

## Health Promotion Service – Project Overview

| TITLE                                      | <i>EATSOME PROGRAMME</i>   |
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| <b>NATIONAL TARGETS / LOCAL PRIORITIES</b> | <p><b>National Institute of Health and Clinical Excellence (NICE) (2006) Guidance on Obesity:</b></p> <ul style="list-style-type: none"> <li>• Stem the rising prevalence of obesity and diseases associated with it</li> <li>• Increase the effectiveness of interventions to prevent overweight and obesity</li> <li>• Improve the care provided to adults and children with obesity, particularly in primary care through:</li> <li>• Ensuring that preventing and tackling obesity is a priority, at both strategic and delivery levels.</li> <li>• Interventions for childhood overweight and obesity should address lifestyle within the family and in social settings.</li> </ul> <p><b>The Marmot Review: Fair Society, Healthy Lives (2009):</b><br/>           PO A Give every child the best start in life<br/>           PO D Ensure a healthy standard of living for all</p> <p><b>CIOSPCT Strategic Outcomes:</b></p> <p>SO2 Help more children to achieve a healthy weight and so improve their current and long-term health prospects<br/>           SO4 Reduce deaths from cancer by improving prevention...<br/>           SO5 Reduce the number and impact of strokes through better prevention...<br/>           SO6 Improve mental health and well being and help people with mental health problems to have the same life opportunities as everyone else<br/>           SO9 Reduce the gap between people with the best health and those with the poorest health by targeting support where it is needed most<br/>           SO10 Help people to live longer and raise life expectancy in Cornwall to match the best levels in Europe</p> <p><b>Healthy Weight, Healthy Lives (2008):</b></p> <ul style="list-style-type: none"> <li>• Promote healthy weight, particularly in children, with the aim of reducing the proportion of overweight and obese children to 2000 levels by 2020.</li> <li>• For the period 2008/09 to 2010/11, both the Child Health PSA and the NHS Operating Framework asked PCTs and LAs to focus on the levels of obesity in children.</li> </ul> <p><b>Healthy Lives, Brighter Future (2009):</b></p> <ul style="list-style-type: none"> <li>• To deliver our 2020 ambition of making England the best place for children to grow up, we need to support families in securing world-class health and wellbeing outcomes for their children.</li> </ul> |

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|                       | <p><b>The Food Standards Agency Strategic Plan 2010–2015</b></p> <ul style="list-style-type: none"> <li>• Consumers should expect to be eating safer food and be choosing healthier and more balanced meals by 2015</li> </ul> <p><b>HM Government Food 2030 Priorities:</b></p> <ul style="list-style-type: none"> <li>• Enable and encourage people to eat a healthy, sustainable diet</li> </ul> <p><b>The 2020 Health &amp; Well Being Strategy for Cornwall</b></p> <ul style="list-style-type: none"> <li>• Eatsome delivery is a key part of the Food card within the strategy</li> </ul> <p><b>The Cornwall Healthy Weight Strategy</b></p> <ul style="list-style-type: none"> <li>• To achieve an upward trend in the number of people who are a healthy weight in Cornwall and Isles of Scilly by 2013, with a particular focus on children and families</li> <li>• Eatsome delivery is a key part of the strategy</li> </ul> <p><b>The Cornwall Children and Young Persons Plan</b></p> <ul style="list-style-type: none"> <li>• Reducing the gap between children and young people with the best health and those with the poorest health.</li> <li>• Increase the number of children, young people and their families to achieve and maintain a healthy weight</li> </ul> |
| <p><b>SCOPING</b></p> | <p>Foresight Tackling Obesities Report (2007)</p> <p>Choosing Health (2004) Making healthy choices easier.</p> <p>NICE clinical guideline 43 (2006) Guidance on the prevention, identification, assessment and management of overweight and obesity in adults and children.</p> <p>British Nutrition Foundation Task Force (2003) Obesity</p> <p>Food Standards Agency (2009) National Diet and Nutrition Survey.</p> <p>Dept of Health (2000) COMA report on Food Policy and Nutrition</p> <p>Public Health Commission (2009) We're all in this together; improving the long term health of the nation</p> <p>Robinson-O'Brien R, Story M, Heim S (2009) Impact of Garden-based youth nutrition programmes: a review, Journal of American Dietetic Association.</p> <p>Thomas J, Sutcliffe K, Harden A, Oakley A, Oliver S, Rees R, Brunton G, Kavanagh J (2003) Children and Healthy Eating; a systematic review of barriers and facilitators; EPPI centre, University of London.</p> <p>Shepherd J, Harden A, Rees R, Brunton G, Garcia J, Olicer S, Oakley A (2001) Young people and healthy eating: a systematic review of research on barriers and facilitators, EPPI centre, University of London.</p>  |

