

Make, Move & Munch Sandwell (MMM) is an asset based community development programme delivered by Accord Housing. It supports families living in low income communities to **make small, sustainable changes towards healthier lifestyles on a tight budget**. Originally funded by the Tesco National Charity Partnership prevention programme (2015-2017) with the British Heart Foundation and Diabetes UK, MMM aimed to reduce CVD and Type 2 diabetes risks in 25-40yr old women and their families in six areas most affected by these diseases, including Sandwell.

50 MMM clubs of eight half-day physical activity and cooking family sessions were delivered in Sandwell under the NCP. This significantly complemented food, nutrition and physical activity in Sandwell's evolving 'Learning Communities School Health Improvement Project'. A cost consequence analysis showed that the MMM programme represented good value for money and a further 14 x eight session clubs were commissioned by Sandwell Local Authority to extend the learning and activities in schools during 2018.

MMM focuses on working with parents/carers and their children using a social, fun family learning model of health promotion to improve:

- Physical activity
- Applied knowledge of nutrition
- Cooking skills and confidence
- Healthy shopping on a budget

MMM's core messages closely align with Sandwell's:

- the Healthy Pupil Capital Fund (Soft Drinks Levy)
- Sugar Reduction and Childhood Obesity work
- CVD and Type 2 diabetes prevention
- Schools strengthening parental engagement

This report documents the key outputs and outcomes achieved through Accord and its' community partners' delivery of MMM in schools during the spring and summer terms of 2018 on behalf of Sandwell's Learning Communities.

Despite a commitment to the programme some schools found it difficult to physically accommodate a family activity and cooking programme on site during this timescale. Consequently only 11 of the 14 programmes were finally delivered.

Key MMM KPIs

Number of clubs	11
Number of participants	278
Number of meals	690*
Participation in activities	620*
Number of people trained in CPR	20*
Number of action plans created	51*
Number of staff involved in applied family health promotion learning **	10

*Data from 9 out of 11 sites which were delivered in schools.

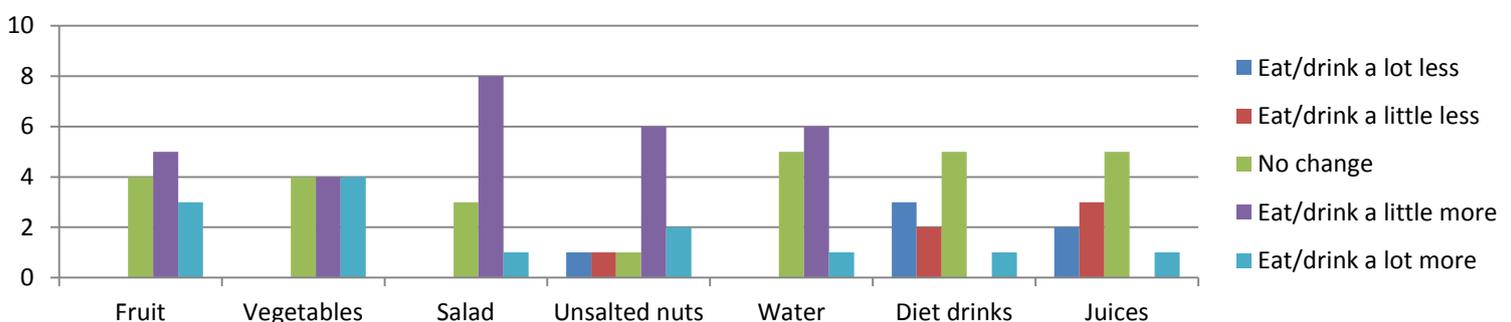
** All schools were asked to nominate staff to support the programme as part of their CPD

