



mend™

Mind Exercise Nutrition... Do it!

Tackling childhood obesity by getting children and their families

FITTER · HEALTHIER · HAPPIER

Mind



Exercise



MEND's mission is to enable a significant, measurable and sustainable reduction in global childhood overweight and obesity levels.

We provide evidence-based, family-oriented programmes to prevent and treat obesity, and train frontline staff in obesity management to build local capacity and skills.

Working in partnership with the private, public and voluntary sectors, MEND blends private sector efficiency with voluntary sector heart and passion to deliver a critically needed social good. By combining practical, fun learning about healthy eating with behaviour modification techniques to boost self-confidence, and fun games that stimulate active enjoyment of physical activity, MEND empowers families to build a foundation for healthy living – for life!

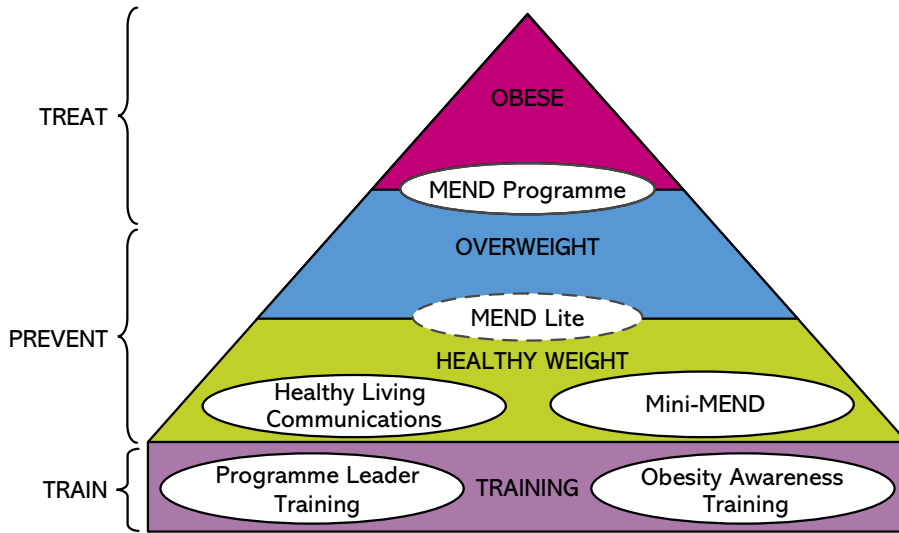


Nutrition



Do it!

MEND ADOPTS A MULTI-PRONGED APPROACH TO OBESITY



MEND Programme, MEND Lite and Mini-MEND are:

- Designed by child obesity experts for delivery by non-specialists (e.g. health, education, social care, fitness and childcare professionals) with rigorous training and ongoing support from MEND.
- Family-based, with mandatory participation by parents/adult carers.
- In line with key national policy guidelines such as NICE (UK), ADA (US), Canadian and Australian Clinical Practice.
- Delivered in community settings (e.g. schools, childcare centres, leisure centres) to “demedicalise” obesity.
- Place special emphasis on measuring, monitoring & evaluating outcomes.

MEND PROGRAMME

Secondary prevention and treatment of obesity for 7-13 year olds and their families



20 x 2-hr group sessions over 10 weeks. Each session = 1 hr discussion + 1 hr physical activity

- 2 Measurement sessions (pre and post)
- Introduction and farewell (graduation) session
- 8 Mind sessions for parents and children (e.g. goals & rewards; modelling; stimulus control; bullying; fussy eating; self-confidence building)
- 8 Nutrition sessions for parents and children (e.g. label reading; portion sizes; types of fats and sugars; supermarket tour; recipe tasting)
- 18 Exercise sessions for children (land-based and water-based; graded; structured; non-competitive).



Mini-MEND

Primary prevention for all toddlers and their parents/adult carers



10 x 1.5-hour sessions over 10 weeks. Each session = 30 min physical activity + 15 min snack time + 45 min parent discussion / toddler crèche

- Introduction and farewell (graduation) session (including measurements)
- 4 Mind sessions (e.g. food without fuss; modelling; problem solving)
- 4 Nutrition sessions (e.g. fun with food; what's in your food?)
- 10 Exercise sessions
- Crèche sessions for toddlers during parents' discussion sessions, including story time with bespoke healthy living stories.



