



Tayside
Regional
Improvement Collaborative

Helping Tayside's **Children and Young People** to Feel Great and Ready to Learn

Change is the reality

Children and young people are the priority

**A whole system approach to
child healthy weight is the strategy (2020-2030)**

**Tayside, a place where families
can eat well, drink well and be active**

2020-2030

www.taycollab.org.uk  **@TayCollab**



ANGUS
COMMUNITY
PLANNING
PARTNERSHIP

DUNDEE
PARTNERSHIP

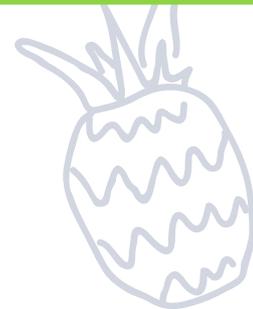
PERTH AND KINROSS
COMMUNITY PLANNING
PARTNERSHIP
Working Together for Stronger Communities



Contents

Our vision for the future	3
Our purpose	3
Our commitment by 2030	3
Welcome to our call to action	4
Food security and The Rights of the Child	5
Acknowledgements	6
Introduction	8
What will the future look like for our children and young people?	11
Our approach	12
Our theory of change model	13
Our five ambitions and calls to action	14
• Ambition 1 <i>Child healthy weight is seen as a society wide issue</i>	14
• Ambition 2 <i>Children have the best start in life</i>	15
• Ambition 3 <i>Our environment supports healthier choices</i>	17
• Ambition 4 <i>Families get helpful weight management support</i>	19
• Ambition 5 <i>Families and communities in most need are our main concern</i>	20
Outcomes framework	23
What will happen next?	23
Learning our way to the future	24
Mobilising others to take action	24
Find out more	24

Our vision for the future



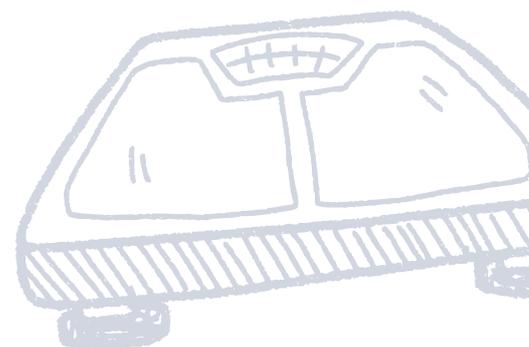
Our vision for the future is for every child in Tayside to grow up in a community and an environment that supports them to feel great and ready to learn so that they can flourish to the best of their abilities.

Our purpose

Our purpose is to start a social movement across Tayside so that all our children, young people and their families can eat well, drink well, be active, enjoy playing outdoors and have a healthy weight.

Our commitment by 2030

Our commitment by 2030 is to halve the proportion of Tayside's children who are affected by obesity and to reduce the healthy weight inequality that exists between the most and least disadvantaged communities.



Welcome to our call to action



This Strategy has been prepared by a working group on behalf of the Tayside Regional Improvement Collaborative. It sets out a vision where our children and young people can grow up in a community and an environment that supports them to feel great and ready to learn, so that they can flourish to the best of their abilities. To help achieve this, the Strategy aims to ensure that children, young people and their families can eat well, drink well, be active, enjoy playing outdoors and have a healthy weight.

Tayside is made up of three Council areas - Angus, Dundee City and Perth and Kinross. Over 400,000 people live in the region's urban and rural areas which cover almost 3,000 square miles. Tayside is a vibrant area; it is famed for its creative industries, some of the richest agricultural land around, a fascinating history, beautiful countryside and coastal views and numerous outdoor leisure pursuits. This all paints an idyllic picture, however too many of our children and young people face the risk of underachievement and/or life-long ill health because the circumstances in which they live their lives makes it difficult for them to eat well, drink well and be active. Parts of Tayside include some of the most deprived areas in the whole of Scotland and this is reducing the life chances of many children and young people, and preventing them from reaching their full potential.

The impact of poverty on a child's future is recognised by Scottish Government. In 2017 the Child Poverty Act set out targets to reduce the number of children experiencing the effects of poverty by 2030 - Councils and the Health Board report annually on how they are working together to reduce child poverty.



For children and young people to be ready to learn they need to develop well, grow well and feel well, but too many families are experiencing food insecurity. Too many children are exposed to and consume diets that are high in energy, fat, sugar and salt. This does not balance with the nutritional needs of their growing bodies, or their levels of physical activity, thus increasing their risk of having a weight above the healthiest range. Causes of this lie in almost every aspect of our social system; they link to poverty and employment, housing, transport, advertising and much more, making it harder for children, young people and their families to eat well, drink well and be active. Furthermore, as we emerge from the COVID-19 pandemic into society's 'new normal' the need to tackle obesity and improve the diets of our children and young people appears more pressing than ever.

