



An integrated approach to tackling childhood obesity

North East Physical Activity Forum
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**Dr. Gordon MacMillan,
Partnership Development, MEND Programme.**

The MEND Approach

- (M)ind; (E)xercise; (N)utrition...(D)o it!
- Key emphasis on increasing physical activity.
- Healthy lifestyle programme.
- Involves both parents and children.
- Delivered in the community.

Increasing physical activity



- Free to participants.
- Delivered locally.
- Engaging and effective promotion.
- Recruitment focussed on defined groups.
- Emphasis on having fun.

Exercise Component of MEND

- Incorporates Sport England FUNdamentals.
- Eighteen sessions of graded exercise.
- Land or water-based programme.
- Non-competitive, structured group activities.
- Fitpro and Bromley MyTime.

Nutrition Component of MEND

- Refined versus unrefined foods.
- Sources of fat, sugar and salt.
- Reading labels & portion sizes.
- Selecting food - supermarket tour.
- Preparing food - cooking evening.

Mind Component of MEND

- Improving self-esteem & confidence.
- Goal setting and reward systems.
- Stimulus control (hunger vs craving).
- Managing bullying.
- Significant sections aimed at parents only.

Engaging the Socially Excluded



- Often delivered in low income areas.
- Enhances self esteem of participants.
- Team-based to build community cohesion.
- Adapted to different cultural settings.
- Involving community volunteers in delivery.



