



**Isle of Man
Government**

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Children's Weight Management Strategy (draft)

DEPARTMENT OF HEALTH & SOCIAL CARE
Public Health Directorate

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Foreword

In the Isle of Man, many of us are struggling to maintain a healthy weight. The Public Health Directorate are seeking views on what will work to prevent and reduce children's overweight and obesity in the Isle of Man and what opportunities or barriers there are to maintain a healthy weight. We know that obesity is one of the most preventable causes of ill health and premature death, and we need to take some real action now.

The draft Children's Weight Management Strategy sets out our local ambitions and vision that will help to prevent and reduce levels of overweight and obesity on our Island, focussing our efforts on the youngest members of our community.

Creating an environment where it is normal and easy for us all to eat well and be physically active can make a significant difference. These nudges in our behaviours start in the places we live, shop, eat, socialise and travel, including in our nurseries and schools. We want to support making the healthy choice the easy choice.

This draft of the Children's Weight Management Strategy has been developed across a number of themes, including improving the food environment, transforming the accessibility and availability for physical activity in the local environment, and encouraging and enabling healthier lives. We want to think about how we can really help to make a step change to prevent and reduce obesity levels across the Island.

We welcome your feedback on all of these themes, and will use your comments to shape the final version of the strategy and implementation plan.

Obesity is preventable, not inevitable.

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Introduction

Levels of overweight and obesity are increasing across the world, with the World Health Organisation regarding obesity itself as one of the most serious global public health challenges for the 21st century. The Isle of Man is no different to the rest of the world, and we are seeing a similar increase in the proportion of our population who are overweight or obese, as has been seen in England. Carrying excess weight is associated with a range of short term and long term health problems, and we need to start taking this problem seriously. Becoming overweight and obese is difficult to reverse, and 80% of people who are obese at reception year at school remain obese.¹

This 5 year strategy aims to put incremental changes in motion across the whole of the Manx community to enable small changes that can add up to big health improvements. It is not enough simply to give individuals and families information about how to achieve and maintain a healthy weight – we need to change the environment to make healthy choices easier. The strategy is aimed at the youngest of our population so they should be able to start life well and to give them the best opportunities to thrive.

This strategy is aimed at reducing rates of children's overweight and obesity on-Island, yet the aims within this reach wider and should have a positive impact on population health overall.

We know through studies that if a child is measured as obese at the age of 4 or 5, then by the age of 10-11 years they are very likely to remain obese (68%) or overweight (16%). Only 16% of those who are obese at reception year are likely to achieve a healthy weight at the end of their primary education.

To address the ongoing challenge, and achieve a cultural shift towards a healthy weight throughout our population, the foundations have to be built as early as possible, even before conception if possible. Our current obesity epidemic reflects our culture and our environment, and this strategy seeks to make positive changes to nudge our way to a healthier population.

The Challenge

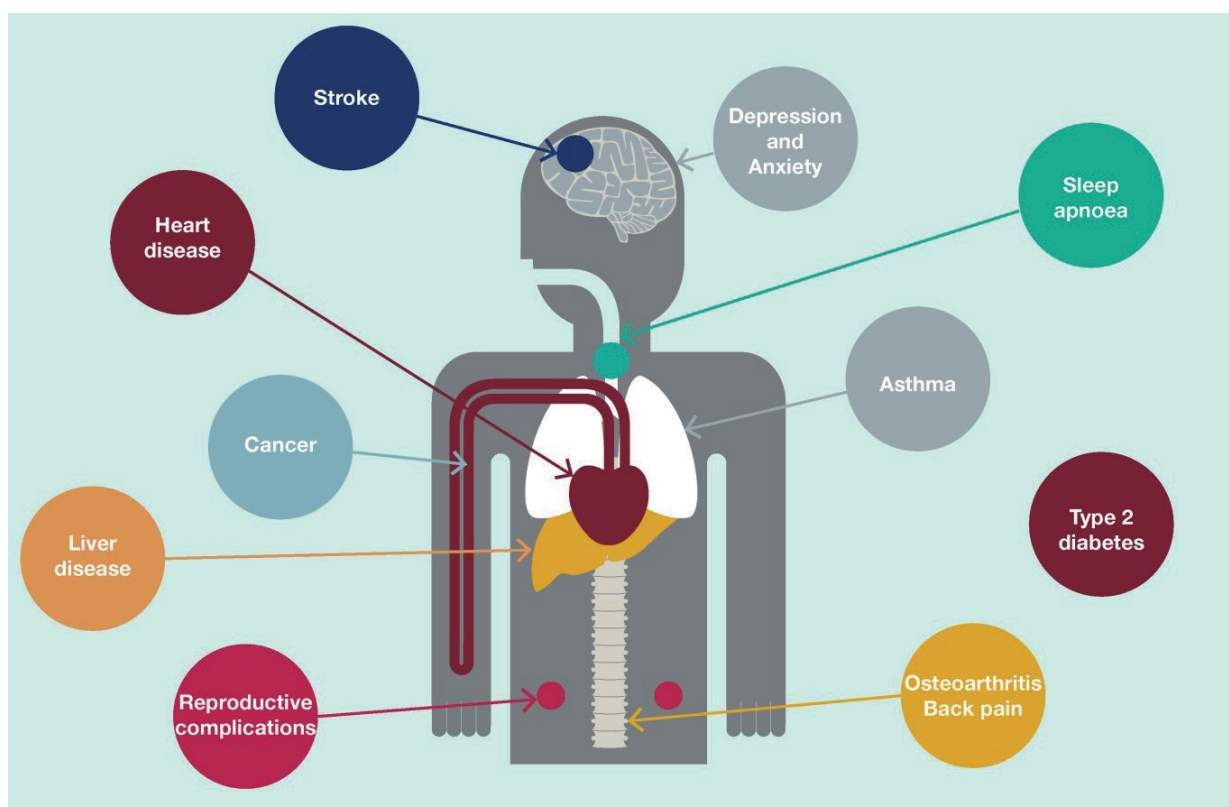
With almost a third of the Manx population overweight or obese² it is clear that many of us find it challenging to make consistently healthy lifestyle choices. This is a particular problem when food and drink that is high in sugar, salt and fat is cheap and widely available.