HEALTHY LIVING COMMUNICATIONS

- Creative formats to deliver healthy living messages.
- Supplements MEND's community programmes by providing replicable, cost effective health & wellbeing education for the broader population.

OBESITY TRAINING

- Programme Leader Training: “Train the Leader” model to upskill local staff to run Programmes, builds local capacity and promotes sustainability.
- One Day Child Obesity Awareness Training to educate frontline staff (e.g. school nurses; doctor's receptionists; teachers; etc) about obesity management.

FUTURE PRODUCT DEVELOPMENT

MEND's “solution in a box” model is transferable to other target groups. New product ideas exhibiting strong demand include MEND Lite (healthy living for all children); MEND for Teens; MEND for Special Needs; and Maternity MEND. We are keen to partner with like-minded organisations to develop these and other new ideas.

INTERNATIONAL EXPANSION

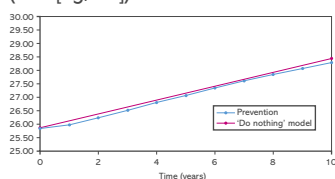
MEND is expanding internationally in response to strong demand and interest. We partner with private, public and voluntary sector organisations in other countries to adapt and implement MEND to suit local needs.

MEND IS EVIDENCE-BASED AND RESEARCH DRIVEN

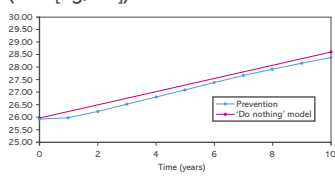
Comparison of the effectiveness of different obesity interventions

Shows that only family-based interventions have a significant effect on BMI, which is sustained over time

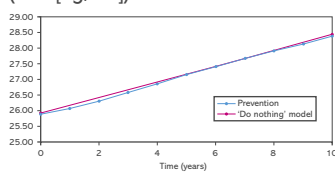
Workplace counselling (BMI [kg/m²]) over time



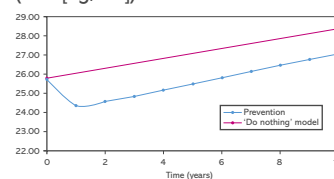
Counselling by primary care staff (BMI [kg/m²]) over time



Whole school approach (BMI [kg/m²]) over time



Family-based interventions (BMI [kg/m²]) over time



(National Institute for Clinical Excellence (NICE), Obesity Guidance (43), December 2006)

- The Cochrane Systematic Review on treating childhood obesity (Summerbell, 2005) concluded that the most effective interventions were those that were family-based and multi-component, incorporating all three elements: nutrition education, physical activity and behaviour change.
- After conducting an exhaustive review of all available world-wide evidence, the UK National Institute for Clinical Excellence (NICE) published comprehensive obesity guidance in 2006, concluding that "multi-component interventions are the treatment of choice" and "interventions which involve parents in a significant way may be particularly effective". They further recommended multi-component interventions as the first line of approach in managing simple obesity in children.

MEND HAS A 20-YEAR RESEARCH PARTNERSHIP WITH:



"As Director of the Medical Research Council's Childhood Nutrition Research Centre, it is my job to identify important research priority areas in the interest of population health. The current epidemic of childhood obesity is one of the most critical health issues today. The MEND Programme is an exciting multi-component approach to child obesity, underpinned by a successful RCT completed at the Institute. We are pleased to have agreed a 20-year research partnership with MEND to continue to investigate the efficacy of the programme in promoting sustained impact on health, behaviour change and BMI / waist circumference reduction over the long term. With its community-based model, the MEND Programme has great potential to underpin effective national strategies for obesity treatment and prevention, in Britain and elsewhere. This, in turn, has immense implications in terms of reducing the risk of chronic disease. Given the emerging efficacy and potential importance of the MEND intervention, it is hoped that public health and business leaders will support the development of this work." (Professor Alan Lucas, Director MRC CNRC, UCL Institute of Child Health)

MEND RESEARCH

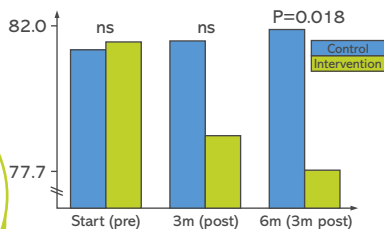
- 2002-3: Feasibility study
- 2004-5: Pilot study
- 2005-7: Multi-site Randomised Control Trial (RCT)
 - Intervention Group: 9-week MEND Programme & 12 week free swimming pass.
 - Control Group: delayed intervention (at 6 months).
 - Measurements at baseline, 6 and 12 months.

