



# MOVING FORWARD

Eating better and moving more in  
low income communities



# MAKE, MOVE & MUNCH CLUB

FAMILY FUN



FREE MEAL



FREEBIES



GET ACTIVE



Brought to you by

# National Charity Partnership

&

# Accord Group



# Overview

- What was the NCP?
- What is MMMC?
- Target audience
- Key outcomes
- Lessons learned
- MMMC in Sandwell



# What was the NCP?

- In the UK today, there are around 4.2 million people who have Type 2 diabetes and 7 million living with heart and circulatory disease. Diabetes UK, the British Heart Foundation and Tesco came together to form the National Charity Partnership (NCP).
- The NCP was established as a three-year collaboration, to raise vital funds for the two charities as well as delivering programmes across the UK that supported people to live healthier lifestyles.
- The Partnership chose to target their prevention activities towards mums aged 25-40, who lived in areas of high deprivation, with a secondary audience of children and other family members.

# Target audience

- MMMCs were developed to support woman and children living in areas of deprivation, to live healthier lifestyles by eating healthily and doing regular physical activity.
- 6 areas were identified where incidence of Type 2 diabetes, premature deaths from heart and circulatory disease and obesity levels were higher than average, one being Sandwell.



# Focus Group Insight

## Attitude to food

- Know they should be eating healthy but it's not always a priority
- Healthy food just doesn't taste as good and can be expensive
- Enjoy treats and don't want to be told to give up something

## Attitude to exercise

- Exercise can't take up too much time away from the family
- Motivated by wanting to look good and feel confident

# What is MMMC?

- **Make, Move and Munch Clubs** (MMCs) provided a platform to motivate and incentivise participants to make small and sustainable changes towards a healthier lifestyle.
- Up to 8 sessions.
- Clubs were delivered during term time and school holidays.
- The key planned outcomes, for people and most at risk communities included:
  - 1) Healthy eating
  - 2) Physical activity
  - 3) Social outcomes though increase social and peer support



# MMMC Content

- key messaging about salt, sugar and fat intake as well as portion sizes.
- entry level and sustainable physical activity for adults
- a nutritious meal at each session, to be shared by adults and children
- a target of 10-12 families per club

