



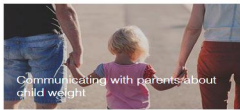
# CLAHRCBITE



July 2019

Brokering Innovation Through Evidence

## Implementation of an on line healthy weight toolkit to support practitioners working with pre-school children



Communicating with parents about child weight



Behaviour Change Techniques



Unhealthy weight at pre-school age



Identifying unhealthy weight



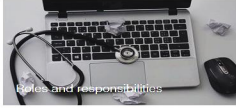
Nutrition



Physical Activity and Sedentary behaviour



Culture



Roles and responsibilities

**The aim of this project is to implement an online healthy weight toolkit to support practitioners working with pre-school children.**

### What did we do?

In 2015, Blackburn with Darwen (BwD) co funded a three year PhD with Liverpool John Moores University to improve understanding of pre-school weight management provision for both over and underweight children within BwD.

As a result of the PhD, a training intervention was co – produced (The Healthy Weight Toolkit). The intervention success was under pinned by self – determination theory and focuses on a number of behaviour change techniques, specifically to explore methods to promote behaviour change in practitioners.

### How did we involve people?

A co production approach was used to ensure the end users (practitioners, public health managers) were actively involved in the intervention design. There were four co production workshops involving 22 multi-agency professionals (health visitors, GPs, children centre staff). Public advisors - we recruited a small team of parents of pre-school children as part of the project team.

We also held a stakeholder event to bring together key professionals who will be involved in implementing the training within their teams.

## Background

Blackburn with Darwen is one of the 20% most deprived districts/unitary authorities in England, leading to many implications:

- Higher than average prevalence of both over- and under-weight in children starting school.
- Three in ten children living in low income families (27%)
- 3rd highest proportion of underweight children in the country
- An increase in demand for emergency food for children
- One in three children are overweight or obese by the end of primary education.



## The Healthy Weight Toolkit

An 8-module online healthy weight toolkit was co-produced in partnership between local stakeholders and academic partners. Modules:

1. Communicating with parents
2. Behaviour change techniques
3. Unhealthy weight at pre school age
4. Identifying unhealthy weight
5. Physical activity and sedentary behaviour
6. Nutrition
7. Culture
8. Roles and responsibilities

Modules are evidenced based, draw on behaviour change theory and include guidance from the Royal College of Paediatrics and Child Health (RCPCH), National Institute for Health and Care Excellence (NICE), World Health Organisation (WHO), and NHS.

### What next?

The training toolkit will transfer over to Blackburn with Darwen training platform. This will then enable the tracking of professionals as they move through the modules. It will enable assessment of barriers and evaluate next steps.

There will be further stakeholder events. The events are designed to consider the capabilities, motivation and increase engagement opportunities with professionals. Monthly meetings to remain in place with Public advisors, this is to keep public advisors informed, included and build their own learning.

### Partners



## Implementation and impact.

An implementation strategy was developed as part of CLAHRC NWC Partner Priority Programme, focusing on engaging Healthcare Professionals (HCPs) with the on line Healthy Weight toolkit. The implementation strategy draws on:

- Consolidated Framework for Implementation Research
- Behaviour change theory (capabilities, motivation and opportunities)

The process for implementation remains challenging when considering the inner and outer context in creating a strong partnership for implementation.

To overcome these challenges we are working to:

- Ensure shared a vision by enabling HCPs recognise personal value in engaging
- Address team dynamics
- Align with local pathways / national guidance
- Explore individual role restrictions (allocate time)

### What is NIHR CLAHRC NWC?

The mission of the NIHR CLAHRC NWC is to work collaboratively with Partner organisations and other stakeholders including members of the public to co-produce and conduct high quality, leadership enhancing, applied research designed to decrease health inequalities and improve the health of the population of the North West Coast

### Find out more

<https://www.clahrc-nwc.nihr.ac.uk/index.php>

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