



**All-Island Obesity Action Forum  
Online via Zoom  
16<sup>th</sup> November 2021 – Meeting No. 26**

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**Present:**

Joana da Silva	<b>safefood</b>
David Tumilty	Public Health Agency (PHA)
Darren Moan	Department of Health, Northern Ireland (DoH, NI)
Mary Flynn	Food Safety Authority of Ireland (FSAI)
Christine Dale	Department of Health, Northern Ireland (DoH, NI)
Jennifer Feighan	Irish Nutrition and Dietetic Institute (INDI)
Julia McClelland	Association for the Study on Obesity (ASO UK)
Katie Hunter	Belfast Trust, British Dietetic Association (BDA)
Laura McGowan	Association for the Study on Obesity (ASO UK)
Margaret Carr	Cancer Research UK (CRUK)
Marie Murphy	Ulster University (UU)
Neil Johnston	NI Chest, Heart and Stroke (NICHs)
Janas Harrington	Centre for Diet and Health Research (HRB)
Fionnuala Close	Food Standards Agency, NI (FSA NI)
Sally Griffin	<b>safefood</b>
Janis Morrissey	Irish Heart Foundation (IHF)
Anne Parle	<b>safefood</b>
Sharon Gilmore	Food Standards Agency, Northern Ireland (FSA, NI)
Colette Brolly	Public Health Agency (PHA)
Ciara Reynolds	Institute of Public Health (IPH)
Orla Duke	Sport Ireland (SI)
Ailbhe Byrne	Food Drink Ireland (FDI)



**All-Island Obesity Action Forum  
Online via Zoom  
16<sup>th</sup> November 2021 – Meeting No. 26**

**Apologies:**

Sarah O'Brien	Health Service Executive (HSE)
Tess Clinch	Diabetes Ireland (DI)
Ray Dolan	<b>safefood</b>
Tom Sullivan	Society of Chartered Physiotherapy (SCP, NI)
Ursula O'Dwyer	Department of Health, Ireland (DOH, ROI)

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**1. Welcome**

Joana da Silva (**safefood**) welcomed members to the 26<sup>th</sup> Forum meeting.

**2. Roundtable introductions**

Members introduced themselves.

**3. Minutes of meeting held on 15<sup>th</sup> June 2021 and any matters arising**

Minutes from the previous meeting were accepted. There were two outstanding actions from the previous meeting:

- Ursula O'Dwyer (DoH, ROI) to provide clarity and documents on the Healthy Ireland Council to Janis Morrissey (IHF)
- Fidelma Carter (NICHHS) to check why there is a lack of voluntary and community sector representatives for the Health and Social Care Bill going through the Northern Ireland assembly

**4. Policy updates**

**Department of Health, NI- Darren Moan**

A successor strategy for 'A Fitter Future for All' which ends in December 2022 is being developed. An infant food labelling and marketing consultation to look at measures to ensure ingredients in infant food are reflected on the label is being



**All-Island Obesity Action Forum  
Online via Zoom  
16<sup>th</sup> November 2021 – Meeting No. 26**

developed on a four-nation basis. The Department continues to work with Department of Agriculture and Department for Communities colleagues to advance the Northern Ireland Food Strategy Framework and with the Department for Communities to develop a new Sport and Physical Activity strategy for Northern Ireland. DoH NI are aiming to begin two evidence reviews along with the Institute of Public Health, which will help inform policy, a review of the effectiveness of regulatory changing in tackling obesity and a review of the effectiveness of whole system approaches.

**Department of Health, ROI- Joana da Silva (chair) on behalf of DoH**

Work is ongoing to develop the Healthy Eating Guidelines for older adults (over 65s). Nutrition Standards for Early Learning and Care Centres will be published by the end of 2021. The Department recently launched the Healthy Communities Programme to increase health and wellbeing services across communities in the Republic of Ireland. Nutrition guidelines for Food Parcels which will be published by the end of 2021. The Reformulation Roadmap is hoped to be published by the end of November 2021.

**5. Member updates**

The following comments and clarifications were made on member updates:

- Ailbhe Byrne (FDI): the Prepared Consumer Food Sector – priorities for future success series was developed. It includes a set of key issue documents that highlight food and drink companies' work to improve diet and nutrition, champion wellness and set standards for responsible marketing across the industry. The link to the documents will be circulated.
- Mary Flynn (FSAI): FSAI will attend an upcoming Codex Alimentarius meeting on nutrient reference values for older infants and young children. Mary discussed the current labelling regulations for these products and potential timeline for new regulations. FSAI are leading a project for Ireland relating to Reformulation under the European Best-ReMaP programme. This includes 5 categories of foods; data has been collected by FSAI on 2 categories. A report on breakfast cereals and yoghurts is scheduled for publication next year.



**All-Island Obesity Action Forum  
Online via Zoom  
16<sup>th</sup> November 2021 – Meeting No. 26**

- Janis Morrissey (IHF): IHF have completed lobbying for unhealthy food marketing to children to be included in the scope of the online safety and media regulation bill. IHF are working on a pilot with UCD on the adolescent health literacy questionnaire in secondary schools across Ireland. IHF are continuing to work with 3 disadvantaged secondary schools in Dublin to co-design a health literacy intervention, which is part of a World Health Organisation national health literacy demonstration project.
- David Tumilty (PHA): PHA are planning to evaluate the 3 Active Travel programmes that they commission across Northern Ireland. David requested if any members have details relating to previous evaluations, surveys or focus groups of Active travel – please share these with him.

## **6. Topic for discussion**

### **Whole systems workshop**

The following points were made:

- Sally Griffin (**safefood**) to share webinar recording with members.
- Laura McGowan (ASO UK) in relation to David Tumilty's presentation: Laura highlighted a mapping review of policy related obesity actions for adults in Northern Ireland that is relevant to David's work.
- It was agreed that the patient voice was an important part of obesity policy development. It was suggested to engage with the Irish Coalition for People Living with Obesity for Northern Ireland representatives to be involved in this process in Northern Ireland.

Several topics for the next workshop were suggested:

- The effectiveness of interventions and integrating evaluation from the outset.
- Good practice for involving patient representatives in decision making throughout the course of project development.
- Reformulation.
- Evaluation of the impact of whole systems approaches - individual and collective.



**All-Island Obesity Action Forum  
Online via Zoom  
16<sup>th</sup> November 2021 – Meeting No. 26**

**safefood research project**

**safefood** tendered for a research project titled 'Reducing the exposure of children and adolescents to digital marketing of unhealthy foods'. The chair invited members to share if they have any ideas on deliverables.

**Changing format of future meetings**

The chair asked members to consider the proposed new format that will mirror the format of the All-island Food Poverty Network meetings. Action plans are set up each year which members aim to deliver on throughout the year. This method allows for greater discussion and collaboration and avoids duplication. Sally Griffin (**safefood**) to share last year's Food Poverty Actions plans with members.

**7. Next forum meeting and workshop**

*Discussed under learnings from workshops*

**8. AOB**

The Division of Health Psychology Northern Ireland are hosting a free webinar taking place on 6<sup>th</sup> December on the topic of engaging girls and women in sport and physical activity throughout the life course. Laura McGowan will circulate details with group.

**9. Close and thank you**

The chair closed the meeting and thanked members.