Small Changes together make a sustainable difference

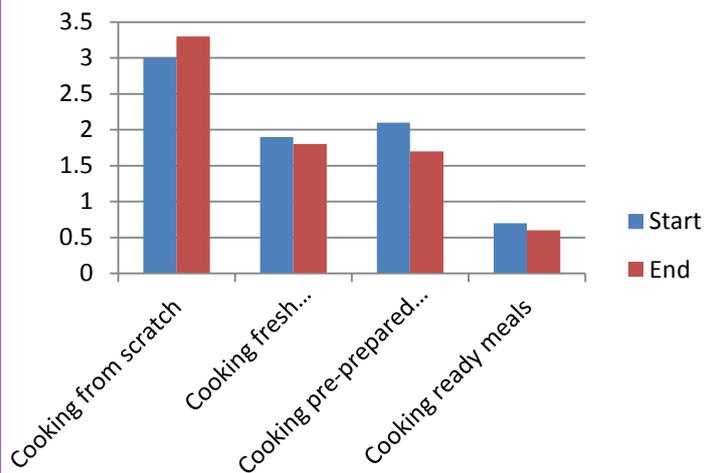
Over a 6-8 week period MMM helped families make numerous small achievable changes which they could sustainably build upon to improve their health including:

- Participants report eating more daily portions of vegetables, salads and fruit at the end of the programme.
- More parents regularly looking at nutritional information of products at the end of MMM
- Parents report cooking from scratch more often at the end of the programme
- **86% report MMM helping their food budget to go further with 50% reporting it "helped a lot" (Parent's feedback)**

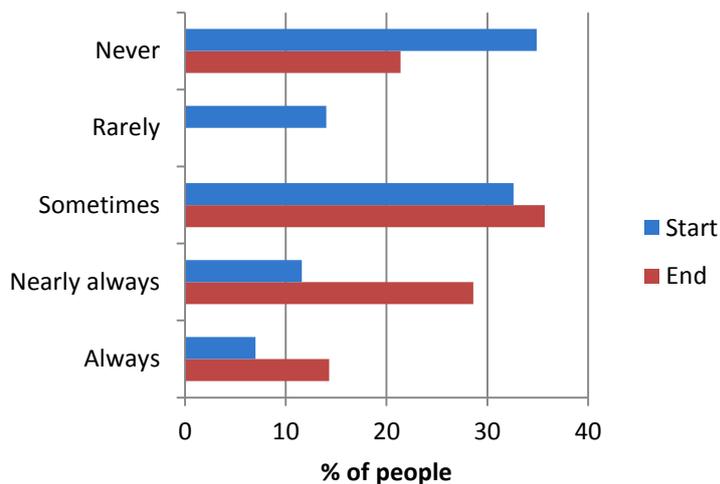
Since attending MMM clubs have you changed how much you eat/drink of any of the following?



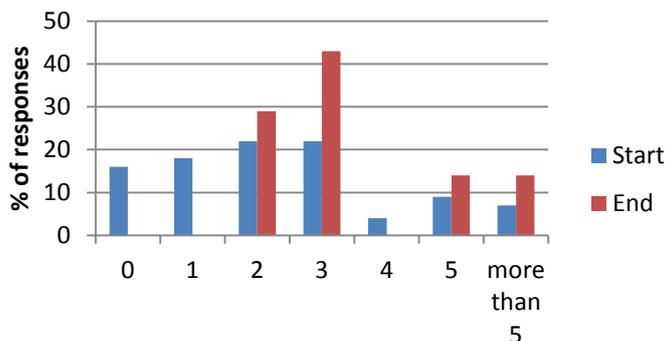
How many times a week do you cook the main meal of the day in the following ways:



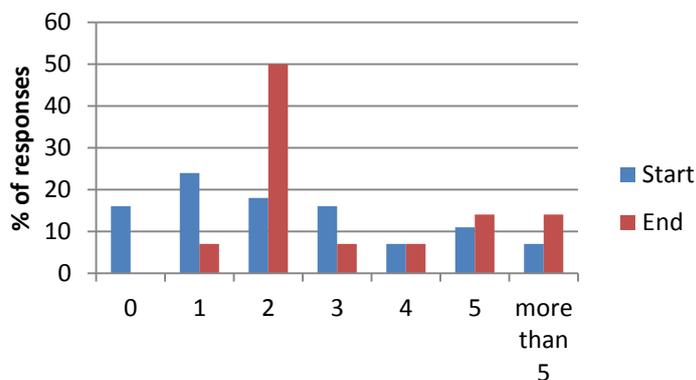
When buying a new product how often do you look at the nutritional information?



