Tameside Metropolitan Borough

Tameside
Integrated Care Partnership

Tameside Healthy Weight Plan

2024-2028

Supporting Tameside's Ambition to Build Back Fairer, Stronger, Together



J006483

Introduction

Tameside aims to be a place where future generations will live in an environment where healthy weight is the norm and the environment around supports people to maintain a healthy weight through a healthy lifestyle.

The World Health Organisation (WHO) describes obesity as one of the most serious public health challenges we are facing globally and overweight and obesity is a growing problem in the UK that increases over the life course. In Tameside 10.9% of reception age children are and 24% of year 6 children are living with overweight or obesity. 70.3% of adults in Tameside are living with overweight or obesity[1], this is significantly worse than the national estimate of 64%.

Obesity is a complex problem with many contributing factors such as the environment, behaviour, genetics and culture.

Deprivation is the major underlying inequality underpinning difference in obesity levels. People in deprived areas are more likely to face barriers to accessing healthy and affordable food and have the opportunity to engage in regular exercise[2]. These wider determinants lead to a widening gap between the most and least deprived.



As society has developed, significant changes have taken place which have led to a complex system that can be described as an ‘obesogenic environment’, where environmental factors can largely influence obesity through energy intake and expenditure. Workplace technology, reduction in manual labour, the built environment with reduced opportunities for physical activity through availability of transport, increased amount of food outlets out of the home and an increase in accessibility of inexpensive, calorie-dense foods, increased marketing and advertising of unhealthy energy-dense foods can all contribute to an obesogenic environment[3]. A reduction in enablers to being physically active in day to day life such as safety, increase in crime and litter and lack of active travel within the environment are also seen as major contributing factors of obesity[4].

We recognise that as a system we have a collective responsibility and opportunity to influence a reduction of the high levels of overweight and obesity locally. Whilst contributing factors to obesity are often beyond the control of individual, as a system we can work to overcome some of the barriers to healthy weight by having a compassionate and respectful approach, that avoids blame and shame and focuses on what we can achieve to create a place that helps healthy weight to be the norm. We acknowledge there is no quick and easy solution to obesity and unhealthy weight, and the Healthy Places Strategic Framework demonstrates long-term commitment to learning and adapting to create a Healthier Tameside.

The Tameside Healthy Weight Plan sets out a vision and five strategic objectives for action which is supported by the seven Pillars for Action that have been adopted by key stakeholders across the borough to help provide the right direction to support Tameside residents to achieve and maintain a healthy weight across the life course.



Healthy Weight

Vision:

Current and future generations in Tameside will live in a local environment that promotes a healthier weight and wellbeing as the norm. This makes it easier for everyone, regardless of age, background, circumstance or where they live, to access healthier food, eat healthier diets and live active lifestyles, and ensures support available for people with excess weight. We will achieve this through collective action across the system, in partnership with our local community.

7 Pillars for Action

- System leadership which prioritises and champions healthy weight in Tameside and advocate for a collaborative approach.
- Long-term whole system approach working beyond public health to take action to address healthy weight.
- Advocating for a health-promoting environment across Tameside.
- Community engagement which puts communities at the centre of decision making and driving local solutions.
- Focus on inequalities and ensure all activity is targeted to ensure the whole community benefits, but particularly those most in need.
- A life course approach to meet the need of every generation to maximise prevention and early intervention.
- Monitoring, evidence, evaluation, and innovation to ensure continuous improvement and developing good practice across Tameside.

1. Prioritise healthy weight through systems leadership, being informed by data, intelligence and community insight and ensuring healthy weight features in all policies: making healthy weight everyone's responsibility

System leadership that drives Healthy Weight in all Policies is widely accepted as an approach to the obesity crisis amongst many public health professionals. There are various complexities surrounding the obesogenic environment that we live in[5] and therefore acknowledging the role the system has in influencing health promoting environments to support healthy weight is crucial.

Cross-organisation, partnership working at all levels and across all sectors supports driving a whole system approach that involves building and maintaining partnerships to take forward a joint vision, consistent and compassionate messages on health promoting spaces that support healthy weight.

System leaders and policy and decision makers leading from the front and setting the standard for Tameside and enabling healthy weight promoting environments will be crucial to driving and accelerating this work, as high level buy in is essential.

Tameside Healthy Places members and the Healthy Weight Working Group recognise that obesity is not an issue that can be tackled by one department alone, and system leadership and a whole system approach is needed, that is informed and led by evidenced and data to support policy and service development.

We will provide leadership to further shape Tameside as a place where rates of physical activity increase and residents enjoy the benefits that physical activity provides.

We will embed a whole systems approach across Tameside which will be the foundation for addressing healthy weight. This will enable the introduction of policies and practices that have an influence on healthy weight.

Key Priorities:

- Develop a system wide Healthy Places Declaration that promotes healthy weight
- Develop a robust approach to promoting healthy weight the Homes, Spaces and Place Local Plan
- Explore inclusion of healthy weight within commissioning and policy development
- Develop Healthy Weight communications and campaigns plan

2. Establish a life course whole system approach to weight management from prevention to treatment

Tameside recognises a strong focus on prevention however, weight management services provide an important role in supporting people to achieve and maintain healthy weight. Weight management support across Tameside is delivered through a four-tier approach.

Tier 1 focuses on prevention and providing 'universal interventions' that focus on behaviour, prevention, advice, information and reinforcement of health and wellbeing messages to support healthy weight e.g., healthy eating and physical activity. This can be done at scale through communications channels or done in community settings by professionals and volunteers. Tameside actively promotes communications and messages to support residents to have a healthy weight through various channels such as Tameside Food Partnership and Tameside Active Alliance – the key drivers of influencing healthy weight from a food and physical activity perspective.

Tier 2 weight management support in Tameside is currently delivered through Be Well Tameside and focuses on nutrition, lifestyle and behaviour change. People in Tameside can receive support for up to 12 weeks. Be Well Tameside supported 517 people in Tameside for healthy weight (March 22-April 24), and 30% achieved 3% or more weight loss.

