

Bucking the trend: impact of a city-wide child healthy weight strategy.

Janice Burberry

Head of Public Health (Children and Families)

Leeds City Council



Leeds in context

- Big city and growing
- Over 50,000 under 5's
- Strong economy compassionate city
- Diverse
- 56 Children Centres
- Early Start Service



So what is making the difference in Leeds ?



Child Healthy Weight: Whole system approach

A shared vision with good local leadership
(Leeds Child Healthy Weight Plan and Partnership)

Work is grounded in LA, NHS and 3rd sector partners priorities

Co-created our plans and services

Focussed on how interventions interact and worked together to meet each others agendas



Leeds Child Healthy Weight Plan: shared priority

Strategic commitment

- Leeds Health and Wellbeing Plan
- Leeds Best Council Plan
- Leeds Children and Young People's Plan
- Leeds Maternity Strategy



Leeds Child Healthy Weight Plan: Co-created

- Children and families
- Practitioners
- Partners



Leeds Child Healthy Weight Plan –a clear vision

6 outcomes

- Leeds is a city which supports families to be a healthy weight.
- All children will have the best start to achieve a healthy weight.
- The causes that put particular groups of children at higher risk of an unhealthy weight will be addressed

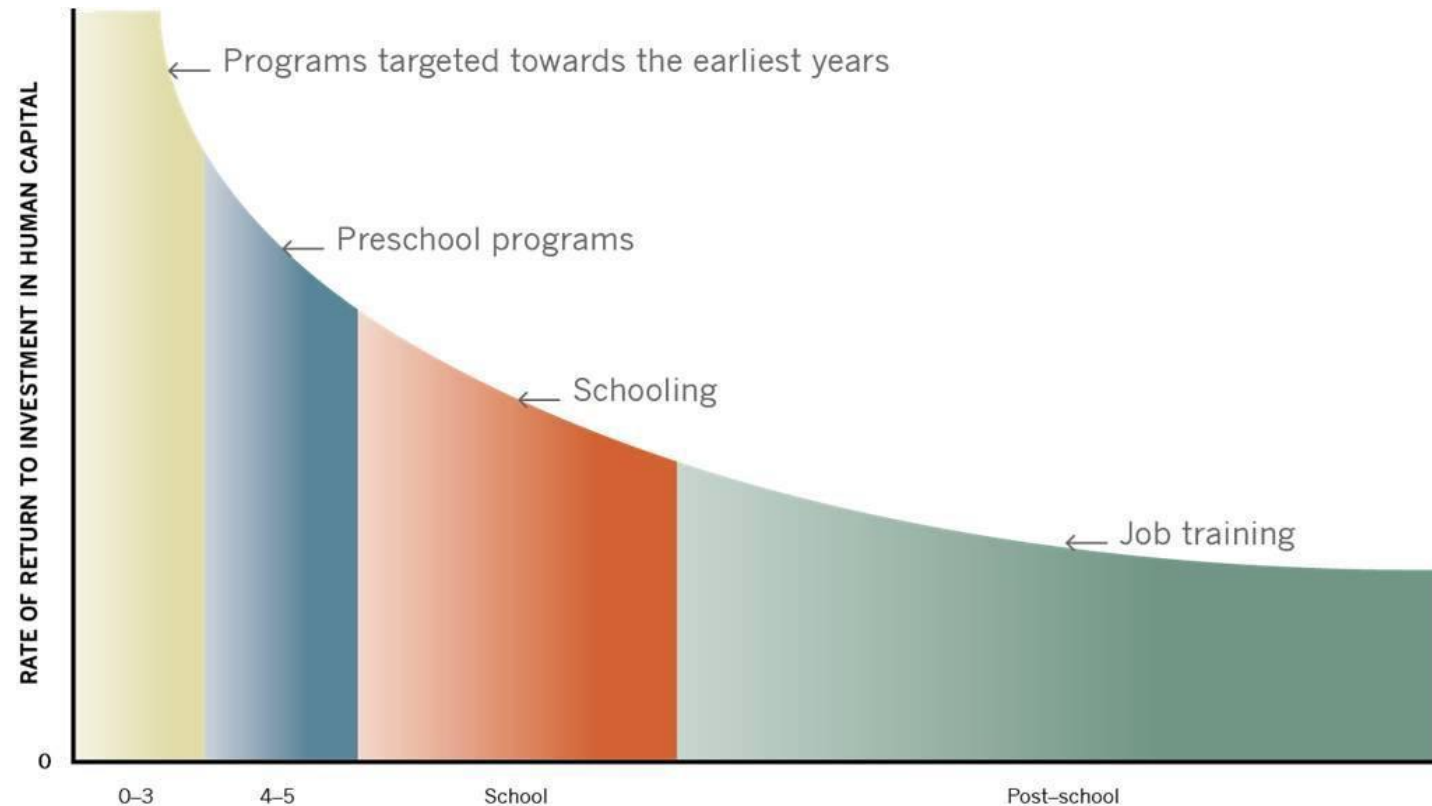


Leeds Child Healthy Weight Plan- a clear vision

- All children and families will have information and support and access to a skilled workforce to enable them to be a healthy weight.
- Children who are an unhealthy weight will be identified early and supported.
- Key Leeds stakeholders will work with the government and other bodies to shape national policy and practice.



Leeds Child Healthy Weight Plan Focused on the Early years



Source: Heckman (2008)



Leeds Child Healthy Weight: Early years intervention at scale and over time

- Henry work started 2008
- Train the trainer model
- Initial focus Early Start Teams (Integrated HV and CCs)
- Gradual expansion to wider workforce including 3rd sector



Leeds Child Healthy Weight: Early Years intervention at scale and over time

Henry today

- Group – Healthy Families Programme
- Individual programme
- Healthy start in Childcare
- Parent champion project
- HENRY healthy start volunteer programme
