

This Partner Pledge is in support of the:



We commit our organisation Cumbria Association of Local Councils from this date  
16.07.2019



...To sign the Partner Pledge in support of the Local Government Declaration on Healthy Weight, demonstrating our organisation's support for Cumbria County Council in taking a 'whole organisational' approach to promoting healthy weight, eating well and being more active. This Partner Pledge confirms our commitment to adopting preventative policies protecting the health and wellbeing of our staff, service users and visitors (as applicable), enabling a positive impact on the health and wellbeing of local populations, and contributing to the regional economy.

As an organisation we will work towards the following commitments:

- Ensure commitment across the organisation from leadership level downwards, identifying champion(s) to embed a preventative approach to unhealthy weight, using evidence-based messages and appropriate training and/or support to address behavioural, environmental and cultural risk factors;
  - Support the health and wellbeing of our staff/members by increasing knowledge and understanding of risks associated with overweight and obesity, and by challenging attitudes to food and drink to create a culture that promotes healthy weight, eating well and being active;
  - Commit to developing environments and interventions promoting physically active lifestyles, including active travel (such as cycling and walking) and active design;
  - Support relevant public health campaigns at local and national level in partnership with Local Authorities to promote healthy weight and to reduce health inequalities in our communities;
  - Ensure that healthier choices are available, convenient and affordable, with limited access to high calorie, low-nutrient foods and drinks; to apply to workforce catering, visitor catering outlets, vending machines, catering provision at meetings and events, and any sales or competitions in aid of charity;
  - Promote and provide access to free drinking water
  - Consider how any commercial partnerships between the organisation and food and drink brands (such as advertising, sponsorship and promotional events) may negatively impact on messages concerning healthy weight to our local communities
  - Have a designated member of staff act as a Partner Pledge 'champion' who will quality assure that the above commitments are maintained, and report back to their local authority every 12 months (minimum)
- Additional commitments:**
- Support children and young people in school and other settings to understand the importance of healthy weight, eating well and being active and provide the tools and opportunities for them to make positive behaviour change
  - Support those at risk of food insecurity and poverty to be able to make healthier food and drink choices
  - Create a breastfeeding supportive environment for staff, service users and visitors (as applicable)

Adopted by  
Cumbria County Council  
on 22/06/2018



Signed by:

Samantha Bagshaw, Chief Officer  
Cumbria Association of Local Councils (CALC)

This Partner Pledge is in support of the:

LOCAL  
GOVERNMENT  
DECLARATION ON  
HEALTHY WEIGHT



Adopted by  
Cumbria County Council  
on 22/06/2018



We commit our organisation Cumbria  
Early Year's Network from this date:  
16.07.2019

...To sign the Partner Pledge in support of the Local Government Declaration on Healthy Weight, demonstrating our organisation's support for Cumbria County Council in taking a 'whole organisational' approach to promoting healthy weight, eating well and being more active. This Partner Pledge confirms our commitment to adopting preventative policies protecting the health and wellbeing of our staff, service users and visitors (as applicable), enabling a positive impact on the health and wellbeing of local populations, and contributing to the regional economy.

As an organisation we will work towards the following commitments:

- Ensure commitment across the organisation from leadership level downwards, identifying champion(s) to embed a preventative approach to unhealthy weight, using evidence-based messages and appropriate training and/or support to address behavioural, environmental and cultural risk factors;
  - Support the health and wellbeing of our staff/members by increasing knowledge and understanding of risks associated with overweight and obesity, and by challenging attitudes to food and drink to create a culture that promotes healthy weight, eating well and being active;
  - Commit to developing environments and interventions promoting physically active lifestyles, including active travel (such as cycling and walking) and active design;
  - Support relevant public health campaigns at local and national level in partnership with Local Authorities to promote healthy weight and to reduce health inequalities in our communities;
  - Ensure that healthier choices are available, convenient and affordable, with limited access to high calorie, low-nutrient foods and drinks; to apply to workforce catering, visitor catering outlets, vending machines, catering provision at meetings and events, and any sales or competitions in aid of charity;
  - Promote and provide access to free drinking water
  - Consider how any commercial partnerships between the organisation and food and drink brands (such as advertising, sponsorship and promotional events) may negatively impact on messages concerning healthy weight to our local communities
  - Have a designated member of staff act as a Partner Pledge 'champion' who will quality assure that the above commitments are maintained, and report back to their local authority every 12 months (minimum)
- Additional commitments:**
- Support children and young people in school and other settings to understand the importance of healthy weight, eating well and being active and provide the tools and opportunities for them to make positive behaviour change
  - Support those at risk of food insecurity and poverty to be able to make healthier food and drink choices
  - Create a breastfeeding supportive environment for staff, service users and visitors (as applicable)

Signed by:

*Katie Clarke*

Katie Clarke Strategic Lead:  
Children's Centres Cumbria County Council

This NHS Partner Pledge is in support of the:



LOCAL  
GOVERNMENT  
DECLARATION ON  
HEALTHY WEIGHT



We commit our organisation  
North Cumbria University Hospital  
NHS Trust on this date 16.07.2019

...To sign the NHS Partner Pledge, demonstrating our support to Cumbria County Council in taking a 'whole organisational' approach to reducing unhealthy weight in our communities. The NHS Partner Pledge confirms our commitment to adopting preventative policies protecting the health and well-being of our staff, patients and visitors, enabling a positive impact on the health and social care of local populations, and contributing to the regional economy. We will work towards the following commitments:

- Provide system leadership and organisational ownership and commitment to facilitate a preventative and positive approach to promoting healthy weight;
- Make healthier options convenient and affordable, plus limit access to high calorie, low-nutrient foods and drinks on NHS premises; ensure healthier options are available at any point, including for staff who work night shifts;
- Ensure food and drink provided at public events includes healthier options, and limits high calorie, low-nutrient foods and drinks;
- Assist in the delivery of national and local public health campaigns to staff, patients and visitors; ensure clear and consistent healthy eating messages are aligned with government guidelines;
- Ensure public access to clean drinking water on NHS sites;
- Promote a Making Every Contact Count (MECC) approach to promoting healthy weight
- Provide and promote an environment supportive of breastfeeding
- Provide opportunities for staff, patients and visitors to be physically active; promote active travel to and from, and between sites
- Support the health and well-being of NHS staff and increase knowledge and understanding of unhealthy weight to create a culture and ethos that normalises healthy weight
- Monitor, review and evaluate the progress of policy actions against the agreed commitments.

Adopted by  
Cumbria County Council  
on 22/06/2018



Signed by:

Professor Stephen Eames CBE *Chief Executive*  
and Lead for North Cumbria Integrated Health & Care System

