

# Culture and Leisure Sub-Committee

23<sup>rd</sup> February 2016

Tackling obesity through  
Active North Tyneside



Tobacco and obesity are the principal risk factors for the main causes of ill health, disability and premature death in the UK

Together they account for the top two constraints on wealth creation (GDP)



# The Public Health Challenge of Obesity

- The UK has the highest level of obesity in Western Europe, ahead of countries such as France, Germany, Spain and Sweden
- Obesity levels in the UK have more than trebled in the last 30 years

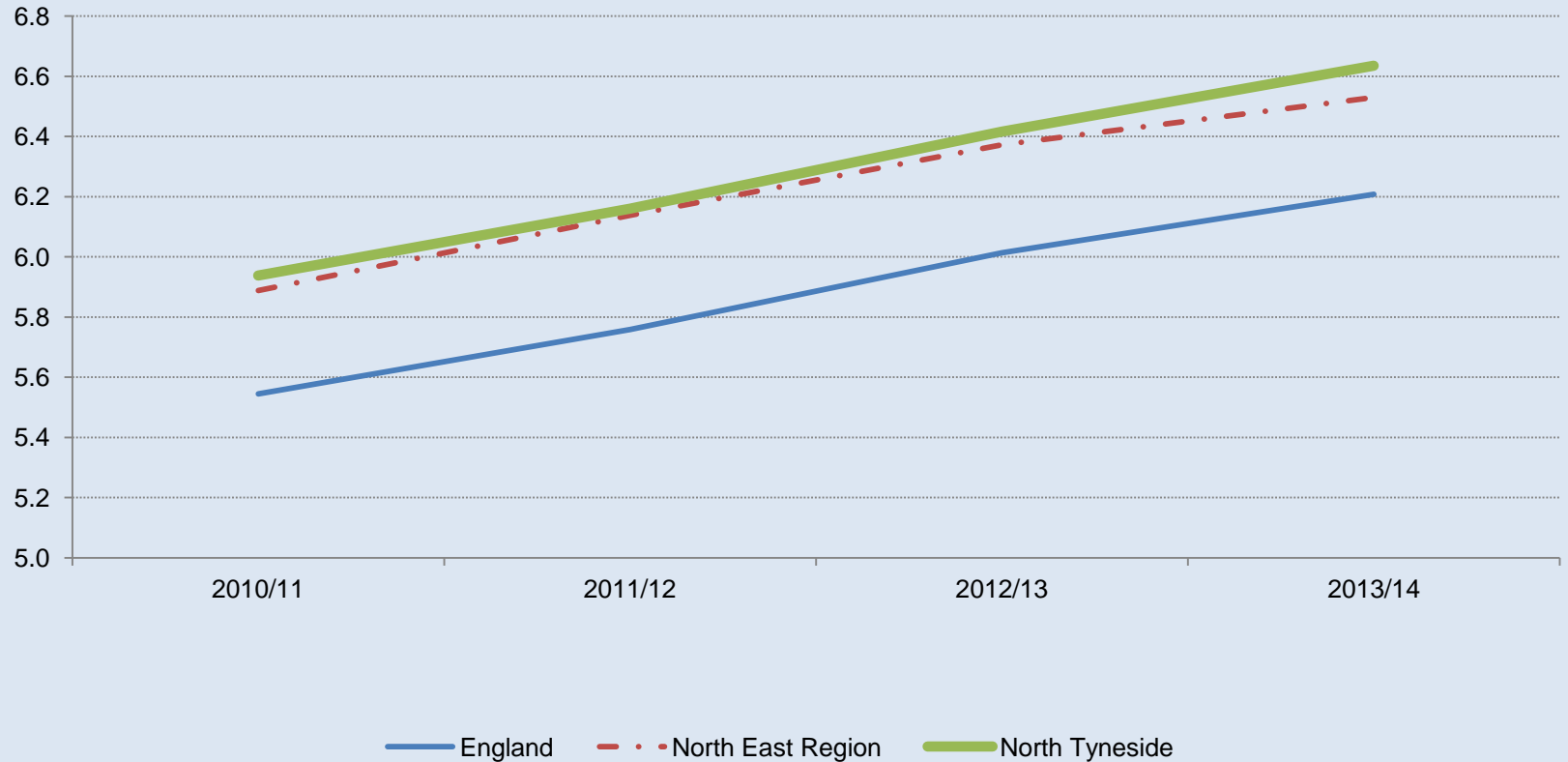


- 1 in 5 children aged 4-5 years old are either overweight or obese
- More than two thirds of the adult population are either overweight or obese



