

# Healthy **Weight:** **Healthy** Wales



Llywodraeth Cymru  
Welsh Government



**An action plan  
from 2020 to 2022**

A youth and community summary

# Hello

Being healthy is about making the right choices.

It's about:

- eating healthy food
- drinking water
- being active.

The Welsh Government wants to help people make healthy choices and be active.

So we have a 10-year plan called **Healthy Weight: Healthy Wales.**

## Our vision

**We want to make the healthy choice the easy choice.**

We want Wales to be a place with:



### Healthy Environments

where everything around you helps you be healthy and active.



### Healthy Settings

where the places you go to learn, work, live or play support you to make healthy choices.



### Healthy People

where everyone knows how to look after their own health and be active.



### Healthy Leadership

where leaders know how to make decisions and deliver change.



You can read our Healthy Weight: Healthy Wales plan here: [gov.wales/healthy-weight-strategy](https://gov.wales/healthy-weight-strategy)



But we can't do this all at once.

Over the next 10 years we will have 5 action plans. Each one is 2 years long.

This booklet tells you about our first action plan from 2020 to 2022.

**We have 8 priority areas.**



# 1

## We want to move our food and drink towards healthier options

By 2022 we will:

- Involve people across Wales by:
  - asking about food labelling, food discounting and other things
  - asking about having new healthy guidelines for NHS canteens, cafes and shops.
- Change the rules on advertising by:
  - reducing adverts for food high in fat, sugar and salt
  - moving towards more healthy food adverts
  - working with Transport for Wales to have more healthy food adverts at bus and rail stations.
- Support the Welsh Food Business to offer more healthy options by:
  - helping food businesses change their products to be healthier
  - supporting healthy food businesses grow their sales across the world.
- Make Wales the world's first 'Refill Nation' by having more water stations in communities.
- Work with the UK Government to:
  - improve food labelling on the front of packaging
  - improve labelling on baby food and drinks.



### What will change?



There will be:

- more advertising, promotions and discounts for healthy foods
- better labelling on foods
- more healthy Welsh food options
- healthier food and drink choices in hospitals
- more community water stations.

We will have:

- Found out what people think about food and advertising
- more information and knowledge about food
- started to change food advertising across Wales
- supported Welsh Food Businesses to change.

# 2

## We want to create more active spaces.

**By 2022** we will:

- Invest money in walking, cycling and active travel:
  - £30 million to help local authorities
  - £5m through the Safe Routes in Communities Grant
  - £4m through the Road Safety Grant.
- Work with Transport Wales to link routes to rail and bus services.
- Have safer local spaces for people to be active and play by:
  - having more 20mph zones in residential areas
  - developing a “Healthy Environments” resource to support planning in our communities
  - getting new housing developments to include safe play areas
  - helping local authorities to spot more opportunities for children’s play.
- Increase opportunities for sport by:
  - working with Sport Wales
  - investing £5m to improve facilities in communities
  - supporting schools to let their buildings be used for community activities.

### What will change?



There will be:

- more active travel routes that link to rail and bus services
- more 20ph zones and safer community spaces
- more opportunities to be active
- more community safe spaces and opportunities to be active.

We will have:

- found out what communities need
- improved planning processes across Wales.



# 3

## We want to open up the possibilities in nature for people to be active.

**By 2022** we will:

- Put £14m in the Enabling Natural Resources and Well-being (ENRaW) Grant to support 38 projects.
- Deliver our Year of Outdoors campaign and offer £6million of funding to promote outdoor activities and tourism.
- Invest in and promote outdoor activities and tourism by:
  - using events to promote activities, our environment and landscapes.
  - encouraging people to explore the Valleys Regional Park landscapes
  - improving opportunities to access outdoor recreation
  - promoting the Wales Coast Path, National Trails and other activities across Wales.

What will change?



There will be:

- more routes for walking, cycling and other activities
- more play and recreation areas
- safer, cleaner parks and green spaces that have the Green Flag Award
- a better network of leisure and active travel routes
- an increase in tourism
- more opportunities for communities to enjoy outdoor activities.

We will have:

- supported the communities and families that need it the most
- protected the environment
- given more people the opportunity to enjoy open green spaces, parks and being outside.



# 4

## We want childcare settings, schools and colleges to be healthy, active and promote emotional wellbeing.

**By 2022** we will:

- Support schools by:
  - developing resources on cooking, food nutrition and more
  - supporting sports and physical activities in school
  - working with the Welsh Network of Healthy Schools Scheme
  - working with School Sport projects.
  - working with Welsh Physical Activity Partnership (WPAP) to increase activity in school every day.
- Invest £80 million to increase physical activity in childcare settings.
- Make sure children and young people have healthy food options by:
  - asking pupils what they think
  - updating the rules and standards for Healthy Eating in Schools
  - checking the Food and Nutrition rules for childcare settings are making a difference.
- Get more people cycling and walking to school by:
  - putting £5million each year into the Safe Routes in Communities programme
  - starting the Active Travel Promotion in schools
  - starting the 'Hands up' survey and listen to learners' views on active travel.
- Involve children and young people in planning by:
  - asking them about new rules to reduce takeaways close to schools
  - asking them about food advertising.

