

# Second Choosing Health Progress Report

## Key

Grey Text: Commitment / Action achieved in May 2006 report

**Blue Text: Commitment / Action achieved in this report**

**Black text: Commitment / Action still outstanding**

# HEALTH INEQUALITIES

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WP Ref	Choosing Health commitment			
4.14	We will extend the current Healthy Communities Collaborative to more deprived communities from 2006, and we will use collaborative techniques to support action through local partnerships.			
	Action	Date	Responsibility	Comment
	<ul style="list-style-type: none"> <li>Share learning from the collaborative</li> </ul>		<b>Regional:</b> DH (RPHGs)	Achieved. Roll out commissioned
	<ul style="list-style-type: none"> <li>Define scope for extending collaborative</li> </ul>	30-Sep-05	<b>National:</b> DH, with Healthy Communities Collaborative	Achieved
WP Ref	Choosing Health Commitment			
4.18	We will publish revised guidance on health and neighbourhood renewal, early in 2005, to support local action to address health inequalities and deliver neighbourhood renewal.			
	Action	Date	Responsibility	Comment
	<ul style="list-style-type: none"> <li>Publish revised health and neighbourhood renewal guidance</li> </ul>	30-Mar-05	<b>National:</b> DH, ODPM	Achieved. Guidance published - launched at Spearhead Conference on 17 March. Website link <a href="http://www.neighbourhood.gov.uk/www.dh.gov.uk">www.neighbourhood.gov.uk/www.dh.gov.uk</a>
WP Ref	Choosing Health Commitment			
4.19	We shall work, initially with 12 localities, to pilot a new approach to unlocking the energy that lies within communities themselves. Communities for Health, beginning in Spring 2005, will promote action across local organisations – voluntary sector, NHS, local authorities, business and industry - on a locally chosen priority for health, to celebrate current achievements, and build momentum for future change.			
	Action	Date	Responsibility	Comment
	<ul style="list-style-type: none"> <li>At least one promotion activity in each pilot area during 2005/06</li> </ul>	31-Mar-06	<b>Local:</b> Pilot LAs	Achieved
	<ul style="list-style-type: none"> <li>All activities evaluated and effective interventions disseminated</li> </ul>	31-Mar-06		Achieved
	<ul style="list-style-type: none"> <li>Identify regional level support for pilot areas, share learning and ensure integration with other regionally coordinated community development programmes.</li> </ul>	31-Dec-06	<b>Regional:</b> DH (RPHGs), SHAs	Achieved

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	<ul style="list-style-type: none"> <li>Communities for Health pilot authorities 'signed up', funding and support arrangements in place.</li> </ul>	30-Sep-05	<b>National:</b> DH	Achieved
<b>WP Ref</b>	<b>Choosing Health Commitment</b>			
4.27	Working with local government and other partners including PCTs and children's trusts, we will pilot Local Area Agreements in 21 areas, starting in April 2005. If the pilots are successful, agreements will be rolled out nationally. Local Area Agreements will be based on agreements between Government, Councils and local partners about local delivery of national targets in ways that reflect local priorities, reinforce joint working between partners and more flexible use of central government support, bringing together different funding streams to best meet local priorities			
	<b>Action</b>	<b>Date</b>	<b>Responsibility</b>	<b>Comment</b>
	<ul style="list-style-type: none"> <li>Pilot areas agree LAAs with their Government Offices</li> </ul>	31-Mar-05	<b>Local:</b> Pilot areas in LAs, PCTs (SHAs)	Achieved.
	<ul style="list-style-type: none"> <li>Phase two rollout, covering an additional 40 LAs</li> </ul>	31-Dec-06		Achieved. Government announced phase two roll out to 66 areas on 22 June.
	<ul style="list-style-type: none"> <li>Support and development of LAAs</li> </ul>	30-Sep-05	<b>Regional:</b> DH (RPHGs), GORs	Achieved
	<ul style="list-style-type: none"> <li>Ministerial Sign-off of pilot areas</li> </ul>	31-Mar-05	<b>National:</b> ODPM, DH	Achieved
	<ul style="list-style-type: none"> <li>ODPM-led evaluation of pilot LAAs with a view to rollout to an additional 40 LAs</li> </ul>	20-Jul-05		Achieved
	<ul style="list-style-type: none"> <li>Evaluation of health implications of LAAs</li> </ul>	30-Sep-05		Achieved
<b>WP Ref</b>	<b>Choosing Health Commitment</b>			
4.29	From 2005-06 onwards, we will require PCTs to develop targets to meet the needs of people living in their area that are agreed with local partners and designed to meet national targets and priorities set by this White Paper and the NHS Improvement Plan.			
	<b>Action</b>	<b>Date</b>	<b>Responsibility</b>	<b>Comment</b>
	<ul style="list-style-type: none"> <li>All PCTs agree LDPs with their SHAs, including local targets</li> </ul>	31-May-05	<b>Local:</b> PCTs (SHAs), LAs	Achieved
	<ul style="list-style-type: none"> <li>Roll out to further 40 pilot LAAs</li> </ul>	22-June-05		Achieved

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	<ul style="list-style-type: none"> <li>Review local health targets in LAAs</li> </ul>	30-Dec-06	<b>Regional:</b> SHAs, DH (RPHGs)	Achieved
<b>WP Ref</b>	<b>Choosing Health Commitment</b>			
6.11	As part of this work, the National Clinical Directors with the Deputy Chief Medical Officer will make recommendations by March 2005 on how to build a comprehensive and integrated prevention framework across all the areas covered by the National Service Frameworks.			
	<b>Action</b>	<b>Date</b>	<b>Responsibility</b>	<b>Comment</b>
	<ul style="list-style-type: none"> <li>Programme of local events led by and for clinical professionals.</li> </ul>	31-May-07	<b>Local:</b> See comment.	On track. SHAs support engagement from NHS organizations, particularly PCTs and NHS Trusts, via NSF leads, DsPH and professional leaders
	<ul style="list-style-type: none"> <li>NCD and DCMO group established</li> <li>Identify lead NCD Champions for major Choosing Health priority areas</li> <li>Produce core script on key prevention messages for frontline staff</li> </ul>	31-Jan-05 30-Apr-05 30-Apr-07	<b>National:</b> National Clinical Directors, DCMO and professional bodies	Achieved. Achieved Core script under development
<b>WP Ref</b>	<b>Choosing Health Commitment</b>			
6.12	<p>We are giving Primary Care Trusts (PCTs) the means to tackle health inequalities and improve health through:</p> <p>(a) funding to give greater priority to areas of high health need. We shall continue and if possible accelerate distribution towards need and promote commissioning for health</p> <p>(b) new investment in primary care facilities for some 50% of the population by 2008 with a focus on the most deprived areas of our communities</p> <p>(c) development of a tool to assess local health and wellbeing that will help PCTs and local authorities jointly plan services and check on progress in reducing inequalities</p>			
	<b>Action</b>	<b>Date</b>	<b>Responsibility</b>	<b>Comment</b>
	<ul style="list-style-type: none"> <li>Ensure additional funding is allocated to areas of greatest need and increase in preventive services for improved health</li> <li>Use health equity audit</li> </ul>	31-May-08	<b>Local:</b> PCTs (SHAs), LAs	Achieved. Spearhead funding provided.

## HEALTH INEQUALITIES

	<ul style="list-style-type: none"> <li>• Introduction of jointly planned services</li> <li>• Monitor progress of PCTs and LAs</li> <li>• Provide network of support, development and learning for spearhead PCTs in the region with NICE</li> </ul>	<p>31-May-08 31-May-08</p>	<p><b>Regional:</b> DH (RPHGs), GORs, SHAs</p>	<p>Achieved Achieved via commissioning of development programme through PCC and Improvement Foundation</p>
	<ul style="list-style-type: none"> <li>• PCT financial allocations to support areas of high health need, particularly spearhead PCTs</li> <li>• Ongoing investment through NHS LIFT for primary care facilities</li> <li>• Support developmental work undertaken by Shared Priority Pathfinder Authorities</li> </ul>	<p>28-Feb-05 31-Jan-06</p>	<p><b>National:</b> DH, LGA</p>	<p>Achieved.  Achieved  Achieved</p>
<b>WP Ref</b>	<b>Choosing Health Commitment</b>			
6.27	PCTs will need to use health equity audits to build a better understanding of why some people or groups are less likely to use the range of available opportunities for screening, and then act to promote take up.			
	<b>Action</b>	<b>Date</b>	<b>Responsibility</b>	<b>Comment</b>
	<ul style="list-style-type: none"> <li>• PCTs to do regular health equity audits (eg to increase uptake of screening among disadvantaged groups)</li> </ul>	31-Mar-07	<b>Local:</b> PCTs (SHAs)	Achieved
	<ul style="list-style-type: none"> <li>• PCTs to apply financial allocations to support areas of high health need identified through health equity audits</li> </ul>	31-Mar-07		Achieved
	<ul style="list-style-type: none"> <li>• SHAs to monitor progress of PCTs in improving take-up of screening opportunities in line with LDP data-monitoring requirements on screening</li> </ul>	31-May-08		Achieved

## HEALTH INEQUALITIES

	<ul style="list-style-type: none"><li>• Collate and share learning on use of audits</li><li>• Identify the evidence base for improving the effectiveness of screening uptake amongst at risk individuals and groups</li></ul>	30-Sep-05  31-May-07	<b>Regional:</b> PHOs, DH (RPHGs)  <b>National:</b> DH	Achieved  On track
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**HELPING CHILDREN AND YOUNG PEOPLE LEAD HEALTHY LIVES**

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## HELPING CHILDREN AND YOUNG PEOPLE LEAD HEALTHY LIVES

WP Ref	Choosing Health Commitment			
3.14	Following recommendations in Every Child Matters, the Department for Education and Skills (DfES) is developing a common core of skills and knowledge to support training for all professionals working with children, young people, families and carers. The common core will pay attention to the importance of promoting good health, and of recognising and being willing to discuss health concerns in response to requests.			
	Action	Date	Responsibility	Comment
	<ul style="list-style-type: none"> <li>Common Core prospectus published.</li> </ul>	31-May-05	<b>National::</b> DfES DH, Home Office	Achieved.
	<ul style="list-style-type: none"> <li>Children's Workforce Development Council set up as part of sector skills and arrangements for those working with children, young people and families.</li> </ul>	31-May-05		Achieved
WP Ref	Choosing Health Commitment			
3.17	Children's trust arrangements will involve everybody working together locally to improve outcomes for children. The Government is recommending that all areas should have a children's trust by 2008.			
	Action	Date	Responsibility	Comment
	<ul style="list-style-type: none"> <li>Collaborate with DfES to advise on the implementation of Children's Trusts.</li> </ul>	30-Sep-05	<b>Regional:</b> DH (RPHGs)	Achieved.
	<ul style="list-style-type: none"> <li>National evaluation of children's trusts phase 1 report</li> </ul>	30-Jun-05	<b>National:</b> DfES/DH	Achieved
	<ul style="list-style-type: none"> <li>Phase 2 preliminary report</li> </ul>	31-Jul-06		Achieved
	<ul style="list-style-type: none"> <li>Final report</li> </ul>	31-Jul-07		On track to have Children's Trusts in all local authorities by 2008
	<ul style="list-style-type: none"> <li>Guidance for the Children Act 2004.</li> </ul>	29-Jul-05		Achieved
WP Ref	Choosing Health Commitment			
3.18	We will work with local authorities to establish up to 2,500 children's centres by March 2008. The Government's longer-term ambition is for there to be a children's centre in every community.			
	Action	Date	Responsibility	Comment
	<ul style="list-style-type: none"> <li>Develop strategy for development of</li> </ul>	31-Mar-08	<b>Local:</b> LA	On track

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	<p>children's centres</p> <ul style="list-style-type: none"> <li>• Work with DfES to support implementation and monitoring of regional work programme.</li> <li>• Guidance for LAs on children centre development</li> <li>• 2,500 children's centres</li> <li>• As announced in the ten year strategy for childcare (Dec 2004) we will establish 3,500 children's centres, one for every community in England</li> </ul>	<p>30-Sep-05</p> <p>31-May-06</p> <p>31-Mar-08</p> <p>31-Mar-10</p>	<p><b>Regional:</b> Regional Sure Start Teams</p> <p><b>National:</b> DfES</p>	<p>Achieved</p> <p>Achieved</p> <p>On track to have 2,500 Sure Start Children's Centres by March 2008. There were 1,051 as of January 2007 On track</p>
<b>WP Ref</b>	<b>Choosing Health Commitment</b>			
3.21	The Government's expectation is for all primary and secondary schools to develop as extended schools over time.			
	<b>Action</b>	<b>Date</b>	<b>Responsibility</b>	<b>Comment</b>
	<ul style="list-style-type: none"> <li>• Work in partnership with DfES and GORs on the public health aspects of the extended schools agenda.</li> <li>• Publication on the Extended Schools Prospectus setting out the vision for extended schools</li> </ul>	<p>30-Sep-07</p> <p>13-Jun-05</p>	<p><b>Regional:</b> DH (RPHGs)</p> <p><b>National:</b> DfES</p>	<p>On track. 3,818 schools are now providing the full core offer against the target of 6,000 schools by September 2007</p> <p>Achieved.</p>
<b>WP Ref</b>	<b>Choosing Health Commitment</b>			
3.43	<p>The Sure Start Unit will put in place by late 2005:</p> <p>- a training programme on social and emotional development to improve support for people delivering services for children between birth and five.</p>			
	<b>Action</b>	<b>Date</b>	<b>Responsibility</b>	<b>Comment</b>
	<ul style="list-style-type: none"> <li>• Physical Health materials: Materials on child accident prevention available.</li> <li>• Physical Health materials: Material on smoking interventions available.</li> <li>• Physical Health materials: Information on diet and nutrition</li> </ul>	<p>30-Apr-05</p> <p>30-Apr-07</p> <p>30-Apr-07</p>	<p><b>National:</b> DfES</p>	<p>Achieved</p> <p>Achieved - through Early Years Foundation stage curriculum programme</p> <p>Achieved - through Early Years Foundation stage curriculum programme</p>

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	<a href="#">available and publicised.</a>			
<b>WP Ref</b>	<b>Choosing Health Commitment</b>			
3.44	Home Start provides a home visiting programme with trained volunteers to support parents and families under stress in caring for and nurturing children during their early years. We have significantly increased funding to Home Start so that by 2006/07 nine out of ten local authorities will have this service available.			
	<b>Action</b>	<b>Date</b>	<b>Responsibility</b>	<b>Comment</b>
	<ul style="list-style-type: none"> <li>• <a href="#">Home Start will work with 31,800 families with children under 5</a></li> </ul>	31-Mar-07	<b>Local:</b> DfES	<a href="#">Achieved</a>
	<ul style="list-style-type: none"> <li>• Home Start service available in 90% of Las</li> </ul>	30-Jun-07		On track - Home-Start are now operational in 125/150 Local Authorities (81%)
	<ul style="list-style-type: none"> <li>• <a href="#">90 paid staff and 11,000 volunteers recruited</a></li> </ul>	31-Mar-07		<a href="#">Achieved</a>
	<ul style="list-style-type: none"> <li>• <a href="#">250 local schemes open</a></li> </ul>	31-Mar-07		<a href="#">Achieved</a>
<b>WP Ref</b>	<b>Choosing Health Commitment</b>			
3.47	The Government has a vision that half of all schools will be healthy schools by 2006, with the rest working towards healthy school status by 2009.			
	<b>Action</b>	<b>Date</b>	<b>Responsibility</b>	<b>Comment</b>
	<ul style="list-style-type: none"> <li>• Local Healthy School Programme target schools</li> </ul>	31-Dec-09	<b>Local:</b> LEAs, PCTs, Local HSP, Children's Trust	Target of 50% of all schools achieving healthy school status was met in November 2006. At February 2007 24% of schools achieved new healthy school status and 86% of schools on the programme
	<ul style="list-style-type: none"> <li>• <a href="#">Work with DfES and GORs to agree and implement regional work plan</a></li> </ul>	01-Apr-06	<b>Regional:</b> DH (RPHGs)	<a href="#">Achieved</a>
	<ul style="list-style-type: none"> <li>• Establish new delivery unit</li> </ul>	31-May-05	<b>National:</b> DH/DfES	Achieved
	<ul style="list-style-type: none"> <li>• Draft guidance to schools on new healthy school definition</li> </ul>	01-Sep-05		Achieved
	<ul style="list-style-type: none"> <li>• Set targets for LEAs, in partnership with PCTs, to recruit all schools by 2009</li> </ul>	01-Sep-05		Achieved
	<ul style="list-style-type: none"> <li>• <a href="#">Develop communications strategy</a></li> </ul>	31-Jan-06		<a href="#">Achieved</a>

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WP Ref	Choosing Health Commitment			
3.48	We will encourage local Healthy Schools programmes to target deprived schools including Pupil Referral Units. We will also look to extend Healthy Schools to include Nursery Education.			
	Action	Date	Responsibility	Comment
	<ul style="list-style-type: none"> <li>Work with PRUs to recruit in line with recruitment strategy</li> </ul>	31-Dec-05	<b>Local:</b> LEAs, PCTs, Local HSP, schools, children's trusts	Achieved - through Early Years Foundation stage curriculum programme
	<ul style="list-style-type: none"> <li>Work with maintained nurseries to recruit in line with recruitment strategies</li> </ul>	31-Dec-05		
	<ul style="list-style-type: none"> <li>Work with DfES to support implementation and monitoring of regional work programme</li> </ul>		<b>Regional:</b> DH (RPHGs)	Achieved
	<ul style="list-style-type: none"> <li>Targets set for recruitment of PRUs</li> </ul>	28-Feb-06	<b>National:</b> DH/DfES	Achieved - through Early Years Foundation stage curriculum programme
	<ul style="list-style-type: none"> <li>Recruitment strategy for PRUs in place</li> </ul>	31-Mar-06		Achieved - through Early Years Foundation stage curriculum programme
	<ul style="list-style-type: none"> <li>Recruitment strategy for maintained nurseries in place</li> </ul>	31-Jan-06		Achieved - through Early Years Foundation stage curriculum programme
	<ul style="list-style-type: none"> <li>Explore potential for expanding the Healthy Schools Programme to early years settings universally</li> </ul>	31-Dec-07		On track
WP Ref	Choosing Health Commitment			
3.49	From 1 April 2005, a Healthy School will provide - supportive environment including policies on smoking, and healthy and nutritious food, with time and facilities for physical activity and sport both within and beyond the curriculum, and - comprehensive Personal, Social and Health Education (PSHE)			
	Action	Date	Responsibility	Comment
	<ul style="list-style-type: none"> <li>Work with DfES to support implementation and monitoring of regional work programme</li> </ul>	30-Sep-05	<b>Regional:</b> DH (RPHGs)	Achieved
	<ul style="list-style-type: none"> <li>Incorporate Healthy Eating, Physical Activity, comprehensive PSHE and emotional well-being into the Healthy</li> </ul>	01-Sep-05	<b>National:</b> DH/DfES	Achieved