<b>Public Health Data</b>	<b>North Tyneside</b>	<b>North East</b>	<b>England</b>
Children 4-5yrs overweight or obese (excess weight)	<b>22.3%</b>	23.7%	21.9%
Children 10-11yrs overweight or obese (excess weight)	<b>33.9%</b>	35.9%	33.2%
Adults overweight or obese (excess weight)	<b>67.4%</b>	68.6%	64.6%
Recorded diabetes adults	<b>6.8%</b>	6.7%	6.4%
Physically <u>inactive</u> adults	<b>31.5%</b>	32.2%	27.7%
Physically active adults	<b>56.8%</b>	53.6%	57%
Fruit & vegetable consumption ~ 5 a day	<b>53.6%</b>	54.8%	53.5%

## Recorded Prevalence of Diabetes (%) (North Tyneside Practices, QoF data)

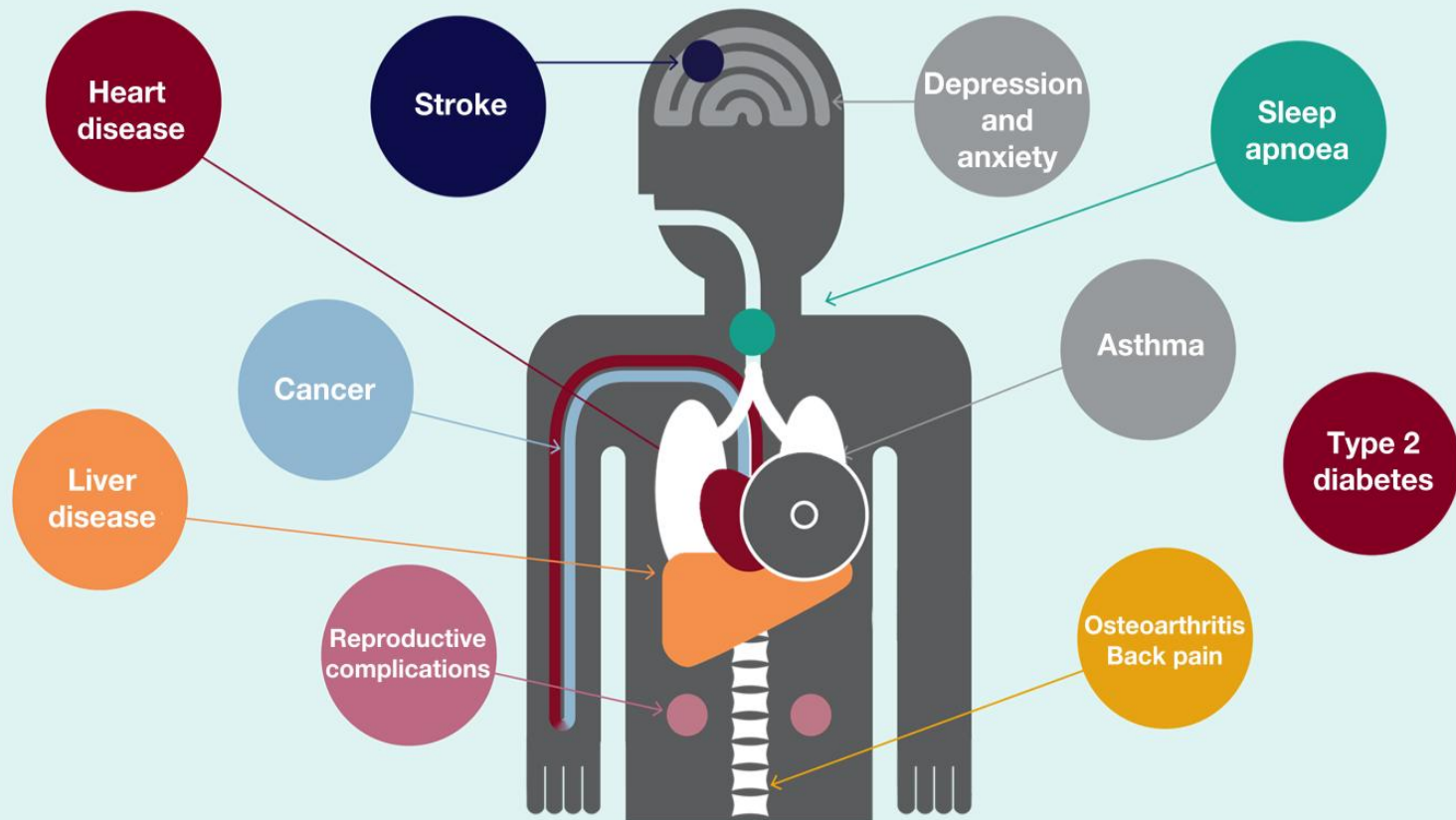


North Tyneside Council

**Obese individuals are around nine times more likely to develop type 2 diabetes**



# Obesity Harms Health



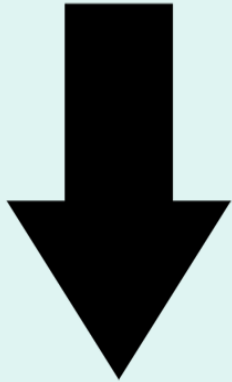
# Obesity Harms Health

## Obesity is Costly

### Obesity Harms Communities

**3x**

Severely obese people are over 3 times more likely to need social care than those who are a healthy weight



