



A strategy to deliver the Healthy Weight Declaration for Warrington

# Eat Well, Feel Well Strategy 2024-2027

A whole systems approach to promoting healthy weight

Partner version

v5.0



**WARRINGTON**  
Borough Council

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# Foreword

There are many reasons why an individual may be above a healthy weight, such as struggling to afford healthy food, medication, and lack of time to cook and be active. We recognise this and want to make it easier for people to eat well and as a result, feel well.

Many of us already know that an unhealthy weight can have an impact on our physical health and mental wellbeing, and ultimately reduce the length of time we might expect to live. In fact, this is a significant public health issue which is becoming more common. In Warrington, one in four children in our reception classes are above a healthy weight, increasing to one in three Year 6 children. Three fifths of adults (18+) in Warrington are overweight or living with obesity, equivalent to approximately 103,000 people.

The environment we live in is important to support a healthy weight. However, unhealthy food and drink choices are heavily promoted, readily available and often much more affordable than some healthier choices. Additionally, for many of us our lives are becoming more inactive, with fewer opportunities to be physically active. All of this has a negative impact on achieving and maintaining a healthy weight.

The vision of the Eat Well Feel Well strategy is to remove victim blaming and shape the environment to be more aligned to support healthy weight for Warrington's residents. This includes access to healthy food, support to have a nutritious diet, and safe, physical activity opportunities. Being a healthy weight can help us all live healthier lives and can have a positive impact on our mental wellbeing and happiness.

This strategy outlines a broad, 'whole systems' approach to promote healthy weight for all age groups. This has been developed with many partners (Council, NHS, Voluntary), including residents with lived experience. It's important that we have a shared commitment to healthy weight across the town. This will ensure the plan is both included in our policies and delivery and that peoples' experiences are properly understood,

A local action plan has been developed as part of this strategy, which includes taking steps together to address the wider factors. For example, social, environmental and economic factors that affect people's ability to make changes. Partners will monitor the impact of the action plan, enabling us to address and adjust our approach where needed.

I am pleased that together we have developed the Eat Well Feel Well strategy to focus on this important issue that affects so many people. I hope this new strategy will encourage us to make changes at all levels (whether individuals, organisations and businesses, or as part of the whole town partnership) enabling people to feel included and supported with this important aspect of their health.



**Councillor Maureen McLaughlin,**  
Cabinet Member for Health, Well-Being and Social Care

# Introduction

The 2024-2027 Eat Well Feel Well (EWWF) strategy aims to promote healthy weight and tackle unhealthy weight in Warrington through the Healthy Weight Declaration (HWD).

The World Health Organisation (WHO) says obesity is one of the biggest health challenges today and is a major issue in the UK. Living with overweight or obesity can start in childhood and is linked to many serious diseases like heart disease, diabetes, cancer, joint problems, and breathing issues. It can also shorten life and affect mental health.

Weight is a sensitive topic for many. Obesity is not just about eating habits but also involves factors like genetics and access to healthy food. It's unfair to blame people for their weight.

The EWWF strategy supports everyone in Warrington to achieve and maintain a healthy weight with kindness and understanding. It uses language that avoids blaming people and includes their experiences. The plan also offers community support and weight management services tailored to individual needs.

## Supporting national and local policy

Preventing and supporting people living with obesity is a priority for the Government. In 2020, the Department for Health and Social Care published a strategy to help adults and children live healthier lives. This strategy focuses on tackling the causes of obesity.

The strategy links with other important plans, like 'Health Equity in England, The Marmot review 10 Years on', 'The NHS Long Term Plan', 'Childhood Obesity: A Plan for Action' and the 'Cheshire and Merseyside NHS Prevention Pledge'. It aims to turn national policies into local actions that meet the needs of Warrington's residents.

The Eat Well Feel Well strategy supports various local strategies, including:

- Active Warrington Strategy
- Warrington Climate Emergency Action Plan
- Warrington Education Strategy
- Warrington Design Guide
- Warrington Together Place Plan
- Warrington Climate Emergency Action Plan
- Warrington Education Strategy
- Living Well in Warrington Health & Wellbeing Strategy.

It will also link with the upcoming Warrington Mental Health & Wellbeing strategy.

The Living Well in Warrington Health and Wellbeing Strategy (2024-2028) focuses on building stronger neighbourhoods and promoting equality. It takes a comprehensive approach, considering social, economic, and environmental factors that impact health. Including health and wellbeing into all our policies will help improve social conditions and reduce inequalities.

The development and ongoing delivery of this strategy is through a partnership with many organisations and departments within Warrington Borough Council. With thanks to all partners and departments for their input, expertise, time and contributions to the development of this strategy, including:

Active Cheshire	Warrington Borough Council Environment and Transport
Bridgewater Community Healthcare NHS Foundation Trust	Warrington Borough Council Human Resources
Cheshire & Merseyside NHS ICB	Warrington Borough Council Growth
Food Active	Warrington Borough Council Procurement
Livewire	Warrington Borough Council Public Health
Members of our local community / volunteers	Warrington Borough Council Public Protection & Prevention
Mersey Care NHS Foundation Trust	Warrington Borough Council School Meals Service
Warrington Borough Council Adult Social Care	Warrington Chamber of Commerce
Warrington Borough Council Children's Social Care	Warrington Disability Partnership
Warrington Borough Council Communications	Warrington Food Network
Warrington Borough Council Early Help	Warrington Halton Hospital Foundation Trust
Warrington Borough Council Elected Members	Warrington Healthwatch
Warrington Borough Council Education	Warrington Voluntary Action
	Warrington Wolves Community Foundation
	Warrington Youth Zone.

Plus all additional partners involved.

# Unhealthy Weight – Definition, Causes & Impact

Malnutrition includes undernutrition (not enough nutrients), micronutrient deficiencies (lack of vitamins and minerals), and overnutrition (overweight and obesity).

If someone is underweight, they might be malnourished and lacking nutrients needed for healthy bones, skin, and hair, leading to conditions like osteoporosis and anaemia. Overweight means having too much body fat, and obesity is a chronic disease where excessive fat harms health<sup>Error! Bookmark not defined.</sup>. Someone living with overweight or obesity could also have micronutrient deficiencies due to lack of vitamins and minerals in their diet.

## Defining a healthy weight in adults

Healthcare professionals use Body Mass Index (BMI) to determine if an adult has a healthy weight:

- Under 18.5 – underweight
- 18.5 to 24.9 – healthy weight
- 25.0 to 29.9 – overweight
- 30.0 to 39.9 – obese
- 40.0 or more – severely obese

For people from South Asian, Chinese, other Asian, Middle Eastern, Black African, or African-Caribbean backgrounds, lower BMI thresholds are used because their health risks occur at lower BMI levels:

- 23.0 to 27.4 – overweight
- 27.5 or more – obese

## Defining a healthy weight in children

Defining a healthy weight in children is more complex because they grow at different rates.

BMI for children is calculated by dividing their weight (in kilograms) by the square of their height (in meters). This is then compared to age and sex-specific data from 1990.

The National Child Measurement Programme (NCMP) measures the height and weight of children in Reception (ages 4-5) and Year 6 (ages 10-11) each year to record their weight. Local authorities are required to carry out the NCMP yearly.

