

Co-designing new communication materials as part of the National Child Measurement Programme Quality Improvement Project.

During the academic year 2022/23, the GP Care Group School Health Team, The Child Healthy Weight Team, and the council's Healthy Children and families Public Health team worked together on a Quality Improvement project to review and improve the delivery of our local National Child Measurement Programme (NCMP).

One of the objectives for this project was to co-produce a set of accessible, culturally inclusive, and de-stigmatising communication materials to improve parental engagement and response with the programme.

What have we done:

1. In collaboration with researchers at Queen's Mary University, we developed a digital survey aimed at parents who participated in the 2021/22 NCMP to gather experience and feedback. 107 parents responded.
2. In collaboration with the council Parental Engagement Team, we facilitated two codesign coffee mornings in schools using the council culturally appropriate communications and engagement toolkit. A total of 22 parents (17 mothers and 5 fathers) attended.

What worked well:

We were able to gather specific insight and feedback on the current materials including issues around language and wording which was deemed inappropriate and stigmatising. Parents also felt that the information and support offer was unsuitable and did not address the structural issues impacting on people's ability to engage in a healthy lifestyle.

Those activities influenced the re-design of the NCMP communication materials including*:

- Simplification of the language and recognition of the complexity of weight to reduce feeling of personal responsibility and blame.
- Audio translation of the pre-measurement letter to Bengali and Somali and simplification of the registration process for the online school health portal.
- Information to support with the wider determinants of health including financial support, emotional health and wellbeing support, parental support etc.

**A snapshot of the “before and after” letters can be found at the end of this document.*

What could be improved:

- Facilitators of the codesign sessions were only fluent in English which impacted on the collection of views from parents who could not communicate in English.
- Culturally trusted settings, and the use of alternative format to meet the needs of parents living with disabilities were not explore due to capacity and time constraints.
- Parents with lived experience of receiving an “overweight letter” were not exclusively sampled and this implies that the views collated reflect those of parents who may be less concerned/impacted.
- We were not able to provide parents compensation for their time and insight.
- We were not able to go back to parents to hear feedback on the newly developed materials.

Old pre-measurement letter

Re: National child measurement programme and health needs questionnaire

Tower Hamlets GP Care Group CIC
1st Floor, Beaumont House
Mile End Hospital
Bancroft Road
London E1 4DG

Tel: 0204 551 1414

Dear Parent

We would like to re-introduce ourselves as your school health team. We work across education and health with the aim of improving the health and wellbeing of children and young people. Poor health is known to impact greatly on a child's education and future outcomes.

As your child is now in year 6, we would like to find out if there are any areas of their health and [well being](#) which we could support them with. Please find below a link which will take you to our parent portal, once signed up you will have access to a health assessment questionnaire which you can fill in together.

It's important that once signed up, you keep hold of your Username and password. The parent portal will be used to share information with you regarding your ~~childs~~ child's health and wellbeing, as well as the results from any health screening.

<https://app.schoolscreener.com/Portal/#/Towerhamlets/p/THh99/100907>
(please note, the portal does not work with internet explorer)

In the portal you will also find information about the **National Child Measurement Programme (NCMP)** which is something that young people in year 6 take part in each year. This information will tell you how you can opt out of this specific programme should you wish to do so. Please see below a direct link to the NCMP Information and opt out.

<https://app.schoolscreener.com/Portal/#/Towerhamlets/p/hTH129/100907>

(please note, the portal does not work with internet explorer)

Your School health team is made up of qualified School nurses, registered staff nurses, nursery nurses and support workers. We are here to support you with a wide range of subjects such as:

- Worries about yourself or other family members which may impact your school aged child
- Healthy lifestyle
- Body changes and puberty
- Information about other services
- Immunisations

New pre-measurement letter

Tower Hamlets GP Care Group CIC
Island Health
145 East Ferry Road
E14 3BQ



বাংলা

[Listen to this letter in Bengali](#)

Soomaaliga

[Listen to this letter in Somali](#)

Re: Register on the School Health Portal

Tel: 0204 551 1414

Dear Parent/ Carer,

We would like to re-introduce ourselves as your School Health and Wellbeing team. We are here to support children and young people around healthy lifestyle, immunisation, emotional health and wellbeing, as well as additional support for children with long-term health conditions.

1

Please register on our **online School Health portal** so we can safely share information on your child's health and wellbeing with you. Follow the steps below or watch this [helpful video](#).

2

Register by clicking on the following link using your email address, name, and phone number, and then click "register now".
<https://app.schoolscreener.com/Portal/#/Towerhamlets/p/THh99/100907>

3

You will then receive an email from no-reply@schoolscreener.com (check your junk) please click on the "confirm my account".

4

Choose a password. Please remember to keep this safe so you can log into your account in the future.

You can register on a smart phone or computer at home, school, or your local idea store. When using a computer, please use chrome, not internet explorer. For help, contact the School Health portal helpline on **020 395 84181**.