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	<p>Schools Programme as essential elements</p> <ul style="list-style-type: none"> <li>• Draft guidance to schools on new healthy school definition</li> </ul>	01-Sep-05		Achieved
<b>WP Ref</b>	<b>Choosing Health Commitment</b>			
3.53	From 2005 all relevant inspections for services for children will be carried out under a single overall inspection framework. This will focus on how services contribute towards improving the wellbeing of children and young people, including their physical and mental health.			
	<b>Action</b>	<b>Date</b>	<b>Responsibility</b>	<b>Comment</b>
	<ul style="list-style-type: none"> <li>• Framework for inspection of children's services published</li> </ul>	31-May-05	<b>National:</b> DfES, Ofsted	Achieved
	<ul style="list-style-type: none"> <li>• Joint area reviews of children's services begin</li> </ul>	30-Sep-05		Achieved
<b>WP Ref</b>	<b>Choosing Health Commitment</b>			
3.6	Subject to parliamentary approval, powers set out in the Children Bill will introduce the Children and Young People's Plan. The plan will bring together planning for local authority services with other plans, for example for health services, voluntary and community services and drugs action for children and young people. We will look to PCTs to be fully involved with the new Children and Young People's Plan arrangements and contribute advice and support in taking action to promote the health of children and young people.			
	<b>Action</b>	<b>Date</b>	<b>Responsibility</b>	<b>Comment</b>
	<ul style="list-style-type: none"> <li>• DfES consultation on regulations and non-statutory guidance</li> </ul>	31-Jul-05	<b>National:</b> DfES	Achieved
	<ul style="list-style-type: none"> <li>• Planning repeals</li> </ul>	30-Mar-05		Achieved
	<ul style="list-style-type: none"> <li>• Children and Young People's Plan in place</li> </ul>	30-Apr-06		Achieved
<b>WP Ref</b>	<b>Choosing Health Commitment</b>			
3.81	We are evaluating the use of ENABLE - a CD-ROM designed to help schools identify and address the emotional health needs of children with emotional and behavioural difficulties - with a view to extending this model more widely.			
	<b>Action</b>	<b>Date</b>	<b>Responsibility</b>	<b>Comment</b>
	<ul style="list-style-type: none"> <li>• Building on ENABLE - develop a programme to help parents, carers and professionals to promote children and young people's positive emotional wellbeing</li> </ul>	30-Sep-06	<b>National:</b> DH, DfES	Achieved – Evaluation completed

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	<ul style="list-style-type: none"> <li>Further milestones to be determined</li> </ul>	31-Dec-06		Achieved
<b>WP Ref</b>	<b>Choosing Health Commitment</b>			
3.88	We are currently developing a new youth offer that will be the subject of a forthcoming cross-government Green Paper			
	<b>Action</b>	<b>Date</b>	<b>Responsibility</b>	<b>Comment</b>
	<ul style="list-style-type: none"> <li>Youth Green Paper launched by Ministers</li> </ul>	18-Jul-05	National: DfES	Achieved
<b>WP Ref</b>	<b>Choosing Health Commitment</b>			
3.90	We have funded a three-year Young People's Development Programme to pilot ways of reducing teenage pregnancy and substance misuse and improving sexual health, particularly amongst vulnerable young people			
	<b>Action</b>	<b>Date</b>	<b>Responsibility</b>	<b>Comment</b>
	<ul style="list-style-type: none"> <li>Support regional programme with particular regard to collation of information and dissemination of good practice</li> </ul>	30-Nov-07	Regional: DH (RPHGs)	On track - 27 projects are successfully underway
	<ul style="list-style-type: none"> <li>Evaluation of pilots will inform possible roll-out and further milestones</li> </ul>	30-Nov-07	National: DH, DfES	On track - Final evaluation report due in Summer 2007
<b>WP Ref</b>	<b>Choosing Health Commitment</b>			
3.93	We are developing a resource to support PCTs in making NHS services easy to use and trusted by young people. You're Welcome , will be published early in 2005.			
	<b>Action</b>	<b>Date</b>	<b>Responsibility</b>	<b>Comment</b>
	<ul style="list-style-type: none"> <li>Use the You're Welcome resource locally</li> </ul>	30-Apr-06	Local: PCTs	Achieved
	<ul style="list-style-type: none"> <li>Link with SHAs re co-ordination of launch resource</li> </ul>	30-Apr-06	Regional: RPHGs	Achieved. You're Welcome quality criteria published October 2005. Training events completed May 2006. Updated version of You're Welcome (inclusive of additional chapter on CAMHS) to be published in February 2007. Toolkit due Spring 2007.
	<ul style="list-style-type: none"> <li>Standards disseminated &amp; training of PCT providers commenced</li> </ul>	18-Oct-05	National: DH	
	<ul style="list-style-type: none"> <li>Training for professionals</li> <li>Developing research capacity</li> </ul>	31-Dec-06		
<b>WP Ref</b>	<b>Choosing Health Commitment</b>			
3.94	From 2006, the Department of Health will pilot health services dedicated for young people and designed around their needs. These services will include primary care and specialist services in locations that are aimed at attracting young people and will include facilities such as internet access.			

## HELPING CHILDREN AND YOUNG PEOPLE LEAD HEALTHY LIVES

	Action	Date	Responsibility	Comment
	<ul style="list-style-type: none"> <li>Pilot sites introduce new services</li> <li>Assist DH in pilot process and link to extended schools programme</li> <li>Investigate potential for kitemarking/badging schemes</li> <li>Three pilot prototype services set-up</li> </ul>	<p>30-Nov-06</p> <p>28-Feb-05</p> <p>31-Jul-06</p>	<p><b>Local:</b> pilot PCTs <b>Regional:</b> DH (RPHGs)</p> <p><b>National:</b> DH</p>	<p>Achieved. Pilot sites established</p> <p>Achieved</p> <p>Achieved</p>
<b>WP Ref</b>	<b>Choosing Health Commitment</b>			
3.43	<p>The Sure Start Unit will put in place by late 2005: - guidance for early years practitioners focusing on changing patterns of parental behaviour and delivering activities that influence the physical health of babies and young children from conception to five.</p>			
	Action	Date	Responsibility	Comment
	<ul style="list-style-type: none"> <li>Early Years Social &amp; Emotional Development materials: Development and produce training material</li> <li>Early Years Social &amp; Emotional Development materials: Hold regional conferences to train the trainers</li> </ul>	<p>31-Dec-05</p> <p>28-Feb-06</p>	<p><b>National:</b> DfES</p>	<p>Achieved - through Early Years Foundation stage curriculum programme</p> <p>Achieved - through Early Years Foundation stage curriculum programme</p>
<b>WP Ref</b>	<b>Choosing Health Commitment</b>			
3.43	<p>The Sure Start Unit will put in place by late 2005: - a Community Parental Support Project to promote greater parental involvement in children's early learning and development in some of the most disadvantaged areas. This will involve training four lead workers in each of the 500 communities supporting every Sure Start local programme, Early Excellence Centre and children's centre in England.</p>			
	Action	Date	Responsibility	Comment
	<ul style="list-style-type: none"> <li>Community Parental Support Project: Development of a core model including training materials for practitioners</li> <li>Community Parental Support Project. Deliver training to practitioners</li> </ul>	<p>31-Mar-07</p> <p>31-Dec-07</p>	<p><b>National:</b> DfES</p>	<p>Achieved</p> <p>Training will then be extended across the country to all Early Years settings</p>

# **IMPROVING MENTAL HEALTH AND WELL-BEING**

## IMPROVING MENTAL HEALTH AND WELL-BEING

WP Ref	Choosing Health commitment			
3.83	We will publish guidance next Spring to help carers engage looked-after children in creative activity to improve their self-esteem, social skills and emotional well being.			
	Action	Date	Responsibility	Comment
	<ul style="list-style-type: none"> <li>Encourage and monitor uptake of guidance</li> </ul>	30-Jun-06	<b>Regional:</b> DfES, GORs, DH (RPHGs), CSCI	Achieved
	<ul style="list-style-type: none"> <li>Publish guidance</li> </ul>	31-May-05	<b>National:</b> DfES	Achieved
WP Ref	Choosing Health Commitment			
6.43	We will use the lessons from a new approach being piloted in 8 centres in England to extend the new models of physical health care for people with mental problems across all PCTs			
	Action	Date	Responsibility	Comment
	<ul style="list-style-type: none"> <li>Develop and publish guidance for effective commissioning of programmes based on pilots evaluated by Lilly.</li> </ul>	17-Aug-06	<b>National:</b> DH, support from NIMHE	Published August 2006
WP Ref	Choosing Health Commitment			
6.44	We will develop new approaches to helping people with mental illness manage their own care and make available information for them on all aspects of health, both mental and physical wellbeing.			
	Action	Date	Responsibility	Comment
	<ul style="list-style-type: none"> <li>Establish stakeholder/steering group including service users and NGO stakeholders</li> </ul>	28-Apr-07	<b>National:</b> DH, NHS Direct	Ongoing
	<ul style="list-style-type: none"> <li>First products available via NHS Direct and NHS Direct Online with links to Health Direct</li> </ul>	31-Apr-06		On track

## IMPROVING MENTAL HEALTH AND WELL-BEING

WP Ref	Choosing Health Commitment			
6.45	The Department of Health is developing a programme of work to take forward the recommendations in Delivering Race Equality: a framework for action, which outlined a whole system approach to tackle the inequalities experienced by people from black and minority ethnic communities in the mental health system of care.			
	Action	Date	Responsibility	Comment
	<ul style="list-style-type: none"> <li>Raise awareness via Mental Health Networks</li> </ul>	30-Jun-06	<b>Regional:</b> NIMHE, DH (RPHGs)	Achieved
	<ul style="list-style-type: none"> <li>DRE report published</li> <li>Establish project plan for effective governance and reporting on relevant NIMHE programmes for the publish mental health aspects of the White Paper</li> </ul>	01-Apr-05 30-Apr-06	<b>National:</b> DH, NIMHE, Delivering Race Equality Programme	Achieved Achieved
WP Ref	Choosing Health Commitment			
7.41	We will develop with partners guidelines on the management of mild to moderate mental ill health in the workplace to be published in 2005			
	Action	Date	Responsibility	Comment
	<ul style="list-style-type: none"> <li>Ensure dissemination outside NHS</li> </ul>		<b>Regional:</b> DH (RPHGs), RDA	Achieved
<ul style="list-style-type: none"> <li>Final draft stage reached by work group</li> </ul>	30-Sep-05	<b>National:</b> DH, NHS Plus	Achieved	
WP Ref	Choosing Health Commitment			
7.70	The National Institute for Mental Health in England will work with the Disability Rights Commission to challenge discrimination against people with mental health difficulties, and enable more to gain access to employment.			
	Action	Date	Responsibility	Comment
	<ul style="list-style-type: none"> <li>Incorporate approach in 'Pathways to Work' pilots</li> </ul>	30-Apr-06	<b>Regional:</b> DH (RPHG), Job Centre Plus	Significant progress made
<ul style="list-style-type: none"> <li>Hold meeting with DWP to set out initial stages</li> </ul>	30-Apr-06	<b>National:</b> DH, DWP	On track	

## IMPROVING MENTAL HEALTH AND WELL-BEING

WP Ref	Choosing Health Commitment			
7.80	The Dept of Health with work through the National Institute for Mental Health in England and in liaison with the Department for Work and Pensions (DWP) to implement evidence based practice, in particular Individual Placement Support.			
	Action	Date	Responsibility	Comment
	<ul style="list-style-type: none"> <li>Facilitate dissemination and implementation of evidence based practice</li> </ul>	30-Oct-05	<b>Regional:</b> DH (MHB), DWP, NIMHE	Achieved
	<ul style="list-style-type: none"> <li>Hold meeting with DWP to set out initial stages</li> </ul>	30-Sep-05	<b>National:</b> DH, DWP	Achieved. Guidance is written and will be published by DH in near future. Joint publication with DWP including joint foreword from both Departmental Ministers.

# **IMPROVING SEXUAL HEALTH**

## IMPROVING SEXUAL HEALTH

WP Ref	Choosing Health commitment			
2.15	Sexual health - a new national campaign targeted particularly at younger men and women to ensure that they understand the real risk of unprotected sex and persuade them of the benefits of using condoms to avoid the risk of sexually transmitted infections (STIs) or unplanned pregnancies			
	Action	Date	Responsibility	Comment
	<ul style="list-style-type: none"> <li>Define 'Bridging campaign'</li> </ul>	01-Apr-05	<b>National:</b> DH, DfES, ODPM, LAs, Children's Trusts, LGA, voluntary orgs (eg FPA), Industry	Achieved. Bridging campaign was run successfully in Feb 05 and has now finished.
	<ul style="list-style-type: none"> <li>Prepare new campaign, involvement of third parties</li> </ul>	30-Nov-06		Campaign launched November 06
	<ul style="list-style-type: none"> <li>Deliver major new high profile campaign based on the "use a condom" message and prevention of Chlamydia</li> </ul>	30-Nov-06		Campaign launched November 06
WP Ref	Choosing Health Commitment			
3.106	We will support Teenage Pregnancy Partnership Boards to strengthen delivery of their strategy in neighbourhoods with high teenage conception rates.			
	Action	Date	Responsibility	Comment
	<ul style="list-style-type: none"> <li>In line with LDP requirements, set targets to reduce teenage pregnancy, including within areas associated with socio-economic disadvantage, neighbourhoods with high levels of teenage pregnancy (identifying contribution of health, education services, employment and regeneration initiatives)</li> </ul>	30-Apr-06	<b>Local:</b> LA, PCTs, (SHAs)	Achieved.
	<ul style="list-style-type: none"> <li>Agree with local secondary schools</li> </ul>	30-Sep-05		Achieved.

## IMPROVING SEXUAL HEALTH

	<p>how the Healthy Schools initiative will be used to foster better sexual health.</p> <ul style="list-style-type: none"> <li>• Priorities conversations led by Regional Change Advisers</li> <li>• Annual report assessments</li> <li>• Six monthly review with Teenage Pregnancy Partnership Board</li> <li>• Identify the role of school nurses and health trainers in promoting access to sexual health services and raising awareness of STIs among young people.</li> </ul>	<p>30-Nov-05</p> <p>30-Jun-05</p> <p>30-Nov-05</p> <p>30-Apr-05</p>	<p><b>Regional:</b> Teenage Pregnancy Coordinators</p> <p><b>National:</b> DfES, DH</p>	<p>Achieved</p> <p>Achieved</p> <p>Achieved</p> <p>Achieved</p>
<b>WP Ref</b>	<b>Choosing Health Commitment</b>			
3.96	<p>We will ensure a broader reach of information about sexual health for young people in ways that they can access in complete confidence. This will include:</p> <ul style="list-style-type: none"> <li>- confidential signposting to advice plus easier access to “teenage test your sexual health knowledge” material to ensure, all teenagers have access to the information they need at the time they need it.</li> <li>- a confidential email service offered by trained sexual health advisers</li> <li>- provision of information via <a href="http://www.ruthinking.co.uk">www.ruthinking.co.uk</a> partnerships with specialist websites such as <a href="http://www.teenagehealthfreak.org">www.teenagehealthfreak.org</a> and online youth portals</li> <li>- increased support for parents in talking to children about sex and relationships</li> <li>- provision of advice in settings where young people go</li> <li>- development of interactive learning material</li> <li>- provision of targeted material for specific groups such as disabled children, young people in public care and care leavers.</li> </ul>			
	<b>Action</b>	<b>Date</b>	<b>Responsibility</b>	<b>Comment</b>
	<ul style="list-style-type: none"> <li>• The provision of information to young people about sexual health will be a sub-element of the national campaign (see 2.15).</li> </ul>	[31-Dec-05]	<b>National:</b> DH, DfES	Achieved. Campaigns launched: "R U Thinking"; "Respect"; "Condom Essential Wear"

## IMPROVING SEXUAL HEALTH

WP Ref	Choosing Health Commitment			
6.76	We are committing new capital and revenue funding to tackle the high rate of sexually transmitted infections (STIs) in England. This will support modernisation of the whole range of NHS sexual health services, to communicate better with people about the risk, offer more accessible services to provide faster and better prevention and treatment, and deliver these services in a different way. (NB, this is closely linked to 6.24)			
	Action	Date	Responsibility	Comment
	<ul style="list-style-type: none"> <li>Identify trajectory for reduction of gonorrhoea rates</li> </ul>	31-Dec-05	<b>Local:</b> PCTs (SHAs)	Achieved - Funding allocated to PCTs in main allocations. Gonorrhoea rates are reducing nationally.
	<ul style="list-style-type: none"> <li>Establish national support team and regional networks</li> </ul>	31-Dec-05	<b>National:</b> DH, NIMHE, Delivering Race Equality Programme	Achieved. Sexual health NST established.
	<ul style="list-style-type: none"> <li>Map training needs of the workforce and produce an action plan to move the agenda forward.</li> </ul>	31-Jul-05		Achieved. Group (including external stakeholders) established to take work forward. Training standards and competencies for more specialised sexually transmitted infection services within primary care published in 2005.
WP Ref	Choosing Health Commitment			
6.80	We will accelerate implementation of a national screening programme for Chlamydia, to cover the whole of England by March 2007			
	Action	Date	Responsibility	Comment
	<ul style="list-style-type: none"> <li>SHA plans detail how screening will be introduced</li> </ul>	31-Dec-05	<b>Local:</b> PCTs (SHAs)	Achieved. SHA plans to screen 15% of the target population submitted as part of the 07/08 LDP refresh.
	<ul style="list-style-type: none"> <li>100% coverage by March 2007</li> </ul>	31-Mar-07		Achieved - Every PCT is planning to start screening during 2007.