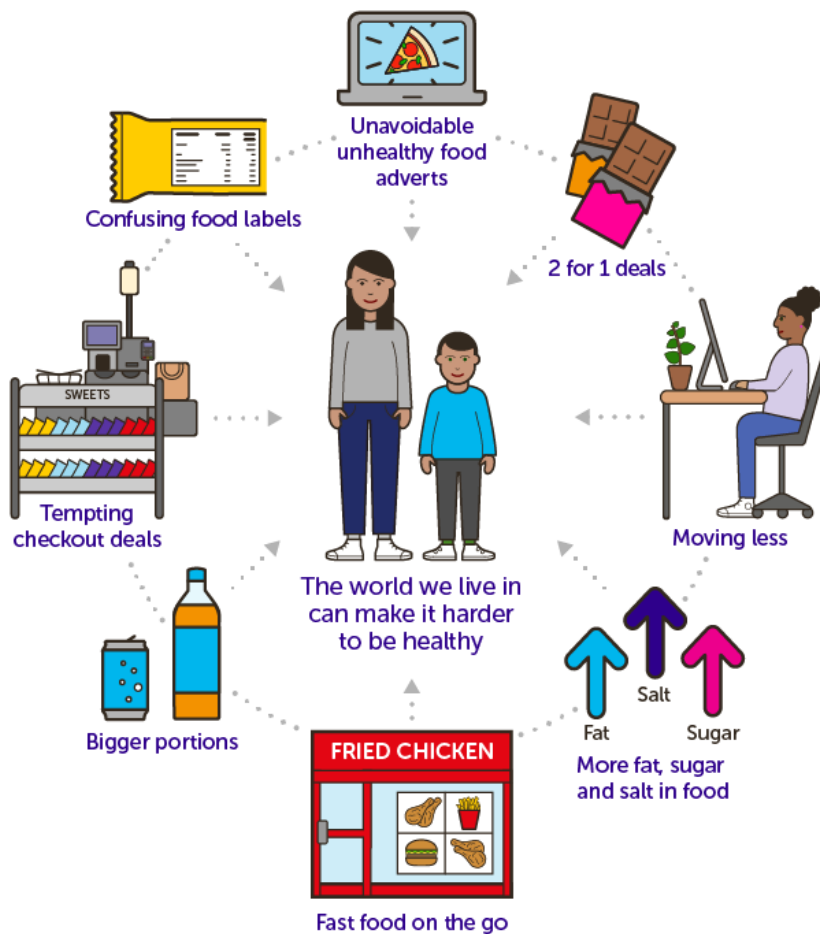
## Causes of unhealthy weight

Being underweight, overweight, or obese is due to an imbalance between what we eat and how much we move<sup>1</sup>.

Underweight can happen for various reasons, such as genetics, poor nutrient absorption, high metabolism, lack of food, low appetite, medications, illnesses, or eating disorders like anorexia.

Overweight and obesity are more complex. They aren't just about eating too much or not exercising enough. Many factors contribute, including our environment, psychological and social conditions, genetics, health issues, and medications. Our surroundings play a big role in our weight<sup>1</sup> (Figure 1).

**Figure 1: The world around us affects how healthy we are**



[cruk.org/health](http://cruk.org/health)  
Together we will beat cancer

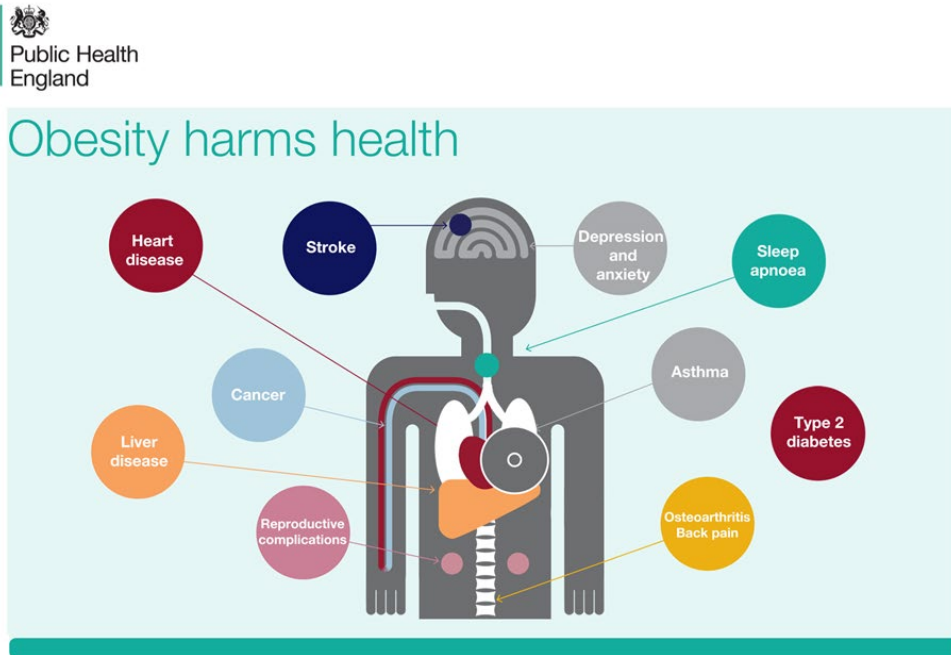


<sup>1</sup> [What causes obesity? | Cancer Research UK](#)

## Impact

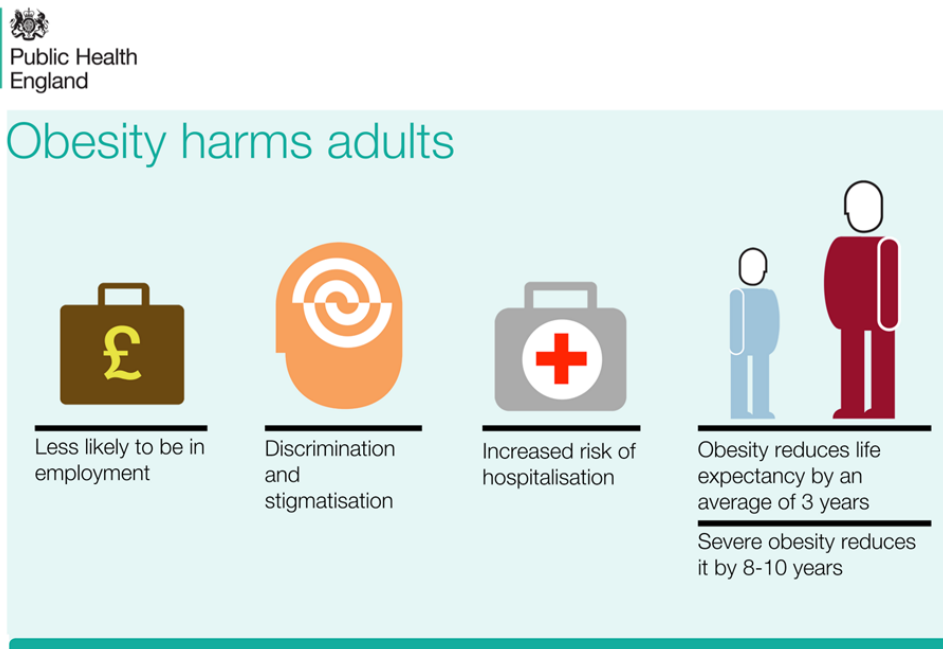
As figures 2-5 illustrate, unhealthy weight affects both individuals and society.

**Figure 2: Impact on health:**



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**Figure 3: Impact on adults:**

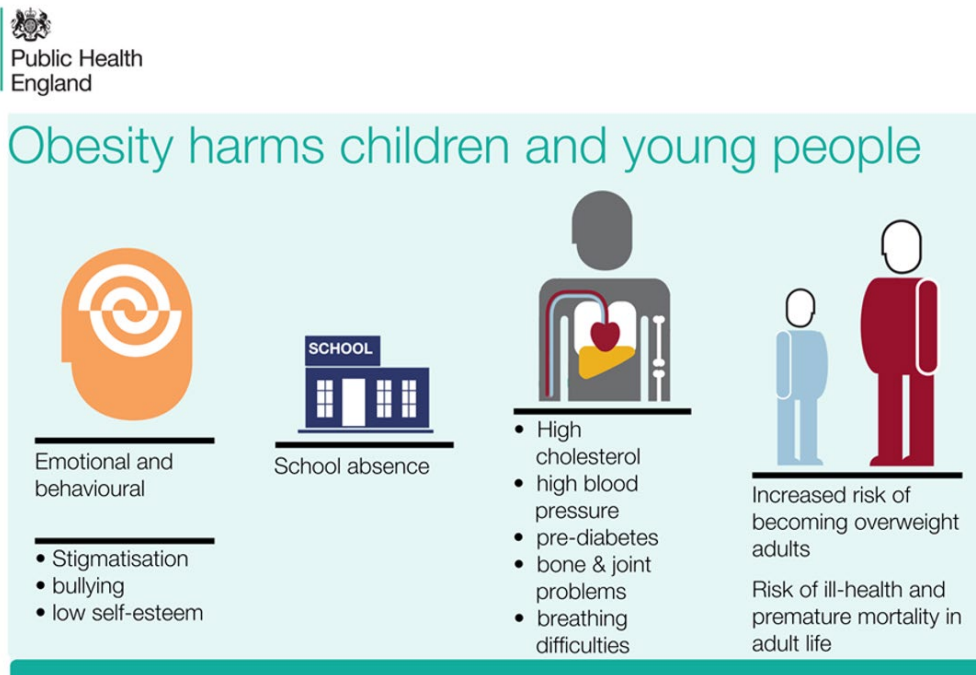


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<sup>2</sup> [Adult obesity: applying All Our Health - GOV.UK \(www.gov.uk\)](http://www.gov.uk)

