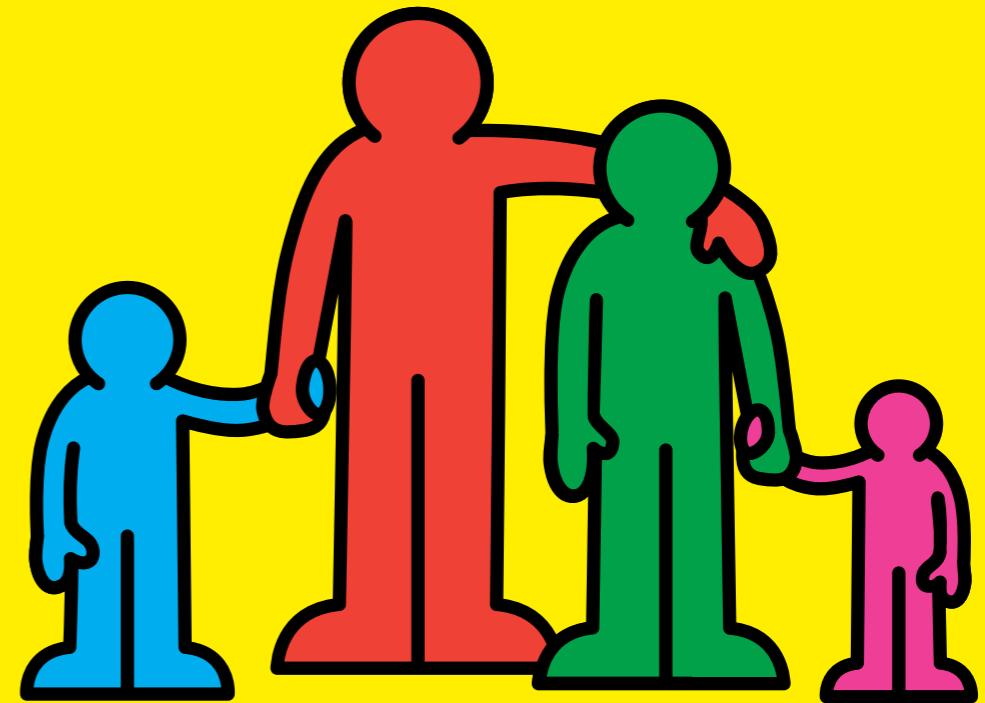


change4life in the north west

- One Year On Report

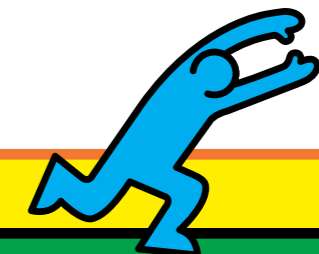


change
4 life
Eat well Move more Live longer

contents



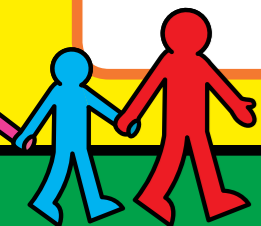
foreword	02
introduction	03
regional overview	04
<i>Overview from Department of Health North West</i>	
<i>Year 1 Achievements</i>	
<i>Change4Life Regional Summit</i>	
<i>Start4Life</i>	
sub-regional campaigns	08
<i>Lancashire</i>	
<i>Greater Manchester</i>	
<i>Cheshire & Merseyside</i>	
<i>Cumbria</i>	
case studies	12
points4life	20
next steps	20
acknowledgements	21



NHS
North West

DH Department
of Health


GOVERNMENT OFFICE
FOR THE NORTH WEST



Foreword

Notes:

¹ For further information about the national campaign please visit www.nhs.uk/change4life or call 0300 123 4567.

Visit www.dh.gov.uk to view documents:
Change4Life – One Year On
Healthy Weight, Healthy Lives: Consumer Insight Summary

² Visit: www.dh.gov.uk for further information on the Government's approach to tackling unhealthy weight in our population, including: Healthy Weight, Healthy Lives: Two Years On

³ Start4Life, the new sister brand to Change4Life, aims to improve the diet and activity levels of babies and young children. For more information please visit www.nhs.uk/start4life

A great deal of progress has been made in the North West, to reduce health inequalities and improve life-expectancy for men and women who live in our region.

In recent years, the NHS has been re-positioning itself so that it can play a major role as a service that promotes health and wellbeing and prevents ill-health, as it is widely recognised that this is the only way we will truly transform the lives of people in our communities.

Change4Life provides an ideal platform for NHS teams and their partners to build on excellent work that is already underway in our region. As a movement for social change, it is completely in line with the approach we are taking in the North West to change behaviour and attitudes towards health and wellbeing and health services.

