

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

## Moving ahead in 2022 – 2024



Llywodraeth Cymru  
Welsh Government



Taking our  
Next Steps



# Introduction

The Healthy Weight: Healthy Wales Strategy began in earnest in 2019; we set out our ambitious plan to support delivery for 2020-22, and we aimed high. However, the pandemic has fundamentally changed the course of our delivery and has more deeply entrenched and worsened pre-existing issues.

The effect on our physical and mental health have undoubtedly been felt across communities throughout Wales. We know that food and physical activity choices have been adversely affected in communities where there were already high levels of health inequalities. Across the population outcomes for those patients who were overweight or obese have not been as good, and the comorbidities associated with obesity have had a significant impact on our Covid recovery. The challenges ahead have been brought into sharp focus by the pandemic.

Despite these challenges, we have been able to make progress. We invested £5m over 2021-22 to bring together internationally evidenced programmes that supported crucial changes. Some key deliverables include:

- A refreshed All Wales Weight Management Pathway which places a significant focus upon mental and physical health, with local health boards developing local plans and increasing capacity.
- Transport for Wales changing their on-board catering to provide healthier options.
- Beginning legislation in the food environment which will see the end of price promotions, with the aim of making the healthy choice, the easy choice.
- Commencing the development of a new All Wales Diabetes Prevention Programme, with pilots established for a Children and Families Programme and continued delivery of an Active Wales Programme for the over 60s.
- Establishing system teams across Wales who will focus on prevention and working with communities to identify and find local solutions.

This progress will provide a springboard for delivery across 2022-24. We have a framework and strong foundations across both prevention and clinical services which will give us the best possible platform to secure change and move the agenda forward. We are proud of the progress to date through our delivery partners and whilst there are many examples we could choose to highlight, the four below are examples are progress that we will look to scale up across Wales.







# Case Studies

## Healthy Environments:

The community led project, Welcome to Our Woods, was developed with the goal of reconnecting the South Wales Valleys community through the shared interest, engagement and use of the local woodlands. The project has helped people to form healthier habits by encouraging them to discover activities that not only benefit their mental and physical wellbeing, but that they will continue to enjoy. The activities are run by volunteers like Martyn Broughton and include woodland therapy, tai chi and healthy campfire cooking.

## Healthy Settings:

The Big Bocs Bwyd project, which began in Cadoxton Primary School in Barry, was set up to ensure that no child goes hungry and that every child can learn how to make healthy and sustainable food choices. Via the transformation of shipping containers into small shops at school grounds across Wales, the project has supported financially vulnerable families and helped to remove barriers to the availability of fresh produce by selling healthy food at pay-what-you-can prices. The project has been run on a voluntary basis by teachers, parents and pupils and has supported authentic learning experiences for children through the growing and cooking of food.

## Leadership and Enabling Change:

The Move More, Eat Well Plan was developed by Cardiff and Vale UHB to inspire individuals and organisations to make positive lifestyle changes, creating a social movement for improved health and wellbeing throughout Cardiff and the Vale of Glamorgan. The Plan aimed to ensure partner buy-in for improving healthy weight on a broad and strategic systems level and promoted the ways in which the public, private and third sectors could support Healthy Weight: Healthy Wales. The Plan was successful in achieving this, as well as an excellent engagement process and continued strategic alignment.



# The Next Steps

This plan is part two of five to support the delivery of our ten year strategy. We have developed this delivery plan in partnership with our stakeholders and will continue to work with them to demonstrate tangible and measurable change for the people of Wales.

We will be investing over £13m across the lifetime of this plan and will utilise all policy, funding and legislation to drive delivery. This will include bringing legislation at pace on the healthy food environment, funding services to provide equitable access to support across Wales, piloting interventions such as a Children and Families Programme and developing behavioural change campaigns to support sustainable change. We will enhance accountability across the system, including with local health boards, to help us deliver these commitments.

