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## Childhood Obesity In Ealing

### The MEND Programme

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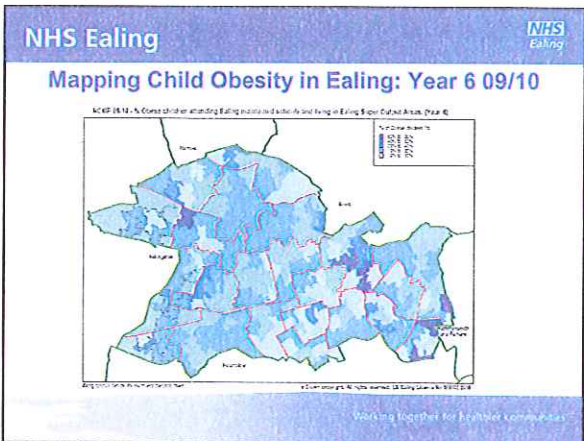
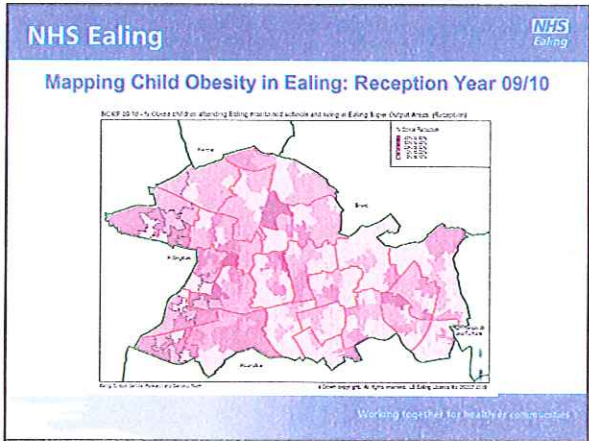
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## Obesity: The background

- ❖ Current Data shows 60% adults overweight or obese (Health Survey for England, 2007)
- ❖ 31% boys and 29% girls aged 2 – 15 years overweight or obese (Health Survey for England, 2004)

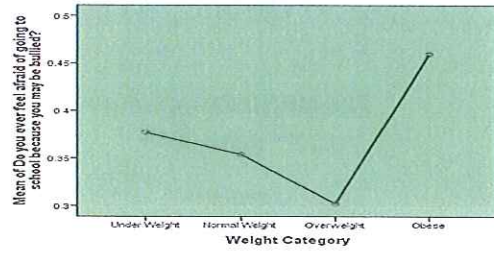
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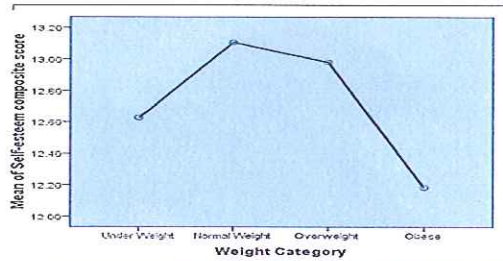
### Health Problems

- ❖ Shorter life expectancy
- ❖ Increase risk of adult obesity
- ❖ Emotional and behavioural difficulties
- ❖ Sleep disorders
- ❖ Diabetes
- ❖ Stroke
- ❖ Cardiovascular Disease
- ❖ Hypertension

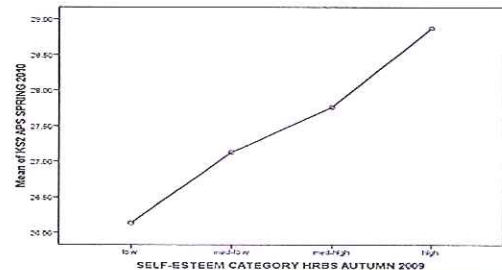
### Weight and Bullying

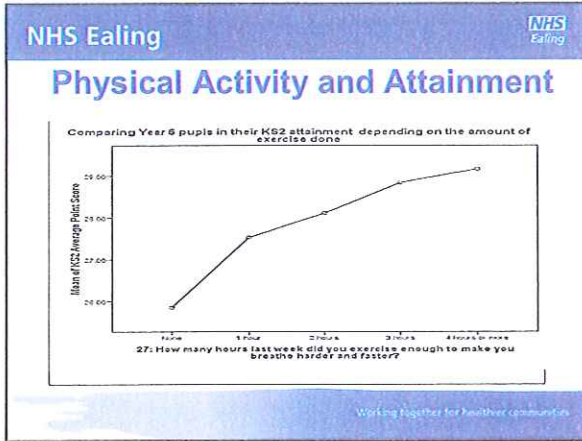


### Weight and self esteem



### Attainment and Self-esteem





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- ## Summary of Findings
- ❖ Southall, Acton, Northolt and Perivale have higher than average rates of child obesity
  - ❖ Significant pockets of overweight and obese children in most parts of Ealing
  - ❖ Levels of overweight and obesity are associated with ethnicity and Indices of Multiple Deprivation (IMD) but there are variations.
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## MEND in Ealing

mind  
exercise  
nutrition  
do it!

