

Appendix A Health and Wellbeing Strategy Obesity and Physical Activity Theme Plan

1. Healthy Weight and Physical Activity					
BC – Buckinghamshire Council BHT – Buckinghamshire Healthcare Trust BOB ICB – Buckinghamshire, Oxfordshire and Berkshire Integrated Care Board					
Ref	Action	Lead	Dates	Baseline	Progress data
Start Well – Reducing the prevalence of obesity in children and young people	Development of a multi-agency action plan to address unhealthy weight in children in Buckinghamshire	BC Public Health	2023/24	18.2% Reception age children and 31.5% Year 6 age children overweight (including obesity) (21/22)	2022/23 plan delivered – refresh workshop taking place 18/04/23
	Develop a comprehensive support package for early years providers (family centres and nurseries) and primary schools so that they have the knowledge, skills, and resources to support healthy eating and physical activity	BC Public Health / Early Years	2023/24	New project – baseline to be established	Provider appointed for Early Years project – starts 06/23
	Delivery of MECC training to frontline staff working with children and adults to increase skills and confidence in talking to people about healthy lifestyles.	BC Public Health	Ongoing	228 frontline staff trained through collaboration with partners and including 70 trained by Public Health	To date 22/23 228 people have been trained in MECC
	Increase in the number of schools across Buckinghamshire achieving Healthy Schools Award	BC Public Health	2023/24	New project – baseline to be established	
	Delivery of social marketing campaign to increase the number of eligible families accessing the Healthy Start Scheme	BC Public Health	Jan 23 – Sept 24	Jan 23 56% eligible households accessed healthy start scheme	Contract awarded. Insight work commenced
	Increase referrals into child weight management services delivered through the Integrated Lifestyle Service for 7–13-year-olds identified	BC Public Health / Healthy Lifestyle Service Provider	Ongoing	112 completing (21/22 – last full year)	New Healthy Lifestyle Service commencing 1 st April 2023. From 1 st April KPI for new provider is 200

	as overweight or obese and increase numbers completing the programme (75% sessions)				children per annum accessing the programme
	Increasing the prevalence of mothers breastfeeding at 6 to 8 weeks following birth	BHT 0-19 service / Integrated Commissioning Team	Ongoing	58% of mothers breastfeeding at 6-8 weeks following birth	2022/23 Q1 and Q2 data is indicating 58.4% breastfeeding at 6-8 weeks (HV reporting)
Live Well – Reducing the prevalence of obesity in adults	Development of a multi-agency action plan to address unhealthy weight in adults in Buckinghamshire	BC Public Health	2023/24	62.4% adults classified as overweight or obese (20/21)	2022/23 plan delivered – refresh workshop taking place 18/04/23
	Referral of adults identified as overweight or obese to appropriate weight management services (includes services commissioned by ICB and PH)	BC Public Health / BOB ICB	Ongoing	2660 accessing services (20/21)	New Healthy Lifestyle Service commencing 1 st April 2023
	Increase healthy food consumption and access to healthy foods for those who need it most through community growing and cooking initiatives	BC Public Health	2023/24	3 Tonnes of fresh fruit and vegetables donated to food banks and community fridges across Bucks (22/23)	Contract renewed for 23/24 growing season
	Delivery of a behaviour change rewards-based intervention (Better Points) to motivate and encourage communities to make healthier lifestyle choices	BC Public Health	2023/25	New project – baseline to be established	BetterPoints went live 10/01/23 - KPI for Yr. 1 is for 1000 downloads of the app with additional target of another 1000 in Yr. 2
	Encouraging communities and local business to make active travel (walking, cycling and wheeling) the norm	BC Transport Team	Ongoing	82.7% cycle or walk once a month 77.2% cycle or walk once a week 47% cycle or walk at least 3 x a week 33% cycle or walk at least 5 x a week (2021)	N.B – walking is over 10 mins and cycling any length)
Age Well – Increasing the physical activity of older people	Refresh of Physical Activity strategy for Bucks alongside development of associated action plan	BC Public Health	2023/24	69.2% adults physically active in Bucks (20/21)	New strategy and action plan in development for 2023-2028

	Maintain the Bucks Live Longer Better Alliance to support, guide and coordinate the offer to support adults in later life to recondition and build back physical and emotional wellbeing.	Leap	2021 - October 2023	N/A 35 partners engaged in LLB alliance 15 Instructors on the Health Network	7 Oomph on Demand Licences provided including 2 care homes (expired 12/22) Developed health instructor network with 15 attending 10 Licences provided to partners for Live Longer Better training
	The provision of volunteer and self-led community wellbeing walks accessible to the whole community regardless of fitness level	BC Public Health	Ongoing	65 volunteer led walks 700 residents regularly engaging with simply walks	
	Increase physical activity provision in social care, day centres and sheltered housing to increase the everyday movement and activity.	BC Public Health	Ongoing	New projects to be developed	Current projects are coming to an end in March '23 and currently scoping out new projects.