



Keep it in the Family is a 6 month programme where the families learn all about nutrition, healthy foods, food labelling, internal and external triggers, behaviour change and cooking skills. They will also take part in lots of fun physical activity, where the families get to enjoy a variety of different activities altogether. These activities will make the most of our local facilities. The 6 month programme will be varied, fun and educational for the whole family.

The programme will focus on the whole family making changes. It is essential that at least one parent/carer attend the programme with the referred child, but the whole family are invited and encouraged to attend.

### **Target group**

The programme will be targeting children in Cornwall aged 7 – 13 years old with recognised overweight or obesity issues and/or low self esteem stemming from perceptions from body shape.

### **Dates of delivery**

Each programme will run for 6 months;

- **Bodmin** will run on Tuesday and Friday evening after School.
- **Newquay** will run on Wednesday evening and Saturday morning.
- **Hayle** will run on Tuesday and Thursday evenings after School.

**Phase One.** January 2011 - the first 10 weeks includes MEND (Mind, Exercise, Nutrition, Do it) for more information on MEND visit [www.mendprogramme.org](http://www.mendprogramme.org). In these first 10 weeks we will meet twice a week (out of school) for a 2 hour session split between an hour of nutrition and healthy eating messages, followed by an hour of fun physical activity for the children building in education on the importance of physical activity. While the children are doing physical activity the parents will take part in further discussion time.

**Phase Two.** April 2011 – the next phase consists of the families meeting twice a week to take part in practical cooking sessions and confidence building activities. The families will get to enjoy a variety of different activities altogether. These activities will make the most of our local facilities and could include activities such as, surfing, cycling, dance mats, streetgames & gig rowing for example.

**Phase Three.** June 2011 – this final phase, we use local clubs and facilities, to help inspire everyone to take up a new activity, whilst still setting nutritional goals to aim for each week and to continue to



Chair : Andrew Williamson CBE • Chief Executive (Acting) : Steve Moore  
PEC Chair : Dr Jon Tilbury

make small achievable changes. We may visit some of the local swimming pools and leisure centres and try some of activities available there.

### **Routes for referral**

We are hoping to work with as many professionals as possible to make sure we reach all families that need help. We would really like a good relationship with stakeholders in the area as we see them having a pivotal role in the recruitment of young people for the programme. If you are working with families, we would really appreciate your help to recruit them onto our programme. Self referrals are also welcome.

We believe that we can have a tremendous impact upon the area and hope that close links with you will strengthen this to ensure that we work with those in the most need.

If you have any questions please do not hesitate to call Amy or Kate on 01209 313419 / 07979 508247 or email [amy.bromfield@ciospct.cornwall.nhs.uk](mailto:amy.bromfield@ciospct.cornwall.nhs.uk)