Tier 3 weight management in Tameside is a specialist weight management service that currently commissioned by the Greater Manchester Integrate Care Board. The service supported 508 in 2023/24.

Tier 4 weight management is a specialist service that offers bariatric surgery. It is important to note that the individual needs to be within the pathway to access Tier 4 weight management by engage with Tier 3.

There is an acknowledgement across the system that weight management services provide support to people across the spectrum of healthy weight, however we recognise importance of prevention, to avoid the need for residents to require specialist weight management support.

Key Priorities:

- Develop a weight management pathway for Tameside
- Prioritise and deliver workforce development on weight management pathways with professionals
- Ensure weight management services in Tameside are equitable and being promoted and accessed to high priority groups

3. Start Well: Supporting babies, children, young people and families to achieve a healthy weight and live well

Taking a whole systems approach to promoting healthy food and physical activity can help to shape healthy behaviours and norms early on, that children will take with them as they grow and develop.

Tameside's Start Well programme covers antenatal through to when young people turn 18 (or 25 for young people with additional needs). A whole-system and whole-family approach is key to not only supporting getting the basics right early on for babies, children and their families but also supporting the system and institutions that babies, children and young people spend a large proportion of their time, such as in childcare settings, schools and education.

Healthy weight is promoted to families and through early years settings in Tameside through various initiatives such as the UNICEF Breastfeeding Initiative, HomeStart and the Infant Feeding Team to support uptake and maintenance of breastfeeding, the Healthy Start scheme, the session on introduction of solid foods, Nutrition and Oral Health Award for Carers of the Under 5's, and Milk and Water Only policies and campaigns.

Tameside's whole school approach to promoting health and wellbeing can positively influence healthy behaviours and norms amongst children with their peers and through positive role models setting a good example. School initiatives delivered in Tameside that support a whole-school approach to healthy weight include; the Daily Mile, The Food4Life School Award by the Children's Nutrition Team, providing school meals that meet the School Food Standards and participating in campaigns that promote policies such a Milk and Water Only.

Whilst much is already going on to support children and families to achieve a healthy weight, we recognise that more is needed and recognising the crucial and targeted opportunities support families, children and young people will help turn the tide of children living with unhealthy weight, and develop into adulthood in a Tameside that enables and supports healthy weight.

Key Priorities:

- Explore the HealthyWey Initiative and seek to embed across Infant Feeding and Health Visiting Services
- Explore the commissioning and delivery of a whole system approach for early years healthy weight such as the HENRY programme
- Offer targeted school/family support to primary and secondary schools in Tameside with in the top 20% for Reception age overweight/obesity using National Child Measurement Programme data

4. Live Well: Supporting adults to achieve a healthy weight and live well

70% of adults in Tameside are currently living with overweight or obesity.[6] and nationally, the proportion of adults living with overweight and obesity increases with age for both men and women. Obesity is responsible for more than 30,000 preventable and premature deaths each year and increases the risk of ill health and disease such as certain cancers, high blood pressure, heart disease and type to diabetes. Obesity not only negative affects individuals but can also have a serious impact on economic development through time out of work due to obesity related ill-health. The UK-wide NHS costs attributable to overweight and obesity are projected to reach £9.7 billion by 2050 and wider societal costs to reach £49.9 billion per year[7].

It is Important we work as a local system to address and prevent unhealthy weight and support people to maintain a healthy weight. Working as a system to address unhealthy weight not only to benefits residents but also supports the local economy, workforce and reduces spend on treatment of unhealthy weight and related ill-health.

The Healthy Places consultation told us that barriers to healthy weight are:

- Work/life balance
- Accessibility of activities
- Better walking and cycling infrastructure
- Too many takeaways and unhealthy food options

Working towards a Tameside that enables healthy neighbourhoods, healthy workplaces and healthy settings can support residents to achieve a healthy weight by enabling them to have healthy lives by default is one way to help overcome these barriers. There are many resources and opportunities for support available to residents, however there may be some residents who may not be aware of these and some groups of people who need additional support to access or are at higher risk of living with overweight or obesity.

Key Priorities:

- Increase the number of referrals who engage in weight management support including Be Well and digital offers
- Engage with workplaces to provide healthy workplaces to further support employees to live with healthy weight.

5. Age Well: Supporting older people to age well with healthy weight

Food is well known for bringing people together and physical activity can be an enabler for socialising. Research shows that being more active in older age has many benefits including reduced mortality, improvement of physical and mental capacities and enhances social outcomes. Having a healthy diet can help increase quality of life in older age, manage weight and reduce the risk of malnutrition, illness, disease and support good mental health. However, lack of access to a healthy diet and experiencing malnutrition can be for various reasons such as economic hardship, lack of knowledge, ill health and social isolation[8].

We know that ageing can result in changes to metabolism and people becoming less active. Sport England Active Lives survey for Tameside found that inactivity fluctuates throughout our lives and the older people get the less active they are, and the COVID-19 pandemic has had a negative impact across all age groups on levels of inactivity[9].

Health risks associated with obesity increase with age[10] such as diabetes, chronic heart disease and diabetes. Diet and nutrition can exacerbate the risks associated with obesity. Findings by the Scientific Advisory Committee on Nutrition (SACN) report that older people regularly consume too much high fat, salt and sugar foods, and do not get enough fruit and vegetables and other key nutrients like fibre in their diets. Levels of physical activity are also poor. Over 65's are the age group with the lowest physical activity levels in Scotland.

These low rates of physical activity, coupled with poor diet and nutrition, increase the risk of living with overweight or obesity amongst older adults[11].

Living with unhealthy weight increases risks to health and wellbeing, being underweight or malnourished can increase the risk of frailty, ill health and delays in recovering from illness. Supporting people to age well with healthy weight requires a whole-system approach with key partners across the system who can support older people to access a healthy diet and be active in whichever way they are able to be.

