



Scrutiny Committee

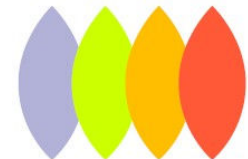
Childhood Obesity

Judy Kent - Children's Trust Unit Manager City of York Council

Rachel Johns - Associate Director of Public Health and Locality Director for York

Greg McGrath - Health Improvement Manager NHS NYY

Kathryn Yeoman - Deputy Directorate Manager for Child Health



Overview

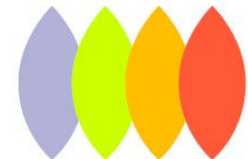
Obesity: a complex system

Tackling Obesity through Partnerships

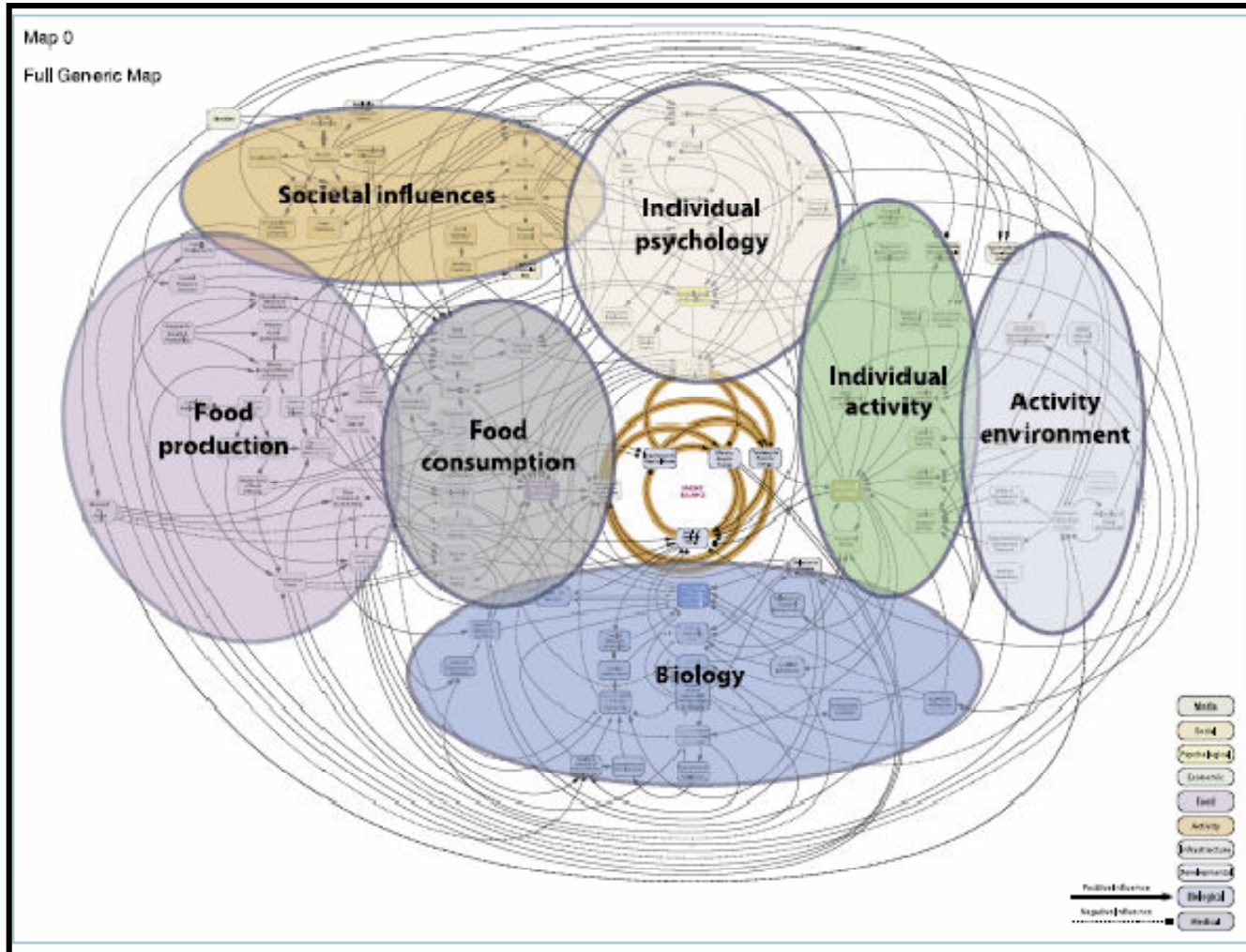
- Children's Trusts
- Children and Young People's Plan 2009-2012
- Partnership planning structure

Local Data from the National Child Measurement Programme

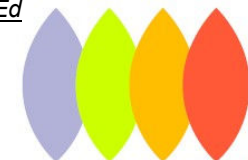
- NCMP
- Obesity prevalence in Reception and Year 6
- Local insight and clusters



