



THEMES: Community, Schools, Health, Income Generation, Sport Club Development, Education and Workforce, Infrastructure, Project Dev / facility improvement.

Background history and rationale (why we did this) of the project.

Blackpool has high rates of childhood obesity with 22.0% of year 6 children classified as obese (PHE Blackpool Health Profile 2015). This is higher than the national average. Current trends show that this figure is not declining.

The National Child Measuring Programme (NCMP) is a national programme that sees all children in Reception year and Year 6 are given the opportunity to be weighed and measured and have their BMI and centile line recorded.

The results are sent to the parents with a classification of their child's weight. If the child is classified as overweight, very overweight or obese then the Making Changes Family Weight Management programme information is included and the opportunity to join is given.

Public Health have funded the 2 year project to help change the lifestyles of the families of Blackpool who have overweight children between the ages of 5 – 11 years.

The impact of the project (please explain how this benefited customers) what the overall outcomes have been.

On Week 1 'L' was very hesitant and explained he was being bullied at school over his weight. Sam wants to help Luke but is unsure how to go about it.

Over the 12 weeks 'L' and his mother 'S' began to engage and walked the 50 minutes to Moor Park to go swimming.

'L' enquired about additional goal keeper training (the instructor did some of this as a physical activity session)

Both of them completed the ABC activity challenge and as a result of this have now built physical activity into their daily lives and are on target to achieve the recommended guidelines for physical activity.

'S' after refusing to look at the gym has now joined the gym and completed her programme and is attending regularly.

Outcomes 'S' – joined gym and is attending classes

'L' – less time on the computer and more physical activity (he said he would not complete

this challenge but has successfully).

'L' is also a member of a goal keeper training club and now wants to join a badminton and an athletics club.

Key statistical information, the outputs and if targets were met/exceeded or fell short of initial plan. (please highlight if targets fell short, what was the mitigation behind this)

'S' has lost 3kg in weight and her waist circumference has decreased by 6.5cm.

'L' has lost 6cm from his waist circumference.

'L''s weight has decreased 1.4kg and he has grown 1cm in height so is 'growing into his weight'

SMART goals short term was achieved by both 'S' and 'L' and they have set long term goals and their own relapse plan.

For this particular programme all targets were met.

Customer feedback, contribution and quotes.

The programme – excellent programme, given us a better understanding of how to be healthier and really enjoyed it.

The instructor – knowledgeable and really good.

Centre staff – found some rude and unhelpful and unaware of the amount of courage it took us to attend sessions at the centre.

Lessons Learned and or key success highlights (bullet points only)

- Staff at all venues needs some awareness training around the programme and the clients/families that will be attending.
- The subs for memberships need to be sorted and the information disseminated down to all staff.
- Changes do need to be made to the programme from the lessons learnt from the 1st pilot.
- The family have done amazing and are a success.

How can this / will this work be sustained in the future? What is the plan to see this happen if applicable (NEXT STEPS)

- The team are now evaluating the 12 week programme and making the changes that are needed to make the improvements needed.
- Programmes 2 – 9 are now running with families engaged.
- Case studies and reports are sent through to public health.

Conclusion and any recommendations (if applicable)

A very good 1st pilot study. Results were great and encouraging moving forward.

Case study available for external distribution (please highlight)

Yes / NO

Appendix 6 – Making Changes Case Study 2



SPORT BLACKPOOL

REPORT THEME(S)	
Project Name	Making Changes Family Weight Management Programme
Venue(s):	Blackpool Sports Centre
Author(s):	
E-mail/contact for further information:	Donna.swarbrick@blackpool.gov.uk
Dates of projects:	January 2017 - Current
Date of report/study:	20 th December 2017
Principles of Insight/behaviour changes applied in this work (Y, N, N/a)	
If so methods used.	
Partner organisations involved.	N/A

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Public Health have funded the 2 year project to help change the lifestyles of the families of Blackpool who have overweight children between the ages of 5 – 11 years.

The impact of the project (please explain how this benefited customers) what the overall outcomes have been.

On Week 1 'A' and would only participate whilst wearing ear defenders and even then it was a struggle for him.

Before he started the programme he had extremely low self-confidence and struggled with physical activity. He is autistic and ADHD, he came to the 1st session of the programme wearing ear defenders. Throughout the duration of the 12 weeks Ashley worked hard and took all the information and knowledge to implement into everyday life in every aspect.

For his birthday the only gift he wished for was his free gym induction, which was booked on his actual birthday and has continued to use the free gym facility 4 times a week. This has enabled him to lose a considerable amount of weight, lose body fat and put him in the healthy weight category, but most importantly he has gained huge amounts of self-confidence and the physical activity he now participates in has considerably helped his autism and ADHD. Ashley stopped wearing his ear defenders on week 4 and was a huge asset on this programme.

With the free swimming they get on the programme Ashley started attending swimming sessions and as seen in the attached picture he has just won gold in the nationals which is a huge achievement since starting the Making Changes programme.



Key statistical information, the outputs and if targets were met/exceeded or fell short of initial plan. (please highlight if targets fell short, what was the mitigation behind this)

'Mum' has lost 1.5kg in weight and her waist circumference has decreased by 1 cm.

'A' has lost 4cm from his waist circumference.

'A''s weight has decreased 1.4kg and he has grown 1cm in height so is 'growing into his weight'

SMART goals short term was achieved by both 'M' and 'A' and they have set long term goals and their own relapse plan.

For this particular programme all targets were met.

Customer feedback, contribution and quotes.

The programme - Best part was way it was delivered that made the children want to make good choices.

The instructor – amazing

Lessons Learned and or key success highlights (bullet points only)

- Staff at all venues need regular awareness training around the programme and the clients/families that will be attending.
- The family have done amazing and are a success.
- More promotion of the programme.
- More highlights of the good news stories

How can this / will this work be sustained in the future? What is the plan to see this happen if applicable (NEXT STEPS)

- The team are now evaluating the 12 week programme and making the changes that are needed to make the improvements needed.
- Approx. 7 programs will be running in January 2018
- Case studies and reports are sent through to public health.

Conclusion and any recommendations (if applicable)

Results were great and the programme is flourishing and Making Changes.

Case study available for external distribution (please highlight)

Yes / NO