

NYSP conference workshops – 15th October 2009

Key points / outcomes note

Name of workshop	Healthier Communities – Healthy Weigh Active Lives
Name of note-taker	Rachel Maw
Format of session Please note briefly the outline format used, e.g. quiz/presentation etc.	Chair – Peter Brambleby Director of Public Health Facilitator – Greg McGrath Health Improvement Managers Presentation delivered covering: <ul style="list-style-type: none"> • what do we know about healthy weigh • issues in the local communities what are we doing? • What role do you play in helping communities to maintain a healthy weigh and active life
Key points highlighted during speaker presentations (if applicable)	<ul style="list-style-type: none"> • Strategic Fit – LAA - Reduce Rate of increase of obesity as part of NMP in year 6 Primary School • Local statistics • Market segmentation – Healthy weight/healthy lives consumer insight document – Doff • MENDS programme – local actions • Social marketing project – breastfeeding – increase the likelihood of breastfeeding to maximise benefits of breastfeeding • Complex multifaceted system of determinants – complex nature obesity eg social influences, individual psychology, individual activities - the wider picture • Family case study
Key points arising during main discussion	<p>Group 1</p> <ul style="list-style-type: none"> • MEND Discussion and sharing insight into the programme • Grandparents – influencer and benefits of working with grandparents • Skills shortage – skill in cookery – basic skills <p>Group 2</p> <ul style="list-style-type: none"> • Solutions are costly – but not everything is costly – walking – reclaiming the path • Take the alcohol tiered approach • Schools are a key partner <p>Group 3</p> <ul style="list-style-type: none"> • Partners using the libraries as a venue for change for life.

	<ul style="list-style-type: none"> • Quick NICE Guidance Documents
<p>Did the group identify any obstacles/barriers to progress?</p>	<ul style="list-style-type: none"> • The word 'Obesity' • Stigma attached with identifying individual children via national child measurement programme '5 day' - confusing concept
<p>Key outcomes and/or action points identified</p>	<ul style="list-style-type: none"> • Older Peoples partnership Board linking with the Children & YP forum • Make links with Older People's Forum • Ryedale Older Peoples Forum – health day • Develop resource to send to with the NCMP letters to parent of what is available to support the family • Learn from other models of care i.e. alcohol tiered approach and the manner in which support is given re: goal setting • Libraries as a place for other partners e.g. change for life
<p>Any other observations?</p>	