6

Disability and long-term health conditions

Activity is less common for adults with a disability or long-term health condition* (47%) than those without (68%).



Adults with a disability or long-term health condition have seen activity levels recover. Both those with and without a disability or long-term health condition saw activity levels fall during the pandemic, however both groups have returned to November 2018-19 levels. As a result, there are now 3.8% more adults with a disability or long-term health condition who are active than in November 2015-16.



Types of activity

Fitness and active travel are yet to fully recover

Walking for leisure was growing steadily before the pandemic and saw accelerated growth during it, with walking often becoming the activity of choice when others were less readily available.

While there has been a dip compared to 12 months ago, this isn't unexpected given other activities saw their numbers recover – there continues to be an underlying strong upward trend, with 2.6m more walkers compared to before the pandemic (November 2018-19) and 4.6m more compared to six years ago (November 2015-16).

Conversely, despite seeing some growth previously, fitness activities and active travel both saw large drops in numbers during the pandemic that are yet to be fully recovered.

As a result, both see fewer people taking part - with fitness down by more than 650,000 people (compared to November 2016-17) and active travel down by more than 800,000 people (compared to November 2015-16).

Running and swimming activity levels have declined over the long term

Cycling for leisure and sport, and running (includes treadmill) both had slightly falling numbers before the pandemic and both saw numbers increase during it.

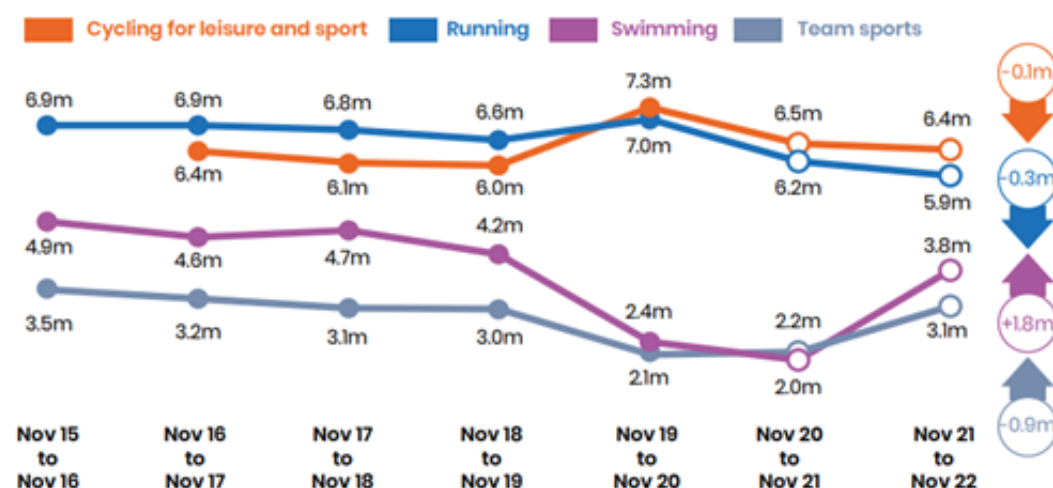
However, since the pandemic there have been different outcomes for each with cycling for leisure and sport remaining up on pre-pandemic (by just over 300,000) and running dropping further, continuing the prior trend (down by nearly 1million since November 2015-16).

While swimming has seen significant recovery, levels remain below pre-pandemic and we see a continuation of the downward trend (down by just over 1million since November 2015-16).

In contrast, team sports have recovered to pre-pandemic levels with indications of a stabilisation at around 3.1million players.

Swimming and team sports both had downward trends before the pandemic but were perhaps the most impacted activities given the nature and locations of taking part in them.

Taken part at least twice in the last 28 days (age 16+) for selected activity groups



Source: Sport England Active Lives Children and Young People Survey - Academic year 2021-22

The Local Picture

The proportion of adults in North Yorkshire who are physically active is reported as 70.1% (2021/22 data), which is 0.1% higher than 2020/21. The North Yorkshire average is statistically better than the England average (67.3%).

At district level, caution must be taken when making comparisons year on year as there is likely to be some variance in sample sizes within each district area, year on year.

The table below highlights physical activity levels in adults from the Active Lives Adult Survey for 2015/16 to 2021/22:



Source: Office for Health Improvement and Disparities (based on the Active Lives Adult Survey, Sport England)

Growing Up in North Yorkshire survey – Healthy eating and physical activity findings

The Growing Up in North Yorkshire (GUNY) survey was commissioned by the North Yorkshire Children and Young People's Service (CYPS), North Yorkshire Public Health and North Yorkshire Police Service to collect reliable information about young people's learning, health and wellbeing. The survey results are the compilation of data collected from children and young people in the majority of schools in North Yorkshire during the Summer Term 2022. The 2022 report represents responses of over 17,000 pupils attending mainstream and special schools and pupil referral services in North Yorkshire.

The full report can be accessed via **NYork2022summary (healthyschoolsnorthyorks.org)**

Some of the key findings that relate to being active and eating well include:

- 19% of Year 2 pupils responding that they are allowed to watch television after they have gone to bed.
- 26% of boys and 35% of girls in Year 6 responding that they ate at least 5 portions of fruit and vegetables on the day of the survey.
- 49% of year 2 pupils played with friends after school, which is an increase from 28% in 2020.
- Year 8 and Year 10 pupils do five or more hours of physical activity in a typical week in school or out of school when compared to the last survey in 2022. 15% of year 8 and year 10 pupils achieve 5 or more hours in school in a typical week compared to 9% in 2020. 45% of year 8 and year 10 pupils achieve 5 or more hours out of school in a typical week compared to 35% in 2020.

Useful extracts from the report are presented below:

Primary school pupils in Year 2 (aged 6-7 years)

Being Healthy

- When asked about what they had before lessons on the morning of the survey, 78% responded that they had a drink, and 94% said they had something to eat, while 3% said they had nothing before lessons.
- The foods and drink most commonly consumed on 'most days' were: fresh fruit 57%; water 69%; vegetables 48%; sweets or chocolate 37%
- The foods or drinks least commonly consumed were milk shake (28% 'never' consumed); sugary cereals (18%); fizzy drinks (26%).

Physical activity

- 83% of pupils said they do one or more of the physical activities listed in the questionnaire at least 'twice a week' at school; 65% said they do so 'most days'.
- 61% of pupils said they do one or more of the physical activities listed in the questionnaire at least 'twice a week' out of school; 46% said they do so 'most days'.
- 70% of pupils responded that they have a set bedtime for nights when it's school the next day. 30% of pupils responded that someone usually reads them a bedtime story.
- 48% of pupils responded that they have a television in their bedroom. 19% of these pupils responded that they are allowed to watch television after they have gone to bed.
- 93% use a computer/tablet or mobile device at home. 62% use it to help with schoolwork. 81% said they use it to play games.

Primary school pupils in Year 6 (aged 10-11 years)

Healthy eating

- 6% had nothing to eat or drink for breakfast on the day of the survey.
- 62% of pupils responded that they had a drink before lessons in the morning of the survey.
- 88% said that they had something to eat before lessons on the morning of the survey.

Five-a-day

- 25% of pupils responded that they ate at least 5 portions of fruit and vegetables on the day before the survey.
- 10% of boys and 7% of girls responded that they did not eat any portions of fruit or vegetables on the day before the survey.



Snacks and drinks

- 6% of pupils responded that they didn't eat any snacks on the day before the survey.
- 45% of pupils responded that they ate one or two snacks on the day before the survey.
- 15% of pupils responded that they ate at least 5 snacks on the day before the survey.
- 33% of pupils responded that they didn't drink any sugary drinks on the day before the survey.
- 31% of pupils responded that they drank at least 2 sugary drinks on the day before the survey.
- 69% of pupils responded that they have found school lessons about healthy eating 'quite' or 'very' useful, while 4% have found them 'not at all' useful and 5% couldn't remember having any.

Secondary school pupils in Years 8 and 10

Physical activity

- 54% of pupils responded that they do five or more hours of physical activity in a typical week in school (1% none at all).
- 56% of pupils responded that they do five or more hours of physical activity in a typical week out of school (4% none at all).
- 66% of pupils agreed that they find physical activity and sports easy and 87% agreed that they know how to get involved in different types of physical activity and sports.
- 74% of pupils responded that they have found school lessons about physical education at least 'quite useful'.
- 97% of pupils (96% of boys and 99% of girls) responded that they chat/talk during playtimes (including dinner times) at least 'sometimes'.
- 87% said they play running/skipping games/tag and 75% said they play ball games.
- 33% said they read quietly at playtime.

Healthy eating

- 20% had nothing to eat or drink before lessons on the day of the survey.
- 60% of pupils had a drink before lessons on the day of the survey, 64% responded that they had something to eat.
- 9% of pupils in the survey had no lunch on the day before the survey. 73% had a drink and 83% had something to eat.
- 15% of pupils responded that they ate at least 5 snacks on the day before the survey.
- 33% of pupils responded that they drank at least two sugary drinks on the day before the survey.
- 19% of pupils had at least 5 portions of fruit or vegetables the day before the survey, while 12% had none at all.
- 79% of pupils responded that they could get water at school, while 19% said 'not easily'.
- 47% of pupils found school lessons about healthy eating 'quite' or 'very' useful.

Diet

- 26% say they never worry about how much they eat; 12% say they are after or always careful with their diet.
- 42% of pupils report ever engaging in extreme dietary behaviour, like exercising a great deal or making themselves sick.

Physical activity

- 71% said they would like to be more physically active.
- 15% said that they do five or more hours of physical activity in school in a typical week, and 45% out of school.
- 4% of pupils responded that they don't do a single hour of physical activity in a typical week in school, and 9% out of school.



Response and innovation – whole system approach during 2022

Remobilisation of the Healthy Weight, Healthy Lives Steering Group & Priorities re-worked

The Healthy Weight, Healthy Lives steering group has been re-mobilised after a period of 'stand down' during the pandemic. The Group is now recognised as the 'North Yorkshire Healthy Weight, Healthy Lives Partnership Group'. The Partnership Group has re-worked the wording of the Strategy priorities; the diagram below shows the 'past and present' Strategy priorities.

The essence of the priorities the same but hopefully the re-wording reflects the national and local shifts in the language used regarding weight and moves the narrative to eating well and moving more.

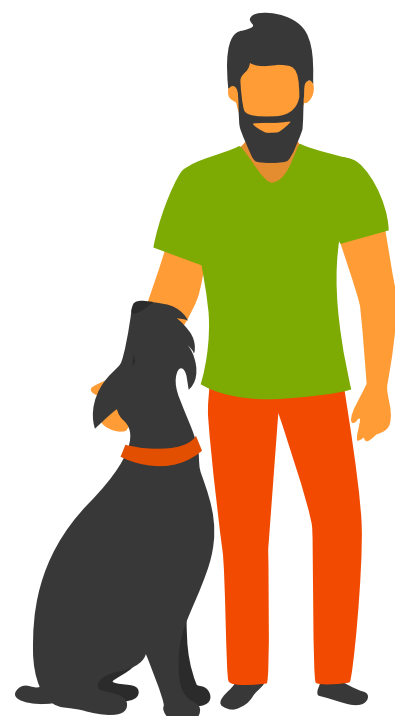
Past and present

Past	Present
Supporting children's healthy growth and healthy weight	Supporting children's healthy growth and healthy lifestyle
Promoting healthier food choices	Promoting healthier food
Building physical activity into our daily lives	Building physical activity into our daily lives
Providing the right personalised, accessible weight management services	Providing the right personalised, accessible weight management support
Ensuring people have access to the right information and resources to make healthy choices that support weight loss	Ensuring people have access to the right information and resources to eat well and move more
Building healthier workplaces that support employees to manage their weight	Building healthier workplaces that support employees to eat well and move more

The Partnership Group have identified some emerging themes across all priorities, which will be focused on over the next reporting year:

- Importance of antenatal and early years
- Connections with sleep hygiene
- Regenerative food system
- Healthy place shaping through planning and policy (food & physical activity)
- Evolving language – both in relation to physical activity and food
- Deeper understanding of behaviour change – application of behaviour science modelling
- Connections with culture, arts, nature & food and physical activity
- Priorities & action ‘at place’
- Innovation and transformation

The next section of the report highlights some of the case study examples under each of the Strategy priorities (re-worked) that cover the calendar year period of 2022.



Priority: Supporting children's healthy growth and healthy lifestyle

Breastfeeding and infant feeding

Healthy Child Programme

Through the Infant Feeding, Family Diet and Nutrition Pillar of the Healthy Child Programme families have been provided with a range of support through the Harrogate and District Foundation Trust (HDFT) Healthy Child Teams, this has included:

- breast feeding support through proactive telephone calls
- breastfeeding support groups
- workshops on introducing solids
- groups to support healthy diet and lifestyle for families

North Yorkshire Infant Feeding Strategic Board

Following the success of the Early Infant Feeding group, established in 2021 which included partners from HDFT and North Yorkshire Council (NYC) the group has now developed into the North Yorkshire Infant Feeding Strategic Board. The Board chaired by NYC Public Health aims to provide leadership to remove all barriers - practical, societal and commercial that prevent families from breastfeeding. It includes partners, from local maternity, health visiting, dietetics, children and families services alongside representation from a national breastfeeding helpline. During 2022 the board commenced the development of a Breastfeeding and Infant Feeding Plan which will be signed off in 2023 and align with regional Local Maternity and Neonatal System breast and infant feeding priorities. The plan will identify actions to raise awareness about and promote breastfeeding, ensure that all families receive effective and timely support and address inequalities in local breastfeeding rates.

Healthy Start Scheme

The Healthy Start Scheme (HSS) was first introduced in 2005, it is a statutory public health initiative with a stated goal of providing a nutritional

safety net and improving access to a healthy diet for low-income families. (Ref 15) The scheme is available to pregnant women, who are more than 10 weeks pregnant or parent/carers who have a child under the age of four who receive specific state benefits. It is also available to pregnant women under the age of 18, regardless of their income and Non-British Citizens who meet set criteria.

There are two parts to the Healthy Start Scheme:

- 1) A pre-paid card which can be used to purchase certain types of milk (plain cow's milk which is pasteurised, sterilised, long-life, or ultra-heat treated), infant formula, fruit, and vegetables. Eligible families receive the following monies:
 - £4.25 each week of pregnancy from the 10th week
 - £8.50 each week for children from birth to one year old
 - £4.25 each week for children between one and four years old
- 2) Access to free Healthy Start Vitamins; collection is via local distribution sites and on sight of a HSS pre-paid card.

