

The Impact of MMM in Sandwell

Thursday 2 February 2018



Nathan Moore
Physical Activity Project Manager



MMM & Sandwell's Wider Outcomes

Sandwell's Strategic Approach to Engaging the Physically Inactive

Encouraging / Promoting Activities of Daily Life

Universal Activities with Low Skill / Competency

Tasters – Find the thing you love and try before you buy!

Accessible

Family Activities that are easy to undertake and inclusive

Activities / Sessions that build confidence and motivation to maintain or move on



Compared to MMM.....

Sandwell's Strategic Approach	MMM
Encouraging / Promoting Activities of Daily Life	Active Travel , walking for leisure, gardening
Universal Activities with Low Skill / Competency	Walking, Dance, Active Play, Yoga
Tasters – Find the thing you love and try before you buy!	Format of “taster” sessions across the 8 weeks
Accessible	Free Activities, Gardens, Parks , No Equipment needed “jumpers for goal posts”
Family Activities that are easy to undertake and inclusive	Active Play, Walks, Cycling
Activities / Sessions that build confidence and motivation to maintain or move on	Step Changes, self monitoring, Goal setting – naturally increasing confidence and motivation

MMM compared to other commissioned services

Sandwell Strategic Approach	MMM	School Health Improvement Project
Encouraging / Promoting Activities of Daily Life	Active Travel , walking for leisure, gardening	Beat the Street, Modeshift Stars, Daily Mile.
Universal Activities with Low Skill / Competency	Walking, Dance, Active Play, Yoga	Active Playgrounds, Active Curriculum, before and after school clubs.
Tasters – Find the thing you love and try before you buy!	Format of “taster” sessions across the 8 weeks	Before and after school clubs, Intra school sessions, diverse PE lessons.
Accessible	Free Activities, Gardens, Parks , No Equipment needed “jumpers for goal posts”	School!!!!!!!!!!!!
Family Activities that are easy to undertake and inclusive	Active Play, Walks, Cycling	Active Travel, Daily Mile, Active Play, Parental Engagement, Sports Days.
Activities / Sessions that build confidence and motivation to maintain or move on	Step Changes, self monitoring, Goal setting – naturally increasing confidence and motivation	Activity Challenge, Playground Zoning, Active Curriculum, Intra school competition, Healthy Passports, Parents Evenings.

The Impact of MMM in Sandwell

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Angela Blair
Food and Nutrition Project Manager

MMM & Sandwell's Wider Outcomes

Sandwell's Strategic Approach to Healthy Eating

Encouraging / Promoting healthier food choices in Daily Life

Universal Activities e.g. cooking, shopping, reading labels

Tasting and learning about food (and healthier drinks)

Accessible and affordable

Food Activities that are easy to undertake and inclusive

Food Activities / Sessions that build confidence





Compared to MMM.....

Sandwell's Strategic Approach	MMM
Encouraging / Promoting healthier food choices in Daily Life	Key messages, myth busting, practical ideas, resources
Universal Activities e.g. cooking, shopping, reading food labels	Cooking, shopping, reading food labels
Tasting and learning about food (and healthier drinks)	Format of "taster" sessions including cooking and eating meals together
Accessible and affordable	Free Activities, sharing recipes and ideas, shopping on a budget
Family Activities that are easy to undertake and inclusive	Lower sugar, healthier drinks, five a day, lower salt, smaller portions
Food Activities / Sessions that build confidence	Step Changes, self monitoring, Goal setting – naturally increasing confidence and motivation

MMM compared to other commissioned services

Sandwell Strategic Approach	MMM	School Health Improvement Project
Encouraging / Promoting healthier food choices in Daily Life	Key messages, myth busting, practical ideas, resources	Collaboration on sugar reduction with School Meal Providers (Food Businesses)
Universal Activities e.g. cooking, shopping, reading food labels	Cooking, shopping, reading food labels	School Food Projects, pedagogical learning
Tasting and learning about food (and healthier drinks)	Format of “taster” sessions including cooking and eating meals together	Food Safety (Level 2), Allergens and Basic Nutrition Awareness Training
Accessible and affordable	Free Activities, sharing recipes and ideas, shopping on a budget	Focus on the social aspect of food, School Food Maps
Family Activities that are easy to undertake and inclusive	Lower sugar, healthier drinks, five a day, lower salt, smaller portions	Promoting Change 4 Life, Parent engagement through School Food Projects
Food Activities / Sessions that build confidence	Step Changes, self monitoring, Goal setting – naturally increasing confidence and motivation	Food Tasting, Cooking, Food Growing, Healthier Snacks, Healthier Breakfasts...