The current situation must change. We can change it. We want to ensure that our children, young people and their families can eat well, drink well, be active, play outdoors and, have a healthy weight. We recognise the vital role we must all play in delivering this future. On behalf of the Tayside Regional Improvement Collaborative we urge you to take up this challenge.





Food security and The Rights of the Child

Being food secure means always being able to source enough food of sufficient quality and quantity to allow you to stay healthy and participate in society. In contrast, food insecurity is defined as limited or uncertain availability of nutritionally adequate and safe foods or, limited or uncertain ability to acquire acceptable foods in socially acceptable ways e.g. without resorting to emergency food supplies, scavenging, stealing, or other coping strategies.

Access to food is a basic human right but it is one that is not met for all children and young people in Tayside. This means that our obligations under the United Nation Convention on the Rights of the Child (UNCRC) have not been met.

The UNCRC sets out the human rights of every person under 18 years of age¹. It was adopted by the UN General Assembly in 1989 then ratified by the United Kingdom (UK) in 1991. The Convention has 54 articles in total including:

- **Article 24 (health and health services) - Every child has the right to the best possible health. Governments must provide good quality health care, clean water, nutritious food, and a clean environment and education on health and wellbeing** so that children can stay healthy.
- **Article 27 (adequate standard of living) - Every child has the right to a standard of living** that is good enough to meet their physical and social needs and support their development.
- **Article 31 (leisure, play and culture) - Every child has the right to relax, play and take part in a wide range of cultural and artistic activities.**

Food Insecurity – The definition used is drawn from guidance on measuring food insecurity in the United States of America and was used for the UK's Low Income Diet and Nutrition Survey, 2007.



¹ UNICEF UK. The Rights of Every Child. A summary of the United Nations Convention on the Rights of the Child. Available at: https://www.unicef.org.uk/child-rights-partners/wp-content/uploads/sites/3/2016/08/CRC_summary_leaflet_Child_Rights_Partners_web_final.pdf [accessed 29 June 2020].



Acknowledgements

The working group has used the excellent publication 'Every Child a Healthy Weight - Ten Ambitions for London' (2018)² from the London Obesity Taskforce, as a framework for the development of our own Strategy. We are grateful to colleagues from the London Obesity Taskforce for their permission to use the publication.

The Strategy has emerged from our ongoing engagement with our Community Planning Partnerships, Health and Social Care Partnerships, numerous agencies, services and groups across Tayside and, most importantly, our population. It is informed by thousands of views and comments from individual children, young people and adults from across the three Council areas. We are indebted to everyone concerned for their contributions and commitment to co-create the conditions needed to realise a collective and whole systems approach to child healthy weight.

The recent COVID-19 pandemic lockdown provided a unique opportunity to re-examine the Strategy and make sure it is fit for purpose. During this period we witnessed many organisations across Tayside innovatively and successfully adapt their operations to respond to the increasing food emergency that emerged. However, what remains constant is the variation in access to affordable and nutritious food for families across Tayside. Reducing these nutrition inequalities requires a break in the link between income and diet and this issue now feels more urgent than ever.

We also considered the impact of the COVID-19 lockdown on play and physical activity. During the lockdown staying at home meant that children and young people were no longer able to take part in physical education at school, after school activities, active travel, organised sport and outdoor play with others. Screen use, which is mainly a sedentary activity, is likely to have increased because of the switch to online education and entertainment activities.

As NHS Tayside Dietetic Consultant in Public Health Nutrition I am deeply grateful to my working group members for their outstanding contributions and support and, to the numerous individuals that assisted with the initial stakeholder engagement event and the public consultations. Their contributions were fundamental; not only to the co-production of this Strategy, but to the impact this agenda has had, and continues to have, in their own organisations and communities. Their readiness and willingness to embrace transformational change is admirable.

Joyce Thompson

*Dietetic Consultant in Public Health Nutrition
NHS Tayside*

² Greater London Authority, 2019. Every child a healthy weight. London, GLA. Available at: https://www.london.gov.uk/sites/default/files/every_child_a_healthy_weight.pdf [accessed 29 June 2020].

Whole Systems Approach - Obesity prevention requires aligned action and innovation by national and local government and many organisations which, requires collaboration across organisational and professional boundaries and with communities. This describes a whole systems approach and is defined as applying systems thinking and tools that enable an ongoing and flexible approach.



