

Project Plan for Obesity Project March to June 2014

Aim of Project

- To understand the perspective / views of local children on healthy weight and associated topics (activity, healthy foods, less healthy foods etc.)

Target Groups

- Age group: children in reception year and Year 6 (with ages in between if feasible)
- Rationale for age groups: National Children's Measurement Programme (NCMP) measurements are taken in reception and year 6 classes
- Background information: obesity rates double between reception and year 6
- Demographic areas identified by Dr Rebecca Cooper and specific primary schools chosen from those schools who participate in the National Child Measurement Programme

Consultation Objective

- Following on from Obesity Sounding Board and previous consultation work with parents and families, additional qualitative data is required to inform the Healthy Weight Strategy.
- It is expected that the data will provide valuable insights as to how children's knowledge, attitudes and beliefs about eating and exercise change and develop as they get older.
- This will aid the public health work in planning appropriate programmes to positively influence eating and exercise habits.

Time Scale

- Preparation and scoping work from March to April 2014
- Consultation work in schools, potentially from middle of April to June 2014
- Report – end June 2014

Engagement Team Officers

- Sally Latham and Lynn Smith (supported by Emily Chaundy for primary schools work)

Methodology (national research and guidance taken into account)

- Link with schools to determine the most appropriate approach
- We envisage using a variety of activities and interactive methods to glean the information
- Recording methods will include officers' observations and noting of children's answers / comments re: simple questions and conversations.

Budget

- If practical resources are needed for interactive sessions, the officers will investigate the resources held by the Oxfordshire NHS Health Promotion Unit (HPU) in the first instance
- All possible costs to be checked out with Dr Rebecca Cooper prior to commitment