

**Health Promotion Service – Project Overview  
2010 - 2011**

<b>TITLE</b>	<b>Weight Matters</b>
<b>NATIONAL TARGETS / LOCAL PRIORITIES</b>	<p><b>‘Choosing Health – Tackling Obesity</b>  ‘halt the year on year rise in obesity among children aged under 11 by 2010 in the context of a broader strategy to tackle obesity in the population as a whole’</p> <p><b>Cornwall &amp; IoS Obesity Strategy</b>  “improving health through helping people achieve and maintain a healthy weight”</p> <p><b>Foresight Tackling Obesity Future Choices</b>  “ensure that all individuals are able to maintain a healthy weight”</p> <p><b>Health Weight Healthy Lives A Cross Government Strategy for England</b>  “to be the first nation to reverse the rising tide of obesity and overweight in the population by ensuring that everyone is able to achieve and maintain a healthy weight...initial focus will be on children by 2020 we aim to reduce the proportion of overweight and obese children to 2000 levels”</p> <p><b>Health and Wellbeing Strategy Cornwall &amp; Isles of Scilly to 2012</b>  “The 2008 strategy lists 13 key area to improve health to achieve and healthy future for all” we are working towards supporting workplace health, healthy eating and increasing activities.</p>
<b>SCOPING</b>	<p>NICE Obesity Guidelines (2006) (NICE/CG43)  NICE Behaviour Change Guidelines (2007) (NICEPH6)  Lightening the Load – Tackling Overweight and Obesity (2007) (PN50374)  The Healthy Living Social Marketing Initiative (2007) (280163)  National Obesity Guidance for Healthy Schools (2006).  Weight Matters groups based on Shape Up A weight management programme produced by Weight Concern (2006) (ISBN 954065204)  Health Profiles for Cornwall (Cornwall.gov.uk)  Estimates people (overweight or obese) is 170,680.  Representing about one in three members of the population. Within this people who are estimated to be at a higher risk (that is obese) is 109,306, which represents about one in five members of the adult population.</p>

<p><b>AIM(S)</b></p>	<p>To contribute to the delivery of Cornwall's Health and Wellbeing and Obesity Strategies by</p> <ul style="list-style-type: none"> <li>• developing, delivering &amp; cascading 'good practice,</li> <li>• support and deliver knowledge, skills about eating well and promoting physical activity to achieve and maintain a healthy weight.</li> <li>• Raise individual in their ability to manage weight</li> <li>• Support professionals with resources and signposting information.</li> </ul>
<p><b>OBJECTIVES</b></p>	<p><b>Contribute and respond to shared goals</b> with partners, as identified by the CHWG strategic group and the HCOP3 Obesity LAA, guided by DoH and GOSW 'Food and Activity Network'</p> <p><b>Further Develop 'Weight Matters' as an identified initiative that can:</b></p> <p>Provide weight management information, guidance, support and resources to individuals, plus toolkits and training to professionals working with adults/families.</p> <p><b>Develop Weight Management on Referral</b> Explore funding options to provide a service/hub that can be used by funded GP's across Cornwall</p> <p><b>Weight Management training</b></p> <ul style="list-style-type: none"> <li>• Create Weight Management support groups for adults through Weight Matters, by cascading information on how to facilitate groups in a variety of settings; Community, GP practices, Workplace</li> <li>• Pilot Change 4life support groups for schools plus initiatives that are targeting obesity/healthy Weight</li> </ul> <p><b>Raise the profile and understanding of Weight Management with individuals.</b></p> <ul style="list-style-type: none"> <li>• Promote Weight Management messages to more men to encourage their awareness of the benefits of being a healthy weight across the workplace and GP practices</li> </ul> <p>Promote the use of Change4life to support Weight Management information.</p> <p>Respond to individual requests for support by providing information, phone emails and texts</p>
<p><b>PROJECT TARGETS and BEHAVIOURAL GOALS</b></p>	<ul style="list-style-type: none"> <li>• To recruit people for Weight Management on Referral Scheme (240)</li> <li>• Raise awareness through publicity (4 articles)</li> <li>• Develop training resource (1 guide)</li> <li>• Offer Weight Management Training sessions</li> <li>• Health Trainers (10 staff)</li> <li>• Contribute to partnership working (4 meetings)</li> <li>• Offer Weight Management groups in the community and recruit (96 people)</li> </ul>

