Towards a Healthier Tomorrow

Health Challenge Caerphilly County Borough

Her Iechyd Bwrdeistref Sirol Caerffili

Caerphilly Food & Fitness Strategy and Action Plan 2008 -2011

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Foreword

Nutrition and physical activity are key determinants of health and well-being. The merging of these two agendas is essential if we are to tackle the rising tide of obesity and other health related conditions in Caerphilly county borough. This document recognises that a poor diet and lack of physical activity are key factors contributing to the ill health and health inequalities which exist in Wales.

Collaboration between agencies engaged in nutrition and physical activity and other partners and agencies provides major opportunities to improve our delivery by sharing development and best practice. This will help to drive change and innovation. This partnership approach between the nutrition and physical activity groups will build on the well developed relationships between partners and capitalise on the expertise and wealth of knowledge they possess.

It is the intention of the Food and Fitness Strategy and Action Plan for Caerphilly county borough to shape, co-ordinate and drive action to improve knowledge and awareness of nutrition, sport and physical activity in order to gain maximum impact.

The concept of targeting both food and fitness within the local community, encouraging people to make small changes to their lifestyles will have significantly positive effects on the health of the residents of the borough.

Health improvement can only be achieved by bringing together a range of organisations at a local level. We hope that this document provides you with a good understanding of the work that is being undertaken to improve the quality of diet and levels of fitness across the borough, through partnership working across key organisations.

The implementation of this three-year action plan aims to make a fundamental difference to peoples lives in our community. We would like to take this opportunity to thank all those involved in the Health Challenge Caerphilly County Borough Food and Fitness consultation events for their time, enthusiasm and expertise in formulating the action plan.

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Executive summary

Healthy eating and moderate amounts of physical activity are key aspects of a healthy lifestyle, conversely a poor diet and lack of physical activity are two of the main causes of ill-health and premature death. Changing our dietary habits for the better, combined with an improvement in our activity levels will have a major impact in reducing rates of coronary heart disease (CHD), diabetes, obesity and some cancers.

It is well recognised that deprivation adversely affects health and there are certain areas within Caerphilly borough which are amongst the most deprived in Europe.

This is reflected in the poor health of the Caerphilly county borough with:

- Coronary Heart Disease rates being the highest in Wales.
- 59% of the adult population being overweight or obese which is significantly higher than the welsh average.
- The incidence of cancers is the third highest in Wales.
- Only 35% of adults reporting to eat 5 or more portions of fruit and vegetables a day which is lower than the Welsh average of 40%.
- Only 25% of adults meeting the recommended physical activity guidelines of 30 minutes per day for 5 or more times a week, compared with the Welsh average of 29%.

Development of the strategy and action plan

Over the last few years, Caerphilly county borough has developed separate nutrition and physical activity strategies which have been successfully implemented. Evidence shows however, that coordinated action to improve the population's eating habits and levels of physical activity is more effective. To build upon the achievements to date, an integrated approach combining food and fitness will be initiated. This is outlined in this 3 year strategy and action plan.

The overall aim of the Health Challenge Caerphilly Food and Fitness strategy and action plan is to:

'Promote healthy eating and physical activity by developing sustainable action at a community level, to reduce lifestyle associated diseases and health inequalities within Caerphilly county borough'.

It is anticipated that this plan will set solid foundations for future developments by:

- Improving the health of the residents of Caerphilly County Borough by the promotion of good nutrition and physical activity through partnership working.
- Contributing to the reduction of health inequalities through targeting resources to those most in need, to support and empower them to make informed choices.
- Improving the policies and practices of the key stakeholders who provide food in the statutory and voluntary sector.
- Supporting local activity by improving access to appropriate information.
- Building capacity and skills at a local level to deliver consistent and appropriate key messages.

The action plan was developed by undertaking two consultation events with partners to formulate the plan for the next 3 years. The plan has been structured around different settings which each have nutrition, physical activity and food and fitness actions. The settings include: community, early years, schools and colleges, workplaces, leisure centres and care homes.

The key priority areas within the plan are: improving the quality of food provision and activity levels; training for key partners and residents; and supporting organisations to achieve accredited schemes.

The main priority for partners over the next three years is to consider how physical activities can include a nutrition element and vice versa in all settings and across all age groups.

To demonstrate the success of the plan the Food and Fitness working group will have the overall responsibility for reporting to the Health Challenge Caerphilly County Borough (HCCCB) Implementation Group which will ensure the targets are being achieved. The annual review will also provide an opportunity to incorporate new projects and activities into the action plan as the food and fitness agenda expands. The action plan is intended to be a live document which can be updated electronically on a regular basis. The action plan will be regularly reviewed and evaluated.

Section 1

Background information

Nutrition, physical activity and health

Nutrition and physical activity are inextricably linked in their relation to their effect on health. A poor diet is one of the main causes of ill health and premature death. Evidence suggests that a healthy diet and appropriate levels of physical activity may substantially reduce the risk of chronic conditions such as cardiovascular disease, diabetes, obesity and some cancers.[1]

In Wales we are not eating the optimal diet for health nor achieving the recommended levels of activity. The consequences of this are reflected in the poor health status of the population. Health in Wales compares unfavourably with that in many other European countries, and it is consistently worse than in England.

There are also substantial inequalities in health amongst different communities in Wales with death rates being highest in those areas experiencing the highest levels of social and economic deprivation. Caerphilly county borough has some of the highest areas of deprivation in Europe and accordingly has high levels of coronary heart disease; cancers and obesity[2] (see section 3).

The rate of obesity is steadily increasing and has been described as a worldwide epidemic. Obesity is a major public health issue affecting all ages, and the full extent of its likely impact is currently unknown.[1] For the vast majority of individuals, obesity results from excessive energy intake and/or inadequate physical activity and not because of genetic control.[2] The recent Welsh Health Survey identified that 54% of adults in Wales are currently overweight or obese.[3] The highest percentages are seen in the South Wales Valleys and in Caerphilly 58.8% of the adult population are reported to be overweight or obese.[2]

These 'lifestyle diseases' have taken the place of 19th century diseases as the illnesses that curtail life prematurely, cause long-term incapacity, reduce quality of life and on which we focus our healthcare resources.[4]

If a poor diet and sedentary lifestyle are adopted in childhood the effects are likely to be life long. We know that attitudes and behaviours are set at a young age and hence activities targeted at pre-school and school age children are more likely to be effective. The UK government would like to see every child to grow up with a healthy weight, through eating well and enjoying being active. [4]

Factors affecting food choice

Healthy eating is a key aspect of a healthy lifestyle. A healthy diet is one that is rich in fruit, vegetables, and starchy foods, (such as bread, cereals and potatoes), and low in fat, salt and sugar.

A family's lack of access to, or ability to afford, good quality food (food poverty), is a crucial factor in the relationship between deprivation and long term ill health.

Factors influencing food choice are complex. The main dietary differences between people from different social classes are their sources of nutrients. At all ages, people in poorer households have lower nutrient intakes than people in richer households, and the gap between them has widened over the last 20 years.[5]

People living in poverty often replace fresh food by cheaper processed varieties. Low-income households have restricted choices because local availability may be limited, especially to healthier foods which may be difficult to access and more expensive. Surveys have shown less variety in dietary patterns and more monotony of foodstuffs in poorer households. Food shopping can cost more because the physical inaccessibility of large out of town supermarkets necessitates expenditure on transport or the higher prices of small local shops. Subsequently, out of town supermarkets have led to the creation of "food deserts" where cheap and varied food is only accessible to those who have private transport or are able to pay the cost of public transport, if this is available.[6] Local data is not available, but food deserts are likely to exist within the borough. However, local data shows that Caerphilly county borough has one of the lowest intakes of fruit and vegetables in Wales, well below the current recommended five or more portions per day (see section 3).

Cultural and social factors mean that social groups have different priorities and ideas regarding food consumption and what constitutes healthy eating, and this can also contribute to nutritional inequalities. However, we know that access to good affordable healthy food has a greater impact on diet than health education.

Research linking food selection and chronic disease has revealed that:

- For the vast majority of individuals, obesity results from excessive calorie intake and/or inadequate physical activity and not because of genetic control.[7]
- Obese patients who lose just 10kg of weight would benefit from a 20-25 per cent fall in overall mortality.[8]
- A diet rich in fruit and vegetables is associated with a decreased risk of coronary heart disease.[9] Eating another portion of fruit and vegetables a day decreases the risk of coronary heart disease by 4% and stroke by 6%[10], and poor nutrition contributes to at least 30% of coronary heart disease deaths.[11]
- Poor nutrition contributes to 33% of all cancer deaths.[12]
- An estimated third of cancers could be prevented by changes in diet. [13]
- Around 40% of endometrial cancer, 25 per cent of kidney cancer and 10% of breast and colon cancers would be avoided by maintaining a healthy weight with a body mass index (BMI) of under 25.[14]
- The links between low birth weight and poor maternal nutritional status are complex but significant.[15]

Other nutritional considerations

Despite the current attention afforded to obesity, other nutritional issues are also important in the UK. The prevalence of malnutrition is high across all community and care settings and is a serious public health problem, yet awareness of malnutrition continues to be low amongst the general public and policy makers. It is often under-recognized and under-treated. Certain groups are more at risk of malnutrition and the prevalence tends to increase with age, and so older people are more vulnerable. The causes of malnutrition tend to be a mix of social, economic, psychological and clinical, however, as with obesity, much of malnutrition is preventable. Unfortunately, there is a scarcity of 'nutritional intake' data in Wales.

Oral health is another health problem which has a high correlation with social deprivation. Caerphilly county borough has a high incidence of dental decay in 5 year olds and this is of concern. (See section 3). Reducing the frequency of sugary foods together with fluoride application is the most effective way to reduce the incidence of tooth decay. A wealth of information on oral health in Wales has been summarised in NPHS document 'Dental Health'.[16]

Physical Activity

Physical activity is defined as any bodily movement produced by skeletal muscle that requires energy expenditure. It is recommended that individuals engage in adequate levels of physical activity throughout their lives to benefits their health.[17]

Physical activity not only contributes to well being but is also essential for good health.[18] People who have a physically active lifestyle have approximately 50% less risk of developing coronary heart disease (CHD), stroke and type 2 diabetes compared to those who have a sedentary lifestyle, and can reduce their risk of premature death by about 20-30%.[18] The evidence shows that the health impact of inactivity on coronary heart disease is comparable to that of smoking and almost as great as high cholesterol levels.[18] Regular physical activity is also associated with reduced risk of obesity, osteoporosis and colon cancer and with improved mental health and increased functional capacity in older adults.[18]

The prevalence of inactivity increases with age in both men and women. It appears that over the last 20-30 years there has been a decrease in physical activity as part of daily routine, though there has been a small increase in the proportion of people taking physical activity for leisure.[18]

As a leading organisation in sport and physical activity, the Sports Council for Wales has the resources to study trends with participation of different target groups at a local authority level. This data has provided both national observations and local information on priority areas. Targets for development of sport and physical activity in Wales are outlined in the Welsh Assembly Government's report 'Climbing Higher'.[19] The targets, which are key to developing the health of the nation, revolve around regular participation.

The key observations from the Sports Council for Wales's most recent surveys[20, 21] in children, young people and adult participation (2004) highlight the following issues:

- Only around a third of adults (30%) up to the age of 65 currently undertake enough physical exercise to meet recommended guidelines to promote and maintain health of 30 minutes of moderate intensity exercise five or more days per week.

- Lack of time and other commitments continue to be barriers to participation in sport and physical activity for many adults.

- The likelihood of young people and particularly children undertaking physical activity varies by geographical area.

- Participation in extra-curricular activity increases with increasing age at primary schools, while the reverse is true at secondary school.

- Among primary and secondary school pupils combined, the most commonly school cited barrier to extra-curricular participation is a lack of time.

Integration of the nutrition and physical activity agenda

The integration of physical activity and nutrition policies and programmes recognises that the effects of diet and physical activity on health often interact, particularly in relation to obesity.

Diet and physical activity are two of the most modifiable lifestyle determinants of human health. Changing our dietary habits for the better, alongside an improvement in our activity levels will have a major impact in reducing rates of chronic diseases.

Section 2

Strategic Context

Introduction

The Welsh Assembly Government is moving towards the integration of nutrition and physical activity policies and programmes so that a coordinated approach to food and fitness is adopted. An example is “Food and Fitness - Promoting Healthy Eating and Physical Activity for Children and Young People in Wales”, 2006 plan.[22] This implementation plan is designed to communicate the actions which will be put in place to improve the nutrition and physical activity levels of children and young people in Wales.

In formulating this strategy and action plan for the borough it has been essential to consider the targets and aspirations of each of the strategies, and incorporate them into the relevant sections of the Caerphilly county borough based plan. During this process, it has also been essential to focus on elements that are necessary to implement the delivery of the action plan; these include the identification of appropriate resources, the coordination of partnership working between key organizations and the development of strong evidence-based practice.

Each individual document mentioned below has a significant part to play in the improvement of food and fitness related issues in Wales, and more specifically in Caerphilly county borough.

National strategies, policies and action plans

At national level a number of government departments are working together to promote active daily healthy living by integrating policies on health, education, sports, leisure and recreation, transport, town and rural planning, social exclusion and employment. This strategy will therefore contribute towards the implementation of a wide range of policies, both at a national and local level.

Nationally there are a number of documents that contribute individually to health improvement, through tackling issues related to nutrition and physical activity.

See Appendix 1, Table 6 which shows each of the national strategies, policies and action plans and provides a brief rationale on their key aims and shows how they impact on issues related to health, nutrition and physical activity.

Local strategies, policies and action plans

At local level a number of key agencies are working closely in partnership to create a joint way of working across the borough. The Health Challenge Caerphilly County Borough Food and Fitness Working group consists of members from both the nutrition and physical activity working groups, who have provided significant guidance in the formulation of the action plan.

Locally there have been significant developments in the way that nutrition and physical activity are planned, coordinated and delivered. The introduction of the Local Authority Partnership Agreement has seen a formally coordinated approach to the strategic planning and operational delivery of physical activity. See Appendix 1, Table 7 which shows the local strategies, policies and action plans that have been considered during the development of the action plan, and provides a brief rationale on their key aims and shows how they impact on issues related to health, nutrition and physical activity.

