



Better Start Bradford & Health and Nutrition

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Better Start Bradford

- 10 Year National lottery Community funded programme -2015 – 2025
- Bowling and Barkerend, Bradford Moor and Little Horton postcodes
- Formally evaluated with Better Start Bradford Innovation Hub
- Increase the evidence of what works for young families in deprived communities
- To inform wider practice both locally and nationally.



Programme Objectives:



Social and Emotional Development



Language and Communication Skills



Health and Nutrition





System Change





Baby Week Bradford is back from
14-20 November 2023 with:

**Bradford Babies,
Healthy Babies:**
READY, STEADY, GROW!



Check out the
programme of free
events and activities
by scanning the
QR code



www.babyweekbradford.org

Why Health and Nutrition

Aim

- Empower you to consider how you can support healthy weight and nutrition of babies in Bradford

Objectives

- To give an overview of why living with overweight and obesity in pregnancy and early childhood is a problem in Bradford
- To raise awareness of what healthy weight and nutrition services exist across Bradford
- To discuss an example where a Better Start Bradford project is making a difference

Bradford population

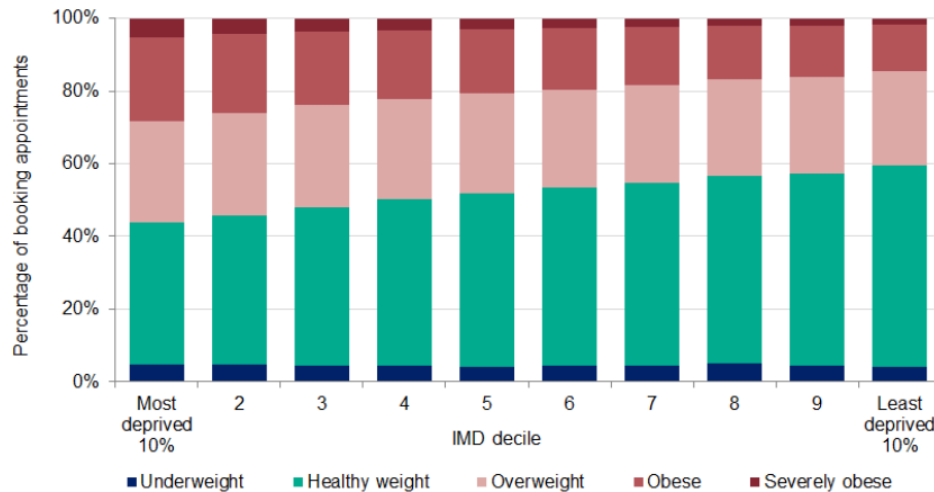
- High proportion of children, 38% in relative low income (England average 18.5%)
- 2/3 (66.4%) of adults classified as overweight or obese (England 63.8%)
- >1 in 5 (1,535 children, 23%) living with overweight or obese at reception age (4-5 years)
- > 2 in 5 (3,000 children, 41%) living with overweight or obese at year 6 (10-11 years)

Indicator	Period	Recent Trend	Bradford		Region England			England		Best
			Count	Value	Value	Value	Worst	Range		
Reception: Prevalence of underweight (Persons, 4-5 yrs)	2021/22	→	120	1.8%	1.1%	1.2%	4.6%		0.3%	
Year 6: Prevalence of underweight (Persons, 10-11 yrs)	2021/22	→	160	2.2%	1.4%	1.5%	4.4%		0.6%	
Reception: Prevalence of overweight (including obesity) (Persons, 4-5 yrs)	2021/22	→	1,535	23.2%	23.7%	22.3%	28.9%		12.9%	
Year 6: Prevalence of overweight (including obesity) (Persons, 10-11 yrs)	2021/22	↑	3,000	41.5%	39.2%	37.8%	49.1%		16.9%	
Reception: Prevalence of obesity (including severe obesity) (Persons, 4-5 yrs)	2021/22	→	755	11.4%	11.0%	10.1%	14.9%		3.9%	
Year 6: Prevalence of obesity (including severe obesity) (Persons, 10-11 yrs)	2021/22	↑	1,950	27.0%	24.9%	23.4%	34.0%		7.7%	
Reception: Prevalence of severe obesity (Persons, 4-5 yrs)	2021/22	→	230	3.5%	3.2%	2.9%	5.8%		0.9%	
Year 6: Prevalence of severe obesity (Persons, 10-11 yrs)	2021/22	↑	530	7.3%	6.4%	5.8%	10.4%		1.1%	