## IMPROVING SEXUAL HEALTH

	<ul style="list-style-type: none"> <li>Complementary pharmacy screening work incorporated into National programme</li> <li>Transfer responsibility for screening programme to HPA</li> </ul>	30-Nov-07	<b>National:</b>	Achieved
		31-Mar-07	DH, HPA	Achieved. HPA have now recruited their national and regional team.
<b>WP Ref</b>	<b>Choosing Health Commitment</b>			
6.80	We believe that the independent sector could contribute to providing efficient and convenient screening services. As part of the national programme we will take steps to introduce and evaluate the effectiveness of Chlamydia screening in retail pharmacies starting in London.			
	<b>Action</b>	<b>Date</b>	<b>Responsibility</b>	<b>Comment</b>
	<ul style="list-style-type: none"> <li>Pilots in London and Cornwall</li> </ul>	30-Nov-07	<b>Local:</b> DH, pilot PCTs (SHAs)	On track. Contract awarded to Boots the Chemist and independent evaluation is under way - to be completed November 2007. Pilot is only taking place in London.
<b>WP Ref</b>	<b>Choosing Health Commitment</b>			
6.81	We will carry out an audit of contraceptive service provision in early 2005 and invest centrally to meet gaps in local services in particular to ensure that the full range of contraceptive services is available , good practice is spread and services modernised.			
	<b>Action</b>	<b>Date</b>	<b>Responsibility</b>	<b>Comment</b>
	<ul style="list-style-type: none"> <li>Gaps in services identified</li> </ul>	[31-Dec-05]	<b>Local:</b> PCTs (SHAs), service providers, manufacturers	Achieved. PCT audit of service provision took place January 06-March 06.
	<ul style="list-style-type: none"> <li>Plans to fill gaps developed</li> </ul>			Achieved
	<ul style="list-style-type: none"> <li>Audit of Contraceptives services completed</li> </ul>	31-Dec-06	<b>National:</b> DH	Achieved.
	<ul style="list-style-type: none"> <li>Develop plan to address outcomes of audit</li> </ul>	30-Apr-07		On track. Best practice guidance on reproductive healthcare currently being developed.
<b>WP Ref</b>	<b>Choosing Health Commitment</b>			
6.82	We are carrying out a national review of GUM treatment services [for STIs] to provide advice and support on service modernisation for both commissioners and service providers and will follow this up with investment in both services and infrastructure.			
	<b>Action</b>	<b>Date</b>	<b>Responsibility</b>	<b>Comment</b>

## IMPROVING SEXUAL HEALTH

	<ul style="list-style-type: none"> <li>Gaps in services identified</li> </ul>	May 2007	<b>Local:</b> PCTs (SHAs), service providers, manufacturers	National Review in progress promoting major benefits to the quality of health and services.
	<ul style="list-style-type: none"> <li>Plans to fill gaps developed</li> </ul>	May 2007		Achieved
	<ul style="list-style-type: none"> <li>Monitor performance of services</li> </ul>	31-Mar-07	<b>National:</b> DH	Achieved. New continuous data monitoring for waiting times has been rolled out to every GUM clinic and a more comprehensive data set is currently being piloted for implementation in summer 07.
	<ul style="list-style-type: none"> <li>Target support at list of poorest performing 20% identified through Gonorrhoea rates</li> </ul>	March 2008		Significant progress made. Most SHAs are on track for the gonorrhoea reduction target. Work with those not on target will be taken forward with the Recovery and Support Unit and National Support team.
<b>WP Ref</b>	<b>Choosing Health Commitment</b>			
6.84	We intend that the NHS should offer the same fast access to high quality GUM services that patients expect of other NHS treatment. The goal is that by 2008 everyone referred to a GUM clinic should be able to have an appointment within 48 hours.			
	<b>Action</b>	<b>Date</b>	<b>Responsibility</b>	<b>Comment</b>
	<ul style="list-style-type: none"> <li>Implement plans to reduce access to a maximum of 48 ours by 2008</li> </ul>	30-May-05	<b>Local:</b> PCTs (SHAs)	Achieved.
	<ul style="list-style-type: none"> <li>Continuous monitoring of LDPs to ensure annual progress and goal of 100% of patients being offered a GUM appointment within 48 hours by 2007 is met</li> </ul>	March 2008	<b>National:</b> DH, SHAs	Progress is being made but 9 out of 10 SHAs are behind where they plan to be in their LDP trajectories. Nationally, we are 7% adrift of the planned position: 65% actual vs 72% plan for quarter 3.

# **INFORMATION AND INTELLIGENCE**

## INFORMATION AND INTELLIGENCE

WP Ref	Choosing Health commitment			
4.22	We will develop a standard set of local health information that can be linked to other local data sets for publication. Public Health Observatories will produce reports designed for local communities at local authority level which will support directors of public health in promoting health in their area. The first of these local reports will be published in 2006 and we will also publish the first national report that year.			
	Action	Date	Responsibility	Comment
	<ul style="list-style-type: none"> <li>Design format of information for local communities</li> </ul>		<b>Regional:</b> PHOs, DH (RPHGs)	Achieved
	<ul style="list-style-type: none"> <li>Publish the first local health report linked to local PSAs, LAAs, and priorities</li> </ul>	31-Mar-06		Achieved
	<ul style="list-style-type: none"> <li>Identify indicators to be collected and available, and agree to support DsPH in their use</li> </ul>	31-Dec-05	PHs, DH (RPHGs)	Achieved
	<ul style="list-style-type: none"> <li>Task Force to identify and pilot an agreed set of core public health data to measure national and local progress</li> </ul>	31-Dec-05	<b>National:</b> DH, partners (to be determined)	Achieved
	<ul style="list-style-type: none"> <li>Task Force to establish a framework for health surveillance at national, regional and local levels building on the work of the existing PHOs</li> </ul>	31-Dec-05		Achieved. This framework has been described in the latest draft of the public health intelligence strategy.
	<ul style="list-style-type: none"> <li>Publish the first national health report</li> </ul>	31-Mar-06		Achieved. The first community profiles have been produced for all Local Authorities
WP Ref	Choosing Health Commitment			
4.30	The Department of Health will continue to work closely with the DfES to develop appropriate systems for recording lifestyle measures, for example obesity through weight and height measurements, among school age children.			
	Action	Date	Responsibility	Comment
	<ul style="list-style-type: none"> <li>Establish relationships with schools, school nurses and LEA</li> </ul>	31-Dec-05	<b>Local:</b> PCTs	Achieved
	<ul style="list-style-type: none"> <li>Identify local need</li> </ul>	31-Dec-05		Achieved
	<ul style="list-style-type: none"> <li>Support pilots through children's trusts and centres</li> </ul>	31-Dec-05	<b>Regional:</b> DH (RPHGs), PHOs, GOs	Achieved. National guidance issued

## INFORMATION AND INTELLIGENCE

	<ul style="list-style-type: none"> <li>• SHAs collate data from PCTs</li> <li>• Establishment of inter-departmental working group</li> <li>• Task Force to identify and pilot an agreed set of core public health data to measure national and local progress</li> </ul>	<p>31-Dec-05 01-Apr-05</p> <p>31-Dec-05</p>	<p><b>National:</b> DH, DfES</p>	<p>On track Achieved</p> <p>Achieved The core set of data has been agreed. They will be piloted as part of a national roll out of the community health profiles</p>
<b>WP Ref</b>	<b>Choosing Health Commitment</b>			
6.10	<p>Each National Clinical Director will work with clinical communities and networks to:</p> <ul style="list-style-type: none"> <li>- identify where there may be scope to extend primary and secondary prevention in their clinical areas, including geographical variation in preventive action and prescribing rates;</li> <li>- agree the most important steps to take, in particular to tackle health inequalities; and</li> <li>- set how progress can be assessed</li> </ul>			
	<b>Action</b>	<b>Date</b>	<b>Responsibility</b>	<b>Comment</b>
	<ul style="list-style-type: none"> <li>• Programme of local events led by and for clinical professionals</li> <li>• Publish local data annually broken down to PCT/LA</li> <li>• More complex analysis eg related to inequalities and ethical monitoring</li> <li>• The National Clinical Directors have agreed to champion the key disease prevention work streams within their lead areas</li> <li>• Identify key public health indicators and systems for reporting and extracting for example - use of QOF and HES data</li> <li>• Set up quality assurance processes with PHOs/SHAs</li> <li>• Identify lead NCD Champions for major Choosing Health priority areas</li> <li>• Produce core script on key prevention messages for frontline staff</li> </ul>	<p>31-May-06</p> <p>30-Jun-06</p> <p>31-Dec-05</p> <p>31-Dec-05</p> <p>31-Oct-05</p> <p>30-Nov-05</p>	<p><b>Local:</b> See comment</p> <p><b>Regional:</b> PHOs</p> <p><b>National:</b> DH</p> <p><b>National:</b> DH</p>	<p>Subsumed in SHA / PCT programmes</p> <p>Published in national &amp; local profiles and PHO reports</p> <p>Significant progress made</p> <p>Achieved</p> <p>Achieved</p> <p>Achieved</p> <p>Achieved</p> <p>Achieved</p>

## INFORMATION AND INTELLIGENCE

<b>WP Ref</b>	<b>Choosing Health Commitment</b>			
6.65	The Department of Health has commissioned NICE to prepare definitive guidance on prevention, identification, management and treatment of obesity and this is due to be available in 2007.			
	<b>Action</b>	<b>Date</b>	<b>Responsibility</b>	<b>Comment</b>
	<ul style="list-style-type: none"> <li>Guidance published</li> </ul>	Dec 2006	<b>National:</b> NICE	Achieved - NICE Guidance published
<b>WP Ref</b>	<b>Choosing Health Commitment</b>			
8.18	To ensure public accountability and demonstrate continuing progress the Department of Health will publish a six monthly progress report on key indicators for the targets that relate directly to improving health. These reports will reflect the joint contributions of all Departments involved.			
	<b>Action</b>	<b>Date</b>	<b>Responsibility</b>	<b>Comment</b>
	<ul style="list-style-type: none"> <li>Task Force to identify and pilot an agreed set of core public health data to measure national, regional and local progress</li> </ul>	31-Dec-05	<b>National:</b> DH	Achieved
	<ul style="list-style-type: none"> <li>Publish the first national health report</li> </ul>	31-Mar-06		Achieved - in form of Health Profile of England
<b>WP Ref</b>	<b>Choosing Health Commitment</b>			
Annex B - 18	The National Institute for Health & Clinical Excellence will appoint an Executive Director for Health Improvement to provide professional leadership in delivering public health for its work across the NHS and partner organisations in local government, in education and elsewhere. Additional Non Executive Board Members will also be appointed to improve its capacity to discharge its significantly extended role across this wider range of sectors including Local Government.			
	<b>Action</b>	<b>Date</b>	<b>Responsibility</b>	<b>Comment</b>
	<ul style="list-style-type: none"> <li>Completed secondary legislation for the establishment of the new NICE, including the requirement to appoint an Executive Director for Health Improvement and provision for additional non-executive board members</li> </ul>	30-Apr-05	<b>National:</b> DH	Achieved
<b>WP Ref</b>	<b>Choosing Health Commitment</b>			
Annex B - 24	Following the White Paper, we will establish a Health Information Task Force to lead action to develop and implement a comprehensive public health information and intelligence strategy. Priorities for action are set on page 191 of the White Paper.			
	<b>Action</b>	<b>Date</b>	<b>Responsibility</b>	<b>Comment</b>

## INFORMATION AND INTELLIGENCE

	<ul style="list-style-type: none"> <li>Produce action plans for regional delivery of the national strategy for public health information and intelligence strategy</li> <li>Appoint Task Force members</li> <li>Produce delivery plan for the public health information and intelligence strategy</li> <li>Publish guidance on data sharing, and on disclosure and confidentiality</li> </ul>	<p>31-Dec-05</p> <p>31-Mar-05 30-Jul-05</p> <p>30-Apr-07</p>	<p><b>Regional:</b> PHOs, DH (RPHGs)</p> <p><b>National:</b> DH</p>	<p>Achieved</p> <p>Achieved Achieved</p> <p>In progress. Proposal under review by PIAG</p>
<b>WP Ref</b>	<b>Choosing Health Commitment</b>			
Annex B - 31	We will establish a new Innovative Fund, of £30m, in 2006-07 and £40m per annum from 2007-08. This will support and test new models of working and provide real-time evaluation and feedback to ensure faster learning so that proven models can be put into practice much more rapidly than in the past.			
	<b>Action</b>	<b>Date</b>	<b>Responsibility</b>	<b>Comment</b>
	<ul style="list-style-type: none"> <li>Develop expertise at regional and supra-regional level to support evaluation of innovative practice</li> <li>Hold workshops to generate involvement in innovation</li> <li>Launch first commissioning round</li> <li>Launch pilots</li> </ul>	<p>31-Dec-05</p> <p>31-Dec-05 30-Apr-06</p>	<p><b>Regional:</b> DH (RPHGs), PHOs, NICE</p> <p><b>National:</b> DH</p>	Subsumed within Our Health, Our Care, Our Say commitment on 'shift to prevention'. Health England - a national reference group for health and wellbeing addressing evidence gaps and where change / innovation needed to support shift.

**INVESTING IN THE WORKFORCE**

## INVESTING IN THE WORKFORCE

WP Ref	Choosing Health commitment			
3.29	<p>The Chief Nursing Officer will work with nurse leaders and the Department for Education and Skills to</p> <ul style="list-style-type: none"> <li>- modernise and promote school nursing</li> <li>- develop a national programme for best practice that includes reviewing children and young people's health and supporting the use of children's personal health guides</li> </ul>			
	Action	Date	Responsibility	Comment
	<ul style="list-style-type: none"> <li>Local communication events</li> </ul>	30-Sep-05	<b>Local:</b> PCTs (SHAs) - Children's leads, DsPH and nursing leaders, LEA, Children's Trust and schools	Achieved
	<ul style="list-style-type: none"> <li>Establish CNO School Nursing Stakeholder Group</li> </ul>	01-Feb-05	<b>National:</b> CNO, WD, DfES, Professional bodies	Achieved. The last stakeholder events took place on 30 September 2005. An official group will take forward ongoing work. A communication strategy has been completed to ensure that opportunities are utilised to keep school nursing on the agenda.
	<ul style="list-style-type: none"> <li>Produce advice to schools and the NHS</li> </ul>	30-Sep-06		Achieved - Leaflet produced for secondary schools and distributed – Autumn 2006
	<ul style="list-style-type: none"> <li>Publish revised edition of school nurse resource pack</li> </ul>	31-Jan-06		Achieved - CNO steering group – "Looking for a School Nurse" resource disseminated widely
WP Ref	Choosing Health Commitment			
3.30	<p>We are providing new funding so that by 2010 every PCT - working with children's trusts and local authorities - will be resourced to have at least one full-time, all year round, qualified school nurse working with each cluster or group of primary schools and its related secondary school taking account of health needs and school populations. School nurses and their teams will be part of the wider health improvement workforce described in annex B. Roll out will start from 2006-07 in the 20% of PCTs with the worst health and deprivation indicators.</p>			
	Action	Date	Responsibility	Comment
	<ul style="list-style-type: none"> <li>Recruit school nurses</li> </ul>		<b>Local:</b> SHA Lead Nurses, PCTs,	Achieved

## INVESTING IN THE WORKFORCE

	<ul style="list-style-type: none"> <li>Support local implementation through regional programmes (eg school fruit)</li> <li>Support school nurses through regional programmes</li> <li>Funding for training and employment of school nurses comes on stream in 2006-07 and was included in the PCT allocations issued in February</li> <li>Develop programme plan</li> </ul>	30-Sep-05	LEAs, schools <b>Regional:</b> DH (RPHGs)	Achieved
		30-Nov-05		Achieved
		31-Dec-07	<b>National:</b> DH, DfES	
		31-Dec-05		Achieved
<b>WP Ref</b>	<b>Choosing Health Commitment</b>			
3.40	A communications and training programme for health professionals will be introduced in parallel to the [Healthy Start] scheme and will be linked to the wider programme of support for staff described in annex B.			
	<b>Action</b>	<b>Date</b>	<b>Responsibility</b>	<b>Comment</b>
	<ul style="list-style-type: none"> <li>Develop programme plan</li> </ul>	31-Aug-05	<b>National:</b> DH	Achieved - Commissioned through RCGP
<b>WP Ref</b>	<b>Choosing Health Commitment</b>			
3.92	We are supporting implementation of the Royal College of General Practitioners 'Getting it Right for Teenagers' initiative which provides a review checklist and training for GPs to help them develop services for young people.			
	<b>Action</b>	<b>Date</b>	<b>Responsibility</b>	<b>Comment</b>
	<ul style="list-style-type: none"> <li>Develop project plan for 2005-08</li> </ul>	30-Apr-05	<b>National:</b> DH/DfES working with RCGPs	Subsumed within 3.90 (Young People's Development Programme)
<b>WP Ref</b>	<b>Choosing Health Commitment</b>			
4.15	Working with the new National Strategic Partnership Forum from November 2004, we will encourage activity to promote health through co-operation and partnership between the NHS and voluntary sector and link this into the specialised public health Phorum which will also be strengthened.			
	<b>Action</b>	<b>Date</b>	<b>Responsibility</b>	<b>Comment</b>
	<ul style="list-style-type: none"> <li>Discussions with National Strategic Forum and Phorum</li> </ul>	8-Feb-07	<b>National:</b> DH	Achieved
<b>WP Ref</b>	<b>Choosing Health Commitment</b>			



## INVESTING IN THE WORKFORCE

5.24	<p>NHS Health Trainers will need good training to fulfil this role. We will provide</p> <p>a) national core curriculum and</p> <p>b) training modules to ensure that skills are quality assured and standardised, and based on best practice principles of how to support lifestyle change</p>			
	<b>Action</b>	<b>Date</b>	<b>Responsibility</b>	<b>Comment</b>
	<ul style="list-style-type: none"> <li>Develop programme plan for core curriculum</li> </ul>	31-Mar-06	<b>National:</b> DH, NHSU, Skills for Health	Achieved
	<ul style="list-style-type: none"> <li>Develop training modules</li> </ul>	31-Dec-06		Achieved
<b>WP Ref</b>	<b>Choosing Health Commitment</b>			
6.16	<p>We will develop a National Health Competency Framework, which will include new programmes to give NHS staff the training they need to develop their understanding and skills in promoting health</p>			
	<b>Action</b>	<b>Date</b>	<b>Responsibility</b>	<b>Comment</b>
	<ul style="list-style-type: none"> <li>Spearhead PCTs implement framework with local partners</li> </ul>	31-Dec-06	<b>Local:</b> PCTs, LAs	Achieved
	<ul style="list-style-type: none"> <li>Develop programme plan with Skills for Health and professional organisations</li> </ul>	31-Dec-05	<b>National:</b> DH	Achieved
<b>WP Ref</b>	<b>Choosing Health Commitment</b>			
6.21	<p>We will foster and expand a comprehensive range of community health improvement services that includes specialist practitioners who know how to</p> <ul style="list-style-type: none"> <li>help people develop their understanding and skills to improve their own health;</li> <li>strengthen community action for health to tackle inequalities; and</li> <li>work with communities offering training, advice and support to a broad range of health professionals.</li> </ul>			
	<b>Action</b>	<b>Date</b>	<b>Responsibility</b>	<b>Comment</b>
	<ul style="list-style-type: none"> <li>Expand range of services to meet local needs through LDPs, LAAs, LSPs</li> </ul>	31-Dec-07	<b>Local:</b> PCTs (SHAs), LAs	Achieved
	<ul style="list-style-type: none"> <li>Work with SHAs to monitor range of services outside the NHS</li> </ul>		<b>Regional:</b> GORs, DH (RPHGs)	Significant progress made
	<ul style="list-style-type: none"> <li>Support service expansion through GORs, PCTs (SHAs) LAs, and other regional bodies and regional plans</li> </ul>			Significant progress made

