

Obesity Route Map – Action Plan

Version 1.0

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Ref:	Route Map Action Points	Impact*	Stakeholders	Summary of Current Position	Milestones
1.1	<p>The Route Map encompasses a range of specific actions on energy consumption which are captured within the key themes of:</p> <ul style="list-style-type: none"> product reformulation portion sizes stocking policies pricing including promotions labelling & packaging marketing and non-broadcast advertising; and catering. <p>We are working with the food and drink industry to progress a series of innovative projects and action across all of these key themes.</p>	<p>☒ High ☒ Medium ☐ Low</p>	<p>Scottish Government (SG) COSLA Food Standards Agency Scotland (FSAS)¹ The food and drink industry producers, retailers, manufacturers caterers and their representative bodies, such as the Scottish Food and Drink Federation (SFDF), the UK Food and Drink Federation (FDF), the Scottish Retail Consortium (SRC), the British Retail Consortium (BRC), the British Hospitality Association (BHA), the Scottish Grocers Federation (SGF) and Scotland Food and Drink (SFD).</p>	<p>The SG has commenced dialogue with producers, retailers, manufacturers and caterers through representatives of the food industry. We have agreed to establish a new group, the Food Implementation Group (FIG), with industry partners that will focus on working with all stakeholders collectively to achieve the energy consumption goals within the Route Map.</p> <p>FIG will oversee a programme of work which will include a wide range of actions at different stages. Future updates of this Action Plan will reflect the FIG work programme. While FIG is being established, a good deal of work is ongoing. On reformulation where work continues with FSAS and on which SG has agreed with SFDF to host a secondment from industry with expertise in reformulation to assist Small and Medium Enterprises (SMEs) in Scotland, starting in Spring 2011.</p> <p>FIG will have a remit to act for Scotland, but it will also include membership from UK bodies in recognition of the UK-wide approach often taken by the food and drink industry. Where consistent with Scottish policy and the Scottish Dietary Goals, FIG will take cognisance of the UK Government's Responsibility Deal being published in early 2011, to provide consistency of approach across the UK for producers and manufacturers, but we do anticipate that the long-term FIG programme will be further reaching in its scope and coverage.</p> <p>The SG acknowledges that it may not be possible for industry representatives to act upon every key theme. For example, we have to be mindful that we do not ask industry to contravene laws around competition. We will continue to thoroughly explore with our industry colleagues all potential avenues and approaches that allow us to make progress and to fully understand those areas where progress is not possible to help us develop other options.</p>	<p>Agreement has been made with stakeholders on the role and remit of the new FIG. FIG will now pursue a programme of action across the key energy consumption themes and it is expected that this will produce forward milestones for the medium to long term. We expect to achieve agreement of the FIG draft work programme by Summer 2011.</p>
1.2	<p>Using our financial support schemes and integrated impact assessment to provide incentives to producers and manufacturers of lower energy food and ingredients.</p>	<p>☒ High ☐ Medium ☐ Low</p>	<p>SG FSAS</p>	<p>The SG provides subsidies to producers and manufacturers through a number of routes. SG will map these and aim to rollout a transparent and consistent means of taking health factors into account when assessing applications.</p>	<p>Implement consistent assessment process by December 2011.</p>

* 'In May 2010 the Scottish Public Health Network (ScotPHN), at the request of the Government, convened a series of meetings to allow stakeholders from all sectors to discuss the Obesity Route Map. At the meetings stakeholders were invited to 'sort' the actions in terms of the degree of effort required to implement them and the potential impact they might have. ScotPHN published a report of the meetings which can be found at www.scotphn.net/projects/previous_projects/obesity_route_map_process_of_engagement. We have used the basis of that report to help inform where our priorities may lie when delivering the Action Plan'.

¹ Scottish Ministers are considering the options for the FSA in Scotland following recent changes to its role in England and Wales. However, the FSAS remains responsible for nutrition advice in Scotland and is a key stakeholder across all aspects of energy consumption work within the Route Map.

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1.3	Working with Consumer Focus Scotland to extend the healthyliving award to all caterers within public sector organisations and to have a stronger presence on the high street. For all organisations already participating, the healthyliving award plus offers an opportunity to achieve step increases in the required ratio of healthy options to other options on menus from participating caterers.	<input checked="" type="checkbox"/> High <input checked="" type="checkbox"/> Medium <input type="checkbox"/> Low	Consumer Focus Scotland Public sector FSAS	<p>healthyliving award (HLA) has already been achieved in 95% of NHS catering sites and around 48% of eligible local authority sites. Further progress will be linked to wider participation in private and third sector hospital sites.</p> <p>healthyliving award plus has only been adopted by a handful of sites (20). A campaign to market the new award will be conducted to broaden its appeal. The success of this exercise will be reviewed by 2011.</p> <p>117 local authority sites and 64 Further and Higher Education sites have or are working towards the HLA.</p> <p>As at October 2010, there are 742 sites registered for and working towards their HLA in the public sector.</p>	<p>Short Term: 250 1st term Award Holders by April 2011.</p> <p>Medium Term: HLA Plus take up in majority NHS sites by January 2012. 150 local authority sites by end March 2012. 80 FE/HE sites by end March 2012. 900 Award holders by March 2012.</p> <p>Long Term: 1,200 Award holders by March 2014.</p>
1.4	Encouraging the use of the Nutritional Requirements for Food and Drink in Schools (Scotland) Regulations 2008 to inform standards in commercial catering.	<input checked="" type="checkbox"/> High <input type="checkbox"/> Medium <input type="checkbox"/> Low	SG FSAS The food and drink industry	<p>FSAS will lead on taking this commitment forwards and work has already begun.</p> <p>It is possible that the new joint SG and food industry group FIG may wish to oversee this commitment – potentially linking to wider action in catering.</p>	Milestones yet to be developed.
1.5	Working with the Scottish Grocers' Federation (SGF) to extend the reach of the SGF Healthy Living programme within participating neighbourhood food shops, for example moving confectionary displays from till points and expanding the range of healthier choices offered and promoted under the scheme.	<input type="checkbox"/> High <input checked="" type="checkbox"/> Medium <input checked="" type="checkbox"/> Low	SGF COSLA Local Authorities (LAs) FSAS	Phase 4 of the SGF Healthyliving Programme sets out a new Gold Standard for stores. Additional projects involve working with schools, community groups and sharing best practice among the sector through joint meetings and a joint Healthy Eating Fortnight in January 2011.	<p>Short Term: Healthy Eating Fortnight promotion to be held annually in January.</p> <p>Medium Term: 800 members by March 2013. 50 Community Food Initiative members by March 2013.</p> <p>Long Term: All food retailers in hospitals to be members by March 2015.</p>
1.6	Continuing the excellent progress of the Schools (Health Promotion and Nutrition) (Scotland) Act 2007 and the subsequent Nutritional Regulations in making schools exemplary health-promoting environments. We will encourage the uptake of balanced and nutritious schools meals across all age groups by:		SG COSLA, LAs HMle Schools	<p>Excellent work continues to take place at school and LA level to ensure the duties under the Act are met, including encouraging uptake of school meals. HMle health and nutrition inspectors monitor compliance with the Regs.</p> <p>Progress is good and support is ongoing.</p>	<p>Compliance with the Act and Regs is monitored as part of HMle's inspection programme.</p> <p>School meal uptake is monitored via the School Meals in Scotland survey which is published annually.</p>