Healthy weight is a complex area, which links to the agendas and aims of a wide range of organisations, not just in health. A collaborative approach is vital; and the projects highlighted in this report show just how much value there is in developing strong partnerships to promote well-being and reduce health inequalities. Through working together, organisations have been able to maximise the impact of the Change4Life message. Change4Life provides an important opportunity to encourage joint commissioning between public sector organisations and can link to targets for Local Area Agreements and World Class Commissioning.

This report demonstrates the fantastic progress that has been made since the launch of Change4Life in the region in March 2009, and it is important that the experience and expertise gained from schemes are cascaded systematically through all sectors. The 2012 Olympics give us another platform to work towards, to motivate citizens of the North West to change unhealthy behaviour, and the build up to 2012 will provide an opportunity to boost the Change4Life campaign.

I would like to encourage everyone – including NHS teams and their partners from Local Authorities, voluntary organisations, community groups and individual members of the public – to use Change4Life as a banner to mobilise opinion and take action to improve the health and wellbeing of people in our region.

Mike Farrar
Chief Executive, NHS North West



introduction

The national Change4Life movement¹ encourages, motivates and supports people to eat well and move more to achieve a healthier weight and is part of the Government's response to tackling the issue of obesity and unhealthy weight².

This report is a reflection of the first year of Change4Life in the North West. It demonstrates how a range of NHS organisations and their partners have risen to the challenge by taking Change4Life into local communities to support children and adults.

Whilst there are early signs that the rise in childhood obesity is beginning to slow down and even level off, the numbers of children and adults in the region who are of an unhealthy weight and therefore at risk of a number of other health problems is still far too high.

It is estimated that half a million children – one third of children in the North West – are overweight and obese. 9.6% of Reception Year children and 18.8% of Year 6 children are obese. Approximately two thirds of adults are either overweight or obese, and therefore at a higher risk of a range of illnesses including coronary heart disease, diabetes and cancer.

Dr Ruth Hussey, Regional Director of Public Health, said: "Simple changes can make a big difference and Change4Life is supporting local communities to make more positive lifestyle choices at home, schools or in workplaces."

Deborah Brownlee, Director of Children and Learners at Government Office North West, said; "It is essential that Children's Trusts continue to tackle child obesity to improve health outcomes for children. Excellent support for children and families to eat well and be active is needed from early years in Children's Centres right through school years, where the Healthy Schools Enhancement Model will really challenge schools to go even further in supporting healthy weight in children. Partnerships working as always is paramount in achieving better outcomes for children; Change4Life and Start4Life³ are great opportunities to help children and families eat well, move more, be healthier and happier."

Ruth Hussey
Regional Director of Public Health / Senior Medical Director for NHS North West / Department of Health

Deborah Brownlee
Regional Director of Children and Learners

"This report shows that ChangeLife has been enthusiastically embraced across the region. We know that for each example shown here there are many more, and we would encourage all partners to get behind Change4Life as a way to inspire change and raise the profile of all the positive activity that is being delivered."



Ruth Hussey, Liz Meek, Regional Director, Government Office North West and Deborah Brownlee are the first to pledge support

regional overview

overview from department of health north west (dhnw)

Change4Life, a new social movement to encourage people to eat well and move more was launched nationally in January 2009.

DHNW took on the role of co-ordinating the campaign in the region and launched Change4Life with a Change4Life Summit (see article below) in March 2009. This event engaged over 140 senior and regional leaders who led the way with their support; Liz Meek, Regional Director of Government Office North West, Ruth Hussey, Regional Director of Public Health, Deborah Brownlee, Director of Children and Learners, and Ann Hoskins, Deputy Director of Public Health and Acting Director of Children & Young People¹ were the first to pledge their support.

A regional Change4Life workshop for local healthy weight leads and colleagues to hear an update and plan for taking Change4Life forward in their local areas took place soon after. DHNW secured a £150,000 grant from the national Change4Life team in order to raise the profile of the movement in the region.

A regional Change4Life steering group was formed and this group agreed that the funding should support a range of initiatives including:

- Cumbria's radio campaign led by Cumbria Public Health Network
- Lancashire's radio campaign led by Lancashire Public Health Network
- Greater Manchester's 'Down Your Street' campaign led by Greater Manchester Public Health Network
- Cheshire and Merseyside maternal health project led by Cheshire and Merseyside Public Health Network (read more about these in this report)
- Consumer insight maps for each PCT produced by the North West Public Health Observatory
- A regional workshop on the use of the insight maps

DHNW also led the introduction of Start4Life in the region, co-ordinated the piloting of the Cook4Life project², co-branded the regional 'Best Start for Life' guidelines³ with Change4Life, brought a unique partnership with the HENRY project (Health, Exercise and Nutrition for the Really Young) which supports Change4Life, to the region and co-ordinated funding to the County Sports Partnerships to promote Change4Life.

