

# HEALTH PROMOTION CAMPAIGN

South East Coast & London + North West Dietitian Network



# WHY-Objectives

- Improve the knowledge about diet and lifestyle habits that can reduce CV risk of the children and young people with type 1 diabetes  
Improve the access of educational material to dietitians and diabetes teams to speak about lifestyle, diet and healthy habits. (Everything in the same place)



# WHY A CAMPAGIN

We know that there is a lack of knowledge and confidence amongst health professionals in delivering healthy lifestyle advice (Mathews, 2017, BMC Health Serv Res.)

We want to encourage healthy habits for whole families as its more likely to stick

- **Chenget al; 2014.** Physical activity of father influences sons, and mother influence daughters. Physical activity of friends was directly associated with activity of adolescents

Dietetic consultations mainly focus on carb counting techniques, assessments of glucose response to food and insulin timings. Dietitians felt that they did not have the time to also deliver healthy eating messages consistently with update to date resources easily found



Advice is more likely be followed if:

- It is consistent,
- If a whole team of professionals is giving the same guidance
- Its practical
- Simple to understand
- There are lots of reminders (mini – interventions)



# WHAT-Topics to cover



- Salt
- Fibre/ Whole grains and vegetables
  - Lifestyle
  - Dietary fat
- Energy balance/ Portion sizes
  - Exercise
  - Sugar and carbs
- Emotional health



# HOW-Work plan

## YEAR 1



- Eating habits questionnaire before and after the project

- 3 months per campaign topic
- 1 team educational session to kick off each topic
- Newsletter / digibete post each month
  - 1 poster per topic
- Powerpoint for clinic / GP screens

