

Staffordshire's Children and Families
Healthy Weight Framework for

Pregnant Women and Babies



By Staffordshire's
Local Area Agreement
Healthy Weight Group



Staffordshire's Healthy Weight Framework has been developed in partnership with the following organisations.



North Staffordshire



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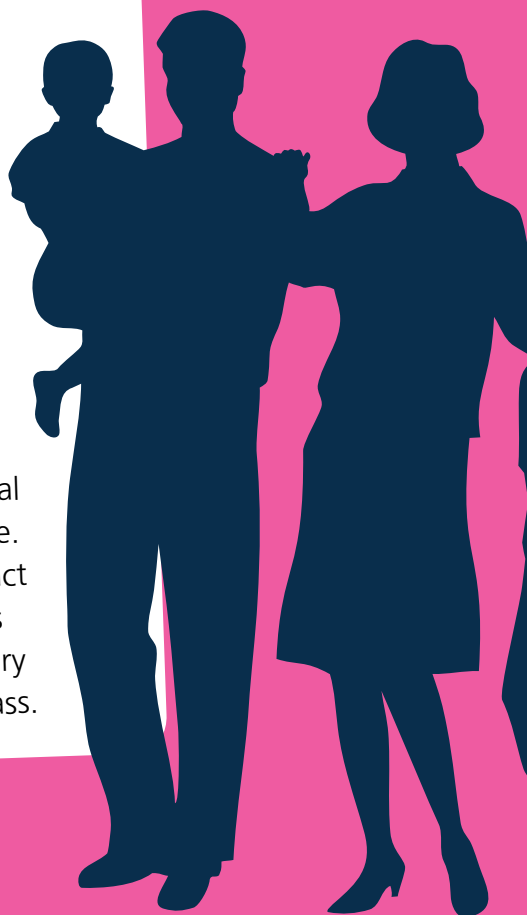


Framework

Pregnant Women and Babies


Introduction

The Government's ambition is for England to be the first major country to reverse the rising tide of obesity and overweight in the population by ensuring that all individuals are able to achieve and maintain a healthy weight. The initial focus is on children. Nationally and in Staffordshire 23% of 4-5 year olds and 32% of 10-11 year olds were overweight or obese in 2006/07. The trend is upward. This has serious consequences for children's physical and mental health now and in the future. It also has a significant impact on their future lives in terms of productivity at work, salary and social and economic class.



What is this framework for ?

This framework has been developed by Staffordshire Children's Healthy Weight Group, a working group under the Local Area Agreement (2008-2011), in conjunction with other interested partners. The group recognised the huge amount and the variety of activity already going on in Staffordshire to promote healthy weight in children. However we recognised that much of it was ad hoc, piecemeal and short term and therefore unlikely to secure enduring population wide change which is what is required to tackle such a widespread growing problem. This framework does not address pregnant women and babies who are under their healthy weight.



This framework is to assist commissioners, planners and providers of services to consider the promotion of healthy weight for children as they commission and plan services and developments. If all of the elements covered in this framework are provided for in any one locality it is expected to have an impact on the prevalence of healthy weight in children and families. The framework is based on the latest available evidence and is intended to be multi-agency, multi-sectoral and multi-disciplinary. If every partner works together on this issue Staffordshire hopes to achieve the ambition of reversing the growing tide of children who are over their healthy weight.

What is a healthy weight?

For population monitoring and surveillance of children a healthy weight is defined as having a Body Mass Index (BMI) between the 2nd and 85th percentile for their age and sex. For clinical purposes it is defined as between the 2nd and 91st percentile for their age and sex. This means that prevalence figures obtained through routine surveillance programmes will over estimate clinical need.

The 85th percentile means that for every 100 children of that age and sex 85 children would have a lower BMI and 15 would have a higher BMI. Figure 1 demonstrates this continuum.

