



Tackling Childhood Obesity – the family way

CAWT UP4IT! Obesity Project
Claire McGinley, Project Manager



Tackling Childhood Obesity – the family way

- INTERREG IVA Obesity Project
- Project Approach
- Project Delivery
- Project Outcomes
- Lessons Learned



Current Picture

- 1 in 4 children are overweight when starting school
- 23% children aged 11-16 are overweight/obese
- 80% of children who are obese at age 10-14 will become obese adults
- Approx. 60% adults overweight/obese



UP4IT! CAWT Obesity Project

- Funded by EU INTERREG IVA Programme =£930K
- Commenced 2009, completed April 2013
- Programme delivery period October 2011 – March 2013.
- Project Target = 1,770 beneficiaries through intervention:
 - a) Prevention Programme “Healthy Lifestyles”
250 children under 5 years
 - b) Management Programme “Making A Difference”
110 overweight/obese children 8-11yrs.

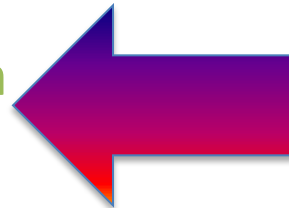


Programme Approach



Change behaviour

Attitude-intention
behaviour gap



UP4IT!

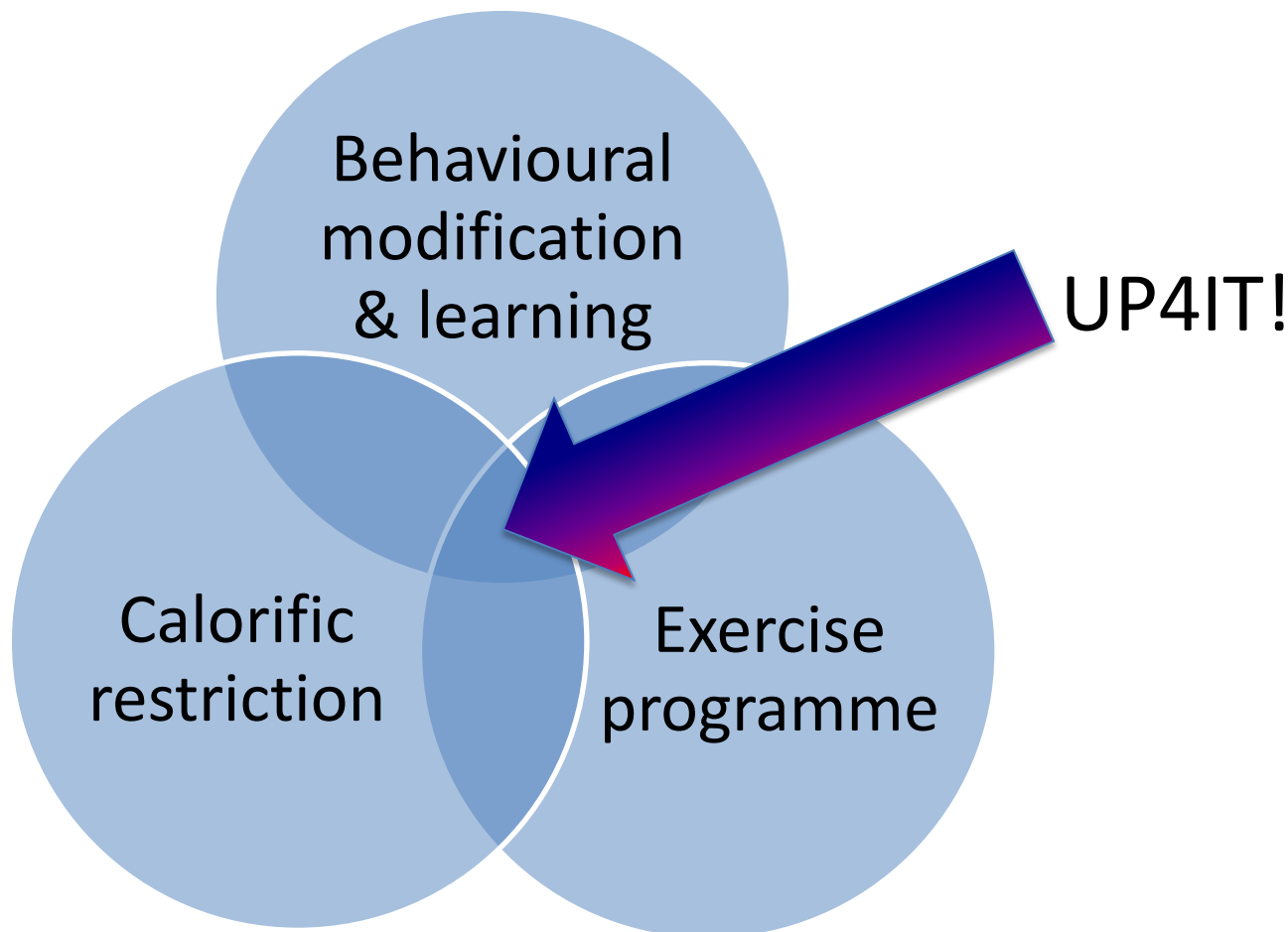
Change attitudes

Raise level of knowledge

Increase awareness



Programme Components





UP4IT! Delivery Model

Evidence

- Multi-component
- Follow-up sessions
- Family focused
- Goal orientated
- Consistency

Partnership

- Sharing expertise
- Sharing resources
- Shared learning
- Added value

Community

- Building on existing
- Local delivery
- Local identity
- Future support

**UP
4
IT!**



HSC Health and Social Care



Foithneamhacht na Seirbhíse Sláinte
Health Service Executive



cooperation and working together
for health, care and social well-being in border areas

HSC Public Health Agency



European Union
European Regional
Development Fund
Investing in your future

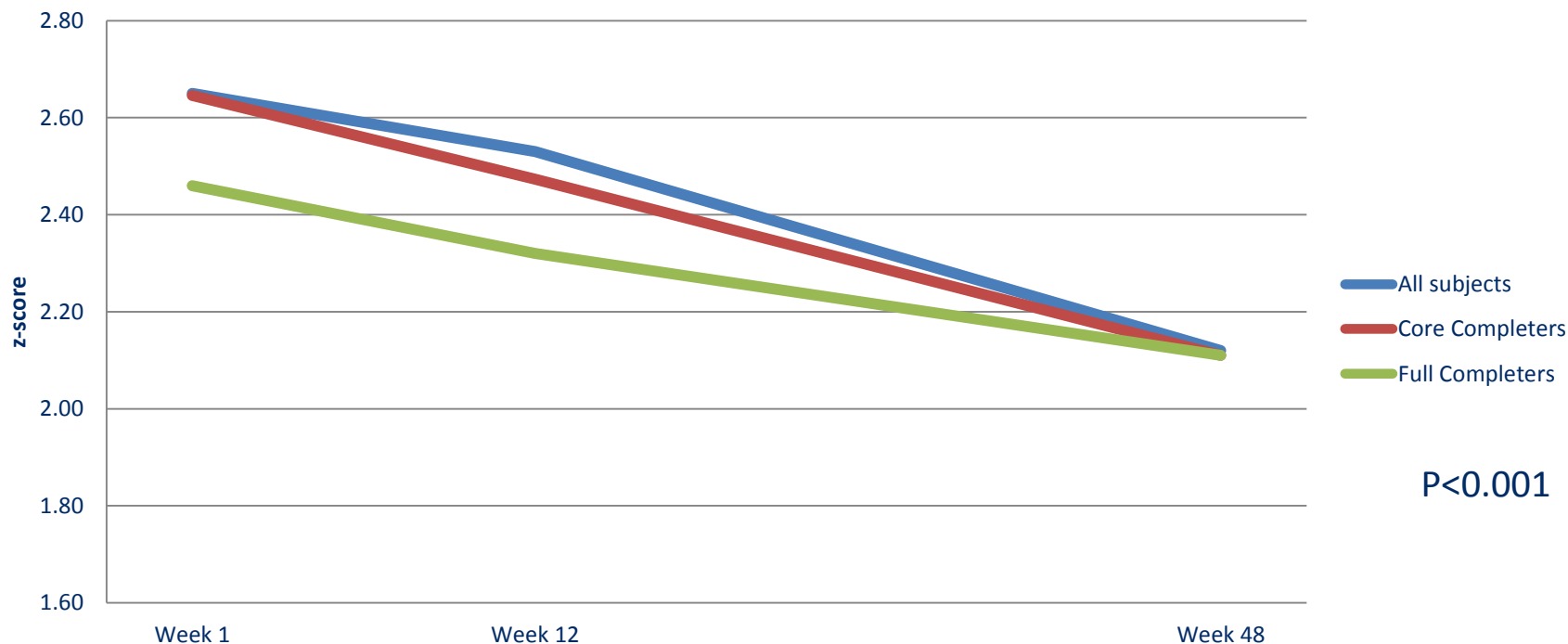
A project supported by the European Union's INTERREG IVA Programme managed by the Special EU Programmes Body and delivered by Co-operation and Working Together.