Complex multifaceted system of determinants



Foresight (2007) Tackling Obesities: Future choices – Project report 2nd Ed

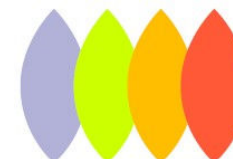




North Yorkshire and York

Tackling Obesity through Partnerships

Judy Kent





Children's Partnership Planning Arrangements

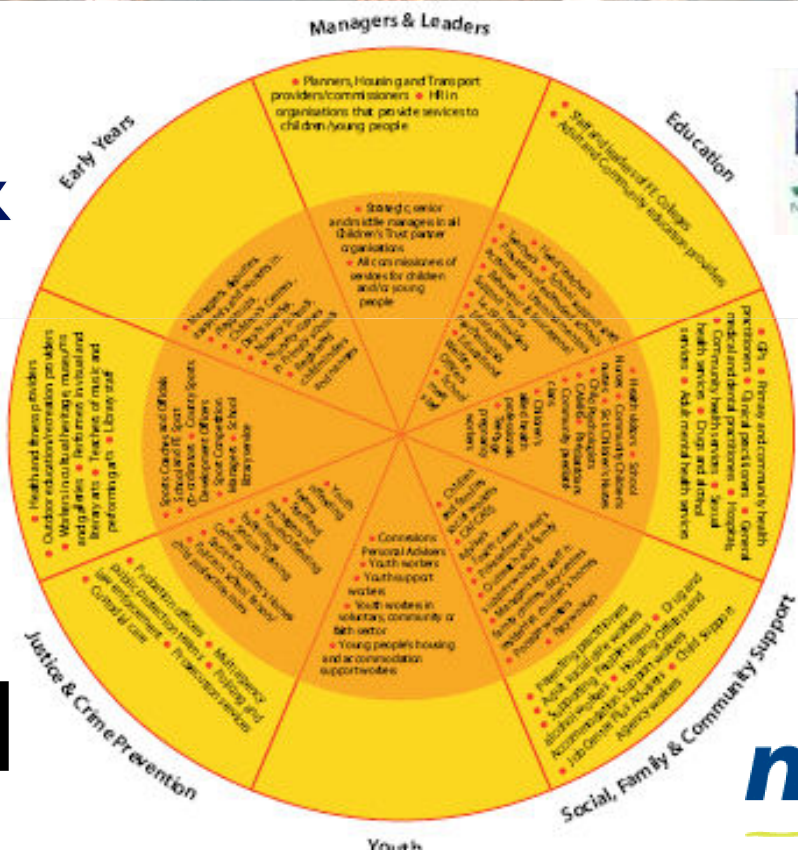


Children's Trusts

- ▶ 2001 Victoria Climbié
- ▶ 2003 Every Child Matters – national framework for change
- ▶ Children's Trusts
- ▶ 5 Outcomes:
 - ▶ Healthy
 - ▶ Safe
 - ▶ Positive contribution
 - ▶ Enjoy and achieve
 - ▶ Economic well-being



Who is in York's Children's Trust?



(Building Brighter Futures: Next Steps for the Children's Workforce, DCSF, 2008)

Children's Trusts – a set of arrangements...

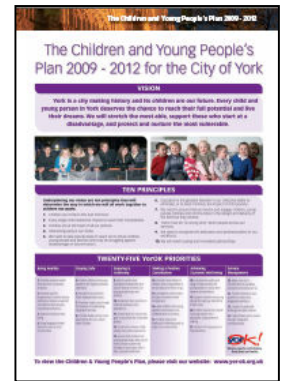
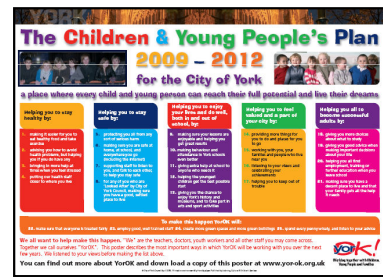
- ▶ (Legal basis Children Act 2004 / subsequent guidance)
- ▶ Children's Commissioner
- ▶ Director / Lead Member for Children's Services
- ▶ Duty to: cooperate; safeguard and promote welfare of children; set up local Safeguarding Children Boards
- ▶ Provision for indexes / databases to enable better information sharing;
- ▶ Single Children & Young People's Plan
- ▶ Joint Inspection Framework / Joint Area Reviews
- ▶ Duty to promote educational achievement of children in care

A Children's Trust is about:

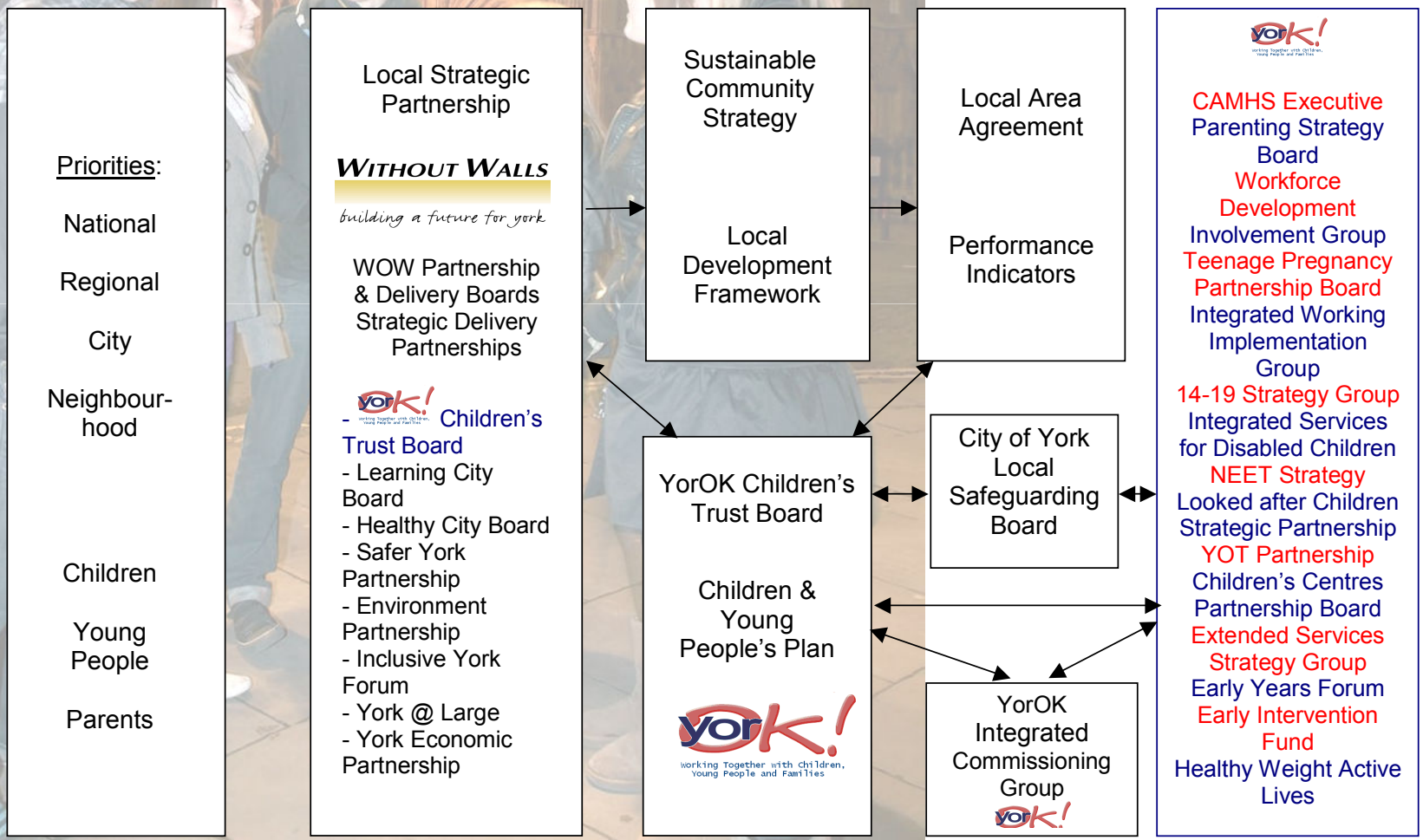
- ▶ Shared vision
- ▶ Children & Young People's Plan (CYPP) – strategic, local priorities, actions & delivery
- ▶ Improving outcomes – 0-19+ (25)
- ▶ Partnerships
- ▶ Prevention and early intervention
- ▶ Integration: governance, strategy, planning, commissioning, provision, process, workforce...
- ▶ YorOK – Children's Trust Unit

CYPP 2009-12

- ▶ Multi-agency plan
- ▶ High level, strategic, vision
- ▶ Consultation (www.yor-ok.org.uk)
- ▶ Outcome focussed
- ▶ Priorities & how we will deliver them
- ▶ How we will monitor progress
- ▶ Spending plans



Partnership Planning Structure



Healthy Weight Active Lives sub-group

- ▶ New partnership forum – PCT Lead
- ▶ Focus – to reduce child obesity
- ▶ LAA Indicators (NI 55 Reception / NI 56 Year 6)
- ▶ HWAL strategy and action plan