Introduction



This document is a response to the pledge in the Tayside Plan for Children, Young People and Families (2017-2020)³ to develop a Strategy to improve child healthy weight.

A wide range of actions are required to make a difference to the health and wellbeing of Tayside's children, young people and their families. Many are currently being delivered by members of the three Community Planning Partnerships and are already helping children, young people and their families to eat well, drink well and be active - improving their health, wellbeing and life chances.

The Strategy is entirely consistent with the Getting It Right For Every Child (GIRFEC)⁴ approach where children grow up feeling loved, safe and respected and, can realise their full potential. Every child and young person has the right to access a healthy diet, be active and maintain a healthy weight whether at home, in school or in the wider community. These elements reflect the SHANARRI (safe, healthy, achieving, nurtured, active, respected, responsible and included) wellbeing indicators.

Imagine what the future would be like if we could build on and support and strengthen the important work that is already underway; thereby enabling us to go further and faster to realise our vision for every child in Tayside to grow up in a community and an environment that supports them to feel great and ready to learn so that they can flourish to the best of their ability.

We have considered national policy and the evidence base. Just as importantly, we recognise the need to understand the lives of children and young people and those who care for them, especially those who experience inequalities. This is because tackling inequality is core to achieving our purpose to make Tayside a place where all children, young people and families can eat well, drink well, play outdoors, be active, and have a healthy weight. And so our approach came about after engaging extensively with around 1,500 people throughout Tayside. During this engagement we identified two factors that are needed to transform the important work already underway:

- **We must put children, young people and their families at the centre of all we do**

The healthy weight inequality gap affecting Tayside's children and young people continues to grow. Almost a quarter of children are starting school at risk of being overweight or obese. Children living in households with the highest income are much

³ Tayside Regional Improvement Collaborative, 2017. Tayside Plan for Children, Young People and Families (2017-2020). TRIC. Available at: <https://www.taycollab.org.uk/the-tayside-plan-for-children-young-people-and-families/> [accessed 29 June 2020].

⁴ Scottish Government. Getting it Right for Every Child. Web page. Edinburgh, SG. Available at: <https://www.gov.scot/policies/girfec/> [accessed 29 June 2020].



more likely to have a healthy weight. Children living in households with the lowest income are least likely to have a healthy weight and the problem is getting worse.

The situation is also made worse by the language we use. Obesity is a clinical condition, not a description of a person. The language we use can create a stigma which is both harmful and hurtful and this can have a negative impact on a person's ability to make the right choices.

Inequity will only be addressed if actions are based on a true understanding of the realities of the lives of children, young people and their families and, they seek to provide support rather than stigma or blame.



- **We must take a whole systems approach**

Whilst there is a lot of excellent work already going on across Tayside, much needs to be done to truly transform countless elements across the entire system that impact on the lives of children and young people. Actions are needed at a range of levels. We need to work even better together to reshape what children, young people and their families eat and drink and the activities they undertake. We need to understand the interconnections between existing programmes and identify actions that will enable the entire system to change. This means connecting existing actions to create greater consistency and cohesion for children as they grow and develop throughout their lives. It also means sharing leadership throughout the system so that everyone takes responsibility for action towards shared ambitions.

There are **five ambitions** that we need to achieve if we are to realise our healthy weight aspirations. These ambitions are about transforming key aspects of the lives of children, young people and their families. Each ambition includes the calls to action we believe are needed in Tayside's journey to becoming a place that supports the health and wellbeing of children, young people and families. The calls to action are interconnected and together, they have the potential to shift the whole system to help children and young people growing up in Angus, Dundee City and Perth and Kinross to eat well, drink well, play outdoors, be active and, have a healthy weight.

By putting children, young people and their families at the centre of everything we do, we are able to see that the system around them needs to change in ways that meets them where they are now.

The ambitions and calls to action recognise that three types of transformational change are needed for us to get to where we need to be.

- **Assets**

Children, young people and their families need lifestyle skills and financial security to give them the ability to choose a way of life that is as healthy as it can be.



- **Environment**

Children and young people need to grow up in settings that make it possible for them to eat well, drink well and be active. This means making changes in all the places where children, young people and their families live their lives and spend their time.

- **Care and support**

When children, young people and their families look for support with a healthier lifestyle it must be provided in a way that suits their needs. It must fit into their lives and it must add to their mental and emotional wellbeing.

The overall aim is to support the health and wellbeing of children, young people and their families by making it easy and enjoyable for them to eat well, drink well, be active and achieve and maintain a healthy weight. Making these improvements will involve building the partnerships and leadership needed for whole system change and making sure we learn together as we move forward.



What will the future look like for our children and young people?

