

Childhood Healthy Weight in County Durham

Children and Young People Overview and Scrutiny Committee
26 February 2025



Childhood obesity



Obesity is associated with reduced life expectancy, poor immunity, chronic diseases and poor mental health

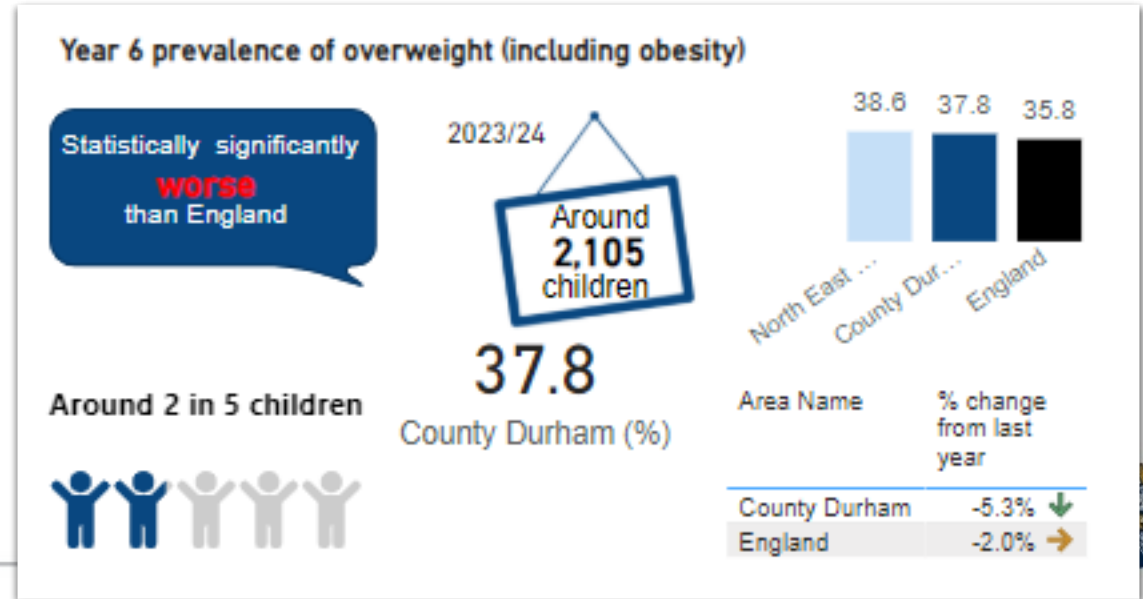
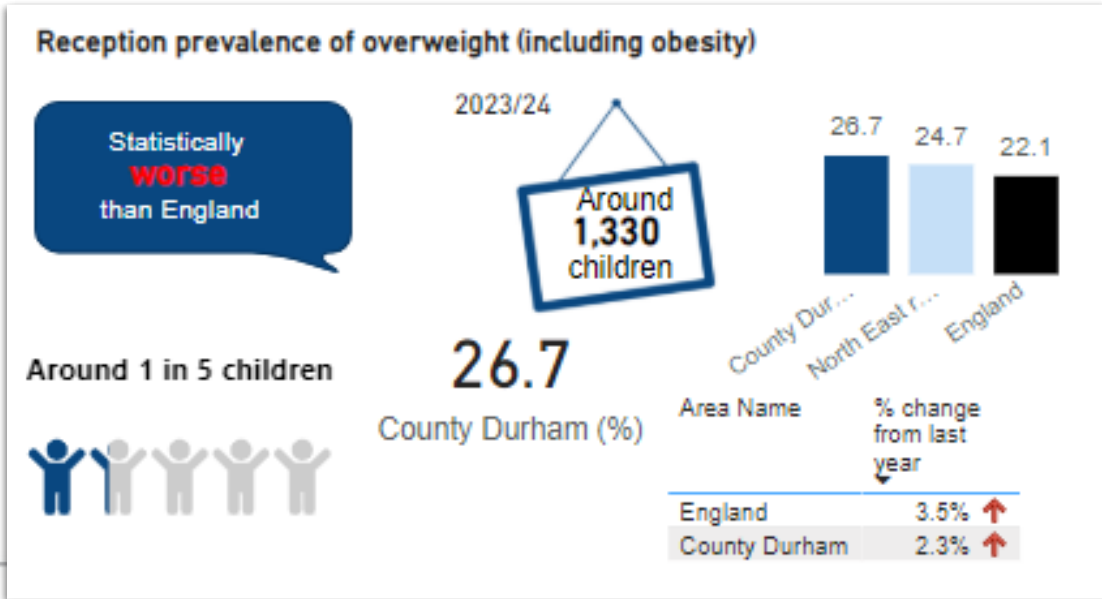
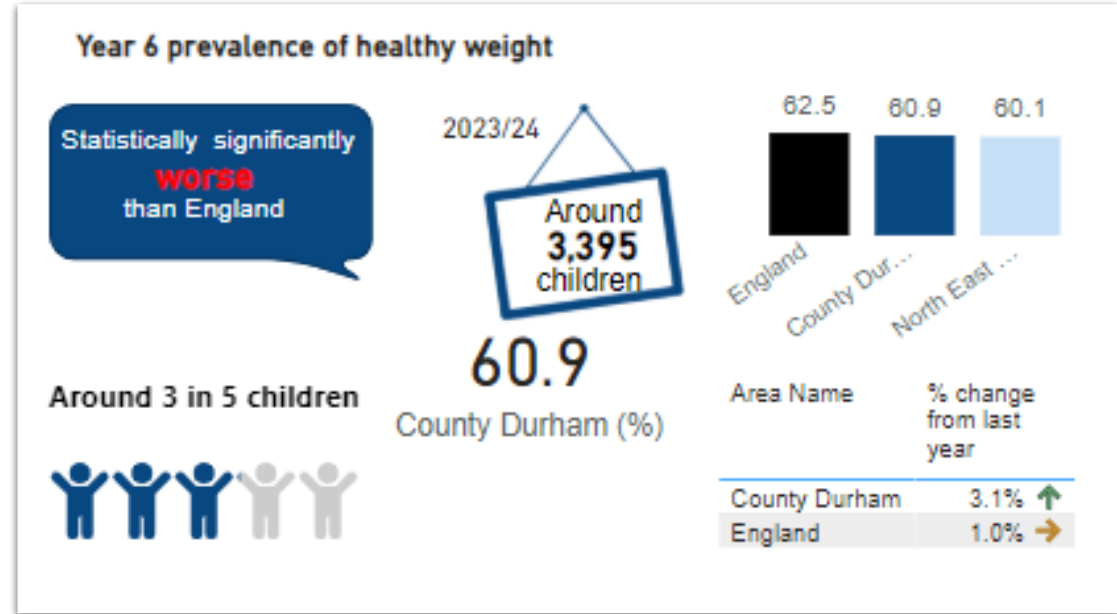
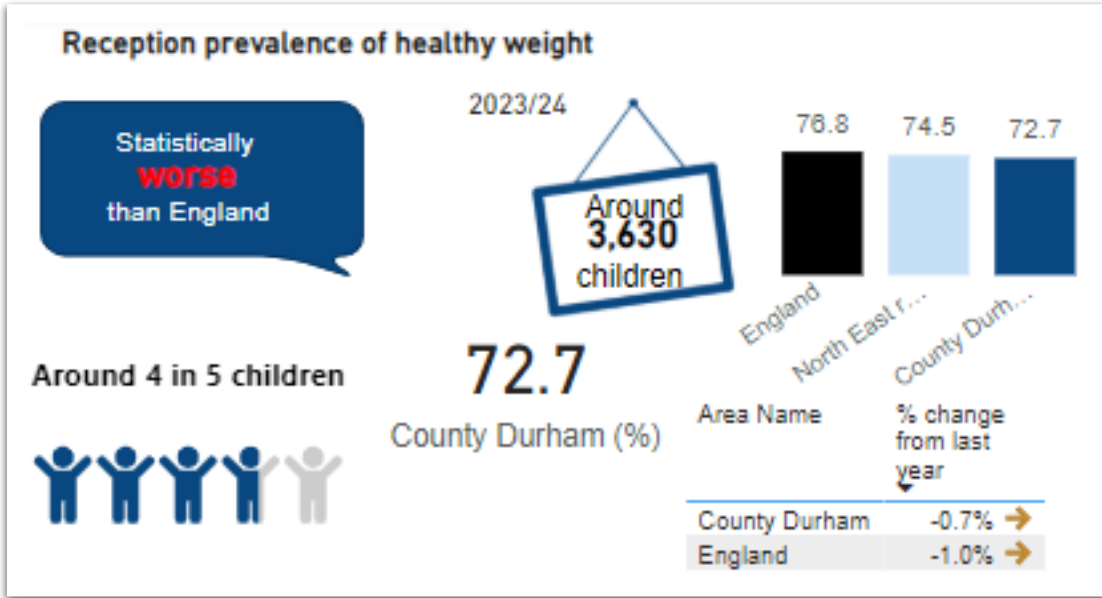
Living with obesity affects my ability to thrive