## YEAR 2

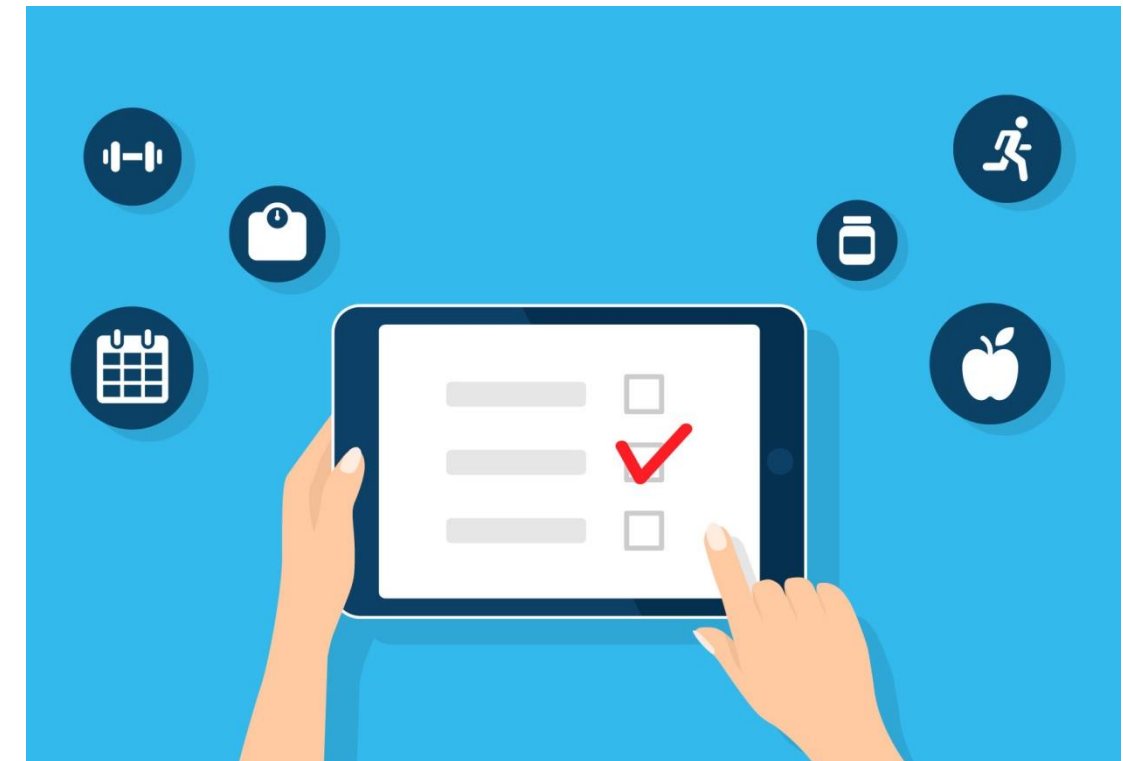


# HOW-Work plan

Eating habits questionnaire to be applied via Survey Monkey at the beginning and at the end of the project to evaluate the impact

- Vegetable and fruit frequency of consumption
- Fibre consumption
- Salt and processed meats consumption
- High sugar and fat foods
- Snacks and meal times
- Exercise, sleep and screen times

Link to the questionnaire can be found on [South East Coast & London and North West Health Promotion Project - National Network \(cypdiabetesnetwork.nhs.uk\)](#)



# Eating Habits Questionnaire

Results can be presented to the Diabetes MDT to highlight specific lifestyle change needs  
Results from the questionnaire have helped to tailor the project to the local population

London North-West – 73% use saturated fat in cooking Vs South Manchester – 37%

London North west – 77% add salt at the table, this behaviour was only reported by 25% in  
South Manchester

South Manchester 25% ate wholegrains daily, vs 70% reporting to eat daily in north-west  
London

Link to the questionnaire can be found on [South East Coast & London and North West Health Promotion Project - National Network \(cypdiabetesnetwork.nhs.uk\)](https://www.cypdiabetesnetwork.nhs.uk)

# Team Educational Presentation

## Fibre

- What is Dietary Fibre
- Why is Fibre important
- How much Fibre do we need
- How much Fibre do we eat
- How to identify a high fibre food
- Which foods are high in fibre
- Establishing a regular fibre intake and suggested meals
- Resources
- References

Slides to present to Diabetes MDT before every topic of the campaign

This helps to educate our colleagues and for them to be in line with what we are sharing

Reference, resources and how to use the pack will also be included in this document



# Newsletters



## FIBRE

~Nutrition newsletter~ Vol 1


### WHAT IS FIBRE?

Fibre is the carbohydrate in plant based foods that we don't digest. They can be split into soluble, insoluble and resistant starches. They are also pre-biotics that feed the good bacteria in our gut.

### SOURCES OF FIBRE



Wholegrain breads & cereals with most meals



Vegetables, berries and fruits with the skin left on  
You should be having 5-a-day!




Beans and Lentils one of your 5-a-day




Nuts and Seeds in meals or as a snack

How much do you know about Fibre? Check out this quiz to find out!



SCAN ME



## FIBRE

~Nutrition newsletter~ Vol 2


### HOW MUCH FIBRE SHOULD WE EAT?

2- 4 years = 15g per day	BUT children and teenagers only eat 15g and adults only 18g per day!
5-10 years = 20g per day	Most of us are not eating anywhere near enough
11-14 years = 25g per day	
15yrs + = 30g per day	


### WHY IS FIBRE IMPORTANT IN OUR DIET?

- It helps us have healthy, regular poo's
- It feeds good bacteria in our gut (pre-biotic)
- Helps our immune system prevent illness
- Keeps our gut healthy
- It supports a healthy blood pressure for better heart health.


### HOW TO MEET THE TARGETS?



Porridge with fruit, nuts or seeds



Jacket Potato with beans and an apple




Lentil & vegetable Curry with brown rice

Choose yoghurt, nuts or seeds, and fruit as desert or snacks between meals

**THIS DAY PROVIDES 30 - 35G FIBRE**

Check out this link to find some tasty ways of adding veg to your meals!



