



Training and Awareness Practice Sharing

Georgina Mills

CWM Health

Training and Awareness Strand



Agenda

- **What is the Training and Awareness Strand?**
- **Insight from the Consultation**
- **Delivery Snapshot**
- **A Question of Health**
- **Key Learnings**
- **Questions?**

Training and Awareness

CWM Heath (CWM formally Carnegie Weight Management) leading experts in childhood obesity have been commissioned to deliver FREE training sessions to professionals and awareness raising to the general public.

AIMS:

- 1) Raise awareness of the childhood obesity issue
- 2) Support professionals and the public to have 'the weight conversation'
- 3) Increase confidence and collective responsible in tackling obesity
- 4) Signpost to other services

Social Marketing

TARGETED PREVENTION	Peer Support & Enhanced Peer Support	Healthy Foundations Active Start	Parent Support Advisor Enhanced Offer	Living Street Audits & implementation	Growing 'Green Gym'	CHC & 'Those Helped'	CHC & Bursary Award
UNIVERSAL PREVENTION	Breast Feeding Friendly City Workplace & Public Place Award	Food Plan & Festival Healthy Choices Award Food Glorious Food Exhibition	Healthy Schools -Free Fruit Y7 -Stay on Site	Bike It! Walking Maps	Play Sites	ICDH Course	Business/ Workplace Urban Planning
STRAND	Breast Feeding	Parents	Schools	Neighbourhoods	Healthy Open Spaces	Community Health Champions	Cross Sector

Public Training & Awareness

Professional Training Sessions

Insight from Consultation

- 75% health care professionals underestimate levels of obesity
- 75% parents do not recognise overweight & obesity in their children.

Professional Insight

- Lack of confidence in weight issues
- Lack of awareness of services
- Perceived clinical rather than community issue
- Large demand from professionals
- More cross sectional working required

Public Insight

- Lack of awareness of childhood obesity
- Lack of awareness of healthy lifestyles
- Lack of awareness of services
- Partnership Working
- Bolster existing events
- Health expertise needed to engage public

Type of session	Duration	No. of sessions	Attendees per session	TARGET attendees to reach by March 2011	..DELIVERED Total Attendees
Professional Training: Core	3 hours	8	25	200	120
Professional Training: Enhanced	3 hours	8	25	200	100
Professional Training: Brief	1 hour	23	25	575	70
Workplaces	1 hour	6	25	150	20
Follow on Parent	1 hour	28	25	700	0
Public Open Display	1 hour	12	40	480	4,000*
Family Focused	1 hour	31	25	620	1,077*

A Question of Health...

SLC4L Training & Awareness Key Learnings...

1) Increase and raise awareness of overweight and obesity in children

- Initial impact statistics show an increase in awareness about childhood obesity for professionals and publics.
- Key challenges for recruitment of parents – no forums exist to reach out to families.
- VIDEO LINK

training and awareness raising



“Fantastic friendly staff”



“Very interesting and informative”



“The 100 calorie shop was really interesting”

“The kids loved the sugar pit”

“Great to associate fitness with fun”



2) Support professionals and public to have the 'weight conversation'

- Front line professionals have the core competencies to deliver obesity messages however there is a lack of confidence to apply to obesity.
- On going PDR is required.

Impact Stats: School Nurses...

- **77%** have a greater knowledge about **support services** available for overweight children and obesity after training.
- **23%** have a greater ability to **initiate conversations** with **CHILDREN** who have a weight concern
- **55%** have a great ability to **initiate conversations** with **PARENTS** about a weight concern about their child
- **50%** have **more confidence** to have conversations about children's weight concerns
- **80%** state the training had a **positive impact** on the way in which they work with the target population

3) Increase confidence & collective responsibility in tackling obesity

- Professional training sessions demonstrate a disconnect between peoples thoughts and their role to act on obesity.
- Ongoing PDR is required to build collective responsibility from a top down approach.

4) Signpost to services

- Interagency working needed for effective signposting.
- Initial and ongoing consultation with project lead critical for effective and efficient delivery.



Signposting

Watch It

The criteria to join the programme are:

- 7-14 years old (or school Year 2-Year 9)
- Parents and young people need to commit to a minimum of 16 weeks to complete the first phase of the programme
- Children/teenagers must have the ability to work through the HELP Programme, so it is inappropriate for those with significant learning/behavioural difficulties
- We do not work with children with Type 1 diabetes
- Centile: 91st and above

Contact Details

Service Manager – Nazreen Iqbal

Tel: 0114 270 2040 ext 208

Email: sheffieldwatch-it@zestcommunity.co.uk

Visit: www.sheffieldc4l.org.uk/families/watch-it



SLC4L Professional Training

Brief: 1 Hour Awareness Training

1 hour session for professionals who do not directly deal with obesity in their role but would benefit from an awareness.

Core: 3 Hour Generic Training

3 hour session for professionals, who wish to gain a better understanding of the perception of obesity, the causes and consequences, why it is important and how to communicate concerns.

Enhanced: +3 Hour Bespoke Training

3 hour session for professionals, building on the knowledge gained in the Core session.

SLC4L Awareness Sessions

Workplace: Health and Wellbeing Sessions

- Working with Sheffield Chamber of Commerce to deliver Health & Wellbeing sessions for employees of 6 largest companies in Sheffield.

Public Open Spaces: Awareness Activities at Events

- Held in public forums, creating a platform to raise awareness of healthy living and obesity issues. E.g. 100 Calorie Shop, Wii fit station, Sugar Pit.
- Work in partnership to bolster events (Capacity from October 2010– March 2011)

Family Focused: Awareness Sessions For Parents/Carers or Families

- Segmentation for groups? E.g. mums / dads / grandparents etc
- Bolstering existing offerings or new offering to engage communities
- Match to target audience e.g. Ship Shape MOT @ mosque

Follow on Parents: For Parents Concerned About Their Child's Weight

- Sessions in targeted schools, host organisations e.g. Yemoni groups
 - 7 sessions across Sheffield starting from 21st July – signposting?

More Information

**For more information please contact:
Georgie Mills or Sam Bramald**

Tel: 0113 8125 233

E-mail: g.mills@leedsmet.ac.uk / s.bramald@leedsmet.ac.uk

Website: www.cwmhealth.com
(and click on Sheffield Lets Change4Life Logo)
www.sheffieldc4l.org.uk/familyfun