- Study venues: sports centres and schools (urban & rural).
- Delivery: 5 separate multi-disciplinary teams (health, exercise & social care professionals).

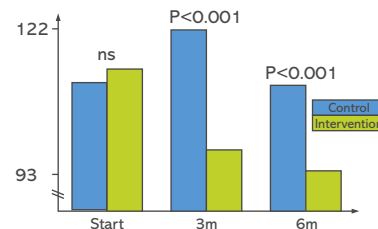
Conclusion: Statistically significant improvements achieved in all key outcome measures, which were sustained at 12 months. This proves that MEND is an effective and replicable community intervention to treat child obesity.

RCT RESULTS

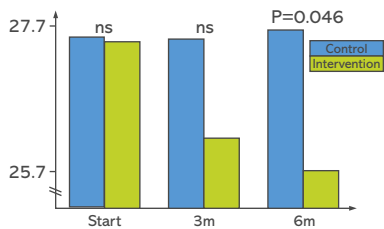
WAIST CIRCUMFERENCE (cm)



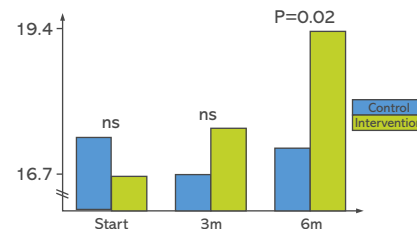
RECOVERY HEART RATE (bpm)



BMI (kg/m²)

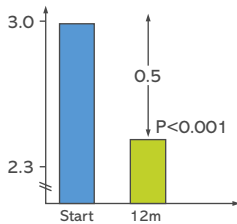


SELF-ESTEEM SCORE (out of 24)

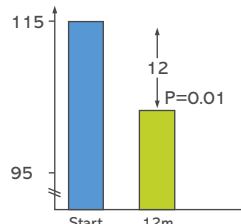


WITHIN SUBJECT RESULTS

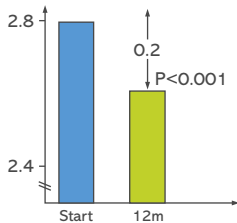
WAIST CIRCUMFERENCE Z-SCORE



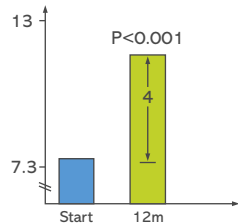
RECOVERY HEART RATE (bpm)



BMI Z-SCORE



PHYSICAL ACTIVITY (hrs/week)



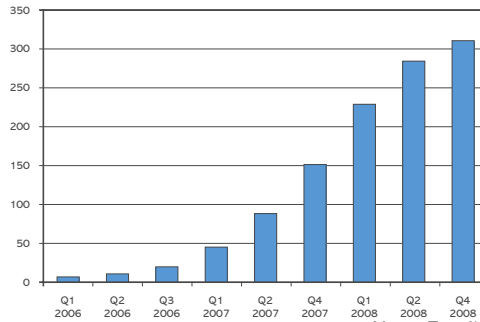
FROM RESEARCH Evolution

2001-2006

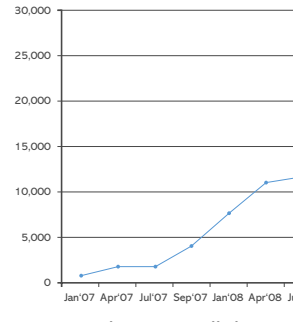


- 2001-3: MEND Programme developed by leading child obesity experts at Great Ormond Street Children's Hospital; feasibility trial conducted and evaluated; programme developed and refined.
- 2005: Start of multi-site RCT at Institute of Child Health/GOSH partly funded by Department of Health and Sainsbury's; launch of MEND Central.
- 2006: MEND rolls out first non-RCT sites; awarded funding from Sport England, 4-yr grant from the Big Lottery Fund; 3-yr partnership agreed with Sainsbury's; first 6 staff members recruited.

