National Child Measurement Programme Update

West Midlands November 2017

Alison Gahagan, NCMP Delivery Manager, Children, Young People and Families Team, Public Health England
Overview

- NCMP National data trends headlines
- NCMP Priorities 2017/18 overview

- Key updates
  - NCMP Tracking disseminate findings
  - Research priorities
  - Parents letters 17/18 and beyond!
  - Parent leaflets and C4L supporting information
  - Coming soon……..what’s in development?
National Child Measurement Programme

• Height and weight measurements of over 1 million 4-5 and 10-11 year old children in 17,000 schools across England every year

• Mandated public health function of LAs

• Provides robust public health surveillance data on child weight status
  – Excess weight PHOF indicator
  – Tool for H&WB Boards (PH Dashboard)

• Engages with parents through feedback on their child’s weight status
  – Result letter for parents plus follow up advice and support
  – Feedback has positive effects on parental knowledge, perceptions and intentions
Obesity prevalence and deprivation
National Child Measurement Programme 2015/16 – Year 6 children

Local authorities in England

Child obesity: BMI ≥ 95th centile of the UK90 growth reference

\[ y = 0.0037x + 0.1129 \]
\[ R^2 = 0.6346 \]

Index of Multiple Deprivation 2015 score
(High score = more deprived)
Age

- Over a fifth of reception and over a third of year 6 children are overweight or obese.
- The NCMP trends indicate that for Reception boys, significant downward trend in obesity. Year 6 significant upward trend, increasing annually.
- Year 6 obesity prevalence is the highest it has ever been (19.8%).

Inequality gap widening

- Obesity is a concern across all groups independent of level of deprivation, but prevalence for children living in the most deprived areas in both age groups was more than double that of those living in the most affluent areas.
- The deprivation gap has increased over time for both age groups and continues to widen.

NCMP priorities 2017/18

1. Improving use of data to support delivery at national and local levels
   • Tracking report (Changes in children’s weight status) disseminate findings
   • NCMP Research priorities
   • Analysis of ethnicity and deprivation impacts
   • Scoping electronic child growth charts in GP IT systems (NHS Digital)

2. Information, advice and support for parents
   • NCMP and Change4Life Workstream Our Healthy Year
   • Review & refresh parents letters (pre-measurement & results letter)
   • Review of Pre-measurement leaflet & C4L Top Tips

3. Support for LAs, Schools
   • Resources to support making the case, and commissioning (costing tool)
   • Maximising value of the programme for LAs
     • Local practice examples and report
     • GP Survey
Priority 1 Improving use of the NCMP data

To maximise the quality, use and availability of the NCMP data by supporting local areas to achieve a high participation rate and by working with PHE Risk Factors Intelligence and Knowledge and Intelligence Teams to support the use of the data in line with local needs
Changes in children’s weight status

- NCMP tracking report tracked the weight status of 33,000 children from Reception (age 4–5 years) to Year 6 (age 10–11 years), across 4 local authorities.
WEIGHT STATUS IN YEAR 6

Of the 2% of boys and girls who were UNDERWEIGHT in Reception

Of the 82% of boys and girls who were HEALTHY WEIGHT in Reception

Of the 9% of boys and girls who were OVERWEIGHT in Reception

Of the 3% of boys and girls who were OBESE (but not severely obese) in Reception

Of the 3% of boys and girls who were SEVERELY OBESE in Reception
Overweight & obese children

Key messages to disseminate

➢ For most children excess weight tracks from Reception to Year 6
➢ So called ‘puppy fat’ can only be lost if lifestyle changes are made
➢ Establishing healthy habits during the early years is crucial for prevention
Impact of socio-demographics

• All children irrespective of socio-demographic status are at risk of maintaining or developing obesity

• Risk of maintaining or developing obesity is greatest in children from the most deprived neighbourhoods

• Healthy weight children from Asian and black ethnic groups have a higher likelihood of becoming obese in Year 6.

• Children from the most deprived neighbourhoods may be less likely to return to a healthy weight status in Year 6.
Maintaining High Quality Data

– **MSOA, Ward, and CCG level NCMP data**: available on the PHE Local Health tool. The data is published in an Excel spreadsheet on the PHE obesity website alongside historic trend data for the same geographies.

– **LA level data** with trend, statistical neighbour comparisons, ethnic breakdowns and more available on the NCMP LA Profile


– **International comparisons of overweight and obesity factsheet** published by PHE ([http://www.noo.org.uk/NOO_pub/Key_data](http://www.noo.org.uk/NOO_pub/Key_data)). The UK ranks 9th for overweight prevalence (including obesity) in children (2–19 years) out of the 34 OECD countries compared.

– **Data submission deadline for 2017/18 school year is 13 August**
NCMP Local Authority Profile

Prevalence data

Area type: County & UA

Area: Derby

Region: East Midlands

BENCHMARK: England

Indicator: Year 6. Prevalence of obesity

Year 6: Prevalence of obesity in Derby

Recent trend:

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Source: NHS Digital, National Child Measurement Programme

http://fingertips.phe.org.uk/profile/national-child-measurement-programme
NCMP Local Authority Profile

Prevalence data

Overview | Compare indicators | Map | Trends | Compare areas | Area profiles | Inequalities | Definitions | Download

Area type | County & UA | Areas grouped by | Region | Benchmark | England

Area | Derby

Indicator | Year 6: Prevalence of obesity

Export map as image

Map colour | Comparison to benchmark

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Export chart as image

Proportion - %, 2015/16

Constant Stochastic Survey data is Crown copyright and database right 2017.

http://fingertips.phe.org.uk/profile/national-child-measurement-programme
NCMP Research priorities

Research Area (1): Improving our understanding of the NCMP data sets
• Ethnicity, SES, localised downward trends, data linkage e.g. R & Yr6, birth episode