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	(i) working towards providing free school lunches to more pupils in the earliest years of primary schools;	<input checked="" type="checkbox"/> High <input checked="" type="checkbox"/> Medium <input type="checkbox"/> Low	SG LAs	<p>There is clear agreement between the Scottish Government and COSLA that by August 2010 councils will provide a nutritious free meal to all P1-P3 pupils in the schools within the 20 per cent of the most deprived communities of each council area. Councils are also free, if they wish, to implement an alternative targeting scheme of equal extent. In addition, Councils will further work to promote increased uptake of free school meals amongst those currently eligible. We continue to keep in close contact with COSLA on these issues.</p> <p>Reporting is a matter for local authorities and information on progress is held by them. We continue to keep in close contact with COSLA on this issue but at this stage there is no intention to introduce new, additional reporting burdens on local authorities</p>	<p>Legislation passed in December 2008 to enable local authorities to provide free school lunches to all pupils in Primary 1, 2 and 3 (complete).</p> <p>By August 2010, more pupils in primary 1, 2 and 3 provided with a free school lunch under local authority initiatives in accordance with the SG/COSLA (complete).</p>
	(ii) working with the food industry to deliver a wider variety of reformulated popular options complying with the nutrition regs; and	<input checked="" type="checkbox"/> High <input type="checkbox"/> Medium <input type="checkbox"/> Low	SG FSAS The food and drink industry	<p>It has not been a priority for industry to reformulate products for this market as it is very small for them. The SG may opt to pick up this commitment under action 1.2. However, there are Target Nutrient Specifications for manufactured products in schools. Originally developed by FSA for Hungry for Success, these were subsequently taken up by FSA UK and the SG will consider with FSAS whether these can now be updated.</p> <p>Requires development (further discussion with FSA required)</p>	Milestones yet to be developed.
	(iii) supporting schools to make remaining in school for lunch more attractive to secondary school pupils through a range of innovative approaches.	<input checked="" type="checkbox"/> High <input checked="" type="checkbox"/> Medium <input type="checkbox"/> Low	SG FSAS COSLA LAs The food and drink industry	<p>There is a duty placed on local authorities by the Schools (Health Promotion and Nutrition) (Scotland) Act 2007 to promote school lunches and, in particular, free school lunches. Compliance with the Act is monitored by HMIe Health and Nutrition inspectors who offer advice where possible on where and how improvements can be made. Examples of good practice are shared at networking events with and between local authorities and where appropriate on several websites (SG and external) for example Glow.</p> <p>Progress is good and support is ongoing.</p>	Compliance with the Act is monitored by HMIe Health and Nutrition inspectors. SG is informed if there are any compliance issues.
1.7	<p>Exploring measures to restrict access by children to nutritionally inappropriate meals and high energy and energy-dense foods from businesses located in the vicinity of schools.</p> <p>Supporting implementation of the 'Beyond the School Gate' benchmarking guidance for community planning partnerships on provision of lower energy and less energy-dense food options in the community, for example through limiting the number of fast food outlets near schools, leisure centres, parks and youth centres and encouraging the provision of outlets for healthy convenience food and drink.</p>	<input checked="" type="checkbox"/> High <input checked="" type="checkbox"/> Medium <input type="checkbox"/> Low	SG NHS HS COSLA LAs Association of Public Service Excellence (APSE) FSAS The food and drink industry, in particular retailers and caterers	<p>Decisions about the environment surrounding schools rest with LAs. Some LAs have adopted measures that promote a healthier environment around schools and these positive examples could be publicised within the LA community. The SG and FSAS will work with COSLA and LAs to develop a new Beyond the School Gate toolkit for LAs and facilitate information sharing across Scotland.</p>	<p>Report on current practice to encourage healthier eating patterns in the vicinity of schools by October 2011</p> <p>Agree with NHS Health Scotland, LAs, FSAS and partners a strategy and the potential for pilot programmes to promote healthier food options beyond the school gate by March 2012.</p> <p>Evaluate continuous improvement and agree measures to promote healthier food options beyond the school gate for national roll-out by March 2013.</p>

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1.8	Facilitating collaborations between schools and local food outlets to promote appealing, affordable lower energy and less energy-dense options for pupils who choose to leave school for lunch.	<input checked="" type="checkbox"/> High <input checked="" type="checkbox"/> Medium <input type="checkbox"/> Low	COSLA LAs Young Scot FSAS The food and drink industry, in particular retailers and caterers	Currently developing work through the SGF Healthyliving Programme and Young Scot to encourage young people to choose healthier food options on their way to and from school and if intent on leaving school at lunchtime. Potential for expansion to include other catering establishments.	Debrief and dissemination of Dunfermline pilot (to promote healthier food options to young people) to SGF retailer group by March 2011 . Development of a package (resources, guidance) for stores to use in promoting healthier options for young people by August 2013 .
1.9	Reinforce messages for parents on the content of lunchboxes and provision of snacks in and around the school day.	<input checked="" type="checkbox"/> High <input checked="" type="checkbox"/> Medium <input type="checkbox"/> Low	FSAS COSLA NHS Health Scotland	Some Scottish LAs have already done this successfully (e.g. Aberdeenshire) and we can learn from this. SG to discuss with FSAS how to facilitate sharing of best practice in other areas. NHS HS previous advice can also be drawn upon and updated.	All LAs adopting best practice and issuing guidance by end 2011 .
1.10	Working across the public sector to promote and support the procurement of lower energy and less energy-dense products and to support the adoption of nutritional standards analogous to the school Nutritional Regulations 2008 to vending machines, retail outlets and public and staff catering facilities in NHS and Local Authority premises and other public sector organisations. The leadership of the public sector will set an important example which we would wish to see emulated by the private sector.	<input checked="" type="checkbox"/> High <input checked="" type="checkbox"/> Medium <input type="checkbox"/> Low	SG FSAS COSLA LAs NHS	This commitment encompasses both procurement policies and stocking policies and spans a wide spectrum of public sector settings. The SG publishes and promotes guidance on public sector procurement and will ensure future scope of any guidance is sufficiently broad to allow public sector partners to incorporate the Scottish Dietary Goals as a key criterion in the procurement decision making process. A range of activity has already taken place to improve availability of healthier choices within public sector settings. The present picture needs to be mapped as a first step to enable gaps to be identified and dialogue to then take place with priority areas on further steps which could be taken towards meeting the aims of the school Nutritional Regulations. This will take account of work already completed by NHS Health Scotland.	Procurement: SG public sector procurement guidance will include compliance with the Scottish Dietary Goals as a key criterion for decision making by January 2011 (complete) . Schools Nutritional Regulations: Present picture on synergy of public sector settings with schools Nutritional Regulations to be mapped by December 2011 . Implementation strategy to be agreed with key partners by June 2012 .
1.11	Producers, manufacturers and retailers should take a responsible approach to prioritising the clarity of nutrition messages on food and drink packaging.	<input checked="" type="checkbox"/> High <input checked="" type="checkbox"/> Medium <input type="checkbox"/> Low	SG FSAS The food and drink industry	Under new legislative proposals within the emerging Food Information Regulation (FIR) nutrition labelling will be regulated consistently across Europe. The Scottish Government continues to support the combined approach to front of pack labelling, i.e. %GDA, traffic lights and high-med-low, on a UK-wide basis. Evidence suggests that this combination of front of pack labelling markers is easiest to comprehend for all customers, particularly those shown to have the least healthy diets. This is the Scottish Government's position in negotiating the UK's approach to nutrition labelling and the options for considering the best way to convey energy density will be considered in the context of the FIR.	Timetable for European legislation and its commencement is still to be confirmed.
1.12	Ensuring that everyone has access to opportunities to learn how to shop for and cook affordable healthy meals from raw materials.	<input checked="" type="checkbox"/> High <input checked="" type="checkbox"/> Medium <input type="checkbox"/> Low	SRC SFDF LAs FSAS	With other actions focused on school-aged children and teenagers, action here will look initially at the adult population and in particular those for whom access and affordability may pose barriers to shopping and cooking from scratch. Resources which will be employed will include the forthcoming FSAS 'eatwell' resource (currently in draft and being tested) and the forward programme which the SG will set for Community Food and Health Scotland. Milestones will be delivered as the forward outcomes are agreed from April 2011 for Community Food and Health Scotland.	Milestones yet to be developed. Forward outcomes to be agreed from April 2011 .