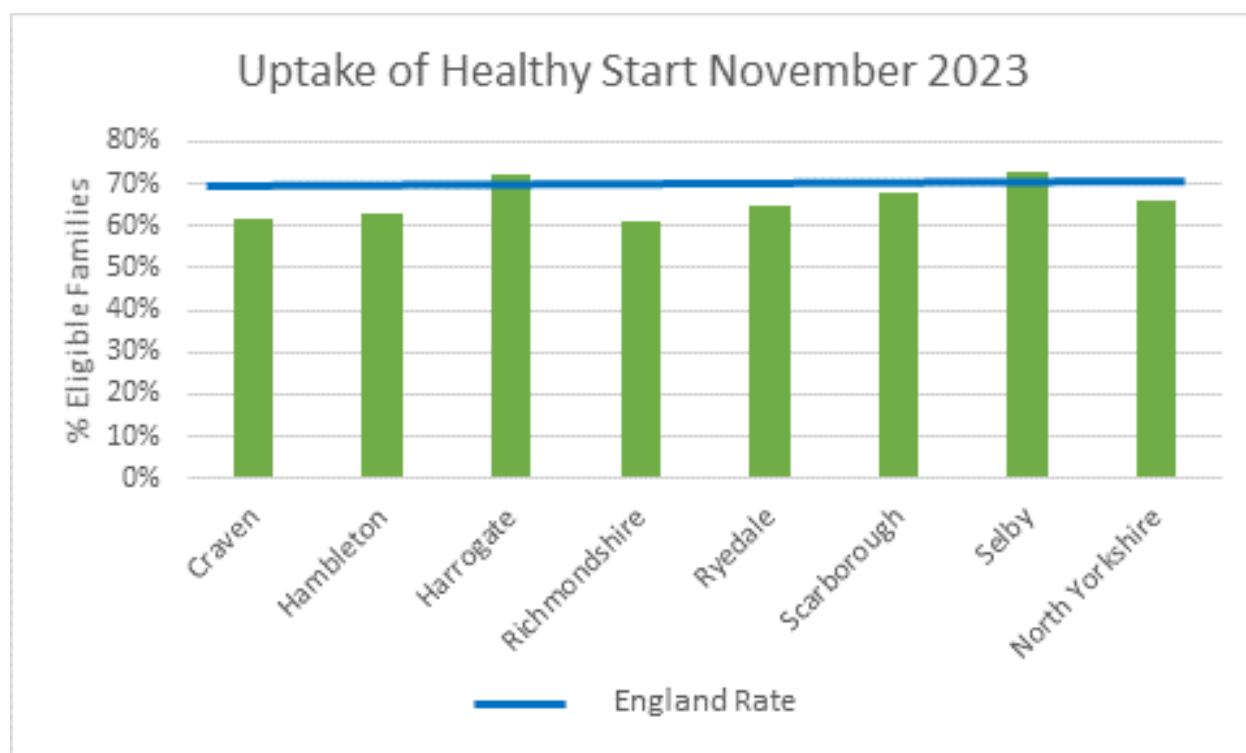
Get help to buy food and milk (Healthy Start)

The scheme is viewed as essential in supporting families, particularly in the current economic position, in which many are facing increasing financial pressures due to the increased cost of food and utility bills. Recent reports on the impact of the cost-of-living crisis highlight the negative impact on family diet including that "one in four (25.8%) households with children has experienced food insecurity" with many having smaller meals, skipping meals, or purchase cheaper meals which are low in nutrition and dense in calories. This is associated with inadequate nutritional intake, putting mothers and children at risk of poor health outcomes, which in turn have broader negative outcomes such as loss of workdays and low achievement at school.

Promotion and coordination of the HSS is the responsibility of local Public Health Teams and health professionals, with the children's workforce and voluntary and community sectors also have a significant role to play in supporting the scheme. Research shows that women who are introduced to the scheme by a professional, who takes the time to explain its public health context and health benefits, are more likely to understand the benefits.

Nutritional data sets tell us that young children and pregnant or breastfeeding women may not get enough vitamins even if they are eating well. The risk for vitamin deficiencies is also known to be higher in certain population groups including families in lower-income groups, teenage parents, and ethnic minority groups. In the UK, vitamin D deficiency in women during pregnancy and lactation is a key concern because poor maternal vitamin D status during pregnancy is associated with vitamin D deficiency in infancy. Vitamin D deficiency can lead to a loss of bone density, which can contribute to osteoporosis and fractures (broken bones). Severe vitamin D deficiency can also lead to other diseases. In children, it can cause rickets. Rickets is a rare disease that causes the bones to become soft and bend. To minimise the risk of poor health outcomes, pregnant and breastfeeding women, and young children in the UK are recommended to take vitamin supplements. The HSV adhere to the UK Department of Health nutritional recommendations.

The national target for uptake of the HSS is 75%, data published in March 2023 shows that the current uptake across England is 64%. Uptake within North Yorkshire varies ranging from 56% in Craven to 68% in Selby and therefore currently, all districts are below this target.



Uptake of Healthy Start in North Yorkshire (March 2023)

Within March 2023 there were approximately 1,183 eligible families within North Yorkshire not claiming the scheme, this equates to the monetary loss to families of approximately £30,001 within the month.

Breakdown to postcode level provides further insight into variation of uptake, however the quality of the data is limited as it is only available for the first four postal digits. It indicates that rates range from 31.3% to 80.6% between North Yorkshire areas. There is currently no published data for Local Authority uptake for the vitamin scheme, but nationally it has been estimated to be at the 5% mark for eligible women and children.

Historically in North Yorkshire distribution of the Healthy Start vitamins has been facilitated through Children Centres with women collecting them from reception staff for free, on proof of scheme eligibility or purchasing at cost price. However, during the Covid-19 pandemic Children Centres were closed and a temporary provision pathway was agreed via the Healthy Child Programme through which Health Visitors gave out the vitamins at face-to-face visits to families on a universal basis.

In October 2022 a HSS Task and Finish Group was established, with representation from Public Health, the Healthy Child Programme and the Children and Families Service. The remit for the group is to increase the uptake of the HSC and HSV across the County. Work completed to date has included development and delivery of a comprehensive communication promotional plan and re-establishment of distribution of the vitamins via the Children and Families hubs.

Key achievements to date include:

- Promotional pilot commenced with NY Registrars. Registrars are distributing HSS resource at all new birth registrations, with the information given with an Early Years information pack, provided through the Children and Families Service.
- A one-minute guide explaining HSS has been developed and distributed to Children and Young Peoples Service (CYPS) frontline staff, midwives, health visitors and early years settings.
- Inclusion of HSS resources on the midwifery resource element of Badgernet, the new

midwifery management information system.

- Inclusion within the NYC cost of living campaign, including a social media campaign and details on the NYC cost of living webpage.
- Provision of content for newsletters for GPs and pharmacies via the Local Medical Committee and Community Pharmacy North Yorkshire.
- Provision of content for newsletters and staffing bulletins e.g. Children and Families, Special Educational Needs and Disabilities Early Years Providers.
- Included in all information resources for Holiday Activities and Food programme
- Promotional resources distributed across North Yorkshire Libraries.
- Review of best practice models for effective delivery of the healthy start scheme via connection with other local authority areas and national forums

Work to improve the uptake of HSV vitamins has included:

- Re-establishment of vitamin distribution through Children and Family Hubs
- Design of a six- month pilot at two libraries as additional community based distribution points. Libraries were identified as good contact points with families likely to be eligible for the HSS and are also utilised for Breastfeeding Peer Support Groups coordinated by the Health Visitors.

Area for Future Development/ opportunities/Recommendations

- A research project to gain better understanding of the local uptake, including engagement with local families and professionals
- Engagement with midwifery services to explore the implementation of universal provision at key contact points e.g. booking appointment, birth discharge
- Increase HSV access points in communities: work will be undertaken to identify targeted locations through deprivation scores and breastfeeding rates
- Extend HSS promotion to include printed materials, banners and retailers' resources

Early years and schools

POPPY Programme

Following on from previous work by the Early Infant Feeding working group, and as part of the Infant feeding, family diet and nutrition work stream, a task and finish group called “Nutrition in Early Years” has been established. This group aims to develop an early years nutrition and activity programme to target families with children 0 to four years old. The programme will replace what used to be the national HENRY programme (Health, Exercise and Nutrition in the Really Young).

The new programme is known as ‘POPPY’. All practitioners involved in the delivery of the new programme have completed a pilot programme and Harrogate and District Foundation Trust plan to open up the programme in spring/summer 2023.

Healthy Packed Lunch Guidance for primary schools and early years settings

The healthy packed lunch guidance for families of primary school children continues to be disseminated widely to schools and local partners as a resource to help families with ideas for healthy food, drinks and snacks to take to school. Most dissemination has been electronic but over 8,000 hard copies of the leaflet have also been requested by, and sent out to, schools.

The Poppy Programme will support parents and carers with planning, oral health, physical activity, portion sizes, to improve your health.

The programme will offer free, confidential four-week virtual programme (face to face workshops can be organised if deemed appropriate).

Typically, the programme will consist of:

Week 1: Let's make a healthy start

Week 2: Confident parenting and emotional wellbeing

Week 3: Food glorious food

Week 4: Looking after your bodies

Primary school version:

Why do we need a healthy packed lunch?

A healthy packed lunch will give children the **energy** and **nutrition** they need to get the most from their school day – helping them to stay healthy, feel good and be ready and able to learn. Just like school meals, packed lunches should be made up of foods from the main food groups in the Eatwell Guide <https://www.nhs.uk/eatwell-guide/> and portions should be appropriate for a child's age and size. This will ensure every child has a healthy and nutritionally-balanced lunch.

What should I include in my healthy packed lunch?

Please try to include **ONE** of each of the following in your lunch each day:

- STARCHY CARBOHYDRATE**
 - ✓ bread, wrap, pitta, bagel, rolls, baguette
 - ✓ rice or couscous
 - ✓ pasta
 - ✓ noodles
 - ✓ potatoes

Wholemeal/wholegrain options contain more fibre and keep you fuller for longer

Good for healthy bones and teeth!

Drinks – plain tap water is the best option, especially for teeth. Please send your child to school with their own named, clean water bottle each day.

Drinking enough each day helps keep your body working well and your skin looking healthy!
- DAIRY FOOD (or non-dairy alternative)**
 - ✓ cheese – hard, soft, spread
 - ✓ yoghurt or fromage frais
 - ✓ milk
 - ✓ custard

Choose low fat, low sugar options where possible
- FRUIT (fresh, frozen, tinned or dried)**
 - ✓ apple
 - ✓ banana
 - ✓ satsuma
 - ✓ pear
 - ✓ plum
 - ✓ mango
 - ✓ melon
 - ✓ small box of raisins

Good for healthy bones and teeth!
- VEGETABLES OR SALAD**
 - ✓ chopped vegetable sticks (e.g. carrot, cucumber, pepper)
 - ✓ salad in sandwiches
 - ✓ vegetable soup
- PROTEIN**
 - ✓ meat e.g. sliced lean ham, chicken or beef in a sandwich
 - ✓ fish – try to include oily fish such as salmon or sardines at least once every 2 weeks (tuna doesn't count – sorry!)
 - ✓ eggs
 - ✓ lentils, beans, chickpeas

Helps your body to grow and develop

How much? A portion is one child-sized handful.

Me-sized meals

Young children don't need as much food as teenagers and adults. When they eat more than they need, the excess energy is stored as fat in their bodies.

Print me and stick me on your fridge

North Yorkshire County Council

What about snacks for break time?

The best options for break-time snacks are:

- ✓ Portion of fresh fruit (no dried fruit as snacks please as the sugar can stick in teeth)
- ✓ Vegetable sticks

Other ideas for healthy snacks could be rice cakes, bread sticks, bag of plain popcorn but please check your school's policy on snacks and allergies to see what is allowed in your school.

5 top tips for your packed lunch

- Freezer packs can keep food cool. Freeze a (reusable) bottle of water which will be ready to drink by lunchtime.
- Get your child to help pack their lunch box – they are more likely to enjoy it.
- Children love to dip – cut up pitta bread or use veg sticks to have with a pot of yoghurt dip, e.g. tzatziki.
- Use pastry cutters to cut funny-shaped sandwiches.
- Protect your fruit by putting it in a small plastic container e.g. apple/banana guard.

Get more vegetables in your lunches!

Here are some GREAT ideas for upping the veg and fruit content in your kid's home:

[healthyschoolsnorthyorkshire.org.uk/healthy-schools](https://www.healthyschoolsnorthyorkshire.org.uk/healthy-schools)

School dinners are best!

Making packed lunches can be time consuming and expensive – why not try school dinners?

School meals provide your child with a nutritionally-balanced variety of foods. **Every** infant child (aged 5-7) is entitled to a **FREE** school lunch.

Also, **FREE** school meals for all age groups are provided to families who receive qualifying incomes such as income support and universal credit. Ask your school office how to order yours. More information is available from your school's website or the North Yorkshire County Council website www.northyorkshire.gov.uk/school-meals

Here are some websites with more information to help your family to stay healthy, happy and well:

healthyschoolsnorthyorkshire.org.uk/healthy-schools

www.northyorkshire.gov.uk/healthy-weight-children-weight

And some information on saving money, local food banks, financial support and eating well on a budget:

healthyschoolsnorthyorkshire.org.uk/eating-well

Be safe!

- Please cut up food into small sizes for young children. Cut grapes and cherry tomatoes in half (lengthways if oblong).
- Be aware of allergies – please check your school's allergies guidance.

What should I NOT bring to school?

Please do **NOT** include the following items:

- ✗ Sweets and chocolate bars – these foods are high in sugar and calories, low in goodness, and are harmful for teeth.
- ✗ Squash or fizzy drink – water is best for teeth.
- ✗ Other items e.g. nuts, sesame, fish – please check your school's allergy policy.

Thank you!

North Yorkshire County Council

For more information visit North Yorkshire Packed Lunch Guidance - Healthy Schools North Yorkshire

Sugar

Limit foods that are high in sugar such as sweets, biscuits, sweets, chocolate, and soft drinks. Sugary foods damage teeth and provide calories but few nutrients. Use fruit to sweeten yoghurts and desserts.