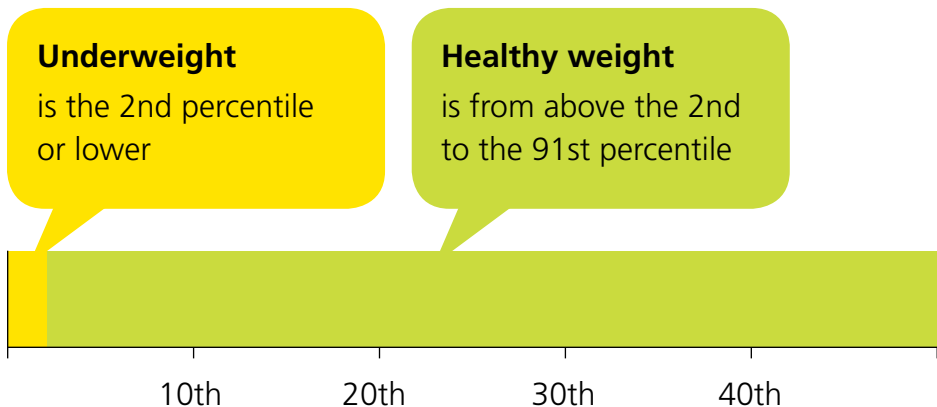


Figure 1. DOH- National Child Measurement Programme 2008, NICE, 2006



What are the weight ranges?


The weight ranges shown below are an approximate guide for your child at their age and height.

Very overweight (doctors call this clinically obese)

is above the 98th percentile

Overweight

is from above the 91st to the 98th percentile



Increasing risk of diabetes, high blood pressure in childhood and other illnesses in adulthood

How to use the framework

The framework uses a tiered approach 1 through to 4. The diagram below (Figure 2) briefly explains these tiers. This could also be described as a Children's Healthy Weight Care Pathway for Staffordshire.

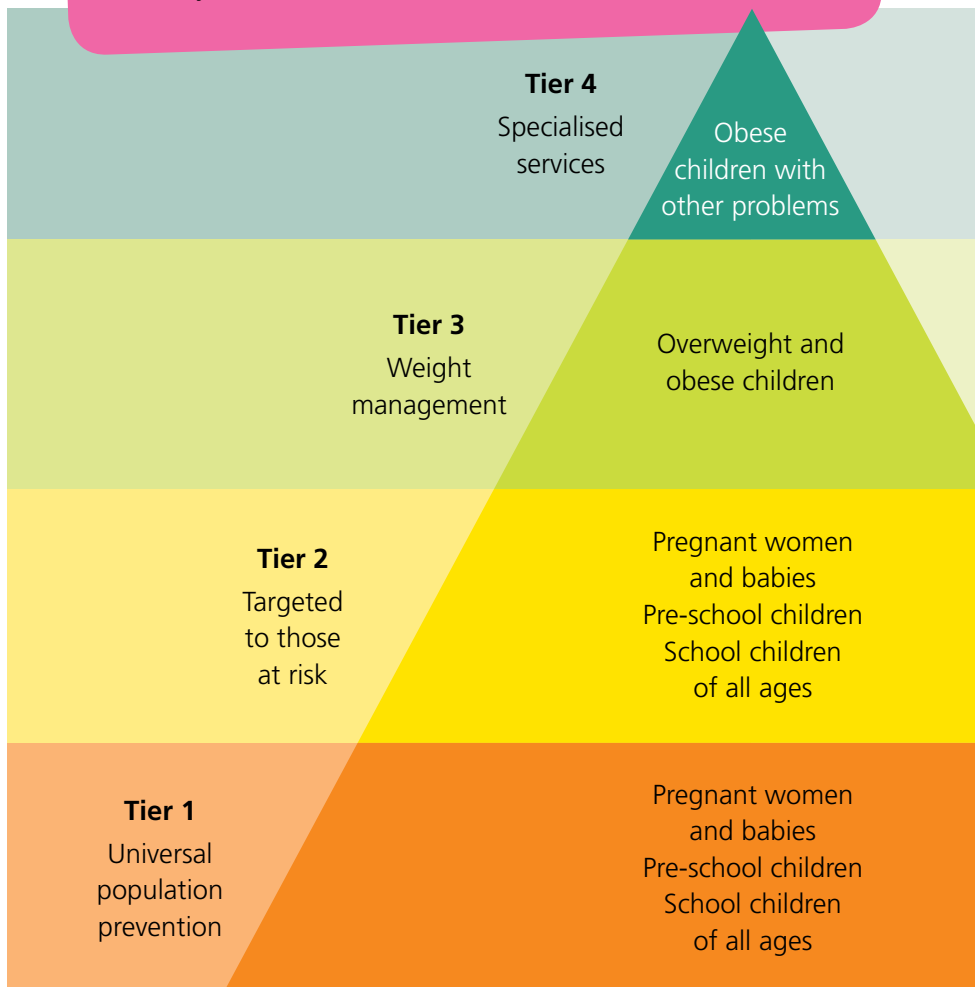


Figure 2.