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1.13	Increasing people's understanding related to food and diet across the population, including through the Curriculum for Excellence. Schools are a crucial setting in which to equip children and young people with the skills to choose, purchase and prepare lower energy and less energy-dense meals and snacks. While schools offer valuable opportunities to increase awareness of healthy weight, it is important that this is done in a sensitive way that does not increase stigma and undermine the mental wellbeing of children and young people.	<input checked="" type="checkbox"/> High <input checked="" type="checkbox"/> Medium <input type="checkbox"/> Low	SG LAs	The Scottish Government set up a number of Excellence Groups to help support teachers in becoming confident Curriculum for Excellence Practitioners. The Food and Health Group offers the opportunity to highlight the importance of Food and Health in the Curriculum for Excellence. The main remit of the Group is to produce a report for Scottish Ministers/ Local Authorities/ National Agencies/subject Associations – and teachers – with a central focus on classroom practice and on how to promote/inspire learning through Food and Health from 3 to 18 years.	Publish report by March 2011 .
1.14	Using social marketing to influence social norms and empower healthier food choices. We will extend the Scottish Government's 'Take Life On' campaign to include a wider range of community partnerships including supermarkets and community food schemes to increase consumer awareness of the benefits of healthy eating and encourage healthier food choices through incentives such as price promotions.	<input checked="" type="checkbox"/> High <input checked="" type="checkbox"/> Medium <input type="checkbox"/> Low	The food and drink industry FSAS	The Strategic Marketing Unit are currently in negotiation with both Morrisons and Subway to provide SG branded 'healthier food choices' demonstrating that healthier eating does not need to be expensive. These partnerships will be supported with Take Life On events at Morrison stores. The impact of these partnerships and events will be evaluated by monitoring sales of the healthy food baskets communicated in Morrisons and sustainable behaviour evaluated by measuring impact on local families diet. Any partnership agreed with Subway will be linked to a 'healthier lunch pack' and be evaluated over period of time by analysing Subway sales data for specific sandwiches. The Take Life On website is being re-developed to ensure that prominence is given to the importance of physical activity in children and how to swap high fat, high sugar snacks for more healthy options.	Morrisons Finance and Insight analysts will identify pre and post activity effect on: <ul style="list-style-type: none"> Total store sales Total store sales vs. control group Changes to average basket spend and changes vs control group Changes within key product categories e.g. produce Reporting of data Reporting of coupon redemptions. All of the evaluation to be completed by end of end February 2011 .
1.15	Ensuring simple, direct and consistent communication of what a lower energy, less energy-dense diet is for an audience that is more likely than not to be overweight. Official guidance to the public on a healthy diet needs to provide easily understood practical advice about recommended total quantities and energy consumption, not just a healthy balance when portion sizes may be excessive.	<input type="checkbox"/> High <input checked="" type="checkbox"/> Medium <input checked="" type="checkbox"/> Low	SG FSAS	The Take Life On recipe cards pack details a number of healthier food choices and will be handed out at events in areas of multiple deprivation around the country. These cards give advice on cooking basic recipes with balanced, FSA approved nutrition and portion advice. The Take Life On website currently also gives advice on diet and portion size.	Plan to hold Field Support events at 13 participating Morrisons stores to be evaluated by end February 2011 . Recipe cards will be distributed at these events.
1.16	We are exploring opportunities to restrict advertising of foods high in fat, salt and sugar (HFSS) foods through non-broadcast media as outlined in the National Food and Drink Policy and we will continue to support a pre-9pm ban on advertising in broadcast media of HFSS.	<input checked="" type="checkbox"/> High <input checked="" type="checkbox"/> Medium <input type="checkbox"/> Low	SG	SG has begun to explore options around this action and have commissioned the Institute of Social Marketing at Stirling University to look at options available to Government and look at practice in other countries. Phase 1 of research into measures that may be available to restrict HFSS food advertising is complete. Next steps are to bring together key stakeholders to discuss those measures that promise the biggest impact while being deliverable and within the powers of Scottish Ministers.	Milestones yet to be developed.

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2.1	Encouraging Regional Transport Partnerships to work towards conducting integrated impact assessments on all Regional Transport Strategies.	<input type="checkbox"/> High <input checked="" type="checkbox"/> Medium <input checked="" type="checkbox"/> Low	City of Glasgow Council	The SG and Glasgow City Council are carrying out a pilot. The approach has been named 'Health Inequalities Impact Assessments' which assesses the impact on health, equalities and human rights. The pilot will be completed by November 2010. The next steps are being discussed.	Milestones yet to be developed.
2.2	Delivering the Cycle Action Plan for Scotland. This draft plan proposes that by 2020 10% of all journeys are made by bicycle.	<input type="checkbox"/> High <input checked="" type="checkbox"/> Medium <input type="checkbox"/> Low	LAs Sustrans Cycling Scotland SG	<p>The Cycling Action Plan was published on 25 June 2010. There are 17 outcomes all individually measured.</p> <p>A newly established Cycle Forum led by Cycling Scotland will submit a progress report to SG Ministers. First report due in May 2012 and annually thereafter.</p>	First progress report to be published in May 2012 .
2.3	Continuing to provide support to Sustrans to maintain and extend the National Cycle Network and provide safe routes to schools for children who wish to cycle or walk to school and to Cycling Scotland to promote cycling more generally.	<input type="checkbox"/> High <input checked="" type="checkbox"/> Medium <input type="checkbox"/> Low	Sustrans LAs	<p>In 2010-11 Sustrans will receive grant funding of £7.67m for National Cycle Network and schools projects.</p> <p>The individual projects are monitored by Sustrans and reported on annually following the end of the financial year.</p>	Sustrans will report to SG annually in November .
2.4	Ensuring that in all our actions responding to the National Indicator (4) <i>to reduce the proportion of driver journeys delayed due to traffic congestion</i> we are promoting active travel, not creating incentives for greater personal car use for short and local journeys.	<input type="checkbox"/> High <input checked="" type="checkbox"/> Medium <input checked="" type="checkbox"/> Low	LAs Sustrans Cycling Scotland SG	<p>Smarter Choices, Smarter Places projects in 7 Scottish Communities encourage people out of their cars and onto active modes by improving the walking, cycling and public transport infrastructure, carrying out public realm improvements, offering personalised travel planning, promoting the opportunities for each of those modes. Examples of work include pedestrian signage including times between locations, a public bike hire scheme where the first 30 minutes are free, health walks, route improvements, building of segregated cycleways, improvements to and creation of new crossings for pedestrians. Also, the Cycling Action Plan for Scotland encourages people to cycle for short trips instead of driving by encouraging LAs to promote more 20mph zones, deliver more on-road cycle training at schools and promote cycling as a fun activity that can be enjoyed by the whole family.</p> <p>There is a robust monitoring and evaluation package in place for Smarter Choices programme, with a baseline survey carried out in 2009, an interim survey carried out in 2009. An interim survey was carried out in May 2010 following one summer of interventions for which findings are due to be reported.</p> <p>Further survey work is due for May 2011 and May 2012 when the final evaluation of the programme will take place. The first interim survey will report on how the projects are being delivered, the second and final will also look at behaviour change and how this is sustained beyond the project.</p>	<p>First interim report by May 2011.</p> <p>Final report by May 2012.</p>