They will grow up in places where nurseries, schools, businesses and, community and leisure facilities provide healthier food and drinks

They will grow up in places where everyone helps them to have lifelong healthy habits wherever they are



They will grow up in places where their parents feel confident and get the right support after they are weighed and measured

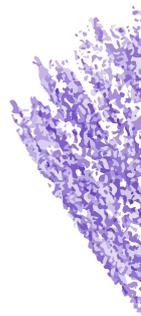
They will grow up in places where everyone helps them have healthy lifestyles right from the start

They will grow up in places where all families can afford healthy food and drink and fun activities

Our approach

Our approach is designed around a theory of change. For future generations of Tayside's children and young people to feel great and ready to learn we must provide them with food security, a healthier environment and, targeted care and support. We need, structured actions that are built on a basis of what works, community engagement and are designed to support the success of our ambitions.

To achieve this aspiration we need **action in all the places** where children, young people and families live their lives – where they stay, learn and play. All actions are important. They must act together and support one another.



Our theory of change model

To start a social movement across Tayside so that all children and young people have every chance to grow up having a healthy weight, eating and drinking well and being active

Nurseries and Schools
Places that support healthy lifestyles and healthy weight

Home
Places that provide the best start to life

Scaling up and spreading existing good practice

- Applying minimum standards
- Incentivising with fun and enjoyment
- Building capacity for greater impact
- Learning from place based activities



Communities
Places that make it easy to move more, be active and have fun

Retail
Places where affordable healthy options are the norm

Mass Media
Broadcasting and advertising that supports healthy lifestyles and healthy weight

Children, young people and family centred
• Innovation, learning and sharing

Social movement building
• Story telling



Our five ambitions and calls to action

Ambition 1

Child healthy weight is seen as a society wide issue

Children and young people will grow up in places where everyone helps them to have lifelong healthy habits wherever they are.

Our Calls to Action

- We call on each of the Community Planning Partnerships to support a whole systems approach to healthy weight for children, young people and families within their Council areas and to share the learning across and beyond Tayside.
- We call on the lead officers for strategies relating to children, young people and families to consider how they can work differently to better align with this Strategy and vice versa. This should include, but not be limited to, the 'Tayside Strategy for Parents 2019-2024', 'Connected Tayside - An Emotional Health and Wellbeing Strategy for Children and Young People 2020-2023' and, local responses to 'A More Active Scotland: Scotland's Physical Activity Delivery Plan 2018'.

Why these actions will make a difference

Obesity is complex and has a number of genetic, environmental, cultural, lifestyle and economic factors implicated in its development. No single organisation has all the solutions or all the responsibility to tackle the issue and instead there has to be a whole systems approach. Therefore, policy makers, health and social care, third sector organisations, schools, businesses and individuals must work together to create an environment that supports a healthy lifestyle. It has to be everybody's business.

Up until now, obesity prevention and treatment has concentrated on pharmacological, educational and behavioural interventions with limited overall success. A conventional approach that involves annual strategic thinking and executing a plan over a fixed period **does not work**. To achieve an ongoing and flexible approach there is a need for **genuine stakeholder commitment** to further explore a wide range of levers and opportunities and to test the boundaries of local action. This requires a whole systems approach with explicit leadership, good governance and stakeholders with capacity and capability.

If we are to create places where children, young people and their families are more likely to eat well, be physically active, enjoy the outdoors, reduce screen time and



have a healthy weight, considerable changes to the way we behave as individuals, businesses, communities, education and health services and local and national government are needed. We need to apply a whole systems approach.

We want everyone to know what they can do to support child healthy weight and work together with children, young people, families and communities.

Did you know?

- In 2014 child healthy weight was identified as a priority for Dundee City. In 2015 a three phased community engagement approach called 'Learnwell'⁵ began. Three schools acted as footprints into their local communities and a community plan was created in partnership with people living and working in the East End of Dundee.
- In 2018, as part of Scotland's Diet and Healthy Weight Delivery Plan⁶, Dundee City was asked to set up a whole systems approach to address one of the City plan's health priorities of healthy weight. This was partly due to Dundee's experience of the 'Learnwell' approach in the East End.

Ambition 2

Children have the best start in life

Children and young people will grow up in places where everyone helps them to have healthy lifestyles right from the start.

Our calls to action

- We call on Councils and third sector organisations to scale-up peer support networks to help mothers feel more supported to breastfeed for longer and in more places.
- We call on Tayside Nutrition Managed Clinical Network to review and extend its core training programme for any staff that engage with children, young people and families and, facilitate adoption of Scottish Government's 'Breastfeeding Friendly Scotland' and 'Early Years, Schools and Workplace' programmes.