Salt

Choose foods low in sodium because a diet too high in salt increases the risk of stroke and heart disease. It is high in salt includes processed meats, salty snacks, take away and ready meals.

What should I NOT include?

Avoid **NOT** include the following items:
 • Sweets and chocolate bars
 • Sugary fizzy drinks

Thank you!

Tip for your packed lunch

- Choose foods you can eat both cold and hot in a packed lunch if your school will be likely to drink by lunchtime.
- Use water when in between meals (don't drink tea or coffee) to help you stay hydrated.
- Don't forget to get your friends to use your school bag with a caddy.

Get more vegetables in your lunches!

There are some GREAT ideas for packed lunch vegetables in your school canteen. You can also try growing your own vegetables at home. For more ideas visit www.nhs.uk/healthylunches

Be safe!

- Please don't eat food into small pieces for young children. Cut grapes and cherry tomatoes in quarters.
- Cut larger fruits, like melons, into halves instead of small chunks.
- Remove any stones and seeds before serving fruit and vegetables.
- Be aware of allergies - please check your lunch menu provider's guidelines.
- do not get whole dairy into cream soups etc.

Healthy Start Scheme

With the NHS Healthy Start scheme, you could be eligible to receive payment for:

- Vitamins
- Fruit
- Milk
- Infant formula milk
- Pectin
- Healthy Start vitamins

Could you be eligible? If you or your partner receive benefits and are currently pregnant, or have a child under 5, you may be entitled to a monthly allowance of £16.62 to help buy healthy foods and milk. Find out and apply online www.healthystart.nhs.uk

More information

There are some websites with more information to help your family to stay healthy, happy and well:

- www.nhs.uk/healthylunches
- www.healthystart.nhs.uk
- www.nhs.uk/healthychildren

Local information on eating healthy

could Food Lenses, Financial Support and eating well on a budget.

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Supporting vulnerable families with healthy weight and oral health issues – findings from staff focus group research

In 2021-2022 Public Health staff undertook a Children and Young People Service (CYPS) staff consultation to explore how best to support vulnerable children and young people with public health issues, such as healthy weight, lifestyles and oral health.

This work came about through discussions between Public Health staff and CYPS colleagues in the children and families service (Early Help and Social Care managers) – it was identified that many staff were seeing lots of children and young people struggling with healthy weight and oral health issues.

It was agreed that a consultation would be done with staff to identify what the key issues were and what staff needed to help them with supporting children and young people and families with healthy weight and oral health issues (e.g. training, resources). It was agreed to deliver the staff consultation using qualitative methods.

During December 2021- March 2022 seven focus groups were conducted on Microsoft Teams with social workers, Early Help staff and foster carers to ask them about what issues they encounter when supporting children and young people with healthy weight and oral health. 51 people participated in total; 43 women and 8 men.

Key findings included:

- Barriers to good oral health e.g. problems accessing dentists, not seen as a priority, not getting into habits, financial.
 - Lack of child healthy weight services and support to refer / signpost families to.
 - Families need support with cooking, budgeting, meal planning, access to food.
 - Lots of issues around food and eating (often related to past trauma and experiences) e.g. sensory, Autistic Spectrum Disorder (ASD), eating disorders, selective and emotional eating, underweight/overweight.
 - Families need support with getting children off screens and getting active.
 - Mental health a big priority – for the children and young people and their parents/carers.
 - Impact of Covid e.g. getting back to activities and routines, social isolation.
- As a result of / since this staff consultation was undertaken, the following has been actioned:
- Created a healthy weight and oral health resource bank for professionals and families.
 - Secured funding for and commenced a new family healthy weight service for NY that staff can refer families to.
 - Established local dental referral pathways (with flexible commissioning) to help children who are particularly vulnerable to poor oral health to easier access local dental practices and Oral Health Champions.
 - Commissioned oral health training for professionals.
 - Commissioned a Supervised Toothbrushing programme for targeted Early Years settings
 - Created new services and support for mental health.
 - Looked at ways to help families with cost of living, food insecurity, cooking on a budget.
 - Created a child healthy weight pathway with links to mental health and eating disorder services.

Healthy Schools and Early Years Award Programme for North Yorkshire

Programme overview

The aim of the Healthy Schools and Early Years Award programme is to support schools and Early Years providers to develop and embed a whole-setting approach to support the health and wellbeing of children, young people and staff.

To apply for the award, schools and early years settings provide evidence of how they are meeting each of the criteria for which they are applying, using detailed action plans and by providing further supporting evidence such as policies and photographs. Criteria were developed based on evidence-based practice and to ensure a whole-setting approach to each theme.

The Healthy Schools Programme started in September 2019 and the Healthy Early Years Programme started in November 2021. The programme is funded by the public health grant to enable all North Yorkshire schools (including academies) and early years providers (including private nurseries and childminders) to take part without charge.

Healthy Schools Themes

There are four key themes (plus staff wellbeing) that schools can work on in any order:

- Active Lives
- Food in Schools
- Emotional Health & Wellbeing
- Personal, Social, Health Education (PSHE) which includes the statutory relationships, sex & health education curriculum requirements
- Staff Wellbeing – for Silver and Gold level (criteria based on the DfE Education Staff Wellbeing Charter).

Healthy Early Years Themes

There are three key themes (plus staff wellbeing) that settings can work on in any order:

- Active Lives
- Healthy food
- Personal, Social and Emotional Development (PSED) and Emotional Health & Wellbeing
- Staff Wellbeing – for Silver and Gold level (criteria based on the Anna Freud research and findings into the Wellbeing of Early Years Staff).

There are three levels of award to apply for:



Healthy Schools
North Yorkshire



Healthy Schools
North Yorkshire



Healthy Schools
North Yorkshire

Bronze covers one theme, Silver covers two themes plus staff wellbeing, and Gold includes all four themes (or all three for Early Years). Awards are assessed by a partnership group including Compass Phoenix, NYES Catering, Public Health and North Yorkshire Sport.

Number of Schools and Early Years Settings taking part, end of June 2023

Award Programme	Total number of registered settings	Numbers of settings gaining an award this academic year
Schools	285 (77%)	40 schools
Early Years	95	16 providers

Total number of Schools & Early Years Settings achieving an award, end of June 2023

Award Programme	Bronze	Silver	Gold	Total
Schools	54	29	34	117
Early Years	8	2	6	16

York Healthy Schools

In June 2023 York public health provided funding to enable all York schools to be able to join the North Yorkshire Healthy Schools programme free of charge. They can access online training and support as well as applying for awards that are assessed by a York Healthy Schools partnership group.

Celebration and Pupil Voice Events

A programme of in person and online events are organised each academic year for schools.

An online pupil voice event took place on Tuesday 7th March 2023 with a focus on Active Lives and Food in Schools themes.

Over 2,000 pupils and 100 members of staff from 46 primary schools across North Yorkshire took part in the interactive online event focused on the Active Lives and Food in Schools Theme.

The event was aimed at Key Stage 2 pupils, where pupils took part in interactive workshops broadcast live into their classrooms around the themes of active lifestyles and healthy food.

Pupils also heard from the PhunkyFoods Ambassadors at Camblesforth Primary Academy in Selby, who delivered a fun and interactive quiz around the importance of eating five portions of fruit and vegetables a day for the pupils to take part in.

The four workshops that pupils could attend consisted of:

- A live cook-a-long making a healthy fruit crunch with PhunkyFoods.
- Trying out some moves and games for active learning with North Yorkshire Sport.
- Planning school growing areas with the Royal Horticultural Society.
- Learning about mindfulness in Nature with the Yorkshire Dales National Park.



The following question was asked to children during the event:

What makes your life good and happy?



A Pupil Event and Healthy Schools Celebration was held on Tuesday 6th June 2023 at Harlow Carr Gardens, Harrogate and was aimed at Key Stage 2 pupils. The workshops consisted of:

- Oral health – learning about caring for teeth and the effects of too much sugar.
- Cooking with Phunky Foods.
- Gardening for wellbeing with RHS.

Certificates were presented by Councillor Alyson Baker and Louise Wallace (Director of Public Health).

An extensive programme of staff training around the Healthy Schools themes and PHSE are held for school staff and on the Early Years programme for Early Years colleagues.

[For more information please visit healthyschoolsnorthyorks.org](https://healthyschoolsnorthyorks.org)

Free School Meals

Free school meals (FSM) is a national programme to ensure pupils living in low income families can access food in school. Currently in North Yorkshire families must apply to receive FSM. Information on how to apply is through the school a pupil is attending. We know that not all eligible families are receiving FSM. Barriers for families applying include issues with access, language barriers and stigma. To remove issues with the application process and increase uptake, North Yorkshire Council are exploring using an auto enrolment system.

Breakfast Clubs

Breakfast is an important meal at the start of the day. Having breakfast helps to provide the energy and nutrients children need to support them in their learning for the day. Work is underway in North Yorkshire to gather insight on what breakfast provision is provided in schools across the county. A range of suppliers/schemes available to support schools to provide a breakfast provision have been identified. Insight gathered will support us to identify gaps in provision and barriers and schools' experiences. This information will be used to identify ways in which schools can be supported to ensure those pupils from low income families have access to a breakfast.

Holiday Activities and Food (HAF) programme – FEAST



The Holiday Activities and Food programme is a national initiative funded by the Department for Education in every local authority in England.

It runs in the Easter, Summer and Christmas holidays and North Yorkshire Together, a partnership between North Yorkshire Sport, North Yorkshire Youth and Rural Arts is commissioned by North Yorkshire Council to deliver North Yorkshire's programme, which is called 'FEAST'. All children and young people across North Yorkshire can get involved in a range of holiday activities, with free places and food for children and young people on benefits-related Free School Meals (and those not on FSM but made eligible by exception). FEAST partners with leading holiday playschemes, activity providers and voluntary sector partners from across North Yorkshire to offer a wide range of sessions for children and young people from Reception to Year 11. The aim of FEAST is to encourage children and young people in North Yorkshire to be active, eat healthily and engage in enriching activities over the school holidays.

In 2022, over 8,000 children and young people benefited from FEAST funding across Easter, Summer and Christmas. Looking forward to 2023 we hope to see an increase in reach through the new central booking system.

Quotes from FEAST parents:

"Thank-you so much for everything you guys do for [child], and for all the lovely encouragement you give her! She is my little superstar. Without you guys and what you do for the kids and her I don't think she would have any sort of fun over the holidays (lots of mum guilt!) or any kind of childhood! She loves all of you guys and honestly it means a lot to me. [Child] has been through a terrible time, and this is the first thing outside school that she has agreed to come too. She was much calmer when she came home and I was amazed when she was happy to come again."

"It made a massive difference, my children stayed active and entertained throughout the holidays instead of being bored at home. They made lots of new friends learned new sports and skills and gained more confidence from attending the sport school."

Case Studies

SEND and FEAST - northyorkshiretogether.co.uk/latest/supporting-send-children-through-feast/

Ukrainian Refugee step challenge case study - northyorkshiretogether.co.uk/latest/ukrainian-refugee-wins-the-step-challenge/

Please visit www.youtube.com to watch the official FEAST video.

For more information on the local FEAST programme, visit northyorkshiretogether.co.uk/feast/



School Zone Project

Rethink Food UK Transition Project

As part of a broader strategy to tackle childhood obesity across North Yorkshire, North Yorkshire County Council (NYCC) and partners have continued to develop the School Zone concept in two locality areas, Scarborough and Selby.

The School Zone project aims to create healthy food and physical activity environments within a school zone (the school environment itself, and the environment surrounding the school) so as to support active and healthy living.

Prior to the pandemic, the project saw significant development and agreement for additional funding from Selby District Council to deliver two specific elements of the project – a food educational programme and a park and stride intervention at Selby High. During 2021, the work on these two projects was picked back up.

One of the projects that has successfully taken place is the Rethink Food UK Transition Project. The project intended to support Year 6 pupils in their transition to Year 7, considering independent decision-making on food consumption within a new school setting and also where there is independence on the journey to and from school.

This project intended to enrich the transition of pupils from primary to secondary education. Specifically, it aimed to:

- Provide purposeful liaison between the primary and secondary schools (including visits to the secondary school)
- Enable the children in Year 6 and Year 7 (or other Key Stage 3 year group) to complete a shared learning journey based around food and eating well (additional links to the National Curriculum can be made).
- Support Year 6 pupils to understand the food available to them in Year 7 and be guided to eat well.
- Reinforce healthy eating messages to Key Stage 3 pupils.
- Enable the secondary school to model expectations (behaviour etc).

- Provide Year 6 children with the opportunity to experience life in Key Stage 3 and eliminate any worries / concerns.
- Provide Year 6 children with the opportunity to meet Year 6 pupils from other local schools prior to September.

Each school taking part received a growing tower on which they would grow a variety of food. The food grown was used at a celebration event at the end of the project to provide a meal for all participating pupils. Throughout the project pupils completed activities linked to the growing tower and the United Nation's Sustainable Development Goals. In addition to this, lessons linked to transition from Key Stage 2 to Key Stage 3 were to be covered.

All activities took part in the school transition period of the 2021/2022 academic year.

The school engagement and interventions delivered through the Rethink Food UK Transition Project had a positive impact on pupil knowledge on healthy food and drink, and altered some food behaviours, particularly in relation to snacking on unhealthy foods and drinks.

Further funding is being sought to roll out the project for future transition years, embed the learning sets into transition planning each year, enable more longitudinal impact evaluation, and establish closer school-local business links.

As a result of the School Zone (Childhood Obesity Trailblazer) project, a number of needs were identified at Selby High School around the catering offer and dining space/experience. Over a number of years, the North Yorkshire County Council Trading Standards team have worked with the school to help implement changes, which has resulted in improved and healthier food options, improved spaces for dining, and a reduction in single use plastics, among other things. Below is a list of the key outcomes that were achieved:

- Increased salad and vegetables in wraps and sandwiches - 75% of wraps and sandwiches now include some form of salad and/or vegetables.

- All bread is now either 50/50 or wholemeal bread. Wholemeal and beetroot wraps are being used in place of white.
- Main meal recipes now contain more vegetables, including 'hidden veg' in sauces.
- Baked goods such as traybakes, cookies – reduced sizes, took off menu.
- Over 18 months the school installed three outdoor canopies (with heating and lighting), and an outdoor pod servery to improve the dining period and experience.
- Reduced the use of single use plastic (plates, cutlery) in canteen, more use of biodegradable packaging for sandwiches.
- Eliminated single use plastic bottles within the school:
 - o Drinks provided in a plastic bottle are no longer sold within the canteen.
 - o Installed several water bottle filling stations.