**All-Island Obesity Action Forum  
Online via Zoom  
16<sup>th</sup> November 2021 – Meeting No. 26**

<b>Action</b>	<b>Responsible</b>
<b>Outstanding:</b> Provide clarity and documents on the Healthy Ireland Council to Janis Morrissey (IHF)	Ursula O'Dwyer (DoH, ROI)
<b>Outstanding:</b> Check why there is a lack of voluntary and community sector representatives for the Health and Social Care Bill going through the Northern Ireland assembly	Fidelma Carter (NICHHS)
Circulate link to FDI documents	Ailbhe Byrne (FDI) Sally Griffin ( <b>safefood</b> )
Send email to members regarding Active travel evaluation	Sally Griffin ( <b>safefood</b> )
Share webinar recording with members	Sally Griffin ( <b>safefood</b> )
Share whole systems approach to childhood obesity report	Sally Griffin ( <b>safefood</b> )
Provide update on <b>safefood</b> research project	<b>safefood</b>
Share last year's Food Poverty Actions plans with members	Sally Griffin ( <b>safefood</b> )
Share Division of Health webinar details with members	Laura McGowan (ASO UK) Sally Griffin ( <b>safefood</b> )



All-Island Obesity Action Forum  
Online via Zoom  
16<sup>th</sup> November 2021 – Meeting No. 26

## All-island Obesity Action Forum Member Updates November 2021

### Association for the Study of Obesity (ASO), Northern Ireland Network

Organisation Name	<i>Ongoing Campaigns</i>	
<b>ASO NI Network</b>		ASO UK is the UK's foremost charitable organisation dedicated to the understanding, prevention and treatment of obesity.  The ASO Northern Ireland network is a regional group aimed at supporting the activities and objectives of this organisation on a local level.
Organisation Name	<i>Schools, Workplace, Community initiatives</i>	
		n/a
Organisation Name	<i>Food Poverty</i>	
		n/a



**All-Island Obesity Action Forum**  
**Online via Zoom**  
**16<sup>th</sup> November 2021 – Meeting No. 26**

<b>Organisation Name</b>	<b>Health Services</b>	
<b>ASO NI Network</b>	<p>In 2017, the ASO established a network of Centres for Obesity Management (Adult COMs) involved in research and/or providing services for adults with obesity. This network is aimed at strengthening and advancing the evidence base, improving practice and influencing policy for the management of obesity in adults within the UK.</p> <p>The Adult COMs network includes members working within Tier 2, Tier 3 and Tier 4 adult obesity services delivered across a range of NHS and non-NHS settings. Each service will be involved in working towards improving the management of adults with obesity. <b>There are currently no NI-based centres or organisations signed up to this network.</b></p> <p>The network aims to:</p> <ul style="list-style-type: none"> <li>• Implement state-of-the art evidence-based care for patients with obesity.</li> <li>• Facilitate communication and networking between clinical practitioners, researchers, policy-makers and industry with the aim to improve the management of obesity.</li> <li>• Promote multidisciplinary research collaborations and research projects.</li> <li>• Deliver clinical education as part of a multi-disciplinary approach to obesity management in the form of workshops at the UKCO and annual national training courses.</li> <li>• Contribute to consultations, practice guidance and position statements on key UK treatment issues.</li> <li>• Provide evidence-based input of the UK perspective at a European and international level through EASO and WOF.</li> </ul> <p>If you are interested in joining then please contact the ASO Office at <a href="mailto:ASOoffice@aso.org.uk">ASOoffice@aso.org.uk</a> to request an application form. <b>Even if you are not currently a member of ASO you can get in touch if you are interested in joining.</b></p>	
<b>Organisation Name</b>	<b>Research and Evidence Based Activities</b>	





**All-Island Obesity Action Forum  
Online via Zoom  
16<sup>th</sup> November 2021 – Meeting No. 26**

<b>ASO NI Network</b>		<ol style="list-style-type: none"> <li>1. The ASO NI Network supported the planning of an Early Career Researcher (ECR) event, entitled '<b>SciComm 101</b>' which was held on Tuesday 7<sup>th</sup> September 2021.</li> <li>2. '<b>UKCO Hot Topics</b>' was held on 8<sup>th</sup> &amp; 9<sup>th</sup> September 2021. A recording of the event is available for ASO Members at <a href="https://aso.org.uk/ukco/programme">https://aso.org.uk/ukco/programme</a>.</li> <li>3. It is hoped the UK Congress on Obesity (UKCO) will be held at Queen's University Belfast in September 2023.</li> </ol> <p>ASO UK have continued to host a series of monthly webinars. Topics have included: Banning the advertisement of junk food, Physiological and behavioural adaptations to weight loss and their importance for weight loss maintenance, Obesity and the environment, Obesity and Diabetes, Covid-19 and Obesity, Weight Stigma and Weight Management and Mental Wellbeing. Some of the webinar recordings are available on the ASO YouTube Channel or at <a href="https://aso.org.uk/resources">https://aso.org.uk/resources</a>. There is free registration for the webinars, even if you are not a member of ASO.</p>	
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**Food Standards Agency Northern Ireland**

<b>Organisation Name</b>	<b><i>Ongoing Campaigns</i></b>		
<b>Organisation Name</b>	<b><i>Schools, Workplace, Community initiatives</i></b>		
<b>The Food Standards Agency</b>		<p><b>Nutrition Standards for Council Catering</b></p> <p>A commitment was made in the NI obesity prevention strategy 'A Fitter Future for All' to extend the nutritional standards for catering beyond health and social care settings to wider public sector, including local government. The FSA has been leading the development of nutrition standards for council catering following a successful pilot exercise with three councils during 2019. The learning from the pilot has informed the development of an amended set of standards to suit the wide variety of catering facilities that exist in council settings along with draft vending standards and</p>	



**All-Island Obesity Action Forum  
Online via Zoom  
16<sup>th</sup> November 2021 – Meeting No. 26**

		procurement policy. Over the coming months the FSA will be engaging with district councils including representatives from leisure, community planning, procurement, environmental health and catering on a co-creation exercise to gather further input in relation to the standards to ensure they are acceptable, achievable and effective in providing and promoting healthier catering in councils. Information gathered will be used to finalise the standards with the aim of undertaking a joint Council and FSA external consultation in the new year.	
<b>Organisation Name</b>	<b><i>Food Poverty</i></b>		
		<b>All Island Food Poverty Network Webinar</b> On behalf of the All Island Food Poverty Network, the FSA and Safefood jointly hosted their annual food poverty webinar on the 28 <sup>th</sup> September 2021. This year's theme explored health inequalities on the island of Ireland and the implications for food poverty. Anne McCusker from Belfast Healthy Cities introduced the topic of health inequalities and discussed their impact on health. Professor Martin Caraher from City University of London, explored the situation on the Island of Ireland and Katie Hunter from the British Dietetic Association Northern Ireland discussed the effects of health and food-related inequalities on health and wellbeing. The event had 186 participants and the webinar was recorded, with a link now available on the Safefood <a href="#">website</a> .	
<b>Organisation Name</b>	<b><i>Health Services</i></b>		
<b>Organisation Name</b>	<b><i>Research and Evidence Based Activities</i></b>		
<b>The Food Standards Agency</b>		<b>Eating Well Choosing Better</b> The FSA are working in partnership with the College of Agriculture Food and Rural Enterprise (CAFRE) to produce guidance to support the reformulation of cheesecake to meet the UK Government's calorie, sugar and salt reduction targets. The guidance will also address portion size.	