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2.5	Using the opportunity afforded by the National Planning Framework for Scotland 2 (NPF2), which specifically seeks to 'promote development which helps to improve health, regenerate communities and enable disadvantaged communities to access opportunities', to ensure that policies in development plans have a positive impact on active living and healthy weight.	<input checked="" type="checkbox"/> High <input checked="" type="checkbox"/> Medium <input type="checkbox"/> Low	SG LAs	<p>National Planning Framework 2 in force from 25 June 2009. Development plans must take into account the NPF. Lead partners and delivery bodies to work in partnership to deliver Planning Reform in accordance with Service Delivery Plans.</p> <p>The Scottish Government is considering the potential for a scheme of evaluation to identify proposals for new or regenerated built environments which contribute strongly towards more sustainable places. Options for and encouragement of access by non-motorised means are key determinants (amongst others) of sustainable places.</p> <p>The Scottish Government's territorial planners are liaising with planning authorities on national developments and other key elements of the NPF2 Action Programme to ensure they are reflected in the preparation of new Strategic and Local Development Plans.</p>	A decision on the feasibility of a scheme for sustainable places evaluation is intended to be reached in the Spring of 2011 .
2.6	Implementing the lessons learned from pilots such as the Equally Well Test Site in Glasgow about ways community partners can work effectively together to integrate health improvement into city planning.	<input checked="" type="checkbox"/> High <input checked="" type="checkbox"/> Medium <input type="checkbox"/> Low	SG LAs	<p>Conclusions are yet to be formally drawn from the impact of the test site. The Scottish Government remains engaged with the programme and has noted the action around innovative people centred engagement and tools to understand the strengths, weaknesses and perceived needs in an area.</p> <p>A generic note is anticipated to be published by the Test Site managers.</p>	Individual test sites will report interim findings March 2011 .
2.7	Applying robustly, in development plans and development management decisions, the priority order for personal travel opportunities (walking, cycling, then public transport, followed by the car and other means of motorised vehicles) as set out in Scottish Planning Policy (SPP).	<input checked="" type="checkbox"/> High <input checked="" type="checkbox"/> Medium <input type="checkbox"/> Low	SG LAs	<p>Scottish Planning Policy is applied by Planning Authorities and Reporters in Scotland who deal with Development Plan Examinations and appeals on planning decisions.</p> <p>Planning authorities do not monitor the application of specific elements of Scottish Planning Policy within development management decisions as the approach will have been interpreted into relevant development plan policies.</p> <p>The Scottish Government liaises with planning authorities on the preparation of development plans.</p> <p>The Scottish Government continues to support 11 exemplar projects through the Scottish Sustainable Communities Initiative (SSCI). Grants were allocated in 2010 to 4 of the 11 exemplar projects to allow them to produce active travel plans tailored to their specific needs. The outcomes of these plans will be published as part of the SSCI report in Spring 2011.</p>	Outcomes of active travel plans for four exemplar projects to be published as part of the SSCI report in Spring 2011 .
2.8	Ensuring that the placemaking provisions of Scottish Planning Policy, in particular those in 'Designing Places', 'Designing Streets' and the provisions for open space and physical activity from the SPP are put into practice through ongoing training, promotion and dissemination.	<input type="checkbox"/> High <input checked="" type="checkbox"/> Medium <input checked="" type="checkbox"/> Low	SG LAs	<p>National planning policy is applied by Planning Authorities and Scottish Reporters when dealing with Development Plan Examinations and appeals on planning decision.</p> <p>Training and dissemination occurs via networking, workshops, liaison with planning authorities, ongoing presence of the Scottish Sustainable Communities Initiative and the Scottish Government's website.</p>	<p>A series of workshops on 'Designing Streets' run until end March 2011 (with scope for continuing beyond).</p> <p>Publish a guidance document on the design, use and benefits of green networks by March 2011.</p>

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2.9	Encouraging excellence and innovation in designing communities that incorporate a range of features that reduce car dependency, increase active travel and create attractive, accessible open spaces for recreation through the Scottish Sustainable Communities Initiative. The sharing of this innovation and practice will help improve the quality of Scotland's built environment.	<input checked="" type="checkbox"/> High <input type="checkbox"/> Medium <input type="checkbox"/> Low	SG LAs	<p>The Scottish Government continues to support 11 exemplar projects through the Scottish Sustainable Communities initiative. Active Travel Plans for Scottish Sustainable Communities Initiative Exemplar Projects were published in Summer 2010. The outputs of Active Travel Plans will be disseminated through the SSCI programme.</p> <p>Grants were allocated in 2010 to 4 of the 11 exemplar projects to allow them to produce active travel plans tailored to their specific needs.</p> <p>The exemplar project at Craigmillar, Edinburgh, is currently pursuing an innovative project aimed at improvements in mental wellbeing, physical activity and healthy eating titled <i>a Park for Health</i>. A report setting out the vision for the project has been produced and is currently being reviewed.</p>	Reporting on the Scottish Sustainable Communities Initiative is due Spring 2011 .
2.10	Working with Architecture and Design Scotland (ADS) to investigate the potential to improve standard practice in the design of new and refurbished buildings on issues such as: (i) safe direct access by pedestrians and cyclists; (ii) sufficient secure storage for bicycles; (iii) facilities for cyclists to shower and change; and (iv) stairs which are at least as accessible as lifts.	<input checked="" type="checkbox"/> High <input checked="" type="checkbox"/> Medium <input type="checkbox"/> Low	Architecture and Design Scotland	<p>The Scottish Government will continue to promote national Planning Policy.</p> <p>Architecture and Design Scotland have established programmes through which to promote good architecture, design and planning. The Existing programmes are: Urbanism, Design review, SUST. ACCESS to Architecture, Schools Design and healthcare design.</p>	<p>Architecture and Design Scotland publishes a Report and corporate plan annually.</p> <p>Regular monitoring meetings are held with its Sponsor Division to discuss progress on implementation of agreed work programmes every 2 months.</p>
2.11	Supporting the creation and maintenance of safe, attractive and accessible greenspace, including green transport corridors, close to where people live.	<input checked="" type="checkbox"/> High <input checked="" type="checkbox"/> Medium <input checked="" type="checkbox"/> Low	SG LAs	<p>Scottish Planning Policy encourages this. Implementation is largely by planning authorities and developers. Local developments are not monitored at a national level. However, the National Planning Framework does include a national development for the 'Central Scotland Green Network'.</p> <p>Draft vision, aim, goals and workplan for the Central Scotland Green network published in April 2010</p>	<p>Central Scotland Green Network</p> <p>Final Central Scotland Green Network vision, aim, goals and workplan due February 2011.</p> <p>2012 onwards: inclusion of CSGN policies and maps in relevant development plans, associated action programmes and development management decisions.</p> <p>2012: contribution of the green network to a range of Government and local authority outcomes recognised in relevant policy documents and forward plans/programmes.</p> <p>2013: local actions to be confirmed through supplementary planning guidance and partnership agreements.</p>