During this period we will also build our whole systems approach, placing a specific focus on the role of prevention. Our systems work will enable local stakeholders to come together and share an understanding of the reality of the challenge, to consider how the local system is operating and identify the greatest opportunities for adjustment. Stakeholders will agree actions and decide as a network how to work together in an integrated way to bring about sustainable, long-term systems change.

The foundations have been put in place to give us the best possible chance of making the changes we want to see in the long term. Based on international evidence of what works, this delivery plan represents a step in the generational shift required for lifelong transformation.

## Strategy and Policy Environment

Our four themes in the national strategy remain; Healthy Environments, Healthy Settings, Healthy People, and Leadership and Enabling Change. They are the foundations for change and will continue to influence the focus and identification of priority areas across the plan.





## Well Being of Future Generations Act

The **Well Being of Future Generations Act** remains our guiding principle for the way we communicate, engage and deliver. We will continue to build our approach to communications, placing communities at the heart of what we do. This includes ensuring a sustained and continued focus on the role of prevention. The commitments set out in **A Healthier Wales** - our long term vision for a whole system approach to health and social care - focusing on health, wellbeing and preventing illness, have been a foundation for the steps we have taken so far and will continue to drive our delivery. Two new actions were introduced into A Healthier Wales in March 2021 and are key priorities which underpin the delivery plan:

- Inequities - Drive good practice to reduce health inequities and outcomes with a focus on those brought to the forefront during the COVID-19 pandemic.
- Prevention – Build on the behaviours and personal responsibility demonstrated during the COVID-19 pandemic to help people stay well through an integrated approach to improving the nation's health and wellness. With a focus on rehabilitation, reablement and recuperation, provide active support to keep people healthy, maximise recovery and maintain independent living.

## Programme for Government

The **Programme for Government** supports our delivery and will help us to progress, including through:

- A focus on health inequalities and the development of a Social Prescribing Framework.
- Development of a Wales Community Food Strategy.
- Building on our School Holiday Enrichment Programme and continuing to meet the rise in demand for free school meals resulting from the pandemic, reviewing the eligibility criteria to extend entitlement as far as resources allow.
- Promoting equal access to sports, supporting young and talented athletes and grassroots clubs.

The plan will be delivered across government and with a range of partners. A continued focus on **health inequities and the early years** remain a driving force for prioritising delivery. High quality natural resources and ecosystems play a key role in supporting health outcomes. With **climate change** being one of the most pressing issues we face today, we cannot ignore the links between public and planetary health. This plan will help support a green recovery and generate changes to the way we move and eat, providing important opportunities for individual and community contributions towards our Net Zero Plan.



# Seven National Priority Areas for 22-24

Over the next two years we will continue to build and shape services and the supporting environment. We will target communications to help support us all to make the healthy choice, the easy choice. To enable the system to deliver, we will place a focus on the following seven national priority areas:

- 1** Shape the food and drink environment towards sustainable and healthier options.
- 2** Enable active environments and spaces to encourage more movement in daily life.
- 3** Promote and support families to provide the best start in life, from pre-pregnancy to early years.
- 4** Enable our education settings to be places where physical and mental health remains a priority.
- 5** Remove barriers to reduce diet and health inequalities across the population.
- 6** Build on the development of equitable support services for people to become or maintain a healthy weight.
- 7** Enhance the development of the system of prevention which enables leadership at every level.

These areas provide a mechanism for how we utilise resources and will be supported by the investment of over £13m of targeted funding, alongside opportunities to continue to leverage additional assets to help accelerate this ambitious plan.

## What progress should we make?

By 2024 we will have put in place:

- Positive changes to shape our food environment and help support us to make healthier choices.
- Established pathways and services to provide equitable access and choices for communities.
- An established system based approach which will help shape the way we deliver with and for communities.
- A dynamic partnership environment which will place leadership at every level.

## Governance

Whilst Health Boards have a critical leadership role, driving their own actions and working through existing partnership arrangements on a system response to improving population health, we will continue to provide support to them in reaching this goal.