**All-Island Obesity Action Forum  
Online via Zoom  
16<sup>th</sup> November 2021 – Meeting No. 26**

		<p>Cheesecake was selected for reformulation due to the findings of the cheesecake nutritional analysis survey which the FSA conducted in partnership with the district councils. This survey analysed energy, sugar, fat and salt content as well as portion size of cheesecake sold in restaurants and hotels in Northern Ireland. The reformulation trials have been successfully completed and the guidance will be disseminated to appropriate food businesses at a reformulation workshop in January 2022.</p>	
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**Sport Ireland**

<b>Organisation Name</b>	<b>Ongoing Campaigns</b>		
<b>Sport Ireland</b>		<p><b><u>Let's Get Back Campaign</u></b></p> <p>Olympic gold medallist Kellie Harrington, former Irish rugby international Tommy Bowe, sports journalist and activist Joanne O'Riordan and GAA manager and former player Jamie Wall launched <a href="#">'Let's Get Back'</a>, a campaign from Sport Ireland in partnership with Healthy Ireland, aimed at getting the Irish public back involved in the sport and exercise that they love.</p> <p>'Let's Get Back', is encouraging the Irish public to return to sport and physical activity. The campaign is supported by Sport Ireland's nationwide network of Local Sports Partnerships and National Governing Bodies.</p> <p>Sport Ireland has been working closely with National Governing Bodies, Local Sports Partnerships, volunteers and local clubs to support the public all the way, so that they can get back to the sport they love.</p> <p>The 'Let's Get Back' campaign is aimed at encouraging members of the public who are anxious or unsure about returning to sport and physical activity that it is possible to do so in a safe and</p>	



All-Island Obesity Action Forum  
Online via Zoom  
16<sup>th</sup> November 2021 – Meeting No. 26

secure manner. 'Let's Get Back' will also make the wider public aware that sport is back – indoors and outdoors – and encourages all ages and abilities to engage in sport.

Click here for information on [LSP Activities](#) and [NGB Activities](#).

**Water Safety Campaign #BeWaterSafe**

On July 23rd, Sport Ireland held a consultation meeting with key stakeholders to discuss Water Safety in Ireland. In an effort to consolidate and collaborate communications in the sector and strengthen messaging around safety in the outdoors, Sport Ireland developed a collaborative press release and cohesive social media assets which were circulated to all stakeholders to use to ensure everyone was pushing out the same consistent messaging to educate the public on water safety.

For more information on the campaign [click here](#).

Sport Ireland were invited to sit on the Marine Safety Communications Sub Group following the success of the campaign. The subgroup was established by the Marine Safety Working Group delivering on The Maritime Safety Strategy. The subgroup consists of members of the Irish Coast Guard, Bord Iascaigh Mhara, Irish Sailing, Royal National Lifeboat Institution, and Water Safety Ireland. The purpose of the group is to coordinate safety messages between stakeholder in maritime safety, targeting evidence based problem areas and high risk activities.

**HER Outdoors Week**

Sport Ireland launched the inaugural HER Outdoors Week from August 9th to August 15th. This week aimed to encourage and inspire more females to get out into the great outdoors and try a new outdoor activity for the first time. The Local Sports Partnerships and Outdoor National Governing Bodies delivered over 250 events throughout the week and had over 4,925 females active during the week.

Sport Ireland also hosted the HER Outdoors Week #FINDYOUROUTDOORS webinar on Thursday, August 12th where Sport Ireland's Women in Sport Lead, Nora Stapleton hosted this inspirational webinar which included a number of incredible speakers such as Nikki Bradley who is an adapted



**All-Island Obesity Action Forum  
Online via Zoom  
16<sup>th</sup> November 2021 – Meeting No. 26**

	<p>adventurer and motivational speaker to try and inspire more females to get outdoors and do something different even if it seems daunting at first.</p> <p>For more information <a href="#">visit here</a>.</p> <p><b><u>Women in Sport Week 2022</u></b>          Women in Sport Week 2022 will take place from March 7th – 13th. The aim of the week is to celebrate women in sport and highlight the work being achieved under the pillar of women in sport both within Sport Ireland and its stakeholders. As was the case in 2021, the week will have dedicated themes to each day with a number of showcase events to take place. More information on the week will be communicated to stakeholders shortly.</p>	
<b>Organisation Name</b>	<b><i>Schools, Workplace, Community initiatives</i></b>	
	<p><b><u>Dormant Account Funding 2021 allocations and Launch</u></b>          On the 8th of June, the Local Sports Partnerships allocations for Dormant Accounts 2021 were announced. An investment package of €5.9m in Dormant Accounts Funding was announced for a wide range of sport and physical activity measures countrywide at an event in Corduff Community and Resource Centre.</p> <p>The investment aims to engage with communities across the country, focusing on people with disabilities, people who are educationally disadvantaged and from disadvantaged communities. Each Local Sports Partnership has received a letter of allocation from Sport Ireland outlining the investment they have received.</p> <p>This funding was administered to the Local Sports Partnerships and Cara in July 2021. For more information about the funding <a href="#">click here</a>.</p> <p><b><u>European Week of Sport 2021</u></b>          Sport Ireland’s communications agency partner, Future Proof Media, launched the European Week of Sport 2021 media campaign in September with brand ambassadors Kenneth Egan, David Gillick and Eimear Lambe. European Week of Sport officially took place from Thursday 23rd of September.</p>	



**All-Island Obesity Action Forum  
Online via Zoom  
16<sup>th</sup> November 2021 – Meeting No. 26**

Ten funded bodies held flagship events nationwide, including the sold-out Sport Ireland Campus Family SportFest event, held on the National Sports Campus. Five LSPs held flagship #BeActive Night events across the country on the evening of Saturday 25<sup>th</sup>. In addition to this, over 160 events were registered on the Sport Ireland EWOS event directory website page.

For more information [click here](#).

**Girls Get Active Project**

Following on from the successful Hackathon, four LSPs are currently in the process of creating physical activity programmes for girls based on the winning ideas from the Hackathon. These programmes are pilot studies to test the Principles that we believe will help girls become more active. The LSPs are working together with the Sport Ireland Evaluation Unit to create Logic Models for their programmes in order to ensure the outcomes are met and all activities involved in creating the programmes are captured and documented.

The full project is also being evaluated by Sport Ireland to investigate if the programmes implemented achieve the following;

- Teenage Girls engage with Sport and Physical Activity on their own terms.
- Teenage girls who have drifted away from physical activity and sport reconnect with it.
- A change in the knowledge, attitudes and behaviours of inactive teenage girls in relation to Sport and Physical Activity Participation.

**COVID-19 Investment Programme**

Sport Ireland has welcomed the announcement by Ministers Martin and Chambers of a €65 million additional funding for sport through a [COVID-19 investment programme](#).

On the back of the announcement, Sport Ireland has invited applications from National Governing Bodies of Sport, Local Sports Partnerships and other funded bodies.

The fund will be delivered under five key schemes:

- A Field Sport Fund to support the FAI, the GAA and the IRFU



**All-Island Obesity Action Forum  
Online via Zoom  
16<sup>th</sup> November 2021 – Meeting No. 26**

		<ul style="list-style-type: none"> <li>• A Resilience Fund to support the National Governing Bodies of Sport and other Sport Ireland Funded Bodies</li> <li>• A Sports Club Resilience Fund</li> <li>• A Swimming Pool &amp; Facilities Fund</li> <li>• A Fund to support the Resumption of Sport &amp; Physical Activity</li> </ul>	
<b>Organisation Name</b>	<b><i>Food Poverty</i></b>		
<b>Sport Ireland</b>		<i>Not applicable to Sport Ireland</i>	
<b>Organisation Name</b>	<b><i>Health Services</i></b>		
<b>Sport Ireland</b>		Sport Irelands Network of Local Sports Partnerships work closely with the HSEs Community Healthcare Organisations (CHOs) at a local level to support the delivery of sport and physical activity opportunity through Mental Health and Health & Wellbeing Services.	
<b>Organisation Name</b>	<b><i>Research and Evidence Based Activities</i></b>		
<b>Sport Ireland</b>		<p><b><u>2021 Irish Sports Monitor Mid-Year Report</u></b></p> <p>Sport Ireland published the 2021 Irish Sports Monitor Mid-Year Report on 14<sup>th</sup> October which shows the number of people taking part in sport in recent months has risen while there has been a slow return to social participation in sport.</p> <p>This is the fifth Irish Sports Monitor produced which studies the impact of Covid-19 on sport and physical activity. The interim report from Ipsos MRBI presents the results from the first 6 months of the year, January 2021- June 2021. The number of people taking part in sport has risen in recent months from 35% in Q1 2021 to 41% in Q2 2021, largely driven by increases in the numbers cycling, swimming, playing golf and playing popular team sports. However, sports participation rates are still behind 2019 levels of 46%.</p>	



**All-Island Obesity Action Forum  
Online via Zoom  
16<sup>th</sup> November 2021 – Meeting No. 26**

There has been a slow return to social participation in sport which was measured by club membership, attendance at events and volunteering. Club membership fell to a low of 30% in Q1 and Q2 2021, down from 35% in 2019. On a positive note 86% of club members maintained their memberships through the pandemic and 89% of current club members intend to renew their membership.

