



Enter



Healthy Weight, Healthy Lives:

Tackling overweight and obesity in North Yorkshire 2016-2026

Fourth annual progress report (2020)

Introduction

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



The Healthy Weight, Healthy Lives: Tackling overweight and obesity in North Yorkshire 2016-2026 strategy was launched in November 2016. The Strategy details the issues of obesity in North Yorkshire, describes why and where action is needed

and explores how different stakeholders can contribute to tackling this agenda.

The fourth annual report covers the period in which the Covid-19 pandemic hit us all. Changes in the way we have had to live our lives through the pandemic affected our lifestyles immediately and the impact is likely to be felt for years to come.

The physical activity environment around us changed instantly; the first lock down only allowed us to take part in one physical activity a day outside; our homes became our playground, school, and workplace. Access to digital platforms for physical activity were in high demand. We found hidden gems in our local areas and walked the streets, fields, beaches in our neighbourhoods more than ever before. We became accustomed to socially distancing ourselves when we walked, cycled, and played.

Access to food dramatically changed; panic buying was real. Many have lived with a significant reduction in income due to furlough or sadly losing jobs. Online purchasing has become more prevalent, not only in accessing our essential groceries but the use of fast food apps.

Access to food banks has been staggering. Communities and voluntary organisations have come together to form partnerships to provide emergency food provisions.

Some of us have had to shield to keep safe; for many of use, we suddenly lost our connections with family, friends and community groups that we so rely on. Loneliness and isolation has been experienced by so many. Many have become de-conditioned through lack of exercise. Many more people have called upon support for their mental health.

Since the start of the Covid-19 pandemic, evidence on the links between weight status and Covid-19 outcomes continues to emerge. The Government recognises this and has responded by publishing a National Obesity Strategy 'Tackling obesity: empowering adults and children to live healthier lives' (July 2020). The Strategy lays out a new set of policies that starts to change the obesogenic environment; to empower people to make the healthier choices they want to make and give the full support of the NHS to people who are overweight and who want to lose weight. It is the start of this government's effort to shift healthcare to focus more on public health and prevention.

With the publication of this Strategy, the Government are seeking to prioritise measures to address the obesity epidemic prevalent in our lives today. There is commitment to speed up policy change and provide additional funding to ensure adequate service provision for all: *'Helping people to achieve and maintain a healthy weight is one of the most important things we can do to improve our nation's health'* (Department of Health and Social Care, July 2020).

The fourth Healthy Weight, Healthy Lives report recognises the North Yorkshire whole-system response to the Covid-19 pandemic, the challenges of what might be the most difficult times we have to face in our generation. Through adversity the North Yorkshire Healthy Weight, Healthy Lives partnership has shown resilience and determination in addressing the needs of our residents, particularly those that have been unfairly affected the most, through innovation and adaptability. The energy and commitment from partners is remarkable; this report celebrates the extraordinary collective effort to ensure our population is able to be engage in physical activity and access healthier foods through the huge disruption that the Covid-19 pandemic has caused to all of our lives.

The actions the Healthy Weight, Healthy Lives partners agreed for 2020 have of course been affected in many ways. This report highlights those that have been achieved or rolled over into 2021 and outlines the priority actions required to support recovery from the pandemic over the coming year and beyond.

Over the coming year we will continue to work hard to inspire a healthy weight generation, with particular focus on our communities who face an unfair disadvantage in achieving a healthy lifestyle. We will harness the opportunity 2021 brings with the renewed national focus on obesity.

We WILL adapt and rebuild with optimism and ingenuity.

David Watson

Chief Executive, North Yorkshire Sport.



Contents

Introduction	2
Patterns and trends of obesity – children and adults	6
Covid-19 pandemic and overweight and obesity: the emerging impact	13
Response and innovation– whole system approach	26
Priority: Supporting children’s healthy growth and healthy weight	27
Priority: Promoting healthier food choices	34
Priority: Building physical activity into our daily lives	36
Priority: Providing the right personalised, accessible weight management services	45
Priority: Ensuring people have access to the right information and resources to make healthy choices that support weight loss	50
Priority: Building healthier workplaces that support employees to manage their weight	53
We said, we did 2019	54
Actions for 2020/21	56
Governance	58
Appendix: New guidance and reports	59



Patterns and trends of obesity – children and adults

The national picture

Children

In England, the 2019/20 school year reported that almost a quarter (23.0%) of children in Reception (aged four to five years) were overweight including obese. This is a rise in prevalence from 22.6% in 2018/19.

In Year 6 (aged 10 to 11 years) over a third (35.2%) of children were overweight including obese. This is a rise in prevalence from 34.3% in 2018/19.

c. unreliable, suppressed (not published) – coverage of less than 25%, data for these areas is not shown in the Profile and has the following data quality flag ‘Value suppressed due to incompleteness of source data’

More information on the data quality assessment of the 2019/20 data is available in the NHS Digital annual report, appendices, and data quality statement. <https://digital.nhs.uk/data-and-information/publications/statistical/national-child-measurement-programme/2019-20-school-year>

BOX 1

The 2019/20 National Child Measurement Programme (NCMP) data collection stopped in March 2020 when schools were closed due to the Covid-19 pandemic. In a usual NCMP collection year, national participation rates are around 95% (over a million) of all eligible children, however in 2019/20 the number of children measured was around 75% of previous years. Despite the lower than usual number of measurements, analysis by NHS Digital indicates that figures at national and regional level are directly comparable to previous years, for all breakdowns.

The data at local authority level and below are not as robust because of the fewer measurements than usual. Therefore, the local authority figures have been split into three levels:

a. reliable – coverage of greater than 75%

*b. fit for publication but interpret with caution – coverage of between 25% and 75%, these areas have the following data quality flag ‘Interpret with caution - see Notes section in Definitions for details’

Adults

In England, 2018/19 data highlights the prevalence of excess weight (overweight and obese BMI 25 and above) in adults is 62.3%. This is similar to the 2017/18 prevalence (62%), which was an increase from 61.3% in 2016/17. Nationally, there was no change to the prevalence of excess weight in adults from 2015/16 to 2016/17.

The local picture

Children

Four to five year olds

In North Yorkshire, the proportion of children aged four to five years with excess weight remained the same in 2019/20 as in 2018/19 at 23.4%. For 2019/20, prevalence is not significantly different from England (23.0%), having been significantly lower than England in 2016/17 and earlier years.

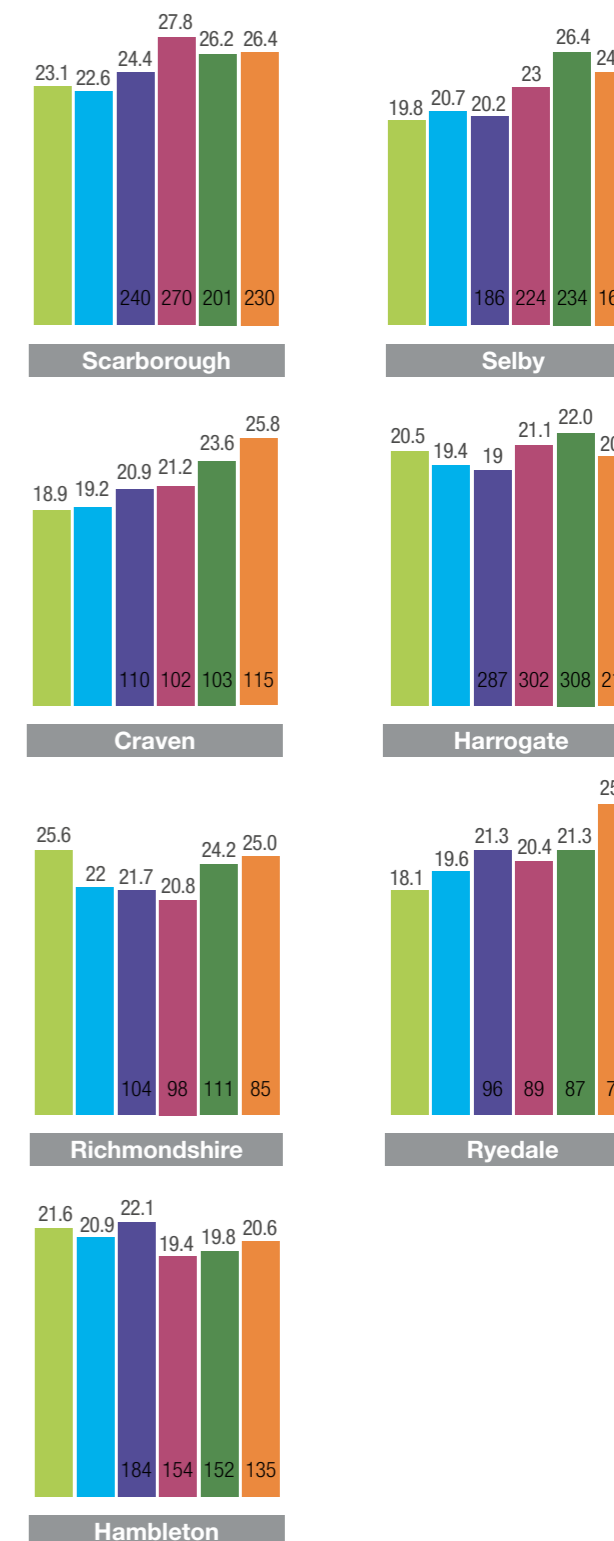
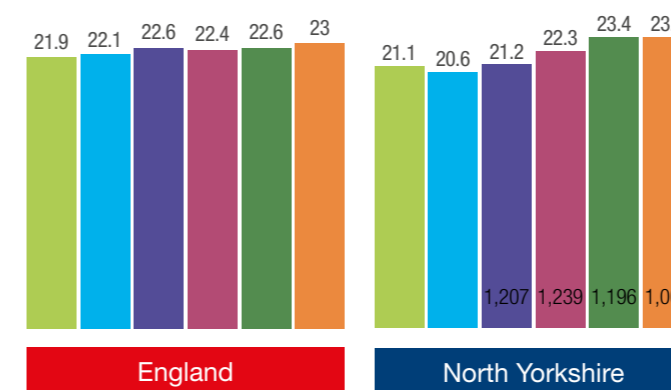
At district level, in 2019/20 Craven (25.8%), Hambleton (20.6%), Richmondshire (25.0%*), Ryedale (25.0%*), and Selby (24.6%*) are statistically similar to the England average (23.0%). Harrogate (20.1%*) is statistically significantly better than the England average. Scarborough (26.4%) is statistically significantly worse than the England average (Scarborough was also significantly worse than the England average for 2018/19 data).

*See notes in box 1

The diagrams below illustrate the district level prevalence for four to five year olds for 2014/15 to 2019/20.

Excess weight in four to five year olds (number and %), North Yorkshire and its districts, 2014/15 to 2019/20.

■ 2014/15
 ■ 2015/16
 ■ 2016/17
■ 2017/18
 ■ 2018/19
 ■ 2019/20



10 to 11 year olds

In North Yorkshire, the proportion of children aged 10 to 11 years old with excess weight has increased to 32.5% from 30.6% in 2018/19. 2019/20 prevalence remains statistically significantly better than England (35.2%).

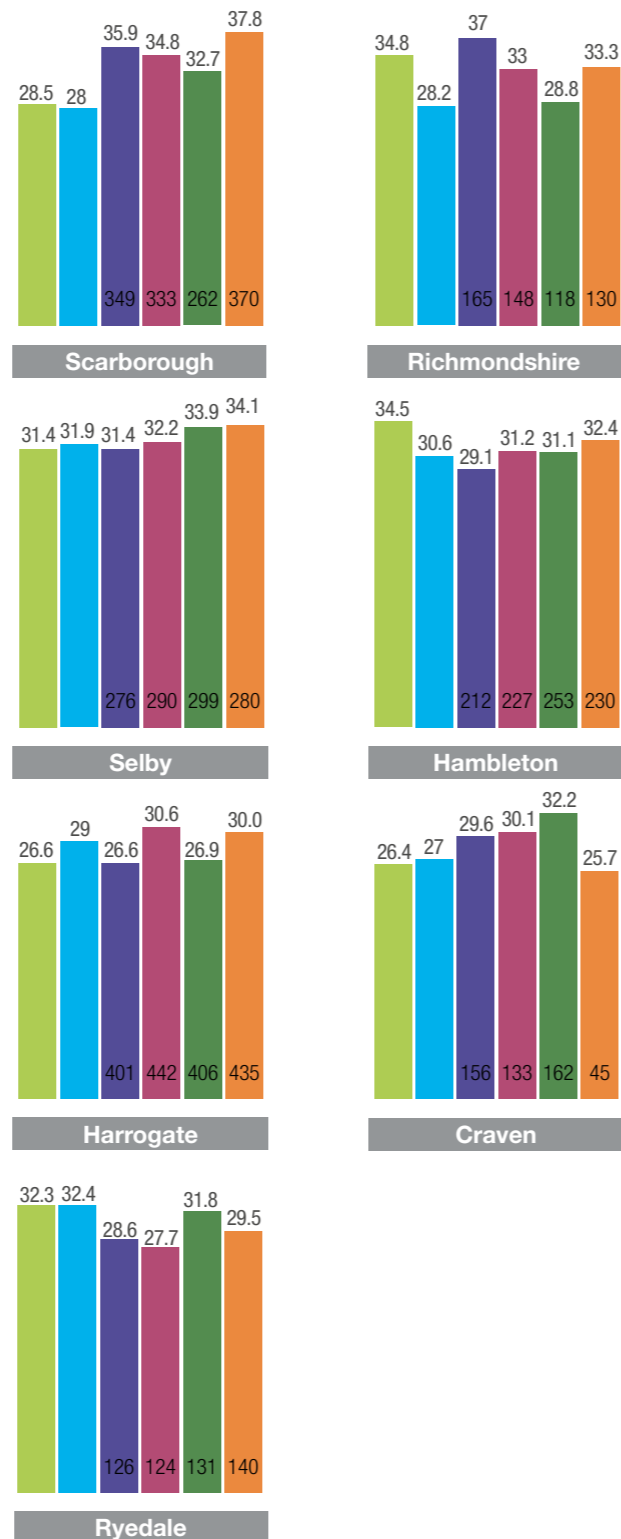
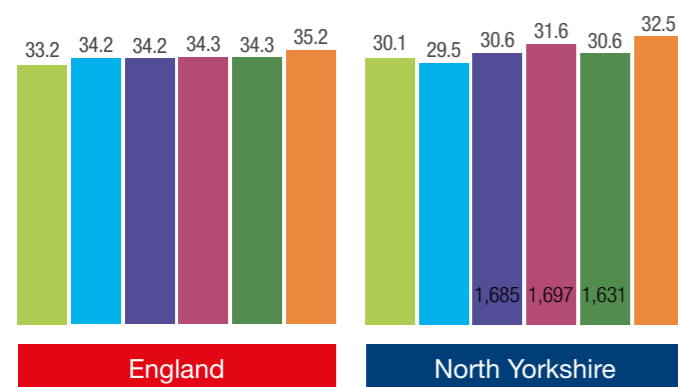
At district level in 2019/20, Hambleton (32.4%), Ryedale (29.5%), Scarborough (37.8%) and Selby (34.1%) are significantly similar to the England average. Craven (25.7%*) and Harrogate (30.0%) districts are statistically significantly better than then England average.

