

Food and Fitness - Promoting Healthy Eating and Physical Activity for Children and Young People in Wales

5 Year Implementation Plan



PLANT A PHOBL IFANC - GWEITHREDU'R HAWLIAU
CHILDREN AND YOUNG PEOPLE - RIGHTS TO ACTION



Llywodraeth Cynulliad Cymru
Welsh Assembly Government

Audience:

Any individual or organisation in Wales working on nutrition and physical activity for children and young people.

Overview:

This implementation plan has been produced, following consultation, to communicate the actions which will be put in place to improve the nutrition and levels of physical activity of children and young people in Wales.

Enquiries:

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Foreword



Rhodri Morgan AM

Rt Hon Rhodri Morgan – First Minister of Wales



Brian Gibbons –
Minister for Health
and Social Services



Jane Davidson –
Minister for Education
Lifelong Learning and
Skills

Protecting and promoting the health and development of their child is probably the primary concern of every parent. Feeling fit and being comfortable with how you look is equally important to children and young people. Fundamental to being fit and feeling well is the opportunity to eat healthily and to take part in physical activity. This *Food and Fitness Implementation Plan* sets out some of the ways in which the Assembly Government is helping children and young people to eat well, stay fit and achieve the highest standard of health possible.



Alun Pugh –
Minister for Culture,
Welsh Language
and Sport

This Plan has been developed in consultation with a wide range of interests, including children and young people. Many of the actions that we are proposing in this *Plan* provide children and young people themselves with increased opportunities to make informed decisions about diet and exercise. This will not only be of direct and immediate benefit to children and young people now, as they are growing up, but making positive choices about a healthy lifestyle when young also lays the foundation for much improved health in adult life. In this way, the actions contained in this *Plan* will produce benefits that extend well into the future.



Jane Hutt –
Minister for Assembly
Business, Equalities and
Children

I am grateful to all of those who have contributed to the development of the *Plan* and am looking forward now to its successful implementation.



Andrew Davies –
Minister for Enterprise,
Innovations and
Networks



Edwina Hart MBE –
Minister for Social
Justice and Regeneration



Sue Essex –
Minister for Finance,
Local Government and
Public Services



Carwyn Jones –
Minister for
Environment, Planning
and Countryside

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Introduction

Following three conferences on nutrition and physical activity in March 2004, the Welsh Assembly Government set up a Food and Fitness Task Group for Children and Young People. As a result of the work of that group, the consultation document Health Challenge Wales – Action on food and fitness for children and young people¹ was issued in June 2005, with a Children and Young People’s version² following in September. Consultation ended on 31st October 2005.

Both organisational and individual responses to the consultation were generally positive; with 71 of the 73 adult respondents and 33 of the 35 young person respondents indicating that they felt that the plan covered the correct issues.

Consultees were supportive of the action to extend the Welsh Network of Healthy School Schemes, and many stated that they would be able to offer help and guidance in the plan’s implementation. At least half of the young people responding said they wanted continuity and extension of existing initiatives in their schools.

Many respondents endorsed the need for improved nutritional standards for school meals; for wider supportive measures related to the environment in which meals are presented, and the importance of linking this work with the issue of media advertising of foods high in fat, sugar and salt was highlighted.

The provision of cookery lessons for parents was also supported.

There were some suggestions of items not sufficiently covered. The most important of these was the need for parental involvement to support the good work being undertaken in schools. Others emphasised the need to teach children to cook and to consider the food served in places other than school.



Why do we need to take action?

