

Blackburn with Darwen Eat Well Move More Shape Up Strategy 2017 – 2020:

Our Vision:

Success for us is when everyone in Blackburn with Darwen is able to move more, eat well and maintain a healthy weight

We will do this by:

- Supporting an environment that empowers people to make physical activity and healthy eating the easy choice for everyone throughout the course of their lives
- Encouraging positive lifestyle changes that enables everyone to improve their health and wellbeing and to be a healthy weight
- Empowering the most vulnerable and at risk of poor health in our community to make positive behaviour changes
- Building community capacity and mobilising the workforce in our Borough to make every contact count

Challenges	Opportunities	Cross cutting themes			Priorities	KEY OUTCOMES
<p>High levels of physical inactivity and obesity in children, young people and adults</p> <p>Poor healthy life expectancy and disability from largely preventable long term conditions</p> <p>High levels of diabetes and cardiovascular disease</p> <p>High levels of dental decay in children</p> <p>Continuing poverty, deprivation and disadvantage</p> <p>Increasing levels of food poverty</p> <p>Varied food knowledge and cooking skills</p> <p>Reducing budgets for service provision</p>	<ul style="list-style-type: none"> • Wide range of key partners engaged • Parks & Open Spaces • Network of volunteers • Strong community spirit • Healthy settings approach • Workforce development 	Local Authority Declaration on Healthy Weight	Positive mental health & wellbeing	Communications & marketing	<p>Eat Well:</p> <ol style="list-style-type: none"> 1. Promote healthy and sustainable food choices for all 2. Tackle food poverty and diet related ill health 3. Build community food knowledge, skills and resources 4. Promote a vibrant, diverse local food economy 5. Transform catering and food procurement 6. Reduce waste and the ecological footprint of the food system <p>Move More:</p> <ol style="list-style-type: none"> 1. Active Society: creating a social movement where physical activity is a priority for everyone 2. Moving Professionals: activating networks of expertise to create healthy workplaces and make every contact count to promote physical activity 3. Active Environments: creating the right spaces for safe and enjoyable physical activity 4. Moving at scale: maximising the potential of the existing assets and partnerships <p>Shape Up:</p> <ol style="list-style-type: none"> 1. Transforming the environment we live in 2. Making healthier choices easier by educating and empowering individuals and communities 3. Giving all children the best start and tackling the generational issue of healthy weight in families 4. Ensuring holistic and integrated evidence based support for individuals with weight related conditions – either under or overweight 	
OPPORTUNITIES/DRIVERS /ENABLERS		Every Body Active Every Day, Childhood Obesity: A Plan for Action, UK Active Blueprint for an Active Nation, Sport England’s Towards an Active Nation, Lancashire Walking & Cycling Strategy, NHS 5 Year Forward View, Locality Working, Healthy Child Programme, Digitalisation				