

Barking & Dagenham Partnership

NI 56 – Year 6 children recorded as obese

Responsible Owner *Justin Varney*

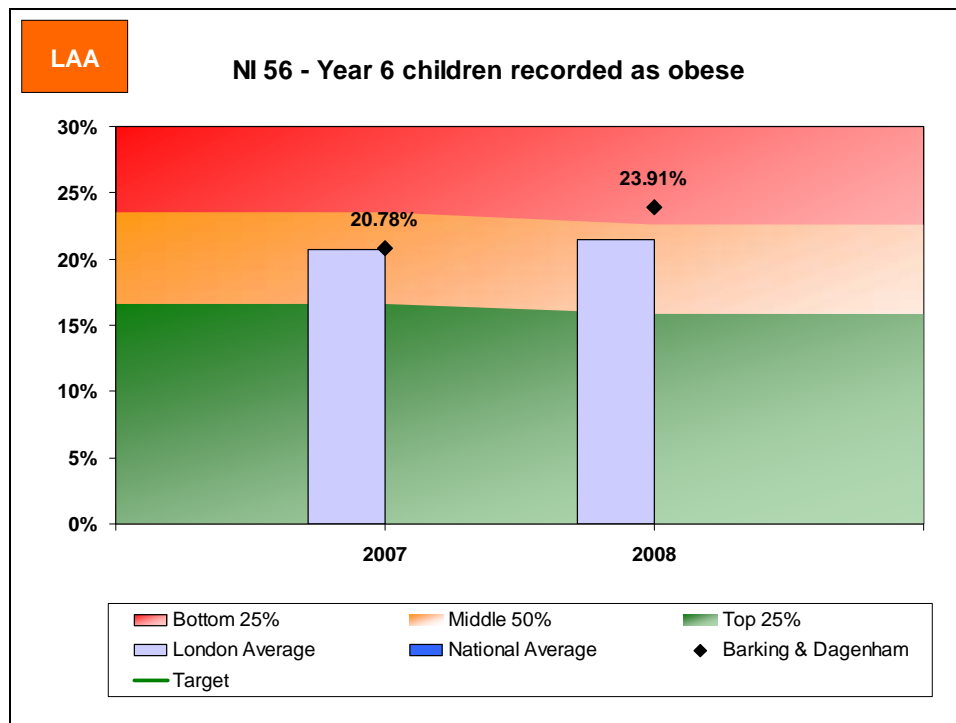
National Indicator Rationale

The Government has sent a clear signal that enabling individuals to maintain a healthy weight is important through the inclusion of obesity as a national priority within the NHS Operating Framework and the Children's Plan. The NHS Operating Framework requires all PCT's to develop plans to tackle child obesity, and to agree local plans with Strategic Health Authorities. It is the Government's expectation that PCT's will seek to work with local authorities to develop these plans, using the Joint Strategic Needs Assessment process that will become a requirement from April 2008. If the PCT and local authority agree that there is a sufficient local need to promote maintaining a healthy weight then they can seek to jointly develop a target within their Local Area Agreement that sets out what they will do to achieve this goal.

Current Performance

Performance against Target

n/a



Current Performance Commentary

The most recently available data (for 2007/2008) shows that 23.9% of primary aged children in Year 6 who had their height and weight measured were found to be obese. This represents an increase in the percentage of obese children from the previous year, when there were also much lower participation rates in the programme. This position is also considerably above the national average of 18.3% and above the London average of 21.6%.

Key Issues:***Specific reasons for underperformance, including equalities / area issues where relevant***

1.	The TellUs Survey in 2008 found that 77% of Barking and Dagenham's young people aren't achieving 5 portions of fruit or vegetables and day. The TellUs Survey in 2008 found that 77% of Barking and Dagenham's young people aren't achieving 5 portions of fruit or vegetables and day.
2.	Children's lifestyles have become increasingly sedentary with children opting for entertainment such as television and computer games instead of sports and outdoor activities.
3.	Parents were given the option for their children to 'Opt In' of weight measurements thus potentially reducing measurement uptake. In 2007, only 46.84% of registered pupils took part in the scheme, this means the baseline was unreliable.
4.	Potential lack of follow-up information for parents of overweight and obese children.
5.	Failure of partners to invest in delivery of obesity interventions without Primary Care Trust financial support.

Key Projects:***Areas of current /planned projects should focus on reasons for underperformance and link to the Key Issues listed above***

Key Issue No.	Project Title	Key Milestones / Date	Project Lead	Project Details
All	<u>Integrated child and adolescent obesity strategy</u>	June 2010	Justin Varney	Development of new integrated child and adolescent healthy weight strategy following Obesity NST Visit.
1	<u>The Healthy Schools Programme</u>		Jane Hargreaves	Working towards the National Target of 75% of schools to have gained National Healthy Schools Standards (NHSS). Develop enhanced Healthy Schools Standards for healthy eating and physical activity.
3.	<u>MEND programme</u>	3yr trajectory with year on year increase	Justin Varney	Substantial increase in capacity for MEND program which targets overweight and obesity 5-7yr olds. Approaching primary schools to pilot intervention in addition to child and adolescent obesity implementation team.
1.	<u>Fruit and vegetable workshops</u>	Annual cycle	Justin Varney/ Jane Hargreaves	Dedicated training sessions for front line youth and teaching staff designed to improve awareness in healthy eating and the benefits of eating fruit and vegetables and understanding of role of MEND and

				other interventions.
3,5	<u>Tenergy scheme and Primary School Physical Activity coordinator.</u>	SLA due to be signed in November 2009	Justin Varney/Jane Hargreaves	Dedicated capacity to support delivery of Tenergy program in primary schools and coordinate and promote physical activity in primary schools.
5	<u>Sport and Physical Activity Strategy</u>	June 2010	Paul Hogan	Integrated overarching strategy to coordinate delivery of sport and physical activity across all ages.
1,2	<u>HENRY</u>	December 2009	Justin Varney	Roll out of HENRY program focussed on healthy eating and physical activity for parents and under 5yr olds, delivered through children centres.
3,4,5	<u>Child and Adolescent Obesity Implementation Team</u>	December 2009	Victor Ferreira	Dedicated team to implement obesity interventions for children and adolescents and provide training and development support for staff across the partnership.
2,4	<u>GP Champion</u>	March 2010	Justin Varney	Appointment of a GP champion to develop clinical pathways for obese children and provide clinical leadership
4	<u>Social marketing campaign</u>	On-going	Justin Varney	Ongoing cycle of social marketing to promote awareness of support available for young people and parents around healthy eating and physical activity.

Key Risks:

Risks may relate to specific projects or to performance in general

- Reliance on the Mind, Exercise, Nutrition...Do it (MEND) programme which has a limited model and age group. Current delivery of MEND is through freelance consultant (potential issues of accountability/responsibility). Also struggling to engage leisure services beyond swimming and around MEND. Strong top-level commitment but not translating at lower level because of capacity.
- Poor eating/exercise habits may take time to change

Actions for Improvement (To be used for Quarterly Reporting):

Plans for further interventions must be robust and show clear prospects for improving performance

- Pilot assessments of year 1 interventions variable. Working with Carnegie Weight Management and MEND to review models of provision and provide a 0 to 18yr model.

- Obesity NST Visit in 2009 has highlighted areas for development and these will be addressed through new strategy.