- A balanced diet and appropriate levels of physical activity are important for good health; and for children and young people they are essential for healthy growth and development. They can help to maintain a healthy body weight and enhance physical and mental health and wellbeing.
- We know that poor nutrition and lack of physical activity in children and young people can lead to a number of health problems including overweight and obesity. The 2006 European Commission Green Paper *Promoting Healthy Diets and Physical Activity*³ highlighted that important lifestyle choices pre-determining health risks at adult age are made during childhood and adolescence. The report emphasised that it is vital for children to be guided towards healthy behaviours.
- Recent data collected for the Health Behaviour in School-aged Children survey in Wales⁴ indicated that 22 per cent of 15 year old boys and 17 per cent of 15 year old girls are overweight or obese.
- Nutrition in infants and children appears to affect health in later life. Breast feeding may help increase immunity and reduce some allergies. The diets of many children and young people in Wales are inadequate, with low intakes of fruit and vegetables and high intakes of snacks that are high in fat, sugar and salt. In addition, vitamin and mineral deficiencies, e.g. vitamin D and iron, are common in certain groups. Early intervention is important as eating habits can become established in early childhood.
- A balanced diet in childhood and adolescence is likely to reduce the risk of dental caries. While aspects of dental health have improved in recent years, there are inequalities throughout Wales in oral health, associated with a variety of factors including social deprivation and lifestyle.
- For children and young people evidence indicates that sixty minutes of activity on most days will help them achieve healthy growth and development. There is strong evidence that a more active and fitter population would have lower rates of obesity, cardiovascular disease, type 2 diabetes, some cancers and fewer mental health problems. The proportion of young people meeting recommended activity levels declines between the ages of eleven and fifteen.
- A number of researchers have noted improved behaviour and school performance following a healthy meal and adequate hydration.
- There is growing evidence of effective action that can be taken to improve children and young people's eating habits and levels of physical activity.

The approach in Wales

The Welsh Assembly Government is moving towards the integration of nutrition and physical activity policies and programmes, where appropriate. This recognises the fact that the effects of diet and physical activity on health often interact, particularly in relation to obesity. Evidence increasingly shows that co-ordinated action to improve children and young people's eating habits and levels of physical activity are effective. There is a need to ensure that at both strategic and operational levels, policies and programmes, which might previously have aimed only to improve either nutrition or activity patterns, also seek to support action or education in relation to the other side of the energy equation.

A number of existing Welsh Assembly Government strategies and initiatives recognise the importance of work to improve nutrition and levels of physical activity in children and young people. This action plan builds on these national strategies and initiatives and local programmes and provides a framework for integrating action on nutrition and physical activity for children and young people in Wales.

Strategies include:

*Designed for Life (2005)*⁵

*Climbing Higher: The Welsh Assembly Government Strategy for Sport and Physical Activity (2005)*⁶

*Children and Young People: Rights to Action (2004)*⁷

*National Service Framework for Children, Young People and Maternity Services in Wales (2005)*⁸

Health and Well Being for Children and Young People: Action in Response to the Issues Raised by the Health

*Behaviour in School-aged Children (HBSC) Study 1986-2000 (2003)*⁹

*Healthy and Active Lifestyles in Wales: An Action Plan (2003)*¹⁰

*Framework for Partnership (2002)*¹¹

*Walking and Cycling Strategy for Wales (2003)*¹²

*Food and Well Being: Reducing Inequalities Through a Nutrition Strategy for Wales (2003)*¹³

*Investing in a Better Start: Promoting Breastfeeding in Wales (2001)*¹⁴

Local Community Plans, Health Social Care and Wellbeing Strategies and local action plans on nutrition and physical activity will also reflect these priorities.



Action in schools

Action 1: Extend the Welsh Network of Healthy School Schemes (WNHSS)

The Welsh Network of Healthy School Schemes (WNHSS) is a network of local schemes, which are partnerships between health and education services. Co-ordinators help schools to identify what they need to do to become healthier and help them to implement relevant actions. Schools involved in the scheme look at a whole range of health issues, not just food and fitness. It is important that schools also address mental health issues, which are interlinked with actions on nutrition and physical activity.

There are local healthy school schemes in every area of Wales, with all schemes accredited as part of WNHSS. In June 2006 over 1200 schools were actively involved in local healthy school schemes.