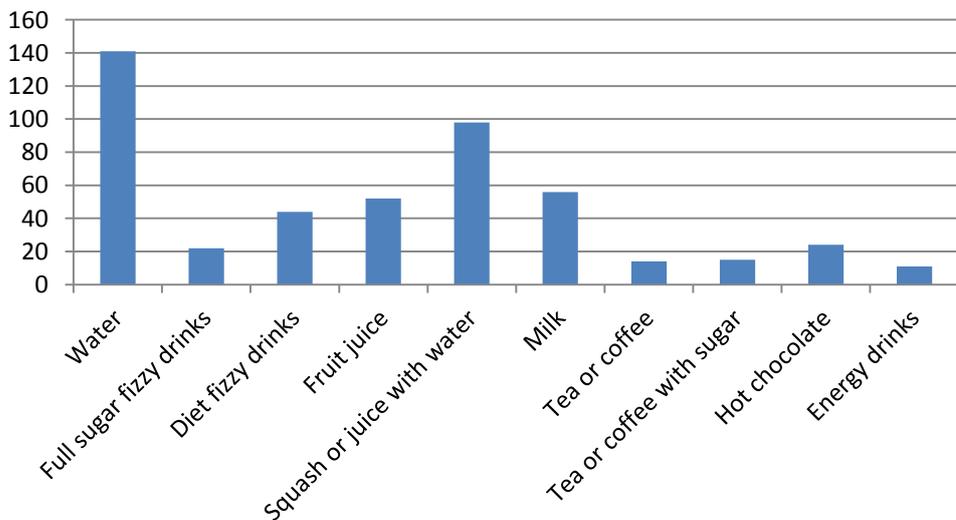
How many portions of vegetables or salad do you eat during an average day?



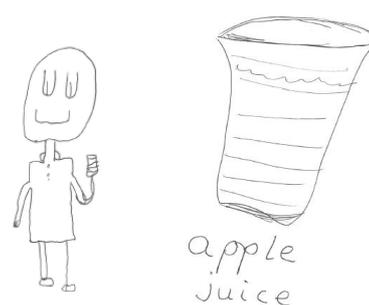
How many portions of fruit do you eat during an average day?



How many glasses of each of the following drinks do you usually have a day? (Based on 55 children's responses)



Children's feedback



*I enjoyed making healthy cakes
I liked cooking with other kids*

*I've learned how to exercise and
get fitter. Less computer games*

Participant families were identified and invited by family liaison officers in the majority of cases, and were recognised as families who would benefit most from additional health promotion support. This evaluation is based on data from participant parent/carer surveys, children's quizzes and questionnaires completed by school staff involved in the programme.

Qualitative Change: Family Action Plans

At the end of each programme parents/carers were asked what MMM activities they would sustain going forward. The below comments offer an overview of 132 action plan 'footsteps' committed to by families from eight sites at the end of the programme.

Active travel

More walking than getting taxis

Finally used bike rack

I used to drive to the shop and park but now I sometimes walk

Cooking

The kids are more involved with the preparing of dinner and making choices

Cook more fresh meals from scratch instead of takeaways

Drinks

I used to drink just juice but now I have sparkling water with fruit in it

I have swapped fizzy drinks for more water

Eating

More awareness of balanced portion to include protein

Been more creative with food presentation - water melon pizza

Less fatty foods. Less sugary snacks

Physical activity

I've started swimming with my son 2 or 3 times a week

I walk with my dog rather than watch him walk off the lead

Playing football with the kids and in the garden

Shopping

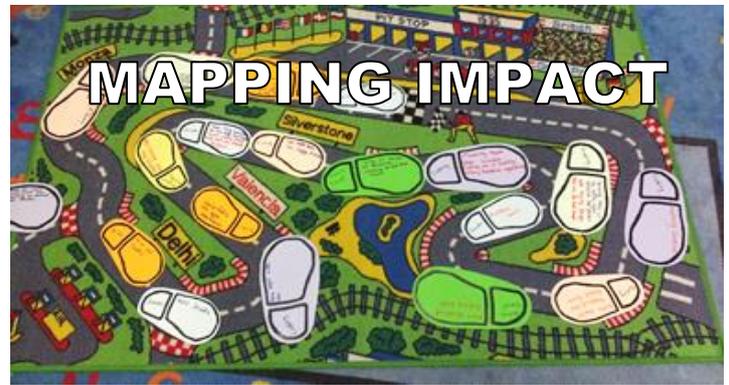
The kids and me always look at the traffic lights and ingredients on things

Have learnt to buy less sugary snacks so lessen the temptation

Snacks

More fruity snacks for the kids lunchboxes

Lots less crisps now. Changed to cucumber and carrot sticks or I get fruit.