NUMBER OF MEND PROGRAMME SITES



CUMULATIVE CHILDREN ON PROGRAMME



Note: Funding has been secured to cover all these sites to allow more families access to the programme.

STANDARDISED & REPLICABLE

• MEND's "solution in a box" approach allows for immediate implementation of obesity programmes with little lead time, saving both internal development time and money, as well as the opportunity cost of delayed impact. *"We found that having all the Programme manuals ready prepared was a fantastic solution for us. Frankly, all of us sitting round the table reinventing the wheel for something that's already evidence-based and proven to work just seemed like a crazy misuse of our time"* (Public Health Clinician, PCT)

"The standardisation implicit in both MEND's comprehensive Programme training, as well as the detailed, lesson-planned format of the trainer's manuals means that the necessary support is in place to enable non-specialists to be MEND leaders and to be able to lead the Programme effectively, which is really important at the current time in Public Health where specialist resources are particularly scarce and constrained."

(Health Improvement Manager, PCT)

- Standardisation facilitates comparisons across sites, which enables:
 - Continuous improvement of Programmes
 - Transfer of best-practice between sites
 - Robust quality assurance
 - Detailed monitoring & evaluation of impact on individuals, programmes and portfolios
 - Aggregation of data across all sites to identify trends regarding where, and with which demographic groups or areas, impact or "ROI" is greatest. This informs future public health and CSR resource allocation decisions.



MEND'S UNIQUE

STANDARDISED AND REPLICABLE

SCALABLE

SCALABLE

- The standardised nature of the programmes, coupled with MEND's "train the leader" delivery model ensures that programmes can be replicated and scaled rapidly without affecting quality.
- MEND's sophisticated Operations Management and Monitoring System (OMMS) enables scalability by providing delivery partners with centralised, web-based project management tools, templates and resources. These, coupled with dedicated Regional Manager support, simplify programme implementation, minimising any additional management time. OMMS also enables secure data storage and robust monitoring and evaluation.

"The MEND team are always on the other end of the phone, willing to help you in any and every way possible. Their support has been invaluable to us in easing the implementation of especially our first Programme, and highlighting for us all the important things we needed to think about to get the Programme up and running." (Obesity Programme Manager, PCT)

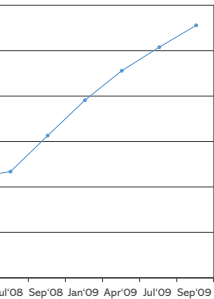
INCREASED COST-EFFECTIVENESS

(Costs vary according to the number of families and cost per family, which can be reduced downwards with economies of scale)

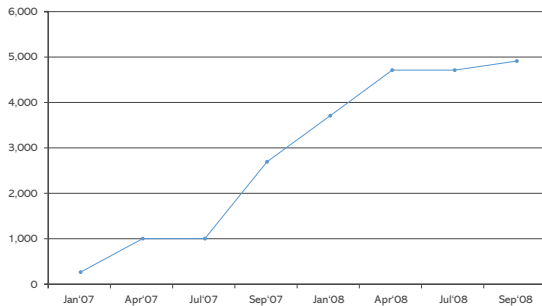


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MEND PROGRAMMES



CUMULATIVE FRONTLINE STAFF THROUGH OBESITY AWARENESS TRAINING



ites and participants. We are seeking further funding and sites to access MEND.

2007-2008

- 2007: RCT completed; MEND grows to 155 sites with 65 private, public and voluntary sector delivery partners; 20-yr research partnership agreed with ICH/GOSH; Mini-MEND piloted; launch of MEND Graduates Programme; staff grows to 29; MEND launches in Australia and Denmark; first 2 Best Practice Conferences held.
- 2008: MEND grows to 310 sites in UK, reaching 16,000 families; 1/4 million Healthy Living Communications distributed; 5,000 frontline staff trained; 4 Best Practice Conferences hosted; Graduate community grows to 12,000+ families; MEND continues international expansion.