## How we will deliver

The National Implementation Board will continue to meet to ensure accountability within the system. The board will be chaired by, and be directly answerable to the **Deputy Minister for Mental Health and Wellbeing**. To support delivery of the seven national priority areas, five task groups will be established and will report directly to the Board. The five groups will work with partners to oversee important work objectives, including:

- Communications and Campaigns – communications across the strategy, systems and behavioural change.
- Research, Evidence and Evaluation – driving research needs, enhanced surveillance and overseeing evaluation at a local and national level.
- National Healthy Weight Pathway – supporting delivery of the All Wales Weight Management Pathway and implementation of local plans.
- Systems Programme – supporting a targeted focus on prevention and developing local approaches.
- Physical Activity – to develop and scale national and local delivery to increase physical activity levels across the population.

Additional Task and Finish Groups may also be established to complete specific work programmes and help meet the aims of this plan.

## Evaluation

During this time we will develop a full evaluation of the strategy, which will support and drive delivery and will help us to consider its impact ahead of the development of our third plan in 2024-26. Local evaluation will be encouraged and put in place over the next two years to help support local delivery and to evaluate specific programmes.



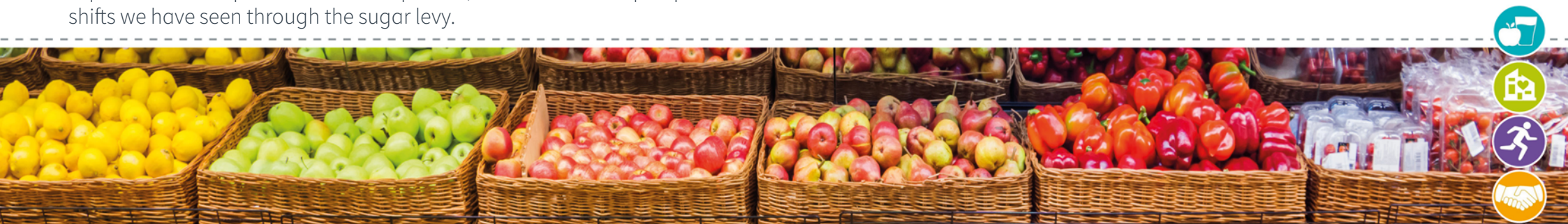
# National Priority Area 1

## Shape the food and drink environment towards sustainable and healthier options.

**Aim** - Ensure that our food environment is more targeted to healthier options to make the healthy choice, the easy choice. We will ensure that foods High in Fat, Sugar, and Salt (HFSS) are not advertised to children and young people. We will promote healthier options on our public transport and within local communities to enable healthy eating to become the norm.

### By 2024 we will:

- Introduce legislation on calorie labelling in out-of-home settings and limit price promotions on unhealthy options.
- Enable positive changes in the food environment around secondary school and college environments, including limiting fast food takeaways.
- Restrict the sale of high caffeine drinks to children and young people.
- Seek out and harness further opportunities by working across the UK, including:
  - Enhancing Front-of-Pack Labelling to best support positive food choices
  - Introducing calorie labelling on alcoholic drinks to increase consumer awareness
  - Introducing stricter labelling laws for infant foods to ensure there is clear and accurate information for parents
  - Supporting UK Government action to introduce advertising bans on HFSS foods across television and online environments, as well as consideration of sponsorship advertising that targets young people.
- Explore the use of potential taxation powers, which will build upon positive shifts we have seen through the sugar levy.
- Exemplify the impact of work with Transport for Wales and their on-board catering to introduce healthier options as an exemplar across Wales. Including:
  - Increasing access to advertising of healthier foods on public transport
  - Working with other public bodies to support a shift in the food offer and consider limiting HFSS advertising.
- Introduce National Government Buying Standards on public procurement to maximise public funding on healthier food and drink, including the implementing of changes across our NHS and government estates to drive change
- Drive support for businesses to encourage them to reformulate and produce healthier products, including:
  - Developing support through the Food Innovation Centres to enable Welsh businesses to reformulate food and drink with a target of assisting 25 appropriate businesses with product reformulation each year
  - Supporting Peas Please to work with caterers and businesses to increase fruit and vegetable consumption within meal options.
- Develop a Community Food Strategy, a Programme for Government commitment, to connect communities and consider how this can support and enable access to healthier food.
- Enable workplaces and settings to become healthier environments through the promotion and enhancement of supportive programmes such as Healthy Working Wales.