The steering group continues to co-ordinate action across the region, and is growing to incorporate representatives from a range of regional and sub-regional partners.

The steering group and all local partnerships, often co-ordinated and led by local healthy weight leads, have all contributed to some excellent achievements during the first year of Change4Life.

year 1 achievements

- 54,420 people in the North West have signed up on the Change4Life website
- 43,122 people in the North West completed and returned the 'How are the kids' questionnaire and received individually tailored advice on how children in the family can eat well and move more
- 3,779 people have signed up as local supporters⁴ on the Change4Life website, including 682 staff in Local Authorities and 141 staff in Primary Care Trusts and Acute Trusts
- Over 70 pledges were made by senior leaders to proactively promote Change4Life in their organisation
- 126,455 adults and approximately 17,000 children in north Cumbria heard Change4Life messages during a period of 8 weeks
- Roadshows in Cumbria actively involved at least 1,258 children and over 2,000 parents and carers
- A dedicated Change4Life page on the CFM radio station website generated 1,769 unique users and 3,480 page impressions

Notes:

¹ Ann Hoskins is now Director of Children, Young People & Maternity

² Cook4Life was piloted in three areas in the region and delivered through Lets Get Cooking (School Food Trust) in collaboration with the delivery of HENRY in the North West.

³ Best start for Life - Northwest guidelines for promoting healthy eating and physical activity in early years settings

⁴ Local supporters are defined as individuals or organisations influential amongst the Change4Life target audiences and/or whose job it is to tackle obesity who spread the Change4Life message.



○ 722,000 radio listeners in Lancashire (42% of the population) heard Change4Life messages in September and October 2009

● 2330 people in Lancashire actively engaged with Change4Life roadshows and 82% of people surveyed said they would make changes to their lifestyle after visiting the roadshow

● In Greater Manchester's Down Your Street campaign, Change4Life messages were heard on air by 853,017 adults (35% of the adult population)

● A dedicated Down Your Street micro-website featuring Change4Life messages generated 14,936 unique users, with 645 clicks to the national Change4Life website

● The Down Your Street parties attracted 1370 residents and were supported by 60 health professionals, and the media bus tour engaged over 1500 residents across Greater Manchester

In addition, local organisations have developed a wide range of initiatives to promote Change4Life, a sample of which are in this report.

change4life regional summit

Encourage, enthuse and embrace Change4Life
– partnership commitment is the key to a healthier North West.

Over 150 senior figures within health service, local government and partner organisations in the North West attended the regional launch of Change4Life, the lifestyle revolution that aims to help our region's families eat well, move more and live longer.

The high-profile event was hosted by Dr Ruth Hussey, the Regional Director of Public Health at the Lowry, Salford Quays on March 12th 2009. It included a breakfast meeting for PCT Chief Executives, Chairs, Council Leaders and Key Councillors for Health, followed by the main summit for Directors of Children's Services, Directors of Public Health and Directors and senior staff of other partner and regional agencies.

Speakers included:

- Steve Maddox, Chief Executive of Wirral Council
- Colleagues from the North West Regional Development Agency and Government Office North West
- The Co-operative and Kelloggs.

Press coverage:

- BBC Radio Lancashire's breakfast programme
- Granada Tonight programme
- Channel M evening news
- Century FM
- Local newspapers including Manchester Evening News, Liverpool Echo and the Carlisle News and Star.

All in all, the summit made a fantastic start to Change4Life in the North West.



At the summit, 70 senior leaders pledged to "actively demonstrate support for Change4Life in the North West."

the north west is giving our region's babies and toddlers a great start4life

start
4 life

A good start for a healthier life

Start4Life, the new sister brand to Change4Life, aims to improve the diet and activity levels of babies and young children.

Research indicated that a proactive approach to adopting specific behaviours with babies and toddlers can help prevent both obesity and related illnesses later in life. Current figures show that, if we do nothing, nine out of ten children are at the risk of being overweight or obese by 2050.

Start4Life was launched to health professionals at the end of November 2009 with a public launch in January 2010. The objective is to educate parents on healthy living for children by focusing on three key areas: improving exclusive breastfeeding continuation rates, increasing the average age of introducing solid foods to 26 weeks and encouraging active play.