*See notes in box 1

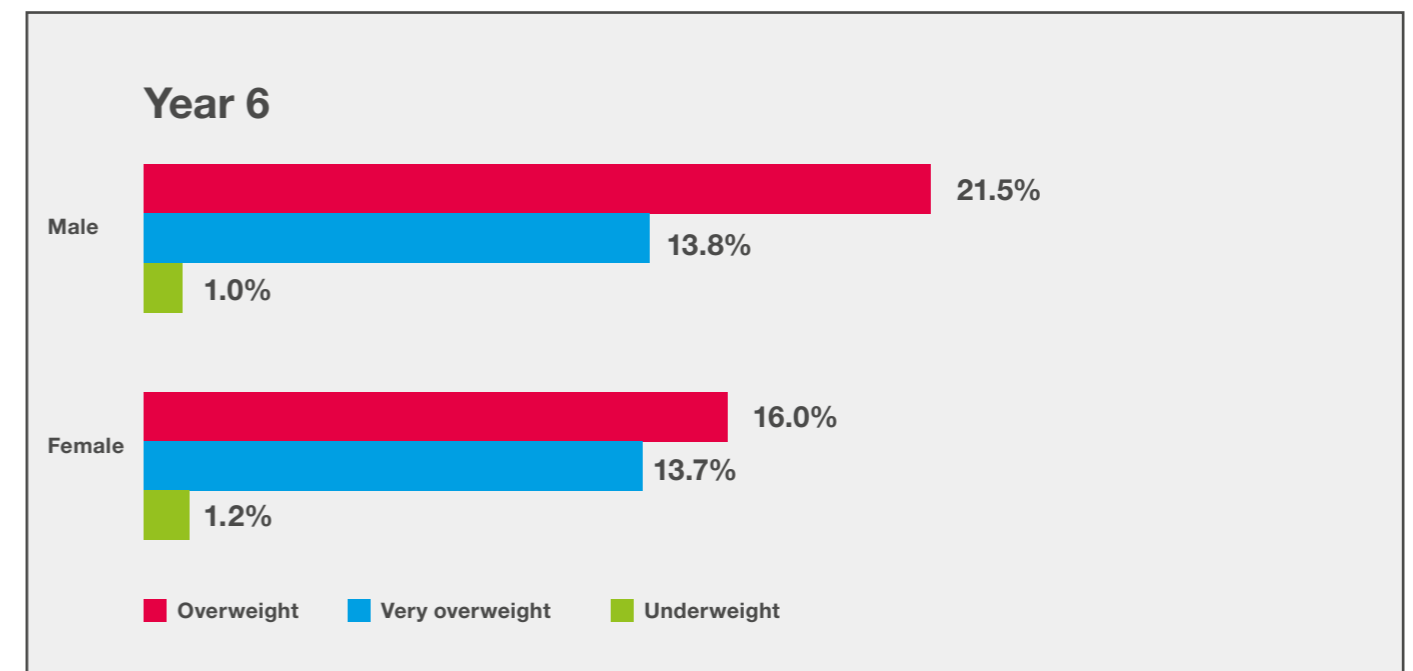
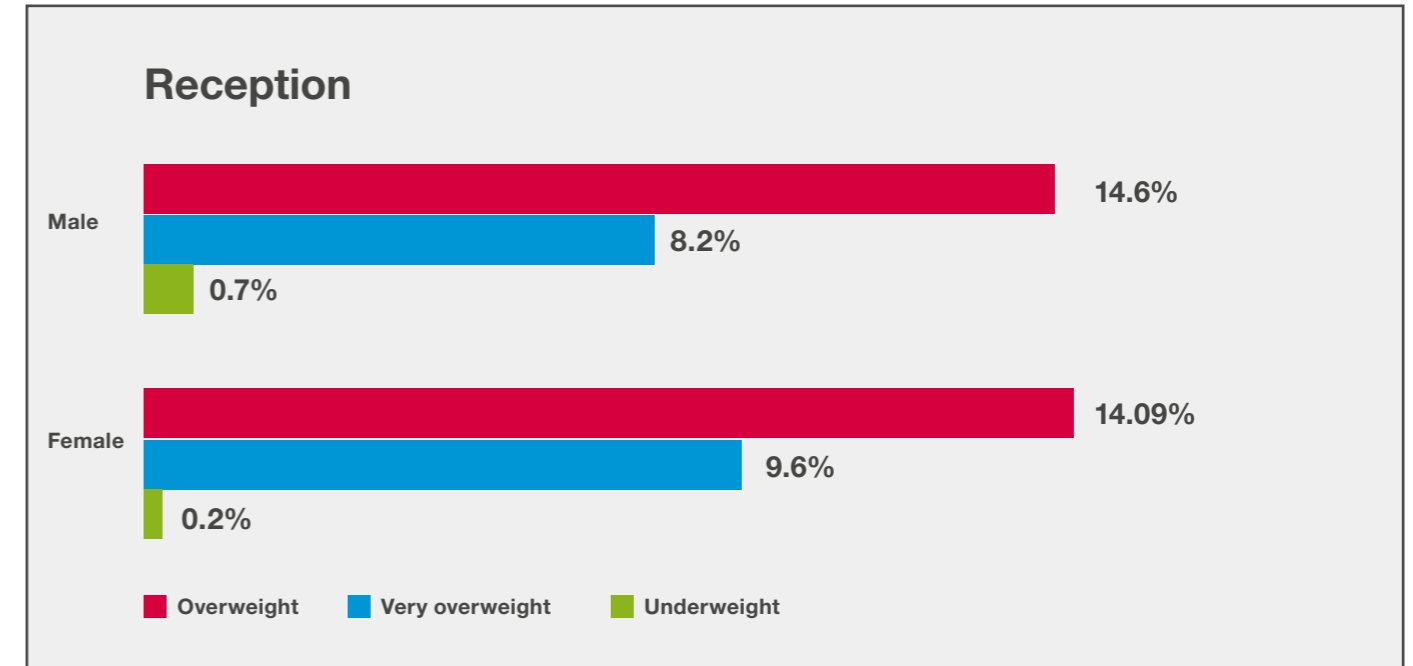
The diagram below illustrates the district level prevalence for 10 to 11 year olds for 2014/15, to 2019/20.

Excess weight in 10 to 11 year olds (number and %), North Yorkshire and its districts, 2014/15 to 2019/20.

■ 2014/15 ■ 2015/16 ■ 2016/17
■ 2017/18 ■ 2018/19 ■ 2019/20



The charts below show a breakdown by gender - [underweight], overweight and obese children in reception and year 6. The large difference in obesity and excess weight between year 6 boys and girls is of particular note, and is also seen in the national data. Furthermore, this difference in rates between the older boys and girls has really accelerated over the last five years or so:



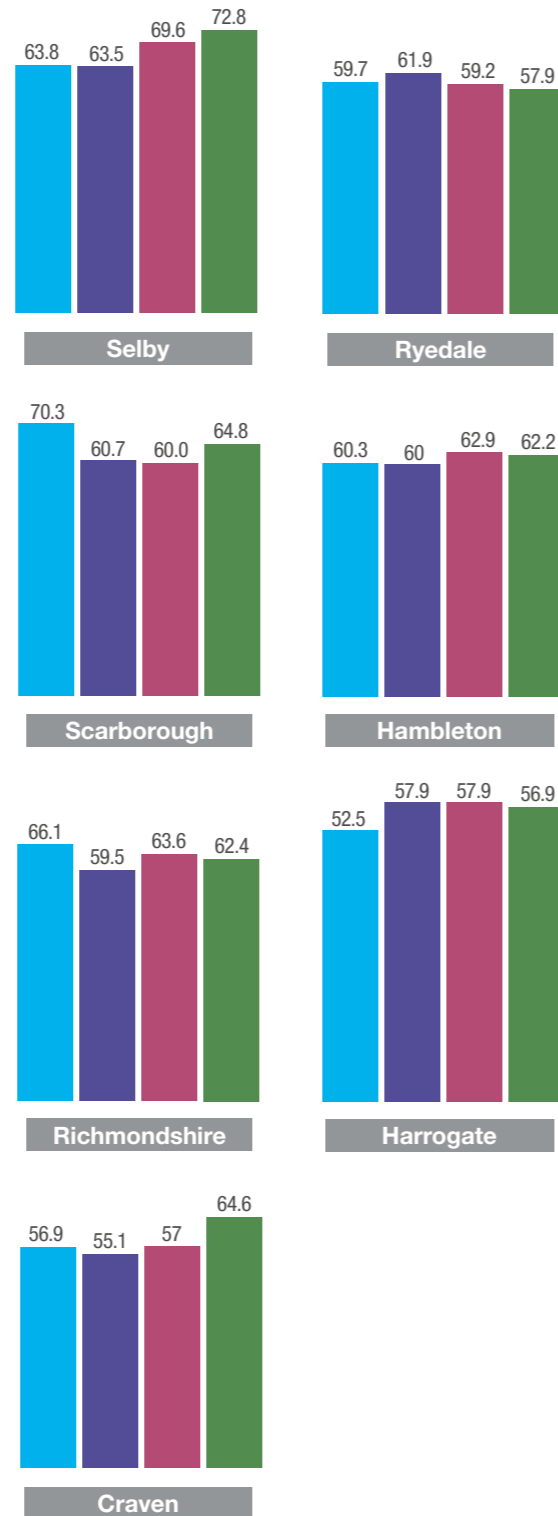
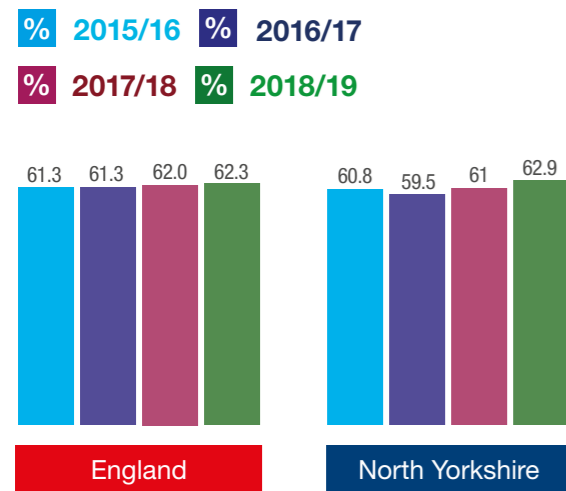
Adults

In North Yorkshire, excess weight in adults (aged 18 and above) has increased in 2018/19 to 62.9% from 61.0% in 2017/18 and 59.5% in 2016/17. The prevalence in 2018/19 remains statistically similar to England (62.3%).

At a district level, 2018/19 data highlights Craven (64.6%), Hambleton (62.2%), Richmondshire (62.4%), Ryedale 57.9%), and Scarborough (64.8%) being statistically similar to England (62.3%) and North Yorkshire (62.9%) averages. Harrogate (56.9%) is statistically significantly better than England and North Yorkshire. Selby (72.8%) is statistically significantly worse than England (which was also the position for 2017/18 data). Selby has the second highest rates in the Yorkshire and Humber region.

The diagram below illustrates the district level prevalence for 2015/16, to the latest 2018/19 data. There is no comparison made for 2012-2014 data as the method of data collection for this period was for ages 16 and above, as opposed to aged 18 or above for 2015 onwards.

Excess weight in adults, 18+ (number and %), North Yorkshire and its districts, 2015/16, to 2018/19.



Physical activity – children and young people

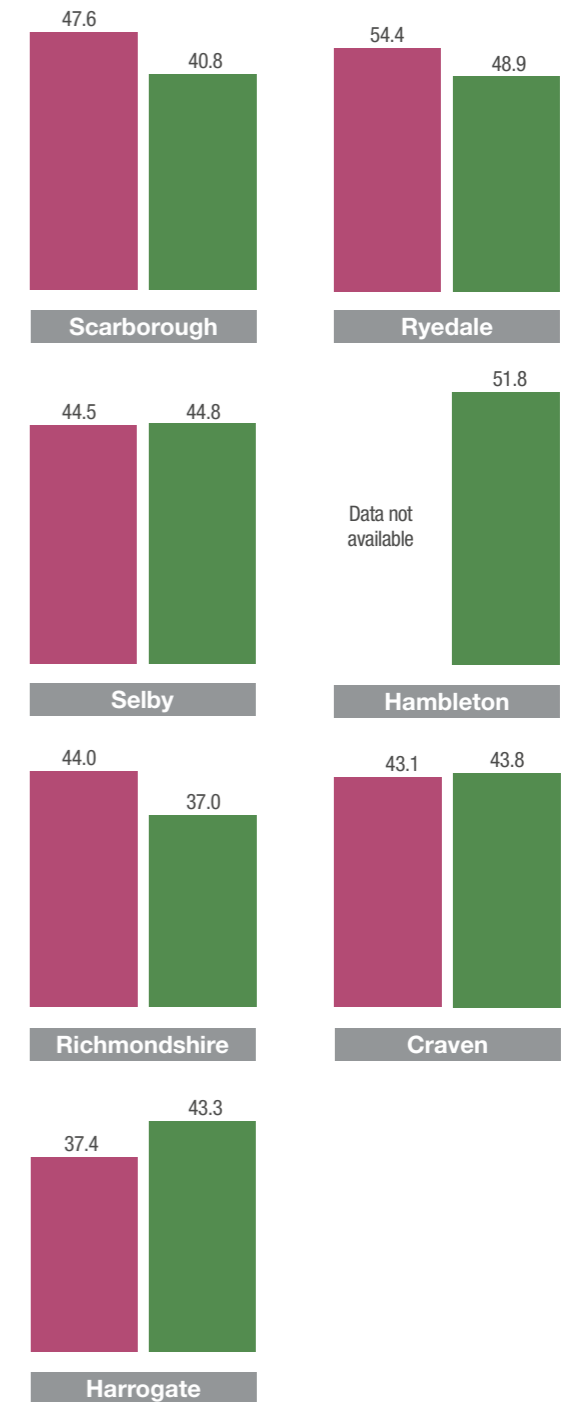
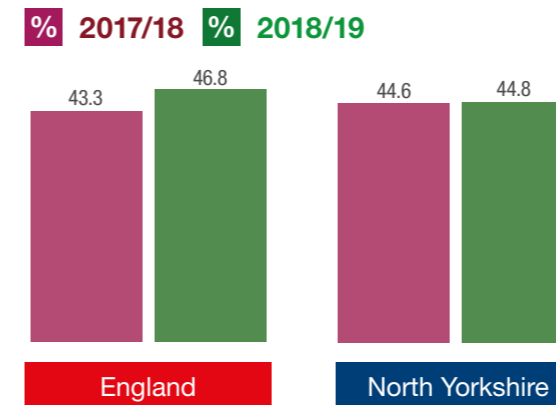
The second annual Active Lives Children and Young People Survey (Dec 2019) looks at physical activity participation figures[^]. 2018/19 data shows an England average of 46.8% physically active children and young people. www.sportengland.org/know-your-audience/data/active-lives

The proportion of children and young people in North Yorkshire who are physically active is reported as 44.8% in 2018/19, which is statistically similar to the England average.

At a district level, 2018/19 data highlights Craven (43.8%), Hambleton (51.8%), Harrogate (43.3%), Ryedale (57.9%), and Selby (44.8%) being statistically similar to the England (46.8%) average. Richmondshire (37.0%) and Scarborough (40.8%) are statistically significantly worse than England.

[^] 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). Source: PHE (based on Active Lives Children and Young People Survey, Sport England).

The table below shows the percentage of physically active levels in children and young people from the Active Lives Children and Young People Survey for 2017/18 and 2018/19.



Physical activity – adults

The Active Lives Adult Survey (www.sportengland.org/know-your-audience/data/active-lives) looks at the number of adults aged 19 and over that are physically active. 2018/19 data shows an England average of 67.2% physically active adults.

The proportion of adults in North Yorkshire who are physical active is reported as 70.7% in 2018/19, which is statistically better than the England average (67.2%).

At a district level, 2018/19 data highlights Hambleton (71.1%), Ryedale (70.7%), Scarborough

(66.7%) and Selby (67.9%) as statistically similar to the England (67.2%) average. Craven (75.2%) Harrogate (72.9%) and Richmondshire (72.2%) are statistically significantly better than England.

~The number of respondents aged 19 and over, with valid responses to questions on physical activity, doing at least 150 moderate intensity equivalent (MIE) minutes physical activity per week in bouts of 10 minutes or more in the previous 28 days expressed as a percentage of the total number of respondents aged 19 and over.

The table below highlights physical activity levels in adults from the Active Lives Adult Survey for 2015/16 to 2018/19.



Covid-19 pandemic and overweight and obesity: the emerging impact

As previously reported, the prevalence and disease burden resulting from excess weight is a major international public health concern. Almost two-thirds of adults in England are living with excess weight for their height (Body Mass Index $\geq 25\text{kg}/\text{m}^2$). Excess weight affects all population groups but is higher for those people aged between 55-74 years, people living in deprived areas and in some Minority Ethnic groups compared with the general population. It is established that the health risk of excess weight for some Minority Ethnic groups occur at a lower Body Mass Index (BMI) than for White populations.

Living with excess weight is a risk factor for a range of chronic diseases, including type 2 diabetes, cardiovascular disease, many cancers, liver and respiratory disease. Obesity is also associated with reduced life expectancy, and lower quality of life.