On the right hand side it suggests which partner organisations might take the lead on ensuring that there are sufficient interventions, programmes, projects and infrastructures in place to ensure the vision of a healthy weight for all of Staffordshire's children is realised.

Primary Care Trust, Practice Based Commissioning, Specialised Commissioning, NHS Trusts

Primary Care Trust, Practice Based Commissioning, Local Authority, NHS Trusts

Primary Care Trust, Practice Based Commissioning, Local Authority (education, transport, childrens services, town planning) Childrens Trust, Joint Commissioning Unit

Primary Care Trust, Practice Based Commissioning, Local Authority (education, transport, childrens services, town planning) Childrens Trust, Joint Commissioning Unit

1

Tier 1 covers universal prevention.

This prevention tier sets out what should be offered to children and pregnant women in terms of general promotion of healthy eating and physical activity. This will help to ensure healthy growth and development of babies and children and maintenance of a healthy weight for pregnant women.

2

Tier 2 looks at what should be offered to children and pregnant women at

risk of gaining weight and being over their healthy weight. This might be individuals in a geographical area known to have a high prevalence of childhood obesity or people from certain BME (Black and Minority Ethnic) groups who are genetically more at risk of being over their healthy weight. This may also include children who have at least one

parent who is over their healthy weight as this will significantly increase the risk of that child becoming over their healthy weight.





3

Tier 3 looks at what should be offered to pregnant women who are over their healthy weight with a BMI (Body Mass Index) greater than 30kg/m^2 or a BMI greater than 25kg/m^2 if it is their first pregnancy or they have a pre-existing long-term condition (eg: diabetes mellitus, cardiovascular disease risk) that increases their risk of obesity. This tier represents general advice and support services that should be able to be accessed by pregnant women who meet these criteria.



4

Tier 4 looks at what should be offered to pregnant women who are significantly over their healthy weight with a BMI greater than 35kg/m^2 . These pregnant women are at much greater risk of high blood pressure, pre-eclampsia, diabetes, having a big baby at birth and having blood clots in their legs and lungs. Tier 4 represents specialist management services for this group.

The number of women and babies involved in each tier gets progressively smaller within Staffordshire the higher up the tiers you go.

To support commissioners, service planners or providers the framework has been also been split in to certain age groups. This book looks at pregnant women and babies. Other books are available on children in pre-school and school aged children. This booklet does not cover tier 3 and 4 for babies as there are no requirements for specialist weight management services for babies or toddlers under 2 in the treatment part of the pathway. Instead it focuses on pregnant women in these tiers to ensure that the best outcome is achieved for mother and baby and a healthy weight is promoted right from the start.



Each tier within this book covers key areas of information to support a healthy weight for pregnant women and babies as they grow and develop.

These sections are:

Key Messages

*Codes of Practice, Standards
and Guidance Documents*

Interventions

Example Projects and Programmes



Key Messages

Key messages are consistent and clear across the 4 tiers. If all professionals in Staffordshire say the same simple messages to pregnant women and mothers/fathers/carers or guardians of babies they will eventually get through loud and clear.

These messages have been selected based on social marketing research and link with the national Change4Life Programme. It is hoped that this section will provide a quick and simple reference point for everyone who works with this target group to help them promote a healthy weight.

Standards, Codes of Practice and Guidance Documents

This section provides a starting point for commissioners, planners and service providers or an audit reference guide for existing provision. It offers a brief reference list and web address of the key documents that can be sourced to ensure the services, programmes or projects are meeting the recommendations set out by key organisations such as the National Institute for Clinical Excellence (NICE) and Government Agencies. This document does not provide a precis of these documents only signposts to them.