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Increased sickness  
absence

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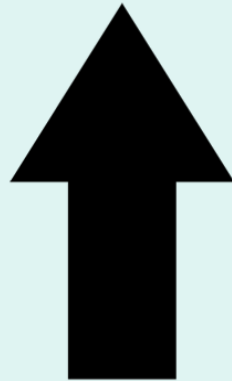
Increased demands on  
social care services

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Less physically  
active population

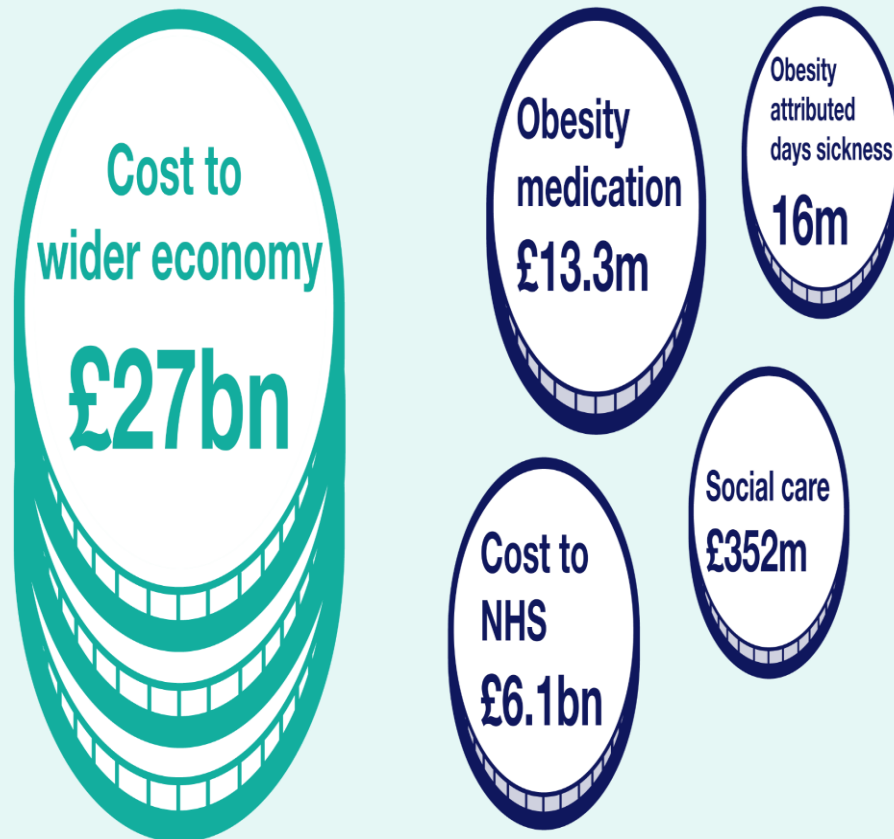
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Reduced productivity





# The Annual Cost of Obesity



- Healthcare
- Equipment
- Help in the home or care home
- Community support and activities
- Day Centre's
- Help for people with disabilities
- Financial support
- Information and advisory
- Advocacy