Section 3

Outline of Local Need

The development of the Food and Fitness Action Plan for Caerphilly County Borough has been informed by the 'Caerphilly County Borough Health, Social Care and Wellbeing Needs Assessment, 2007'[2] (referred to as the Needs Assessment).

Local perspective

Caerphilly county borough lies to the South East of the Principality of Wales. It is the fifth largest local authority area in Wales with a population of 170,000.[2] It stretches over 40km between the urban centres of Cardiff and Newport to the South and the Brecon Beacons to the North. The borough comprises 33 wards with about 50 distinct towns and villages; the largest town is Caerphilly itself, with a population of 28,000. Other towns include Bargoed, Blackwood, Newbridge, Risca and Ystrad Mynach (see Figure 1).

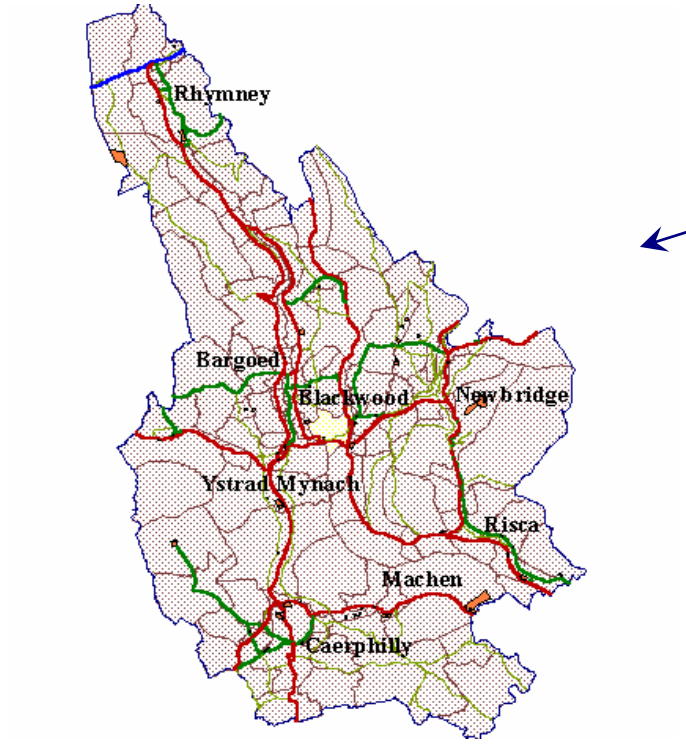


Figure 2: Map of Wales

Figure 1: Map of Caerphilly County Borough

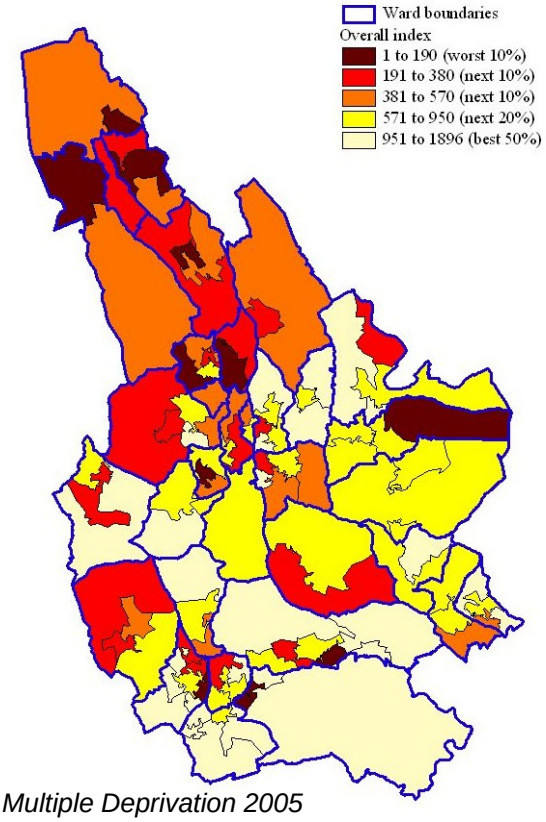
Caerphilly county borough has particular health, social care and well-being needs, and a number of socio-economic challenges exist within the borough. Access and transport are key challenges, particularly in the north of the county.

There are only 76,000 economically active people in the area; a significant proportion commute outside the borough to work. It has the sixth highest rate of long-term unemployed people in Wales. Of the population, children (0-14 year olds) represent 19% of the population, whilst 16% are aged 65 and over.[2] National population projections suggest that, over the next decade, the number of children will remain stable, whilst there will be an increase in the number of older people.

It is widely acknowledged that there is a strong link between deprivation and an individual's health status. The majority of Caerphilly county borough (84%) is classed as severely disadvantaged. It has communities with some of the highest levels of socio-economic deprivation in Wales. The whole of Caerphilly County Borough is considered as an Objective 1 area and has therefore been classed as one of the poorest areas within Europe. Over the last 20 years, there has been a dramatic decline in the traditional heavy industries of coal and steel. Deprivation is exacerbated by low skill levels, poor education, under achievement and lack of qualifications.

The Welsh Index of Multiple Deprivation 2005 (WIMD) found that Caerphilly county borough had 12 of its lower super output areas (LSOA's) in the most deprived 10% of LSOA's in Wales (See figure 3).

Figure 3 Overall Welsh Index of Multiple Deprivation (WIMD) by Caerphilly borough LSOAs: 2005



Source: Welsh Index of Multiple Deprivation 2005

For the Health domain of Welsh index of multiple deprivation, the indicators used were: limiting long term illness (self reported), deaths of all ages and cancer incidence.

Chronic Diseases

Rates of chronic diseases such as coronary heart disease, cancers and obesity are higher than the Welsh average. For example, Caerphilly borough's rate for coronary heart disease (CHD) deaths in under 75 year olds is the highest in Wales (Table 1).

Table 1 European age standardised mortality rates (EASMR) per 100,000 population for an underlying cause of death of CHD in persons aged under 75: 2002-2004

	EASR
Wales	65.5
Caerphilly	85.3
- average number per year	159
- rank in Wales of 22 LHBs	1st

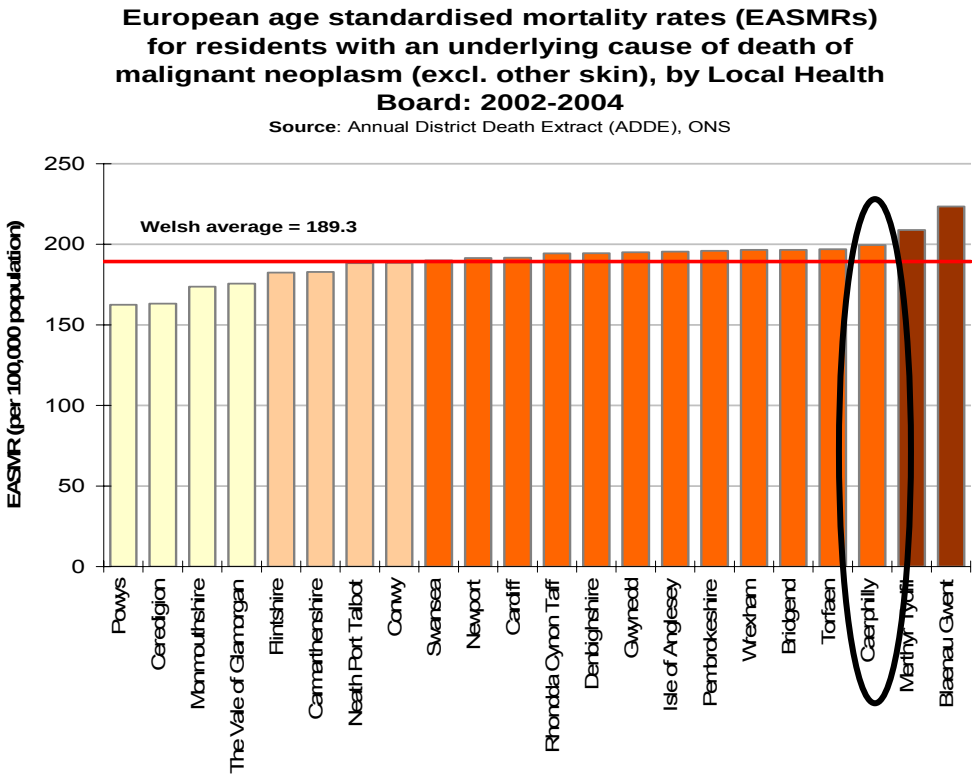
Rank: 1st = LHB with highest rate, 22nd = LHB with lowest rate

ICD10 codes I20 to I25

Source: Annual District Death Extract, ONS

The incidence of cancers in the borough is also higher than the Welsh average with Caerphilly being the third worst in Wales (figure 4).

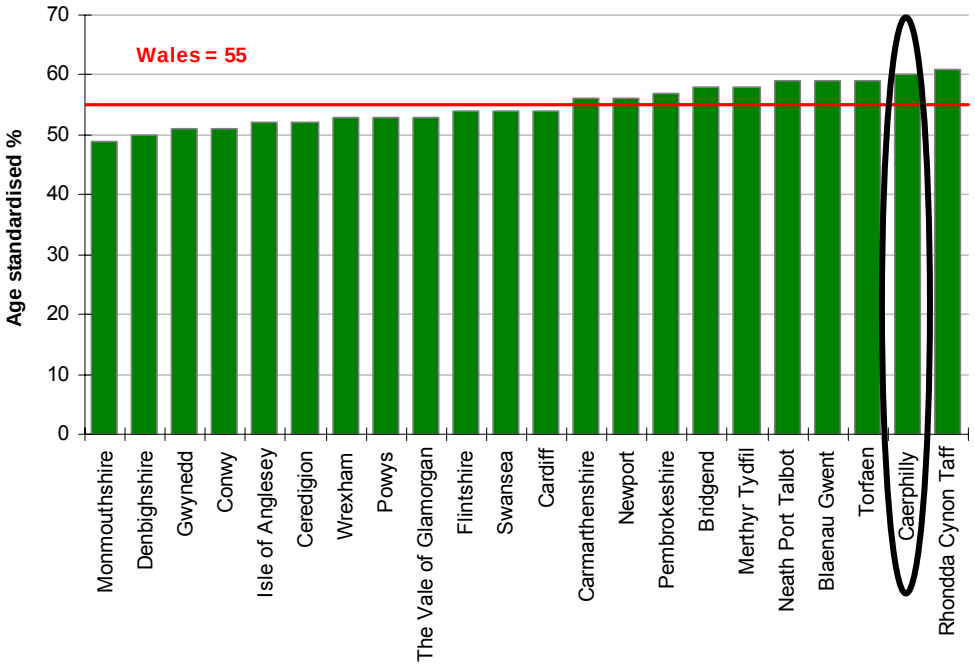
Figure 4



Alarmingly, more than half (54%) of adults aged 16 and over living in Wales are reported as being overweight or obese. The highest percentages are seen in

the South Wales Valleys, with Caerphilly county borough reporting to have 58.8% of the adult population overweight or obese (figure 5) which is significantly higher than the welsh average.[23]

Figure 5 Percentage of adults who were overweight or obese: 2004/06

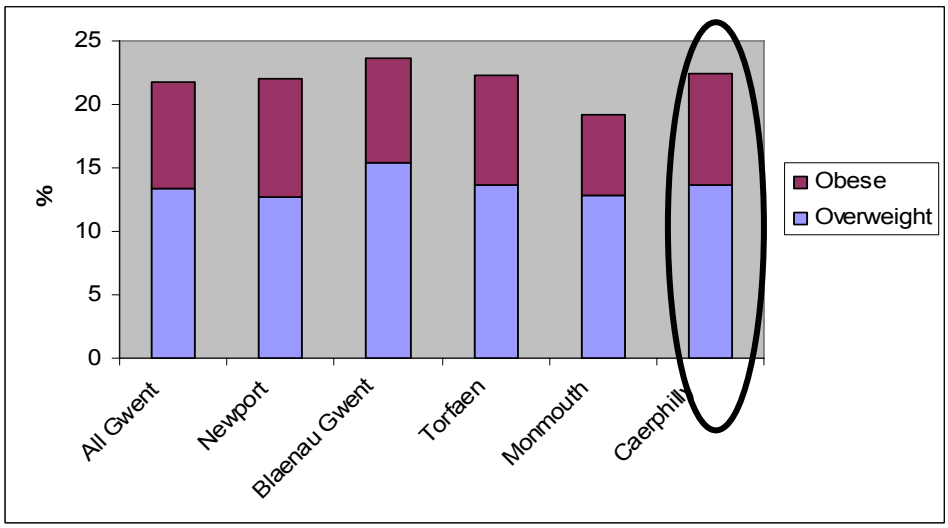


Source: Welsh Health Survey

Data available about the prevalence of obesity in children from the survey of Health Behaviour in School age Children in Wales, suggests that in 13 year olds, 18 per cent of boys and 15 per cent off girls are pre-obese, and 2 per cent of girls and 4 per cent of boys are obese.[24]

Local data collected by the Gwent School Nursing service, highlighted that approximately 23% of 4 year old children in Caerphilly were overweight or obese. (Figure 6).

