

Health Promotion Service – Project Overview

TITLE	Eatsome 09-10
NATIONAL TARGETS (e.g. Choosing Health, NSFs, National Strategies)	<ul style="list-style-type: none"> • Choosing Health (2004): <ul style="list-style-type: none"> ○ Reducing obesity and improving diet and nutrition ○ tackling inequalities ○ supporting children, parents and carers to make healthy choices ○ promoting health in the workplace ○ creating a demand for healthy choices ○ promoting personal health • National Institute of Health and Clinical Excellence (2006) guidance on Obesity: <ul style="list-style-type: none"> ○ Stem the rising prevalence of obesity and diseases associated with it ○ Increase the effectiveness of interventions to prevent overweight and obesity ○ Improve the care provided to adults and children with obesity, particularly in primary care through: <ul style="list-style-type: none"> ○ Ensuring that preventing and tackling obesity is a priority, at both strategic and delivery levels. ○ Interventions for childhood overweight and obesity should address lifestyle within the family and in social settings. • Foresight Tackling Obesities Report (2007): <ul style="list-style-type: none"> ○ whole system approach is critical and includes both population and targeted measures by government, industry, communities, families and society as a whole. • Healthy Weight, Healthy Lives (2008): <ul style="list-style-type: none"> ○ Promote healthy weight, particularly in children, with the aim of reducing the proportion of overweight and obese children to 2000 levels by 2020. ○ 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. • Healthy Lives, Brighter Future (2009): <ul style="list-style-type: none"> ○ 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.

<p>EVIDENCE OF EFFECTIVENESS (e.g. NICE guidelines)</p>	<p>All Eatsome initiatives follow evidenced guidelines from the following documents: Choosing Health NICE Guidelines on obesity prevention British Nutrition Foundation Task Force report on Obesity and CVD National Diet and Nutrition Survey (Food Standards Agency) DoH COMA report on Food Policy and Nutrition</p>
<p>AIM(S)</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>OBJECTIVES (the outcomes you hope to achieve) Are they SMART?</p>	<ul style="list-style-type: none"> • Promote, encourage and support healthy eating activities within every Children's Centre in Cornwall • Trial parent led cookery clubs in Early Years settings • Support Family Learning with Fit Food For Families courses • Deliver nutrition training for staff in early years' settings. • Set up and pilot weaning project • Accredited training in nutrition delivered to food providers and community groups • Healthy Weight Cookery Club sessions delivered in various community settings • Tailored cooking sessions delivered in various community settings • Tailored healthy eating sessions delivered to community groups • Deliver Get Cooking courses for cookery club tutors • All Get Cooking tutors, past and future offered support through mentorship scheme • All Health Champion volunteers supported through mentorship scheme • CHEFS scheme supported to ensure standardised delivery and increased publicity • Grant scheme available to support mini projects • Interactive website updated to support individuals in particular. • Support the Big Lunch through conference, encouragement of attendees and support of events • Advertising campaign to promote website and thereby access healthy eating knowledge. • General awareness raising of healthy eating through key events.

	<ul style="list-style-type: none"> • A yearly conference • Yearly evaluation report
PROJECT TARGETS	<ul style="list-style-type: none"> • Ensure healthy eating activities being carried out in every children's centre, monitored through annual CC audit. (36 centres) • Trial 1 Parent led cookery course (10 beneficiaries) • Deliver 6 Cooking in Early Years courses (60 beneficiaries) • Support Family Learning with Fit Food For Families courses (300 beneficiaries) • Deliver Early Years nutrition training. (30 beneficiaries) • Pilot weaning project in 3 Early Years settings (40 beneficiaries) • Deliver <i>Level 2 Healthier Food Special Diet</i> course (10 beneficiaries). • Deliver cooking aspect of Weight Matters courses for adults. 8 courses per year (160 beneficiaries) • Pilot <i>Keep it in the Family</i> with LEAPActive (20 beneficiaries) • Deliver general cookery courses to 150 beneficiaries. • Develop a care pathway for cooking sessions for people with learning disabilities and/or mental ill health • Deliver healthy eating sessions to 150 beneficiaries • Deliver 6 Get Cooking courses (72 beneficiaries) • Offer support to all Get Cooking tutors • Offer all Health Champions opportunities to support cooking and healthy eating sessions. • Support CHEFS steering group on healthy eating aspects of the award scheme • Support conference delegates to deliver at least 5 Big Lunch events (100 beneficiaries) • Support at least 2000 people through grants • Receive at least 10 hits per day (3650 per year) to the website • Plan and deliver an annual conference (80 beneficiaries) • Evaluation report to show a statistical improvement in eating habits for those on cooking courses.
ACTIVITIES	<p><i>Children's Centre healthy eating activities:</i> All CCs have a duty to provide some level of healthy eating activity as part of their work plan Eatsome will work in partnership with Family Services to provide support in ensuring that this is carried out as equitably</p>