- o All pupils encouraged to bring reusable containers to school in which to drink from throughout the day.
- o This one change has eliminated approximately 114,000 bottles going to landfill each year from the school.

In order to share this work as an example of good practice, and to support other secondary schools in making similar changes, the following has been achieved:

- Delivered a live webinar for North Yorkshire secondary schools to share good practice and support them with making healthy food changes and policies in their schools. This was recorded and shared widely with all secondary schools.
- Created an infographic resource to share top tips with secondary schools and details of the Selby High School case study, as an example of good practice.



Secondary Schools' Guide For Providing Healthy Food Choices

Children's health and development are affected by the foods they eat. Schools play an important role in helping children access healthy foods across the school day. Provision of healthier foods in schools can improve attendance, behaviour, concentration, academic performance and wellbeing.

The Growing Up in North Yorkshire (GUNY) 2022 Survey found secondary-aged pupils reported that:

20% had nothing to eat or drink before lessons



33% had at least 2 sugary drinks the day before



Only **19%** had at least 5 portions of fruit and veg the day before



The school food standards (School food standards: resources for schools - www.gov.uk) are designed to help children develop healthy eating habits and ensure that they have the energy and nutrition needed to get the most from their school day. This guide is to support schools to make changes that will help children to make healthier food choices and enjoy mealtimes.

Top Tips

Consult the **school council** for ideas or on forthcoming changes - what would the students like to see on the menu? Do a walk through of the **dining environment** to identify what the experience is like and potential changes that can be made (think about flow and seating arrangements)

Look at the **presentation of food** - we eat with our eyes. Is it attractively presented? Does it look appetising? What and how is food presented on the plate? (Can you hold taster sessions for students to try out new food?)



Look at the quantity of **single use plastic** being used in the dining area - can this be reduced, replaced?

Revisit the **school food standards** - is the menu compliant over the whole school day not just lunchtimes? e.g. how often are processed/red meats served? what is served at break times?

Explore offering **wholemeal/wholegrain** or **50/50 versions** of bread/rice/pasta.

Look at ways to increase **fruit and vegetables** in foods eg in sandwiches, sauces, puddings. Introduce changes gradually and allow time for this.

In line with the school food standards, look at **portion sizes** being served - are these within the parameters set? (Are sweet treats like cakes the right size and weight?)

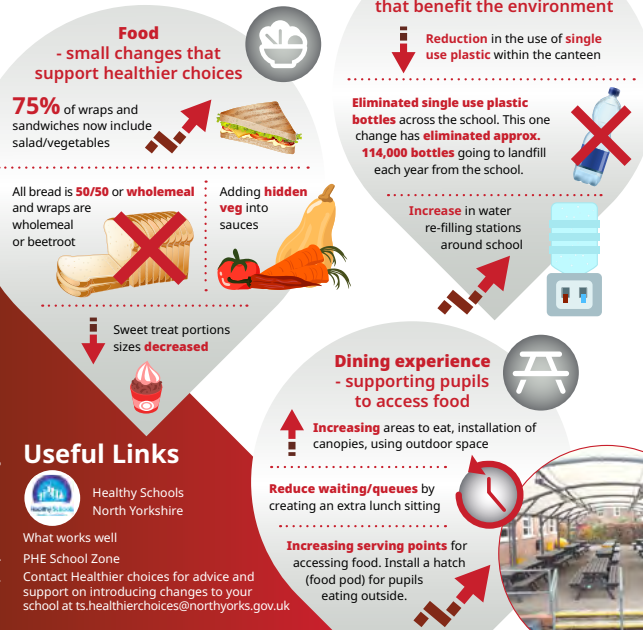
Is **drinking water** freely available to students around the school building? Are students encouraged to bring in a clean reusable water bottle each day? Can extra water coolers be provided around school?



Case Study - Improving the food and drink offer at Selby High School

North Yorkshire's Healthier Choices Team (Trading Standards) received a request from the School Leadership Team for help with making school food healthier and improving the overall dining experience.

- One of the areas we focused on was to improve the contents of the popular 'Grab and Go' options available from the canteen, which included increasing the fruit and vegetable content of these.
- The process took over a year, providing a designated contact from the healthier choices scheme who offered one to one support. Working with staff and pupils at the school we were able to identify areas to improve.
- The following are examples of outcomes that were achieved at Selby High School:



North Yorkshire Youth

Carlton Lodge Activity Centre



Carlton Lodge boasts its own lake for water sports and a newly refurbished climbing wall. These two assets complement our other activities on the 12-acre site, meaning the site can cater for any need from the adrenaline fuelled 100m zip wire to the more relaxing archery. Carlton Lodge activities are run in a way that can be linked to the National Curriculum and meeting the requirements within it.

Following the pandemic, the route back has been busy. More schools and groups have been in touch to take advantage of the activities on offer; providing young people with alternative physical activities to the traditional sports and give them an opportunity to try something new and possibly begin a new hobby.



Youth clubs

Youth clubs across North Yorkshire have slowly reopened after the Covid-19 lock down. Whilst many young people are still very wary about the world post-pandemic, North Yorkshire Youth (NYY) have been able to engage young people in positive youth activities and start discussions about their wellbeing.

Much of NYY's early work with these young people was around re-socialisation and their own coping skills in a very different world. NYY are engaging whole groups of young people who have never

been to a youth club and haven't had the benefit of peer behaviour modelling. A lot of NYY team's time has been spent simply providing safe spaces for young people to explore the way they interact with others during the night-time economy.

Social media is having an impact on young people too. It is a world of oversharing and peer pressure like never before. NYY cannot tell them to ignore it, it is part of their life, and they are constantly connected. Through the youth clubs, NYY offer informal education on how to build resilience and look after the physical and mental self and provide trusted adults for young people to bounce their ideas off.

Finally, the ongoing theme that concerns NYY the most is vaping. NYY are working with trading standards and other agencies to provide practical guidance and support to youth clubs to raise awareness of the issue with the young people.

Mentoring programme

NYY's Mentoring Programme continues to be available to young people. Through dialogue with young people, NYY are capturing insight that identifies increasing issues relating to food, including skipping meals and eating disorders. Following the pandemic, the programme also supports young people with low level mental health with the cases of anxiety and eating disorders increasing. NYY have a role and a duty to follow up with parents and carers through supportive conversation, and also flag with schools where there is a safeguarding concern or risk.

For more information on North Yorkshire Youth, visit www.nyy.org.uk

Priority: Promoting healthier food

North Yorkshire Food System and Strategy Development

Since 2018, there has been an ongoing review of the current food system, nationally. Around that time, Henry Dimbleby was asked to deliver an independent review of the food system by the Government, and subsequently produced a two-part report called the 'National Food Strategy'. This was very much a review of the food system with recommendations for a national government strategy. The first part of the review ended up being a response to the ill health and food security issues that the Covid-19 pandemic brought. Part Two of the review, 'The Plan', was published in July 2021 and took a closer look at how the food system works, the damage it is doing to our health and our ecosystem, and the interventions that could be implemented to prevent these harms.

The National Food Strategy - The Plan

As direct response to Henry Dimbleby's National Food Strategy review, a publication of the 'Government Food Strategy' was published in June 2022.

Government food strategy - GOV.UK (www.gov.uk)

The government strategy responds to the Henry Dimbleby review with the following objectives to deliver:

- A prosperous agri-food and seafood sector.
- A sustainable, nature positive, affordable food system that provides choice and access to high quality products that support healthier and home-grown diets for all.
- Trade that provides export opportunities and consumer choice through imports, without compromising our regulatory standards for food, whether produced domestically or imported.

The rationale - Why should we focus on food?



Population Health



Environment & sustainability



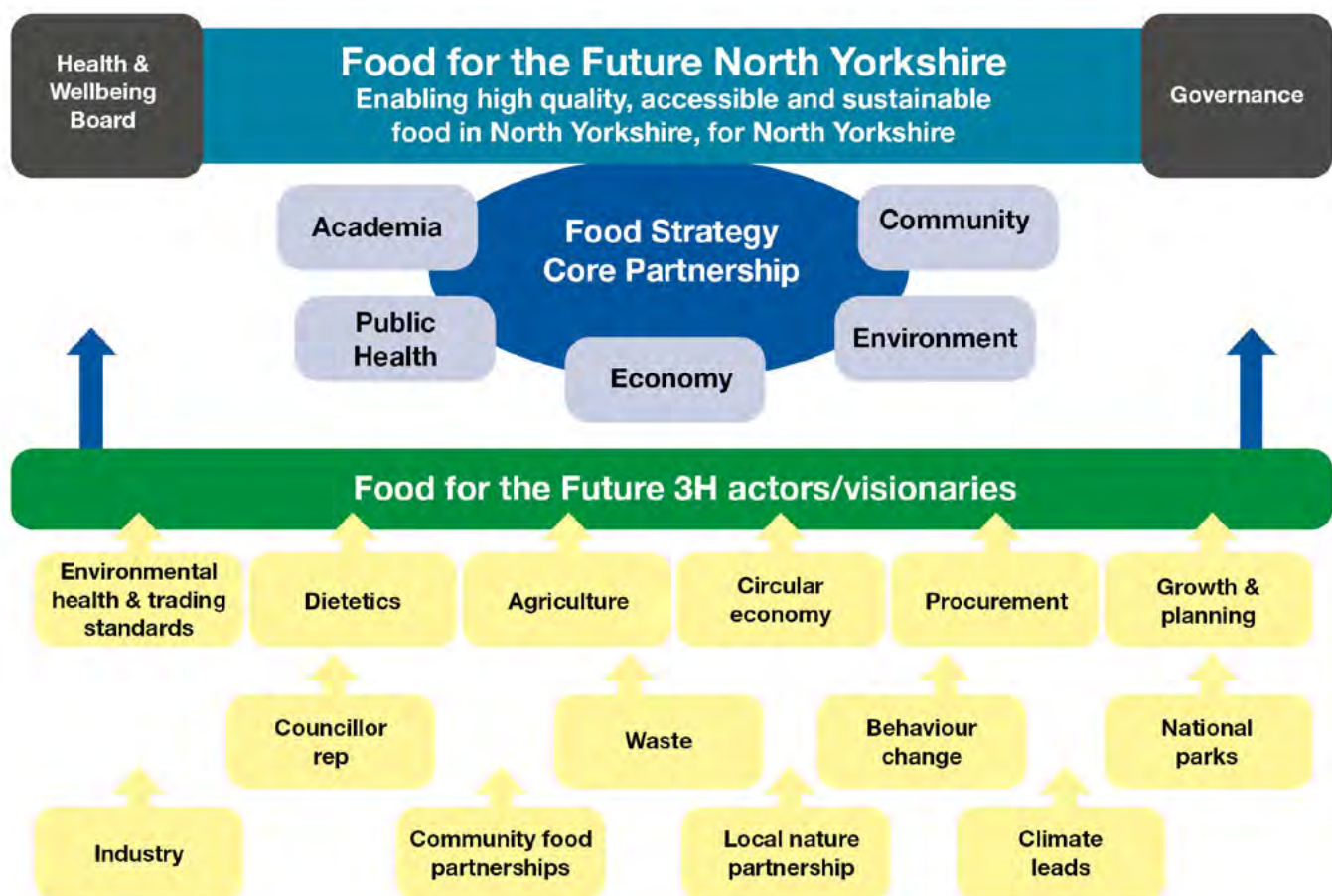
Economy & regeneration

North Yorkshire partners from across the local food system are coming together to determine priority action to enable high quality, affordable, accessible and sustainable food in North Yorkshire, for North Yorkshire.

Working with York University, North Yorkshire stakeholders and communities will better understand the challenges within the current food system and determine required action for a transformational food system for the future.

The focus will be on food and population health, food and the environment, and food and the economy.

A core strategy partnership group will be established in spring 2023 and core activators across the local food system will come together to take part in Food for the Future in North Yorkshire workshops, led by the University of York.



Community Food Provision

Household support fund

2022 saw the delivery of various phases of the Department of Work and Pensions (DWP) funded Household Support Fund*. Food Bank provision formed part of the support available, with 21,379 households benefitting between January and December 2022.

Work on the Stronger Communities collaborative research and insight work with City of York Council to better understand the regional food insecurity

landscape was completed in 2022. The report evaluates the range of food support services that were established during the pandemic and explores potential opportunities for future policy development and service provision, in order to increase levels of food security. For more information, please visit: York and North Yorkshire Covid Recovery Insight Project: Food Insecurity – Just another WordPress site (skyblue.org.uk).

** 2022 encompassed the second half of phase 1, the entirety of phase 2, and the first half of phase 3 of Household Support Fund.*

Healthier Choices for a Healthier You programme

The 'Healthier Choices' programme serves the North Yorkshire Healthy Weight Healthy Lives strategy by reducing the levels of saturated fat, sugar and salt in food provided by takeaways and North Yorkshire producers, and by increasing the availability of healthier food options to North Yorkshire consumers.

The Healthier Choices team continue to work with volunteering businesses to assess the potential for change and improvement, rewarding innovation and menu development by way of attainment of the Healthier Choices business award.



Participating organisations which include B&Bs, work canteens, care homes, hospital providers, independent cafes, tourist spots, takeaways and schools, are assessed against a range of criteria to determine whether they have achieved the gold, silver or bronze award. The criteria include aspects of food production such as providing reduced portion sizes, increasing use of vegetables and salads, incorporating healthier carbohydrates, using alternative cooking methods to frying to avoid oil absorption, removing fats from meats before cooking, using lower fat ingredients wherever possible, and reducing the amount of salt in food production. Throughout 2022/23 participating businesses made and converted an average of seven pledges across the assessment criteria.

Alongside the business award of which there are over 100 participants, the team continue to work with local schools and partners to improve nutritional awareness and healthier menus for pupils and customers.

School engagement:

- Development and delivery of a Healthy Schools webinar covering school food standards, healthier choices and promoting Selby High as a case study with guidance, tips and learnings on the provision of healthier choices shared with other local secondary schools.
- Creation of an infographic asset to explain and share information on healthier choices in schools, communicating key concepts and highlighting the work of Selby High as a local exemplar.
- Supported a series of Rethink Food Transition Project webinars working with Selby High and its feeder Primary schools, inviting Year 6 pupils to reflect on their food choices and to offer insight around healthy eating behaviours and the healthier choices available at Selby High.

