



Public Health
England

Protecting and improving the nation's health

Promoting healthy weight in children, young people and families: A resource to support local authorities

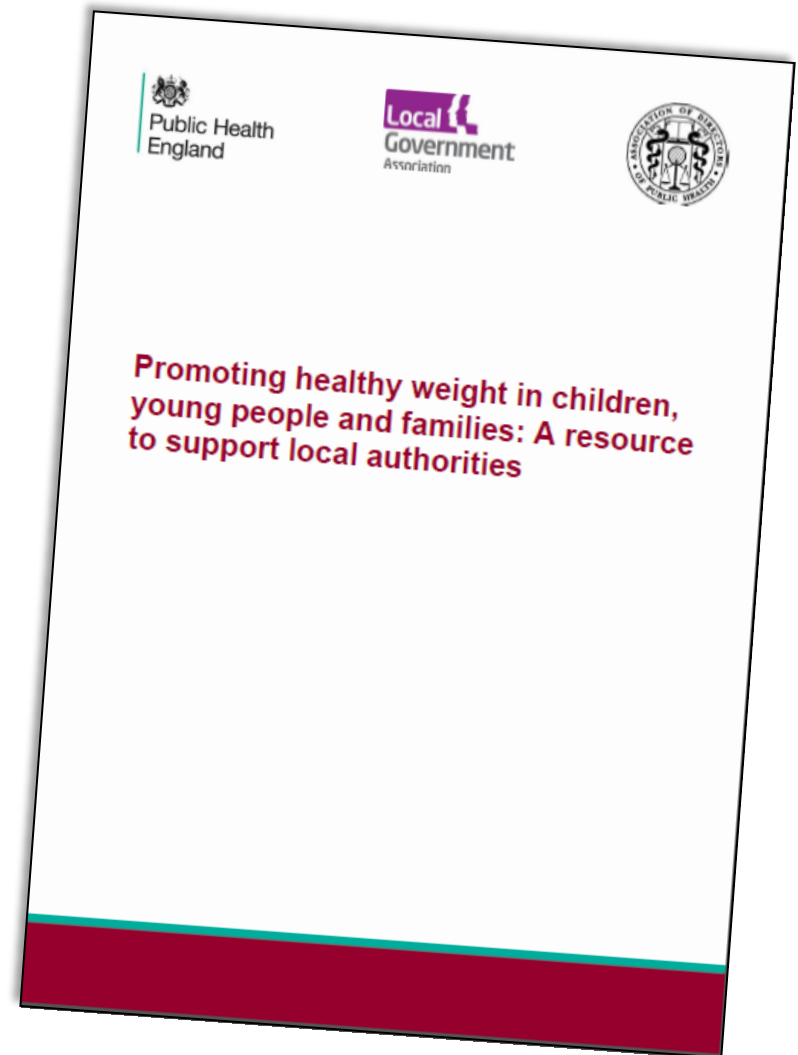
Nicky Dennison, Childhood and Obesity Physical Activity Programme Manager

Food Active Conference

6 November 2018

Key Aims of the session

- Strategic Overview
- The need for this resource
- Structure of the Resource
- How to use it
- Other new resources from PHE
- Next Steps



