

FOOD AND NUTRITION WORKPLAN

(September 05)

Key Activity	Major Action	Lead	Supporting Partners	Timescales	Milestones/Outputs
Increase awareness of public health issues throughout the food supply chain to ensure the links between diet, food procurement and health are identified and so influence policy and planning	Input health priorities into regional food/related strategies e.g. SSFF	Janet Baker WMPHG,	Defra – SSFF Group members; GOWM, AWM	Ongoing	Regional strategies have increased health content
	Use policy watch tool Work with the farming and food industries to co-ordinate action (2.46)	David Elliot		Ongoing	Contribution to SSFF
Develop Regional Food & Health Action Plan	Priorities Identified through Obesity Task Force and sub-group	David Elliot	Defra – SSFF Group members; GOWM, AWM, DfES, NHS, Las, Food producers, Retail & Catering, NGOs,	June 2005 onwards	Obesity task force meets

	Develop draft WM FAHAP (in parallel with national Food and Health Action Plan and Food Standards Agency Strategic plan (2.46) Produce WM FAHAP	David Elliot	Academic institutions.	c. September/October 2005 c. November 2005	Draft report published for consultation Plan launched
Explore potential of public sector food procurement to contribute to the economic, environmental & social well-being of the region	Promote local procurement for 5 A DAY/NSFS Incorporate national guidance on food procurement in the NHS (4.63)	David Elliot David Elliot	AWM, WMPHG, Defra, NHS, Schools	Ongoing December 2005	Review when SFVS supply contract tender reviewed c. Dec 2005
Support the development of the 5 A DAY programme to improve fruit and vegetable consumption in the region	From 9 NOF funded 5 A DAY community initiatives in the region Evaluate the initiatives building	David Elliot WMPHG	WMRAF Sub-Group; PCTs; SHAs; GOWM; AWM; NGOs; NOF	Due for completion between May-December 2005	Completed initiatives Disseminate findings for WM when available

	<p>on lessons learnt From the DH (4.11)</p> <p>Extend 5 A DAY work across all 30 PCTs in the region focussing on deprived communities (4.11)</p> <p>Communicate the 5 A Day message to priority groups & settings –using simplified messages on what a portion means (2.12)</p>		<p>SHAs; PCTs, Obesity LDP</p> <p>SHAs, PCTs</p>	<p>Ongoing</p> <p>Ongoing</p>	<p>Learning and Best practice disseminated through WM Food website, newsletter and e-group system. E-forum for exchange ideas and information</p> <p>Increased media coverage achieved</p> <p>Joint workshops held</p>
<p>Develop SFVS in the region as part of 5 A DAY programme</p>	<p>Complete roll-out of scheme to 40 schools (3%) not joined. Build links to 5 A Day community initiatives, Healthy</p>	<p>David Elliot WMPHG</p>	<p>LEAs; PCTs; LAs</p>	<p>Ongoing</p> <p>Ongoing</p>	<p>Remaining schools receive fruit</p> <p>Networks established</p>

	Living Centres, NHSS & other relevant activities				
Increase access and availability of food for a healthy diet	Work with public sector caterers (especially NHS) to provide healthier options and display 5 A DAY logos	David Elliot	GOWM; LAs; PCTs; Hospitals	Ongoing	Year on year increase % of those providing healthier options & displaying logo
	PCTs act as champion for access to affordable & healthy food in accessibility component of LA second local transport plan 2006-10	David Elliot	PCTs; L.As; GOWM – DFT (advice)	Ongoing	Draft local target indicators for healthy food access established LTP2 due summer 2005
Develop the Food in Schools Programme	Food in Schools Toolkit circulated to schools with offer of local support from NHSS/SFVS	David Elliot WMPHG	LEAs; Schools; DH/DfES; NHSS.	May 2005 onwards	Healthy Schools training event May 2005

	Supporting schools to provide the best meal service possible – for example through promotion of new guidance on food procurement for heads and governors. (3.57)		L.As;SFVS;NHS S	Ongoing	
	Supporting both primary and secondary schools to reduce the consumption of fat, salt and sugar and to increase the consumption of fruit and vegetables and other essential nutrients (3.57)	David Elliot		Ongoing	% reduction in the consumption of fat, salt and sugar and % increase in the consumption of fruit and vegetables
	Support West Midlands schools to achieve Healthy School status	David Elliot		By 2009	% of schools achieving Healthy School status

<p>Improve nutrition in early years</p>	<p>Support the rollout of the Welfare Food reform programme 'Healthy Start'</p> <p>Implement national breastfeeding programme</p> <p>Improve take up of milk/fruit in nurseries when programme underway (see above)</p>	<p>David Elliot WMPHG</p>	<p>SureStart; LEAs; PCTs; GOWM Children's Group</p> <p>SHAs;PCTs</p>	<p>Ongoing</p> <p>PPF Breastfeeding target for 2003-06 for NHS</p>	<p>Healthy Start implemented</p> <p>% uptake increase and target agreed</p>
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