Key Priorities:

- Promote activities which support health and wellbeing for older people and include support for healthy weight
- Engage with workplaces to support provide healthy workplaces to further support employees and volunteers to live with health weight.

Governance and Measuring Success

The Health and Wellbeing Board is a statutory committee that oversees the Healthy Places Framework as part of the Health and Wellbeing Strategy and Locality Plan. Tameside's Healthy Weight Plan builds on the Healthy Places Strategic Framework and will be overseen by the Healthy Places Subgroup and accountable to the Health and Wellbeing Board.

Tameside's Healthy Weight Plan takes a whole-systems approach that draws on strategic leadership and enabling communities to live in a borough that has a compassionate approach to weight. The Healthy Weight Plan is built on seven guiding principles and steered by partners who all contribute to the healthy weight agenda or recognise the importance of supporting resident to live with healthy weight and the role they can have in this.

Tameside's Healthy Weight Plan is driven by the Tameside Healthy Weight Delivery Plan that details all of the work taking place or set to take place across the system to support healthy weight. Updating the Healthy Weight Framework will be the responsibility of the Tameside Healthy Weight Partnership who deliver and implement the actions as a collective.

Tameside's Healthy Weight Plan Governance Priorities:

- Develop a diverse Tameside Healthy Weight Partnership membership, that includes organisations and groups from the voluntary sector
- Provide regular reports to the Healthy Places Subgroup and the Health and Wellbeing Board

How will we know when we have been successful?

- Reduction in prevalence of children living with overweight and obesity from the National Child Measurement Programme data
- Reduction in prevalence of adults living with overweight and obesity from Public Health Fingertips data
- A documented and communicated local pathway for weight management for residents of all ages in Tameside
- Communications and campaigns plan developed and being delivered to ensure consistent messages on healthy weight are maximised across channels in Tameside

References

[1] Obesity Profile - Data - OHID (phe.org.uk)
[2] health-inequalities-briefing-2 (nice.org.uk)
[3] Obesity Stigma: Important Considerations for Public Health - PMC (nih.gov)
[4] the-marmot-review-10-years-on-full-report.pdf (instituteofhealthequity.org)
[5] Tackling obesities: future choices - project report (2nd edition) (publishing.service.gov.uk)
[6] Obesity Profile - Data - OHID (phe.org.uk)
[7] Health matters: obesity and the food environment - GOV.UK (www.gov.uk)
[8] Ageing well: how can we make longer lives healthier? – UK Health Security Agency (blog.gov.uk)
[9] Sport England Active Lives Survey 21-22(16+). Measure: Physical activity levels (excluding gardening)
[10] Part 3: Adult overweight and obesity - NHS England Digital
[11] https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/953911/SACN_Nutrition_and_older_adults.pdf

OBJECTIVE 1: Prioritise healthy weight through systems leadership, being informed by data, intelligence and community insight and ensuring healthy weight features in all policies: making healthy weight everyone's responsibility					
Action	**Tasks**	**Links to other objectives**	**Timescales**	**Partnership Delivery Mechanism**	**Healthy Places Strategic Framework Alignment**
Work with Planning Policy Team on Homes, Spaces, Places Plan	Work together on community engagement for Scoping of Homes, Spaces, Places in July-Sept 2024. Collaborate on evidence gathering, formulation of issues and options and the 'People' policy within Homes, Spaces, Places. Work together on future community engagement teams through to Local Plan adoption.	Objectives 3, 4 & 5	Scoping July-Sept 2024 Publication in 2025 Adoption- late 2026	TMBC Planning Policy Team & Public Health Healthy Weight Lead and Physical Activity Lead	Role Modelling Change & Legislative Responsibilities and Enforcement
Explore adopting the Healthy Places Declaration within Tameside MBC and for Partner Pledges	Influence the development of the Healthy Weight Declaration for TMBC. If implemented influence three Partner Pledges.	Objective 3, 4, 5	2028	Public Health Healthy Weight Lead and Physical Activity Lead & Food Active	Role Modelling Change
Influencing commissioning across the system to support healthy weight through health promoting workplaces/ commissioning	Ensure service specifications for contracts and Service Level Agreements etc. incorporate healthy weight promoting activities/ health promoting workplaces/ services for: 1. Services 2. Products 3. Including within Social value criteria 4. Service level agreements	All	As and when contracts/SLA's are developed.	TMBC Commissioning & Partners	Role Modelling Change & System Leadership and Partnerships

*Dates are indicative only and may be subject to change/review, and the timetable beyond submission is largely determined by the Planning Inspectorate.

Action	Tasks	Links to other objectives	Timescales	Partnership Delivery Mechanism	Healthy Places Strategic Framework Alignment
Influence and embed a compassionate approach to healthy weight across Tameside	Be Well Tameside to adapt assessment when working 1:1 with individuals, to reflect a compassionate approach to healthy weight.	Objective 2	Jan 2025	Be Well Health Improvement Manager	System Leadership and Partnerships & Role Modelling Change
	Work towards training for staff on compassionate MECC approach to conversations on healthy weight, with both staff and residents. • Primary Care • ICFT • Primary Care Foundation Trust • Active Tameside	Objectives 3, 4 & 5	March 2025	Be Well Health Improvement Manager, Primary Care, ICFT, Primary Care Foundation Trust, Active Tameside	
Develop Tameside Healthy Weight Communications Plan to amplify healthy weight communications and campaigns to enable residents to be supported and equipped with information and support they need to achieve healthy weight	Develop a communications and campaigns plan for Healthy Weight for all Tameside Healthy Weight Partnership members to deliver the same, consistent messages on healthy weight. • Messages to be compassionate, considerate taking into account mental health, avoid individual blame. • Ensure centralised information on supporting residents to achieve healthy weight is easily accessible. •	All Objectives	Will be ongoing.	TMBC Communications Lead, Public Healthy Weight & Physical Activity Leads with all Tameside Healthy Weight Partnership Member Support.	System Leadership and Partnerships

