



**All-Island Obesity Action Forum  
Online via Zoom  
15<sup>th</sup> June 2021 – Meeting No. 25**

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**Present:**

|                  |   |
|------------------|---|
| Sarah O'Brien    | Health Service Executive (HSE)                        |
| Tom Sullivan     | Chartered Society for Physiotherapists NI (CSP)       |
| David Tumilty    | Public Health Agency (PHA)                            |
| Darren Moan      | Department of Health, Northern Ireland (DoH, NI)      |
| Julia McClelland | Association for the Study on Obesity, NI Branch (ASO) |
| Janas Harrington | Centre for Diet and Health Research (HRB)             |
| Fidelma Carter   | Northern Ireland Chest Heart and Stroke (NICHHS)      |
| Fionnuala Close  | Food Standards Agency, Northern Ireland (FSA NI)      |
| Catherine Conlon | <b>safefood</b> (chair)                               |
| Christine Dale   | Department of Health, Northern Ireland (DoH NI)       |
| Rachel Hawthorne | British Dietetic Association, NI Board (BDA, NI)      |
| Sally Griffin    | <b>safefood</b>                                       |
| Janis Morrissey  | Irish Heart Foundation (IHF)                          |
| Aoife Hearne     | Waterford Institute of Technology (WIT)               |
| 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)                      |
| Fran Theron      | Irish Society of Chartered Physiotherapists (ISCP)    |
| Michael Bell     | Northern Ireland Food and Drink Association           |
| Orla Duke        | Sport Ireland   |
| Ailbhe Byrne     | Food Drink Ireland (FDI)                              |
| Ursula O'Dwyer   | Department of Health, Republic of Ireland (DoH, ROI)  |
| Louise Reynolds  | Irish Nutrition and Dietetic Institute (INDI)         |

**Apologies:**

Marie Murphy- Ulster University (UU)

Laura McGowan- Association for the Study on Obesity, UK (ASO UK)



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Margaret Carr- Cancer Research UK (CRUK)

Ivan Perry- School of Public Health, University College Cork (UCC)

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## **1. Welcome**

Catherine welcomed members to the 25<sup>th</sup> Forum meeting.

## **2. Roundtable introductions**

Members introduced themselves.

## **3. Minutes of meeting held on 10<sup>th</sup> November 2020 and any matters arising**

Draft minutes from the previous meeting were approved. The two actions from the meeting were marked complete.

## **4. Policy updates**

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

- A detailed update is provided electronically.
- DoH NI are currently working on an annual report for 'A fitter future for all' for 2019/2020.
- DoH have begun work on a new obesity prevention policy for NI.
- DoH NI are working on a 4 nations basis advertising ban of high fat, sugar, and salt foods- Darren Moan noted it is likely that there will be a ban on HFSS advertising after 9pm watershed and a total ban on online advertising of similar products.
  - Catherine Conlon queried how this ban would be monitored, would it use any part of the CLICK framework.
  - Darren Moan advised it will be regulated by the Advertising Standards Authority and Ofcom.
- Working on alcohol calorie labelling on a four-nation basis (on pack and menus) will be introduced for restaurants and bars. NI will only be affected by menu labelling not out of home on pack labelling.



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- There have been updates on the health survey NI, including new trend tables 2019/2020. More detail is provided in the member update.

**Department of Health, ROI- Ursula O' Dwyer**

The following points were made by the DoH:

- Healthy Ireland is now under Slaintecare which allows access to a budget under Slaintecare which will make a difference to implementation of the Obesity Policy and Action Plan.
- National Breastfeeding Action Plan – Minister Stephen Donnelly announced they will be providing 1.58 M euros for 24 Lactation Consultants.
- World Health Organization ongoing work – 2021 Healthy and Sustainable Diets and Out of Home foods.

**Obesity Policy Implementation Oversight Group (OPIOG)**

- Healthy Eating subgroup
  - Will develop Nutrition Standards for Early Learning and Care services. The Department for Children will hold a consultation of the draft standards later this month or early next month.
  - Healthy Eating Guidelines for Older Adults over 65 years. DoH are working with **safefood** and FSAI on this project. No new food pyramid will be required, the current 5 years and older Food Pyramid is still valid for his age group.
  - Working on a new resource 'Moving towards a more plant-based diet' (working title). This will include vegetarian resources.
- Reformulation subgroup are developing an implementation plan and budget for the roadmap. The budget will be discussed at the next OPIOG meeting.
- New OPIOG Healthcare subgroup – cochaired by Professor Donal O'Shea and Ursula in DoH agreeing a 2021/22 workplan to implement the Obesity Model of Care for children and adults which was launched in March 2021.
- A Strategic Communications Adult Obesity Campaign for 2022-2025 is being developed by the DoH and will link in with **safefood** and HSE.



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- A separate mini social media campaign will be launched to offer support for 25-44 year olds who have gained weight during COVID.
- A Food in Schools Forum has been established guided by learnings from the Northern Ireland Food in Schools Forum (Ursula to send Sally terms of reference).
- A Healthy Eating Food Poverty working group which comes under the Healthy Eating Subgroup of OPIOG (with the Department of Social Protection (DSP), Department of Agriculture, Food and the Marine, Department of Children, Equality, Disability, Integration and Youth, HSE, **safefood**, the Children's Rights Alliance) has been established to develop a working paper to include initiatives that can be integrated into Healthy Communities Programme.
- The DSP has established an interdepartmental Food Poverty Working group. The Food Poverty working group will feed into the group via DoH.
- Healthy Communities Programme will start in 2021 to include 18 community sectors. These groups were selected using Pobal Deprivation Index. The main programmes will be 'Healthy Food Made Easy' and 'Making Every Contact Count' and physical activity.
- The Programme for Government includes a commitment to explore developing a Public Health Obesity Act. OPIOG will establish a subgroup to develop a scoping paper on this (OPIOG meeting 17<sup>th</sup> June)
- EU Joint Action on Best ReMaP Work Package 6 Restricting the marketing of unhealthy foods to children 2020-2023. Ireland is co-leading this with key tasks on monitoring broadcast media- especially digital media and developing a Guide to implement Codes of Practice.
- The EU are exploring having a standardised nutrient profiling model (using the WHO Nutrient Profiling Model).

The chair asks for clarification on the healthy eating food poverty subgroup and the Department of Social Protection interdepartmental group.

- Ursula clarifies that the Food Poverty subgroup will bring practical on the ground information to the interdepartmental group.
- Ursula to send terms of reference to Sally.



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Janis Morrissey (IHF) asks for clarity on the Healthy Ireland Council being reconstituted and if there are any opportunities for the Irish Heart Foundation to work with the DoH (Food in Schools Forum, Food Poverty working group, Healthy Communities Project).

- Ursula replies that she is not certain on the Healthy Ireland Council but will follow up with Janas after the meeting.
- Ursula notes that there will be opportunity for collaboration with IHF.

## **5. Member updates**

The following comments and clarifications were made on member updates:

Sarah O'Brien (HSE) mentioned the Healthy Ireland Healthy Communities initiative was informed by the Healthy Amsterdam Initiative; however, the model is slightly different. Ursula O' Dwyer (DoH) agreed that it is a whole systems approach.

Orla Duke (Sport Ireland) asked for clarification on how the 18 groups/communities were selected for this initiative. Sarah O'Brien replied that the HSE will be recruiting co-ordinators at Community Health Organisation level. The focus is on addressing disadvantaged areas, the Pobal Index was one of the datasets used to pick the 18 groups.

Fidelma Carter (NICHHS) highlighted a new paper published on the effects of school-based interventions on obesity related behaviour led by Prof Marie Murphy, linked [here](#). An intervention trial called 'children sit less and move more' will be rolled out in schools in September. (Sally has shared this with the group).

Louise Reynolds (INDI) mentioned that the INDI has won a bid to host the International Congress of Dietetics in Ireland in 2028.

David Tumilty (Public Health Agency) highlighted that the evidence overview on COVID-19 and obesity has been updated. (Sally has shared this with the group).

Main differences from previous documents:

- Estimates of the proportion of UK COVID-19 hospital admissions that are attributable to excess weight and inadequate levels of physical activity (page 4).



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- Latest information from the Intensive Care National Audit and Research Centre (ICNARC) on the BMI of patients admitted to critical care between 1 September 2020 and 5 March 2021 (pages 4-5).
- An estimate of the proportion of the total cost of COVID-19 hospital care that is related to excess weight (page 6).
- Information from the World Obesity Federation report on COVID-19 and obesity, published in March 2021, regarding COVID mortality due to excess weight (pages 6-7).
- Considerations regarding physical activity in the context of COVID-19 recovery.

Michael Bell (NI Food and Drink Association) highlighted work on a quadruple helix Atlantic area healthy ecosystem for helping small companies develop healthier products.

## **6. Topic for discussion**

### **Learnings from workshop**

The following points were made:

- Patient perspective lived experiences were very valuable
- Sally will share webinar recording with all members when available.

### **How AIOAF can support whole systems approach to address obesity**

The chair referenced the member updates that highlighted the large amount of work that is ongoing in supporting communities, workplaces, children, schools, reducing sedentary living.

All members agreed it is a very complex approach.

David Tumilty (PHA) mentioned the PHA and DoH NI are discussing the direction of travel regarding obesity. He noted that obesity prevention is only one element of system and that a whole systems approach is difficult to navigate, and we need to ensure the right people are at the table to make these changes. Considering restricting ROPIG to have a series of workstreams looking at research; education; communications; services and brief interventions; and policy and legislation.



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Sarah O'Brien (HSE) discussed looking at obesity more than just the prevention. She referenced this has begun with the Obesity Model of Care being launched earlier this year. The AIOAF could support the systems approach by identifying the gaps and what is missing from current strategies.

The chair asked if research could be completed regarding what stakeholders want in these local communities in terms of whole systems approach to obesity/ healthy eating/ wellbeing and physical activity.

Fidelma Carter (NICHHS) agreed that having a universal, targeted approach will reduce gaps in system.

David Tumilty (PHA) mentioned the importance of education and the lived experience of people living with obesity. He suggested workshops on whole systems approach.

Janas Harrington (HRB) agreed that research on stakeholders' opinions would be welcomed and suggested this could be the topic of next forum workshop. Janas recommended Dr Harry Rutter as a potential speaker. She noted that taking learnings from other jurisdictions will be an important step.

## **7. Next forum meeting and workshop**

The chair suggested the topic of the whole systems approach to obesity for the next workshop.