Audit tools are available to help schools identify current practice and appropriate actions related to nutrition and physical activity – Food in School Assessment Tool¹⁵ and Physical Activity in School Assessment Tool.¹⁶

This action reflects the targets set in Designed for Life;⁵ and the National Service Framework for Children, Young People and Maternity Services in Wales,⁸ and will ensure that all schools participating in the WNHSS support the work of this action plan.



| What are we going to do? | Who? | What and When? |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Ensure that all LEA maintained schools participate in the Welsh Network of Healthy School Schemes, and implement food and fitness actions during their involvement | PHID, NPHS, LA | <ul style="list-style-type: none"> • 75 per cent of LEA-maintained schools involved by March 2008 • All LEA-maintained schools involved by March 2010 |
| Provide grants for food and fitness projects in WNHSS schools e.g. playground games, bike racks, fruit tuck shops, school gardens, water coolers, healthy vending | PHID, NPHS, LA | <ul style="list-style-type: none"> • Award grants to local healthy school schemes by November 2006 • Implementation of projects in schools from April 2007 |
| Publish case studies of action in schools in support of food and fitness as 'In Perspective: Food and Fitness.' ¹⁷ | PHID | <ul style="list-style-type: none"> • In Perspective: Food and Fitness available from June 2006 |
| Provide guidance on whole school food and fitness policies | PHID, DELLS | <ul style="list-style-type: none"> • Guidance prepared by December 2006 |
| Provide guidance on oral health in the school setting | OCMO | <ul style="list-style-type: none"> • Guidance prepared by September 2007 |



Action 2: Improve the food and drink consumed throughout the school day

Food based nutritional standards were laid down in the Education (Nutritional Standards for School Lunches) (Wales) Regulations 2001. Guidance on school lunches was published in March 2003.¹⁸

In July 2005 the Food in Schools Working Group (FISWG) was set up to examine how to improve the quality and nutritional standards of school meals, and to ensure a consistent and coherent approach to driving forward improvements in food and nutrition in our schools. This group consisted of officials, dietitians, head teachers, caterers and public health experts along with representatives from local authorities and the Food Standards Agency Wales.

The main role of this group was to advise on the extent to which more stringent nutritional standards should be introduced with the aim of delivering a reduction in pupils' consumption of fat, saturated fat, salt and sugar and an increase in their consumption of fruit, vegetables and other foods containing essential nutrients.

Appetite for Life,¹⁹ the proposals from the Food in Schools Working Group, is published for consultation at the same time as this plan and should be read in conjunction with it.

Other key actions include:

- The Primary School Free Breakfast Initiative was introduced as a pilot in September 2004 with LEAs being brought on at different stages.
- In conjunction with Dwr Cymru Welsh Water, water coolers were provided to schools in Communities First areas in 2003-04. Guidance, Think Water,²⁰ was made available to those schools, and has now been updated and will be sent to all schools in Wales.
- Schools which are part of WNHSS are encouraged to provide fruit tuck shops at breaktime. Following a study by Cardiff University, guidance has been produced on the implementation of fruit tuck shops in primary schools.²¹
- A pilot healthy vending programme in Pembrokeshire has demonstrated the viability of caterer-led provision of items for vending. These include foods such as baguettes and salads, and drinks such as fruit juice and semi-skimmed milk. Guidance – Think Healthy Vending²² – has been sent to all secondary schools in Wales.



| What are we going to do? | Who? | What and When? |
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| Extend the Primary School Free Breakfast Initiative | DELLS, LA | <ul style="list-style-type: none"> All schools which wish to participate will be offered the opportunity to do so by January 2007. |
| <p>Consult on the Food in Schools Working Group report, Appetite for Life, which makes proposals under the following headings:</p> <ul style="list-style-type: none"> Nutrient and Food Based Standards for School Lunches Other School Food and Drink Delivering Change Sustainability and Procurement Financial Investment Monitoring and Evaluating Change | DELLS | <ul style="list-style-type: none"> Appetite for Life launched for consultation on 29th June 2006 Appetite for Life, Children and Young People's version issued September 2006 Consultation period ends 31st October 2006 Consultation responses reported to Ministers by Spring 2007 |
| Produce final action plan on Food in Schools | DELLS, PHID | <ul style="list-style-type: none"> Action plan produced by June 2007 |
| Work with Local Authorities to implement nutrient and food based standards for school lunch, and guidance on other school food and drink | DELLS, PHID | <ul style="list-style-type: none"> Support provided for implementation from September 2006 |
| Provide guidance on packed lunches in schools | PHID, DELLS, FSA Wales, NPHS, LA | <ul style="list-style-type: none"> Leaflet for parents giving examples of balanced lunches by January 2007 Guidance for schools on helping pupils develop their own lunchboxes by June 2007 |

Action 3: Provide high quality PE, health related exercise and practical cookery skills

The Assembly Government's PE and School Sport (PESS) initiative aims to improve the range and quality of opportunities for physical activity available to pupils in maintained schools.