Action	Tasks	Links to other objectives	Timescales	Partnership Delivery Mechanism	Healthy Places Strategic Framework Alignment
Environmental Health and Trading Standards to embed healthy weight within engagement with businesses in Tameside	Environmental Health, Trading Standards and Licensing to support in the distribution of any publication of materials that supports Healthy Weight Plan. Environmental Health and Trading Standards to offer advice to food businesses during inspections and at the point of registration to steer them towards offering healthier options. Environmental Health and Trading Standards to discuss options around providing information in relation to calories on menus during inspections. Environmental Health and Trading Standards to advise on removing/reducing high sugar, salt and fat at till points during shop inspections as per Food Regulations 2021 Government guidance on this: https://www.legislation.gov.uk/uksi/2021/1368/made	Objectives 3, 4 & 5	As and when	TMBC Environmental Health, Trading Standards and Licencing	Legislative Responsibilities and Enforcement, System Leadership and Partnerships & Role Modelling Change
Where possible influence qualitative evaluation and measures to be embed and considered	Build qualitative evaluation into weight management support/ initiatives to influence healthy weight support to understand and acknowledge the holistic and wider impact weight management support/ initiatives can have on residents e.g., healthier eating, moving more, positive mental health.	All	As and when	All Partners. Healthy Child 0 – 19 Clinical Lead, ICFT, Be Well Health Improvement Manager	System Leadership and Partnerships & Role Modelling Change

OBJECTIVE 2: Establish a life course whole system approach to weight management from prevention to treatment					
Action	**Tasks**	**Links to other objectives**	**Timescales**	**Partnership Delivery Mechanism**	**Healthy Places Strategic Framework Alignment**
The Tameside Healthy Weight Partnership will support colleagues in Greater Manchester with wider policy development impacting on the commercial determinants of health which affects healthy weight for Tameside residents.	Look to support partners within Greater Manchester on policy development such as: • GM Local Transport Plan and Places for All • Emerging childhood obesity work.	All	As and when	All Partners.	System Leadership and Partnerships & Role Modelling Change
Develop a tier 1 – 4 weight management pathway for Tameside	Document clear weight management pathways across Tameside for residents and professionals to refer into for weight management support across the life course (including safeguarding contacts for CYP). Develop communications to demonstrate pathways for ease of access, to support services to understand weight management tiers and referral processes for both health professionals and the public.	All	Summer 2025	Be Well Health Improvement Manager, Greater Manchester ICB & Public Health Start Well and Age Well Leads	System Leadership and Partnerships & Role Modelling Change
Influence workforce development on Weight Management pathways and referrals and ensure VBA and motivational interviewing for weight management support take a compassionate approach	Be Well to promote the Healthy Weight Coach training through Primary Care, GPs with Weight Management LCS contracts and wider partners to deliver. Tameside Healthy Weight Partnership to promote the Healthy Weight Coach training to all partners and embed within organisations alongside weight management pathway briefing. Explore ways to embed Healthy Weight Coach training as part of mandatory training for new starters within organisations delivering frontline support to residents. .	Objective 3	Summer 2025 Post summer 2025 Summer 2025	Be Well Health Improvement Manager All Partners Be Well Health Improvement Manager	

Action	Tasks	Links to other objectives	Timescales	Partnership Delivery Mechanism	Healthy Places Strategic Framework Alignment
Influence and embed pathways across the life course	**Start well pathway** Co-produce and co-develop healthy weight briefing resource with the Tameside Maternity Voices Partnership, underpinned by a compassionate approach to use with during points of contact for pre-conception, antenatal and maternity to discuss healthy weight. Briefing to cover; eating habits and physical activity and providing advice and information to support, in line with NICE guidance PH27: Recommendations | Weight management before, during and after pregnancy | Guidance | NICE • Measure and record height and weight at first contact with pregnant woman – being sensitive and incorporating compassionate approach, free from individual blame • Do not repeatedly weigh during pregnancy, only weight again if clinical management can be influenced/nutrition is a concern • Explain risks of unhealthy weight during pregnancy and offer women a referral to a dietitian of trained health professional for personalised advice on healthy eating and physic activity • Information on Healthy Start scheme • Increasing fruit and vegetable intake • Mispel myths on what and how much to eat during pregnancy e.g., 'eating for two' • Advice on moderate-intensity physical activity will not harm her or the unborn child following UK Chief Medical Officers physical activity guidelines: https://www.gov.uk/government/collections/physical-activity-guidelines		March 2025	Public Health Start Well Lead, Healthy Child Programme 0 – 19 Lead (Health Visiting) & Tameside Maternity Voices Partnership for roll out with: Obstetricians, Antenatal/Maternity, GPs, Practice Nurses, Health Care Practitioners and Assistants and Family Hubs	System Leadership and Partnerships & Role Modelling Change

Action	Tasks	Links to other objectives	Timescales	Partnership Delivery Mechanism	Healthy Places Strategic Framework Alignment
Influence and embed pathways across the life course	Ensure GP's and relevant professionals are aware of Children's Nutritionist Weight Management Service for Tier 2/3 weight management support. • Dietetics to develop briefing for the service for professionals to be aware of and aware of referral process.		March 2025	Dietetics & Primary Care/Greater Manchester ICB	System Leadership and Partnerships & Role Modelling Change
	Develop healthy weight briefing resource, underpinned by a compassionate approach to use with during points of contact with women after childbirth. Briefing to cover; eating habits and physical activity and providing advice and information to support, in line with NICE guidance PH27: Recommendations | Weight management before, during and after pregnancy | Guidance | NICE • Midwives should encourage women to breastfeed and advise on healthy eating and physical activity not adversely affecting ability to breastfeed/quality of breastmilk • Use 6 – 8 week postnatal check to discuss healthy weight, healthy eating and physical activity. • Ensuring advice and information is provided on realistic expectations on losing weight gained during pregnancy • Advice should be tailored to circumstances and needs of her and the baby • Women who want support to lose weight should be provided with Be Well Tameside/More Life contact details		March 2025	Public Health Start Well Lead & Healthy Child Programme 0 – 19 Lead (Health Visiting) for roll out with: GP's, Health Visting, Maternity, Practice Nurses, Pharmacists, Weight Management Services: Be Well Tameside & More Life.	
	Ensure Soilhull Online continued to be fully embedded within Tameside Children's Services and is promoted for completion in different languages.		Ongoing	Family Hubs	