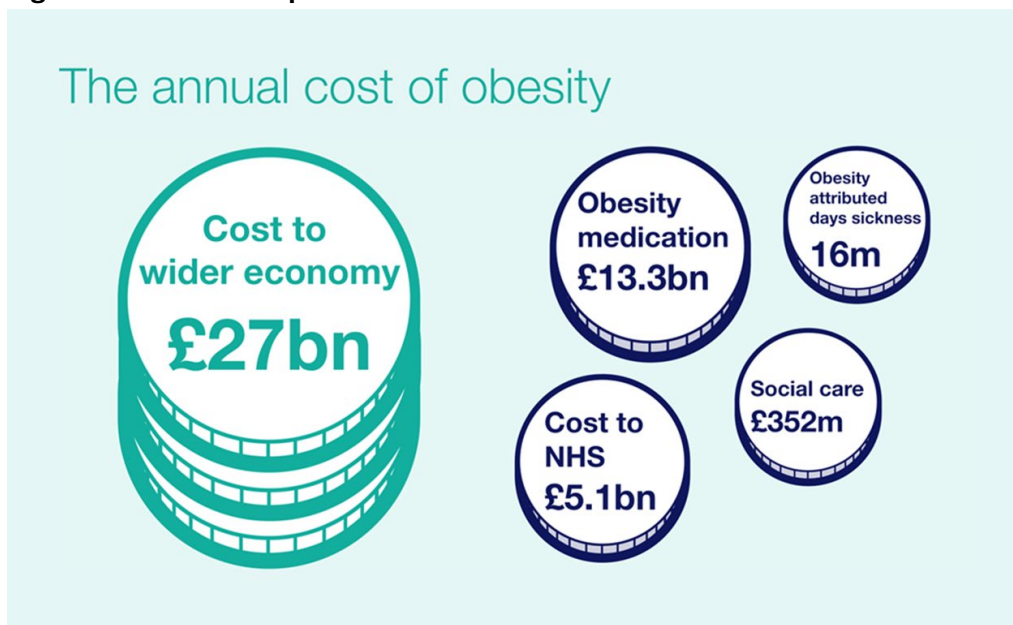


**Figure 4: Impact on children and young people:**



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**Figure 5: Financial impact:**



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<sup>3</sup> [Childhood obesity: applying All Our Health - GOV.UK \(www.gov.uk\)](http://www.gov.uk)

<sup>4</sup> [Designing a 'whole systems approach' to prevent and tackle obesity - UK Health Security Agency \(blog.gov.uk\)](http://blog.gov.uk)

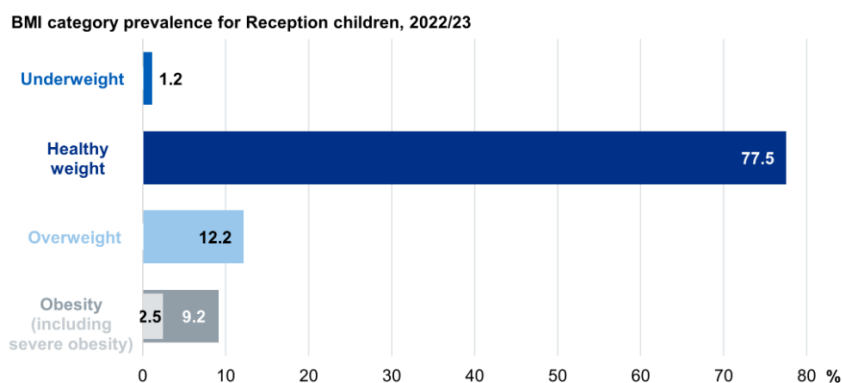
# Current Picture of Unhealthy Weight

## National Picture

In recent decades, there has been a substantial increase in the proportion of both children and adults in England living with obesity.

## Children and young people

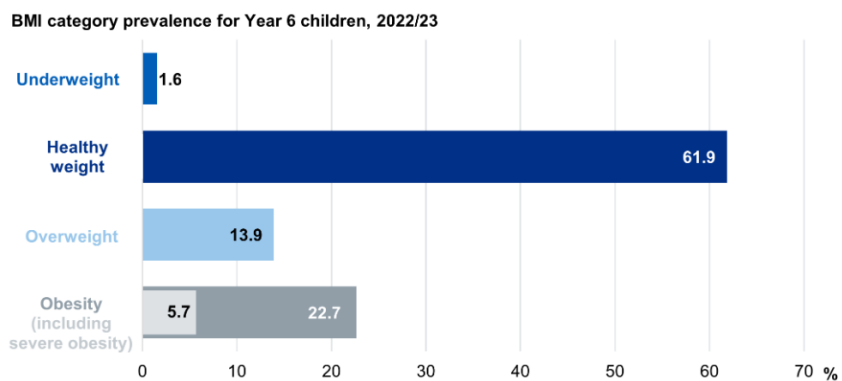
Figure 6: BMI category prevalence for Reception children, 2022/23



Note the displayed percentages sum to over 100% because obesity percentage of 9.2% includes the severe obesity percentage of 2.5%.

5

Figure 7: BMI category prevalence for Year 6 children, 2022/23



Note the displayed percentages sum to over 100% because obesity percentage of 9.2% includes the severe obesity percentage of 2.5%.

5

As shown in figures 6 and 7 above, data gathered from the 2022/23 NCMP highlights that in England, most children in Reception and Year 6 were a healthy weight.

<sup>5</sup> [Part 1: Age, time series and sex - NHS England Digital](#)

Around three quarters of Reception children were a healthy weight (77.5%) and 1.2% were underweight. The proportion of Reception children who were overweight was 12.2% and 9.2 % were living with obesity.

In Year 6, 61.9% of children were a healthy weight and 1.6% were underweight. The proportion of Year 6 children who were overweight was 13.9% and 22.7% were living with obesity.

#### **Key information:**

- Obesity rates double from Reception to Year 6, from 9.2% to 22.7%.
- Severe obesity also doubles, from 2.5% in Reception to 5.7% in Year 6.
- Underweight rates are slightly higher in Year 6 (1.6%) compared to Reception (1.2%).

#### **Gender Differences:**

- In Reception, obesity rates are similar: 9.3% of boys and 9.0% of girls.
- In Year 6, boys have higher obesity rates (25.1%) compared to girls (20.1%).
- More boys are underweight in Reception (1.5% vs. 0.8% for girls), but this reverses in Year 6 (1.4% for boys vs. 1.7% for girls).

#### **Impact of Deprivation:**

- Children in deprived areas are more likely to be living with obesity. In Reception, 12.4% of children in the most deprived areas are living with obesity, compared to 5.8% in the least deprived areas.
- By Year 6, the difference increases, with 30.2% of children in the most deprived areas living with obesity, versus 13.1% in the least deprived areas.
- Severe obesity rates are four times higher in the most deprived areas. This data shows that obesity rates increase with age and are significantly higher in more deprived areas.

## **Adults**

Findings on overweight and obesity from the 2021 Health Survey for England are shown in figure 8 and outlined below.

#### **Key information:**

- A quarter (25.9%) of adults in England are living with obesity.
- An additional 37.9% are overweight.
- Men are more likely to be living with overweight or obesity (68.8%) compared to women (59.0%).
- Those aged 45-74 years have higher rates of overweight and obesity.