## INVESTING IN THE WORKFORCE

	<ul style="list-style-type: none"> <li>Develop programme plan</li> </ul>	30-Dec-05	<b>National:</b> DH	The Early Adopter Partnerships are addressing these issues to achieve consensus
<b>WP Ref</b>	<b>Choosing Health Commitment</b>			
6.24	The strategy for pharmaceutical public health, to be published in 2005, will demonstrate how pharmacists and their staff can contribute to improving health and reduce inequalities and how we can develop new services in the places they work.			
	<b>Action</b>	<b>Date</b>	<b>Responsibility</b>	<b>Comment</b>
	<ul style="list-style-type: none"> <li>Strategy to be published</li> </ul>	31-Oct-05	<b>National:</b> DH	Achieved
<b>WP Ref</b>	<b>Choosing Health Commitment</b>			
6.30	We will ensure that community matrons take the lead in providing personalised care and health advice with support from health trainers. By 2008, there will be 3,000 Community Matrons who will take on responsibility for case-managing patients with complex health problems.			
	<b>Action</b>	<b>Date</b>	<b>Responsibility</b>	<b>Comment</b>
	<ul style="list-style-type: none"> <li>Appoint community matrons</li> </ul>	31-Dec-07	<b>Local:</b> PCTs (SHAs)	Ongoing discussions with PCTs, SHAs and RSU. Local plans proceedings
	<ul style="list-style-type: none"> <li>3,000 Community Matrons</li> </ul>	31-Dec-08	<b>National:</b> DH	A project plan has been developed. The first information on numbers in post will be available March 2006.
<b>WP Ref</b>	<b>Choosing Health Commitment</b>			
6.74	As part of the National Health Competency Framework we will allocate new funding for training, management, provision of evidence based obesity prevention and treatment, based on National Occupational Standards for obesity.			
	<b>Action</b>	<b>Date</b>	<b>Responsibility</b>	<b>Comment</b>
	<ul style="list-style-type: none"> <li>Link to relevant local plans</li> </ul>	31-Dec-05	<b>Local:</b> PCTs, LAs	Achieved
	<ul style="list-style-type: none"> <li>Encourage support for local delivery through regional plans and bodies eg Sports Board, School fruit scheme, LSCs and RDAs</li> </ul>	31-Dec-05	<b>Regional:</b> DH (RPHGs)	Achieved
	<ul style="list-style-type: none"> <li>Develop programme plan</li> </ul>	30-Dec-05	<b>National:</b> DH, Skills for Health	Achieved
<b>WP Ref</b>	<b>Choosing Health Commitment</b>			
7.34	We believe that the NHS will become an exemplar for public and private sector employers. We will set out how the NHS will continue to develop employment policies and practise to make better, healthier NHS.			
	<b>Action</b>	<b>Date</b>	<b>Responsibility</b>	<b>Comment</b>
	<ul style="list-style-type: none"> <li>Ensure that the NHS is recognised</li> </ul>		<b>Regional:</b> DH (RPHGs)	Significant progress made

## INVESTING IN THE WORKFORCE

	as an exemplar by relevant regional bodies eg RDAs • Develop national workforce strategy for health and social care	30-Dec-05	<b>National:</b> DH	On track
<b>WP Ref</b>	<b>Choosing Health Commitment</b>			
7.36	We will work with the NHS Employers Organisation to ensure that the recently published Framework for Vocational Rehabilitation, which is the first step towards developing a new approach to helping people back to work following injury, illness or impairment, is adopted by NHS employers			
	<b>Action</b>	<b>Date</b>	<b>Responsibility</b>	<b>Comment</b>
	• Develop national workforce strategy for health and social care	31-Dec-05	<b>National:</b> DH	Subsumed in 7.34 (Development of employment policies and practises)
<b>WP Ref</b>	<b>Choosing Health Commitment</b>			
7.37	We will work with the Healthcare Commission and the NHS Employers Organisation to develop the annual NHS staff survey so that we can better assess current practice and encourage more NHS organisations to become healthier work places			
	<b>Action</b>	<b>Date</b>	<b>Responsibility</b>	<b>Comment</b>
	• Develop national workforce strategy for health and social care		<b>National:</b> DH	Subsumed in 7.34 (Development of employment policies and practises)
<b>WP Ref</b>	<b>Choosing Health Commitment</b>			
7.38	We will develop the NHS Occupational Health services to increase the focus on quality and customer need. Altered working arrangements and the use of evidence based practice will increase capacity and allow concentration on what the NHS needs in terms of staff and patient protection and attendance management.			
	<b>Action</b>	<b>Date</b>	<b>Responsibility</b>	<b>Comment</b>
	• Initial discussions to be held	31-Mar-05	<b>National:</b> DH, NHS Confederation/ Employers Organisation, NHS Plus	Achieved
<b>WP Ref</b>	<b>Choosing Health Commitment</b>			
7.40	The NHS Leadership Centre and NHSU support the development of leadership capability and capacity. Through national programmes including Managing Health and Social Care, they will promote learning opportunities for leaders and managers on both wider public health issues and the responsibilities of managers to support and improve the health of staff. [NB - The NHSLC, NHSU and MA will be known as the NHS Institute]			
	<b>Action</b>	<b>Date</b>	<b>Responsibility</b>	<b>Comment</b>
	• Develop programme plan, integrating	30-Sep-05	<b>National:</b> DH with Skills for	Achieved – via leadership programmes and

## INVESTING IN THE WORKFORCE

	with LA Leadership Centre		Health and NHSU	work of IDEA
<b>WP Ref</b>	<b>Choosing Health Commitment</b>			
Annex B - 13	Action to build the public health workforce will include steps to strengthen the academic infrastructure, to build closer links between field practitioners and academic centres, and to strengthen the research and evaluation skills of all public health practitioners.			
	<b>Action</b>	<b>Date</b>	<b>Responsibility</b>	<b>Comment</b>
	<ul style="list-style-type: none"> <li>Build closer links across academic and service PH in regions through PCT LDP</li> </ul>	31-Mar-08	<b>Local:</b> SHAs (supported by RPHGs)	Academic Public Health networks established
<b>WP Ref</b>	<b>Choosing Health Commitment</b>			
Annex B - 25	We will invest £5 million in 2005 and £10 million per annum from 2006 in Public Health Observatories and in developing the national public health information and intelligence strategy. This will ensure that the Public Health Observatories are better placed to support directors of public health and their teams with information and skills to promote local action and monitor its impact on health.			
	<b>Action</b>	<b>Date</b>	<b>Responsibility</b>	<b>Comment</b>
	<ul style="list-style-type: none"> <li>Develop plans to provide support and monitor improvements</li> <li>Develop programme plan with Skills for Health and professional organisations</li> </ul>	30-Sep-05 28-Feb-06	<b>Regional:</b> PHOs, DH (RPHGs) <b>National:</b> DH	Achieved Achieved.
<b>WP Ref</b>	<b>Choosing Health Commitment</b>			
Annex B - 26	a) Public health practitioners and NHS staff will be supported in developing skills to assist effective dissemination, b) Public Health Observatories will support the development of skills for example in equity audits and health impact assessments			
	<b>Action</b>	<b>Date</b>	<b>Responsibility</b>	<b>Comment</b>
	<ul style="list-style-type: none"> <li>Support implementation</li> <li>Develop programme plan with Skills for Health and professional organisations</li> </ul>	30-Nov-05 31-Dec-05	<b>Regional:</b> PHO lead <b>National:</b> DH	Achieved Achieved
<b>WP Ref</b>	<b>Choosing Health Commitment</b>			
Annex B - 35	[Action to ensure the right workforce, with the right skills] must now be extended to health improvement. Plans will need to be aligned with mainstream NHS programmes including Agenda for Change and Modernising Medical Careers. These plans must cover not just the NHS, but also the needs of local government, voluntary organisations, academic research, and others with roles in health improvement.			
	<b>Action</b>	<b>Date</b>	<b>Responsibility</b>	<b>Comment</b>
	<ul style="list-style-type: none"> <li>Develop PCT Local Delivery Plans</li> </ul>	31-Jul-07	<b>Local:</b> PCTs (SHAs)	Achieved

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	<ul style="list-style-type: none"> <li>Develop programme plan</li> </ul>	31-Jul-07	<b>National:</b> DH	On track
<b>WP Ref</b>	<b>Choosing Health Commitment</b>			
Annex B - 36	We will better equip the wider workforce to deliver improved health by ensuring basic skills knowledge for more people including all those working in the NHS, by increasing understanding of key messages and how to communicate them to support behaviour change and to ensure that public health practitioners have the correct skills for their work in improving health and are used effectively.			
	<b>Action</b>	<b>Date</b>	<b>Responsibility</b>	<b>Comment</b>
	<ul style="list-style-type: none"> <li>Develop LDP and link to local workforce plans to ensure community wide capacity, reflecting advice of DsPH</li> </ul>	31-Jul-05	<b>Local:</b> PCTs (SHAs)	Achieved. Two successes have been the publication of 'Choosing Health through Pharmacy' and 'Shaping the Future of Public Health: Promoting health in the NHS' Recommendations from both reports are being actively implemented Significant progress in most regions
	<ul style="list-style-type: none"> <li>Support PH skills development through regional mechanisms with SHAs</li> </ul>	31-May-06	<b>Regional:</b> RPHGs	
	<ul style="list-style-type: none"> <li>Develop plan</li> </ul>	31-Dec-05	<b>National:</b> DH	Achieved
<b>WP Ref</b>	<b>Choosing Health Commitment</b>			
Annex B - 36	We will develop and build capacity for health improvement at all levels of the system, with the backing of a national competency framework for health to support the development of the necessary education and skills			
	<b>Action</b>	<b>Date</b>	<b>Responsibility</b>	<b>Comment</b>
	<ul style="list-style-type: none"> <li>Ensure community wide capacity reflected in LDPs</li> <li>Support SHAs through regional PH function</li> <li>Develop programme plan with Skills for Health and professional organisations</li> </ul>	30-Apr-06	<b>Local:</b> PCTs (SHAs), LAs <b>Regional:</b> DH (RPHGs) <b>National:</b> DH	Duplicate with B-35 and B-36
<b>WP Ref</b>	<b>Choosing Health Commitment</b>			
Annex B - 37	Work with Skills for Health and other key stakeholders to ensure that Occupational Standards and the NHS knowledge and Skills framework properly reflect health improvement and the science of behaviour change.			
	<b>Action</b>	<b>Date</b>	<b>Responsibility</b>	<b>Comment</b>
	<ul style="list-style-type: none"> <li>Develop programme plan with Skills</li> </ul>	31-Dec-05	<b>National:</b> DH	Subsumed in 6.16 (National Health

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	for Health			competency framework)
<b>WP Ref</b>	<b>Choosing Health Commitment</b>			
Annex B - 38	<p>a) The new induction programme for all NHS staff will include basic information</p> <p>b) In addition the curricula for pre-registration training and continuous professional development will be reviewed. Staff from other local partners, particularly local authorities, including environmental health officers may also benefit from access to similar training and develop.</p> <p>c) Flexible modular approaches, consistent with the NHS skills escalator will be developed, to create opportunities for multisectoral and lifelong learning.</p>			
	<b>Action</b>	<b>Date</b>	<b>Responsibility</b>	<b>Comment</b>
	<ul style="list-style-type: none"> <li>Ensure all NHS partners facilitate staff engagement in health improvement</li> <li>DsPH to advise</li> <li>Develop opportunities for implementation with relevant regional bodies outside NHS, eg RDAs, LSCs</li> <li>Induction programme developed</li> </ul>	30-Sep-05	<b>Local:</b> PCTs (SHAs)  <b>Regional:</b> DH (RPHGs)  <b>National:</b> DH/NHSU	<p>Discussions ongoing</p> <p>On track Significant progress made</p> <p>Stopped. NHSU no longer exists. Work programme not included in initial priority areas for NHS III and will require new negotiations to action.</p> <p>In early planning phase with Skills for Health</p>
	<ul style="list-style-type: none"> <li>Develop programme plan with Skills for Health</li> </ul>	31-Dec-06		
<b>WP Ref</b>	<b>Choosing Health Commitment</b>			
Annex B - 39	We will commission work on the core competencies for this role [health trainers], so that training can be commissioned			
	<b>Action</b>	<b>Date</b>	<b>Responsibility</b>	<b>Comment</b>
	<ul style="list-style-type: none"> <li>Develop programme plan with Skills for Health</li> </ul>	31-May-05	<b>National:</b> DH	Achieved. First iteration of plan complete. Will require re-working as new information emerges.
<b>WP Ref</b>	<b>Choosing Health Commitment</b>			

## INVESTING IN THE WORKFORCE

Annex B - 40	a) We will work with the Improvement and Development Agency, the NHS Employers Organisation and other Government Departments, to establish the best way of offering elements of this training to other frontline staff - for example, housing officers, home care staff, non-teaching assistants, and staff working in leisure centres.			
	b) We will explore with the relevant educational awarding bodies the possibility of developing a core curriculum for a new national Health Trainer Certificate.			
	<b>Action</b>	<b>Date</b>	<b>Responsibility</b>	<b>Comment</b>
	<ul style="list-style-type: none"> <li>Set up group</li> <li>Develop programme plan with Skills for Health and other partners</li> </ul>	31-May-05 31-Dec-05	National: DH	Achieved Achieved
<b>WP Ref</b>	<b>Choosing Health Commitment</b>			
Annex B - 43	We will ensure that increased capacity needs of the services we propose, for example sexual health and occupational health are assessed through SHAs working with their PCTs and local hospital trusts and other local partners			
	<b>Action</b>	<b>Date</b>	<b>Responsibility</b>	<b>Comment</b>
	<ul style="list-style-type: none"> <li>Develop Local Delivery Plans</li> </ul>	30-Apr-05	Local: PCTs (SHAs)	Achieved
<b>WP Ref</b>	<b>Choosing Health Commitment</b>			
Annex B - 46	We will commission guidelines to help PCTs develop roles for practitioners with a special interest to promote health improvement.			
	<b>Action</b>	<b>Date</b>	<b>Responsibility</b>	<b>Comment</b>
	<ul style="list-style-type: none"> <li>Guidelines commissioned</li> </ul>	31-Dec-07	Local: PCTs (SHAs)	Project in planning phase. Discussions in very early stages with NHS Alliance and the Royal Colleges
<b>WP Ref</b>	<b>Choosing Health Commitment</b>			
Annex B - 47	Action to expand specialist capacity in public health including: <ul style="list-style-type: none"> <li>(i) expanding the number of PH specialist training posts;</li> <li>(ii) strengthening PH input to the undergraduate curriculum;</li> <li>(iii) offering new career pathways;</li> <li>(iv) improving retention of specialists</li> <li>(v) working with other national agencies to develop workforce capacity;</li> <li>(vi) assessing the need to develop new areas of specialist practice, such as public health genetics;</li> <li>(vii) recruiting managers to support delivery of health improvement services;</li> <li>(viii) exploring international recruitment and fellowships as means to developing additional specialist capacity;</li> <li>(ix) recruiting managers to support delivery of health improvement; and</li> <li>(x) supporting the development of academic PH, including joint appointments with the NHS to reflect local population and delivery needs.</li> </ul>			

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	Action	Date	Responsibility	Comment
	<ul style="list-style-type: none"> <li>Develop Local Delivery Plans to include workforce development in line with LDP monitoring requirements</li> <li>Develop programme plan</li> </ul>	31-Jul-07  30-Apr-07	<b>Local:</b> PCTs (SHAs)  <b>National:</b> DH, professional organisations	Achieved - Workforce line included in LDPs. 2007 Public Health census currently underway
<b>WP Ref</b>	<b>Choosing Health Commitment</b>			
Annex B - 48	We will work with key stakeholders to ensure that training, continuing professional development and professional regulation promote the generic skills that all public health specialists will need and address critical shortfalls in staff numbers			
	Action	Date	Responsibility	Comment
	<ul style="list-style-type: none"> <li>Develop programme plan and strategy for implementation</li> </ul>	30-Apr-06	<b>National:</b> DH. Skills for Health, professional organisations	Subsumed in B-47 (Specialist Public Health skills and capacity)
<b>WP Ref</b>	<b>Choosing Health Commitment</b>			
Annex B - 50	We will work with the Improvement & Development Agency, Modernisation Agency and the NHS Leadership Centre and the National College for School leadership to identify the core skills and competencies that are needed for the new style of leadership that is required at different levels.			
	Action	Date	Responsibility	Comment
	<ul style="list-style-type: none"> <li>Establish leadership development group involving Skills for Health and other partners</li> </ul>	30-Sep-05	<b>National:</b> DH, new MA, NHSU	Achieved - National Public Health Leadership Programme funded.
<b>WP Ref</b>	<b>Choosing Health Commitment</b>			
Annex B - 51	SHAs should review the need to strengthen and develop networks to deliver the commitments in this White Paper			
	Action	Date	Responsibility	Comment
	<ul style="list-style-type: none"> <li>Reviews in progress</li> </ul>	31-Oct-05	<b>Local:</b> SHAs	Achieved - Commissioning patient led NHS consultation in process
<b>WP Ref</b>	<b>Choosing Health Commitment</b>			
Annex B - 52	SHA DsPH will oversee work with SHA workforce directorates, Regional Directors of Public Health, training directors and Deaneries to develop a robust local health improvement workforce plan to meet local needs.			
	Action	Date	Responsibility	Comment
	<ul style="list-style-type: none"> <li>Develop Local Delivery Plans</li> </ul>	31-Aug-05	<b>Local:</b> PCTs (SHAs)	Achieved

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	<ul style="list-style-type: none"> <li>DsPH to advise</li> </ul>			Covered by B-35 (Mainstream workforce planning for health improvement)
<b>WP Ref</b>	<b>Choosing Health Commitment</b>			
Annex B - 54	The immediate focus will be the capacity planning that the NHS needs to begin with its partners, to support Local Delivery Plans ..... National Workforce Strategy in spring 2005, which will have health improvement as an important component.			
	<b>Action</b>	<b>Date</b>	<b>Responsibility</b>	<b>Comment</b>
	<ul style="list-style-type: none"> <li>Develop Local Delivery Plans</li> </ul>	31-Aug-05	<b>Local:</b> PCTs (SHAs)	Achieved
	<ul style="list-style-type: none"> <li>Develop national workforce strategy for health and social care</li> </ul>	30-Nov-05	<b>National:</b> DH	Achieved. Ongoing support and funding allocated to regions to assist in building PH workfroce capacity.
<b>WP Ref</b>	<b>Choosing Health Commitment</b>			
Annex B - 55	We shall establish a Health Improvement Workforce Steering Group to develop a strategy and co-ordinate the action needed, within this framework, to ensure delivery of this White Paper.			
	<b>Action</b>	<b>Date</b>	<b>Responsibility</b>	<b>Comment</b>
	<ul style="list-style-type: none"> <li>Group to be established</li> </ul>	31-May-05	<b>National:</b> DH	Achieved.