Action	Tasks	Links to other objectives	Timescales	Partnership Delivery Mechanism	Healthy Places Strategic Framework Alignment
Influence and embed pathways across the life course	**Live well pathway** Ensure professionals are aware of weight management services and referral process in Tameside, with dedicated webpage with clear and concise communications on offer and referral process – for professionals and residents to access. Develop weight management support cards for providing to residents who are digitally excluded. • Be Well Tameside • Live Active • MoreLife		 Summer 2025 Summer 2025	All Be Well Health Improvement Manager & TMBC Communications Be Well Healthy Improvement Manager, Live Active, MoreLife	System Leadership and Partnerships & Role Modelling Change
	Age well pathway Ensure professionals are aware of weight management services and referral process in Tameside with dedicated webpage with clear and concise communications on offer and referral process – for professionals, volunteers and residents to access. Develop weight management support cards for providing to residents who are digitally excluded. • Be Well Tameside • Live Active • MoreLife		 Summer 2025 Summer 2025	All Be Well Health Improvement Manager & TMBC Communications Be Well Healthy Improvement Manager, Live Active, MoreLife	

OBJECTIVE 3: Start Well: Supporting babies, children, young people and families to achieve a healthy weight and live well					
Action	**Tasks**	**Links to other objectives**	**Timescales**	**Partnership Delivery Mechanism**	**Healthy Places Strategic Framework Alignment**
Antenatal support to promote healthy weight and prevent obesity	Co-produce and co-develop healthy weight briefing resource with the Tameside Maternity Voices Partnership, underpinned by a compassionate approach to use with during points of contact for pre-conception, antenatal and maternity to discuss healthy weight. Briefing to cover; eating habits and physical activity and providing advice and information to support, in line with NICE guidance PH27: Recommendations | Weight management before, during and after pregnancy | Guidance | NICE • Outlined in Objective 2 Start Well Pathway Action	Objective 4	March 2025	Public Health Start Well Lead, Healthy Child Programme 0 – 19 Lead (Health Visiting) & Tameside Maternity Voices Partnership for roll out with: Obstetricians, Antenatal/ Maternity, GPs & Practice Nurses, Health Care Practitioners and Assistants	System Leadership and Partnerships & Role Modelling Change
Promoting healthy weight in early years to prevent obesity	Promote the Healthy Start scheme to pregnant women and families to encourage consumption of fruit and veg and healthier eating habits during pregnancy and from childbirth onwards. • Links across antenatal and early years actions on healthy weight.	Objective 4	Ongoing	Public Health Healthy Weight Lead	System Leadership and Partnerships & Role Modelling Change
	Health Visiting: Develop healthy weight briefing resource, underpinned by a compassionate approach to use with during points of contact with women after childbirth. Briefing to cover; eating habits and physical activity and providing advice and information to support, in line with NICE guidance PH27: Recommendations | Weight management before, during and after pregnancy | Guidance | NICE • Outlined in Objective 2 Start Well Pathway Action	Objective 4	March 2025	Public Health Start Well Lead & Healthy Child Programme 0 – 19 Lead (Health Visiting) for roll out with: GP's, Health Visting, Maternity, Practice Nurses, Pharmacists, Weight Management Services: Be Well Tameside & More Life.	

Action	Tasks	Links to other objectives	Timescales	Partnership Delivery Mechanism	Healthy Places Strategic Framework Alignment
Promoting healthy weight in early years to prevent obesity	Explore the HealthyWey Initiative and seek to embed across Infant Feeding and Health Visiting Services. Ensure healthy weight, nutrition and physical activity is discussed at universal early years appointments such as ASQ assessment points and Health Visiting appointments.	Objective 4	March 2025	Public Health Start Well Lead & Healthy Child Programme 0 – 19 Lead Public Health Start Well Lead, Family Hubs & Early Years Leads & Healthy Child Programme 0 – 19 Lead (Health Visiting)	System Leadership and Partnerships & Role Modelling Change
	Family Hubs Explore the commissioning and delivery of a whole system approach for early years healthy weight such as the HENRY programme. Ensure children are referred to the appropriate pathway when they are not meeting milestones at development checks completed by Health Visitors at 6 weeks, 9 months and 2 years (Physical Pathway Move and Play 0-9 months, 9-18 months and 18- 30 months)		March 2025	Public Health Start Well Lead, TMBC Family Hubs and Early Years Leads & 0 – 19 Healthy Child Programme Clinical Lead (Health Visiting)	
	Promote Children's Nutrition Team: nutrition and Oral Health Award for Carers of the Under 5's to PVI's and early years settings, to ensure good oral health and nutrition is delivered in early years settings.		Ongoing	TMBC PVI's and Early Years Leads & Public Health Oral Health Team	

Action	Tasks	Links to other objectives	Timescales	Partnership Delivery Mechanism	Healthy Places Strategic Framework Alignment
Promoting healthy weight in early years to prevent obesity	Public Health Oral Health Team and Education to promote GULP campaign in schools and Kind To Teeth within early years settings to influence healthier norms/ behaviours early on.	Objective 1	Spring 2025	e.g., TMBC PVI's and Early Years Leads & Public Health Oral Health Team & Healthy Child Programme 0 – 19 Lead (School Nursing)	System Leadership and Partnerships & Role Modelling Change
	Targeted promotion of the Children's Nutrition Team: Nutrition and Oral Health Award for Carers of the Under 5's to PVI's and early years settings across relevant forums and networks.		Ongoing	Children's Nutrition Team	
	School Nursing School nurses to support promotion of oral health in primary schools from September 2024 through targeting the areas with highest percentage of tooth decay. • Some schools to pilot supervised toothbrushing. • Free toothbrushes and toothpaste for schools with pupils aged 3-5. School nursing to have service contract agreements with schools to have specific support dependant on identified areas of need • Healthy eating will be addressed in schools with highest percentages of obesity. • Health mentors will deliver sessions on lifestyle choices either in group or individual sessions.		September 2024 onwards	Healthy Child Programme 0 – 19 Lead (School Nursing)	