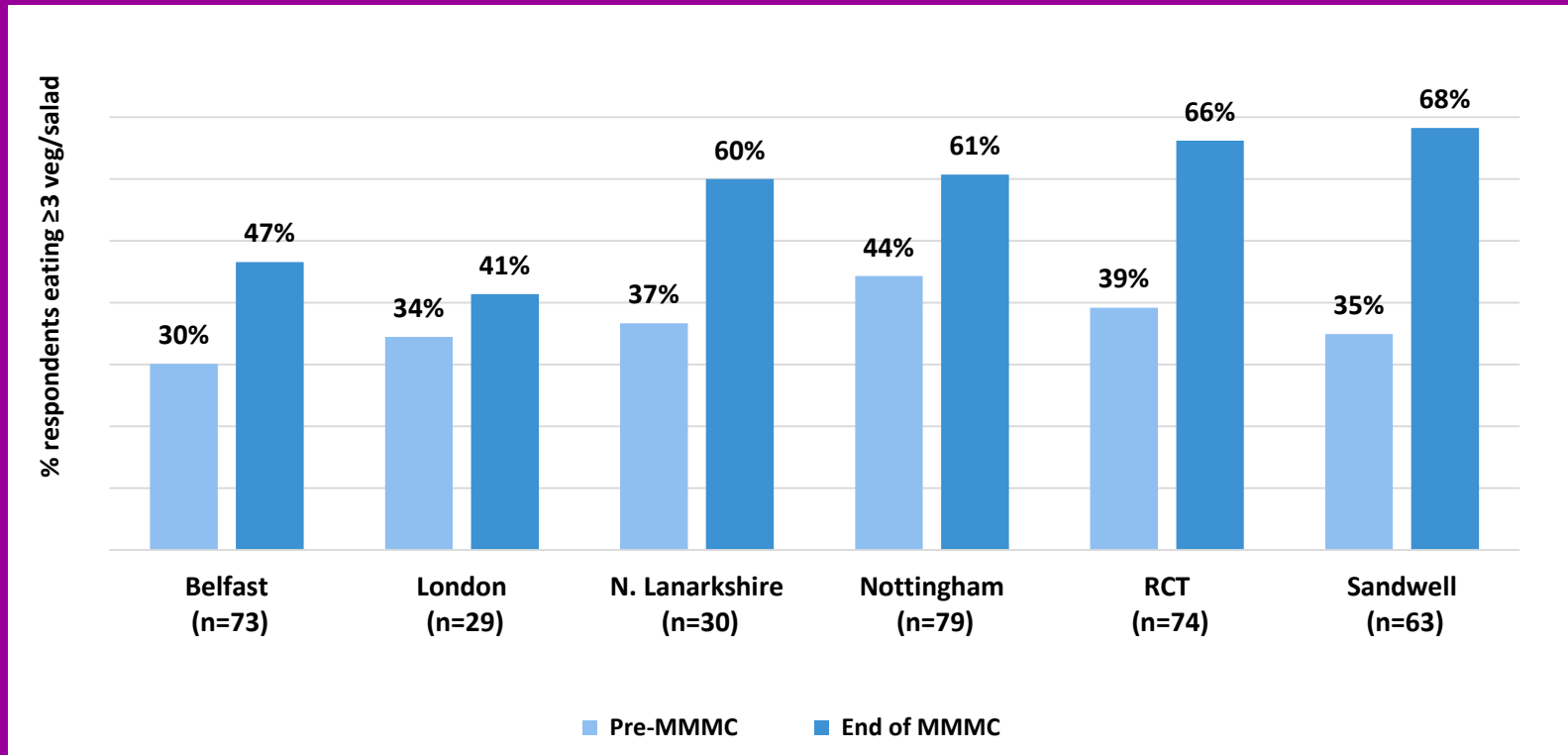
# Key outcomes

- **65%** of respondent were eating more portions of veg/ fruit with a significant increase in those eating **3** or more portions a day
- **45%** of respondents always or nearly always looked at nutritional information when buying a product, compared with **27%** at the start
- MMMCs had helped **96%** of respondents make their weekly food budget go further
- The percentage of respondents that were physically inactive fell from **19%** to **0**