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- ## The MEND Programme
- ❖ MEND = Mind, Exercise, Nutrition, Do it!
  - ❖ The MEND Programme was developed at the UCL Institute of Child Health and Great Ormond Street Hospital
  - ❖ Evidence based with clinically proven outcomes.
  - ❖ Meets NICE guidelines by addressing behaviour modification, physical activity and nutrition, focusing on sustaining lifestyle change.
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### Mend in Ealing:

- ❖ The programme in Ealing launched in January 2009 as part of NHS Ealing's developing portfolio of weight management interventions for adults and children.
- ❖ To date, NHS Ealing has successfully delivered 10 programmes across the borough
- ❖ The programmes have been run in Greenford, Acton, Northolt and Southall.
- ❖ We have reached over 120 families, with evaluation showing good progress toward sustained improvements in diet, fitness levels, self confidence and personal development; including body mass index and waist circumference


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### The MEND Programme: Sessions

- ❖ Group based sessions for up to 15 children, each with one parent/carer.
- ❖ The sessions are made up of Nutrition, Mind and Exercise
- ❖ Sessions run for 2 hours twice a week for 10 weeks.
- ❖ The Nutrition sessions teach families key messages such as how to implement regular eating patterns, balanced healthy eating and portion control. The sessions cover label reading, healthy mealtimes and food tasting.


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### The MEND Programme: Sessions

- ❖ The Mind sessions introduce families to the concept of SMART goals and rewards to encourage sustainable behaviour change. Weekly nutrition and physical activity goals help families implement change.
- ❖ Parent only sessions focus on developing skills on topics such as role modelling, building children's self esteem, bullying and managing fussy eating.
- ❖ The Exercise sessions are organised and expertly delivered by qualified and experienced fitness professionals based on Land only or Land and Water based activity.

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### What happens on the mend programme?...

10 weeks → Two after-school sessions a week

	First hour	Second hour
Parents	Theory session	Discussions led by MEND
Children	(nutrition or card)	Exercise

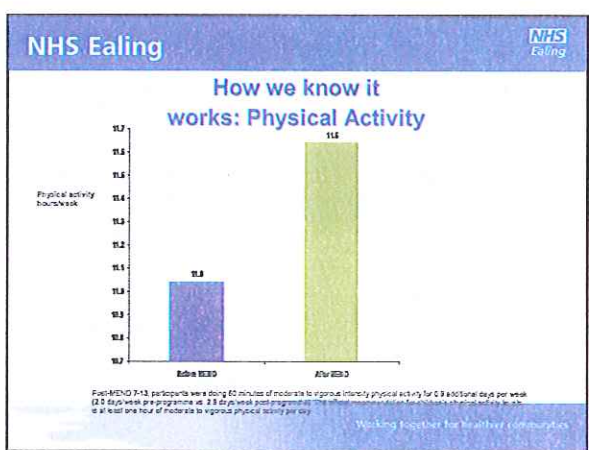
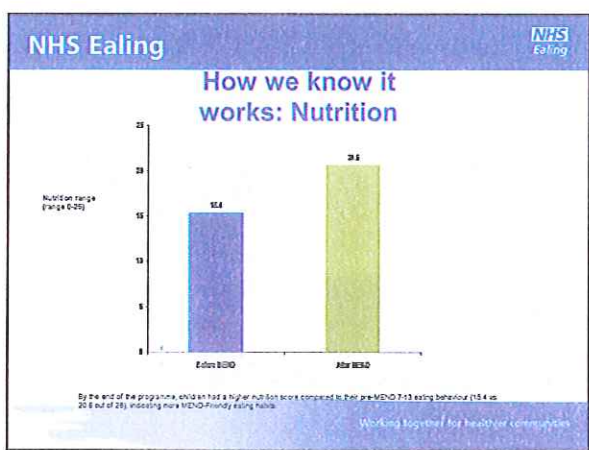
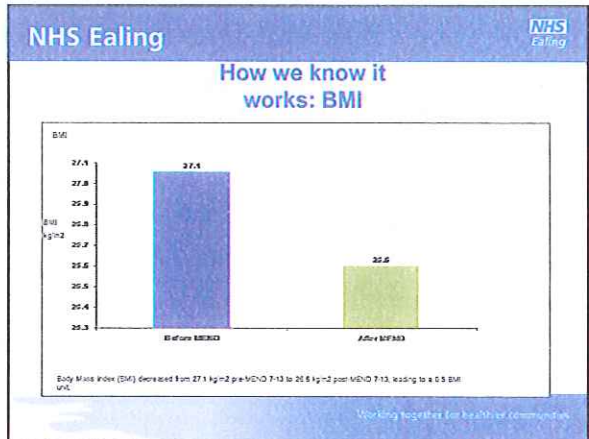
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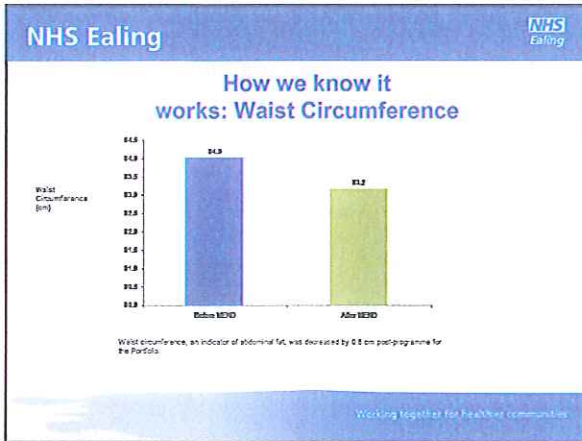
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### How we know it works