Since the start of the Covid-19 pandemic, evidence on the links between weight status and Covid-19 outcomes continues to emerge. Public Health England (PHE) published an insights report in July 2020 ([new Public Health England \(PHE\) report](#)) that summarised the following:

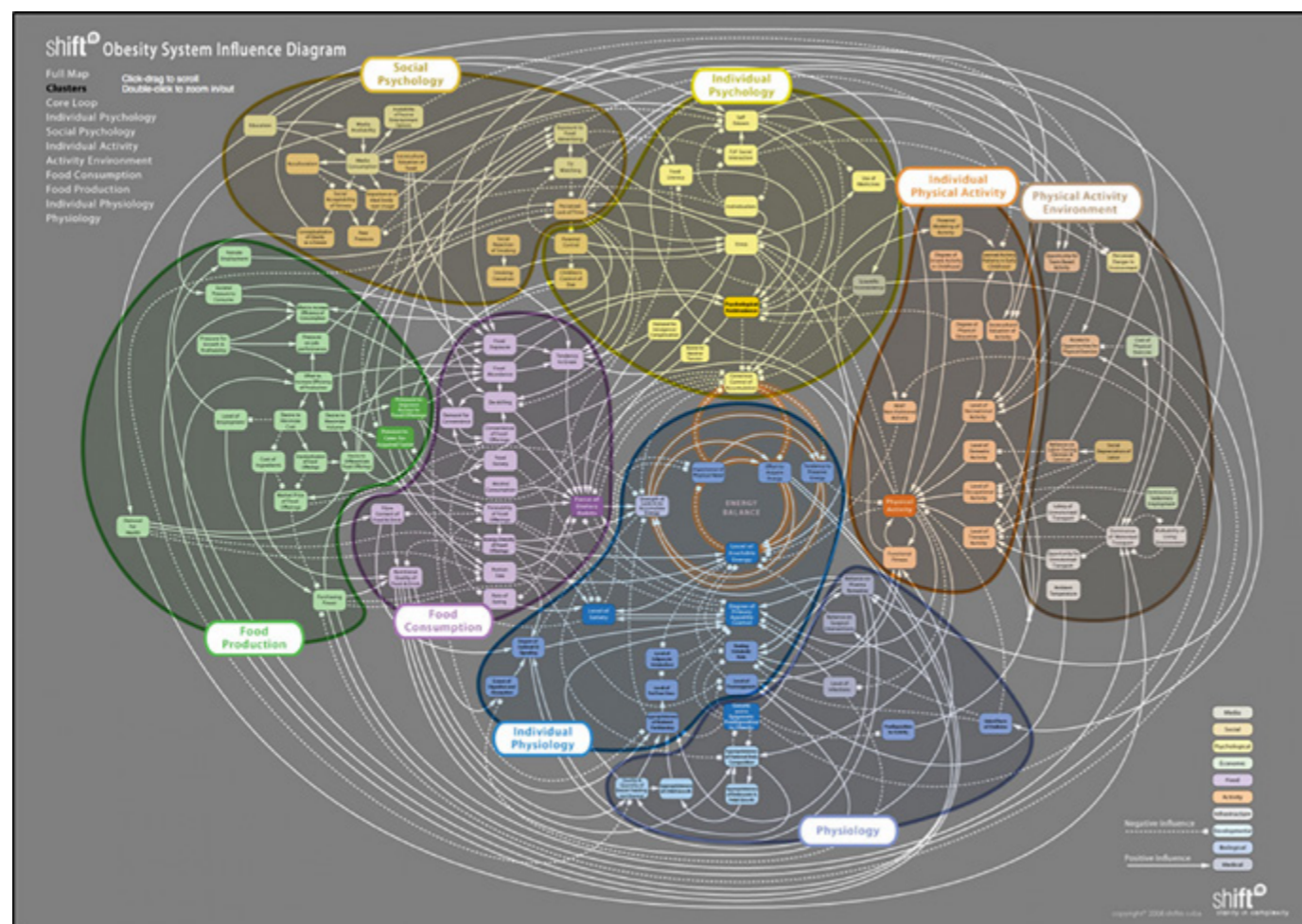
- Being obese or excessively overweight increases the risk of severe illness and death from Covid-19.
- UK and international evidence suggests that being severely overweight puts people at greater risk of hospitalisation, Intensive Care Unit (ICU) admission and death from Covid-19, with risk growing substantially as BMI increases.

- The current evidence does not suggest that having excess weight increases people's chances of contracting Covid-19. However, the data does show that obese people are significantly more likely to become seriously ill and be admitted to intensive care with Covid-19 compared to those with a healthy BMI.
- Excess fat can affect the respiratory system and is likely to affect inflammatory and immune function. This can impact people's response to infection and increase vulnerability to severe symptoms of Covid-19. Obese people may be less likely to access healthcare and support, and it is also thought that Covid-19 affects other diseases associated with obesity.
- The PHE report highlights that supporting people to achieve and maintain a healthy weight may reduce the severe effects of Covid-19 on the population, especially among vulnerable groups that are most affected by obesity.

As the North Yorkshire Healthy Weight, Healthy Lives Strategy ([Healthy weight strategy.pdf \(nypartnerships.org.uk\)](#)) presents, there is no single solution to tackling obesity. Obesity is a problem driven by our circumstances, by obesogenic environments with ever-increasing barriers to physical activity and healthy eating. The most disadvantaged people face the greatest obstacles, and inequalities in the numbers of people living with overweight and obesity have widened over the years since the Foresight report drew attention to the obesogenic environment.

Changing environments and the way we have been living our lives – the impact on our lifestyle

When re-visiting the Foresight Obesity Systems map (illustrated below) in the current context of the Covid-19 pandemic, it is important to recognise the cross-cutting themes that in recent decades have resulted in the increasing numbers of people who are living with overweight or obesity.



Since the start of the pandemic, the way we work and receive education has changed. If we are clinically vulnerable we have needed to shield to protect our health. We may have taken on additional caring responsibilities. We may have lost our jobs. Some of us are grieving. How we maintain a level of social contact with our friends and families looks and feels very different; how and when we access facilities and services, community and faith groups has been more restricted. We may be more aware of our neighbourhoods, local communities and use the urban, green space and coastal areas around our homes more than ever before.

All these changes in the way we live our lives through the pandemic are likely to affect our lifestyles; the physical activity environment around us and the influences on our individual physical activity behaviours, the food environment around us and the influences on what we eat, the psychological and social impact on our lifestyle and ultimately our physical and mental health.

The activity environment: the influence of the environment on an individual’s activity behaviour.

Covid-19 has had a profound effect on our lives, which has resulted in a complete overhaul of the way many of us get active.

During the first lock down in March – July 2020 and in subsequent lock down periods people were asked with immediate effect to stay at home, work from home, and where we can be, educated from home. Confinement to the home with strict restrictions on physical activity at the start of the pandemic, slowly easing over the course of the year, and then full lock down restrictions again at the beginning of 2021 has resulted in people responding quite differently in their physical activity behaviours and attitudes as individuals and families. Technology became one of the biggest ways of accessing physical activity – exercising from our front room via online platforms was new for so many. Facilities closed so people took to walking and cycling. Individuals and families found out about their local walking and cycling routes that they may never have known about before. People had the opportunity to be closer to nature and exposed to fresher air as a result of the travel restrictions.

There has been disrupted access to traditional facilities, which people have relied on in the past, to start and maintain a variety of physical activity in their local community and leisure centre venues, in education settings (for pupils and for extended use for the wider community), community sports clubs, dance schools, to name but a few. The tiered system that came in to effect mid-way through 2020, and continued to be reviewed with changing restrictions relating to access to physical activity and sport for both children and adults, has caused disruption to social interaction that people experience when taking part in organised sport and physical activity and when accessing community facilities. The most recent lock down has seen all but elite sport and physical activity stopped and reverted to remote access again, where this is possible to offer.

Hands, Face, Space guidance has been essential in controlling the Covid-19 virus. The social distancing, personal protective equipment, and cleaning requirements have been tricky for leisure providers, sport and physical activity clubs and organisations to manage in terms of the numbers of people that can engage at one time. Some facilities have remained closed due to costs being too high; income has been lost where activities have been too difficult to deliver within current guidance i.e. swimming lessons.

Walking and cycling infrastructure investment opportunity propelled at the early part of the pandemic. Immediate requirements were for local authorities to ensure walk-ways and cycle ways were widened to allow for social distancing, many of which are still in place to this day. The sustainability of these adaptations will be the test moving forward.

A research study led by Manchester Metropolitan University, ‘The impact of the Pandemic on Community Sport provision and participation’ (December 2020) highlights how the environments that we live in are significant contributors in our ability to be active. People living in areas with cycle lanes, green spaces, attractive scenery and where people had their own gardens reported being more active. However, those that didn’t have this, or for those whose main form of social interaction previously was through sport and physical activity left them feeling lost, particularly in the Covid-19 lock down one (March 2020) and while online alternatives were available, most felt that it was not an effective substitute.

The report also highlighted an issue of digital poverty – that while some people had the opportunity to switch to online workouts and training, others did not have that luxury, either because they were elderly and did not have those skills, or because of financial challenges.

Physical activity: the type, frequency and intensity of activities an individual carries out.

Up to now, there is growing evidence that the Covid-19 pandemic has, and continues to have, a contrasting effect on physical activity levels.

The whole population has been affected, but not affected equally. The wider public health, social and economic impact of coronavirus is likely to have a greater negative impact on the capability, opportunity and motivation to be physically active for some groups over others. The demographic groups and audiences that were focused on prior to the pandemic - such as women, people from lower socio-economic groups, older adults, people with a long term condition, illness or disability, and people from some Minority Ethnic communities - are still finding it harder to be active. People from a White background were most likely to have been active for at least 30 minutes on five or more days, and those from a Black background least likely.

New figures from Sport England show the majority of young people failed to meet the recommended 60 minutes of daily exercise in the 2019/20 academic year. That was a decrease of almost 2% compared with the previous 12 months. Almost a third of children (2.3 million) were classed as 'inactive' as a result of lock-down restrictions, not even doing 30 minutes per day, up by 2.5%.

Two Sport England **Active Lives** surveys (www.sportengland.org/know-your-audience/data/active-lives (May – July 2020)) published in January 2021 show the pandemic has also heightened existing participation inequalities with a 9% drop in activity levels by children and young people from a Black background. Children from the most affluent families remain the most active. In terms of gender disparities, there has been a notable fall in activity among boys, who have suffered from the stopping of team sport, while girls have retained roughly the same activity levels, adapting well to alternative activities such as fitness and walking.

There was a drop of 16% in children taking part in sporting activities - team sports, athletics, running and swimming - but there was a sharp increase in walking, cycling and fitness activities.

Sport England - commissioned research, undertaken since March 2020, captures more detail on physical activity levels, habits and attitudes throughout the pandemic. www.sportengland.org/know-your-audience/demographic-knowledge/coronavirus?section=research

Key findings to date, for key time lines, include:

April (3rd- 6th) 2020 - a massive disruption in the physical activity behaviours of adults and children in England.

At this stage of the pandemic, the government's messages about exercise may have had a positive impact, with 55% of adults in England agreeing that they had been encouraged to exercise by the government guidance.

However, there are differences in levels of activity between different demographic groups; older people, people on low incomes and people living in urban areas or living alone finding it harder to be active during the outbreak.

Towards the end of April 2020 there was an emerging gender gap; males likely to be exercising more than usual when compared with females.

- 41% of adults did less activity this week than before the restrictions, while 31% did more.
- 62% of adults thought it more important to be active during the outbreak compared to other times.
- 69% of adults agreed exercise was helping them manage their physical health, with 65% using it to manage their mental health.
- 59% of adults walked in the last week, 18% jogged, 8% cycled and 44% did home-based activity.
- 36% of children, according to adults in their household, were doing fewer than 30 minutes of activity a day, while 14% are doing more than an hour.

May (15th – 18th) 2020

In the first week since lock-down restrictions were eased, activity levels were at their highest since the survey began. Almost every group surveyed saw an increase in their activity levels – many to their highest level since the survey began – but yet the inequalities in people's activity levels remained.

Only 11% of people said they did no activity in the last week, the lowest figure yet, while 35% of adults said they did at least 30 minutes of activity, at least five times a week – the highest figure yet.

While only 7% of children did no activity, the lowest yet, the number of children doing fewer than 30 minutes of activity a day increased from 30% to 34%, while the number doing more than an hour a day went from 22% to 20%.

Walking and cycling both hit peak figures, while people's attitudes and motivations towards physical activity continued to be positive.

The demographic groups and audiences that were a focus prior to the pandemic - such as women, people from lower socio-economic groups, older adults, people with a long term condition, illness or disability, and people from some Minority Ethnic communities - are still finding it harder to be active.

People from a White background were most likely to have been active for at least 30 minutes on five or more days, and those from a Black background least likely.

June (19th – 22nd) 2020

As restrictions eased across the country, physical activity levels decreased – with home activity falling as some outdoor activities resume.

With schools, shops and workplaces starting to reopen, just 30% of adults achieved five or more bouts of 30 minutes of physical activity in the last week.

Children's physical activity levels were also at their lowest since our first survey, with 12% doing nothing, and just 14% doing an hour or more. In most activities, fewer adults were participating with children compared to previous weeks.

The positive is that 60% of people intended to be more active as lock-down eased, with 62% intending to walk and cycle more for everyday journeys – however, 32% felt coming out of lock-down would make it harder to be active.

Social distancing seemed to be playing a large part in people's activity levels, with 62% saying they would feel more concerned about being active in indoor spaces if it were reduced, while 13% said maintaining social distancing would help people return to physical activity.

July (1-14th) 2020

With pools, gyms and leisure centres still closed but many other leisure options now available to people, adult physical activity levels felt the strain.

Walking and home-based activity remained the most popular activities, however their levels are dropping as other some outdoor activities resume.

Three months on from Sport England's first survey, exercise continued to play a vital role in helping people manage both their physical and mental wellbeing.

Just 27% of adults achieved 30 minutes of physical activity on five or more days in the last week, the lowest figure recorded in the surveys so far.

Although challenges remain in the objective of keeping the nation active, people were displaying positive intentions as they looked to the future, with 53% of people saying they intended to walk at least once a month once restrictions were lifted – up from 49% walking pre-coronavirus.

31 July to 3rd August 2020

As indoor facilities were allowed to open, regular physical activity levels were unchanged but big activities saw slight dips in participation.

Walking, cycling, running and home activities fell for the second survey in succession, as other facilities and society as a whole continued to open up.

However, children's activity levels were up slightly over the levels recorded in previous weeks (mid May 2020), with a potential cause being the increase in free time as a result of school holidays.

Of those who visited gyms, swimming pools and other indoor sports facilities, around three quarters of them reported seeing safety measures in place, and more than half reported those measures feeling 'about right' – although a third found them inadequate.

There seemed to be little change in the views of those who did not visit an indoor facility, though, with two thirds of them saying they were very unlikely to visit one in the next 28 days.

September (11th – 14th) 2020

As life began to return to something resembling the pre-coronavirus norm, with more people back at their place of work and children back in school, adult physical activity settled at a lower level compared to the initial lock-down period.

The latest figures show 29% of adults are doing regular physical activity – 30 minutes of physical activity on five or more days a week.

Activity in the home continued to fall and the proportion of walking and cycling done for travel/utility had increased.

Participation levels in team sports also increased compared to mid-June, while attendance at gyms and fitness classes away from the home was up 8% from end of July to beginning of August to 12%, with people using pools up from 5% to 10% in the same period.

However, with schools reopening, 15% of adults reported their children doing no weekday activity outside of school hours, but more parents reported their children doing more activity in the past week than in a typical week during the initial lock-down period.

November (27th – 30th) 2020

Despite it being the last full week of the second period of national restrictions, adult physical activity levels were unchanged compared to a month earlier.

Inequalities continued to be present, too, with women, people aged 16-34, people in social grades C2DE, disabled people and people with a longstanding condition/illness, all remaining less likely to be active on five or more days.

As the national restrictions remained, people turned to walking to stay active with 59% walking in the last week, compared to 55% in the previous survey period.

Cycling levels did decrease slightly, though, from 14% in September, to 12% in the latest survey.

Adults were also reporting children being less active than in September, with an increase in the amount of children doing no out-of-school activity, and a drop in the amount of children doing an hour or more activity at weekend.

Individual psychology: a person's individual psychological drive for particular foods and consumption patterns, or physical activity patterns or preferences.

Panic buying and food purchasing

At the start of the pandemic, food shortage fears prompted panic buying, certain household and food items in particular. Dried and tinned foods were amongst the products that were sought after, leaving shelves empty in many supermarkets.

Where food and household product items increase in price, due to demand, which are seen as a scarcer commodity to acquire, can lead to anxiety. Panic buying is fuelled by anxiety, and a willingness to go to lengths to quell those fears: like queueing for hours or buying way more than needed. Panic buying helps people feel in control of the situation.

'If everyone else on the Titanic is running for the lifeboats, you're going to run too, regardless if the ship's sinking or not' – Steven Taylor, professor and clinical psychologist at the University of British Columbia and the author of The Psychology of Pandemic.