# PROMOTING PERSONAL HEALTH

## PROMOTING PERSONAL HEALTH

WP Ref	Choosing Health commitment			
2.13	The Department of Health will lead on action to promote health by influencing people's attitudes to the choices they make through a strategy that extends across all aspects of health and involves a broad range of different government departments and agencies such as those covering interests in the NHS, food, sport, the environment and transport. The Department of Health will appoint an independent body to implement the strategy on its behalf.			
	Action	Date	Responsibility	Comment
	<ul style="list-style-type: none"> <li>Programme of work to develop Social Marketing Strategy commenced</li> </ul>	31-May-06	<b>National:</b> DH & NCC	Achieved - National Social Marketing Centre established at National Consumer Council - establish an independent body
	<ul style="list-style-type: none"> <li>Report outlining the new social marketing strategy and recommendations for implementation published</li> </ul>	30-Jun-06		Achieved
WP Ref	Choosing Health Commitment			
2.14	The strategy [on action to promote people's health] will include new communications that build on previous successful campaigns on smoking, salt, mental wellbeing and sexual health, and extend to include information on obesity, healthy eating and physical activity in different groups.			
	Action	Date	Responsibility	Comment
	<ul style="list-style-type: none"> <li>see 2.13 above (included in strategy)</li> </ul>	30-Jun-06	<b>National:</b> DH & NCC	Achieved - Integrated into new campaigns.
WP Ref	Choosing Health Commitment			
2.16	In the longer term we expect to see a significant part of the strategy delivered through campaigns that are jointly funded by government and industry			
	Action	Date	Responsibility	Comment
	<ul style="list-style-type: none"> <li>see 2.13 above (included in strategy)</li> </ul>	30-Jun-06	<b>National:</b> DH & NCC	Achieved
WP Ref	Choosing Health Commitment			
2.21	<p>The most successful campaigns have been those that reach people through a number of sources that actively and consistently promote health. We will build on this by:</p> <ul style="list-style-type: none"> <li>funding specific campaigns through non-government organisations like the British Heart Foundation, Cancer Research UK and Age Concern</li> <li>encouraging industry involvement – through use of consistent messages on health like 5 A DAY in supermarkets and on food</li> </ul>			

## PROMOTING PERSONAL HEALTH

	<p>packaging - to reach people where they make choices</p> <ul style="list-style-type: none"> <li>- working with the sports and recreational activity sectors to deliver positive, innovative messages about healthy lifestyles through - for example, football, walking, cycling, and fitness centres</li> <li>- linking into activity in communities, schools and workplaces to make messages relevant to different people's lives - as set out in chapters 3, 4 and 6</li> </ul>			
	<b>Action</b>	<b>Date</b>	<b>Responsibility</b>	<b>Comment</b>
	<ul style="list-style-type: none"> <li>• see 2.13 above (all of these areas will be included in the strategy)</li> </ul>	30-Jun-06	<b>National:</b> DH & NCC	Achieved - New campaigns, eg Sexual Health, based on deeper understanding of health behaviours
<b>WP Ref</b>	<b>Choosing Health Commitment</b>			
2.30; 2.31	<p>We will commission a new service - Health Direct - to provide easily accessible and confidential information on health choices. Health Direct will be set up from 2007. It will include links to existing services, for example information on diet and nutrition (provided by the Food Standards Agency) and support for parents (provided by Sure Start and other agencies) and Health Direct will be developed as a telephone, online internet and digital TV service. It will also be available to people who do not have internet access at home through the Government funded UK Online Centres.</p>			
	<b>Action</b>	<b>Date</b>	<b>Responsibility</b>	<b>Comment</b>
	<ul style="list-style-type: none"> <li>• Project board established</li> </ul>	01-Feb-05	<b>National:</b> DH	Achieved
	<ul style="list-style-type: none"> <li>• Agree scope and approach outlined in project brief</li> </ul>	14-Apr-05		Achieved
	<ul style="list-style-type: none"> <li>• Detailed delivery implementation plan prepared</li> </ul>	31-Aug-05		Achieved
	<ul style="list-style-type: none"> <li>• Health Direct launched</li> </ul>	30-Oct-07	DH/NHS Direct	Achieved - Now integrated with 'Healthy Choices' website programme.
<b>WP Ref</b>	<b>Choosing Health Commitment</b>			
2.35	<p>We will look to providers of local services to:</p> <ul style="list-style-type: none"> <li>- take account of the factors that impact on the decisions people make about their health,</li> <li>- tailor information and advice to meet people's needs and support staff to communicate complex health information to different groups in the population,</li> <li>- provide practical support for people who lack basic skills to help them use health information, including signposting them to extra support,</li> </ul>			

## PROMOTING PERSONAL HEALTH

	- build new opportunities for health – such as the electronic patient record and Health Space – into education and development provided in schools, further education and in the workplace			
	<b>Action</b>	<b>Date</b>	<b>Responsibility</b>	<b>Comment</b>
	<ul style="list-style-type: none"> <li>Linked to launch of Health Trainers project (see 5.10) and launch of Health Guides projects (see 5.31)</li> </ul>	30-Sep-05	<b>National:</b> DH	Subsumed in launch of Health Trainers project (see 5.10) and launch of Lifecheck projects (see 5.31)
<b>WP Ref</b>	<b>Choosing Health Commitment</b>			
2.37	<p>To drive forward action to improved people's understanding of health issues, focusing first on the most deprived areas, we will:</p> <ul style="list-style-type: none"> <li>provide new funding to enable every NHS Primary Care Trust by 2007 to run at least one local Skilled for Health programme each year as part of local strategies for health,</li> <li>expand Skilled for Health, with a further wave of projects in workplaces in partnership with Business in the Community, focusing on marginalised groups where people commonly lack basic skills,</li> <li>introduce courses on what the new electronic patient care record does and how to use it in planning personal health choices. These courses will be included in relevant learning curricula for adult education, draw on the specialist skills of relevant organisations to develop action on health literacy.</li> <li>expand access to training, advice and education to support individuals to develop skills in improving their own health; and</li> <li>draw on the specialist skills of relevant organisations to develop action on health literacy</li> </ul>			
	<b>Action</b>	<b>Date</b>	<b>Responsibility</b>	<b>Comment</b>
	<ul style="list-style-type: none"> <li>Provision of funding to support local programmes in the spearhead PCTs (DH)</li> </ul>	31-Jan-06	<b>Regional:</b> GORs NGOs, LSPs, PCTs, LSCs	Achieved - Health Literacy programme established
	<ul style="list-style-type: none"> <li>First new sites set up</li> <li>Introduction onto ICT courses completed</li> <li>National collaborative set up</li> </ul>	31-Dec-06	<b>National:</b> DH, DfES  DH, DfES, NCC	Achieved - Health Literacy programme established and phase I complete. Phase II on track for 07/08
<b>WP Ref</b>	<b>Choosing Health Commitment</b>			
3.101	We will support the initiatives being taken locally by some colleges and universities to develop a strategy for health that integrates health into the organisation's structure to - create healthy working, learning and living environments, increase the profile of health in teaching and research, develop healthy alliances in the community			
	<b>Action</b>	<b>Date</b>	<b>Responsibility</b>	<b>Comment</b>
	<ul style="list-style-type: none"> <li>To be confirmed</li> </ul>	31-Dec-06	<b>National:</b> DH	Integrated into extension of Healthy Schools

## PROMOTING PERSONAL HEALTH

				work into FE & Work & Health programme
<b>WP Ref</b>	<b>Choosing Health Commitment</b>			
3.23	We are introducing Children's Health Guides as part of the new Child Health Promotion Programme. These health plans will be the foundation for personal health guides for life.			
	<b>Action</b>	<b>Date</b>	<b>Responsibility</b>	<b>Comment</b>
	<ul style="list-style-type: none"> <li>Launch Children's Health Guides Project</li> </ul>	30-Apr-05	<b>National:</b> DH	Achieved - Teenage Lifecheck pilot launched by Feb 07
<b>WP Ref</b>	<b>Choosing Health Commitment</b>			
3.95	We are working with PCTs to pilot a new resource aimed at delivering health information for younger men aged 16-30. 'FIT' magazine will be based on the Your Life! model, bringing together national and local content to reflect local priorities such as exercise, nutrition, smoking, alcohol, drugs, sexual health, violence and depression			
	<b>Action</b>	<b>Date</b>	<b>Responsibility</b>	<b>Comment</b>
	<ul style="list-style-type: none"> <li>To be confirmed</li> </ul>	31-Aug-06	<b>National:</b>	Achieved - Published
<b>WP Ref</b>	<b>Choosing Health Commitment</b>			
4.53	We will commission the Royal Society for the Prevention of Accidents to establish an accreditation scheme for safety centre across England to sustain best practice and new ways of delivering accident-prevention messages.			
	<b>Action</b>	<b>Date</b>	<b>Responsibility</b>	<b>Comment</b>
	<ul style="list-style-type: none"> <li>Commission ROSPA to work on accreditation scheme</li> </ul>	31-Mar-05	<b>National:</b> DH, ROSPA	Achieved
<b>WP Ref</b>	<b>Choosing Health Commitment</b>			
4.58	Following on from the interest shown in the Choosing Health? consultation we will invite national and local organisations to make their own pledges about what they will do to respond to people's enthusiasm to improve their health. This may be a pledge to their own workforce, to their local community, to their customers or as part of their core business.			
	<b>Action</b>	<b>Date</b>	<b>Responsibility</b>	<b>Comment</b>
	<ul style="list-style-type: none"> <li>promote the economic case for workplace health initiatives, and ensure reflected in next round of regional economic strategies</li> <li>promote the corporate citizen agenda</li> <li>promote a Health Improving Business network</li> </ul>	30-Sep-05	<b>Regional:</b> DH (RPHGs) with Regional Assembly/ Development Agency, TUC, employers associations	<p>Achieved</p> <p>Integrated into Health Challenge England Programme</p> <p>Integrated into Health Challenge England Programme</p>

## PROMOTING PERSONAL HEALTH

	<ul style="list-style-type: none"> <li>Develop proposals and framework for engagement</li> </ul>		<b>National:</b> DH	Integrated into Health Challenge England Programme
<b>WP Ref</b>	<b>Choosing Health Commitment</b>			
4.65	The Government will sponsor debate on corporate citizenship across the public sector that leads to firm recommendations for action for all public and private sector employers, to demonstrate how they can organize their activities in ways that improve the health of employees and the wider community			
	<b>Action</b>	<b>Date</b>	<b>Responsibility</b>	<b>Comment</b>
	<ul style="list-style-type: none"> <li>Encourage participation of regional organisations in the debate</li> </ul>	31-Jan-06	<b>Regional:</b> DH (RPHGs)	Achieved - Health Work & Wellbeing strategy now in place
	<ul style="list-style-type: none"> <li>Publish proposals</li> </ul>	31-Oct-05	<b>National:</b> DH	Achieved - Health Work & Wellbeing strategy now in place
<b>WP Ref</b>	<b>Choosing Health Commitment</b>			
5.10	From 2006 NHS-accredited Health Trainers will be giving support to people who want it in the areas with highest need and from 2007 progressively across the country.			
	<b>Action</b>	<b>Date</b>	<b>Responsibility</b>	<b>Comment</b>
	<ul style="list-style-type: none"> <li>Launch Health Trainers Project</li> </ul>	30-Apr-05	<b>National:</b> DH	Achieved
<b>WP Ref</b>	<b>Choosing Health Commitment</b>			
5.18	<p>If people want it, NHS accredited health trainers will provide advice and support to develop a personal health guide, including help with</p> <ul style="list-style-type: none"> <li>defining the changes they want to make;</li> <li>providing advice and practical support on what they can do - such as stopping smoking, doing more exercise, healthy eating, practising safe sex, dealing with stress or tackling social isolation;</li> <li>providing advice, motivation and support - including training to look after their own health, advice, and help with making better use of lifestyle information - on making and sustaining changes over time; and</li> <li>explaining how to access other help locally, both from the NHS and more widely across the community</li> </ul>			
	<b>Action</b>	<b>Date</b>	<b>Responsibility</b>	<b>Comment</b>
	<ul style="list-style-type: none"> <li>Linked to launch of Health Trainers project (see 5.10)</li> </ul>	30-Sep-05	<b>National:</b> DH	Achieved
	<ul style="list-style-type: none"> <li>Linked to launch of Health Guides projects (see 5.31)</li> </ul>	30-Sep-05	DH, NHSU, Skills for Health	Achieved

## PROMOTING PERSONAL HEALTH

WP Ref	Choosing Health Commitment			
5.31; 5.36	Starting from 2006 in the areas with highest need and then progressively across the country by 2008, people, if they want to, will be able to use a variety of different types of support from the NHS to develop their own personal health guides. Department of Health will work to develop a number of tools for planning for health that will suit a variety of different needs and approaches			
	Action	Date	Responsibility	Comment
	<ul style="list-style-type: none"> <li>Linking to regional policy eg tobacco</li> <li>Launch health trainers project</li> </ul>	19-May-05	<b>Regional:</b> DH (RPHGs) <b>National:</b> DH NICE	Achieved Achieved
WP Ref	Choosing Health Commitment			
6.25	Under the new contractual arrangements for NHS dentistry, from October 2005 [NB - now April 2006] dentists will give a new focus to advice on the prevention of disease, lifestyle advice and the discussion of options for care			
	Action	Date	Responsibility	Comment
	<ul style="list-style-type: none"> <li>Ensure effective implementation of new contractual arrangements</li> </ul>	30-Apr-06	<b>Local:</b> PCTs, CsDPH, Dental Leads, Dental Practice Advisers	Achieved
	<ul style="list-style-type: none"> <li>Consider incentives for prevention in a new PCT contractual arrangements for NHS dentistry</li> </ul>	31-Mar-09		Achieved – Choosing Better Oral Health published
	<ul style="list-style-type: none"> <li>Promote oral health within RPHG network</li> </ul>	30-Jul-07	<b>Regional:</b> DH (RPHGs)	On track
	<ul style="list-style-type: none"> <li>Monitor progress of PCTs implementation of new contractual arrangements</li> </ul>	31-Mar-09	SHAs, dental services leads	On track
	<ul style="list-style-type: none"> <li>Publish Oral Health Action Plan to provide support to PCTs and primary dental care teams</li> </ul>	31-Jul-05	<b>National:</b> DH, CDO and professional bodies	Achieved
	<ul style="list-style-type: none"> <li>Incorporate incentives for prevention into new contractual arrangements for NHS dentistry</li> </ul>	30-Apr-07		New contractual arrangements on course for implementation from 1 April 07
WP Ref	Choosing Health Commitment			

## PROMOTING PERSONAL HEALTH

6.32	Using proven best practice and modern information technology local services will have the ability to provide targeted support. The Department of Health will advertise for independent sector partners to work with the NHS in a number of areas to develop new approaches to supporting self-care for chronic conditions linked to personal health plans.			
	<b>Action</b>	<b>Date</b>	<b>Responsibility</b>	<b>Comment</b>
	<ul style="list-style-type: none"> <li>Linked to launch of Health Trainers project (see 5.10)</li> </ul>	30-Sep-05	<b>National:</b> DH	Achieved
	<ul style="list-style-type: none"> <li>Linked to launch of Health Guides projects (see 5.31)</li> </ul>		DH, NHSU, Skills for Health	Achieved - as Skilled for Health programme
<b>WP Ref</b>	<b>Choosing Health Commitment</b>			
7.18	We will increase the availability of NHS Plus services in parallel with the development of occupational health services in the NHS. We are working to develop evidence-based guidelines on occupational health and we will bring forward measures to ensure that services are of a consistent high quality. SHAs will be asked to demonstrate how development is progressing in their areas.			
	<b>Action</b>	<b>Date</b>	<b>Responsibility</b>	<b>Comment</b>
	<ul style="list-style-type: none"> <li>Develop proposals for NHS Plus</li> </ul>	30-Jun-05	<b>National:</b> DH, NHS Plus	Achieved. Project plan being implemented. Capital Programme for 2007/2008
	<ul style="list-style-type: none"> <li>To be agreed</li> </ul>	10-Jul-05		Achieved
<b>WP Ref</b>	<b>Choosing Health Commitment</b>			
7.19	To help ensure that employees are able to return to work as soon as possible following injury or illness, we will ensure that the NHS supports a wider occupational health approach. The medical Royal Colleges and Faculties are working on ways to put this into practice in both primary and secondary care.			
	<b>Action</b>	<b>Date</b>	<b>Responsibility</b>	<b>Comment</b>
	<ul style="list-style-type: none"> <li>Programme plan developed</li> </ul>		<b>National:</b> DH, Medical Royal Colleges	Project plan started. Work has started on a revision of the NHS clinical services organisation.
<b>WP Ref</b>	<b>Choosing Health Commitment</b>			
7.20	Sport England will provide a free consultancy service to government departments on how they can encourage and support staff to be more active in the workplace.			
	<b>Action</b>	<b>Date</b>	<b>Responsibility</b>	<b>Comment</b>
	<ul style="list-style-type: none"> <li>To be confirmed</li> </ul>	31-Dec-05	<b>National:</b> Sport England	Achieved - Initial planning meetings held with lead departments - achieved
<b>WP Ref</b>	<b>Choosing Health Commitment</b>			
7.25	We will establish pilots to develop the evidence base for effectiveness on promoting health and wellbeing through the workplace.			

## PROMOTING PERSONAL HEALTH

	Each pilot will focus on a specific type of workplace such as an NHS organisation, a local council or business.			
	<b>Action</b>	<b>Date</b>	<b>Responsibility</b>	<b>Comment</b>
	<ul style="list-style-type: none"> <li>Ensure regional pilots link with local NHS related support provision e.g. stop smoking services</li> <li>Identify potential pilot sites</li> </ul>	30-Apr-05	<b>Local:</b> DH (RPHGs)	Achieved
		31-Aug-05	<b>National:</b> DH, Big Lottery Fund, British Heart Foundation, Sport England	Achieved.
<b>WP Ref</b>	<b>Choosing Health Commitment</b>			
7.27	We have agreed with Investors in People (liPUK) that they will develop a new healthy business assessment, in conjunction with the Department of Health, identifying the advantages for business and employees in investing in staff health and building on mechanisms already available to businesses from liP covering issues such as work-life balance. This work will be incorporated into the liP Standard when it is next reviewed in 2007.			
	<b>Action</b>	<b>Date</b>	<b>Responsibility</b>	<b>Comment</b>
	<ul style="list-style-type: none"> <li>Planning meetings held</li> </ul>	29-Apr-07	<b>National:</b> DH, liP	On track
	<ul style="list-style-type: none"> <li>Further discussion about funding</li> </ul>	30-Jun-05		Achieved
	<ul style="list-style-type: none"> <li>Develop a health model for organisations under the liP brand</li> </ul>	30-Apr-07		On track
	<ul style="list-style-type: none"> <li>Include key elements from the health model in the review of the liP Standard</li> </ul>	31-Dec-07		On track. Investor in People's next review of the standard will be in 2007/8. Our objective is to include key evidence requirements from the health framework in to the standard so that when it is revised it features the relevant health and wellbeing requirements.