To Conclude...

POLICY

**CATERING
SERVICES**

OFSTED

**PRIMARY SCHOOL
SPORT PREMIUM**

MMM could be developed further to focus on adults through e.g.

- Maternal health
- Parenting programme
- Early Years
- Family learning
- Mental health
- Lifestyle services
- Social prescribing

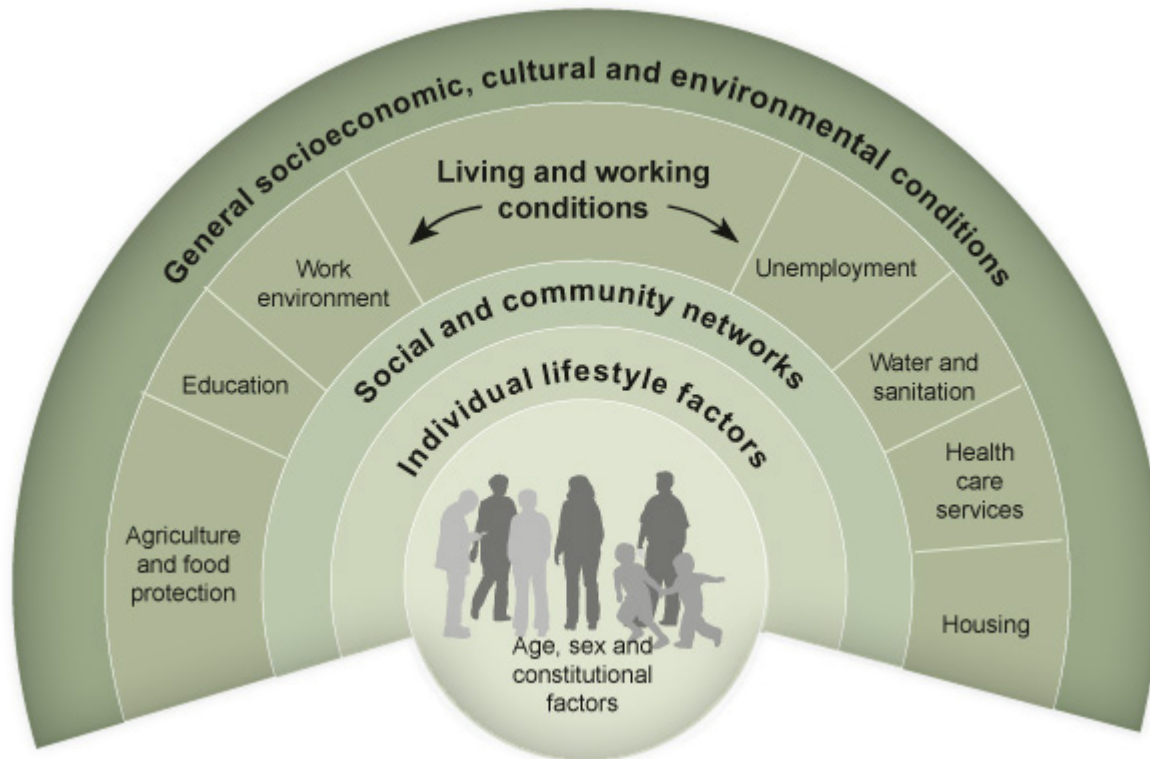
Community health & self care: Can MMM have a role in social prescribing?

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Nick Laws
Social Determinants Project Manager

Social determinants



Social Prescribing



Sandwell Hub



Food is both relational and a key health driver. This work is about families', social cultures and their relationship with food.

- How can healthy food activity be socially prescribed?
- Can social prescribing work for children and families?
- Will GPs engage in social prescribing and nutrition?
- How close is MMM to a social prescribing model?