5 Gillespie, J et al, 2019. Eat, Play, Learn Well-A Novel Approach to Co-Production and Analysis Grid for Environments Linked to Obesity to Engage Local Communities in a Child Healthy Weight Action Plan. Public Health,166:99-107.

6 Scottish Government, 2018. Improving Scotland's Health. A Healthier Future: Scotland's Diet and Healthy Weight Delivery Plan. SG, Edinburgh. Available at: https://www.nhstaysidecdn.scot.nhs.uk/NHSTaysideWeb/idcplg?IdcService=GET_SECURE_FILE&dDocName=PROD_307016&Rendition=web&RevisionSelectionMethod=LatestReleased&noSaveAs=1 [accessed 29 June 2020].

- We call on NHS Tayside, Councils and third sector organisations to increase access to budgeting, food preparation and cooking skills for families.

Why these actions will make a difference

We want to make healthy choices around eating, drinking, playing and moving a family affair.

Breastfeeding impacts on close and loving relationships between the mother and infant, promotes positive perinatal mental health and is protective against childhood obesity. In 2019 in Tayside, at the 6-8 week review, 33.2% of mothers were exclusively breastfeeding and 44.4% were providing a combination of breast and formula milk⁷. Mother-to-mother peer support is an effective way of supporting mothers to breastfeed for longer which will in turn impact on childhood obesity. Contributions to the wider cultural and societal changes to support breastfeeding in early years and the workplace will help make breastfeeding the norm.

The need for support continues as babies become toddlers, as toddlers become young children, and as children become young people. We want to see the early years' workforce and all staff that engage with children, young people and families access a core training programme. In a place where there are numerous staff in early years' settings as well as health visitors, family nurse practitioners and many others advising on diet, physical activity and healthy weight, we believe there are missed opportunities and the potential to have an even greater impact.

Practitioners and volunteers need to empower, enable, advise and provide support on infant milk feeding, weaning, family meals, hydration, sleep, screen time, play, activity and healthy weight. This preparation should include information about how children develop food preferences and habits and how to engage parents and care-givers on these issues. There should also be a focus on the most vulnerable such as those living in low income households.

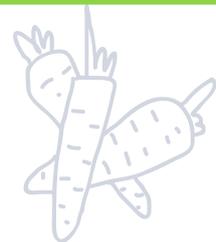
We also want to see education for caterers to broaden their knowledge about how best to cater for children in early years' settings.

Young children learn from the environments around them so nurseries, other early years' settings and schools need to role model healthy eating, good hydration and plenty of physical activity and outdoor play.

It is hard for any parent or care-giver, let alone one on a low income, to make sure their growing child is eating and drinking the right things and being active enough. Low education attainment and high socioeconomic deprivation are the main factors associated with poor diet. These determinants increase the likelihood of inadequate food access, low food and nutrition literacy and a lack of practical cooking skills in low income households. Not knowing how to cook is a barrier to healthy food preparation. The delivery of a community based practical cooking skills programme aims to improve and promote confidence and wellbeing, and enhance meal quality and preparation practices.

⁷ <https://www.isdscotland.org/Health-Topics/Child-Health/Publications/2019-10-29/visualisation.asp> [accessed 10 July 2020].





Did you know?

- Breastfeeding peer support networks have a positive effect on breastfeeding duration rates and, helps mothers to feel more confident and less vulnerable to self-doubt.
- There is a first class data collection system in place in Scotland that monitors breastfeeding duration.
- Tayside Nutrition Managed Clinical Network has provided training on maternal and infant nutrition and child healthy weight for over ten years.
- 'Community Cookit' is a practical food skills' resource that has been available in Tayside for several years. Once trained, anyone can deliver the programme in their local area.



Cooking skills – The term includes a combination of skills such as budgeting, food preparation, food handling, safety and storage, cooking practices and factors related to nutrition such as food labels.

Ambition 3

Our environment supports healthier choices

Children and young people will grow up in places where nurseries, schools, businesses and, community and leisure facilities provide healthier food and drinks.

Our calls to action

- We call on Councils to prioritise food, hydration, physical activity, play and outdoor learning as essential means of helping to achieve outstanding educational attainment and personal development so that nurseries and schools build capacity for widespread change.
- We call on leisure centres, community facilities, places for worship, community cafés, sports clubs, social clubs and stadia to provide healthy food and drink choices and to stop unhealthy marketing that influences what children eat and drink.
- We call on takeaway and fast food businesses to identify and test ways to provide healthier options and provide nutritional information to the public.



