

# CHESS™ - engaging communities in designing healthy environments

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Christine Hancock | 17 Oct 2017

# Our vision

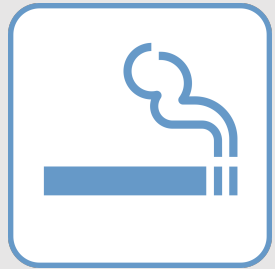
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A world where there are no premature or preventable deaths from chronic **non-communicable diseases (NCDs)** because people find it easier to live healthier lives.



# The 3FOUR50 message

## 3 risk factors



Tobacco use

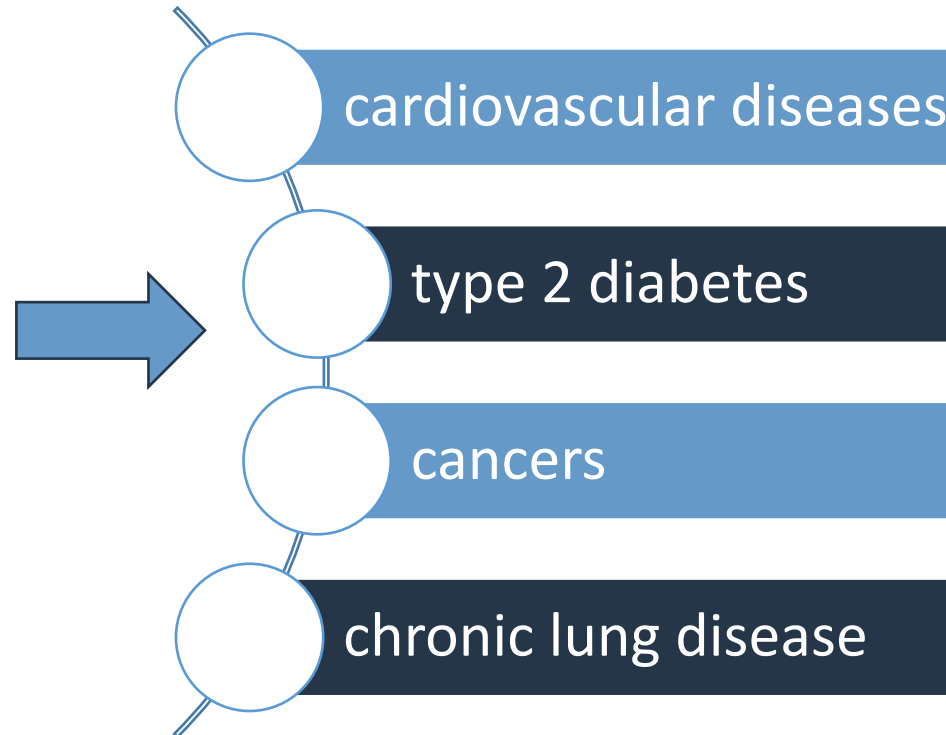


Lack of physical activity

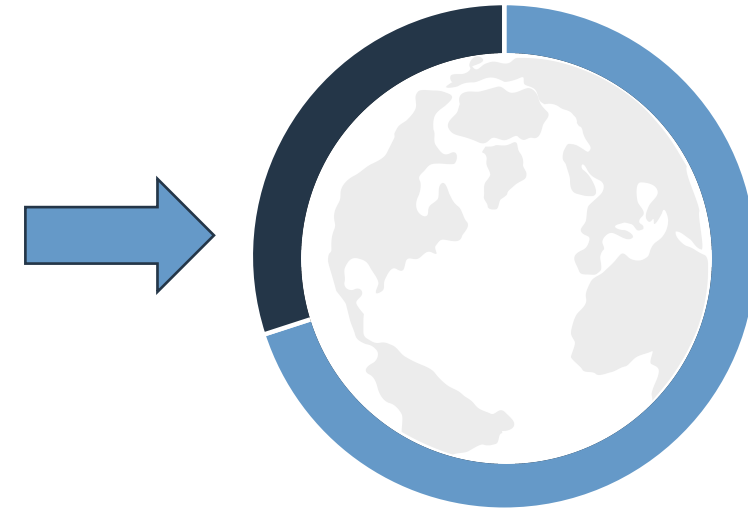


What we eat and drink

## Four chronic diseases

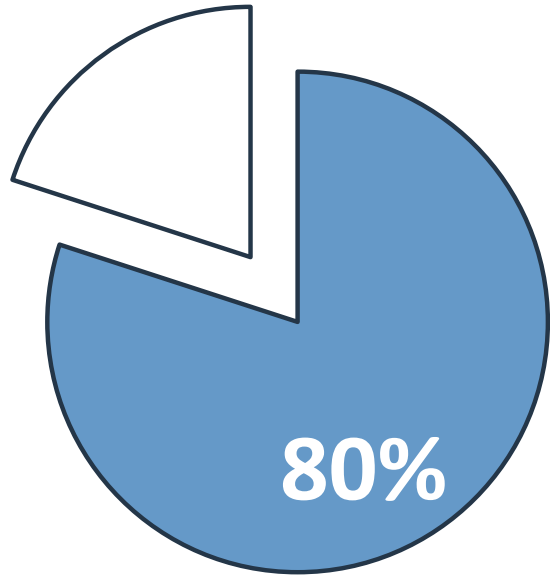


**Over 50%** of the disease burden worldwide

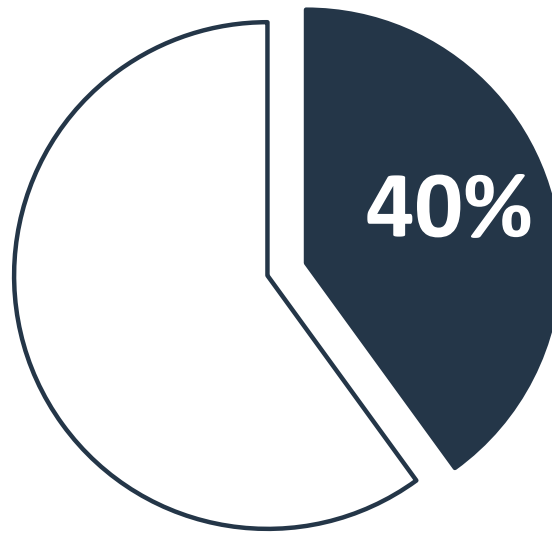


# We can prevent much of the burden...

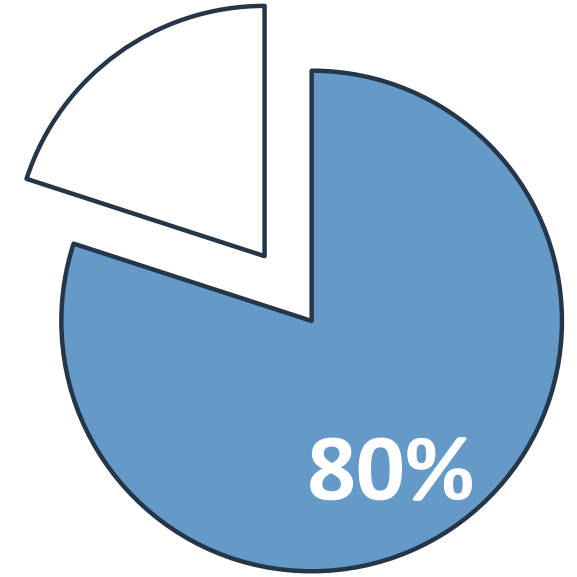
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type 2 diabetes cases



some cancers cases



Heart disease  
and stroke cases



# ...by addressing the risk factors

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No tobacco



Increased physical activity



Healthier diet



among  
low SES  
groups

2x

as likely to have  
a heart attack

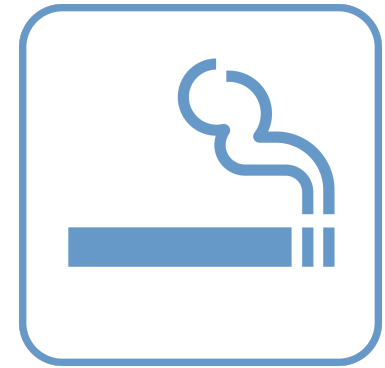
~50%

of all smokers will be  
killed by their addiction

3 months

life expectancy  
lost for every  
year of smoking

after age 35–40



# Smoking

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The risk factors



# Physical inactivity

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The risk factors

Source: Public Health England

contributes to

**1 in 10**

premature deaths  
from coronary heart  
disease

contributes to

**1 in 6**

premature deaths  
from any cause

