

LAA TARGET - ACTION PLAN

LAA Indicator No.	NI 56
Lead Partner Organisation	PCT
Technical Data Expert	Mike Donnison, PCT
Indicator Owner (Sign Off)	Peter Barker PCT, Ruth Snow CLYP
Reporting Frequency	

SCS Theme:	Health, well-being and independence People of Coventry living longer, healthier, independent lives	SCS Priority:	Promote healthy lifestyles to reduce the number of people who smoke, encourage good nutrition and regular exercise, reduce alcohol consumption and the use of harmful drugs and improve mental health and emotional well-being. Develop and implement an Obesity Strategy, which is delivered and coordinated by a range of organizations.
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1: LAA Target

Indicator Description	Baseline & Year	Target 2008/09	Target 2009/10	Target 2010/11	Success Criteria
Obesity in primary school age children in Year 6.	06/07 19.4%	19.2%	19.0%	18.8%	

LAA Target information

The Coventry LAA targets have been negotiated between the Coventry PCT and the Strategic Health Authority as part of the national target setting for this indicator. The trend overtime is for increasing obesity and to produce this level of reduction will be very challenging for the PCT and its partners. The Children and Young People's Partnership will be looking at addressing this issue.

2: Equalities and Community Cohesion Implications

Summary of overall negative/ positive impacts on target groups/areas:

In 2006/07 19.4% of children in Coventry were obese and 35% were overweight or obese.. 12.4% of children from managerial or professional households are obese as compared with 17.1% in children from routine and semi routine households.

The disaggregated data shows that population groups that are at the greatest risk of obesity include:-

- Children from low income families
- Children with obese parents
- Children from Black African, Black Caribbean and Asian communities
- Those with physical or learning difficulties

The promotion of healthy eating in schools and the take up of free school meals provision will be monitored as a way of improving opportunity for those in lower income groups.

Further collection of data according to ethnicity and post code will be added to the data sets which will help to decide what other targeted intervention is needed in the future.

3: Strategic Summary

Description of key activity or activities that may contribute towards achieving target

As this is relatively new priority issue there is still work to do to raise peoples awareness and understanding of obesity levels in children. A significant part of the early work will be to promote awareness and the importance of leading healthy and active lifestyles.

There will be a range of contributions from different partner organisations that can be linked to encourage and support children to lead healthy and active lifestyles. The PCT will lead on the appointment of a Co-ordinator for Obesity and their role will be to make clear links between the strategies of partner organisations. This plan will therefore be developed further once the co-ordinator has been appointed and established these links.

4: Delivery Plan – Performance Monitoring of Actions

Ref Nr	Planned Action(s)	Target/ Milestone	Link to Other Plans	Lead Officer	Progress <i>To be completed as part of quarterly monitoring.</i>
1.	Quantify the number of weight management places being offered to children and calculate the number of interventions needed to meet the government PSA target 2020.	Quantification complete by 30 th November 2008		PCT Healthy Weight Policy manager	
2.	Appoint a Co-ordinator for "Obesity"	January 2009		PCT	
3.	Make links between the various strategies and contributions of other partner organisations. Including:- Physical Activity Strategy Health Eating strategy Play Strategy Healthy Eating in Schools Promotion of breast feeding Play Strategy	<i>Joint Action Plan April 2009??</i>		Co-ordinator for Obesity	
4.	Health promotion strategy – to raise awareness of obesity issues				
5	<i>Achieve National Healthy Schools Status in all Coventry Schools</i>	<i>65% of schools with NHSS by December 2008</i> <i>75% of schools with NHSS by March 2009</i>	<i>Coventry Healthy Schools Programme</i>	<i>Heather White CLYP, City Council</i>	

Ref Nr	Planned Action(s)	Target/ Milestone	Link to Other Plans	Lead Officer	Progress <i>To be completed as part of quarterly monitoring.</i>
		100% of schools registered by December 2009			
6.	Promote the take up of school meals in schools	Specific projects			
7	Work with schools to implement one body one life programme and multi sports activities.	10 targeted schools to be identified April 2009		Harnek Kandola Sports Activity Team/ Health Team Community Services.	

5. Performance Indicators

Indicators - Performance Monitoring of Indicators								
Ref Nr	Description	Baseline	Target 08/09	Q1	Q2	Q3	Q4	Target Met Yes/No
NI 56	Obesity in primary school age children in Year 6.	06/07 19.4%	19.2%					
Other indicators that will be used to track progress, including disaggregated measures for target groups.								
	Take up of free school meals across primary schools in the city as a percentage of those eligible for them	Academic Year 2007/08 81%	Increased percentage					
NI 57	Children and young people's participation in high quality PE and Sport	N/A	N/A	Indicator to be introduced in 2009/10				

Indicators - Performance Monitoring of Indicators								

6: Funding & Planned Spend

Funding & Planned Spend	2008/09	2009/10	2010/11	Total	Comment/Rationale

7: Risk Assessment

Ref No.	Risk	Mitigating action

