



Public Health  
England

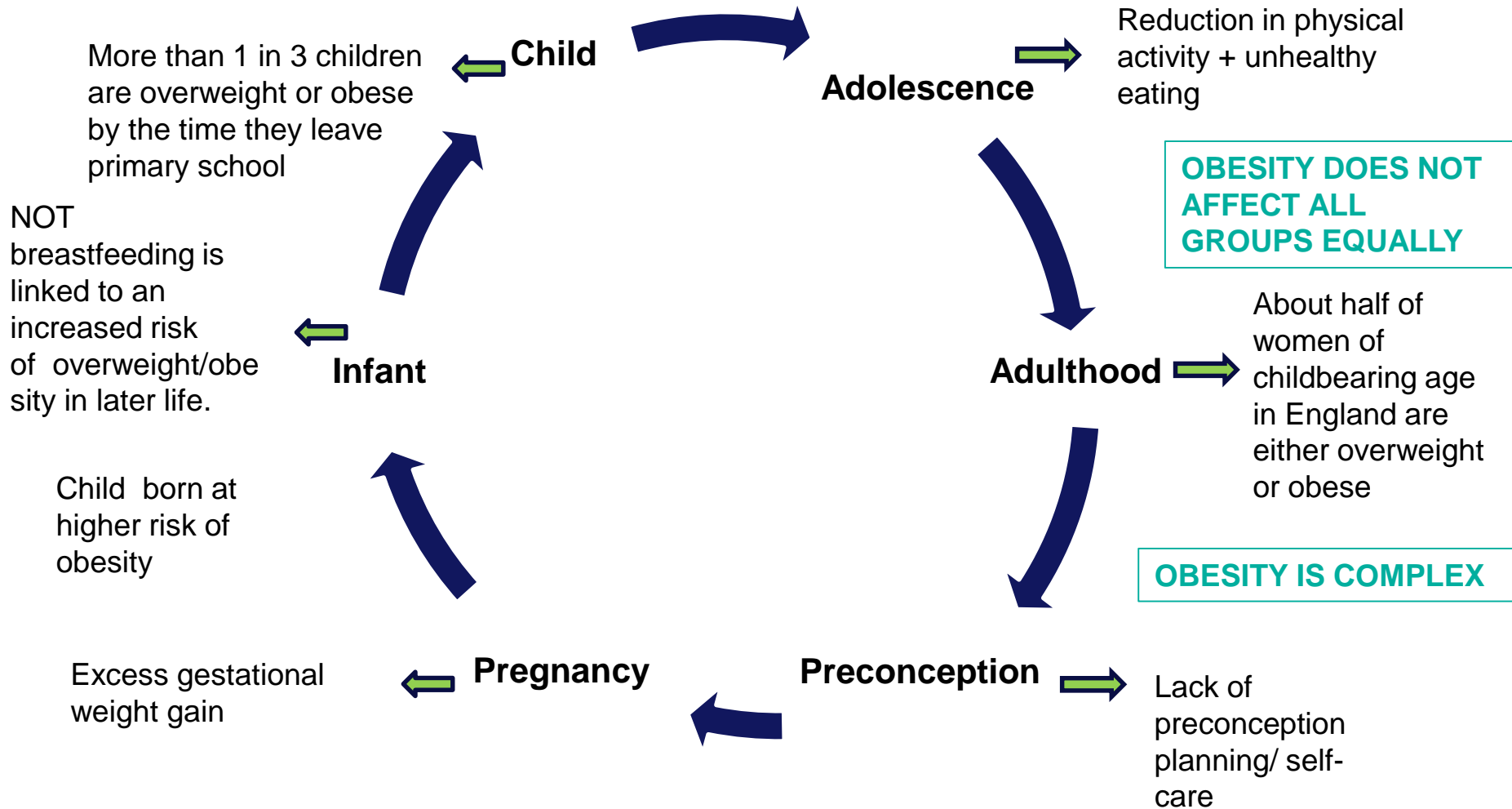
Protecting and improving the nation's health

