Department of Health West Midlands Obesity Update Bulletin

Issue 12
October 2009

NEWS

Good Practice
Please Share Your Experience with Us

Within the next week or so a Good Practice page will be added to each section of the West Midlands Obesity Website (www.obesitywm.org.uk). You will find a blank template at the top of the page, please enter as many examples of good practice/ success stories as you wish and we will allocate them to the appropriate page of the website.

Change4Life

Everyone supporting Change4Life at local level, including all health care practitioners and communicators, are encouraged to register on the Change4Life website so that they receive future newsletters. You can register at:-

http://www.nhs.uk/change4life/Pages/default.aspx

or call 0300-123-1004.

The website contains local examples of good practice, national, regional and local data and has regular updates and network links to key organisations.

Maternal and Early Years Healthy Weight Service

Pilots of a new service targeting pregnant mums and those with children under the age of 2 to prevent obesity have started across the West Midlands. The Investing for Health project, targeted at pregnant mothers with a BMI of 30 or above and in receipt of Healthy Start benefit, has been developed to promote healthy eating, increased activity, breastfeeding and the appropriate introduction of solid foods. The aim is to support changes to behaviour which help families develop healthy eating habits and activity levels and prevent future obesity.

Six sites have been selected to participate – Dudley, Telford, Shropshire, Walsall, Wolverhampton and Worcestershire. Healthy Weight Advisors have been recruited locally and trained in a comprehensive training programme developed by the project in conjunction with the Teaching Public Health Network and Wolverhampton University.

Further information on the project is available from Rachel Walker, Project Lead, Maternal & Early Years Service (rachel.walker@walsall.nhs.uk)

Let's Get Moving – physical activity care pathway

The new Let's Get Moving (LGM) physical activity care pathway is based on the principles of the NICE public health guidance 2006: Four Commonly Used Methods to Promote Physical Activity, which endorses the delivery of brief interventions for physical activity in primary care as both clinically and cost effective in the long term.

The launch of Let's Get Moving provides a unique opportunity to embed the promotion of physical activity at the very core of the NHS, offering a major opportunity for health

professionals to make a significant difference to the health of our nation.

The Secretary of State for Health would like PCTs to consider the benefits of including physical activity in their 2010/11 commissioning proposals and the DH Physical Activity Policy Team is in the process of contacting all PCTs and GP surgeries to advise them about this initiative and how they can commission it. They are also planning on contacting Directors of Commissioning, Directors of Public Health, PEC Chairs, Public Health Leads and Surgery Practice Managers with information about what the pathway is, the clinical and economic business case and how to guide (both commission and do).

www.dh.gov.uk/en/publichealth/healthimprovement/physicalactivity/DH_099438

StreetGames StreetCheer

A new dance project, which is part of the People Dancing Programme, which is part of the West Midlands' Culture Programme for London 2012, will be launched on Sunday, 18 October. It will be run by StreetGames, the fast growing national sports organisation for young people with disadvantaged backgrounds. Focusing on the dance format of StreetCheer, this dance format combines cheerleading with modern street dancing.

The launch will take place at a major StreetCheer event at Fenton Manor Leisure Centre in Stoke-on-Trent on 18 October. For further information on the StreetGames StreetCheer project, please contact Kerry McDonald: kerry.mcdonald@streetgames.org

Children "Need Water Fountains"

Running around a park may be good exercise for children but campaigners say its effects are negated by a lack of drinking water. The Children's Food Campaign says few parks have water fountains so children buy fizzy drinks to quench their thirst.

http://newsvote.bbc.co.uk/1/hi/health/8155616.stm

Increase in Use of Children on Anti-Obesity Drugs

The number of children on anti-obesity drugs has soared 15-fold over the past decade. Researchers estimate that 1,300 under-18s may be on the drugs, even though they are only licensed for use by adults. Guidance from the National Institute for Health and Clinical Excellence (NICE), advises that the drugs should only be considered for children and adults after dietary, exercise and behavioural approaches have failed. The study, which analysed the use of orlistat (Xenical), sibutramine (Reductil) and rimonabant (Acomplia) in children up to the age of 18, is published in the *British Journal of Clinical Pharmacology*.
Express, 3 Sep 2009, p22; Mail, 3 Sep 2009, p4; Sun, 3 Sep 2009, p31; Telegraph, 3 Sep 2009, p6

Standard Evaluation Framework for Weight Management Interventions

The aim of the Single Evaluation Framework (SEF) is to support high quality, consistent evaluation of weight management interventions in order to increase the evidence base.