Why these actions will make a difference

Our children and young people should not be exposed to activities that encourage them to buy, pester for, or consume products known not to optimise their physical health and/or mental wellbeing. We want to make it easier for all families to make healthy choices where ever they are.

There has been much positive action within early years' and school settings across Tayside that is helpful to child healthy weight. Examples include the 'Daily Mile' or 'Daily Fifteen', free fruit initiatives, healthy tuck shops and, national standards for the nutritional quality of school meals. But we must strive for much more. Imagine places where healthy and delicious meals are always provided, where children are inspired through cooking, meeting chefs, eating meals with family, friends and the wider community, growing fruits and vegetables in gardens whilst having fun being active, playing and exploring our great outdoors. Imagine places where fresh water is freely available in spaces where children want to be, where all aspects of food, physical activity and hydration are incorporated into the entire school curriculum and the learning reaches families in their own homes.

We need to radically improve all the surroundings in which children, young people and their families live their daily lives. We live in an environment that can inadvertently encourage unhealthy behaviours through moving less and eating more. Factors affecting our choices can include access to active travel and availability of safe green spaces but of greater significance to healthy weight, is the density of fast food outlets, cafés and snack vending. Work to introduce more cycling paths and make the best use of open green spaces is important but it is absolutely crucial that we completely re-shape our food environment. Many towns and cities in Tayside are saturated with fast food outlets and cafés selling food such as chips, burgers, kebabs, fried chicken, pizza, cakes and pastries. Vending machines selling energy dense convenience snacks and drinks are pervasive in our diverse community settings. The sheer density of these outlets makes it easier for people to consume too much, too often. In addition, few fast food outlets and cafés display nutrition information in-store thereby making informed choices difficult. Re-shaping our food environment by reducing the number of fast food outlets, cafés, vending outlets and other promoters of energy dense foods and drinks is required.

Protecting children and young people from commercial activities that shape their behaviours or preferences should be part of our efforts to give them the best start. Children and young people are often exposed to advertising and sophisticated promotional techniques that influence their behaviours. Evidence shows that removing foods such as confectionary, chocolate and crisps from retail checkouts and replacing them with healthier items reduces unhealthy purchases⁸.

8 Ejlerskov, KT et al, 2018. Supermarket policies on less-healthy food at checkouts: Natural experimental evaluation using interrupted time series analyses of purchases. PLOS Medicine. Available at: <http://doi.org/10.1371/journal.pmed.1002712> [accessed 29 June 2020].





Did you know?

- People in Scotland eat out-of-home much more frequently than anywhere else in the UK and children between 0-12 years consume more less healthy foods such as chips, burgers and regular cola more often out-of-home than adults⁹.
- Dundee has the third highest fast food outlet density in Scotland with over 70 fast food outlets per 100,000 of the population¹⁰.

Ambition 4

Families get helpful weight management support

Children and young people will live in places where their parents feel confident and get the right support after they are weighed and measured.

Our calls to action

- We call on NHS Tayside to work together with Council Education Services, children, young people and parents to make the national Primary 1 measurement programme more effective, supportive and informative for families.
- We call on NHS Tayside to work with children, young people and parents and schools to redesign its weight management services to make sure they are fit for purpose and meet the national healthy weight standards¹¹.

Why these actions will make a difference

We want families to get the right help, from the right person, at the right time.

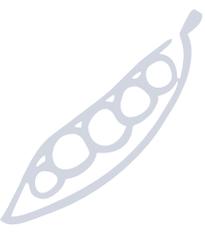
By the time a child is five years old, he or she will have been weighed and measured at home as part of the Universal Health Visiting Pathway and at school as part of the Child Health Surveillance Programme – School (CHSP-S). The CHSP-S is a valuable monitoring tool and provides an opportunity to connect with parents using an engaging approach that builds parents' awareness of the issue, outlines the underlying

9 The NPD Group, 2015. An overview of the out of home market in Scotland. Food Standards Scotland. Available at: <https://www.foodstandards.gov.scot/publications-and-research/publications/an-assessment-of-the-out-of-home-food-and-drink-landscape-in-scotland> [accessed 29 June 2020].

10 The Scottish Parliament Information Centre, 2019. Fast Food booming – a cause for concern? Web page. Edinburgh: SPICE. Available at: <https://spice-spotlight.scot/2019/08/07/fast-food-booming-a-cause-for-concern/> [accessed 29 June 2020].