Strategic Overview

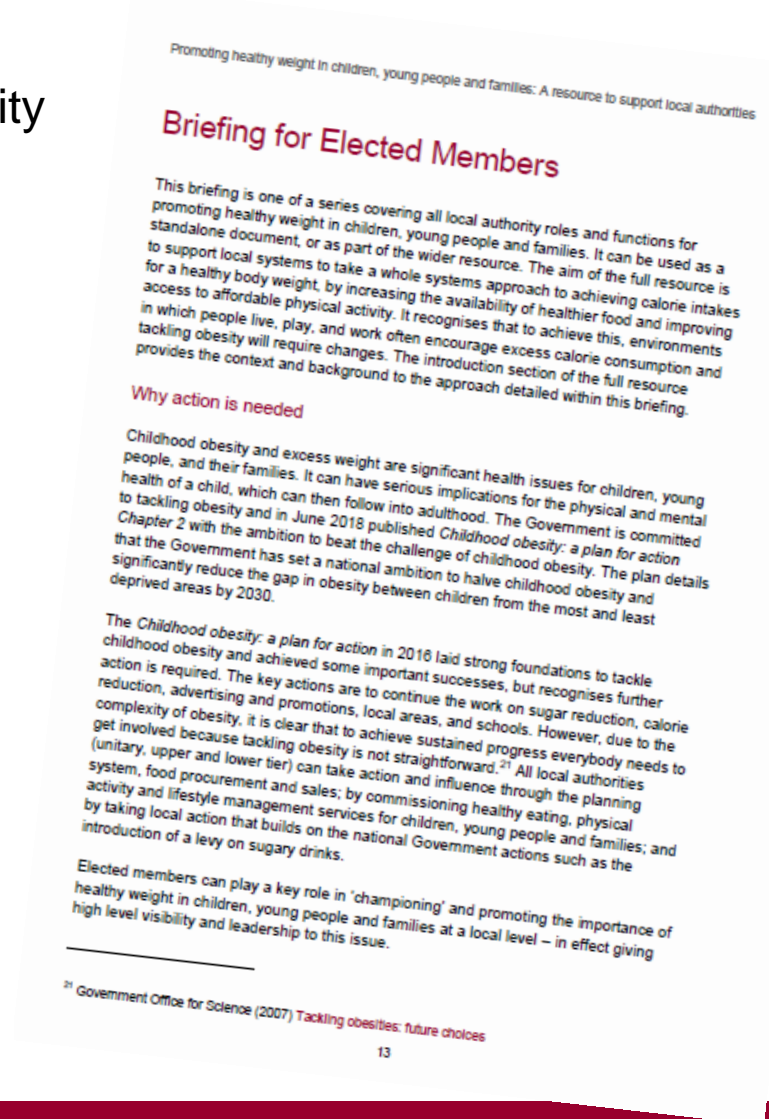


The need for the Resource

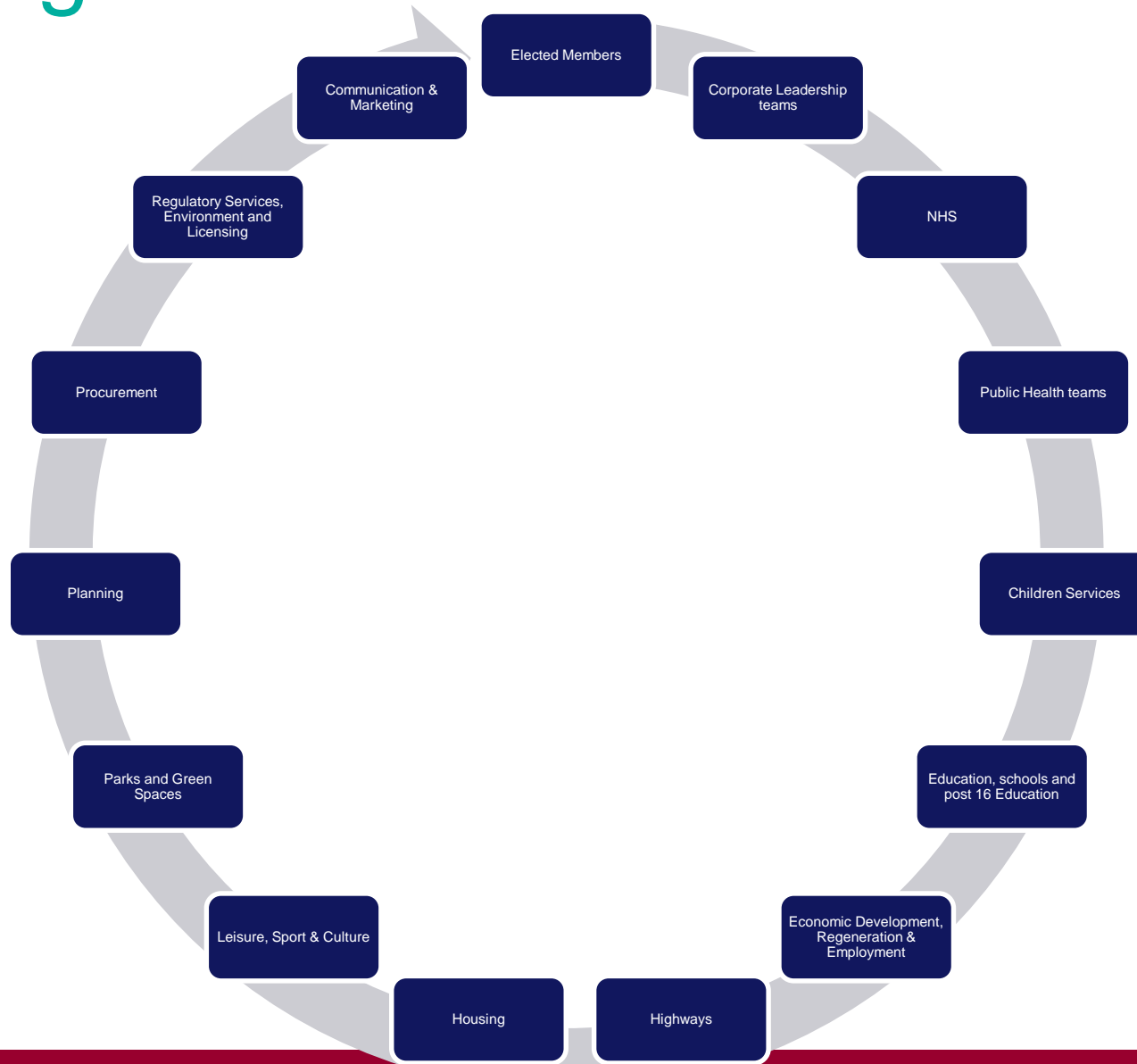
- LGA reports that Childhood Obesity and mental health are the top 2 issues
- LAs with limited resources to devise and deliver childhood obesity strategies
- Public Health teams increasingly looking to wield influence corporately across council departments
- Need for a resource that gives evidence based guidance for local authorities, NHS partners, community and voluntary sectors, and local businesses on what to do, to take action to tackle obesity
- Need a single source that will bring together the extensive evidence base
- Every LA has different support needs