The volume of grocery purchases rose sharply just before lock-down on 23 March 2020 and volume sales are still higher up to and including the week ending 22 November 2020 than at the same point in 2019. Since the initial lock-down began and up to the week ending 22 November 2020, shoppers have made fewer trips than in the same period last year but have been buying more per trip. There was an increase in grocery purchases in the week before and the first week of the second national lock-down that began on 5 November 2020. These patterns are seen across all socioeconomic groups.

Changes in food use behaviours were most visible among the younger age groups, households with children and those who were self-isolating. About half of 16 to 34 year olds changed their food use patterns between April and June 2020 while the habits of most of the older age groups remained consistent. There was a shift towards cooking more from scratch, eating together with the family and

eating healthy meals, but also a marked increase in snacking, especially in April and May 2020 (Wider impacts of COVID-19 on health monitoring tool - GOV.UK (www.gov.uk/government/statistics/wider-impacts-of-covid-19-on-health-monitoring-tool))

Food environment: the influence of the food environment on an individual's food choices; decisions to eat more healthy food options are influenced by availability and quality; access and price

Evidence shows people's relationship and access to the food environment is a determinant of their health and wellbeing, and in relation to prevalence of chronic and non-communicable diseases. The food environment has taken on much of the impact of the Covid-19 pandemic.

The pandemic has been a major disruption to the normal functioning of the systems that result in people living with overweight and obesity, in particular the food system. There are likely to be lasting short, medium and long-term impacts on food system behaviours that may affect population diet and health both positively and negatively.

Plausible impacts on consumer behaviour may be felt; food availability, affordability, choice and price; and the structure of urban food retail systems driven by both commercial and consumer behaviour.

Disruptions to global supply chains, temporary reductions in food availability due to increased demand and panic-buying, and rises in food insecurity among low-income households have emerged as key immediate challenges during the ongoing crisis.

In the medium and longer term, the pandemic may encourage other changes to the food system, such as increasing re-localisation of food retail and consumer food shopping (buying local). The acceleration of the current transition to digital grocery and takeaway food purchasing may be long lasting. There may also be a more fundamental re-structuring and shrinkage of the food environment in response to the impact of the post-pandemic economic environment.

The impacts of these inevitable pandemic-related changes to the food system on inequalities in diet and diet-related disease require monitoring. More disadvantaged households and communities are likely to be affected most by post-pandemic changes to the food system. Households that are more affluent are more likely to be able to take advantage of the transition to online food purchasing, given their ability to meet minimum spend, delivery costs and better access to the internet. On the converse, more disadvantaged communities have lower incomes, have greater digital exclusion and are more likely to live in communities where food businesses are less financially viable. They are therefore more susceptible to failure of the food system. This may facilitate the widening of diet-related health inequalities.

Eat out to Help Out

The Eat Out to Help Out Scheme (EOHO Scheme) was one of the Government's policy measures aimed to support businesses reopening after the first Covid-19 lock-down period. The Scheme aimed to protect jobs in the hospitality sector by encouraging consumers to return to eating out. It was one of several support measures targeted at the hospitality industry throughout the coronavirus period.

Under the Scheme, the Government provided 50% off the cost of food and/or non-alcoholic drinks eaten-in at participating businesses UK-wide. It applied all-day Monday to Wednesday from 3 to 31 August 2020. The discount was capped at a maximum of £10 per head.

Overall, £849 million was claimed under the Scheme across 78,116 outlets. Over 160 million individual meals (covers) were claimed; the average claim per cover was £5.24. The total amount paid under the scheme was £840 million.

Survey data collected by the ONS also reported that the number of people leaving their home to eat out at restaurants increased in August 2020. More than half (53%) of the adults surveyed by the ONS that were aware of the EOHO scheme stated that they had eaten out in August 2020 just to make use of the scheme. However, 47% of adults told the ONS that they would have eaten out in August anyway, without the discount from the scheme. The ONS reported that the proportion of adults that left their home to eat or drink at a restaurant, café, bar or pub increased week-on-week in August, and decreased week-on-week in September 2020. In the week of 24-27 September 2020, 28% of adults surveyed by the ONS said that they left home to eat or drink at a restaurant or bar, compared to 38% at the end of August (26 to 30).

Eat Out to Help Out formed part of the Chancellor's summer economic update on 8 July 2020, 20 days before the launch of the National Obesity Strategy: Empowering adults and children to live healthier lives (27th July 2020). There were concerns at the time of the scheme that offering subsidies on food, which is particularly associated with being less healthy (high in fat and sugar and low in nutrient density), contradicts messaging around reducing obesity. The inclusion of soft drinks in the subsidies was also a concern; consumption of high sugar soft drinks previously cut through the introduction of the sugar tax.

The Eat Out to Help Out campaign clearly had a focus on economic recovery; there can be seen, however, a missed opportunity for collaborative working to improve public health at the time the scheme was implemented.

Food supply

The necessary actions taken by the Government to tackle the spread of Covid-19 in the population affected food supply, not least because of the changed needs of consumers. <https://publications.parliament.uk/pa/cm5801/cmselect/cmenvfru/263/263.pdf>

Shops and supermarkets

The impacts of Covid-19 on food first became visible through increased consumer demand in shops and supermarkets. This was not only seen in the UK but worldwide. In China, there was an increase in retail sales as people stocked up on the necessities. Many European countries also experienced "panic buying" caused by fears of food shortages. Many consumers encountered empty supermarket shelves and found it difficult to get the food they needed in shops and supermarkets.

The Chief Executive Officer (CEO) of the Food and Drink Federation (FDF) has explained that consumers at the beginning of the pandemic were not just stockpiling:

"Before the lock-down, let us say on 28 February, 30%, give or take, of food was consumed in what we call "out of home"; that is contract catering, pubs, clubs and restaurants or food to go, like sandwich shops [...]. By and large, in those two weeks before the lock-down [March 2020], the British shopper decided that they were going to eat everything at home, and that 30% walked across the road to retail".

Out of home food availability has been severely restricted and therefore food shops and supermarkets have been in higher demand. Prior to the pandemic, "online capacity was about 7.5% of all sales", and in 2019, the eight retailers "selling online delivered groceries [were] AmazonFresh, Asda, Iceland, Morrisons, Ocado, Sainsbury's, Tesco and Waitrose".

British Retail Consortium, stated that online grocery shopping had seen "phenomenal growth" during the pandemic that meant that "we have probably seen five or six years' growth of online in about seven or eight weeks". Online capacity, as at July 2020, accounts for around 11.5 to 13 per cent of the groceries market.

There are many reasons why people choose online purchasing for food. Government advice to avoid gatherings in public places put many people off visiting overcrowded supermarkets; warnings against the use of public transport made getting to stores trickier; and guidance to work from home where possible has removed shopping trips from weekly routines.

The virtual food environment

The Imperial College London have been studying an evolving virtual food environment.

A 'virtual food environment' encompasses all the food retailers we have access to via the internet, through online platforms. Due to its convenience, more people than ever are relying on food outlet delivery services to get the food they want, when they want it. The virtual food environment involves four main components: the consumer, online food services, online food retailers, and the delivery services. They are influenced by various factors and can all have an impact on consumer's food choices, and their health.

The virtual food environment is the result of an evolving food environment and demand that allows consumers to acquire food and beverages through online food delivery platforms – something that has exploded in recent years.

There is a danger that the shift towards virtual food environments will make it easier than ever to choose unhealthy food options. With a click, unhealthy virtual food environments have the power to increase the risk of obesity and non-communicable diseases such as type 2 diabetes and cardiovascular diseases, which increase the vulnerability of the population towards infectious diseases, as we have observed with Covid-19.

Food consumption: quality, quantity (portion sizes) and frequency (snacking patterns) of an individual's diet.

Eating behaviour is shaped by the drive and opportunities to eat. As a result, energy intake may vary from zero to several thousand calories a day. Food and drink access, availability and price plus individual psychology can all affect the foods consumed.

Most of the regular surveys to monitor what people are doing have been suspended during lock-down, so it is not possible to get a full picture of diets, physical activity or any body weight changes. Currently available evidence is limited. However, there have been large shifts in where food is purchased and the types of food being bought.

In pre-lock-down around three quarters of energy intake came from foods consumed at home, mainly from supermarkets and other retailers. Around a quarter of energy intake came from eating out, mainly from outlets such as cafes, restaurants and canteens, or as complete ready to eat meals from takeaways or deliveries. Volume sales of food for consumption in the home has increased by 11.5% for the current calendar year up to 21 June 2020, when compared to the same period last year. This is likely to reflect, in part, closure of some food outlets. It is not, however clear the net effect this had had on energy consumed or diet composition.

Data available shows an increase in volume sales of food and drink purchased for consumption at home leading up to a peak in the week ending 22 March 2020 which was the day before lock-down was announced on 23 March 2020. Volume sales for the week ending 22 March 2020 were the highest recorded even surpassing the peak at Christmas.

Volume sales fell heavily in the following week ending 29 March 2020, which may reflect the amount of stock piling (which took place in the previous few weeks), the difficulty in purchasing certain grocery products, due to a lack of supply and the introduction of lock-down measures restricting movement outside of the home. However, sales in that week were still above the same week in 2019 and have remained above 2019 levels since.

Overall, volume sales are up 11.5% for the same period last year but there are some differences by category. Alcohol (up 29.6%) has shown the largest increase followed by Savoury Home Cooking (up 26.4%), Sweet Home Cooking (up 21.7%) and Take Home Confectionery (up 19.7%). As explained previously however, some or all these increases may be due to food which was previously being consumed outside of the home in 2019 such as work and school lunches and snacks, food and drink in restaurants, cafes and pubs, now being purchased for consumption at home since the lock-down restrictions were put in place.

Data published on 29 July in the UK's National Food Strategy review indicated that children ate more junk food and snacks but fewer fruits and vegetables during lock-down—and that this effect was heightened among poorer children.

A preprint of a small study by researchers at Northumbria University, published in June 2020 showed similar findings from surveys of 57 children aged 9 to 12 years. Their average intake of fruit, for example, fell from just over one portion a day to half a portion a day. The drop in daily vegetable consumption was even sharper, from just over two portions on average to a half portion. Before school closures 25% of children skipped at least one meal a day; "Following school closures, this percentage increased to 35% of children skipping one meal a day, with 10% skipping more than one meal per day".

Food insecurity

As lock-down descended, resulting in millions of workers furloughed or put out of work, many families found themselves facing an unfamiliar plight: food insecurity, also called food poverty. More people were, and continue to, struggle to feed themselves and their children. This is clear from food bank statistics for April 2020: an 89% increase in food parcels distributed by Trussell Trust food banks, and a 175% increase at the Independent Food Aid Network, when compared with the same month in 2019.

Food insecurity has more than doubled under Covid-19 and lock-down. Food insecurity levels in May 2020 were 250% higher than pre-Covid. Roughly 16% of people have skipped meals/cut meal sizes for financial reasons. As of June 2020 one in four young people under 25 years were experiencing food insecurity (Food Standards Agency).

Concerns are now growing that the Covid-19 pandemic has exacerbated nutritional problems associated with food insecurity. These include obesity, undernourishment, nutrient deficiencies, and mental health problems such as anxiety, low self-worth, and depression.

In June 2020, the Food Standards Agency conducted qualitative research with 20 UK citizens to understand how people are experiencing food insecurity under Covid-19 and what the impacts of food insecurity are under Covid-19.

Findings of this small piece of research include:

1. Income loss has rapidly exacerbated existing insecurity and vulnerabilities.

Covid-19 rapidly worsened insecurity for those who were already missing meals and/or compromising nutritional quality previously, and rapidly tipped those 'just managing' into insecurity. Established tactics for stretching limited incomes and food budgets failed as income reduced; there was little left to cut except food itself. For many, food insecurity and Covid-19 were managed alongside other challenges: job insecurity/job loss, caring responsibilities, health/mental health issues, domestic violence, debt, and so on.

2. The impacts of Lock-down/Covid-19 on accessing affordable food.

Many participants faced rising basic costs under Covid-19 and lock-down: increased costs for caring for parents or children at home; rising utility bills; rising electricity spend; etc. Food had also become more expensive for almost everyone spoken to. Spend had doubled or tripled for some even as they ate much less, due to some of the following reasons:

- Elimination of social food sharing - many had previously counted on meals with others (e.g. a family Sunday roast) to stretch their weekly food budgets.
- Struggling to afford supermarket delivery fees - e.g., if isolating; c.£4-£6 for grocery deliver is a big percentage of a £25/£30 weekly food budget.
- Reduced access to 'budget' shops and not being able to 'bargain shop' - the inability to reliably access preferred supermarkets increased costs.
- Increased competition for 'value' and 'budget' brands - cheaper items were often already taken by others, leaving only expensive branded items.
- Price increases by shops that charged more for basics when Covid-19 hit.
- Relying on others to help with food shopping - but feeling too ashamed to dictate brand choices or supermarket choice, raising spend.

3. Impacts of food insecurity under Covid-19 were multi-layered and complex.

Impacts reached far beyond missed meals: participants were experiencing complex and interlocking physical, emotional, social and financial challenges: Caloric intake, nutritional quality and variety had reduced - Many were subsisting mostly on tinned food, frozen food, or simple carbohydrates (bread, pasta and rice). Many were skipping meals and going hungry regularly.

- Some showed potential signs of malnutrition - for example, regularly feeling fatigued, sluggish or poorly.
- Many were putting on weight, even as they ate much less, raising concerns about links between obesity and Covid-19's more severe symptoms.
- Stress, anxiety, overwhelm and depression were serious issues for many; well-being suffered, and existing mental health issues worsened.
- Many with food intolerances were unable to afford foods used to manage their health (e.g., gluten free), with negative physical and emotional impact.
- Some were compromising on food safety - e.g. 'stretching' labelling advice around use-by dates, raising risks of food poisoning.
- People lost the small comforts that provided a sense of stability under Covid-19; eating only for basic sustenance
- Some spoke of reduced family contact time over meals: there was little sense of social 'sharing' when serving toast for a second 'meal' of the day.
- Celebratory meals, like birthdays or Sunday dinners, were cancelled - eliminating 'small pleasures' that would otherwise provide useful distraction. Food insecure parents were particularly affected, juggling many financial and emotional challenges daily. Managing food insecurity, Covid-19, income loss and other stresses for themselves plus their children was a heavy burden.

The impact on our mental health

The Health Foundation highlight that there is a well-documented burden of mental health disorders following disasters, including evidence from previous viral outbreaks. This suggests that Covid-19, and the response to the pandemic, could have a significant impact on the nation's mental health through increased exposure to stressors. Exacerbating this, there has been a loss of coping mechanisms for many, and reduced access to mental health treatment.

Individuals who suffer from both obesity and common mental health disorders may also face particular risks to health and wellbeing, as it is likely that the conditions may perpetuate each other. Being overweight as a child or adolescent has been found to have an adverse effect on a young person's self-esteem, self-image, and self-concept, with physical appearance and athletic/ physical competence being most affected. Obesity has also been associated with depression in adolescents.

A lack of physical activity, low self esteem, body dissatisfaction, eating disorders and weight-based teasing are all obesity related factors that cause mental health disorders in children and adolescents. Factors linked to mental health disorders including lack of energy, medication, family breakdown or poverty are thought to contribute to obesity in children and young people. The impact of obesity on mental wellbeing increases with age and is stronger in girls than boys.

In adults the relationship between obesity and common mental health disorders is complex. Some researchers suggest that obesity can lead to common mental health disorders, whilst others have found that people with such disorders are more prone to obesity. Some evidence suggests an obese person has a 55% increased risk of developing depression over time, and a depressed person has a 58% increased risk of becoming obese.

Low self-esteem, stigma, dieting and weight cycling, medication, and hormonal and functional impairment are all thought to be factors associated with obesity that impact on mental health. Unhealthy lifestyles, medication and reduced support are factors associated with poor mental health that are thought to contribute to the increased prevalence of obesity in adults.

Fear and anxiety of weight gain

Lock-down presents substantial challenges to maintaining healthy behaviours for anyone; however, people living with obesity have often had years of battling with weight and experiencing feelings of guilt from perceived failure.

The Lancet consulted with people living with obesity and published a report in July 2020. Representatives in the consultation reported having a fear of weight gain during lock-down, related to the effect of anxiety on eating behaviours (often compounded by scrutiny from family members). For many, this fear related to stigma or shame and prevented them from exercising or shopping for food in ways that did not make them feel self-conscious. Lock-down has had a profound influence on self-efficacy, and increased episodes of secret eating or binge eating, commonly reported within the Obesity UK support groups during this time.

Loss of identity, trust and vulnerability

Whether individuals are active participants, coaches, volunteers or employees within the community sport and physical activity system it is clear that considerable lost individual identity, trust and perceptions of vulnerability are present throughout the pandemic, particularly in the post-lock-down period since March 2020. Hard to reach communities have become harder to reach as part of a conscious retreat from provision and contact.