11 NHS Health Scotland, 2019. Standards for the delivery of tier 2 and tier 3 weight management services for children and young people in Scotland. NHSHS. Available at: <http://www.healthscotland.scot/media/2658/standards-for-the-delivery-of-tier-2-and-tier-3-weight-management-services-for-children-and-young-people-in-scotland-english-oct2019.pdf> [accessed 29 June 2020].





causes of the problem and, signposts them to help and support.

To ensure that weight management services are accessible and the advice given really supports Tayside families, we believe they should be co-designed. So we are calling on NHS Tayside to work with children, young people, parents, teachers and others to co-produce guidance on how to make the national Primary 1 measurement programme¹² more supportive and informative for families. We are also calling on NHS Tayside to redesign its weight management service to make sure it is more accessible and fit for purpose and, meets national healthy weight standards.

Did you know?

- The CHSP-S has been used to record Primary 1 weights and heights across Scotland since 2011/12. Coverage remained over 90% for school years 2012/13 to 2015/16 but fell to 85% in 2016/17, rose to 88% in 2017/18, and fell to 76% in 2018/19. The main reason for the decline in 2018/19 is the change in the way parental consent was sought for Primary 1 reviews to be carried out.
- NHS Tayside set up the Paediatric Overweight Service Tayside in 2009 and by June 2020 it had received over 1,900 referrals for children and young people.
- In 2020 NHS Tayside commissioned the Digital Health and Care Institute to co-design an integrated weight management service for children, young people and families with a focus on inequalities and digital solutions.

Ambition 5

Families and communities in most need are our main concern

Children and young people will live in places where all families can afford healthy food and drink and fun activities.

Our calls to action

- We call on Community Planning Partnerships to make reducing food insecurity a priority and to raise awareness of the circumstances that bring people to use food banks and/or require emergency food support.
- We call on emergency food providers to develop guidance on effective practice that will optimise the impact on children's nutritional wellbeing.

¹² Public Health Scotland, 2019. Primary 1 Body Mass Index (BMI) Statistics Scotland. Web Page. Available at: <http://www.isdscotland.org/Health-Topics/Child-Health/Child-Weight-and-Growth/> [accessed 29 June 2020].





- We call on Community Planning Partnerships to ensure the prevention of food insecurity is fully addressed in existing child poverty action plans and broader poverty action plans.

Why these actions will make a difference

We want to target attention towards those whose life circumstances mean they are struggling to cope and need support.

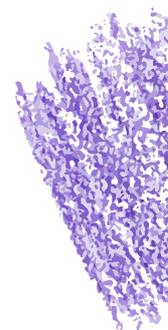
Life at home can be very challenging for children, young people and families living in low income households. One in four Primary 1 children living in households with the lowest income has an unhealthy weight, compared to one in six living in households with the highest income. Across the UK, families with children with the lowest incomes would have to spend 42% of their disposable income to meet national nutritional guidelines¹³.

School holidays can be particularly challenging for low income families and many children may experience what is known as 'holiday hunger' when the absence of free school meals is compounded by the need to pay childcare costs. Being aware that this is an increasing problem, various initiatives that include free food have been set up to ensure children do not go hungry during holiday periods. Offering free food at clubs creates multiple opportunities for attending children, including experiencing social interactions around food, enhancing food experiences and food confidence and promoting positive behaviour. However, free food provision is also associated with challenges including resource constraints and tensions around project aims. Information is lacking into what constitutes effective practice in their delivery, how they can be evaluated and how they can impact positively on children's wellbeing and healthy eating.

Parents need enough money and time to support their children. To end poverty and hunger we need a robust welfare safety net and secure incomes so people can afford at least basic essentials like food and heating. Food charity is not helpful in and of itself as it erodes dignity, creates dependence and achieves no fundamental change. However, it is essential when people have no other means of obtaining food. Food banks are increasingly used to provide emergency food to people locked into poverty. The services provided by food banks and others provide a crucial response and these agencies should be able to get the necessary support to help them maximise the nutritional value of the food being distributed.

Food insecurity is not acceptable in Tayside. The right to food and to be free from hunger, food insecurity and malnutrition, are fundamental rights of all children, young people and their families. It calls for food to be available and affordable, for people to have access to it and for that food to adequately meet their nutritional needs. Experiencing food insecurity as a child is a fundamental violation of their rights; it impacts negatively on physical health, mental health and developmental outcomes. It is quite simply unacceptable that children are going hungry.

¹³ The Food Foundation, 2018. Affordability of the UK's Eatwell Guide. TFF. Available at: http://foodfoundation.org.uk/wp-content/uploads/2018/09/Affordability-of-the-Eatwell-Guide_Final_EMBARGOED-Version.pdf [accessed 29 June 2020].