A consistently poor diet is associated with significant harms to public health and wider socioeconomic performance. Much of that harm is driven by overconsumption of energy (calories) leading to overweight and obese adults and children. A good diet and healthy weight significantly reduces the risks of developing type 2 diabetes, 13 types of cancer, and other diseases including cardiovascular disease and depression.

An inactive lifestyle also contributes to the burden of overweight and obesity. Being active will help some way towards restoring the energy balance. With an increasingly sedentary lifestyle, more calories are consumed than are required to fuel our bodies on a daily basis. This excess energy is converted to fat.

Almost 40% of adults on-Island will spend up to 8 hours or more sitting per day, which is an increase of 22.7% from 2009². This can increase risk of heart disease, back and neck pain and osteoporosis, in addition to contributing to the probability of overweight and obesity.³

How Obesity Harms Health Public Health England infographic⁴



The Ambition:

Transforming the environment/health in all policies

To achieve a *'Healthy and Safe Island'*, as set out in the Programme for Government⁵ and to work towards the DHSC aim of *'Living Longer, Healthier Lives'*, we need to take the challenge of obesity seriously. Changes in our environment and culture that support healthy eating and moving more, from pregnancy onwards, will require cross government understanding and support from leadership and political level and will need to receive commitment and support from all sectors of the wider community.

This strategy will run over a 5 year timeframe, and encompasses children from birth to 18 years of age. Our ambition is that we create an environment (political, economic, social and educational) that encourages and supports healthy lifestyle choices. This will in turn support parents and young people to choose healthy options, with regard to food and physical activity, as a norm.

A vision where the Manx population has a positive relationship with food and physical activity will be a long-term goal, but the incremental changes to shape a healthier environment need to be enacted now. This will take cooperation and understanding throughout government on political and officer level, and commitment from the wider community. If we are to live longer lives with a good level of health, we must engage across all departments and affect all policies to make a difference.

"We need to transform the environment to make healthy choices about food and physical activity the easy choices"

Isle of Man Director of Public Health's Report 2018⁶

"Viewing people's health as the primary asset for our nation would revolutionise the way decisions are made at national and local levels, putting health and wellbeing at the heart of all policy. By 2040, this could transform our local communities and the lives of the people who live in them. There could be clean air to breathe and warm, secure homes to live in. The built environment could make it easy for people to be active and enjoy green space. The cheapest, and most easily-available food, could be healthy food. Everyone could have enough money to meet their basic needs and have meaningful work to do. Local communities could be places where people turn to each other for support and no-one would be left out."

Annual Report of the Chief Medical Officer, 2018 Health 2040 – Better Health within Reach⁷

1. Improving the food environment

Goal A:

We aim to create a healthy food environment, where people can access healthy meals, snacks and drinks across government settings and across the wider community. The ultimate aim is for the healthy food choices to be the easiest options to access on the Isle of Man.

1.1 Food and drinks promotion

Food and drinks 'offers' is a key strand of marketing that will attempt to make the consumer buy a product more quickly and more frequently and in greater quantities than if the promotion was not in place. These offers are often on foods with high levels of fat, salt and sugar, which when overconsumed can negatively impact health. Both volume and location based promotions can influence decision making: 2 for 1 multi-buy or end of aisle offers.

