

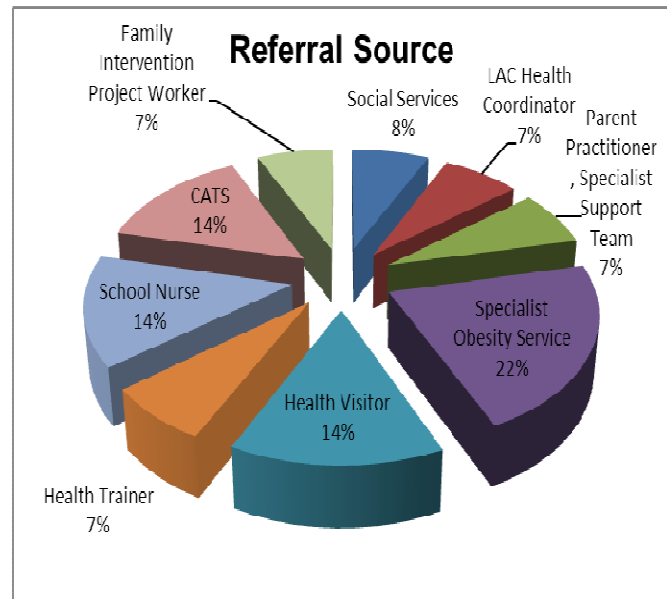
An Overview of Projects and Programmes Offered to Children who are measured as overweight or obese

Below is a non exhaustive list of the many projects and programmes on offer with a paragraph on how they operate.

The Family 1:1 Support Programme

This is a ten week family support programme that works collaboratively with families to identify need and support lifestyle changes. Participants may be referred on to the programme with a variety of food related issues. Most referrals are related to obesity where there are also complex family issues. A small number of these children are from child protection cases.

Following the ten week programme families are offered a supportive exit programme that moves to bi-weekly and then monthly support if needed and extending up to 12 months. The Food and Health Service have indicated that 29 individuals have been supported on this programme. (June 2011)



Source: Food & Health Report to Scrutiny Working Group, 2012

Small Steps to Good Nutrition

This programme is targeted and takes place in primary schools and lays foundations for good nutrition. Approximately 79 participants completed the 4 week course in 2011 which included children and their parents/carers. The results from the course showed a 67% improved knowledge of healthy eating and three courses were aligned to FISCH referrals.

A snapshot of an evaluation of the course from Bullion Lane Primary School

- Head Teacher commented – families participating in the course do not usually engage with the school.
- All of the parents participating reported the course had helped their child to try new foods, eat more fruit and vegetables, understand the need to eat a balanced diet, become more involved with cooking and eat a more balanced diet.

A snapshot from Laurel Avenue Primary School

- 88% of parents reported the course had helped their child to try new foods, eat more fruit and vegetables and eat a more balanced diet.

HIS (Health Improvement Service) Programmes

School Food Cluster Programmes – have been developed in targeted areas in County Durham to address the wider issues associated with health inequalities and to support pupils, parents and staff in accessing the skills, knowledge and confidence to adopt healthy eating behaviours. This programme is whole school based and can include curriculum based or extended school activities with an aim to promote healthy eating within families. Recurrent funding targeted at five school clusters – Gillesgate Cluster, Stanley Cluster, Willington and Crook Cluster, Wolsingham Cluster and Newton Aycliffe Cluster. (A full breakdown of the schools included in each cluster can be found in the evidence file at appendix8) Functions and activities included breakfast and after school cooking clubs; cooking courses for pupils and/or carers; new physical activities opportunities; food and health training for staff; family learning; reducing health inequalities and sustainable whole school gardening.

Alive Project – this project aims to increase access and availability of fruit and vegetables to school age children in targeted areas of deprived wards within the Durham Dales locality. Six schools were identified, the project was launched March 2010 in two schools and launch events were used as training session for volunteers and staff from the other four schools. Following this six cooking together courses for parent and child of three week and 1½ hour duration were set up across all six schools. The project was promoted at the Bishop Auckland Food Fair liaising with participating schools.

Grow Your Own 5 was a project in 2009 to encourage children in the North East to grow their own fruit and vegetables in pots to promote healthy eating. The project was launched in schools across County Durham by the local NHS Public Health team with support from Extended School Coordinator. Over 1000 students in the Tanfield area were encouraged to grow 5 different fruits and vegetables without using a garden or allotment. The project has been highlighted in bulletins including the United Nations University Bulletin.