Future activities include:

- Alignment to the successful Buy Local scheme in terms of recognising sustainable and regenerative business practices.
- Collaborating with North Yorkshire food manufacturers to create and deliver an interactive school healthy eating session that explores protein alternatives and healthy food swaps.
- Focusing on takeaway businesses to offer targeted guidance on providing healthier alternatives in the 'out of home' food sector.
- Revising the project's social media presence to promote and celebrate healthier eating.
- Working closely with environmental health teams under the new North Yorkshire Council structure to target potential contributors.

Updates can be found at

www.facebook.com/nyhealthierchoices

Priority: Building physical activity into our daily lives

Creating Active Schools

Creating Active Schools (CAS) is a research-based planning, profiling and training resource that helps schools to sustainably embed physical activity throughout the school so that everyone understands its benefits and can implement it in their practise.



Despite a number of initiatives aimed at addressing the inactivity of our school pupils, data suggests that obesity levels are still on the rise and sedentary levels remain largely the same. CAS identifies key touch points further up the system that need addressing and recognises that we can no longer throw opportunities at problems in the hope it resolves it. This is a much more complex issue.

The CAS framework is split into four areas (Policy, Environments, Stakeholders, and Opportunities) and recognises the key role that each play in making a sustainable change in our school settings:

Policy - The cornerstone of the CAS framework that helps establish a whole-school ethos and approach for physical activity.

Environments - The physical environment reflects the amount and variety of space at a school's disposal while the social environment reflects the culture of the school, and how socially acceptable it is for particular initiatives to take place.

Stakeholders - CAS seeks to ensure that all stakeholders are considered on this journey (pupils, school leaders, teachers and wider support staff, parents and wider stakeholders).

Opportunities - Traditionally the area schools already do the most, but it is particularly important that schools focus on the times of day they can control (traditionally in lessons and at breaks).

North Yorkshire Sport has spent the year working with a select group of five schools to trial the CAS framework and learn from the process along the way.

One such school is Roecliffe C of E Primary school:

After initial conversations with the Headteacher, Lesley and the wonderful PE Lead, Sarah, it was noted how much more sedentary their pupils had become over the past 18 months, in school and at break times. The school itself is small and presents a number of challenges, particularly pertaining to the physical environment and space available to them. North Yorkshire Sport's Education Manager, Ryan, worked alongside the school in an initial staff meeting to help them identify their current strengths and weaknesses and highlighted how increasing physical activity time amongst pupils could not only impact positively in their physical and mental health, but support their whole school priorities too. This meeting was followed up by completing the auditing tool to help identify any immediate areas of priority and current gaps.

Since then, due to Sarah's hard work, the school have made changes to their teaching and learning policy to 'normalise' the use of physically active learning in lessons. This subtle change ensures it is now a 'need to do' and not a 'nice to do'. This was shared with the parents earlier in the year to explain to them the justification behind the change and how it would positively impact on their children. The teachers have also been signposted towards a 'Move and Learn' training course to help them understand principles of making their classroom more active in meaningful ways. It is particularly pleasing to see how teachers have changed their perceptions of teaching this way and have seen a positive impact, not only on their pupils behaviour and attainment, but also on their own wellbeing.

Strategic Leisure Review

Of course, leisure services play a vital role for residents in our local community. Sport and leisure connect people and create places where people want to live. In April 2023 the new North Yorkshire Council will be one of the largest Council leisure providers nationally, with 25 leisure sites, 16 pools and a range of outdoor pitches and facilities. In addition, there are hundreds of community based sports clubs, with facilities and volunteers across the county that provide opportunities for people of all ages to play sport, to be active and be connected.

From April 2023, the new North Yorkshire Council will be planning to undertake a review of leisure services across the county. The review will be undertaken in phases and the first phase will develop a vision for sport and leisure service across the county. The intention is to refocus the local leisure service to better support the physical and mental wellbeing of individuals and communities and to make it easier for everyone to be active. In particular the focus will be on:

- Increasing participation in physical activity for people of all ages.
- How to better meet the needs of the urban and rural populations.
- Reducing health inequalities and focusing on the areas of greatest need.
- Improving value for money and the sustainability of leisure facilities.
- Improving the energy efficiency of facilities and reducing carbon emissions.
- Providing fulfilling and rewarding career opportunities.
- How to extend services beyond leisure centres and develop outreach services.
- How to better work in partnership with community sports groups and other partners.

For more information, visit www.northyorks.gov.uk/your-council/consultations-and-engagement/current-consultations/strategic-leisure-review

Community sport, physical activity and leisure provision at ‘place’

Hambleton

Across the Hambleton District there has been continued Hambleton District Council and partner investment into community sport, physical activity and leisure facilities including:

- Completion of an upgrade of Bedale Leisure Centre Health and Fitness facilities.
- Extensive progress in the development of Sowerby and Northallerton Sports Villages that will offer a broad programme of use including targeted demographic activities for formal and informal sport and physical activity.
 - Sowerby progress – construction of a full size 3G artificial pitch with construction of the new changing pavilion planned for 2023
 - Northallerton progress – commencement of phase 1 to enhance existing public open space, and bring new land into community for informal sport and physical activity. This phase includes construction of a new 1km

fitness trail and community allotments

- Thirsk All-Weather Pitch resurfaced, and new LED lighting installed. Further improvements of the changing facility are planned for 2023.
- Ongoing work to deliver the £4.7m Public Sector Decarbonisation Scheme to future proof leisure facilities.
- Joint working with other North Yorkshire authorities in response to staff shortages, including recruitment of coaches and instructors.

In addition to investment in facilities, there are notable interventions established and developed across Hambleton, including:

- The ‘Take That Step’ adult weight management service adapting to offer virtual/remote session for clients, which were well received. The service secured extra funding for further 1:1 support for clients and bespoke sessions, including a walking/running group in Great Ayton that was successful.

- Further development and expansion of the Inclusive Sports Programme with new Strong and Steady and Primetime sessions in Northallerton and Thirsk.
- £5,000 Hambleton Helps Grant for Hambleton Strollers to support x 6 weekly walking to health groups.
- £5,000 Partnership Grant to North Yorkshire Sport who are developing initiatives to support those at risk of falls, and those at risk of committing ASB through sport and exercise.
- £33,000 Partnership Grant to the Galtres Centre to deliver the sport and physical activity offer in the south of Hambleton.
- Ongoing investment from developer contributors into public open space, sport and recreation – including £210k towards the cost of a 3G pitch in Stokesley, £340k towards the cost of a 3G pitch in Bedale and £40k towards the cost of Multi Use Games Area in Thirsk.

Selby

Across Selby district there have been a number of programmes, services and facilities that have continued to be developed and provided.

Inspiring Healthy Lifestyles (IHL) have responded and adapted to providing a strong leisure and physical activity provision in the new normal following the national lockdowns of 2020 and 2021. Activities include:

- Group exercise plus an increased number of outdoor sessions.
- Weight management programmes including nutritional support.
- A variety of different swimming sessions.
- Gym based exercise and personal training.

For more information visit:

inspiringhealthylifestyles.org/things-to-do/selby-district/

IHL has continued to support community grass root sports develop by hosting club training sessions, including hockey, triathlon, athletics, gymnastics, karate and football.

Craven

Across Craven district there have been further developments of local sport, leisure and physical activity facilities and programmes.

Settle Area Swimming Pool has successfully completed an extension to include a health and wellbeing hub, “FitSpace”, combining new dry side facilities including a studio/meeting/ social event space and many other facilities, alongside the pool. Reserves build up by Settle pool trustees and the Friends of Settle Swimming Pool, plus grants from Craven District Council and Sport England has enabled this development. The refurbished pool and new space reopened at the end October 2022 and is providing a welcoming, bright space for people to get active.

In Skipton, the overall use of the Leisure Centre is higher than pre-pandemic. The number of swimming lessons booked and attended started to recover from August 2021 onwards.

Using planning gain, Craven District Council worked with Skipton Community Sports Hub on the Sandylands site to build a new hub building, which will be home to two community sports clubs; Skipton Juniors FC and Skipton Cricket Club, and will also serve the wider Skipton community. The Hub will host various community groups and clubs, as well as being the focal point for a wide variety of sporting activities.



Harrogate

Brimhams Active - Our Mission -

“We help people to move more and live well and feel great across the Harrogate district”

Brimhams have focused on developing a new operating model, with movement at its heart. The team have been through an extensive learning and development programme to enable them to effectively work holistically, offering programmes and services that support mind and body. The five ways to wellness model will ensure the offer has provision, knowledge, and experience in the following areas:

- Movement
- Recovery
- Mindset
- Connection
- Nutrition

To support the shift from ‘sport & leisure’ to ‘health and wellbeing’ Brimhams have reimaged the role of the fitness instructor and created the new role of ‘Wellness Coach.’ This new role includes the introduction of the ‘welcome to wellness’ induction where the wellness coaches can get a real understanding of members goals and barriers; be they long term health conditions, injury or help

with motivation. The team are ready and able to support all members regardless of their limitations.

There have been a number of key milestone achievements over the past year, to include:

- Transforming community centres into Wellbeing hubs, generating £200 per person of social value.
- VERY GOOD Quest assessment at Nidderdale Leisure and Wellness Centre.
- VERY GOOD Active Communities Quest.
- Water Wellbeing Accreditation estate wide (Aquatic activity for health).
- Delivered three major capital programmes, with Harrogate Leisure and Wellness centre opening September 2023 closely followed by Knaresborough Leisure and Wellness Centre.
- Exercise referral programmes have seen an uplift in referrals with the exercise with cancer referrals seeing an increase of 41% over the past year.
- Awarded the contract to set up and deliver the Healthy Families programme across North Yorkshire.

Brimhams continue to work with the community and health and social care partners to find solutions to local problems.

Our ‘Five Ways to Wellness’ model

Our strategy is built around our ‘Five Ways to Wellness’ with movement as the core offer and keystone habit to optimise overall health and wellbeing.



“physical activity adds years to life and life to years”

Richmondshire

Local communities have continued to be supported in accessing external funding and local authority grants, including Community Investment Fund and Area Partnership Funds, to improve opportunities in health and physical activity for all ages. Investment has been made into local village halls, community centres and outdoor spaces. This has remained a priority for rural communities across Richmondshire who have limited access to dedicated spaces for health and wellbeing and experience transport issues.

Health and wellbeing service delivery in Richmondshire rural communities is challenging with issues including access to transport, access to broadband and difficulties with recruiting staff to deliver specialist services, such as weight management. To address some of these challenges, services continue to be adapted to ensure options for both face to face and online provision. Investment into recruitment and retention of staff to deliver specialist services is vital.

Scarborough

Eastfield PACT Partnership

The Eastfield Pact Partnership continues to support the development of a number of community projects and activities. Resident involvement is at the heart of this. A new resident group was established in January 2022. A 'community conversations' exercise was conducted in the first quarter of 2022, as a health check and to obtain updated residents views about their community.

A community physical activity hub is being developed by regenerating an existing park and adding a range of new outdoor activities. A three-way partnership between Pact, George Pindar School and Everyone Active is providing after school physical activities (football, gym, multi-sport and Clubbercise) at the leisure centre at very low prices, and there are plans to expand this to non-physical activities in the future. There is a new resident-led initiative exploring the creation of a skate park for young people in Eastfield, which has set-up a partnership working group that has undertaken consultation with young people, a site

options appraisal and secured some early funding. The library's recently required community garden will receive a makeover, be more accessible to the community and offer a range of new outdoor wellbeing activities such as a gardening club.

Eastfield Community Fridge was also established in January 2022 as an initiative to redistribute food at, or near, the end of its 'sell by' date but within its 'eat by' date, thus positively impacting the carbon footprint and indirectly helping people adversely affected by the cost of living crisis. An exciting new Community Shop initiative in Eastfield is also being launched on the 4th August 2023, providing a low cost shop for those on the cusp of food poverty, a community kitchen offering low cost meals (where children under 16 eat free), and a community hub offering training and personal development. A new food and social space has been created and is being overseen by Pact partner, Carer Plus Yorkshire, inviting partners to run pioneering activities to positively impact the health and wellbeing of the community. An Eastfield Support Service provided by the Sparks Team provides a range of activities for members of the community that are hard to reach and require focused support, development, training and signposting.



The Pact Partnership has run a number of community events over the last 12 months and included many of the local partners and residents groups. It is envisaged that community events will become a regular feature in Eastfield and will increasingly become sustainably led by community partners. Litter picking activity is now a regular feature involving the local community and schools and an annual Eastfield Big Clean has taken place in the last two years and the next planned for September 2023. The Pact small grants scheme has successfully invested over £100,000 in local community initiatives, the majority of them positively impacting the wellbeing of the wider community, and young people in particular. Regeneration activity is currently underway on the High Street and The Dell to help make place improvements that should have a positive benefit for residents. A number of other initiatives are being developed with a view to implementation later in the year, including the community laundrette, the bike library and walking routes/activity.

The Outdoor Partnership



THE OUTDOOR PARTNERSHIP
EXPERIENCE • ENJOY • ACHIEVE • TOGETHER

The Outdoor Partnership work to support the people in UK areas to take up outdoor activities as a life-long pursuit. Its new strategy has defined its VISION for the next ten years.

‘Enhancing people’s lives through outdoor activity’.

The Outdoor Partnership was established in 2004 bringing public, private and third sector organisations together to work effectively in the outdoor sector with a common vision.



In North Yorkshire, the Outdoor Partnership works with community groups, clubs, schools and specialists to help more people along the North Yorkshire Coast realise their potential through outdoor activities. This is done by identifying the barriers people face around participation in outdoor activities, and then facilitate and support projects that will help remove those barriers, with the aim of people being able to take up outdoor activities as life-long hobbies.

For more information visit outdoorpartnership.co.uk/north-yorkshire-coast

Access to nature

Discoveries on Your Doorstep Project

The Discoveries on Your Doorstep continues to progress.

