

Food and Physical Activity Work Programme

Health and Wellbeing Board

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- Food and physical activity, independently and together, are major determinants of health.

Food and Physical Activity

- The *Food Strategy* vision is for Sheffield to be a city where:
 - The local community are food literate, and have a good understanding of how important food is for their health.
 - *Everyone* can access food that is safe, nutritious and that benefits their health and wellbeing.
 - Food plays a key role in strengthening our local economy.
 - Our local food system is sustainable.

- Our *Move More* vision is to create a culture of physical activity resulting in Sheffield becoming the most active city in the UK by 2020.

Our Ambitions

- Stopping the rise in child overweight and obesity.
- Establishment of the Food and Physical Activity board, with three executive groups reporting to it.
- Development of two new strategies for the City.
- Dedicated investment from the Public Health Grant.

Food and Physical Activity

**What we
have
achieved**

- Strategies to be ratified by the *Health and Wellbeing Board* – see:

<https://www.sheffield.gov.uk/caresupport/health/wellbeing-board/joint-health-and-wellbeing-strategy/work-programmes.html>.

Food and Physical Activity

- **Food strategy priorities:**
 - Tackle Food Poverty in Sheffield.
 - Improve the takeaway food offer in Sheffield.
 - Support local communities in their efforts to eat well.
 - Encourage more people to learn about and get involved in growing their own food.
 - Boost the Role Food plays in the Local Economy.
 - Establish an Independent Sheffield Food Trust.

What we intend to do next

- **Move More outcomes:**
 - Empowered communities.
 - Active environments.
 - Active people and families.
 - Physical activity as medicine.
 - Active schools and active pupils.
 - Active workplaces and an active workforce.

Sheffield Food Strategy

- 3 outcomes will be addressed through all priorities proposed. These reflect the key challenges facing our food system.
 - Environmental sustainability.
 - Improved health and wellbeing by increasing healthy life expectancy and reducing health inequalities.
 - Contributing where we can to a strong food economy.
- There are 6 priority areas of work:
 - Tackle Food Poverty in Sheffield.
 - Improve the takeaway food offer in Sheffield.
 - Support local communities in their efforts to eat well.
 - Encourage more people to learn about and get involved in growing their own food.
 - Boost the Role Food plays in the Local Economy.
 - Establish an Independent Sheffield Food Trust.
- A detailed implementation plan and evaluation framework is in development.

Our six outcomes



Empowered Communities

Engaged and empowered communities who take responsibility and ownership of 'changing the way we do things round here' in terms of physical activity.



Active People and Families

Citizens and communities are better informed, more connected, feel a greater sense of self-efficacy and move more as a normal part of daily life.



Active Schools and Active Pupils

Sheffield children are provided with a positive experience of physical activity through the physical, social and educational environment of the school.



Active Environments

Sheffield is a city designed to make it easier for people to be physically active as they go about their daily lives.



Activity as Medicine

Sheffield's healthcare system commissions, values and promotes physical activity as a viable treatment option.



Active Workplaces and an Active Workforce

Places that create environments and policies, and provide support, to enable employees (and those seeking work) to move more as part of their working day to improve health and create wealth.

Our vision

Create a culture of physical activity.



Our mission

Ensure that everyone (individuals, families and communities) living in Sheffield has the opportunity, environment and human capital to be sufficiently physically active as part of their everyday life, to benefit their health and wealth.

"Changing the way we do things round here"

12 Principles of the Move More Plan

Build from the bottom up -

Adopt an asset based community development approach.

Reduce inequality in participation -

In planning and prioritising of interventions, recognise that the largest health gain occurs for the first 15-29 minutes per day of activity by the least active.

Equal and inclusive approach -

Everyone should have accessible, safe, convenient and affordable choices for physical activity.

Connect people with physical activity -

Ensure physical activity opportunities are available and promoted across the life-course.

Whole system approach - Address the policy, environmental, social and individual factors and determinants of physical activity.

Make physical activity the easy choice -

Design Sheffield's spaces to promote opportunities for physical activity and reduce sedentary behaviour.

Create a physical activity habit -

Recognise the importance of habit formation and the contextual nature of physical activity behaviour in the design of interventions.

Make it fun -

Encourage providers of physical activity to promote fun, enjoyment and autonomy, helping people to build it into their daily lives.

Consistent communications -

About the benefits, opportunities and support available for physical activity choices in Sheffield.

Make it visible -

Portray physical activity as a normal part of life, across the lifespan.

Work together -

Recognise that no single organisation can effectively change the physical activity behaviour of the population alone.

Evidence and Evaluation -

Ensure interventions are underpinned by best practice and the impact of service delivery is robustly evaluated using process, output and outcome frameworks.

move more

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Food and Physical Activity

- Food and Physical Activity Board has overall oversight.
- Three executive groups established.
- PHOF indicators 2.11 (5 a day), 2.12 (overweight) and 2.13 (% physically active).
- More work to be done on monitoring outcomes and progress for both food and physical activity.

The governance

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