Working in partnership with the Sports Council for Wales and local authorities, two Development Centres have been established in each local authority area. Centres draw together primary and secondary schools with a range of local partners to make best use of expertise and facilities. The initiative has extended the range of professional development opportunities provided for practitioners and has provided specialist advice and materials targeted at the teaching of gymnastics, dance and health related exercise.

The progress of PESS is monitored by Estyn and the most recent report²³ published by the Inspectorate confirmed that the initiative is having an increasingly positive impact on the number of opportunities available to children and the quality of provision and standards of achievement.

The Dragon Sport programme is operating in all Unitary Authorities, offering eight sports to 7 to 11 year olds in 93 per cent of primary schools.

The Class Moves!²⁴ materials have been provided to primary schools in Wales to encourage short bursts of physical activity in the classroom.

ACCAC has previously issued guidance on food in the curriculum,²⁵ and a number of teaching resources on food and nutrition are available from FSA Wales.



| What are we going to do? | Who? | What and When? |
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| Continue and extend the Assembly Government's PESS initiative partnerships and provide practical support for schools | DELLS, SCW, LA | <ul style="list-style-type: none"> All maintained schools to be involved in PESS partnerships by March 2010 Specialist materials developed to promote the teaching of outdoor and adventurous activities by March 2008 Develop effective partnerships between schools and the dance sector to broaden pupils' experience of dance by March 2008 |
| Extend the Dragon Sport concept to secondary schools and increase primary school participation | CW LSD, SCW, LA, | <ul style="list-style-type: none"> Increase the frequency and numbers of children participating in Dragon Sport activity by 50 per cent by March 2009 Dragon Sport concept into 50 per cent of secondary schools by March 2008 Dragon Sport concept into all secondary schools by March 2010 |
| As part of the curriculum review consult on the position of healthy living, food and physical activity in the school curriculum and provide guidance | DELLS | <ul style="list-style-type: none"> Proposals for revised Programmes of Study for National Curriculum subjects available for consultation in early 2007 Implement the revised Programmes of Study from September 2008 Update the ACCAC guidance by September 2008 |
| Explore ways of developing innovative approaches to the teaching of nutrition / cookery skills | PHID, DELLS, LA | <ul style="list-style-type: none"> A Cooking Bus commissioned for Wales and available by July 2006 Cooking Bus programme in place to provide practical cookery sessions, initially targeted at primary schools in Communities First areas, from September 2006 Further proposals for innovative work to be agreed by September 2006 Proposals implemented in schools from April 2007 |
| Develop / identify materials for the Foundation Phase (3 – 7 year olds) on food and fitness | DELLS, SCW, LA, PHID | <ul style="list-style-type: none"> Materials on food and fitness for the Foundation phase to be developed by March 2009 Through the PESS initiative provide practical support and guidance to providers to promote health related exercise by March 2009 |
| Develop physical activity resources for special schools | PHID | <ul style="list-style-type: none"> The Class Moves! materials to be modified for trialling in Special Schools by March 2007 Final materials available by September 2008 |

Action in the community

Action 4: Provide an environment that will encourage children and young people to access opportunities for physical activity and healthier foods

A number of initiatives which have stemmed from strategies such as Climbing Higher⁶ and Food and Well Being¹³ are already helping to create an environment which is encouraging children and young people to access opportunities for physical activity and healthy eating in communities across Wales.

In October 2002 the Welsh Assembly Government published its play policy and in February 2006 the Play Policy Implementation Plan “Play in Wales”²⁶ was launched. The implementation plan highlights the Assembly Government’s commitment to play and ensuring that children’s needs are met. It aims to encourage people to get involved in play and covers an age range of 0-18 years. It sets out the future direction for play and lists a number of key actions and a timetable for delivery.