Structure of this Resource

- General Introduction on childhood obesity
- Series of Briefing notes
 - why action is needed
 - key messages
 - opportunities for action
 - supporting resources
 - other useful resources
- Local Practice examples

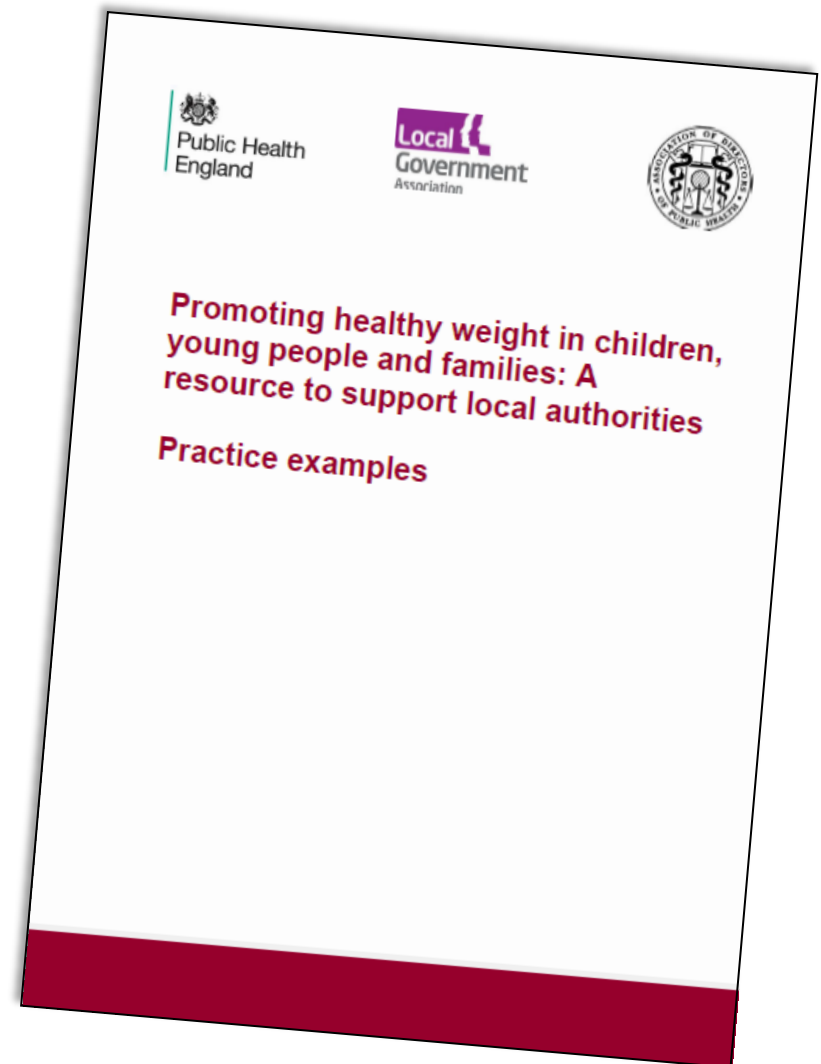


Briefing notes for



Practice examples

- 15 local authority practice examples
- Link to more than one briefing
- Demonstrates the challenges local authorities have faced
- Advice on what could be done differently
- Useful links and contacts