Up4It! Project Outcomes



Change in children's BMI z-score

Change in BMI z-score



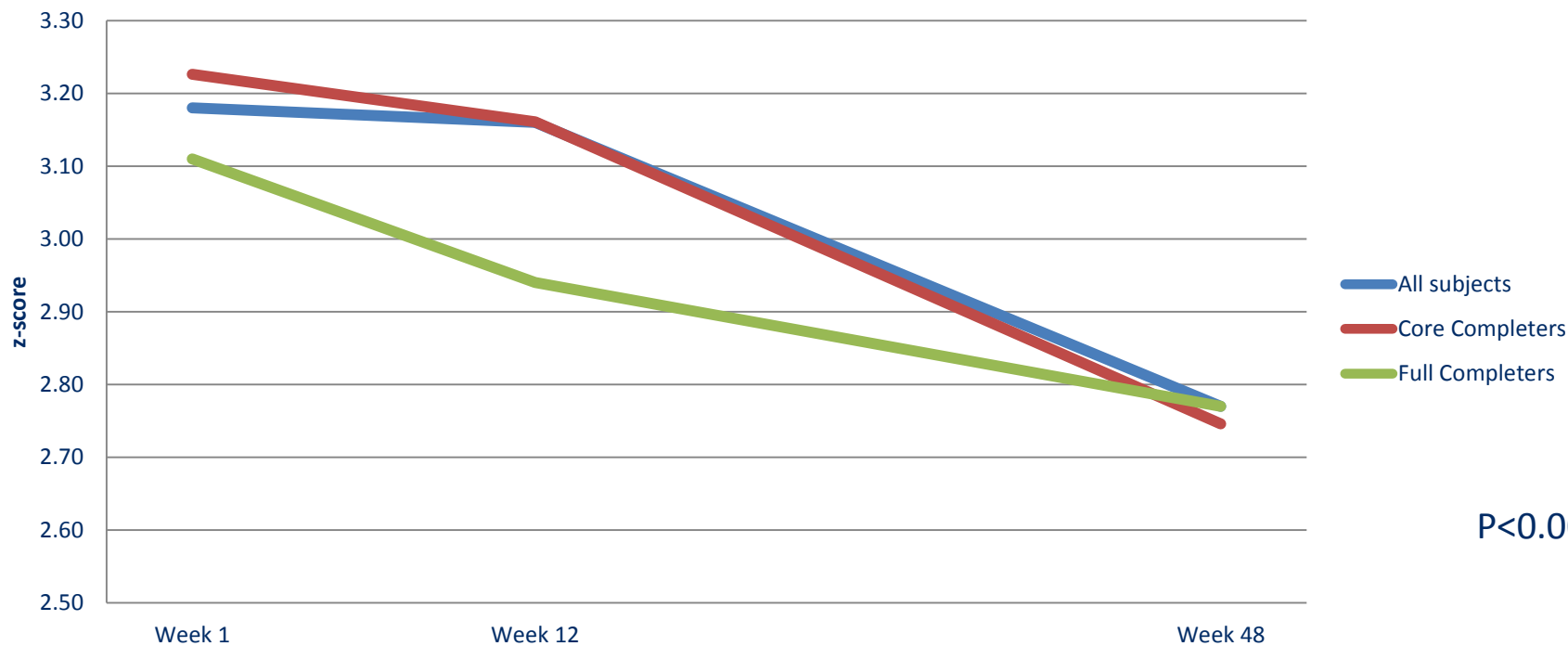
Core completers – Wk1 64% children classified as obese and 56% at Wk12