Projects achievements during 2022 include:

- Addition of some Discoveries on Your Doorstep routes to #Loveexploring app; this helping the routes reach a wider target audience. In addition, other innovative ways to promote the routes are being explored through NYCC central communications team.
- A review and plan for piloting a smart footfall counter through Technology and Change team has taken place; exploration for wider rollout North Yorkshire County Council’s Public Rights of Way team and Technology and Change team.
- Bringing together a range of colleagues and partners to look at how nature connectedness can be improved for children through outdoor physical activity.
- North Yorkshire Sports “The Outdoor Partnership” joint stakeholder bid has been supported.
- Insight has been conducted through Yorkshire Dales Millennium Trust as part of a Deeper Connections project. The insights are to help understand what is needed to help more people access the Long Preston Floodplain SSSI for recreation.

- Continued consultation with Eastfield Aspiration Pact group, including exploring new walking routes and planned installation of interpretation board in collaboration with Yorkshire Wildlife Trust highlighting site history and educational information to empower local community to care for the site, mainly

Ramblers Wellbeing Walk

In 2021, a partnership between North Yorkshire County Council, North Yorkshire Sport and The Ramblers was established to provide volunteer led group walks across North Yorkshire, under the premise of Ramblers Wellbeing walks, which are developed to be accessible to people who have done little or no exercise before, or who may need more support to stay active than they have in the past.

The Ramblers Wellbeing Walking project looks to support existing North Yorkshire Walking for Health groups and encourage new Wellbeing Walks groups. This combines the benefits of a localised, community-based approach through Wellbeing Walk groups, with background support of regional partners (NYCC, NY Sport), and specific

to try and tackle litter/pollution issues.

There is a current vacancy of a post holder responsible for the project management of this scheme. Work is underway to formalise capacity and resource options to continue the delivery of the Discoveries on Your Doorstep Project and further broaden its scope.



walk related support from The Ramblers. Together, this has allowed the sharing of local, County and national expertise, contacts and resources.

NYS in partnership with North Yorkshire based Ramblers Walking for Health Groups, The Ramblers and North Yorkshire County Council (Public Health and Stronger Communities), have supported the process of transition from Walking for Health Groups to Ramblers Wellbeing Walks, assisting to continue the provision of entry-level short, guided group walks across the county for people new to walking or for whom shorter walks are preferable. These groups have supported citizens of North Yorkshire to gain confidence and knowledge, whilst giving them social contact with people in similar situations, and spending time in nature. This combination of factors has assisted to empower individuals, whilst contributing to improved physical and emotional health.



During 2022 two new walking groups were established including Masham Strollers and Selby Wellbeing Walks. There are over 100 volunteers trained to lead Wellbeing Walks and they have supported just under 400 individual walkers to enjoy the led walks programme.

The table below highlights the walking groups that have transitioned or newly established into Ramblers Wellbeing Walks across North Yorkshire.

Area/District	Name of Walking for Health Scheme	Ramblers Wellbeing Walks
Craven	Craven (Skipton) Walkers	Transitioned
Hambleton	Hambleton Strollers	Transitioned
Craven	North Craven Strollers	Transitioned
Craven	South Craven Walkers	Transitioned
Richmondshire	Richmondshire Wellbeing walkers	Transitioned
Masham	Masham Strollers	Established (Jan 2022)
Scarborough	Stepping Out	Established (Nov 2021)
Selby	Selby Wellbeing Walks	Established (July 2022)

A link to the website, for full details, can be found here [Ramblers Wellbeing Walks North Yorkshire](#)



Green Social Prescribing

As part of the UK's cross-government commitment to embed Green Social Prescribing (GSP) into communities in order to prevent and tackle mental ill health, the Humber and North Yorkshire Health and Care Partnership (comprising of East Yorkshire, Hull, North Yorkshire, Vale of York, North Lincolnshire, and North East Lincolnshire) was commissioned as one of seven 'test and learn' GSP sites across England. A central objective of the Humber and North Yorkshire GSP programme was to 'test the ways in which connecting people with nature could improve mental wellbeing'.

HEY Smile Foundation has led on the Humber and North Yorkshire (HNY) GSP programme. The project was launched in April 2021 after securing £500,000 funding from the £5.77m cross-governmental 'preventing and tackling mental ill health through Green Social Prescribing' project.

A wide range of Social Prescribing (SP)/referring services in HNY participated in the HNY GSP programme, including SP services embedded within Primary Care Networks, SP services delivered by the Voluntary Community and Social Enterprise sector and those led by local authorities, alongside mental health services and occupational therapy teams. Participating SP/referring services are summarised below:



Through a piece of work to follow individuals on their GSP journey, the majority of participants were referred to GSP for a mental health reason (74%), while 15% of participants were referred for both mental and physical health reasons. 41% of referrals chose to engage in horticulture and gardening activities. 'Exercise focused' (23% of referrals) and 'Creativity focused' activities (14% of referrals) were also popular.

The majority of GSP activities had a duration of between 5-8 weeks (37%), with just under one third of activities with a duration between 1-4 weeks or 9-12 weeks plus.

Taking part in GSP activities has shown to significantly improved wellbeing (i.e. life satisfaction, worthwhile and happiness), with a majority of participants moving from medium to high thresholds for wellbeing. Significant improvements were also shown in levels of anxiety and depression following engagement with GSP activity.

A cohort evaluation report summarising the above work can be accessed via [HNY_GSP_Final_Report_v1_150523.pdf \(york.ac.uk\)](#) while a whole programme report from HEY Smile Foundation can be viewed via [Humber-and-North-Yorkshire-Green-Social-Prescribing-Test-and-Learn-Programmmme-Final-Report-April-2023-1.pdf \(heysmilefoundation.org\)](#)

For more information please contact GreenSP@heysmilrfoundation.org

Walking, cycling and active travel

Capability and Ambition Fund

In December 2022, North Yorkshire Council were notified that it will receive approximately £220,000 from Active Travel England's, Capability and Ambition Fund. The funding supports the commitment made in Gear Change, the Prime Minister's Cycling and Walking Plan in July 2020, to increase the capabilities of local authorities to plan good active travel infrastructure, including building more expertise and undertaking more evidence-based planning, alongside delivering behaviour change initiatives.

The funding award has enabled work to start on the detailed design of a Local Walking and Cycling Infrastructure Plan (LCWIP) corridor in Selby. The corridor features a direct radial route connecting Brayton to both Selby town centre and the rail station. The scheme directly links to the existing Transforming Cities Fund project and connects potential growth sites, links existing employers and education facilities, a hospital and shopping destination as well as the rail and bus stations.



Data and evidence collection is key to amass baseline information to inform identification of schemes, business case development as well as assessing scheme impacts. Through the Capability and Ambition Fund the council are installing three intelligent traffic sensors capable of gathering accurate count data on walking, wheeling and cycling users and how they navigate road space, enabling the identification of behavioural trends and interactions between other transport modes. This data will help to support future active travel bids.

The council will also use the fund to deliver behaviour change initiatives. This includes staff costs to deliver organisational travel planning and engagement with schools and businesses, adult and family cycle training and active travel communications and marketing.

Through the Capability Fund the council had a commitment to review travel plans relating to housing developments across the country, as well as supporting schools and businesses to encourage active travel. In 2022, 34 developer

travel plans were reviewed, three schools gained national accreditation for their travel plan, and we engaged over 14,500 people across business, residential and education engagement.

Some examples include working with Malton Primary Academy on their Modeshift STARS travel plan and during the Sustrans' Big Walk and Wheel event, an active travel breakfast, pledge bike, parking buddies and 'Spike' the mascot made an appearance. The breakfast incentivised and rewarded those who walked, cycled, and scooted to school, and the pledges gave pupils the opportunity to say why they chose to walk/cycle/scoot and how it made them feel. These cards decorated a bike and then went on the school noticeboard to get others thinking of how good it can feel when we travel actively.

A series of eight family walks was also delivered between May – October 2022 to engage families with walking activities. These family-friendly fun navigational challenges were run through the Xplorer package in public gardens in Skipton, Harrogate, Filey and Whitby. In total 569 people were engaged with. Family cycle training sessions were also delivered, which 83 people took part in.

Executive member for highways and transportation, Cllr Keane Duncan, said:

"We are committed to supporting the shift towards active modes of travel, such as walking and cycling, in all parts of North Yorkshire.

"The latest funding recognises our ambitions and is a vital step on our journey towards delivering a much more balanced approach to travel for our residents, reducing emissions, cutting congestion and promoting healthier lifestyles.

"As a council we have leveraged significant funding for active travel in recent years, including £1.5m from Active Travel England and an additional £54m of funding for landmark active travel improvements such as the Transforming Cities Fund projects in Harrogate, Skipton and Selby stations and the Scarborough and Whitby Town Deals."

The council have partnered with Modeshift to deliver Active Travel Ambassadors in secondary schools across the county. This commenced in September 2022 and saw five schools take part: Harrogate High School, Harrogate Grammar School, Selby High School, St Augustine's RC School and Norton College. The students (Ambassadors) developed their own behaviour change campaigns and pitched for funding to help them deliver their ideas.



Priority: Providing the right personalised, accessible weight management support

Assessment, brief advice and tailored support

North Yorkshire Adult Weight Management Service (tier 2 - community)

Service adaptations and recovery

2022 was the fifth year of service for the Adult Weight Management Programme (and 6th for Selby from July 2022). Although the physical and mental impacts of the Covid pandemic remained and there were further waves of the Omicron variant which emerged in late 2021, it was a year free from Covid lockdowns and restrictions, which meant that the service could return to a nearer normal operating model, resuming more face to face sessions and working to capacity. Two thirds of providers retained their remote delivery options which were still well used for participants who are unable to attend face to face.

Following planning and preparation in mid to late 2021, providers utilised the Government Grant funding to offer bespoke groups for particular population groups and offer additional 121 sessions. The learning from these bespoke programmes enabled public health and the providers to make an informed decision about where to focus our underspend funds from this Grant, which we were granted permission to use in mid 2022.

During 2022, referrals into the service returned to pre-pandemic levels (2,515 in 2022; 2,521 in 2019). The new opportunities and varied programmes offered through the Government Grant funding contributed to this increase in referrals.

Similarly, to previous years, the service continued to perform well for weight loss outcomes and exceeded targets for both 5% weight loss at 12 weeks (65%) and sustaining 5% loss at 24 weeks (67%). The completer rate (percentage of referrals completing at least 9 out of 12 sessions) at 48%, increased from 2021 (40%) although still under the target of 60% and lower than the rate of 2019 (58%). In 2022 the completer rate was influenced for some providers by an influx of referrals from Primary care, some of whom were not at the right stage of change to commence the programme. Providers and Public health continue to support Primary Care to ensure they understand the weight management support options available and are confident with the conversation around weight.

Annual reports for the Adult Weight Management Service can be accessed via **Healthy weight | North Yorkshire Partnerships** (nypartnerships.org.uk)

For more information on the North Yorkshire Adult Weight Management Service provision across the county, please visit www.northyorks.gov.uk/healthy-living/healthy-weight



North Yorkshire Children and Families Weight Management Service ‘Healthy Families’

Since the Healthy Choices child weight management service came to an end in autumn 2020, there has been no weight management service or support for children, young people and families in North Yorkshire.

Public Health are planning to commission one service provider to deliver a pilot tier two family weight management service remotely via telephone or video calls across all seven locality areas of North Yorkshire. The plan is to have a pilot service launched in spring 2023.

A Family Weight Management Service would utilise the current Adult Weight Management Service modelling to support adults who have dependents that need a holistic support for the whole family and also take referrals for children and young people through NCMP and other health professional referral routes such as Healthy Child Team, Early Help, primary care.

The overarching aim of the Family Weight Management Service would be to provide a free, evidence-based, remote 9-month weight management service to the eligible population to improve lifestyles and achieve a healthy weight for the long term.

In line with evidence-based practice, the Service will be delivered as:

- A free multicomponent service that includes nutritional advice and physical activity, underpinned by behaviour change strategies to achieve improvements in healthy lifestyles and a reduction/maintenance in BMI-z-score.
- A remote service (up to 12 telephone/video calls) over a 3-6-month period.
- Followed by a free maintenance programme (monthly remote check-ins over another 3 months) to support families with embedding and maintaining changes for the long term.

The Family Weight Management Service would sit within the local child and adult weight management services pathways, with clear referral pathways from tier 1 to tier 3 and 4 obesity services/activities.

Specialist Weight Management Service - adults (tier 3)

The Adult Tier 3 Weight Management Service, also referred to as the Specialist Weight Management Service (SWMS), is a multi-disciplinary, intensive, secondary-care based programme, designed to support adults with severe obesity and complex needs who require a more individualised approach than the Tier 2 service has previously been able to offer them. The SWMS provides 12-months of individualised care and will potentially include input from a physician (either consultant or GP with a specialist interest), specialist dietitian, psychology professional, specialist physiotherapist, or a support worker.

The service is available to patients aged 18 years of age and over, who are registered with a North Yorkshire CCG GP practice, have a BMI of ≥ 40 , or a BMI ≥ 35 with significant co-morbidities

AND

Who have maximised primary care and community conservative management including:

- Receiving healthy weight and lifestyle advice in primary care.
- Evidence of active participation in modification to exercise and diet, which is patient- or GP-led, or delivered by an independent commercial service or Tier 2 service, depending on local availability.
- Have been offered a trial of pharmacological interventions where there are no contra-indications.
- Understanding of the commitment required for the Tier 3 programme and willingness to engage.

Priority: Ensuring people have access to the right information and resources to make healthy choices that support weight loss

Health Education and Skills

Office of Health Improvement and Disparities (OHID)

All Our Health: Adult Obesity and physical activity e-learning for health care professionals

The Office of Health Improvement and Disparities (OHID) has produced a bite-sized e-learning session to give health and care professionals an overview of adult obesity – including key evidence, data and signposting to trusted resources to help prevent illness, protect health and promote wellbeing.

Access the adult obesity e-learning session [interactive e-learning version of this topic](#)

Access the childhood obesity e-learning session [NHSE elfh Hub \(e-lfh.org.uk\)](#)

There is the equivalent e-learning tool for physical activity [e-learning version of this topic](#)

OHID – Knowledge hub (K-hub)

Obesity Intelligence

Sharing wide-ranging, authoritative information on data, evaluation and evidence related to weight status and its determinants.

Members include practitioners, policy makers and academics with an interest in adult and child obesity. All publications, past and present, are available in the public Library.

Visit Public library – [Obesity Intelligence - Knowledge Hub \(khub.net\)](#)

OHID – Fingertips

Fingertips is a large public health data collection. Data is organised into themed profiles, including obesity, physical activity, diet-related profiles i.e. 5-a-day.