Living with obesity is harmful to my health



Local Picture : Healthy Weight

At reception age, the large majority of children were recorded as being in healthy weight (4 in 5); however, this proportion decreases to 3 in 5 by year 6.



National Child Measurement programme in County Durham

- Every year in England, children in Reception and Year 6 have their height and weight measured as part of the National Child Measurement Programme (NCMP).
- Data from the NCMP shows national and local trends in children's growth over time. It is important that we understand this, so that advice and information can be given to support children and their families.
- Parental/carer communication improvements – evidence base and local parent feedback – early reports of positive impact



USEFUL LINKS FOR FURTHER INFORMATION
Click to access or use QR codes



[NHS](#)
The National Child Measurement Programme



[Growing Healthy Durham](#)

Healthy Weight Plan – a whole systems approach



- **Healthy At Place** – Policy, infrastructure and actions within the County Durham system, where adaptations can be made to the environment that make healthy choice the easier choices
- **Healthy Families** - Families to be able to access, cook and eat healthy, affordable food, and be active every day. Incorporating best start in life and healthy settings (family hubs, early years and school settings)

Healthy Weight: A shared mission for our children and young people

Four themes to underpin messaging to improve childhood healthy weight



- **Increase food familiarity** – widen the taste experiences of healthy foods from early years
- **Increase fibre intake** – more wholegrains, fruits, and vegetables, healthy snack swaps
- **Increase 5 a day portions** – snack swaps, healthy food access and including fruits and vegetables throughout the day
- **Increase opportunity for moving** – every child meeting 60 minutes total over the day of physical activity

Increase food familiarity – widen the taste experiences of healthy foods from early years

Increase fibre intake – more wholegrains, fruits, and vegetables, healthy snack swaps

Increase 5 a day portions – snack swaps, healthy food access and including fruits and vegetables throughout the day

Every child meeting over 60 minutes of physical activity each day

What we are doing in County Durham: Healthy At Place

- Healthy options takeaway pilot success informed the need for a wider 'out of home food' award – evidence scoping exercise ongoing
- Reviewing Food Durham Charter for all settings i.e., schools and businesses
- Durham County Council considering a healthy advertising and promotions policy
- Moving Together in County Durham– Children and Young people network is facilitating joined up work and community support
- County Durham Plan (Policy 30 - fast food prevalence) – Public Health team to work with planning to inform the plan and public health related policies within CDP

What we are doing in County Durham: Healthy Families

Education and Training with and for those working with children and families

Aim to increase knowledge and confidence, and align simple consistent messages for those working with children and families including maternity and family hub mandatory bitesize training.

Best Start in life

Insights, communication and collaboration: Nutrition and oral health, Breastfeeding, Henry, and Family hubs, - embedding education opportunities in wider interventions (i.e. Early Years and Join In programme) to increase 'food familiarity' and acceptance of healthier foods

NCMP

Scoping of interventions to target whole family approach for healthy weight

What we are doing in County Durham: Schools

- **Analysis of the school meal survey**

- Challenges in the delivery of a commercially viable school lunch which meets School food standards that the children will eat. Low food familiarity is a significant issue.
- School food policy officers and Public Health working with school food provider to improve school food offer (portion size, protein quantities, menu development, and training needs)