## What change will this make?

Legislation on our food environment will lead to tangible change that will allow Wales to develop its identity as a leader and ensure that the healthy choice is the easy choice. This will include on our streets, in our supermarkets and where we eat out of home. It will enable a more level playing field across industry so healthier options are accessible to consumers in every aspect of life.

Our transportation systems across Wales will offer us healthier and more affordable options and this model will be embedded across other public services. We will utilise levers surrounding advertising spaces, reducing advertising of HFSS products, and emphasising the availability of healthier options through procurement practices.

We will work with industry to help support changes to our food offering. We will develop local and sustainable food initiatives which support the provision of healthier food at a local level and will work to help tackle barriers in relation to food poverty.

## Lead partners

Public Health Wales, local health boards, Transport for Wales, national museums, local government, food industry, Welsh food innovation centres, public sector organisations, Food Sense Wales and caterers.



# National Priority Area 2

## Enable active environments and spaces to encourage more movement in daily life.

**Aim -** Promote the opportunities made available by investment into active, green and blue spaces. We will embed healthier and more sustainable travel and leisure. We will enable use of our outdoor spaces in Wales by improving access and creating greener communities by encouraging local leaders to promote the use of these spaces.

### By 2024 we will:

- Enable the local system to support and drive delivery, including:
  - Supporting delivery of [Planning and Enabling Healthy Environments](#) through our systems based teams in local health boards who will work in partnership with local stakeholders to drive change.
  - Developing a National and Local Framework for Physical Activity which will support decision making and develop an evidence base for physical activity based programmes.
- Invest in active travel to drive changes in infrastructure and behavioural changes across Wales, including:
  - Investing £140m to support the creation and maintenance of active travel routes across communities.
  - Using funding through behavioural change to undertake a targeted programme in Newport to help support shifts across active travel and consider wider roll out.
  - Ensuring collective action, working with local authorities on route maps within communities.
  - Investing £1m into electric bike pilot schemes to help local residents to swap their car for a bike.
  - Introducing regulations to make 20mph the default speed limit on restricted roads and tackle pavement parking. This will make our streets more accessible for wheelchair users and those with prams or pushchairs, as well as significantly impact upon sedentary lifestyles.
- Enable physical activity choices in our environments which will include:
  - Continuing to work with Sport Wales using progress and learning from 2020/22 to develop opportunities to deliver and upscale participation in sport and physical activity.
  - Supporting the Healthy and Active Fund to develop a more comprehensive understanding of health and physical activity partnerships through lessons learned from its final year of funding and evaluation.
  - Supporting schools, childcare and playwork settings and the wider education community to realise the benefits of learning and play in the natural environment, utilising new opportunities within the Curriculum for Wales.
- Deliver healthy places through the Clean Air Plan and Noise and Soundscape Action Plan, including:
  - Supporting local planning authorities and developers in designing and building sustainable, healthy places by updating Technical Advice Note (TAN) 11: Noise to incorporate guidance on air quality and soundscape.
  - Delivering communications encouraging healthy travel habits to reduce contributions towards, and exposure to, air and noise pollution.
- Promote healthy behaviours in the environment, including:
  - Investment in projects supported through the Enabling Natural Resources and Wellbeing grant and the Landfill Disposals Tax Communities Scheme.
  - Developing and implementing ways to increase opportunities for responsible access to the outdoors, including funding improvements to the public rights of way network and to areas of open access, inland water and local green spaces.
  - Delivery of the eleven Discovery Gateways through the Valleys Regional Park. Building on the £7m fund which will use the rich cultural and industrial heritage to encourage people to be more active and to explore the valleys landscapes.