In 2003 the first Welsh Assembly Government’s Walking and Cycling strategy¹² was published. The vision of the Walking and Cycling Strategy was primarily about being sustainable, environmentally friendly and promoting a healthy means of travel for commuting, shopping and other purposes. The strategy action plan has recently been updated²⁷ and many of the actions recommended are targeted at the whole population, and will therefore have an impact on opportunities for children and young people to meet, explore, play and have access to facilities.

The Welsh Assembly Government is working with its local authority partners on schemes allowing national and local cycle routes to safely cross or connect to the trunk road network.

Safe Routes to School funded by the Welsh Assembly Government was introduced in 1999. Its aim is to improve safety for pupils on their way to school so as to encourage more sustainable forms of travel. To date over 350 schools have benefited from capital infrastructure in and around their school area.

Free Swimming was introduced as a pilot initiative in 2003 by the Welsh Assembly Government in partnership with the WLGAs and all 22 Welsh local authorities. The initiative provides free swimming together with a range of free structured water-based activities to children and young people aged 16 and under during all school holidays. Its primary aim is to make a significant contribution to the Climbing Higher sport and physical activity participation targets.

Investing in a Better Start: Promoting Breastfeeding in Wales¹⁴ was launched in 2001 and the Welsh Assembly Government appointed its national Breastfeeding Co-ordinator in 2003 with responsibility for supporting the implementation of the Strategy’s Action Plan.

Since 2004 the Welsh Assembly Government’s food and fitness grant scheme has provided financial support to a variety of community projects that tackle obesity by encouraging active lifestyles and healthier eating. A call for bids for the latest round of funding was issued in July 2005.

Ofcom released a consultation document²⁸ in March 2006 regarding options for new restrictions on television advertising of food and drink to children.

| What are we going to do? | Who? | What and When? |
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| Through the various initiatives, such as Walking and Cycling Strategy, continue to support children and young people to meet and explore play and physical activity opportunities | TP&A, RNM | <ul style="list-style-type: none"> • Pilot half price bus fares to enable 16-18 years to access leisure opportunities in North East Wales and Bridgend April 2006 to March 2008 • Develop and roll out new national standards to increase the quality and availability of cycle training opportunities by December 2006 • Complete five cycle schemes for crossing or connecting to the trunk road network by March 2007 |
| Continue and enhance the pilot Free Swimming Scheme | CW LSD | <ul style="list-style-type: none"> • Co-ordinate the delivery of the free swimming entitlement in all local authorities during all school holidays each year |
| Increase number of schools involved in Safe Routes to School | RNM, LA | <ul style="list-style-type: none"> • Implement 20 new safe routes to school schemes by March 2007 |
| Continue the Community Chest grant scheme | SCW | <ul style="list-style-type: none"> • At least 50 per cent of Community Chest funding to support young people's physical activity projects from June 2006 |
| Support Breastfeeding Awareness Week in Wales | OCNO | <ul style="list-style-type: none"> • Provide promotional materials for raising the profile of breastfeeding in Wales in May each year |
| Launch Welsh Breastfeeding Welcome Scheme | OCNO | <ul style="list-style-type: none"> • Provide training and support materials to support the adoption of the Breastfeeding Welcome scheme in public premises by March 2008 |
| Improve access to healthier foods in places such as leisure centres, youth centres, care homes, pre-school settings and out of school clubs | PHID, DELLS, CW LSD, DHSS, LA, CSIW | <ul style="list-style-type: none"> • Target leisure centres and youth centres from April 2006 • Target pre-school settings and out of school clubs from April 2007 • Target hospitals and care homes from April 2008 |
| Organise a conference on safe play, active commuting and planning for active environments to raise awareness of guidance documents and encourage best practice | PHID, TP&A, RNM, WLGA | <ul style="list-style-type: none"> • Conference to be held May 2007 |
| Second round of food & fitness grant funding for projects contributing to this action plan | PHID | <ul style="list-style-type: none"> • Continue supporting 6 major projects from the first round of funding until March 2007 • New projects supported from second round of funding until March 2008 |