Research Area (2): Learning how to improve the NCMP feedback letter to increase referral rates and instigate behaviour change
• role that the letter can play and how to develop its content

Research Area (3): Identifying good practice in embedding NCMP in a supportive whole school approach to healthy weight

Research Area (4): Supporting Local Authorities to commission and deliver the NCMP in the most cost effective way
• Guide researchers & inform funding agencies
Priority 2: Improving information, advice and support for parents

To maximise the impact of the intervention element of the programme.
Pre-measurement letter

Aim
• Improve parental understanding of what happens with their child’s data
• Maximise opportunity to prepare parents to receive weight feedback

Action
• 2 x focus groups run by National Children’s Bureau
• to explore parents’ thoughts on the information in the letter including accessibility, understanding and tone

Key themes
• letter was long and contained a lot of technical information BUT they understood what it was asking and would agree for their child to take part in the NCMP.

Outcome & challenges
• Work with NHS Digital to improve the letter and meet the requirements of the Independent Group Advising on the Release of Data (IGARD) to assist requests for data sharing. Delay due to Information Governance and GDPR
• Communicating the legal requirements in accessible language
Pre-measurement leaflet

Parents receive a letter about measurement day at their child's school. The letter will tell parents how they will receive their child's results.

Measurements are carried out by trained staff e.g. school nurse assistant. Children take off their coat and shoes for a more accurate measurement.

Most areas send parents a confidential letter about their child's weight status within 6 weeks of measurement.

Dear Parent,
Healthy growth check
- Underweight
- Healthy weight
- Overweight
- Very overweight

A parent can speak to their school nurse or GP for further advice and support about their child's weight.

Parents can monitor their child's weight status by visiting the NHS Healthy Weight Calculator.

Parents can visit the 'your child's weight' page at Change4Life for tips on healthier changes.

The data is held by the local authority and sent to NHS Digital and Public Health England, where it is stored securely and used for analysis. It builds a picture of how children are growing to help plan better health and leisure services for families.
Parents results letter 17/18

Updates for 2017/18

Revised wording

- text on how a child’s growth compares to nationally set growth charts
- a social norms statement (in the overweight and very overweight letters)

Recommend

- to make it as easy as possible for parents to refer/attend the local child weight management services available e.g. freepost envelope/place booked for them
Parents results/feedback letter

Background

• Approx. 80% of Local authorities send out parent feedback letters
• 87% of parents found the feedback to be helpful*

Aim

• Maximise the potential of the letter as an opportunity to engage with parents

Action

• Held academic workshop to explore what can feasibly be achieved and expected by sending the letter.

Headlines (report in progress)

• Address weight stigma, understand parental barriers, further research on impact

Post measurement leaflet; C4Life ‘Top Tips’

Top Tips under review

• Cross-team working
• Evidence based key behaviours ‘tips’
• Parent feedback
• New content for ‘Your child’s weight’ page
Supporting Parental Engagement

School height and weight checks

Has your child just been measured at school? The results can be surprising, but they’re just a snapshot of your child’s weight and it’s not the end of the world. Get them back to a healthy weight with a few simple changes to help them eat more healthily and be more active.

Make a change today!

Have you received a letter?

Your child’s weight [https://www.nhs.uk/change4life-beta/your-childs-weight/home]
Priority 3: Further development of resources to support schools and local authorities and other local engagement
Key updates

- NCMP Key deliverables table
- send pre-measurement letter electronically
- Pro-active follow-up information
School Results Letter

- PHE produces **bespoke letters** with three year average prevalence data for every school participating in NCMP.
- Letters are made available to LA NCMP Leads via SharePoint for dissemination to schools.
- Letters with 2015/16 data were issued in **March 2017**.
- **West Midlands** 12 out of 14 LA’s have downloaded their letters.
- **74%** of LA’s across the country.
Our Healthy Year Teacher Resources for Reception and Year 6

- 30+ digital teaching assets that support the printed resources
- Classroom activities
- Take-home challenges
- Celebration certificate
- Information for head teachers and governors

New 2017 Our Healthy Year Wall chart
Aim: To support school nurses’ conversations with Reception and Year 6 children and their parents

- Presentations
- Year 6 leaflet
- Promotional tools

NEW 2017 Digital Badges
Maximising value of NCMP

Local practice examples

- University College London have created nine local practice examples to demonstrate how local authorities can add value to NCMP;
  - additional measurement years,
  - NCMP embedded into whole school approach
  - areas bucking the trend

How can LA’s add value and NCMP GP survey report

- Study the local authorities that have significant falls in BMI over the long-run
- **GP Survey**: to ascertain the extent of use by GP practice staff of the NCMP in delivering weight management interventions and their learning and support needs to increase this and deliver more effective weight management interventions to primary school children and their families.
**NCMP Cost Model**

**Purpose:** To develop a generic cost model for the delivery of the NCMP at LA level to assist commissioners in identifying the cost and skill-level of staff required for the delivery of each component of the programme.

**Progress:**
- 6 LAs are working with PHE to test the model and costs
- 2\(^{nd}\) phase of testing

**Next steps:**
- The LAs’ data will be developed into a de-identified generic cost template that will estimate a cost-per-child estimate, and allow for additional components to be factored in e.g. rural county, phone calls to parents etc.
- **Anticipated to be fed back to all LAs in quarter 4 2017/18, as a resource to support cost efficient commissioning of NCMP.**
In development for 2017/18

1. Guide for talking to parents about the NCMP
   • Challenging discussions (weight feedback)
   • Frequently asked questions and answers

2. NCMP media communications guide
   • Encourage proactive media

3. Series of NCMP infographics (advocacy tool)
For more information

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