

**EAST AYRSHIRE COMMUNITY HEALTH PARTNERSHIP**

**SCOTTISH GOVERNMENT PATHFINDER: “HEALTHY WEIGHT CATRINE”  
PROGRESS REPORT**

**Officer Locality Group (Children & Young People) – Wednesday 1<sup>st</sup> July 2009**  
**Committee – Monday 6<sup>th</sup> July 2009**

**1. PURPOSE OF REPORT**

- 1.1 The purpose of this report is to update members of East Ayrshire Community Health Partnership on East Ayrshire’s successful bid to form a Scottish Government-led pathfinder Healthy Weight Community within the settlement of Catrine.

**2. BACKGROUND**

- 2.1 The Scottish Government has announced an investment of 1.4 million pounds in Healthy Weight Community pilot programmes throughout Scotland to help tackle obesity
- 2.2 The objective of a Healthy Weight Community will be to demonstrate the ways in which engaging communities in healthy eating, physical activity and healthy weight activities *as part of a single coherent programme* may have a greater impact on health outcomes than single discrete activities.
- 2.3 The concept of a Healthy Weight Community is inspired by projects delivered in France which showed participating towns reversing obesity trends. Childhood obesity and maternal weight gain were cut over a number of years while “control” towns saw both rise.
- 2.4 Given Leisure Development’s track record in delivering health improvement services including CHIP, Recreation Partnership and New Sporting Futures the Scottish Government invitation to apply for pathfinder status was directed towards the Section through East Ayrshire Council Chief Executive’s Department and a short-life working group was subsequently formed to consider the potential application. Members of this group represented East Ayrshire Council Neighbourhood Services and Educational and Social Services; NHS Ayrshire & Arran – Public Health; East Ayrshire GP representative and the CHP Facilitator.
- 2.5 The Scottish Government has selected eight communities throughout Scotland to deliver pilots until April 2011. East Ayrshire has been successful in securing the pilot for the Community of Catrine.

**3. HEALTHY WEIGHT CATRINE**

- 3.1 The settlement of Catrine has been identified as the pathfinder healthy weight community due to a combination of health and social needs as well as a supportive infrastructure for the programme.

- 3.2 This community was selected based on a number of physiological and sociological factors. In terms of Overweight and Obesity information from health professionals in the community suggest that levels are consistent with the national trend whereby levels continue to increase. However, other indicators including poor oral health profiles and low levels of breastfeeding were also prevalent in the community and contribute to overall signs of poor diet.
- 3.3 Catrine was however finally identified on the basis that there were a number of positive factors that would help drive a healthy weight initiative forward including good locality infrastructure viz: a very active local primary school, nursery and two playgroups, a games hall and sports facilities, medical centre and local independent shops. There is also a high level of support from local stakeholders such as the head teacher of the primary school, the general practitioner, local voluntary providers in the uniformed organisations and, indeed, a well respected local butcher and baker who has given a commitment to act as a local champion for the programme.
- 3.4 Catrine has in the past been a close-knit community and although there has been some decline in recent years due to rising unemployment and associated social issues there remains a strong sense of community which will be ensuring community engagement and participation.

#### **4. PROPOSED INTERVENTIONS**

- 4.1 Healthy Weight Catrine will seek to engage the whole community in healthy and active pursuits the overall aim is to encourage people living in Catrine to embrace healthy eating, physical activity and healthy weight as part of everyday life and it is envisaged that marketing of these activities will be of paramount importance in bringing about transformational change in attitude towards healthy eating and physical activity.
- 4.2 It is envisaged that a tiered approach will be utilised in deploying the range of services to Catrine, with broad examples as follows:

##### ***Whole Community Input***

- Nursery and Primary School based interventions which introduce healthy eating messages supported by East Ayrshire's award winning catering service and linking directly with the Health Promoting Schools award scheme.
- Community healthy eating initiatives which provide tasting sessions at events and groups; link with local shops to provide healthy recipes and demonstrations; delivery of Cookwell a practical skills based course.
- Provision of interventions encouraging increased participation in physical activity via nursery and primary school, adult day care including play opportunities, active recreation activities, active travel, taster sessions in a range of sports and targeted activities for girls e.g. Y dance.
- Community physical activity initiatives such as Fit Ayrshire Babies (developing movement from 0-5 years), Out of School activities, Street Sport Cages, CHIP van (mobile healthy living centre), holiday programmes.