Volunteering fell dramatically during the pandemic to a low of 2% in Q1 2021, however it started to rise again to 5% in Q2 2021. 81% who volunteered before the pandemic intend to return to volunteering once restrictions have lifted.

Event attendance was at 0% in Q1 2021 due to restrictions showing high levels of compliance with Government restrictions. Event attendance grew to 4% in Q2 2021, still down significantly from 20% in the first half of 2019. 54% of people indicated that they intend to attend a sports once restrictions allow.

For a copy of the full report [click here](#).

**Researching the Value of Sport in Ireland**

Sport Ireland commissioned Sheffield Hallam University's Sport Industry Research Centre (SIRC) to conduct a programme of research for assessing the value of sport in Ireland. The report was [launched on 15<sup>th</sup> September](#). The study aims to gain a deeper understanding of the value of sport in Ireland and the returns that Government investment in sport provides across relevant policy areas such as physical and mental health, economic activity, tourism, sport club membership and volunteering.

There are two main parts to this research.

- Part 1 provides fresh estimates of the economic impact of sport in Ireland. It also provides an economic valuation of sport volunteering in Ireland.
- Part 2 is concerned with valuing the health impact of participation in sport and physical activity in Ireland.

For a copy of the report [click here](#) and for an infographic [click here](#).





**All-Island Obesity Action Forum  
Online via Zoom  
16<sup>th</sup> November 2021 – Meeting No. 26**

**Women in Coaching Toolkit**

[Sport Ireland launched the innovative Women in Coaching Toolkit](#) on 15th September. Over 100 attendees from across the NGBs and LSPs attended the lunchtime event with keynotes and presentations from; John Treacy, Una May, Nora Stapleton, Claire Lambe (WIS Steering Committee member and Chair of the SI Coaching Working Group), Prof Leanne Norman (expert on women in coaching) and Michael McGeehin. Sport Ireland will host a Women in Coaching Symposium in November to introduce the toolkit in more detail with those responsible for coach development in their NGB.

The interactive online toolkit can be found [here](#).

**Sport Ireland Volunteer Strategy**

Sport Ireland has been tasked with the development of a Volunteer Strategy under Action 27 of the National Sports Policy 2018-2027. Sport Ireland have recruited Teneo to work on the development of the Sport Ireland Volunteer Strategy. This work will deliver a strategic document to guide the ongoing and future developments of volunteering in sport for Sport in Ireland that is in line with the parameters set out in the National Sport Policy. This project started in August and is due to be completed in Q1 2022.

Sport Ireland staff continue to represent Sport Ireland as part of the National Volunteer Strategy Implementation Group, and the various sub-groups. Engagement with these groups will allow us to align the Sport Ireland Volunteer Strategy with the National Volunteer Strategy 2021-2025.

**Diversity and Inclusion Policy**

Sport Ireland is currently in the process of developing a Diversity and Inclusion policy to further broaden the scope of its diversity and inclusion remit. Inclusion is a core value of the National Sports Policy 2018-2027 and the policy will build on the success of both the Sport Ireland Policy on Participation in Sport by People with Disabilities and Sport Ireland Policy on Women in Sport.

The Diversity and Inclusion policy document will include tangible targets and action areas against which Sport Ireland and the sports sector can work to promote inclusion and diversity in sport and physical activity.



**All-Island Obesity Action Forum  
Online via Zoom  
16<sup>th</sup> November 2021 – Meeting No. 26**

**National Outdoor Recreation Strategy**

Sport Ireland is a core member of Comhairle na Tuaithe and in the working group developing a National Outdoor Recreation Strategy. The strategy will provide a vision and an overarching framework for the growth and development of outdoor recreation in Ireland, creating a shared approach for the many strategies, programmes, agencies and elements in Ireland's outdoor recreation sector. After concluding initial inter-departmental, stakeholder and public consultations, the working group members are now in the discovery stage of developing the actions and objectives of the strategy. Sport Ireland are chairing a number of subgroups addressing specific themes of the proposed strategy. The strategy will be developed and sent to an inter-departmental group towards the end of Q4 2021.

**Development of Horse Criteria for Ireland**

Sport Ireland appointed Walking the Talk and Vyv Wood-Gee to complete a review of all the current horse trail guidelines in Ireland as well as abroad in order to develop new horse trail criteria for Ireland. This has now been completed and Sport Ireland will now seek endorsement from a number of key stakeholders before publishing the criteria by Q4 2021.

**Development of Water Criteria for Ireland**

Sport Ireland appointed Outdoor Recreation Northern Ireland to complete a review of all the current water trail guidelines in Ireland as well as abroad in order to develop new water trail criteria for Ireland. The first draft of the criteria was circulated to key stakeholders for comment at the start of September and this project is due to be completed by Q4 2021.



**All-Island Obesity Action Forum**  
**Online via Zoom**  
**16<sup>th</sup> November 2021 – Meeting No. 26**

**Cancer Research UK**

<b>Organisation Name</b>	<b>Ongoing Campaigns</b>		
<b>Cancer Research UK</b>	Northern Ireland Obesity Strategy	CRUK is a member of the Northern Ireland Obesity Prevention Strategy Project Board. The development of NI's obesity strategy is in its early stages and CRUK will work to make sure that the strategy focuses on the environmental aspects that influence the development of obesity related cancers.	
	Junk Food Marketing	CRUK's main UK-wide policy objective is for the UK Government's to introduce regulations to ban junk food advertising before 9PM, with similar equivalents for online and other mediums. A 9PM watershed will protect children from advertising during prime-time family shows. CRUK has played a leading role in influencing UK Government departments, working with coalitions such as the Obesity Health Alliance. We are currently influencing UK Parliament MPs and other key stakeholders ahead of the legislation being introduced to deliver these restrictions.	
	Price promotions	CRUK is also working with governments across the UK to regulate to restrict promotions on high fat, salt and sugar (HFSS) food and drinks, by both price and location. This has been our primary cancer prevention objective in Scotland, through our Scale Down Cancer campaign. We are working with Obesity Alliance Cymru and others to ensure that the Welsh Government introduce similar legislation. Moreover, we have been influencing the UK Department of Health and Social Care with a similar purpose.	
<b>Organisation Name</b>	<b>Schools, Workplace, Community initiatives</b>		
<b>Organisation Name</b>	<b>Food Poverty</b>		



**All-Island Obesity Action Forum  
Online via Zoom  
16<sup>th</sup> November 2021 – Meeting No. 26**

<b>Organisation Name</b>	<b>Health Services</b>		
<b>Organisation Name</b>	<b>Research and Evidence Based Activities</b>		
<b>Cancer Research UK</b>	<p><a href="#">One Year on...Building on Bold Policy Ambitions</a> (July 2021)</p> <p><a href="#">Analysis on the potential for UK's leading food and soft drink brands to switch to marketing their non-HFSS products</a> (August 2021)</p> <p>Future reports</p>	<p><b>Report exploring stakeholder views on policies within the July 2020 obesity strategy and future policy priorities.</b> This report explored views of stakeholders from: Policy, the commercial sector and advocacy stakeholders, who represented the wider determinants of health. The results showed: broad support for the policies proposed in the July 2020 obesity strategy and future measures (including promotions and labelling); Agreement that this could only be one piece of the picture in tackling obesity; The importance of considering the needs of other groups in society, including deprived groups and those with eating disorders when evaluating proposed measures.</p> <p><b>Analysis exploring the potential for the UK's leading food and soft drink brands to switch their marketing to their non-HFSS products.</b> The conclusions of CRUK's most recent report showed that 84% of HFSS products analysed had an alternative non-HFSS product from the same brand, master brand, parent company, or license holder company brand portfolio that could be substituted in advertising when restrictions are implemented across TV and online. This research supports the forthcoming legislation introducing a 9pm watershed on HFSS product advertising on TV and restricting paid-for HFSS product advertising online as an opportunity for companies to turn the spotlight towards healthier food and drink.</p> <p><b>Digital (expected publication November 2021)</b> This report explores the ways in which young people are exposed to HFSS marketing across social media platforms, with a particular focus on brand awareness.</p>	