The Isle of Man Government aims to build further relationships with retailers where possible to influence these price promotions. Where possible we need to engage and open a conversation about the effects these offers can have on the health of the population, and work to establish promotions on more healthy items, such as Manx fruit and vegetables.

The control of sales or giveaways of energy drinks to under 16-year-olds should also be examined. Most major supermarkets and many smaller shops and garages on-Island already have policies to stop under 16s purchasing energy drinks, but this could be extended and formalised. This should also cover promotions during events, like the TT and motorsport festivals.

1.2 Broadcast media

The Isle of Man Government will work with authorities such as the Communications Commission and radio broadcasters, to ensure guidelines for advertising products high in fat, salt and sugar (HFSS) are not targeted at children and young people through use of watershed timings and limiting promotions.

1.3 Soft Drinks Industry Levy and reformulation

The Isle of Man has followed the UK lead with the introduction of the Soft Drinks Industry Levy, one of the main aims of which is to encourage producers to reduce the amount of sugar in soft drinks by applying a levy for drinks over 5 grams of sugar per 100ml of drink, and a higher tax to those drinks that are over 8 grams per 100ml. Small producers (fewer than one million litres of liable drinks sold per year) are not required to pay this levy, meaning at present it is unlikely that any of the Manx producers of soft drinks would be required to pay this levy.

The Isle of Man Government will continue to support this levy if extended to milk-based drinks (currently not covered by the levy) and also products that are regularly consumed by children that currently contain higher than average levels of added sugar, for example confectionary, breakfast cereals and yoghurts.

Monies collected from the Soft Drinks Industry Levy⁸ will remain ring-fenced for targeted work to improve oral health and reduce overweight and obesity for children and young people on the Island.

1.4 Labelling

Labelling of food and drink both in retail and in out of home settings can help consumers to make informed choices, and this works alongside clear and consistent dietary advice to make healthier choices easier.

In the Lifestyle Survey in 2016, 55% of the Isle of Man public thought it would be helpful if food was labelled more clearly with fat and sugar content. The UK-wide voluntary 'Front of Pack' colour coded nutrition labelling scheme was introduced in 2013 and has good uptake, with around two thirds of pre-packed foods and drinks using it. The Isle of Man Government should discuss this with the Manx small and medium sized food manufacturers and businesses (cafes/restaurants) to continue this good practice, and assist where possible.

1.5 Out-of-home sector

This sector refers to food and drink purchased and consumed outside the home. These include restaurants, takeaways, sandwich shops, coffee shops and bakeries.

Those establishments could be encouraged to support healthier meal choices by reducing calorie content, calorie labelling and reducing portion sizes where appropriate. We will look to introduce an incentive to improve the Out of Home sector offering by recognising those establishments who offer healthy options by creating a new category in the Department for Enterprise '*Taste and Harvest Awards*'.⁹

1.6 Nutritional standards for government

Consistent nutritional standards for public government provision should be put in place and must be accountable for. This should be effective in all public schools (primary and secondary), facilities such as the National Sports Centre and regional swimming pools, the hospital cafe and government canteen. This aims to increase the availability and choice of healthy food and drink, and should be tied in with procurement to both meet standards and promote the use of Manx products.

1.7 School meals service

All primary and secondary school meals should be made up of a balance of nutritious food and drink. Meals made up only of items that are of a low nutritional value, such as 'snacks' and high fat, sugar and salt options, should not be permitted.

1.8 Availability of drinking water

Improving access to drinking water in public places will allow healthier hydration decisions to be made, avoiding excess calories or energy drinks.

The #refill scheme, available on the Isle of Man and further afield, provides a network of places offering the public free tap water. The network comprises high street retailers, cafes, restaurants, other businesses, museums, and local authorities. This network will be highlighted and expanded, aiming to reduce single use plastics and in addition promoting calorie-free and zero-cost hydration.

1.9 Advertising on/in government assets

To ensure government is aligned in its health and wellbeing ethos all government assets should only hold advertising that supports healthy eating and drinking messages and will not display advertising for unhealthy food and drink options. This standard should be formalised through policy.

1.10 Businesses who rent government assets

Businesses who rent space within government assets (for example; sea and air transport hubs, or spaces during events such as the TT Grandstand) should be encouraged to supply healthy options for food and drinks. We will look at how we can incentivise providers in these spaces to encourage healthier choices and calorie labelling to allow consumers to make informed decisions.

1.11 Control of advertising in transport hubs/shelters

In big cities across the world bus shelters, train stations and transport hubs are magnets for advertising due to the footfall in these areas. The Isle of Man, however, has largely resisted this trend and this should be formalised to ensure that the lucrative spaces for advertising are not at odds with the government's health and wellbeing objectives.

