



*In this edition of my Chair's Report, I talk about our Family Fun Day at Mayesbrook Park, the Great Weight Debate Hackathon, and the upcoming Older People's Week. I would welcome Board Members to comment on any item covered should they wish to do so.*

*Best wishes,  
Cllr Maureen Worby, Chair of the Health and Wellbeing Board*

### Family Adventures, Family Fun Day at Mayesbrook Park



Over 3,500 people attended the Family Adventures, Family Fun Day hosted by LBBB Healthy Lifestyles team in Mayesbrook Park on the 1st August.

The day launched the start of the new Healthy Weight Summer Campaign which aimed to raise awareness of the importance of physical activity, healthy eating and having FUN, so you can improve and maintain a healthy weight.

The day was targeted at families within a 750m radius of Mayesbrook Park which cut across four wards: Becontree, Eastbury, Longbridge and Mayesbrook and specifically at families who had been identified as having overweight and/or physically inactive children.

Throughout the day, there were lots of opportunities for people to get active and to learn about healthy eating, supported by competitions and prizes - including #showusurplate, Smoothie Bikes, Bouncy Castles, Sumo Wrestling, a 150ft inflatable adventure course and activities laid on by sports clubs providers.

The day also saw the launch of an interactive treasure hunt called Fruit Pursuit targeted at young families. Fruit Pursuit is a new smartphone app commissioned by the Healthy Lifestyle team which challenges players to correctly answer a number of healthy lifestyle questions in order to win fruits – those with the highest number of fruits won prizes on the day!

It was also the launch of the Healthy Lifestyles website – a New Me and the launch of 2 new healthy lifestyle children's mascots - Active Alfie and Healthy Hana who promote the dual importance of healthy eating and exercise.

The Healthy Lifestyles team led on a number of workshops on food and nutrition, smoking, alcohol and drug awareness, ageing well, health checks and exercising at home, along with a number of other healthy lifestyle stall-holders who provided additional information including cookery demonstrations.

We had 142 feedback forms completed by residents and the key points were:

- A major attraction were the inflatables/bouncy castles
- The main way people learned about the event was (in order of popularity): social marketing, borough e-newsletter, word of mouth and posters in shops/street/rail banners
- 3 lessons they learnt as a result of attending the event – healthy eating, exercise is fun, introduction to new activities – zumba, boxing, cheerleading
- 99% want the event to happen again
- One frequent criticism was the 'queueing' due to the high turnout
- People want more activities aimed at younger children, more bouncy castles, more workshops and to extend the timing of the event



## **The Great Weight Debate Hackathon: Barking and Dagenham Youth Forum**

On 6 June a 'Hackathon' was held with 16 local young people of the Barking and Dagenham Youth Forum. After a brief introduction to the subject of obesity and healthy weight, the participants were asked to work in three small groups, each tackling one of the following questions:

- How can we help our children to be more active every day?
- How can we help young people eat and drink sugary foods less often?
- How can we help young people in London not to buy as much take-away?

For each of the questions participants were asked to suggest ways in which the question could be 'answered' and to feed this back in the form of a presentation/short sketch to senior council officers.

For detailed information about the outcomes of the hackathon, please contact [Abimbola.lucas@lbbd.gov.uk](mailto:Abimbola.lucas@lbbd.gov.uk)

However, the suggestions to arise from the event are reflective of the findings highlighted by the Pan London Great Weight Debate survey. More needs to be done to educate young people and their families about the impacts to health and wellbeing of poor diets and unhealthy food choices. Similarly, more needs to be done to ensure that the services available to young people are promoted and accessible, as the borough boasts of many activities and interventions already available.

## Older People's Week

International Older People's Day falls on the 1 October every year and the London Borough of Barking and Dagenham, along with our partners, deliver a number of events over several days to celebrate the contribution that older people make to our communities.

This year's day is themed around enabling and expanding the contributions of older people in their families, communities and society at large. It focuses on the pathways that support full and effective participation in old age, including digital solutions and technology, education and lifelong learning, access to information, as well as overcoming barriers that exclude or discriminate against older people. The official theme of the day is; "Stepping into the Future: Tapping the Talents, Contributions and Participation of Older Persons in Society."

There are several events being held in the borough including;

- A Fete held at the Memory Lane Day Centre which is being run to support older people including those with dementia
- A Family Fun Day Celebrating Older Peoples Day to be held at the Barking Learning Centre, which will include opportunities to:
  - Meet some councillors and ask questions
  - Play Boccia, a seated inclusive sport, designed to improve coordination. Boccia is very similar to Bowls.
  - Try Tai Chi, a type of Martial Arts very well known for its health benefits and effective means of alleviating stress and anxiety.
  - Participate in Zumba Gold, an easy to follow Zumba choreography that focuses on balance, range of motion and coordination
  - Try chair-based exercises in a low intensity class designed to improve strength

The day will also have stalls from Care City and partners, Age UK, Alzheimer's society & Free Refreshments

- A bus tour through Barking and Dagenham reminiscing on the past and looking forward to the future opportunities the regeneration of the borough holds
- Various health, wellbeing and social activities held across the borough.

## Future dates of the Health and Wellbeing Board

The Board will meet on the following dates:

- 8 November 2017
- 16 January 2018
- 13 February 2018
- 12 April 2018