



# Sheffield-Let's Change4Life Evaluation Conference

8 July 2011





# The Issue



# The Opportunity

- Healthy Towns Programme
  - Part of the Healthy Weight, Healthy Lives strategy
  - DH invited joint LA and NHS bids for upto £5m
  - Sheffield, one of eight successful 'Healthy Towns'
  - £5m DH investment with local match funding to develop and evaluation innovative approaches to tackling childhood obesity

# The Programme

## Sheffield-Let's Change4Life

“To develop a systematic, city wide programme focussed on addressing the social and environmental factors that have led to the rising rates of obesity in children and families in our City”



# The Successes

- Projects delivered across 8 strands



**Breastfeeding  
Friendly City**



**Parents as Positive  
Role Models**



**Schools at the Heart  
of Communities**



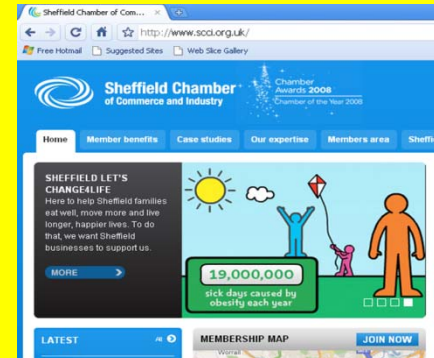
**Living  
Neighbourhoods**



**Healthy Open  
Spaces**



**Community Health  
Champions**



**Cross Sector  
Innovation**



**Social Marketing**



# The Evaluation



sheffield-let's change4life:  
a whole systems approach  
to tackling overweight and  
obesity in children, young  
people and families



evaluation conference july 2011: summary report<sup>1</sup>

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<sup>1</sup>A comprehensive programme report will be published October 2011. Data here represents a summary of findings.  
<sup>2</sup>Centre for sport and exercise science. <sup>3</sup>Sheffield Business School.



# The Future

Today's evaluation report is not the end of the programme, but is an opportunity to take reflect on what we've done so far, what worked, what didn't and what we could improve.

This evaluation will help us to update our city wide Obesity Strategy, and to continue to deliver into the future.