Figure 6 Percentage of 4 year old children over 91st/98th percentiles in Gwent

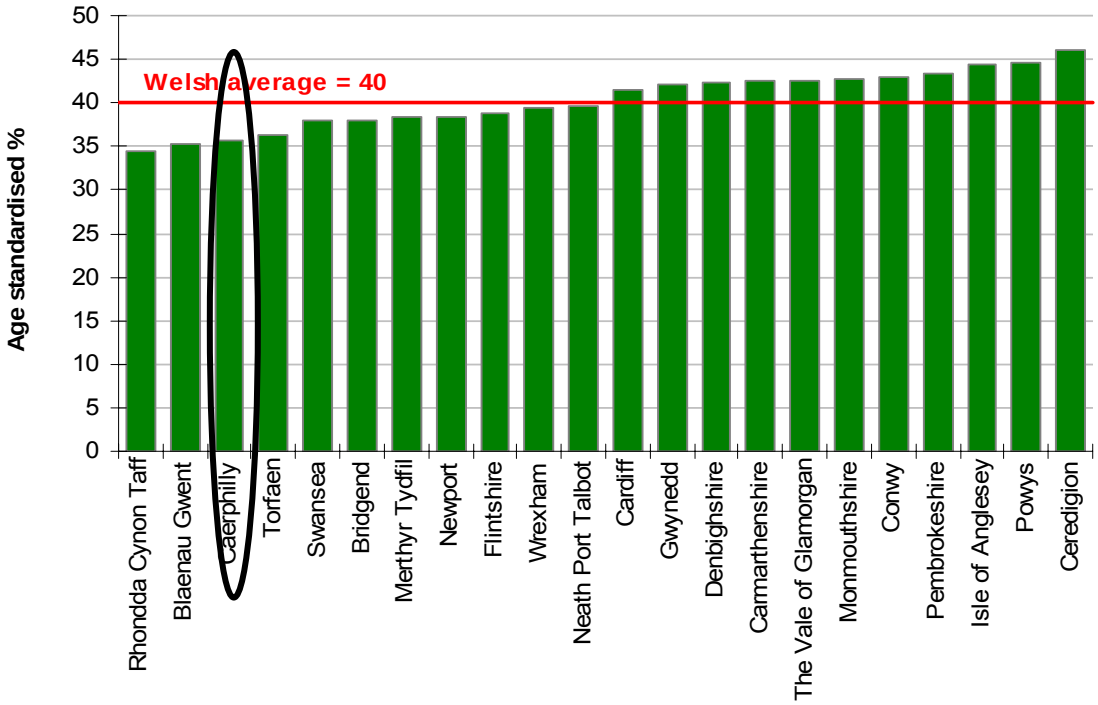


Nutrition

Local residents eating recommended daily quantity of fruit and vegetables

It is recommended that individuals eat 400g, roughly five portions, of fruit and vegetables daily. Only 40% of adults living in Wales eat this recommended amount as reported in the Welsh Health Survey.[23] The lowest percentages are seen in the South Wales Valleys with Caerphilly county borough adults in the bottom 3 local authorities for Wales with 35.6% (Figure 7).

Figure 7 Percentage of adults reporting eating five or more portions of fruit and vegetables the previous day: 2003/05



Source: Welsh Health Survey

Children

Local breastfeeding rates

Local and national data on breastfeeding rates are limited. In Wales, the initiation rate for breastfeeding is 67% compared to Caerphilly borough which has only 46% of women initiating breastfeeding.[24] Breastfeeding rates vary with older, better-educated and higher social-class women being more likely to breastfeed. 36% of mothers are aged under 25 in Caerphilly county borough compared to the Welsh average of 32% which may account for the lower rates in the borough.

Breastfed infants have a reduced incidence of certain conditions including gastroenteritis and respiratory infections, and may help to prevent and reduce the severity of allergic conditions, for example, asthma and eczema.

Dietary habits of children

The dietary habits of Welsh children aged 11 years in comparison to England, Scotland and other European countries are highlighted in Table 2.[25] Wales has comparatively lower percentages eating breakfast, fruit and vegetables daily.

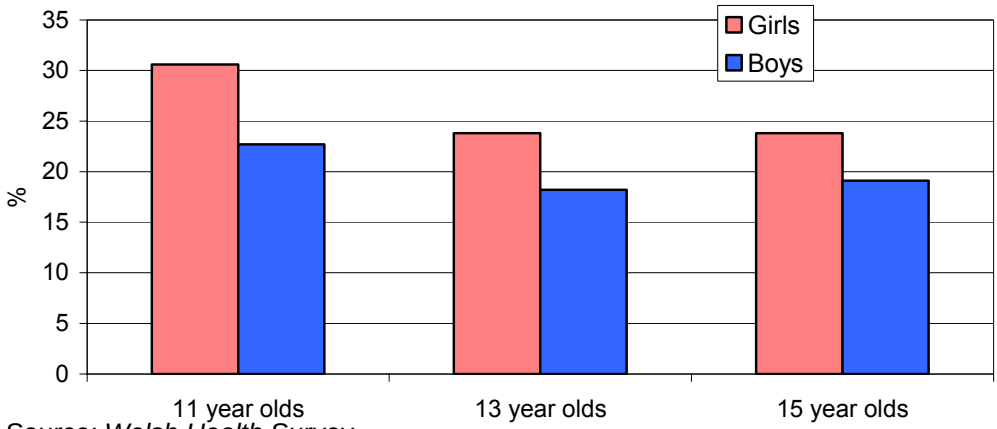
Table 2 Percentage of 11 year olds by dietary habit: 2001/02

		Lowest	Wales	England	Scotland	Highest
Eat breakfast every school day		Slovenia				Netherlands
	Girls	40	60	60	65	90
	Boys	47	66	66	75	89
Eat fruit daily		Greenland				Portugal
	Girls	19.1	30.6	30.3	45.3	58.3
	Boys	28.9	22.7	28.4	37.1	51.5
Eat vegetables daily		Spain				Belgium (Flemish)
	Girls	13.4	21.7	29.2	39.5	55.6
	Boys	14.1	18.8	25.6	29	47.4
Drink soft drinks daily		Finland				Israel
	Girls	4.6	32.4	37.8	40.4	49.3
	Boys	7.5	32.8	36.4	47.3	54.6
Eat sweets daily		Finland				Malta
	Girls	6.8	24.5	30.8	41.6	55.6
	Boys	7.3	23.6	30.2	45.8	46.4

Source: HBSC survey

As children become older less of them eat breakfast every school day, less eat fruit daily and more consume drinks i.e. soft drinks, and eat sweets daily (Figure 8).

Figure 8 Percentage of Welsh 11, 13 and 15 year olds eating fruit daily: 2001/02



Source: Welsh Health Survey

Oral health

Oral health is an important component of general health and diet is an important factor together with fluoride application in maintaining good oral care. The main causes of oral ill health are dental caries (tooth decay) and periodontal (gum) disease, both of which are largely preventable. A selection of the most pertinent points for Caerphilly borough is presented below.

Adult oral health

The Welsh Health Survey 2005/06 found that 29% of adults (16 and over year olds) in Wales reported having fewer than 21 of their own teeth, or having mainly false teeth or dentures. Trend data suggest that higher percentages of people are retaining their natural teeth.[26]

Dental caries in children

The main oral disease in children is dental caries (tooth decay) which is influenced by diet, oral hygiene and the dental services available to children.[27]

The Needs Assessment 2003 showed that for 2001/02,[28] the percentage of 5 year olds in Caerphilly borough with decayed, missing and filled teeth (61%) was significantly higher than the Wales average, and has increased over time. For the 2003/04 survey, the percentage in Caerphilly borough had increased again to 68% (Table 3), and was the 3rd highest in Wales.

Table 3 Percentage of 5 year olds with dental caries (dmft>0)

	1995/96	2001/02	2003/04
Wales		53%	54.4%
Caerphilly	44%	61%	68%
- rank in Wales of 22 LHBs		5th	3rd

Rank: 1st = LHB with highest rate, 22nd = LHB with lowest rate

Source: WOHIU

Not only is the percentage of 5 year olds with dental caries high in Caerphilly borough, the severity of decay (illustrated by the mean number of decayed missing or filled teeth) is also high (table 4), and has worsened. The average 5 year old in the borough has over 3 teeth decayed, filled or extracted due to caries. The number in Caerphilly borough was 7.55 times worse than the best English Primary Care Trust area of Maidstone and Weald in Kent.

Table 4 Mean number of decayed, missing or filled teeth in 5 year olds

	2001/02	2003/04
Wales	2.26	2.42
Caerphilly	2.93	3.20
- rank in Wales of 22 LHBs		3rd

Rank: 1st = LHB with highest rate, 22nd = LHB with lowest rate

Source: WOHIU

Dental caries in 14 year olds in the borough is also amongst the worst in Wales. A 2002 health gain target was 59% for %DMFT in 14 year olds and the borough did not meet this target, as was the case with several other Local Health Boards.

Physical activity

The evident downward trend in activity levels is one of the principal reasons for the conversely upward trends in obesity. The data available shows that most people in Wales are not active enough, with only a third of adults up to the age of 65 across Wales meeting the physical activity guidelines (SCW Adult Participation survey 2004).[29]

Adults

The guidelines recommend adults undertake **30 minutes** or more of at least moderate intensity physical activity on **five** or more days a week. Caerphilly borough is reported as the second worst local authority in Wales, with only 25.1% of adults meeting the physical activity guidelines compared to the Welsh average of 29% (Figure 9).

Figure 9 Adults meeting physical activity guidelines in the past week: 2003/05

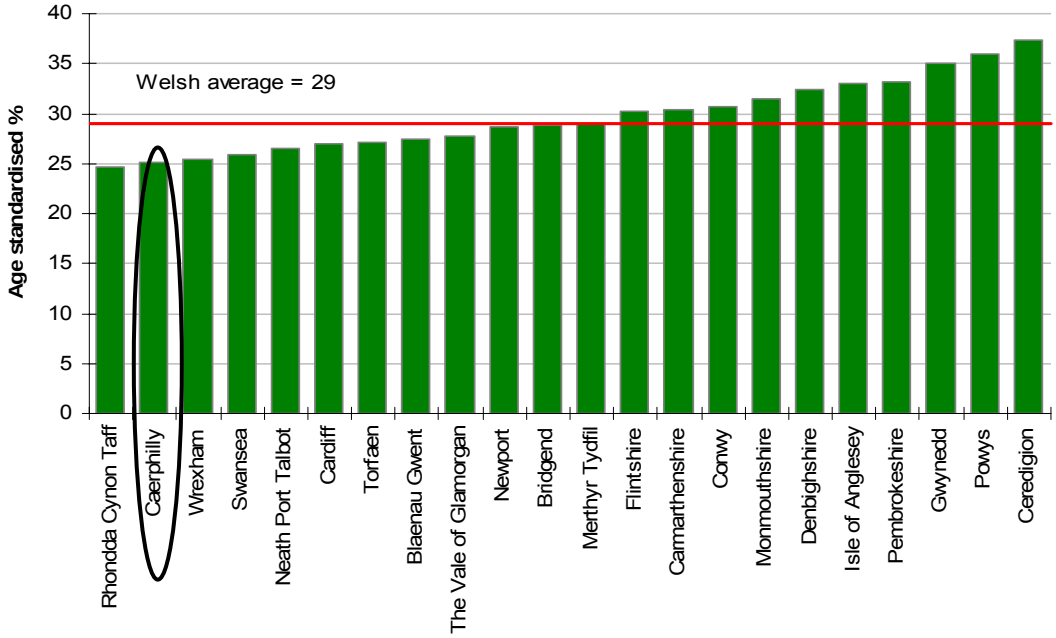


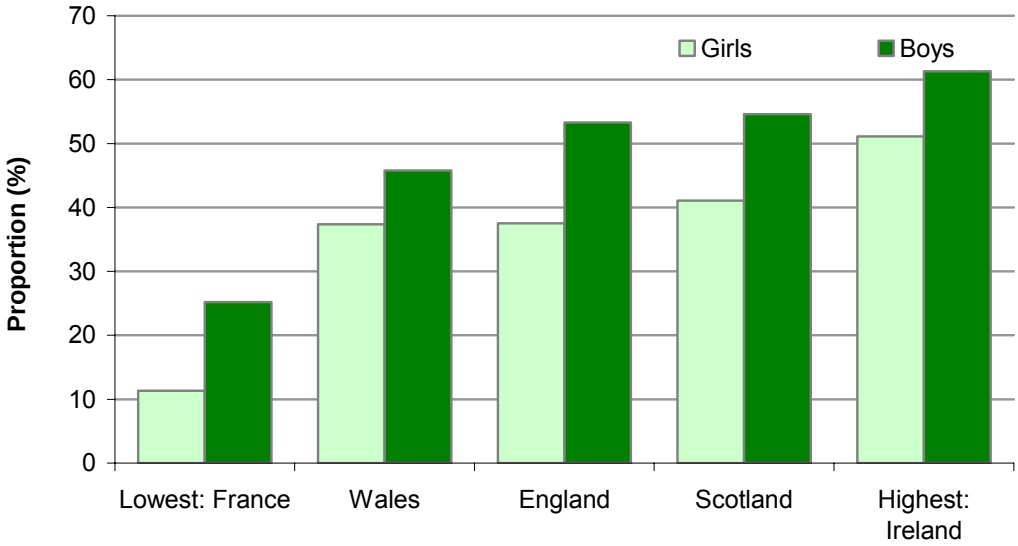
Figure 9 shows participation in any activity excluding billiards/snooker and walking by individual local authority. The results reflect the fact that rural locations enjoy higher participation levels, and areas suffering from economic deprivation experience lower levels of participation.

Children

Current guidelines state that children should engage in 60 minutes or more physical activity on 5 or more days a week. There are no reliable and comparable lifestyle data available for children and young people in Wales at a local authority level. However, the Health Behaviour in School-aged Children (HBSC) study[25] gives a useful indication of how children at the all Wales level compare to 34 other countries.

Children that were aged 11 and living in Wales in 2001/2 were less likely to be achieving the guidelines for physical activity than children in England, Scotland and Ireland (figure 10).

Figure 10 Percentage of young people aged 11 meeting guidelines for physical activity: 2001/02



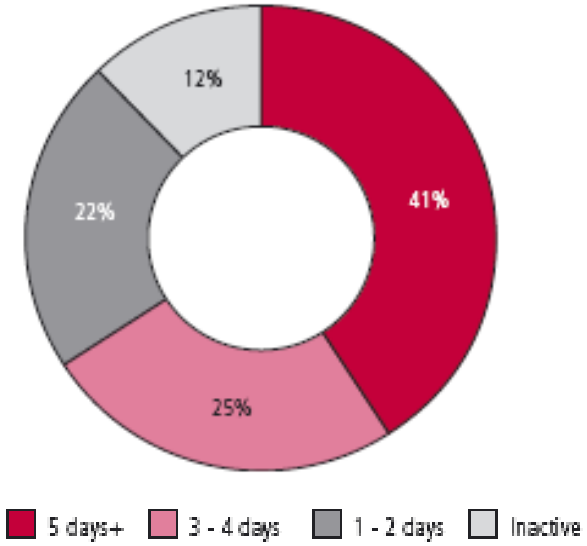
Source: HBSC survey

In 2001/02, children in Wales aged 13 were also less likely to be achieving the guidelines for physical activity than children living in England and Ireland. By the age of 15, only 17.6% of girls in Wales were meeting the guidelines for physical activity in 2001/2, compared to 39.2% of boys. This figure is also below those reported for Scotland and England.