**£450m**

cost to NHS in England  
annually



40%

of NHS resources spent  
dealing with illness  
caused by poor diet

10.8%

of illness in UK



# Unhealthy diet

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The risk factors



# Our mission & work areas

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C3 fosters multi-sector **C**ollaboration to catalyse action in the global community, to promote **3** behaviour changes:

- Improving diet and avoiding harmful alcohol use
- Stopping smoking
- Increasing physical activity

C3 works with businesses, workplace health, communities and health professionals



# Communities

‘This project is just what Glendoune and the Community Association need to jumpstart the whole community. I got to know C3 and was taken by their **enthusiasm** and **authenticity**.’

– Roddy MacDonald, local project manager (Girvan)



# Community engagement

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## Why?

C3 believes engaging communities is the best way to break down the barriers to living a healthy life, and generate sustainable change

## How?

CHESS™ (Community Health Engagement Survey Solutions)

- The CHESS™ app and investigations
- Insight sessions with community members
- Action plans and Can-do grants

The Healthy Communities project funded by Nestlé UK & Ireland

- Recently completed a two-year project in (Ovenden) Halifax and (Glendoune) Girvan

## So far...

- Implemented CHESS™ in 8 London boroughs
- 6,000 community members engaged in Girvan and Halifax





# Why Nestlé?

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C3 believes in a 'whole- of-society' approach to tackling chronic disease. This includes being a critical friend to big influencers, such as the food industry.