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2.12	Make our communities safer and stronger and reduce the fear of crime through the Safer Streets Programme and the Safer Communities Programme so that more people feel comfortable and secure being active outdoors in their neighbourhoods.	<input checked="" type="checkbox"/> High <input checked="" type="checkbox"/> Medium <input type="checkbox"/> Low	SG LAs	Working with all local authority community safety partnerships, safer streets and safer communities initiatives aim to make our communities safer and stronger by reducing anti-social behaviour through positive partnership working.	<p>Short Term: high visibility, high impact initiatives like taxi marshals, street pastors, police patrols in hot-spot areas to reduce violence and anti-social behaviour.</p> <p>Medium Term: continue to reduce the threat of violence and anti-social behaviour while also reducing fear of violence and crime in communities.</p> <p>Long Term: increase confidence of people that they will be safe in their communities/ neighbourhoods from violence and anti-social behaviour.</p>
2.13	Divert young people away from crime and disorder by getting them involved in sporting activities through the CashBack for Communities Programme.	<input type="checkbox"/> High <input type="checkbox"/> Medium <input checked="" type="checkbox"/> Low	SFA SRU Scottish Sports Futures Youthlink Badminton Scotland Scottish Squash Tennis Scotland Scottish Athletics Scottish Hockey Basketball Scotland	CashBack for Communities supports activities for young people to develop physically and personally in their communities during times of potential ASB. These include sporting activities which are run through the governing bodies to provide free activity and routes into each sport for continued participation.	<p>Short Term: provide opportunities for young people to participate in free sporting activity within their communities.</p> <p>Medium term: Young people can become more active through continued participation in sport with access to their local clubs or teams.</p> <p>Long term: life long affiliation in a sport or sports by participating through clubs and teams, volunteer coaching and/or refereeing or officiating will improve levels of physical activity.</p>
2.14	Responding to people's concerns about the safety or convenience of active travel by using a diverse range of means including:				
	(i) expanding safe cycling and pedestrian routes to link key community destinations including public transport hubs, hospitals, supermarkets and centres of employment;	<input checked="" type="checkbox"/> High <input checked="" type="checkbox"/> Medium <input type="checkbox"/> Low	Sustrans LAs	Sustrans' short links programme connects communities and places of interest in all 32 LA areas. £5.65m of national cycle network links will be built in 2010-11. All projects are monitored by Sustrans and reported on annually following the end of the financial year.	All projects monitored by Sustrans and reported to SG annually in November.
	(ii) publicising the availability and benefits of local pedestrian and cycle routes and improving signage to popular destinations;	<input type="checkbox"/> High <input type="checkbox"/> Medium <input checked="" type="checkbox"/> Low	LAs Sustrans Cycling Scotland Communities	The Cycling Action Plan for Scotland includes support for communities to map their own routes through grants from Cycling Scotland. Signage is a matter for LAs for local routes and destinations and for Sustrans if it is on or is a new section of the National Cycle Network. 150k support for Cycle Friendly Communities announced August 2010.	Number of grants received and approved for mapping projects by Cycling Scotland. Results due in December 2010.
	(iii) clearing up environmental dereliction such as poor lighting, vacant sites and animal faeces that discourage people from walking in their local neighbourhoods; and	<input type="checkbox"/> High <input checked="" type="checkbox"/> Medium <input checked="" type="checkbox"/> Low	LAs	There is currently no progress reported on this. Further discussion with LAs required to take this forward.	Milestones yet to be developed.

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	(iv) using social marketing approaches tailored appropriately to audiences depending on their current levels of activity and motivation, with particular attention on those who are especially inactive or vulnerable in other respects.	<input type="checkbox"/> High <input checked="" type="checkbox"/> Medium <input type="checkbox"/> Low	LAs SG	The Smarter Choices, Smarter Places projects have an element of personalised travel planning (PTP) which by the end of the 3 year programme will have encouraged 40,000 households to change their travel behaviour i.e. to become more active or to use public transport more often.	Complete 40,000 house visits by 31 March 2011 .
2.15	Implementing widely the lessons learned from the Smarter Choices Smarter Places active travel demonstration towns about which interventions, including both incentives for active travel and disincentives for car use, are most effective in achieving greater uptake of travel options, particularly by the least active groups.	<input type="checkbox"/> High <input checked="" type="checkbox"/> Medium <input checked="" type="checkbox"/> Low	LAs	<p>The interim monitoring report is currently being produced outlining findings from the first year of the interventions across the seven communities. An event will be organised for later in the year to share lessons between the projects; their steering groups, stakeholders and elected members, and also more widely with other local authorities not currently involved in the programme.</p> <p>First event held on 23 August 2010</p>	The next event to be arranged for end 2010/beg 2011 .
2.16	Providing and maintaining physical environments in every community that promote healthy lifestyles for children including opportunities for play, physical activity and healthy eating.	<input checked="" type="checkbox"/> High <input checked="" type="checkbox"/> Medium <input type="checkbox"/> Low	LAs	<p>Scottish Planning Policy says that all local planning authorities should develop a strategic approach to the planning and management of open space through the development of open space audits and strategies. The open space strategy should set out the vision for new and improved open space and addresses any deficiencies identified, the spatial implications of the open space strategy should be incorporated in the development plan for the area.</p> <p>In April 2010 Greenspace Scotland carried out a review of practice on open space audits and strategies. It identified that significant progress has been made across the 34 Scottish planning authorities:</p> <ul style="list-style-type: none"> • 85% had completed their quantitative audit of open space • 59% had completed their qualitative assessment of open space • 26% had completed their open space strategy with a further 50% in the process of open space strategy development <p>Arrangements for the maintenance of the built environment differ across Scotland, depending on issues such as the maintenance regime of individual councils, ownership and in a few circumstances, planning conditions. There is currently no formal monitoring of this at Scottish Government level. Research commissioned by SNH into the long term sustainable management of urban greenspace is currently underway.</p>	SNH to commission research into the long term sustainable management of urban greenspace.
2.17	Working with sportscotland to ensure the provision of opportunities for all children and young people to participate in physical activity and sport and enabling the creation of pathways from the school to the wider community.	<input checked="" type="checkbox"/> High <input checked="" type="checkbox"/> Medium <input type="checkbox"/> Low	sportscotland SG LAs	<p>sportscotland are creating a link between their Active Schools programme and local sport clubs and wider community sport activity. This is building on the work they are already engaged in with physical activity programmes such as fit for girls and girls on the move which seeks to engage young people in a school setting and enable them to carry this through into a community setting by encouraging them to adopt a more physically active lifestyle. The establishment of Community Sports Hubs will equally help to increase (and potentially bring clarity) to the range of facilities available to everyone including young people with a view to increasing their access to sporting facilities.</p> <p>Currently working on building up links with Active Schools, local sports clubs and wider community sport activity.</p>	The sportscotland Corporate plan 2011-2015 will be published in 2011 .

