

CASE STUDY: THE NATIONAL CHILD MEASUREMENT PROGRAMME

ST HELEN'S BOROUGH COUNCIL

Context: The National Child Measurement Programme provides an annual opportunity to engage with parents about their child's health and support positive action towards healthier lifestyles. However, receiving feedback that their child is outside of the healthy weight range can be distressing for many parents. Distress can take several forms, including shock, denial, confusion, anger, guilt, shame and/or fear. We identified a need to work with parents to understand their experience and listen to their advice.

What We Did: Using an asset-based approach we worked with families to build a trusting dialogue between them and services, in order to improve children's health in the Borough. A number of key findings emerged from interviews with parents whose children had taken part in the measurement programme and the process of informing/advising parents of the results. The implication of the feedback from parents meant that the Tests of Change initially planned may be reconsidered in line with the parents' values. The exercise provided some extremely rich insights into the problem and a new direction of planning for the steering group.

Impact: We developed a set of recommendations for the council to implement improvement:

- 1 Implement changes to communicate with and listen to patients
- 2 Support patients with what matters to them
- 3 Improve what St Helen's Borough Council do by consulting and engaging with parents



Lived Experience



Continuous Improvement



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Shape Change Inspire Quality Transform Care

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As a result of this co-production project, we will look to implement changes to how we communicate with parents before measurements are taken and after, when sharing the results.
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Matthew Cunliffe

Public Health Practitioner,
St Helen's Borough Council

For further details about this piece of work, or to discuss how we can support you, please get in touch:



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