- Establish a Community Health Forum which will empower local people to identify areas for improvement and develop further initiatives to encourage healthy living e.g. Youth on Bikes which has been a successful scheme developed in Dronan, a village with similar geography to Catrine, whereby young people are given a bike for their own personal use during the week and which they use to deliver fruit, vegetables and essential grocery items to the elderly on a weekly basis.
- Training for those involved in working in the voluntary sector to ensure consistent messages are being given across the community.
- Awareness raising campaigns will target local amenities through a social marketing campaign, linking with the local library, shops, community centre, sports centre, churches, GP practice and voluntary groups.

### ***Family Focused Approaches***

- Improving the local uptake of the Baby Friendly and Breastfeed Happily Here initiatives
- Targeting local parent and toddler groups to inform on healthy eating choices, benefits of being active and provide practical demonstrations eg food tasting, fun games, walking groups, etc
- Link to school parents' evenings to provide on-going promotion of healthy living messages and offer signposting to local services
- Support local gala days and events to offer information, advice and signposting to services
- Encourage retail outlets to link with healthy eating promotions and local events through the provision of seasonal, locally grown produce.
- Improve links with community nursing team to ensure information and advice provided is consistent and the opportunity available for signposting to other services is fully utilised.
- Provision of an incentive scheme to encourage the whole family to select healthy behaviours through the SHOUT and CHIP membership schemes

### ***Intensive Individual Intervention***

- School population will undergo health checks to establish baseline measurements and provide an opportunity to identify children suitable for the various individual support programmes available
- Provision of Mend for children aged 7-13 years
- Provision of Child Healthy Weight campaign (Jumpstart) for children aged 5-15 years
- Keep Well anticipatory care intervention for adults aged 45-64 living within the 0-15% most deprived data zones which provide a baseline for adults and the opportunity to signpost to other services
- Lifestyle Referral Scheme offering support for adults who would benefit from making lifestyle changes

4.3 The above list is by no means exhaustive and this is likely to expand upon the engagement of further partners, however it is notable that a great many services are already being delivered within the community and this is important given that the Scottish Government has not made available any revenue funding to support the delivery of services or interventions within the community of Catrine. It is

therefore essential that existing services are well co-ordinated and marketed and where necessary partners will be requested to realign services in order to provide a focus on Catrine.

## **5. NEXT STEPS**

- 5.1 In order to ensure a co-ordinated and high profile approach to delivering this pilot, a Recreation Partnership Officer and part time Administration and Marketing Officer will be seconded from Leisure Development Services. It is envisaged that this will be confirmed by the end of June. These posts will be operationally managed via Leisure Development Services given the sections existing remit in developing and managing community health improvement services. On a strategic level the group already formed to submit the application will be expanded to drive the initiative forward initially; however it is envisaged that a local health forum will be established by the end of year one and will effectively be responsible for local direction.
- 5.2 Invitations to attend a stakeholder event to be held within Catrine will be issued to partners in August relevant services will be invited to join the steering group as it expands.

## **6. CONCLUSION**

- 6.1 East Ayrshire has in place already a range of interventions which target the wider mainstream population as well as more focused initiatives for priority groups. However, in order to successfully change the environment of Catrine from one which fosters weight gain to one which supports healthy living cross sector partnership working and rigorous marketing and promotion of these services will be crucial.

## **7. RECOMMENDATION**

- 7.1 It is recommended that the CHP Committee;
- i) Endorse the partnership approach to implementing this innovative initiative
  - ii) Receive regular updates on the progress of the programme
  - iii) Otherwise notes the contents

**Angie Bennett**  
**Leisure Development Manager**  
**23/6/09**