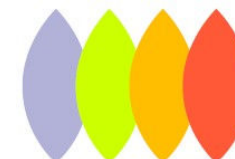




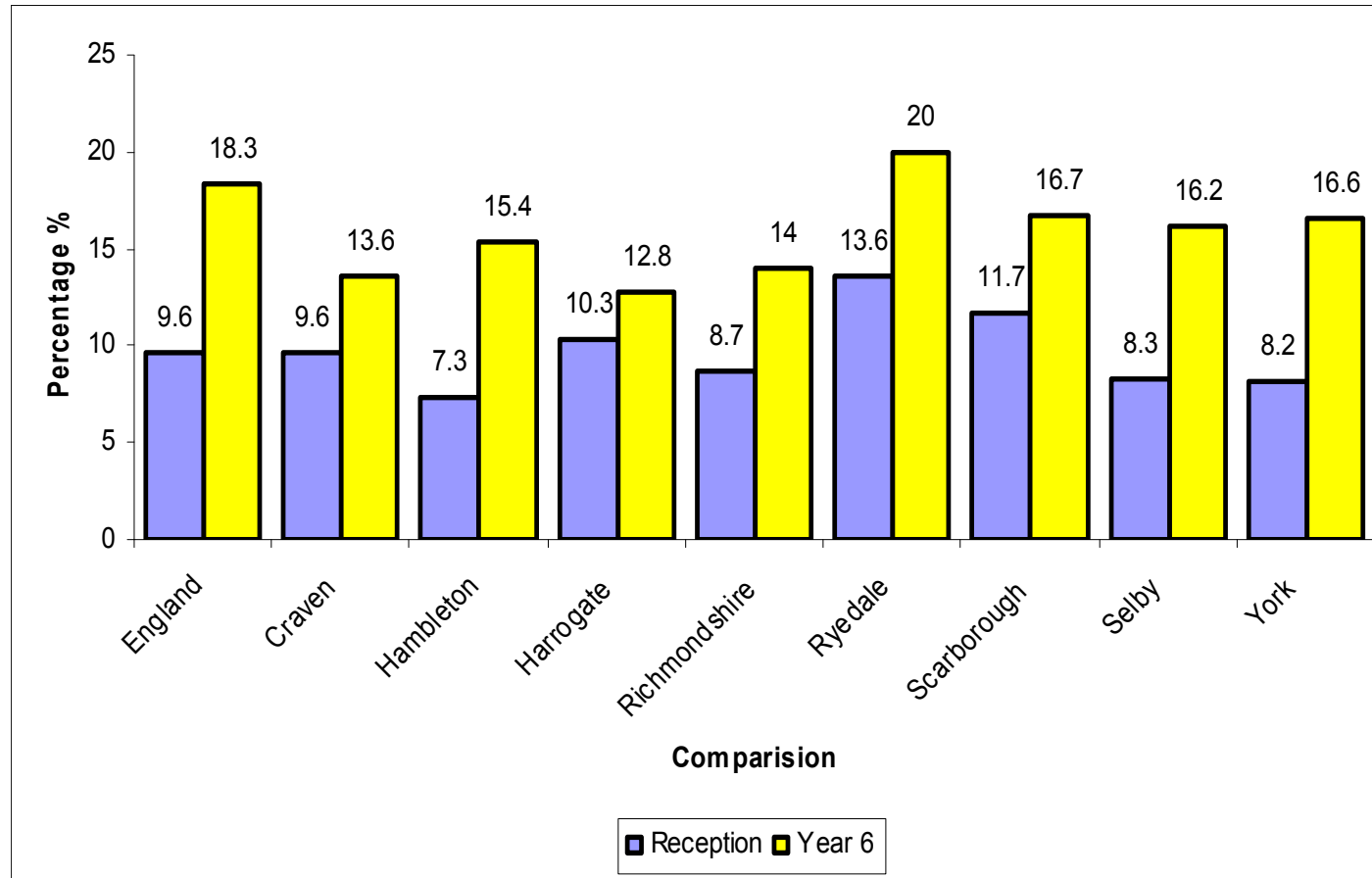
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Local Data from the National Child Measurement Programme

