



Well-being Objective 2

Start Well - Help children live healthy lifestyles

Levels of childhood obesity in Carmarthenshire are amongst the worst in Wales

The 2018/19 Child Measurement Programme data published in March 2021 shows that over 30% of children aged 4 to 5 in Carmarthenshire are overweight or obese, the 5th highest figure in Wales.

Unfortunately, the pandemic has interrupted data collection across Wales for the Public Health Wales - Child Measurement Programme. Data collection is now back on track and data will be reported for the 2021/22 academic year in April or May 2023.

Why this Well-being Objective is important

- ⦿ Obesity causes ill health including diseases of the heart and circulation as well as some cancers and causes early death. There is an increased rate of Type 2 diabetes among obese children. Evidence shows that 80% of children who are obese at age 4-5 years remain obese into adulthood.
- ⦿ One of the primary methods of tackling increasing levels of obesity in children is through encouraging them to engage in physical activity.
- ⦿ We need to seek to build healthy relationships, families and communities. During school years, children experiencing Adverse Childhood Experiences (ACEs) may display a heightened emotional state of anxiety and consequently be distracted from educational pursuits.
- ⦿ The parent and carer survey, undertaken in 2021, that supports the 2022 Play Sufficiency Assessment, found that 61% of families value play more as a result of the pandemic with discussions in focus groups highlighting the important role of play in children's physical health, mental health, and well-being. However, 64% say COVID-19 has resulted in their family playing less.
- ⦿ 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.



How well are we doing and (how do we know)? 📄 Sources of evidence

Success Measures / Explaining the Results

30.4% of children are overweight or obese (2018/19)

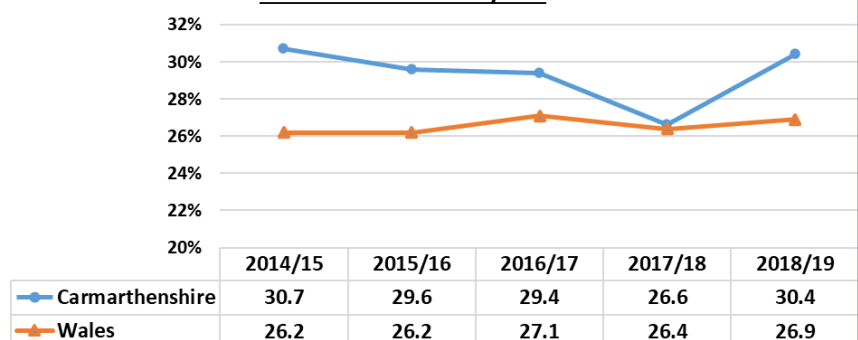
(This is an increase on the previous year of 26.6% 2017/18)



The programme of child measurements is carried out by [Public Health Wales](#) with children attending reception class in schools in Wales.

Carmarthenshire is the 5th worst county in Wales for levels of childhood obesity. The latest figures available showed a concerning spike in obesity in children, following a downward trend which had been seen since 2014/15. In 2018/19, almost a third of children aged 4 to 5 were overweight or obese. Our figure of 30.4% for this period showed a 4% rise on the previous year and was 3.5% higher than the Welsh average.