Office for Health Improvement and Disparities [Child and Maternal Health Profiles](#)

Health inequalities

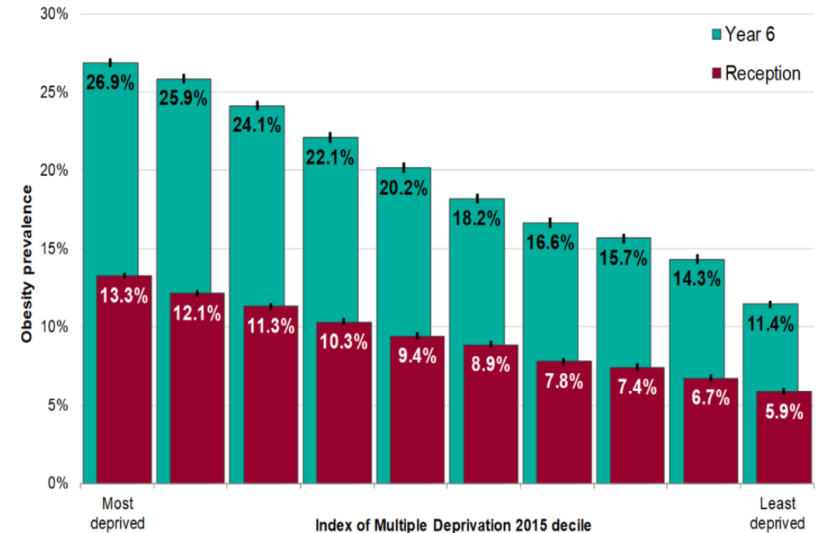
Figure A18b: Known maternal BMI at booking by decile of deprivation of mother's residence, maternity booking appointments January to December 2017 (BMI category by proportion of total in decile)



The proportion of women living with excess weight or obesity in early pregnancy rises with deprivation

[PHE \(2019\) Health of women before and during pregnancy](#)

2018 to 2019 National Child Measurement Programme data



Nationally obesity rates are more than twice as high in the most deprived populations for children (Office for Health Information and Disparities 2022) [Percentage of obesity prevalence by index of multiple deprivation decile](#)

Harms of obesity

Obesity harms children and young people



Emotional and behavioural

- Stigmatisation
- bullying
- low self-esteem



School absence



- High cholesterol
- high blood pressure
- pre-diabetes
- bone & joint problems
- breathing difficulties



Increased risk of becoming overweight adults

Risk of ill-health and premature mortality in adult life

[Obesity harms for children and young people](#). Office for Health Improvement and Disparities (2022).

