

GO GOLBORNE

eat happy · move · play



Summary report on a pilot programme led by the Royal Borough of Kensington and Chelsea to promote children's health and prevent childhood obesity

www.rbkc.gov.uk/gogolborne



THE ROYAL BOROUGH OF
KENSINGTON
AND CHELSEA



Note of thanks

This report is dedicated to the children of Golborne and the parents, teachers, play workers, business owners, volunteers, community groups, health professionals, academics, Elected Members and Council Officers who have worked so openly and enthusiastically to turn an idea into a reality.

Introduction

Go Golborne is a three and a half year pilot initiative led by the Bi-Borough public health service to promote healthy lifestyles and prevent levels of childhood obesity from rising amongst children and families living in the Golborne area of North Kensington. The initiative launched in May 2015 and the activity phase runs until October 2018. Evaluation activities are due to complete in June 2019.

This report sets out the methodology and rationale for the initiative, how it has been delivered in practice, and key interim outcomes.

Background

- Go Golborne is a 'place-based' multi-strategy approach to target children aged 0-16 and their families in all settings where children live, learn and play – engaging a whole community in actions to help children eat well and keep active.
- The initiative is based on a unique methodology that was developed in collaboration with Imperial College and based on learning from the [EPODE model](#) that originated in France, as well as evidence from similar community based interventions across Europe and beyond.
- Go Golborne forms part of a wider Bi-Borough 'whole system' programme to tackle childhood obesity that also comprises family weight management and healthy lifestyle services and cross-council collaborations to create healthier local environments and utilise relevant policy levers.
- Golborne was chosen as it one of the most deprived wards in London where levels of childhood obesity are relatively high. It is densely populated so large numbers of children can be reached – over 2,000 children live and attend school in the area.
- Golborne has a well-established community with an ideal mix of education, leisure, community and business settings in which to develop and test a partnership approach.

Our approach

Go Golborne is all about harnessing the energy, talents and commitment of people living and working in the community to increase opportunities for children to eat well and keep active. It provides an extra layer of activity to enhance and co-ordinate actions already being taken, and identify opportunities to try new things.

Specific aims and objectives

- Ensure children and families receive consistent messages about healthy lifestyles
- Create a local environment that better supports healthy lifestyle choices
- Mobilise and involve everybody who has a stake in the community in effective and sustainable activities to promote healthy lifestyles and prevent obesity
- Increase awareness, skills and knowledge among children and their families around healthy lifestyles
- Increase levels of physical activity and healthy eating amongst children
- Maximise the use of existing healthy lifestyle services and assets within the community
- Increase the skills of those working with children and families to support healthy lifestyles and deliver consistent health messages
- Increase the proportion of children with a healthy weight in Golborne
- Contribute to the evidence base on approaches to tackle childhood obesity.



Methods

Go Golborne's multi-strategy approach is framed around the design and delivery of a series of six themed community wide social marketing campaigns on key healthy lifestyle topics. Each campaign includes the following elements:



Training and support for staff working with children and families across local services to improve policy and practice around healthy eating and physical activity



Dissemination of free campaign resources and a scheme of small grants to support new local activities



Networking events for local organisations, online activities to share news and good practice and promote activities and key messages to families



Partnership work with Council departments and local businesses to identify and develop actions to shape the local environment



Community engagement to co-design campaigns and identify priorities for local action



Community events to promote campaign messages, showcase local services and bring people together

An [Academic paper](#) has been published that sets out the methodology in more detail.

Evaluation

The University of Kent has been commissioned to conduct an independent evaluation of Go Golborne. This takes a 'theory of change' approach and utilises both quantitative and qualitative methods. This includes annual lifestyle surveys with children in local schools, interviews with local parents and representatives from participating schools and organisations, and collation of process and outcome indicators.

The local School Health Service has been commissioned to deliver an extended National Child Measurement Programme. All children in six participating primary schools are weighed and measured annually to track their BMI. This also provides an opportunity for the School Health Service to link children with local weight management services where appropriate.