Sarah O'Brien (HSE) discussed that the biggest challenge is questioning and challenging ourselves whether we are ready to take on challenges of systems approach as there is a lack of evidence on whole systems approaches that have been successful.

Members agreed that the next webinar will be on the topic of the whole systems approach to obesity with an international perspective.

Sarah O'Brien (HSE) highlighted the I-PARC workshop last year that conducted a webinar for a wider audience and also an interactive workshop with key stakeholders to work through the whole systems approach to obesity. Janis Morrissey (Irish Heart Foundation) agreed with Sarah about this workshop as it allows organisations to show their role in the whole systems approach.



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**IPARC systems based approach**

Sarah O' Brien (HSE) mentioned that following this workshop Sport Ireland created 'Active Cities'. Orla Duke (Sport Ireland) confirmed that this project is only in early stages however, Sport Ireland could be able to give an update or presentation on this at the next meeting.

Janas Harrington (HRB) asked when the next forum meeting and webinar are taking place. Janas noted that the European Public Health conference is on the 10-12<sup>th</sup> November. The chair stated that a date has not yet been finalised, but we will circulate with the group when the decision is made. Anne Parle (**safefood**) mentioned the webinar generally takes place in late November.

**8. AOB**

Tom Sullivan (CSP) questioned the proposed new Health and Social Care Bill going through the Northern Ireland assembly that will abolish the Health and Social Care Board and Local Commissioning groups and will put together a new model for commissioning services in NI. He has presented his views regarding the lack of clarity in this model and how this programme will run and who will be included on it. There is lack of clarity on having representation from local, community and voluntary groups on this board and the impact of this on the commissioning of obesity care and pathways and management programmes.

Fidelma Carter (NICHHS) asked why there are a lack of voluntary and community sector representatives and advising she would explore why this is. Tom replied that there is a lack of clarity on how these groups will remain engaged and have their voice heard.

**9. Close and thank you**

Catherine closed the meeting and thanked members.





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| <b>Action</b>   | <b>Responsible</b>                |
|---|-----------------------------------|
| Send terms of reference for Food in Schools Forum to Sally Griffin ( <b>safefood</b> )  | Ursula O'Dwyer (DoH, ROI)         |
| Send terms of reference for the Healthy Eating Food Poverty subgroup to Sally Griffin ( <b>safefood</b> )   | Ursula O'Dwyer (DoH, ROI)         |
| Provide clarity and documents on the Healthy Ireland Council to Janas Morrissey (IHF)   | Ursula O'Dwyer (DoH, ROI)         |
| Circulate new paper highlighted by Fidelma Carter (NICHHS) published on the effects of school-based interventions on obesity related behaviour              | Sally Griffin ( <b>safefood</b> ) |
| Circulate the updated evidence overview on COVID-19 and obesity highlighted by David Tumilty (PHA)  | Sally Griffin ( <b>safefood</b> ) |
| Share webinar recording with all forum members when available   | Sally Griffin ( <b>safefood</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)           |



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## All-island Obesity Action Forum

### Member Updates

June 2021

#### Association for the Study of Obesity, Northern Ireland Network

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



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| <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 ASOoffice@aso.org.uk 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> |  |  |
| <b>ASO NI Network</b>    |   | <p>The ASO NI Network:</p> <ol style="list-style-type: none"> <li>1. Hosted a webinar on <b>‘Digital Technologies and Weight Management’</b> in January 2021 alongside QUB and Division of Health Psychology NI. Recording available: <a href="https://www.youtube.com/watch?v=-J1x4zMbkvQ">https://www.youtube.com/watch?v=-J1x4zMbkvQ</a></li> <li>2. Presented at the Association of Medical Students Ireland (QUB) and Nutritank’s virtual event on <b>‘Obesity: Current thinking and the adverse impact of weight stigma’</b> in April 2021.</li> </ol>   |  |



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3. Are supporting the planning of an ASO Early Career Researcher (ECR) event, ‘**SciComm 101**’ which will be a virtual event held on the 7<sup>th</sup> September 2021. The UK Congress on Obesity (UKCO) which was due to take place in Belfast on the 8<sup>th</sup> & 9<sup>th</sup> September 2021 has been replaced by a virtual ‘**UKCO Hot Topics**’ event. It is hoped UKCO will be held at Queen’s University Belfast in September 2023.

ASO UK have continued to host a series of monthly webinars. Topics have included: 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. There is free registration for the webinars, even if you are not a member of ASO.

**Food Standards Agency Northern Ireland**

| Organisation Name | Ongoing Campaigns     |   |
|-------------------|-----------------------|---|
| <b>FSA in NI</b>  | Bakery Sector Webinar | <p>The FSA’s Dietary Health team hosted a webinar 13th May 2021 to motivate and support the NI bakery sector to engage with reformulation. The FSA opened the event describing how its Eating Well Choosing Better Programme supports bakeries to participate in reformulation through strong partnership working with other Government Departments, District Councils and academia. Representatives from the NI bakery sector shared their experience of taking part in reformulation and outlined the support that ingredient suppliers can offer bakeries to produce healthier products. Invest NI outlined the different types of funding available to support reformulation. The webinar was attended by 55 delegates representing the retail, manufacturing, out of home and public health sectors and a follow up evaluation is taking place. A recording of the webinar will be made available on food.gov.uk and disseminated to relevant food businesses via our stakeholders to continue engaging this sector with reformulation.</p> <p>The FSA in NI developed a range of business specific <a href="#">healthier catering guides</a> which provide food businesses with useful tips on promoting healthier options including; chip shops, Chinese restaurants and takeaways, Indian restaurants and takeaways, pizza restaurants and takeaways, Italian restaurants and takeaways, sandwich</p> |



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|                          | <p>Promotion of the healthier catering guides</p> <p>MenuCal</p> | <p>shops and general food businesses. Recent FSA <a href="#">research</a> revealed that consumers find it more difficult to choose healthier food when eating out with 83% finding it more difficult to make healthier choices in takeaway. This created an opportunity to promote <a href="#">the healthier catering guide for chip shops</a>, through a targeted initiative, encouraging takeaway food businesses to make simple changes which can help their customers make healthier choices when eating out. The FSA, in partnership with the 11 District Councils in Northern Ireland, created a series of social messages which will be shared on the <a href="#">@FSAinNI</a> Twitter over the month of June 2021, beginning on Friday 4th June 2021 and coinciding with 'National Fish and Chip Shop Day'. This will include providing advice on <a href="#">#HealthierCateringTips</a> and displaying energy information, including information on <a href="#">MenuCal</a> and the <a href="#">Calorie Wise Scheme</a>.</p> <p>The MenuCal tool helps food businesses to calculate the amount of energy in food and drink on menus. The number of users of the MenuCal tool continues to grow with a steady number of returning sessions as users update their recipes. In May 2021 the total number of recipes inputted reached 15,452 (7,388 inputted by NI users).</p> |  |
| <b>Organisation Name</b> | <b><i>Schools, Workplace, Community initiatives</i></b>          |   |  |
| <b>FSA in NI</b>         | Food in Schools Forum  | The FSA continue to be members of the Department of Education's Food in Schools Forum and contributed to the recent review of the nutritional standards for school food.  |  |
| <b>Organisation Name</b> | <b><i>Food Poverty</i></b>                                       |   |  |
| <b>FSA in NI</b>         | Food Security in NI report                                       | A report on ' <a href="#">Food Security in Northern Ireland</a> ' has been published, using wave one data of the recent <a href="#">Food and You 2 survey</a> . Food and You 2 is a biannual survey which measures self-reported consumer knowledge, attitudes and behaviours related to food safety and other food issues. The Food Security in NI report outlines food security levels and changes in consumer eating habits in the last year. 2,079 adults in NI took part in wave one between July and October 2020.  |  |



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|                          | <p>Cost of a healthy food basket in Northern Ireland in 2020?</p> | <p>safefood and the FSA have published a report on the <a href="#">cost of a healthy food basket in Northern Ireland in 2020</a>. The report presents the cost of the minimum essential food basket for four household types in NI and the proportion of household income that may need to be spent on attaining this minimum standard. This publication is the fourth successive report building on the data published in 2014, 2016 and 2018. The research found that some families on a low income need to spend between a quarter (24%) and almost half (46%) of their take home income to afford a basic food basket that is acceptable and meets nutritional needs. Food costs were highest for the household with an adolescent, costing approximately one third more than a similar household with younger children.</p> <p>The research was launched along with a short film '<a href="#">Hand to Mouth</a>' produced by the Consumer Council, which explores the difficulties people can face accessing a healthy, affordable and enjoyable diet on a limited budget.</p> |  |
| <b>Organisation Name</b> | <b>Health Services</b>  |   |  |
|                          |   |   |  |
| <b>Organisation Name</b> | <b>Research and Evidence Based Activities</b>                     |   |  |
| <b>FSA in NI</b>         | <p>Eating Well Choosing Better Tracker Survey</p>                 | <p>The Dietary Health team has published a <a href="#">report</a> on Wave 6 of the Eating Well Choosing Better (EWCB) Tracker Survey. The survey collects information on Northern Ireland (NI) consumers' perceptions of healthy eating, healthier options and reformulation; consumer use of traffic light labels; consumer knowledge and understanding of the recommended daily calorie intake and consumer awareness of the FSA's healthy eating campaigns. To help disseminate key findings to the NI food industry, the FSA also developed infographics for the retail/manufacturing and out of home sectors. The survey findings will be used by the FSA to inform future policy development and will be shared with relevant stakeholders and industry representatives as an evidence base to continue engaging the NI food industry with food product improvement.</p>  |  |



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| National Diet and Nutrition Survey | The National Diet and Nutrition Survey (NDNS) year 9-11 <a href="#">report</a> (2016/17 to 2018/19) was published by Public Health England on 11 December 2020. The National Diet and Nutrition Survey Rolling Programme (NDNS RP) is a continuous cross-sectional survey, designed to assess the diet, nutrient intake and nutritional status of the general population aged 1.5 years and over living in private households in the UK. The core NDNS RP is jointly funded by Public Health England and the FSA. Results are used by government to monitor progress toward diet and nutrition objectives of UK Health Departments and to develop policy interventions. |
|------------------------------------|---|