4 or 5 year olds overweight/obese trend over the last 5 years



Source: Public Health Wales

Progress on the steps we are taking to achieve this Well-being Objective

Physical Activity

- ⦿ Leisure Services successfully secured an *All Wales Play Opportunity Grant* to re-develop and enhance a fully accessible playground offer at Pembrey Country Park.
- ⦿ We are developing a *School Sport* festival to coincide with the County hosting the start of Stage 5 of the Women's Tour of Britain Cycle race on Friday, 10 June 2022 from Pembrey Country Park to the top of the Black Mountains in Llangadog. The festival will aim to bring key partners and schools together to kick-start sport and physical activity participation.
- ⦿ In the Summer of 2021, our Actif Communities Team received £50,000 through Welsh Government's *Summer of Fun grant* to deliver a sustainable programme of free activities in the 10 most deprived areas of the county. The project was made up of 2 stages
 1. the delivery of sports activities in the communities every day throughout the summer holidays
 2. recruiting volunteers from the communities to continue these activities for future school holidays.The package of support included upskilling and mentoring, multiskill and cycling equipment and marketing support. The targeted approach saw over 2,000 children and young people take part in the activities with a legacy for the future
- ⦿ In January 2022, we received £46,000 through *Welsh Government's Winter of Well-being grant* to deliver on a range of projects sustainable including Cycling, Paddleboarding, Canoeing and Outdoor Pursuits, SENSEsport, Actif Restart and Physical Literacy.
- ⦿ The Young Ambassador Scheme continues to be a success in 96% of schools across the county developing children and young people's leadership skills, confidence and providing over 50,000 participations in sport and physical activity sessions.
- ⦿ We implemented a physical activity intervention project targeting foundation phased aged pupils within 10 primary schools who are on the highest percentage of Free School Meals. The aim of the project is to develop competency within a child's physical skill level ensuring they have the confidence and motivation from a young age, for a lifelong participation in sport and physical activity.
- ⦿ Ready Set Ride project - 9 Additional Learning Needs Units within Primary Schools have received equipment, training and ongoing support from our Actif Communities Team to provide accessible inclusive opportunities for all pupils to develop confidence when on a bike and to progress from a balance bike to a pedal bike.
- ⦿ Since September 2021 the Actif Communities Team have implemented a physical activity intervention project targeting foundation phase aged pupils within 10 primary schools who are on the highest percentage of Free School Meals. The aim of the project is to develop competency within a child's physical skill level ensuring they have the confidence and motivation from a young age, for a lifelong participation in sport and physical activity.



Mental Health

- ⦿ We have been supporting Hywel Dda University Health Board's Whole School Approach to Mental Health (WSA to MH) supporting 8 schools to complete Phase 1 of the Pilot Project.
- ⦿ A Task & Finish Group has been established in order to produce an Anti-Bullying Toolkit for local schools. The toolkit will promote and support the Mental & Emotional Health of school pupils.
- ⦿ Throughout the year the Scheme has raised awareness to a number of National Mental Health Campaigns and provided schools with a set of Educational and Generic resources to support these campaigns.
- ⦿ During the year we have arranged a series of courses for school staff to address Mental Health issues amongst our learners including; Improving the Mental Health & Well-being of LGBTQ+ Children & Young People; Positive Body Image & Self Esteem; Strategies to Support an Anxious Young Person and Youth Mental Health First Aid.

Healthy Eating

- ⦿ The Healthy Schools Scheme (HSS) is used as a platform to remind schools of the current *Healthy Eating Regulations* e.g. informing schools of obvious breaches to the Statutory Regulations such as rewarding pupils with unhealthy treats and provide schools with further statutory guidance.
- ⦿ School Catering have responded well to new ways of working because of COVID-19 and have continued to provide a hot meal service in all schools. The service continues to put food safety and allergens compliance as a high priority.
- ⦿ The School Catering and Breakfast Club Service experienced significant staffing issues at times throughout the year. School kitchens were temporarily closed if not enough staff could be deployed to ensure safe operations.

Raising Awareness

- ⦿ We raised awareness of a range of campaigns during the year including National Fitness Day; Outdoor Awareness Month; Outdoor Classroom Day; Bike to School Week; Walk to School Week and Active Million Minutes Campaign; World Mental Health Day; Children's Mental Health Week; Stress Awareness Month; Anti Bullying Week; The Big Lunch; Eat Like a Champ; BNF's Healthy Eating Week; National Obesity Awareness Week and Eating disorders week.
- ⦿ In relation to the School Health Research Network Pupil Health & Well-being Survey, 11 out of the 12 Secondary Schools in Carmarthenshire registered with the Network and completed the Surveys. All 11 of these Secondary Schools also completed the School Environment Questionnaire.