Impact data is being collected until Summer 2019. A final evaluation report will then be published to summarise outcomes and inform future planning and potential replication of the approach.

Summary of key campaigns and activities



A campaign to promote fruit and vegetable consumption

Local issues:

- Eating at least 5 portions of fruit and vegetables a day is central to a healthy diet – children in lower socio-economic groups often struggle to achieve the 5ADAY target
- The 5ADAY message is generally well recognised but there can be a lack of awareness of sub-messages about portion size and what 'counts'
- Income can be a barrier – relative expense of fruit and vegetables
- Limited access to quality fresh fruit and vegetables in local shops
- Lack of engagement of market traders and local shops in Healthy Start scheme
- Scope to increase availability of fruit and vegetables in school menus and community settings
- Need to support children and families to develop cooking skills and ideas for simple recipes and snacks.

Our response:

- Created a localised [5ADAY magazine](#) to share recipes, tips and signpost parents to local clubs and activities with a healthy eating focus
- Ran a 5ADAY challenge with local schools – involving a 5ADAY themed assembly and distribution of [5ADAY wallchart](#) and shopping bags
- Organised pop-up fruit and vegetable snack stalls in school playgrounds
- Created a [5ADAY song and animation](#) in collaboration with a local musician
- Ran a 5ADAY themed family fun day event in community centre
- Set up a scheme to enable uptake of Healthy Start vouchers in local shops and market stalls to help families on low incomes access more fruit and vegetables for their money
- Organised a 5ADAY photo competition in conjunction with the Portobello and Golborne Road Market team
- Funded local organisations to run cooking workshops, farm trips and family events.



“The 5ADAY song and the wallchart have really inspired my girls to get interested in healthy eating” (parent)



A campaign to reduce children's 'screen time' and increase physical activity

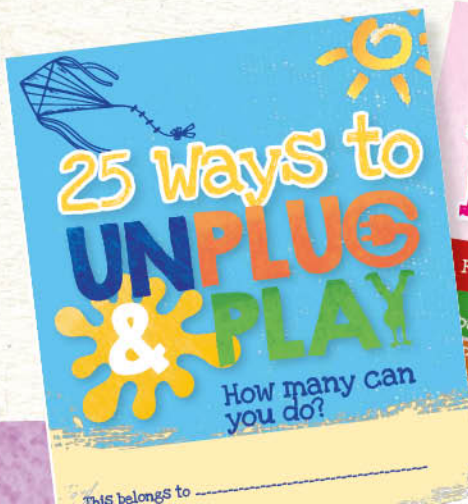
Local issues:

- Children are spending far more than the recommended 2 hour daily maximum amount of time on screens and not enough time being physically active
- Time pressures on parents and perceptions of safety are big issues – screens are often used as an 'electronic nanny'
- Lack of knowledge amongst parents and children around recommended 'limits' on screen time
- Lack of awareness amongst parents (and children) about the range of free and low-cost things for children to do locally, and the need to create incentives to get families to make use of them
- The need to support parents to be good role models when it comes to screen time
- The need to identify a range of simple activities that children can do at home to divert them away from screens

Our response:

- Created a bespoke campaign entitled Unplug & Play - challenging local children to complete screen-free activities over the summer holidays
- Created [booklets to promote local play and leisure services](#) with sticker rewards
- Playday events in local parks
- Created an [Unplug & Play song and dance routine](#) by local musician and dancer
- Distributed Unplug & Play promotional materials including frisbees and sports bags
- Funded local organisations to provide enhanced play and leisure activities over the summer and beyond – including outings, extended adventure play services and family events.

"I love to Unplug and Play because I get to spend more time doing fun active things with my friends' (child)"





A campaign to reduce sugar consumption and promote healthy eating

Local issues:

- Nationally children are consuming more than three times more sugar than is recommended - lots of evidence to suggest this was also a pressing local issue
- Lack of awareness amongst children and parents (and those working with them) about recommended daily limits and high sugar content of many day to day food and drinks
- Ready availability of sugary food and drink in settings across the area – seen as a social 'norm'
- Scope to improve access to free drinking water in parks and other child and family settings.