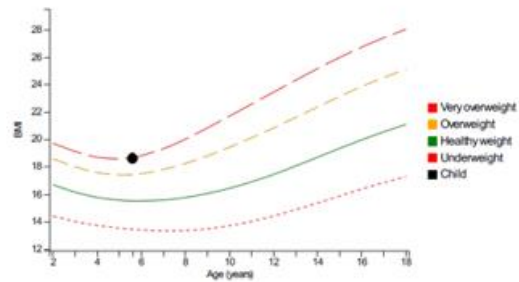
Old Feedback letter

Dear Parent/Carer of ...

We recently sent you a letter about measuring Usman's height and weight in school as part of the National Child Measurement Programme. We measured Usman's class in 13/05/2019.

The purpose of these measurements is to find out if your child is within a healthy weight range for his age, sex and height using a Body Mass Index (BMI) measurement. Usman's results have been plotted in the chart below and this shows that he is **overweight** for his age, sex and height.

Date of Birth	Date Measured	Height	Weight
████████	████████	111.7 cm	23.2 kg



Being overweight can lead to health problems such as high blood pressure, type 2 diabetes and can contribute to low self-confidence. You can help your child to be a healthy weight by making small changes towards being more active and eating more healthily. These changes can also bring additional benefits such as growing healthily, strong bones and better concentration at school.

If you would like to talk to us regarding Usman's measurements, please call school health on 0203 950 7176. You can also:

- take a look at the tips (on the next page / in the enclosed leaflet)
- go online for practical advice at: www.nhs.uk/change4life and www.nhs.uk/ncmp4
- look at the BMI calculator at www.nhs.uk/bmi if you would like to check your child's weight again in the future.

Please note there are occasions when BMI centile may not be the best way to measure your child.

New Feedback letter

Appendix D – New Overweight letter

Tower Hamlets GP Care Group CIC
 Island Health
 145 East Ferry Road
 E14 3BQ
 Tel: 0204 551 1414

Re: National Child Measurement Programme (NCMP) results

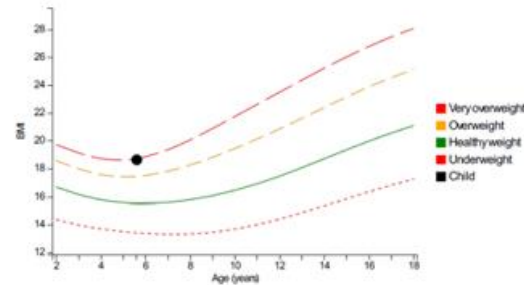
Dear Parents/Carers,

We are getting in touch from the Tower Hamlets School Health and Wellbeing team. Every year children in Reception and Year 6 are weighed and measured at school as part of the National Child Measurement Programme (NCMP).

These measurements are taken to give some information about children's growth and development.

Usman was measured on xxx and his results have been plotted on the growth chart below. The results show that Usman is overweight for his age, sex, and height. Usman's information has **not** been shared with the school and is treated confidentially.

Date of Birth	Date Measured	Height	Weight
████████	████████	111.7 cm	23.2 kg



This may be something you were already aware of, or this might be new information. It is important to know that you are not alone, we live in an environment that makes it difficult to be a healthy weight and there are many factors that can affect a child's weight.

If you would like to discuss Usman's results and get some support, please call our School Health and Wellbeing team on the details below who will be happy to answer any questions you may have:



0204 551 1414 (free interpreter available)

thaeca.schoolnurses@nhs.net

For more information about healthy lifestyle support services and resources available in Tower Hamlets, please see the list below:



Browse the [Local Offer](#) to access a range of activities and events near you. If you need help to find a specific service, please contact 020 7364 6495 or fit@towerhamlets.gov.uk.



Contact our [Parenting Team](#) if you need support around healthy lifestyles, positive relationship building, or dealing with challenging behaviour. You can call 020 7364 6398 or email parenting@towerhamlets.gov.uk.



Visit the [NHS Better Health](#) page for plenty of new recipe ideas and some healthy food and drinks swaps.



Children are recommended to do 60 minutes of physical activities a day. Have a look at [local sports and activities opportunities near you](#). For young people, find out your nearest [youth centre](#) as they offer a range of fun activities for young people.



Children aged 11-25 years old can sign up to ["Youth"](#), a free online counselling and emotional well-being support. Parents and carers can find out about adult emotional health support on the ["Tower Hamlets Connect"](#) page.



Download our ["Tower Hamlets Food Support Guide"](#) to access a list of local food markets, food pantries, food banks, and information about [free school meals](#).



Download our ["worried about money leaflet"](#) to find out about local money support. This leaflet is also available in [Bengali](#). You can also complete their [online form](#).



If you need extra support to deal with a difficult situation, you can call the children services hotline on 020 7364 5006 or visit the [Early Help webpage](#).