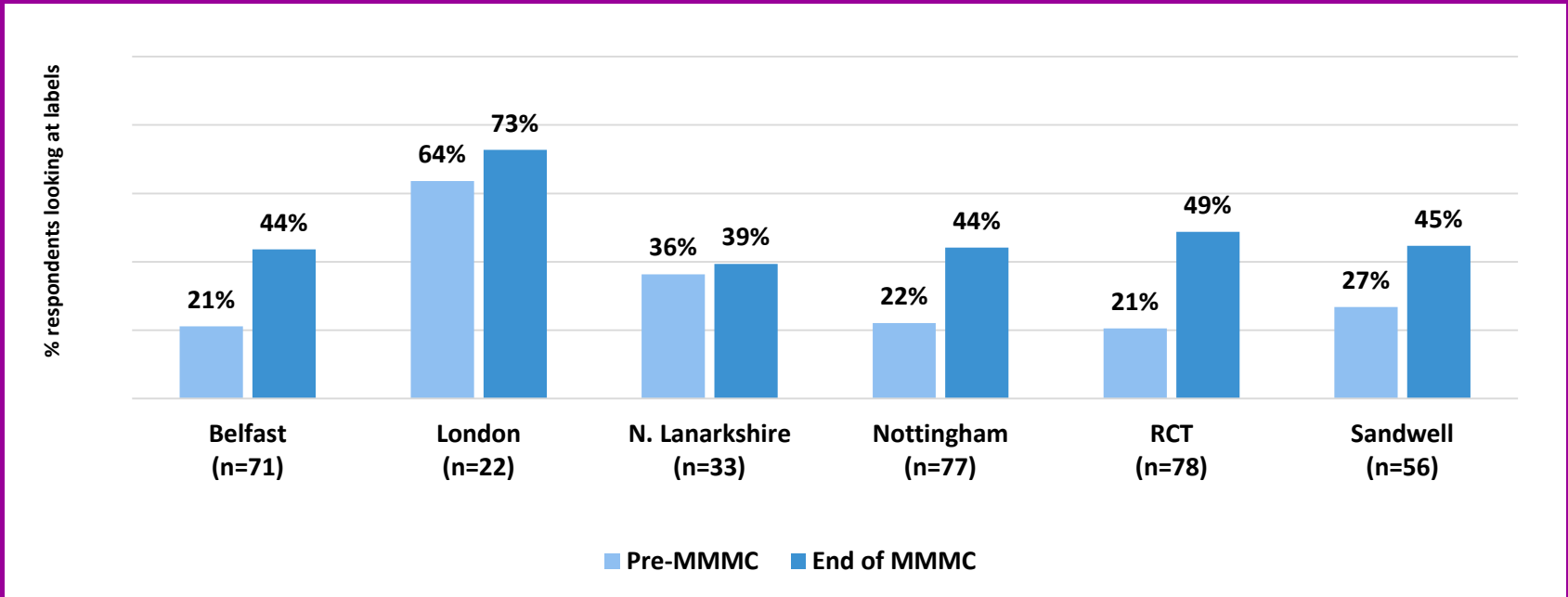
# Key outcomes

Proportion of respondents eating three or more portions of vegetables/salad per day before and after MMMC by project