SCAN ME



## FIBRE

~Nutrition newsletter~ Vol 3

### HOW TO CHECK THE FIBRE CONTENT

On the label, per 100g  
More than 3g = a source of fibre  
More than 6g is high fibre

This product is high in fibre



### CAN YOU SWAP IT?



Swap White bread, with wholemeal or have a whole grain cereal



Instead of cakes / biscuits try veg sticks and hummus or fruits




Swap crisps to popcorn or nuts



Change white rice to brown or add lentils to Basmati rice

For more healthy Swaps, check out the Change4Life website



SCAN ME

# Virtual Resources



## Healthy Lifestyles – What is Fibre?

6th January 2022

### What is Fibre?

Fibre is the carbohydrate in plant based foods that we don't digest. It won't cause blood glucose levels to rise and will slow the absorption of other carbohydrates meaning less glucose spikes. [Click here for more information on how Fibre is good for you gut health](#)

### Sources of Fibre:

- Wholegrain breads and most whole grain cereals
- Oats
- Beans and lentils (pulses)
- Nuts and seeds, as a snack or part of a meal or nut butter.
- Vegetables
- Fruits with the skins left on and berries.

[NHS live-well has guidance on how to increase your fibre intake](#)



Digibete post draft

Digital poster to put in screens or to have available in clinics

## FIBRE

### How to include more in our meals

Fibre is a type of carbohydrate that's found in plant-based foods. It's not absorbed or digested by the body, but helps to lower cholesterol and blood pressure; improves gut health and having regular poo's; its even ben linked to improved immune response.

1. Add nuts and seeds to meals and snacks
2. Choose wholegrain options such as brown pasta, bread and cereals.
3. Don't peel the skin of potatoes or fruit when possible
4. Add pulses like beans, lentils or chickpeas to stews, curries and salads.
5. Mix vegetables with your meals such as in stews, curries, side dishes or colourful looking salads

SCAN ME

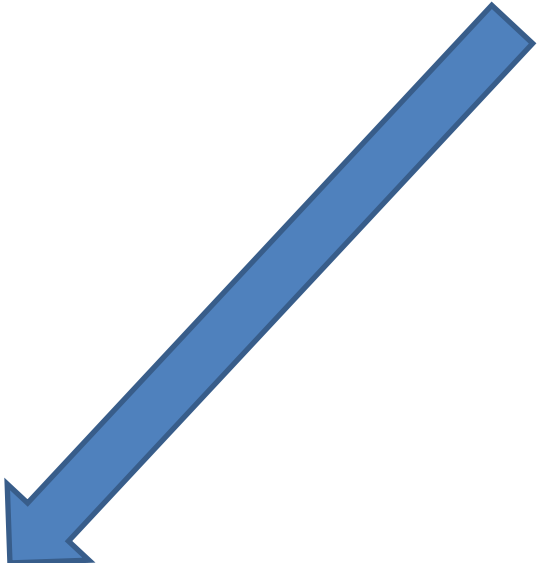
Scan the QR code to find more ideas on how to motivate your family to eat more fibre with VEGPOWER

Created by the Healthy Lifestyle subgroup of North West and South East Coast and London CYP Network

# Links to more Guidance

Waiting room presentations for services that have screens

The use of QR codes to signpost to other resources



**FIBRE**  
~Nutrition newsletter~ Vol 1

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- Beans and Lentils one of your 5-a-day
- Nuts and Seeds in meals or as a snack
- Vegetables, berries and fruits with the skin left on You should be having 5-a-day!

How much do you know about Fibre? Check out this quiz to find out!