Launch activities included:

- Roadshows at Knowsley and Wigan in February 2010 which provided parents with practical advice and experiences
- Local media conveyed the Start4Life messaging to a wider audience and reinforced the over-arching Change4Life campaign
- Greater Manchester Public Health Network commissioned a radio advertising campaign on Galaxy Manchester and Key 103 for three weeks in February, voiced by Natalie Casey from Two Pints of Lager and a Packet of Crisps and Hollyoaks, to encourage breastfeeding.

Further information and Start4Life materials can be found at www.start4life.nhs.uk.



Start4Life
has arrived!

sub-regional campaigns

lancashire radio campaign and roadshows embrace lively lifestyle changes

Five specially created radio advertisements kicked off the Lancashire Change4Life campaign in Autumn 2009, which encouraged families to make simple changes around eight key behaviours.

Reaching around 42% of the adult population of the county, these attention grabbing jingles paved the way for a series of on-the-ground events.

With the emphasis being on fun, Lancashire Change4Life partnered with Rock FM to hold roadshow events in Lancaster, Skelmersdale, Blackpool, Accrington and Blackburn. Drawing crowds of more than 2,300 people the roadshows featured dance demos, ribbon twirling, veggie tasting and cooking tips along with plenty of inspiration and advice... and lots of smiles. Commercials went out on Rock FM and also on The Bay, Radio Wave, Magic 999 and 2BR radio stations.

Lancashire Public Health Network and Lancashire's five Primary Care Trusts worked together with partners, including Healthy Schools and other local organisations, to deliver face-to-face promotion of the Change4Life messages at the roadshows.

Research carried out at the roadshows revealed that 44% of people had already heard the Lancashire Change4Life radio adverts, and a massive 82% confirmed they were going to be making changes to their lifestyle as a result of Change4Life.

For more information please contact:
louise.charnock2@centrallancashire.nhs.uk



greater manchester takes change4life 'down your street'

In the summer of 2009, the Greater Manchester Public Health Network partnered with Key 103 (Manchester's music radio station), Greater Manchester Fire and Rescue and Greater Manchester DriveSafe to deliver a series of community-based street parties.

'Down Your Street' street parties took place in Manchester, Stockport, Stalybridge and Middleton and were broadcast live on Key 103 each week. A famous celebrity featured at each event – Peter Andre, JLS, The Noisettes and Daniel Merriweather, and Alesha Dixon. The campaign attracted almost 3,000 people to the parties and the promotional media van. The media van toured the ten boroughs in the lead up to the street parties, showcasing a range of Change4Life activities aimed at getting the public to think about how they could improve their health whilst having fun.

Of the adults surveyed at the events 58% said that they had been inspired to make changes within their family as a result of Change4Life. Among children 65% said that they had been inspired by the campaign.

The campaign website attracted almost 15,000 unique users with 645 click-throughs to the main Change4Life site. Across the nine weeks of the campaign, Change4Life was mentioned at least once per hour every day on Key 103 by a presenter or in a promotional trailer.

Change4Life messages were heard on air by 853,017 adults (36% of the Greater Manchester population) an average of 31 times. The campaign received further coverage via the media in the sub-regional newspaper the Manchester Evening News and weekly GM newspapers.

For more information please contact:
edna.boampong@alwpct.nhs.uk



cheshire and merseyside maternal health campaign will promote healthy eating for new mums

The ChaMPs Public Health Network Change4Life campaign aims to give healthy eating advice to all pregnant women in Cheshire and Merseyside.

Twenty-eight thousand babies are born in the area each year, some new mums may find that excess weight gained during pregnancy can be difficult to lose, especially when breastfeeding stops early... or doesn't start at all.

What women eat during pregnancy has a direct impact on the amount of excess weight gained. ChaMPs is raising awareness and improving the quality of eating

during pregnancy by ensuring that women have the relevant information to support them to make a Change4Life.

Ongoing consultation is being conducted with midwives, pregnant women and families to support the development of the campaign in Cheshire and Merseyside.

For further information contact: helen.jamieson@champs.nhs.uk

nhs cumbria and cfm radio join forces to make healthy living fun for a whole community

NHS Cumbria, in association with CFM Radio, delivered an eight week programme of Change4Life messaging and visited four primary schools with children aged 11 years and under to raise awareness of serious health issues associated with modern living. Additional funding was donated by Cumbria Sport and Carlisle Leisure.

Activities included:

- A Cumbrian family reported back on their challenge to Change4Life with a 60 second infomercial each week to 126,455 adults and circa 17,000 children
- A dedicated Change4Life page was added to the CFM Radio website
- CFM Radio visited primary schools to give out Change4Life posters, stickers, colouring sheets, 'Top Tips' leaflets and T-shirts providing ongoing reinforcement of the Change4Life message

The project was hailed a great success by the 1,258 pupils, teachers and parents alike. 96% of parents said their children enjoyed the CFM Radio visit to the School and thought it was a good idea.