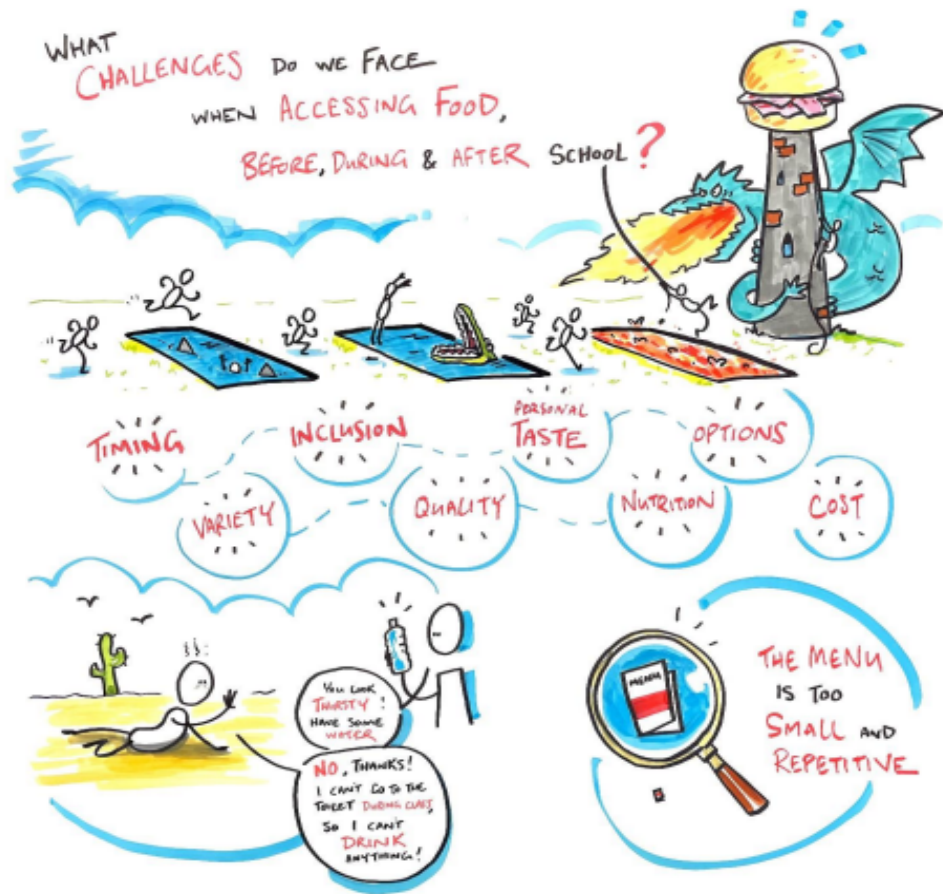
- **Free school meal autoenrollment**

- **School Food Task Group - A whole school approach** is recommended as an approach to reducing inequalities

- **A day in the life of a secondary school pupil in relation to school food**

Northumbria University workshops to engage young people making changes to their school food experience

Case study: a day in the Life of a secondary school pupil in relation to school food



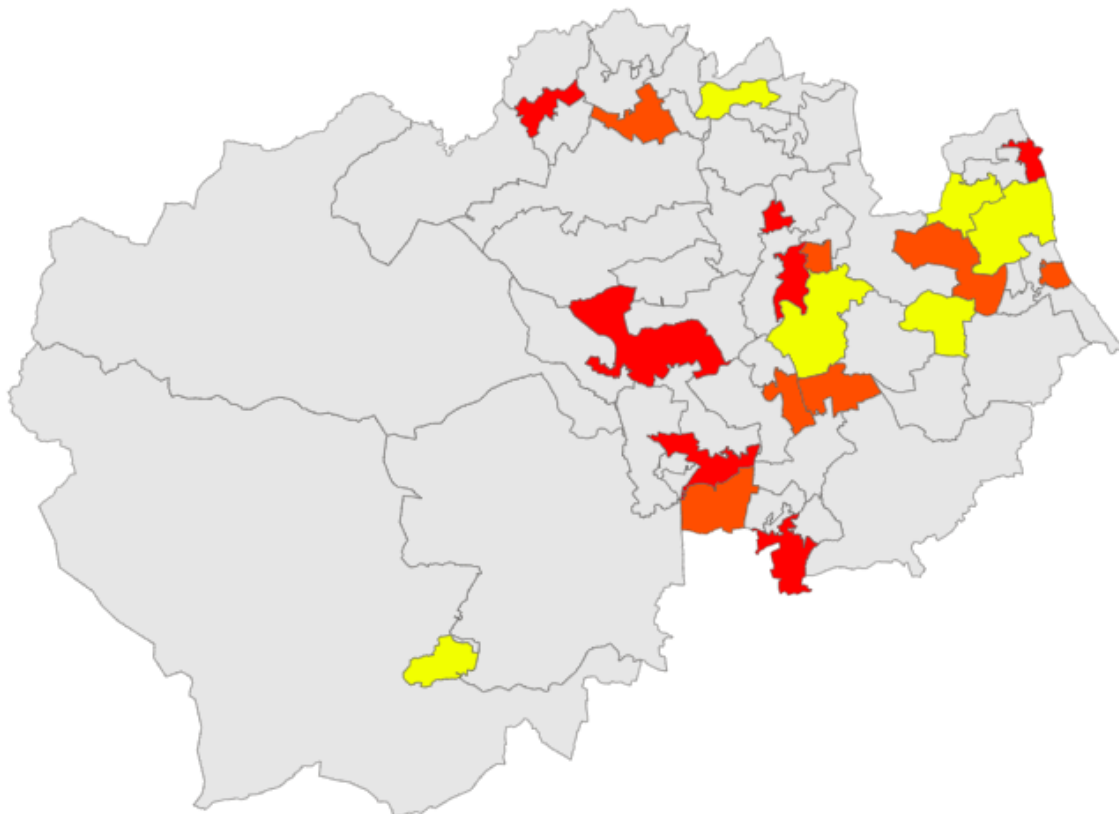
“After this workshop, I want to help more people explore new flavours and meal options to show that it is good to try new things and explore more”