Overall the survey shows that the percentage of children meeting the guidelines for physical activity in Wales decreases with age, most noticeably in girls where it more than halves, from 37.4% to 17.6%, between the ages of 11 and 15.

Further evidence from the Sports Council for Wales's most recent survey (2006)[20] shows that 41% of children in primary schools across Wales currently undertake sufficient physical activity to satisfy the recommended guidelines, (figure 11). A further 25% is physically active on three or four days of the week, just below the recommended amount.

Figure 11 Number of days on which 60 minutes of physical activity is undertaken by primary school children aged 7-11: 2004

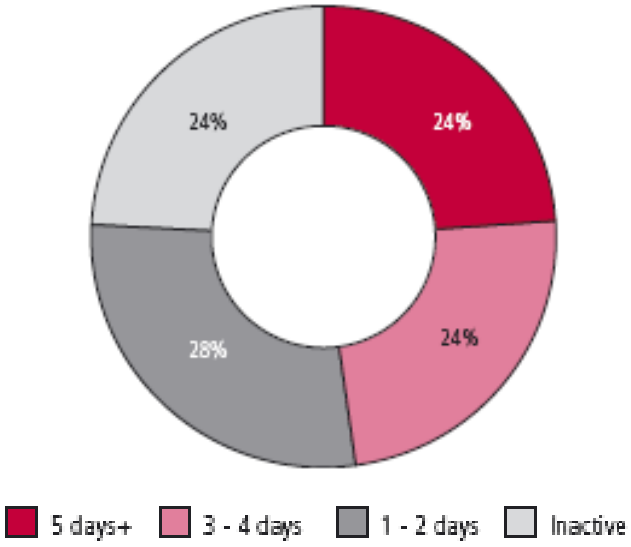


Source: Sports Council for Wales

Primary school children are more active than their secondary school counterparts as demonstrated in figure 13. Currently, 24% of young people in Wales achieve the recommended guidelines of an hour of activity on at least five days of the week (figure 12).

25% of secondary school pupils had failed to undertake an hour of physical activity on any day of the week prior to the survey (classed as inactive). The percentage of young people who are inactive has increased from 20% since the previous (2001) survey, while the percentage that undertakes sufficient physical activity has remained unchanged (figure 12).

Figure 12 Number of days on which 60 minutes of physical activity is undertaken by secondary school children aged 11-16: 2004



Source: Sports Council for Wales

Section 4

Local Approach

The work of Health Challenge Caerphilly County Borough (HCCCB) is focused around nine health related priority areas. Nutrition and physical activity comprise two of these priority areas.

Food and Fitness Working Group

The Nutrition and Physical Activity sub groups of HCCCB are well established and meet bi-monthly. These sub-groups interlink with the Food and Fitness Working Group which is comprised of representatives from both groups, and the group reports to the Implementation group of the HCCCB Steering Group. (See Figure 13).

The working group will provide feedback and progress reports to the HCCBC Implementation group who will in turn inform the community planning process over the next three years.

Development of the strategy and action plan

Food and fitness consultation workshops were held in July 2007 and January 2008 for all the nutrition and physical activity partners to help formulate and populate this strategy according to the needs identified in the local needs assessment.[2] Partners involved in the workshops are listed in Appendix 2.

The aim of these workshops was to:

- develop a **framework** for the collation of nutrition and physical activities within the borough
- identify **priorities** for nutrition, physical activity and food and fitness for the next 3 years
- provide a coordinated approach to **partnership** working to deliver the joint agenda of food and fitness.

It was highlighted at the consultation events that merging the food and fitness agendas was seen as a priority. However it was agreed that certain activities fell outside this remit, for example breastfeeding, hence nutrition and physical activity remain as discrete areas within the plan.

Eight priority areas were identified by the Food and Fitness working group from the information gathered at the two consultation events (See section 5).

Structure of the strategy and action plan

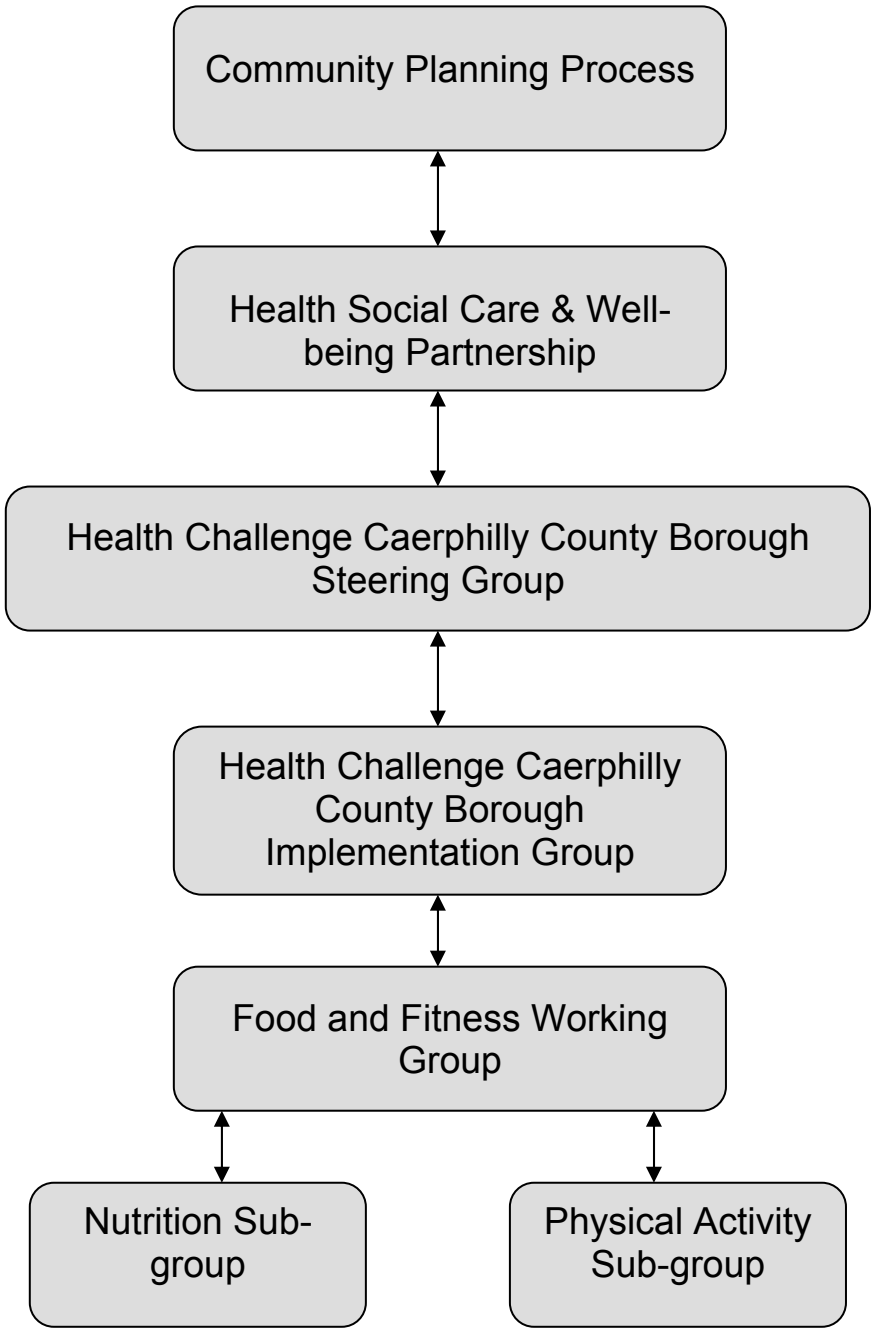
The action plan has been developed around different settings which each have nutrition, physical activity and food and fitness actions. The settings include

community, early years, schools and colleges, workplaces, leisure centres and care homes.

To ensure effective outcomes, an evaluation framework is an integral part of the document. The evaluation process is described in section 6.

The main priority for partners over the next three years is to consider how physical activities can include a nutrition element and vice versa in all settings and across all age groups.

Figure 13 Partnership Structure



Section 5

Aims and Objectives

The overall aim of the Health Challenge Caerphilly Food and Fitness strategy and action plan is to:

'Promote healthy eating and physical activity by developing sustainable action at a community level, to reduce lifestyle associated diseases and health inequalities within Caerphilly county borough'

The Health Challenge Caerphilly Food and Fitness working group was responsible for developing the eight priority areas for the Food and Fitness action plan. The priority areas were selected through a process based on:

- National and local research data
- Current provision and gap analysis
- National and local policy agendas

Table 5 Priority areas for the Food and Fitness Action Plan

Priority Area		Rationale
1	***To improve quality of food provision***	The Caerphilly Needs Assessment, 2007[2] revealed that 58.8% of the population of Caerphilly County Borough is overweight or obese. There is a strong correlation between obesity and poor diet. By improving the quality of food provision it will help residents to access a healthier diet. The Health Challenge Caerphilly Food and Fitness working group felt that the improvement of food provision was an important inclusion within the action plan demonstrating that local action is being taken in line with the national document 'Food and Well Being: Reducing inequalities through nutrition strategy for Wales' (2003).
2	***To improve physical activity levels of Caerphilly Borough residents***	The data currently shows that less than three out of ten adults (29%) across Wales are meeting the physical activity guidelines, with Caerphilly County Borough only achieving 25.1%.[3] The contribution that moderate physical activity can play in leading a healthy lifestyle is significant. The improvement of physical activity levels is an important inclusion in the action plan for the Health Challenge Caerphilly Food and Fitness working group, as it demonstrates that local action is being taken from the national 'Climbing Higher strategy' (2005) document.

Priority Area		Rationale
3	***Training, education and support for key partners***	The training, education and support of partners will be essential to ensure that all services are delivered to a high quality. It was also felt that by informing and training partners that the sustainability of projects and initiatives would increase and therefore be able to impact on food and fitness beyond the life of the action plan. The Health Challenge Caerphilly Food and Fitness working group intend that this priority is paramount in the delivery of this strategy and action plan for key partners.
4	***Training, education and support for residents of Caerphilly Borough***	Food and physical activity is crucial to health and well being. It is understood that the factors affecting a healthy lifestyle are complex and have many contributing factors. The Health Challenge Caerphilly Food and Fitness working group felt it was important to provide training, education and support in order to inform residents of the benefits a healthy diet and moderate physical activity can have in relation to well being and health related conditions as a first step in producing positive behaviour change.
5	***Promote and support national and local campaigns***	Key partners are continually promoting national and developing local campaigns. Nationally, the Welsh Assembly Government are supporting the drive towards healthy diet and physical activity, leading on schemes including Health Challenge Wales. Locally, the key partners involved with the Food and Fitness action plan are developing campaigns to increase the awareness of issues specific to Caerphilly County Borough. The Health Challenge Caerphilly Food and Fitness working group felt that it was essential for the Food and Fitness action plan to support both national and local campaigns.
6	***Initiate and support projects within Caerphilly Borough***	The Health Challenge Caerphilly Food and Fitness working group had the opportunity, through the consultation process, to meet with a number of key partners who are developing projects across Caerphilly which have a significant impact on improving nutrition and physical activity of residents of the borough. The Health Challenge Caerphilly working group felt that it was essential for the Food and Fitness action plan to support and help coordinate these projects and encourage partners to set up new initiatives that would continue to contribute to the food and fitness agenda.

Priority Area		Rationale
7	***Support organisations to achieve accredited schemes***	The importance of quality assurance schemes has been recognised as a tool for raising the standards of provision for nutrition and physical activity. The Health Challenge Caerphilly Food and Fitness working group felt it was essential to support organisations applying for accreditation to existing schemes and support the development of new accreditation schemes that would support the aims and objectives of the food and fitness action plan.
8	***Develop and provide resources***	The Health Challenge Caerphilly Food and Fitness working group had the opportunity, through the consultation process, to meet with a number of key partners who are developing resources, which have the potential to make an impact on improving the provision of nutrition and physical activity information and schemes across Caerphilly County Borough. The working group agreed that it was important for the Food and Fitness action plan to support the development and distribution of resources that will contribute to the food and fitness agenda for the life of the action plan and beyond. .

Section 6

Next Steps- Monitoring and evaluation

The Physical Activity, Nutrition and Food and Fitness sub-groups will be responsible for the monitoring of their specific activities identified in the action plan. Each group will provide regular progress reports which will be submitted via the chair of the Food and Fitness working group to the HCCCB Implementation group. A template will be produced by the Food and Fitness working group to enable partners to summarise their progress and standardise feedback.

The Food and Fitness working group will have the overall responsibility of reporting progress to the HCCCB Implementation Group on an annual basis which will ensure the targets are being achieved.

The annual review will also provide an opportunity to incorporate new projects and activities into the action plan as the food and fitness agenda expands.

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Appendices

Appendix 1

Table 6 National Strategies, Policies and Action Plans

Strategy	Rationale
Promoting Health and Well-Being in Wales WAG (2000)	This strategy sets out a framework and key areas for action that organisations can take to reduce health inequalities and improve health and well-being. It aims to highlight the importance of health and well being in everyday life, and makes a commitment to fairness so that all people can access the services and opportunities needed for a satisfying and healthy life. This involves tackling social environmental and economic conditions as well as action to influence people to adopt healthy lifestyles.
Food & Well-being: Reducing Inequalities through a nutrition strategy for Wales. WAG. (2003)	This strategy document has 9 key recommendations, 2 of which are as follows: - Initiatives to prevent and manage overweight and obesity. - Have appropriate local initiatives in place to tackle the main barriers to improving nutrition.
National Service Framework for Children, Young People and Maternity service in Wales. WAG (2005)	Promote WAGs standard to provide children and their parents and carers access to a range of services that promote health and well-being and prevent ill-health.
National Service Framework for Coronary Heart Disease. WAG (2001)	Standard 1 of the NSF states that the NHS and partners should develop, implement and monitor programmes and policies to increase protective factors and reduce risk factors for Coronary Heart Disease.
National Service Framework for Diabetes In Wales. WAG (2003)	Standard 1 of the NSF states that the NHS will develop, implement and monitor strategies to reduce the risk of developing Type 2 diabetes in the population as whole and to reduce the inequalities in the risk of developing Type 2 diabetes.
National Service Framework for Older People. WAG (2005)	The 'Promoting Health and Wellbeing' standard concerns the promotion of health and active life in older age, thereby extending healthy life expectancy.

