

Specific initiatives planned by Central Government include:

Health Direct (information Service) from 2007.

Establishing an independent national centre for media and health

A Food and Health Action Plan to be published in 2005.

Restriction on the advertising of certain foods and drinks.

Reductions and restrictions on tobacco advertising.

Development of extended schools

Providing access to health and social care

Every 'cluster of schools' to have access to a team led by a qualified school nurse.

Introduction of personalised childrens health guides.

Establish 'Healthy Start ' by 2005 providing disadvantaged pregnant women and mothers of young children with vouchers for fresh food, vegetables, milk and infant formula.

Sure Start to develop new programmes in 2005. By 2007, 9 out of 10 areas to provide home volunteer visiting through Home Start for Families under stress.

New guidance for carers of children to be published in 2005.

Half of all schools to be 'Healthy Schools' by 2006.

All 4-6 year olds in LEA maintained schools to be eligible for free fruit or vegetables.

All schools to have 'active travel plans' by 2010.

By 2006, all schools to be in a school sports partnership.

Introduction of legislation to strengthen local authority powers regarding underage tobacco sales.

Implementation of Teenage Pregnancy Strategy focussed on neighbourhoods with high teenage conception rates.

From 2006, more PCTs to provide support for cookery clubs to encourage fruit and vegetable consumption.

In 2005 issue revised guidance on health and neighbourhood renewal.

2006 – Public Health Observatory to publish standard local health information.

Introduction of local area agreements.

2005 – guidance on best practice in local development of free swimming.