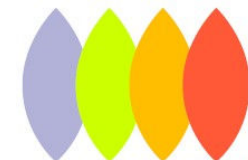
Greg McGrath



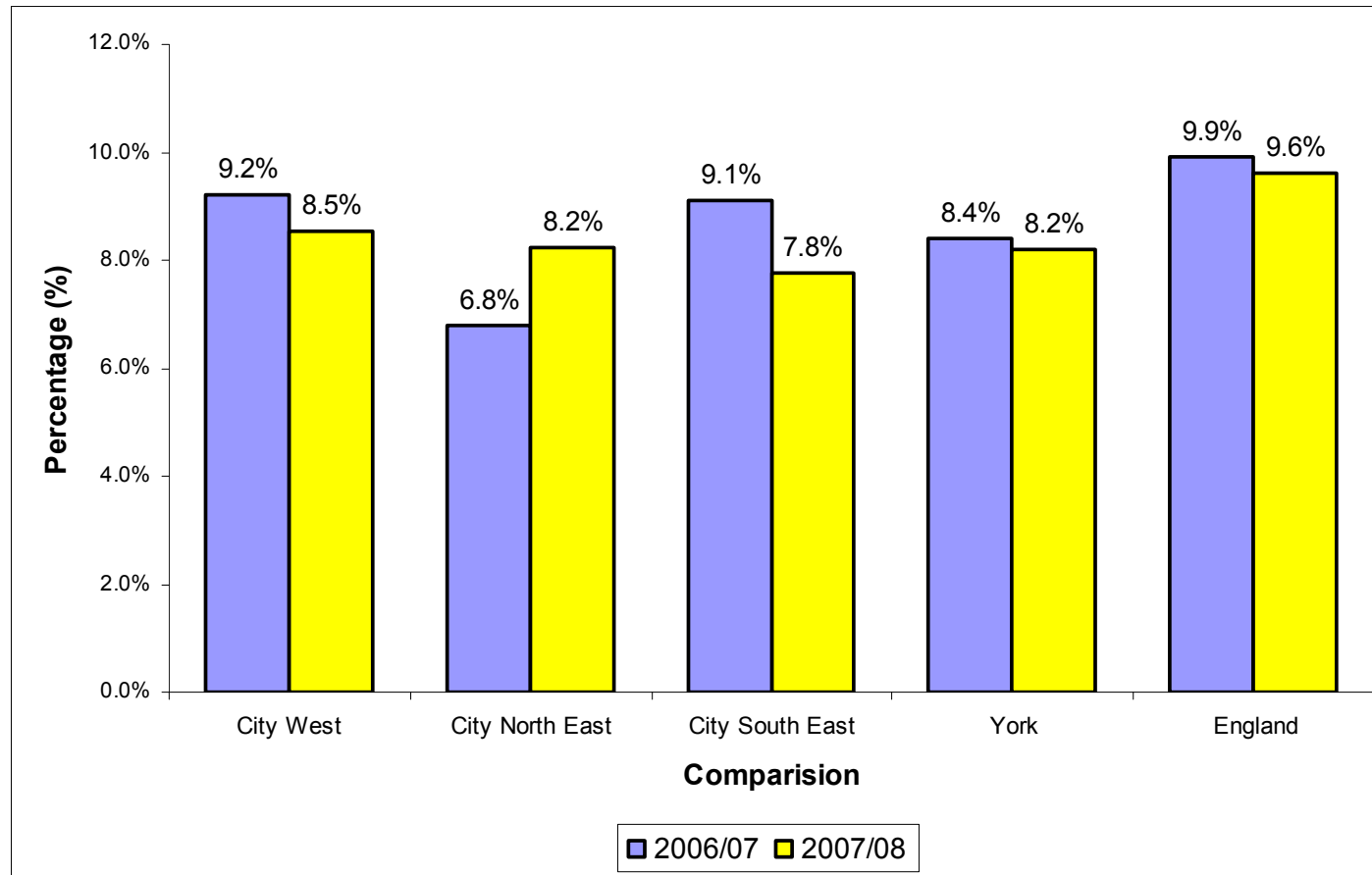
NCMP, District level prevalence 2007/08 – all children at risk of being obese



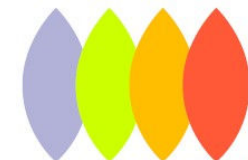