Response and innovation – whole system approach

Throughout the pandemic, there has and continues to be much innovation to celebrate and share in the local response to supporting North Yorkshire residents to manage their lifestyle through extremely challenging circumstances.

Partners supporting the whole system approach to managing and preventing obesity in North Yorkshire have shared inspiring and pioneering adaptations to their service and programme delivery.

All partners, from the NHS, local authorities, community and voluntary sector, education, sport partnerships and charities, food trusts and charities, national parks, local enterprise partnerships and more, have displayed true commitment and support to this public health issue, that was significant prior to Covid-19, but now has an even higher profile as a result of the pandemic.

The next section of the report highlights some of the case study examples of adaptation, innovation and the general response from partners over the past 12 months and beyond.



Priority: Supporting children's healthy growth and healthy weight

Breastfeeding and infant feeding

During the pandemic, face-to-face peer support breastfeeding groups were postponed alongside the rollout of the Breastfeeding Friendly Venues across North Yorkshire due to restrictions through lock-down. In addition, Stage 3 Baby Friendly Initiative (BFI) re-accreditation for the 0-5 Healthy Child Programme and Early help has been suspended until 2022. Innovative practice has been developed across North Yorkshire in response to the restrictions in face-to-face delivery. Families were offered breastfeeding support via telephone or a virtual platform after the new birth visit (offered at Day 10) and then every week until the baby is 8 weeks old. Complex infant feeding cases were still prioritised by the 0-5 Healthy Child team during the pandemic and a face to face visit provided. Virtual breastfeeding support groups were also delivered by Early Help and the 0-5 Healthy Child team. It is hoped to embed these new practices going forward including developing virtual support for introducing solid foods.

Early years and schools

Healthy Schools Award for North Yorkshire

The Healthy Schools Award launched to North Yorkshire schools in October 2019. The scheme is funded by Public Health to enable all schools to take part without charge. There are four key themes (plus staff wellbeing), that schools can work to achieve:

- Active Lifestyles
- Food in Schools
- Emotional Health & Wellbeing
- Personal, Social, Health Education (PSHE) which includes the new statutory relationships, sex & health education curriculum requirements
- Staff Wellbeing – for Silver and Gold level (criteria has been taken from the Bronze Public Health Workplace Wellbeing Award criteria).

Scheme registrations

During 2020, 69 new North Yorkshire schools, signed up to take part in the scheme. 183 schools, 50% of the County's 369 schools, have joined since the scheme launched.

In February 2020 Councillor Caroline Dickinson, Elected Member for Executive Member for Public Health, Prevention and Supported Housing joined pupils and staff at Bedale High school to highlight the significant milestone of 150 schools signing up to the Healthy Schools scheme, within the first 6 months of launching.



During the COVID-19 pandemic

The Healthy Schools team continued to promote the scheme and support schools throughout the pandemic and adapted the offer by moving all training and support online. Despite having to limit promotion due to Covid-19 messaging being a priority for communications to schools, new schools continued to join the scheme and apply for awards.




School term	Number of new schools registering	Number of schools applying for awards
Spring term 2020	24	17
Summer term 2020	14	34
Autumn term 2020	31	10
Spring term 2021	10	18

Feedback from schools during the pandemic (from anonymous online training surveys Autumn 2020)

“Someone is always on the end of an email - even during lock-down. Remarkable!”

“Email support very helpful when we are in uncertain times.”

Celebrating achievement - Schools achieving awards

 <p>Bronze 18 schools (This includes 1 infants and 1 nursery)</p>	<p>53 schools have achieved an award since the programme launched in 2019.</p> <p>The number of schools who have submitted evidence for each theme:</p>
 <p>Silver 24 schools (This includes 2 secondary schools and 1 special school)</p>	<p>29 schools for Active Lifestyles</p> <p>27 schools for Emotional Health & Wellbeing</p> <p>21 schools for Food in schools</p>
 <p>Gold 11 schools (This includes 1 pupil referral service)</p>	<p>30 schools for PSHE (including statutory RHSE)</p> <p>34 schools submitted for Staff Wellbeing</p>

In place of an actual celebration event, due to COVID restrictions, during the Autumn term 2020, awarded schools featured on the Healthy School's website Hall of Fame - Healthy Schools North Yorkshire to recognise their achievements. In Summer 2021 an online pupil celebration event will be run with interactive online pupil workshops.

“We are really pleased to have had the opportunity to engage in the Healthy Schools Award, it has helped us to really focus on our strengths as a school but also work to improve areas that required further development.”

Ryedale secondary school, Silver award. (November 2020)



“We are thrilled to receive the gold award as we have worked really hard to embed the principles of maintaining a healthy lifestyle across all that we do in school. Our children know that a healthy body contributes to a healthy mind. We prioritise mental health and wellbeing across the school because we acknowledge that children and staff need to feel safe and happy before they can be ready to learn and do their best.”

Kirby Hill C of E primary (Gold award, June 2020)



“We are delighted with our Healthy Schools Silver award and what it represents. The wellbeing of our pupils, staff and the wider Community is at the heart of everything that we do. Achieving this award is fantastic affirmation of our commitment to developing the whole child in a safe, secure and caring environment where they can flourish and achieve their potential, whatever, that might be.”

Barlby Bridge primary, Silver award January 2020

School Zone Project

As part of a broader strategy to tackle childhood obesity across North Yorkshire, North Yorkshire County Council (NYCC) has been leading on the development of a new project called School Zones.

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.

So far, the project has been focused on the areas of the county with the highest levels of childhood obesity with the highest levels of deprivation; Scarborough and Selby.

Selby school zone



Scarborough school zone

A broad range of partners have been involved in the School Zone project (which was developed during 2018) including NYCC (Public Health, Trading Standards, Road Safety and Active Travel team, Stronger Communities, Children and Young People's Service, Communications team, Strategy and Performance), Selby District Council, Scarborough Borough Council, Inspiring Healthy Lifestyles, North Yorkshire Sport, Youth Sports Trust, and North Yorkshire Youth.

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. The work has been significantly paused since March 2020 due to the pressures placed on schools, partners and the wider stakeholders that require further engagement to develop some of the project concepts further. However, the progress prior to the pandemic certainly needs recognising – the infographics below illustrate important areas of focus for the project and the outcomes achieved up to March 2020:

School catering: rushed, lack of space, unhealthy choices, staff 'stuck in their ways'.

Levers

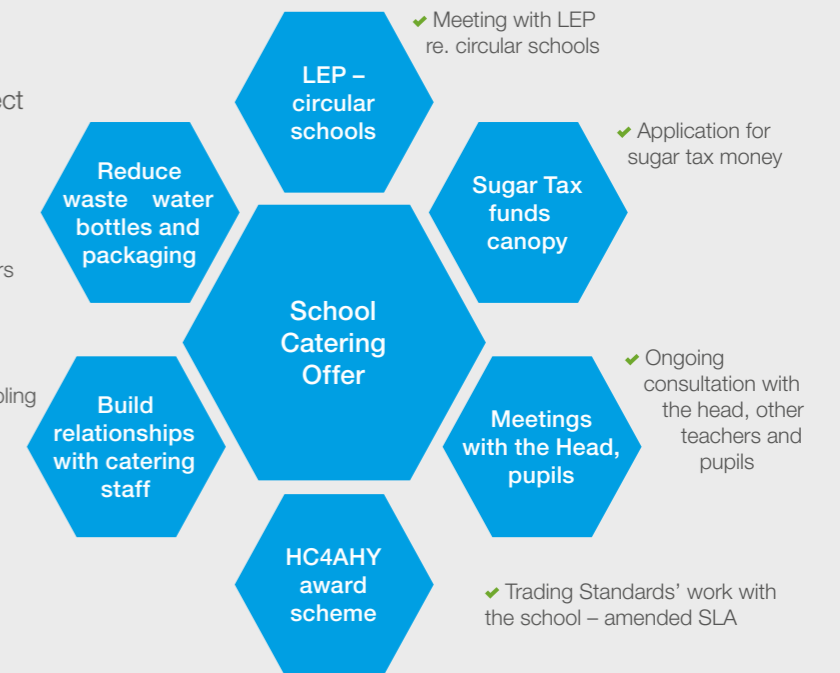
- Presentations at leadership boards
- School senior team leadership
- Partnerships and governance – SHM, Project Group, Selby Locality Group
- Healthy Schools Award

✔ Priority to invest additional water coolers

- ✔ Communicating insight
- ✔ Buying standards guidance; food sampling
- ✔ Dedicated support

Outcomes

- Canopies built at school
- Food improvements
- More water coolers
- Eradication of single use plastics
- Pupils bring water bottles



Active travel

Specific levers

- School senior team leadership
- Partnerships and governance – SHM, Project Group, Selby Locality Group
- Circular economy
- Air quality management area
- Research opportunity

- ✔ Meetings with highways
- ✔ Local Walking and Cycling Infrastructure planning – stakeholder engagement

- ✔ Evaluation of park and stride
- ✔ Active 8 – IHL links
- ✔ Modeshift Stars

Outcomes

- Application for road markings and plans to proceed,
- Application for funding for Park & Stride (£8k awarded from SDC),
- Park and stride task and finish group established
- Offer of support from London School of Economics - evaluation



Physical activity

North Yorkshire School Games

North Yorkshire Sport worked with the area School Games Organisers and the Youth Sport Trust to respond to the lock-down restrictions, putting in place a range of activities and challenges to engage and inspire young people across the county. School Games Organisers shared personal challenges and virtual team challenges which included distance challenges (eg walking coast to coast) and skills challenges.

Across the county the Virtual School Games Challenges were launched to supporting many young people, parents and teachers take part in a range of skills related challenges, incorporating both agility, balance, coordination, speed, power and reaction time. The challenges were filmed by North Yorkshire Sport's mascot, Teddy the Terrier, and launched across the County. Each challenge was pitched at both primary and secondary school age pupils in addition to adults with the main aim being to keep people moving, feeling energised, inspired, positive and optimistic during difficult times. Participants were given a three- week period to submit their videos and scores for each challenge and winners from each category were then presented with certificates and medals.

Rebecca Clay, Teacher at Sowerby Primary Academy said;

'Our school community has benefited hugely from participating in the Virtual School Games Challenges. We have promoted these weekly on our social media and many pupils have participated. It has been a fantastic way for us to promote the benefits of staying physically active throughout this difficult period.'



Community provision

North Yorkshire Youth



North Yorkshire Youth provide opportunities for children and young people to learn and grow by:

- Providing youth work in North Yorkshire communities.
- Providing adventurous activities from Carlton Lodge Activity Centre, Thirsk.
- Providing training opportunities for young people and those who work with them.



North Yorkshire Youth have supported a number of initiatives to promote physical activity and healthy eating, including cooking opportunities in youth clubs (direct delivery clubs).

Due to the pandemic, all face to face work has stopped, including youth clubs and voluntary youth clubs – this included the ceasing of the fruit and vegetable provision and healthy eating activities that was previously provided in these sessions. However, virtual youth clubs have been offered; a rolling programme of activities including arts and crafts, food based activities, and physical activity sessions. Around 50% of the virtual sessions proved successful; some of the challenges for the young people trying to engage this way was lack of personal space and access to devices.

Mentoring one-to-one support services have remained in place, again delivered virtually. This has offered young people very individualised support and could cover topics such as anxiety about obesity and related bullying.

Walk and Talk sessions have also been delivered, where restrictions have allowed. This has allowed some targeted youth work to be offered; activities have also included physical activity sessions such as five-a-side football.

Case study from Youth Mentor Programme:

M is in Year 7 and is struggling with their identity and body image. M identifies as non-binary and is on a journey of express themselves and feeling happier about how they look. M wanted to feel 'comfortable in their body' as they feel disconnected. M asks family before they go out, if they 'look fat in their outfit' as they don't feel happy in or with their body, but this been greeted with unhelpful comments. M has restricted their diet through the day to avoid feeling fat and lose weight, but this leads to an overeating episode on a night and making unhealthy choices, which makes them feel unhappy in themselves again. The Youth Mentor Programme is currently working

with M on changing some of M's language to be positive and productive and be kinder to themselves. It has been identified that when we say 'lose weight' that the term 'lose' can make us panic, like if we lost our purse or phone. Therefore, we are using the phrase 'lighter'. Instead of M using the words 'don't' and 'can't, as our brains cannot process those words, we are changing them to say 'I would like, I am going to try, I want to' etc. M has been encouraged to do a visualisation exercise, whereby they remembered a time they felt happy and comfortable in their body. Although this presentation may be different to the identity M would like to have now, we can relate it to the positive feelings they had then about their body image. M took away from this that they would like to 'feel lighter', 'feel more confident', 'feel comfortable' and 'feel happier about how they look'. The Mentor Programme has enabled discussions about how unhealthy foods makes M feel and how helpful they in achieving M's goal. Support continues to be offered on working on healthier food choices, nourishing our body with good healthy food in hope to feel lighter and happier and regular exercise. Discussions have been had about emotional eating too and asking themselves, 'Am I hungry or bored?' etc. The introduction of positive coping strategies have been worked through, especially on a night, to help M feel more in control. The Youth Mentor Programme has encouraged M to speak to family about having healthier food choices in the house to help achieve their goals.'

As a main partner of 'North Yorkshire Together', North Yorkshire Youth are pooling their resources with North Yorkshire Sport and Rural Arts North Yorkshire to offer an extended physical activity, arts and food programme during school holidays. More information will be provided on this as it develops further.

For more information on North Yorkshire Youth, visit <https://www.nyy.org.uk>

Priority: Promoting healthier food choices

Community Food Provision

Craven Food Partnership

Craven's population is spread over a large rural area and whilst relatively affluent, has pockets of disadvantage and poverty, correlating to population health inequalities. Feedback from partners across the Craven Communities Together Partnership was that food insecurity, resulting from unemployment and financial insecurity exacerbated by the pandemic, was contributing to an increase need around both physical and mental health issues.

Skipton Foodbank experienced an increased demand for emergency food and financial advice and support to address basic health needs. In the early weeks and months of the pandemic there was a 100% increase in referrals for food parcels and demand continued to remain much higher than the same time last year though it has levelled off recently.

Local organisations, embedded in the community, understood that many residents were unaware of foodbank provision and other emergency food options, or were not wishing to use them. It was also recognised that the service, based in Skipton, was not reaching communities in some more rural outlying villages. Local responses began to emerge, starting with a pop up pantry in Bentham organised by an Anglican minister with support from local volunteers. She later created another pantry in the neighbouring town of Ingleton with people from that community. Separately a member of the Methodist church who saw families in her Hellifield community struggling and wanted to help set another pantry.

The manager of Skipton Foodbank had a strong understanding of the national evidence around the impact of financial insecurity on wellbeing and mental health, and was instrumental in helping local organisations understand the concept of food insecurity and the more strategic approaches that exist around the country to tackle this issue.

This led to the development of the Craven Food Network.

Initially the Network was a group of organisations connected by their involvement in responding to emergency food need, and the financial and emotional impacts of food insecurity, and wanting to collaborate to co-ordinate effort and maximise benefit. Organisations included Citizens Advice, Pioneer Projects, Age UK Yorkshire and Darlington, Age UK North Craven, Grassington Hub, SELFA and Skipton Foodbank.

The group worked together on an application for funding to address health inequalities, which although initially unsuccessful was subsequently submitted to the Two Ridings Community Foundation and approved. The grant enabled Development Worker to be recruited to formalise the Network, research good practice and shape the objectives.

In parallel Stronger Communities was tasked with distributing DEFRA funding to address emergency food needs and food insecurity. Age UK North Craven received funding to support the pop up pantries through provision of shelving, equipment and fridges. The pantries and community fridges have been valuable in addressing pandemic related food insecurity and will continue as less stigmatising ways of addressing future food insecurity.

Age UK North Yorkshire and Darlington were awarded funding to extend their hot meals provision to Skipton and South Craven, and to work with the Skipton Asian community to create culturally appropriate weekly community lunches once this is possible.

The overarching aim of the Food Network partner organisations was to complement the emergency food supply and other means of meeting immediate with developing a more holistic and sustainable support network.