**REDUCING HARM AND ENCOURAGING SENSIBLE DRINKING**

**REDUCING HARM AND ENCOURAGING SENSIBLE DRINKING**

## REDUCING THE NUMBER OF PEOPLE WHO SMOKE

WP Ref	Choosing Health commitment			
2.60	We will work in partnership with the Portman Group to develop a new and strengthened information campaign to tackle the problems of binge drinking.			
	Action	Date	Responsibility	Comment
	<ul style="list-style-type: none"> <li>Develop Network of local leads to disseminate information campaign</li> </ul>	31-Dec-05	<b>Regional:</b> DH (RPHGs), GORs	Achieved
	<ul style="list-style-type: none"> <li>Terms of reference on developing campaign agreed (subject to support from industry)</li> </ul>	[30-Nov-05]	<b>National:</b> DH, Portman Group, other stakeholders	Achieved Information campaign has been taken on in association with the Drinkaware Trust.
	<ul style="list-style-type: none"> <li>Working group convened</li> </ul>	[01-Oct-05]		Achieved
WP Ref	Choosing Health Commitment			
2.61	We will work with industry to develop a voluntary social responsibility scheme for alcohol producers and retailers, to protect young people by placing information for the public on alcohol containers and in alcohol retail outlets and including reminders about responsible drinking on alcohol advertisements, checking identification and refusing to sell alcohol to people who are under 18.			
	Action	Date	Responsibility	Comment
	<ul style="list-style-type: none"> <li>Enforce implementation of local code of practice/report breaches</li> </ul>	Published Nov-05	<b>Local:</b> Responsibility to be agreed	DH Choosing Health element achieved: Discussions continuing with alcohol industry representatives: DH continues to work with the Home Office to ensure an industry action plan is implemented to enforce Industry Principles & Standards, published Nov 05.
	<ul style="list-style-type: none"> <li>Industry stakeholder group meeting on code of practice and evaluation plans</li> </ul>	30-Jun-05	<b>National:</b> DH, HO, Alcohol Industry	Achieved. Industry agreement secured and standards of practice launched Nov 05.
	<ul style="list-style-type: none"> <li>Launch of code of practice</li> </ul>	Nov-05		Achieved. 'Local code of practice' replaced by Industry Principles & Standards, published Nov 05.
	<ul style="list-style-type: none"> <li>Plans for the National Fund</li> </ul>	28-Feb-06		Achieved agreement with Portman Group, signed July 06. Chair and trustees appointed Feb 07.
WP Ref	Choosing Health Commitment			

## REDUCING THE NUMBER OF PEOPLE WHO SMOKE

2.62	Ofcom, which has statutory responsibility for the regulation of broadcast advertising, has been undertaking a review of the rules on broadcast advertising of alcohol and has published its Code amendments, aimed at significantly strengthening the rules in many areas, particularly to protect the under-18s. [This is to take effect from January 2005]			
	<b>Action</b>	<b>Date</b>	<b>Responsibility</b>	<b>Comment</b>
	<ul style="list-style-type: none"> <li>Code amendments published by Ofcom</li> </ul>	01-Apr-05	<b>National:</b> Ofcom	Achieved
<b>WP Ref</b>	<b>Choosing Health Commitment</b>			
6.88	We will build on the commitments within the Alcohol Harm Reduction Strategy for England through guidance and training to ensure all health professionals are able to identify alcohol problems early.			
	<b>Action</b>	<b>Date</b>	<b>Responsibility</b>	<b>Comment</b>
	<ul style="list-style-type: none"> <li>Undergraduate training modules for doctors</li> </ul>	30-Nov-06	<b>National:</b> DH, (see comment)	Achieved. Two-year programme finished in Nov 06.
<b>WP Ref</b>	<b>Choosing Health Commitment</b>			
6.88	We will build on the commitments within the Alcohol Harm Reduction Strategy for England through - piloting approaches to targeted screening and brief intervention in both primary care and hospital settings, including A&E departments - similar initiatives in criminal justice settings with the aim of reducing repeat offending.			
	<b>Action</b>	<b>Date</b>	<b>Responsibility</b>	<b>Comment</b>
	<ul style="list-style-type: none"> <li>Take forward findings from interim report and subsequently from final report</li> </ul>	01-Apr-08	<b>Local:</b> PCTs (SHAs), CDRPs, DAATs	On track
	<ul style="list-style-type: none"> <li>Oversee local implementation of findings from interim report via Criminal Justice System and NHS</li> </ul>	01-Apr 08	<b>Regional:</b> DH (RPHGs), GORs, HO	On track
	<ul style="list-style-type: none"> <li>Oversee local implementation of findings from final report via Criminal Justice System and NHS</li> </ul>	01-Apr 08		On track
	<ul style="list-style-type: none"> <li>Develop work programme with National Offender Management Service</li> </ul>	31-Oct-07		On track
	<ul style="list-style-type: none"> <li>Tender for contract</li> </ul>	28-Feb-05	<b>National:</b> DH	Achieved
	<ul style="list-style-type: none"> <li>Award contract</li> </ul>	01-Aug-06		Achieved
	<ul style="list-style-type: none"> <li>Begin pilots</li> </ul>	01-Aug-06		Achieved
	<ul style="list-style-type: none"> <li>Report interim findings</li> </ul>	30-Oct 07		On track.

## REDUCING THE NUMBER OF PEOPLE WHO SMOKE

	<ul style="list-style-type: none"> <li>Report final finding</li> </ul>	30 Oct 08		On track.
<b>WP Ref</b>	<b>Choosing Health Commitment</b>			
6.88	We will build on the commitments within the Alcohol Harm Reduction Strategy for England through developing a programme for improvement for alcohol treatment services, based on the findings of an audit of demand for and provision of alcohol treatment in England and the Models of Care framework for alcohol treatment. These initiatives will be supported, from April 2006, through additional funding provided through the Pooled Treatment Budget for Substance Misuse.			
	<b>Action</b>	<b>Date</b>	<b>Responsibility</b>	<b>Comment</b>
	<ul style="list-style-type: none"> <li>Initiate local improvements</li> </ul>	01-Apr-07	<b>Regional:</b> DH (RPHGs), GORs, HO	<b>Achieved</b>
	<ul style="list-style-type: none"> <li>Review progress</li> </ul>	31-Mar-08		On track. A framework is being developed which will encourage local investment, influence supply and demand, enable assessment & benchmarking of alcohol intervention and support the commission process
	<ul style="list-style-type: none"> <li>Assess regional needs</li> </ul>	31-Oct-05		<b>Achieved.</b> Alcohol Needs Assessment Research Project provided information at a regional level on harmful/hazardous and dependent drinkers.
	<ul style="list-style-type: none"> <li>Initiate regional improvements</li> </ul>	30-Apr-06		<b>Achieved.</b> Regional Public Health Groups have initiated regional improvements programme
	<ul style="list-style-type: none"> <li>Review progress</li> </ul>	31-Mar-07	<b>Regional:</b> DH (RPHGs), GORs, HO	<b>Achieved</b> (progress to be reviewed by Directors of Regional Health)
	<ul style="list-style-type: none"> <li>Treatment Audit complete</li> </ul>	30-Apr-05	<b>National:</b> DH, NTA, NHS, voluntary sector	<b>Achieved</b>
	<ul style="list-style-type: none"> <li>Models of Care published</li> </ul>	30-Dec-05		<b>Achieved</b>
	<ul style="list-style-type: none"> <li>Programme of improvement published</li> </ul>	15-Nov-05		<b>Achieved</b>
	<ul style="list-style-type: none"> <li>Review implementation as part of AHRSE review</li> </ul>	30-Jun-07		On track

**REDUCING THE NUMBER OF PEOPLE WHO SMOKE**

# **REDUCING THE NUMBER OF PEOPLE WHO SMOKE**

## REDUCING THE NUMBER OF PEOPLE WHO SMOKE

WP Ref	Choosing Health commitment			
2.15	Smoking – a boosted campaign to reduce smoking rates and motivate smokers in different groups to quit supported by clear and comprehensive information about health risks, reasons not to smoke, and access to NHS support to quit, including Stop Smoking Services and nicotine replacement therapy			
	Action	Date	Responsibility	Comment
	<ul style="list-style-type: none"> <li>Run hard hitting campaigns building on success achieved</li> </ul>		<b>National:</b> DH, Charity Partners	Achieved
WP Ref	Choosing Health Commitment			
2.27	We believe that picture warnings on tobacco products could play a powerful role in any campaign to reduce the number of smokers and we will consult on how to use them most effectively when the European Commission publishes its final proposals.			
	Action	Date	Responsibility	Comment
	<ul style="list-style-type: none"> <li>Enforcement activity by Trading Standards</li> </ul>	Ongoing	<b>Local:</b> LAs	This action will come into place once picture warnings on tobacco products are in place. Refer to National action for details On track. Final dates for new production and sell through of old stock are informed by consultation. Decision on non-cigarette products to be informed by Law Officers advice. Achieved. Main EU DVD received May 05, Second and final DVD received summer 2006.
	<ul style="list-style-type: none"> <li>Subject to consultation, new pack warnings start to appear</li> </ul>	30-Sept-07	<b>National:</b> DH	
	<ul style="list-style-type: none"> <li>Receipt of final image library for picture warnings from European Commission</li> </ul>	31-Jan-06	European Commission	
	<ul style="list-style-type: none"> <li>Complete consultation on and finalise picture warnings regulations</li> </ul>	20-Sep-06	DH. COLA, Law Officers	

## REDUCING THE NUMBER OF PEOPLE WHO SMOKE

WP Ref	Choosing Health Commitment			
2.64	By the end of the year the size of tobacco advertising still allowed in shops will be restricted to a total area the size of an A5 piece of paper – a third of which will be a health warning featuring the NHS Smoking Line number, and in 2005 we will end internet advertising and brand-sharing (using a non-tobacco product [to promote a tobacco product]) in the UK			
	Action	Date	Responsibility	Comment
	<ul style="list-style-type: none"> <li>Enforcement of existing Regulations by Trading Standards</li> </ul>	30-Sep-05	<b>Local:</b> DH, LAs	Achieved
	<ul style="list-style-type: none"> <li>Enforcement of new Regulations by Trading Standards</li> </ul>	Ongoing		Achieved
	<ul style="list-style-type: none"> <li>Powers on internet advertising and brandsharing come into force</li> </ul>	30-Sept-06	<b>National:</b> DH, European Commission, DCMS/DTI, LACoRS, Trading Standards Institute	Achieved: point of sale in place end 2004 (following win of Judicial Review, brand sharing legislation in place July 05, internet regulations came into effect from 28 September 2006.
WP Ref	Choosing Health Commitment			
3.104	Underage Sales: We propose that legislation be brought forward to create new powers to ban retailers from selling tobacco products, on a temporary or permanent basis, if they repeatedly flout the law. This complements the work already under way to improve proof of age schemes. We intend to support this measure by looking at higher fines and updated guidance for magistrates, along with education for retailers on better compliance with the under-age sales law. Before introducing these measures, we will consult with local authorities, the retail industry and other key stakeholders. We will support this with a communications programme for local authority enforcement.			
	Action	Date	Responsibility	Comment
	<ul style="list-style-type: none"> <li>Enforcement activity by Trading Standards</li> </ul>		<b>Local:</b> DH, HO, LA	On track. Consultation on raising the age of sale to 18 and strengthening sanctions against retailers launched on 3 July and closed 2 October. Raising the age of sale of tobacco will come into effect from 1 October 2007. Currently exploring legislative options for bringing in tougher sanctions against retailers – have a tentative agreement to be included in Home Offices Criminal Justice Bill
	<ul style="list-style-type: none"> <li>Timetable for legislative amendment</li> </ul>	31-Mar-07	<b>National:</b> DH, HO, DTI,	As above

## REDUCING THE NUMBER OF PEOPLE WHO SMOKE

			retailers	
<b>WP Ref</b>	<b>Choosing Health Commitment</b>			
4.76	<p>We intend to shift the balance significantly in favour of smoke-free environments. Subject to parliamentary timetables, we propose to regulate, with legislation where necessary, in order to ensure that:</p> <ul style="list-style-type: none"> <li>- All enclosed public places and workplaces (other than licensed premises which are dealt with below) will be smoke-free;</li> <li>- Licensed premises will be treated as follows: All restaurants will be smoke-free; All pubs and bars preparing and serving food will be smoke-free; Other pubs and bars will be free to choose whether to allow smoking or to be smoke-free; In membership clubs the members will be free to choose whether to allow smoking or to be smoke-free; Smoking in the bar area will be prohibited everywhere.</li> </ul> <p>[NB: details are subject to consultation as outlined in chapter 4 of Choosing Health]</p>			
	<b>Action</b>	<b>Date</b>	<b>Responsibility</b>	<b>Comment</b>
	<ul style="list-style-type: none"> <li>• Promotion of voluntary agreements, enforcement of legislation</li> </ul>	01 July 07	<b>Local:</b> DH, LA	On track. No special treatment for licensed premises following 14 February vote. Common date for all premises of 1 July 2007.
	<ul style="list-style-type: none"> <li>• All government departments and NHS to be smoke free (subject to consultation)</li> </ul>	Complete	<b>National:</b> All Govt Departments and DH for NHS	Achieved
	<ul style="list-style-type: none"> <li>• All enclosed public places and workplaces to be smoke free</li> </ul>	01 July 07		On track
	<ul style="list-style-type: none"> <li>• All arrangements for licensed premises to be in place</li> </ul>	01 July 07		On track
<b>WP Ref</b>	<b>Choosing Health Commitment</b>			
6.14	We are also working towards embedding an offer of stop smoking advice as part of clinical assessments in surgical care pathways from 2006			
	<b>Action</b>	<b>Date</b>	<b>Responsibility</b>	<b>Comment</b>
		31-Dec-06	<b>Local:</b> PCTs (SHAs), NHS Trusts	Put forward as FSR bid to achieve this. Awaiting decisions – expected summer 07
		31-Dec-06	<b>National:</b> DH	
<b>WP Ref</b>	<b>Choosing Health Commitment</b>			
6.14	As part of improving access and availability of tailored help to smokers wanting to quit we will, from 2006, offer NHS Stop Smoking Services on the new “choose and book” system			
	<b>Action</b>	<b>Date</b>	<b>Responsibility</b>	<b>Comment</b>

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		31-Dec-06	<b>Local:</b> PCTs (SHAs), NHS Trusts	Delayed due to delays in Choose and Book system as a whole. Proposals have been accepted and resource identified – proposals going into C+B development committee.
		31-Dec-06	<b>National:</b> DH	
<b>WP Ref</b>	<b>Choosing Health Commitment</b>			
6.51	<p>To help PCTs meet the PSA targets for reduction in prevalence of smoking:</p> <ul style="list-style-type: none"> <li>- In 2005/06 the Healthcare Commission will examine what PCTs are doing to reduce smoking prevalence amongst the local population, including their own staff, through tobacco control campaigns, championing smoke-free environments and provision of NHS Stop Smoking Services. Ongoing progress will be assessed against national standards and indicators,</li> <li>- we will establish a national taskforce to help increase the effectiveness and efficiency of the NHS Stop Smoking Services and provide practical guidance for local implementation, in particular how to make services more people-centred,</li> <li>- we will identify and disseminate good practice on what works through Regional Tobacco Control Managers and the NHS;</li> <li>- we will develop pilots on using the electronic booking system to trigger advice for smokers on stopping, with a view to national roll-out.</li> </ul>			
	<b>Action</b>	<b>Date</b>	<b>Responsibility</b>	<b>Comment</b>
	<ul style="list-style-type: none"> <li>• Set LDP trajectories on smoking quitters</li> </ul>	[31-Mar-06]	<b>Local:</b> PCTs (SHAs), LAs	Achieved - Set targets and these were achieved for the three years to end 2005/06. Healthcare commission work concluded – full Healthcare Commission report published (highly positive). Need to keep local prioritisation of tobacco control in face of pressure to cut. Next step is the production of NICE tobacco control guidance to follow in Nov 07
	<ul style="list-style-type: none"> <li>• Possible inclusion of targets in local plans (LSPs, etc)</li> </ul>	1-Apr-06		Achieved.
	<ul style="list-style-type: none"> <li>• Review regional strategies and support SHA action on PCT performance</li> </ul>	30-Dec-05	<b>Regional:</b> GORs, DH (RPHGs)	Achieved
	<ul style="list-style-type: none"> <li>• Milestones around establishing a national taskforce and pilots to be</li> </ul>		<b>National:</b> DH	Achieved: Tobacco National Support team is underway. Pilots run and programme for

## REDUCING THE NUMBER OF PEOPLE WHO SMOKE

	confirmed			roll out developed.
<b>WP Ref</b>	<b>Choosing Health Commitment</b>			
6.53	We will develop the Together programme of support for smokers to quit and roll it out across England from Spring 2005 as part of the range of services that will be linked to Health Direct			
	<b>Action</b>	<b>Date</b>	<b>Responsibility</b>	<b>Comment</b>
	<ul style="list-style-type: none"> <li>Develop programme and roll out</li> </ul>	30-Nov-05	<b>National:</b> DH	Achieved. 'Together' successfully piloted and rolled out from Nov 2005.
<b>WP Ref</b>	<b>Choosing Health Commitment</b>			
6.55	We have a well-established partnership with the manufacturers of NRT, who have an important role in public health and in the promotion of therapies. In 2003 we agreed an innovative deal with the companies involved, under which they provide free NRT patches to PCTs in recognition of the increased investment the NHS is making in stop smoking products. This arrangement will increase the resources available to the NHS to help even more smokers quit.			
	<b>Action</b>	<b>Date</b>	<b>Responsibility</b>	<b>Comment</b>
	<ul style="list-style-type: none"> <li>PCTs promote use of free NRT patches</li> <li>Oversight of national amounts of NRT</li> </ul>	30-Sep-05	<b>Local:</b> PCTs (SHAs)  <b>National:</b> DH	Achieved - Free supply of patches programme now completed.  Achieved.
<b>WP Ref</b>	<b>Choosing Health Commitment</b>			
6.56	The companies have publicly committed to look at new and innovative ways of making NRT more widely available. They are currently discussing with the Medicines and Healthcare products Regulatory Agency (MHRA) the licensing restrictions around NRT, and are looking at wider access issues and other ways to promote the use of NRT including: raising awareness among healthcare and related professions by committing resource to that work, new media campaigns, developing new and innovative therapies, promotion of therapies through a wider choice of outlets, encouraging retailers to allocate more space for stop smoking therapy products and space alongside cigarettes			
	<b>Action</b>	<b>Date</b>	<b>Responsibility</b>	<b>Comment</b>
		30-Dec-05	<b>National:</b> DH, MHRA, NRT manufacturers, retail sector, health/ anti-smoking organisations	MHRA Subgroup of Committee on Safety of Medicines (CSM) set up to review restrictions on NRT - Achieved.  Significant progress made: licensing restrictions on NRT removed; sales of NRT over the counter increased – prescribing up; last action to make NRT available in

## REDUCING THE NUMBER OF PEOPLE WHO SMOKE

				vending machines and small packs (dependent on MHRA Licensing – 2007)
<b>WP Ref</b>	<b>Choosing Health Commitment</b>			
6.57	We will extend our awareness-raising campaigns to promote the use of NRT, for people quitting on their own or as part of an NHS-supported attempt			
	<b>Action</b>	<b>Date</b>	<b>Responsibility</b>	<b>Comment</b>
	<ul style="list-style-type: none"> <li>see 2.15</li> </ul>	30-Sep-06	<b>National:</b> DH creative media, OGDs	Achieved: Now integral part of the social marketing campaign. Key promotional messages include "will double your chances of successfully quitting" and breaking down misunderstanding of health impact of nicotine that acts as a barrier to effective use of NRT.
<b>WP Ref</b>	<b>Choosing Health Commitment</b>			
7.29	Recognising the importance of leading by example we, as central Government, want to end all smoking in all our enclosed workplaces by 2006. We will be consulting with staff and unions on how to put this into practice.			
	<b>Action</b>	<b>Date</b>	<b>Responsibility</b>	<b>Comment</b>
	<ul style="list-style-type: none"> <li>see 4.76 above</li> </ul>		<b>Local:</b> LA	Achieved 1-Jan-2007
	<ul style="list-style-type: none"> <li>see 4.76 above</li> </ul>		<b>National:</b> See comment	Achieved 1-Jan-2007
<b>WP Ref</b>	<b>Choosing Health Commitment</b>			
7.30	The Health Development Agency will shortly publish guidance for NHS organisations on provision of smokefree buildings to protect staff, patients and others from the health risks of second-hand smoke			
	<b>Action</b>	<b>Date</b>	<b>Responsibility</b>	<b>Comment</b>
	<ul style="list-style-type: none"> <li>Guidance published</li> </ul>	01-Apr-05	<b>National:</b>	Achieved. HDA guidance was published in 2003. NHS went smokefree by end 2006 - including many grounds as well as buildings (going beyond the Choosing Health commitment).
<b>WP Ref</b>	<b>Choosing Health Commitment</b>			
7.31	A joint Department of Health and Royal College of Nursing campaign will ensure that nurses are at the forefront of a smoke free NHS by providing personalised support for nurses wanting to stop, an award for the team that quits, a dedicated helpline for nurses, better access to nicotine replacement therapy, new self-help materials for nurses, a checklist for Directors of Nursing on how to help nurses to quit, learning materials for student nurses			