Living with overweight and obesity in pregnancy

Office for Health Improvement and Disparities

Maternal health

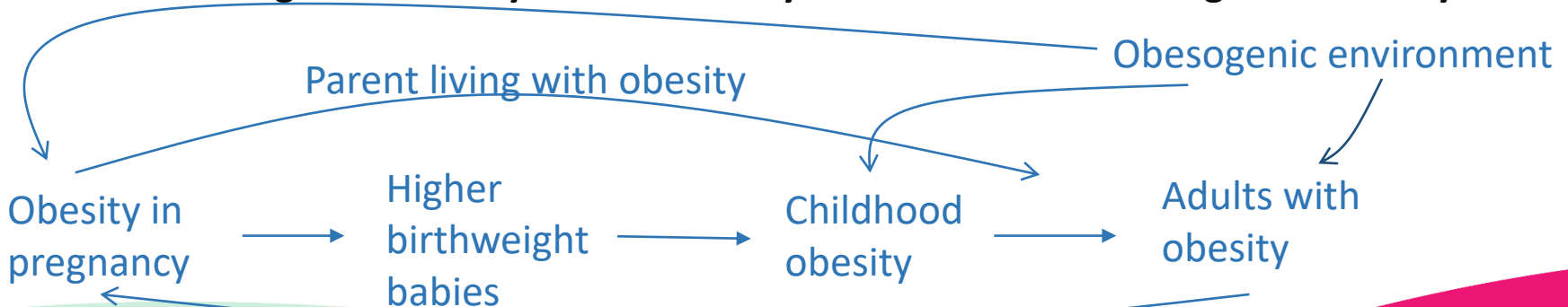
- **Half** of women are living with overweight or obesity at first midwife appointment
- Association between **maternal obesity and higher birthweight babies**, and subsequent childhood obesity

Parental health

- Children living with at least **one parent or carer who is living with obesity** are **more likely to be at risk of growing up overweight** themselves

In addition,

- **Children living with obesity are more likely to become adults living with obesity**



Living with overweight or obesity in pregnancy

[Green top guideline 72: Care of Women with obesity in pregnancy \(2018\)](#)

- Obesity is now one of the most common risk factors in obstetrics
- All pregnant women should have their BMI calculated at the antenatal booking visit – *opportunity to intervene at booking visit*

[PHE\(2019\) Health of women before and during pregnancy: health behaviours, risk factors and inequalities](#)

- The proportion of women who are overweight or obese during pregnancy increases with age, with the highest proportion being in those aged over 40 – *opportunity to target preconception, particularly older women considering pregnancy*
- A higher proportion of women booking for a subsequent pregnancy (23%) were obese than those in their first pregnancy (18%) – *opportunity to intervene between pregnancies*
- Around 19% did not have their BMI recorded – *opportunity to increase BMI measurement and intervention*

Facilitators and Barriers influencing weight management during pregnancy

Meta-synthesis of qualitative research by Sanchez et al.,(2022)

1. Awareness and beliefs about weight gain and weight management
 - Level of awareness and knowledge about dietary and exercise recommendations
 - Risk perception
 - Perceived control over health and weight gain
 - Personal insecurities
2. Antenatal healthcare
 - Interactions with healthcare professionals
 - Quality of the education received
3. Social and environmental influence
 - Social judgement and stigmatisations associated with overweight and obesity

Barriers to health promotion for CYP living with overweight or obese and their families

1. lack of time, training and resources
2. parental motivation and response
3. the 'new normal'

[Systematic review](#) by Johns and Brimble (2022)

Other challenges

- National funding cuts to public health and health visiting services
- Structural changes such as the removal of children's centres
- Better Start Bradford funding ending
- 3 year funding for Reducing Inequalities in Communities and Start for Life

Aim of this work

- Wider whole systems approach
- Overview of projects and services that focus on individuals and families in Bradford related to Healthy Weight and Nutrition in Pregnancy and for Children and Young People across the Bradford District

Ways of categorizing services

Levels/tiers

- Level 1 getting advice – universal offer
– may be limited to a specific geography or population
- Level 2 – additional needs
- Level 3 – extensive support





Targeted support – levels 2&3

Safeguarding, crisis and inclusivity to be considered throughout

- concerns about weight might trigger a safeguarding concern
- include those with special educational needs