Strategy	Rationale
Climbing Higher: Strategy for sport and physical activity. WAG (2005)	This document sets out a clear, radical and inclusive vision for the future of sport and active recreation in Wales for the next twenty years. The purpose of this strategy, is to maximise the contribution that sport and active recreation can make to well being in Wales.
Climbing Higher Next Steps. WAG (2006)	Contribute to the identified planned actions by promoting physical activity opportunities in the home and the community for children where poor health is perceived a greater risk.
Framework for the Development of Sport and Physical Activity – From Strategy to Action Sports Council for Wales.(2005)	The Sports Council for Wales produced this document in response to the WAG Climbing Higher document. It sets out the contributions that the Sports Council for Wales and partner organisations can make to the delivery of the targets set out with the Climbing Higher strategy.
Food & Fitness – Promoting healthy eating and physical activity for children and young people in Wales WAG (2006)	A number of actions are identified within the plan to promote healthy eating and physical activity including: - Provide an environment that will encourage children and young people to access opportunities for physical activity and healthier food. - Develop skills to enable children and young people to take part in physical activity and prepare healthier foods.
Appetite for Life. WAG 2007	This action plan sets out the strategic direction and actions required to improve the nutritional standards of food and drink provided in schools in Wales.
Play Policy Implementation Plan WAG 2006	Recommendation 5 states that 'WAG ensures that in future will direct resources and initiatives to take account of tl fundamental significance of play in children's and youn people's healthy development and lifestyle'.
Welsh Health Survey; WAG 2004-5	This survey reviews the health status, health related lifestyle and health service use of the Welsh population.
Investing in a Better Start: Promoting breast feeding in Wales. WAG 2002	This strategy aims to improve rates of initiation and continuation of breast feeding.

Infant Feeding Guidelines WAG 2007	To promote optimal nutrition to infants to ensure good health throughout childhood and later life.
Single Plan WAG 2007	It has 2 relevant core aims for children and young people relevant to the food and fitness agenda 'have access to play, leisure, and sporting activities' and 'have a safe home and a community which support physical and emotional well-being.'
FORESIGHT Tackling obesities: Future Choices-Project report	This report evaluates the scale of the obesity epidemic and highlights the importance of tackling the growing obesity trend in a coherent and comprehensive manner.

Table 7 Local strategies, policies and action plans

Strategy	Rationale
Caerphilly County Borough Council Community Strategy – Community Planning in Action 2004-2011. CCBC	This Community Strategy is based on work by public, private and voluntary organisations and local communities. It is a 10-15 year document which aims to improve the lives of residents within CCBC. One of the main objectives within the Health, Social Care and Well Being element of the document is the vision for people within local communities to live longer, healthier lives.
Caerphilly County Borough Council Improvement Plan for 2008-2011. CCBC	The CCBC Improvement Plan guides the way in which all local authority departments deliver their service. Based around 4 key themes of the Living Environment, Regeneration, Education for Life and Health, Social Care and Well Being. This provides the short-term goals for the term targets, which are identified in the Community Strategy.
Health, Social Care &. Wellbeing Strategy 2008 - 2011. Caerphilly County Borough. 2008	This report aims to improve the health and well-being of the local population by addressing the full range of issues that affect people's health and well-being and tackle health inequalities. It will incorporate the Social Care Plan, Children's Plan and Local Health Action Plan and will form the health element of the Community Strategy.
Caerphilly Play Strategy. Children and Young Peoples Partnership. 2008	This strategy recognises the importance of play for all children and its fundamental role in children's development. Within the strategy is a target- 'To provide and develop appropriate play provision that best meets the play needs of the children and young people of Caerphilly'.
Caerphilly County Borough Wanless Local Action Plan Gwent Healthcare (NHS) Trust, CtLHB, CCBC and GAVO. 2004	The Local Action Plan sets out how partners will work collaboratively to achieve the major strategic change necessary to ensure that future health and social care services improve the health and well being of County Borough residents.
Children's Single Plan CCBC 2008	This plan is being produced for the County Borough, and will encompass all activity, which engage children within the local authority, including strategy and action on nutrition, healthy lifestyles and physical activity.
A strategy for the development of sport in Caerphilly County Borough. CCBC	The strategy recognises the important role sport plays in today's society and how the equitable availability of accessible, high quality sport and leisure provision can enhance the quality of life, health and well being in the community.

Strategy	Rationale
Local Authority Partnership Agreement CCBC. 2008	This Local Authority Partnership Agreement provides a strategic and co-ordination approach to the delivery of sport and physical activity across Caerphilly CB.
Food and Health Guidelines for Early Years and Childcare Settings. Caerphilly County Borough. 2008	The guidelines provide clear and practical food and heal guidelines for providers of childcare for children up to 5 years age, who provide food and including snacks and/ or drinks.
Feeding Guidelines for Infants and Pre-School Children. Gwent feeding Guidelines working group. 2006	The guidelines provide a clear guide for Health Professionals on infant feeding up to the age of 5.
Caerphilly County Borough Model School Food and Fitness Policy and Action Plan. 2008	This policy and action plan sets out strategic direction and actions required to improve the nutritional standards for food and drinks provided in schools and increase physical activity levels.
Caerphilly Nutrition Strategy and Action Plan. Caerphilly Health Alliance Nutrition Group. 2004-2007	This strategy addresses key actions to improve nutrition in the Borough for pre-school, children and young people and adults.
Caerphilly County Borough Physical Activity Strategy and Action Plan. Physical Activity Group of the Caerphilly Health Alliance. 2005-2007	The strategy sets out specific priority areas that aim to improve health opportunities in the borough by encouraging sedentary populations to become more active.

Appendix 2





Caerphilly Food and Fitness Action Plan Workshop

Thursday 24th January 2008
The Oasis Centre, Blackwood
Attendance List

Name	Company	Tel No	E-mail
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Appendix 3

Abbreviations

URV	Upper Rhymney Valley
CCBC	Caerphilly County Borough Council
NPHS	National Public Health Service for Wales
RRU	Rural Regeneration Unit
CtLHB	Caerphilly Teaching Local Health Board
RFTS	Right from the Start
HCC	Health Challenge Caerphilly
WAG	Welsh Assembly Government
BTCV	British Trust of Conservation Volunteers
GAVO	Gwent Association of Voluntary Organisations
HLC	Healthy Living Centres
NDNA	National Day Nursery Association
BLF	Big Lottery Fund
OAP	Old Age Pensioners
WPSA	Welsh Playgroup School Association
CPCKC	Clybiau Plant Cymru Kids Club
SCW	Sports Council for Wales
SYDIC	Senghenydd Youth Drop in Centre
NGB	National Governing Bodies
WPPA	Wales Pre-school Playgroups Association
MYM	Mudiad Ysgolian Meithrin
NCMA	National Childminding Association
GHNHST	Gwent Healthcare NHS Trust
EYDCP	Early Years Development & Childcare Partnership

PESS	Physical Education and School Sports
ESIS	Education and School Improvement Service
FSA	Food Standards Agency
CFS	Community Focussed Schools
BHF	British Heart Foundation
PSE	Personal and Social Education
MDS	Midday Supervisors
CSSA	Caerphilly School Sports Association

Action Plan
Community Settings

NUTRITION					
Aim	**Actions**	**Time Scale**	**Funding sources**	**Lead agency and partners**	**Evaluation**
To improve quality of food provision	**All Wales Healthy Options Award Scheme** Promote healthy eating to catering establishments and their customers via the All Wales Healthy Options Award Scheme (see workplace settings). Establishments assessed at bronze/silver/gold levels.	Year 1, 2, 3	Within existing budget	**Environmental Health Department (Food Safety), CCBC,** NPHS	Establishments re-assessed biannually. Businesses to progress after 2 years i.e. bronze to silver; silver to gold.
	Fruit and Veg Coops Expand and sustain Fruit and Vegetable Co-ops within the Borough: • Identify new co-ops • Support existing co-ops • Continue to supply literature e.g. recipe cards	Year 1, 2, 3	WAG funded	**NPHS**, Rural Regeneration Unit,	Number of co-ops to increase year on year.
	Salt shaker initiative To reduce the amount of salt added to takeaway meals at point of sale by providing takeaway establishments with 5 instead of 17 hole salt shakers.	Year 1, 2, 3	Existing funding	**Trading Standards Department, CCBC**	Number of establishments using the 5 hole salt shakers.
Training, education and support for key partners	**Level 2 OCN in 'Community Food and Nutrition skills' course** Training for partners including Primary Care, Early Years, Voluntary and Communities First staff.	Year 1, 2, 3	Within existing budget	**NPHS**	Number of staff trained. Two courses delivered per year. Knowledge assessed by pre and post questionnaires.
	Level 1 OCN 'Community Food and Nutrition skills' course Support learners (who have achieved level 2 OCN in Community Food and Nutrition skills who are working towards level 3) to deliver the level 1 course to their clients.	Year 1, 2, 3	Within existing budget	**NPHS** and partners	Number of staff supported to deliver level 1 to clients.
	Level 3 OCN course in 'Community Food and nutrition skills' course - Delivery and application Joint delivery of course with Dietitians in Cardiff and Newport.	Year 1, 2, 3	Additional funding from WAG obtained	**NPHS,** Cardiff & Vale NHS Trust, Newport LHB	Number of staff trained. One course delivered per year.

Aim	Actions	Time Scale	Funding sources	Lead agency and partners	Evaluation
Training, education and support for key partners	**Training to deliver the Healthy Options award** Provide OCN training to Environmental Health Officers (EHO'S) to support the delivery of the 'All Wales Healthy Options Award'.	Year 1, 2, 3	Existing funding	**NPHS,** Environmental Health CCBC	Number of EHO's trained and number of outlets achieving award.
	Level 1 'Get Cooking' tutors course Deliver course to partners wishing to run Get Cooking sessions to residents.	Year 1, 2, 3	Existing funding	**NPHS**	Number of staff trained.
Training, education and support for residents of Caerphilly borough	**Healthy Hearts project** Provide nutrition workshops to people at risk of CHD, referred from the project.	Year 1, 2, 3	Existing funding	**NPHS,** CtLHB	Number of workshops and number of clients attending workshops.
	X-PERT programme Provide nutrition input to education sessions for people with type 2 diabetes.	Year 1, 2, 3	Existing funding	**NPHS,** CtLHB, Gwent Healthcare NHS Trust	12 courses a year successfully completed. Patient evaluation forms completed after each session.
	Level 1 OCN course in 'Community Food and Nutrition skills' to clients Deliver course to residents living in Flying Start areas, Community First areas.	Year 1, 2, 3	Existing budget	**NPHS,** Sure Start Health, Right from the Start, Young Mums Project	Number of Learners achieving OCN.
	Level 1 OCN 'Get Cooking' course Deliver courses to improve cooking skills in target groups.	Year 1, 2, 3	Existing funding	**NPHS, Sure Start Health**	Number of courses delivered.
	Antenatal classes Provide nutrition advice in antenatal classes across the borough.	Year 2, 3	Existing budget	**Midwifery Service,** Gwent Healthcare NHS Trust, NPHS, Sure Start Health, Right from the Start	Number of women given advice.
Initiate and support projects within Caerphilly borough	**Confidence in the kitchen' courses** Promote and expand 'Confidence in the kitchen' courses. These courses will up-skill residents in their cookery skills.	Year 1, 2, 3	Within existing budget	**Healthy Living Centres, SYDIC**	Number of courses delivered.
	Weight management To develop and pilot a weight management service to support and advise overweight and obese people who want to lose weight, through community pharmacies.	Year 1, 2	To be identified	**CtLHB, NPHS,** Community pharmacists	Minimum of 10 pharmacies participating in pilot, up to 10 clients per pharmacy. Service to be audited at end of pilot.
Support organisations to achieve accredited schemes	**Baby Café scheme** To promote and increase the number of cafés promoting breastfeeding across the borough.	Year 1, 2, 3	Funding to be identified.	**Sure Start Health,** NPHS, Gwent Healthcare NHS Trust	Extend the number of cafes opened.

Aim	Actions	Time Scale	Funding sources	Lead agency and partners	Evaluation
Support organisations to achieve accredited schemes	**The Breastfeeding Welcome scheme (WAG)** Promote and increase the number of retail outlets, libraries, sports centres, cafés etc signing up to the scheme	Year 1, 2, 3	Existing funding	**Sure Start Health**, Gwent Healthcare NHS Trust RFTS, NPHS	Number of outlets participating in the scheme.
Develop and provide resources	**Nutrition resources** Catalogue of resources available from NPHS. Nutrition resources to be extended to support local projects	Year 1, 2, 3	Existing funding	**NPHS**	Number of catalogues circulated. Number of resources purchased. Number of resources developed.
	Meals on Wheels Market leaflets to advertise the service to appropriate settings e.g. hospitals, sheltered housing.	Year 1, 2, 3	Existing funding	**Meals on Wheels Service,** Caerphilly Catering, Social Services	Increase uptake of service.