Children are regular customers of public transport to travel to and from secondary schools. Children sitting on or waiting for buses should not expect to be subject to advertising for unhealthy drinks, foods or snacks, even with the potential income generated by it.

1.12 Promote wellbeing objectives around food in government assets

All government assets should help to promote healthy dietary choices, for example creating and promoting breastfeeding friendly spaces, allowing tap water refills, and supporting healthier food choices in canteens and vending machines. All government assets should reflect the wider health and wellbeing agenda.

1.13 Consider the use of planning to restrict unhealthy food vendors

We will consider how utilising the planning system could enable or incentivise healthy food vendors, especially in close proximity to schools, and/or restrict the density of fast food offerings. This will be done in conjunction with stakeholders, including planning, schools and vendors.¹⁰

1.14 Vending opportunities should provide choice, inclusive of healthy options

We will work with vending suppliers to champion the inclusion of healthy items to all vending opportunities across island, starting with those on government assets. Vending should provide a balanced choice; we will explore how calorie content and nutritional information can be clearer to the customer before purchase.

Survey Questions

Goal A:

We aim to create a healthy food environment, where people can access healthy meals, snacks and drinks across government settings and across the wider community. The ultimate aim is for the healthy food choices to be the easiest options to access on the Isle of Man.

Q1 Is it easy for you to access healthy food including fresh ingredients (e.g. vegetables and fruit), meals, snacks or drinks?

Yes No Occasionally

Can you think of anything about your own and/or your family's food environment that is particularly healthy?

E.g. in school, workplaces, or where you live

Can you think of anything about your own and/or your family's food environment that is particularly unhealthy?

E.g. in school, workplaces, or where you live

Q2 What would make healthy food and drink more accessible and appealing?

2. Transforming the accessibility/availability for physical activity in the local environment

Goal B:

We aim to create a healthy physical environment, which supports people to be more physically active. We want to be able to encourage children and young people to travel actively between settings, play in a safer environment, and support any activity to reduce sedentary behaviour during and outside of the school day. The ultimate aim is that being physically active is the norm across the entire island.

2.1 Create spaces for children and young people to be active

We want to ensure children and young people have opportunities to be physically active in accessible spaces near to their homes. Whether this is in nature, in allocated play spaces, or in sporting or community facilities we want to ensure that there is provision for all.

Working with planning, schools, local authorities and children's charities, we need to ensure existing play spaces are protected and enhanced, and new ones are developed across the Island to reflect the population. The importance of play for physical and mental development for the health and wellbeing of the Island's children needs to be acknowledged.

The Department of Education, Sport and Culture (DESC) allows an open site policy to school grounds out of school hours, and this should be supported and celebrated.

Expanding the leisure cycling routes to include the heritage trail, will also allow access to safe cycling and walking facilities.

Using the *Fields in Trust*¹¹ and other such guidance, we should maximise the widest range of opportunities for all children from nurseries to secondary schools. These strategies should be used to plan in access to suitable play facilities for all residential areas.

2.2 Promote active travel for journeys of purpose

The Active Travel Strategy, sitting within the Department of Infrastructure, will see specific investment for active "journeys of purpose" on the Isle of Man. This work is currently supported by Sustrans and dedicated Workplace and Schools Officers through 2019/2020 to help initiate and drive change.

The aim is to increase opportunities to travel more actively (walking and cycling) on the Isle of Man through infrastructure improvement and behaviour change, engaging with communities and workplaces. We will work with stakeholders and support the strategy across government. With opportunities offered to increase confidence with road safety training and awareness, alongside better infrastructure, supporting health messages, and by talking to schools and communities, a change in the school run from car to foot or bike in the long-term is anticipated.

There is strong evidence that regular physical activity reduces the risk of a range of health conditions including cardiovascular disease, stroke, obesity, type 2 diabetes, some cancers (e.g. bowel and breast), osteoporosis, depression and cognitive decline. Evidence also shows that the best way to increase physical activity is by making it easy for people to include walking and cycling within their daily routine for journeys to work, school and so on. The impact of increasing physical activity is wide ranging: better health and wellbeing for individuals, reduced demand on and cost to health and care services, increase in people getting back into work after sickness and improved cognitive and academic performance in young people. Using active travel as a means to increase physical activity also has other benefits: reduction in congestion, reduction in vehicle emissions, improvements in local community environments and opportunities for social interaction.

For active travel to be a success it is acknowledged that more work will have to be done to support safer routes to school for walkers and cyclists, safe storage facilities for bikes and scooters, and training for children to allow them to make these journeys accessible. The project works with Department of Infrastructure and Isle of Man Constabulary Road Safety Unit, as well as the Department of Education, Sport and Culture to get this balance right.