All-Island Obesity Action Forum  
Online via Zoom  
16<sup>th</sup> November 2021 – Meeting No. 26

**Youth Obesity Policy Survey Qualitative Report Wave 3 (expected publication November 2021)**

This is the third wave of qualitative study exploring young people's perceptions and attitudes to the marketing of HFSS food and drink. This wave also explores broader themes including the interplay between diet and obesity with wider health behaviours, as well as the impact inequalities may have young people's relationship to HFSS products and dietary behaviours.

**Youth Obesity Policy Survey Quantitative Report Wave 3 (data collection currently underway, expected publication 2022)**

This is the third wave of a longitudinal study of over 3000 11-19 year olds UK wide exploring the young people's perceptions and attitudes to the marketing of HFSS food and drink. In line with the qualitative scoping study, this survey will also include an exploration of the interplay with broader health behaviours as well as the impact of inequalities.

**Adult obesity study (currently in development due to be published in 2022)**

CRUK are in the early stages of commissioning research exploring adult attitudes towards the marketing of HFSS food and drink.



**All-Island Obesity Action Forum**  
**Online via Zoom**  
**16<sup>th</sup> November 2021 – Meeting No. 26**

**Department of Health (Northern Ireland)**

Organisation Name	Ongoing Campaigns	
<b>Department of Health (NI)</b>	A Fitter Future for All 2012-2022 (DoH NI)	An annual report on the AFFFA outcomes for 2018/19 has been completed and published on the DoH website at <a href="https://www.health-ni.gov.uk/articles/obesity-prevention">https://www.health-ni.gov.uk/articles/obesity-prevention</a> . Work to complete the annual report for 2019/20, based on the final implementation outcomes agreed in October 2019 has commenced, with a planned publication date of December 2021. In line with the AFFFA outcomes on calorie labelling and advertising restrictions, DoH and FSA NI have been working with the other UK nations on consultations and policy development on advertising restrictions (broadcast and online), alcohol calorie labelling and infant food label marketing.
	Future Obesity Prevention Strategy – 2023-2032 (DoH NI)	Work to develop a successor strategy to 'A Fitter Future For All 2012-2022' is underway, under the direction of the Obesity Prevention Steering Group. The Minister for Health agreed the Project Initiation Document and timeline for development in June 2021. A Project Board has been established and is meeting monthly. Work to finalise the vision, principals and themes is almost complete, with a plan to arrange thematic workshops with stakeholders starting in December/January.
	Future Food Strategy for NI (DAERA)	The Department has continued to work with DAERA colleagues to advance the Northern Ireland Food Strategy Framework. DoH involvement here includes membership of the Food Strategy Programme Board, panel member for public consultation events and ongoing membership of the NI Public Sector Procurement of Food Task Force. The DAERA Food Strategy Framework consultation 'Food at the Heart of our Society - A Prospectus for Change' launched on 24 September and the consultation closes on 19 November 2021. The consultation can be viewed online at <a href="http://www.daera-ni.gov.uk/consultations/northern-ireland-food-strategy-framework">http://www.daera-ni.gov.uk/consultations/northern-ireland-food-strategy-framework</a> .
	Sport and Physical Activity Strategy (DfC)	The Department of Health continue to support and contribute to the development of a new Sport and Physical Activity strategy for Northern Ireland, to replace the Sports Matters 2009-2019 strategy, to help set objectives and outcomes to increase participation in physical activity for all. The draft strategy has a key theme of promoting the benefits of sport and physical activity, and



**All-Island Obesity Action Forum  
Online via Zoom  
16<sup>th</sup> November 2021 – Meeting No. 26**

		aims to promote the benefits of participation in sport and physical activity both for the individual and for society as a whole as a key public health priority. This includes embedding physical literacy early in the education journey. The strategy recognises that a fitter population in the future will be critical to help tackle significant health issues including obesity, mental health, and an aging population. A summary of the finding of the public consultation have been published, and can be viewed at <a href="https://www.communities-ni.gov.uk/publications/new-sport-and-physical-activity-strategy-ni-consultation-2021">https://www.communities-ni.gov.uk/publications/new-sport-and-physical-activity-strategy-ni-consultation-2021</a> .	
<b>Organisation Name</b>	<b><i>Schools, Workplace, Community initiatives</i></b>		
<b>Organisation Name</b>	<b><i>Food Poverty</i></b>		
<b>Organisation Name</b>	<b><i>Health Services</i></b>		
<b>Organisation Name</b>	<b><i>Research and Evidence Based Activities</i></b>		
<b>Department of Health (NI)</b>	UK CMOs Physical Activity Guidelines	DoH officials continue to meet to discuss reports from the CMO Physical Activity Guidelines expert groups on communications and surveillance of the guidelines. Recommendations to each of the 4 UK CMOs will be drafted following consideration of the expert group reports. Work to develop specific CMO guidelines and infographics for disabled children is underway.	







**All-Island Obesity Action Forum  
Online via Zoom  
16<sup>th</sup> November 2021 – Meeting No. 26**

		cost of a healthy food basket on the island of Ireland and discusses food poverty and the cost of a minimum essential food basket, also on the island of Ireland. <a href="https://www.safefood.net/nutrition/podcasts/food-basket">https://www.safefood.net/nutrition/podcasts/food-basket</a>	
<b>Organisation Name</b>	<b><i>Schools, Workplace, Community initiatives</i></b>		
<b>safefood</b> in partnership with the Irish Football Association (IFA)		<p><b>IFA 'On the Ball' Programme</b></p> <p>As part of <b>safefood's</b> partnership with the Irish Football Association (IFA) Foundation, a 6-week after school programme for those aged 8-10 years was facilitated by IFA officers. Titled 'On the ball - healthy knowhow for active kids', the aim of the programme is to incorporate key messages from the START campaign and, in turn, encourage healthier choices and daily habits.</p> <p>Following on from the pilot of the programme earlier this year, a feedback session with the IFA coaches took place on 30<sup>th</sup> of September 2021. Overall, the feedback was very positive. The coaches found the interactive materials to be very engaging, with the application of a variety of different communication tools (slides, games, player videos) resulting in good recall of the messages by the students. Parent workshops are planned for the next phase of the programme, which will run from September-December 2021, covering 48 schools with over 720 children expected to participate.</p>	
<b>Organisation Name</b>	<b><i>Food Poverty</i></b>		
<b>Safefood, SECAD</b>	Community Food Initiative Programme	<b>safefood</b> continues to work with SECAD to deliver the Community Food Initiative Programme. The CFIs are continuing to deliver small projects and community events remotely. The 14 leader	



All-Island Obesity Action Forum  
Online via Zoom  
16<sup>th</sup> November 2021 – Meeting No. 26

Designing community food programmes that last

organisations are now in the third and final year of the current programme. The next programme will be 2022-2024.