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| Provide supportive information on nutrition and physical activity to parents of 7 to 11 year olds through the Wales Centre for Health 'hot topic' series | WCfH | <ul style="list-style-type: none"> Materials distributed to parents from June 2006 |
| Liaise with officials in other UK administrations regarding a strategic approach to the development of a healthy living social marketing campaign and the restriction of advertising and promotion to children of foods and drinks high in fat, sugar and salt | PHID | <ul style="list-style-type: none"> Outline strategy for the social marketing campaign targeting two to ten year olds launched Autumn 2006 Contribute at the UK level to discussions on advertising across broadcast and non-broadcast media |
| Limit television advertising of food and drink to children | Ofcom | <ul style="list-style-type: none"> Review of consultation comments June 2006 to late 2006 Ofcom final statement issued late 2006 Volume restrictions to come into force January 2007 |
| Develop guidance on sponsorship by food companies to limit unhealthy sponsorship to children and young people. Investigate other sources of sponsorship | HPD, CWLSD, DELLS, FSA Wales, SCW, Food Industry | <ul style="list-style-type: none"> Identify other sources of sponsorship by September 2008 Develop and produce guidance by September 2008 |

Action 5: Develop skills to enable children and young people to take part in physical activity and prepare healthier foods

Programmes are already being implemented which contribute to the delivery of this particular action.

FSA Wales has developed a Get Cooking²⁹ resource available for session leaders. The aim of Get Cooking is to provide trainers with a toolkit to teach young people, broadly between the ages of 14 and 25, some basic cooking skills in a community setting. Through the Health Promotion Voluntary Grant Scheme, the National Federation of Women's Institutes-Wales is being funded to develop the Get Cooking project in seven Federations in Wales.

The Inequalities in Health Fund was established in 2001 with a primary focus on coronary heart disease and it currently supports 62 projects. Each project has developed local action to address inequalities in health and factors that contribute to it, including inequities in access to health services. Working with partners including local government, the voluntary sector and front line primary care, NHS Trusts and National Public Health Service staff, projects are targeting action across Wales' most disadvantaged communities. In February 2006 the Minister for Health and Social Services announced a further extension in projects' funding and many will now go through to March 2008. Around a third of the projects include elements targeted at children and young people and have a healthy eating or physical activity component.

Cymorth, the Children and Youth Support Fund, introduced in 2003, aims to provide a network of targeted support for children and young people within a framework of universal provision, in order to improve the life chances of children and young people from disadvantaged families. It subsumes and builds on previous programmes including Sure Start, the Children and Youth Partnership Fund, National Childcare Strategy, Youth Access Initiative and Play Grant.

Key themes under Cymorth include 'Health Promotion' and 'Play, leisure and enrichment'. These elements play a vital role in the healthy development of children and young people.

The Welsh Assembly Government is committed to creating at least one Integrated Centre in each Local Authority area. The centres will provide an opportunity to bring together services such as Sure Start, early education, childcare, play, training, health, family support and learning opportunities into an integrated network of services.

A range of support materials has been made available to assist health professionals in advising parents regarding infant feeding.



| What are we going to do? | Who? | What and When? |
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| Provide support materials for health professionals working with parents of young children | PHID, OCNO | <ul style="list-style-type: none"> • Continue to provide support materials on breast feeding, bottle feeding and first foods and make available The Pregnancy Book and Birth to Five from June 2006 • Develop national infant feeding guidelines for health professionals by March 2007 • Develop supplementary resources for parents who can not read English or Welsh or with low literacy skills by March 2008 |
| Develop cookery skills courses for children and their parents and young people, including hard to reach groups. To be based on existing good practice e.g. through partnerships with the youth service, community food workers, community education programmes etc | PHID, FSA Wales, NHS Trusts, NPHS, LA, NFWI | <ul style="list-style-type: none"> • Cooking Bus to be utilised to deliver at least one practical cookery class to parents/carers of young children at each school visited from September 2006 • Twenty-eight WI Get Cooking courses delivered by March 2007 • Review of existing good practice in schemes such as the Inequalities in Health Fund by September 2006 • Deliver programme of funded courses to children and their parents and young people from March 2007 |
| The Big Lottery Fund to run a strategic programme that will develop a joined up approach to healthy eating and physical activity for children and families | The Big Lottery Fund | <ul style="list-style-type: none"> • Programme development work July 2006 to December 2007 • Projects delivered January 2008 to December 2012 |
| Develop support materials on food and fitness for pre-school settings and out of school clubs based on existing good practice | PHID | <ul style="list-style-type: none"> • Review existing resources by June 2008 • Develop and provide appropriate support materials to pre-school settings and out of school clubs by March 2009 |

Action on training

Action 6: Develop and deliver training on food and fitness for those working with children and young people

Training is already being delivered across Wales on food and fitness for people working with children and young people.