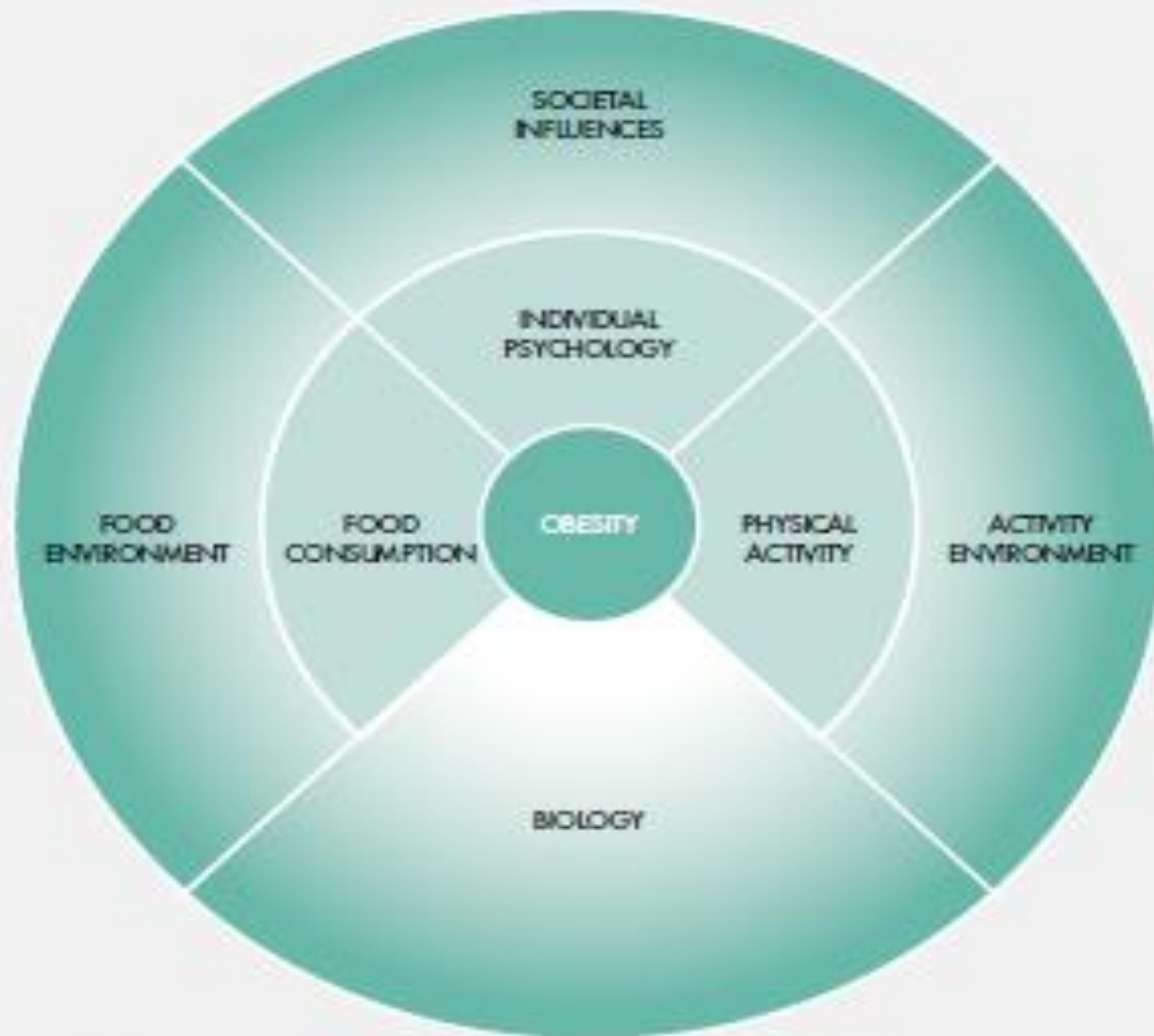
# What Causes Obesity?

- **Obesity** is generally **caused** by eating too much and moving too little. If you consume high amounts of energy from your diet, particularly from fat and sugars, but do not burn off the energy through exercise and physical activity, much of the surplus energy is then stored by the body as fat.

Is it really that simple?



# The Factors Influencing Obesity



# The Obesogenic Environment



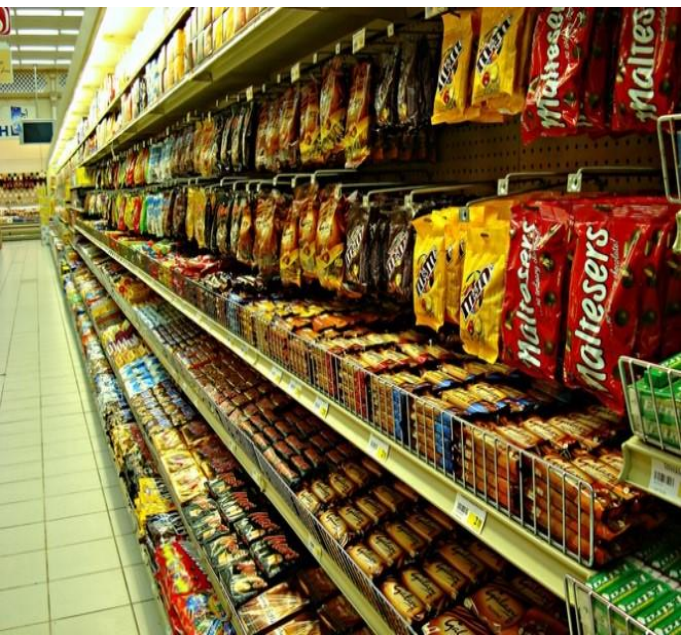
  
THE CHAMPLAIN  
CARDIOVASCULAR DISEASE  
PREVENTION NETWORK  
RESEARCH PREVENTION FOR  
HEALTHIER CARDIOVASCULARS  
DELA WOODS IN CHAMPLAIN

## Our Obesogenic Environment



*It is difficult to maintain a healthy diet and physical activity in an environment that discourages physical activity and encourages excessive consumption.*