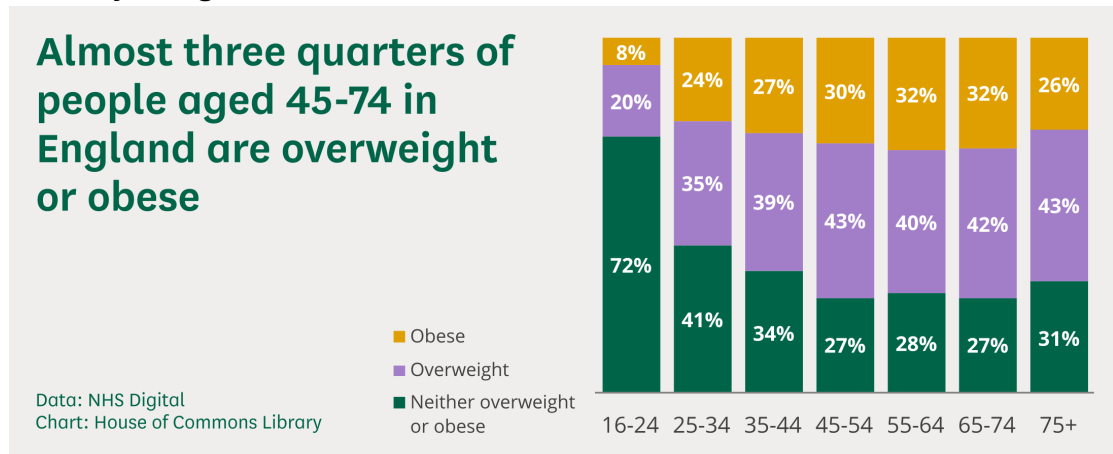
### Trends Over Time:

- The percentage of adults who are living with overweight or obesity has risen from 52.9% in 1993 to 64.3% in 2021.
- The rate of obesity alone has nearly doubled, from 14.9% in 1993 to 28.0% in 2021.

### Impact of Deprivation:

- In more deprived areas, 72% of adults are living with overweight or obesity, in less deprived areas, this rate is 58%.

**Figure 8: Adult obesity in England:**



The focus of this strategy is to support those living with overweight and obesity. Underweight is defined as having a BMI below 18.5. Only 3-5% of a healthy adult population have a BMI below 18.5<sup>6</sup>. However, the strategy also includes support for older adults and carers, as malnutrition is a common issue among older adults in the UK.<sup>7, 8</sup>

### Inequalities

As figures 9 and 10 demonstrate, excess weight in adults is not equally distributed among social groups.

<sup>6</sup> [Adults aged ≥ 15 years who are underweight \(%\)](#)

<sup>7</sup> [Malnutrition in older people - British Dietetic Association \(BDA\)](#)

<sup>8</sup> Source: NHS Digital, [Health Survey for England](#), Table 1

**Figure 9: Obesity does not affect all groups equally:**



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**Figure 10: Prevalence of overweight and obesity by population characteristics:**



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Health gaps between the richest and poorest are growing, as highlighted in the ‘Health Equity in England: Marmot Review 10 Years On.’ Obesity shows similar patterns, with higher rates in deprived areas<sup>9</sup>.

## Local Picture in Warrington

### Children and young people

In Warrington, the School Nursing Team measures children’s height and weight each year through the National Child Measurement Programme (NCMP). The NCMP measures the height and weight of

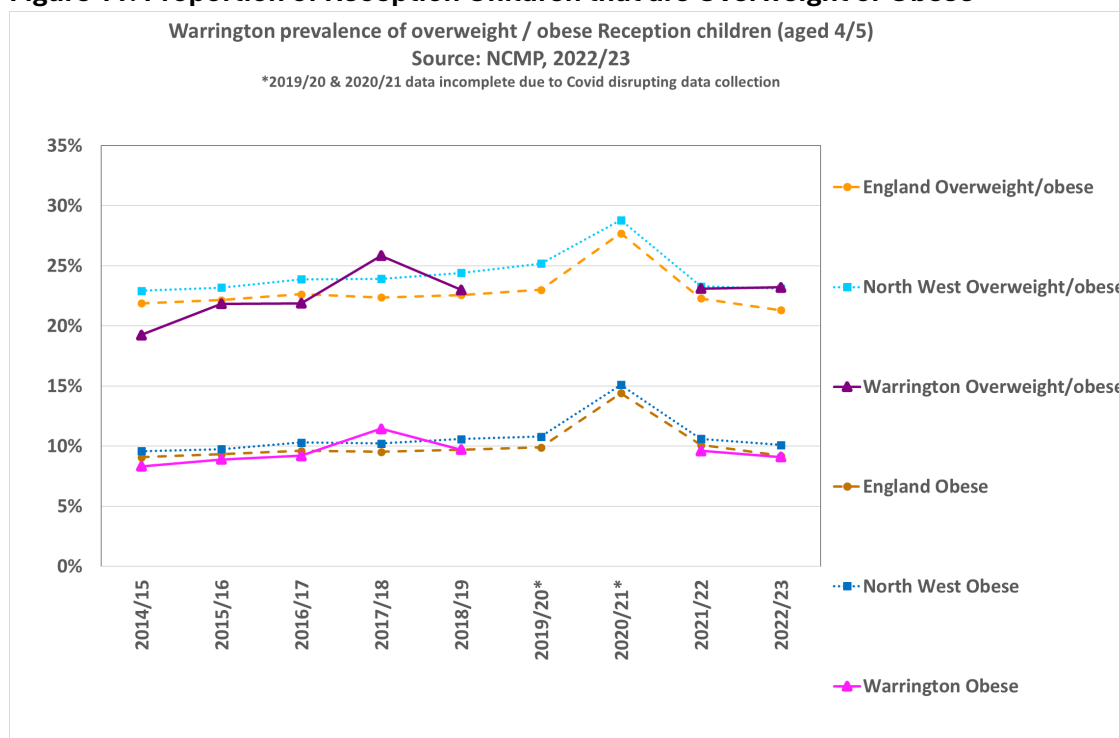
<sup>9</sup> [Marmot Review 10 Years On - IHE \(instituteofhealthequity.org\)](https://www.instituteofhealthequity.org/publications/marmot-review-10-years-on)

children in Reception class (aged 4 to 5) and year 6 (aged 10 to 11), to assess overweight and obesity levels in children within primary schools. The data helps plan services and healthy weight programmes.

Overall, the 2022/23 Warrington results show that:

- **Reception (ages 4-5):** 1 in 4 children were overweight or obese, and 1 in 11 were obese.
- **Year 6 (ages 10-11):** 1 in 3 children were overweight or obese, and 1 in 5 were obese.

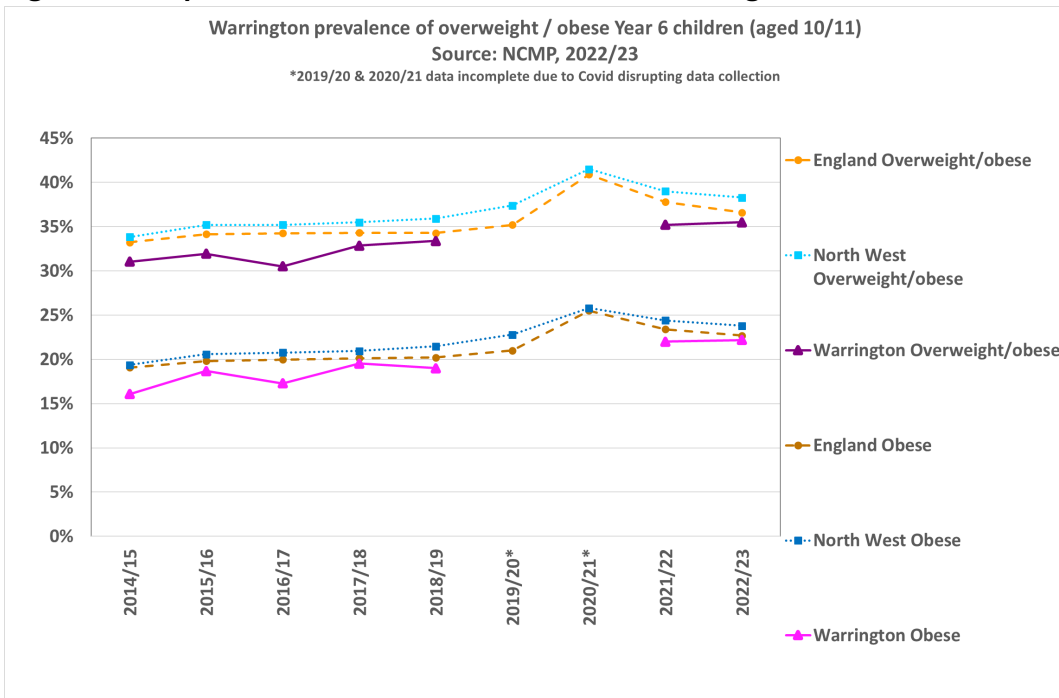
**Figure 11: Proportion of Reception Children that are Overweight or Obese**



As Figure 11 shows, in 2022/23, 23.2% of reception children were overweight or obese in Warrington, similar to the North West (23.1%), but significantly higher than England (21.3%)<sup>10</sup>.