Support is being provided to the Sports Council for Wales to implement a coaching plan for Wales with the aim of:

- Increasing the number of coaches, leaders and instructors, both voluntary and professional
- Improving the quality of coaching in Wales by increasing opportunities for education, training and qualification.

The PESS initiative delivers its aims through the initial training and continuing professional development of teachers, as well as developing and sharing good practice. Dragon Sport provides training for teachers and volunteers to deliver extracurricular opportunities for 7 to 11 year olds.

Nutrition modules have been developed for postgraduate training of primary health care professionals. With funding from FSA Wales and the Welsh Assembly Government, the University of Wales, Bangor, University of Wales Institute, Cardiff and Wales Centre for Health have developed two one day courses for primary care practitioners focussing on nutrition. The units have been piloted.

A level two Open College Network Community Food and Nutrition Skills course has been developed in partnership with Community Dietitians in Wales. Following piloting, the support materials and lesson plans have been revised and are being made available to any dietitian wishing to run the course for community food workers, nutrition assistants and people working with groups in the community, such as Sure Start workers and youth workers.



| What are we going to do? | Who? | What and When? |
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| Increase the number and quality of coaches and leaders in sport through the new Coaching Plan for Wales | CWLSD, SCW | <ul style="list-style-type: none"> • Deliver 6000 new coaches and leaders throughout Wales each year from April 2006 to March 2008 |
| Provide support for the uptake of the UNICEF Baby Friendly Initiative in all NHS Trusts in Wales | OCNO | <ul style="list-style-type: none"> • Fund training courses in Wales for health professionals from April 2006 to March 2008 |
| Deliver OCN courses for people who work with children and young people | PHID, CDIW | <ul style="list-style-type: none"> • Support materials for OCN nutrition course available by July 2006 • Integrated physical activity and nutrition OCN course developed by August 2007 |
| Develop post graduate modules for primary care workers | PHID, FSA Wales, WCfH | <ul style="list-style-type: none"> • Nutrition module for Primary Care practitioners available from September 2006 • Physical activity module developed by December 2007 • Courses rolled out from September 2006 |
| Evaluate existing training materials on food and fitness for professionals | PHID | <ul style="list-style-type: none"> • Existing training materials reviewed by March 2007 • If appropriate, generic training manual developed by March 2008 |
| Establish training, linked to this plan, for people working with children and young people | PHID, DELLS, FSA Wales, SCW, NPHS, WCfH | <ul style="list-style-type: none"> • Training for school caterers delivered from September 2006 • Training for primary school teachers provided as part of Cooking Bus visits from September 2006 • Existing training provision evaluated and way forward established by March 2007 • Appropriate training developed by March 2007 • Training delivered for key players by March 2011 |

Action on evaluation and dissemination

Action 7: Ensure that actions are evidence-based, or innovative with evaluation, and that findings are shared

The Health Behaviour in School Aged Children study (HBSC) collects cross-national data every four years to help measure and track aspects of adolescent health and health-related behaviours and their developmental and social contexts. The study, established in 1983, is carried out at four-yearly intervals with an interim study every two years. Wales has taken part since 1986. Data are collected by a school-based self-completed questionnaire.

The new Welsh Health Survey is a major source of information about the health of people living in Wales, the way they use the health service and the things that can affect their health. The survey started in October 2003 and will run continuously, initially collecting data on adults. A feasibility study is currently being carried out into the collection of additional children's data, including height and weight.