For more information please contact: cathryn.beckett@cumbriapct.nhs.uk



eight behaviours. eight weeks. one family change4life



A Cumbrian family was recruited to try out 'Top Tips' from the Change4Life challenge, sharing success stories with the wider community to prove that change is possible.

The Evans family adopted one of the following eight 'Top Tips for Top Kids' messages each week and then reported back regularly to CFM Radio listeners in the form of 60 second infomercials on their progress and the challenges they faced, encouraging everybody to think more about their health and relate to the campaign.

Capturing real experiences through a Change4Life family enabled the Cumbrian community to better connect and relate to the campaign, learning from the family's hints and tips, hurdles, successes and understanding. In the words of Dad; "it's more the small changes that make the difference".

One of the most challenging behaviours the Evans family encountered were the 60 active minutes a day. They were able to overcome this by working together as a family, partaking in group activities and changing their everyday behaviour – like parking the car a distance away from the school so they could all walk together.

The family have shared their story amongst friends and family as well as CFM Radio listeners, encouraging the wider community to think more about their health, and what they eat.

The project was led by NHS Cumbria with additional funding from Cumbria Sport and Carlisle Leisure.

For more information contact: cathryn.beckett@cumbriapct.nhs.uk

At the end of the project Holly and Sam reflected on the key things that they have taken from Change4Life:

"I've cut back on fat and I'm having me-sized meals now too. That's the main things really. (I try not to sneak into the cupboard for snacks!)" – Sam

"I'm more aware of what I eat. I eat things with less fat and sugar in them now, and I notice what I'm eating more." – Holly



case studies

healthy lunches all round at west kirby primary school

The Healthy Schools programme is an important partner of Change4Life, and West Kirby Primary School is a good example of a healthy school that has been spreading the Change4Life message and tackling concerns about rising obesity rates and health related problems in its pupils.

After conducting a study on packed lunches, the school asked parents to consider replacing crisps and confectionery in their child's packed lunch every day with healthy snacks. The school dinner menu was also changed in accordance with the School Food Trust guidelines and National standards for healthier eating.

As a result of this change 100% of parents rated the new school menu as either good or outstanding, and 58% of parents whose children had a packed lunch said they would now switch to school dinners.

By including the whole school in this initiative children became more aware of what they were eating, and the importance of a healthy lifestyle. The Change4Life messages taught in the classroom regarding healthy lifestyles are now happily being reflected in the dining room.

For more information please contact:
philip.rhodes@wirral.nhs.uk

five county sports partnerships embrace change4life

Five County Sports Partnerships in the North West are all using the Change4Life brand as their public facing campaign to encourage the community to do more sport and physical activity.

This is primarily achieved by promoting specific activities and events via their websites and newsletters such as free swimming and the recent 'Lets Dance' campaign. Cumbria in particular promotes Change4Life prominently in their e-magazine 'Active Cumbria' by featuring a particular element of the campaign each month.

There are 49 County Sports Partnerships in total covering England. They are networks of local agencies committed to working together to increase participation in sport and physical activity.

For more information on County Sports Partnerships please visit the website: www.cspnetwork.org

Local County Sports Partnerships spread the Change4Life message and get the community moving



snack right to change4life

Preschoolers are now snacking more healthily, thanks to children's centre staff across Cheshire and Merseyside who hosted 62 'Snack Right to Change4Life' events attended by over 3,500 children, parents and carers.

At the events children had fun tasting and learning about fruit and vegetables through games and play, whilst parents learned about the benefits of maintaining healthy snacking as part of Change4Life.

ChaMPs, the Public Health Network for Cheshire and Merseyside, worked in partnership with the children's centre staff and local authorities to emphasise the key message: 'each day replace at least one unhealthy snack in your child's diet with a healthy one.'

The success of these events has continued with several of the children's centres incorporating 'Snack Right to Change4Life' as regular events.

For more information contact:
helen.jamieson@champs.nhs.uk



Blackpool...
let's do it 4 us



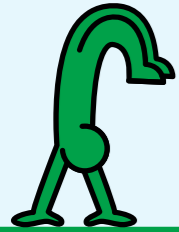
blackpool, do it 4... you, them, me, us

In March 2009 the NHS Blackpool Public Health 'Healthy Weight Healthy Lives' team led a working group of key Change4Life stakeholders to co-brand a number of work areas across Blackpool Borough Council, third sector organisations and private organisations with the Change4Life logo.

