

Children, Young People and Families Healthy Weight Strategy



1000
TWEAKS
TO FEELING GREAT

Why do we want to improve levels of healthy weight in children?

Increasing the number of children in Leicester living with a healthy weight is everyone's business. Our strategy aims to address the issue in Leicester by working together, engaging communities and empowering people to make healthy changes.

Most importantly, we want to create an environment where the **healthy choice is the easy choice**, and all children in Leicester to have the opportunity to grow up healthy, happy, and ready for school. Creating a healthier environment for our children and families to live in will make it easier for children to maintain a healthy weight.

We want Leicester to be a place where families sit down together to enjoy good, healthy and nutritious food, and where being physically active is built into how children play, learn and travel. We want our children and young people to learn lifelong habits around making healthy food choices and being active, so that as they grow, these habits continue into adulthood. As adults, they will then be able to make healthy choices for themselves, their children and their families.

What will we do?

Leicester City will:

1. Create an environment where children and young people are supported to be fit and happy by:
 - Celebrating and enjoying good food
 - Being confident and having a positive body image
 - Being fit, strong, and active
2. Work with a range of organisations to promote affordable healthy food and drink, and enable Leicester to be a healthy environment to live and grow up in.
3. Improve children's knowledge about healthy eating and physical activity, and encourage them to make positive choices
4. Encourage adults who live or work with children to be good role models, who have positive relationships with food and physical activity

For a full copy of our strategy please email us at 1000tweaks@leicester.gov.uk

How will we do it?

Lots of individuals and organisations both in the public and private sector have contact with children and young people. If all these could make small changes to help children and families to eat healthier and do more physical activity imagine what all of those changes would add up to.

It would be MASSIVE.

The '1000 tweaks' initiative is a large scale campaign that will encourage individuals, families, organisations and businesses to make a few small changes to their day to day routines to help children and young people to eat good food and enjoy physical activity.

The idea is that across the city all the small changes made by individuals, families, schools, nurseries and many more will add up to '1000 tweaks' and more!

1000
TWEAKS
TO FEELING GREAT

Little changes
for a big difference

What does a tweak look like?

A tweak is a small change. It should cost little, or nothing to implement. You should be able to start doing it straight away. Here are some examples...

Tweaks for cafés and restaurants

- Put water on the tables before customers are seated
- Reduce the portion sizes of meals with high fat or sugar content

Tweaks for grandparents

- Teach your grandkids how to prepare your favourite healthy family meal
- Go and play at the park together

Tweaks for public buildings

- Offer free water
- Encourage stairs over lifts

To find out more about how you can get involved, see tips for tweaking and to tell us about YOUR tweaks visit www.leicester.gov.uk/1000tweaks or email 1000tweaks@leicester.gov.uk

Join the conversation **#1000tweaks**

A range of free resources are available to download on our website.

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