The difference MMM has made to families?

School staff familiar with families attending were asked to observe what impact they saw MMM had on families following completion. Widening of food and activity choice was a typical response:

Mom attended the sessions with her son who is in Year 4. He had a very limited choice of diet and is underweight for his age.

They enjoyed the opportunity to try (without pressure or obligation) the various foods on offer.

Since attending MMM, mom reports that her son is keener to try new foods and has become much more adventurous in his meal choices. Food shopping has become a more interesting activity as her son is keen to try different (healthy) foods.

(Staff feedback)

Since MMM: "I have changed..."

I've taken blood pressure pills for years but since coming to MMM my blood pressure is spot on, and without my pills

I'm walking a lot more and faster. My dog has even lost weight from 42kg to 37kg

My confidence has grown... The fact that I will try foods I don't like the look of. I tried avocado and love love loved it. I now have it on a regular basis

(Parental feedback)

Case Study of how MMM has made a difference

One of our children had been identified through assessments with school nurse service as being obese. The child really enjoyed having the full attention of his mom in school for these sessions. Mom initially was reluctant to fully participate in the sessions but over time said she enjoyed its originality.

The family have now got a better understanding on portion control and sugar/salt intake. Mom has learnt that her child needs more access to physical exercise particularly as they live in a high rise flat. Mom and child now spend some quality time outdoors and attend swimming and football. He can now ride a bike and has a clear understanding of his own weight management.

Before MMM, mom and her child were reliant on fast food and this was indicative of the child's obesity and poor physical health. Mom now acknowledges this and she now regularly prepares meals to eat at home.

(Staff feedback)

Progressing Change: MMM's contribution to School Health Improvement Project

A key objective for the 2018 MMM programmes was to strengthen the internal capacity of individual schools to deliver health improvement activities in the future. Actively involving staff in delivery and sharing MMM toolkit resources was part of this process. At the end of each programme staff involved were asked for feedback:

Do you feel you can transfer the learning from the programme into other areas of school life?

- Yes. It could be used to run more similar clubs and target different year groups.
- Could be linked with Science and PHSE
- Next time this programme is delivered in school it will become a school council agenda item.

Has hosting the MMM clubs had any other impact on the host school

- The club will be continued into the new academic year with a focus on growing our own food and using it in cooking.
- We have identified that there is scope for future programmes to incorporate our school allotment.
- It was great to see parental engagement and the learning that took place as the children would also benefit from this new knowledge into a healthier lifestyle.

Has hosting the programme supported parental engagement?

- Yes, however we invited many parents who didn't attend which was disappointing.
- Our parents have always historically been hard to engage. Therefore we have been delighted to have seen up to eight families attend sessions consistently.
- The programme helped parents to make new friends and learnt together.



What families want: Ideas for schools to support good family health

At the end of each programme families were asked what they would like to see schools do to support ongoing health promotion and improvement. They said:

- More lessons in school around health
- Continue the MMM club involving children and parents
- Healthy cooking club after school for parents and children
- Continue veg patch involving children
- School fitness club
- Exercise information initiatives for wellbeing more like this programme
- More sports equipment for lunchtimes
- Teach every year group cooking
- Tuck shop - healthier snacks

(Participants' feedback)

Learning and conclusions

Central to MMM's success has been a social model of health promotion, sensitive to participants' cultural and social preferences and a friendly learning by doing environment. Through MMM school staff have gained skills, knowledge and confidence to support families make sustainable changes to everyday physical activity, cooking and budget shopping, offering a good basis for future work.

The programme is delivered in a very relaxed manner. Parents were comfortable to report their difficulties and said they were 'encouraged rather than belittled by their life choices'. (Staff feedback)



For further details about the MMM programme see: <https://accordgroup.org.uk/about/projects-and-partnerships>
Or contact: Caroline.Wolhuter@accordgroup.org.uk or Sian.Every@accordgroup.org.uk