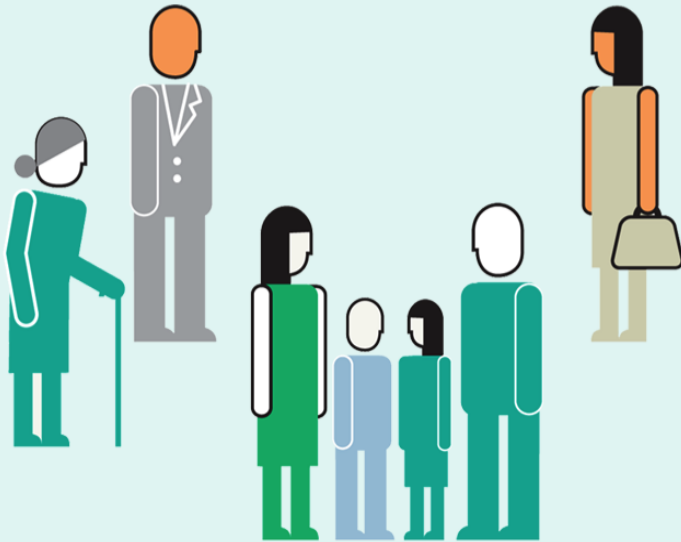
*Am J Clin Nutr 2009;89:477-84*





# Obesity does not affect all groups equally

Obesity is more common among:



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People from more deprived areas

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Older age groups

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Some black and minority ethnic groups

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People with disabilities

# Key National Drivers...

Healthy Lives, Healthy People: A Call to Action on Obesity 2011

Healthy People, Healthy Places: Obesity and The Environment 2011

Physical Activity Framework Everybody Active Everyday 2014

Sporting Future: A Strategy for an Active Nation 2015

Sugar reduction The Evidence for Action 2015

Childhood Obesity Strategy due to be published next week





# Whole system approach

Sustained changes to individual behaviours across the whole population will require:

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Multiple actions across all parts  
of the **system**

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Changes to the food, physical  
activity and social environments



# The Benefits of Physical Activity

- Lower risk of
  - Early death
  - Heart disease and stroke
  - High blood pressure
  - Type 2 diabetes
  - Cancer: colon and breast
- Prevention of weight gain
- Weight loss (with a reduction in calorie intake)
- Prevention of falls
- Improved mood and self esteem





# Recommended levels of Physical Activity

MINUTES PER WEEK

**75** **OR** **150**

**VIGOROUS  
INTENSITY**

( BREATHING FAST  
DIFFICULTY TALKING )

**MODERATE  
INTENSITY**

( INCREASED BREATHING  
ABLE TO TALK )

**OR** **A COMBINATION OF BOTH**



# Whole systems approach

Overall project management (NTC)

Clinical supervision (NHFT)

Clinical supervision for nursing staff (NHFT)

**Food and Health team**  
Dietician (NHFT)  
Nutritionist (NHFT)  
3 x food and health workers (NHFT)

Other Active North Tyneside Projects

**Healthy4Life Team**  
Physical activity coordinator (NTC)  
Public health nurse Lead (NHFT)  
Part time public health nurse  
Business support (NTC)  
Coaches (NTC)

**Weight Worries Team**  
Physical activity coordinator (NTC)  
Contours Development Officer (NTC)  
Gym staff (NTC)  
Exercise Instructors (NTC)  
Business support (NTC)



## Key

NTC - North Tyneside Council

NHFT - Northumbria Health Foundation Trust



# Active North Tyneside's Weight Management Interventions

- 4 Key Weight Management Programmes
- Mini Movers
- Healthy4Life
- GYM
- Weight Worries



# Healthy 4 Life

[https://www.youtube.com/watch?v=z5q\\_GSIJBHU](https://www.youtube.com/watch?v=z5q_GSIJBHU)



# Mini Movers

- Targeting ages 2-4 years
- Delivered in children's centres
- Priority area of the borough
- Families attending ??

Is your child aged between 2- 4 years?  
If so why not try our **NEW**

# MINI MOVERS

**FREE**

North Tyneside Council

**Mini Movers** sessions give your child the freedom to explore a wide range of sounds, movements, textures and foods in a safe and friendly place.

**Mini Movers** includes play, dance, movement and songs. Parents and carers can enjoy having fun with their children and chat to other adults. Parents and carers also get the opportunity to make their little one a healthy snack to enjoy at the end of the session.

These sessions run term time only. No need to book just turn up.