The Sports Council for Wales carries out a biennial survey which aims to measure sports participation among Welsh secondary school pupils covering curricular, extra curricular, club and informal participation. A similar study is carried out to monitor participation in physical activities among primary school children. The Sports Council carried out an evaluation of the Dragon Sport programme in 2003 and is continually collecting monitoring data. Estyn monitors the PESS programme.

Wales is participating in the 2005 UK wide infant feeding survey. This is the first year that Wales has had a boosted sample allowing separate analyses to be undertaken. Questionnaires are being sent to all mothers of babies born in Wales during a five week period August/September 2005 at 4 - 10 weeks, 4 - 5 months and 9 months.

In 2005 the Welsh Assembly Government funded a study jointly with the Food Standards Agency Wales to examine what food choices pupils actually make and why; what nutritious foods they would like to be provided and most importantly would eat; and what factors such as price, peer pressure etc influence their choice. The outcomes of this study have been used to inform the final proposals from the Food In School Working Group.

Evaluation of the Assembly Government's Primary School Free Breakfast Initiative is ongoing.



| What are we going to do? | Who? | What and When? |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Ensure that all new and improved programmes are subject to evaluation | All | <ul style="list-style-type: none"> • Mechanisms for monitoring and evaluating the Walking and Cycling Forum action plan established by July 2006 • Progress made by the Welsh Network of Healthy School Schemes to date reviewed by July 2007 • Packed lunch initiative evaluated by December 2007 • The food & fitness grant scheme evaluated by July 2008 • The cooking skills programme in the community evaluated by December 2008 • The evaluation of the Primary School Free Breakfast Initiative including nutritional analysis completed by March 2008 • The Cooking Bus programme evaluated by March 2009 |
| Disseminate findings from Food Choices research | PHID, DELLS, FSA Wales | <ul style="list-style-type: none"> • Findings published on FSA and Assembly Government websites by August 2006 |
| Continue to track physical activity and nutrition related behaviour through HBSC, Infant Feeding Survey, young people's participation in sport survey and primary school children's participation in sport survey | PHID, OCNO, CDIW, SCW | <ul style="list-style-type: none"> • Reports produced on physical activity patterns and nutrition using HBSC data from 2004 and 2006, including longer term trends in these behaviours, by March 2007 • A report produced on Welsh Infant Feeding Survey data, including UK comparisons, by March 2007 • Biennial sports survey data published by September of the year following completion |
| Explore how existing surveys and new ways could be used to provide data on height and weight e.g. Welsh Health Survey | OCMO, OCNO, DHSS, NPHS, NHS Trusts | <ul style="list-style-type: none"> • Expert group established and recommendations produced by March 2008 |
| Explore ways of tracking food and fitness activities through groups such as Estyn, School Councils, NSF Self Assessment Audit Tool, WNHSS, and Children and Young People Framework Partnerships | PHID, DELLS, DHSS, NPHS | <ul style="list-style-type: none"> • Monitoring group established and recommendations produced by March 2007 |

Abbreviations used

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|-----------------|------------------------------------------------------------------------------------|
| ACCAC | The Former Qualifications, Curriculum and Assessment Authority for Wales |
| ADEW | Association of Directors of Education in Wales |
| CDIW | Community Dietitians in Wales |
| CWLSD | Department for Culture, Welsh Language and Sport, Welsh Assembly Government |
| CSIW | Care Standards Inspectorate Wales |
| DELLS | Department for Education, Life Long Learning and Skills, Welsh Assembly Government |
| DHSS | Department for Health and Social Services, Welsh Assembly Government |
| FSA | Food Standards Agency |
| PHID | Public Health Improvement Division, Welsh Assembly Government |
| LA | Local Authorities |
| NFWI | National Federation of Women's Institutes |
| NPHS | National Public Health Service for Wales |
| OCMO | Office of the Chief Medical Officer, Welsh Assembly Government |
| OCNO | Office of the Chief Nursing Officer, Welsh Assembly Government |
| RNM | Road Network Management, Welsh Assembly Government |
| SCW | Sports Council for Wales |
| TP&A | Transport Policy and Administration, Welsh Assembly Government |
| WCfH | Wales Centre for Health |
| WLGA | Welsh Local Government Association |

References and further reading

This list contains official publications of relevance to the food and fitness agenda for children and young people.

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