The aim is that Staffordshire will continue to provide and where needed, up scale provision of effective high quality programmes, projects and services that support achieving a healthy weight for pregnant women and babies from prevention through to treatment.

Interventions

Interventions specify what should be done to promote and achieve a healthy weight amongst Staffordshire's pregnant women and babies. These interventions are based on the best available evidence and recommendations.

Examples

Examples are national, regional, local projects or programmes to give people an idea of what is already being provided to individuals. This list is not comprehensive or necessarily endorsed by the Staffordshire Healthy Weights Group but has demonstrated a contribution to this agenda and maybe worth looking into further as something that could work in your area to fill an identified gap in provision.

Staffordshire Healthy Weight Group has created this framework in consultation with the people and partners of Staffordshire. The group hopes that you will find it a very useful tool to help you support children and their parents in Staffordshire to maintain and achieve a healthy weight now and in the future.

Tier 1

*Universal Prevention of
Unhealthy Weight Gain*



Key Messages

Pregnant Women

'Move more',
take regular gentle
exercise for 30 minutes
five times a week

Eat 5 portions of fruit
and vegetables a day

Take folic acid

Expected total
weight gain
11.5kg-16kg
(26-36lb)

Think about
breastfeeding

Babies 0-6 months

Enjoy active play

Breastfeed babies
to 6 months old

Introduce solids
at 6 months

Babies 6 months to 1 years old

Introduce solid foods
at 6 months

Eat well

Eat together as a family

Eat healthy
snacks

Avoid sugary
drinks

Continue to breastfeed

Enjoy active play with the family

Standards, Codes of Practice and Guidance

Health and Wellbeing

- Updated Child Health Promotion Programme, Department of Health, March 2008
[www.dh.gov.uk/en/Publicationsandstatistics/
Publications/DH_083645](http://www.dh.gov.uk/en/Publicationsandstatistics/Publications/DH_083645)



Pregnancy

- Royal College of Obstetricians, Exercise in Pregnancy "Information for Patients"
www.rcog.org.uk
- Food Standards Agency "Eat Well Be Well When You Are Pregnant"
www.eatwell.gov.uk/agesandstages/pregnancy
- NICE, March 2008. Public Health Guidance 11 Maternal and Child Nutrition Guidance
www.nice.org.uk/guidance/PH11

Breastfeeding

- European Union directive to restrict advertisement of infant follow on formula
http://eur-lex.europa.eu/LexUriServ/site/en/oj/2006/l_401/l_40120061230en00010033.pdf
- Unicef Baby Friendly Initiative
www.babyfriendly.org.uk

Interventions

Physical Activity

- Offer pregnant women specific exercise classes
- Include gentle moderate intensity, non contact physical activity
- Offer mother and baby exercise classes



Healthy Eating for pregnant women for a healthy weight

- Promote a healthy balanced diet during pregnancy
- Take 400 micrograms of folic acid before pregnancy and during first 12 weeks
- Take 5 milligrams of folic acid if family history of neural tube defect or the woman has diabetes
- Promote Healthy Start vitamin supplements
- Women Maternal Nutrition programmes

Breastfeeding

- Promote breastfeeding preconception and during pregnancy
- Ensure mothers can position and attach the baby to the breast before leaving hospital and they know how to tell that the baby is feeding well
- Breastfeeding peer supporters to contact women within 48 hours of the birth and offer on going support according to women's individual needs
- Breastfeeding promotion and support programmes such as: -
 - Peer support programmes
 - Baby Friendly Cafes/ shops/community venues and attractions
- Gaining Baby Friendly Accreditation
- Provide advice and guidance around bottle feeding and formula feeding where the parent chooses to bottle feed
- Discourage parents from adding sugar or solids to bottle feeds
- Restrict advertisement of infant follow on milk
- Increase breastfeeding friendly venues



Weaning 6 months to 1 year

- Provide group sessions and information on good weaning practices to all parents



Parenting

- Provide Positive Parenting Programmes



Example Programmes

Physical Activity

- Baby Yoga
www.mummyoga.co.uk
- Swimming
www.watsu.co.uk/index.shtml
www.waterbabies.co.uk
www.puddleducks.com
www.baby-swimming-lessons.swimwithus.co.uk
- Walking
www.forestry.gov.uk