- Starting solids



HENRY: More than in a healthy weight programme

- A Parenting Skills programme
- Part of Leeds Constipation and Enuresis pathway
- An approach to improving dental health



Leeds Child Healthy Weight Plan Working together

Focussed on how interventions interact and worked together to meet each others agendas .

- Best Start Plan
- Maternal Obesity Action Plan
- Leeds Breastfeeding Plan
- Leeds Oral Health Plan



Leeds Child Healthy Weight: Working together



Giving babies the best start in life

Leeds Best Start Plan 2015-2019

- Healthy mothers healthy babies
- Parents experiencing stress are identified early
- Well prepared parents
- Good attachment and bonding
- Improved Communication and early language



Maternal Obesity

- Leeds Maternal Healthy Weight task group and action plan
- Increasing understanding of the prevalence and impact
- A focus on preconception period
- Public facing campaign to dispel the myth around eating for two
- Collaboration with Best Beginnings to enhance information on nutrition and exercise in pregnancy on the Baby Buddy app
- Consultation work- Asian and African Caribbean mothers. Mothers living in more deprived communities.



Leeds Breastfeeding Plan



- Developed in partnership with families, practitioners and stakeholders, delivered with a partnership approach
- Strong focus on responsive feeding and relationship building
- Early conversations about the value of breastfeeding and how this impacts future healthy weight
- City wide approach using Baby Friendly Initiative (CC's Stage 1, Maternity full accreditation, HV's Gold)



Leeds Oral Health Plan

- HENRY Oral health module
- Leeds Choose the cup campaign making drinking an occasion
- Catering Leeds -Starters and Savoury dessert reducing the sugar content of Leeds school meals



Leeds Childhood Healthy Weight - Relationships centre stage

- Parent child –Best Start, Breastfeeding and HENRY
- Parent and practitioner –HENRY
- Practitioner to practitioner relationships -HENRY Forum and Supervision



Leeds Child Healthy Weight Plan - so in summary

- A clear vision ,broad strategic commitment and strong local leadership
- Co created
- Invested early, delivered HENRY at scale and over time
- Worked together to meet each others objectives
- Kept relationships centre stage