On the 20<sup>th</sup> of October 2021 **safefood** hosted a webinar 'Designing community food programmes that last'. The webinar shared strategies to ensure continuity of community food programmes. Speakers discussed community cooking programmes and training opportunities on the island of Ireland including Cook it!, Food Values and Healthy Food Made Easy. The importance of collaborative working and support from other community and public service stakeholders were discussed. Funding streams available to community organisations across the island of Ireland were also explored.

A video showcasing the impact of the Community Food Initiative Programme was launched during the CFI webinar. The video features CFI leaders Tina Burke and Kevin Campbell from the Triax Neighbourhood Management Team in Derry, Dr Anne Griffin from University of Limerick who is a CFI Steering Group Member for Ballyhoura Development and two participants from the CFI programme. The video can be viewed online.

**Community Food Initiatives: Healthy Food, Healthy Families 2019-2021**

A booklet was launched during the CFI webinar on the 20<sup>th</sup> of October. The booklet provides summaries of some of the community events and small projects that were developed and delivered by the CFI leaders during the 2019-2021 programme. The booklet can be viewed

<https://www.safefood.net/events/cf121>

<https://www.youtube.com/watch?v=J74vAN9g-Dw&t=2s>

<https://www.safefood.net/getattachment/9b42b35a-49fb-4835-8b73-2eb8cc6fa4b8/Safefood-CFI-Booklet->



**All-Island Obesity Action Forum  
Online via Zoom  
16<sup>th</sup> November 2021 – Meeting No. 26**

	<p>Transform Your Trolley</p> <p>All-island Food Poverty Network</p>	<p>online. The CFI programme developed by safefood has been running since 2010 to create awareness of the benefits of healthy eating and to provide families throughout the island of Ireland with the skills and knowledge to be able to provide healthy food options for themselves and their families.</p> <p>Thirteen healthy living centres delivered the programme. Evaluation of the campaign shows that Over 40,000 people were exposed to the campaign messages through different social media channels. The post campaign survey shows a marked improvement for a number of food related behaviours, for example, writing a shopping list and meeting the 5-a-day recommendation for fruit and vegetables. Almost all who participated feel that the programme changed the way families eat/ will eat in the future.</p> <p>The Transform Your Trolley campaign relaunched for a second year to support families to transform their shopping trolleys with a healthier balanced food shop.</p> <p><b>safefood</b> and the Food Standards Agency NI hosted the annual All-island Food Poverty Network webinar on the topic of food poverty and health inequalities on the 28<sup>th</sup> of September 2021. Speakers discussed health inequalities, the implications for food poverty and the impact of a nutritionally poor diet. The webinar included a presentation launching the new 'What is the cost of a healthy food basket in Ireland in 2020?' report. One hundred and eighty-six delegates joined us live. Presentations are available to view online.</p>	<p><a href="https://www.safefood.net/media-centre/news/2021/relaunch-of-transform-your-trolley-campaign-in-ni">2019-2021-Digital.pdf?lang=en-IE</a></p> <p><a href="https://www.safefood.net/media-centre/news/2021/relaunch-of-transform-your-trolley-campaign-in-ni">https://www.safefood.net/media-centre/news/2021/relaunch-of-transform-your-trolley-campaign-in-ni</a></p> <p><a href="https://www.safefood.net/events/food-poverty-2021">https://www.safefood.net/events/food-poverty-2021</a></p>
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**All-Island Obesity Action Forum  
Online via Zoom  
16<sup>th</sup> November 2021 – Meeting No. 26**

		The 9 <sup>th</sup> edition of the All-island Food Poverty Network Newsletter was published on the 11 <sup>th</sup> of October. You can view the newsletter <a href="#">here</a> .	<a href="https://elinkeu.clickdimensions.com/m/1/21084885/p1-b21284-db8fc071359347fb84999facdfe5490/1/209/0c1c1060-c35a-46fd-be7c-fcbcf02c7f">https://elinkeu.clickdimensions.com/m/1/21084885/p1-b21284-db8fc071359347fb84999facdfe5490/1/209/0c1c1060-c35a-46fd-be7c-fcbcf02c7f</a>
<b>Organisation Name</b>	<b><i>Health Services</i></b>		
	Nutrition Standards for food and beverage provision for staff and visitors in healthcare settings	The Healthy Eating Active Living Programme of the Health Service Executive, along with <b>safefood</b> have developed Nutrition Standards for food and beverage provision for staff and visitors in healthcare settings.	<a href="https://www.hse.ie/eng/about/who/healthwellbeing/our-priority-programmes/health/healthy-eating-guidelines/nutrition-standards-for-food-and-beverage-provision-for-staff-and-visitors-in-healthcare-settings.pdf">https://www.hse.ie/eng/about/who/healthwellbeing/our-priority-programmes/health/healthy-eating-guidelines/nutrition-standards-for-food-and-beverage-provision-for-staff-and-visitors-in-healthcare-settings.pdf</a>
<b>Organisation Name</b>	<b><i>Research and Evidence Based Activities</i></b>		



All-Island Obesity Action Forum  
Online via Zoom  
16<sup>th</sup> November 2021 – Meeting No. 26

<p><b>safefood</b></p>	<p>What is the cost of a healthy food basket in Ireland in 2020?</p> <p>Ongoing Research</p>	<p><b>What is the cost of a healthy food basket in Ireland in 2020?</b></p> <p><b>safefood</b> have published a report on the cost of a minimum essential food basket in Ireland in 2020 for six household types. This 2020 update to the cost of a minimum essential standard of living healthy food basket series is based on the MESL dataset which was reviewed and rebased in 2018/2019. The weekly cost of the minimum essential food basket in 2020 ranged from €48 for the single adult household (urban) to €169 for the two-parent, two-child household (rural). Low-income households need to spend between 13% and 35% of their net income to buy a healthy minimum essential food basket.</p> <p>Completed but not yet published:</p> <ol style="list-style-type: none"><li>1. Portion control tools –do they work in practice?</li><li>2. Exploring the world of food –the perspective of families with children</li><li>3. Food supplements –exploring our reasons for taking them</li><li>4. Public acceptability of policies to address obesity</li></ol> <p>Ongoing:</p> <ol style="list-style-type: none"><li>1. Fiscal and pricing policies related to food and non-alcoholic drinks: a review of the evidence</li><li>2. Review of international practice on building ‘sustainability’ into national healthy eating guidelines and practical implications for policy</li><li>3. Secondary analysis of dietary survey data of children’s diets on the island of Ireland</li></ol>	<p><a href="https://www.safefood.net/professional/research/research-reports/what-is-the-cost-of-a-healthy-food-basket-in-ireland">https://www.safefood.net/professional/research/research-reports/what-is-the-cost-of-a-healthy-food-basket-in-ireland</a></p>
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**All-Island Obesity Action Forum  
Online via Zoom  
16<sup>th</sup> November 2021 – Meeting No. 26**

Ongoing in-house research piece:

1. Review of plant-based alternatives to milk, cheese and yoghurt

Invitations for tender

1. Project Title: Reducing the exposure of children and adolescents to digital marketing of unhealthy foods:
  - a) How can the World Health Organisation 'CLICK' framework be implemented on an island of Ireland context?
  - b) Can the rights of the child to a safe and healthy diet provide a new approach to the regulation of digital marketing of unhealthy foods to children?
2. Project Title: Communicating food poverty – understanding the current discourse on the island of Ireland