This activity raised awareness of the great Change4Life work happening locally; for example every item of merchandise which is given to incentivise participation in the council's road safety and cycling schemes bears the Change4Life logo.

A Blackpool specific sub brand has been developed which is called "Blackpool...do it 4...", which can utilise any number of endings to grab the attention of different target audiences. A number of events to promote the Change4Life messaging are being planned, including a potential "Blackpool...do it 4 Dad" as a Father's day campaign which also links with men's health.

For more information please contact:
jackie.heighton@blackpool.nhs.uk



out and about in ellesmere port

Target: Wellbeing is a programme of over 90 projects that aims to increase exercise, encourage healthier eating and promote mental wellbeing. Linked to Change4Life, the projects are funded by £8.9m from the National Lottery through the Big Lottery Fund and is managed by Groundwork for the benefit of targeted, disadvantaged communities across the North West.

Out and About, a project delivered by Groundwork Cheshire in Ellesmere Port, offers a great way for people to 'be active'. The programme of activity each year includes cycling, guided walks around the local parks and green spaces, wild flower seed collection and sowing and themed events.



The photograph shows Young people at a bulb planting session in their local park. Around 40 children were involved with the project, and through working with Park groups we've encouraged hundreds of people to use their local parks.

If you would like more information about the Out and About project please contact James Kerr on 01606 723160 or james.kerr@groundwork.org.uk

For more information about Target: Wellbeing telephone 0161 237 3200, email targetwellbeing@groundwork.org.uk or visit www.targetwellbeing.org.uk

"Young people on our Cycle Training in Ellesmere Port said they'd recognised the logos, especially since they've been on 'The Simpsons'! The joined-up message seems to be getting across as discussion, prompted by the young people, always comes around to the other associated health messages such as swapping snacks for fruit and getting 60 minutes of exercise each day. Young people and parents already understand all of these messages but up to now they have not been connected. Change4Life seems to be the missing link."

- James Kerr, Project Manager, Groundwork Cheshire



cooking and eating healthier for the whole community

NHS East Lancashire is a flagship example of what can be achieved by promoting Change4Life in innovative ways and integrating and joining up with existing initiatives. The Trust was one of the first to embrace Change4Life, and has developed a range of inventive and eye catching ways to bring Change4Life to local communities. These include:

A **co-branded van** used by the Healthy Lifestyle Team, which is a great promotional tool and invaluable 'ice breaker' which engages people in discussion wherever it goes.

The Primary Care Trust's Community Food Work Teams wear branded **Cook4Life aprons** to deliver their Cook 'n' Eat programmes, plus aprons have been given to staff in a variety of settings who deliver food related sessions to parents and children.

Healthy Heroes is a programme that has been developed in Primary Schools to encourage children to be more active and to eat more healthily. The Change4Life brand has been incorporated into the programme which has now been adapted for children under five and is currently being piloted in Early Year's settings. The Healthy Heroes resource boxes are all Change4Life branded, as are the Be Active Eat Healthy events. All schools who enter the challenge must sign up as a local supporter to Change4Life.

East Lancashire Sport and Physical Activity Alliances, School Sports Partnerships and Food Forums have all

adopted the brand and are encouraging its use across the patch, for example cycling and walking schemes are using the **Bike4Life** and **Walk4Life** brands. The local Workplace Health Officer has initiated a lunchtime Bike4Life scheme at the Primary Care Trust's Headquarters and is also embedding Change4Life with local employers to encourage their employees to sign up.

A **Practice Nurse Healthy Lifestyle** market place was recently held where Change4Life was promoted as a tool when engaging with young families. GP Practices are also being encouraged to sign up as supporters and to display Change4Life promotional materials in surgeries.

An eight page information booklet called: '**An East Lancashire Guide to Family Fun Activities**' has been produced and sent out to parents with last year's National Child Measurement Programme (NCMP) letters. A downloadable version has also been circulated to all GP Practices in East Lancashire

For more information please contact: jeanette.gibson@eastlancspct.nhs.uk



Change4Life has been well received by partner agencies and organisations and has featured in many other health events and activities held across East Lancashire.





healthy workplace in a spin

Improved health and well-being is promoted at Sefton Council for Voluntary Service through a daily hoop challenge.

A recent Sefton Lifestyles survey identified that there were a number of areas in which staff at Sefton Council for Voluntary (CVS) Services could look at to improve their health. Issues identified in the survey included unhealthy weight, back problems, high blood pressure, nervous troubles and depression.