## What change will this make?

The development of local actions and initiatives will shape environments which support and increase the opportunity and motivation to undertake more physical activity in daily life. These will span active travel, sport, play, and recreational activity to provide a range of options across everyday life.

Wales' green spaces will provide a focus for community action and volunteering, helping to increase social capital, improve community cohesion and reduce antisocial behaviour. There will be restored and enhanced landscapes, creating green infrastructure and improving access to spaces for people to engage in activities to improve physical and mental health and wellbeing.

## Lead Partners

Welsh Government, local authorities, Public Health Wales, Town and Country Planning Association, Sport Wales, Play Wales, schools, Transport for Wales, Natural Resources Wales, Public Service Boards, tourism sector, third sector and community organisations.





# National Priority Area 3

**Promote and support families to provide the best start in life, from pre-pregnancy to early years.**

**Aim -** Ensure that health and wellbeing advice is promoted in an accessible way to those who need support. We will promote healthier lifestyles from a young age; from the starting point of healthy pregnancies and encouraging breastfeeding, to enabling skills to be learned within families and at childcare and play settings.

## **By 2024 we will:**

- Invest in a behavioural change programme to encourage parents and carers, and those planning a pregnancy to make a lifestyle adjustment.
- Complete our review of the Healthy and Sustainable Pre-school Scheme and make recommendations for action to ensure that all early years settings act as role models for healthy behaviours and support parents and carers in promoting the acceptability of healthier options.
- Deliver the Healthy Child Wales Programme which includes a range of preventative and early intervention measures to help parents and carers, children and young people make healthy lifestyle choices in their formative years, including:
  - Strengthen Making Every Contact Count training for health visitors, midwives and school nurses, and working with other health professions to support positive discussions around healthy weight, dietary and physical activity behaviours.
- Ensure equitable services, advice and support are available to expectant mothers, including:
  - Promoting the importance of being a healthy weight before pregnancy and of healthy weight gain during pregnancy through the maternity key performance indicators, ensuring access to the Foodwise in Pregnancy app.
  - Delivering targeted programmes through the All Wales Weight Management Pathway to support maternal obesity, to prevent fragmentation of care when women are discharged from maternity services and ensure equitable access to services in the postnatal period and beyond, for all women identified as being overweight or experiencing obesity in pregnancy.
  - Provision of a universal baby bundle to enable positive health choices.







- Focus on the role of the early years workforce to support families, including:
  - Strengthening nutrition input across the early years to ensure families have access to information and support. This will include new models piloted by pathfinder projects, working in tandem with the children and families programmes.
  - Promoting the delivery of resources with a focus on maintaining a healthy lifestyle, such as the digitalisation of Nutrition Skills for Life™, to embed relevant training in early years settings.
- Increase uptake of the Healthy Start scheme in Wales. The scheme makes healthier diets more accessible and provides free vitamins to our most vulnerable pregnant women and young families. We will also review the scheme to make sure it is delivering our objectives.
- Implement mandatory fortification of flour with folic acid to help prevent neural tube defects affected pregnancies on a UK-wide basis as agreed with the governments of England, Scotland, and Northern Ireland.
- Develop proposals to increase the uptake of Healthy Start vitamins.
- Ensure delivery of the All Wales Breast Feeding Plan, with a programme of delivery led by Public Health Wales.
- Place a focus on the role of settings in the early years to enable a healthy environment, including:
  - Evaluating the role of the Welsh Network of Health Pre-School Scheme to focus on support around healthy weight.
  - Continuing to support setting to deliver healthier food provision as set out in Welsh Government's Food and Nutrition for Childcare Settings, Best Practice Guidance.







## What change will this make?

Families across Wales will have access to the services and support they require throughout their family planning journey. They will be able to ask for and receive help and guidance with regards to their own health and will be enabled to ask for and receive support for their families.

We will see an increase in the knowledge around the benefits of breastfeeding, support to breastfeed and an increase in breastfeeding rates across Wales. More families will have access to healthier foods and vitamins, providing a nutritional safety net during the crucial early years.