Full completers – Wk1 58% children classified as obese and 46% at Wk48



Change in children's waist circumference z-score

Change in Waist circumference z-score



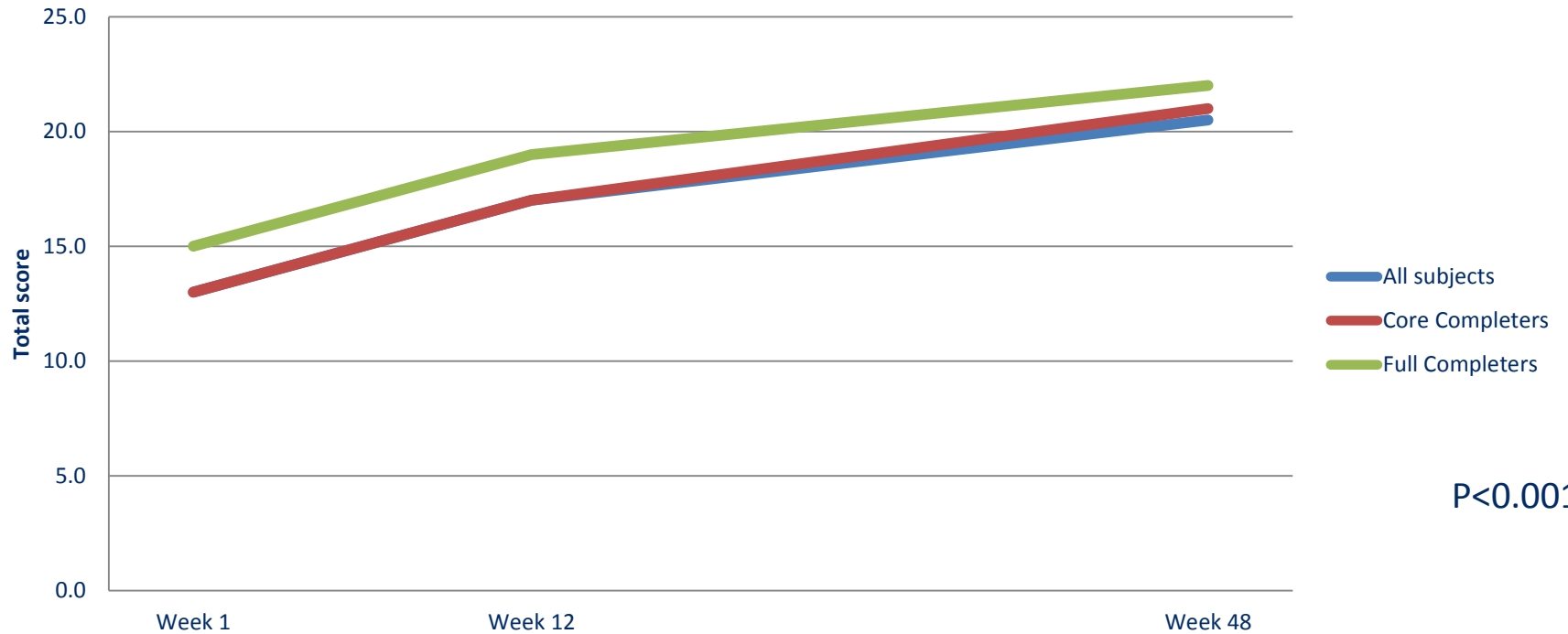
P<0.001

Core completers – Wk1 to Wk12 → 1cm decrease; Wk1 to Wk48 → 1cm decrease
Full completers – Wk1 to Wk12 → 2cm decrease; Wk1 to Wk487 → 1 cm decrease



Self-esteem of child

Change in perceptions "About my body"