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|                          | <p>Summerbell C, Waters E, Edmunds L, Kelly S, Brown T, Campbell K (2005) Interventions for preventing obesity in children, Wiley and Sons Ltd.</p> <p>Wrieden WL, Anderson AS, Longbottom PJ, Valentine K, Stead M, Caraher M, Lang T, Gray B, Dowler E (2007) The impact of a community-based food skills intervention on cooking confidence, food preparation methods and dietary choices – an exploratory trial, Public Health Nutrition.</p> <p>Bull J, Mulvihill C, Quigley R (2003) Prevention of low birth weight: assessing the effectiveness of smoking cessation and nutritional intervention, Health Development Agency.</p> <p>Dietary Change: the evidence base and future research needs; a Food Standards Agency seminar, 2005.</p> <p>NICE public health guidance 11 (2008) Improving the nutrition of pregnant and breastfeeding mothers and children in low-income households.</p> <p>National Obesity Observatory (2009) Standard Evaluation Framework for Weight management interventions.</p> <p>Tapp A, Eagle L, Spotswood F (2008) Social Marketing based strategy for obesity interventions, Bristol Social Marketing Centre</p> <p>Health Profiles for Cornwall (<a href="http://www.cornwall.gov.uk">www.cornwall.gov.uk</a>)</p> <p>Eatsome evaluation of cooking sessions (2005) not published, showed an increase in cooking skills and confidence in participants of sessions. Comments books provide anecdotal evidence of behaviour change towards a healthier diet.</p> |
| <p><b>AIM(S)</b></p>     | <p>To promote healthy eating and the 5 A DAY policy across Cornwall and the Isles of Scilly</p> <p>Promote the healthy option as the best option in terms of access, availability, ease and enjoyment</p> <p>Increased levels of confidence and skills in buying, preparation and consumption of healthy food.</p>  |
| <p><b>OBJECTIVES</b></p> | <ul style="list-style-type: none"> <li>• Increase the consumption of balanced diets, full of fruit and vegetables, primarily through cooking sessions but also through healthy eating sessions, training trainers and CHEFS award for caterers.</li> <li>• Target interventions primarily at families and children to give children the best start in life in terms of the foods promoted and provided to them</li> </ul>   |

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|   | <ul style="list-style-type: none"> <li>• Contribute to achieving an upward trend in the number of people in Cornwall who are a healthy weight by 2013 through partnership involvement with weight management programmes.</li> <li>• Deliver all programmes based on best practice and work in partnership to achieve common goals</li> </ul>   |
| <p><b>PROJECT TARGETS and BEHAVIOURAL GOALS</b></p> | <ul style="list-style-type: none"> <li>• Fit Food for Families tutor training – 1 course (10 beneficiaries)</li> <li>• Early Years nutrition training – 2 courses (50 beneficiaries)</li> <li>• Weaning project – deliver weaning sessions to 3 high risk groups, develop weaning resources, promote standardisation of weaning education, evaluate weaning practices.</li> <li>• Level 2 Healthier Foods and Special Diets training – 2 courses (15 beneficiaries)</li> <li>• Weight Matters – 8 courses (96 beneficiaries)</li> <li>• Cardio Vascular checks (15 beneficiaries)</li> <li>• Keep it in the Family – Phase 2 and Phase 3 (40 beneficiaries)</li> <li>• Falmouth Healthy Weight Programme – 3 courses (90 beneficiaries)</li> <li>• General cookery courses (60 beneficiaries)</li> <li>• Get Cooking – 6 courses (60 beneficiaries)</li> <li>• Get Cooking for Learning Disabilities – 1 course (10 beneficiaries)</li> <li>• Healthy Eating sessions (150 beneficiaries)</li> <li>• Health Champions – 15 volunteers working with Eatsome</li> <li>• CHEFS – support steering group to engage 60 new premises onto the award</li> <li>• CHEFS for Early Years - develop award criteria and pilot with 5 settings</li> <li>• CHEFS for Community Meals - develop award criteria and pilot with 5 settings</li> <li>• Growing Collaboration – design of website and attendance at meetings to develop new collaborations and network community food projects</li> <li>• Bite Size and Big Bite Grants – 2000 beneficiaries</li> <li>• Website – 750 hits per month (9000)</li> <li>• Annual Conference (80 beneficiaries)</li> <li>• Evaluation report</li> </ul> |
| <p><b>THE PROPOSITION</b></p>                       | <p>The programme delivers on its agenda through 3 key areas:</p> <p><b>Training</b></p> <p>We will support individuals, groups and partner agencies with training to confidently cascade key nutrition messages. This will promote and sustain healthy eating practices amongst a wider audience. This is in line with NICE guidance on obesity; particularly guidance aimed at early years, and will help towards our local and national targets on obesity. The training courses we provide are based on behaviour change models and aim to offer practicable and simple actions that will impact upon many of the WCC targets.</p>  |

We will deliver Eating Well for Under 5s training in order to equip Early Years practitioners with relevant, up to date and practicable skills to engage children and parents on healthy eating from a young age and help turn the obesity tide.