One colleague came up with the idea of a hula hoop challenge to get staff more active. As a result Sefton CVS has now allocated 15 minutes each working day to allow staff to take part in their own Hoop4Life challenge as an initiative to improve staff health and wellbeing. The challenge takes place at 3pm every day to counteract the 'post-lunch slump' or 'afternoon apathy syndrome'. There are currently 21 staff taking part in the challenge, including the CVS Chief Executive and Deputy Chief Executive, and this fun activity has engaged members of the workforce who would not usually participate in any form of physical activity.

One Hoop4Life challenger explained; "We bought three hoops, one each at first, but the idea really took off. Participants are improving everyday and we are plotting our progress on a weekly score sheet. Everyone has been

helping each other out with 'hooping' techniques and some people have even been practicing at home with their families to try and improve their score. We have had some interest from Sefton Leisure Services about the project and there may be a possibility that the project may run across the borough as an 'Active Sefton' workplace challenge! The exercise is really enjoyable and the staff here at Sefton CVS really seem to be enjoying it."

Michael Mainwaring at Sefton CVS noticed that although it started off as something fun, it was quite obvious that the challenge was having many health benefits for staff which also started a domino effect in staff taking an active step to improve their health.

For more information please contact: michael.mainwaring@seftoncv.org.uk



"Since taking part in Hoop4Life I have noticed my stomach feels more toned, seeing these results has given me an incentive to continue and keep improving my daily score".

"Once I have done my 5 minute hoop I feel more energised."

local schools benefit from a fun approach to health and fitness

A recent review of the Blackburn with Darwen National Child Measurement Programme (NCMP) found that the required 85% coverage targets for Year 6 had not been met due to limited capacity within the Child Health Teams and disengaging schools.

To address this problem local partners* developed an enhanced healthy lifestyle session, which incorporated the key Change4Life messages into a fun and practical physical activity session as part of the weighing and measuring activity.

The enhanced programme has been taken up by all 51 local primary schools which is a fantastic result. Feedback has been excellent, and good progress has been made to meet the minimum NCMP coverage target ahead of schedule. A full evaluation report will be available in summer 2010 which will contain comments from children, parents, carers, schools and the partners involved.

For more information please contact: shirley.goodhew@bwdpct.nhs.uk

* Blackburn with Darwen Borough Council's Culture, Leisure and Sport, Health and Fitness Development; Healthy Schools and the Physical Education and School Sport Curriculum Support and Extended Services from the Children and Young People's Trust; East Lancashire Hospital's Trust Dietetics and NHS Blackburn with Darwen Public Health



pan lancashire change4life steering group develops awareness across the county

Five Lancashire Primary Care Trusts (PCT) have joined forces with the Lancashire Public Health Network and Lancashire County Council to establish a pan-Lancashire Change4Life steering group.

Meeting for the first time in July 2009, this enthusiastic group collaboratively secured funding to develop a Lancashire wide Change4Life awareness campaign. This has been a catalyst for individual PCT's to develop and progress their implementation plans at a local level.

Each PCT now has a multi agency partnership that is overseeing the implementation of Change4Life in their area with branding being used to promote local

events, services such as MEND and the National Child Measurement Programme, as well as PCT web sites, PC screensavers and internal events.

Membership to this energetic group is now being extended to other organisations to ensure the Change4Life branding is taken up by wider stakeholders.

*NHS Blackburn with Darwen, NHS Blackpool, NHS Central Lancashire, NHS East Lancashire and NHS North Lancashire

For more information please contact: glenis.tansey@centrallancashire.nhs.uk

liverpool change4life seminar spreads the word about healthy living



A Change4Life seminar in Liverpool was so well received that 72% of delegates made a written pledge to change their own behaviour and incorporate the Change4Life messages into professional practice.

Held at Everton Football Ground in Liverpool on Friday 5th February 2010, the event was attended by 106 people including the Director of Public Health and colleagues from Healthy Schools, Public Health and Children's Centres.

The city recently celebrated the success of Liverpool's Challenge, which challenged adults to collectively join together to pledge to lose one million pounds of weight by changing their eating habits, taking more exercise and setting goals towards a healthy weight. This seminar was part of the strategy to refocus the

healthy weight agenda for children and families. All partner organisations in the city are now promoting the Change4Life campaign.

The Change4Life seminar was supported by Contin You, one of the UK's leading community learning organisations. It was a great opportunity for front line staff to get an update on Change4Life and to sample the range of available resources including toolkits and Breakfast4Life. It also provided an opportunity to look forward to how Change4Life could support '2010 - Year of Health and Well Being'.

For more information please contact: annette.james@liverpoolpct.nhs.uk
Or visit: www.2010healthandwellbeing.org.uk and www.continyou.org.uk

wigan swims to success with swim4life campaign

Wigan has seen a significant increase in people who are taking advantage of its universal free swimming programme, Swim4Life, which is now open to all ages.

