

Healthy People

Our goal: To enable accessible and affordable opportunities for good food and movement that are equitable and inclusive for everyone throughout their lives

System priority	The change we are trying to influence	What we will do	What success will look like	Who will lead
15	Accessible and affordable; activities, programmes and services that support and enable movement and good food Improve access to good food.	Work through the Vale Food Insecurity Working Group and Cardiff Food Poverty Working Group to improve food access and tackle the root causes of poverty in Cardiff and the Vale.	Vale of Glamorgan: <ul style="list-style-type: none"> • Connecting stakeholders working on food insecurity • Scope the opportunity for co-operative buying models for existing food support projects Cardiff: <ul style="list-style-type: none"> • Connecting stakeholders working on food insecurity • Levels of food insecurity as reported in Ask Cardiff start to reduce 	Vale of Glamorgan: Food Vale Partnership Cardiff: Food Cardiff Partnership
16		Enable access to healthy food through targeted promotion of food related benefits, (e.g. Healthy Start) and training for professionals and volunteers working with families most in need.	<ul style="list-style-type: none"> • More Frontline staff/ organisations accessing the Food Benefits Resource and training. • Improved knowledge and confidence amongst frontline staff in sharing with families 	Cardiff and Vale Public Health Team with Public Health Dietetics

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17	Accessible and affordable; activities, programmes and services that support and enable movement and good food	Maximise the opportunities for healthy conversations	Explore the opportunities and challenges to enable the early years workforce to; have 'healthy conversations' with families, provide support and signpost.	<ul style="list-style-type: none"> Challenges and enablers identified Opportunities across the system to address them progressed Families supported and connected to local opportunities 	Cardiff and Vale Public Health Team with the early years workforce, Public Health Dietetic Team, Met Sport, Vale Healthy Living Team, C3SC and GVS
18		People better connected to accessible and affordable physical activity opportunities	Create a central resource hub with details of all physical activity and sport opportunities to connect people to them.	<ul style="list-style-type: none"> Activity Finder developed using open data Activity providers on board and sharing their data Activity finder widely promoted and being used Gaps identified and opportunities to address these explored 	Move More Partnership group and Vale Healthy Living Team
19	Knowledge, skills and confidence of workforce and volunteers to; share, support, signposting and role model	Maximise the opportunities for healthy conversations	Connect social prescribing partners, link workers and healthcare professionals with information and training about the importance of being active and reducing sedentary time.	<ul style="list-style-type: none"> Engagement with social prescribers, link workers and healthcare professionals Training developed using insight on barriers and facilitators Training delivered and embedded 	Move More Partnership Group, Vale Healthy Living Team, Cardiff and Vale Public Health Team, with RICC HUB, Primary Care Clusters, social prescribing providers, C3SC and GVS

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20	Knowledge, skills, and confidence of our communities	Increase support for families in need	Increase engagement with families with young children particularly in disadvantaged areas to; gain insight, build knowledge, skills and confidence around good food, movement and play as well as connect families to further avenues of support.	<ul style="list-style-type: none"> Families engaged and supported Families signposted to other avenues of support 	Public Health Dietetic Team, Cardiff Met Sport and Vale Healthy Living Team
21	Social norms, culture and community values	Shift social norms to be active	<p>Undertake insight work to develop public campaigns on:</p> <ul style="list-style-type: none"> Movement for adolescent girls The importance of outdoor play Sustainable travel 	<ul style="list-style-type: none"> Insight obtained High quality, impactful messaging developed Campaigns developed and disseminated 	Cardiff and Vale Public Health Team with Move More Partnership Group, Vale Healthy Living Team, Play Wales, Play teams Behavioural Insight Unit and Transport for Wales, Vale of Glamorgan Transport team, Cardiff Transport team
22	Social norms, culture and community values	Reduce barriers to breastfeeding	Conduct focused research with parents to gain insight into the barriers and enablers to breastfeeding	<ul style="list-style-type: none"> Research undertaken Recommendations implemented 	CAWR (Centre for Activity and Wellbeing Research), Cardiff and Vale Public Health Team with UHB Infant Feeding Team

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23 Social norms, culture and community values	Strengthen community assets in our communities of greatest need	<p>Take a place-based approach with a focus on identified communities and community led action through;</p> <p>Cardiff and the Vale of Glamorgan:</p> <ul style="list-style-type: none"> • Building understanding of local community assets in relation to food/nutrition/food growing and movement/sport/play through Shared Prosperity Funded projects • Identifying, supporting and growing community leaders <p>Cardiff:</p> <ul style="list-style-type: none"> • Connecting partners that have a community engagement/development role to share learning and approaches • Targeting support/resources/officer time to help community assets to strengthen and grow <p>Vale of Glamorgan:</p> <ul style="list-style-type: none"> • The 'Your Place' project targeting most disadvantaged areas 	<ul style="list-style-type: none"> • Community insight gained, ensuring diversity of voices • Shared understanding of community assets • Improved community engagement • Improved connections between community groups and local projects • Strengthened assets increasing community reach • Community leaders identified and supported • Shared learning opportunities facilitated 	C3SC, GVS, Cardiff Council, Vale of Glamorgan Council; (Strategy and Insight Team and Creative Communities), Vale Healthy Living Team, Cardiff Met Sport, Food Vale Partnership, 'Your Place' Steering Group