Junior One Life is a 12 week healthy lifestyle programme designed to tackle the problem of childhood obesity and is aimed at children aged 7-12years identified as being overweight for their height. The programme sessions work with parents and children and individual groups. The programme does not focus on weight loss but is designed to adopt an all round approach to healthier lifestyles with the beneficial side affect of weight loss.

Breakfast Clubs – many schools operate breakfast clubs for pupils that offer a healthy start to the day.

The Greggs Foundation

The Greggs Foundation, formerly known as the Greggs Trust is an independent charity established by the founder of the Greggs Bakery chain in 1987. The mission of the foundation is of 'making a difference to the lives of disadvantaged people in the heart of Greggs' local communities.' The foundation has four principal grant programmes; Major Grants; Hardship Fund; Regional Grants and Breakfast Clubs. The interest to this study is the breakfast clubs.

The Breakfast Club Programme started in 2000 with the aim of providing a free, nutritious breakfast for primary school children in areas of particular social disadvantage. The supply of fresh bread and funding for cereals, spreads, fruit, yoghurt and milk has contributed to improved attendance, classroom performance and also strengthened the relationship between the schools and their local community.

In 2010, Greggs has increased the number of Breakfast Clubs by 30%, reaching a target of 150 clubs, and now donates £225,000 each year to the scheme. More clubs are lined up to open in partnership with other organisations including RBS and the CBI and Middlesbrough Council, thanks to the support of Business in the Community. In 2010, the Greggs Breakfast Clubs received the Gold Award at the Food & Drink Federation's Community Partnership Awards, in the Health & Wellbeing category.

Greggs Chief Executive Ken McMeikan believes there is the potential to help many more children in deprived areas across the UK, by rolling out the Greggs Breakfast Club model in partnership with other companies who might be willing to help.

Impact of the scheme

- Over ten years on, the Breakfast Clubs now feed over 7,000 children each day in deprived areas
- There are over 150 primary schools across the UK with a Greggs Breakfast Club
- Research undertaken by Durham University has shown that attendance, punctuality, concentration and social skills have dramatically improved as a result of Greggs Breakfast Clubs.

The scheme started in Newcastle and has gradually moved south, running only in schools in disadvantaged areas, where at least 40% of its children are eligible for free school meals; another 20 clubs are to open in the new school year.

Greggs' staff participates as volunteers in the foundation's 173 breakfast clubs, which provide free breakfasts to 7,000 primary school children in the UK. Now the foundation is making a concerted effort to encourage breakfast club partnerships with other businesses. "The breakfast club model is quite attractive to other organisations, so we started to develop business partnerships in order to open new clubs. In a quote given by the Foundation Manager she says "We hope to have 300 breakfast clubs over the next five years, and this will be impossible to do without partners," she went on to say "Partners can have a valuable input into the clubs and help young disadvantaged children to aspire to work in different professions."

Tow Law Millennium School is one of the schools in County Durham that is in receipt of the Greggs Foundation and has a Greggs Breakfast Club. The Head Teacher of the schools has indicated that the breakfast club has helped children who would otherwise have not had a breakfast before coming to school. By eating breakfast the children are more responsive and ready to learn. Head Teacher, Mrs. Jackson has said "*Greggs has given our children a brilliant start to the day! They have a healthy balanced breakfast and we have noticed a huge improvement on readiness to learn. Children are more*

attentive as they embark on the challenges of their daily mental maths sessions, lateness has improved and both parents and children start the school day in a calm and sociable setting encouraging good manners.”

Partner Project with Groundworks (May 2010) Growing Project developed in the following schools/localities:

- Crook Primary – 20 sessions with 12 young people, where these sessions were delivered as an after school club and were regularly attended by parents and members of the community. This has allowed 57 adults to attend sessions, assembly sessions were also delivered to all 330 pupils.
- Coundon Primary – delivered 4 planning sessions with the whole class of 26 pupils and then a further 11 sessions with 12 young people of these 3 were community days which 22 adults attended, assembly sessions were also delivered to all 200 pupils.

Enhanced School Standards (ESS) – As part of the ESS, action plans have been developed with individual schools where gaps are identified. Below is an example of where action plans have been tailored to addressing food and health or childhood obesity.

