Tackling childhood obesity together (TCOT)

Securing and sustaining support for a local system wide childhood obesity prevention programme
In this presentation we will cover:

• Our work/programme, its ‘story’

• Insights on the crucial elements needed to start up and sustain such programme

• Progress so far and key learning
The size of our problem

1 in 5 children are overweight or obese in Reception, 4-5 yrs (2015/16)

1 in 3 children are overweight or obese in Year 6, 10-11 yrs (2015/16)

Source: National Childhood Measurement Programme, UK 2015/16
The challenges

1. Persuading wider council services and external partners to see tackling childhood obesity as a major problem and part of their business, particularly during a climate of significant funding cuts

2. Lack of strong evidence base to focus efforts where there can be greatest gain

3. Complexity of whole system approach

4. Lack of experience of work within local government - political charge and change
2013-2014

- **Assess need** and **review evidence**, create a local story
- **Learn lessons** from elsewhere
- **Identify key stakeholders** and **key messages**

Tackling Childhood Obesity Together (TCOT)
Tackling child obesity – what needs to be in place

- Visible and vocal political leadership
- A vision shared by all parties
- Commitment from senior leaders and influential figures, with regular engagement
- Priorities which are clear, shared and ambitious. These should stimulate debate

These things have been in place in successful child obesity programmes in Europe and the USA:

London Obesity Leads Network, February 1 2017
2014-2015

- Propose action
- Agree vision and resources
- Consult and engage communities and relevant stakeholders
- Identify short/long term SMART outputs and outcomes,
- Propose and initiate system-wide approach
- Conduct wider stakeholder analysis - willingness to change
- Communicate appropriately to secure buy-in of stakeholders
Our vision

Children and families tell us that being active and eating well can be hard because:

- They are worried about traffic, pollution and safety on roads, which can restrict travel and play.
- High fat, high sugar fast food can seem more accessible than healthy food. Opportunities to be active can be limited on large housing estates.
- They want better access to safe indoor and outdoor play facilities and leisure services close to where they live.
- They perceive some parks and open spaces as being unsafe and too far from their homes to easily access.
- They may not be confident in their cooking skills and understanding of nutrition. Eating well on a tight budget can be very difficult.
- They experience difficulties accessing healthy weight services, receive inconsistent messages about healthy lifestyles and feel a stigma associated with being overweight.
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By 2019 we will work with our partners to intensify our efforts to:

- Make active travel the norm for children and families by encouraging cycling and good traffic flow, tackling pollution and promoting safe walking routes.
- Promote healthier catering practices, improve access to fresh fruit and vegetables and promote physical activity within the design of new developments.
- Ensure all children and families have access to a range of leisure services and safe places to play in all weathers.
- Encourage all children and families to make regular use of local parks and open spaces by improving perceptions of safety and accessibility.
- Ensure all children and families have opportunities to learn about cooking and low-cost healthy eating within school and wider community settings.
- Ensure healthy weight services are easily accessible to all that need them and that children and families receive consistent messages about healthy lifestyles.

LOCAL SOLUTIONS NEED TO COMPLIMENT NATIONAL DRIVE
### TCOT - one system, three strands

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<td>1. Provision of comprehensive services accessed by children and their families</td>
<td>2. Whole council partnership to ensure that environment and facilities support newly learnt behaviours and identified needs</td>
<td>3. Engaged communities tell us ‘what works’ for them</td>
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Research, evidence and evaluation, underpin plans and resources agreed by lead councillors and partners within and outside the organisation.
Strand 1 - Family healthy weight services

- Healthy lifestyle courses for residents aiming at new mums, children aged 2-13 and teenagers.
- Training for those who are working with children on how to support families to live healthy lifestyles.
- Healthy environment training to schools and early years settings.

Family Healthy Weight Care Pathway Toolkit
0-4 and 5-19

London Obesity Leads Network, February 1 2017
Strand 2 – whole council approach

Aim

• Every department in the council will have action/s on obesity in their business plans.

• Identify tools and levers available to the council and partners to address environmental factors contributing to obesity.

• Work with external partners from all sectors to deliver whole borough activities and approaches.

• Measure progress and evaluate against joint strategic needs assessment (JSNA) baseline.

• Disseminate learning across the three boroughs and wider.

Reshape the environment to make healthier choices, easy choices.
**DEFINITION**

- Targeted at children 0-16, their families in all settings where children live, play and learn.

**KEY FEATURES**

- Political support.
- Multi-level/multi-stakeholder.
- Large scale social marketing campaigns.
- Sound evidence base.
- Testing the effectiveness of the approach.
- Robust evaluation.
What is it?

• A community based initiative to promote healthy lifestyles amongst children, young people and families

• Led by the council’s public health team in partnership with a wide range of council departments and local statutory and voluntary agencies – the Go Golborne network

• Key aim is to increase opportunities for local children and families to eat well and keep active and achieve consistent messages across local services

• We hope to develop Golborne as a ‘flagship’ area for promoting healthy lifestyles amongst children and families

• Go Golborne network works collaboratively to plan and deliver multi-level campaigns on key healthy lifestyle themes
What’s working well? What have we achieved so far?

• Built a strong network of local partners – collaboration

• Built good ‘brand’ – positive and playful

WALK

GROW

LOVE

WATER
What’s working well? What have we achieved so far?

• Creative and engaging campaigns: community-wide approach

• Themed multi-layered approach – helps make task more manageable
What’s working well? What have we achieved so far?
What are the key challenges?

- Number of people/organisations to engage even in small geographical area / their capacity to engage

- Finding ways to make the project relevant to wide group of stakeholders – how can we add value?

- Sustaining momentum – ability to keep one step ahead

- Working with schools – weaving the project into the curriculum

- Time – needs to be really long-term

- Ability to measure/evidence impact in a complex system

- Need for action on factors outside of local control
Tackling Childhood Obesity Together (TCOT)

TCOT – Progress made during year 1

HAMPERSMITH AND FULHAM

2016 PLANS
Healthy & Fit Hackathon: various sectors to create ideas to address obesity

KENSINGTON AND CHELSEA

GO GOLBORNE (strand 3)
1st theme of 5-a-day completed with high participation rates

WESTMINSTER

WHOLE COUNCIL APPROACH (strand 2)
A range of cross-sectoral programmes have been put in place (e.g. food growing projects, increased opportunities for physical activity, etc.)

FAMILY HEALTHY WEIGHT SERVICES (strand 1): Workforce training, Healthy schools
Family Healthy Weight Care Pathways and toolkit, MEND courses

Healthier Catering Commitment – programme established across all three boroughs.

School catering – New, healthier school meals contract in place in all three boroughs.

Joint Strategic Needs Assessment – Completed across the three boroughs to provide a baseline measurement.

First local authority programme in UK to be granted membership of EPODE International Network
2016 onwards

- Sustain, intensify, fine-tune, expand, monitor, evaluate, disseminate
- Engage communications systematically and extensively, produce good news stories and use all opportunities to highlight the issue and success in addressing it
- Monitor new evidence, level of engagement and progress towards sustainability, communicate results at all levels
Thank you!!

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