

Tackling Obesity in under 5s in the Cannock Chase Area

Door Step Grow up Great is an initiative to get families in the Cannock Chase Area moving more to combat childhood obesity. The ethos is that you can eat treats as much as you want; as long as you are burning the calories you derive from them.

Cannock Chase falls with a 0 -30% targeted area.

It has the highest rate of obesity within the Staffordshire, with 42.5% of reception age children being categorised as overweight. Partners in the Cannock Chase area have been commissioned to reduce this to 35% by April 2020.

Cannock Chase has the highest rate of out of work benefit claiming adults in Staffordshire. 17% of Staffordshire's children aged 0-4 who are in households that are claiming out of work benefits, come from the Cannock Chase area.

In comparison Cannock Chase has the lowest rate of tooth decay in under 5s, at 9.8% for all of Staffordshire.

What does this information tell us? It tells us that parents in Cannock Chase are taking care of their children's teeth. That poverty in the area is the highest in the county and that obesity in under 5s is also the highest.

Perhaps it shows that parents in Cannock Chase care about their children's health – accessing dental care, but poverty means they have to make unhealthy eating choices to afford to feed their children.

A parent can provide a child with a lunch of a sausage roll, packet of crisps, chocolate bar and a fizzy drink for £1 by purchasing these items in multi packs from the many pound shops in Cannock town centre.

When a parent is on a budget – this is a cheap affordable way to fill a child's tummy. However it means the child can consume in excess of 600 calories in one sitting. Almost half of their daily calorie allowance.

Working with two local schools – Cannock Library and the Children's Centre, supported by Grow Up Great would have a launch day party where we would invite parents to take part in fun exercise based activities after school. We aim to show parents how they can burn off the excess calories their children consume in a fun ways. We will work with local food providers – Tesco's and Jessica's Vegetable shop - to create meal examples that are healthy and tasty. Making sure they cost no more, and take the same amount of time, as putting chips and nuggets in the oven.

Working with the local leisure centre to access reduced rate passes for parents to use for swimming sessions.

As a library service Cannock would encourage parents to take part in our 'strive for five' campaign – encouraging parents to take 5 books from the library to feed their

mind. Encouraging parents to join the library and children's centre will enable those parents to access resources and activities to support their healthy lifestyle choices.

We would create achievable actions for parents to get involved in to help their children lose weight.

For example:

20 minutes of dancing with a child to their favourite songs in the living room each day for 5 days would burn 231 calories

Walking 20 minutes to school and 20 minutes back each day for 5 days burns 469 calories.

That's 700 calories a week or 36400 calories per year which equals 9.6lb weight loss, without changing diet or spending extra money.

Outcomes

Reduce obesity in the district to meet targets by 2020.

Help parents come up with achievable action plans for their child's weight loss, without giving them extra financial burdens or unachievable targets which can make them feel like failures and perpetuate the cycle of overeating.

Give parents access to the library and children's centre so they can gain information for themselves and feel part of the community.