

Appendix 3: Hackney Obesity Strategic Partnership (OSP) 2016/17 action plan update

March 2017

Priority Action	Implementation group	Progress	Next steps
<p>Walking</p> <p>A borough-wide campaign that aims to increase physical activity. Walking will be the focus, using insight gained from the walking potential study commissioned by the sustainable transport team. Subsequent work by TfL on key local “walking corridors” with greatest potential, and insight from last year’s health and wellbeing resident survey.</p>	<p>Maryann Allen, Group Engineer, Sustainable Transport, LBH</p> <p>Damani Goldstein, Senior Public Health Strategist, LBH</p> <p>Andrew Woollard, Communications Officer, LBH</p> <p>Natalie Broughton, Strategic Policy Manager, Planning, LBH</p>	<p>Regular meetings between LBH Transport, Leisure, Public Health and Communications have taken place to plan the campaign.</p> <p>A communications plan has been completed. The campaign will run for four to six weeks and encourage residents to take a ten minute brisk walk, which was chosen as an achievable target for most residents.</p> <p>The campaign will run through a number of channels: Hackney Today, leaflets distributed in public spaces (libraries, GP surgeries etc.), and targeted advertising on Facebook.</p>	<p>Pilot the campaign for four weeks in Dalston in March 2017. Evaluate and look to roll-out across the borough.</p>
<p>Running around</p> <p>Implementation of the Daily Mile in ten Hackney Primary Schools by July 2017.</p>	<p>Jack Gooding, Public Health Practitioner, LBH</p> <p>David Toombs, Children’s Health and</p>	<p>11 Hackney Primary Schools have participated in the Hackney Daily Mile since September 2016, (approximately 2,000 primary</p>	<p>By 2018 aim to get 25-30 Hackney Primary Schools doing the Daily Mile.</p>

<p>Pupils run, jog, walk, for fifteen minutes a day (from desk to desk) as part of the school day.</p>	<p>Wellbeing Leader, LBH Andrew Woollard, Communications Officer, LBH</p>	<p>school children).</p> <p>Schools have been offered support to help implement the Daily Mile, including meeting with parents, school staff, assemblies, 'How To' events; and developing campaign resources, (e.g. risk assessments, FAQ sheets, and engagement letters).</p>	
<p>Cooking</p> <p>Pilot a community designed affordable recipe kit, distributed at community settings. A new social enterprise will distribute the packs based in Haggerston Ward, with potential to scale-up across the borough.</p>	<p>Gareth Wall, Head of Service, Public Health, LBH Henry Muss, Public Health Officer, Community & Partnerships, LBH</p>	<p>Residents have been involved in the design of the recipe packs, have tested recipes, and have given feedback on design, product and branding, through focus groups and live demos.</p> <p>The Social Enterprise, Makeit, successfully reached their crowd funding target, and alongside match funding from Healthy London Partnership will distribute the packs for free to families of two to four people to pilot the approach.</p>	<p>An independent evaluation has been commissioned with Healthy London Partnership, due to be begin in March 2017.</p>
<p>Shopping and eating out – offer to</p>	<p>Gareth Wall, Head of Service, Public</p>		

<p>businesses</p> <p><u>Healthier Catering Commitment</u></p> <p>The Hackney Healthier Commitment project will work with food businesses to become healthier through a tiered award scheme based on the Chartered Institute of Environmental Health scheme.</p> <p><u>Retail offer</u></p> <p>A healthy retail pilot, working with local convenience stores to encourage healthier shopping choices.</p> <p><u>London Healthy Workplace Charter</u></p>	<p>Health, LBH</p> <p>Damani Goldstein, Senior Public Health Strategist</p> <p>Aleyne Fontanelle, Head of Projects and Regulatory Services, LBH</p> <p>Thom Dunn, Senior Public Health Practitioner, LBH</p>	<p><u>Healthier Catering Commitment</u></p> <p>Recruitment for the Healthier Catering Commitment project role has been completed, due to start in March 2017.</p> <p><u>Retail offer</u></p> <p>A feasibility study has been completed of changes that could be made in corner shops, as well as a nutritional analysis of popular drinks, crisps, confectionary and chocolate to identify potential product swaps that could be promoted, how they could be promoted, and how changes in customer purchasing could be measured.</p> <p><u>London Healthy Workplace Charter</u></p>	<p><u>Healthier Catering Commitment</u></p> <p>To work with and award a total of 380 businesses in the borough over a three year period.</p> <p><u>Retail offer</u></p> <p>A pilot phase which will involve testing out the changes to stores (e.g. healthier till points, and displays) to try to 'nudge' customers into making healthier choices, March 2017.</p> <p><u>London Healthy Workplace Charter</u></p>
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<p>The charter is a framework to guide investment in staff health and wellbeing, for organisations of all sizes across all sectors. Two of the eight Charter standards are healthy eating and physical activity; there are also core standards around corporate support and leadership. Accreditation means that the council can support local businesses to work towards Charter status and become healthier workplaces</p>		<p>The London Borough of Hackney was awarded the London Healthy Workplace Charter in November 2016. Homerton University Hospital NHS Foundation Trust is also Healthy Workplace Charter accredited.</p>	<p>To provide ongoing support to businesses to become healthy workplaces.</p>
<p>Caring – supporting overweight and obese social care clients</p> <p>Obesity has a direct negative impact on social care costs. This action will amend the initial assessment with clients to understand the extent to which weight and related health conditions affect mobility or risks exacerbating the problem if not addressed.</p>	<p>Simon Galczynski, Director, Adult Services, LBH</p> <p>Jayne Taylor, Public Health Consultant, LBH</p> <p>Damani Goldstein, Senior Public Health Strategist, LBH</p>	<p>An initial scoping document has been produced and a working group has been formed.</p>	<p>Social workers and frontline staff will be trained to provide support and referrals into local weight management services.</p> <p>Public health intelligence will work with adult commissioning to provide a robust economic measure for the impact.</p>