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2.18	Working together to find realistic ways of maximising physical activity within the school environment.	<input checked="" type="checkbox"/> High <input checked="" type="checkbox"/> Medium <input type="checkbox"/> Low	LAs Schools	Curriculum for Excellence, which is currently being introduced in schools, will embed at least 2 hours quality physical education in the curriculum for every pupil every week in addition to physical activity and sport. Taken together, the experiences and outcomes in physical education, physical activity and sport aim to establish the pattern of daily physical activity which, research has shown, is most likely to lead to sustained physical activity in adult life.	Progress will be monitored through the HMIE inspection process. In this way, HMIE will maintain a clear overview of progress towards the target and will periodically publish on their website a report on this progress for parents, elected members and the public.
2.19	Developing curricular and non-curricular activities for children to gain the skills and confidence to enjoy more active lives, through <i>Active Schools</i> , <i>Safe Routes to Schools</i> and opportunities for outdoor learning.	<input type="checkbox"/> High <input checked="" type="checkbox"/> Medium <input type="checkbox"/> Low	LAs Schools	<p>2.18 above will also contribute to this action. In addition, <i>curriculum for excellence through outdoor learning</i> points to the health benefits associated with outdoor learning.</p> <p>Active Schools is designed to increase the number of opportunities for children to get engaged in physical activity and sport and develop links with sports clubs and other community organisations to give pupils a 'pathway' to continue their participation in sport beyond school. This activity is over and above PE. Active Schools Managers and Co-ordinators are responsible for developing and supporting an infrastructure for Active Schools within the school and wider community. They do this by recruiting, supporting and sustaining a network of volunteers, coaches, leaders and teachers who in turn deliver physical activity and sport before, during and after schools and in the wider community helping to provide opportunities for young people to be physically active.</p>	<p>Progress will be monitored through the HMIE inspection process. In this way, HMIE will maintain a clear overview of progress towards the target and will periodically publish on their website a report on this progress for parents, elected members and the public.</p> <p>A new Active Schools monitoring system was introduced in 2008/09 which excludes all curricular activity from the recorded data, unlike previous years, and only allows activities within a school's activity plan to be recorded. Active Schools Managers are responsible for completing these and information collated includes the number of opportunities for children in both primary and secondary schools to take part in sport and physical activity in and around the school day in both primary and secondary schools.</p>
2.20	As part of A games legacy for Scotland, using the inspiration provided by Glasgow 2014 Commonwealth Games and other events such as London 2012 to encourage all Scots – young and old – to be more active.	<input type="checkbox"/> High <input type="checkbox"/> Medium <input checked="" type="checkbox"/> Low	SG LAs NHS sportscotland Sports organisations	The first annual progress report on A games legacy for Scotland was published on 15 December 2010. The Active Scotland chapter provided progress on Active Nation, our campaign to motivate Scotland to get active which was launched on 1 March 2010: Community Sports Hubs, where currently 24 sites across 7 local authorities have been earmarked as Hubs; the partnership between SG, sportscotland and Sport Relief; projects funded by Big Lottery Fund's 2014 Community Grants; National School Sports Week; and ways to boost the physical activity and sporting workforce and bring more volunteers into sport.	<p>Ministers will be updated bi-annually and there will be a published report on progress each year to 2014.</p> <p>By 2019, the Active Scotland element of A games legacy for Scotland aims to have increased:</p> <ul style="list-style-type: none"> • The level of physical activity across all ages and groups; • The capacity of multi sports and physical activity clubs/groups working together and linked to Community Sports Hubs across Scotland; • The number of active young people and members including volunteers in these clubs/groups; • The number of clubs accredited through recognised local authority or Governing Body Club Accreditation Award(s); • The identification and development of local talent; and • The capacity and expertise of the workforce in a broad range of skills. <p>Detailed milestones are yet to be developed.</p>