The thrive model

Stage of life course	Pregnancy 			Early Years 			School age  		
Safeguarding, crisis and inclusive access to services to be considered throughout									
	Level 1	Level 2	Level 3	Level 1	Level 2	Level 3	Level 1	Level 2	Level 3
District wide	<p>Antenatal care</p> <p>Antenatal classes (Bradford)</p> <p>Healthy Start vitamins (midwife booking appt)</p>	<p>Healthy Start scheme (if on certain benefits)</p> <p>Bradford Encouraging Exercise in People ('BEEP', long term health condition or BMI>25)</p>	<p>Healthy lifestyles in Pregnancy clinic (Bradford)</p> <p>Adult tier 3 obesity services (Airedale)</p>	<p>Public health nursing children's service (includes infant feeding support)</p> <p>Breastfeed Together (peer support)</p> <p>HENRY</p> <p>Healthy Start vitamins Health visitor (0-6 months)</p>	<p>Healthy Start scheme and vitamins (under 4s if on certain benefits)</p> <p>Children and Families Living Well Service Bradford Council (2-19 yrs, BMI>ideal)</p>	<p>Complications of Excess Weight (CEW) Clinic (WY ICS, severely obese plus co-morbidity)</p> <p>Regional Obesity clinic (severely obese plus co-morbidity)</p>	<p>Public health nursing children's service</p> <p>Living Well Faith Settings (Islamic Religious Settings)</p> <p>Living Well Schools (whole school approaches to food)</p>	<p>Children and Families Living Well Service Bradford Council (2-19yrs, BMI>ideal)</p>	<p>Complications of Excess Weight (CEW) Clinic (WY ICS, severely obese plus co-morbidity)</p> <p>Regional Obesity clinic (severely obese plus co-morbidity)</p>
		<p>General Dietetic Outpatients (very high BMI, referred by maternity) Airedale and Bradford</p>			<p>Paediatric Dietetics Airedale and Bradford (under care of GP or paediatrician at that hospital and not eligible for other services)</p>			<p>Paediatric Dietetics Airedale and Bradford (under care of GP or paediatrician at that hospital and not eligible for other services)</p>	
Better Start Bradford (BSB) – families living in a BSB postcode area (contract end date)	<p>Personalised midwifery (randomly allocated)</p> <p>Bradford Doulas (May '24)</p> <p>Baby Steps (Jul '24)</p>			<p>Breastfeeding support (Mar '24)</p> <p>Cooking for a Better Start 0-3 yrs (Mar '24)</p> <p>BSB – HENRY 0-3 yrs (Sep '24)</p>					
Reducing Inequalities in Communities (RIC) – families registered with a RIC GP (contract end date)	<p>Personalised midwifery (randomised)</p> <p>Bradford Doulas (May '24)</p>				<p>Healthy Families at Home (up to 17 yrs) (May '24)</p>		<p>Living Well Schools enhanced offer (additional targeted support)</p>	<p>Healthy Families at Home BTHFT (up to 17 yrs) (May '24)</p>	
Other specific geography							<p>JU:MP (4yr pilot North Bradford to increase activity)</p> <p>Healthy Families (Virtual support 4-19 yrs in Craven – N Yorkshire)</p>		

Healthy weight and nutrition service offer for individuals and families by geography and level from pregnancy to 18 years in Bradford. Level 1 = universal within that population/area, 2 = more targeted, 3 = extensive support. (Does not include diabetes specific services or wider whole systems offer). Produced by Claire Gilbert, Kirsten Foster and the Bradford Pregnancy, Children, Young People and Families Healthy Weight mapping steering group, last updated 22nd June 2023

How have HENRY programmes helped in Better Start Bradford?

100%



As of September 2022, more than 440 families had completed a group or 1:1 programme, 100% described it as good or great

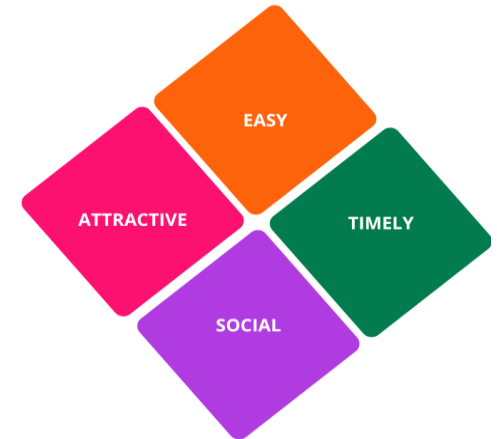
Our evaluation by the Better Start Bradford Innovation Hub found families described significant improvements in:

- Parent confidence
- Boundary setting, particularly at mealtimes and snack times, around TV and computer games, active play and bedtimes
- How much time parents described as having for themselves, how supported they felt, their happiness levels, and they described feeling less isolated
- How often families sat down together for a meal
- Reduction in how often the TV was on at mealtimes
- Types of food eaten



Behavioural insights on what influences service uptake

The Easy, Attractive, Social and Timely 'EAST' framework to understand what influences uptake of the HENRY service in Better Start Bradford [Behavioural insights team](#)



Make it easy

- Location
- Childcare nearby/co-located
- Term-time sessions
- Easy referral process including self-referral

Make it attractive

- Simple, attractive communications
- Highlight benefits of attending
- Free

Make it social

- Face-to-face programmes
- Encourage attendees to share information about the service with their peers
- Community Partnerships Officer role

Make it timely

- Prompt people to attend when they are most receptive e.g. after starting solids workshop
- Text message reminders

Raise awareness of what services exist



The screenshot shows the homepage of the Families and Young Persons Information (FYI) service for Bradford District. The browser address bar displays <https://fyi.bradford.gov.uk>. The navigation menu includes Home, Information & Advice, Services Directory, and What's On, along with a search function. The main content area features a large, colorful logo with the letters 'fyi' in the center, surrounded by stylized human figures in green, blue, orange, and purple. Below the logo, the text reads 'BRADFORD DISTRICT' in pink. To the right, a purple heading says 'Welcome to Families and Young Persons Information'. Below this, a paragraph states: 'We are a free, impartial service offering advice, information and signposting to children, young people and families within the Bradford district. Here you can find information and advice pages for all aspects of family life, a service directory and a guide to local activities and events. If you can't find what you are looking for, we are here to help!'. A purple button with a speech bubble icon and the text 'Contact Us' is positioned at the bottom right of the main content area.



<https://fyi.bradford.gov.uk/>

<https://mylivingwell.co.uk/>



Written resources

The screenshot shows the NHS website page for 'Healthy Eating'. At the top, there are navigation links for 'US Share', 'Feedback', and 'Privacy & Legal Policy'. The main header includes the 'Healthier Together' logo with the tagline 'Improving the health of babies, children and young people throughout West Yorkshire' and the 'RCPCH' logo. A search bar is present with the text 'Choose a topic' and 'Search this website...'. The page content includes a navigation menu with 'Parents/Carers', 'Keeping my child healthy', and 'Healthy Eating'. The main heading is 'Healthy Eating'. Below this, there is a video player showing a baby eating, with a 'Watch on YouTube' button. The text on the page discusses healthy eating habits, mealtimes, and avoiding sugary drinks.

<https://wyhealthiertogether.nhs.uk/>

The screenshot shows the NHS website page for 'Trusted NHS help and advice during pregnancy, birth and parenthood'. The page features a search bar at the top with the text 'Search' and the NHS logo. The main heading is 'Trusted NHS help and advice during pregnancy, birth and parenthood'. Below this, there is a large image of a woman holding a baby. The page content includes a section for 'Vitamin D' with a sub-heading 'Introducing your baby to solid foods'. There is a video player showing a baby eating, with a 'Find our how to start weaning' button. The page also features a 'Useful topics' section with several thumbnail images and titles: 'Feeding your baby', 'Breastfeeding challenges', 'Learning to talk', 'Weaning recipes', 'Pregnancy, health & breast', and 'Safe weaning'.

<https://www.nhs.uk/start-for-life/baby/>

What can you do?

- Greater awareness of the scale of living with overweight and obesity in childhood in Bradford
- Opportunities to 'Make Every Contact Count' such as when interacting with families
- Share what resources are available to support families
- Provide healthy options e.g. in early years settings
- Consider ways of reducing living with excess weight and obesity across the life course
- Influence service design to address gaps in provision

Aim

- Empower you to consider how you can support healthy weight and nutrition of babies in Bradford

Objectives

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