## REDUCING THE NUMBER OF PEOPLE WHO SMOKE

	<b>Action</b>	<b>Date</b>	<b>Responsibility</b>	<b>Comment</b>
	<ul style="list-style-type: none"> <li>Undertake campaign</li> </ul>	31-Dec-06	<b>National:</b> DH, RCN	Finalising with CNO, RCN and Minister. Launch campaign, website and phoneline in 2007.
<b>WP Ref</b>	<b>Choosing Health Commitment</b>			
8.7	We have reduced the smuggled share of the cigarette market to 18% in 2002-03, and aim to reduce this further to no more than 13% by 2007-08			
	<b>Action</b>	<b>Date</b>	<b>Responsibility</b>	<b>Comment</b>
	<ul style="list-style-type: none"> <li>Under their PSA, Customs have been tasked with reducing the illicit market share for cigarettes to no more than 13% by 2007-08. DH will continue to support this work.</li> </ul>	31-Dec-08	<b>National:</b> HM Customs, DH	HMRC PSA target 07/08 to reduce cigarette smuggling to 13% and a new separate target to reduce hand rolled tobacco smuggling by 20%. DH has a supporting and encouraging role

**RESEARCH AND DEVELOPMENT**

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## RESEARCH AND DEVELOPMENT

WP Ref	Choosing Health commitment			
6.69	We will commission further studies to support development of new approaches where there are gaps in the evidence base within the new framework for research discussed in Annex B. This will include production of specific guidelines for children's exercise referral.			
	Action	Date	Responsibility	Comment
	<ul style="list-style-type: none"> <li>Creation of the National Institute of Health &amp; Clinical Excellence (NICE)</li> </ul>	30-Apr-05	<b>National:</b> DH	Achieved
	<ul style="list-style-type: none"> <li>Commission NICE to produce evidence and guidelines for children's exercise referral</li> </ul>	31-Dec-06		Refer to 4.42
	<ul style="list-style-type: none"> <li>Establish national prevention research initiative</li> </ul>	31-Dec-05		Refer to 4.42
	<ul style="list-style-type: none"> <li>Establish public health research consortium</li> </ul>	31-May-05		Achieved
	<ul style="list-style-type: none"> <li>Commence public health research initiative</li> </ul>	31-Dec-05		Achieved
WP Ref	Choosing Health Commitment			
8.4	The Government will build health into all future legislation by including health as a component in regulatory impact assessment			
	Action	Date	Responsibility	Comment
	<ul style="list-style-type: none"> <li>Develop skills to do HIA across government</li> </ul>	30-Sep-05	<b>Regional:</b> DH (RPHGs)	Achieved
	<ul style="list-style-type: none"> <li>Publish guidance and evidence on HIA for regulatory impact assessment on CO, DH and HDA/NICE websites (see comment)</li> </ul>	31-Mar-05	<b>National:</b> CO, DH, NICE	Achieved
WP Ref	Choosing Health Commitment			
Annex B - 10	Starting 2005-06, the Government will provide new funding for the public health research initiative, building to £10m by 2007-08.			
	Action	Date	Responsibility	Comment
	<ul style="list-style-type: none"> <li>New funding allocated to the public health initiative</li> </ul>		<b>National:</b> DH	Achieved. UKCRC Public Health Centres of Excellence programme announced and applications invited
WP Ref	Choosing Health Commitment			

## RESEARCH AND DEVELOPMENT

Annex B - 11	Early in 2005, we shall launch a public health research consortium, bringing together national policy makers and researchers from a wide range of disciplines, to focus effort on strengthening the evidence for effective health interventions to support White Paper delivery.			
	<b>Action</b>	<b>Date</b>	<b>Responsibility</b>	<b>Comment</b>
	<ul style="list-style-type: none"> <li>Establish public health research consortium</li> </ul>	31-May-05	<b>National:</b> DH	Achieved
<b>WP Ref</b>	<b>Choosing Health Commitment</b>			
Annex B - 12	We shall launch a national Prevention Research Initiative working in collaboration with research funders in the fields of cancer, coronary heart disease and diabetes, to provide dedicated funding for research aimed at the primary prevention of these diseases.			
	<b>Action</b>	<b>Date</b>	<b>Responsibility</b>	<b>Comment</b>
	<ul style="list-style-type: none"> <li>Establish National Prevention Research Initiative</li> </ul>	30-Jun-05	<b>National:</b> DH	Achieved
<b>WP Ref</b>	<b>Choosing Health Commitment</b>			
Annex B - 17	We will provide additional resources to support the National Institute for Health & Clinical Excellence, in its new work on health improvement.			
	<b>Action</b>	<b>Date</b>	<b>Responsibility</b>	<b>Comment</b>
	<ul style="list-style-type: none"> <li>Allocate additional funding to NICE for health improvement work</li> </ul>		<b>National:</b> DH	Achieved
<b>WP Ref</b>	<b>Choosing Health Commitment</b>			
Annex B - 08	We will review the existing R&D strategy for public health to provide a strategy focused on supporting delivery of this White Paper through improved, timely, evidence.			
	<b>Action</b>	<b>Date</b>	<b>Responsibility</b>	<b>Comment</b>
	<ul style="list-style-type: none"> <li>Commence public health research initiative</li> </ul>	31-Jan-06	<b>National:</b> DH	Achieved
<b>WP Ref</b>	<b>Choosing Health Commitment</b>			
Annex B - 09	We will establish a new public health research initiative within the framework of the United Kingdom Clinical Research Collaboration (UKCRC)			
	<b>Action</b>	<b>Date</b>	<b>Responsibility</b>	<b>Comment</b>
	<ul style="list-style-type: none"> <li>Commence public health research initiative</li> </ul>	31-Jan-06	<b>National:</b> DH	Achieved

# **TACKLING OBESITY**

## TACKLING OBESITY

<b>WP Ref</b>	<b>Choosing Health commitment</b>			
2.12	We intend now to simplify messages on what a portion means for children and adults, for example, using “a handful”.			
	<b>Action</b>	<b>Date</b>	<b>Responsibility</b>	<b>Comment</b>
	<ul style="list-style-type: none"> <li>Reinforce messages</li> </ul>		<b>Local:</b> LAs, PCTs	Dependent on research commissioned: Result to be published May 2007. On track
	<ul style="list-style-type: none"> <li>Agreement on simplified messages</li> </ul>	May 2007	<b>National:</b> DH	Research commissioned July 06. Methodology being verified by FSA. Result to be published May 2007.
<b>WP Ref</b>	<b>Choosing Health Commitment</b>			
2.15	Obesity – a new cross-Government campaign to raise awareness of the health risks of obesity, and the steps people can take through diet and physical activity to prevent obesity			
	<b>Action</b>	<b>Date</b>	<b>Responsibility</b>	<b>Comment</b>
	<ul style="list-style-type: none"> <li>Launch campaign nationally</li> </ul>	01-Mar-07	National: DH, creative media, OGDs	Achieved. Campaign launched in Spring 2007
<b>WP Ref</b>	<b>Choosing Health Commitment</b>			
2.23	We will press vigorously for progress before and during the UK presidency of the EU in 2005 to simplify nutrition labeling and make it mandatory on packaged foods.			
	<b>Action</b>	<b>Date</b>	<b>Action</b>	<b>Comment</b>
	<ul style="list-style-type: none"> <li>EU draft Regulation received</li> </ul>	2008	<b>National:</b> FSA, DH	Negotiations ongoing at EU level. Expect revised Labelling Directive 2008.
<b>WP Ref</b>	<b>Choosing Health Commitment</b>			
2.24	By mid 2005 we aim to have introduced a system that could be used as a standard basis for signposting foods. This will build on the nutrient criteria for the 5 A DAY logo. The criteria will also be used among other things to identify which foods can be promoted to children [see paras 48-52 ]. The criteria for use of the 5 A DAY logo will be extended to processed foods and to foods targeted at children.			
	<b>Action</b>	<b>Date</b>	<b>Responsibility</b>	<b>Comment</b>
	<ul style="list-style-type: none"> <li>Communication of key 5 A DAY messages</li> <li>Support implementation and coverage (ie school fruit)</li> </ul>	15-Mar-2007.  Dec 2007	<b>Local:</b> LAs, PCTs, Schools  <b>Regional:</b>	Achieved - Top Tips campaign launched 15 March 2007  Criteria to be based on signpost labeling, consumer research to be undertaken May 2007.



## TACKLING OBESITY

	<ul style="list-style-type: none"> <li>product categories</li> <li>Identify interim and long-term targets for sugar and fat</li> <li>Publish guidance on portion sizes for consultation</li> </ul>	<p>March 2007</p> <p>March 2007</p>		<p>Achieved. FSA consultation on approach to reformulate end March 2007.</p> <p>As above</p>
<b>WP Ref</b>	<b>Choosing Health Commitment</b>			
2.46	We will work with the farming and food industries to coordinate action, including action to take forward policies in this White Paper, through a Food and Health Action Plan to be published in early 2005 fulfilling the commitment to such a plan in our Strategy for Sustainable Farming and Food. This will be backed up with wider action in the Food Standards Agency Strategic Plan.			
	<b>Action</b>	<b>Date</b>	<b>Responsibility</b>	<b>Comment</b>
	<ul style="list-style-type: none"> <li>Coordination and advice on health aspects of regional plans</li> </ul>		<b>Regional:</b> DH (RPHGs)	Achieved. The action plan was published March 2005.
	<ul style="list-style-type: none"> <li>Choosing A Better Diet: A Food and health action plan published</li> </ul>	31-Mar-05	<b>National:</b> DH, DEFRA, FSA	Achieved.
<b>WP Ref</b>	<b>Choosing Health Commitment</b>			
2.52	In line with the research conclusions and the responses to the consultation, the Government considers there is a strong case for action to restrict the advertising and promotion to children of those foods and drinks that are high in fat, salt and sugar. To have maximum effect, action needs to be comprehensive and taken in relation to all forms of food advertising and promotion, including: broadcast, non-broadcast, sponsorship and brand-sharing, point of sale advertising, including vending in schools, labels, wrappers and packaging.			
	<b>Action</b>	<b>Date</b>	<b>Responsibility</b>	<b>Comment</b>
	<ul style="list-style-type: none"> <li>Membership and TOR for food and drink advertising and promotion forum established</li> </ul>	31-May-05	<b>National:</b> DH, DCMS, FSA, DTI	Achieved
	<ul style="list-style-type: none"> <li>Forum established</li> </ul>	07-Jul-05		Achieved
	<ul style="list-style-type: none"> <li>Changes to codes adopted following consultation</li> </ul>	July 2007		Achieved Ofcom announcement 22 February 2007, CAP March 2007.
	<ul style="list-style-type: none"> <li>Industry code of conduct agreed and adopted</li> </ul>	31-Jan-07		Achieved
	<ul style="list-style-type: none"> <li>Review effectiveness of voluntary</li> </ul>	Interim		Achieved - Monitoring contract in place.

## TACKLING OBESITY

	measures	review Autumn 2007, detailed review Autumn 2008		This action has been initiated and is complete Choosing Health reporting perspective.
<b>WP Ref</b>	<b>Choosing Health Commitment</b>			
2.55	On television, we will work with the broadcasting and advertising sectors on ways to help drive down levels of childhood obesity. In particular we will look to Ofcom to consult on proposals on tightening the rules on broadcast advertising, sponsorship and promotion and securing their effective implementation by broadcasters in order to ensure that children are properly protected from encouragement to eat too many high fat, salt and sugar foods – both during children’s programmes and at other times when large numbers of children are watching. It should also include options for broadcasters and advertisers to participate in healthy living promotions.			
	<b>Action</b>	<b>Date</b>	<b>Responsibility</b>	<b>Comment</b>
	<ul style="list-style-type: none"> <li>see 2.52</li> </ul>		<b>National:</b> DH, DCMS, FSA, DTI	Achieved see 2.52
<b>WP Ref</b>	<b>Choosing Health Commitment</b>			
2.56	We will work with industry, advertisers, consumer groups and other stakeholders to encourage new measures to strengthen existing voluntary codes in non-broadcast areas, including: <ul style="list-style-type: none"> <li>setting up a new food and drink advertising and promotion forum to review, supplement, strengthen and bring together existing provisions; and</li> <li>contributing funding to the development of new health initiatives, including positive health campaigns.</li> </ul>			
	<b>Action</b>	<b>Date</b>	<b>Responsibility</b>	<b>Comment</b>
	<ul style="list-style-type: none"> <li>see 2.15</li> </ul>		<b>National:</b> DH, creative media, OGDs	Achieved
	<ul style="list-style-type: none"> <li>see 2.52</li> </ul>		DH, DCMS, FSA, DTI	Achieved see 2.52
<b>WP Ref</b>	<b>Choosing Health Commitment</b>			
2.58	The Government is committed to ensuring that measures to protect children’s health are rigorously implemented and soundly based on evidence of impact. We will therefore monitor the success of these measures in relation to the balance of food and drink advertising and promotion to children, and children’s food preferences to assess their impact. If, by 2007, they have failed to produce change in the nature and balance of food promotion, we will take action through existing powers or new legislation to implement a clearly defined framework for regulating the promotion of food to children			

## TACKLING OBESITY

	Action	Date	Responsibility	Comment
	<ul style="list-style-type: none"> <li>Success measures chosen for monitoring and evaluating success of voluntary industry action</li> </ul>	31-Dec-05	<b>National:</b> DH, DCMS, FSA, Ofcom, Defra, DTI, Industry	Achieved. Commitment amended. Success criteria replaced by definitions paper finalised in Nov 05.
	<ul style="list-style-type: none"> <li>Review of effectiveness</li> </ul>	31-Mar-07		Achieved - Monitoring arrangements in place until August 2008 (subject to extension of contract)
<b>WP Ref</b>	<b>Choosing Health Commitment</b>			
3.38	From 2005, we will provide eligible pregnant women, including all pregnant women under 18, breastfeeding mothers and children in low income families with vouchers that can be exchanged for fresh fruit and vegetables, milk and infant formula through a new scheme - Healthy Start. The scheme will be backed by a new communications campaign to help deprived families improve their diets and wider health, and make effective use of the vouchers			
	Action	Date	Responsibility	Comment
	<ul style="list-style-type: none"> <li>Take forward Healthy Start Scheme</li> </ul>	30-Nov-05	<b>Local:</b> PCTs	Achieved. Healthy Start launched Nov 05
	<ul style="list-style-type: none"> <li>Monitoring PCTs on increasing breastfeeding initiation rates</li> </ul>	30-Nov-05	<b>Regional:</b> SHAs	Achieved. Monitoring initiated and on-going.
	<ul style="list-style-type: none"> <li>Consultation on draft Regulations</li> </ul>	30-Apr-05	<b>National:</b> DH, DWP, IR	Achieved
	<ul style="list-style-type: none"> <li>Regulations laid</li> </ul>	31-Oct-05		Achieved
	<ul style="list-style-type: none"> <li>Evaluate plans for Healthy Start</li> </ul>	30-Jun-05		Achieved
	<ul style="list-style-type: none"> <li>Implementation of Phase 1 begins</li> </ul>	15-Nov-05		Achieved
	<ul style="list-style-type: none"> <li>National roll out of Healthy Start</li> </ul>	31-Aug-06		Achieved
<b>WP Ref</b>	<b>Choosing Health Commitment</b>			
3.39	Further action will include the review of Infant Formula and Follow-on Formula Regulations (1995) with a view to further restricting the advertisement of infant formula. We will continue to press for amendments to the EU Directive on infant formula and follow-on formula.			
	Action	Date	Responsibility	Comment
	<ul style="list-style-type: none"> <li>Review EU Regs (UK Infant Formula</li> </ul>	31-Mar-07	<b>National:</b> DH, FSA	Achieved.

## TACKLING OBESITY

	regulations)			Regulations following EU decisions. Draft Regulations will be subject to consultation in Spring 07 with Regulations coming into force in early 2008
<b>WP Ref</b>	<b>Choosing Health Commitment</b>			
3.56	As part of the School Fruit and Vegetable Scheme, by the end of 2004 all four to six year old children in LEA maintained infant, primary and special schools in England will be eligible for a free piece of fruit or vegetable every school day. Following evaluation, which will be completed early in 2005, we will consider extending the scheme to LEA maintained nurseries.			
	<b>Action</b>	<b>Date</b>	<b>Responsibility</b>	<b>Comment</b>
	<ul style="list-style-type: none"> <li>Ensure all schools participate in scheme</li> </ul>		<b>Local:</b> LEAs, PCTs	Achieved. Currently over 97% uptake of eligible schools
	<ul style="list-style-type: none"> <li>Continue regional coordination of programme delivery</li> </ul>	30-Sep-05	<b>Regional:</b> DH (RPHGs)	Achieved
	<ul style="list-style-type: none"> <li>Evaluation of School Fruit and vegetable scheme completed</li> </ul>	30-Sep-05	<b>National:</b> DfES, DH, LEAs	Achieved
<b>WP Ref</b>	<b>Choosing Health Commitment</b>			
3.57	<p>We will invest over the next 3 years to improve nutrition in school meals by</p> <ul style="list-style-type: none"> <li>revising both primary and secondary school meals standards, to reduce the consumption of fat, salt and sugar and to increase the consumption of fruit and vegetables and other essential nutrients. We will strongly consider introducing nutrient-based standards. Ofsted inspectors will be looking at healthy eating in schools, and will take account of any school meals provided in doing so,</li> <li>subject to legislation, extending the new standards to cover food across the school day, including vending machines and tuck shops;</li> <li>supporting schools to provide the best meal service possible – for example through new guidance on food procurement for heads and governors, and improving training and support for school meal providers and catering staff.</li> </ul>			
	<b>Action</b>	<b>Date</b>	<b>Responsibility</b>	<b>Comment</b>
	<ul style="list-style-type: none"> <li>Implement in LEAs and Schools</li> </ul>		<b>Regional:</b> LEAs, PCTs, Schools	Achieved – DFES Standards introduced Sept-06

## TACKLING OBESITY

	<ul style="list-style-type: none"> <li>• New school meal standards adopted</li> </ul>	30-Sep-06	<b>National:</b> DfES (FSA, DH)	Achieved.
	<ul style="list-style-type: none"> <li>• Specifications in fat, salt and sugar for processed foods</li> </ul>	31-Jul-05	FSA (DfES, DH)	Achieved.
	<ul style="list-style-type: none"> <li>• New training qualification for caterers</li> </ul>	31-Dec-05		Achieved – training qualification in development
	<ul style="list-style-type: none"> <li>• Ofsted inspections</li> </ul>	30-Sep-05	OfSTED (FSA, DfES, DH)	Achieved
<b>WP Ref</b>	<b>Choosing Health Commitment</b>			
3.59	<p>Following successful pilots in over 300 schools, a comprehensive Food in Schools package is being developed to support implementation of the whole school approach to healthy eating and drinking. Available from early 2005, this package will provide guidance and resources for schools to encourage, for example:</p> <ul style="list-style-type: none"> <li>- cooking clubs where children prepare and cook healthy food in a fun and enjoyable way</li> <li>- how to set up and manage healthy vending machines,</li> <li>- healthier breakfast clubs,</li> <li>- tuck shops,</li> <li>- lunch boxes,</li> <li>- water provision,</li> <li>- growing clubs and</li> <li>- the dining room environment</li> </ul>			
	<b>Action</b>	<b>Date</b>	<b>Responsibility</b>	<b>Comment</b>
	<ul style="list-style-type: none"> <li>• Implementation of guidance in schools</li> </ul>	31-Mar-05	<b>Local:</b> LEAs, PCTs, Schools	Achieved
	<ul style="list-style-type: none"> <li>• Regional training events</li> </ul>	31-May-05	<b>Regional:</b> GOs, DfES, DH (RPHGs)	Achieved
	<ul style="list-style-type: none"> <li>• Website established</li> </ul>	30-Apr-05		Achieved
	<ul style="list-style-type: none"> <li>• Launch of Food in Schools package</li> </ul>	31-Mar-05	<b>National:</b> DfES	Achieved
<b>WP Ref</b>	<b>Choosing Health Commitment</b>			
3.66	<p>We will drive forward action to implement the new National Standard for cycle training for children across England by 2005-06 by</p> <ul style="list-style-type: none"> <li>- establishing a formal cycle training and curriculum body - the Cycle Training Reference Group</li> <li>- funding instructor training schemes and accrediting existing training schemes and centres,</li> </ul>			