Our response:

- Formulated a local Sugar Smart Golborne campaign using ideas and resources from the Change4Life and Jamie Oliver Foundation Sugar Smart campaigns
- Created a [Let's Get Sugar Smart toolkit](#) to pull together key advice, practical activity resources and checklist of good practice for local organisations and businesses
- Supported local schools to back the campaign via Sugar Smart assemblies and lessons, pop up playground stalls, and distribution of Sugar Smart leaflets and water bottles

Our response:

- Devised a Sugar Smart 'train the trainer' course to help staff in local organisations deliver engaging workshops to children and families
- Encouraged over 40 local organisations to make a Sugar Smart pledge to help reduce the availability of sugary food and drink for local children – examples include healthy vending machines in the leisure centre and a new snack menu in the adventure playground
- Worked in partnership with the Council's Environmental Health Service to introduce new Sugar Smart standards in Healthier Catering Commitment Award assessments of local cafes and restaurants
- Funded local organisations to provide healthy eating workshops, peer-led campaign events, and theatre in education sessions in schools and community settings.

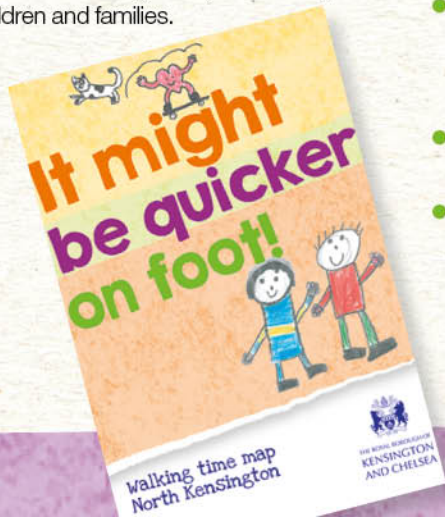




A campaign to promote active travel

Local issues:

- Children often struggle to achieve the recommended 60 minutes of physical activity each day. Walking and cycling are the easiest way to build physical activity into daily life
- Just over half of local children travel to school in an active way
- People often over-estimate how long a local journey takes on foot or by bike
- Lack of access to secure cycle storage and safe routes can be barriers to children and families cycling
- Local organisations had limited awareness of the services and training offered by the Council's Sustainable Travel team to support walking and cycling
- Few local organisations had an active sustainable travel plan
- Need to better understand local barriers to walking as experienced by children and families.



Our response:

In close partnership with the Council's Sustainable Travel Team we:

- Created a '[walking time map](#)' to illustrate the average walk times between key local venues
- Devised a Pedal & Stride 'partner pack' for local organisations to set out template travel plans and list free training and support services on offer
- Collaborated with Living Streets to involve residents in a 'Community Street Audit' (CSA) to explore the 'walkability' of the local area, then formed a cross-council working group to implement recommendations including improved street lighting and cycle parking
- Ran a workshop to support local organisations to develop active travel plans
- Delivered 'walk leader training' for local volunteers
- Linked with the local School Travel Plan advisor to offer primary schools enhanced support to implement their school travel plans
- Ran a community fun day event with an active travel theme
- Funded local organisations to develop new activities including new cycle storage facilities in a mosque, a 'Fitbit' walking challenge for teenagers, cycle training for disabled children, and a family 'walking buddy' project.



A Be Food Smart campaign to promote healthy snacking in association with Change4Life

Local issues:

- Over half the sugar that children consume comes from sugary snacks and drinks – promoting healthy snacks provides important opportunities to reduce overall sugar intake
- Findings from local research highlights poor oral health amongst children
- Inconsistent approaches to snack provision across local organisations and settings – children receiving mixed messages
- Limited range of healthy snacks in local convenience stores
- Scope to increase access to fruit and vegetables as the 'snack of choice'.