Key achievements include:

- Mapping of local food infrastructure and needs.
- Development of new lunch club proposals meeting specific community needs e.g. Broughton Road BAME community and at the Swadford Centre in Skipton.
- Five new community fridges enabling local people and businesses to donate fresh and healthy food alongside the regular pantry store cupboard products. The pantries and fridges are based in Settle, Bentham, Hellifield and Ingleton, meeting need in the most rural part of the District, and connected with the Skipton based foodbank and with District and County food and support networks.
- Healthy hot meals delivered to people's homes, promoted through simple menu options publicised on social media channels, and to health and adult services colleagues and local social prescribers. Approximately 60 meals delivered per week.
- Reduction in local food waste by providing a hot meal menu based on donations from local supermarkets and food swaps with Skipton Foodbank, and by providing a mechanism for donating fresh food through community fridges.
- A local sustainable emergency support model has been created through combining emergency food provision with signposting to organisations that can help address the causes of food insecurity e.g. Christians Against Poverty, Citizens Advice, Pioneer Projects mental health support and Christians Against Poverty Debt advice.
- Formal development of the Craven Food Partnership.
- Craven Food Partnership Website development.
- Membership of Food Power; a national network of Food Partnerships through which relationships have been made with Shropshire Food Poverty Alliance and Food Newcastle (mentor organisation).

Healthier food advertising project

Over the last few years, local authorities from across the UK have shown a growing interest in introducing Healthier Food Advertising policies on their own advertising spaces. Building on the experience of the Mayor of London's Transport for London (TfL) policy, local authorities have implemented similar measures while arguing the case for local action and aligning with local priorities and resources.

Yorkshire and Humber Associate Directors of Public Health are supporting the adoption of a shared policy development approach to high fat, salt and sugar advertising.

Public Health England and Sustain have been supporting local authorities, including North Yorkshire County Council, on the planning and processes of developing and/or reviewing guidance on advertising and reviewing council policy on local authority owned spaces.

This work in North Yorkshire is really in its infancy, but being part of the regional workshops has helped to establish some thinking and potential direction for this policy development work. North Yorkshire is identified as part of the national evaluation for this work.



Priority: Building physical activity into our daily lives

Discoveries on Your Doorstep Project – Yorkshire Dales Millennium Trust and North Yorkshire County Council

The Discoveries on Your Doorstep project has developed during the course of 2019 – 2020 with a roll out agreed for 2020 to focus on three programme areas including active travel, school readiness, and employability. As the pandemic was emerging in March 2020, business continuity planning was put in place for the project. The roll-out and extension of the project beyond its original time frame of ending June 2020, then moved to facilitating the effective roll-out of the Ripon campaign in consideration of Covid-19 contingency planning and adjusted timescales. The project officer in post took the lead on managing the shift of some project resources “virtually” through online platforms. Adapting the tone and key messages of the project, in the interim.

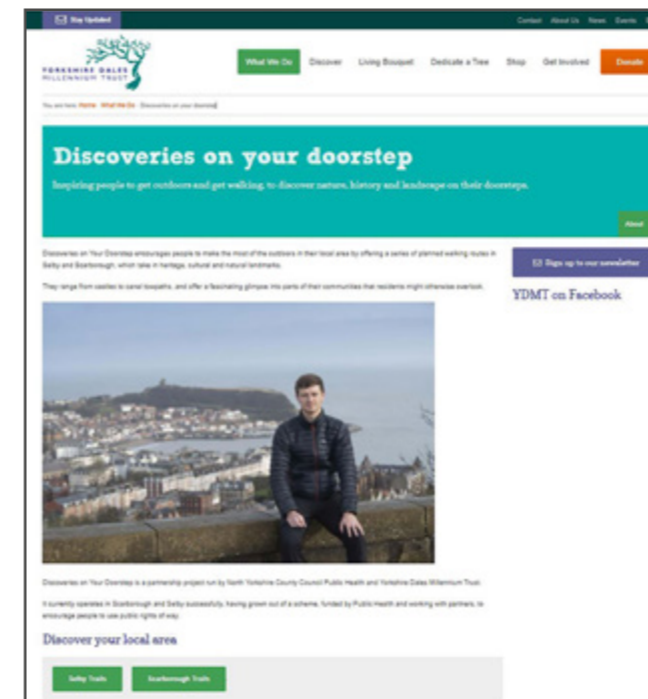
There was a clear focus on retaining key stakeholder relationships and supporting them with adapted resources to be utilised in light of self-isolation and social distancing. The project messages were adapted to focus on getting out and active in nature, adhering to Covid-19 guidance.

As a shift from the original project plan the project activity, resources and messages had a strong focus on the following:

- Children and families – Nature connectedness, resources for fun, free and fascinating things to do. School readiness resources.
- Elderly and isolated: Resources for use in the home, linking nature connectedness, wellbeing, walking and gardening (including urban area resources).
- Workplace well-being – Resources linking nature/wellbeing to adapted home working.
- Wider well-being and mental health – resources, routes and activities with key messages focused on mental health & wellbeing.

With a new Project Officer in post, Josh Wood, the Discoveries on Your Doorstep project will continue to evolve and will have a particular focus on the populations that are affected most from lost opportunity to be active, which have been exacerbated through the pandemic. The project will contribute to ensuring the infrastructure and opportunities are in place for people to both become and remain active outdoors, in nature and urban environments. The Project will work with local communities and partners to protect and improve local environments so that people both want to get outdoors in their local area and can be proud to call it home.

Due to be launched shortly by Discoveries on Your Doorstep, in collaboration with Yorkshire Wildlife Trust (YWT) as part of the Local Nature Partnership, is a Riddle Walk at Ripon City Wetlands. A family friendly activity to help connect local residents with nature. For more information visit [Discoveries on your doorstep | YDMT](https://discoveriesonyourdoorstep.org.uk/)



North Yorkshire Sport



North Yorkshire Sport, is a charity using sport and physical activity for positive change, quickly adapted its work as the pandemic struck, to focusing on three main areas:

1. Supporting the sport and physical activity landscape - to adapt to the pandemic and in some cases survive the restrictions placed upon them and their delivery. They re-assured clubs and organisations in receipt of funding from them that agreed payments would continue and there would be increased flexibility to use the resource to help them navigate the pandemic and support them through to such a time that face to face activity could restart.
2. Helping people to get active/maintain physical activity levels at home during lockdown – this included information on national guidance, opportunities to be active online linked to clubs, charities and voluntary sector organisations and signposting to a range of online ideas and resources to help people get active linked to key groups: As a Family, Children & Young People, working aged adults and older adults. The #StayInWorkOut campaign was used to help connect people to activity and capture how North Yorkshire residents were getting active during lockdown.
3. To help stimulate new opportunities for individuals to become active where there are significant inequalities at play – to help reduce the negative impact of coronavirus and the widening of the inequalities in sport and physical activity. The pandemic has shown that certain groups of people are being disproportionately affected, significantly affecting their ability to be physically active. The focus of this work has been lower socio-economic groups, Black, Asian & Minority Ethnic communities, disabled people and people with long term health conditions.

In adapting to the pandemic, North Yorkshire Sport were quick to flexibly deliver their existing interventions as well as producing new resources to help those most in need connect to physical activity during the lockdown restrictions:

Active @ Home Support Packs – Activity packs designed to help people improve their physical and mental health were distributed to those most in need in North Yorkshire.

North Yorkshire Sport teamed up with North Yorkshire County Council to distribute an initial 2,000 packs to key groups of people during the pandemic: older adults, families and young people. The packs contain practical examples of ways to stay active at home and tailored exercises, along with items to help people take part in physical activity more easily and to maintain positive mental health. Included in every pack was a Rural Arts North Yorkshire art activity pack and advice on how to stay healthy and happy from organisations such as North Yorkshire Youth and Compass Buzz. The packs for older adults included an exercise band, a mindful drawing booklet, chair based exercise ideas and colouring pencils. The families pack included a skipping rope, four disc-markers, a throwing beanbag, bubbles, balloons and pavement chalk alongside a mindful drawing booklet and a stress ball. For young people, the packs included two tennis balls, a skipping rope, colouring pencils, playing cards and details of a boxing circuit.

Online delivery - North Yorkshire Sport adapted a number of their programmes and interventions to run virtually, this included:

Virtual Escape Pain – Prior to the pandemic North Yorkshire Sport delivered a number of Escape Pain courses designed to help individuals manage daily symptoms of chronic knee or hip pain. They adapted the delivery of these to run virtually with classes taking place over zoom to allow people to exercise in their own homes under the supervision of their experienced Escape Pain Instructors, who delivered classes from the Bilton Health & Wellbeing Hub (and home of North Yorkshire Sport) using a new activity studio that the organisation has created by converting their previous meeting room.

Virtual Achieve - The Achieve Life Skills Programme is designed to use sport and physical activity to inspire young people aged 13+ to create a brighter future for themselves, by supporting the development of skills and opportunities in their local area. In response to Covid-19 and a commitment to supporting young people already signed up to programmes, they ran weekly sessions online for pupils from George Pindar School and Selby High School helping them to connect to physical activity, share their thoughts and cope with the impact of coronavirus on the lives of those young people.

Home Visits Programme – As a direct response to the affect the pandemic is having on some older people, their physical deconditioning and decreasing mental wellbeing they have created a home visits programme and been awarded £100,000 in National Lottery funding to deliver face to face therapeutic exercise in the homes of adults age 65+ across the county. The new funding from The National Lottery Community Fund, which distributes money raised by National Lottery players for good causes and is the largest community funder in the UK, will give those adults who are unable to participate in physical activity classes due to the ongoing pandemic much needed access to tailored exercise sessions. Whilst some activity providers have moved sessions online North Yorkshire Sport have discovered that many older adults do not have access to online resources to be able to participate at home. The new home exercise programme will see each participant receiving two face to face visits per week for four weeks from a qualified therapeutic exercise instructor.

Sport club support – advice for clubs, organisations and partners - Covid-19 is having a huge effect on all of us in day to day life including the sport and physical activity sector. North Yorkshire Sport are helping clubs, organisations and individuals across our County to adapt to the national situation and react as positively as we can to day to day changes

The North Yorkshire Sport team and wider partners are working together to help signpost clubs and organisations to support and guidance as things evolve and change.

Advice for schools – return to school and recovery programme - North Yorkshire Sport asks all schools and teachers to follow government guidance and updates provided from afPE including their practical self-review tool for Covid-19 risk assessment in order to maintain a safe environment for pupils and staff and to minimise risk.

North Yorkshire Sport continue to consult with experts in the field to provide schools with as much advice and guidance possible during this difficult time.

Schools are sign posted to activities that could support Physical Education, School Sport and Physical Activity (PESSPA) during the phased return to school.

School Facilities – Community Use Audit

North Yorkshire Sport led a collaborative project with County Durham Sport, as one of 19 national pilot projects commissioned by Sport England to deliver the Opening Schools Facilities project between October 2019 and December 2020. The pilot project was part of a national drive to encourage young people to take part in 60 minutes of physical activity per day across the week. The initial focus of this work was to gather intelligence on the facilities available in secondary schools across North Yorkshire and establish clarity on how they were being managed and used by the school and local community. The learning helped to identify good practice which could be shared locally and nationally and to also better understand the barriers that schools face in opening up their facilities to community use. Using local intelligence, surveys and conversations with schools we identified focus schools for a 'deep dive' to look at the challenges and opportunities that exist as well as highlight schools with a varied sporting offer in place. The pilot work will be shared with schools to help them broaden the offer of sport and physical activity in their communities.

As a result of the pilot work, in February 2021 the Department for Education announced that more than £10 million nationally will be invested to support school sports and swimming facilities in England. This targeted investment to selected schools will build on existing funding to help schools open their facilities outside of school hours, and encourage pupils to be more physically active.

North Yorkshire Together

North Yorkshire Sport have embarked on a collaborative project to help communities across the county navigate the ongoing difficulties of the Covid-19 pandemic. Working alongside fellow county-wide charities Rural Arts and North Yorkshire Youth, the initiative will join the organisation's skills and audiences to create a vibrant and wide-ranging suite of both online and offline resources. This builds on the success of each organisation's response to lockdown and will offer a variety of activities and resources for all ages, locations and needs. Access to arts and sports equipment, and accompanying digital resources, will be a core part of this strategic solution to promote health and wellbeing, strengthen communities and reduce loneliness. The project will provide essential resources to the county's most vulnerable and isolated individuals. Since its inception, North Yorkshire Together has produced another 2,500 Active @ Home packs, adding to the 2,000 distributed through north Yorkshire Sport, totalling 4,500 Active @ Home packs distribute during 2020.

<https://www.northyorkshiresport.co.uk/>

New all-weather cycling tracks at Sutton Bank in the North York Moors National Park



The new facilities at Sutton Bank National Park Centre include a mountain bike pump track offering the thrills of riding a loop of banked turns and rollers; and a family-friendly cycle trail that will double as a cyclocross course for some competitive events during autumn and winter.

Both the pump track and the provision of a permanent cyclocross course are thought to be the first facilities of their kind in North Yorkshire and have been developed by the National Park with funding from The European Agricultural Fund for Rural Development.

They will further underline the North York Moors National Park's strength as a cycling destination, particularly by providing facilities that can be used throughout the year.

The 330-metre pump track, so-called because riders can use the momentum of the undulations and banked turns to build up speed without pedalling, has been designed by specialists to help mountain bikers improve their skills while having fun.

In keeping with the natural forest surroundings, a wildflower meadow is also being created in the middle of the pumptrack while special turtle dove friendly seed mix will be sown on its outer edge.

Hambleton District Council sports villages - Sowerby and Northallerton

Sowerby Sports Village: Phase 1 opened in response to the COVID-19 lock down in March 2020 for informal recreation and has a huge impact for the local community providing a traffic free space to take exercise. Hambleton District Council are currently working towards opening up the site for formal sport (football, rugby and athletics) and working up a funding application for the Football Foundation to build a full size 3G artificial pitch with changing which will enhance the site for formal sport.

Northallerton Sports Village: plans for Phase 1 to enhance the existing open space and create new open space for formal recreation is in progress – work is due to start this summer and finish towards the end of 2022. Hambleton District Council will also be working with the Football Foundation to create a full size 3G pitch with changing here too.

See the video link to see how the project has developed during 2020 Sowerby Sports Village - August 2020 update - YouTube



The family cycle trail has been designed as a 2.5km figure-of-eight through woodland. It will act as a longer and wider start to the existing Cliff Trail so that families can ride side-by-side through the forest, as well as providing better access for disabled cyclists who are using hand crank cycles. Riders will have the choice of riding gently along the track or more adventurously, by picking out features such as jumps and banked corners.

Cycling track photos are credited to Jan Janiurek

For more information visit northyorkmoors.org.uk



Access to nature

North York Moors National Park

At the start of the pandemic the work that the North York Moors National Park team could undertake was very restricted. There was a period of adjustment for many of the existing and newly established programmes and projects to move to virtual and online.

Sessions with young people initially took place virtually in Colburn to discuss challenges and motivations for accessing the National Park. Prior to being able to travel to the National Park a face to face session was made possible at Foxglove Covert Local Nature Reserve (Catterick Garrison) with their volunteers.

These quotes from John Muir Colburn Youth Project highlight the young people taking part found the experience:

'It was really good fun'

'I felt inspired about leaves, bugs and birds. I found John very interesting to talk to, like often times when we walked to a task, he always had something interesting to say.'

'I am really enjoying the John Muir award as it gives us the chance to do something outdoors, in a group, which is great, the team work, and John has made it fun, yeah, I like him.'

'I like to listen to people who care about what they are passionate about and he makes it interesting, despite the fact that I may not find it as interesting, I respect his delivery and in making me more curious about the natural world.'

Volunteer Youth Workers have also noted down their experience of being involved in the John Muir Project:

'I like how John learns alongside the young people, insofar as, he admits his own growth with regards to learning curves re web activities and stars and things he may not have covered before. I feel his honesty and his pleasure, yeah, Johns pretty cool'

'Working with John has been a pleasure from the beginning. It's a breath of fresh air to work alongside someone on a physically hard day who doesn't have another agenda, but that's just my experience on a working site. With regards to the young people I have seen nothing but fairness, cool genes and a motivational attitude.'

'With regards to young people John's work cannot be faulted in any aspect. Reasonable, lenient, fair, curious, fun, educational. In respect of working alongside him I have found him to professional, keen, engaging, kind, considerate, patient and open. For the Colburn Youth Project it has been very beneficial for the young people involved, whether it remotely or outdoor activity based, (Covid-19 aside) and I hope they will continue to inject into our small community the many benefits NYM can give.'

At the Sutton Bank National Park Centre, four sessions delivered, within the restrictions at the time of delivery. This included physical conservation work - clearing footpaths, cutting back vegetation, cutting down trees as well as navigation skills. Support was provided from a dedicated youth worker. There was great emphasis not only on the conservation and physical activity elements of these sessions but also the mental health benefits. The sessions were available to 11-17 year olds; the average ages were between 12-16 years.

