



Case Study: Initiatives to tackle Childhood Obesity Among Ethnic Minority Families

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Today's session

- Sharing examples of key initiatives which aim to improve healthy weight in children from ethnic minority communities in Coventry
- Sharing feedback from initiatives with children and families with an aim to improve outcomes
- Lessons learnt from implementing a partnership model to tackle obesity in children



Local Context - Coventry

- Diverse city
- Around a quarter of Coventry's population is aged 0-19 (24.9%)
- School children from minority ethnic groups: 50.6%
- Children living in poverty aged under 16 years: 21.8%



- Reception: Prevalence of obesity (including severe obesity) percentage is **11.7%** in Coventry with an England average of **9.9%** (2019/20)
- Year 6: Prevalence of obesity (including severe obesity) **25.3 %** worse than the England average **21%** (2019/20)

Family Health and Lifestyles service



- 2018
- 7 services
- Health Visiting, School Nursing, Infant Feeding, Stop Smoking in Pregnancy, Family Nurse Partnership, Be Active Be Healthy, MAMTA
- Seamless service
- Significant opportunity for service redesign
- Improve outcomes for children young people and families

MAMTA

- Supported 40K ethnic women antenatally and postnatally since its inception 20 years ago.
- Aims: improve the health outcomes of ethnic minority women and children in pregnancy and the early years of baby's life
- In response to poor child and maternal health outcomes that were evidenced within ethnic groups in Coventry, when compared with the overall population
- Offers parent education, breastfeeding, introduction to solids and healthy eating support, parent infant mental health support
- Peer workers from the community, assist women alongside health professionals in clinics on a 1 to 1 basis – reinforcing important key health messages
- Positive outcomes





The **Be Active Be Healthy (BABH)** team aims to reduce the risk of obesity among children by supporting families to reduce weight and adopt healthier long term behaviours. Early years programmes include:

Start Active Stay Active - Half day training session for early years workers on physical activity for under three's

Bump and Me - Antenatal Exercise

Buggy Work Out - Post natal exercise and nutrition information

One Body One Life 2-4 / Active Tots - 10 week healthy eating and physical activity programme for children aged 2-4yrs and their parents or carers

Nutrition for Life



Recently antenatal referral pathway developed with Public Health Midwives from the local hospital

- BMI checked by midwives on first appointment
- BMI>30 offer referral to Be Active Be Healthy
- All women contacted to be given opportunity for advice on diet and access to safe exercise in pregnancy

Women initially invited to Bump and Me / Nutrition for Life

- Following 6 week post natal check they can then access Buggy Workout

To engage with BAME women the team work with MAMTA – sessions delivered from a safe familiar environment to ensure it is culturally sensitive that enables bonding.

Nutrition for Life

7-week
programme to
support with
healthy eating
habits for life



1. *Healthy relationship with body*
2. *Motivation & Positive Change*
3. *Eating Well Part 1*
4. *Eating Well Part 2*
5. *Thinking Well Part 1*
6. *Thinking Well Part 2*
7. *Sustaining Positive Health*

Nutrition for Life



Emotional
Nourishment



**IN A
RELATIONSHIP
WITH FOOD**



- ✓ Long term benefits
- ✓ Positive mental Health
- ✓ Reducing 'fussy eating'
- ✓ Eating disorders

Muslim Refugees

Aimed at Refugees mainly from Middle East Area

Each cohort been working with families from young as 5 to older adults with translator on all aspects of **healthy living** especially dealing with adapting to living in UK

➤ *‘ Our clients enjoyed it very much, and found it closely related to their daily lives. They asked me to say thank you on their behalf, and pass their positive feedback about the session to you. The session was very active and all of them felt that they being engaged, even the children. The liked the method you followed to deliver the session. After the session, they build up an attitude to have healthy lifestyle’* Ahmad Ahmad, Community Participation Officer

➤ *Lockdown – Positive Mental Health Webinar*

found it useful for adults & staff to encourage them during this time of uncertainty

Full webinar available at:

<https://m.youtube.com/watch?v=tK1BPR5at2U&feature=youtu.be>



Partnership approach to tackling childhood obesity



- Identified need – Year of Wellbeing 2019
- Explored opportunities through networks and identified Foleshill
- Created a stakeholder partnership group
- Engaged with families through Family Hub and Edgewick School
- Identified local partners:
 - Be Active Be Healthy – school activities
 - British Cycling – learn to ride for adults and children
 - Family Hub activities – wellbeing, family services and support
 - Positive Youth Foundation – after school activities
 - Sky Blues in the Community – park activities
 - Garden organic – grow your own veg, food education
- What was the result?
 - Continued delivery through the school and supporting teachers to increase physical activity
 - Widened the partnership to include other community groups i.e. Social Supermarket
 - Improved Physical Activity offers in the local area
 - More families accessing family hub and lifestyle services

Physical Activity Opportunities in Foleshill

Cycling:

British Cycling Partnership: Guided rides, breeze rides, ride leader training, learn to ride

Community Cycling: Pop up rides, community clubs, Big Bike Revival

Infrastructure development:

Canal towpath

Accessibility

Parks development

Connectivity:

Leisure centre

City centre

Community engagement:

School networks and talks

Street closure event

Faith Forum



Lesson learnt and summary



Obesity starts early in life and is difficult to reverse so it is essential we concentrate our efforts with young families and educate parents and promote breastfeeding

Integrate services to create a more seamless offer to address healthy lifestyles



Improve our food and environment promoting healthier choices in communities

Create a healthy weight environment in schools



Thank You