Staffordshire Examples

- Bumpercise for Pregnant Women (specialised antenatal exercise)
www.kwhf.co.uk
- Mums tums and bums for new mothers (specialised postnatal exercise)
- Local Antenatal exercise classes
www.beautifulbirths.co.uk/Antenatal-Exercise.htm

Healthy Eating

- Healthy Start scheme
www.healthystart.nhs.uk
- Breastfeeding peer support programmes (Be a Star, Little Angels)
www.littleangels.org.uk
www.beastar.org.uk
- Baby Café
www.thebabycafe.org
- Healthy weaning taster sessions
www.ngcfi.org.uk/id18.html



Parenting

- National Child Birth Trust Antenatal Class
www.nctpregnancyandbabycare.com/home
- Triple P - Positive Parenting Programme, First Steps Psychology Service www.firststepsstoke.co.uk,
Tel: 01782 425883 NHS North Staffordshire Combined Healthcare Trust
- Antenatal Parentcraft classes
www.darshiva.co.uk/nct_stafford/stafford_and_chase_district.html#antenatal
- Babies Postnatal groups
www.darshiva.co.uk/nct_stafford/stafford_and_chase_district.html#antenatal



Tier 2

*Targeted Prevention of
Unhealthy Weight Gain*



Key Messages

As for Tier 1 AND

Sign up for Healthy
Start vouchers
www.healthystart.nhs.uk

Use market segmentation data to target these messages effectively. Information on this can be found here: MRD Human Research Nutrition, Cambridge; Department of Health, 2007. The healthy living social marketing initiative: a review of the evidence www.dh.gov.uk/en/Publicationsandstatistics/Publications/PublicationsPolicyAndGuidance/DH_073044

Standards, Codes of Practice and Guidance

As for Tier 1



Interventions

Physical Activity

- Pregnant women specific exercise classes that are accessible to target group
- Mother and baby exercise classes that are accessible to target group

Healthy Eating for Pregnant Women

As For Tier 1 AND

- Provide information on the benefits of a healthy diet and give practical tailored advice on how to follow this
- Address any concerns about diet
- Address individual's barriers to change
- Provide vouchers for Healthy Start vitamin supplements to eligible women (low income)
- Offer advice on vitamin D supplement particularly women at greatest risk of deficiency (certain Black, Minority or Ethnic groups)

Breastfeeding

As for Tier 1 AND

- Provide contact details of voluntary breastfeeding organisations to pregnant women during pregnancy
- Encourage women to breastfeed. Particularly young women and women from disadvantaged groups in a setting and style that suits them
- Advise breastfeeding mothers that a healthy diet is important
- Show mothers who choose to use formula how to make it up before leaving hospital and offer access to advice from a health professional
- Ensure information is provided in culturally appropriate formats
- Use language and imagery that work for at risk families. Use Change4Life and market segments research to promote key messages



Weaning 6 months to 1 year

- Offer Healthy Start vitamin supplements vouchers to all eligible women with children from 6 months
- Provide practical advice and support on how to introduce a variety of nutritious foods at 6 months
- Encourage home prepared foods without added sugar, salt or honey
- Offer snacks that are free from salt and sugar



Parenting

- Positive Parenting Programmes

Example Programmes

Physical Activity

As for Tier 1

Staffordshire Examples

- Free access for women accessing Stafford Children's Centre 'Bumpercise for Pregnant Women' (specialised antenatal exercise)
www.kwhf.co.uk
- Free access for women accessing Stafford Children's Centre 'Mums tums and bums' for new mothers (specialised postnatal exercise)
www.kwhf.co.uk

Healthy Eating

As for Tier 1 AND

- Lets Get Cooking
www.letsgetcooking.org.uk

Breastfeeding

As for Tier 1 AND

- Women's Breastfeeding peer support programme

www.nice.org.uk/usingguidance/commissioningguides/breastfeed/breastfeed.jsp

- The Baby Cafe

www.thebabycafe.org

Parenting

As for Tier 1

Tier 3

Treatment of Unhealthy Weight Gain



Key Messages

Pregnant Women BMI 25.5kg/m² to 35kg/m² Tier 3

Pregnant Women

As for Tier 2 AND

Aim for 7 to 11kg weight gain (15-25lb)