The Explorer Club has five families engaged from the Scarborough area. The families have been able to go out and do practical sessions twice through the pandemic, taking part in environmental exploration activities and cutting back vegetation from rights of way. They have also been involved in virtual family back garden activities and have had materials delivered to home to make bug boxes and to take part in the RSPB Big Garden Bird Watch Challenge and the National Park's Dark Skies Festival. The families continue to work towards achieving the nationally recognised, John Muir Award.

There are currently 22 volunteer Young Rangers from across North Yorkshire. The work the Young Rangers have been doing through 2020 has been nationally recognised. The Rangers have worked directly with Defra's Communications Team to help influence the messages about responsible use of the countryside from a young person's perspective. The North York Moors team have worked with the Rangers over Zoom sessions to help prepare them to feel confident in talking with Defra, with great success. The Young Rangers have also worked with the other English National Parks to help adapt the language and communication of The Countryside Code, again with a young person's voice. All this to support responsible access and reduction in anti-social behaviour in the natural environments that we all love to visit. This has been particularly important throughout the pandemic where travel and access to facilities has been affected - more people exploring their local area and also travelling to beauty spots for the first time.

The team at North York Moors National Park have also worked closely with schools to provide Zoom sessions, completing 50 sessions throughout the 2020; virtual walks and rockpooling along with workshops on identification and classification and river studies were just some of the topics provided. Some schools that the team have worked with are new contacts, which is really positive. Children both in school and those that have been at home are have all been engaged throughout the various school lock down periods. Here's just one glowing teacher's feedback:

'Jonathan was fantastic today. My Reception class loved the session and I cannot believe how good it was considering he was having to present from home. I loved how interactive it was and how he involved both the children in the classroom and at home.'

'This has made us really keen to visit you when we can! Thank you so much for continuing your work during lockdown.'

As restrictions eased the team were able to visit schools and utilise their school grounds with their stone-age day being particular popular.

Events have unfortunately had to be cancelled but some drop in sessions in the summer did take place, one event attracting over 50 families throughout the day. The family geocaching sessions were particularly well received.



North Yorkshire and York Local Nature Partnership

Due to the pandemic, there has been particular focus on key areas of work across the North Yorkshire and York Local Nature Partnership:

The natural environment –

- There is a consensus that people are recognising the benefits of being outdoors more than ever.
- People are more aware of local green spaces, and noticing more wildlife around them.
- Anti-social behaviour issues have been recognised – supporting new audiences to take care of their local areas. LNP partners are adapting and responding by engaging and interacting with people who may not have access the countryside before.

Air quality and climate change –

- The travel restrictions that have been in place throughout the pandemic have provided an opportunity to notice significant changes in how and why we travel for work, leisure and education. Air pollution levels reduced dramatically during the first lock-down, giving an insight into what our areas could be like in the future if we achieved our air quality targets.
- The reduction in car noise and time spent travelling allowed people to notice more wildlife than before. Our need to embrace technology to stay in touch demonstrated that we do not need to travel as much as we did before, which could have positive impacts on climate change.

Economic recovery-

- The LNP works closely with the Local Enterprise Partnership; there is a role for the natural environment to support the economic recovery of the area, including diversification of sectors, increased resilience and productivity through nature-based solutions, and improving supply chains through localising innovation i.e. provision of an immediate local market through farming innovation. More local food, which also contributes to environmental change.

Over the next year, the LNP will be facilitating nature recovery strategy/network development in each district area. A key element will be on access and valuing the local environment.

Walking, cycling and active travel

Active Travel Fund Schemes

NYCC was invited to bid for emergency grant funding (the Active Travel Fund or ATF) to support NYCC, as the local Highway Authority, with the delivery of walking/cycling infrastructure to encourage active travel. The money was to be spread over two tranches:

- Tranche 1 supports the installation of temporary projects for the COVID-19 pandemic. Schemes were rolled out across the county included suspension of car parking, segregation for cyclists/pedestrians and some road closures. These measures were intended to be temporary, as such, some have been removed.
- Tranche 2 supports the creation of permanent projects.

The Department for Transport notified NYCC in mid-November 2020 that they had been successful in bidding for funding for five schemes put forward in the summer and would receive £1,011,750. Schemes across the county will include segregated cycle lanes along an existing cycle route, improved crossing facilities, pedestrian crossing improvements, segregated cycling infrastructure and bike storage facilities.

Priority: Providing the right personalised, accessible weight management services

Assessment, brief advice and tailored support



Healthy Choices – Children and Family Weight Management Service

To support children and young people with excess weight, North Yorkshire County Council commissioned the Healthy Choices programme in 2015, which is a family based 12-week multi-component weight management programme delivered at home for children and young people aged 5-19 years.

In 2018, Teesside University conducted an evaluation of the service and during the following 2 years, the team worked on developing the service based on recommendations from the service evaluation, including trialling different models of delivery and improving access to the service.

The service has performed consistently well and had excellent feedback from families. During the 2019/20 period referrals decreased by approximately 100 compared to 2018/19 - the Healthy Child Programme review and uncertainty of the future of the service affected service promotion and referrals into the service. Nevertheless, performance remained above target with regards to those maintaining/reducing BMI z-scores.

Outcomes 2019/20:

- 85%** reduced/maintained BMI z-score at exit.
- 74%** of completers increased physical activity levels.
- 58%** reduced sedentary behaviour.
- 95%** improved dietary scores.
- 81%** improved self-esteem.
- 98%** of parents improved confidence on the Eatwell guide and 100% improved confidence reading food labels.
- 100%** parents/carers rated the service good/excellent and 92% of children and young people rated it good or excellent.

With the event of Covid-19, the service ceased providing face to face sessions and support from 23rd March 2020. They stopped taking new referrals but continued to support existing families and work through waiting lists, offering a remote offer using WhatsApp, Skype, telephone and email. The team created family friendly resources for each topic in the 12 week programme to email to families. They also supported vulnerable families with broader issues such as food poverty and mental health. In Scarborough staff made up packs for families with healthy living information and games equipment.

The decision to de-commission the service (as part of the Healthy Child Programme cost savings exercise) was confirmed in the summer of 2020 and the service ceased in October 2020. Remaining staff were redeployed into other roles and projects.

Piloting digital approaches to child and family weight management services

Since the summer of 2020 the North Yorkshire Public Health team has been working with staff and students at Leeds Beckett University (LBU) to develop and test a digital child weight management service in North Yorkshire. The idea behind this project was to develop a family-focused healthy weight website for North Yorkshire families, and to provide dietetics support and peer support, to guide families towards achieving a healthy weight.

The service design is based on a service called Back2Basics (B2B), which was originally developed by an Australian academic team. The service provided a low-cost, fully ‘distanced’ and online family weight management service, involving access to a range of learning and support materials on a website, and only a small number of online sessions with a professional to guide the family through the programme. The North Yorkshire project aims to adapt the Australian service model for a UK audience.

A PhD student at LBU ran workshops in the autumn 2020 with five North Yorkshire families to ask for their opinions about the Back2Basics service model, and what they thought of the Australian website, so that it could be adapted for a NY/UK audience. Some of the key findings from the workshop were:

- When asked what platforms families would like to be used for the support sessions (with the dietician), the most common responses were WhatsApp, Zoom, MS Teams, telephone and email.
- Families should be provided with a choice of communications methods / platforms, so they can choose what suits them best.
- Families also wanted to use a range of other tools to help them with lifestyle changes such as activity trackers, health and lifestyle apps (e.g. Change for Life, MyFitnessPal, Couch to 5k) and online videos.
- Concerns about digital service provision were internet connection, security and engaging children (but the benefits were thought to outweigh the cons).
- Families wanted tips on healthy eating/snacking, lunchbox ideas, food shopping, reading labels, how to limit screen time.
- Families wanted the website information to be simple, easy to use, and visual.

The Australian B2B website and service model have since been redesigned following the feedback from the North Yorkshire families, and the North Yorkshire service and website are being piloted with North Yorkshire families from April-August 2021.

For more information please contact Helen Ingle in the Public Health team, helen.ingle@northyorks.gov.uk

North Yorkshire Adult Weight Management Service

A North Yorkshire Adult Weight Management Service (tier 2) was formally procured with the Service launching in Selby in July 2017 and the remaining 6 lots (districts areas) in January 2018. An overview of the providers delivering the Service in each district area is illustrated:

District	Name of service	Service provider
Craven	Healthy Lifestyles	Craven District Council
Hambleton	Take That Step	Hambleton District Council
Harrogate	Fit 4 Life	Harrogate Borough Council
Richmondshire	Choose to Lose	Richmondshire District Council
Ryedale	NHS Weight Management Service	Humber NHS Foundation Trust
Scarborough	NHS Weight Management Service	Humber NHS Foundation Trust
Selby	Move It, Lose It	Inspiring Healthy Lifestyles

As a response to Covid-19 the Adult Weight Management Service ceased face-to-face delivery of any element of the Service for clients currently accessing the Service on 18th March 2020, following Government guidance. The Service also ceased taking on any new referrals at this stage.

From 1st July 2020, referrals have opened up to GP practices, wider health care professionals and self referrals. Some providers decided to keep referrals to GP-only for a period of time to ensure they could manage capacity.

Over the 12 months, the Adult Weight Management Service has continued to evolve and respond during the pandemic. The Service provides the highest flexibility, in accordance to individual circumstances, needs and within national guidance and tiered restrictions. The Service offered in each locality is a hybrid of online, telephone, and some face to face support (dependent on current restrictions).

The 24 week, free programme continues to include:

- Nutritional advice – online or telephone.
- Weekly weigh-ins – virtually.
- Physical activity – online support or face to face.
- Techniques to support behaviour change – online, telephone and/or face to face.
- A personal weight loss plan – online or telephone.
- A physical activity agreement – online or telephone.
- Regular reviews to monitor progress – online or telephone.

Providers have adapted their service offer to reflect tiered and national restrictions. The latest lock down has resulted in a full virtual offer provided. All being well, the Government’s road map will result in some face to face offered from 12th April 2021. Providers are all working through their individual service ‘road maps’/phased approaches to plan for the months ahead. In March/April 2020 a guidance document was written, in partnership with the commissioner and the providers, to transition service provision in accordance with any restrictions in place. This document undergoes frequent reviews and is recognised as good practice by Public Health England.



Scarborough & Ryedale NHS Weight Management Service

Profile: Scarborough Client Ellen

Client suffers with arthritis and was initially in talks with her GP about getting some new knees despite only being 47 years old. Her GP agreed if she could get her BMI down below 30 that he would refer her to the consultant. She was then referred to the weight management service but in the meantime took it upon herself to go online and start the NHS choices 12 week course. She had done 9 weeks of this on her own before joining our service and was feeling in a good place ready to continue her weight loss. After 13 weeks on the course she had lost a massive 2.5 stone. Her activity had increased, using my ride to track her cycling. She was tracking her calories and her mood was lifted. Client quoted "my mood was lifted, I was feeling positive and confident and felt in control". Until lockdown hit.



May 2020

Client received a phone call from the weight management service offering a new virtual service. She was very keen to join and booked in for her assessment. This phone call gave her something to work towards and got her thinking about her positive changes previously and ready to make these changes again.

On successfully achieving and exceeding her 5% target she was now on her maintenance programme.

Stress at work increased with all the changes due to COVID19 and her routine had changed so much that she was going back to old habits.

Through continued support from her weight advisor and family she successfully completed the programme and lost an incredible 3 stones 4 pounds!

March 2020

COVID19 Lockdown

All classes to stop and clients placed on a waiting list.

Impact

After losing 2.5 stone on the weight management programme she was feeling extremely positive and well supported. When lockdown happened she quickly felt the loss of support and her mood decreased with depression setting in. Client quoted "losing the support really affected me and I felt like I was losing control".

Her routine was changing, stress levels high and energy levels low. This resulted in her increasing her daily calories and decreasing her activity. Her weight has been slowly creeping up and mood and activity levels lowered in keeping with this.

After a call from the weight management team in May offering a place on the virtual course she started thinking about getting back on track and it has made her feel more positive despite a gain of one stone in weight. She is really looking forward to getting started.

Results

Starting weight: 17st 5
Mood low and wanting new knees

Pre-covid weight 14st 8
Feeling happy, confident and positive

Post-Covid re-start weight 15st 7
Low mood and feeling unsupported but looking forward to getting re-started with the groups (virtually)

Move It Lose It - Selby

During weekly welfare calls, one Move It Lose It client explained the impact COVID-19 has had on their ability to work within the construction industry, which unfortunately means the client is now out of work and does not qualify for the government's job retention scheme (otherwise known as furlough). Whilst the client is currently financially stable, they are concerned about the longer-term effect on their mental health and the financial impact. Through the weekly calls the client has talked through new job advertisements and has explored alternative

work prospects. Although the client does not feel confident about returning to the construction industry due to age limitations and lack of demand, they are feeling optimistic about a potentially crucial career change. The client continues to participate in the remote offer, submitting weekly weights via self-reporting measures. The client is achieving a steady weight loss and is taking on new physical activity challenges set by our Wellbeing Manager each week. An excellent result throughout difficult circumstances!

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

Health Education and Skills Moving Healthcare Professionals



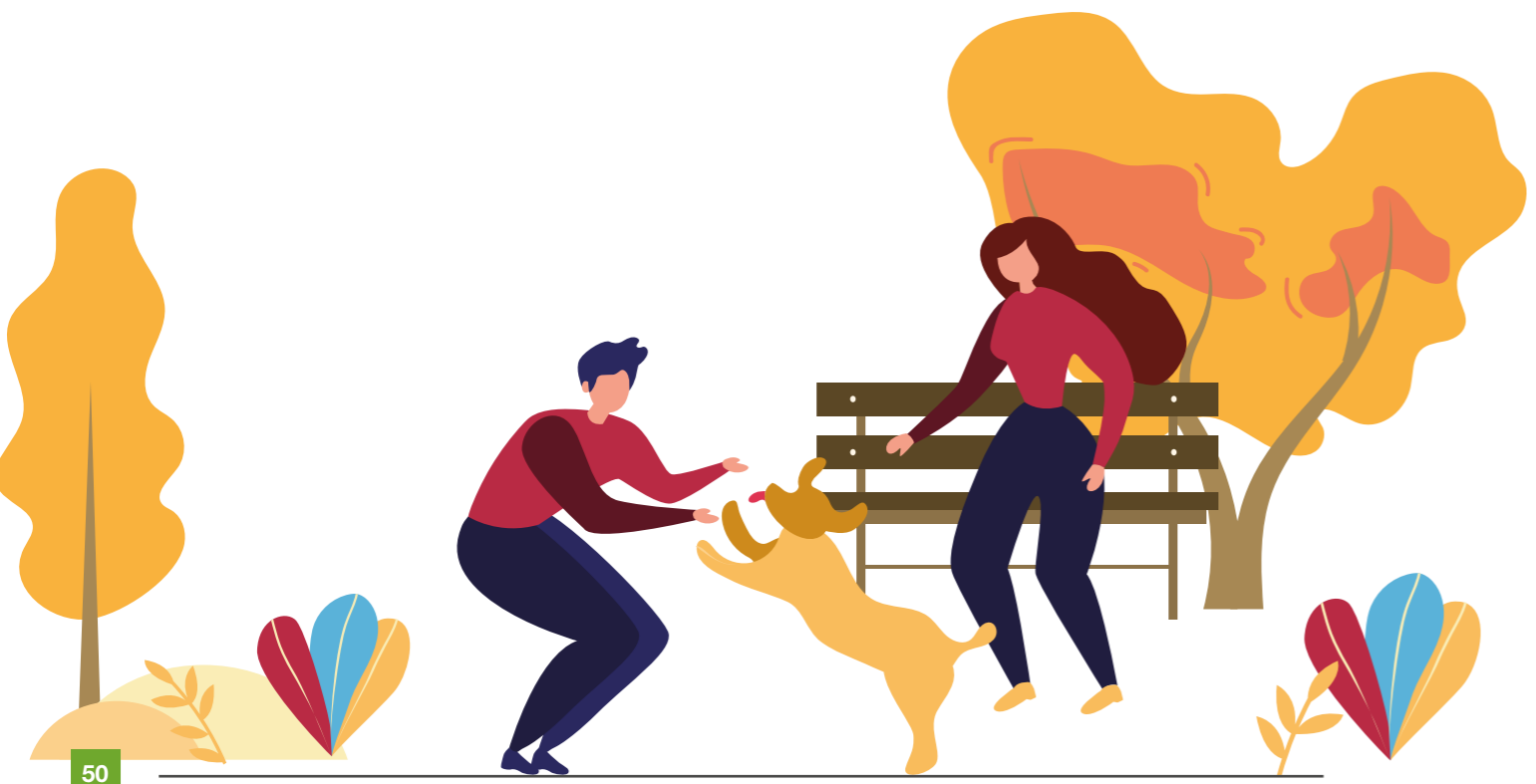
The Moving Medicine tool <https://movingmedicine.ac.uk/> aims to help people working in roles such as doctors, nurses and physiotherapists advise patients on how physical activity can help to manage their conditions, prevent disease and aid recovery.

