



## Well-being Objective 2

### Start Well - Help children live healthy lifestyles

#### So why is this important?

- Projections suggest an increase in trends for childhood obesity going forward with figures showing males between the ages of 2 – 15 being at greatest risk.
- The [Play Sufficiency Assessment](#) identified playing outside as the most popular setting for children but also found that 31% of parents often worry and sometimes find it difficult to let their child out to play. This was mostly concerned with road traffic.
- Assessment engagement activity with primary school children showed being physically active to be the second most important factor for positive well-being of children aged 6 – 11, after connections with family and friends.
- Living healthy lives allows children to fulfil their potential and meet education aspirations.
- Habits established early in life remain with people to allow them to play a full part in the economy and society of Carmarthenshire.



#### Why this should concern us?

- Carmarthenshire has the 9<sup>th</sup> highest (previously 3<sup>rd</sup> highest) levels of childhood obesity in Wales with 29.4% (560) of 4-5 year olds being overweight or obese, higher than the Welsh average of 27.1%
- Engagement with primary schools identified a strong link between physical activity and opportunities to play in outside spaces, and to feel safe in that environment.
- Mental health disorders in children and young people are equally as prevalent, with 1 in 10 children and young people aged five to sixteen suffering from a diagnosable mental health disorder. Between the ages of one to twelve, 1 in 15 young people deliberately self-harm.

Source: - *Our Health Our Future, Hywel Dda Interim Integrated Medium Term Plan 2016/17 - 2018/19 (page 56)*

#### What do we need to do?

- We need to work with partners to ensure children across Carmarthenshire: eat healthily, are physically active and maintain good mental health.
- We will address the Welsh Audit Office recommendations following their review of this Well-being Objective under the Well-being of Future Generations Act (Wales) 2015.
- We need to measure activity through schools.

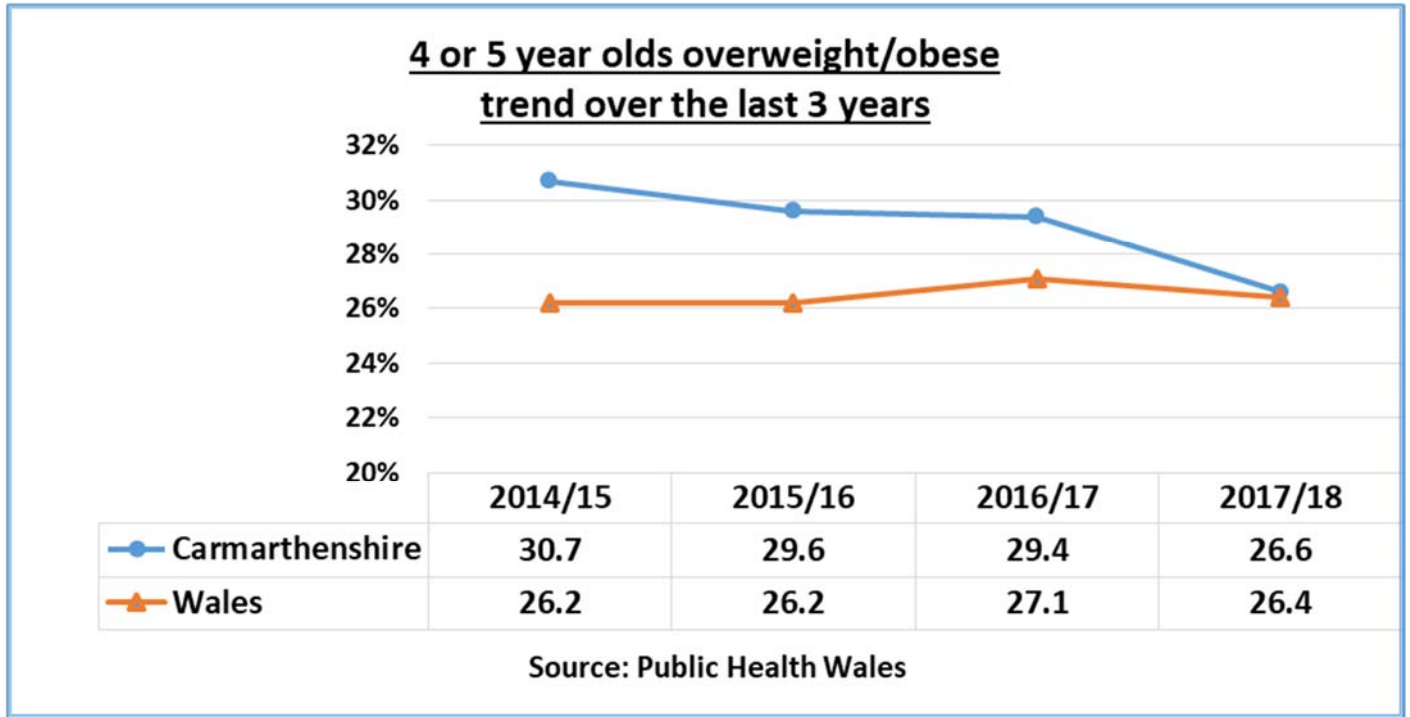
#### How will we do this?