Our early years settings will enable positive behaviours which support early education around food and physical activity.

## Lead Partners

Welsh Government, local health boards, Welsh Local Government Association, Natural Resources Wales, Sport Wales, local authorities, Foundation Phase Excellence Network Zone, school consortia, childcare and early year settings, schools, Public Health Wales, dieticians, midwives, health visitors, nurses, GPs, and Flying Start.





# National Priority Area 4

**Enable our education settings to be places where physical and mental health remains a priority.**

**Aim -** Promote health and wellbeing at every opportunity. We will work with schools to ensure that physical and mental health continues to be a priority, utilising a whole school approach. The Daily Active Offer will be promoted across schools and support provided to encourage activity for families. We will enable healthy balanced diets and food choices across education settings and support learning of cooking skills.

## **By 2024 we will:**

- Support the roll out of Curriculum for Wales, including:
  - Implementing a revised outcomes-focused programme through the Welsh Network of Healthy Schools Scheme which aligns with the new curriculum and strengthens a focus on healthy weight, encompassing the whole school day.
  - Facilitating professional learning and providing schools with a range of options to support the health and wellbeing area of the learning experience to include physical activity and nutrition.
  - Developing additional resources for schools, including a focus on the role of positive body image to remove stigma and support mental health.
  - Supporting the ongoing role of Eco Schools and their crucial role in promoting the health and well-being of young people and shaping the attitudes and behaviours that affect it.
- Focus on the health benefits of regular physical activity within the school day, including:
  - Developing and implementing a Daily Active Offer for schools, which encompasses the whole school day and links with work on school day reformulation.
  - Continuing to invest into an Active Travel to Schools programme and active travel infrastructure to develop safe walking routes to school and within communities, recognising local challenges in this area such as rurality and distance.
  - Working with Sport Wales to ensure every child has access to sport and physical activity opportunities beyond the school day, maximising the use of school facilities for the benefit of their local communities.
  - Supporting teachers to deliver high quality physical activity and physical literacy experiences, aligned to the new curriculum 2022, through the provision of specialist resources and training designed to develop teacher confidence.
- Focus on good nutrition across the school day, including:
  - Extending the provision of free school meals to all primary school pupils, so children have access to two healthy meals a day alongside the free breakfast initiative, instilling healthy eating habits early on in life.
  - Reviewing the regulations on school food nutrition in line with the latest nutritional standards and guidelines, and update current standards. This will include exploring food labelling, local procurement, climate change and transport, school provision and timing of the school day.
  - Building upon our work with Veg Power to positively promote fruit and vegetables through primary schools across Wales.
  - Promoting wider programmes, such as Designed to Smile, to encourage positive behavioural messages around oral and dental health and the impact of sugary food on our teeth and gums.



## What change will this make?

More opportunities across the new curriculum to support schools, with a range of resources made available at key stages to enable positive conversations related to healthy behaviours, including positive body image. Utilising a range of programmes within schools to facilitate a whole school approach will help enable a positive framework for schools to support pupils' physical and mental wellbeing.

Positive changes to the food on offer in and around our schools will support positive dietary choices and enable schools to promote positive messages.

Provide improved opportunities for children to be active throughout the school day whereby pupils can increase their daily physical activity levels.

## Lead Partners

Natural Resources Wales, Welsh Government, local health boards, Public Health Wales, Sport Wales, primary care workers (including midwives, health visitors, nurses and GPs), early years workers and Flying Start.





# National Priority Area 5

## Remove barriers to reduce diet and health inequalities across the population.

**Aim -** Ensure that families have access to healthier foods, by creating a cultural norm for these items to be readily available and promoted in Wales. We will ensure support and advice is equitable across Wales and available to families. We will enable services and preventative measures to be achieved by a whole systems approach to data surveillance and evidence gathering that informs next steps in reducing the inequalities gap.

