



## TOOL D7 What success looks like – changing behaviour

TOOL  
D7

<b>For:</b>	Commissioners in primary care trusts (PCTs) and local authorities
<b>About:</b>	This tool shows the behaviour change outcomes that the Department of Health highlighted in local obesity guidance.
<b>Purpose:</b>	To show what behaviour changes are required to achieve local goals.
<b>Use:</b>	Can be used for evaluation and monitoring purposes – as performance indicators.
<b>Resource:</b>	<i>Healthy Weight, Healthy Lives: Guidance for local areas.</i> <sup>2</sup> <a href="http://www.dh.gov.uk">www.dh.gov.uk</a>

<p><b>Children: Healthy growth and healthy weight</b></p>	<p><b>Promoting healthier food choices</b></p>	<p><b>Building physical activity into our lives</b></p>	<p><b>Creating incentives for better health</b></p>	<p><b>Personalised advice and support</b></p>
<p>As many mothers breastfeeding up to 6 months as possible, with families knowledgeable about healthy weaning and feeding of their young children</p> <p>All children growing up with a healthy weight by eating well, for example by eating at least 5 portions of fruit and vegetables a day</p> <p>All children growing up with a healthy weight by enjoying being active, for example by doing at least one hour of moderately intensive physical activity each day</p> <p>Parents have the knowledge and confidence to ensure that their children eat healthily and are active and fit</p> <p>All schools are Healthy Schools, and parents who need extra help are supported through Children's Centres, health services and their local community</p>	<p>More eligible families signing up to the Healthy Start scheme</p> <p>Less consumption of high fat, sugar, salt (HFSS) foods, especially by children</p> <p>More consumption of fruit and vegetables and more people eating 5 A DAY, especially children</p> <p>More healthy options in convenience stores, school canteens, vending machines, at supermarket tills and at non-food retailers</p>	<p>More people, more active, more often, particularly those individuals and families who are currently the most inactive</p> <p>Reduced car use, especially for trips under a mile in distance</p> <p>More outdoor play by children</p>	<p>More workplaces that promote healthy eating and activity, with the public sector acting as an exemplar, both through the location and design of the buildings on the government estate and through staff engagement programmes</p>	<p>Everyone able to access appropriate advice and information on healthy weight</p> <p>Increasing numbers of overweight and obese individuals able to access appropriate support and services</p> <p>Local staff/practitioners understanding their role and empowered to fulfil it</p>