THE APPROACH

SUSTAINABLE

CONTINUOUS IMPROVEMENT

INCREASING EFFECTIVENESS

(depending on number of countries, but trend economies of scale)



SUSTAINABLE

- With a fast-growing Graduate community, we have a responsibility to provide ongoing encouragement and support to families on their "healthy living" journeys after MEND.
- MEND strongly encourages delivery partners to implement local and regional activities for Graduates. These include: free/low cost access to weekly physical activity sessions for at least three months after MEND, active signposting to existing local activities and facilities as well as local and regional events.
- MEND supplements this local activity with a central programme comprising quarterly newsletters, reunion events, national agreements with suppliers and a Graduates-only website with regularly updated physical activity tips, recipes and information on new MEND-friendly products. Potential future services include peer mentoring schemes, motivational phonecalls and moderated web fora for parents.

"I won an athletics trophy for performance at the athletics school day – something I never dreamed of accomplishing before being on MEND!" (12 year old boy)

"My son and I went on the MEND Programme 5 years ago, and we are still today, as a whole family, implementing the principles we learned on MEND. In the home, and at social occasions, we still use the MEND techniques and find that they are really enhancing our life chances and quality of life." (Mother)

CONTINUOUS IMPROVEMENT

- MEND's continuous improvement and research team ensures that regularly updated versions of the Programmes' content and process are informed by the most current research as well as feedback and suggestions from MEND participants and Leaders. MEND convenes Best Practice Conferences bi-annually so that delivery partners can network and collaborate (e.g. around regional Graduate events and recruitment) and share best practice between delivery teams. In addition, central support (e.g. OMMS) and Graduate activities are continually reviewed and enhanced.

"I have found it very useful to meet with other MEND Programme Managers. The fact that we are all running the same Programme (and making the same mistakes!) gives me confidence that our programmes will be successful." (Obesity Lead, PCT)



WHAT DO OTHERS

FROM THE PUBLIC SECTOR:

"The MEND Programme is a fun, effective and practical lifestyle solution and its approach is in line with the current NICE consultation guidance." [Department of Health, Department for Education and Skills & Department for Culture, Media and Sport - Choosing Health: Obesity Bulletin, Issue 1, 4th May 2006](#)

"Not a week goes by when the MEND team hasn't improved their service, whether it's updating the programme manual, or improving the programme training. Their motivation and enthusiasm to succeed has rubbed off on all of us running MEND!" [Russell Collins, Choosing Health Obesity Programme Manager, Barking & Dagenham PCT](#)

"MEND has been running in the borough for two years now, and as a result of the programme's success, we no longer see obese children in a clinical setting, but refer them all onto MEND. It is far more appropriate to treat childhood obesity in a holistic way and include the family than to medicalise the condition by seeing them in a clinic or hospital." [Sally Brothers, Head of Nutrition and Dietetics, Lewisham Hospital NHS Trust](#)

"MEND demonstrates partnership working at its very best. Everyone gave a little bit to deliver the whole programme, yet it met everybody's individual targets." [Sarah Barnes, Public Health Clinician, Great Yarmouth & Waveney PCT](#)

"Implementing MEND has been a great catalyst to strengthen our working relationship with the PCT. It has also enabled us to reach families that wouldn't normally use leisure centres. Many families have taken out centre memberships since completing MEND, which also helps us present MEND as a viable business opportunity to Centre Managers." [Andy Bartlett, Active Lifestyles Project Manager, Bromley Mytime](#)

"After completing MEND's Obesity Awareness Training, I feel more confident that if a parent were to bring up the subject of obesity, I would be able to support them more effectively with a positive way forward." [Jane Apperley, Kingshurst Children's Centre Manager, Solihull](#)

"As a result of the success of our initial small pilot, we were able to create the commitment to draw down additional funding through the Local Area Agreement to start five more sites, allowing us to cover almost the entire county with MEND programmes." [Sarah Barnes, Public Health Clinician, Great Yarmouth & Waveney PCT](#)