**Sport Ireland**

| <b>Organisation Name</b> | <b>Ongoing Campaigns</b>  |
|--------------------------|---|
| Sport Ireland            | <p><b><u>Launch of Sport Ireland Participation Plan 2021 – 2024 – 11th May 2021</u></b></p> <p>The Chief Executive, alongside Minister for Tourism, Culture, Arts, Gaeltacht, Sport and Media, Catherine Martin TD, and Minister of State for the Gaeltacht and Sport, Jack Chambers TD, launched the Sport Ireland Participation Plan 2021- 2024. The Participation Plan outlines how Sport Ireland will continue to help people get active by removing barriers to participation in sport and physical activity in the coming years. The Sport Ireland Participation Plan actions will be delivered through Local Sports Partnerships, National Governing Bodies, strategic partners, clubs, communities and individuals.</p> <p>A copy of the Sport Ireland Participation Plan can be found <a href="#">here</a> in English and <a href="#">here</a> in Irish.</p> <p><b><u>Launch of Sport Ireland Local Sports Partnership Annual Report 2020 – 13th May 2021</u></b></p> <p>The Chief Executive, alongside Minister for Tourism, Culture, Arts, Gaeltacht, Sport and Media, Catherine Martin TD, and Minister of State for the Gaeltacht and Sport, Jack Chambers TD, launched the Sport Ireland Local Sports Partnership Annual Report 2020 on Thursday 13th May. The report highlights the work of Sport Ireland’s network of 29 Local Sports Partnerships (LSPs) and the impact they have on participation levels by engaging key target populations across Ireland.</p> <p>Some of the key achievements of the network in 2020 include:</p> <ul style="list-style-type: none"> <li>• 340,674 people participated in 1,132 locally delivered participation initiatives (51% were female, 47% were male, 2% other)</li> </ul> |



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- 109,302 girls and 64,975 women took part in LSP programmes
- 18,161 females took part in 130 targeted Women in Sport programmes
- 3,646 Clubs/Groups were provided with funding supports by LSPs
- 7,091 participants took part in initiatives targeting Older Adults

A copy of the Sport Ireland Local Sports Partnership Annual Report 2020 can be found [here](#) in English and [here](#) in Irish. Promotional factsheets and gifs were also produced to raise awareness of the report via social media.

**Irish Examiner and Sport Ireland Outdoors Trail Booklets**

Sport Ireland Outdoors teamed up with the Irish Examiner in May to present a three-part series showcasing 100 walking and cycling trails across the country that people can enjoy this summer. These booklets contain a series of waymarked walking and cycling trails taken from the National Trails Register which have been developed by local communities and organisations in Ireland. The first booklet was published on May 1st, the second was published on May 8th and final booklet was published on May 15th.

**#OutdoorsForEveryone Communications Campaign**

The #Outdoorsforeveryone communications campaign was launched on Friday the 20th of November to address challenges faced by the outdoor sector during the Covid 19 pandemic. The multi-agency campaign lasted 8 weeks, concluding on Friday the 15th of January and addressed issues such as litter, parking, over-crowding, dog control and being considerate of other users.

In addition to the #OutdoorsForEveryone campaign, Sport Ireland Outdoors developed a “[Livestock advice for trail users](#)” infographic based on appendix A of the [Walking Trails criteria for Ireland](#). This infographic details important information on how trail users should conduct themselves on trails where livestock are present. For 5 weeks, starting on Friday the 19th of February, Sport Ireland issued communications around this infographic. These messages were supported by a number of outdoor recreation stakeholders.

**WOW Sport Series (Women on Wednesday Sport Series)**

Sport Ireland are currently delivering a series of emotive digital stories which aims to highlight every day role models and encourage more women to participate in sport. The series has been showcasing women from across Ireland of all ages and abilities and aims to inspire and increase the profile of women in sport both at national and local level. The stories are released every Wednesday and can be found on the Sport Ireland website <https://www.sportireland.ie/women-in-sport/stories>





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**HER Outdoors Week LSP/NGB Meeting**

For the first time in August, Sport Ireland Outdoors will deliver a national and regional campaign called HER Outdoors Week. This will be a weeklong event which will inspire, educate and encourage more females to get out into the great outdoors. This week will target all females including females with a disability, females from diverse ethnic groups, older females, teenage girls and females from disadvantaged areas, etc.

Sport Ireland Outdoors will empower organisations to organise and facilitate female targeted events within their counties and are encouraged to set a full week of activities, be it at national, regional or local level. Sport Outdoors held a call with the Local Sports Partnerships and the Outdoor National Governing Bodies on May 25th to provide them with an opportunity to share ideas and discuss collaboration opportunities for this week.

**Keep Well Campaign**

The Government Plan for Living with COVID-19: Resilience and Recovery 2020-2021 highlights the important role that individual and community resilience will play in contributing to our ongoing response to COVID-19. This campaign is an invitation to individuals, communities, voluntary groups, sporting organisations, those involved in creativity and the arts, local heritage and history, businesses, as well as local and national government to find ways to support everyone to discover new activities and routines that will do us good.

The “Keep Well” campaign is aimed at showing people of all ages how we can mind our own physical and mental health and wellbeing by adding healthy and helpful habits to our daily and weekly routines. It will provide guidelines, information, and tips on things that will help us keep well through the coming months. All of this will be available on [www.gov.ie/healthyireland](http://www.gov.ie/healthyireland) and additional information on the work of Sport Ireland for this campaign is available [here](#).

***Family Fitness Series***

As part of the Keep Well Campaign, Sport Ireland developed the Family Fitness Series. This series is a fun way to help the whole family #KeepWell and 'Get up and Move'. The videos are available [here](#) on the Sport Ireland website and also the Sport Ireland YouTube channel so participants can take part at a time that suits them.

***Keep Well Video Series for Children with Autism***



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As part of the Keep Well campaign, Sport Ireland has produced a series of exercise videos for Children with Autism. The 6-part series is designed to focus in on movement patterns that are beneficial for development, combined with low and higher intensity exercises that use a similar pattern to aid learning.

The key focus is the development of gross motor skills to improve co-ordinated movement, core strength and balance. The sessions can be done as week by week progressions or standalone sessions and are available [here](#).

***Keep Well Video Series for New Mums***

As part of the Keep Well campaign, Sport Ireland has produced a series of exercise videos for New Mothers. Led by expert trainer and fellow mum, Fiona Oppermann, this 6-part series focuses on building the participants strength from week 6 to week 12 of their post pregnancy journey. The videos are available [here](#).

***Keep Well Video Series for Older Adults***

As part of the Keep Well campaign, Sport Ireland has produced a series of exercise videos for Older Adults. Led by expert trainer Paul Oppermann, this 6-part series guides participants through exercises that are designed to give them confidence in their everyday activity. The videos are available [here](#).

**Organisation Name**

***Schools, Workplace, Community initiatives***

**NGB Walking Initiative**

Sport Ireland has partnered with six National Governing Bodies of Sport, to see sports facilities with walking paths open their gates, from April 26<sup>th</sup>, to support looking after people's wellbeing and especially their mental health at this time. The Keep Walking, Keep Well initiative is funded under the Government's Healthy Ireland Keep Well campaign, with the benefit of Sláintecare funding and Sport Ireland partnership. The opening up of walking routes attached to community and club facilities is being facilitated to allow people of all ages and abilities to have a safe place to walk. The initiative includes walking routes belonging to the GAA, IRFU, Hockey Ireland, Athletics Ireland, Cricket Ireland, and the FAI. To date, over 200 clubs have signed up to the initiative, and we hope to facilitate more clubs to get involved over the coming weeks.

**Operation Transformation Virtual 5K**



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In previous years, the OT 5K was the shows final showcase event. Unfortunately, due to COVID-19, it was not possible to host this event in its usual format. Sport Ireland worked with OT, Athletics Ireland and the LSP OT Working group, to come to a consensus to host the OT Virtual 5K. The virtual event occurred over the 3-day period of February 18th – 20th inclusive, and 36,456 participants took part.

On Wednesday January 20th OT held a launch event for the OT Virtual 5K. Adhering to the Government guidelines in place at the time, the event took place at the Phoenix Park. In attendance was Chief Executive of Sport Ireland John Treacy who conducted an interview which aired on episode 5 of the show. A second interview was conducted on Friday February 12th which aired on episode 7 in advance of the OT Virtual 5K beginning February 18th.

**Funding for Club and Community Supports**

A key focus for LSPs is that there is a sustainable level of development within the local sports structures. Across the network, LSPs work with clubs and groups to ensure that structures are in place to enable participation for all community members in a wide range of sport or physical activity options.

This sustainable environment is facilitated through supporting volunteers and coaches in opportunities to enhance their skills and improve the quality of sports participation in their communities.

In 2020, LSPs provided funding supports to 3,086 clubs and 560 community groups throughout the country. Sport Ireland invested €409,900 in Club and Community Development support across the LSP network through Core Funding in 2020.

***Club Development Work***

The LSPs support providers of sports and physical activity across the country, as well as working with sports clubs, communities and individuals to introduce new sports opportunities and pathways for participation in physical exercise. LSPs play a key role in advising clubs in the areas of planning, evaluation and in the development of governance standards and policies. This support work helps clubs to make improvements to attract and retain members.

To this end, in 2020:

- 6,516 meetings or phone calls took place between clubs and LSPs to share informal advice
- 9,930 meetings or phone calls took place between community groups and LSPs to share informal advice

**LSP Participation Initiatives**



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The design, delivery and review of targeted initiatives by LSPs directly increases the level of local participation, particularly amongst the harder to reach social groups. Through their local expertise and connections within the sports infrastructure, LSPs are able to identify specific needs and plan accordingly.

The number of people participating in Local Sports Partnerships initiatives has grown from 52,000 people in 2007 to 340,674 people in 2020.

- In 2020 340,674 people participated in 1,132 locally delivered participation initiatives.
- In addition to the above initiatives, LSPs also support a number of physical activity interventions such as parkrun, Playground Markings, Daily Mile, Chalk-Free Play and Active Homework initiatives. In 2020 many interventions were delivered through the sharing of physical activity resources, such as links to online videos and images, or physical resource packs. These interventions have not been included in LSP reach figures as they are either primarily lead by external stakeholders (e.g. parkrun), or are difficult to measure (i.e. how many people were active and how frequently they were active e.g. Playground Markings, Chalk-Free Play and Active Homework initiatives). They are however important interventions which contribute significant figures and are presented separately in this report so as not to distort the continuity of data reporting on traditional LSP work. This provides a mechanism to recognise their contribution and monitor growth in these areas into the future.
- In 2020, an additional 64,524 people participated in 43 locally supported participation interventions. The support provided by LSPs to these interventions makes a significant additional contribution to increasing physical activity and sports participation in communities around Ireland.