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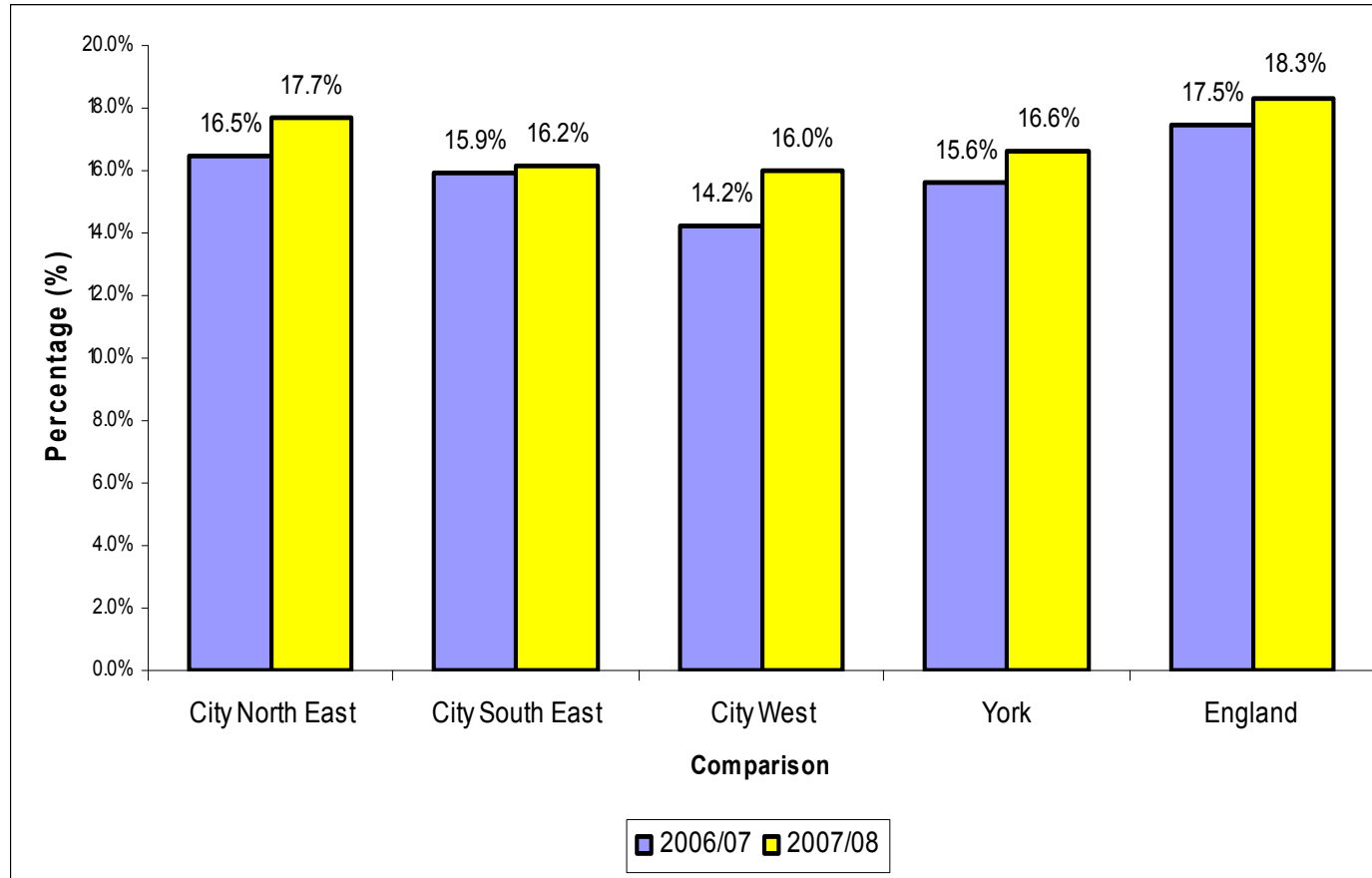
NCMP, Children's Services Locality / York / England 2006/7 – 2007/8 - Obesity in Reception Year