Ref:	Route Map Action Points	Impact*	Stakeholders	Summary of Current Position	Milestones
3.1	Promoting positive environments for children and families through all our planning, regeneration and transport policies.	<input checked="" type="checkbox"/> High <input checked="" type="checkbox"/> Medium <input type="checkbox"/> Low	SG Transport Scotland LAs	Scottish Planning Policy and Planning Advice Notes address this in physical terms. Implementation is through development plans and development management decisions. Scottish Government liaises with planning authorities on the preparation of development plans to ensure national policy is reflected.	Monitored via regular meetings with planning authorities – agreeing and checking local development plans reflect national policy.
3.2	Implementing the Maternal and Infant Nutrition Strategy.	<input checked="" type="checkbox"/> High <input type="checkbox"/> Medium <input type="checkbox"/> Low	NHS LAs Community and Voluntary sector SG Higher and Further Education providers	<p>Improving Maternal and Infant Nutrition: A Framework for Action was officially launched by Shona Robison, Minister for Public Health and Sport on 18 January 2011. The framework is the first which looks at the nutrition of mothers before and during pregnancy, supports and promotes the benefits of breastfeeding and emphasises the importance of a healthy diet throughout early childhood. An outcomes framework identifying short, medium and long term outcomes has been developed together with a set of indicators for each outcome. These will be essential components in measuring success.</p> <p>The Framework has an action plan which details actions to be taken forward. SG will work with NHS Boards and local authorities in developing local implementation plans.</p>	Launch the framework on 18 January 2011 .
3.3	Continuing to develop and roll out the <i>Getting it right for every child</i> change management programme for services affecting children and young people, founded on well-being indicators including healthy and active that encourage attention to diet and activity.	<input checked="" type="checkbox"/> High <input type="checkbox"/> Medium <input type="checkbox"/> Low	SG LAs NHS	<p>January 2010: Getting it right for every child (GIRFEC) message and national practice model integral to the new National Child Health Record or 'Red Book', launched January 2010.</p> <p>June 2010: Publication of Implementation Guide for strategic and operational managers and practitioners.</p> <p>June 2010: Recognition at the Children's Summit from Ministers, Cabinet Secretaries and senior children's services executives that GIRFEC is the delivery mechanism for all children's services. Signing of 'pledge' to work together.</p> <p>July 2010: Director of Children, Young People and Social Care Directorate writes to Chief Officers responsible for community planning, local government, health and policy to offer the Scottish Government's support in multi-agency working to implement GIRFEC in their areas.</p> <p>August 2010: CEL 29 issued to NHS Chief Executives to embed the GIRFEC approach across health.</p> <p>August 2010: GIRFEC team present information at NHS CEOs' meeting. CEOs agree in principle to implement GIRFEC.</p>	<p>Publication of the Implementation Guide and signing of the "Pledge" which secures support for its delivery (June 2010)</p> <p>NHS engagement (June 2010).</p> <p>Further milestones yet to be developed.</p>
3.4	Investing to ensure that all pregnant women, and women with children aged under 4 who are eligible for Healthy Start are aware of, and apply for the Healthy Start vouchers.	<input type="checkbox"/> High <input checked="" type="checkbox"/> Medium <input checked="" type="checkbox"/> Low	NHS SG LAs Community and voluntary sector	<p>NHS Boards funded through CEL 36 (2008) to increase uptake of Healthy Start. Work underway with Health Boards on the use of management information available to assess reach and target specific populations with low intake.</p> <p>Action point within improving Maternal and Infant Nutrition: A Framework for Action (Activity 5.7) to widely promote scheme in order to increase uptake. Work is ongoing with NHS Board to ensure effective distribution methods for Healthy Start vitamins.</p>	Milestones/indicators for monitoring progress will be agreed by the implementation group following the publication of the Framework
3.5	Investing to ensure that more babies are breastfed, and for longer.	<input checked="" type="checkbox"/> High <input checked="" type="checkbox"/> Medium <input type="checkbox"/> Low	NHS Health Scotland FSAS NHS SG	<p>NHS Boards are currently working towards the HEAT 7 target for 2010/11. This work will carry on as part of the implementation of Maternal and Infant Nutrition: A Framework for Action</p> <p>NHSScotland has committed to delivering a 25 per cent increase on baseline performance across all Boards by 2010/11.</p>	NHS Boards are working towards HEAT 7 target to increase the proportion of new-born children exclusively breastfed at six to eight weeks from 26.6 per cent in 2006/7 to 33.3 per cent in 2010/11.

Ref:	Route Map Action Points	Impact*	Stakeholders	Summary of Current Position	Milestones
3.6	Investing to support pregnant women and new mothers to develop healthy lifestyle behaviours for example through the key elements of parenting programmes and community capacity building in the Early Years Framework.	<input checked="" type="checkbox"/> High <input type="checkbox"/> Medium <input type="checkbox"/> Low	NHS Health Scotland FSAS LAs Community and voluntary sector NHS	Action point within Improving Maternal and Infant Nutrition: A Framework for Action (Activity 5.5).	Milestones/indicators for monitoring progress will be agreed by the implementation group following the publication of the Framework.
3.7	Investing to support parents knowledge about how they feed themselves and their babies particularly when babies make the transition onto solid foods.	<input checked="" type="checkbox"/> High <input checked="" type="checkbox"/> Medium <input type="checkbox"/> Low	NHS Health Scotland FSAS LAs Community and voluntary sector NHS	Action point within Improving Maternal and Infant Nutrition: A Framework for Action (Activity 5.8)	Milestones/indicators for monitoring progress will be agreed by the implementation group following the publication of the Framework.
3.8	Investing in a programme of education and support on maternal and infant nutrition for all those working with parents and families to provide the best quality information and support to all parents about how they feed themselves and their babies.	<input type="checkbox"/> High <input checked="" type="checkbox"/> Medium <input type="checkbox"/> Low	NHS Health Scotland FSAS SG LAs Higher and Further education providers	Action point within Improving Maternal and Infant Nutrition: A Framework for Action (Activities 1.1 - 1.10).	Milestones/indicators for monitoring progress will be agreed by the implementation group following the publication of the Framework.
3.9	Investing in communications aimed at women of childbearing age pre-conception about the relationship between maternal obesity and adverse outcomes in pregnancy.	<input checked="" type="checkbox"/> High <input checked="" type="checkbox"/> Medium <input type="checkbox"/> Low	NHS Health Scotland	Action point within Improving Maternal and Infant Nutrition: A Framework for Action (Activities 4.1 - 4.2).	Milestones/indicators for monitoring progress will be agreed by the implementation group following the publication of the Framework.
3.10	Ensuring that the guidance set out in <i>Nutritional Guidance for Early Years</i> is implemented across all services for children between 1 and 5 years, regardless of the providers of those services.	<input checked="" type="checkbox"/> High <input checked="" type="checkbox"/> Medium <input type="checkbox"/> Low	Care Commission	<p>Care Commission and HMIE inspections of early years settings are founded on the National Care Standards - Early Education and Childcare.</p> <p>The relevant National Care Standard is 3: Each child or young person will be nurtured by staff who will promote his or her general wellbeing, health, nutrition and safety. Each service has to give consideration to the nutritional needs of the children in their care.</p> <p>To support them in this we have produced the 'Nutritional Guidance for Early Years' 2006 (covers ages 1-5).</p>	The service is inspected by the Care Commission.
3.11	Supporting the third sector to increase opportunities for play through our investment in <i>Inspiring Scotland's Go Play</i> programme.	<input type="checkbox"/> High <input checked="" type="checkbox"/> Medium <input checked="" type="checkbox"/> Low	Care Commission	Programme meeting its objectives and awards have been made to a large number of voluntary bodies. Inspiring Scotland is working closely with these bodies to monitor progress and to help evaluate the programme as a whole. We are looking at how best to build on this work but the extent of future activity is closely tied into Spending Review.	Monitoring progress via regular meetings with local programmes.