Action	Tasks	Links to other objectives	Timescales	Partnership Delivery Mechanism	Healthy Places Strategic Framework Alignment
Children's Nutrition Team support across Early Years + (combination of action for Early Years above and School-age children below)	Children's Nutrition Team to create a schedule for reviewing all aspects of the JUMPS4LIFE programme, including improving accessibility for families/children with neurodiversity. Explore creation of social stories for attendance at sessions in addition to group, one-to-one and virtual sessions available to meet the needs of the individual and family.	Objective 2	TBC	Children's Nutrition Team	System Leadership and Partnerships & Role Modelling Change
	Children's Nutrition Team to promote their service through forums and networks where settings attend e.g., - PVI Forum - Childminder Network - PSHE Network - School Sports Partnership - Our Kids Eyes Partners promote CNT service through relevant networks and forums e.g., Infant Feeding Management Group, Early Years Strategy Group, Family Hubs Steering Group and Action Together.		Ongoing	Children's Nutrition Team Public Health Start Well Lead & All Members	
Promoting healthy weight across education for school & college age children	**NCMP** Be informed by data and evidence from NCMP for local approach to supporting schools within top 10% of children living with overweight and obesity. • School nurses to support and facilitate Children's Nutrition Team engagement with schools with highest rates • Children's Nutrition Team to engage with schools to work towards Bronze/Silver/Gold award as part of a whole school approach to healthy weight		December 2024/ As and when.	Children's Nutrition Team, Public Health Start Well Lead, Public Health Healthy Weight Lead and Public Health Intelligence, Healthy Child Programme 0 – 19 School Nursing Lead & TMBC Education	

Action	Tasks	Links to other objectives	Timescales	Partnership Delivery Mechanism	Healthy Places Strategic Framework Alignment
Promoting healthy weight across education for school & college age children	**Tameside Schools Sport Partnership via** Tameside Moving Plan To support all schools to deliver on the Chief Medical Officers recommendations for children's physical activity per day through engaging with schools, teachers groups, Head Teachers and implementing interventions to support, where appropriate. Create Active Schools scheme as part of the GM-wide pilot with three Tameside schools – looking at strengths and weaknesses within schools and supporting them to improve any areas of weakness e.g., policy, environment, planning and activity levels. Develop a revised version of Active Schools scheme to offer more schools to access the scheme. Engage with schools through a series of events to support engagement/delivering programmes/after school clubs that support healthy weight activity. Work towards influencing schools on using PE Premium funds on activities and projects that help create health promoting environments and places e.g., Change4Life Clubs or Health Ambassadors. • Deliver Health Ambassador Training within Tameside schools.	Objective 1	September 2025 – July 2026 September – December 2025 with implementation from January 2026. January 2026 onwards. September 2025 – July 2026 September 2025 – July 2026	Tameside School Sports Partnership	System Leadership and Partnerships & Role Modelling Change

Action	Tasks	Links to other objectives	Timescales	Partnership Delivery Mechanism	Healthy Places Strategic Framework Alignment
Promoting healthy weight across education for school & college age children	**Influence a compassionate approach to weight is embedded within Tameside's children and young people.** Explore development of briefing and training for services who work with children and families to influence conversations on healthy/unhealthy weight with parents/carers, to be compassionate and recognise environmental factors that influence weight. • Develop briefing on compassionate conversations to support healthy weight and include appropriate training to support e.g., Healthy Weight Coaching to education, schools and colleges. Revise NCMP parent/carer communications avoids individual blame and speak with a compassionate approach.	Objective 1	July 2025 January 2025 TBC	Public Health Start Well & Healthy Weight Leads, Be Well Health Improvement Manager and Food Active Public Health Start Well Lead	System Leadership and Partnerships & Role Modelling Change
Work towards influencing and ensuring healthy weight is considered through safeguarding by supporting children's services to understand healthy weight and appropriate support for CYP and families with unhealthy weight.	**Supporting families and children where unhealthy weight is present.** Develop and establish Faltering Growth Pathway to Infant Feeding Team for infants, and Dietetics for children under healthy weight. • Develop communications for services that support children and families e.g. TMBC Education, Schools, Family Hubs and Children's Services to increase awareness of underweight in infants and children and understand referral pathway to the appropriate services and professionals. Ensure TMBC Early Help and Children's Services are aware of pathways/services to support raising concerns with appropriate professionals to raise concerns. Develop briefing on supporting professionals working with families/CYP who are living with overweight/obesity		TBC	ICFT Children's Safeguarding Nurse, Infant Feeding Management, Dietetics, Public Health Start Well Lead, TMBC Children's Services and Early Help	

Action	Tasks	Links to other objectives	Timescales	Partnership Delivery Mechanism	Healthy Places Strategic Framework Alignment
	Ensure all growth measurements are recorded in the parent or carer-held Personal Child Health Record. • To be recorded at each clinic session and opportunistically. The Red book will be updated each time weight is checked and the weight will be plotted on a centile chart to highlight patterns.		Ongoing	Healthy Child Programme 0 -19 Leads	System Leadership and Partnerships & Role Modelling Change
Supporting services who work with CYP with learning disabilities/ autism/ SEN to understand how to influence healthy weight	Explore ways to engage with Special Educational Needs Settings (Education/Our Kids Eyes) to understand support available and referrals for CYP to support healthy weight.		TBC	Active Tameside (supported internship)/ Routes to Work/ Positive Steps, ISCAN &TMBC Children with Disabilities Management	
Work towards healthier vending machines in children and family settings	Carry out mapping exercise of all TMBC estate with vending machines and influence procurement of healthier food/drink options. Develop vending machine policy for Tameside organisations to adopt. Tameside Healthy Weight Partnership Members invite Public Health into organisation to carry out mapping of vending machines across the organisation/ workplace Work with settings aimed at CYP and families to attend to ensure vending machines provide healthy food/drinks.	Objective 1	July 2025 September 2025 October 2025 onwards October 2025 onwards	TMBC Public Health Healthy Weight Lead All	