### By 2024 we will:

- Deliver and evaluate three Children and Families programmes in Anglesey, Cardiff and Merthyr Tydfil, which will support families to make positive food and physical activity choices.
- Support a focus on reducing health inequalities across children and families by:
  - Extending and mainstreaming the 'Food and Fun' School Holiday Enrichment programme (SHEP).
  - Consider how funding expended through the Pupil Development Grant can be used most effectively to support the progressive reduction in inequalities in educational outcomes associated with socio-economic disadvantage, and Healthy Weight: Healthy Wales.
- Developing, evaluating and supporting local projects to increase access to healthy and nutritious food, such as Big Bocs Bwyd and roll out further 23 projects across Wales.
- Continue to support the many organisations delivering the £2m EU Transition fund across Wales through a range of individual and collaborative schemes that help tackle the root causes of food poverty and food insecurity and develop healthy, sustainable solutions which involve the communities that are affected.
- Sport Wales will deliver targeted provision of physical activity opportunities which contribute to the reduction of health inequalities. This includes a continued investment of £500,000 per annum into a 60 plus Active Leisure Scheme to deliver, test and learn from a variety of approaches to inform and shape longer term investment.
- Progress work to develop regulations which require specified public bodies to carry out Health Impact Assessments in defined situations as a key lever to tackle health inequalities.







## What change will this make?

Visible support for all families in need across Wales; whole systems working together to enable a narrowing of the health inequalities gap through programmes that enable positive change. We will see improvements in health for our children through enhanced availability of free school meals and SHEP, leading to increased consumption of fruit and vegetables.

Enhanced and increased education for families around good nutrition, active play and physical activity will be promoted across local areas. Engagement with the community to ensure services are population specific and meet individual needs, showcasing how programmes can bring added benefits such as a listening ear, signposting to other support networks and play for children as well as the programme objectives of teaching nutrition skills.

An increase in the over 60s population feeling confident to participate safely in activities to increase physical activity levels and reduce social isolation and loneliness.

## Lead Partners

Welsh Government, Welsh Local Government Association, local authorities, local health boards, Public Health Wales, Sport Wales, Natural Resources Wales, Flying Start, Families First, The ACE Support Hub, Play Wales.





# National Priority Area 6

**Build on the development of equitable support services for people to become or maintain a healthy weight.**

**Aim -** Enable equitable person-centred support across Wales for those who need it. We will ensure that the All Wales Weight Management Pathway (AWWMP) reaches parity in each region in terms of its offer to patients, and continues its development at pace. We will ensure collaboration of delivery partners, avoiding fragmentation between services. A suite of programmes from exercise options to nutrition skills will bring together a life course approach, recognising obesity as a potentially long-term condition.

## **By 2024 we will:**

- Continue funding of £2.9m per annum and evaluate the development of the All Wales Weight Management Pathway including:
  - Working with health boards to ensure the development of local plans.
  - Monitoring and driving change using strengthened expectations set out in NHS planning frameworks.
  - Focusing the use of £7.2m of Prevention and Early Years funding on these interventions already in progress, boosted through this additional allocation with progress monitored closely through the AWWMP.
- Develop the All Wales Diabetes Prevention Programme through £1m funding per annum to enable Wales to increase its offer of support, and consider options for increasing the funding allocation to this programme to ensure a scalable and sustainable diabetes prevention programme for Wales.
- Develop a Primary Care Obesity Prevention Plan to drive delivery of the AWWMP.
- Encourage and enable weight management conversations in primary and community care through education and training to facilitate a cultural shift in the attitudes of healthcare professionals by addressing beliefs and perspectives regarding weight and weight management. Support professionals to adopt and implement the approaches, including Making Every Contact Counts and person-centred and psychologically informed approaches.
- Develop routes to increase access to weight management support services for younger adults and men, in order to intervene early and at a stage where weight is recognised to increase more rapidly.