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3.12	Ensuring that nurseries and other childcare facilities minimise sedentary activities during playtime and provide regular opportunities for enjoyable active play and structured physical activity sessions.	<input type="checkbox"/> High <input checked="" type="checkbox"/> Medium <input type="checkbox"/> Low	Care Commission	<p>The Care Commission and HMIE inspections of early years settings are founded on the National Care Standards - Early Education and Childcare. The relevant National Care Standards are:</p> <p>3: Each child or young person will be nurtured by staff who will promote his or her general wellbeing, health, nutrition and safety.</p> <p>Within that standard is: 3.6: Children and young people have the opportunity to sleep or rest and have regular access to fresh air and energetic physical play. Staff will monitor sleeping children regularly and effectively.</p> <p>5: Each child or young person can experience and choose from a balanced range of activities and within that standard is: 5.3: You know that the activities provided by staff will allow the children and young people to enjoy both organised and free play and leisure and recreation, including quiet times.</p>	Inspectors will take up any shortcomings with service providers and this will be reflected in the inspection reports and grading for the service.
4.1	Working together to develop a clear vision of the role of the public sector in promoting the healthy working lives approach, given that the public sector in Scotland accounts for around 25% of the workforce.	<input checked="" type="checkbox"/> High <input type="checkbox"/> Medium <input checked="" type="checkbox"/> Low	NHS Scotland LAs	<p><i>Health Works</i> has been endorsed by the COSLA Health and Wellbeing Executive Group and was published as a joint policy document. Specific action in <i>HW</i> to develop a public sector mandate on health and work. Development of this will commence in early Summer 2010. Aim is to develop a position that will set out benefits to Public Sector of adopting a healthy working lives approach as an employer, as well as recognition of the role of the public sector as a service provider and purchaser of goods and services.</p> <p>Discussions are ongoing with the Occupational Health and Safety Strategy Forum on an OH strategy for the NHSScotland workforce.</p> <p>Discussions have been held with COSLA on opportunities to engage local government on the public sector mandate.</p>	Aim to have the principles of the public sector mandate included for publication by end of 2010 .
4.2	Continuing to invest in the Scottish Centre for Healthy Working Lives and ensuring that obesity prevention is embedded in its strategy.	<input checked="" type="checkbox"/> High <input checked="" type="checkbox"/> Medium <input type="checkbox"/> Low	Scottish Centre for Healthy Working Lives [SCHWL]	<p>Scottish Centre for Healthy Working Lives has had its 3 year strategic plan signed off. Sets out the focus for its role - maintaining and developing the HWL Award scheme; improving its offering to SMEs; developing a clear marketing strategy to improve its reach. SCHWL continues to promote health eating and physical activity as part of the health promotion mix on offer to employers.</p> <p>Analysis of the marketing needs of the Centre completed with recommendations for implementation. Resources need to be identified to take forward. The Centre's Physical Activity programme is currently under review.</p>	Centre to undertake review of evidence and develop strategy to maximise reach to SMEs with messages on promoting PA in workplace, with clear links to the Active Nation programme, by March 2011 .
4.3	Continuing to invest in the healthyliving award by securing commitment from all public sector employers with catering outlets to register for and achieve the healthyliving award in the first instance and thereafter the healthyliving award plus.	<input type="checkbox"/> High <input checked="" type="checkbox"/> Medium <input type="checkbox"/> Low	Public Sector Employers	<p>healthyliving award has already been achieved in 95% of NHS catering sites and around 48% of eligible local authority sites.</p> <p>healthyliving award plus has been adopted by around 20 sites. A campaign to market the new award will be conducted and reviewed in 2011.</p>	<p>Medium Term: HLA+ take up in majority NHS sites by January 2012. 900 Award holders by March 2012.</p> <p>Long Term: 1,200 Award holders by March 2014.</p>

Ref:	Route Map Action Points	Impact*	Stakeholders	Summary of Current Position	Milestones
4.4	Encouraging all private sector employers with canteen/cafeteria facilities to participate in the healthy living award.	<input type="checkbox"/> High <input checked="" type="checkbox"/> Medium <input checked="" type="checkbox"/> Low	Private Sector Employers	<p>Around 63% of HLA holders are in the private sector but the number of sites represents a tiny fraction of the total possible. Focus remains on the public sector in setting an example of best practice.</p> <p>The HLA team is aiming to develop the award in supermarket settings - an early success is M&S staff site and Waitrose.</p> <p>1 Waitrose staff site now won award. M&S in discussions to pilot sites - no date set.</p>	<p>Medium Term: 900 Award holders by March 2012.</p> <p>Long Term: 1,200 Award holders by March 2014.</p>
4.5	Following up CEL 14 (2008), <i>Health Promoting Health Service - Action in Acute Care Settings</i> , to ensure that NHS Boards continue to take action to implement specific health promoting actions in relation to alcohol, smoking, breastfeeding, food and health and healthy working lives. It is likely that the focus of HPHS will be extended to include additional topic areas.	<input type="checkbox"/> High <input checked="" type="checkbox"/> Medium <input type="checkbox"/> Low	NHS Board staff NHS acute care staff - both clinical and non-clinical	<p>Work to build on the impact of CEL 14 (2008) is underway. The programme of health promoting activities is currently being refreshed and extended with the intention of embedding HPHS activity within one of the National Programmes which will support the implementation of the Quality Strategy.</p> <p>There has been considerable effort made in all Board areas to implement the specified health promoting activities set out in CEL 14(2008). No formal monitoring of HPHS currently takes place. With the introduction of revised HPHS measures, we intend to have a process in place through which we can effectively monitor progress.</p>	<p>Short Term: Work toward embedding refreshed HPHS activity within one of the national programmes supporting the Quality Strategy by early 2011.</p> <p>Medium to Long Term: Put in place a system to enable monitoring of HPHS activity in all NHS Board areas.</p>
4.6	Encouraging NHS Boards to consider possible roles for public health and occupational health in supporting the establishment of partnerships involving local businesses, and in supporting the implementation of workplace programmes for the promotion of healthy weight management, taking account of any relevant national and local schemes.	<input type="checkbox"/> High <input checked="" type="checkbox"/> Medium <input type="checkbox"/> Low	NHS	Not yet underway.	Not yet underway.
4.7	Encouraging all public sector organisations to set an example to other landowners by using their estate to support greater activity by signposting walks and cycle routes.	<input type="checkbox"/> High <input type="checkbox"/> Medium <input checked="" type="checkbox"/> Low	NHS LAs Other public sector organisations	Focus for Active Nation for 2010 is to work with stakeholders to raise awareness of ways in which they can assist with Active Nation goal of increasing physical activity. This will include working with public sector organisations. NHS Active Nation delivery group set up to consider and deliver this aim as part of Active Nation.	NHS Active Nation delivery group set up. Milestones yet to be developed.
4.8	Supporting Paths for All to increase coverage of their workplace walking programme.	<input type="checkbox"/> High <input type="checkbox"/> Medium <input checked="" type="checkbox"/> Low	Paths for All SCHWL	Paths for All are currently developing a proposal for the next funding period. They have been asked to include the workplace as a main setting for activity. Through Active Nation stakeholder engagement we will encourage public sector workplaces to engage with Paths for All.	<p>Agreement of Paths for All business plan.</p> <p>Development of suitable indicators for monitoring of progress towards delivery of Paths for All business plan.</p> <p>Monitor via engagement with stakeholders.</p>
4.9	Encouraging employers to support their workforce to adopt more active means of travelling to and from work as a contributory element to an individual's level of physical activity.	<input type="checkbox"/> High <input checked="" type="checkbox"/> Medium <input checked="" type="checkbox"/> Low	Cycling Scotland Energy Saving Trust Private sector organisations	Free travel plan advice is still available from the Energy Saving Trust and in 2010/11 there will be a loan available to private sector employers for workplace cycle facilities. Cycling Scotland also runs the Cycle Friendly Employer Award which is promoted to both public and private sector organisations.	<p>Private Sector loan scheme was announced on 7 September 2010.</p> <p>Further milestones are yet to be developed.</p>

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4.10	Encouraging businesses to support their employees to participate in <i>Active Nation: A Games Legacy for Scotland</i> .	<input type="checkbox"/> High <input type="checkbox"/> Medium <input checked="" type="checkbox"/> Low	Scottish Industry Sports organisations SCHWL	Focus for Active Nation for 2010 is to work with stakeholders to raise awareness of ways in which they can assist with Active Nation goal of increasing physical activity.	Milestones yet to be developed.



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