



[www.healthyweight4children.org.uk](http://www.healthyweight4children.org.uk)

## e-Newsletter

Issue 14: February/March 2010

### Team update

Dear Hub User,



Following Lisa Petter's departure in January, we now have a new member of the Healthy Weight for Children Hub team. **Penny Burton** has joined us as Communications Officer from NHS Bristol. Penny also previously worked for Bristol City Council and brings lots

of excellent experience, as well as useful contacts, to the team.

Please contact Penny if you would like to make a contribution to the Healthy Weight for Children Hub website or the monthly e-newsletter:

[penny.burton@swpho.nhs.uk](mailto:penny.burton@swpho.nhs.uk)



**Jenny Weeks**, Lifestyle Analyst and member of the Healthy Weight for Children Hub team, has been appointed part-time regional lead for the **Child and Maternal Health Observatory** (ChiMat). ChiMat provides information to improve decision-making for high quality, cost-effective,

child and maternal health services.

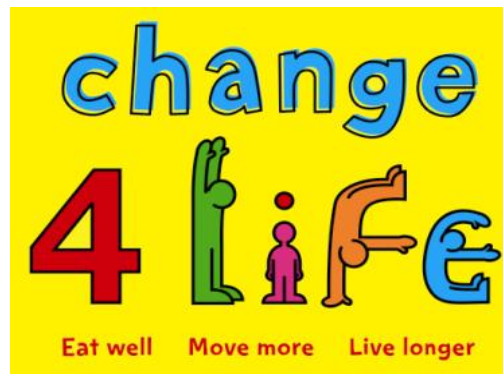
Jenny will facilitate support and training for Primary Care Trusts and Local Authorities on using ChiMat intelligence tools, completing the annual Children's Services Mapping Exercise and making the best use of the mapping reports.

For more information, contact:

[jenny.weeks@swpho.nhs.uk](mailto:jenny.weeks@swpho.nhs.uk)

**Healthy Weight for Children Hub Team**

### Change4Life South West update



#### Why not tickle your taste buds and rap a wrap?

The latest project from Change4life is the convenience store.

The idea is to encourage people to get their five a day and to make healthy snacks available at; you've guessed it, convenience stores! It has been piloted successfully across stores in the North East and the project is now coming to the South west.

Stores participating in the project are also part of HEALTHY START, meaning that families can redeem their vouchers at these locations.

To launch the project, a special event is planned for Thursday 18 March 2010 at the SPAR Store, Filton Avenue, Bristol, BS7 0QD.

If you would like to go along to the event, where you can hear the first performance of the 'Fruit and Veg rap', written and performed by Year 6s from Upper Horfield Primary School and taste smoothies, fruit kebabs and healthy wraps created by the pupils, you can contact:

[lucinda.eastment@gosw.gsi.gov.uk](mailto:lucinda.eastment@gosw.gsi.gov.uk)

If you want to know more about Change4Life in the South West, contact Sue Curtis:

07962 063883

Email: [sue@citruscreative.co.uk](mailto:sue@citruscreative.co.uk)

## News

### NCMP data for the South West

The South West Public Health Observatory (SWPHO) has now received the full National Child Measurement Programme (NCMP) data set from the [Information Centre](#) (2008/09 data). This will be used to update the SWPHO's [Healthy Schools Plus](#) mapping tool, which presents key data about child health in map, chart and table formats.

### Tellus4 Survey

Tellus is a national survey which gathers children and young people's views on their life, their school and their local area. Findings from the survey are used to inform policy development and to measure progress and performance, at a local and national level, across the five Every Child Matters (ECM) outcomes.

The survey was originally developed by Ofsted as an online survey in 2007 (Tellus2) and run again in 2008 (Tellus3). The Department for Children, Schools and Families is now responsible for the survey and commissioned the National Foundation for Educational Research (NFER) to further develop and deliver Tellus4 in autumn 2009. The results of Tellus4 are due to be published in a research report at the end of March.

For more information, see [Tellus4 Home](#)

### 'Swap it, don't stop it' – new Change4Life campaign targeting adults

February saw the launch of a Change4Life adults advertising campaign on TV, online, on posters, bus rears and press. The campaign is aimed at 45-65 year old men and women, as about 71% can be classed as either overweight or obese.

Change4Life are creating a range of resources to support the campaign including a leaflet, a FAQ sheet, language and brand guidelines and an employers' toolkit. The leaflet, called 'Swap It, Don't Stop It' (product code: C4L123) is available to order now from the [Department of Health](#)

### Contact us

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## Events

### Informed Decisions and Intelligence Investment: The future of child and maternal health services

18 March 2010, York



ChiMat's second annual conference will focus on the practical application of information and intelligence to support effective long-term decision making. Alongside an opportunity to see the online tools in action, delegates will also have the chance to hear from leading researchers in the field of child and maternal health about how to engage positively and innovatively with the challenges ahead.

This event is funded by ChiMat and there is no charge to delegates for attending.

To book your place at the conference, please visit the website at: <http://www.chimat.org.uk/>.

### Tackling Obesity 2010

23 March 2010, London



Twenty eminent speakers and over 400 delegates will explore the latest strategies and policy developments in the UK's fight against the rising tide of obesity. This year's cross-cutting discussions will range from the government's Healthy Weight, Healthy Lives strategy, to the Healthy Schools Programme, with a strong emphasis on treating as well as preventing obesity.

This year's conference will incorporate a strong local focus, with best practice case studies from across the country that will look at the benefits of techniques such as social marketing and incentivisation of healthy lifestyles. With the Foresight Report predicting that nine out of ten adults and two-thirds of children could be obese by 2050, the imperative to act has never been stronger.

See <http://www.govnet.co.uk/obesity/index.html> for further details