
Title:	Children & Young People - Healthy Weight and Lifestyle Project
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Unit / Directorate:	Corporate, Customer and Community Services
Audience:	Eden Local Committee

1. Purpose

- 1.1 To update Eden Local Committee on the development of a project to promote Healthy Weight and Lifestyle with families in Eden, to help reduce overweight and obesity in young children.
- 1.2 To seek the permission of Eden Local Committee to move forward with the children and young people's healthy weight and lifestyle pilot project.

2. Background

- 2.1 Childhood obesity: This is a nationwide problem that is causing huge concern in the health service; so much so that it has prompted Public Health England to publish extensive guidance on the subject. Eden Local Committee (ELC) children and young people's working group would like to pilot a healthy weight and lifestyle programme in Penrith and Upper Eden, with the intention of rolling the programme out across the whole district in due course.
- 2.2 Statistics and Data: The National Child Measurement Programme (NCMP) measures the height and weight of children in Reception Class (aged 4 to 5) and Year Six (aged 10 to 11), to assess overweight and obesity levels in children within primary schools. The NCMP was set up in line with the government's strategy to tackle obesity and to be a vehicle for engagement with children and families about healthy lifestyles and weight issues.

The data can be used nationally to support local public health initiatives, and locally to inform the planning and delivery of services for children. The programme is recognised internationally as a world-class source of public health intelligence and holds UK National Statistics status.

Across the NCMP ward data for Eden there are a number of wards, shown below, with a high percentage of childhood obesity and overweight levels, highlighting a cause for concern and a need to take action:

- Obese children Reception Year:
Brough 10.2%, Kirkby Stephen 10.2%, Penrith East 9.1%, Penrith West 8.2%
 - Children with excess weight – Reception Year:
Brough 31.1%, Kirkby Stephen 21.9%, Penrith East 21.9%, Penrith West 22.2%
 - Obese children – Year Six:
Brough 23.3%, Kirkby Stephen 23.3%, Penrith East 16.5%, Penrith West 18.2%
 - Children with excess weight – Year Six
Brough 34.3%, Kirkby Stephen 34.3%, Penrith East 31.2%, Penrith West 34.9%
- NCMP data recorded over a three year average (2015 – 2018).*

- 2.2 Healthy Weight Initiatives: There are a many new emerging initiatives and schemes across the UK to tackle obesity and work with communities and families to improve health and well-being.

The Henry Tool Kit has been successful in reducing obesity and increasing activity in young children and families through their Healthy Start initiative. The Food for Life programme has also help to change food culture and promote healthy, tasty and sustainable food in schools, hospitals and care settings across UK.

- 2.3 Cumbria Pilot: The PhunkyFoods Scheme which offers a complete healthy lifestyle package for schools was successfully trialled in Copeland in 2017. 80% of schools who engaged with the initiative believed that the implementation of the PhunkyFoods Programme had a positive impact on improving healthy eating behaviours in their children. The aim of PhunkyFoods is to help educate children and their families on healthy diets and lifestyles through early years and primary school settings. The scheme offers schools a sustainable solution to delivering credible and reliable healthy eating and physical activity messages to children in the classroom using a whole-school approach to healthy lifestyles. The programme also engages with families and the wider community through workshops and activities.

3. Next Steps

- 3.1 Eden Pilot Project: Six schools in the Eden Wards with the highest NCMP data for overweight and obese young children will be invited to participate in a PhunkyFoods Pilot Project through 2019-2020.

Schools who agree to participate will be asked to nominate at least one lead member of staff, who will be invited to attend a one day intensive training course delivered locally by PhunkyFoods.

The one day training course will include help with a schools health check and action plan, using cross curricular lessons and activities in line with current national recommendations. The action plan will be tailored to each individual school and delivered in a flexible way that takes account of local circumstances.

Each participating school will receive a resource box containing books, games, posters, lesson plans, worksheets, assembly outlines, CDs and DVDs - all of which are also available to download online.

- 3.2 Additional Support:, PhunkyFoods will provide ideas and resources for: breakfast and after school clubs, cooking and gardening clubs and novel activities such as PhunkyFood Week, The Big Lunch and Bag-A-Breakfast. ELC will also provide additional funding to cover costs for the set-up of extra clubs and activities which may require new equipment and additional resources.

An important part of the PhunkyFoods ethos is the involvement of parents through targeted workshops on a diverse range of subjects which include preparing and cooking healthy meals. ELC will fund the external support required to run at least one workshop series of three sessions for each participating school. Parents also have privileged access to the Phunky Foods website.

It is worth noting that the PhunkyFoods programme resonates with the government's new Healthy Schools Rating Scheme which seeks to encourage healthy eating and physical activity in schools.

Costs for the one year Healthy Weight and Lifestyle pilot project can be found below:

Healthy Weight and Lifestyle Pilot Project Costs		
PhunkyFoods Project Costs 2019-2020		
Item	Unit Cost	Total Cost for 6 schools
PhunkyFoods Start-Up Costs-Resources and Licence	£595 per school for – 1 year	£3570
Training Day	£899 one day (up to 20 attendees from participating schools)	£899
NCFE Award – National Level 2	Free (1 Person per school)	Free
School Health Check / Audit / Action Plan Development	£79	£474
Parent Healthy Lifestyle Workshops	£267 (3 workshops per school)	£1602
Evaluation <i>Includes Phunky Annual School Survey and Phunky Pupils Survey and Report</i>	£25	£150
	Sub-Total	£6695
	Vat	£1339
	TOTAL	£8034
School Equipment and additional resource Budget	£328 per school	£1966
Healthy Weight and Lifestyle Total Project Costs		£10,000

4. Recommendation

Eden Local Committee approves the launch of Healthy Weight and Lifestyle pilot project, delivered by Phunkyfoods, to help reduce the number overweight and obese young children in Eden.