The SEF provides introductory guidance on the principles of evaluation and lists 'essential' and 'desirable' criteria. Essential criteria are presented as the minimum recommended data for evaluating a weight management intervention. Desirable criteria are additional data that would enhance the evaluation. The supporting guidance describes why particular criteria have been categorised as essential or desirable, and gives further information on collecting data.

The SEF will be essential reading to those commissioning, running or evaluating weight management interventions. For further information please go to:-

http://www.noo.org.uk/SEF

The National Obesity Observatory will be evaluating the usefulness and impact of the

SEF and this will be informed by both quantitative and qualitative data, including the experiences of people who have used the guidance. If you would like to be involved in this evaluation, or if you have any feedback, please contact info@noo.org.uk

RECENTLY PUBLISHED

Change4Life - Reference Materials

Are all Local Supporters aware of the Reference Materials available from the Change4Life website? Back in the summer Walsall PCT found the *8 Lifestyle Changes* and *Language Guidelines for Change4Life* and wrote to DH to comment "This is great. The language and lifestyle changes documents are essential to what our programme is about".

Local Supporters may access these resources at:-

8 Lifestyle Changes

http://www.nhs.uk/change4life/Documents/pdf/8_Lifestyle_Changes_Messaging.pdf

Language Guidelines for Change4Life

http://www.nhs.uk/change4life/Documents/pdf/Language-Guidelines.pdf

Healthy Weight Healthy Lives in the West Midlands – One Year On

This report is now available on the West Midlands Obesity Website:-

www.obesitywm.org.uk

Eating Matters in Schools in the West Midlands

This report, by the Regional Food in Schools Action Group, covers the period April 2008 to March 2009. It is available on the West Midlands Food Website:-

www.foodwm.org.uk

Healthy KID5

The "Healthy Kid5" pack was recently launched at St Luke's Primary School, Cannock.

Healthy Kid5 is a reference source and practical guide for health and community workers (and children and their parents) on food and nutrition.

- It was originally developed to support health promotion activities with Year 6 children as part of the PCT Child Measurement Programme. The pack was then extended to support similar work with children under five and as part of school reception activities.
- It provides accurate, up-to-date and consistent advice and has been developed by local school nurses, dieticians, health visitors and Children's Centre workers in conjunction with parents and children.

Healthy Kid5 contains a wide variety of ideas for fun and interactive activities including:-

- Cook and Eat session plans
- Year 6 Education session plans
- Examples of songs and rhymes with a food and health theme
- Examples of food and health "art and craft" activities
- Sample certificate of attendance.

Healthy Kid5 can be used in a variety of ways including:

- In a classroom
- One to one health entrant assessments
- Small group education sessions or short programmes
- Health Promotion events or displays
- Nursery activities or events
- Children's Centre activities or events.

Healthy Kid5 supports the key messages of the Government's Change4Life campaign – Eat Well, Move More and Live Longer, and it is listed as an example of local good practice in the "Staffordshire Child Healthy Weight" framework (2009).

The website link for Healthy Kid5 is:-
www.healthykid5.com

Additionally, **'The Body Factory'** CD which was developed as a result of a successful funding application to The Health Foundation (previously named PPP Foundation) – Electronics Resources Grant approximately 18 months ago, was relaunched.

- This is a creative, fun and interactive way for children aged 5-11 years to learn about eating well, staying healthy and being more active for children.
- It contains six sections each with interesting facts in the form of games and interactive activities and some printable worksheets. It can be used either in the home or in more formal settings such as school, health centres etc.

Body Factory has been independently evaluated with children, parents and teachers to ensure '*discovering about healthy living becomes a learning adventure'*. The linked website will be up and running again shortly.