Visit [Public health profiles – OHID \(phe.org.uk\)](#) to access national, regional and local profile data.

Campaigns

NHS Better Health – Healthier families 10 Minute Shake Up



After the last two years people are looking forward to getting back to the things we love, including getting our children moving, feeling good and having fun. The 10 Minute Shake Up games help to make the achievement of Chief Medical Officer recommendations (children have at least 60 minutes of moderate to vigorous physical activity every day) more manageable. For more information and access to the games, visit [10 Minute Shake Up games – Healthier Families - NHS \(www.nhs.uk\)](#)

NHS Better Health – Let's do this



Lose weight – the free NHS Weight Loss Plan is an app to support people to start healthier eating habits, be more active and start losing weight. For more information please visit [Lose weight - Better Health - NHS \(www.nhs.uk\)](#)



Get active – free Couch to 5k and Active 10 apps – Couch to 5K is a running programme for absolute beginners. The Active 10

app records every minute of walking complete (anonymously). The app can be added to a device and away you go! For more information please visit [Get active - Better Health - NHS \(www.nhs.uk\)](https://www.nhs.uk/better-health)



Better Health also includes details of the Digital Weight Management Programme, English Football League Trust FIST FANS and promotions for commercial weight management programmes.

Sport England – Join the Movement and Uniting the Movement



At the very start of the pandemic, Sport England launched a 'Join the Movement' campaign; a National Lottery-funded campaign helping us all find ways to get active as we deal with coronavirus restrictions. Advice and support continues to be offered as we move into the phase of 'living with Covid'. Support to get started, get active at home and away from home, and finding a fitness challenge to inspire and motivate. For more information, visit [Join the Movement | Sport England](https://www.sportengland.org/about-us/Join-the-Movement)

Sport England have since gone on to develop Uniting the Movement, which has a propriety focus on health inequalities. For more information visit <https://www.sportengland.org/about-us/uniting-movement/implementation-plan-years-2-4-2022-25>

Sport England – We Are Undefeatable

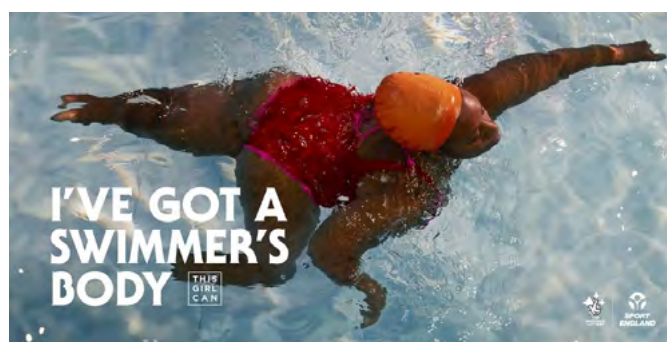
We Are Undefeatable was launched to inspire, reassure and support people to be active by showing people living with a variety of conditions – both visible and invisible – on their own journeys to being active.

One day, a short walk might be all that's manageable. For others it might be swimming or getting active at home. It all helps.

The charities behind the campaign are: Age UK, Alzheimer's Society, Asthma UK, Breast Cancer Care and Breast Cancer Now, British Heart Foundation, British Lung Foundation, British Red Cross, Diabetes UK, Macmillan Cancer Support, Mind, MS Society, Parkinson's UK, Rethink Mental Illness, Royal Voluntary Service, Stroke Association and Versus Arthritis.

For more information please visit [Home - We Are Undefeatable](https://www.sportengland.org/we-are-undefeatable)

Sport England – This Girl Can – 'Inspiring women to get active'



This Girl Can believes that there's no right way to get active – if it gets your heart rate up, it counts. The aim is to get more women to find what's right for them.

The campaign celebrates active women who are doing their thing no matter how they look, how well they do it or how sweaty they get. The campaign aims to challenge the conventional idea of what exercise looks like and reach out to women of all backgrounds and ethnicities who feel left behind by traditional exercise.

Inspiring more women and girls to wiggle, jiggle, move and prove that judgement, time, money and energy are barriers that can be overcome.

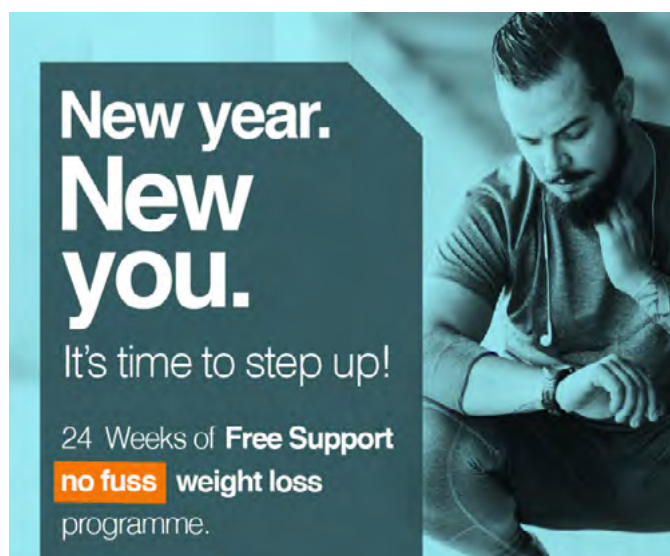
North Yorkshire County Council 'Step Up' weight management campaign

During 2021, North Yorkshire County Council launched a weight management service campaign to encourage local residents to access support to eat well, get moving, and manage their weight. Renewed imagery and more inclusive language, plus powerful video stories from clients made for a very successful campaign. Plans are in place to develop a men's health campaign for 2022.

To access more information and watch the client videos please visit www.northyorks.gov.uk/stepup



Later in 2022, an additional set of images was created to tie in with the Christmas and New Year theme, again aimed at men. The 'no fuss' message aligns with what insights and men themselves are sharing, that a straight forward approach is needed. The Christmas bulge message used humour and is also more straightforward and direct, although does not necessarily align with a movement towards a weight neutral or compassionate approach.



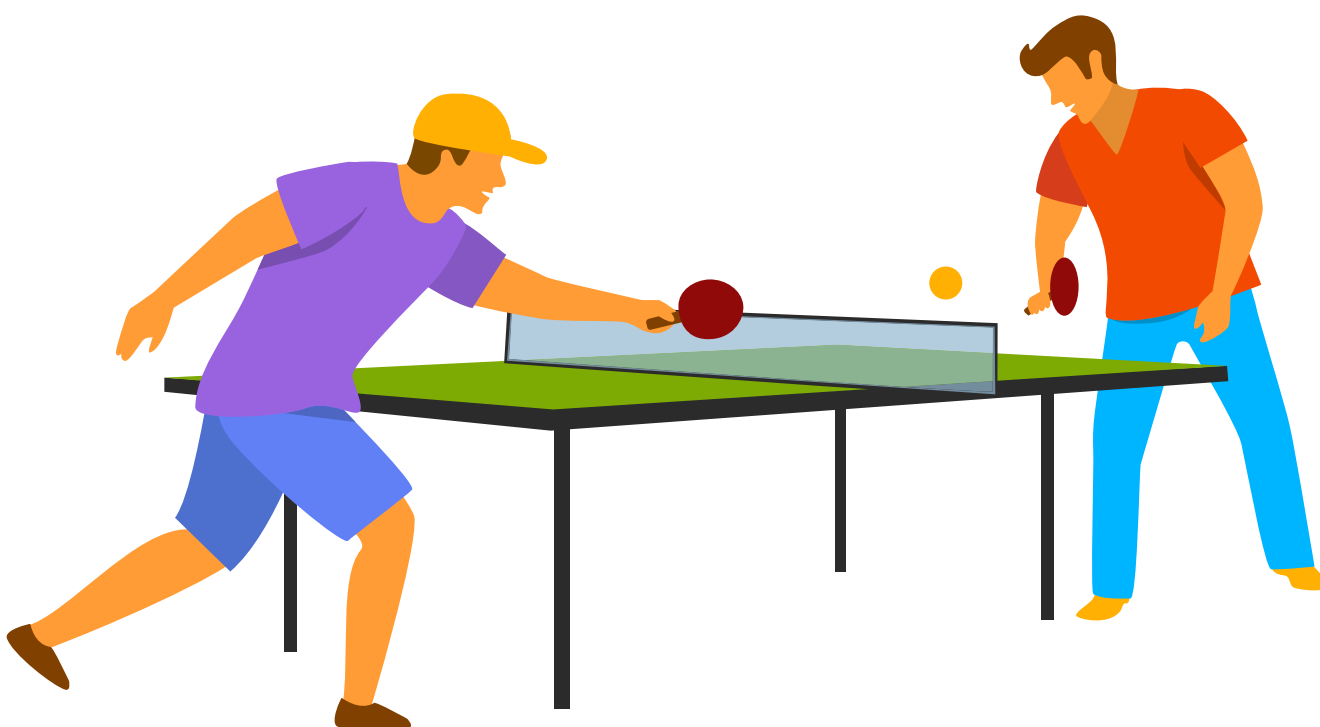
Priority: Building healthier workplaces that support employees to eat well and move more

Policy and interventions

North Yorkshire Workplace Wellbeing Award

The workplace is an important setting for improving health and wellbeing. Successful and sustainable health improvement is frequently more than individual level lifestyle change and requires proactive action across social and organisational systems and cultures.

The North Yorkshire Workplace Wellbeing Award was launched in March 2019 and after a period of standstill, due to the pandemic, re-mobilised in 2022. Three workplaces are currently putting their bronze award portfolio of evidence together for assessment in the early part of 2023.



We said, we did 2022

In the Healthy Weight, Healthy Lives Strategy fifth annual report (2021), there were a number of actions highlighted as important for partnership delivery during 2022/23.

The table records progress against the set of actions laid out in the 2021 report:

Overarching action

We said	We did
Progress with the sign up and implementation of the Local Authority Declaration of Healthy Weight through local government reorganisation.	Key achievements in relation to healthy catering in County Hall. Close.
NEW Utilise local government reorganisation opportunity to strengthen partnership action on transformational community sport and physical activity across North Yorkshire.	Work planned for Strategic Leisure Review in 2023
Continue to ensure community ownership of local action to promote healthy weight, as part of the Office of Health Improvement and Disparities (OHID) Whole System Approach to Obesity.	Ongoing. Continue in 2022.
NEW Contribute to, and utilise pioneering research to further improve our understanding of effective local action to tackle complex obesity systems.	Contributed to Leeds Beckett University research on whole-systems
Engage the Voluntary and Community Sector in co-production and co-design of services and programmes, to be procured and rolled out to meet the needs of local communities.	Ongoing. Continue in 2023.
Conduct a deep dive into overweight and obesity prevalence trends county-wide and at district level.	Acknowledged issues with reliability of data sets in relation to sample sizes. Picking up with OHID in 2023
Continue to ensure Healthy Weight, Healthy Lives Strategy partnership action is reflected in the local Healthy Place Shaping policy developments.	Hot food takeaway application Supplementary Planning Document (Selby)
NEW Interface food and physical activity action with wider strategic action including (but not exclusive to) climate change, economic growth, poverty.	Food systems work initiated. Physical activity strategy in planning
Strengthen community ownership of local action to promote healthy weight, as part of Public Health England's Whole System Approach to Obesity.	Continue into 2023

Priority: Supporting children's healthy growth and healthy weight

We said	We did
Continue to support schools and early years settings to create healthy food environments and ensure healthy options are made available	✓ Schools and early years settings
Continue to promote and provide the Healthy Schools and Healthy Early Years Award Programme to schools and early years settings across the county. Both programmes contain themes on active lives and healthy food.	✓ Schools and early years settings on food and physical activity
Continue to promote and encourage primary schools to utilise the healthy packed lunch leaflet and develop and pilot a similar leaflet for secondary schools and early years settings	✓ Early years version has been completed
Continue to promote uptake of free school meals and explore the provision of breakfast clubs in schools across North Yorkshire	✓ Ongoing work with schools in food
Continue to work with health colleagues on the implementation of the Healthy Child Programme's 'Family diet and nutrition pillar', including the new early years POPPY programme for families, and the promotion of breastfeeding	✓ Programme has been piloted with local families
REMOBILISE Implement planning policy and provide practical support (by way of toolkit) to enable local communities to close their streets for play – Play Streets pilot and roll out	Opportunity is now through schools streets pilot work
NEW In conjunction with Play Streets policy work, pilot School Streets and roll out post-pilot	School Streets Pilot to take place early 2023
NEW Support schools to create a travel plan to encourage active and sustainable travel	✓ Ongoing work with schools & active travel
Through NHS local transformation plans, strengthen the messages relating to keeping active, eating well and good sleep hygiene to promote good emotional and mental health.	✓



Priority: Promoting healthier food

We said	We did
Support local authorities and NHS organisations to review and revise their vending offer. Finalise and pilot North Yorkshire Healthy Vending Guidance.	Continue to implement healthy vending guidance within public settings throughout 2023
Ensure sustainable Food Partnerships across the district areas continue to map the local food infrastructure and need and ensure a local sustainable emergency support model is in place – build on partnerships established during the pandemic to address local food poverty.	Continue to develop throughout 2023, and contributed to a system wide approach on food
Expand the Responsible Retail Award to include product placement and price promotions. Review opportunities with business to re-model where required	Ongoing into 2023
Co-ordinate advertising guidance and policy development to support healthier food advertising – pilot in one locality with the intention to roll out across North Yorkshire.	In progress – roll over into 2023
NEW Scope and establish a North Yorkshire Food Strategy framework	Develop of food strategy initiated – due to be launched summer 2024

Priority: Building physical activity into our daily lives

We said	We did
Work with care home providers to implement the College of Occupational Therapists' 'Living well through activity in care homes' toolkit	Ongoing discussions
Ensuring a place-based approach to increase activity levels; making the best use of the outdoor and indoor space (our local assets) in each locality – national parks, beaches, parks and public spaces, community venues/hubs	Outdoor Partnership bid completed and funding received. Programme implementation continues in 2023
Continue to embed physical activity into the social prescribing model and offer across the county.	Department for Transport active travel social prescribing bid submitted. Unsuccessful application - Planned to mobilise in 2022 without funding – still in discussion. Roll over to 2023
Continue to upskill wider community workforce to support messaging around physical activity and to offer practical support and advice where appropriate.	This is ongoing and is being led by NY Sport Active Communities (People) Manager
Pilot Sport England's Active Practice charter within primary care and support practices across NY to gain Active Practice status.	Roll over into 2022. Still to progress in 2023

