

HWBB priority area: Healthy Weight
<p>1. What does Healthy Weight mean to you/ your organisation?</p>
<p>Mindful eating, preventing medical conditions, able to control body weight, not over-weight, not clinically under-weight, longer living, more able, not consciously worrying about your weight, weight not causing physical or mental pain to one's self, weight not restricting movement or accessibility to areas and comfortable.</p>
<p>2. What can you/ your organisation do to improve the outcomes for this particular health topic area?</p>
<p>Education – teach kids and families how to cook as a lot of kids (and some families) do not know how to cook properly and because of this, they are more likely to go for the quick and the less healthy option. As well as educating on cooking, kids and families should be informed about food and its nutritional value. We need to make people more observant of the nutritional information of food and drink. Firstly we should get people more aware of the bottom 6 columns that follow the traffic light system. This way people will understand how much fats, sugars, salts, etc. and everything else in their food. Whilst educating on the health benefit of food, we should also promote the benefit healthy eating and physical activity has on us mentally. As better nutrition helps improve and support our bodily functions, motor control and mental capabilities and our day to day health. Healthy eating and healthy living should go hand in hand, as we know healthy eating helps performance it means we might be less sluggish and more exercise more due to see signs on improvements physically but also mentally.</p> <p>Initiatives- as we are informed, plenty of schools in the borough council have programmes that intend to inform but get the kids that aren't hitting the 30+ mins of activity a week. Schools in the district use several initiatives such as SPARK, GALS and LADS and many more. Some schools have already started do this but more schools need to get on board with the pre-school Golden mile as results have shown improvements on children academically, mental wellbeing and physically too.</p> <p>Promotion- although it is common for most people to play football, rugby, athletics and etc., we should promote the more non-traditional sports as it might help the inactive population get involved as they might not have a stigma against non-traditional sports as they have a lack of knowledge towards these, thus more willing to give it a go. Schools need to promote healthy alternatives instead of sugary and fatty foods that are on offer and lunch and break-times. Most importantly, we need to promote what actually is a healthy lifestyle and what it looks like. This means promoting the guidelines of healthy eating and the effects it has on the body such as BMI, calorie intake, impact on teeth, cholesterol and etc. With this they must also promote what the minimum exercise in a week is.</p>
<p>3. Would you be interested (as a group of likeminded people/ organisations) in working together to help address this agenda?</p>
<p>All organisations and likeminded people agreed and are interested in working together to help address this agenda?</p>
<p>4. If so, what would this joined up working look like? (Networking, working on specific projects together, forming an alliance)?</p>
<p>Getting parents more on board with healthy eating and living as opposed to just telling the children to do everything, as at the end of the day, kids will only listen to their teachers so much as kids will more likely do what their parents say than what their teacher say, as in most cases, parents playing the biggest role in influencing a child's development, especially when they are at a younger and more vulnerable age.</p> <p>Getting parents, school governing bodies and food catering companies to ban junk food and vending machines, as it is too easy for kids at school to get a hold of food that is not good for them and if it continues from a young age, it becomes a habit, then 2nd nature to always have a fizzy drink or fatty snack during breaks or at lunch times. In addition, schools should no longer promote a dessert on top of the free school meals, as it is not needed on top of a well-balanced meal and only encourages children to always have a dessert on top of what they are already eating.</p> <p>As part of this alliance we would look to get more reassurance and backing from corporations such as Ofsted, as their approval has the biggest impact on schools, as they set the guidelines and make sure that schools are on kept at a high standard. However they do not do anything to regulate and improve eating habits and sport facilities, if they got behind these agenda more, it would more likely stop schools allowing un-healthy food and drinks ever getting into the school in the first place.</p> <p>Family play- to no just promote kids to get active but also parents, the network would look to create activities and events where everyone can get involved, as it is often if a child has training at their club, the parents might go in the club house or pub and have something to eat or drink, which does not give off a positive image, or in an opposite situation, the parents want to go to their club so they leave the children at home. A way to resolve this might be for clubs, schools and leisure centres to promote and create family packages, which give the incentive to get everyone involved as opposed to taking it in turns. Not only will this promote healthy exercise but also, influence each family member as well motivate each other as it gives the family something they can relate and socialise with.</p>
<p>5. How will this new way of working be communicated?</p>
<p>This will be communicated by more updates and messages to families and children. If it people are kept updated and constant reminded it will eventually get in their heads and perhaps influence them to live a better lifestyle.</p> <p>In addition to a more active and updated message board, we need to communicate this with a support board. As this will benefit families for when they are lost and perhaps unsure what is the best option for them but also alternatives if their current regime is not viable.</p>
<p>6. What are the challenges?</p>
<p>Despite all the great ideas and plans of action that have been suggested in the previous answers, it seems that there are a lot of challenges and potential setbacks that we face to accomplish "Healthy Living". One of the main challenges for healthy eating is the convenience, prices, promotion and accessibility of Fast-food restaurants, ready-meals, takeaways and "junk" food. It is too easy for kids and families alike, to go get unhealthy food nowadays as Fast-food has become the Norm. This will always be an issue as most of these products are so cheap, which means there is no wealth divide across the population and because it takes less time to than buying products and cooking, for the misinformed it seems commercially viable to choose the unhealthy food.</p> <p>Another glaring issue again is the parents/ guardians of the children. As stated previously kids, especially in their formative years, are heavily influence and somewhat defined by the actions and attitudes of their parents. If the parents Have bad food and physical activity habits, the kids are more likely than not, to become the same.</p>

In terms of physical activity, the biggest issue in today's society is technology. People spend more time than ever watching TV and playing on devices. With some people spending more than 6+ hours every day using gadgets in their "Free time". If the time spent on devices is not regulated it can cause children to drop off in their academics, physical activities and other committed agenda, thus becoming a habit and then lifestyle, then there norm, which can cause people to go for the unhealthy food option because of their "lack" of free time.

7. What support do you need from the HWBB?

The HWBB should support by promoting healthy wellbeing and what it looks like (educating), support networks which can lead to more guidance for those who need it and want get active (sign posting). With the support networks they can help people with their programmes by giving regular feedback. However for all of this to happen the HWBB will need to help finance in order for anything to materialize.