	<ul style="list-style-type: none"> <li>• Weight Management pilot in schools (12 people)</li> <li>• Support Weight Management groups in the workplace setting (18 people)</li> <li>• Support GP practice groups (18 people)</li> <li>• Support Individuals with advice (20 people)</li> <li>• Promote awareness of healthy weight (4 events)</li> <li>• Raise awareness of Men's Weight (4 events)</li> </ul>
<p><b>THE PROPOSITION</b></p>	<p><b><u>Weight Management on Referral (West)</u></b>  To promote information about the WMOR scheme (west) to ensure eligible individuals can access the scheme to improve their health through weight reduction.</p> <p><b><u>Website Publicity and Awareness</u></b></p> <ul style="list-style-type: none"> <li>• Provide updated information for health promotion website to inform public about weight management groups and signpost to increase access support agencies and wider support</li> <li>• identify opportunities to promote the work of Weight Matters through publicity to raise awareness about the benefits of weight management to help people feel better and more in control of their choices.</li> <li>• Identify Weight Management Awareness promotion opportunities by talking to groups, attending health days and community events.</li> </ul> <p><b><u>Project Development</u></b>  Contribute to shared Adult Weight Management Goals by attending and contribute to regular regional and local strategy meetings for adult weight management to ensure good practice in delivery.</p> <p><b><u>Resource Development</u></b>  Develop a Weight Matters Facilitators Guide for delivery of effective weight management to support training in weight management group delivery.</p> <p><b><u>Weight Matters in the Community</u></b></p> <ul style="list-style-type: none"> <li>• <b>Support (vascular checks)</b> for 40-74 year olds working in partnership with Eatsome and LEAP, offering lifestyle groups to support cardio vascular health..</li> <li>• <b>Support individuals</b> by responding to requests to help people management weight by providing resources and support.</li> <li>• <b>Support Health Trainers</b> with training, resources and group promotion to help recruitment and skill development around weight management</li> </ul> <p><b><u>Weight Matters Groups in Schools</u></b>  Develop pilot project to show good practice to schools in relation to the NCMP and evaluate outcomes.</p>

	<p><b><u>Weight matters groups in the Work Place</u></b> Offer these to the work place as part of a Change 4life focus, supporting workplace champions to facilitate these groups in the workplace.</p> <p><b><u>Weight Matters Groups in GP Practices</u></b> Offer to GP practices who want to run their own groups and need a group to shadow delivery to improve practice</p> <p><b><u>Know the Score – Men’s Waist Matters</u></b></p> <ul style="list-style-type: none"> <li>• Raising an awareness that Men’s Waist size Matter through brief interventions at events in the workplace working towards the Workplace Health Award</li> <li>• Produce Posters to be distributed to GP practices (funding permitted)</li> </ul>
<b>EVALUATION</b>	<ul style="list-style-type: none"> <li>• Evaluation of weight at weight management sessions pre and post completion</li> <li>• Evaluation of confidence, food and activity habits and collection of qualitative data pre and post sessions. Followed up by 12 monthly questionnaires.</li> <li>• Database of participants on Weight Management on Referral and evaluation of weight loss.</li> <li>• Evaluation feedback from Training sessions</li> <li>• Printed evidence of publicity &amp; feedback</li> </ul>
<b>DELIVERY PARTNERS and Stakeholders</b>	<p>GOSW Food and Physical Activity Network CHWG strategic group LAA HCOP3 Obesity group Eatsome Leap/Mobilise Healthy Schools Workplace lead Family Services Family Learning General Practices Commercial weight management groups – weight watchers</p>