

Food Flagship Legacy & Healthy Weight Action Plan 2017- 2020



Introduction

- The Food Flagship Programme, the celebration
- The Healthy Weight Action Plan 2017 – 2020 including the three priority initiatives:
 - **Sugar Smart**
 - **The Daily Mile**
 - **Local Declaration on Sugar Reduction and Healthier Food**





Whole Transformation



Croydon FOOD FLAGSHIP



The Programme



- Reached thousands of school children and their communities, and delivered significant successes with all project, and in some cases exceeding targets.
- **370** school and early years staff have attended food related training.
- Over **1000** hours of volunteering from our Master Gardeners.
- Over **300** residents attended a cooking or growing course.
- Several businesses now trading.
- £25,000 invested in supporting community projects.
- Findings show that individuals benefited from taking part in all of the Food Flagship projects.



"I never knew I could get so excited talking about beetroot!" New Grower at Wandle Park.

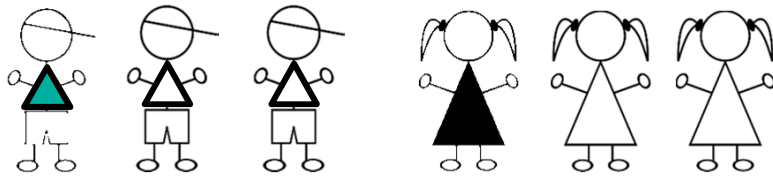
"I was drinking 6-8 red bulls a day, along with my son and mainly eating takeaways. I have now made quite a few changes to my whole diet and feel a lot better in myself both mentally and physically."
CFLC Service User

Croydon **FOOD FLAGSHIP**

Food Flagship Film



Croydon

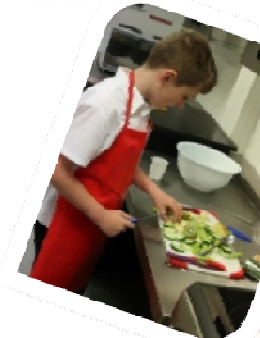


One in three children in Year 6 is overweight or obese (39% Croydon; 37.2% London; 33.2% England).

If a child is overweight or obese they are more likely to become an overweight or obese adult.



People living in poorer areas are more than twice as likely to be overweight as people living in more prosperous areas



Healthy Weight Action Plan 2017 - 2020

- Healthy Weight Workshop - October 2016 . We had over 70 stakeholders attend, to discuss how Croydon can work together to tackle the challenges and develop a borough wide action plan.

Our Vision

Promote an environment that enables children, young people and their families to eat well, be physically active and maintain a healthy weight.

Priorities

- Sugar Smart
- Daily Mile
- Community use of Parks and Green Spaces
- Integration and Targeting

Life Span

There are specific opportunities and challenges at each stage of the life course. Action is needed at all ages to avert the short and long-term consequences of excess weight.



Conception

Infancy

Early Years

Childhood

Adolescence

Teenage Years

Adulthood

Cross Cutting Themes

The actions in the plan are based around these themes

Strategy & Priority

STRATEGY

Early Years



Access to Healthy Food



Physical Activity



Schools



Public & Community Settings



Healthcare



Knowledge



Evaluation



Healthy Weight Action Plan 2017 – 2020

Three Priority initiatives:

- **Sugar:** To become a Sugar Smart Borough and sign the Local Government Declaration on Sugar Reduction and Healthier Food.
- **Engage with physical activity:** Engage residents and the community to promote physical activity in parks and opens spaces. Roll out the Daily Mile in schools and Early Years settings.
- **Integration and Targeting:** To integrate information and services into a single interactive pathway for residents and health professionals. To target support at those with greater need.

Sugar Smart



- **Sugar Smart Croydon** aims to raise awareness around hidden sugars in food and drinks and will launch at the beginning of November.
- We will encourage schools, workplaces, restaurants, businesses and organisations to take action on sugar by signing pledges to make simple changes to the food and drink they offer. Organisations and residents will be able to make their pledges on the council website.
- We would like to ask for your support and endorsement and any suggestions you have to help raise awareness.



Local Declaration on Sugar Reduction and Healthier Food

- The aim is to make a public commitment to improve the availability of healthier food and to reduce the availability and promotion of unhealthier alternatives.
- To sign the declaration, Croydon has to commit to take at least six different actions across six key areas.
 - **Area 1** – Tackle advertising and sponsorship
 - **Area 2** – Improve the food controlled or influenced by the council and support the public and voluntary sectors to improve their food offer
 - **Area 3** – Reduce prominence of sugary drinks and actively promote free drinking water
 - **Area 4** – Support businesses and organisations to improve their food
 - **Area 5** – Public events
 - **Area 6** – Raise public awareness
- We invite members to commit to the Local Government Declaration on Sugar Reduction and Healthier Foods and sign the Declaration.

Daily Mile

- We are currently piloting the Daily Mile within three of our schools. In the pilot, children will walk, jog or run for fifteen minutes, every day, around a designated route at school, outside in the fresh air.
- Requires no staff training, no cost, accessible to all and it works!
- We will be recruiting more schools in the New Year and will aim to broaden the Daily Mile to early years settings, and workplaces too.



Next Steps

- Sign off the Healthy Weight Action Plan 2017 - 2020
- Endorse Sugar Smart
- Sign the Local Declaration on Sugar Reduction and Healthier Food
- Promote the Daily Mile via your networks
- Discuss how to maximise the impact of the plan across the system
- For more information and regular updates contact Georgia.Ladbury@croydon.gov.uk