A young person’s pledge following the school food workshop.

Local Picture : Hot food takeaway density

Hot food takeaway density (Rate 100k) (2022)

Legend ● Outside Top 30% ● Top 10% ● Top 10-20% ● Top 20-30%



AreaNames	Ratep100k	Legend
Bishop Auckland and South Church	497.64	Top 10%
Dawdon and Seaham Harbour	270.59	Top 10%
Framwellgate Moor and Pity Me	263.44	Top 10%
Leadgate North and Consett East	258.47	Top 10%
Aycliffe Village Newton Aycliffe South	252.24	Top 10%
Durham City	251.82	Top 10%
Crook South and Willington North	237.55	Top 10%
Gilesgate Moor	234.45	Top 10-20%
Shotton Colliery	231.68	Top 10-20%
Spennymoor-Green Lane and Dean Bank	224.90	Top 10-20%
Horden	206.75	Top 10-20%
Annfield Plain South and South Moor	202.51	Top 10-20%
Shildon	201.40	Top 10-20%
Cornforth and Ferryhill	195.96	Top 10-20%
Barnard Castle and Startforth	191.31	Top 20-30%
Murton South and South Hetton	187.48	Top 20-30%
Pelton and Grange Villa	179.43	Top 20-30%
Thornley Deaf Hill and Wheatley Hill	177.45	Top 20-30%
Easington Colliery North	173.01	Top 20-30%
Bowburn and Shincliffe	164.87	Top 20-30%
Hutton Henry and Wingate	160.06	Outside Top 30%
Seaham North and Seaton	157.09	Outside Top 30%
Esh Winning and Ushaw Moor West	156.67	Outside Top 30%
Stanley North and Kip Hill	154.82	Outside Top 30%
Fishburn and Trimdons	152.65	Outside Top 30%
Easington Colliery South and Eden Hill	152.35	Outside Top 30%
Coundon and Willington South	150.44	Outside Top 30%