**All-Island Obesity Action Forum  
Online via Zoom  
16<sup>th</sup> November 2021 – Meeting No. 26**

**Department of Health – Ireland**

<b>Organisation Name</b>	<b>Campaigns</b>	
<b>DoH Ireland</b>	Healthy Eating Guidelines for Older Adults (65+)	The Obesity Policy Implementation Oversight Group (OPIOG) Healthy Eating sub-group is currently working on the development of “Healthy Eating Guidelines for Older Adults”. These guidelines will complement the existing Healthy Food for Life - Healthy Eating Guidelines and Food Pyramid and are informed by the Scientific recommendations for food-based dietary guidelines for older adults in Ireland published by the FSAI earlier this year.
<b>Organisation Name</b>	<b>Schools, Workplace, Community initiatives</b>	
<b>DoH Ireland</b>	Nutrition Standards for Early Learning and Care Centres	Developed by Healthy Ireland with the support of <b>safefood</b> and the HSE, the aim of these Nutrition Standards for Early Learning and Care is to inform, develop and implement Healthy Eating Policy and practice in Early Learning and Care services. This is to ensure the promotion of healthy foods and drinks in main meals, snacks and celebrations, are agreed in partnership with children, parents, service providers and the wider community. The nutrition standards are food-based and are provided for each meal type as follows – breakfast, snack, cold meal, hot meal. The standards for drinks are presented first, as drinks should be available throughout the day. These will be published at the end of 2021.
	Healthy Communities	Healthy Communities is a new cross-government initiative to deliver increased health and wellbeing services to 19 community areas across Ireland. The programme will be delivered in partnership with the HSE, local authorities, local communities, statutory, voluntary and community groups. The investment will fund new posts including staff working at community level to engage, support and coordinate these activities in an effective manner. Nineteen Food and Nutrition Workers will be recruited as part of this project.  The Community Food and Nutrition Workers will build capacity, knowledge and skills across communities and to work with local statutory and voluntary partners to improve the food environment and address food poverty and activate agreed national campaigns. These workers will be funded by HSE Health and Wellbeing and employed by community organisations.



**All-Island Obesity Action Forum  
Online via Zoom  
16<sup>th</sup> November 2021 – Meeting No. 26**

Healthy Communities will support the physical and mental health of the communities as well as support improvement in the wider determinants of health in those communities, such as education, housing, social support and the built environment.

The 19 Healthy community are all Social Inclusion and Community Activation Programme areas. The Department of Health worked with the HSE Health Intelligence unit in choosing the communities and with Local Authorities to finalise the areas. The 19 communities span 14 local authorities and are a mix of urban and rural areas.

The 19 communities chosen are:

- Athlone and Mullingar (Westmeath)
- Athy (Kildare)
- Ballymun (Dublin)
- Bray (Wicklow)
- Cavan Town and County (Cavan)
- Cherry Orchard (Dublin)
- Clondalkin (Dublin)
- Clonmel (Tipperary)
- Enniscorthy and Wexford Town (Wexford)
- Finglas and Cabra (Dublin)
- Gaeltacht (Donegal)
- Inishowen (Donegal)
- Kilmore and Priorswood (Dublin)
- Limerick City (Limerick)
- Longford Town (Longford)
- North Cork City (Cork)
- Tallaght (Dublin)
- Waterford City (Waterford)
- West Mayo (Mayo)

**Organisation Name**

***Food Poverty***





**All-Island Obesity Action Forum  
Online via Zoom  
16<sup>th</sup> November 2021 – Meeting No. 26**

<b>DoH Ireland</b>	Nutrition Guidelines for Food Parcels	Healthy Ireland in partnership with <b>safefood</b> , the HSE and the FSAI developed guidelines for organisations and groups who are providing food parcels to households in Ireland in response to food poverty. They provide guidance on how to ensure food parcels contain a balance of healthy foods. These will be published at the end of 2021.	
<b>Organisation Name</b>	<b><i>Research and Evidence Based Activities</i></b>		
<b>DoH Ireland</b>	Reformulation Roadmap	The Reformulation roadmap for Ireland has been finalised and will be published at the end of the month of November.	

**Institute of Public Health**

<b>Organisation Name</b>	<b><i>Ongoing Campaigns</i></b>		
<b>Organisation Name</b>	<b><i>Schools, Workplace, Community initiatives</i></b>		
<b>Institute of Public Health</b>		In terms of Schools, Workplace, Community initiatives the Institute of Public Health are: <ul style="list-style-type: none"> <li>Supporting work on the imminent Healthy Workplace Framework.</li> </ul>	
<b>Organisation Name</b>	<b><i>Food Poverty</i></b>		





**All-Island Obesity Action Forum  
Online via Zoom  
16<sup>th</sup> November 2021 – Meeting No. 26**

		PHA continue to support the Start Campaign through Safefood - including the current “Let’s go easy on the treats” campaign.	
<b>Organisation Name</b>	<b><i>Schools, Workplace, Community initiatives</i></b>		
<b>PHA</b>	Food in Schools	The PHA continue to be members of the Department of Education’s Food in Schools Forum. The PHA commissioned and provided nutritional expertise on the recent review of the nutrition standards for school food.	
	Food in Schools Policy	The PHA funds a Food in Schools Co-ordinator who supports schools to implement the Food in Schools Policy, and chairs the Food in Schools Management Group to ensure the action plan is being delivered. Plans are in place to phase implementation of the Nutritional Standards in Schools from January 2022.	
	Nutrition education programmes	A suite of nutrition webinars was developed in response to the COVID-19 pandemic to support nutrition education and improved nutritional outcomes where cost is a consideration. 733 members of the public have viewed the healthy eating webinars on PHA vimeo. “Mealtime tips and fussy eating”, “Healthy happy kids-lunchbox ideas” and “Healthier diet healthier you” are the top 3 viewed.	
	Nutrition Matters for the Early Years	As part of PHA’s commissioning, Public Health Dietitians (PHD) are undertaking a review of nutrition education training with a proposed tiered structure for nutrition education & training and the potential for offering accreditation for higher tiered training.  In support of the DoH standards the PHA continues to promote Nutrition Matters for the Early years- guidance for feeding the under 5’s in childcare settings - <a href="https://www.publichealth.hscni.net/publications/nutritionmatters-early-years-guidance-feeding-under-fives-childcare-setting">https://www.publichealth.hscni.net/publications/nutritionmatters-early-years-guidance-feeding-under-fives-childcare-setting</a>	



**All-Island Obesity Action Forum  
Online via Zoom  
16<sup>th</sup> November 2021 – Meeting No. 26**

<p>The Daily Mile</p> <p>Active Travel</p> <p>Workplace Health</p>	<p>This document is made available through the Early Years Teams.</p> <p>Nutrition Matters training materials have been reviewed and updated for virtual delivery across the region. Training is delivered to childcare providers and childminders through existing childcare partnerships. Uptake has increased significantly through virtual delivery, averaging 25+ attending each training with a minimum of 4 sessions per year.</p> <p>The PHA, as part of the Daily Mile Network NI, continues to promote the daily mile to all primary schools across NI. In August 2021 there were 367 schools registered to participate in the daily mile, this is an increase of 45 schools (12%) since March 2021.</p> <p>The PHA continues to support and promote active travel in three key settings: schools (regional Active School Travel programme), workplaces (Leading the Way with Active Travel – key workplaces in Belfast and the Western area), and communities (Community Active Travel programme in 12 disadvantaged communities in Belfast). Plans are in place to procure a holistic, regional Active Travel Programme from approx September 2023.</p> <p>The PHA Workplace Health commissioned service 'Work Well Live Well' continues to engage with businesses despite the extra challenges presented to businesses dealing with the pandemic. Remote and online support has been provided to business leaders and their employees. Services have been targeted to food processing and manufacturing who have a greater proportion of migrant and lower paid employees. The providers NICHS and Developing Health Communities have been supporting PHA with cascading COVID-19 messaging directly to businesses.</p> <p>The HSC Healthier Workplaces Network , continue to work to support HSC staff and managers with workplace health and wellbeing. A new Regional website has been requested by the Regional Workforce Wellbeing Network, a sub-group of the HSC Healthier Workplaces Network . This project is being resourced by PHA and will include information and to signpost HSC staff to healthy eating and physical activity resources. COVID has necessitated a shift towards supporting staff with psychological support and sharing learning on Long Covid.</p>	
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**All-Island Obesity Action Forum  
Online via Zoom  
16<sup>th</sup> November 2021 – Meeting No. 26**