- ❖ Pre and ongoing post programme evaluation is carried out in order to establish evidence of effectiveness.
- ❖ Data is collected on:
  - ❖ Height
  - ❖ Weight
  - ❖ BMI
  - ❖ Fitness levels (Heart rate)
  - ❖ lifestyle behaviours

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### Post-programme support

- Mend Central continues to support families for 2 years after the programme:
  - MEND World
  - MEND Passports
  - MEND Magazine
- MEND in Ealing works in partnership with families to develop the type of activities they feel would best support them post programme.
- These include:
  - Cooking clubs
  - 6 week Urban Dance Moves dance programme
  - Healthy Growth Checks – these are done every 3 months post programme to keep track of your fabulous efforts and lifestyle changes after the programme.

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### MEND in Ealing: What the kids say....

- I enjoyed everything about the Mend programme
- I enjoyed the supermarket tour and I will continue changes I have made, such as eating smaller portions
- I enjoyed the exercise sessions, and I will start going Swimming and Kung Fu
- I mostly enjoyed the exercise sessions. I plan to continue keeping active by doing more activities with my brothers

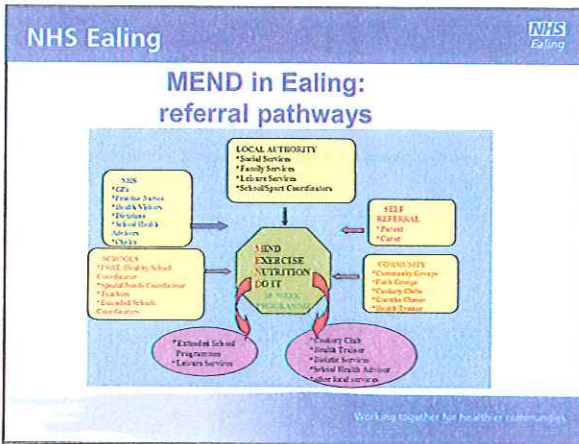
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### MEND in Ealing: What the parents say....

- I plan to get my child and the rest of the family more active
- The best aspects of Mend were knowing that you are not alone in coping with fussy eaters and that other parents face the same problems.
- My child has lost weight, especially around her waist. She has grown taller, and has a better heart rate. All this has made a big impact on her and she agrees with me that we must carry on the same as if we were at Mend. We now have a trampoline and she is eager to use it anytime it's not raining, so this will be the best exercise she can get without going too far
- It is a brilliant programme

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- ### Coming Soon....
- ❖ MEND 0-5s project:
    - ❖ Preventative support for families with 0-2 year olds
    - ❖ Targeted support for 'at risk' families with 2-4 year olds
  - ❖ MEND 5-7s:
    - ❖ Targeted support for families with overweight children aged 5-7 years
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- ### Over to you....
- ❖ Do you come into contact with overweight/obese children?
  - ❖ What support (if any) does your setting provide?
  - ❖ What do you think is the way forward in supporting overweight children and their families?
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- ### Activity 1: The Eat Well Plate
- ❖ Name the food groups on the Eat Well Plate and place the food cards in the correct groups
  - ❖ Discuss the following:
    - ❖ Types of foods (including possible ethnic alternatives)
    - ❖ What each group is good for
    - ❖ Any handy (weight management) tips
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### Activity 2: The Truth about Fats and Sugars

- ❖ Calculate the fat and sugar content for the popular 'snacks' and match them up to the correct fat and sugar pots. What do the left over pots represent?
- ❖ Have a look at the ingredients on the 'snack' packets can you identify any secret sugars?

### Activity 3: How to be a MEND Detective/Label Reading

- ❖ Follow the Golden Label Reading Rules to identify the 'healthy' foods
- ❖ Discuss any surprises

### Activity 4: Master Chef

- ❖ Looking at the Eat Well Plate devise a list of afterschool club and/or breakfast club store cupboard essentials
- ❖ Using your Master Chef skills come up with as many quick easy healthy breakfast club or afterschool clubs meals/snacks

### MEND in Ealing Contact us...

- ❖ For more information or to refer a family call the MEND team on:
  - ❖ 0203 313 9208 or 0203 313 9193 or email [eal-pct.MEND@nhs.net](mailto:eal-pct.MEND@nhs.net)

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Thank you for listening  
Any Questions?

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