Yet, as the far-reaching impact of the COVID-19 outbreak and measures adopted to save lives became apparent, so did the devastating impact on people's right to food. Food banks across the UK¹⁴ reported immense increases in the number of people in need of emergency food aid. This included those who were already struggling to afford enough food for themselves and their families as well as those who unexpectedly lost their income and turned to local charities for support. In response, we witnessed impressive civil action across Tayside by communities and third and public sectors to step up emergency food aid to those in need. However, from a right to food perspective, access to food must be recognised as an entitlement and a premise that guides our entire food system. If our response depends on charitable donations plugging the gaps during a crisis such as COVID-19, then the right to food is not being respected. It also sets a dangerous precedent, not only for future crises, but also for future normality. We risk further institutionalising emergency food aid by making food banks a permanent part of our society.

We believe there is so much more that could be done to identify issues and agree responses and actions to address them. This requires partnership working between the public and third sectors and, where possible, private sectors as well as research, experience and local evidence.

Did you know?

- 'Dundee Bairns' was formed in 2016 by David Dorward, former Chief Executive of Dundee City Council as a direct response to the issue of 'holiday hunger' in Dundee.
- More than 45,000 food parcels were distributed to people in need in Tayside and Fife in the 18 months before January 2020.
- The COVID-19 pandemic created additional barriers to accessing food for some households and so even more people required emergency food aid. As a result Scottish Government released a package of £350,000,000 to support communities across Scotland.



14 The Trussell Trust, 2020. Food banks report record spike in need as coalition of anti-poverty charities call for strong lifeline to be thrown to anyone who needs it. Web page. TTT. Available at: <https://www.trusselltrust.org/2020/05/01/coalition-call/> [accessed 29 June 2020].

Outcomes Framework



An outcomes framework exists for this 10-year Strategy. Following a logic model approach long-term outcomes are supported by the development of a number of medium-term (3-5 years) and short-term (1-3 years) outcomes and outputs. These provide the focus for activities and future work and, should be reviewed every three years as local action plans are devised as part of the evolving whole systems approach.

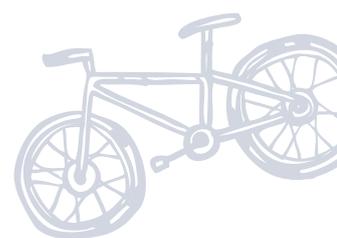
The Strategy involves a complex and adaptive whole systems approach therefore it is impossible to predetermine actions and ascribe change to one intervention alone. Therefore, outcomes are structured in a manner that not only demonstrates their sequential nature, but also their relationship with the vision, the purpose and, the 2030 commitment to halve child obesity. The outcomes are grouped within five ambitions as follows:

- 1. Child healthy weight is seen as a society wide issue**
- 2. Children have the best start in life**
- 3. Our environment supports healthier choices**
- 4. Families get helpful weight management support**
- 5. Families and communities in most need are our main concern**

The outcomes framework commits the Tayside Regional Improvement Collaborative to monitoring and overseeing a range of related statistics and indicators, some of which are original and require new processes to be developed.



What will happen next?



This is a call to action for everyone who can help Tayside's children and young people eat and drink well, to be more active, enjoy the outdoors and, have a healthy weight.

We believe the actions set out in this Strategy have the potential to catalyse a social movement across Tayside. We know that in communities people are the main assets and have their own ideas about what will work for them. That is why one of our first tasks is to establish a whole systems approach that will effectively engage with and incentivise partners and communities to come up with new actions that we have not considered yet and that could help fulfil their own life goals.

Learning our way to the future

We want to learn from others and learn by doing. We will engage across Tayside, with Scottish Government 'early adopter' sites and others across the UK as they apply a whole systems approach to diet and healthy weight so that we can learn from each other.

Early Adopters - In 2018/19 Scottish Government began working with 'early adopter' sites (Dundee, North Ayrshire and the East Region planning partnerships) as they embarked on a whole systems approach to diet and healthy weight.

Mobilising others to take action

When we met as a working group we agreed that we needed to engage those who could make a difference to children's lives. This has been a crucial part of our work so far. Our role is to drive leadership through the entire system, through engagement and partnership.

Building on previous action across Tayside and particularly in Dundee we have identified these calls to action as the next phase in tackling unhealthy weight – a more concerted whole systems approach – a transformational approach.

The five ambitions and their calls to action provide a framework within which any stakeholder can identify and deliver action. They are the next steps we believe are needed but there is scope to do so much more. We will continue to seek more ideas, more partners and more calls to action so that the greatest transformation can be unleashed to offer every child in Tayside a healthy weight.

Find out more

Visit our website at www.taycollab.org.uk