Moving Medicine has provided an additional set of resources as part of a 'Recovery Mode' campaign. The resources are for professionals to use with their patients and clients, supporting people recovering from Covid-19.

For more information visit [COVID Recovery - Moving Medicine](#)

Moving Healthcare Professionals is a national partnership programme led by Sport England and Public Health England. There are multiple strands to the Moving Healthcare Professionals programme, some of which include:

- Training existing healthcare professionals to become clinical physical activity champions
- Development of resources, such as Moving Medicine
- e-learning CPD physical activity resources



Campaigns

Key campaigns have been promoted through stakeholder communication plans. In particular, Public Health England's Better Health and Change4Life campaigns and Sport England campaigns have been supported.

NHS Better Health



In July 2020 new national campaign was launched to encourage millions of adults to kick start their health and reduce their risk of serious illness, including COVID-19.

The campaign – unveiled as part of the government's new Obesity Strategy – encourages adults to introduce changes that will help them work towards a healthier weight, with a suite of free tools and apps supporting people to eat better, drink less alcohol and get active. This includes a new app for the free 12-week NHS Weight Loss Plan, helping people make healthier food choices and learn skills to prevent weight gain.

For more information go to Better Health - NHS (www.nhs.uk)

Change 4 Life



Change 4 Life campaigns throughout 2020 have included ideas and inspiration for families and cook together, boosting fruit and vegetable intake, being active indoors, promotion of cycling together as a family and exploring the outdoors, take away and ready meal tips, to name a few.

For more information visit Home | Change4Life (www.nhs.uk)

Sport England – Join 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 has been offered throughout the pandemic on fun and free ways to get active, both indoors and outdoors, that people can enjoy safely. The campaign has helped organisations, individuals and families to navigate through the changes in guidance throughout the pandemic.

Sport England – We Are Undefeatable



We Are Undefeatable has always recognised that everyone's conditions affect them differently. The campaign has provided access to information out how people can safely be active during the pandemic, and for links to specific resources from our charity partners.

NHS Every Mind Matters

This campaign has developed over 2020 to support people accessing information on dealing with loneliness, managing change, mental wellbeing whilst staying at home, and coping with money worries and job uncertainty.

For more information visit Every Mind Matters | One You (www.nhs.uk)



Workplace Wellbeing Award North Yorkshire

Priority: Building healthier workplaces that support employees to manage their weight

Policy and interventions

North Yorkshire Workplace Wellbeing Charter

The Workplace Wellbeing Award has been on hold since the first lockdown in March 2020. The Public Health team have been providing support and guidance to workplaces to prevent and manage Covid-19 outbreaks to prevent further spread of the virus.

Work for the coming year will be to support businesses in reviewing their priorities associated with the Health and Wellbeing Award, being mindful of the difficult circumstances many organisations have faced over the past 12 months.

We said, we did 2020

In the Healthy Weight, Healthy Lives Strategy third annual report (2019), there were a number of actions highlighted as important for partnership delivery during 2020.

Understandably, the progress on a number of these actions has been affected due to the pandemic; this is reported in the table below. A review of the Strategy actions has allowed partners to agree to a revised set of priority actions for 2021/22. These will support the ongoing response and recovery of Covid-19, particularly in relation to supporting communities to re-engage in sport and physical activity, address the impact on access to healthy food, and focus on the health inequalities of our local communities, which have been amplified through 2020.

Overarching action

We said	We did
Consider and decide on signing up to the Food Active 'Local Authority Declaration on Healthy Weight' as a two-tier local authority.	✓
Strengthen community ownership of local action to promote healthy weight, as part of Public Health England's Whole System Approach to Obesity.	Rolled over into 2021
Conduct a deep dive into overweight and obesity prevalence trends county-wide and at district level.	Rolled over into 2021
Ensure Healthy Weight, Healthy Lives Strategy partnership action is reflected in the local Healthy Place Shaping policy developments.	✓ Ongoing into 2021

Priority: Supporting children's healthy growth and healthy weight

We said	We did
Support schools to review their break time and wrap around care food and drink provision to ensure healthier options are available.	Rolled over into 2021
Review of Health Start Vitamin scheme to be completed, in line with new guidance/reformulation.	Rolled over into 2021
Support schools to show case best practice examples of school physical activity, sport and physical education.	✓
Carry out an audit of schools in North Yorkshire to assess levels of community access for sport and physical activity and work with prioritised schools to remove barriers to community use.	✓
Implement planning policy and provide practical support (by way of a toolkit) to enable local communities to close their streets for play – Play Streets pilot and roll out.	Rolled over into 2021
Explore the need for packed-lunch guidance; devise and pilot where appropriate	In progress – rolled over into 2021

Priority: Promoting healthier food choices

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.	Guidance developed – piloting to be rolled over into 2021
Deliver on Sustain Veg Cities local action plan	Paused – review as part of a food partnership approach
Establish a Sustainable Food Cities partnership in North Yorkshire.	In part – establishment of food partnerships localities. Roll over into 2021
Co-ordinate food donations and explore roll out of community fridge projects	✓
Expand the Responsible Retailer Award to include product placement and price promotions	Roll over into 2021
Co-ordinate advertising contracting and policy to support restrictions of HFSS product advertising. Yorkshire and Humber regional approach will focus on advertising on transport.	In progress – roll over into 2021

Priority: Building physical activity into our daily lives

We said	We did
Work with care home providers to implement the College of Occupational Therapist's 'Living well through activity in care homes' toolkit.	Roll over into 2021
Continue to develop and roll out an Active Together project (in partnership with Hambleton District Council, North Yorkshire Sport, and Community First Yorkshire). This project aims to encourage more communities to think about starting new activities that help residents have access to local ways to do more physical activity.	✓ replaced by the 'new partnership' North Yorkshire Together
Creation of sports villages in Sowerby and Northallerton (Hambleton District).	Significant progress – roll over into 2021
Support North Yorkshire partners to take part in Mencap's (in partnership with Sport England and The National Lottery) Round the World Challenge from January to December 2020.	Progress – roll over into 2021
Maximise the World Cycling Championships legacy through a co-ordinated approach to funding and implementing cycling projects and programmes, with a particular focus on cycling for active travel, cycle training and access to bikes through bike libraries.	Review opportunities for 2021

Priority: Providing the right personalised, accessible weight management services

We said	We did
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.	Roll over into 2021
Continue to develop opportunities and identify funding for the provision of tier 3 weight management services for children and young people and adults where provision is not currently available.	Roll over into 2021
Develop a Healthy Weight, Healthy Lives communication plan to ensure co-ordinated communications amongst all stakeholders.	
Continue to explore digital opportunities across the system.	Roll over to 2021

Priority: Building healthier workplaces that support employees to manage their weight

We said	We did
Continue to support businesses to sign up and achieve the North Yorkshire Workplace Wellbeing Charter.	Paused during 2020

Actions for 2021/22

There are fundamental priorities that the Healthy Weight, Healthy Lives Strategy Steering Group will focus on over the 2021/2022 period; continuing to respond to the impact that Covid-19 has had on our communities' physical activity and access to healthier foods. The Steering Group will co-ordinate a collective approach to support our local communities to be inspired to be active and eat well during the most testing times of our lives.

Particular focus will be on our communities that have been affected the most, including people living with long term conditions, children and families living in poverty/deprived areas, older people, people from deprived areas, Ethnic Minorities, people living with mental illness, and people living with physical and learning disabilities.

Overarching action

- Progress with the sign up and implementation of the Local Authority Declaration of Healthy Weight through local government reorganisation.
- Strengthen community ownership of local action to promote healthy weight, as part of Public Health England's Whole System Approach to Obesity.
- **NEW** 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.
- Ensure Healthy Weight, Healthy Lives Strategy partnership action is reflected in the local Healthy Place Shaping policy developments.

Priority: Supporting children's healthy growth and healthy weight

- Support schools to review their break time and wrap around care food and drink provision to ensure healthier options are available.
- Review of Health Start Vitamin scheme to be completed, in line with new guidance/reformulation.
- Continue to promote and provide the Healthy Schools Award Programme to schools across the county, and develop a new early scheme for early years settings.
- **NEW** Support schools to embed physical activity into the curriculum recovery programme.
- **NEW** Work with the University of York to evaluate and widen the impact of the School Zone Project across North Yorkshire.
- Implement planning policy and provide practical support (by way of a toolkit) to enable local communities to close their streets for play – Play Streets pilot and roll out.
- Devise and pilot a healthy packed lunch policy with local primary schools.
- **NEW** 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 choices

- Support local authorities and NHS organisations to review and revise their vending offer using the NYCC Healthy Vending Guidance.
- **UPDATED** 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.
- Expand the Responsible Retailer Award to include product placement and price promotions
- **UPDATED** 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

- Work with care home providers to implement the College of Occupational Therapist's 'Living well through activity in care homes' toolkit.
- **UPDATED** Review the opportunities to access British Cycling, World Championship legacy funding; co-ordinate a partnership approach to accessing any available funding and implementing cycling projects and programmes, with a particular focus on cycling for active travel, cycle training and access to bikes through bike libraries.
- **NEW** Roll out the Discoveries on Your Doorstep Project to Craven locality and for the project to have a particular focus on target communities least engaged in physical activity and accessing the outdoors.
- **NEW** 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.
- **NEW** Embed physical activity into the social prescribing model and offer across the county.

- **NEW** Support people to be physically active in their own homes/locality, building on the learning gathered during lockdown.
- **NEW** Embed physical activity in to Covid Recovery plans for individuals and neighbourhoods.
- **NEW** Upskill wider community workforce to support messaging around physical activity and to offer practical support and advice where appropriate.
- **NEW** Pilot Sport England's Active Practice charter within primary care and support practices across NY to gain Active Practice status.

Priority: Providing the right personalised, accessible weight management services

- **NEW** 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 provides an extended offer for longer term weight management outcomes.
- **NEW** Apply for Government funding to support the further development of weight management support for children and families.
- **NEW** Work with Leeds Beckett University to develop and pilot digital weight management services for children and families.
- 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.
- Continue to develop opportunities and identify funding for the provision of tier 3 weight management services for children and young people and adults where provision is not currently available.
- **NEW** Ensure the new national NHS Weight Management programme is embedded as part of the local weight management pathway.
- **NEW** Ensure weight management provision is built into the population health projects that are being delivered across the county.

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

- Develop a Healthy Weight, Healthy Lives communication plan to ensure co-ordinated communications amongst all stakeholders.
- **NEW** Utilise the social prescribing model (and Living Well Service) to ensure people have access to the right information and resources to make healthy choices.
- **NEW** Utilise the intelligence of the Yorkshire Obesity Research Alliance (YORA) to apply to local, evidenced based action.
- **UPDATED** Continue to develop an evidence base of digital approaches to increase access to information and direct support relating to physical activity and food; address inequalities in digital provision.
- **NEW** 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.
- **NEW** Develop a communications plan for promoting a healthy weight for CYP and families.

Priority: Building healthier workplaces that support employees to manage their weight

- Continue to support businesses to sign up and achieve the North Yorkshire Workplace Wellbeing Charter.
- **NEW** – Support employers to introduce healthier work practices for home workers eg encouraging PA during the day, scheduled breaks between meetings etc.

Governance



Appendix: New guidance and reports

During 2020 the following, relevant, guidance and reports have been published:

PHE

Behaviour change techniques review: descriptive studies: How to use a behaviour change techniques review to evaluate your digital health product. (6/7/2020)

[Behaviour change techniques review: descriptive studies - GOV.UK \(www.gov.uk\)](https://www.gov.uk/government/publications/behaviour-change-techniques-review-descriptive-studies)

Childhood obesity: Applying All Our Health. (Updated 1/5/2020)

[Childhood obesity: applying All Our Health - GOV.UK \(www.gov.uk\)](https://www.gov.uk/government/publications/childhood-obesity-applying-all-our-health)

Children's public health 0-5 years: National reporting. (Updated 26/11/2020)

[Children's public health 0 to 5 years: national reporting - GOV.UK \(www.gov.uk\)](https://www.gov.uk/government/publications/childrens-public-health-0-5-years-national-reporting)

Health Matters: physical activity. A professional resource for local authorities and healthcare professionals on physical activity for the prevention and management of long-term conditions. (23/1/2020)

[Health matters: physical activity - GOV.UK \(www.gov.uk\)](https://www.gov.uk/government/publications/health-matters-physical-activity)

Excess weight and COVID-19: Insights from new evidence. (24/7/2020)

[Excess weight and COVID-19: insights from new evidence - GOV.UK \(www.gov.uk\)](https://www.gov.uk/government/publications/excess-weight-and-covid-19-insights-from-new-evidence)

Making Every Contact Count (MECC): Practical resources. (Updated 4/3/2020)

[Making Every Contact Count \(MECC\): practical resources - GOV.UK \(www.gov.uk\)](https://www.gov.uk/government/publications/making-every-contact-count-practical-resources)

Whole systems approach to obesity. (Updated 14/12/2020)

[Whole systems approach to obesity - GOV.UK \(www.gov.uk\)](https://www.gov.uk/government/publications/whole-systems-approach-to-obesity)

Physical activity guidelines: UK Chief Medical Officer's report. (Updated 9/1/2020)

[Physical activity guidelines: UK Chief Medical Officers' report - GOV.UK \(www.gov.uk\)](https://www.gov.uk/government/publications/physical-activity-guidelines-uk-chief-medical-officers-report)

Calorie reduction: guidelines for the food industry. (7/9/2020)

[Calorie reduction: guidelines for the food industry - GOV.UK \(www.gov.uk\)](https://www.gov.uk/government/publications/calorie-reduction-guidelines-for-the-food-industry)

Salt reduction: targets for 2024. (7/9/2020)

[Salt reduction: targets for 2024 - GOV.UK \(www.gov.uk\)](https://www.gov.uk/government/publications/salt-reduction-targets-for-2024)

Sugar reduction: from evidence into action. (Updated 28/12/2020)

[Sugar reduction: from evidence into action - GOV.UK \(www.gov.uk\)](https://www.gov.uk/government/publications/sugar-reduction-from-evidence-into-action)

What works in schools and colleges to increase physical activity. (Updated 31/3/2020)

[What works in schools and colleges to increase physical activity - GOV.UK \(www.gov.uk\)](https://www.gov.uk/government/publications/what-works-in-schools-and-colleges-to-increase-physical-activity)

Obesity, weight management and people with learning disabilities. (Updated 11/9/2020)
[Obesity, weight management and people with learning disabilities - GOV.UK \(www.gov.uk\)](#)

Developing and evaluating workplace well-being interventions: employer toolkit. (17/7/2020)
[Developing and evaluating workplace health interventions: employer toolkit - GOV.UK \(www.gov.uk\)](#)

Department of Health and Social Care

Tackling obesity: Empowering adults and children to live healthier lives. Policy Paper. (27/7/20)
[Tackling obesity: empowering adults and children to live healthier lives - GOV.UK \(www.gov.uk\)](#)

Restricting promotions of food and drink that is high in fat, sugar and salt. Consultation outcome. (28/12/2020)
[Restricting promotions of food and drink that is high in fat, sugar and salt - GOV.UK \(www.gov.uk\)](#)

Nutrition labelling, composition and standards (NLSS) legislation from 1st January 2021. Consultation outcome. (24/9/2020)
[Nutrition labelling, composition and standards \(NLCS\) legislation from 1 January 2021 - GOV.UK \(www.gov.uk\)](#)

NICE

Behaviour change: digital and mobile health interventions. Guideline NG183. (7/10/2020)
[Overview | Behaviour change: digital and mobile health interventions | Guidance | NICE](#)

Other

National Food Strategy: Part 1. (July 2020).
[NFS-Part-One-SP-CP.pdf \(nationalfoodstrategy.org\)](#)

NHS Digital. Statistics on Obesity, Physical activity and Diet, England, 2020. (5/5/2020).
[Part 1: Obesity related hospital admissions - NHS Digital](#)



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

Back

Contact us

W: www.northyorks.gov.uk E: customer.services@northyorks.gov.uk

T: **01609 780 780** (Monday to Friday 8.00am - 5.30pm closed weekends and bank holidays)

North Yorkshire County Council, County Hall, Northallerton, North Yorkshire, DL7 8AD

You can request this information in another language or format at
www.northyorks.gov.uk/accessibility