FOOD & FITNESS

Aim	Actions	Time Scale	Funding sources	Lead agency and partners	Evaluation
To improve quality of food provision and to improve physical activity levels of Caerphilly borough residents	**Fruit and Veg co-ops** Establish a working group to explore the possibility of linking with existing walking schemes.	Year 1, 2, 3	Existing funding	**NPHS,** RRU, CCBC, Mentro Allan, Sustrans, Local volunteers, CCBC Countryside Service, Communities First	Working Group Established. Number of Co-ops linked with walking groups/schemes
Training, education and support for key partners	**Youth Health Resource Pack** Deliver an annual training session per year to youth workers on the food and fitness elements of the Youth Health Resource Pack.	Year 1, 2, 3	Existing funding	**Community Education, CCBC,** NPHS, Leisure services	1 training session delivered. Number of youth workers who have participated in training.
Training, education and support for residents of Caerphilly borough	**Healthy Living Youth Project.** Provide theory and practical sessions outlining the principles of healthy nutrition and physical activity to young people in youth clubs.	Year 1, 2, 3	Existing funding	**Community Education CCBC,** NPHS.	Number of young people accessing project and number of courses delivered.
	Pulmonary Rehabilitation Provide exercise and nutrition sessions for people with chronic chest conditions during the 4 courses held per year.	Year 1, 2, 3	Existing funding	**CtLHB,** Gwent Healthcare, (NHS) Trust, CCBC Health Development, NPHS	4 courses completed a year. Patients completed St George's chronic respiratory questionnaire and GUYATT questionnaire.
	Cardiac Rehabilitation Programme *(For patients who have had a recent cardiac event)* Provide two exercise and education sessions per week including nutrition topics to patients referred to the programme (approximately 200 referrals received per year).	Year 1, 2, 3	Existing funding	**Gwent Healthcare NHS Trust, CtLHB, NPHS**	Number of sessions delivered and number of patients participating in the programme.
	Healthy Hearts Programme *(GP referral programme for patients with a cardiac history – of more than 6 months - and those with a greater than 20% risk of cardiovascular disease)* Provide exercise classes (including led walks) and education sessions (including nutrition) to 65 new patients who have had a cardiac event, per year.	Year 1, 2, 3	Existing funding	**Gwent Healthcare NHS Trust,** NPHS, CtLHB, Countryside Service, CCBC	Number of sessions delivered Target of new patients attending programme achieved.

Aim	Actions	Time Scale	Funding sources	Lead agency and partners	Evaluation
Training, education and support for residents of Caerphilly borough	**Antenatal classes** Expand the remit of the classes to include nutrition and physical activity components.	Year 2,3	Existing funding	**Sure Start Health**, Gwent Healthcare NHS Trust, CtLHB	Number of classes providing nutrition and physical activity sessions.
	Reflex Referral to Exercise scheme *A Health Professional exercise referral scheme* Provide nutrition information as part of the education sessions.	Year 1, 2, 3	Existing funding	**CCBC Health Development,** NPHS	Number of sessions providing nutrition information delivered.
Promote and support national and local campaigns	**Keep Well This Winter campaign** Provide nutrition and physical activity information during the annual event.	Year 1, 2, 3	Existing funding	**NPHS,** WAG, Age Concern Cymru	Number of nutrition and physical activity resources provided.
	Food and Fitness campaigns Support and participate in the delivery of campaigns, including: Healthy Living Week, Know your Numbers, Fruity Friday, Carers Week.	Year 1, 2, 3	Existing funding	**Health Challenge Caerphilly**	Number of campaigns supported.
Initiate and support projects within Caerphilly borough	**F3 (Way of Life) Project** *Implement a programme for 7-11 year olds and their families which encourage children to adopt new attitudes to food and exercise.* Implement the F3 project over 3 years, to include 13 courses in total: 3 courses during 2009, 6 courses during 2010, 4 courses during 2011, 16 children to participate per course	Year 1 Year 2 & 3	£500,000 from Big Lottery Funding	**NPHS**, BLF, CCBC Sports Development, Voluntary Sector, Gwent Healthcare NHS Trust.	13 courses delivered in total. 16 children to participate per course. Evaluation as detailed in the Way of Life project.
	Green Gym and Allotment Projects *Promote physical activity in the outdoor environment* Maintain the 3 existing Green Gym Projects and provide opportunity for new projects for all ages and across the community e.g. Aber Valley Community, Rhymney and Bargoed Allotment groups; Nantgarw Primary School linked to Senghenydd allotment.	Year 1, 2, 3	Existing funding	Mentro Allan, Groundwork**,** CCBC, RRU, Community partnerships, BTCV, Senghenydd Youth Drop-In Centre, Sustrans	3 existing projects maintained. Number of new projects created Number of participants involved in the projects
Support organisations to achieve accredited schemes	**Gold Standard Healthy Snack Award for After School Clubs** Extend the award to include physical activity. Promote the award to Out of Schools Clubs. Assist play workers to achieve the award.	Year 2 Year 2 Year 3		**NPHS,** Healthy Schools, CPCKC, SCW, Menter Iaith	Development of accreditation scheme to include physical activity Number of clubs achieving the award.

Aim	Actions	Time Scale	Funding sources	Lead agency and partners	Evaluation
Develop and provide resources	**Youth Health Resource Pack** Distribute 150 copies of the resource pack to youth settings to support the delivery of health information to young people.	Year 1, 2, 3	Existing funding	**Community Education**, **NPHS**	150 copies distributed 30 youth settings using the pack

PHYSICAL ACTIVITY

Aim	Actions	Time Scale	Funding sources	Lead agency and partners	Evaluation
To improve physical activity levels of Caerphilly borough residents	**Adventure Play** Develop and promote Adventure Play for young people aged 8-14yrs using the outdoors, open spaces Employ mobile play rangers to work in the community.	Year 1 Year 2, 3	Existing funding Funding to be identified	**Adventure Play Team (GAVO),** Integrated Children's Centre, Healthy Living Centres, Voluntary Sectors	Number of opportunities created. Number of opportunities sustained (if funding is ceased). Number of mobile play rangers employed.
	Family Activities *To develop activities where family members can participate together* Explore the possibility of developing and promoting family based activities in various community settings.	Year 1, 2, 3	Funding to be identified	**Sports Council for Wales,** Mentro Allan, Community organisations, BTCV (Green Gyms), Leisure Centres	Number of opportunities for family based activities created.
	Outdoor and Adventurous activities Provide opportunity for community members to participate in outdoor and adventurous activities (e.g. nursery schools and family group, disability group, socially disadvantaged groups, youth and adult, primary and secondary schools and adult education courses).	Year 1, 2, 3	Existing funding	**Outdoor Education Service** (Ynys Hywel Activity Centre, Caerphilly Adventure Group, Duke of Edinburgh's Award)	Number of activities provided and number of participants.
Training, education and support for key partners	**Extend (Exercise programme for older people)** Encourage 10 partners to undertake training to deliver the Extend programme to older people in community settings, e.g. Aberbargoed.	Year 1, 2, 3	Funding to be identified	**CCBC,** CtLHB, NPHS, Sheltered Housing, Social Services, Day Centres	10 partners trained. Number of classes delivered and number of participants.
	Leaders training in outdoor and adventure centres Provide opportunity to train leaders in a variety of outdoor and adventurous activities (for example, cycle leaders, walking leaders) as identified in the Local Authority Partnership Agreement	Year 1, 2, 3	Existing funding	**Outdoor Education Service** (Ynys Hywel Activity Centre, Caerphilly Adventure Group, Duke of Edinburgh's Award), CCBC Health Development	Number of trained leaders.

Aim	Actions	Time Scale	Funding sources	Lead agency and partners	Evaluation
Training, education and support for residents of Caerphilly borough	**Coach Education** *To provide education and training in generic leadership and National Governing Body qualifications in sport and physical activity* Develop and sustain leadership and coaching opportunities within the Community, e.g. walking leaders, dance instructors, football coaches. Promote the National Governing Body coaching education programme. Ensuring that trained leaders and coaches deliver activities in community settings	Year 1, 2, 3 Year 1, 2, 3 Year 1, 2, 3	Existing funding	**CCBC Sports Development,** Sports Leaders UK, National Governing Body, Voluntary organisations	Number of trained leaders and coaches. Number of activities provided by trained leaders and coaches
	Reflex Referral to Exercise scheme Ensure that the scheme is delivered according to the Welsh Assembly Government's guidelines, including 420 patients completing the programme per year. Ensure there is opportunity for patients to participate in community exercise, on completion of the 16-week exercise programme	Year 1, 2, 3 Year 1, 2, 3	Existing funding	**CCBC Health Development,** CtLHB	Number of patients referred to the scheme. 420 patients completing the scheme. Number of opportunities created for participation following scheme National evaluation report.
	Phase 4 community cardiac rehabilitation classes *(ongoing exercise classes for rehabilitation patients who want to continue exercising).* Continue to deliver exercise classes for patients that have completed the rehabilitation programme (approximately 15-20 patients per class).	Year 1, 2, 3	Existing funding	**Gwent Healthcare NHS Trust**	Number of classes delivered. Number of patients per class.
Initiate and support projects within Caerphilly borough	**Walking schemes:** **Lets Walk Cymru, 'Get Going' walking scheme** Promote and develop 12 weekly led-walks in the borough, involving 10-15 participants per walk. Increase male participation in led walks. Explore walking routes for the visually impaired.	Year 1, 2, 3	Existing funding	**CCBC Countryside Service,** HLC, Gwent Healthcare, NHS Trust, Sustrans, Sports Council for Wales, Communities First, GAVO	12 walks developed per year. Number of participants involved in the project. Number of groups developed. Number of male participants. Number of routes developed for the visually impaired.

Aim	Actions	Time Scale	Funding sources	Lead agency and partners	Evaluation
Initiate and support projects within Caerphilly borough	**Walking schemes** cont'd **Walking /Ramblers clubs** Promote and develop clubs / groups to meet regularly and undertake physical activity in the natural environment. Develop the walking clubs to include opportunities for progression and learning, for examples include map reading skills as part of the walk.	Year 1, 2, 3	Existing funding	**Outdoor Education Service** (Caerphilly Adventure Group)	
	Cycle Paths Extend the access to cycle paths throughout the borough; maintain and improve Rights of Way. Promote the use of bicycles (for example at Ynys Hywel, CCBC offices, Risca Park, Aberbargoed, Fochriw) and promote the use of cycle paths (e.g. in the workplace, to families). Promote and develop regular led bike rides and led walks involving 10-20 participants per session.	Year 1, 2, 3	Existing funding	**Sustrans, CCBC Countryside Services,** Mentro Allan, SCW, Outdoor Education Service	Number of paths accessible for all. Marketing material published. Number of led bike rides and the number of participants
	Healthy Living Centres Develop a timetable of physical activity opportunities for 7 Healthy Living Centres. Maintain and increase attendance at exercise classes (minimum of 12 participants per class) in community venues across the borough, e.g. Healthy Living Centres. Secure funding for activities and centres to continue running.	Year 1	Funding to be identified	**CCBC,** CtLHB, Heads of the Valley	Timetable of physical activity opportunities produced. Register of attendance. Funding source identified
	Mentro Allan *Provide opportunities for the community to try various physical activities in the natural environment.* Develop a monthly timetable of activities (including cycling, walking, Nordic walking) for the sedentary population. Maintain and increase attendance at the activities (minimum of 8 participants per activity).	Year 1, 2, 3	Existing funding	**Mentro Allan,** (GAVO, Groundwork Caerphilly)	Monthly timetable produced. Number of participants per activities. Number of opportunities created.

Aim	Actions	Time Scale	Funding sources	Lead agency and partners	Evaluation
Initiate and support projects within Caerphilly borough	**Country parks** Maintain and Improve walking and cycling routes within the country parks. Promote the use of parks to all ages. Provide led walks and self led guides on a regular basis.	Year 1, 2, 3	Existing funding	**Country parks**	Number of routes developed. Number of participants. Number of led walks and self led guides provided.
	Community Sports Clubs Ensure there is access to sport and physical activity clubs in community settings.	Year 1, 2, 3	Existing funding	**CCBC Sports Development,** GAVO	Number of clubs available.
Develop and provide resources	**Web based Directory** Produce a web-based directory of physical activities available across the borough.	Year 1		**NPHS,** CCBC Leisure services, GAVO	Directory produced.
	Walking guides Produce and distribute walking guides to community members to promote walking.	Year 1, 2, 3	Existing funding	**Country parks, CCBC Countryside Services**	Number of walking guides produced and distributed.

Early Years Settings

NUTRITION					
Aim	**Actions**	**Time Scale**	**Funding sources**	**Lead agency and partners**	**Evaluation**
To improve quality of food provision	**Nutrition advice to improve nursery meals** To provide advice and support for nursery cooks in line with the recommendations in Caerphilly's Food and Health Guidelines for Early Years settings.	Year 1, 2, 3	To be identified to backfill nursery cooks to attend training	**NPHS, CCBC**	Number of nursery menus reviewed.
	Gold Standard Healthy Snacks Award Playgroups, meithrins, childminders, support groups such as Flying Start / Sure Start Health/ Right From the Start and nurseries to continue to provide healthy snacks in Early Years settings.	Year 1, 2, 3	Existing funding	**NPHS,** WPPA, MYM, NCMA, CCBC, SureStart Health, Right from the Start and nurseries.	To maintain at least 90% uptake of the award for all Early Years settings.
Training, education and support for key partners	**Breastfeeding** To roll out 'Baby Friendly' breastfeeding training to all Health Visitors and Midwives and other Early Years staff.	Year 1, 2 ,3	To be identified	**Sure Start Health**	Number of courses delivered and staff trained.
	Nutrition 'Community Food and Nutrition skills for Early Years' OCN training Deliver at least 1 course of the Level 2, 2 credits course to staff working in Early Years settings.	Year 1, 2, 3	Existing budget	**NPHS**	At least 1 course, plus 10 staff trained.
	Nurseries To provide training for nursery cooks in line with the recommendations in Caerphilly's 'Food and Health Guidelines for Early Years settings'.	Year 2, 3	To be identified to backfill nursery cooks to attend training	**NPHS, CCBC**	Number of cooks trained. Number of nursery settings participating in training.
	Oral Health To provide oral health training to Early Years staff, initially in nursery settings as part of the Health Scheme for Early Years.	Year 2, 3	To be identified	**Gwent Healthcare NHS Trust- Oral Health,** NPHS, Sure Start Health	Number of Early Years settings trained.
Training, education and support for residents of Caerphilly borough	**Weaning parties** Expand the number of weaning parties delivered to residents in Flying start and Community First areas. Venues to be identified. Training provided for Flying Start Health Visitors, RFTS and Young Mums staff. Weaning resources available for trainers.	Year 1, 2, 3 Year 1	Existing funding. Funding for cooking equipment to be identified	**Sure Start Health, NPHS,** Flying Start, RFTS, Young Mums project	Number of weaning parties. Number of residents attending weaning parties.