Priority: Providing the right personalised, accessible weight management services

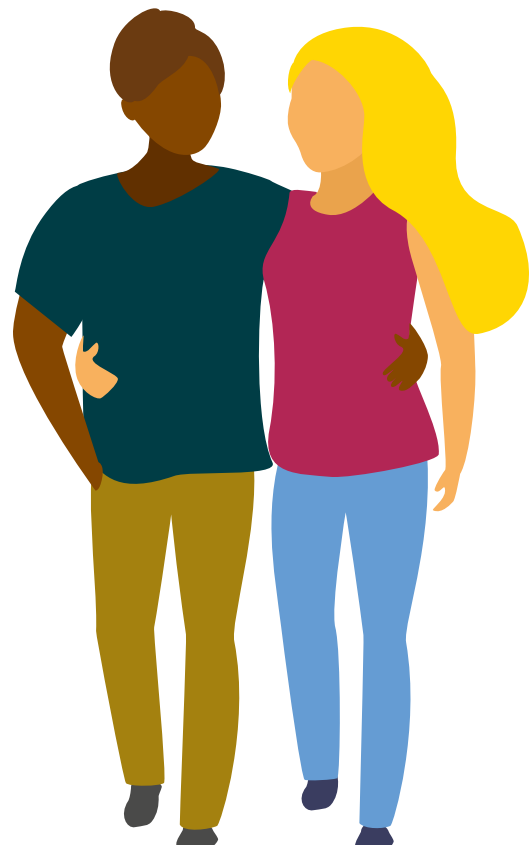
We said	We did
Continue to utilise Government adult weight management service grants to expand the current service offer, ensuring the service is accessible for target community groups and that it provide an extended offer for longer term weight management outcomes	✓
NEW Strengthen healthy weight conversation within primary care	Continue into 2023 with development of new service modelling
NEW Work with partners across the region to develop a 'compassionate approach' to weight management	Continue into 2023 with development of new service modelling
NEW Pilot family weight management service	Due to launch spring 2023
NEW Explore options for tier 3 provision for children and young people	Continuing dialogue
REMOBILISE Moving Healthcare Professionals – Support access to Public Health England's Physical Activity Champions training and support a wider roll out of Moving Medicine in primary and secondary care settings.	✓

Priority: Ensuring people have access to the right information and resources to eat well and move more

We said	We did
Review the need for a Weight, Healthy Lives communication plan to ensure co-ordinated communications amongst all stakeholders.	Continue into 2023 with development of new service modelling
Continue to use social prescribing model (and Living Well Service) to ensure people have access to the right information and resources to make healthy choices.	Continue in 2023
Develop a communications plan for promoting healthy weight for CYP and families	✓
Develop a series of one minute guides and other resources/ approaches/training to raise awareness of child healthy weight issues and support partners, professionals and practitioners to promote a healthy weight with CYP and families across the county.	✓

Priority: Building healthier workplaces that support employees to eat well and move more

We said	We did
Continue to support businesses to sign up and achieve the North Yorkshire Workplace Wellbeing Charter.	✓ Re-mobilised 2022
Continue to support employers to introduce healthier work practices for home workers eg encouraging PA during the day, scheduled breaks between meetings etc.	✓
NEW Support businesses to create a travel plan to encourage active and sustainable travel	✓ Continue as part of active travel work in workplaces



Actions for 2022/23

There are essential priorities that the Healthy Weight, Healthy Lives Strategy Steering Group will focus on over the 2022/2024 period; continuing to build on the system wide action partners are leading on.

To address inequalities, focus will continue to be on particular communities, including people living with long term conditions, children and families living in poverty/deprived areas, older people, people from deprived areas, inclusion health groups, people living with mental illness, and people living with disabilities.

Overarching action

- **Continue to** utilise local government reorganisation opportunity to strengthen partnership action on transformational community sport and physical activity across North Yorkshire, particularly through the strategic leisure review.
- **Continue to** ensure community ownership of local action to promote healthy weight, as part of the Office of Health Improvement and Disparities (OHID) Whole System Approach to Obesity.
- **Continue to** engage the Voluntary and Community Sector in co-production and co-design of services and programmes, to be procured and rolled out to meet the needs of local communities.
- Conduct a deep dive into overweight and obesity prevalence trends county-wide and at district level. **REVISED** – work with OHID to address obesity and physical activity data reliability.
- **Continue to** ensure Healthy Weight, Healthy Lives Strategy partnership action is reflected in the local Healthy Place Shaping policy developments. **REVISED** – ensure partnership action is closely linked with new North Yorkshire local plan.
- **Continue to** interface food and physical activity action with wider strategic action including (but not exclusive to) climate change, economic growth, poverty.



Priority: Supporting children's healthy growth and healthy lifestyles

- **Continue to** support schools and early years settings to create healthy food environments and ensure healthy options are available.
- **NEW** Disseminate the new infographic resource for secondary schools to support the provision of healthier food options.
- **Continue to** promote and provide the Healthy Schools and Healthy Early Years Award Programme to schools and early years settings across the county. Both programmes contain themes on active lives and healthy food.
- **Continue to** promote and encourage primary schools to utilise the healthy packed lunch leaflet and develop and pilot a similar leaflet for secondary schools and early years settings.
- **NEW** Work with North Yorkshire Sport and early years to oversee the implementation of the Active Start early years physical activity project.
- **NEW** Deliver a research project to gain better understanding of the local Healthy Start Scheme uptake, including engagement with local families and professionals.
- **NEW** Engage with midwifery services to explore the implementation of universal Healthy Start Scheme provision at key contact points e.g. booking appointment, birth discharge.
- **NEW** Increase Healthy Start Vitamin access points in communities: work will be undertaken to identify targeted locations through deprivation scores and breastfeeding rates.
- **NEW** Extend Healthy Start Scheme promotion to include printed materials, banners and retailers' resources.
- **NEW** Roll out healthy packed lunch guidance to early years settings.
- **Continue to** promote the uptake of free school meals and explore options to implement a FSMs auto-enrolment scheme.
- **Continue to** support healthy eating amongst young people including the delivery of FEAST
- **Continue to** work with health colleagues on the implementation of the new early years POPPY programme for families, and the promotion of breastfeeding.
- **Continue to** pilot School Streets and roll out post-pilot.
- **Continue to** support schools to create a travel plan to encourage active and sustainable travel

Priority: Promoting healthier food

- **Continue to** support local authorities and NHS organisations to review and revise their vending offer using the NYCC Healthy Vending Guidance.
- **NEW** Draft and consult on a North Yorkshire Food Strategy.
- **REVISED** – through a North Yorkshire Food Strategy/whole food system approach, ensure sustainable Food Partnerships across the district areas continue to map the local food infrastructure and need, and ensure a local sustainable emergency support model is in place – build on partnerships established during the pandemic to address local food poverty.
- **Continue to** co-ordinate advertising guidance and policy development to support healthier food advertising – pilot in one locality with the intention to roll out across North Yorkshire.

Priority: Building physical activity into our daily lives

- **REVISED** – Implement The Outdoor Project in Scarborough.
- **Continue to** explore how physical activity can be embedded into the social prescribing model and offer across the county.
- **Continue to** upskill wider community workforce to support messaging around physical activity and to offer practical support and advice where appropriate.
- **Continue to** explore piloting Sport England's Active Practice charter within primary care and support practices across NY to gain Active Practice status.
- **NEW** Launch 'Active Start' early years physical activity programme across North Yorkshire focusing on areas where there are higher levels of childhood obesity and deprivation, and lower levels of school readiness.
- **NEW** Support Active Travel and Sport through UKSPF Funding.
- **NEW** Increase Place Based working through the Active Communities Team at North Yorkshire Sport.
- **Continue to** support healthy ageing including the delivery of Get Moving and Live Longer Better.
- **Continue to** increase physical activity levels within the school day including the continued implementation of the Creating Active Schools and Opening School facilities programmes.



Priority: Providing the right personalised, accessible weight management services

- **NEW** Scope out and start modelling future weight management service provision (all age), in line with Strategic Leisure Review.
- **Continue to** run and evaluate a pilot family weight management service.
- **Continue to** explore options for tier 3 provision for children and young people.
- **Continue to** strengthen pathway from tier 1 – 4 for children and adults.

Priority: Ensuring people have access to the right information and resources to eat well and move more

- **Continue to** utilise the social prescribing model (and Living Well Service) to ensure people have access to the right information and resources to make healthy choices.

Priority: Building healthier workplaces that support employees to eat well and move more

- **Continue to** support businesses to sign up and achieve the North Yorkshire Workplace Wellbeing Charter.
- **Continue to** support businesses to create a travel plan to encourage active and sustainable travel.

Governance

There is no change to the governance arrangements in place.

The Healthy Weight, Healthy Lives Steering Group has remobilised and is now recognised as the Healthy Weight, Healthy Lives Partnership Group. As always, key partners have been engaged in discussions that have been included in the annual report.



Appendix: New guidance and reports

During 2022 the following, relevant, guidance and reports have been published:

National Government

Official Statistics: Obesity Profile: December 2022 update. OHID, Dec 2022.

Obesity Profile: December 2022 update - GOV.UK (www.gov.uk)

Research and analysis: Sugar reduction programmes: Industry progress 2015-2022. OHID, Dec 2022.

Sugar reduction programme: industry progress 2015 to 2020 - GOV.UK (www.gov.uk)

Collection: Sugar, salt and calorie reduction and reformulation – how OHID is approaching reduction and food and drink reformulation as part of the government's obesity strategy. OHID, updated Dec 2022.

Sugar, salt and calorie reduction and reformulation - GOV.UK (www.gov.uk)

Official statistics: Adult tier 2 weight management services provisional data for quarters 1 to 4, 2021 to 2022 (experimental statistics). OHID, July 2022. **Adult tier 2 weight management services provisional data for quarters 1 to 4, 2021 to 2022 (experimental statistics) - GOV.UK (www.gov.uk)**

Official statistics: Changes in the weight status of children between the first and final years of primary school. OHID, Nov 2022. **Changes in the weight status of children between the first and final years of primary school - GOV.UK (www.gov.uk)**

Official statistics: Wider Determinants of Health: November 2022 update. OHID, Nov 2022.

Wider Determinants of Health: November 2022 update - GOV.UK (www.gov.uk)

Official statistics: Breastfeeding at 6 to 8 weeks after birth: quarterly data for 2021 to 2022. OHID, Nov 2022.

Breastfeeding at 6 to 8 weeks after birth: quarterly data for 2021 to 2022 - GOV.UK (www.gov.uk)

Research and analysis: Small area associations between breastfeeding and obesity. OHID, June 2022.

Small area associations between breastfeeding and obesity - GOV.UK (www.gov.uk)

Guidance: Physical activity guidelines: disabled children and disabled young people. OHID, Feb 2022.

Physical activity guidelines: disabled children and disabled young people - GOV.UK (www.gov.uk)

Guidance: Childhood obesity: applying All our Health – Evidence and guidance on childhood obesity, to help families and communities intervene and help change eating and activity habits. OHID, updated Apr 2022. **Childhood obesity: applying All Our Health - GOV.UK (www.gov.uk)**

Research and analysis: Childhood obesity: patterns and trends. OHID, updated Apr 2022. **Child obesity: patterns and trends - GOV.UK (www.gov.uk)**

Guidance: Physical activity: applying All Our Health – Evidence and guidance to help healthcare professionals embed physical activity into daily life. OHID, updated March 2022. **Physical activity: applying All Our Health - GOV.UK (www.gov.uk)**

Research and analysis: Better Health Start for Life weaning campaign survey: March 2022. OHID, March 2022. **Better Health Start for Life weaning campaign survey: March 2022 - GOV.UK (www.gov.uk)**

Guidance: Adult obesity: applying All Our Health – Evidence and guidance for healthcare professionals, to help people change their eating and activity habits. OHID, Feb 2022.

Adult obesity: applying All Our Health - GOV.UK (www.gov.uk)

Official statistics: Physical activity data tool: January 2022 update – update data on physical activity, related risk factors and conditions at a local level for England. OHID, Jan 2022.

Physical activity data tool: January 2022 update - GOV.UK (www.gov.uk)

Guidance: Food Standards: labelling and composition – legal standards for labelling and consumption of food products such as bottled water, milk and meat. DEFRA, updated Sep 2022.

Food standards: labelling and composition - GOV.UK (www.gov.uk)

Policy Paper: Government Food Strategy. DEFRA, June 2022.

Government food strategy - GOV.UK (www.gov.uk)

NICE

Guidance: CG189 Obesity: Identification, Assessment and Management (Identification and Assessment in Adults section). NICE, updated Sep 2022. **[Overview | Obesity: identification, assessment and management | Guidance | NICE.](#)**

Other

Report: Superpowers of Free School Meals, Evidence Pack. The Food Foundation, Nov 2022.

[Superpowers of Free School Meals Evidence Pack | Food Foundation](#)

Report: The Broken Plate 2022. The Food Foundation, July 2022.

[The Broken Plate 2022 | Food Foundation](#)

Policy position: Reformulation of food and drinks. Obesity Health Alliance, 2022.

[OHA-reformulation-position-paper.pdf \(obesityhealthalliance.org.uk\)](#)

Policy position: Ending of promotion of unhealthy food and drinks – briefing paper. Obesity Health Alliance, 2022. 2021.

[Ending-promotions-of-unhealthy-food-and-drink-Briefing-Paper.pdf \(obesityhealthalliance.org.uk\)](#)

Global Status Report on physical activity 2022. World Health Organisation, Oct 2022.

[The Global Status Report on Physical Activity 2022 \(who.int\)](#)

Uniting the movement: Implementation Plan Years 2-4 (2022-2025). Sport England, 2022.

[Implementation plan: Years 2-4 \(2022-25\) | Sport England](#)

Healthier Food Advertising Policy Toolkit. Sustain, Feb 2022.

[Healthier Food Advertising Policy Toolkit | Sustain \(sustainweb.org\)](#)

Making the most of Healthy Start: A Toolkit for local action. Sustain, March 2022.

[Making the most of Healthy Start: A toolkit for local action | Sustain \(sustainweb.org\)](#)



This document is also available to download at www.nypartnerships.org.uk/healthylives