- Deliver and invest in support at level 1 of the pathway to provide population advice, including:
  - Delivering a public-facing website with the foundation-level information people need to be able to take more control of their own weight. This will include digital tools for planning, self-monitoring and providing positive feedback of behaviours.
- Deliver and invest in early intervention approaches in level 2 of the pathway, including:
  - Expanding services and options for the population across local health boards, including the development of maternity support.
  - Continuing investment in the National Exercise Referral Scheme and use findings from its evaluation to ensure it continues to provide targeted support for people with existing chronic conditions, including to provide lifestyle and diet advice.
  - Continuing the development of an all-Wales framework focussed on social prescribing to tackle isolation in the context of supporting a healthy weight and weight management.
- Ensure provision of Level 3 services for children and families, and adults across all local health board areas to provide equitable support across Wales.
- Continue to expand the pathway to align with bariatric services at level 4, including the need for enhanced psychological care.







## What changes will this make?

Our NHS professionals feeling confident to have discussions around healthy weight with their patients, and in turn an exemplar NHS focussed on person-centred healthier lifestyles.

Provision of equitable support in weight management. People will be able to access the services they require for their specific and individual needs without fear of judgement or stigma.

A halt and decline in the number of people with type 2 diabetes, scaling up good practice and learning from each local community in Wales.

## Lead Partners

Welsh Government, regional partnership boards, local health boards, Public Health Wales, primary care workers (including GPs), leisure centres and trusts, third sector and community sectors, The ACE Support Hub.





# National Priority Area 7

**Enhance the development of the system of prevention which enables leadership at every level.**

**Aim -** Enable the whole system approach that emphasises ongoing positive change, one step at a time. We will build on the role of seven regional coordinators and the wide range of health professionals who form an integral part of the system to make change in our eating and activity habits, and consider how each part of the system plays its part in addressing this change. We will improve the communication platforms available to our delivery partners and the public to ensure we provide tailored and effective advice and support.

## **By 2024 we will:**

- Deliver regional system based programmes across Wales to drive local decision making, including:
  - Have in place seven regional coordinator teams supporting local health boards, regional partnership and public service boards to engage with local populations and identify local solutions with a focus on prevention.
  - Working with Sport Wales to accelerate the transformation of the landscape for community sport in Wales, by positively engaging a diverse network of stakeholders to establish five regional sport partnerships.
- Strengthen the role of evaluation, surveillance and research to enable delivery by:
  - Publishing and using the findings of a robust, two-stage evaluation of the strategy to set out a clear explanation of the scope and activity, the outcomes that are being sought, and the mechanisms by which they will be effected.

- Developing and deliver a clear set of recommendations regarding surveillance across the Welsh population as a key monitoring tool for the Healthy Weight: Healthy Wales Strategy, including expansion of the Child Measurement Programme.
- Taking steps to improve systematic collection and access to primary care data regarding height and weight in order to inform the development of services and understand the impact of interventions on the prevalence of overweight and obesity in Wales.
- Developing a research programme of work to increase understanding and future opportunities to support delivery.
- Identifying learning from the rapid move to digital healthcare as a result of the pandemic to inform the assessment of weight and future delivery of weight management support.
- Integrate communications activity across partners and audiences:
  - Involving our partners in a multi-media campaign based on user experience and behavioural insight research, to encourage people to adopt healthier behaviours linked to dietary shift. The campaign will direct people to a public-facing website that provides the tools and support for users to better manage their weight.
  - Communicating the actions and achievements of the Healthy Weight: Healthy Wales Strategy, including at a community level, supported through four national Healthy Weight Ambassadors.



## What changes will this make?

A strong and coordinated systems based approach, taking learning and good practice from regions and scaling up to create a once for Wales approach.

A strengthened role for data and surveillance to drive decision making. This will be used to set baseline data and to feed into future system planning work with a strong focus on prevention and leadership.

Dynamic communications that motivate and support people on their weight loss journeys, inspire and enable our stakeholders and delivery partners to establish shared goals and encourage industry to make positive changes towards a healthier population.

## Lead Partners

Welsh Government, regional partnership boards, public service boards, Public Health Wales, Sport Wales, Natural Resources Wales, a range of local stakeholders across all levels and communities.