Aim	Actions	Time Scale	Funding sources	Lead agency and partners	Evaluation
Training, education and support for residents of Caerphilly borough	**To train additional breastfeeding peer counsellors to support and promote breastfeeding.** Continue to roll out training to skill up mothers to provide advice and support to their peers	Year 1, 2, 3	Existing funding	**Sure Start Health**	To train 30 additional peer counsellors.
Promote and support National and local campaigns	**The 'Cool Kids use Cups' campaign** To continue to promote the national campaign in all training. To provide Doidy cups and information leaflet to babies (4-6 months). To provide toothpaste for babies 0-3 months.	Year 1, 2, 3	Existing funding	**NPHS, Sure Start Health,** Oral Health, Gwent Healthcare NHS Trust	Number of cups, toothpaste and leaflets distributed.
Initiate and support projects within Caerphilly borough	**Oral health Advice and support** To provide advice on nutrition and oral health and supply toothbrushes and toothpaste: • To Tŷ a Vi's in Upper Rhymney Valley	Year 1, 2, 3	Existing funding and subject to future funding	**Healthy Living Centres**	Number of families targeted and number of resources supplied.
Support organisations to achieve accredited schemes	**Community Baby Friendly accreditation** Achieve full accreditation in the community.	Year 3	Existing funding	**Sure Start Health,** Gwent Healthcare NHS Trust, NPHS	Accreditation obtained.
Develop and provide resources	**Oral health dental card** To provide dental information card to support the oral health plan.	Year 1	Existing funding	**Gwent Healthcare NHS Trust**, NPHS, CtLHB	Dental card printed and distributed.
	Provision of high fluoride toothpaste to nurseries All children attending day nurseries to be provided with high fluoride toothpaste for home.	Year 1, 2, 3	Funding to be identified	**Oral Health, Gwent Healthcare (NHS) Trust**	Number of children receiving toothpaste.
	Weaning DVD Develop and produce a DVD highlighting the key issues for weaning a baby for parents and carers.	Year 2, 3	Funding to be identified	**Sure Start Health,** Gwent Healthcare NHS Trust, NPHS	DVD produced and circulated.

FOOD AND FITNESS

Aim	Actions	Time Scale	Funding sources	Lead agency and partners	Evaluation
Training, education and support for key partners	**Henry training** *Henry (Health Exercise Nutrition for the Really Young) is a preventative obesity programme for families.* Explore funding to deliver Henry training to Early Years staff in Flying Start and Community First areas.	Year 2, 3	Funding to be identified	**Sure Start Health, NPHS,** Henry trainers	Number of staff trained
	Mini Mend To explore the opportunity of delivering Mini MEND with support from WAG to families with children 2-4 years who are overweight/obese.	Year 3	Obtain funding from WAG	**NPHS, Gwent Healthcare NHS Trust,** WAG	Meetings held to explore the feasibility of running Mini MEND.
Training, education and support for residents of Caerphilly borough	**Pilot Henry programme** To deliver the 8 week programme to families in Flying Start/Community First areas.	Year 1	Existing funding	**NPHS, Sure Start Health**	1 pilot course planned, delivered and evaluated.
Initiate and support projects within Caerphilly borough	**St Cenydd Tiny Tots Activity and Food Tasters club** Promote a food taster club into an existing physical activity club to encourage healthy eating.	Year 2,3	Require funding for nutrition element	**Sure Start Health,** CCBC Sports Development	Number of classes delivered.
Support organisations to achieve accredited schemes	**Early Years Health scheme** Develop scheme for Early Years settings to encompass nutrition, oral health, active play and sun awareness criteria. Promote the scheme to early year's settings, initially to nurseries. To achieve accreditation from WAG under Healthy Schools initiative.	Year 1, 2 Year 2, 3	Existing funding	**Healthy Schools,** CCBC, NPHS, EYDCP	Scheme developed. Number of settings participating in the scheme. Number of settings achieving the accredited scheme.
Develop and provide resources	**Develop Play and Food resource packs** Identify and produce 'Play and Food' resources for Early Years settings.	Year 1, 2, 3	Existing budget	**NPHS**, Ystrad Mynach College, Play workers, BookStart.	Number of resource packs produced. Evaluation of packs by Early Years settings.

PHYSICAL ACTIVITY

Aim	Actions	Time Scale	Funding sources	Lead agency and partners	Evaluation
To improve physical activity levels of Caerphilly borough resident	**Antenatal (0yrs)** Support antenatal groups, with a focus on physical activity (yogacise and baby massage) Provide training, awareness and resources to participants	Year 3	Existing	**Sure Start Health**, Mid Wives, Caerphilly Birth Centre	Number of antenatal groups. Number of training opportunities and resources provided
	To improve active play activities for pre-school children in To be included in Top Tots Sure Start programme. All Flying Start children to be referred at age 2 to programme.	Year 1, 2, 3	Existing	**Flying Start,** Play Team, GAVO	Number of children participating in active play in early years settings.
	Balanced Diet of Play Pre School Educate parents on the Balanced Diet of Play via: parent/toddler groups, nurseries, all Flying Start groups and crèches	Year 1, 2, 3	Existing	**Creative play** – GAVO, Flying Start, Cymorth organisations	Number of parents given educational information.
	Foundation Phase Learning Assist with the Implementation of Foundation Phase learning. Physical Education and School Sport to assist the development of physical activity in the foundation phase.	Year 3		**Education Authority,** Flying Start, Schools, ESIS, PE and School Sport (PESS)	Implementation plans created. Support provided from PESS.
	Physical Literacy Develop basic skills at foundation phase through links with schools Link school-based activities to Tiny Tots Clubs in Leisure Centres.	Year 1, 2, 3 Year 1, 2, 3	Existing funding Funding to be identified	**Schools,** CCBC Sports Development	Number of school-club links created to Tiny Tots club.
Training, education and support for key partners	**Top Tots programme** To train foundation phase school teachers to be able to deliver the Top Tots programme.	Year 2, 3	Existing funding	**Sure Start Health, Primary Schools**	Number of teachers trained

School and College Settings

NUTRITION					
Aim	**Actions**	**Time Scale**	**Funding sources**	**Lead agency and partners**	**Evaluation**
To improve quality of food provision	**Healthy Eating Cashless System** Award healthy eating points to secondary school pupils as an incentive scheme.	Year 1, 2, 3	Existing funding	**Caerphilly Catering, CCBC**, NPHS, Healthy Schools	Monitor the changes in the uptake of healthy food choices. Number of pupils participating in the incentive scheme.
	School Fruit and Veg Co-Op Encourage schools to set up a fruit and veg co-op, run by pupils for parents and the local community to access.	Year 1, 2, 3	Existing funding	**Schools,** Healthy schools, rural regeneration, NPHS	Number of schools running a fruit and veg co-op.
	Nutrient Based School Meals To nutritionally analyse primary and secondary school meals to achieve Appetite for Life guidelines.	Year 1,2,3	Existing funding	**Caerphilly Catering, CCBC** NPHS**,** Healthy Schools.	Number of primary and secondary school meals achieving the nutrient profiles.
Training, education and support for key partners	**Developing School curriculum** Improve nutrition delivery in the school curriculum for primary and secondary schools	Year 1, 2, 3	Existing funding	**ESIS,** Education, Healthy Schools, NPHS.	Number of schools involved.
	Oral Health training for teachers Attend cluster group meetings to update teachers annually.	Year 2, 3	To be identified	**Community Dental Health, Gwent Healthcare (NHS) Trust**	Number of cluster meetings attended.
Training, education and support for residents of Caerphilly borough	**Healthy Colleges Tutor Resource Pack** 40 tutors to deliver the Nutrition section of the tutor resource pack as part of the tutorial programme to students	Year 1, 2, 3	Existing funding	**Colleges**	Use of evaluation form.
Promote and support national and local campaigns	**Appetite for Life** *Includes actions to improve the provision of food and drink across the whole school day.* Convene an Appetite for Life group to work towards local implementation. Commission a pupil health and lifestyle on line survey.	Year 1 Year 1, 2	Existing funding WAG funding	**Caerphilly Catering CCBC,** NPHS, Healthy Schools	Strategy implemented Progress reports to WAG. Collate local children's views on their school meal service.

Aim	Actions	Time Scale	Funding sources	Lead agency and partners	Evaluation
Promote and support national and local campaigns	**Appetite for Life cont'd** Develop and implement a local marketing and communication strategy for school meals in order to increase the uptake of school meals, particularly free meal entitlement.	Year 1, 2, 3	WAG, Caerphilly Catering	**Caerphilly Catering CCBC,** NPHS, Healthy Schools	Increase in the uptake of school meals, particularly free school meals.
	Breakfast Clubs To encourage primary schools to provide free breakfasts to their pupils as part of the national scheme.	Year 1, 2, 3	Existing WAG funding	**Caerphilly Catering CCBC,** Healthy Schools, Schools	Number of schools providing free breakfasts.
	WAG Cooking Bus To promote the Cooking Bus to primary schools.	Year 1, 2, 3	WAG funded	**Healthy Schools,** WAG	Number of primary schools involved Number of schools visited.
	Cooking Bus to visit primary schools and offer cooking lessons for pupils, and a training session for teachers.	Year 1, 2 & 3	WAG funded	**Healthy Schools,** WAG	Number of schools setting up a school cooking club.
Initiate and support projects within Caerphilly borough	Produce an After School Club cooking resource in Caerphilly which also provides information to support teachers cooking in the classroom.	Year 1 and 2	Existing Funding	**Healthy Schools, NPHS, Community Focus Schools**	Resource produced. Number of training events delivered to schools.
	After School Cookery Clubs Develop and extend the number of After School Cookery Clubs in primary and secondary schools.	Year 1, 2, 3	Existing Funding	**Healthy Schools, Community Focused schools, NPHS**	Extend cooking clubs from 4 to 8. Create and maintain a database.
Support organisations to achieve accredited schemes	**Gold Standard Healthy Snack Award** Continue to implement the award in After Schools Clubs.	Year 1, 2, 3	Existing Funding	**NPHS,** CPCKC, Menter Iaith, Healthy Schools	Extend from 23 to 33 After School Clubs to achieve the Healthy Snack Award.
Develop and provide resources	**School handbook (Primary and Secondary)** Develop oral health section for the school handbook.	Year 2, 3	Existing	**Community Dental Health Gwent Healthcare (NHS) Trust**	Handbooks produced containing oral health section.
	Provide Guidance to Schools on Healthier Lunchboxes To provide Healthy Lunchbox leaflets to all reception children in primary schools.	Year 1, 2 and 3	NPHS	**NPHS**	Number of pupils receiving literature.

FOOD & FITNESS

Aim	Actions	Time Scale	Funding sources	Lead agency and partners	Evaluation
Training, education and support for key partners	**Food and Fitness Policy for Caerphilly Schools** Produce and issue guidance for schools on how to develop and implement a whole-school food and fitness policy in partnership with key stakeholders.	Year 1	Existing funding	**Healthy Schools,** PESS, NPHS,	Number of schools who have a personalised school food and fitness policy
Training, education and support for residents of Caerphilly borough	**Alternative Curriculum Programme** Include food and fitness information as part of the alternative curriculum programme for young people, for example; Ynys Hywel Outdoor Activity Centre, Active Pathways, Senghenydd Youth Drop-In Centre, Fast Forward project.	Year 1, 2, 3	Existing funding	**CCBC Education,** Ynys Hywel Outdoor Activity Centre, Active Pathways, Senghenydd Youth Drop-In Centre, Fast Forward project	Number of food and fitness information sessions provided. Evidence of the timetabled activities
	Healthy Colleges scheme To work to achieve the 'Food and Nutrition' and Physical Activity actions as part of the 9 criteria within the Healthy Colleges scheme.	Year 1, 2, 3	Existing funding	**Ystrad Mynach College,** Healthy Schools, NPHS	College to achieve the Food & Nutrition and Physical Activity criteria.
	Healthy Colleges Fresher Fayre and Healthy Living events Ensure 'Food and Fitness' are represented at the annual Health events at 2 colleges	Year 1, 2, 3	Existing funding	**Colleges,** NPHS, Healthy Schools.	Attendance at the annual events
	Active Healthy Breakfast Clubs Develop clubs in primary and comprehensive schools through the training of staff and the deployment of appropriate staff. Link the primary school breakfast clubs with physical activity sessions. Link the secondary school breakfast clubs with physical activity sessions, for example 5x60 project.	Year 1, 2, 3 Year 2, 3 Year 2, 3	External Funding Existing funding	**Schools, Healthy Schools,** Education, Community groups, Community Focus Schools, Caerphilly Catering, GAVO, NPHS, Sports Development PE and School Sports, WAG – free breakfasts	Number of staff trained and deployed. Number of activity sessions created. Number of clubs established.
	Personal and Social Education Provide resources and updates on food and fitness to 15 PSE teachers in 3 meetings per year.	Year 1, 2, 3	Funding to be identified	**NPHS,** Healthy Schools ESIS	Attendance records of PSE meetings, 3 meetings held per year. Record of resources allocated.