**Riverside Children's Centre**  
Tuesdays, 1-2pm  
5 January - 22 March 2016

**Battle Hill Multi-Use Centre**  
Wednesdays, 1-2pm  
6 January - 23 March 2016

For more information please contact the Active North Tyneside Team on **(0191) 643 7453** or email [active@northtyneside.gov.uk](mailto:active@northtyneside.gov.uk)

**active** North Tyneside

[www.activenorthtyneside.org.uk](http://www.activenorthtyneside.org.uk)

Active North Tyneside @active\_NT (0191) 643 7171



# change 4 life

Eat well Move more Live longer

Northumbria Healthcare **NHS**  
NHS Foundation Trust

healthy4life



North Tyneside Council

# What is it?

- Direct intervention programme targeting overweight children and their families
- Key aim – to encourage families to make positive lifestyle changes which will / can have a direct impact on their child's weight.
- Holistic approach to include whole family
- Multi-disciplinary Team



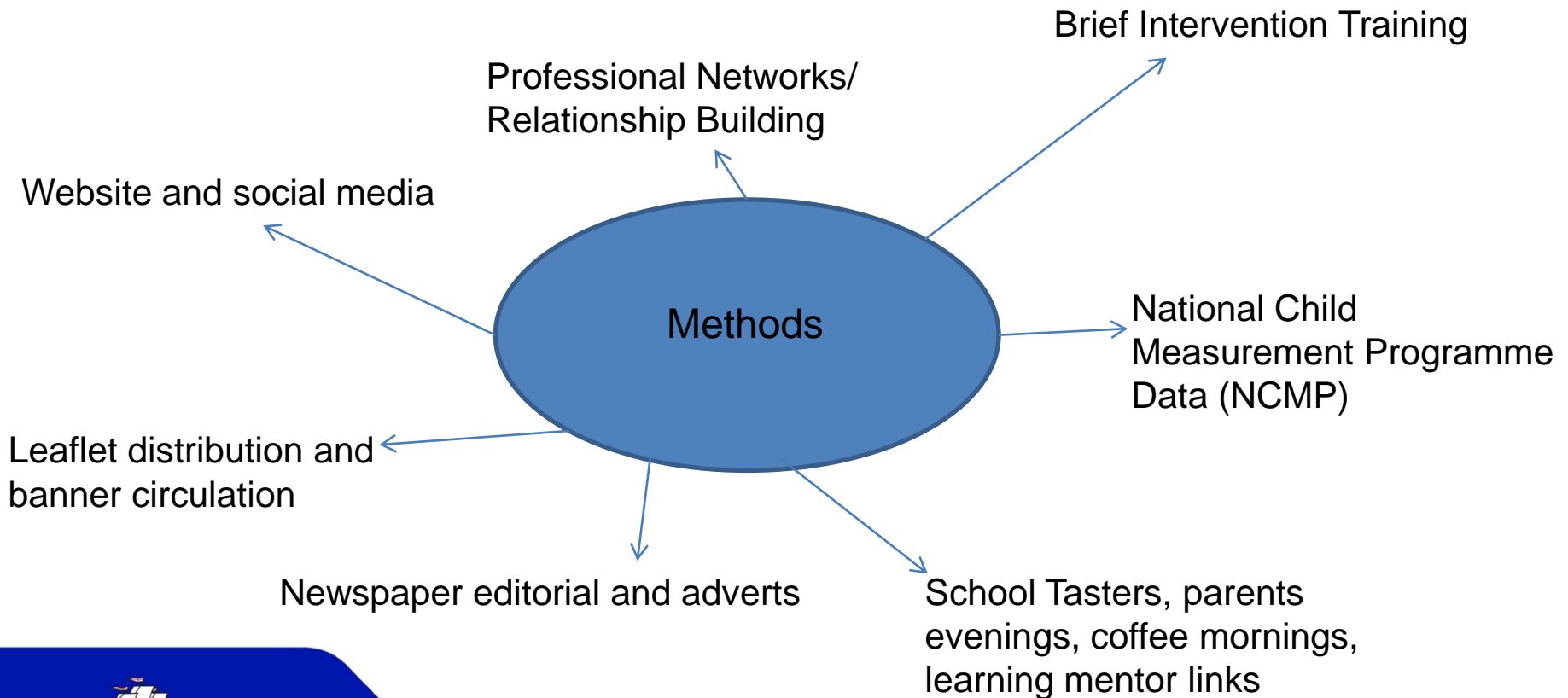
# Who is it for

- Children (and their families) who have a BMI  $\geq$  91<sup>st</sup> centile although priority is given to those  $\geq$  98<sup>th</sup> centile.
- Children aged between 5 and 13 years, although specific reference to prioritising children under 11 years.
- Readiness to change
- Targeting key areas of deprivation





# Recruitment and Identification of Families



# Club Programme

- 10 Week intervention
- Focus on Behaviour Change, Physical Activity and Nutrition
- Targeting Children aged 4-13 years
- Children with a BMI > 91<sup>st</sup> Centile



# Exiting a programme

- 50% loyalty EASE cards
- FREE holiday activity programmes
- FREE cooking groups
- 12 month follow on support



change  
**4Life**  
Live Well. Move More.