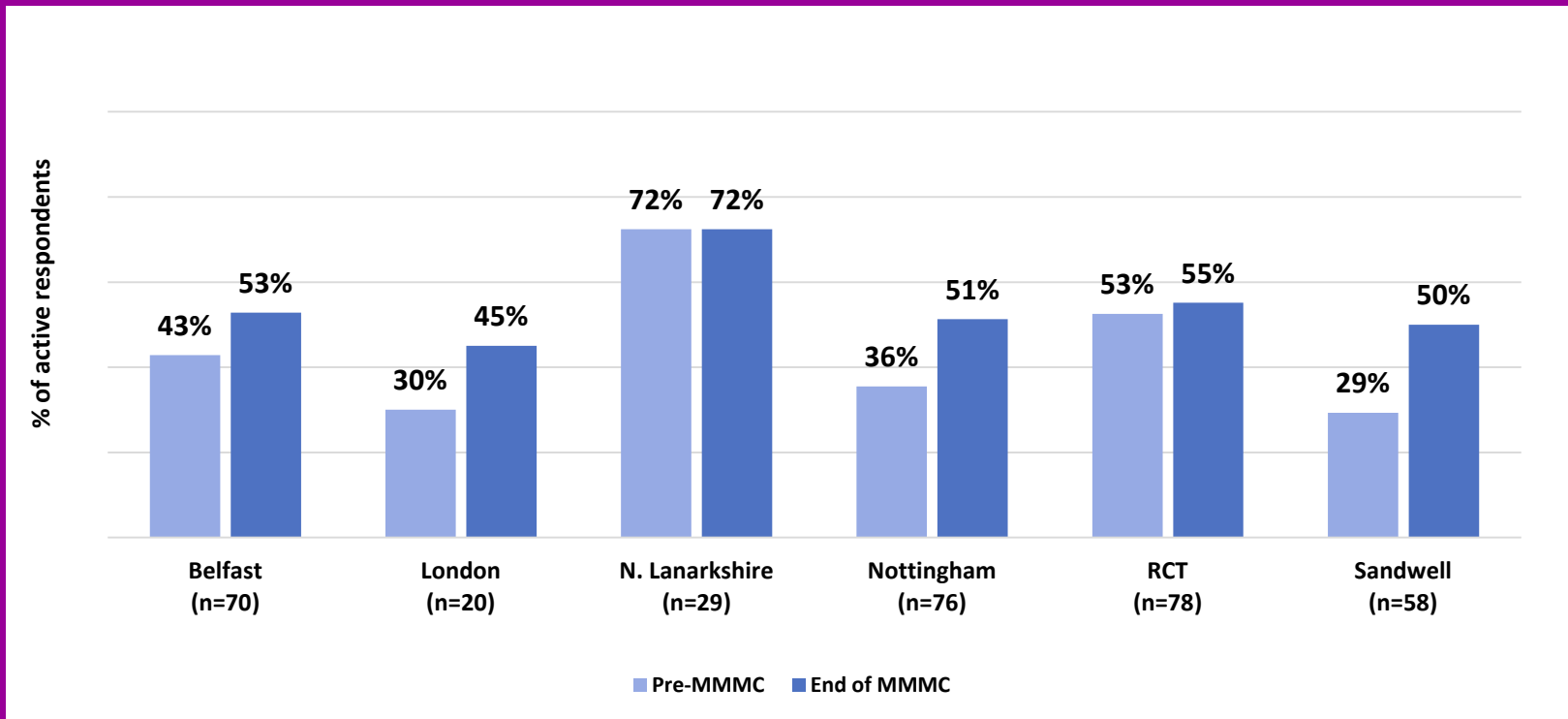
# Key outcomes

Proportion of respondents looking at the nutritional information (always or nearly always) when buying a new product by project



# Key outcomes

## Change in activity levels of physically active respondents



# Long term impact

- Three to six months after they had attended MMMCs, participants still reported eating healthier food and making good choices about their diet
- They also described how what they had learned was now benefiting the wider family, in their cooking and shopping habits
- Consumption of fruit and veg was still at a higher level than baseline
- The proportion of physically active respondents increased to 58%

# MMMC in Sandwell

## ○ Key figures:

- From June 2016 to October 2017, **509** adults and **754** children attended MMC in Sandwell.
- **64%** completed at least four sessions with the average attendance being **5.1** sessions.
- **29%** completed all eight sessions which is a higher than the national average of **20%**
- **95%** of participants were female and **52%** were female and in the specified age range

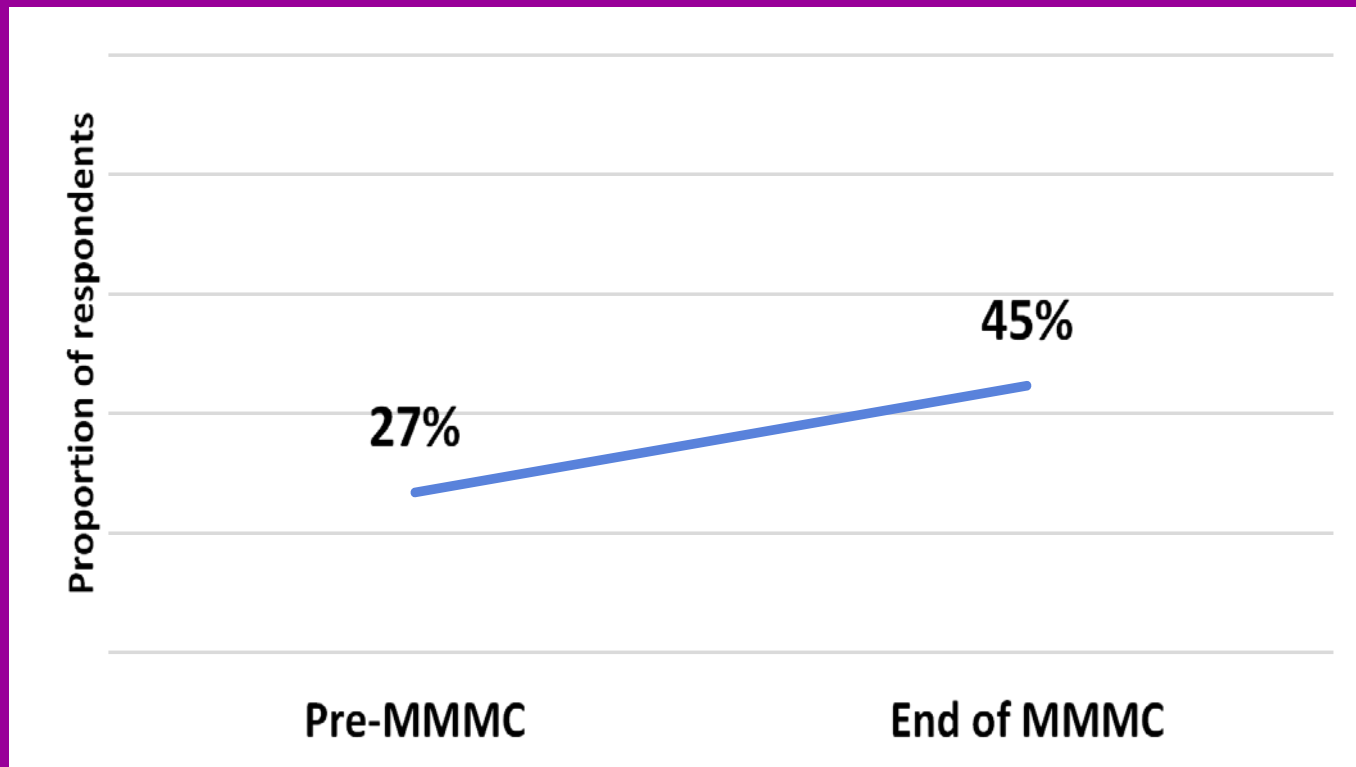
# Who are we working with?