For further information please contact Karen Hansford, Professional Lead – Dietetics; Professional Lead – School Nursing, South Staffordshire PCT.

Together for Children

If you are interested in Play, you may like to look up the following web links:-

Fieldwork for the Play Pathfinder and Playbuilder national evaluation

http://www.childrens-centres.org/Lists/WhatsNew/DispForm.aspx?ID=144

Promoting the benefits of outdoor play and Childcare

http://www.dcsf.gov.uk/localauthorities/index.cfm?action=content&contentID=19086

Play England

http://www.playengland.org.uk

Children's Play Information Service

http://www.cpis.org.uk

It's Fun to be Active

In order to stay healthy, all children should be active every day and most are, but don't realise it. Other children need to be more active, more often.

The It's Fun to be Active books use cartoon drawings to help engage Foundation and KS1 children into thinking about physical activity. The book follows a class of children over five days as they do their class topic of being healthy. At the back of the big book are discussion points, Literacy links and Curriculum links.

The books are available from Birmingham Health Education Service, telephone:- 0121 303 8200 or email:- pshe&cit@birmingham.gov.uk

Big Books:

1 copy	£15
3 copies	£40

Small books:

1 copy	£5
6 copies	£25
30 copies	£110.

For further information, please contact Dr Sandra Passmore, PSHE & Citizenship Adviser, Birmingham Health Education Service on 0121-303-8200.

School Travel Update

School Travel Advisers are working hard to see 100% of schools with a travel plan by March 2010, a target set by the DCSF/DfT Travelling to School Initiative back in 2004. 86% of the region's schools now have travel plans - so we are in with a chance!

Following the success of the regional 'Walking Together Walk to School Week campaign in May in partnership with Guide Dogs, DH West Midlands and TravelWise, we now are about to launch a 'Car Free Challenge' for secondary schools. This will involve school councils planning and delivering a whole-school car free campaign from 26 April to 7 May 2010. Evidence of the fortnight will be submitted, including before and after mode of travel data, to see what uptake there was by more sustainable travel modes.

There will be an awards event in Birmingham in September 2010 for winning entries. All the good ideas will be added to a campaign guide for distribution to all schools in the region.

Other regional projects supported by DH West Midlands and given Walk4Life and Bike 4Life branding include phase 2 of the 'Health Inequalities: School Travel Cycle Project' which has seen a Tri Bike community project in Stoke, cycling opportunities for graduates of Getting Our Active Lifestyle Sorted (GOALS); Mind, Exercise, Nutrition, Do it (MEND) and Self Help Independence, Nutrition & Exercise (SHINE) weight management courses in Shropshire, Sandwell and Solihull and further targeted secondary school cycle training in Birmingham.

Discussions are also underway with MEND Central and PCT partners to develop a pedometer based Walking Challenge pilot in the region which could be rolled out nationally if successful.

With the Travelling to School Initiative coming to an end, DCSF and DfT have commissioned a national evaluation of the school travel plan programme and School Travel Advisers' work and findings should be available in November. A timely development is DCSF's Carbon Management Strategy for Schools (closing date 20 November). DCSF is consulting with schools and stakeholders to gather views about what needs to be done to reduce greenhouse gas emissions from the schools sector and in response to Government carbon reduction targets. As 16% of a school's carbon emissions result from school travel and transport, the document appropriately includes a raft of possible interventions and initiatives including an enhanced school travel plan programme, car free zones around schools and greener school transport.

FORTHCOMING EVENTS

Play WM Regional Network Event 24 November 2009

The next Play WM Regional Network Event will be held on 24 November (10 am to 12.30 pm) at Evesham Adventure Playground, Worcestershire. WR11 1XH

The theme is vulnerable children and play. The event will comprise a series of short talks/presentations followed by workshops. If you are interested in attending, please email George Turvey (gturvey@ncb.org.uk)

WANT AN ARTICLE IN THE NEXT EDITION?

If you would like an article included in the next (January) newsletter, please email it, by Friday, 18 December to:-

julie.davis@dh.gsi.gov.uk

We are very keen to cover as many local stories as possible.