NGBs, schools, community groups and sports clubs were the main delivery partner for LSPs in delivering initiatives in 2020.

- 93,802 people were reached through initiatives involving NGBs as the main delivery partner.
- 52,393 people were reached through initiatives involving schools as the main delivery partner.
- 35,533 people were reached through initiatives involving Community groups/Sports clubs as the main delivery partner.



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**Girls Get Active Hackathon**

Following on from the launch of the Girls Get Active Report, Sport Ireland hosted an online brainstorming event called a Hackathon to encourage the public to get involved in creating ideas for programmes to get girls active. Over 200 people registered for the event and attended a three-day series of webinars from 16<sup>th</sup> – 18<sup>th</sup> April to explore new ideas to get girls active.

All information can be downloaded from <https://www.sportireland.ie/GirlsGetActive>

The next phase of this project has commenced to create and implement four pilot programmes using the information from the report. The programmes to pilot are those that were selected as the winning ideas from the Hackathon. The aim is to have the pilot projects up and running by Q3/Q4 2021. Sport Ireland will monitor and evaluate each and develop plans to upscale the programme roll out to other LSPs. This project is funded via Dormant Accounts.

**Women in Sport Week**

To celebrate International Women's Day, Sport Ireland hosted a Women in Sport Week from 8-12<sup>th</sup> March. The following graph outlines some of the activities that took place across the week.

| Date of WIS Event                | Outline High Level Event Overview   |
|----------------------------------|---|
| Monday 8 <sup>th</sup> March     | Launch of International Women's Day (IWD) and WIS Week with an athlete role model video.<br>Women in Sport Leadership Webinar at 13.00 with over 450 attendees.   |
| Tuesday 9 <sup>th</sup> March    | Launch of Sport Ireland project report, 'Girls Get Active'<br>Launch of Sport Ireland's Girls Get Active Hackathon Project.   |
| Wednesday 10 <sup>th</sup> March | WOW Sports Series continued<br>NGB WIS Programme promotional videos   |
| Thursday 11 <sup>th</sup> March  | Launch Female Media Training Programme  |
| Friday 12 <sup>th</sup> March    | Launch of Sport Ireland Coaching Research Report<br>Soft-launch of Sport Ireland's Coaching Girls Workshop<br>Soft-launch of Sport Ireland's Elite Female Coaching Network<br>Women in Officiating Webinar at 13.00 with approximately 100 attendees. |



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NGBs and LSPs took part in the week by following the themes set out by Sport Ireland each day and promoting women and girls in sport. Many hosted webinars, online exercise events and highlighted coaches, officiators and female leaders in their sport throughout the week. The success of the week was evident through a 200% increase in engagement with Sport Ireland social media channels plus multiple media interviews with staff on numerous reports released. Women in Sport Week will become an annual occasion in the diary to mark International Women's Day with further stakeholder engagement expected next year.

**Coaching Girls Workshop**

Sport Ireland are ready to launch its Coaching Girls Workshop for coaches of teenage girls. The workshop aims to reduce the dropout rate of teenage girls from sport by upskilling and educating the coaches. This project is funded via Dormant Accounts. Launch expect end of June, beginning of July.

**European Week of Sport 2021**

Sport Ireland is the designated National Coordinating Body by the European Commission for the European Week of Sport in Ireland.

The week will again take place between 23rd – 30th September this year. Sport Ireland plan to support outdoor sports primarily, to deliver flagship event/initiatives this year, as well as LSPs who we plan to support to deliver #BeActive Night events. All events/initiatives will be compliant with public health guidelines.

**Sport Ireland and The Wheel Launch Collaborative Partnership**

Sport Ireland established a new collaborative partnership with The Wheel which aims to provide technical support to the sport sector in Ireland in the preparation and delivery of EU funded projects in the areas of sport, physical activity, health and well-being.

The Wheel is Ireland's national association of community and voluntary organisations and is leading a new Access Europe programme which aims to support all not for profit organisations to access EU funding opportunities. Access Europe is a three-year programme that is funded by the Irish Department of Foreign Affairs.

The EU offers a number of funding opportunities to all sporting organisations in Ireland including National Governing Bodies of Sport, Local Sport Partnerships as well as clubs and other sporting bodies working at community level.



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|                          |  |  |  |
|--------------------------|--|--|--|
|                          |  | One of the most significant and accessible funding programmes for sporting bodies is Erasmus+ Sport and there are three funding streams available under the programme at present including small and larger collaborative partnership projects and not-for-profit European sport events. In addition to the funding opportunities created by EU projects, this support can also assist organisation in profile building, developing international contacts and networks and also contributing to EU policy.  |  |
| <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>Impact of Covid-19 Restrictions on Sport and Recreational Walking – 11<sup>th</sup> May 2021</u></b><br/>Sport Ireland published the findings of the Irish Sports Monitor (ISM) 2021 Quarter 1 report, which shows that overall levels of physical activity have increased on 2019 figures despite a decrease in organised sport participation.</p> <p>The research, conducted by Ipsos MRBI on behalf of Sport Ireland, examined the impact of Covid-19 restrictions on Sport and Recreational Walking in the period January – March 2021, comparing the results to the same period in 2019 and equivalent studies undertaken during the Covid-19 restrictions.</p> <p>The number of adults walking for recreation is up from 65% in 2019 (the most recent Irish Sports Monitor report) to 76% in Q1 2021. This figure however is down from the all-time high of 80% during April to May last year. Running and cycling have experienced similar fluxes, with today's report showing an increase on the same period in 2019 but a decrease in participation levels during Covid-19 restrictions.</p> |  |



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Key findings:

- The number of people taking part in sport has reduced due to the various restrictions in respect of organised sports.
- The numbers walking for recreation remain significantly ahead of 2019.
- Overall levels of physical activity have decreased since earlier phases of Covid-19 restrictions, however remain ahead of where they were in 2019.
- Those that have given up a sport intend to recommence it again once restrictions have ended. Similarly, those that have taken up new activities intend to continue participating in them into the future.

A copy of the report can be found [here](#).

**Sport Ireland Women in Coaching Research Report**

Sport Ireland released its Women in Coaching Research Report on 12th March 2021. The report highlights 9 themes that have emerged through analysis of survey information and focus group discussions. Sport Ireland have utilised findings in the report to shape the content of the Coaching Toolkit for NGBs to recruit, develop and retain women in coaching. Further information is available [here](#), including factsheets and a copy of the report.

**Adolescent Girls Get Active (AGGA) Research Report**

Sport Ireland released the Adolescent Girls Get Active Research Report in March, which was undertaken to discover how to encourage teenage girls, particularly those currently disengaged with sport and exercise, to take part in regular physical activity.

The research, commissioned by Sport Ireland, and funded through the Dormant Accounts Fund, was undertaken by Women in Sport UK. The project focused on teenage girls in Ireland with the aim of identifying their attitudes, needs and desires in relation to sport and physical activity; identify their experienced challenges and barriers to accessing sport and physical activity and ultimately develop informed communication strategies to encourage increased participation.

This research aims to establish how to encourage teenage girls to take part in regular physical activity and focuses particularly on the lived experiences of disengaged and gradually disengaged girls, i.e. inactive. The report is available [here](#) and more information on Adolescent Girls Get Active can be found [here](#).

**Diversity and Inclusion Policy**





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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.

**National Outdoor Recreation Strategy**

Sport Ireland is a member of the Comhairle na Tuaithe working group tasked with the development of a National Outdoor Recreation Strategy. The National Outdoor Recreation Strategy will provide a vision and an overarching framework for the growth and development of outdoor recreation in Ireland, drawing together the many strategies, programmes, agencies and elements in Ireland's outdoor recreation sector around a shared vision. Outdoor Recreation Northern Ireland have been awarded the tender to assist the working group with the development of the strategy which is due to be completed in August 2021.



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**Cancer Research UK**

| <b>Organisation Name</b>  | <b>Ongoing Campaigns</b>                         |   |  |
|---------------------------|--|---|--|
| <b>Cancer Research UK</b> | Northern Ireland Cancer Strategy                 | CRUK is a member of the Northern Ireland Cancer Strategy Prevention Sub-Group. We have been working to ensure that this strategy interfaces well with the current obesity strategy and includes commitments for a future strategy, among other areas.   |  |
|                           | 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.   |  |
|                           | Hot-food takeaways near schools                  | CRUK has been working to reduce access to hot-food takeaways near schools. We have been encouraging the Welsh Government to update its national planning guidance to enable local authorities to block the establishment of new takeaways near schools. This has included media and public affairs work, engagement with key officials and submitting comments formally to the Healthy Weight: Healthy Wales consultation. We will continue to press on this issue in any subsequent consultations.   |  |
| <b>Organisation Name</b>  | <b>Schools, Workplace, Community initiatives</b> |   |  |
|                           |  |   |  |
| <b>Organisation Name</b>  | <b>Food Poverty</b>                              |   |  |



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| <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="#">The HFSS beat goes on</a> (December 2020)</p> <p><a href="#">Out of sight, out of mind</a> (April 2021)</p> <p>Future reports</p> | <p><b>Awareness of marketing for high fat, salt and sugar foods and the association with consumption in the 2017 and 2019 Youth Obesity Policy Surveys.</b><br/>This report compared data from the 2017 and 2019 waves, crucially finding that 2 years on little has changed concerning HFSS marketing awareness and the association with young people.<br/>This study will generate insight from a broad range of stakeholders into the impact of potential HFSS marketing restrictions (i.e. 9pm watershed and price promotions) and explore potential future policy areas to focus on.</p> <p><b>Young people's recall of health information and messaging on food packaging and advertising, and what information they want to see.</b><br/>Our latest report, examines whether the UK's current system of providing health information is reaching and engaging young people, and what information young people want to see. The report aims to support the development of labelling which is effective for young people.</p> <p><b>Digital (expected publication July 2021)</b> Further evidence on the need for a near total restriction on online advertising of less healthy food and drink.</p> <p><b>Social Norms (expected publication July 2021)</b></p> |  |