(data from across the UK)

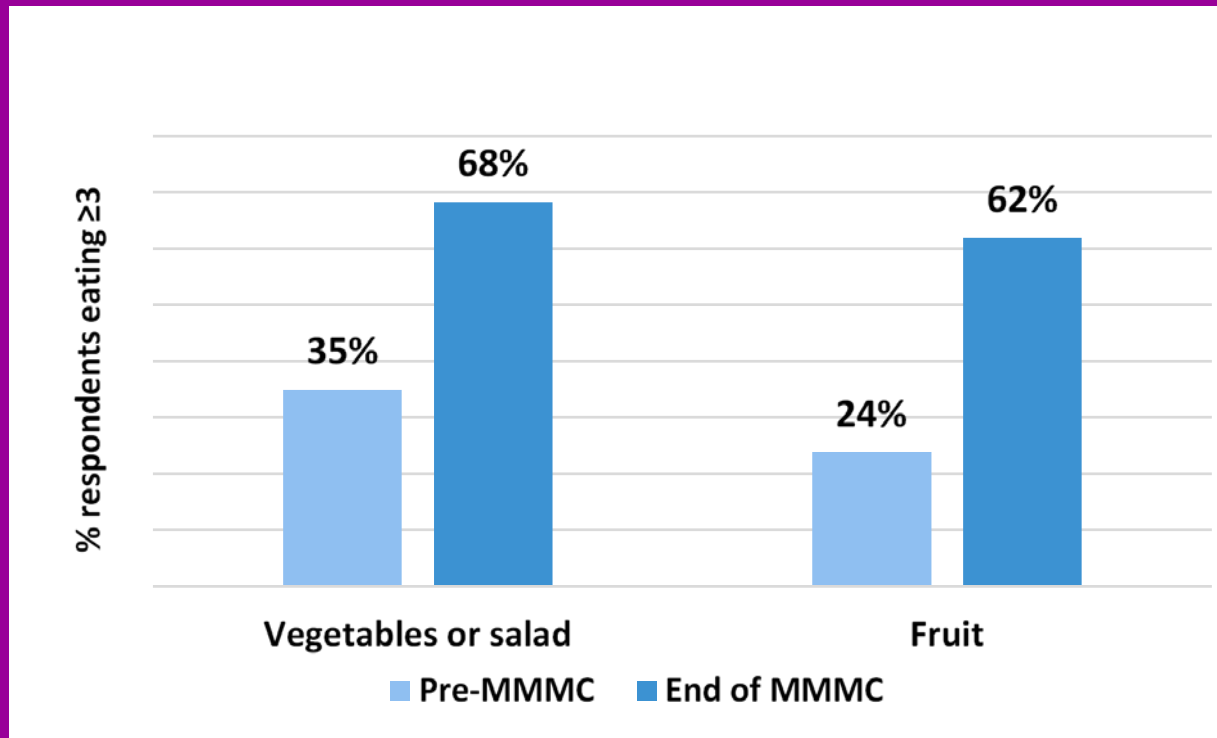
- More than **67%** of attendees are from the top 30% of deprived areas
- Around a 36% were having difficulty making their **food budget** last the week
- 53% were not meeting CMO guidelines for physical activity