Northumbria Healthcare NHS  
199 Foundation Trust

healthy4life

**motivate**

Motivate is a fun physical activity club for any child who is waiting, attending or exiting a Healthy4Life Programme. Motivate is a chance for children and young people to participate in a range of activities, make friends, build confidence and most importantly have fun!

Mondays at The Parks Sport Centre  
Mini Motivate, 4-7 years, 4-5pm  
Motivate, 8-14 years, 5-6pm

Mondays at The Lakeside Centre  
Motivate, 8-14 years, 5-6pm

**free**

Sessions run term time only  
Tel: (0191) 643 7454  
Email: CHAT@northtyneside.gov.uk  
Facebook: Healthy4Life North Tyneside

North Tyneside Council



# 2014- 2015 Outcomes

- 80% maintained or reduced BMI
- 76 % increased self-esteem
- 86% improved eating habits
- 82% improved physical activity levels
- 511 visits to exit programmes



# Challenges

- Recruitment of families
- Complexity of families
- Maintenance of behaviour change
- Follow up contact



# GYM- Good, Youth, Move

- FREE 3 month gym and exercise programme
- Targeting young people aged 14-17 years
- BMI > 75<sup>th</sup> Centile
- Loyalty Ease Card on Completion



Would you like to become more **HEALTHY AND ACTIVE?**

TRY THE NEW

**GYM** 

**GOOD YOUTH MOVE**

SESSIONS AT OUR **CONTOURS GYM**

**GOOD YOUTH MOVE** is a **FREE** 10 week gym or exercise programme for young people aged between 14-17 years\*

\*Subject to meeting eligible criteria

The sessions take place at **The Parks Sports Centre, North Shields** and each attendee will receive a full induction, exercise programme and nutritional pack.

if you would like to get involved please contact the CHAT Team on **(0191) 643 7453** or email **CHAT@northtyneside.gov.uk**

 **Healthy4Life North Tyneside**  
 **NTCleisure**  
[www.northtyneside.gov.uk](http://www.northtyneside.gov.uk)



# Weight Worries?



# Weight Worries

<https://www.youtube.com/watch?v=0JqjwjdV2Bk>







# What is it?

- Free Adult Weight Management Programme
- Encouraging & supporting healthier lifestyles
- Incorporating specialised exercise programmes specifically designed for beginners
- Healthy Eating Guidance & In Body monitoring
- Preventative health programme to encourage:



# Who is it for?



- Open to all adult residents living in North Tyneside.
- BMI between 25 – 35. (classed as overweight)
- Those leading an inactive lifestyle and not sure where to start.
- Those able to move freely and increase movement .
- Those able to commit to attending 1 x weekly lifestyle session and take part in 3 x exercise sessions per week.



# To help in achieving a longer healthier life expectancy.....



# How do we recruit?

**NHS & ANT  
Signposting**

**Self Referral**

**GP Referral**

**Pinpoint  
Marketing**

**'Our North Tyneside'  
Magazine**

**Methods in  
Targeted Areas**

**Word of Mouth**

**NTC Website/ Intranet**

**Flyers Targeted Areas**

**Libraries/Leisure Centres/  
Schools**





# The Team

- Weight Worries Coordinator (within physical activity role)
- Part time dietician (11 hours)
- Business Development Team Support (Admin)
- Contours Development Officer Support – delivery
- Gym Rehab Instructor Support – In Body's & delivery
- Team of Freelance exercise instructors
- Specialised 1:1 support
- Psychologist input
- Grow and Eat workshops



# The story so far....Pilot

**Pilot programme ran Oct 2014 – Jan 2015  
from The Parks Sports Centre**



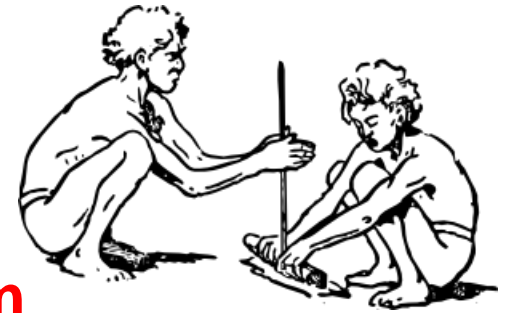
- 100 registered and **95** commenced
- 53 graduated at Week 12 = **56%** (Wk1/6 +12)
- **79%** attended from targeted areas

**STATS** = **70% reduced BMI**, **75%** achieved a 5% weight reduction, **87%** reduced body fat, **90%** decreased % body fat, **74%** improved their self esteem, **64%** purchased a Contours memberships and sustained activity levels, 40% attended the 3 month follow up.