"As the MEND Programme collects similar data across the different sites, it'll be possible to compare this data for the sites in Lambeth as well as similar neighbouring boroughs. This information will also assist us in targeting other interventions to reduce health inequalities." [Bimpe Oki, Assistant Director of Public Health, Lambeth PCT](#)

FROM THE PRIVATE SECTOR:

"I'm delighted that Cartoon Network partnered with MEND in two of its first pilot schemes in London. It's right for us as a responsible children's broadcaster to partner with such organisations. Our initial contribution was money well spent and it is great to see the benefits to health, fitness and self-confidence that this fantastic programme brings. It is an effectively run scheme and the monitoring and evaluation in place helps to justify the spend. Cartoon Network is very pleased that the programme has taken off from those initial days and has clearly gone from strength to strength". [Nibs Dearsley, Director of Marketing & PR, Cartoon Network](#)

"Nutricia are pleased to be collaborating with MEND from October 2007 with a special interest in the Mini-MEND Programme. We are convinced that the MEND Programme, which is underpinned by clinical trial outcomes data, merits our support in the fight against obesity, the biggest childhood epidemic of the 21st century. Nutricia UK is determined to deliver an outstanding start for the long-term health of future generations. This strategy is aimed at infants and toddlers under 5 years of age and we hope that evidence-based research and the Mini-MEND field interventions will support this objective. We believe that a consortium of public and private organisations in partnership with Government can make a major impact in controlling this epidemic, so we are pleased to be partnering with MEND towards that end." [Dr. Tahsin Yasin, Medical Director, Nutricia Ltd](#)

"DC Leisure is the management company of the largest number of leisure facilities on behalf of English local authorities, and we seek innovative partners to strengthen our business. Our collaboration with the MEND Programme delivers significant health and social benefits to our public sector clients and makes our reputation stand out in an increasingly competitive market." [Richard Millard, Client Relations and Sports Development Director, DC Leisure Management](#)



"By engaging disadvantaged young people in sport and physical activity, the MEND Programme increases life opportunities and improves household wellbeing."

**Denise Lewis,
Olympic Gold Medallist,
Sydney Olympics**

FROM THE VOLUNTARY (NGO) SECTOR:

"We are encouraged to see that MEND has been successful in forging collaborative partnerships with both private, public and voluntary sector organisations in the UK and fully support their aim to do likewise in bringing MEND to the US. We feel that collaborations of this nature have the potential to produce significant value in tackling obesity, as the pooling of resources and skills leads to more effective initiatives than either partner could achieve on their own. We are excited that MEND is keen to bring their wealth of experience in tackling childhood obesity to bear in the US and shall be following their progress in the US with great interest." [Nancy Chockley, President and CEO, National Institute for Health Care Management, USA](#)

"As a global charity aiming to confront the epidemic of chronic disease, we seek partners to highlight best practice. We are delighted to be working with the MEND Programme in Denmark and forging a partnership which can be extended across Europe and beyond." [Stig Pramming, MD, Professor, Executive Director, Oxford Health Alliance](#)

"We are thrilled to be the first organisation to pilot MEND in Australia. MEND is a fantastic programme that we can deliver to local children as part of our service to the wider community. There is a growing need for such a programme in Australia and we are excited to be developing a partnership between our two organisations to introduce this programme in Australia." [Wendy Lewis, CEO, Guides Victoria](#)

"We have been working in partnership with MEND for two years now, and what really strikes me about the organisation is the heart they have for the issue and the diligence with which they work. The demonstration project we have funded in 5 London boroughs, whilst still in early stages, is showing great promise in increasing participation in sport and physical activity amongst children ages 7-13. If successful, we hope that the project may serve as a model for others to replicate." [Rob McLean, Development Manager, Sport England, London Region](#)

"MEND is exactly the sort of programme we are encouraging Local Authorities to put in place as part of their service provision through the Extended Schools Programme." [John Morley, Director TDA-D](#)

"MEND provides evidence that weight management can be successfully undertaken across a population in a community setting. I am excited that, with the advent of practice-based commissioning, GP practices will now be able to commission evidence-based solutions such as MEND directly." [Dr. David Haslam, GP and Clinical Director, National Obesity Forum](#)

SAY ABOUT MEND?