Action	Tasks	Links to other objectives	Timescales	Partnership Delivery Mechanism	Healthy Places Strategic Framework Alignment
Ensure compassionate approach to healthy weight is delivered through Colleges/ Further Education to support children and young people developing into adulthood.	Support colleges and further educational settings to have compassionate and effective conversations with students on healthy weight. As discussed above: • -Develop briefing on compassionate conversations with young people to support healthy weight and include appropriate training to support e.g., Healthy Weight Coaching to education, schools and colleges.	Objective 4	January 2025	TMBC Public Health Healthy Weight and Start Well Leads, TMBC Education, Be Well Health Improvement Manager & Food Active	System Leadership and Partnerships & Role Modelling Change

OBJECTIVE 4: Live Well: Supporting adults to achieve a healthy weight and live well					
Action	**Tasks**	**Links to other objectives**	**Timescales**	**Partnership Delivery Mechanism**	**Healthy Places Strategic Framework Alignment**
Develop and promote community and digital offer for health and wellbeing to influence healthy weight	**NHS Health Checks** Be Well to work with GM to develop a template to embed into EMIS which is a quick guide for clinicians to be able to refer/signpost to weight support services, to be piloted in one practice (Lockside). Promote NHS Health Checks through digital screens in various settings where adults may attend, including children's settings with waiting areas e.g., Family Hubs and Health Visiting reception areas. Explore promotion of NHS Health Checks to high priority, underrepresented groups through MECC approach and using Healthy Weight Coaching training. Develop workplace NHS Health Checks offer within workplaces/voluntary organisations with a focus on high priority groups and targeting areas of deprivation.		September 2024 January 2025 TBC	Be Well Health Improvement Manager. Be Well Health Improvement Manager & TMBC Family Hubs and Healthy Child Programme 0 – 19 Lead. Be Well Health Improvement Manager & PCN's Be Well Health Improvement Manager & Employment and Skills	System Leadership and Partnerships & Role Modelling Change
	Be Well Tameside Be Well to develop correspondence to clients to share links with digital resources including signposting and information on healthy eating and physical activity. Be well to develop a quarterly communication to distribute to partners/Possibly partner with CNT. Enhance and amplify Be Well Tameside digital offer to provide greater flexibility for residents to access support.	Objective 1	March 2025 March 2025 March 2025	Be Well Health Improvement Manager. Be Well Health Improvement Manager & CNT Be Well Health Improvement Manager	

Action	Tasks	Links to other objectives	Timescales	Partnership Delivery Mechanism	Healthy Places Strategic Framework Alignment
Develop and promote community and digital offer for health and wellbeing to influence healthy weight	**Live Active** Be well team and Live active to explore partnership working and supporting clients with Weight Management support, with a focus on targeting underrepresented and high prevalence groups e.g., ethnicity, SEND/adults with learning disabilities and low-income groups (based on national inequalities data).	Objective 2	Summer 2025	Be Well Health Improvement Manager & Live Active/Active Tameside	System Leadership and Partnerships & Role Modelling Change
	National Diabetes Prevention Programme Be Well to promote the NDPP programme for eligible clients, after assessment and follow up with client and GP for referral. • Ensure targeted focus on underrepresented and high prevalence groups e.g., ethnicity, SEND/adults with learning disabilities and low-income groups (based on national inequalities data). Be Well to pilot providing GP's with information on other services to support residents, after email to GP for NDPP (Lockside GP). Be Well to ensure Health and Wellbeing assessments refer patient into GP for NDPP referral where Non-Diabetic Hyperglycaemia is identified.	Objective 2 Objective 5 Objective 5	Ongoing September 2024 onwards Ongoing	Be Well Health Improvement Manager Be Well Health Improvement Manager & Lockside Practice. Be Well Health Improvement Manager	
	NHS 12 week weight loss plan (App) Partners to promote and raise awareness of NHS 12-week weight loss plan app to support people via digital platform	Objective 2		All	System Leadership and Partnerships

Action	Tasks	Links to other objectives	Timescales	Partnership Delivery Mechanism	Healthy Places Strategic Framework Alignment
Supporting people in Tameside with healthy weight through the local workforce	Complete mapping of vending machines across TMBC workforce vending machines. Develop vending machine policy for Tameside organisations to adopt. Tameside Healthy Weight Partnership Members invite Public Health into organisation to carry out mapping of vending machines across the organisation/workplace NHS Health Checks in workplaces (as outlined above).	Objectives 1, 3 & 5	July 2025 September 2025 October 2025 onwards Jan 2025	TMBC Public Health Healthy Weight Lead, Community Initiatives Officer for Physical Activity/Workplaces & Employment and Skills All Be Well Health Improvement Manager	System Leadership and Partnerships & Role Modelling Change
Supporting people in Tameside who are out of work to achieve healthy weight	Develop a resource for services who support people into employment to be aware of schemes and services to support people with good nutrition and physical activity. • Live Active • Be Well Tameside • NHS Health Checks • Greenspaces and activities • Healthy Start scheme • Slow Cooker Project NHS Health Checks to be delivered in settings where unemployed residents attend to support early identification and prevention.	Objective 5	April 2025 April 2025	TMBC Public Health Healthy Weight Lead, Employment & Skills, Job Centre, Welfare Rights Be Well Health Improvement Manager & Partners e.g., Job Centre, Welfare Rights etc.	System Leadership and Partnerships
Support for adults with learning disabilities, autism and SEN	Promote Living Well offer (Active Tameside) to support adults with Learning Disability /SEND		Ongoing	Live Active – Active Tameside	System Leadership and Partnerships & Role Modelling Change