<sup>10</sup> An exception is the collection year 2017/18 where prevalence in Warrington significantly increased and was significantly higher than prevalence in the North West and England. Warrington's prevalence returned to more typical levels in the following collection year 2018/19.

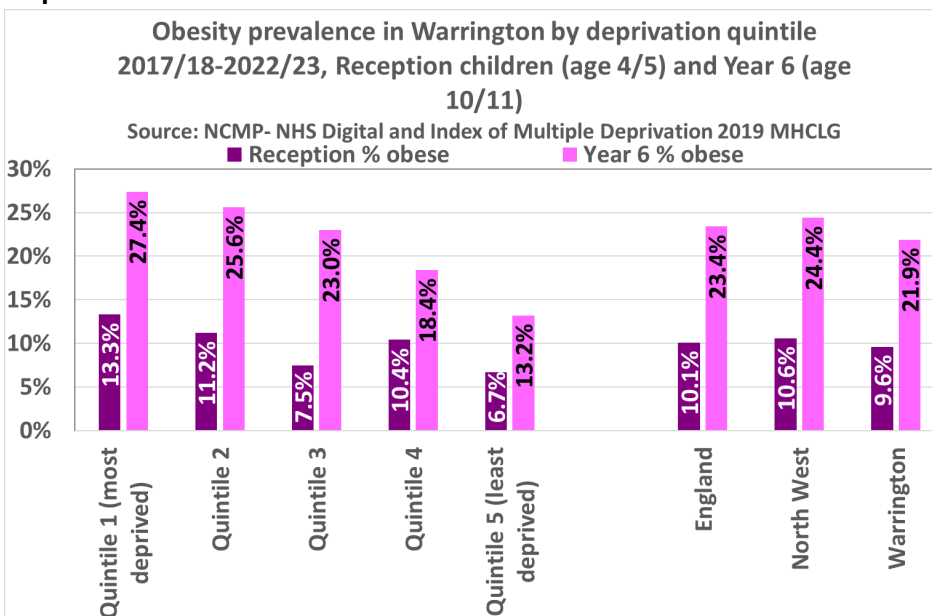
**Figure 12: Proportion of Year 6 Children that are Overweight or Obese**



The prevalence of being overweight (including obesity) in Warrington Year 6 pupils is significantly higher than prevalence in Warrington Reception children, a pattern also observed at regional and national level (figure 12).

In 2022/2023, 35.5% of Warrington Year 6 children were overweight or obese, slightly lower than England (36.6%) but significantly lower than the North West (38.3%). Rates have increased since the COVID-19 pandemic (32.1% in 2019/20 rising to 35.5% in 2022/23).

**Figure 13: Proportion of Reception and Year 6 Children that are Overweight or Obese by Deprivation**

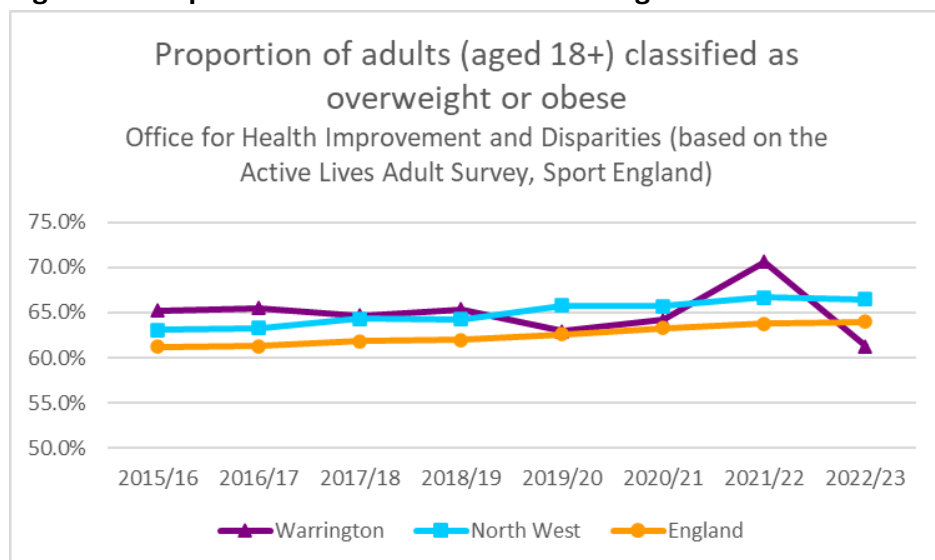


Nationally there is strong link between socio-economic deprivation and obesity prevalence (Figure 13). In Year 6 children, the differences are greater than in Reception, with obesity levels in children living in the most deprived areas twice as likely than those in the least deprived.

## Adults

As shown in figure 14, about three fifths (61.3%) of adults in Warrington are overweight or living with obesity, which is around 103,000 people. (PHOF, 2022/2023)<sup>11</sup>

**Figure 14: Proportion of Adults that are Overweight or Obese**



The latest Warrington Health and Wellbeing Survey 2023<sup>12</sup> also highlights that overall, 1 in 4 adults (25.8%) in Warrington are living with obesity, compared with 1 in 5 in 2013 (19.3%). Obesity is 60% higher in the most deprived areas compared to the least deprived.

There are 26 GP Practices in Warrington across 5 primary care networks. Data shows that the East Warrington Network has the highest obesity prevalence of 13.0%, significantly higher than the Warrington average (9.6%). South Warrington Network has the lowest obesity prevalence (5.0%), significantly lower than the Warrington average.

Notably, GP Practices serving more deprived areas have a significantly higher obesity prevalence, whilst those with less deprived patients have significantly lower obesity prevalence when compared to the average Warrington prevalence<sup>13</sup>.

Underweight prevalence in Warrington is low, but higher in women than men. Underweight prevalence is higher among women living in the least deprived areas (3.0%) compared with those in the most deprived areas (1.4%)<sup>12</sup>.

<sup>11</sup> Calculated using the 2022/23 Warrington figure of 61.3% and the 2022 mid-year ONS population estimates.

<sup>12</sup> Warrington Borough Council (2023) Warrington Adult Health and Wellbeing Survey 2023 General Health and Health Related Behaviour. November 2023. Available at: [Joint Strategic Needs Assessment \(JSNA\) | warrington.gov.uk](https://www.warrington.gov.uk/joint-strategic-needs-assessment-jsna)

<sup>13</sup> [Rapid Desktop Health Needs Assessment – Healthy Weight \(warrington.gov.uk\)](https://www.warrington.gov.uk/rapid-desktop-health-needs-assessment-healthy-weight)



# The Strategy

## Vision

The strategy vision is to create a supportive environment in Warrington where everyone can access healthy food, follow a nutritious diet, and find opportunities for physical activity to maintain a healthy weight.

## Aim

The strategy aims to reduce the number of people in Warrington who are living with overweight or obesity and prevent malnourishment through access to healthier food choices. This involves a far-reaching approach to promote healthy weight and improve overall health and wellbeing.

This includes:

- Addressing the social determinants of health and health inequalities including food insecurity.
- Co-producing a system-wide programme with Warrington Together partners.
- Adopting a health in all policies approach to support the healthy weight agenda.
- Adopting compassionate and weight neutral approaches, to remove blame from individuals and reduce weight stigma.