2.3 Use government assets to support health and wellbeing initiatives

We will improve the way we use our assets to support the overall health and wellbeing of our population by providing facilities that display only positive behaviours on advertising, and by providing the infrastructure to enhance the policies we are shaping.

Our government assets, public spaces and schools, should provide or plan to provide equipment to make travelling actively more practical.

Changing rooms, clothes lockers and secure parking for bikes are all possible additions to venues when being developed or upgraded, and we will work to ensure these are considered. Children and young people are not likely to cycle or walk if they do not have facilities to encourage it.

Charging for the use of government facilities, such as playing fields and sports pitches should be consistent across Departments and incentives should be applied equally for those organisations whose activities support and promote the physical activity of children.

Survey Questions

Goal B:

We aim to create a healthy physical environment, which makes it easy for people to be more physically active. We want to be able to encourage children and young people to travel actively between settings, play in a safer environment, and support any activity to reduce sedentary behaviour during and outside of the school day. The ultimate aim is that being physically active is the norm across the entire island.

Q3 Is it easy for you to be physically active in the area where you live?

Yes

No

Q4 What could we do to make it easier for children and young people to be more physically active on the Isle of Man?

3. Encouraging and enabling healthier lives:

Goal C:

We aim to enable the population to develop a positive relationship with food and physical activity from birth to adulthood.

3.1 **Ensure antenatal and postnatal advice is clear, consistent and evidence-based**

The Department of Health and Social Care has a commitment to ensure all antenatal and postnatal advice is consistent across all settings to enable pregnant women to make informed and timely decisions about the care of their child/children. The areas that span across the settings include:

- Breastfeeding
- Diet (of the infant and parent, both antenatal and postnatal)
- Physical activity levels
- Sleep
- Oral health

Health professionals both in primary care and community settings need to be given the training and support to allow simple and consistent messages to be given to families. This information should be informed by the most up to date evidence and supported by engagement with wider community stakeholders and third sector agencies.

3.2 **Use the 'Essentials for Learning' curriculum to improve skills and knowledge to support a healthy lifestyle**

We will support the Department of Education, Sport and Culture curriculum statement to improve skills and knowledge of our children and young people around the importance of having a healthy lifestyle. Through the curriculum studies in primary and secondary schools, we will work with the Health Education Officer and specialist advisors to advocate healthy eating, being physically active, and the physical and mental health benefits associated with these actions. We will also strive to hear the 'Pupil Voice' on issues that affect their health and wellbeing within schools.

3.3 **Encourage a variety of settings (nurseries, schools, workplaces) to adopt 30 minutes of physical activity a day outside of PE lessons**

The Isle of Man population would benefit from being less sedentary and more active overall. With a typical adult spending over 6 and a half hours sitting a day² we want to encourage an increase in daily activity for children and young people to set up good habits. All settings where people 18 or under are regularly sitting for long periods should be encouraged to adopt 30 minutes of continuous physical activity. Ideally the activity should be easily explained and understood, so without breaks for instruction. In essence any activity should

be simple, inclusive and non-competitive and should not require special equipment. Many schools already partake in these types of activities such as the daily mile, zumba, skipping, or yoga and these activities should be encouraged as examples of best practice.

3.4 Use social media to make physical activity sessions across the Island more visible

The GoDoActive webpage was set up on the government website as part of the Physical Activity Strategy 2011 – 2016. This continues to be used but needs to be refreshed to ensure engaging content for users. The refresh and future plans for social media engagement will make up part of the implementation plan.

3.5 Support the use of Making Every Contact Count (MECC) to support weight management conversations

Making Every Contact Count is an approach to behaviour change that utilises the day to day interactions that people have to encourage changes in behaviour. One area MECC prioritises is healthy weight, and being confident to open up these conversations with parents and families can have a positive effect on the health and wellbeing of individuals, communities and populations.

The MECC project is in progress and will be developed alongside the Weight Management Implementation Plan to allow signposting and referrals where appropriate.

3.6 Continue and expand the child measurement programme

Delivering the child measurement programme should provide vital information to enable government and wider community stakeholders to plan for, and invest in, key services to tackle obesity and its wider determinants. It also provides the opportunity to raise parents' awareness of overweight and obesity, its consequences and healthy lifestyle choices. At the time of writing, the Isle of Man data is not fully comparable to areas of England and further afield. Reception data is collected as part of school entrance assessment, however year 6 measurements are not routinely taken.

The political decision has been made to commence the measurement of year 7 pupils in academic year 2019/2020 to allow an on-Island benchmark. This will require the reframing of the reception class measurement under one child measurement programme for the Isle of Man.

To enable a full robust benchmarking exercise to inform policy and provision, and for a more reliable trajectory to be forecast, government must push forward to highlight the importance of this data collection with the assurance that it is non-identifiable and will be used to enable support for specific areas of need.