Evidence base

- The document utilises a range of evidence together which has been put in one place
- Each briefing provides supporting resources which includes the relevant evidence base, useful resources and supporting information for local authorities/partners/stakeholders to use
- It has been developed and based on the relevant NICE guidance and quality standards
- It is using the work around Making the case for tackling obesity – why invest?
- Applying our Health – Childhood Obesity, Adult obesity and Physical Activity
- Developed in line with the whole systems approach programme

How to use it

- Public Health Teams to use the introduction as a source for childhood obesity - cut and paste sections into your own childhood obesity strategies and plans
- Share individual briefing notes with colleagues to:
 - Make the case for taking action about childhood obesity to address their agendas
 - Suggest actions that they can take in their departments
 - Share links to the evidence base and supporting documents
- Use the local practice examples to learn more about what others have done with limited resources
- A source of the key evidence, resources and useful information in one place
- Supports a whole system approach for taking action to reduce childhood obesity by identifying and agreeing key areas to focus on

Other new resources from PHE

- Consistent messages for the Workforce
Published
- Whole Systems Obesity Programme
Guide under review....
- What Works in Schools and Colleges to increase Physical Activity Update
Update to be published by December 2018
- NCMP Parents Conversation Guide
To be published by December 2018

Consistent messages for the workforce

The intention of these resources is to support the public health workforce to be consistent and deliver a core set of healthy lifestyle messages **throughout the life course**;

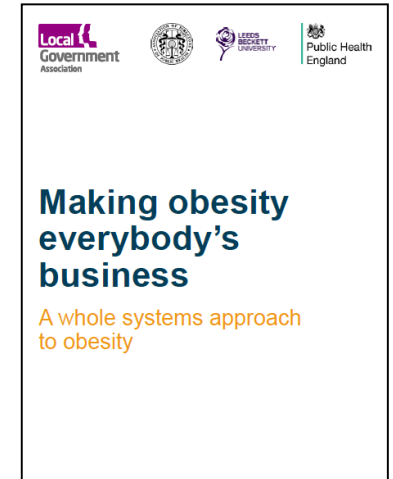
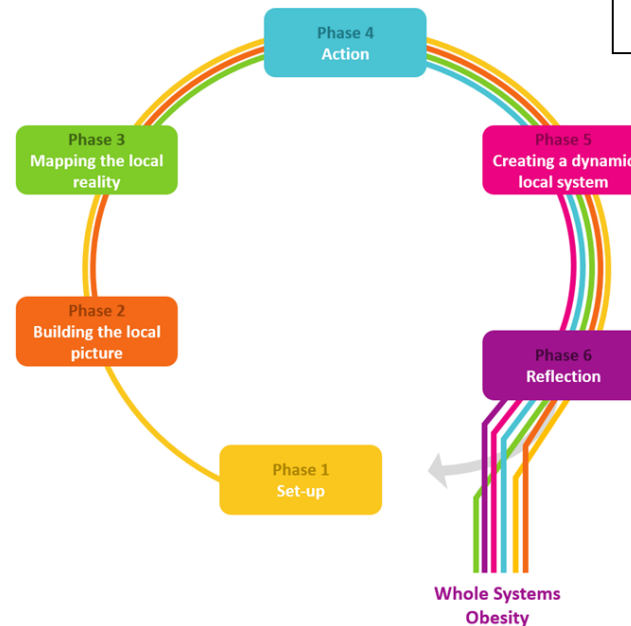
- preconception and maternity
- birth to aged four
- age five to eighteen



Childhood obesity animation: This video demonstrate for all health and care professionals their vital role in supporting children, young people and families in maintaining a healthy lifestyle to prevent and reduce childhood obesity, from pregnancy through to the transition to adulthood. It is part of the All Our Health 'call to action' for health and care professionals