## Objectives

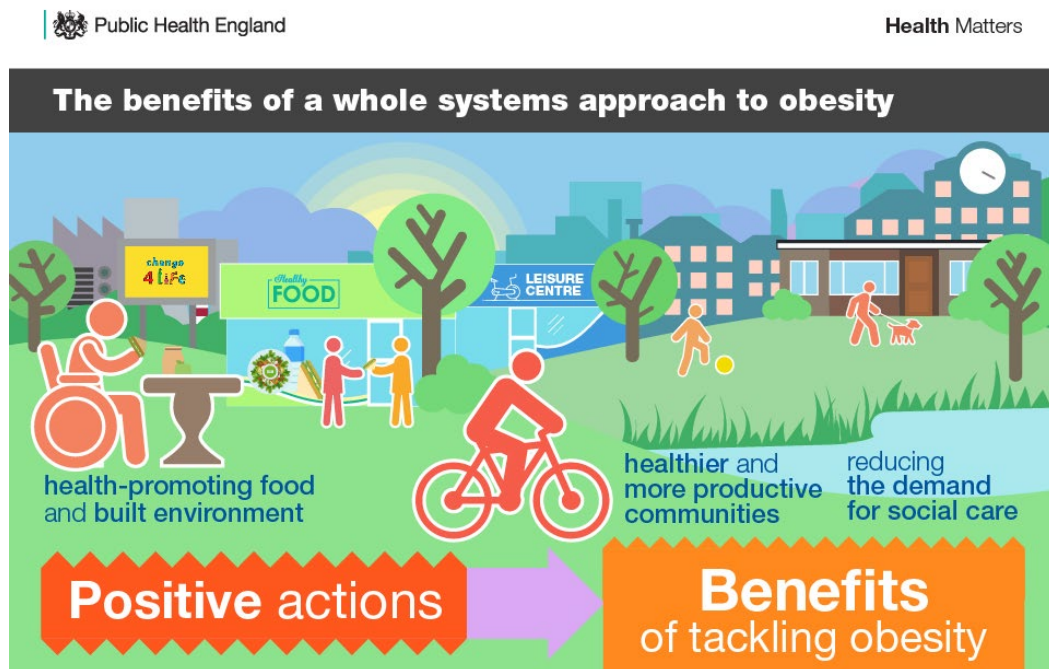
The aims will be achieved through:

- **Leadership** – Long-term systems-wide approach to obesity and a preventative place approach, which includes supporting action at national level and investing in health literacy.
- **Food & Drink Businesses** – Including takeaways and supermarkets, to offer healthier choices and limit unhealthy marketing to children.
- **Healthy Environment** – Design and renew buildings and outdoor spaces to help people move more and access healthy food. This will also improve air quality.
- **Healthy Workplaces** – Have healthier food and drink available at public events, increase access to fresh water, and promote active travel (cycling, wheeling and walking) among staff.
- **Tracking Progress** – Tracking the strategy's progress and reporting on it.

## Whole systems approach

Tackling unhealthy weight is everyone's business, there is no single individual, group or organisation that can do it alone. A local whole systems approach to obesity is a 'Health in All Policies' approach and must involve the entire system with action at the individual, environmental and societal level<sup>14</sup> (Figure 15).

**Figure 15: Benefits of a whole systems approach to obesity:**



Taking a whole systems approach at a local level can provide extra benefits to people's health. They can have positive impacts on other local agendas including employability and productivity of local populations and could reduce the demand for social care.<sup>14</sup>

## Adoption of the Local Authority Healthy Weight Declaration

The Healthy Weight Declaration (HWD), developed by the Health Equalities Group (Food Active)<sup>15</sup>, highlights the role of local authorities in promoting good practices and influencing partner policies. Adopted by the Office for Health Improvement and Disparities, the HWD sets a national standard with sixteen commitments for tackling obesity.

Through developing this strategy, new and existing partnerships have been strengthened through HWD strategy group meetings to ensure effective communication and a coordinated delivery plan.

Organisational pledges and commitments have been embedded into the following strategy delivery plan under five HWD themes.

<sup>14</sup> [Health matters: whole systems approach to obesity - GOV.UK \(www.gov.uk\)](https://www.gov.uk/government/consultations/health-matters-whole-systems-approach-to-obesity)

<sup>15</sup> [Food Active | Local Authority Declaration on Healthy Weight](https://www.foodactive.org.uk/our-work/healthy-weight-declaration)

## Strategy Delivery Action Plan

### Theme 1: Leadership:

1.1 Warrington Borough Council and partners commit and sign-up to Food Active's Healthy Weight Declaration (HWD) using a partnership approach at both an individual and environmental level.

Establish a HWD Strategy group with clear purpose, governance, and capacity of all partners to deliver the Eat Well Feel Well strategy.

Develop a HWD Strategy Delivery Plan with identified lead organisations for actions.

1.2 Carry out public consultation on the Eat Well Feel Well (EWWF) Strategy and delivery plan.

Healthwatch to lead a public consultation through Virtual Voices Panel as a questionnaire. Warrington Voluntary Action to support with public focus groups to collect feedback.

2.1 All partners consider inclusion of healthy weight activity in their strategies, business, and delivery plans.

Delivery plan actions to be linked with other relevant strategies. For example, the Health & Wellbeing Strategy, Warrington Together five-year delivery plans, Active Warrington Strategy, WBC Climate Emergency Strategy, upcoming Warrington Mental Health & Wellbeing Strategy and NHS Net Zero Strategy.

Elected Members to drive the EWWF strategy to influence key partners and inform relevant strategies, business, and delivery plans.

2.2 Protect, promote and support safe and effective infant feeding e.g. Breastfeeding and bottle feeding.

Establish an Infant feeding strategy group with the full participation of all key partners. To implement the recommendations of the Cheshire and Merseyside Local Maternity and Neonatal System Breastfeeding and Infant Feeding Strategy.

The Infant feeding operational group will:

Ensure all services (maternity and neonatal, health visiting and family hubs) progress the Baby Friendly Initiative (BFI) accreditation and work towards becoming Gold Baby Friendly within 2-4 years.

Oversee the infant feeding workforce development and training, including UNICEF BFI training for GPs and Paediatricians, 'Making Every Contact Count' Infant Feeding Module and the roll out of 'Infant Feeding Champions'.

Aim to improve breastfeeding initiation and continuation rates, and uptake of the Healthy Start scheme. Data will be tracked to monitor progress.

Universal and targeted antenatal and postnatal infant feeding support will be provided. Mothers least likely to breastfeed will be identified antenatally and will be provided with targeted support throughout their pregnancy and first 3 months.

Ensure ongoing improvements in data collection (Healthy Start Scheme uptake, Healthy Start Universal Vitamins, feeding status) using electronic patient health records to capture infant feeding information at all healthcare contacts. Data will be tracked to monitor progress.

Oversee the development of a breastfeeding welcome scheme and promote it with council offices, local businesses, voluntary groups etc. and with families.

Infant feeding support services will be promoted via a range of methods to local families and communications via the toolkit for the Cheshire Fair Employment Charter (as stated in objective 15.2).

### 2.3 Protect, promote, and support healthy diets for children (linked to objective 10.1).

Develop and deliver a 'healthy heroes' type resource for Early Years settings to encourage healthier habits for children, families, and staff (healthy eating, physical activity, emotional health and wellbeing) before children start school.

As part of above 'healthy heroes', scope the potential for a voluntary award for nurseries, pre-schools and child minders to ensure menus meet Children's Food Nutrition Standards. Whilst available to all to initially target settings in the more deprived areas.

Deliver information, advice and guidance to new parents on the safe introduction of solid foods to babies from 6 months old. This will include information on digestive development, nutrition, food labelling, oral health and long-term healthy weight.

Scope the potential to develop skill-building programmes for the community. For example, on meal planning, budgeting, and cooking (supported by access to cookery equipment).

Targeted promotion of the 'Tasty Tuck' award (ensuring primary schools only offer sugar-free food and drink at break times) in areas of higher deprivation, higher obesity rates and poorer dental decay to increase school uptake.

Funding for Healthy Start Vitamins (universal offer) to babies and mothers from 2024/2025 to promote healthier diets.