Thanks to the scheme almost 59,000 people in Wigan are now Lifestyle card holders and are able to access free swimming sessions. Swim4Life was launched 12 months ago in partnership with the Primary Care Trust and Wigan Council.



In addition March 2010 will see the launch of a range of activities behind the banners of Walk4Life, Bike4Life, Let's Dance with Change4Life and Muckin4Life. These campaigns involve Wigan Council, Primary Care Trust, voluntary sector and Leisure Trust.

Existing programmes of activities, and potentially new activities, will be promoted through the Change4Life brands with a view to raising public awareness and increasing participation rates.

For more information contact: j.gorse@wlct.org

Thousands of people in Wigan now have access to free swimming sessions

trafford women belly dance their way to fitness and vitality

A recent Change4Life health survey carried out across Trafford asked residents what kinds of health initiatives they'd like to see in their community. Along with cooking sessions, belly dancing was found to be one of the top topics.

After witnessing a demonstration of belly dancing at a summer event in Sale Moor, the tutor was promptly invited to attend a fun day at Sale West. So many women expressed an interest that free belly dancing sessions were offered at the popular 'Wellbeing Wednesdays', launched on February 24th 2010 by Trafford Primary Care Trust in conjunction with Sale West and Ashton Partnership.

The success of this scheme has led to Trafford Primary Care Trust supporting new classes in Old Trafford and Sale Moor. The classes are designed to be easy and enjoyable for all with benefits across physical, mental, emotional and social health. They complement the overarching Change4Life campaign by getting women to move more and increase physical activity levels, regardless of body shape, size, fitness level or disability.

For more information please contact: marie.price@trafford.nhs.uk



"From the very beginning, the atmosphere and feel of the class has been fantastic. I joined hoping to tone up and lose weight, but I didn't expect the overall effect it has had on me as a person. My confidence has grown and it shows - from my posture, to the way I walk down the street. The exercises are fun to do and it feels more like a girls' night out then a chore I have to do. I look forward every week to coming to class and, coming from a lazy person, that says ALOT."

"I can actually see my toes now. Unless I was looking in mirror or putting my shoes on, I haven't seen my toes in years!"

points 4 life

In November 2008, Manchester was successful in its bid for funding from the Healthy Community Challenge Fund to become a Healthy Town.

Points4Life will launch in Manchester in the summer of 2010. It is an innovative approach that seeks to make activity and healthier food choices easier for the local community.

Developed by NHS Manchester and Manchester City Council, Points4Life is the world's first citywide wellness incentive programme, rewarding people for making healthy and active choices.

Members earn Points4Life when they buy healthy food through partner retailers and by participating in physical activity with a range of partner organisations.

The rewards depend on the number of Points4Life earned, with a range of rewards such as leisure and entertainment experiences, gadgets and money-off vouchers, as well as chances to win money-can't-buy prizes.

Members who reach their Points4Life goals – representing achievable steps towards a healthier lifestyle – qualify for bigger rewards.

For more information contact:
anthony.lawton@manchester.nhs.uk

next steps for change4life in the north west

The steering group have agreed that the NW should follow the national priorities for next year for Change4Life.

These are:

1. Adults 'swap it don't stop it' campaign aimed at 45–60 year olds
2. Start4Life with its three behaviours
3. Families, particularly promoting mealtimes and up-and-about
4. Focus on four of the sub-brands: Walk4Life, Bike4Life, Cook4Life and Swim4Life

In addition, the steering group will look to:

- Maximise the opportunity of the run up of 2012 Olympics to boost Change4Life in the region
- Continue to encourage and support organisations at a regional, sub-regional and local level to promote Change4Life
- Continue to raise the profile of Change4Life across the region
- Roll-out Start4Life across the region
- Develop an action plan with milestones and measurable goals
- Identify, share and maximise best practice

Change4Life has had a great first year in the North West, and by working together in partnership, the movement can grow, develop and achieve further success in Year 2 to help our population eat well, move more and live longer.

acknowledgements

Change4Life has been led in the region by Liz Harris, Regional Healthy Weight Development Manager, and supported by the Change4Life steering group.

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Sue Kardahji, DHNW
Jackie Brennan, DHNW
Sylvia Cheater, DHNW
Angela Towers, DHNW
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Start4Life has been led in the region by **Sue Kardahji**, Regional Infant Feeding Co-ordinator.

Thank you to all the contributors to this report:

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This report was compiled by Liz Harris, Regional Healthy Weight Development Manager
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