3.7 Soft Drinks Industry Levy (SDIL) to be ring-fenced for weight management and oral health programmes

Treasury will ring-fence the income from the SDIL funds so that there will be a Public Health budget specifically for children's weight management and oral health schemes that are evidence based and evaluated. We will work with Treasury and Customs and Excise to ensure the funding stream remains ring-fenced for these Public Health priorities.

3.8 Tier 2 weight management scheme for children and families to be introduced

With a quarter of children already showing a propensity for being overweight at reception age at school, it is clear that there are children of all ages across the Island who would benefit from some additional help.

We will work towards commissioning and evaluating a successful family-centred weight management programme for children who need that help and support to maintain or reduce their BMI, and reach and maintain a healthy weight.

3.9 Continue to use WW for the older teenage population

Until the weight management programme for children and their families is running, WW (Weight Watchers Reimagined) will remain available for children from the age of 13 who are at or above the 95th percentile for their age and gender. These young people must be accompanied by a parent or guardian.

Survey Questions

Goal C:

We aim to enable the population to develop a positive relationship with food and physical activity from birth to adulthood.

Q5 – What do you think are the main things that might prevent children maintaining a healthy lifestyle? For example, eating a healthy diet or being physically active?

Q6 – Are there any key actions or opportunities you think we should focus on in relation to enabling children to have healthier lives?

4. Healthy living and other interventions

There are many strategies and visions already in place that will help support the ambitions for a healthier environment on the Isle of Man, and we aim to link in these policies where possible.

Cross-government strategies, policies and plans in place already include:

- Programme for Government (2016-2021)
- DHSC Service Delivery Plan: 5 years 5 goals (2016-2021)
- Active Travel (Department of Infrastructure)
- Destination Management Plan (2016 – 2020) Department for Enterprise
- UNESCO Biosphere Status
- Isle of Man Strategy for Sport 2014- 2024
- Strategy for Children and Young People (2015-2020)
 - Priority Number 1 – Nurturing children and young people’s healthy development, aspirations and achievement.

5. Leadership and exemplary practice

Without strong leadership across all areas of government, and throughout the stakeholder groups associated with making positive changes toward a healthier environment, this strategy will be ineffective. The importance of moving forward together is paramount; as it is not a responsibility held within one area or with one single person that can make this change happen. This change needs to happen at a political, community and on an individual level.

Once the leadership and stakeholder engagement is in place, and a partnership between key organisations and government is built, an implementation plan will be agreed and projects commenced to move towards our overall vision of a healthier food and physical environment for the Isle of Man.

The implementation plan itself, as well as the projects linked to it, will be monitored and held to account and will be reviewed against best practice and evidence where possible. The implementation plan will be reviewed annually.

This strategy document will be reviewed and updated in 2024 using up to date population data and evidence.

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The food environment:		
What do we want to influence?	Who?	How?
Food (drink) Promotions <ul style="list-style-type: none"> • Multi-buy • Temporary price promotions • End of aisle • Next to till 	UK and Isle of Man Retailers DEFA/DfE	IOM can support UK-wide campaigns such as the open letter to Coca-Cola Build a relationship with IOM retailers and industries to engage and open a conversation about weight and obesity linked to promotions or availability and cost of fruit and vegetables, for example
Broadcast media Soft Drinks Industry Levy and reformulation	UK UK Treasury/PH UK	IOM Government has little or no influence over this unless a memorandum of understanding with OFCOM is granted. Support reformulation measures for major retailers SDIL funds collected and ring-fenced for Weight Management and Oral Health work with children and young people Support extension of SDIL to include sugary milk-based drinks containing less than 95% milk.
Labelling <ul style="list-style-type: none"> • Front of pack labelling 	DEFA/PH	Opportunity to work with Manx Producers (SMEs) 55% of Manx people said they would find it helpful if food was labelled more clearly with fat/sugar content. (H&LS 2016)
Out-of-home sector	DfE DfE/DEFA	Work with DfE to introduce a Health and Wellbeing related <i>Taste and Harvest Award</i> Work with local suppliers and businesses to encourage availability of healthier options
Consider the introduction of Nutritional Standards for all government food provision	Across government DESC & DHSC a priority Work with procurement to set standards	Primary schools Secondary schools Hospital Government canteen NSC