PHYSICAL ACTIVITY

Aim	Actions	Time Scale	Funding sources	Lead agency and partners	Evaluation
To improve physical activity levels of Caerphilly borough residents	**Dragon Sport** *Sports Council for Wales scheme targeting 7-11 year olds, in 8 key sports* Work with the School Sport Officers and school clusters to drive the scheme in 73 primary schools Work with clubs in the community to create Dragon Sport sections to clubs Encourage new groups to use the Dragon Sport scheme to encourage physical activity Support volunteers and staff to drive the scheme forward	 Year 1, 2, 3 Year 1, 2, 3 Year 1, 2, 3 Year 1, 2, 3	 Existing funding	**CCBC Sports Development,** Sports Council for Wales, Schools, Community Clubs	 Cluster scheme introduced and developed Number of clubs with Dragon Sport section Number of new Dragon Sport clubs created Number of people trained
	5 x 60 Project *Sports Council for Wales scheme targeting 11-16 year olds, encouraging non-participants to become involved in physical activity* Roll out the 5X60 scheme to 15 Comprehensive Schools. Use the scheme to encourage all pupils to try new physical activity. Develop a timetable of activities out of school term time.	 Year 1 Year 1, 2, 3 Year 1, 2, 3	 Existing funding	**CCBC Sports Development,** Sports Council for Wales, Schools, Community based clubs	15 Comprehensive schools on board Number of research projects undertaken Number of pupils participating in activities Timetable of activities developed
	Physical Education and School Sport (PESS) Programme *National initiative which aims to raise standards and extend opportunities in schools* Improve physical education and physical activity in all schools Develop school based staff to deliver high quality Physical Education	 Year 1, 2 Year 1, 2, 3	Existing funding	**CCBC Sports Development,** Schools, WAG, Sports Council for Wales	Use ESIS reports to gauge an improvement in standards. Number of staff trained to deliver physical education
	School Sports Competitions *Competitions and festivals for comprehensive school pupils delivered by the Caerphilly School Sports Association* Develop a range of competitions and festivals for pupils in the 15 comprehensive schools	 Year 1, 2, 3	Existing funding	**CCBC Sports Development,** Caerphilly School Sports Association, Schools	 Number of competition opportunities created

Aim	Actions	Time Scale	Funding sources	Lead agency and partners	Evaluation
To improve physical activity levels of Caerphilly borough residents	**Sporting Development** Identify talented individuals to progress into academies / centres of development. Encourage young people to take on leadership roles.	Year 1, 2, 3 Year 1, 2, 3	Existing funding	**Sports Development, CCBC**	Number of people in development centres / academies. Number of young people engaging in leadership roles.
Training, education and support for key partners	**In the Zone project** *Developed by the Sports Council for Wales to ensure that children are more physically active in the school playground* Ensure 73 primary schools have access to Mid Day Supervisors training to lead play activities at lunchtime. Ensure that all schools have the opportunity to train new staff.	Year 1, 2 Year 2, 3	Existing funding	**Sports Development, PESS,** Mid Day Supervisors, Sports Council for Wales	Number of staff trained Training timetable available
	Physical Education and School Sport (PESS) programme *National initiative which aims to raise standards and extend opportunities in schools* Provide high quality training for school teachers and support staff to raise the standards of Physical Education in Schools.	Year 1, 2, 3	Existing funding	**CCBC Sports Development, PESS,** Schools	Number of people attending PESS training. Number of schools participating in programme.
Training, education and support for residents of Caerphilly borough	**Coaches of the Future** *To provide young people with a first step into leadership* Provide young people in secondary school with the opportunity to undertake leadership qualifications to support school based physical activity.	Year 2, 3	Existing funding	**CCBC Sports Development**	Number of young people gaining qualifications
	Coach Education *To provide education and training in generic leadership and National Governing Body qualifications in sport and physical activity* Work with 2 colleges to develop leadership and coaching opportunities in sport and physical activity, for example; dance leaders	Year 1, 2, 3	Existing funding	**CCBC Sports Development,** Sports Leaders UK, Danstarts	Number of leadership and coaching opportunities created
Initiate and support projects within Caerphilly borough	**Walking Bus** Complete an evaluation of the walking bus scheme	Year 1	Existing funding	**Schools, Travel Plans, (CCBC)**, Sustrans, Sustainable Development Policy, Mentro Allan	Evaluation document produced

Aim	Actions	Time Scale	Funding sources	Lead agency and partners	Evaluation
Initiate and support projects within Caerphilly borough	**Walking Bus cont'd** Develop new walking bus opportunities for schools. Develop and promote walkways / cycle routes.	Year 2, 3 Year 2, 3	Existing funding	Schools, Travel Plans, (CCBC), Sustrans, Sustainable Development Policy, Mentro Allan	New developments proposed and implemented. Number of routes promoted through direct marketing. Resource pack created.
	Forest Schools *An initiative which seeks to engage young people in active outdoor education* Encourage all schools to develop an outside classroom.	Year 1, 2, 3	To be identified	**Forestry Commission,** Healthy Schools	Approximately 50% achieved to date. To increase to 100%.
Support organisations to achieve accredited schemes	**ActiveMark Cymru Award** *Quality Mark managed by the Sports Council for Wales to ensure schools are delivering a high standard of school sport* Support schools aiming to achieve the Active Mark Cymru Award	Year 1, 2, 3	Existing funding	**Sports Council for Wales**	Number of schools receiving accreditation
Develop and provide resources	**PESS resources** Provide resources to support sport and physical activity in schools	Year 1, 2, 3	Existing funding	**CCBC Sports Development, PESS**	Number of resources produced and distributed

Care Home Settings

NUTRITION

Aim	Actions	Time Scale	Funding sources	Lead agency and partners	Evaluation
Training, education and support for key partners	**OCN Training** Nursing Home cooks to complete the OCN Nutrition course.	Year 2, 3	To be identified	**NPHS,** CtLHB Nursing Homes	Number of cooks attending courses
	Nutrition Link Nurses • Appoint link nurse from each Nursing home to lead on nutritional issues • Link nurses to attend 3 meetings a year	Year 1, 2, 3	Existing funding	**NPHS, CtLHB** Nursing Homes	All homes to appoint Link Nurses
	Malnutrition Universal Screening Tool (MUST) screening Tool • To extend the implementation of the tool to all Nursing Homes.	Year 1, 2	Existing funding	**CtLHB,** Nursing Homes	All homes to have implemented MUST
	Nutrition Pack for Carers • Develop a nutrition resource pack to train care workers.	Year 2, 3	Funding to be identified	**Gwent Healthcare (NHS) Trust,** NPHS, Care Homes	Number of staff trained.

FOOD & FITNESS

Aim	Actions	Time Scale	Funding sources	Lead agency and partners	Evaluation
Training, education and support for key partners	**Keep Well This Winter campaign** Provide access to food and fitness information to care home staff	Year 1, 2, 3	Existing funding	**NPHS,** WAG, Age Concern Cymru	Number of staff receiving information
Promote and support national and local campaigns	**Keep Well This Winter campaign** Distribute nutrition and physical activity information at the annual events	Year 1, 2, 3	WAG	**NPHS,** Age Concern, 50+ Positive Action Partnership, Gwent Police	As identified in the evaluation report

PHYSICAL ACTIVITY

Aim	Actions	Time Scale	Funding sources	Lead agency and partners	Evaluation
Training, education and support for key partners	**Moving More Often** Encourage 5 care workers to undertake training to deliver the Moving More Often programme to older people.	Year 2, 3	Funding to be identified	**NPHS**, CtLHB, Care Homes, Sheltered Housing, Gwent Health Care NHS Trust	5 Care workers trained.
Training, education and support for residents of Caerphilly borough	**Moving More Often** 5 care workers to provide the Moving More Often programme to older people in care settings.	Year 1, 2, 3	Existing funding	**CCBC, NPHS**	Number of Moving More Often classes delivered. Number of participants.
Initiate and support projects within Caerphilly borough	**Develop and promote physical activity** Source external funding to encourage the uptake of physical activity in older people in care homes	Year 1, 2, 3	Funding to be identified	**GAVO**	Amount of external funding sourced

Workplace Settings

NUTRITION					
Aim	**Actions**	**Time Scale**	**Funding sources**	**Lead agency and partners**	**Evaluation**
Training, education and support for key partners	**Access training in nutrition to cascade updated, relevant nutrition messages to the workplace e.g. OCN in nutrition provided by Caerphilly NPHS.**	Yr 1, 2 and 3	Existing funding	**NPHS,** Health challenge Caerphilly	Record training, updates received by staff
Promote and support national and local campaigns	**Promote the health of the workforce** To include educational health campaigns, for example; Fruity Friday from the World Cancer Research fund	Yr 1, 2, 3	Existing funding	**Health Challenge Caerphilly County Borough Healthy Workplace Group,** NPHS	Workplaces to monitor the number of campaigns they promote.
Support organisations to achieve accredited schemes	**Healthy Options Award** Workplaces can achieve this national Food Standards Agency (FSA) award to provide healthy food to their workforce.	Yr 1, 2 and 3.	Existing Funding	**Environmental Health, CCBC**	Number of workplaces in Caerphilly achieving the award.
Develop and provide resources	**Provide, and have available updated and relevant literature on nutrition for the workplace.** • Provide healthy eating leaflets. • Have a national diary of events.	Yr 1, 2 and 3.	Existing funding	**Health Challenge Caerphilly County Borough Healthy Workplace Group,** NPHS	10 local workplaces targeted

FOOD & FITNESS

Aim	Actions	Time Scale	Funding sources	Lead agency and partners	Evaluation
To improve physical activity levels of Caerphilly borough residents	**Lunchtime activity sessions** Develop lunchtime activities for staff, for example CCBC staff Explore the potential of linking vouchers for taking part in physical activity to the purchase of healthy food for example staff in CCBC.	 Year 1, 2, 3 Year 1, 2, 3	 External Funding External Funding	**Health Challenge Caerphilly County Borough Healthy Workplace Group** **Sports Development,** Corporate Health Improvement Group	 Number of lunchtime activities offered. Voucher system in place. Number of people utilising voucher system.
Training, education and support for key partners	Provide opportunity for Lunch and Learn sessions on food and fitness to CCBC, CtLHB staff	Year 1, 2, 3	Existing funding	**CtLHB, NPHS**	Number of sessions provided.
Support organisations to achieve accredited schemes	**Corporate Health Standard –** Achieve, maintain and improve the level of the Corporate Health Standard award, including food and fitness information, for a range of organisations.	Year 2, 3	Existing funding	**Health Challenge Caerphilly County Borough Healthy Workplace Group,** CtLHB	Achievement of the award.

PHYSICAL ACTIVITY

Aim	Actions	Time Scale	Funding sources	Lead agency and partners	Evaluation
To improve physical activity levels of Caerphilly borough residents	**Active Workplace Initiative** Develop walking and cycling projects to encourage staff to participate in physical activity	Year 2	SCW Funding	**CCBC Health Development** SCW, CCBC Sports Development	Project developed and completed
	Fitness Membership Encourage corporate membership for employees of NHS, Emergency Services and CCBC employees To support organisations to offer fitness membership for staff	Year 1, 2, 3 Year 1, 2, 3	Smartcard system	**CCBC Leisure Services**	Number of staff taking up membership Number of businesses taking up corporate membership
Training, education and support for residents of Caerphilly borough	**Active Workplace Initiative** Provide training for staff to learn to ride a bicycle Health and safety training for CCBC employees wishing to use the cycles provided by the Active Workplace initiative. Explore opportunities to work with other organisations in County borough to promote physical activity in the workplace.	Year 1, 2 Year 1, 2	SCW Active Workplace grant	**CCBC Health Development,** CCBC Sports Development **Healthy Workplace group**	Number of staff trained

Leisure Centre Settings

NUTRITION					
Aim	**Actions**	**Time Scale**	**Funding sources**	**Lead agency and partners**	**Evaluation**
To improve quality of food provision	**Healthy vending** • To define healthy vending and recommend delivery options. • Select a pilot leisure centre to provide healthy vending	Year1, 2,3	Funding resources need to be identified to offset existing budgets.	**Leisure Department CCBC,** Procurement CCBC**,** NPHS, Caerphilly catering, CCBC.	Report and recommendations produced. Number of Leisure Centres providing Healthy Vending.
Training, education and support for key partners	**OCN Level 2 in 'Community food and Nutrition skills' course** Train leisure centre staff in food and health skills.	Year 1,2,3	Existing funding	**NPHS,** CCBC	Increase number of staff trained from 5 to 10
Support organisations to achieve accredited schemes	**Healthy options in leisure centres** Explore option to extend Healthy options award to the cafes.	Year 2,3	Funding to be identified	**Environmental Health Dept. CCBC,** Leisure Centres, CCBC, NPHS	Number of Leisure Centres with Healthy Option award.

FOOD & FITNESS					
Aim	**Actions**	**Time Scale**	**Funding sources**	**Lead agency and partners**	**Evaluation**
Develop and provide resources	**Food and Fitness resources** Supply leisure centres with food and fitness resources	Year 1, 2, 3	Existing funding	**Health Challenge Caerphilly**	Number of leisure centres providing food and Fitness resources.

PHYSCIAL ACTIVITY					
Aim	**Actions**	**Time Scale**	**Funding sources**	**Lead agency and partners**	**Evaluation**
To improve physical activity levels of Caerphilly borough residents	**Fitness Membership** Ensure Fitness Membership packages are available at 11 CCBC Leisure Centres, which allows Borough wide access. Ensure concessions are available for certain groups within the community.	Year 1, 2, 3 Year 1, 2, 3	Existing funding	**CCBC Leisure Services**	Number of members with fitness packages. Concessions available.
	Programming *Analysis of leisure centre timetables to ensure that facilities are utilised to the maximum benefit of the customer* Each of the 11 CCBC Leisure Centres will look at the programming to ensure they offer a range of services including: • Centre run programmes • Facility space for local clubs • Facility space for centres of development • Drop in Sessions Encourage the 11 leisure centres to develop drop in activities that can be attended by a range of people	Ongoing	Existing funding	**CCBC Leisure Services**	Development of new programme for 11 centres. Number of drop in activities in programming
	Leisure Centre Activities Develop family based leisure centre activities. Develop parent and child swimming classes.	Ongoing	Existing funding	**CCBC Leisure Services,** Swimming Development	Number of family based activities Number of parent and child classes
	Extend the provision of Leisure Centre Tiny Tots Club *An activity for 4-7 year olds encouraging them to learn sporting and social skills* Use good practice from St Cenydd Leisure Centre Club to launch new groups in different venues	Year 2, 3	Existing funding	**CCBC Sports Development,** CCBC Leisure Services	Number of additional clubs created
Training, education and support for key partners	**Coaching education** Provide opportunities for continued professional development among leisure centre staff	Year 1, 2, 3	Existing funding	**CCBC Leisure Services, Leisure centres**	Number of trained staff

Aim	Actions	Time Scale	Funding sources	Lead agency and partners	Evaluation
Training, education and support for residents of Caerphilly borough	**Leisure Centre programme** Provide leisure centre users with opportunities to access training and education, for example; swimming lessons.	Year 1, 2, 3	Existing funding	**CCBC Leisure Services, Leisure centres**	Number of participants attending courses Training timetable
Promote and support national and local campaigns	**Free Swim for young people and 60+** Deliver the Aquatic Plan for CCBC for 2008-2011. The delivery of this plan will include: • Up-skilling staff • Developing clubs • Developing lesson programme • Encouraging school swimming	Year 1, 2, 3	Existing funding	**CCBC Sports Development,** WAG, SCW, Leisure Centres	Individual milestones and evaluation tools are established within the plan
Initiate and support projects within Caerphilly borough	**Smart Card Membership** Ensure that all people across the borough have access to a Smart Card for use in the 11 leisure centres. Inform the general public of benefits of membership.	Ongoing	Existing funding	**CCBC Leisure Services**	Number of Smart card leisure holders Marketing of the Smart Card scheme