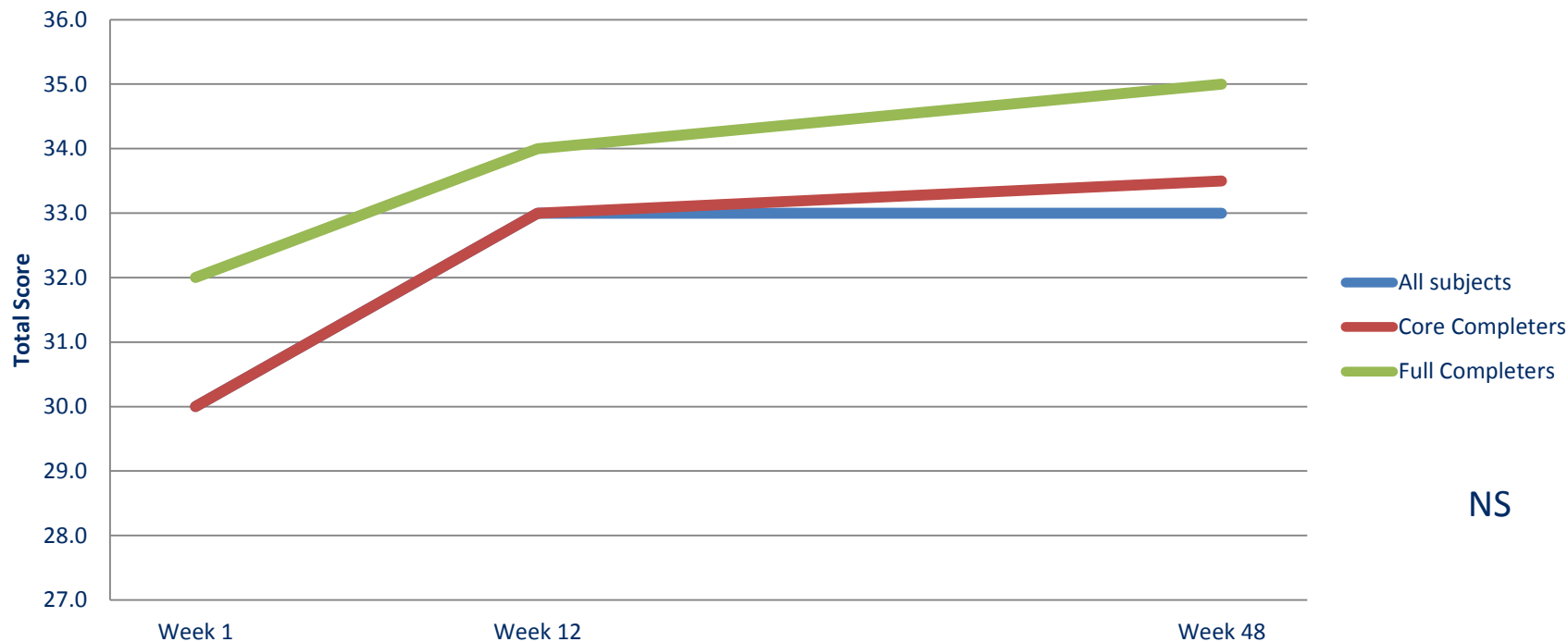


P<0.001



Self-esteem of child

Change in perception "What I think about myself"



NS



Child – feelings about how they look

	Wk 1	Wk 12	Wk 48
I really like what I weigh	33%	49%	63%
My weight makes me unhappy	47%	39%	12%
I wish I were thinner	73%	64%	42%
I think I have a good body	56%	71%	84%
Other people make fun of the way I look	31%	22%	10%
I'm as nice looking as I'd like to	68%	71%	86%
I worry about the way I look	33%	24%	19%



Outcomes Summary

Core Completers 74% – Wk 1 to Wk 12 significant differences

- ↓ BMI z-score
- ↓ Waist circumference z-score
- ↑ in body perception
- Self esteem remained high

Full Completers 40% – Wk 1 to Wk 48 significant differences

- ↓ BMI z-score
- ↓ Waist circumference z-score
- ↑ in body perception
- Self esteem remained high



Overall Project Delivery

- 2344 individual beneficiaries /586 families
- 76% completed the core programmes
- 39% completed core programme plus all follow-ups
- Referral Pathway for obese 8-11year olds developed and implemented
- Family assessment tools developed and implemented
- All programme outcomes met (maintenance/reduction in BMI, reduction in waist measurements, improvements in self esteem, increase in activity, etc.)



Delivery Model

Evidence

- Multi-component
- Follow-up sessions
- Family focused
- Goal orientated
- Consistency