Flying Start

- ⦿ **Flying start** have continued collaborative work providing a holistic approach to support families sharing ideas and resources. The *Flying Start App* has been pivotal in delivering services, sharing key messages, and providing information to families. With covid restrictions still in place **Flying Start** went out into the local community to see families over the summer. Working in partnership with Communities for Work Plus, legacy, Fusion, Activ and Carmarthenshire Libraries outdoor play sessions took place in local parks. Being able to see families face to face was really beneficial in the promotion of all services on offer, and since restrictions have now eased FS are now able to provide more face-to-face one to one support within the home or at venues (covid compliant).

Early Years Transformation Programme

- ⦿ Working with regional partners a Maternity and Early Years Strategy is being developed. It sets out how we intend to provide better integrated, more effective, and more efficient Maternity and Early Years services for thousands of families in West Wales.
- ⦿ The Cwm Gwendraeth Integrated team is now firmly established and is identifying families in need as early as possible via the Midwifery and Health Visiting service. Families are referred to the Family Support Workers for 1:1 support and are sign-posted to the various groups that are available.

Is anyone better off?

LEARNING IN THE OUTDOORS

The use of outdoor spaces to enrich curriculum delivery and support the well-being of all learners continues to be a priority across all schools in Carmarthenshire. Accessing the outdoors to gain a deeper connection and understanding of their local environment provides all learners with the opportunity to become active members within their community.



Several community garden initiatives and food schemes are underway. Two Carmarthenshire Schools, Llandeilo Primary School and Ysgol Bro Banw are currently running the Welsh Government funded 'Big Bocs Bwyd' scheme. This food share model operates a 'pay as you feel' system which is available to families within the local area. An additional two schools, Ysgol Gymraeg Dewi Sant and Ysgol Trimsaran have also recently secured funding for this programme.



As a part of this programme each school provides nutritional guidance and recipe cards for families. The learners experience practical cooking sessions where they explore new recipes which they share with their families. This is an excellent method of promoting healthy eating and increasing understanding of the nutritional value of foods.

<https://gov.wales/welsh-government-funding-roll-out-award-winning-food-project-valleys-schools>

What and how we can do better

Our delivery plan to achieve this objective

Ref	Actions and Measures	Date/Target	Owner/Resp. Officer
A	Physical activity		
1	Help children live healthy lifestyles focussing on our work with schools and young people in the community	March 2023	Ian Jones
2	To develop a new model for a County-wide residential and non-residential outdoor education offer <i>(15073)</i>	June 2022	Ian Jones
3	We will continue to increase the level of physical activity in schools by developing schemes such as the Carmarthenshire Outdoor Schools Project, our annual Pedometer Challenge and continue to embed the Food & Fitness Health topic within Schools. <i>(15102)</i>	March 2023	Louise Morgan
B	Mental Health		
1	We will continue to support schools in their implementation of the Mental & Emotional Health and Well-being Health topic including Anti-bullying strategies and healthy coping mechanisms such as mindfulness and Speaker. <i>(15443)</i>	March 2023	Louise Morgan
2	Continue to develop and use a range of Strategies, such as the Equity Strategy, to ensure the emotional wellbeing and mental health of all learners. <i>(15427)</i>	March 2023	Aeron Rees
C	Healthy Eating		
1	We shall continue to ensure that schools are abiding by the Healthy Eating in Schools (Wales) Measure 2009 and the Healthy Eating in Schools (Nutritional Standards & Requirements) (Wales) Regulations 2013. <i>(15419)</i>	March 2023	Louise Morgan
2	Support with reviews relating to FSM Provision and Tackling Poverty (to include School Holiday Enrichment Programme). <i>(15382)</i>	March 2023	Helen Bailey
D	Raise Awareness		
1	We will continue to promote and raise awareness to campaigns specific to healthy eating, physical activity and mental health and promote the School Health Research Network. <i>(15443)</i>	March 2023	Louise Morgan



View our [detailed progress commitments and targets here](#) for 2021/22 against this objective