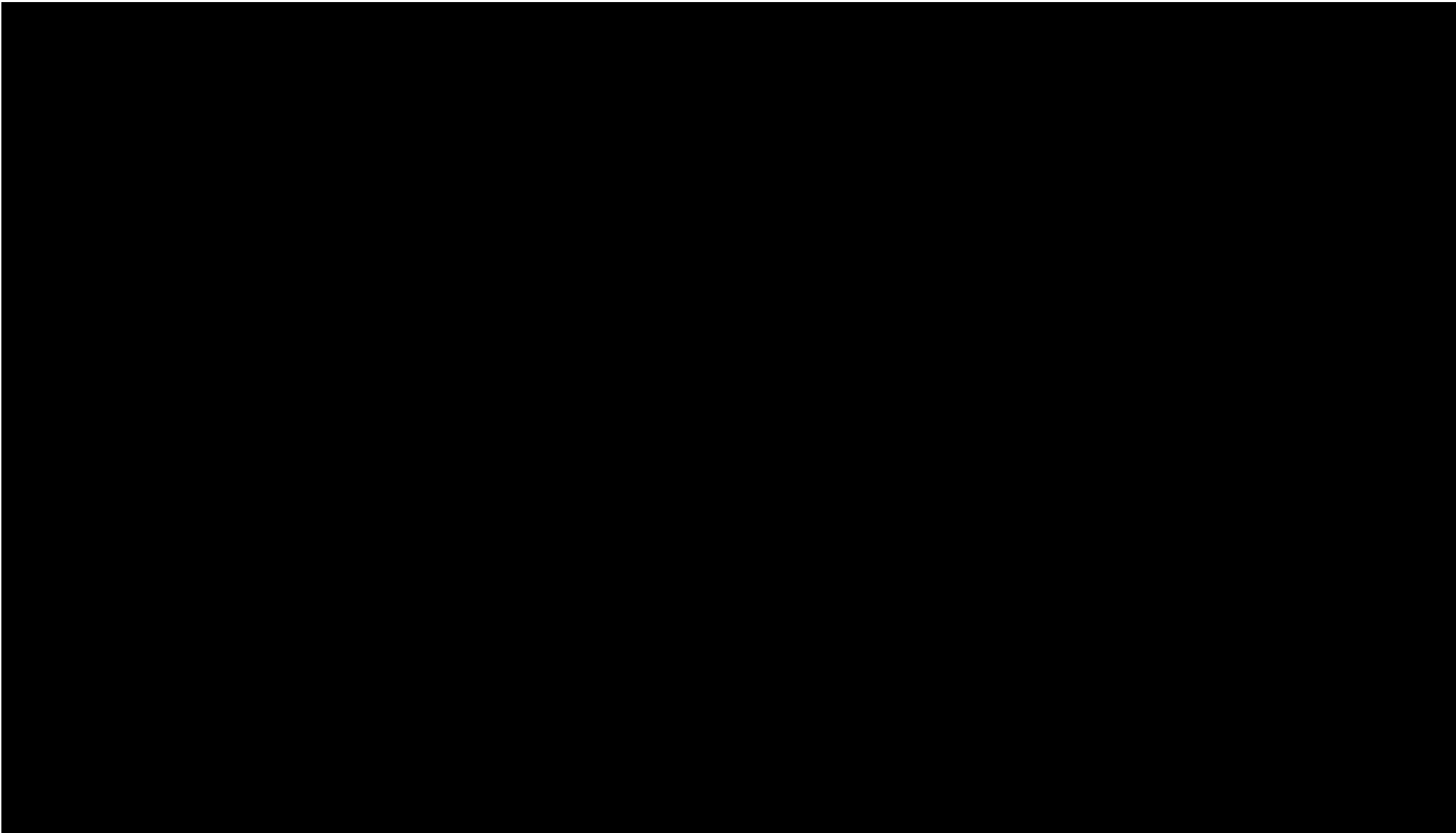
What we are doing: Moving Together in County Durham

- **Children and Young People Moving Together Network**

- Will strength existing (and create new) relationships with those who deliver, fund or support 'moving more' programmes or services
- The network will develop and streamline resources for school and community programmes targeted towards children, young people and their families.

- **Join in Programme**

- TastEd sessions added into the programme to support increased 'food familiarity' creating safe tasting and sensory education
- Parents and carers attending celebrations of the children's progress encourages whole family involvement



Developing a Healthy Weight Declaration for County Durham



A Healthy Weight Declaration as a commitment to a **shared mission**,
taking a whole county, cross sector approach to increasing healthy weight

Regional and national research and advocacy

- **North East Good Food Local**

Three-year pilot focusing on health and sustainable food system in all NE LA's

- **Regional CYP Healthy Weight Health Needs Assessment**

Identifying shared priorities and best practice i.e., schools and weight management needs

- **NENC ICS Healthy weight and treatment of obesity strategy**

Regional trust collaboration to support prevention and treatment of obesity across health care professionals

- **Holiday activities and Food (HAF) programme research input**

Stakeholder research to form the basis of the Practice Guidance for the delivery of 'fun and food'

Thank you for listening.

Questions and discussion