Partnership

- Sharing expertise
- Sharing resources
- Shared learning
- Added value

Community

- Building on existing
- Local delivery
- Local identity
- Future support

**UP
4
IT!**



Lessons Learned

Programme Delivery

Local delivery

Positive, fun, focused on healthy lifestyle

Goal orientated

Access to professional input

Skills & knowledge development

Feedback & revision

Programme approach

Family focused

Multi-component

Collaborative

Flexible

Referral pathway

Measured change

Performance managed

Plan, Plan, Plan

Evidence based/best practice

Invest

Engage

Review and amend

Evaluation



HSC Health and Social Care



Feidhmeannacht na Seirbhíse Sláinte
Health Service Executive



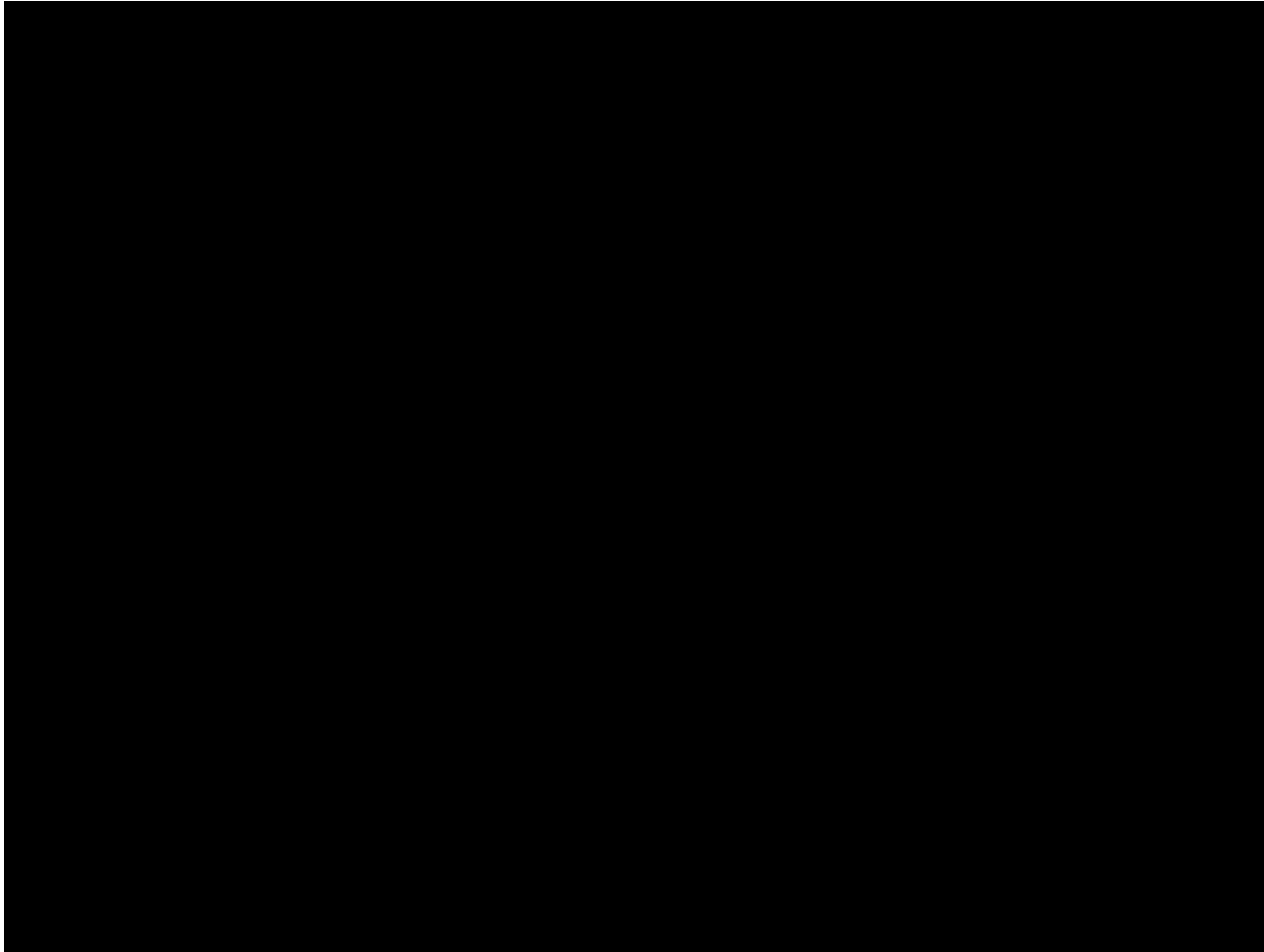
cooperation and working together
for health gain and social well-being in border areas

HSC Public Health Agency



European Union
European Regional
Development Fund
Investing in your future

A project supported by the European Union's INTERREG IVA Programme managed by the Special EU Programmes Body and delivered by Co-operation and Working Together.





HSC Health and Social Care



Foithimneacht na Seirbhíse Sláinte
Health Service Executive



cooperation and working together
for health, care and social well-being in border areas

HSC Public Health Agency



European Union
European Regional
Development Fund
Investing in your future

A project supported by the European Union's
INTERREG IVA Programme managed by the
Special EU Programmes Body and delivered by
Co-operation and Working Together.

THANK YOU



UP4IT! Delivery Costs

- Total cost of prevention/management programme/family = £446/£1231 (includes set up costs)
- Continuing Programme delivery/area/yr = £56K (5 prevention & 2 management programmes = ~76 families)
- Mainstreaming cost of delivery = £48/ £180 (dietetics, physical activity and well being input taken as cost neutral)

<http://m.youtube.com/watch?v=sB03UD3Zy8U>