### What will change?



There will be:

- more support in school to make healthy choices and be active
- healthier food options in and around schools
- more opportunities to be active each day.

We will have:

- supported people to be healthier
- linked to the new curriculum
- involved children, young people and families.





# 5

## We want children to get the best start in life and be a healthy weight when they start school.

### By 2022 we will:

- Support families to be healthy and active by:
  - investing in the 10 Steps to a Healthy Weight project
  - developing more online information and advice
  - updating information and advice resources for parents including Bump, Baby and Beyond
  - working with Local Health Boards to support parents
  - checking the Healthy Start Scheme is helping low-income families
  - making sure families know about the Healthy Start Scheme
  - supporting more mothers to breastfeed.
- Develop the skills of staff in services by:
  - having more evidence-based advice
  - training staff to talk about weight issues
  - training staff to understand the importance of healthy choices.



### What will change?



There will be:

- more support services for families with young children
- support as children grow and at all stages of life
- more online information about healthy choices
- support for families in the first 1000 days while babies grow and develop
- more children starting school at a healthy weight.

We will have:

- reduced childhood obesity
- given families the information they need
- supported the workforce across Wales to develop skills.

# 6

## We want to help people make healthy choices and reduce health inequalities.

**By 2022** we will:

- Step in early and support families by:
  - investing £600,000 each year in programmes that support families
  - working with Flying Start, Families First and other organisations to find new ways to support families.
- Deal with school holiday hunger by:
  - funding a School Holiday Enrichment Programme (SHEP) to help children be active and get two healthy meals a day
  - funding healthy meals and snacks for children in play-work settings.
- Support families on low incomes by:
  - giving year 7 pupils who get free school meals an extra payment allowance
  - giving families more support through the Pupil Development Grant
  - working with Wales Physical Activity Partnership (WPAP)
- Helping everyone be active by:
  - investing £100,000 into National Governing Sport Bodies
  - investing £500,000 a year to help people over 60 be active.

### What will change?



There will be:

- support for families most in need
- fewer barriers to being active
- more support and advice
- more support during school holidays.

We will have:

- more information about what stops people making healthy choices
- reduced obesity
- reduced holiday hunger
- more knowledge and evidence of what works.





# 7

## We want support services that are fair and help people be a healthy weight.

### By 2022 we will:

- Support people who are overweight or obese by:
  - working with Local Health Boards and investing another £2.9million a year to provide help and support
  - focusing plans and services on helping families most in need
  - making sure the National Exercise Referral Scheme (NERS) helps the people who need it.
- Support staff working in health and care services by:
  - giving them training
  - developing their confidence to talk about weight issues – Making Every Contact Count.



### What will change?



There will be:

- better support for overweight or obese people
- more support for families to manage weight issues
- better information and advice
- better services that people can link to in the community.

We will have:

- reduced the stigma around weight issues and obesity
- more information and evidence about what works
- reduced obesity across Wales
- reduced the number of people suffering from health issues like diabetes.

# 8

## We want a system that supports all leadership and improves services.

**By 2022** we will:

- Support work across local areas and regions to improve services by:
  - funding a new team to work with Local Health Boards, Regional Partnership and Public Service Boards
  - developing leadership across services
  - having a new Healthy Weight: Healthy Wales Charter
  - having three new Healthy Weight Ambassadors to promote healthy lifestyles.
- Improve how we use information and data by:
  - updating our databases
  - collecting data on obesity
  - using local information to improve how we plan nationally
  - developing a national research programme
  - collecting good practice examples and evidence of what works.
- Have better systems so more people can get involved and have a say.



### What will change?



There will be:

- stronger leadership
- services that link together and work together
- more people involved in decisions
- more information and evidence of what works.

We will have:

- empowered people to make healthy choices
- involved communities
- better ways to deal with weight issues.

## Working together

We can't do this alone. To deliver this plan, we'll work with lots of different local authorities, health services and lots of other partners across Wales.

We'll also set up a National Implementation Board. It will have professionals from across different services and organisations. They will:

- make sure this plan is working
- check that we're reaching our goals
- help plan the next two-year plan.

## Thanks for reading this

You can read the full delivery plan here:

[gov.wales/healthy-weight-strategy](http://gov.wales/healthy-weight-strategy)