The food environment:		
What do we want to influence?	Who?	How?
Consider the installation of water fountains or access to drinking water in public areas, including schools if they are not already available	DESC/DEFA Wider community	Primary schools Secondary schools Public spaces #refill campaign (Biosphere/Manx Utilities)
Control of advertisements on/in government assets	Cabinet Office	Use advertising space to support health and wellbeing initiatives
Control of opportunity for businesses to work out of government buildings (rentals: e.g. Sea Terminal/Railway Stations)		Cafes, shops and businesses to be incentivised to support healthy choices: <ul style="list-style-type: none"> • Healthy food and drinks options • Support breastfeeding • Free tap water
Control of advertisements on transport and transport hubs and shelters	IOM Public Transport (DoI)	Buses and other hubs/shelters for public transport should only support healthy food/drink choices. These forms of transport are used for children and young people to school and college. Currently these influential advertisements do not exist, but we need to ensure this is continued.
Manage government assets to support and promote health and wellbeing objectives around food		Support healthier food choices Support breastfeeding
Consider if the planning process can support or incentivise healthier food options, particularly near schools	DEFA/Cabinet Office	Utilise planning to enable Public Health relevant applications are considered. (UK example) https://www.healthyrbandevelopment.nhs.uk/wp-content/uploads/2013/12/HUDU-Control-of-Hot-Food-Takeaways-Feb-2013-Final.pdf
Vending opportunities	DESC Local Authorities Workplaces Vending suppliers	Vending opportunities should provide a balanced choice of items. Support should be given to help identify what a "healthy choice" is.

Transforming the physical environment:

What do we want to influence?	Who?	How?
Control of advertisements on/in government assets		Use advertising space to support health and wellbeing initiatives, encouraging active travel
Control of opportunity for businesses to work out of government buildings (rentals: e.g. Sea Terminal/Railway Stations)		Cafes, shops and businesses to be incentivised to support healthy choices: <ul style="list-style-type: none"> • Provide priority access for active travel • Provide secure bike parking
Manage government assets to support and promote health and wellbeing objectives (including brown field sites for development)	DoI and stakeholders for active travel Local Authorities	Support Active Travel (workplaces/schools/shopping areas) <ul style="list-style-type: none"> • Providing bike lockers • Providing safe storage for bikes • Shower and changing facilities • Identified network routes for walking and cycling • Appropriate signage
Influence Planning Policy and Development Management to encourage people to travel actively and promote opportunities to be more active (formal facilities and informally through play)	Cabinet Office/DEFA Local Authorities Local Authorities Children's Charities (e.g. Isle of Play, Children's Centre) DESC	Public Open Space requirements for new housing developments set out in the Strategic Plan and DEFA Residential Design Guide The proposed National Policy Directives (NPD) and Community Infrastructure Levies (CIL) could have positive health and social outcomes https://www.gov.im/media/1361383/action-plan-reform-of-the-planning-system.pdf http://www.fieldsintrust.org/
The Active Travel Strategy will see specific investment for journeys of purpose on the Isle of Man, supported by Sustrans and dedicated Workplace and Schools Officers to help initiate and drive change	DoI Sustrans Businesses DESC	Increasing opportunities to encourage more active travel (walking and cycling) on the Isle of Man through infrastructure improvement and behaviour change, engaging with communities and workplaces.

Transforming the physical environment:

What do we want to influence?	Who?	How?
<p>Ensure ante-natal and maternity services are giving clear, consistent and evidence-based advice on:</p> <ul style="list-style-type: none"> - Breastfeeding - Diet - Physical activity - Sleep - Oral health 	<p>DHSC PH Wider community stakeholders La Leche League</p>	<p>Work with maternity and health visiting service to improve existing pathways, and work with stakeholders to provide information at the right time to parents.</p> <p>Social marketing will be used to support the breastfeeding project</p>
<p>Encourage schools to develop curricula to provide healthy lifestyles messages, including cooking skills, healthy eating advice and the importance of being physically active for long and short term health benefits</p>	<p>DESC Individual Head Teachers</p>	<p>Evaluate through each individual School Self Review and Evaluation (SSRE)</p>
<p>Encourage nurseries, schools and workplaces to adopt existing programmes such as, but not exclusively, the Daily Mile, to increase daily levels of activity</p>	<p>DESC, PH, DHSC (R&I)</p>	<p>Utilise schemes such as the Daily Mile to enable accountability and motivation for schools, nurseries, colleges and workplaces.</p> <p>https://thedailymile.co.uk/</p>
<p>The GoDoActive website to be updated to be a user-friendly tool for the public and a sign posting tool for health professionals. This should include formal and informal activities as well as sports and clubs</p>	<p>PH Local Authorities NSC (DESC) DEFA (forestry/glens/beaches) Private organisations/providers</p>	<p>This site to be updated to capture physical activity opportunities across the Island, to be used directly by members of the public as well as a resource that professionals can signpost into.</p>
<p>Ensure professionals and support staff who work with children and families are trained to be able to raise issues around a healthy weight and promote behaviour change</p>	<p>DHSC (Health and Social Care) DESC (Teachers, school staff, youth clubs etc) GPs/practice nurses</p>	<p>MECC training</p>