# Ways of using the toolkit

3 months per topic. 1 post in Digibete/social media 1 and newsletter per month

**Health Promotion Campaign 2 years**  
Present the concept to your MDT and apply the questionnaire

Display poster

1)

Fibre

- What is Dietary Fibre
- Why is Fibre important
- How much Fibre do we need
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- How to identify a high fibre food
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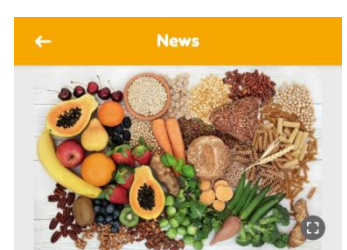
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FIBRE

-Nutrition newsletter- Vol 2

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**BUT children and teenagers only eat 15g and adults only 10g per day!**  
Most of us are not eating anywhere near enough

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**HOW TO MEET THE TARGETS?**

Choose yoghurt, nuts or seeds, and fruit as desert or snacks between meals

THIS DAY PROVIDES 30 - 35G FIBRE

Check out this link to find some tasty ways of adding veg to your meals!

FIBRE

-Nutrition newsletter- Vol 3

**HOW TO CHECK THE FIBRE CONTENT**

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**CAN YOU SWAP IT?**

- Swap White bread, with wholemeal or have a whole grain cereal
- Instead of cakes / biscuits try veg sticks and hummus or fruits
- Swap crisps to popcorn or nuts
- Change white rice to brown or add lentils to Basmati rice

For more healthy Swaps, check out the Change4Life website

# Ways of using the toolkit

Use resources to educate families in case you spot specific needs of education in areas of general healthy living.

2)

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### How to include more in our meals

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Ingredient	Per 100g
Wholemeal flour	10g
White flour	0.5g
Wholemeal bread	10g
White bread	2g
Wholemeal pasta	10g
White pasta	0.5g
Wholemeal rice	10g
White rice	0.5g
Wholemeal cereal	10g
White cereal	0.5g

### CAN YOU SWAP IT?

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# Update: Year 1 content

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How much do you know about Fibre? Check out this quiz to find out!  SCAN ME

## SALT

~ Newsletter 1 ~

**WHY IS SALT IMPORTANT?**  
Salt is essential in our diet for health. It controls the amount of fluid in our blood. If we have more salt in our diets our blood holds on to more water and our blood pressure goes up.

- High blood pressure increases the risk of Cardiovascular disease (CVD) including heart disease, stroke and heart failure.
- High salt diets are also linked to stomach cancer, osteoporosis, kidney disease, obesity, bloating/water retention.

**HOW MUCH SALT SHOULD WE EAT?**

0.6 months <1g / day (<0.4g sodium)	4-6 years 3g/day (1.2g sodium)
6-12 months 1g/day (0.4g sodium)	7-10 years 5g/day (2g sodium)
1-3years 2g/day (0.8g sodium)	11 years and above 6g / day (2.5g sodium)

Most people consume >8g per day  
75% comes from processed foods

 Watch this video that explains about benefits of reducing salt in your diet

**HIGH SALT FOODS**



Hidden salt is in soy & fish sauce, yeast extract, stock cubes and seasoning such as Maggi, gravy, ketchup, brown sauce.

Click this link to find foods to watch out for  SCAN ME

## Fat

~Nutrition newsletter~ Vol 1

**WHAT IS FAT AND WHY IS IT IMPORTANT?**  
The right amount of fat in our food helps our bodies to: stay warm, have energy, make hormones that help our bodies work the way they should, provide essential healthy fats that can't be made by the body and absorb vitamins.

**TYPES OF FAT IN FOODS**

**CHOOSE UNSATURATED FATS**

 They are divided in monounsaturated fats and polyunsaturated fats. They can help you to maintain a healthy heart.

**SOURCES**  
These are found generally in plant foods such as seeds, nuts, olives, oily fish like tuna, mackerel and salmon and avocados

**REDUCE SATURATED AND TRANS FATS**

 Saturated fats and trans fats are less healthy because they make your body produce more fats in your blood. These can lead to health problems later in life, particularly heart disease.

Saturated fats are found in: animal products like the visible fat on meats, palm and coconut oil used in home cooking, commercial frying, or foods like biscuits, chips and slices, full-fat dairy products like butter and cream.

Trans fat is found in: commercially made cakes and biscuits, takeaway food, ready-made or frozen meals, snack foods like crisps and energy bars.