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**Department of Health (Northern Ireland)**

| Organisation Name                | Ongoing Campaigns                                       |  |  |
|----------------------------------|---|--|--|
| <b>Department of Health (NI)</b> | A Fitter Future for All 2012-2022 (DoH NI)              | <p>An annual report on the AFFFA outcomes for 2018/19 has been completed and will be published on the DoH website shortly, 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 September 2021.</p>   |  |
|                                  | Future Obesity Prevention Strategy – 2023-2032 (DoH NI) | <p>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. The next steps will be the establishment of a Project Board this month, to consider the overall vision and suggest themes, which will then be taken to engagement groups in June/July to take views and recommendations on how the strategy should develop.</p>  |  |
|                                  | Future Food Strategy for NI (DAERA)                     | <p>The Department took part in a NI Public Sector Procurement of Food - Task Force workshop on 28 May 2021, to consider first steps and governance for an Executive policy on the public sector procurement of food. DoH input was to push for minimum nutritional standards be a factor in any public sector procurement of food and for the inclusion of Food Standards Agency membership of the Task Force, to reinforce the minimum nutritional standards position from the outset and throughout the development of the food policy.</p>  |  |
|                                  | Sport and Physical Activity Strategy (DfC)              | <p>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. The consultation closed on 14 May 2020, with DoH attending meetings of the Task and Finish Group in early May to consider cross-theme action planning following the closure of the consultation and scheduled to attend a Project Board meeting on 14 June to discuss the early findings of the consultation. The draft strategy has a key theme of promoting the benefits of sport and physical activity, and aims to promote the benefits of participation</p> |  |



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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 draft 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.

|                          |   |  |  |
|--------------------------|---|--|--|
|                          |   | 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 draft 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. |  |
| <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>    |  |  |



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| <b>Department of Health (NI)</b> | UK CMOs Physical Activity Guidelines<br><br>Health Survey Northern Ireland 2019/20 | <p>DoH officials are meeting to discuss reports from the CMO Physical Activity Guidelines expert groups on communications and surveillance of the guidelines in June 2021. Recommendations to each of the 4 UK CMOs will be drafted following consideration of the expert group reports.</p> <p>Following the publication of the first findings of the Health Survey Northern Ireland in December 2020 (see <a href="https://www.health-ni.gov.uk/publications/health-survey-northern-ireland-first-results-201920">https://www.health-ni.gov.uk/publications/health-survey-northern-ireland-first-results-201920</a>), trend tables have been updated to show changes from 2010/11 to 2019/20. These include trends on food security (not asked in 2019/20) and on obesity (BMI) – see <a href="https://www.health-ni.gov.uk/publications/tables-health-survey-northern-ireland">https://www.health-ni.gov.uk/publications/tables-health-survey-northern-ireland</a>.</p> |  |
|----------------------------------|--|--|--|

**Health Service Executive**

| Organisation Name | <i>Ongoing Campaigns</i>                         |   |  |
|-------------------|--|---|--|
| <b>HSE</b>        | START<br><br>Physical Activity                   | <p>Partner in START childhood campaign with safefood and Department of Health. Information resources for parents developed and promoted to health professionals – available free of charge on <a href="http://www.healthpromotion.ie">www.healthpromotion.ie</a></p> <p>Physical activity messaging integrated across multiple HSE social media campaigns (eg Alcohol, Cancer) to maximise reach.</p> |  |
| Organisation Name | <i>Schools, Workplace, Community initiatives</i> |   |  |



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| <p><b>HSE</b></p>               | <p>SMART Start pre-school programme</p> <p>SPHE Healthy Living resources</p> <p>Staff H&amp;W programme</p> <p>Steps to Health</p> <p>Healthy Eating @ Work awards for healthcare services</p> <p>Sláintecare Healthy Communities Initiative</p> | <p>Delivery of training to pre-school services has continued via virtual delivery. Policy review of SMART Start has been completed and implementation of recommendations has commenced. Focus is on increasing engagement and sustainable integration of the programme into the early years education and care provision.</p> <p>A suite of Healthy Living resources have been developed to support implementation of the Junior Cycle Wellbeing curriculum – will be launched before Sept.</p> <p>From September 2020, a monthly webinar addressing a variety of health and wellbeing topics has been offered to all HSE staff and staff in Section 38/39 funded bodies. Areas addressed to date include physical activity, healthy eating, stress management.</p> <p>Annual initiative to promote walking and health benefits of physical activity to HSE staff audience and staff in Section 38/39 funded bodies – was scheduled for May-June, postponed to September due to impact of cyberattack on communications. Over 1,000 teams registered with more than 8,000 staff planning to participate.</p> <p>Originally scheduled to be launched at end May – postponed due to cyberattack - we will be launching a health sector specific Healthy Eating @ Work awards scheme in partnership with Irish Heart Foundation. The Awards scheme will support implementation of HSE Nutrition standards for provision of food and beverages to staff and visitors.</p> <p>As part of the wider Sláintecare Healthy Communities Initiative the HSE will be investing in delivery of enhanced health and wellbeing services targeting 19 identified areas of disadvantage across the country. Childhood obesity prevention is a key focus of the Healthy Communities Initiative – see update on Model of Care implementation children &amp; young people.</p> |  |
| <p><b>Organisation Name</b></p> | <p><b><i>Food Poverty</i></b></p>  |  |  |
| <p><b>HSE</b></p>               |  | <p>See update in relation to Sláintecare Healthy Communities Initiative. Additionally as part of Sláintecare Healthy Communities Initiative there will be investment in Social Prescribing initiatives to support the 19 identified areas of disadvantage.</p>   |  |



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| <b>Organisation Name</b> | <b>Health Services</b> |  |  |
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| <b>HSE</b>               | Model of Care          | <p>Implementation of Model of Care for Management of Overweight &amp; Obesity has commenced through a number of priority initiatives:</p> <p>Adult priority initiatives:</p> <ul style="list-style-type: none"> <li>• Development and delivery of a structured behaviour change weight management programme for adults, accessible via referral from primary care. Initial programme will be trialled in 4 CHO's over Q3 &amp; 4 2021 with full roll-out in 2022. Delivery will be supported by appointment of 18 dietitians/patient educators under Phase 1 of Enhanced Community Care programme. In parallel, a structured education programme for patients meeting clinical criteria for pre-diabetes is also being developed and delivered.</li> <li>• Business case prepared and submitted to DoH and HSE for investment in Level 3 &amp; specialist services for adults with obesity.</li> <li>• Development of MECC module for weight underway, supported by Expert Working Group chaired by Cathy Breen (Loughlinstown Weight Mgt Service). Focus is on equipping HCPs with skills and knowledge to have supportive conversations on healthy lifestyles with adults living with overweight and obesity, with signposting to appropriate supports, including booklet Talking about weight – a guide to healthy lifestyle behaviours.</li> </ul> <p>Children &amp; Young People priority initiatives:</p> <ul style="list-style-type: none"> <li>• As part of the Sláintecare Healthy Communities Initiative – the implementation of Levels 0, 1 and 1b (priority actions articulated in HSE Healthy Weight for Children Action Plan 2021-2023) is being progressed.</li> <li>• In 19 designated Healthy Community areas:               <ul style="list-style-type: none"> <li>○ Access to HFME community cooking programme and universal parenting programmes will be increased in 19 designated Healthy Community areas</li> <li>○ Participation in SMART Start pre-school programme and Active Schools programme will be increased in</li> <li>○ Awareness of and engagement with national campaigns such as START and MyChild will be increased</li> </ul> </li> <li>• In 2 CHO's, a Level 1b specialist multi-disciplinary child &amp; adolescent obesity treatment service will be established. Development of the service and programmes to be delivered will be informed by an Expert Working Group co-chaired by Dr Sinead Murphy (Consultant Paediatrician) and Dr Kathleen O'Sullivan (Principal Medical Officer).</li> </ul> |  |





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|                          |   | <p>In progress – development of a Physical Activity Pathways in Healthcare Model with a specific focus on enhancing impact of Brief Interventions for physical activity and self-management support for physical activity for people living with chronic conditions.</p> <p>Webinar to update HCPs on nutrition for 1-5 year olds, including healthy eating guidelines for this age group, vitamin D and availability of e-learning modules on <a href="http://www.hseland.ie">www.hseland.ie</a>. Originally scheduled for 18<sup>th</sup> May, postponed due to cyberattack.</p> |  |
| <b>Organisation Name</b> | <b><i>Research and Evidence Based Activities</i></b>  |  |  |
| <b>HSE</b>               | <p>ESRI/HSE H&amp;W research programme</p> <p>Calorie Posting Implementation – SpHERE PhD</p> | <p>Clusters of Health Behaviours among Young Adults in Ireland published.</p> <p>Factors influencing implementation of a calorie menu labelling policy in Irish public hospitals: a multiple-case study. Paper submitted for publication</p>   |  |



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**British Dietetic Association, Northern Ireland**

| Organisation Name | <i>Ongoing Campaigns</i>                         |  |
|-------------------|--|--|
| <b>BDA</b>        | NI Healthcare Review Magazine                    | NI Healthcare Review is a quarterly magazine, aimed at those health professionals working in primary care, with a wide distribution throughout Northern Ireland. BDA NI Board have been providing a regular feature to the magazine since September 2018, promoting the role of dietitians and sharing good practice to a wide range of relevant health professionals. Having commenced the 2021 programme in January the BDA NI board continues to provide articles to highlight relevant topics and provided expert insight.   |
| Organisation Name | <i>Schools, Workplace, Community initiatives</i> |  |
| <b>BDA</b>        | Public Health Dietitians Group NI (PHDG)         | <p>PHDG continues to deliver live nutrition webinars to the public on a variety of themes. From September 837 have attended and they are also recorded and on the PHA vimeo site.</p> <p>This year PHDG won the UK Advancing Healthcare Award for reform and rebuild of Health and Social care Services with their submission “rebuilding public health nutrition in a virtual world” and their video can be seen in the below link (1min 50secs )</p> <p><a href="#">The Northern Ireland Gov award for reform &amp; rebuild of health and social care services post COVID 19 - YouTube</a></p> |
|                   | RCP  | The Royal College of Physicians Advisory Group on Nutrition, Health and Weight has developed information to support adults living with obesity during the Covid-19 pandemic. This information om Covid 19 and obesity signposts users to “trusted sites” such as the BDA for reliable information on living with obesity and Covid 19  |
|                   | BDA  | The BDA provided a response to the government announcement of additional funding for obesity services in England. Welcoming this funding whilst calling for these monies to be used for specialist services and to ensure it is used to provide services accessible to all in a fair and equitable way.  |