Physical Activity Referral Scheme	<p>The Physical Activity Referral Schemes continue to be rolled across 58 sites in NI with a hybrid delivery model implemented during COVID. From 1 April 21 – 30 September 21 there were 1752 PARS Referrals created across NI and 416 12 week programmes completed.</p>
Walking for Health	<p>The PHA insures 1870 walk leaders to lead walks across Northern Ireland. 26 Walk Leader training programmes and 14 refresher/ support programmes for already trained leaders have been delivered since 1 April, with 521 participants availing of these.</p>
Breastfeeding	<p>The Breastfeeding Strategy Implementation Steering Group has had to reduce the number of meetings due to COVID redeployment in Health Improvement.</p> <p>Examples of PHA support for breastfeeding in 20-21 include:</p> <ul style="list-style-type: none"> <li>• Cascading the Ipsos Mori Focus group research report on mothers experiences of breastfeeding support during COVID and supporter feedback on what has worked in delivery.</li> <li>• Delivered 5 UNICEF Baby Friendly online training courses to 76 staff in Q1 and Q2 reaching the following delegates:             <ul style="list-style-type: none"> <li>• 32 Sure Start staff</li> <li>• 32 Midwives and health visitors</li> <li>• 12 Breastfeeding Trainers completed Train the Trainer.</li> <li>• 74 individuals from across health and community voluntary sector attended the UNICEF Virtual Neonatal Conference.</li> </ul> </li> <li>• Training for 7 midwives to complete specialist training in assessment and treatment of tongue tie in newborns. Establishing a new midwifery-led tongue tie service in WHSCT, a bid has been made to DoHNI (2<sup>nd</sup> attempt) to extend this approach across all HSCTs.</li> <li>• Enhanced support to Tiny Life with improvements to the Regional Breastpump loan service</li> <li>• Partnership with the Neonatal Network to facilitate virtual visiting across all Neonatal Units through an ipad project which will support BFI standards and provide educational and parental involvement opportunities for parents of premature and ill newborn infants.</li> <li>• Breastfeeding education and support to mothers sustained and adapted through contracts with La Leche League, NCT and Breastival.</li> </ul>



**All-Island Obesity Action Forum  
Online via Zoom  
16<sup>th</sup> November 2021 – Meeting No. 26**

<b>Organisation Name</b>	<b>Food Poverty</b>		
<b>PHA</b>	Overview	<p>The Department for Communities has the statutory responsibility for poverty in Northern Ireland. The Public Health Agency is responsible to the Department of Health and part of this remit is to improve health and wellbeing and tackle health inequalities within Northern Ireland. Within its Health Improvement function the PHA work collaboratively with a range of sectors, across a range of thematic issues, to improve health and tackle health inequalities for some of the most vulnerable in society.</p>	
	Fareshare	<p>As part of this work the PHA supports a number of poverty related interventions – focusing on fuel, food and income related poverty. This is primarily an influencing role, although as a result of local legacy arrangements, other commitments and collaborative work with other partners, poverty work is sometimes commissioned to improve health outcomes for the most vulnerable.</p> <p>In relation to food poverty the only PHA regional investment is a part contribution to the core costs of the Fareshare programme (£40,042) Fareshare is co-ordinated through Council for the Homeless Northern Ireland, The Food Standards Agency are the other main core funder of Fareshare. In addition to this regional commitment the PHA also works collaboratively at a local level with key stakeholders and partners to progress work to tackle poverty, this also includes food related education and skills based work taken forward through the nutrition and obesity thematic area including the following:</p>	
	Feed Your Family for Less	<p>The PHA supported the Community Nutrition and Dietetic Service (BHSCT) to produce a food bank specific recipe which was disseminated across the region <i>Get cooking... making the most of your food parcel recipe book</i></p>	



**All-Island Obesity Action Forum  
Online via Zoom  
16<sup>th</sup> November 2021 – Meeting No. 26**

	<p>Holiday Hunger</p>   <p>Slow Cooker Initiative</p>	<p>The community dietitians have developed a suite of rolling webinars focussing on key nutrition messaging including – <i>Feed Your family for Less</i></p> <p>Holiday Hunger programmes – working in collaboration with Children in NI to deliver holiday hunger schemes in two localities. These holiday clubs provide a supportive, learning, encouraging environment for children and young people during holiday periods and ensure children and young people in attendance receive a balanced meal.</p> <p>A slow Cooker programme has been developed and delivered by the Public Health Dieticians Group (PHDG) across the region in collaboration with local councils, food banks and healthy living centres. A recipe book and slow cooker are provided for every client.</p>	
<b>Organisation Name</b>	<b>Health Services</b>		
<b>PHA</b>	<p>Minimum nutritional standards for healthcare facilities (NI)</p>  <p>Weigh to Healthy Pregnancy Programme</p>  <p>Workplace Weight</p>	<p>Work continues to support the implement of the revised nutritional standards in HSC settings. The launch of the new standards has been delayed due to COVID and is anticipated in early 2022. Vending policies have also been developed and are being implemented to support reduction of the consumption of fat and/or sugar.</p> <p>Design of supporting materials has been completed.</p> <p>PHA continues to offer the Weigh To Healthy Pregnancy (WTHP) programme to all eligible pregnant women with a BMI of 38 and above. In the first 6 months of 21/22, 363 women across NI have agreed to take part in the programme.</p> <p>The PHA and Public Health Dietitians Group are leading on a pilot Workplace Weight Management Programme entitled Florence (FLO). FLO is a technology enabled care motivator that supports</p>	







**All-Island Obesity Action Forum  
Online via Zoom  
16<sup>th</sup> November 2021 – Meeting No. 26**

	Breastfeeding intelligence	The 2021 Briefing which reports on infant feeding data from NIMATS and the CHS is being finalised and will be made available online on the PHA website the 2020 version is still available at <a href="https://www.publichealth.hscni.net/breastfeeding_briefing">https://www.publichealth.hscni.net/breastfeeding_briefing</a> Early results suggest that breastfeeding rates may not have decreased overall, but there appears to be reductions in uptake in the younger groups. The data will be discussed at BSISG on 10 <sup>th</sup> June 2021.	
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**Irish Nutrition and Dietetic Institute**

<b>Organisation Name</b>	<b><i>Ongoing Campaigns</i></b>		
<b>Irish Nutrition and Dietetic Institute</b>			
<b>Organisation Name</b>	<b><i>Schools, Workplace, Community initiatives</i></b>		
<b>Dept of Health</b>	Ongoing participation in programmes	<ul style="list-style-type: none"> <li>• Health Weight for Ireland</li> <li>• OPIOG</li> <li>• Health weight for older persons</li> </ul>	
<b>Organisation Name</b>	<b><i>Food Poverty</i></b>		



**All-Island Obesity Action Forum  
Online via Zoom  
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<b>Organisation Name</b>	<b><i>Health Services</i></b>		
<b>INDI Media Outreach</b>	Claire Byrne live and other Media Pod Cast with Irish cancer Society Pod Cast HIQA	<ul style="list-style-type: none"> <li>• National day of the Older Person</li> <li>• HSE policy and the International Code of Marketing of Breast-Milk Substitutes</li> <li>• Healthy Swaps to manage weight</li> <li>• Medical Misinformation</li> <li>• Food and Nutrition in Hospitals, how to make it better</li> </ul>	
<b>Organisation Name</b>	<b><i>Research and Evidence Based Activities</i></b>		
<b>INDI Participation</b>		<ul style="list-style-type: none"> <li>• National day of the older person</li> <li>• Assisted Decision making</li> <li>• Updater of national palliative care strategy</li> <li>• Dementia Model of care</li> </ul>	