- A. We will increase the range of **physical activity** opportunities available for children, and target those at higher risk of inactivity.
- B. We will **address mental health** including reducing exposure to adverse childhood experiences.
- C. We will **promote eating healthy**, including through school meals, the *Healthy Schools scheme* and the *School Holiday Enrichment Programme*.
- D. We will **increase awareness** of healthy lifestyles through the Healthy Schools scheme.
- E. We will continue to develop, promote and deliver the **Flying Start Programme**.

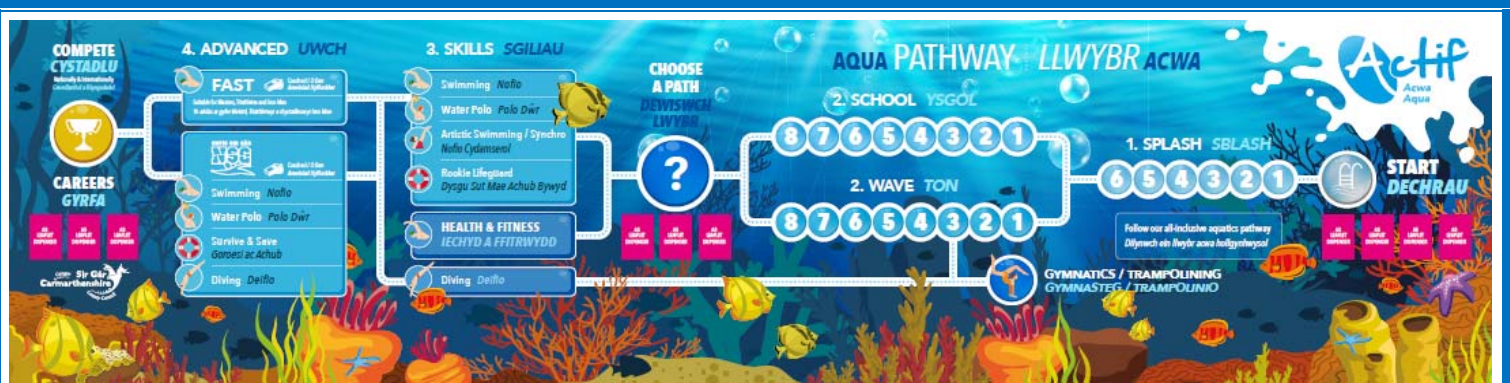
## Key Measure of Success

### Childhood obesity (Child Measurement Programme NHS)

Obesity in childhood often persists into adult life, leading to related health problems like type 2 diabetes, liver disease, higher rates of heart disease, and some cancers.



## An example of what we are doing



There is enormous potential for swimming and aquatic activity to have a significant impact on the health and wellbeing of our population due to the relative easy access to facilities and the accessibility across a whole lifetime. You'll see how we have built and displayed our comprehensive pathway above – aiming to provide opportunities across the life course, e.g. by recently expanding our children's structured programme to younger age groups through a 6-stage 'Splash' scheme and diversifying the options far beyond swimming, including specific links with gymnastics/trampolining and diving.



Lead Executive Board  
Member  
Cllr Glynog Davies



View our [detailed delivery plan](#)  
against this objective