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|                          | BDA                                      | The British Dietetic Association has joined Bite Back 2030 and other campaign groups in calling on the Prime Minister to follow through on promises in a number of policy areas concerning last year's Obesity Strategy. Some of the key commitments that the government has made but still needs to deliver on to improve public health include: Food advertising and promotions and Front of pack labelling legislation and action on the energy drinks market.   |  |
|                          | BDA                                      | The Northern Ireland Board of the BDA responded to the NI programme for Government consultation, highlighting the impact on obesity prevention and management. <a href="https://www.bda.uk.com/consultation-response-northern-ireland-programme-for-government-framework">Consultation Response - Northern Ireland Programme for Government Framework (bda.uk.com)</a>  |  |
|                          | BDA                                      | The Northern Ireland Board of the BDA responded to the NI Mental Health Strategy 21-31 highlighting the link with obesity and the importance of nutrition in prevention and management. <a href="https://www.bda.uk.com/consultation-response-northern-ireland-mental-health-strategy-2021-31">Consultation Response - Northern Ireland Mental Health Strategy 2021-31 (bda.uk.com)</a>   |  |
| <b>Organisation Name</b> | <b>Food Poverty</b>                      |   |  |
| <b>BDA</b>               | Public Health Dietitians Group NI (PHDG) | PHDG has been working with communities and food banks in the delivery of a virtual slow cooker 4 week programme to support the Department of Communities funding for slow cookers. This is delivered by tutors who have been trained in community nutrition skills programmes such as Cook it! and Food Values. This has been a successful programme with positive feedback from participants. A bite size session has also been developed for those who do want to attend all 4 weeks. This looks at how to use your slow cooker and tips on recipes. A recipe book developed by the NHSCT has been funded by PHA to support this programme and dietitians have produced time lapse recipe videos to support this. |  |
|                          | NI Board BDA                             | PHDG have been working with Children in Northern Ireland(CINI) and healthy living centres regarding supporting holiday hunger and supporting Safefoods community nutrition initiatives.<br><br>The Northern Ireland Board of the BDA responded to the NI programme for Government consultation, highlighting the impact on obesity prevention and management. <a href="https://www.bda.uk.com/consultation-response-northern-ireland-programme-for-government-framework">Consultation Response - Northern Ireland Programme for Government Framework (bda.uk.com)</a>   |  |



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| <b>Organisation Name</b> | <b><i>Health Services</i></b>                        |   |  |
| <b>BDA</b>               | Public Health Dietitians Group NI (PHDG)             | <p>Supported by PHA, PHDG have been developing a Free HSC digital staff weight management programme base on the NHS weight loss plan with wraparound support provided by dietitians and registered nutritionists.</p> <p>The new system – Florence or 'Flo', developed by Simple Shared Healthcare, a NHS member organisation, is named after Florence Nightingale and is designed to be easily accessible for busy HSC staff. The self-directed programme offers staff the opportunity to lose weight safely and gradually with supportive text messages and resources.</p> <p>Flo will help staff to manage their own health and wellbeing better by using SMS text messages to and from their mobile phone. Participants will receive motivational and support messages, reminders to submit health information such as weight and advice on their health.</p> <p>It is hoped that this will be launched to staff by the end of June 2021.</p> |  |
| <b>Organisation Name</b> | <b><i>Research and Evidence Based Activities</i></b> |   |  |
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**Northern Ireland Chest, Heart and Stroke**

| Organisation Name                | <i>Ongoing Campaigns</i>                         |  |  |
|----------------------------------|--|--|--|
| <b>NI Chest Heart and Stroke</b> | Side by Side                                     | <p>Currently focusing on our 75<sup>th</sup> Anniversary with a focus on health promotion with our face to face health checks starting back for the community on 4<sup>th</sup> June. The Health Minister is having a Health Check with us on the 14<sup>th</sup> June to encourage more people to stay well, get check and live a healthy lifestyle with support.</p> <p>Marketing campaign for our Work Well Live Well Programme (funded by the local PHA) for local workplaces.</p> <p>NICHS is still campaigning for increased focus and improved quality of PE provision within our primary schools and is looking to develop physical literacy programmes in post primary schools to give young people the best start in live and to create the right conditions for improved physical activity.</p> <p>NICHS continued to attend the NI Obesity Steering Group and Implementation Group to collaborate with the PHA and other stakeholders in preventing obesity in NI. NICHS would welcome a stronger focus on coproduction with the community in designing strategies and interventions that would consider the wider determinants of health more and work in a targeted way to reduce inequalities across the population gradient.</p> |  |
| Organisation Name                | <i>Schools, Workplace, Community initiatives</i> |  |  |
| <b>NI CHS</b>                    | Schools  | <p>Online and face to face offer for Chester Schools Programme 3 -week intervention with pre and and post measurement. Despite that most of our HP staff were on furlough and schools were closed, our team supported c700 pupils during the lockdown period in 2020/21 and our impact report shows improvement in knowledge and behaviour.</p> <p>C-SLAMM (children sit less and move more) research intervention commences in June in schools to assess the feasibility of this intervention for NI Schools (PhD programme at UU, funded by NICHS)</p> <p>Exploring a physical literacy programme for NI schools with feasibility study hopefully being commissioned this year.</p>  |  |
|                                  | Workplace  | <p>Continued to deliver our WWLW programme during the COVID pandemic supporting 3,865 employees in total and 57 workplaces carried out need analysis and developed workplace health action plans with over 183 employees trained has health champions to embed and lead on health promotion within the workplace. We developed new Couch to 5 K challenge with muscle strengthening component to keep people challenged and active.</p>  |  |



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|                          | Community  | Overall, we delivered c6,000 health checks and 80 webinars with new webinars on nutrition and physical activity and offering cooking videos/recipes etc.   |  |
| <b>Organisation Name</b> | <b><i>Food Poverty</i></b>                           |  |  |
| <b>NICHS</b>             |  | Continue to be a member of the Food Poverty Network.<br>NICHS would like to see more nutrition standards for food banks. However, we recognise that calories for health is also important.<br>Recently, NICHS commissioned and partnered with the Community Health Network, to deliver co-production and health inequalities and health literacy for care and prevention team, as we want to do more to support people to improve health and reduce inequalities.                            |  |
| <b>Organisation Name</b> | <b><i>Health Services</i></b>                        |  |  |
| <b>NICHS</b>             |  | NICHS continues to work in collaboration with all sectors to achieve common aims and outcomes  |  |
| <b>Organisation Name</b> | <b><i>Research and Evidence Based Activities</i></b> |  |  |
| <b>NICHS</b>             |  | NICHS recently producing its impact evaluation report for services offered during 2020/21<br>Conducted an impact review of our OBA framework and practice across the organisation during 2020 with recommendations being currently implemented<br>Continued to support ongoing research during 2020 including C-SLAMM<br>New Research Grants Round opens on 14 June 2021 and hoping to attract research to assess the feasibility of developing a physical literacy programme for NI schools |  |



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**safefood**

| <b>Organisation Name</b>  |   | <b>Ongoing Campaigns</b>   |   |
|---|---|--|---|
| <b>safefood</b> in partnership with Department of Health and Public Health Agency in NI; and Healthy Ireland, Department of Health and HSE in ROI | START Campaign                                  | <p>START is a 5-year public awareness campaign aimed at maintaining a healthy weight in children across the island of Ireland. The campaign builds on previous childhood obesity campaigns and aims to help families start to take small daily wins towards a healthier lifestyle for their children.</p> <p>The latest phase of the START campaign ran for five weeks between 3 May and 6 June. The theme was “Let’s give treats a break” with a focus on reducing foods high in fat, sugar and salt, so-called ‘Treat’ foods.</p> <p>Two rounds of qualitative interviews were carried out with parents in our target audience to inform campaign development. This was also matched with an omnibus survey of parents on the island to measure their behaviour around a range of lifestyle habits since the pandemic began.</p> <p>Campaign advertising featured on television, radio, Out of Home, digital and social media.</p> | <a href="https://www.safefood.net/start">https://www.safefood.net/start</a>                           |
|   | Nutrition podcasts                              | <p>The <b>safefood</b> podcasts share insights and advice from leading experts on nutrition and food safety, looking at issues that affect healthy eating &amp; nutrition on the island of Ireland. The podcasts are available on the safefood website, Spotify, iTunes Podcasts and Google Podcasts.</p> <p>Recent podcast topics include ‘Marketing unhealthy food to children’ and ‘Obesity and Covid-19’.</p>  | <a href="https://www.safefood.net/nutrition/podcasts">https://www.safefood.net/nutrition/podcasts</a> |
|   | Healthy Eating Guidelines for over 65s          | <p><b>safefood</b> is currently supporting Healthy Ireland, with the development of Healthy Eating Guidelines for over 65s.</p>  |   |
| <b>Organisation Name</b>  |   | <b>Schools, Workplace, Community initiatives</b>   |   |
| <b>safefood</b>   | Vision Sports and Council for the Blind Ireland | <b>safefood</b> supported Vision Sports MayFest 40 <sup>th</sup> anniversary, by facilitating an online nutrition webinar on May 6 <sup>th</sup> .   |   |



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| <p><b>safefood</b>, the Department of Health, the Health Service Executive and the Department for Social Protection</p> | <p>Promotion of Fruit and Vegetables to primary schools</p> <p>On the ball – Irish Football Association (IFA partnership)</p> <p>Nutrition Standards for Hot School Meals</p> <p>Nutrition Standards for Early Learning and Care Settings</p> <p>Nutrition Guidance for Food Parcels</p> | <p><b>safefood</b> is sponsoring two initiatives to promote increased consumption of Vegetables in primary school children - Incredible Edibles (ROI) and Veg Power (NI).</p> <p><b>safefood</b> developed a new six-week school programme that will be delivered by the Irish Football Association (IFA) Let Them Play Officers. Titled 'On the ball - healthy know-how for active kids', the aim of the programme is to encourage 8–10 year-olds to make healthier choices in terms of physical activity and nutrition. The six-week programme covers the following topics: hydration, sleep, reducing screen-time, healthy food choices, reducing sugary snacks and portion sizing. A mixture of animated PowerPoint, IFA player videos, printed materials and games are used. Following evaluation of the pilot, the programme will be rolled out as an afterschool activity in September through 48 schools with over 720 children participating.</p> <p><b>safefood</b>, the Department of Health and the Health Service Executive developed Nutrition Standards for the Department of Social Protection to support the Hot School Meals programme in Ireland. The programme will benefit some 35,000 pupils in 189 primary schools. The standards give support and guidance to ensure that children are provided with a healthy, nutritious, and balanced lunch.</p> <p><b>safefood</b> are currently developing Nutrition Standards for Early Learning and Care Settings with the HSE and Healthy Ireland</p> <p><b>safefood</b> are currently developing nutrition guidance for Food Parcels with the HSE, FSAI and Healthy Ireland.</p> | <p><a href="https://www.gov.ie/en/publication/a9bfb-school-meals/">https://www.gov.ie/en/publication/a9bfb-school-meals/</a></p> |
| <p><b>Organisation Name</b></p>   | <p><b>Food Poverty</b></p>   |   |  |