'Move more', take regular gentle exercise for 30 minutes five times a week

Do not recommend weight loss during pregnancy, advise a healthy balanced diet

Babies 0-6 months

As for Tier 2

Babies 6 months to 2 years old

As for Tier 2

Standards, Codes of Practice and Guidance

As for Tier 2



Interventions

Physical Activity

As for Tier 2

Healthy Eating for Pregnant Women

As for Tier 2 AND

- Inform women with a BMI >30 of the risks to themselves and their babies
- Refer pregnant women with a BMI >30 to a dietician
- Provide a structured, tailored programme of on-going support that combines advice on healthy eating for women who are over their healthy weight



Breastfeeding

As for Tier 2

Weaning

As for Tier 2



Parenting

As for Tier 2

Example Programmes

- Health Trainer Services, pre and post pregnancy

Physical Activity

As for Tier 2

- Refer to exercise on referral if required

www.sstaffs.gov.uk/default.aspx?page=1488

Healthy Eating

As for Tier 2

- Strategic Health Authority Investing for Health Project 2b For Pregnant Women

http://ifh2.westmidlands.nhs.uk/ifh-key-documents/doc_download/27-investing-for-health-programme-board-pep.html (pg 36)



Post Pregnancy

- “Size Down” is a free weight management service for new mothers in Birmingham, run by the Birmingham Community Nutrition and Dietetic Service and hosted by NHS Birmingham East and North.

www.dietetics.bham.nhs.uk



Parenting

As for Tier 2

Tier 4

*Specialised Treatment of
Unhealthy Weight Gain*



Key Messages

Pregnant women BMI 35kg/m² Tier 4

Pregnant Women

As for Tier 3 AND

Aim for 7kg
weight gain (15lb)

Babies 0-6 months

As for Tier 3

Babies 6 months to 2 years old

As for Tier 3

Standards, Codes of Practice and Guidance

As for Tier 3



Interventions

The pregnant woman should be under the care of a Consultant Obstetrician

Physical Activity

As for Tier 3

Healthy Eating for Pregnant Women

As for Tier 3



Breastfeeding

As for Tier 3

Weaning

As for Tier 3



Parenting

As for Tier 3

Example Programmes

Physical Activity

As for Tier 3

Healthy Eating

As for Tier 3

Post Pregnancy

As for Tier 3

Parenting

As for Tier 3

Glossary

Body Mass Index (BMI)	BMI is calculated by dividing a person's weight by their height in metres squared. BMI is a scientific measure that is used to indicate whether a person is underweight, a healthy weight, overweight or obese.
Change 4 Life	Change 4 Life is a national campaign to kickstart a lifestyle revolution for every family in order to halt the rising tide of obesity. Anyone who wants to get involved in Change 4 Life should register at nhs.uk/change4life or call 0300 1234567.
Children's Trusts	Children's Trusts bring together all services for children and young people in an area, to focus on improving outcomes for all children and young people.
Joint Commissioning Unit (Staffordshire)	A partnership between NHS South Staffordshire, NHS North Staffordshire and Staffordshire County Council focussing on assessing the needs of children and young people in Staffordshire, identifying the services required to meet those needs within a strategic framework, securing those services and monitoring and evaluating those outcomes.
Local Area Agreements (LAA)	The LAA is an agreement that is made up of outcomes, indicators and targets aimed at delivering a better quality of life for people through improving performance on a range of national and local priorities.
Local Authority	An administrative unit of Local Government.
National Institute for Clinical Excellence (NICE)	The independent organisation responsible for providing national guidance on the promotion of good health and the prevention and treatment of ill health.
Positive Parenting Programmes	Schemes that specialise in the support of parents and those who work with them.
Practice-based Commissioning (PbC)	PbC is about involving GP practices and other health and primary care professionals in the commissioning of services.
Primary Care Trust (PCT)	Primary Care Trusts cover all parts of England and receive budgets directly from the Department of Health in order to commission health services from providers for example, hospital services.