## TACKLING OBESITY

	- providing a help desk and web database of trainers to support local authorities, schools and parents administer the National Standard			
	<b>Action</b>	<b>Date</b>	<b>Responsibility</b>	<b>Comment</b>
	<ul style="list-style-type: none"> <li>Helpline launched</li> </ul>	31-Mar-05	<b>National:</b> DfT	Achieved.
<b>WP Ref</b>	<b>Choosing Health Commitment</b>			
3.68	We are investing an unprecedented amount - in PE and school sport. The Government's National Strategy for PE, School Sport and Club Links is the keystone of a bridge being built from PE to lifelong participation in sport via out of school hours learning, inter-school sport and school-club links. The Departments for Education and Skills and for Culture, Media and Sport will announce shortly funding they will make available in 2006-07 and 2007-08 to support school sport and the national strategy			
	<b>Action</b>	<b>Date</b>	<b>Responsibility</b>	<b>Comment</b>
	<ul style="list-style-type: none"> <li>Appoint primary/secondary sports co-ordinators</li> </ul>		<b>Local:</b> LAs/LEAs, Schools, PCTs, Sport England	Achieved
	<ul style="list-style-type: none"> <li>Implement schools sports partnerships</li> </ul>			Achieved
	<ul style="list-style-type: none"> <li>Implement sports colleges</li> </ul>			Achieved
	<ul style="list-style-type: none"> <li>Funding announcement on PESSCI</li> </ul>	31-Dec-04	<b>National:</b> DCMS, DfES, Youth Sport Trust, DH, Sport England	Achieved. £1.5bn in the 5 years to 2008.
	<ul style="list-style-type: none"> <li>Secondary and primary sports co-ordinators in post</li> </ul>	30-Sep-05		Achieved. There are 3,700 coordinators (target was 2,400) and 20,000 (target was 1,350) link teachers
	<ul style="list-style-type: none"> <li>75% of schools in a School Sports Partnership</li> </ul>	30-Oct-05		Achieved
	<ul style="list-style-type: none"> <li>400 school sports partnerships operational</li> </ul>	30-Sep-06		Achieved.
	<ul style="list-style-type: none"> <li>All 400 sports colleagues operational</li> </ul>	30-Sep-06		Achieved. 422 sports colleges operational.
	<ul style="list-style-type: none"> <li>All schools to be in a School Sports Partnership</li> </ul>	30-Sep-06		Achieved. 100% of maintained schools in a partnership

## TACKLING OBESITY

WP Ref	Choosing Health Commitment			
3.69	We are working through the PE School Sport Club Links strategy to ensure that continuing professional development programmes provide teachers with the knowledge and skills to: identify and support children who may be at risk from obesity; and work in partnership with the health sector to provide appropriate services.			
	Action	Date	Responsibility	Comment
	<ul style="list-style-type: none"> <li>• see 3.68</li> </ul>		<b>Local:</b> LAs/LEAs, Schools, PCTs, Sport England	Achieved
	<ul style="list-style-type: none"> <li>• see 3.68</li> </ul>		<b>National:</b> DCMS, DfES, Youth Sport Trust, DH, Sport England	On track. Toolkit to be delivered in April 2007.
WP Ref	Choosing Health Commitment			
3.71	By September 2005 we will have increased by a third (to 75%) the number of maintained schools (secondary, primary and special) in a school sports partnership and will achieve 100% coverage from September 2006. By 2006 we also aim to have at least 400 sports specialist schools and academies with a sports focus			
	Action	Date	Responsibility	Comment
	<ul style="list-style-type: none"> <li>• see 3.68</li> </ul>		<b>Local:</b> LAs/LEAs, Schools, PCTs, Sport England	Achieved - DFES/DCMS strategy developed for delivering PSA
	<ul style="list-style-type: none"> <li>• see 3.68</li> </ul>	30-Sep-05	<b>National:</b> DCMS, DfES, Youth Sport Trust, DH, Sport England	Achieved. Exceeded - 80% of schools in England in a partnership by Sept 05.

## TACKLING OBESITY

WP Ref	Choosing Health Commitment			
3.79	We are further strengthening the regime governing the sale of school playing fields by local authorities to ensure that - the sale of a playing field is an absolute last resort, - as a first priority sale proceeds are used to improve outdoor sports facilities, - new sports facilities are sustainable for at least 10 years			
	Action	Date	Responsibility	Comment
	<ul style="list-style-type: none"> <li>Achieved</li> </ul>	01-Apr-05	National: DfES	Achieved
WP Ref	Choosing Health Commitment			
4.11	The Department of Health is committed to funding similar community food initiatives, following evaluation of the lottery-funded pilot initiatives, in more PCTs from 2006. The focus will be on deprived communities and will build on the lessons to come out of the evaluation of lottery-funded initiatives			
	Action	Date	Responsibility	Comment
	<ul style="list-style-type: none"> <li>Take forward community initiatives</li> </ul>		Local: PCTs, LAs	Achieved – decision is with PCTs
	<ul style="list-style-type: none"> <li>Ensure integration with 5 A DAY programme</li> </ul>	30-Sep-05	Regional: DH (RPHGs)	Achieved
	<ul style="list-style-type: none"> <li>Resources for primary care professionals published</li> </ul>	31-Aug-05	National: DH	Achieved
	<ul style="list-style-type: none"> <li>Evaluation of lottery funded community initiatives</li> </ul>	20-Jun-06		Achieved
	<ul style="list-style-type: none"> <li>Roll out of new community initiatives</li> </ul>	30-Apr-06		Achieved
WP Ref	Choosing Health Commitment			
4.12	To support the work at the local level, new resources will be launched in early 2005 to help healthcare professionals support people to increase their fruit and vegetable consumption, including a short 5 A DAY questionnaire to assess consumption levels. These resources are also useful when giving general advice on diet and nutrition and will support work on obesity prevention and management.			
	Action	Date	Responsibility	Comment
	<ul style="list-style-type: none"> <li>Primary care resources launched</li> </ul>	19-Jul-05	National: DH	Achieved
WP Ref	Choosing Health Commitment			
4.38	We will use lessons learned from the 27 local authority pilots on improving parks and public places in the development of the £660m			

## TACKLING OBESITY

	Safer and Stronger Communities Fund announced in Spending Review 2004			
	<b>Action</b>	<b>Date</b>	<b>Responsibility</b>	<b>Comment</b>
	<ul style="list-style-type: none"> <li>Collaborate with regional partners to evaluate health benefits and support roll out of good practice</li> <li>milestones to be confirmed</li> </ul>	30-Nov-05	<b>Regional:</b> DH (RPHGs)  <b>National:</b> ODPM	Achieved  Achieved. Cleaner Safer Greener programme delivering the lessons learned
<b>WP Ref</b>	<b>Choosing Health Commitment</b>			
4.39	<p>The transport charity Sustrans, in partnership with Local Authorities, has already completed 8,000 miles of new cycle lanes and tracks, and local authorities are forecast to build over 7,000 miles of new cycle lanes and cycle tracks by 2006</p> <ul style="list-style-type: none"> <li>The Department for Transport is investing in programmes to link the existing National Cycle Network to hundreds of schools enabling more children to walk or cycle to school. This complements the wider Travelling to School programme.</li> <li>We will also be incorporating local highways authorities' statutory plans for improving public rights of way into local transport plans [Defra and DfT will lead on the progressive integration of rights of way improvement plans (ROWIPs) into DfT's local transport plans]</li> </ul>			
	<b>Action</b>	<b>Date</b>	<b>Responsibility</b>	<b>Comment</b>
	<ul style="list-style-type: none"> <li>Local authority progress report published</li> <li>Milestones to be confirmed.</li> </ul>	31-Jan-06  30-Sep-05	<b>Local:</b> LAs  <b>National:</b> DfT, DEFRA	Achieved  £10m has been invested by DfT to link existing National Cycle Network to schools. Cycle England is now funding a further phase of work.

## TACKLING OBESITY

<b>WP Ref</b>	<b>Choosing Health Commitment</b>			
4.40	Following evaluation we will build on the Sustainable Travel Towns pilots to develop guidance for local authorities, PCTs and others on whole town approaches to shifting travel from cars to walking cycling and public transport.			
	<b>Action</b>	<b>Date</b>	<b>Responsibility</b>	<b>Comment</b>
	• Health Impact Assessment completed	31-Mar-05	<b>National:</b> DfT	Achieved
	• Pilots completed	31-Dec-09		On-track
<b>WP Ref</b>	<b>Choosing Health Commitment</b>			
4.44	Working with the Countryside Agency and DEFRA, we will encourage health professionals across PCTs to use pedometers in clinical practice, with coverage of all areas by the end of 2005.			
	<b>Action</b>	<b>Date</b>	<b>Responsibility</b>	<b>Comment</b>
	• Commencement	30-Mar-06	<b>National:</b> DH, Countryside Agency, Defra	Achieved. Delay due to concerns that training of healthcare staff would coincide with flu immunization programme.
	• Full coverage in all areas	May 07		Roll-out to be completed in May 2007
<b>WP Ref</b>	<b>Choosing Health Commitment</b>			
4.45	We are also working with the Youth Sports Trust to pilot the use of pedometers in schools – both as a tool to support a wide range of curriculum topics and to increase awareness amongst pupils of the need to be active.			
	<b>Action</b>	<b>Date</b>	<b>Responsibility</b>	<b>Comment</b>
	• Assessment of the outcome of the pilot	31-Aug-06	<b>National:</b> DH	Achieved. National programme rolled out after successful pilot
<b>WP Ref</b>	<b>Choosing Health Commitment</b>			
4.46	Building on the success of the Local Exercise Action Pilots we will invest over the next three years in initiatives to promote physical activity supported by guidance to promote best practice. This will include <ul style="list-style-type: none"> <li>- A Physical Activity Promotion Fund to roll out evidence-based physical activity interventions – linked where appropriate to locally to health trainers and developing obesity care services (see Chapter 6),</li> <li>- regional Physical Activity Coordinators to coordinate delivery of activity interventions and support planning for use of the Fund, linked to plans to tackle obesity,</li> </ul>			

## TACKLING OBESITY

	- guidance on what works for local authorities, PCTs and voluntary bodies backed up by annual stakeholder events to promote best practice.			
	<b>Action</b>	<b>Date</b>	<b>Responsibility</b>	<b>Comment</b>
	<ul style="list-style-type: none"> <li>Regional activity coordinators nominated</li> </ul>	31-May-05	<b>Regional:</b> DH (RPHGs)	Achieved in some regions/significant progress made.
	<ul style="list-style-type: none"> <li>Regional co-ordinators in place to work with PCTs</li> </ul>	31-May-05		Achieved in some regions.
	<ul style="list-style-type: none"> <li>LEAP pilot evaluation (interim)</li> </ul>	31-Dec-05	<b>National:</b> DH	Achieved. Interim summary findings to be disseminated Dec 2005
	<ul style="list-style-type: none"> <li>LEAP pilot evaluation (final)</li> </ul>	15-Sep-06		Achieved
	<ul style="list-style-type: none"> <li>Annual stakeholder events</li> <li>Publish community physical activity best practice guidance</li> </ul>	30-Jun-06 Summer 07/08		Achieved Achieved ahead of target
<b>WP Ref</b>	<b>Choosing Health Commitment</b>			
4.49	The Government, working with the NHS, British Olympic Association, Greater London Authority and London 2012 Ltd will make clear the beneficial effects for Londoners and the rest of the country of increased physical activity			
	<b>Action</b>	<b>Date</b>	<b>Responsibility</b>	<b>Comment</b>
	<ul style="list-style-type: none"> <li>Awaiting IOC decision on who wins the bid</li> </ul>	06-Jul-05	<b>National:</b> DCMS	Achieved

## TACKLING OBESITY

<b>WP Ref</b>	<b>Choosing Health Commitment</b>			
4.50	We will work with key interests to develop best practice guidance on providing free swimming and other sport initiatives, for publication in 2005.			
	<b>Action</b>	<b>Date</b>	<b>Responsibility</b>	<b>Comment</b>
	<ul style="list-style-type: none"> <li>Publication</li> </ul>	30-Jan-06	<b>National:</b> DH, DCMS, Sport England, Amateur Swimming Association	Achieved. A website was launched in Jan 06
<b>WP Ref</b>	<b>Choosing Health Commitment</b>			
4.51	We will publish a guide for PCTs and sports clubs to encourage good practice and foster links on health improvement work, building on existing work with football clubs and extending this to other sports			
	<b>Action</b>	<b>Date</b>	<b>Responsibility</b>	<b>Comment</b>
	<ul style="list-style-type: none"> <li>Learning from good practice</li> </ul>	01-Jul-06	<b>Local:</b> PCT/local sports clubs	Achieved. 9 regional seminars held to disseminate good practice
	<ul style="list-style-type: none"> <li>Publish best practice document for PCTs and Sports Clubs</li> </ul>	31-May-05	<b>National:</b> DH, DCMS	Achieved. Football & health guide, and rowing/dance & health guides were published in 2005 & 2006
<b>WP Ref</b>	<b>Choosing Health Commitment</b>			
4.64	We will develop nutritional standards for all foods provided by [the NHS, the Prison Service and the Ministry of Defense] and other public bodies - building on the work in schools. Our intention is to increase access to a range of healthier foods and will take account of the different formats of food provision - restaurant, fast food, vending etc			
	<b>Action</b>	<b>Date</b>	<b>Responsibility</b>	<b>Comment</b>
	<ul style="list-style-type: none"> <li>Establish working group</li> </ul>	31-Oct-05	<b>National:</b> DH, FSA	Achieved.
	<ul style="list-style-type: none"> <li>Develop new nutritional standards</li> </ul>	30-Sep-05		Achieved
<b>WP Ref</b>	<b>Choosing Health Commitment</b>			
6.64	Guidance for PCTs on priorities and planning includes the need to give advice on diet and activity. The next challenge will be to act on obesity as an issue in its own right using levers such as the new primary medical care contracting arrangements, including enhanced services and through negotiated changes which may be possible in the Quality and Outcomes Framework.			
	<b>Action</b>	<b>Date</b>	<b>Responsibility</b>	<b>Comment</b>
	<ul style="list-style-type: none"> <li>Outcome of discussions on GP</li> </ul>	31-Dec-06	<b>National:</b> DH	Achieved - We have issued the guidance for

## TACKLING OBESITY

	contract (QOF)			PCTs on planning and priorities. We have refreshed the DH PMF with LDP and QOF indicators
<b>WP Ref</b>	<b>Choosing Health Commitment</b>			
6.66	We will develop a comprehensive 'care pathway' for obesity, providing a model for prevention and treatment.			
	<b>Action</b>	<b>Date</b>	<b>Responsibility</b>	<b>Comment</b>
	<ul style="list-style-type: none"> <li>Care pathway implemented &amp; evaluated</li> </ul>	30-Apr-06	<b>Local:</b> PCTs (SHAs)	Achieved - White paper commitment completed. It is anticipated the broader components of this commitment will be integrated as part of the revised Programme Plan post PMDU, which will be finalised in December as part of the revised delivery plan.
	<ul style="list-style-type: none"> <li>SHA overview of PCT planning for obesity services, eg identifying local obesity teams and specialist obesity services</li> </ul>	30-Jun-06		
	<ul style="list-style-type: none"> <li>NICE/HDA guidance for children and adults published</li> </ul>	30-Jun-07	<b>National:</b> DH (RPHGs)	
<b>WP Ref</b>	<b>Choosing Health Commitment</b>			
6.68	We will also commission production of a “weight loss” guide, to set out what is known about regimes for losing weight and help people select the approaches that are healthy and are most likely to help them to lose weight and then maintain a more healthy weight			
	<b>Action</b>	<b>Date</b>	<b>Responsibility</b>	<b>Comment</b>
	<ul style="list-style-type: none"> <li>Guidance issued</li> </ul>	28-Feb-06	<b>National:</b> DH	Achieved - White paper commitment completed. It is anticipated the broader components of this commitment will be integrated as part of the revised Programme Plan post PMDU, which will be finalised in December as part of the revised delivery plan.
<b>WP Ref</b>	<b>Choosing Health Commitment</b>			
6.72	The independent sector may have a key role in providing effective behaviour change programmes in ways that are more acceptable than traditional NHS care to some groups of patients. We will test this as part of a procurement for a “year of care” for diabetic patients			
	<b>Action</b>	<b>Date</b>	<b>Responsibility</b>	<b>Comment</b>
	<ul style="list-style-type: none"> <li>Project workplan to be developed</li> </ul>	31-May-05	<b>National:</b> DH; Diabetes	Achieved.

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			policy team	
<b>WP Ref</b>	<b>Choosing Health Commitment</b>			
6.73	Another model we will test is to use the Healthy Communities Collaborative (HCC) principles in the prevention and management of obesity. This will build on existing HCC work on diet and nutrition, and accidents (see chapter 4).			
	<b>Action</b>	<b>Date</b>	<b>Responsibility</b>	<b>Comment</b>
	<ul style="list-style-type: none"> <li>Scope out the extension of the collaborative (see 4.14 under Inequalities)</li> </ul>	30-Sep-05	<b>National:</b> DH, Healthy Communities Collaborative	Achieved.
<b>WP Ref</b>	<b>Choosing Health Commitment</b>			
6.75	We will develop a patient activity questionnaire, which will be available by the end of 2005 to support NHS staff and others to understand their patients' levels of physical activity and assess the need for interventions, such as exercise referral.			
	<b>Action</b>	<b>Date</b>	<b>Responsibility</b>	<b>Comment</b>
	<ul style="list-style-type: none"> <li>Validation of the questionnaire completed</li> </ul>	19-Jul-05	<b>National:</b> DH	Achieved.
	<ul style="list-style-type: none"> <li>Questionnaire published</li> </ul>	30-Jan-06		Achieved - Published in December 2006
<b>WP Ref</b>	<b>Choosing Health Commitment</b>			
7.22	The Department for Transport will work with the cycle industry to produce user-friendly guidance on the taxefficient bike purchase scheme to increase the use of the scheme and promote cycling.			
	<b>Action</b>	<b>Date</b>	<b>Responsibility</b>	<b>Comment</b>
	<ul style="list-style-type: none"> <li>Publish guidelines on internet</li> </ul>	31-Aug-05	<b>National:</b> DfT	Achieved.