Limit these type of fats in your diet as much as possible

Watch this video about fat for children  SCAN ME

## Sedentary behaviour








~Lifestyle Newsletter 1~

**WHAT IS SEDENTARY BEHAVIOUR?**




Sitting Lying Reclining

Reducing sedentary behaviour is good for your physical and mental health. Limit time spent strapped in (buggies/cars etc) or watching screens. Some ideas to reduce sedentary behaviour are the following:

 Click the QR code or scan it with your phone for ideas of activities for under 5s	 Active play  Games  Dancing  Walking  Cycling	 Click the QR code or scan it with your phone for ideas of activities for 5-18 year olds
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Tips: Choose active gifts such as balls or kites for birthdays or treats. Encourage involvement in household chores - sweeping, hoovering, dusting

**IS ALL SEDENTARY BEHAVIOUR THE SAME?**

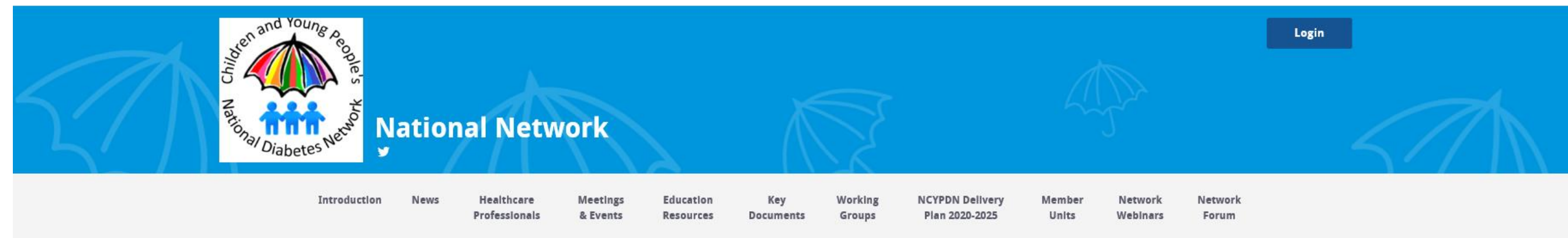


- Screen time in particular leads to poorer health
- Although still done sitting art, music and crafts have other cognitive and behavioural benefits.

30% of children are active for less than 30minutes per day

# Where to find the resources

**Website:** [South East Coast & London and North West Health Promotion Project - National Network \(cypdiabetesnetwork.nhs.uk\)](https://cypdiabetesnetwork.nhs.uk)



The Healthy Lifestyles work is a health Promotion project being led by Dietitians in the SEC&L and NW networks.

The aim is to improve knowledge about diet and lifestyle habits that can support health and wellbeing and a reduction in cardiovascular risk factors for CYP and their families.

We hope to improve the knowledge of the whole MDT and to encourage mini-interventions by the team during clinic alongside dietetic input.

**Topics we hope to cover in the first year are:**



**The following topics will be coming soon!**



# Future Opportunities

- To be available on Digibete
- To be translated into different languages
- For the questionnaire to be validated and potentially for use in national comparison and research of lifestyle habits
- Opportunities to be used outside diabetes settings, public health, obesity clinics, general dietetic clinics and GP surgeries





# WORKING GROUP

## Paediatric Diabetes Dietitians from:

- ❖ Barts Health NHS Trust
- ❖ London North West University NHS Trust
- ❖ North Middlesex University NHS Trust
  - ❖ Manchester Foundation NHS Trust
  - ❖ Salford Royal Foundation NHS Trust
  - ❖ Stockport NHS Foundation Trust
- ❖ Dartford and Gravesham NHS Trust
  - ❖ Royal Alexandra Hospital
- ❖ St Mary's Hospital, Imperial College Healthcare NHS Trust
  - ❖ Medway NHS Foundation trust
  - ❖ Royal Wolverhampton NHS Trust

## Contacts:

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Usha Parkash

[Usha.parkash@nhs.net](mailto:Usha.parkash@nhs.net)