Transforming the physical environment:

What do we want to influence?	Who?	How?
DHSC Health Visitors to continue to collect BMI data from the 2 ½ year review to analyse trends and forecasts	DSHC (Health Visitors) PH	Continue to collect and improve methods of recording to ensure robust data
DHSC to work in partnership with DESC to continue to measure children as they enter school at reception year, and look to introduce and monitor year 7 measurements	DHSC (PH School Nurses) DESC PH Health Intelligence team	National Childhood Measurement programme for surveillance of the population.
Soft Drinks Industry Levy funding (SDIL) has been ring-fenced to be used to provide Weight Management services for children at risk of or with established obesity.	Treasury	Agreed in Tynwald budget 2018
Continue Tier 2 Weight Management services for adults who are overweight or obese (should be monitored for effectiveness, and retendered as per financial regulations)	PH & DHSC GP practices	This can be offered to teens with parental support as per criteria

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Thank you also to the Chief Officers Group for their comments and suggested amendments.

Public Health Directorate, alongside key stakeholders, look forward to taking this strategy forward into a final document, and implementing real change across the island.

Glossary of Terms

Body Mass Index (BMI): Weight in kg divided by the square of height in metres.

Adults	Children
<p>Aged 16 and over can be classified into the following groups:</p> <p>BMI ranges</p> <p>For most adults, an ideal BMI is in the 18.5 to 24.9 range. For children and young people aged 2 to 18, the BMI calculation takes into account age and gender as well as height and weight.</p> <p>If your BMI is:</p> <p style="padding-left: 40px;">below 18.5 you're in the underweight range</p> <p style="padding-left: 40px;">between 18.5 and 24.9 you're in the healthy weight range</p> <p style="padding-left: 40px;">between 25 and 29.9 you're in the overweight range</p> <p style="padding-left: 40px;">between 30 and 39.9 you're in the obese range</p>	<p>For young people aged 2 to 18, the BMI measurement takes into account age and gender as well as height and weight.</p> <p>Overweight children are thought to be at increased risk of a variety of health conditions, and they're also more likely to be overweight as adults.</p> <p>The BMI measurement works out if a child or young person is:</p> <p style="padding-left: 40px;">Underweight on the 2nd centile or below</p> <p style="padding-left: 40px;">healthy weight between the 2nd and 91st centiles</p> <p style="padding-left: 40px;">overweight 91st centile or above</p> <p style="padding-left: 40px;">very overweight 98th centile or above</p> <p>A child's BMI is expressed as a "centile" to show how their BMI compares with children who took part in national surveys.</p> <p>For example, a girl on the 75th centile is heavier than 75 out of 100 other girls her age.</p>

Daily Mile: The Daily Mile is a free, simple and effective concept of walking, jogging or running for 15 minutes a day to improve health and wellbeing. Originating in a primary school in Scotland, this programme has been successfully replicated across many areas of England and Wales and the Isle of Man, in primary and secondary schools and even some workplaces.

Food Environment: The food environment comprises the food and drink available to people in their surroundings. It includes supermarkets, convenience stores, cafes, restaurants, work and school canteens and vending opportunities.

Any venues where food and drinks are purchase and consumed in their locality make up a person's food environment.

The food environment also extends to nutritional quality, safety, price, convenience, labelling and marketing.

Out-of-home sector: This sector refers to any food or drink purchased for immediate consumption outside the home. This includes takeaway or home-delivered food.

Public Health: Public Health focuses on the health of populations as a whole, rather than on individuals. It deals with the behavioral, social and environmental factors that influence the health of our population.

#Refill campaign (<https://refill.org.uk/>): Refill, an award-winning campaign designed to help you reduce your plastic pollution, by making it easy to refill your reusable water bottle instead of buying a plastic one. The downloadable app tells you where the free refill stations are across the Isle of Man and further afield, to help eliminate single-use plastic bottles.

Soft Drinks Industry Levy (SDIL): The soft drinks industry levy is a UK Government policy to encourage reduction of added sugar in drinks and reformulation of popular products. This levy is extended to the Isle of Man where Treasury will receive a proportion of the levy based on the Isle of Man's purchase and consumption of products that are subject to the levy.

On-island the revenue from the levy has been ring-fenced for Public Health funding for healthy weight initiatives and improved oral health for children and young people.

Acronyms and abbreviations

DEFA	Department of Environment, Food and Agriculture
DESC	Department of Education Sports and Culture
DfE	Department for Enterprise
DHSC	Department of Health and Social Care
DOI	Department of Infrastructure
MECC	Making Every Contact Count
NSC	National Sports Centre, Douglas
PH	Public Health
R & I	Registrations and Inspections (part of DHSC)
SDIL	Soft Drinks Industry Levy



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