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| Community Food Initiative Programmes | All-island Food Poverty Network   | <p><b>safefood</b> continues to work with SECAD in delivering the CFI programme. The CFIs are continuing to deliver small projects and community events with a mix of remote and in-person projects.</p> <p><b>Delivering Community Food Projects Remotely - Successes and learnings from 2020 webinar</b><br/> <b>safefood</b> and SECAD hosted a webinar on March 10<sup>th</sup>. The webinar explored how community organisations shifted from designing and delivering healthy eating programmes in-person to delivering these programmes remotely in 2020. The webinar recordings can be viewed online.</p> <p><b>CFI at Home</b><br/> <b>safefood</b> funded 18 projects, 7 in Northern Ireland, 11 in the Republic of Ireland in 2020 to deliver projects to support families in their own homes to develop their cooking skills and healthy eating habits.</p> <p><b>Transform your Trolley</b><br/>         Transform your Trolley was an initiative run in partnership with the Healthy Living Centre Alliance in Northern Ireland. The programme supported families as their transformed their trolleys with a healthier balanced food shop. It is being evaluated at present.</p> <p>The 8<sup>th</sup> edition of the All-island Food Poverty Network Newsletter was published on the 25<sup>th</sup> of May. You can view the newsletter <a href="#">here</a>.</p> | <p><a href="https://www.safefood.net/events/cfi">https://www.safefood.net/events/cfi</a></p> <p><a href="https://www.safefood.net/Food-Poverty-Network-Newsletter">https://www.safefood.net/Food-Poverty-Network-Newsletter</a></p> |
| <b>Organisation Name</b>             | <b>Health Services</b>            |   |   |
| <b>safefood, PHA, FSA NI</b>         | Minimum nutritional standards for | Safefood continues to support the implementation of the standards. Revised version of the standards has been finalised and will be published in due course.   |   |



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|  | healthcare facilities (NI)  |  |   |
| <b>Organisation Name</b>                         | <b>Research and Evidence Based Activities</b>   |  |   |
| <b>Safefood</b>                                  | Vegetarian meat substitutes:<br>Products available in supermarkets on the island of Ireland and consumer behaviours and perceptions | <p><b>safefood</b> published a report exploring the different types and the nutritional content of vegetarian, plant-based meat substitutes available online from a range of supermarkets on the island of Ireland, and consumer perceptions of the nutritional content of vegetarian, plant-based meat substitutes, their reported purchase, motivations and consumption of these products.</p> <p>The products surveyed contain multiple ingredients, including ingredients added for flavour and texture. One quarter (28%) of the products surveyed were not a source of or high in protein and consumers need to be aware of this if relying on these foods as a protein source.</p>  | <a href="https://www.safefood.net/Professional/Research/Reports/Alternative-meat-products">https://www.safefood.net/Professional/Research/Reports/Alternative-meat-products</a> |
| <b>safefood and the Food Standards Agency NI</b> | What is the cost of a healthy food basket in Northern Ireland in 2020?  | <p>Safefood published the updated cost of a healthy food basket in Northern Ireland in 2020. This report presents the cost of the minimum essential food basket for the four household types, adjusted to reflect food costs in 2020, building on the data published thus far for 2014, 2016 and 2018. The cost of a minimum essential food basket for the four household types ranged from £61 to £162. Minimum food costs are highest for a household with an older child, second level age, costing approximately one third more than for a household with younger children. The cost of the minimum essential food basket increased by between 1.5% and 1.9% for households from 2018 to 2020. The percentage of take-home income required for minimum food costs ranged from 24% to 46%. The highest costs for two parent family with one child in secondary school and the lowest costs for families with one parent earning the NLW.</p> <p>The research was launched alongside a short film 'Hand to Mouth', produced by the Consumer Council, which explores the difficulties people can face accessing a healthy, affordable and enjoyable diet on a limited budget.</p> | <a href="https://www.safefood.net/research-reports/healthy-basket-ni">https://www.safefood.net/research-reports/healthy-basket-ni</a>   |
|  | Ongoing Research  | <p>Completed but not yet published:</p> <ol style="list-style-type: none"> <li>1. Portion control tools – do they work in practice?</li> </ol>   | <a href="http://www.consumercouncil.org.uk/foodpoverty">http://www.consumercouncil.org.uk/foodpoverty</a>   |



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2. Exploring the world of food – the perspective of families with children
3. Food supplements – exploring our reasons for taking them
4. Public acceptability of policies to address obesity
5. What is the cost of a Healthy Food Basket in the Republic of Ireland in 2020?

Ongoing:

1. Fiscal and pricing policies related to food and non-alcoholic drinks: a review of the evidence
2. Review of international practice on building 'sustainability' into national healthy eating guidelines and practical implications for policy
3. Secondary analysis of dietary survey data of children's diets on the island of Ireland
4. Review of plant-based alternatives to milk, cheese and yoghurt

**HRB Centre for Health and Diet Research, School of Public Health UCC**

| Organisation Name   | <i>Research and Evidence Based Activities</i> |   |
|---|---|---|
| <b>HRB Centre for Health and Diet Research, School of Public Health UCC</b> |   | <p>The Food Policy Research Team in the CHDR have a number of current projects relevant to this forum. The following is a brief summary of these projects.</p> <p><b><u>Obesity Policy and Action Plan Evaluation</u></b></p> <p>We are currently in the process of conducting the mid-term evaluation of the OPAP. We have collated the evidence document which outlines all the actions implemented up to May 2021. The Doh have validated this document. The document, along with an online survey has been sent to a panel of experts to review and to rate the level of implementation for each of the recommended actions. It is anticipated that this process will be completed by the mid-July. The full evaluation report is anticipated to be complete by September.</p> <p><b><u>Joint Action Best-ReMap (<a href="https://bestremap.eu/">https://bestremap.eu/</a>)</u></b></p> |



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**Best-ReMaP is a Europe-wide Joint Action that seeks to contribute to an improved quality of food supplied to citizens of Europe by facilitating the exchange and testing of good practices concerning:**

- (1) the monitoring and analysis of how the food that people consume changes at the European and national level,
- (2) the regulations on the marketing of food and beverages to children,
- (3) and the procurement of food by public bodies for educational institutions, social care facilities, etc.

In collaboration with the DoH (Ursula O'Dwyer and Seamus O'Reilly) our work package will focus

- to identify, develop and share best policy practices to reduce exposure of children to marketing of unhealthy foods;
- to develop harmonised protocols and tools to monitor the extent and nature of marketing exposure of children;
- support Member States with the implementation of the new EU rules on audiovisual media services.

**JPI Policy Evaluation Network (PEN) <https://www.jpi-pen.eu/>**

Our work with PEN has resulted in the publication of

- **Report: The Healthy Food Environment Policy Index (Food-EPI): Ireland**
  - <https://www.jpi-pen.eu/images/reports/2%20IE%20Evidence%20Document.pdf>
  - [https://www.jpi-pen.eu/images/reports/IE\\_Food-EPI%20Report\\_19Nov20.pdf](https://www.jpi-pen.eu/images/reports/IE_Food-EPI%20Report_19Nov20.pdf)
- **The Healthy Food Environment Policy Index (Food-EPI) - European Union**
  - [https://www.jpi-pen.eu/images/reports/Food-EPI\\_EU\\_FINAL\\_20210305.pdf](https://www.jpi-pen.eu/images/reports/Food-EPI_EU_FINAL_20210305.pdf)
  - [https://www.jpi-pen.eu/images/reports/20200904\\_Food-EPI\\_EU.pdf](https://www.jpi-pen.eu/images/reports/20200904_Food-EPI_EU.pdf)
- Currently underway: A European Food EPI 5-country comparison paper (Ireland, The Netherlands, Norway, Poland and Germany)

**Review of International Practice on Building 'Sustainability' into National Healthy Eating Guidelines and Practical Implications for Policy**

This safefood-funded study commenced in April 2021. The work to be completed includes:

- review to identify current evidence of action and best practice approaches to integrate sustainability into FBDG (This is ongoing)



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- Consumer attitudes and behaviours towards sustainable diets
- Quantitative online survey to explore current beliefs, attitudes, knowledge and behaviours of a representative sample of adults on the island of Ireland (IOI) to sustainable healthy diets.
- Food Policy Expert Panel Workshops (ROI and NI) (Feb 2022)
  - In the first part of these one-day workshops the expert panel will identify current food policies where it is feasible and practicable to consider incorporating sustainability. These will be identified from the Food-EPI (Ireland) evidence document (Harrington et al, 2020) in combination with the international evidence of action identified in the rapid review and consumer behaviours and attitudes from the quantitative survey (WP2). In the second part of each workshop (afternoon), panel experts will be asked to rate and prioritise areas of action where it is feasible and practicable to consider incorporating sustainability. Following the workshop, results and feedback will be synthesised and analysed. Outcomes of the workshop will be collated and guidelines will be developed highlighting practicable approaches to including sustainability into food policy development, specifically in relation to the development of FBDGs. The output will result in a summary report to safefood and a published policy brief.
- 
- Consumer Focus Groups (ROI and NI)
  - to investigate potential issues pertaining to the guidelines developed by the expert panel. The findings will help outline the scope and content of dietary guidelines with sustainability considerations.

**Food based dietary guidelines for sustainable and healthy lifestyles**

This FIRM-funded project is in collaboration with Teagasc (Sinead McCarthy), CUBS (Prof Mary McCarthy), School of Nutrition Sciences UCC(Prof Mairead Kiely), UCD (Afirc O’Sullivan), Queens University (Jayne Woodside).

To undertake a critical and cultural analysis of nutrient intake and food consumption data to identify and profile nutritional and environmental outcomes across the life-stages from junior to senior years.

