



Better Start Bradford Innovation Hub- Health and Nutrition Workstream

About the Health and Nutrition workstream

The Health and Nutrition workstream of the Innovation Hub works alongside the Eat, Live, Love theme of Better Start Bradford (BSB). The workstream will evaluate those BSB projects aimed at improving children's nutrition and activity levels, and reducing levels of childhood obesity in the BSB area.

Eating healthily and being physically active are extremely important for children's wellbeing, growth and development. As well as helping children to maintain a healthy body weight, consuming a healthy balanced diet and staying active help to protect against conditions such as diabetes, cardiovascular disease, and high blood pressure. In addition to children's diet and exercise, a number of other factors have been associated with increased risk of childhood obesity. These include maternal feeding styles and practices, duration of children's sleep, and the amount of time children spend screen-viewing. There is a clear indication that helping parents to develop the knowledge and skills they need to provide a healthy lifestyle for their families will be beneficial in improving children's health and reducing rates of childhood obesity. Within the Nutrition and Obesity workstream there are 4 interventions that target parents and the wider family to positively impact on health promoting behaviours. These are:

Breastfeeding Support

Healthy and Active Parenting Programme for early Years (HAPPY)

Health Exercise and Nutrition for the Really Young (HENRY)

Cook and Eat Programme

People

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For more information about Better Start Bradford and their projects please visit <http://www.bradfordtrident.co.uk/better-start-bradford-6/>

For more information about our new cohort visit <http://www.bibbs.co.uk/>