FROM PARENTS:

"Learning to read food labels was very very helpful. Before MEND, we would just buy things that we wanted to eat, but after MEND we started reading the labels and looking at the fat content and the sugar content. Now, when we go to do the shopping, the children are able to decide which foods are MEND-friendly, and which are MEND-unfriendly... So when we see the MEND-friendly ones, those are the foods we pick." **Mother**

"I would just like to say a big 'Thank You' for all your help and support on the course, I really do feel you came to our rescue at a time when I had all but given up. I had been trying to get help for a long time for my son but all the advice seemed to be was 'put him on a diet' (as if it's as easy as that!). The course gave us lots of positive ideas and enabled us to tackle this issue together. I am really really grateful." **Mother**

"I think the key to MEND's success is having both the parent and the child on the programme. It's very important that the child doesn't just think that it's mummy being an ogre and stopping them from having treats, but to see it for themselves." **Mother**



"MEND has improved our family relationships so much. We actually spend time together now - for the first time in a long time - real mummy and son time!" **Mother**

"I wish more parents knew there was a solution like MEND." **Mother**

"I don't have to wait for Michael to catch up with me on walks anymore. He has to wait for ME these days!" **Mother**

"I've ended up with a child who has much more confidence and who now enjoys sport activities." **Mother**

"I never thought I would see the day when (my child) would enjoy exercise." **Mother**

"Even though only my daughter and I attended MEND, our whole family has benefited from it. We don't have sugary drinks in our house at all anymore and are aware of sugar and fat content in all our meals and snacks." **Mother**

"Being on MEND was 100% worth it. I have recommended it to many of my friends and acquaintances." **Mother**



FROM CHILDREN:

"I first started attending MEND about 4.5 years ago. These days, a lot of my friends don't even know that I was obese four years ago, and it's changed a lot for me. Since I've left MEND, I've started liking sport a lot more, going out with friends a lot more, playing the guitar, I've started doing a lot better in school. It helped my confidence, and I started making more friends, and the bullying stopped, and life was just much better."

15 year-old boy, 5 years after MEND

"Our parents are happy that you helped us change our life. When I go to school, people in my class say I look healthier and I feel happy instead of feeling sad and being bullied sometimes at school."

Excerpt from letter sent by two children to their MEND Programme Leader

"Since being on MEND, I still have had sweets as a treat...but I'll only eat one or two. Before MEND, I could have eaten the whole packet."

11 year-old boy

"What I liked best about MEND was making new friends and not wanting to eat rubbish anymore."

9 year-old boy



"I never liked wearing jeans before, now I wear them all the time and I even had to put an extra hole in my belt!" **12 year-old boy**

"Through the MEND Programme, I learned that it wasn't only what I eat, but how much I eat. Before, I would often eat just because I was bored. MEND helped me to break this habit."

13 year-old girl

"I wouldn't change anything about MEND. It was totally cool!" **11 year-old boy**

"The best thing about MEND was being with other kids and knowing they respect me."

10 year-old boy

"I realised that healthy food was tastier than all the junk food I used to eat and I really like it".

11 year-old boy

"Since being on MEND, I feel more wide awake and find it easier to concentrate - even my teachers have noticed that I'm happier." **9 year-old girl**

THE PLACE TO BE
On Mondays and Wednesdays
from home I go

To a special place,
That only I know,
A place called MEND,
Where great kids go.

We do activities
Twice a week
And at the end we
Play hide and seek
We learn and have fun from
week to week

At MEND we are all equal,
Never judged or put down,
Just a circle of friends, who are
great to be around.

You see, MEND is
The place to be,
You're allowed to be you and me
to be me

Sent in by Alice, aged 8,
MEND Graduate in 2007



REPRESENTATIVE FUNDING & DELIVERY PARTNERS

Sainsbury's

NUTRICIA

fitpro
www.fitpro.com



Active Leisure Management
Active Life Ltd
Arches Partnership
Ashfield District Council
Barking & Dagenham PCT
Barnet PCT
BBC
Birmingham City Council
Bolton PCT
Brighton and Hove City PCT
Bristol City Council
Burngreave New Deal for Communities
Cannons Health and Fitness Ltd
Carlisle Leisure Ltd
Cartoon Network
Chester-le-Street District Council
Craven District Council
Crawley Borough Council
DC Leisure
Devon PCT
Dudley PCT