Our response:

- Co-ordinated promotion of [Change4Life seven day Family Snack Challenge activity](#) across the local community – distribution of an activity pack comprising a snack challenge leaflet, [healthy snack recipe ideas cards](#), and flyer listing local healthy eating themed events taking place
- Supported local primary schools to host a Family Snack Challenge assembly and include information about the challenge in parent newsletters
- Organised numerous events and cooking activities in local libraries, community centres and playgrounds to promote key messages and tasters of healthy snacks
- Worked in partnership with local convenience stores to run a promotion on healthy snacks.



SHOP HEALTHY

Local issues:

- Research conducted by local nutrition team recommended trialling a scheme to support market traders selling fruit and vegetables to accept Healthy Start vouchers – enabling low income families in receipt of the vouchers to use them on the market as well as in shops and supermarkets
- Research highlighted the poor quality and range of fruit and vegetables for sale in local convenience shops and relatively long distance to local supermarket for families without cars
- Scope to improve the range of healthy options for sale in the kiosks in local parks
- Need to ensure the Healthier Catering Commitment Award scheme targets cafes and restaurants in Golborne and maximises opportunities to promote healthier options.

Our response:

- Worked collaboratively with the Council's Market team to engage market traders in Healthy Start voucher scheme including introduction of reimbursement process, marketing materials to display on stalls, and promotional leaflets to Healthy Start recipients
- Commissioned Rice Retail Marketing (RRM) to support four local retailers including three convenience stores and one park kiosk to improve the stock and promotion of healthy products – this involved an audit of existing stock against Change4Life Retailer guidelines, advice on healthy products to stock, and support to improve displays
- Collaborative work with the Council's Environmental Health team to align delivery of the Healthier Catering Commitment Awards scheme with businesses across the Golborne area, and introduction of additional 'Sugar Smart' criteria to encourage action to reduce the availability of sugary food and drinks.



“ I am noticing small changes. Mums and children are definitely more aware of choosing healthier foods
(business owner) ”



A Scheme to Support voluntary Sector organisations develop best practice approaches to promote healthy lifestyles

Local issues:

- Local voluntary sector organisations working with children and families highlighted that they receive less support and guidance about how best to promote healthy lifestyles as compared to statutory services
- Inconsistent practice across local organisations in relation to healthy eating and physical activity – i.e. messages about healthy eating received at school not always reinforced in other play and leisure settings
- Identified need to help promote more consistent practice across settings and incentivise positive changes.



the changes we are making are gradually helping to make healthy choices the norm
(manager of local play centre)



Our response:

- Commissioned the Health Education Partnership (HEP) to devise and pilot an award scheme similar to the Healthy Schools and Healthy Early Years Awards for voluntary sector organisations entitled 'Fit 4 Kids'
- HEP created a Fit 4 Kids review tool setting out best practice standards for promoting healthy eating, physical activity and emotional well-being, aligned with relevant NICE and statutory guidance
- Three community organisations worked in partnership with HEP to pilot the review tool and create actions plans – so far the Notting Hill Adventure Playground has demonstrated how it meets all standards and received a Fit 4 Kids award
- Following feedback on the pilot phase a refined version of the review tool is being developed and tested to ensure the process is as accessible as possible for local organisations.



Summary of outputs

110 = number of organisations and businesses have been part of the Go Golborne partnership including schools, nurseries, community centres, mosques, market traders and corner shops



52 = small grants distributed to local organisations for activities that promote healthy eating and physical activity



100 = number of new healthy products stocked in three convenience stores and two park kiosks following support from Go Golborne



77 = number of local businesses supported to achieve a Healthy Catering Commitment Award by the Council's Environmental Health team



76,000 = number of original health promotion resources distributed to children and families



3,000 = number of local children and parents attending events organised by Go Golborne to showcase healthy eating ideas and local health, play and leisure services



320 = number of staff members working with children and families in the Golborne area that have attended Go Golborne workshops and training sessions



5 = number of community organisations working towards a Fit 4 Kids Award



3 = number of original health promotion songs written for children by local musician



5 = number of local schools achieving Healthy Schools Award



1st = English Local Authority to join the EPODE International Network of community based interventions to prevent childhood obesity



1,136 = number of children and families engaging in Mind Exercise Nutrition Do It! (MEND) Healthy Lifestyle programmes



Outcomes

A final round of BMI measurements and lifestyle surveys will be carried out with local children up until June 2019. On the right is a snapshot of how outcomes are looking so far.