as possible across every CC.

Parent Led cookery groups

Working with a key children centre support parents to set up their own cookery group. Once piloted evaluate for lessons learnt before disseminating to all CCs.

Early Years nutrition training:

Using the "Eating Well for Under 5s toolkit" deliver training to early years' providers on promoting healthy eating and providing healthier options.

Weaning Project:

A representative steering group will explore current breastfeeding, weaning practice and knowledge and source of information and a needs led response will follow. This might take the form of training for key early years' staff, volunteers and Family Learning tutors to run practical weaning parties in targeted areas.

Healthier Foods Special Diets: accredited course in nutrition.

Weight Matters courses:

Eatsome will work in partnership with LEAPActive and the Weight Management Worker to provide courses for adults only and families of children between 8 and 11 years old around getting active, cooking better food, improving confidence and ability to change to a healthier lifestyle.

Keep it in the Family

Eatsome and LEAPActive will pilot an already successful programme aimed at working with obese children and their families through an intensive programme of support.

General Cooking Courses

These courses will be between 4 and 6 weeks long and will be delivered to partner organisations and community groups.

Healthy Eating Sessions

These will be single sessions appropriate to the group around practicalities of adopting key healthy eating behaviours.

Get Cooking

These courses will support practitioners to run cooking sessions in their own groups and settings.

	<p><i>Health Champions</i> Eatsome offer the opportunity for volunteers to be involved with and support practical group sessions.</p> <p><i>CHEFS – Cornwall Healthier Eating and Food Safety Award</i> Eatsome will offer ongoing support for the nutrition aspect of this award for catering establishments.</p> <p><i>Bite Size Grants</i> These grants support community groups to run healthy eating projects such as growing, cooking or community banquets.</p> <p><i>Website</i> www.eatsomegoodfood.org This is the source of our project information, interactive resources and contacts.</p> <p><i>Annual Conference</i></p> <ul style="list-style-type: none"> • The Eatsome annual conference is an opportunity for community groups and partner organisations to share good practice and ideas around promoting healthy eating in Cornwall. <p><i>The Big Lunch</i> On the 19th July there is a national Big Lunch day where everyone is encouraged to “break bread” with their neighbours and friends. Eatsome will be supporting this through follow up from the conference and supporting the development of some local Big Lunches.</p>
<p>EVIDENCE (how you will collect the evidence that demonstrates your objectives have been achieved)</p>	<ul style="list-style-type: none"> • Evaluation of cooking sessions pre and post • Follow up evaluation of grants • Follow up evaluation of Get Cooking attendees • Database of activities to record quantitative data • Other methods of evaluation; interviews, photos, comments book etc as appropriate
<p>DELIVERY PARTNERS and Stakeholders</p>	<p>Family Learning Family Services and Children’s Centres Health Professionals Health Trainers Health Promotion Officers Environmental Health Teams Community and Voluntary Groups Healthy Living Forums Regional Food, Health and Physical Activity Group Housing Associations Health Champions</p>

Target number of beneficiaries for each activity

Activity	No. courses	No. Beneficiaries
Parent led cooking	1	10
Cooking in Early Years	6	60
Fit Food For Families	20	300
Early years training	3	30
Weaning project		40
Accredited nutrition training	1	10
Adult Weight Matters	8	160
Keep it in the Family	1	20
General cookery courses		150
Healthy eating sessions		150
Get Cooking course	6	72
Big Lunch	5	100
Grants		2000
Website		3650
Conference	1	80
TOTAL		6832