Production and promotion of a short video to promote the Healthy Start scheme to highlight the benefits and increase uptake locally.

### 2.4 Improve uptake of school meals and review against relevant Government healthy eating guidelines.

Review the nutritional content of primary school menus to ensure they adhere to 'School Food Plan'.

Review the uptake of Free School Meals (FSM) across all primary schools and review any barriers to uptake e.g. via a parent survey.

Following school meals review, develop and deliver action to overcome barriers to increase Free School Meal uptake, including a targeted marketing and communications plan.

See objective 10.1 – Pledge for a Healthy & Active Future award for school settings.

### 3.1 Develop a local healthy weight communications plan to share with the public, partners, and key organisations.

Develop and promote a communications plan to promote healthy weight (including cooking, shopping, recipe tips), physical activity and wider health and wellbeing messages (including environmental benefits). To consider people's ability to understand information and ensure the information is relatable to 'real families'.

Localise Food Active's Weight Stigma Policy template and share with partners to deliver. Weight Stigma refers to discriminatory acts targeted at individuals because of their size/weight.

All partners to promote key communication campaigns e.g., Better Health, to raise awareness of healthier food choices and relevant support.

Warrington Wolves Rugby Club & Foundation to produce a healthy eating communication video as part of the 'Wolf Pack' programme for use at all primary schools. To launch in June's Healthy Eating Week.

### 4.1 Provide training for relevant professionals and volunteers to have positive conversations about health e.g. healthy eating, weight etc.

Public Health to broaden and coordinate Making Every Contact Count (MECC) 'MECC for Better Health' training to key public facing professionals/volunteers, including 'Why Weight to Talk' messaging.

Develop a 'MECC for Better Health' train the trainer offer to deliver to key professionals.

Develop systems to electronically record number of staff trained and how many service users provided with brief advice and signposting to services.

### 4.2 Develop community initiatives such as cook and taste demonstrations and growing schemes.

Review provision and expansion of cooking and growing skills in community settings. Prioritise young adults (18-39 years) living in deprived areas and low-income families.

Review provision of local community healthy eating projects and the information provided e.g. inclusion of how to cook and shop on a budget, recipe ideas etc.

Support pilot at Bewsey's Community Shop to develop a community garden and family skills programme and consider planning for wider rollout.

### 4.3 Encourage individual Community and Voluntary Sector member organisations to consider signing the HWD 'Partner Pledge' to promote a healthy weight environment.

When working with key partners, where applicable discuss and recruit HWD 'Partner Pledge' champions to drive action towards partner pledge commitments. The partner pledge is a set of commitments that can be adopted by private, public and voluntary sector organisations to help support their local authority in achieving the HWD commitments.

4.4 Integrated Care Systems (ICS) to support including healthy messages into renewed contracts.

ICS partners to include healthy messages within any relevant renewed contracts e.g. dental, school nurse, Family Nurse Partnership, Health Visitors etc. For example, work with Oral Health leads to determine oral health messaging to include within national dentistry contract.

4.5 Create messages to promote healthy weight information and support to patients through Primary Care (e.g. GP's, Opticians, Dentists, Pharmacies etc).

Primary Care Networks to pilot sending healthy weight messages and support information via text messages to patients with a Body Mass Index (BMI) over 30. To tie in with key campaign weeks e.g. Healthy eating week in June etc.

## Theme 2: Food & Drink Businesses:

6.1 All partners to strengthen public food procurement (the process of getting supplies) and provision standards.

Review procurement policies and the standards food and drink supply chain must meet, in line with healthier procurement guidance.

6.2 Work with the out of home sector (any food or drink purchased outside of home e.g. takeaways, cafes, care homes etc) to offer and promote healthier catering, focussing on areas of deprivation.

Direct local businesses to support for including healthier options on their menus (using Food Standards Scotland resources) and promoting nutritional information where possible.

Review any current nutrition strategies and/or staff needs in care homes/settings/centres to consider utilising Food Active's 'Nutrition, Hydration and Movement' toolkit for older adults.

Review food and drink provision across all NHS estates e.g. hospitals, to make healthier food and drinks more available, including vending and onsite catering.

Local family attractions to review current on-site food and drink offers to ensure the inclusion of healthier offers and promotion of physical activity.

Warrington Wolves Rugby Club & Community Foundation to work with matchday caterers to review current onsite food and drink offers to ensure suitable healthier choices are available to the public. The Community Foundation to consider catering options for community events and activities e.g. Family Mile.

Engage Warrington Town Football club to review and include healthier food and drink choices at matchdays.

Review capacity and if necessary, source funding to carry out spot checks on display of unhealthy foods in supermarket checkouts against Government Legislation. To target the most deprived areas.

### 6.3 Development and implementation of guidance for healthier choices to be included in vending machines.

Scope the potential to implement healthier vending guidance across all leisure centres.

Scope the potential to implement healthier vending guidance across WHHFT hospital.

See objective 10.1 – Pledge for a Healthy & Active Future award for all school settings (primary and secondary).

### 7.1 Options to be considered to restrict local unhealthy high fat, sugar, salt (HFSS) food advertising.

Implement an outdoor advertising policy to restrict advertising of food and drinks that are HFSS and promoting healthier alternatives.

### 7.2 Work with procurements teams to ensure actions and activities to promote and enable healthy weight are embedded in contracts and sponsorship arrangements.

Develop a set of guidelines to ensure actions and activities to promote and enable healthy weight are included in all relevant contracts.

Review contracts register to identify opportunities for inclusion of healthier eating in contracts and future procurement.

### 7.3 Work with all partners to encourage the Government to introduce policy measures to help make the healthy choice the easy choice. For example, including nutritional labelling in food outlets, restrictions on end of aisle and till-point placement of unhealthy food, food reformulation and portion size regulations, and taxation of HFSS food.

Support Food Active with any national advocacy to encourage and influence central Government.

See objective 7.1 - Options to be considered to restrict local unhealthy high fat, sugar, salt (HFSS) food advertising.

See objective 10.1 - Implement a range of healthy weight initiatives within the education/school setting and additional settings for young people.

## **Theme 3: Healthy Environment:**

### 9.1 Review and update WBC Hot Food Takeaways Supplementary Planning Document (2014).

Develop an options paper and work with Planning and Public Protection to assess the need to review the Warrington Hot Food Takeaways Supplementary Planning Document. The SPD could support restriction of takeaway density, opening hours and diversification to nutritious food outlets in deprived areas. Also, consider any wider linked themes to be dealt with by SPD/additional guidance, having regard for the newly adopted Warrington Local Plan.

### 10.1 Implement a range of healthy weight initiatives within the education/school setting and additional settings for young people.

Scope the potential for the delivery of a 'Pledge for a Healthy & Active Future' (PHAF) award in all school settings (primary and secondary). Schools to work towards implementing 12 commitments around healthy eating and physical activity to create an environment which is supportive of a healthy weight to staff, pupils and parents. This includes reviewing food and drink provision (including vending machines), supporting physical activity recommendations/campaigns and developing staff and pupil champions to encourage the whole school community to become more active/eat well.

Utilise and implement Healthy Stadia's Give up Loving Pop (GULP) campaign through competitions within all schools and promotion of access to free drinking water in the school environment, alongside the use of re-usable bottles.

See objective 2.3 – Review Tasty Tuck Award in primary schools.

### 10.2 Local planning regulations and licensing to support healthy weight environments.

WBC Planning to update the Local Plan SPD's to include active design and be supportive of a healthy weight environment. Housing strategies and new developments to consider including initiatives such as access to green/blue spaces (e.g. parks, rivers etc) and food growing programmes such as allotments, community gardens etc to provide a local sustainable food network. Also prioritise healthier food outlets in deprived areas and public transport to healthy food outlets. To ensure this includes promoting a town centre first approach and considers clusters of outlets that may be affecting community wellbeing.

Map current facilities for food growing and opportunities to develop and increase these. To identify organisations and groups who could support maintenance of food growing sites and community gardens. Aim for information to be included in Living Well hub directory.

### 10.3 Supporting families out of food poverty.

To scope the potential to increase availability and accessibility of healthy food, through food banks, community pantries and social supermarkets. To map current offers and funding requirements.