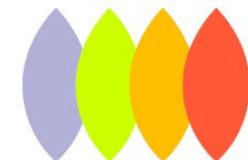
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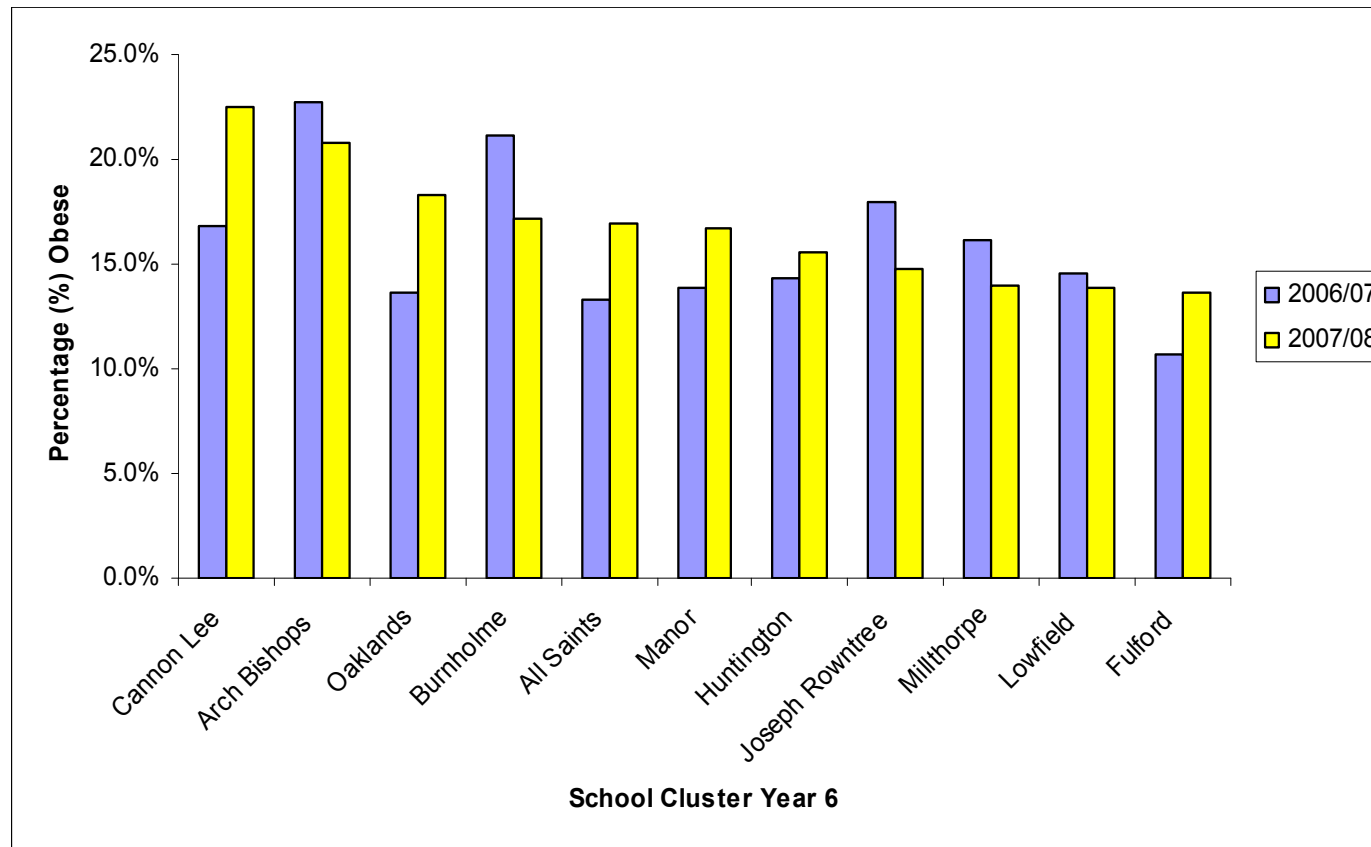
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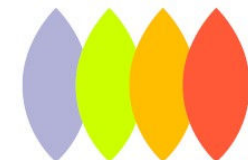
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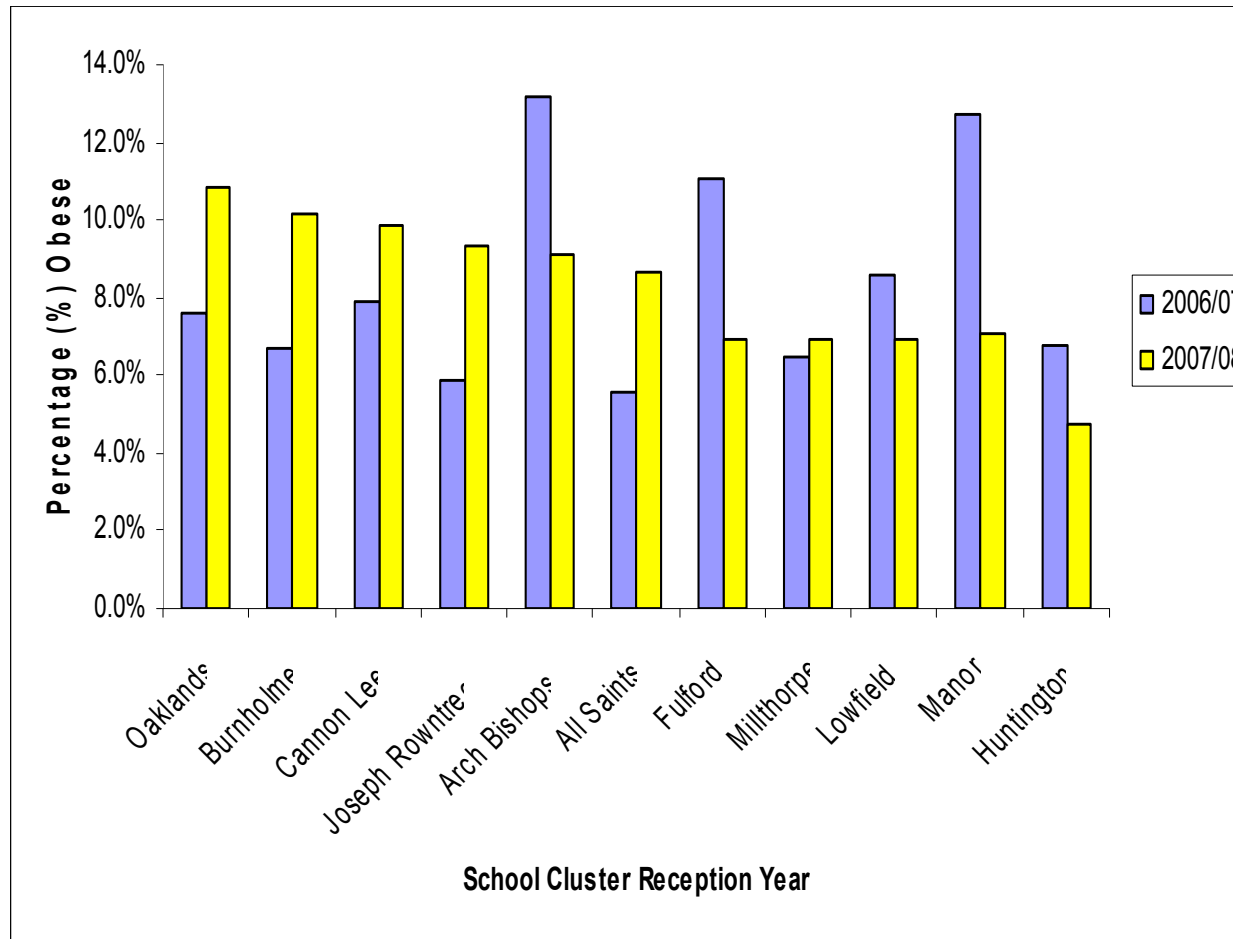
NCMP, School Cluster 2006/07 – 2007/08 Obesity in Year 6