No.	School Name	Action Plan
1	Delves Lane Junior School	Develop a 'Tell it-Grow it- Eat it' programme in order to promote healthy eating and emotional wellbeing.
2	Timothy Hackworth Primary	Develop and extend breakfast club facility
3	Tow Law Millennium Primary	Raise Awareness of healthy diet, access to healthy varied diets
4	Stanley Crook Primary	Address teenage obesity through healthy lifestyle choices
5	Hartside Primary	Address childhood obesity through healthy lifestyle choices
6	Peases West Primary	Address childhood obesity through healthy lifestyle choices
7	Bullion Lane Primary	Develop grow and cook programmes
8	Sunnybrow Primary	Support national obesity agenda school children are provided with knowledge of healthy lifestyle with support from parents

Food and Nutrition Training – Accredited and non accredited food training has been accessed by following partner services: FISCH; School Food Coordinators; Extended School Coordinators and Integrated School Nursing and Health Visiting teams. One training session has been delivered to 15 private foster carers. A comprehensive training course is being delivered by DCC training and development services to local authority carers. Input from the Food and Health Service adds value to the course through inclusion of up to date evidence based information and resources in relation to nutrition. From April 2011 practical support sessions are included within the core course for local authority carers to produce nutritionally balanced meals for their children and families.

National Healthy Schools Programme – The national healthy schools programme was set up with three aims:

- help raise pupils' achievement;
- help reduce health inequalities;

- help promote social inclusion.

The previous government set targets and made funding available to ensure that schools were able to achieve the programme with the help and support of local authorities. In 2009 all primary maintained schools in County Durham had achieved national healthy school status. Changes in government have seen changes in policy and funding is no longer available. Healthy Lives, Healthy People, 2010 states that “the Healthy Schools, Healthy Further Education and Healthy Universities programmes will continue to be developed by their respective sectors, as voluntary programmes, collaborating where appropriate and exploring partnership working with business and voluntary bodies.” A Healthy School promotes the health and well-being of its pupils and staff through a well planned, taught curriculum in a physical and emotional environment that promotes learning and healthy lifestyle choices.

Enhanced Healthy Schools Status – The Enhanced Healthy Schools Model builds upon existing Healthy School Status and delivers measurable improvement in the health and well-being of children and young people. It is expected that schools will want to move beyond the Annual Review of healthy school and strive to continually improve outcomes for their children and young people. The Enhanced Model provides the tools to do this. Presently there are 42 schools in County Durham who are working on the enhanced healthy schools programme but not all on obesity programmes.

In School – County Durham was identified as a national pilot for free primary school meals which took place over two academic years 2009-2011. As part of the pilot many primary school kitchens underwent improvements to enable all school meals to be prepared and cooked on site. This has enabled primary schools in County Durham to provide a nutritiously balanced midday meal freshly cooked in school with locally sourced produce. Following the end of the pilot charges for primary school meals were reintroduced but at the competitive rate of £1.50 per day. This cost effective price is to continue for the next academic year (2012-2013). An evaluation of the national pilot is expected July 2012.

The current uptake of free school meals (as at Jul 2012) is 65.5%. It is important that parents are aware that they do not need to complete a long and laborious process to find out if they are eligible for free school meals schools only need to know parents' National Insurance number and Date of Birth to establish if children are eligible for free school meals.

All state maintained primary schools must adhere to government rules relating to nutrition and healthy balance of school food. Children with specific dietary needs are all catered for - whether this is for medical or religious purposes. However there have been very few requests for halal meals with the majority of parents opting for their children to eat the vegetarian option. Schools also provide guidance for parents whose children eat a packed lunch to ensure they provide at least one healthy option. A whole school approach is taken to healthy eating – breakfast clubs should offer a balanced start to the day with healthy cereals; sweets should not be given as rewards and alternative reward systems should be considered to reward good behaviour/work. The majority of schools recognise the problem with obesity and address the problem independently although many schools are involved in the delivery of programmes.

Members advised that in their communities community buildings had been made available to schools for physical activities as they had large indoor space that some schools do not. Members suggested that schools should take advantage of community buildings as a means of providing indoor physical activities

Healthy Hearts - Within County Durham the mortality rates from Cardio Vascular Disease (CVD) are significantly higher than the National rate. The Healthy Hearts programme aims to address CVD and the inequalities it causes by taking a co-ordinated approach across service areas. Recognising that factors such as the outdoor environment, how safe people feel, the food they eat and what they learn in school all impact on CVD and these are services which are provided by the local authority.