

Child Weight Management Programme and Training Providers Framework

Weight Management Centre is one of only 7 providers on the Department of Health Child Weight Management Framework to provide National delivery of childhood obesity services and training. www.dh.gov.uk/en/Publicationsandstatistics/Publications/DH_097297. This means that commissioners can appoint WMC in the knowledge that we have undergone a rigorous scrutiny with respect to credibility, effectiveness and value for money. We are a credible and ethical weight management and obesity company achieving exceptional results.

There is growing demand among PCTs and local authorities to use WMC's training expertise and our effective childhood obesity programme **Alive 'N Kicking**. The framework is an excellent and affordable model to enable PCT's to deliver childhood programmes in house and thus build internal capacity and expertise to deliver a fully NICE compliant efficacious programme across all childhood age ranges.



THE PROGRAMME

- Age groups covered are 2 – 19 year olds and are divided into the following age categories which are operated as separate programmes:
 - Mothers & Toddlers (2 -4 years)
 - Infants (4 – 6 years)
 - Juniors (7 – 11 years)
 - Seniors (12 – 15 years)
 - Young people (16 – 19 years)
- The programme is intended for 10 – 20 children/families per group.
- Normally a minimum of 2 staff are required to deliver the programme

The programme is delivered over a period of 12 weeks. Families take part in a mixture of activities including education sessions, physical activity programmes and behavioural change workshops, aimed at removing barriers to change and improving self esteem. This includes weekly activity and educational/tutorial session, with a 1 hour optional physical activity session recommended. The programme uses a series of formal and informal assessments to determine the factors contributing to weight gain in the child. Data collection also examines lifestyle features such as physical activity levels and attitudes to exercise, nutrition profiles and grocery procurement, feeding and food access opportunities for the child.

All support materials are provided to the Commissioning Authority. This includes a CD-ROM of the full programme containing the following: programme toolkit, client assessment, referral documentation, administrative documents, workshops and client handouts. One printed set of the programme materials to run a full 12 week programme (per age group) will be provided. Thereafter, all materials are printable from the provision of the disk and these are suitable for use from a normal printer.

THE TRAINING

Course Duration: 3 or 4 days

The training includes an intensive 2 day Childhood obesity course followed by a one or two day delivery workshop to equip candidates with the practical tools to deliver the programme. The number of workshop days will be determined by the number and type of programmes that the Authority intend running. We normally require more than 6 people in order to provide the training.

ONGOING SUPPORT

We provide a full telephone and e-mail support service for delegates, which includes all technical, logistical and marketing aspects of running the service. Service audits and two annual quality assurance visits ensure that the programme is being delivered effectively and appropriately. The quality audit review is a key managerial tool with which commissioners can evaluate the service. The Quality Assurance aspect of the programme compares the performance the service against comparable 'benchmark' programmes elsewhere. All reporting adheres to the National Obesity Observatory standard evaluation framework, in order that your programme can contribute to the national evidence base.

PCT REQUIREMENTS

The responsibility of the Commissioning Authority to run the programme:

- The staff team, including all freelancers and part time deliverers
- A venue to deliver the programme having facilities for confidential assessments and meetings as well as the delivery of a mixed physical activity programme.
- Production of ongoing publicity and promotional materials and an infrastructure to distribute these. The first hard copies are provided for you.
- Some basic play equipment for the different age categories. We have optional pack available providing a wide range of play equipment for the younger ages.
- Assessment equipment - accurate calibrated scales, height measuring apparatus and basic fitness testing equipment etc.
- IT equipment to run a professional service such as computers and printers, photocopying facilities.
- Small budget provision for family prizes and incentives for children
- Access to basic cooking and food preparation facilities would be an advantage but not essential.
- Any other ancillary facilities and materials considered important to provide a modern and efficient health related service.
- Translation costs if programme documents are to be translated.

WHAT THE FRAMEWORK INCLUDES

- 1x Electronic CD-ROM containing the full Alive 'N' Kicking Programme toolkit, referral documentation, assessment materials & client letter templates
- 1 x printed set of Programme toolkit materials to run one 12 week programme (for 20 families) per age group. This will include session plans for each week, worksheets & handouts for families and other documentation.
- 1x Interactive Props & Visuals set
- 1 x set of marketing material (5000 flyers and 100 posters)
- 1 x set of ANK merchandise (20 water bottles, 20 frisbees, 20 bags and 20 aprons) per age group
- Ongoing supply of glossy ANK handouts to reach target numbers

OPTIONAL

Equipment NOT provided in the total cost which the provider has the option of purchasing through Weight Management Centre are:

1. Full set of Exercise Equipment & Assessment Equipment (£500)
2. ANK uniform (£8 per polo shirt)
3. ANK Merchandise: water bottles, frisbees, bags and aprons
4. Additional Interactive Props & Visuals set for other programmes (£50)
5. Additional marketing material once initial supply is finished

PRICE

The cost of the framework is £18 000 per year for one of the five age categories. You can then select further age categories at £2,000 per year each and build the service structure that most suits your needs. Therefore the maximum that the framework would cost; were you to run all 5 age categories would be £26k per annum. This will cover all of the training, programme materials, ongoing support and quality assurance; in fact all costs to run the programme other than the delivery costs such as staff, premises, etc (as set out above).

The framework is a minimum three year contract, and this has been determined by the Department of Health.

If you require more information please do not hesitate to contact Miranda or Natalie on 020 8417 0078 or by email natalie@wmc.uk.com Miranda@wmc.uk.com