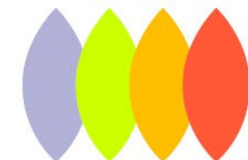
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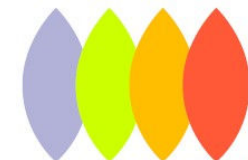


Children's service localities level prevalence and total numbers – all children at risk of being overweight or obese

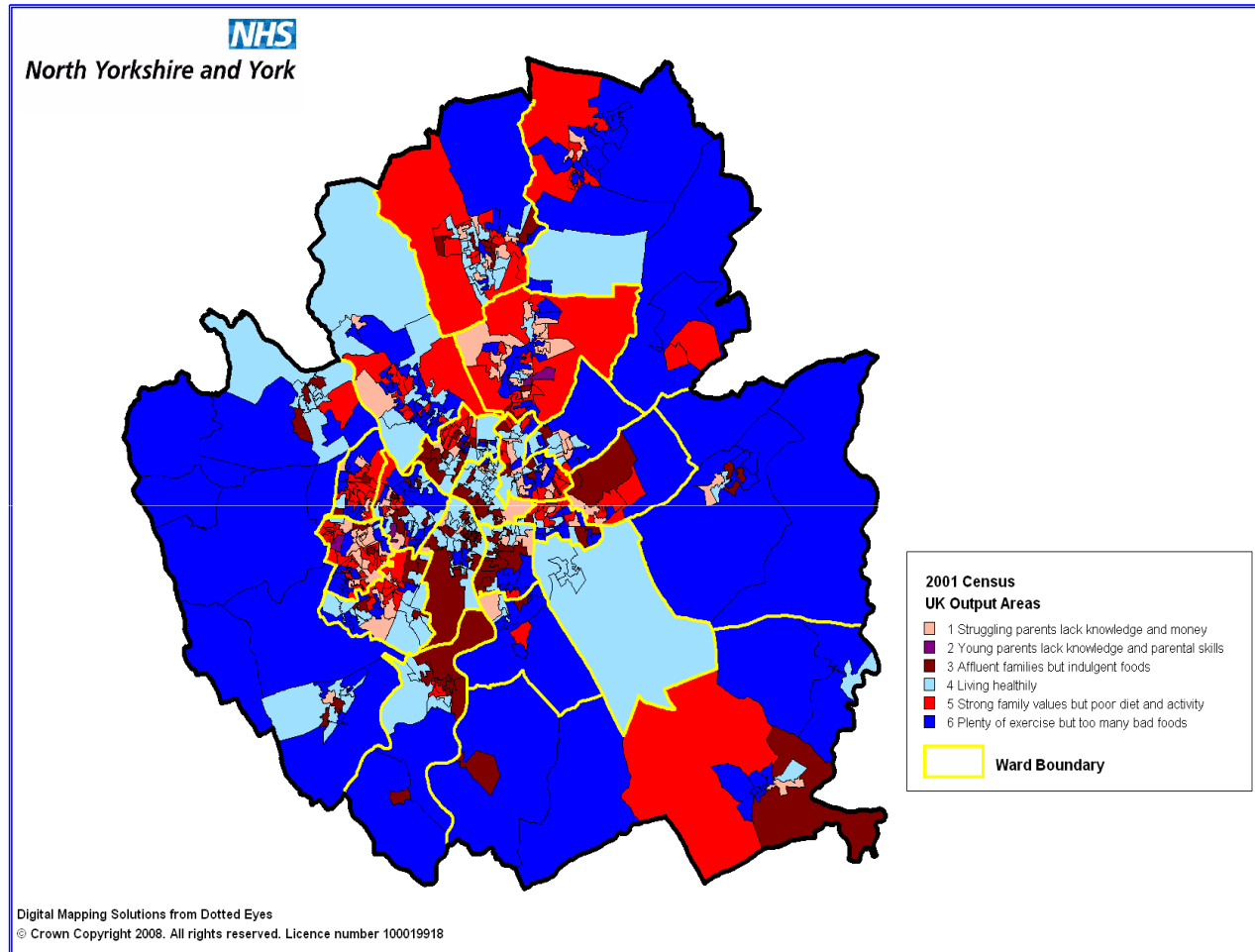
Reception Overweight or obese			
Children's Service Locality	Number Obese or Overweight	No. Measured	%
City North East	138	584	23.6
City South East	118	553	21.3
City West	108	468	23.1
Total	364 (Over 233) (Obese 131)	1605	22.7

Year 6 Overweight or obese			
Children's Service Locality	Number Obese or Overweight	No. Measured	%
City North East	156	583	26.8
City South East	156	551	28.3
City West	165	512	32.2
Total	477 (Over 203) (Obese 274)	1646	29.1

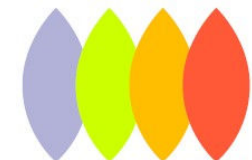
Coverage (Target is 85%)	Coverage (Target is 85%)
% 2006/07	% 2007/08
91.5%	91.9%



Healthy Weight, Healthy Lives Market Segmentation - York

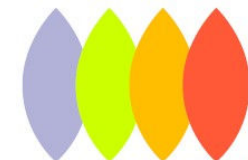


Department of Health (2008) Healthy Weight, Healthy Lives Market Segmentation and mapping



Modelled Estimates of Families with Children Aged 2-10 in York			National Sample
Dominant Cluster	Number	Percent	Percent
1. Struggling parents lack knowledge and money	1,374	11%	13%
2. Young parents lack knowledge and parental skills	55	0.4%	11%
3. Affluent families but indulgent food	1,589	12%	13%
4. Living healthily	2,856	22%	21%
5. Strong family values but poor diet and activity	3,317	26%	27%
6. Plenty of exercise but too many bad foods	3,614	28%	15%
Total	12,805		

Department of Health (2008) Healthy Weight, Healthy Lives Market Segmentation and mapping





North Yorkshire and York

Thank You