Our Get Cooking training is open to any group who want to run cooking sessions and participants range from youth workers to occupational therapists. This year we will also be running GC training for learning disabilities in order to engage support workers with addressing the additional nutritional and life skill needs of this target group.

Our Healthier Food Special Diets course is an accredited level 2 course aimed at both caterers (part of the CHEFS award) and community workers who like or need to have accredited nutrition training.

Our Fit Food for Families training is a partnership with Family Learning. They plan to deliver 15 cookery courses to parents and young children this year. We have and will continue to provide the training and support to make this happen.

### **Direct Delivery**

Our cooking and healthy eating sessions are tailored to each community group and offer support for individuals to move towards a healthier diet. Practical sessions offer skills training and encourage tasting and enjoyment of healthier options. Sessions are targeted at areas of higher deprivation in order to try to combat the health inequalities in these areas. The evidence basis for cooking sessions is both in studies carried out elsewhere and the experience of Eatsome and other similar programmes regionally. Increasing cooking skills and healthy eating knowledge can have a strong impact on both confidence in and willingness to eat a better diet.

The Weight management delivery for both adults and children has been developed in partnership with LEAP*Active* and Weight Matters. The interventions are designed to follow the best practice guidelines of the National Obesity Observatory and impact upon national and local targets on obesity as measured through the National Child Measuring Programme.

Our social marketing weaning project; First Foods aims to assess the current trends in weaning initiation and practices in targeted populations in Cornwall, then to put in place resources to support weaning services in engaging parents and normalise good weaning practices. This is in line with NICE guidance on maternal and child nutrition.

The CHEFS programme is a partnership with Public Health and Protection to reward caterers who achieve good standards around food hygiene, nutrition, local sourcing and trading standards. We will continue to support PHP with this award scheme, which aims to engage 60 premises a year. This year we also have funding to develop 2 new strands of the programme; one for Early Years and one for Community

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|  | <p>Meals. Eatsome are developing and testing the nutrition criteria, based on best practice and local knowledge.</p> <p>Eatsome are supporting the roll out of the Cardio Vascular Checks, targeted at the over 40 population, with telephone and written support, as well as signposting to sessions for individuals who express a need.</p> <p><b>Support</b></p> <p>Eatsome works a lot with partners and community groups to enable others to develop their own healthy eating initiatives and thereby spread the impact of societal change towards healthier eating.</p> <p>This year Eatsome are offering two grant schemes; Bite Size (up to £300) and Big Bite (up to £1000) for community groups to support the development of healthy eating activities. The grant schemes enable a bottom up approach to promoting good food that is tailored to each community's needs.</p> <p>The Growing Collaboration is a network of organisations, across the public, private and voluntary sectors that aims to support the development of collaborative work around local food and health. Eatsome are a key player in the collaboration and as such will be supporting the networking of projects both through online support and via our annual conference.</p> |
| <p><b>EVALUATION</b></p>                         | <p>Qualitative and Quantitative evaluation of courses and interactions:</p> <ul style="list-style-type: none"> <li>• Evaluation of cooking sessions pre and post</li> <li>• Follow up evaluation of grants</li> <li>• Follow up evaluation of Get Cooking attendees</li> <li>• Database of activities to record quantitative data</li> <li>• Other methods of evaluation; interviews, photos, comments book etc as appropriate</li> <li>• All obesity management programmes will be evaluated using the framework set out by the National Obesity Observatory in order to produce data that can be compared against similar data sets nationally and locally.</li> </ul>   |
| <p><b>DELIVERY PARTNERS and Stakeholders</b></p> | <p>Family Learning<br/> Children, Young People and Family Services and Children's Centres<br/> Health Professionals, especially Health Visitors and Dieticians<br/> Health Trainers<br/> Health Promotion Service, in particular LEAPActive and Weight Matters<br/> Public Health and Protection; Environmental Health and Trading Standards<br/> Cornwall Food Programme<br/> Community and Voluntary Groups<br/> Regional Food, Health and Physical Activity Group</p>   |

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|  | Regional community food projects<br>Growing Collaboration group<br>Health Champions<br>Exhale |
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