Eastern and Coastal Kent PCT
Fenland District Council
Great Yarmouth & Waveney PCT
Girl Guides Australia
Halton & St Helens PCT
Handsworth Grange School
Harrow PCT
Havant Borough Council
Havering PCT
Hillingdon PCT
Hull Preston Road NDC
Jubilee Hall Clubs
Kensington and Chelsea PCT
Kingston PCT
Kirklees Metropolitan Council, Culture and Leisure Service (Physical Activity Development Team)
Lambeth PCT
Lewisham PCT
Lewisham Sport & Leisure Services
Liverpool Football Club

London Borough of Newham
London Borough of Tower Hamlets
Luton PCT
Manchester PCT
Medway Council PCT
Mid-Sussex District Council
NE Essex PCT
New Cross Gate New Deals for Communities
North Fulham NDC
Northamptonshire PCT
Norwich & Norfolk University Hospital (NNUH)
Nottinghamshire Teaching PCT
Oldham PCT
Oxford Health Alliance
Parkwood Leisure
Pendle Leisure Trust
Plymouth PHDU
Preston City Council
Purbeck District Council

Redcar & Cleveland PCT
Rochdale Metropolitan Borough Council
Salford PCT
Sefton Leisure Services
Sheffield International Venues
South Gloucestershire County Council
South Tyneside Council
South West Essex PCT
Southwark PCT
Sport4Life
St Albans Arts, Sport, and Health
Staying Put Service
Suffolk East PCTs
Surrey PCT
Tees Active Limited
Tone Leisure
Uttlesford District Council
Wandsworth Council
Watford & District YMCA
West Sussex PCT
Wolverhampton PCT



CASE STUDY OF EFFECTIVE PARTNERSHIP WORKING: MEND, SAINSBURY'S AND THE YOUTH SPORT TRUST

MEND enjoys a strong and mutually beneficial partnership with Sainsbury's in the UK, who have committed £3 million over three years towards running MEND across the country (25 locations in 2007, rising to 50 in 2008, more in 2009). Their in-kind contributions include using their Community Food and Health Advisors to lead the theory components of the MEND Programme, as well as leveraging their supply chain and scale to deliver significant procurement cost savings for MEND (which we, in turn, have been able to pass on to all our delivery partners). In areas where public funding for child obesity initiatives has not

been available, Sainsbury's has also built goodwill with Local Authorities and Primary Care Trusts by helping to provide a much-needed local service.

"We are excited about the mutual benefit that we see accruing from a long-term partnership with MEND. Their vision and mission not only enhances Sainsbury's brand and reinforces our healthy living platform, but also reinforces our position in the market as the food retailer that really cares about the total health and wellbeing of its customers and their children."
(Gwyn Burr, Customer Director, Sainsbury's)

The Youth Sport Trust, already a partner of Sainsbury's through their Active Kids programme, contributes substantial in-

kind contributions in the form of venues (specialist sports colleges), exercise leaders and exercise equipment.

"The Youth Sport Trust has been working in partnership with MEND over the past two years, working with both Sports Colleges and School Sport Partnerships to deliver the physical activity strand of the MEND Programme at up to 70 sites supported by Sainsbury's and the Big Lottery. We are delighted to be working alongside MEND to increase the take up of physical activity amongst young people by providing fun, exciting and engaging activities, which we hope will sustain young people's involvement in sport and physical activity beyond the life of the Programme."
(Lisa McHendry, Head of Participation, Youth Sport Trust)

MEND firmly believes that obesity is a societal issue and as such, requires the involvement of all sectors of society if we are to successfully reverse the alarming rise in global child obesity levels. We therefore actively welcome partnerships with organisations in

all three sectors – public, voluntary and private – which share our vision and passion to be part of the solution to childhood obesity. If you share this vision and want to implement programmes that are underpinned by ongoing research and continuous improvement, that

have proven to be effective and that can be implemented immediately, we encourage you to contact us to explore ways that we can work together. Please email partnership@mendprogramme.org or call us on +44 (0) 207 231 7225.