OBJECTIVE 5: Age Well: Supporting older people to age well with healthy weight					
Action	**Tasks**	**Links to other objectives**	**Timescales**	**Partnership Delivery Mechanism**	**Healthy Places Strategic Framework Alignment**
Develop and promote community and digital offer for health and wellbeing to influence healthy weight	**NHS Health Checks** NHS Health Checks in workplaces and community/voluntary organisations where older residents may volunteer or work.	Objective 6	Oct 2024	Be Well Health Improvement Manager, Employment & Skills with community groups/VCFSE Sector	System Leadership and Partnerships & Role Modelling Change
	Be Well Tameside Explore feasibility for re-starting group weight management sessions specifically for older residents. Refer to Active Tameside Sport and Physical Activity Network to find out about groups and sessions to be involved in.	Objectives 2 & 6	April 2025 Ongoing	Be Well Health Improvement Manager > Active Tameside Sport and Physical Activity Network	
	Live Active Explore feasibility of online exercise classes for residents to access who may struggle to leave the home. Refer residents onto the One Pot At A Time project to support nutrition. Explore training/briefing for Live Active professionals to be aware of signposting and support for residents experiencing financial hardship e.g., referral to Welfare Rights/CAB Refer to Sport and Physical Activity Network to find out about groups and sessions to be involved in. Ensure communication and engagement with PCN's for promotion of Live Active offer through PCN channels.	Objective 6	TBC Ongoing April 2025 To be in place by December 2024 To be in place by December 2024	Live Active/Active Tameside, Public Health Healthy Weight Lead Live Active & Welfare Rights Live Active > Active Tameside Sport and Physical Activity Network Live Active/Active Tameside	

Action	Tasks	Links to other objectives	Timescales	Partnership Delivery Mechanism	Healthy Places Strategic Framework Alignment
Develop and promote community and digital offer for health and wellbeing to influence healthy weight	**National Diabetes Prevention Programme** Be Well to promote the NDPP programme for eligible clients, after assessment and follow up with client and GP for referral. • Ensure targeted focus on underrepresented and high prevalence groups e.g., ethnicity, SEND/adults with learning disabilities and low-income groups (based on national inequalities data). Be Well to pilot providing GP's with information on other services to support residents, after email to GP for NDPP (Lockside GP). Be Well to ensure Health and Wellbeing assessments refer patient into GP for NDPP referral where Non-Diabetic Hyperglycaemia is identified. Explore/understand what diabetes prevention support/ programme is available for those who are digitally excluded – linking into Health and Wellbeing Strategy.	Objective 6	Ongoing TBC TBC TBC	Be Well Health Improvement Manager& NDPP engagement worker Be Well Health Improvement Manager & Lockside Practice. Be Well Health Improvement Manager Public Health	System Leadership and Partnerships & Role Modelling Change
Explore resources and delivery for prevention of malnutrition and dehydration to settings and providers that support older people	Engage with care homes, care providers and home care providers to influence adoption of the Nutrition and Hydration toolkit within practice.	Objective 4	When capacity allows through Age Well Public Health team.	TMBC Age Well & Adults Services	
Falls and frailty pathways	Ensure healthy weight is considered throughout commissioning of future services that support falls prevention. Public Health Ageing Well Lead to ensure healthy weight influences the falls pathway and Frailty Board.	Objective 1	Ongoing In process	Public Health Ageing Well Lead.	

Appendix 1

7 Pillars for Action in Tameside

System leadership which prioritises and champions healthy weight in Tameside and advocates for a collaborative approach.
Evaluations of whole system approaches to healthy weight emphasise the importance of system leadership (1). System leaders should build cultures where people are encouraged to address prevention and champion healthier weight environments across services, communities, and portfolios.

Long-term whole system approach working beyond public health to take action to address healthy weight.
The current environment of financial constraints often dictates that other priorities take precedent. Highlighting the connections between healthy weight and planning and transport services, for example, will help secure more involvement and engagement (2).

Advocating for a health-promoting environment across Tameside.
We can all argue for better awareness of how a healthier environment promotes better health, optimising the role of the physical and social environments in healthy societies should be a key priority. There is a greater responsibility on those in a position to influence positive change and where possible support funding and resources to be used to support healthier environments across our communities in Tameside.

Community engagement which puts communities at the centre of decision-making and driving local solutions
Involve community members and organisations to benefit from their experience and knowledge, to learn what people want, and to understand how interventions may be more effective.

Focus on inequalities and ensure all activity is targeted to ensure the whole community benefits, but particularly those most in need.
Universal approaches to health create solidarity and cohesion but health follows a social gradient. Efforts to improve health should therefore respond proportionately to need based on local and national intelligence (3).

A life course approach to meet the need of every generation to maximise prevention and early intervention.
Giving a child the best start in life provides health benefits for the rest of their lives. Similarly, interventions which help older people delay preventable health problems will prolong and enhance their later lives to live healthier for longer.

Monitoring, evidence, evaluation, and innovation to ensure continuous improvement and developing good practice across Tameside.
Providing good quality data from our interventions is critical in order to learn from what we do right (and what we do wrong) so as to constantly improve our interventions and approaches.

Appendix 1

7 Pillars for Action in Tameside References:

(1). Public Health Scotland. ‘Whole Systems Approach (WSA) Early Adopters Programme Process Evaluation’. 2022 and NIHR. ‘An Evaluation of Healthy Weight Tayside, a whole systems approach to healthy weight in Dundee City’. 2023.

(2). Public Health England, ‘Whole systems approach to obesity. A guide to support local approaches to promoting a healthy weight’. 2019

(3). Institute for Health Equity, ‘Health Equity in England: The Marmot Review 10 Years On. 2020.
Developed in partnership with Food Active.
August 2024