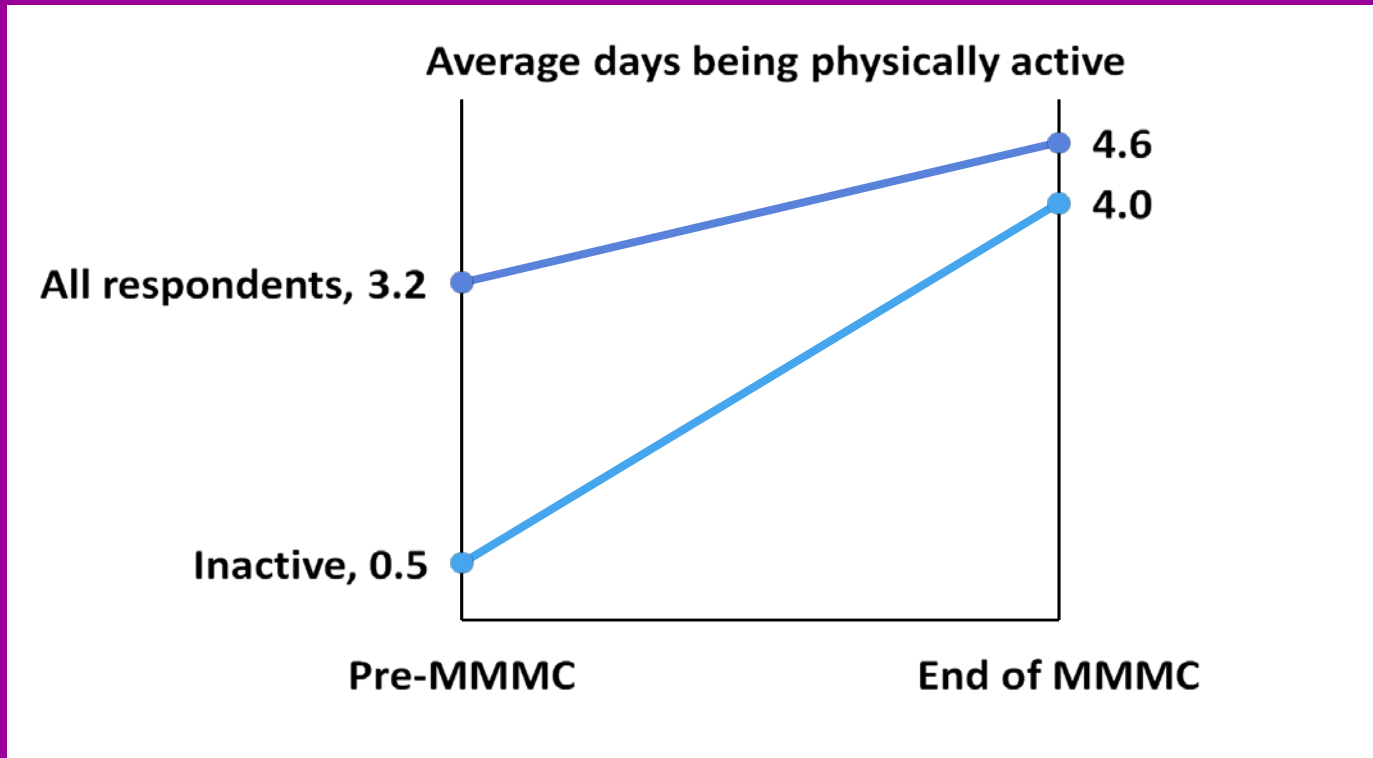
**On completion nearly half of respondents always or nearly always look at nutritional information when buying a new product**