Whole systems obesity programme

- Now – ongoing review of guide
- Early 2019 – peer review of guide and evaluation by systems experts
- Spring 2019 – publication of the guide, supporting resources and evaluation



HM Government

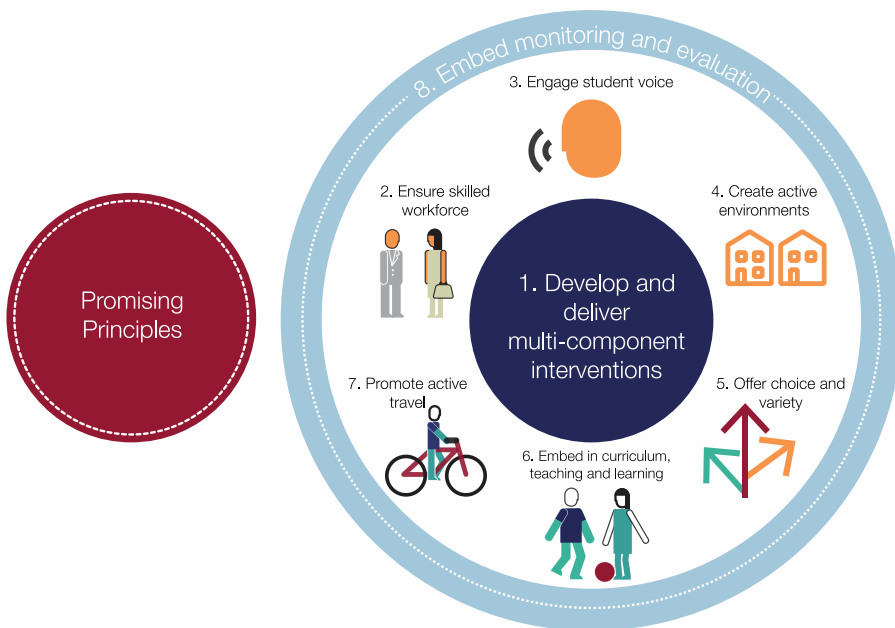
AC Sport
For college, for life.

What works in schools and colleges to increase physical activity?

A briefing for head teachers, college principals, staff working in education settings, directors of public health and wider partners

October 2015

Prepared by Public Health England, the Youth Sport Trust and the Association of Colleges Sport, and supported by the Department of Health, the Department for Transport, the Department for Culture, Media & Sport, and the Department for Education



Physical activity for children and young people (5–18 Years)

BUILDS CONFIDENCE & SOCIAL SKILLS	MAINTAINS HEALTHY WEIGHT
DEVELOPS CO-ORDINATION	STRENGTHENS MUSCLES & BONES
IMPROVES CONCENTRATION & LEARNING	IMPROVES SLEEP
IMPROVES HEALTH & FITNESS	MAKES YOU FEEL GOOD

Be physically active

Spread activity throughout the day

Aim for at least **60 minutes** everyday

All activities should make you breathe faster & feel warmer

PLAY	RUN/WALK	BIKE	ACTIVE TRAVEL
SWIM	SKATE	SPORT	PE
SKIP	CLIMB	WORKOUT	DANCE

Include muscle and bone strengthening activities **3 TIMES PER WEEK**

Sit less LOUNGING

Move more

Find ways to help all children and young people accumulate at least 60 minutes of physical activity everyday

UK Chief Medical Officers' Guidelines 2011 Start Active, Stay Active: www.bit.ly/startactive

NCMP Parents Conversation Guide

- Support health or care professionals to have helpful and weight-positive conversations with parents.
- To be used with parents of primary school age children, specifically those aged 4-5 and 10-11 years who have taken part in the NCMP
- Outlines the reasons why some parents find the NCMP feedback challenging and provides a framework for understanding and responding constructively to parents who experience distress

Next steps for the resource

- Attending PHEC network events to supporting LAs to make use of the resource
- Measuring the impact of the resource in the short and long term
- Review feedback of the resource
- Development of a life course approach to obesity
- Development of additional resources to support local authorities

Contact Details

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Useful Links:

<https://www.gov.uk/government/publications/promoting-healthy-weight-in-children-young-people-and-families>

<https://www.gov.uk/government/publications/healthier-weight-promotion-consistent-messaging/promoting-a-healthier-weight-for-children-young-people-and-families-consistent-messaging>

<https://www.local.gov.uk/childhood-obesity-trailblazer-programme>