# Cohort 1



**March 2015 – May 2015 from  
The Parks Sports Centre/North Shields**

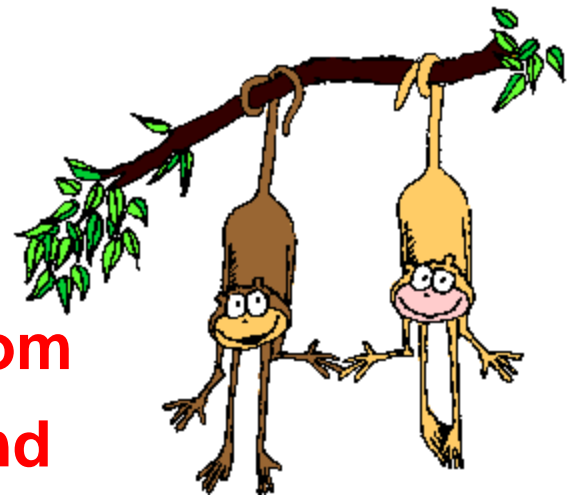
- 100 on waiting list, 68 registered, **67** commenced
- 45 graduated at Week12 = **67%** (Wk1/6 + 12)
- **80%** attended from targeted areas

**STATS** = **84%** reduced BMI's, **79%** reduced their weight by 5%, **84%** reduced body fat %, **51%** increased their muscle Mass, **75%** improved their self esteem, **67%** purchased a Contours membership post WW, 49% attended 3 month follow up and sustaining exercise.





# Cohort 2



**September 2015 – November 2015 from  
Hadrian Leisure Centre in Wallsend**

- 106 registered with **76** commencing
- 52 graduated at Week 12 = **68%** (Wk 1/6 + 12)
- **73%** attended from targeted areas

**STATS** = **88%** reduced BMI's, **22%** reduced weight by 5%,  
**90%** reduced weight, **86%** reduced fat mass, **83%** reduced  
body fat %, **52%** increased muscle mass, **63%** reduced  
WHR, **85%** improved self esteem, 29%  
purchased Contours memberships.







# Cohort 3



**January 2016 – March 2016**

**The Parks Sports Centre/ North Shields**

- 81 registered with **69** commencing (15% drop out)
- Another 8 drop outs from Week 1 due to health issues and family bereavement and pregnancy.

Now currently on Week 7 of the programme



# Challenges faced



- Weight in's + self esteem
- Lack of dietetic support
- Diet plans constantly requested – Recipe booklet – WW guide book
- Lack of staffing/ multi – disciplinary team
- Adapting to change of lifestyle
- Commitment to lifestyle and exercise
- Sustainability of changes





## Changes Implemented so far.....



- Weekly weigh in's **removed**
- **Increasing** class attendance from 2 to 3 per week
- **Increasing** attendance at lifestyle from 8 to 10 :12 sessions
- Lifestyle sessions **reduced** to 1 hour per week and In Body assessments incorporated within the 12 weeks
- Using Contours '**digital**' **texting** system for session reminders and motivational messages
- **More** interactive group work
- **Dietician** support on a 1:1 basis
- Weight Worries exercise class **DVD** for visual aid to classes

**Great team dynamics!**





# Case Study

Anne Alexander

attended Cohort 1 March – May 2015

Registered on programme as the GP had advised Anne to lose weight to help with her arthritis pain and general health.

**Start of the programme** – “....low mood, overweight, unfit and anxious. I had *given up* on myself ”

**End of the programme** – “.....fantastic. I had the *old me back again*. I am the best I can be for me”





# Anne's Story.....

## Exercise and eating pattern *before* WW:

No exercise and comfort eating all the wrong foods.

Dress size: 18/20

Weight: 14 stone 8lbs (93kg)

## Exercise and eating pattern *after* 12 weeks of WW:

Exercising 3 times a week and eating healthier.

Dress size: 14

Weight: 13 stone (82kg)

## Exercise and eating pattern *now*: 8 months on....

Exercising 3 times a week and eating healthier.

Dress size: 12

Weight: 11 stone (69kg)



## Has the programme impacted on your life and others around you?

“Yes. My family and friends have seen a *big difference in my mood and confidence*. We go out a lot more as *I don't want to hide in the house now!* I don't worry so much about work things now. I'm *enjoying my life* and that helps me deal with everything else. This is the *best thing I have ever done*. It's not just for 12 weeks, *it is a change in lifestyle*. I'm so glad I did it. Also I love the fact that even after the 12 weeks the support has continued from the Weight Worries team”



shutterstock - 101575579



# This is our Anne



**IT DOESN'T  
REALLY MATTER  
WHO YOU USED  
TO BE, WHAT  
MATTERS IS WHO  
YOU'VE BECOME.**