Ensure information on local opportunities to access healthy, affordable food are shared across the Wellbeing Service, LiveWire Lifestyles Services and other community services.

Scope the potential to increase the number of local cafe's and eateries that provide free or cheaper meals during school holidays. Promote healthier catering guidelines as part of this offer.

Engage local supermarkets, businesses, allotment associations to donate excess fresh fruit and vegetables to Warrington Food Network (WFN).

Consider reducing any waste at foodbanks, exploring suitable options to use excess produce e.g. within cooking sessions, sharing across WFN.

Scope requirements for Warrington to work towards achieving Sustainable Food Place (SFP) status.



#### 10.4 Review and develop the WBC Neighbourhood team's weight management support for whole families.

Review food/drink offers and the promotion of healthy weight and physical activity opportunities and messages, across all community centres and implement necessary action plan.

Review food/drink offers and the promotion of healthy weight and physical activity opportunities and messages, across all Family Hubs (children's centres) and implement necessary action plan.

Ensure healthy weight/physical activity information and opportunities are included in the Virtual Living Well Hub Directory.

Warrington Disability Partnership to secure funding to purchase two wheelchair accessible scales that will enable wheelchair users to monitor their weight.

#### 10.5 Reviewing the commissioning of weight management services/support.

Review and map access to universal (for everyone) weight management offers, including all areas of need and share with partners and services.

Ensure weight management services are accessible and targeted to population groups with higher levels of unhealthy weight.

Plan and commission a tier 2 community children and young person's weight management offer (specialist service for those identified as being above a healthy weight). This will be based on a compassionate approach to weight and focus care on the needs of the person, including relevant behavioural and emotional support offers.

Review and monitor LiveWire's tier 2 adult weight management offer to be based on a compassionate approach to weight. This will focus care on the needs of the person and include relevant behavioural and emotional support offers.

Undertake review of tier 3 & 4 adult commissioned services. As part of NHS Cheshire & Merseyside ICB task and finish group, consider the impact of implementing NICE TA875 (Semaglutide injection (Wegovy) for managing overweight and obesity) on the commissioning of the clinical pathway.

#### 10.6 Upskilling carers and workforces (paid and unpaid) around healthy weight resources and services.

Promote NHS England's upcoming training offer on healthy eating for carers of those with learning disabilities.

Collate and share information and advice for older adults and carers on easy cooking tips, cooking for one and healthier convenience food through relevant teams working with other adults e.g. Adult Social Care, WVA etc. Use information from Nutrition, Hydration and Movement toolkit.

10.7 Ensure the Holiday Activity and Food (HAF) programme promotes healthy weight (healthy eating and physical activity), including the promotion of active travel.

To inform improvement of provision, complete a scoping with HAF providers to assess current healthy weight activities, identify gaps in provision and support future needs.

Collate and promote resources/guidance for HAF providers to promote healthy eating, oral health and physical activity to their families.

HAF coordinator to actively promote active travel options through promotional materials to families.

To scope the potential to deliver a 'Sugar Smart' programme through volunteers within HAF provision. E.g. Warrington Wolves volunteers (linked in with GULP programme) deliver within their own HAF provision and possibly lead/upskill other volunteers to roll out further.

See objective 7.1 – Options to be considered to restrict local unhealthy high fat, sugar, salt (HFSS) food advertising.

See objective 13.1 - Increase access to free fresh drinking water.

#### **Theme 4: Healthy Workplaces:**

12.1 Develop healthy food and drink guidelines (catering requirements) for Council meetings and events.

Develop WBC catering guidance for meetings and events, including access to free drinking water and promotion of re-usable bottles. Cascade and promote guidance once agreed with system-wide partners.

13.1 Increase public access to fresh drinking water, encouraging re-usable bottle refills.

Increase public access to fresh drinking water on NHS sites and encouraging re-usable bottles.

Increase public access to fresh drinking water on Council-controlled sites and encouraging re-usable bottles.

Review and increase town centre access to fresh drinking water e.g., Living Well Hub and within Golden Square shopping mall.

Promote access to drinking water in healthy weight communications plan (linked to objective 3.1 above). Promote Refill app and how organisations who offer public access to water can sign up to the app.

Include access to fresh drinking water in Cheshire Fair Employment Charter (as stated in objective 15.2).

#### 14.1 Implement appropriate signage/images/resources in large organisation's buildings to encourage patients, staff, and visitors to move more.

Promote the benefits of using the stairs, through signage, messaging, and communications, in Council sites.

Promote the benefits of using the stairs, through signage, messaging, and communications, in NHS sites.

Promote walking and cycling maps to businesses, community centres, school, health, and other venues. Build on existing mapping resources to include Living Well Hub and cycle hub.

Scope out the possibility of implementing 'Better Points' incentive app for active travel in Warrington.

System partners to include Active Travel options in appointment letters and direction information.

Promote and create opportunities for staff, patients, visitors to be physically active e.g. Active travel schemes that promote walking/cycling for staff/patients (including Cycle to Work Scheme). Develop and implement Travel Planning measures to encourage sustainable travel. Utilise the cycle hub for training, maintenance and hiring of cycles. Linking in with Living Well hub.

Developing a physical activity policy/framework for staff.

Provide workplace health programmes for NHS staff, with opportunities to eat well, be active, reduce harm etc.

Champion training for staff so that they can promote physical activity to their colleagues through MECC for Physical Activity.

See objective 10.1 - Implement a range of healthy initiatives within the education/school setting and additional settings for young people.

See objective 15.2 - Inclusion of healthy weight messages/initiatives within organisation 'Workforce Health and Wellbeing' strategies.

#### 15.1 Develop and promote business engagement initiatives for healthy weight.

Provide information via Warrington 'Insight' magazine for local businesses focusing on healthy weight and physical activity, alongside wider public health messages e.g., health checks, mental wellbeing etc.

Continuation of the 'Health in Business' award within the Cheshire High Sheriff Award scheme and replicate for the bi-yearly Warrington Business Awards. To encourage businesses to promote how they effectively support both their employee's and consumer's health and wellbeing and encourage other businesses to adopt the same approaches.

Scope and pilot provision of tier 2 adult weight management clinics at workplaces e.g. 1 Time Square WBC office.

To ensure all WBC organisational workplace health and wellbeing offers incorporate healthy weight information and initiatives.

Working with new and existing organisations/businesses that develop a travel plan to expand/include further healthy weight initiatives.

15.2 Inclusion of healthy weight messages/initiatives within organisation's 'Workforce Health and Wellbeing' strategies.

Delivery of the Cheshire Fair Employment Charter ('health' section including information on healthy eating and physical activity) for Warrington businesses.

WBC employee wellbeing strategy to include key physical wellbeing advice and guidance for employees in relation to healthy eating and physical activity including local support offers and national campaigns.

## Theme 5: Tracking Progress:

16.1 Coordinate HWD Steering Group to track progress of the EFWW Strategy delivery action plan.

Track progress against the strategy delivery plan as a cross-system partnership group (HWD strategy group). Partners to take ownership of relevant actions and continue to work towards these, reporting back to strategy group when necessary.

16.2 EFWW strategy to be reported to Warrington Together Staying Well Board.

EFWW strategy actions and outcomes will be reported to Staying Well Board annually.

16.3 Include any relevant updated National guidance within the EFWW Strategy.

When reviewing the EFWW strategy, ensure Office for Health Improvement & Disparities (OHID, formerly Public Health England) 'Whole Systems Approach' to obesity and relevant NICE guidance is incorporated into each annual review of the strategy.

## How will we know we are there?

In order to monitor the progress of the Eat Well, Feel Well Strategy, we will use data from partners and published data sources, including:

Outcome: Percentage of adults who are overweight / living with obesity

Source: Office for Health Improvement & Disparities (OHID). Fingertips Public Health Data

Outcome: Percentage of children who are overweight / living with obesity in reception year (age 4-5)

Source: National Child Measurement Programme (NCMP)

Outcome: Percentage of children who are overweight / living with obesity in year 6 (age 10-11)

Source: (NCMP)

Outcome: Obesity prevalence in Warrington by deprivation quintile for reception (age 4-5) and year 6 (age 10-11).

Source: (NCMP) and Index of Multiple Deprivation 2019