# The proportion of respondents eating at least three portions a day of vegetables/salad and fruit increased



**“I didn’t realise we were exercising, it was so much fun”**



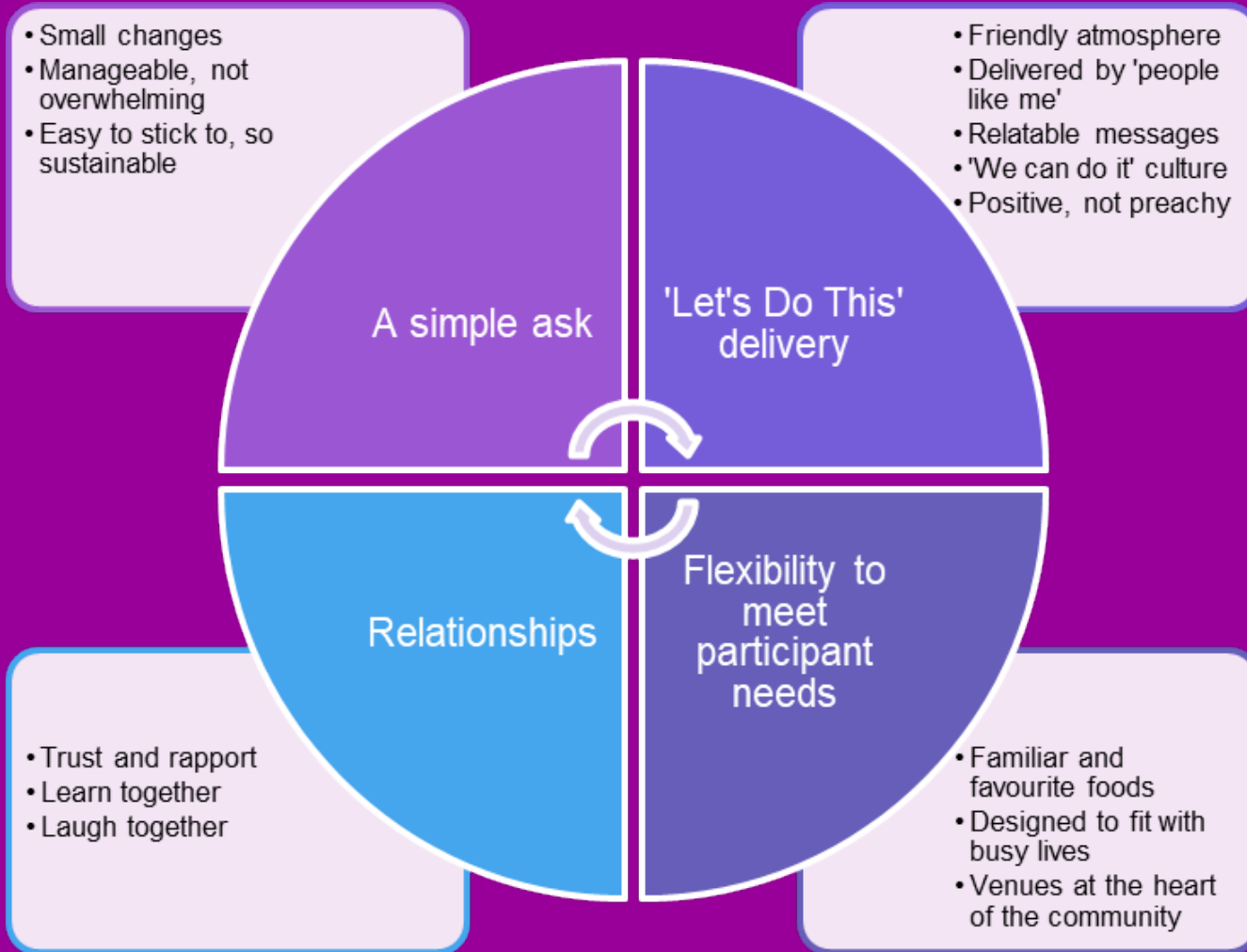
# Participant experience

- Friendly and welcoming staff
- Fun

*“It was as much about learning new things as it was enjoyable”*

- Being part of a group
- Fun for the children
- Cooking vs. physical activity

# Lessons learned



# Cost consequence analysis

- NICE Physical Activity Return on Investment Tool cites the cost of an adult physical activity multi-component intervention at approximately £155 pp
- MMMC have an estimated per-family cost of £194.25 and £77.70



# Cost consequence analysis

- Key outcomes from funding this programme:
  - 50% adults and children eating more fruit and vegetables
  - 50% of adults increasing physical activity levels
  - Adults consuming fewer high salt/fat/sugar snacks
  - Children drinking fewer sugary drinks
  - Families eating and exercising together more often
  - Increased socialisation, integration and confidence for children, including those at risk of social exclusion
  - Increased socialisation and reduced isolation for parents

Thank you.  
Any questions?