- To identify and compile the necessary data for upload to the shared data repository



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- Profile dietary patterns of 8-10 year old Irish children to determine the related CO2 footprint and public health implications of these diets;
- Conduct a 5 year longitudinal analysis of health stability and transitions in diet patterns and CO2 footprint of Irish adults aged 50+ years Across the life-stages, model the CO2 footprint, health impact and cost of transition from 'current' diet habits to a diet compliant with various recommended diets such as DASH (Dietary Approaches to Stop Hypertension) guidelines as well as other dietary recommendations such as Mediterranean diet, optimal Food Pyramid compliance and EAT guidelines

Currently underway:

- Systematic Review: The environmental sustainability and health-related outcomes of a priori defined diet quality indices

**Dietary Salt Intake of the Irish Population**

- This cross sectional population-based study will commence in September 2021 (Data collection was postponed due to COVID)
- A systematic review to determine the efficacy of global salt reduction initiatives on social-economic inequalities among adults-ongoing
- 

**A qualitative study examining the support of urban food growing projects in Cork, Ireland**

- A student MSc thesis. Due for completion and submission in September 2021
- Research Question: How can citizen-led urban food growing projects be supported to ensure success and continuity throughout their development?
  - To identify the most common barriers to urban food growing project development perceived by project participants
  - To identify commonalities in overcoming common challenges among the urban food growing projects



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- To examine how an urban food growing project's governance structure has contributed to its development

**The Evaluation of the Incredible Edibles School Nutrition Programme**

- A student MPH project, due for completion and submission in September 2021
  - Qualitative interview with teachers in selected schools
  - Online quantitative survey with all participating schools
  - Online quantitative survey with parents in participating schools

**Public Health Agency, Northern Ireland**

| Organisation Name | <i>Ongoing Campaigns</i>                         |  |
|-------------------|--|--|
| PHA               | Choose to Live Better                            | The PHA plan to run a public information campaign on obesity (extension of the extras campaign) in Jan 2022 and a Community Pharmacy Living Well Obesity (specifics to be confirmed) Campaign in Feb and March 2022. These campaigns will likely include a nutrition and a physical activity strand, both of which will signpost people to <a href="http://www.choosetolivebetter.com">www.choosetolivebetter.com</a> for helpful weight loss tips and advice. |
|                   | START  | PHA continue to support the Start Campaign through Safefood - helping to support parents during Covid focussing on encouraging parents to keep kids active and also limit treats.  |
| Organisation Name | <i>Schools, Workplace, Community initiatives</i> |  |



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| <p><b>PHA</b></p> | <p>Food in Schools</p> <p>Food in Schools Policy</p> <p>Nutrition education programmes</p> <p>Nutrition Matters for the Early Years</p> <p>The Daily Mile</p> <p>Active Travel</p> | <p>The PHA continue to be members of the Department of Education’s Food in Schools Forum and commissioned the recent review of the nutrition standards for school food.</p> <p>The PHA co-funds with DE 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.</p> <p>Plans are in place to phase implementation of the Nutritional Standards in Schools from September 2021.</p> <p>In response to Covid 19, a number of nutrition education programmes are being converted to online format. A suite of nutrition webinars were delivered covering a range of key nutrition issues such as food and mood, healthy eating, feeding your family for less, weaning, kids lunchboxes.</p> <p>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></p> <p>This document is made available through the Early Years Teams. Nutrition matters for the early years training continues to be rolled out across the region via the public health dietitians.</p> <p>The PHA continues, as part of Active School Travel, to promote the Daily Mile in participating schools (308). It is working with DoH, DE and EA to promote the scheme more widely.</p> <p>The PHA continues to support and promote active travel in three key settings: schools (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</p> |  |
|-------------------|--|---|--|





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| Workplace Health                     | <p>communities in Belfast). Plans are in place to procure a holistic, regional Active Travel Programme from approx September 2022.</p>   |  |
| Physical Activity Referral Programme | <p>The PHA Workplace Health commissioned service has been rebranded as 'Work Well Live Well' and was launched by the Minister in October 2020. During the COVID restrictions the providers NICHs and DHC have adapted to providing remote based support to employers and moved training to online. Services have been targeted to food processing and manufacturing who have a greater proportion of migrant and lower paid employees.</p> <p>The HSC Healthier Workplaces Network , continue to work to support HSC staff and managers with workplace health and wellbeing. COVID has necessitated a shift towards psychological support and sharing learning on Long Covid.</p>  |  |
| Breastfeeding                        | <p>The PHA has developed and tested a standardised regional model for Physical Activity Referral Schemes across The scheme is operational across all 11 Councils. A Hybrid model (blended delivery of online / face-face) has been operational from 2020.</p> <p>The Breastfeeding Strategy Implementation Steering Group has continued to meet 3 times a year. New priorities have been identified during the COVID response.</p> <p>Examples of PHA support for breastfeeding in 20-21 include:</p> <ul style="list-style-type: none"> <li>• Commissioning Ipsos Mori to complete Focus group research report on mothers experiences of breastfeeding support during COVID and supporter feedback on what has worked in delivery.</li> <li>• Funded places on 8 online UNICEF Baby Friendly Initiative (BFI) Courses for 96 HSC and Sure Start staff attending.</li> <li>• Funded places for 171 attendees (HSC and CV sector) at the UNICEF BFI Virtual Conference in November 2020.</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> </ul> |  |



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- Support to Tiny Life with improvements to the Regional Breastpump loan service
- 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.
- Breastfeeding education and support to mothers sustained and adapted through contracts with La Leche League, NCT and Breastival.

**Organisation Name** *Food Poverty*

**PHA**

Overview

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.

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.

Fareshare

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:

The PHA supported the Community Nutrition and Dietetic Service (BHSCT) to produce a food bank specific recipe which was disseminated across the region *Get cooking... making the most of your food parcel recipe book*



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|                          | <p>Feed Your Family for Less</p> <p>Holiday Hunger</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>   |  |
| <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 Management Programme</p> | <p>The reviewed edition of the standards awaits publication. Discussions are ongoing re implementation of the MNS in HSC, with consideration to request a mandate to support the implementation.</p> <p>The Weigh to Healthy Pregnancy programme was suspended in Q1 and Q2 as staff were redeployed to respond to the Covid crisis. PHA continues to offered to all eligible pregnant women with a BMI of 38 and above the WTHP programme.</p> <p>The PHA and Public Health Dietitians Group are leading on a Workplace Weight Management Programme - a 12 week programme for health and social staff (pilot programme), using the NHS Choices model.</p> |  |
| <b>Organisation Name</b> | <b>Research and Evidence Based Activities</b>  |  |  |
| <b>PHA</b>               | <p>Early Years Obesity Prevention Programme</p>  | <p>Early Years Obesity Prevention Programme has been procured and HENRY commissioned to deliver an Evidence Based Training to Staff in HSCTs and Surestarts to deliver to families with children aged 0-5. Training has been delivered to 70 HSCT / Surestart staff and delivery of the EYOPP to families across NI has started. Plans to deliver a T4T will begin in September 2021.</p>  |  |



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Health  
Intelligence  
COVID-19  
Evidence and  
Guidance  
Overview –  
Obesity,  
Physical Activity  
and Nutrition

Reversing the  
Trend  
Foundation  
research

Breastfeeding  
intelligence

The PHA has developed a broad overview of evidence and guidance in the area of COVID-19, obesity, physical activity and nutrition. This is not an in-depth review, rather a compilation of the main messages available at the date of the latest update. This overview has been prepared as a resource for the PHA and partner organisations, however, it is not intended for issue to members of the public. Last updated: 08 March 2021.

The PHA is exploring the possibility of supporting Reversing the Trend Foundation in a UK wide research call through a PHA R&D application, in line with support from EA and other government departments through Community Planning. RTT uses a neuroscience approach to improve childrens behaviours, in attempt to reduce levels of obesity, increase levels of physical activity and improve mental health and emotional wellbeing.

The 2021 Briefing which reports on infant feeding data from NIMATS and the CHS is being finalised in June and will be made available online on the PHA website the 2020 version is still available at <https://www.publichealth.hscni.net/breastfeeding-briefing>  
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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Department of Health, ROI

| Organisation Name         | <i>Ongoing Campaigns</i>                         |   |  |
|---------------------------|--|---|--|
| Department of Health, ROI |  | <ul style="list-style-type: none"><li>• <i>Healthy Eating Sub Group</i> – Nutrition Standards for Early Learning and Care services; Healthy Eating Guidelines for Older Adults over 65 yrs; Moving towards a more plant-based diet</li><li>• <i>Reformulation Sub Group</i> -implementation plan and budget for the Roadmap.</li><li>• <i>New OPIOG Healthcare Sub Group</i> – cochaired by Professor Donal O’Shea and DoH agreeing a 2021/22 workplan to implement the Obesity Model Of Care for children and adults (TOR attached in minutes)</li></ul> |  |
| Organisation Name         | <i>Schools, Workplace, Community initiatives</i> |   |  |
| Department of Health, ROI |  | <ul style="list-style-type: none"><li>• a <i>Food in Schools Forum</i> has been established (TOR attached in minutes)</li></ul>   |  |
| Organisation Name         | <i>Food Poverty</i>                              |   |  |
|                           |  | <ul style="list-style-type: none"><li>• a <i>Healthy Eating Food Poverty WG</i> under HESG of OPIOG ( with DSP, DAFM, DCEDYI/HSE/safefood has been established to develop a scoping paper to include initiatives that can be integrated into Healthy Communities Programme. Also support DoH feedback to the DSP Interdepartmental Food Poverty WG ( (TOR attached in minutes)</li></ul>  |  |



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| <b>Organisation Name</b> | <b><i>Health Services</i></b>                        |  |  |
|--------------------------|--|--|--|
|                          |  | <ul style="list-style-type: none"><li>• OPIOG establishing a <i>Public Health Obesity Act</i> SG to develop a scoping paper on the Programme for Government commitment ( OPIOG meeting 17<sup>th</sup> June)</li><li>• <i>EU Joint Action on Best ReMaP</i> Work Package 6 Restricting the marketing of unhealthy foods to children 2020-2023- Ireland co-leading tasks on monitoring broadcast media- esp digital media and developing a Guide to implement Codes of Practise ( Portugal- AVMS directive (NPM) and socially disadvantaged implications.</li><li>• WHO ongoing work- 2021 Healthy and Sustainable Diets and Out of Home foods.</li><li>• <i>National Breastfeeding Action Plan</i> – 1.58 M euros for 24 Lactation Consultants</li></ul> |  |
| <b>Organisation Name</b> | <b><i>Research and Evidence Based Activities</i></b> |  |  |
|                          |  |  |  |