This is positive as the London and national trend is seeing obesity levels increase amongst children in more deprived areas.

Key interim findings from surveys conducted by the University of Kent gives an indication of how children's diet and activity may be changing in response to Go Golborne and other influences in the system.

Between **2015** and **2018** the percentage of overweight children (aged 4-11) fell from **27.7%** to **26.3%** (based on a cohort of 932 children).

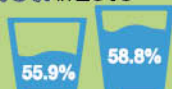


Children have developed significantly more positive attitudes to fruit and vegetables



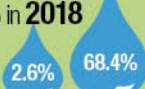
Children are drinking more water – in **2016**

55.9% of children had water with their evening meal, rising to **58.8%** in **2018**



Children have much more positive attitudes towards drinking water – in **2016**

2.6% children strongly agreed that they like to drink water, rising to **68.4%** in **2018**



Children are eating less sugary snacks -

55.4% had no sugary snacks in **2016** compared to **57.1%** in **2018**



More children are walking or cycling to school –

50.2% in **2016** to **52.0%** in **2018**



Staff in local organisations report improved skills and confidence – **80%** report developing new skills and knowledge to help children improve their diet and increase physical activity.



Over **85%** of children take part in some kind of physical activity outside of school



Around **70%** children have a school dinner,



and **30%** a packed lunch



The amount of time children spend on screens continues to increase



Children are eating less fruit and vegetables at mealtimes and as snacks – i.e. in **2016**

69.5% of children reported that they had no fruit or vegetables as a snack the previous day – this rose to **75.1%** of children in **2018**



Key learning

Developing and delivering Go Golborne has been a steep and rich learning curve. Key messages to inform the design of similar initiatives include:

- **Make it fun** – children, parents and partner organisations will get involved if activities are fun and engaging. Consult and involve local community groups in the planning stages to create sense of ownership and stimulate creative ideas and collaborations.
- **Map out and make use of local assets** e.g. hold events in local playgrounds, piggy back on established community events to deliver messages, use local talent to communicate messages in a fun and engaging way.
- **Relationships are key** – take time to build relationships with people across the community. Listen to and learn from their experiences and show how their ideas directly inform plans.
- **Set realistic outcomes** – measuring the impact of multi-layered interventions is a complex task as lines of attribution and effect can be unclear. Think long term and focus on assessing the contribution the intervention makes to the wider 'system' response.
- **Keep it simple** – translate the complex range of factors that influence eating and activity patterns for children at a local level into simple actions to make it easier for children and parents to eat well and keep active.
- **Back it up with action at higher levels** – progress at a community level needs to be reinforced with supportive actions at a wider local and national level i.e. restricting new takeaways, affordable leisure and play facilities, limits to TV advertising, reformulation of sugary drinks.
- **Be flexible** – plan and deliver activities so schools and organisations can adapt and integrate them into their plans, timetables and curriculums. This will help maximise the value and impact of the work.
- **Gain senior level support** – senior support within the Council and across participating organisations is vital to ensure positive changes are sustained.

Conclusions

Over a three and a half year period Go Golborne successfully engaged key stakeholders across the Golborne community in a range of evidence-based activities to promote healthy eating and physical activity. Early results demonstrate that persistent efforts to engage and mobilise a community to promote healthier behaviours creates positive, sustainable results.

Evaluation of the initiative will conclude in Summer 2019. Learning from Go Golborne will directly inform plans for a new Borough-wide programme to reduce childhood obesity, building on the relationships and momentum gathered during the pilot. This will be a fitting legacy for the efforts of all those across the Golborne community who have worked so hard to improve the health and life chances of local children.



Further information

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