# Workforce interventions in early years to support a healthier weight

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England

# Which workforce supports early years?

# Cycle of obesity in women



# Taking an asset based approach

## start 4 life

**Information Service for Parents**  
advice you can trust

**a healthy baby a healthy life**  
building blocks for a better start in life

start 4 life



**e-LfH**  
e-Learning for Healthcare

Healthy Child Programme

**Physical activity for pregnant women**

Helps to control weight gain | Helps reduce high blood pressure problems | Helps to prevent diabetes of pregnancy

Improves fitness | Improves sleep | Improves mood

Not active? Start gradually | Already active? Keep going

**Home** | **Leisure**

Through pregnancy aim for at least **150 minutes** of moderate intensity activity every week

Out and about | Do muscle

Every activity counts, in bouts of at least 10 minutes

Listen to your body and adapt | Don't bump the bump

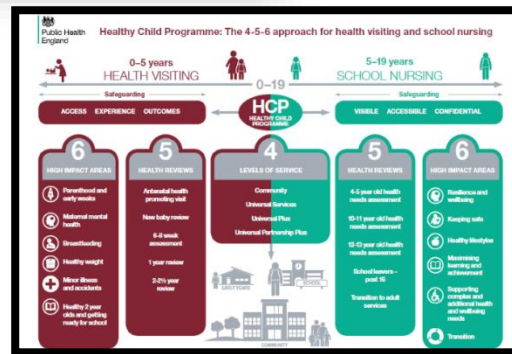
Medical Officers Recommendations 2017: Physical Activity in Pregnancy, 30 January 2018.

**Implementing Better Births**  
A resource pack for Local Maternity Systems

March 2017

Five Year Forward View

Publications Gateway Ref No. 86548



Department for Education

**Statutory framework for the early years foundation stage**  
Setting the standards for learning, development and care for children from birth to five

Published: 3 March 2017  
Effective: 3 April 2017

HM Government

**Example menus for early years settings in England**

Part 1: Guidance

Includes menus and useful information for early years settings to help them to meet the Early Years Foundation Stage welfare requirements for food and drink.

**NHS choices** Your health, your choices

# Asset based approach

- Involving children, parents, and the local community
- Training and engagement of staff
- Partnering with external agencies to support staff to develop knowledge and expertise
- Ensuring appropriate policies and procedures are in place and followed by staff
- Service offered is of high quality and delivered in a suitable environment with adequate space and equipment.
- Staff wellbeing: use appropriate methods to foster a happier, healthier and more motivated team

# Supporting parents

- Provide consistent information for parents on healthy weight, nutrition and activity
- Support parents to enhance physical activity - promotion of physical literacy and CMO guidelines using infographics
- Promote and support healthy home environments to families
- Support parents to provide the optimal nutritional intake
- Promote breastfeeding uptake and duration, timing of introduction of solid food and responsive feeding practice

# EXAMPLE: Aspects of taking an asset based approach in the maternity system

- Maternity systems that adopt a whole system/holistic approach to prevention make it easier for women to receive the care and health promotion advice they need and to be referred quickly to effective prevention services
- Increasing the focus on prevention prior to and throughout the pregnancy is vital to reducing health inequalities
- Both will contribute to increased choice and improve safety.
- Delivering services will require joined up working and commissioning by the NHS and local authorities
- Integrating services will simplify pathways and make it easier for women to access services e.g. through a Community Hub.
- An integrated approach includes community development, eg. in reducing smoking, increasing healthy weight pregnancy and increasing breastfeeding.

# How can we effectively utilise assets to support the delivery of a healthy weight?

- What assets do you have already?
- How do you currently engage with women and families before, during and after pregnancy?
- Are there any examples of joined up working between NHS and local authorities to deliver interventions/services?
- Are there opportunities to strengthen the healthy weight offer within your local system? For example ;
  - Are there examples of maternity systems delivering a holistic approach to prevention which includes maternal healthy weight?
  - Are there whole early years settings approaches being delivered currently?
  - Are you confident the local workforce are delivering consistent evidence based healthy weight messages to families when appropriate
- What levers can you utilise to take small, medium and long term action?



# Any Questions



# For more information

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