Nestlé: great workplace health programme but realising their staff don't live at work, wanted to help the communities from where their staff came.

C3 selected Halifax & Girvan as 2 of the most health challenged environments among Nestlé's 6 factory sites in UK.

## Why Halifax?

**In Halifax, deprivation is higher than average and about 20.1% (8,200) children live in poverty. Life expectancy for both men and women is lower than the England average.**

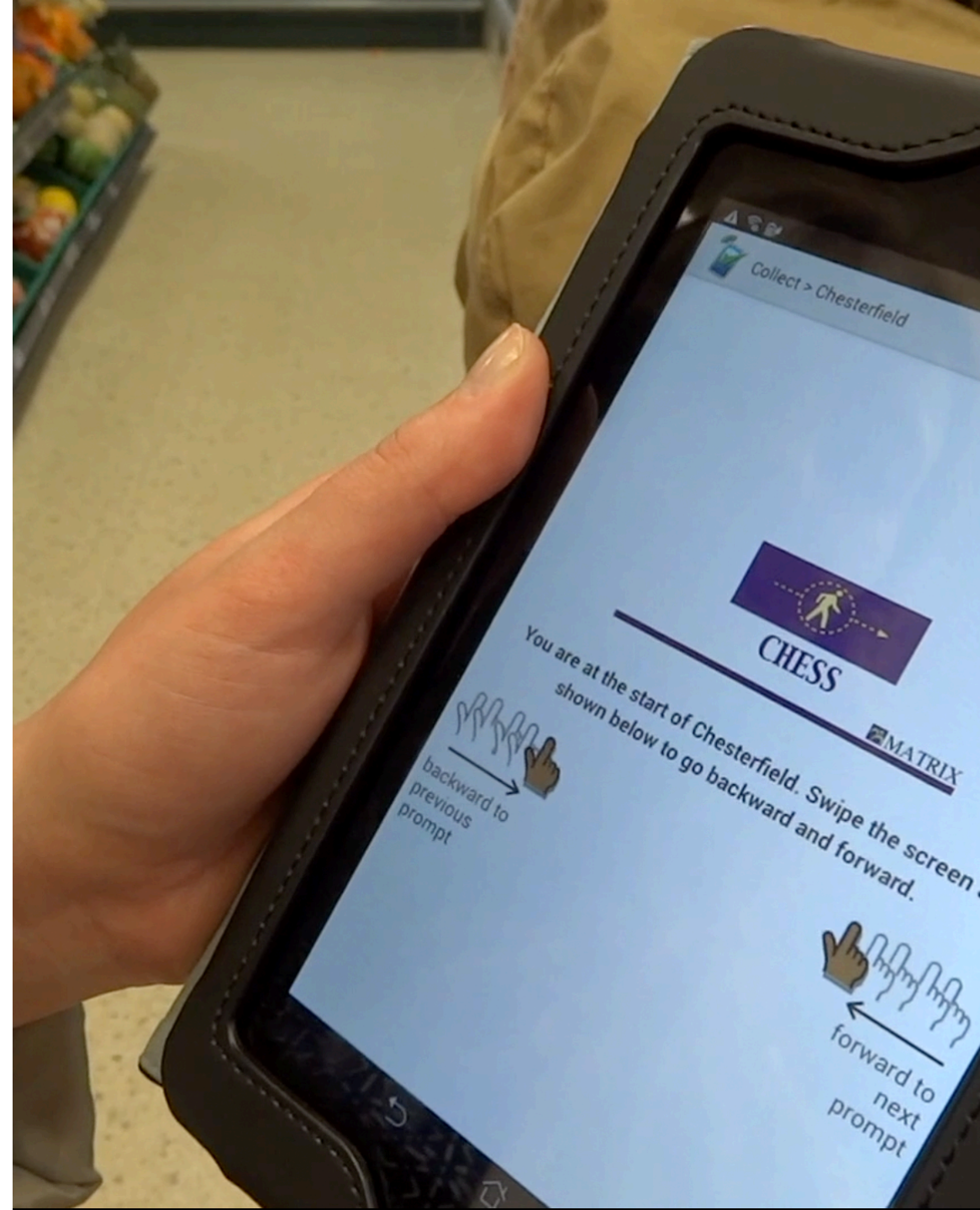
## Why Girvan?

**Girvan performs badly on income, unemployment, health, crime levels, rate of emergency hospital admissions, school leavers in positive destinations, qualifications and graduates.**

# CHESS™

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- Developed out of international research
- Tablet-based mapping tool, and also a process
  - Community members play active role in understanding environment and take action to change it
  - Enables greater understanding of whether an area is conducive to good health (or not!)
  - Increases awareness of gaps and opportunities for improvement, at a local and community level
  - Arms the community with an argument for change

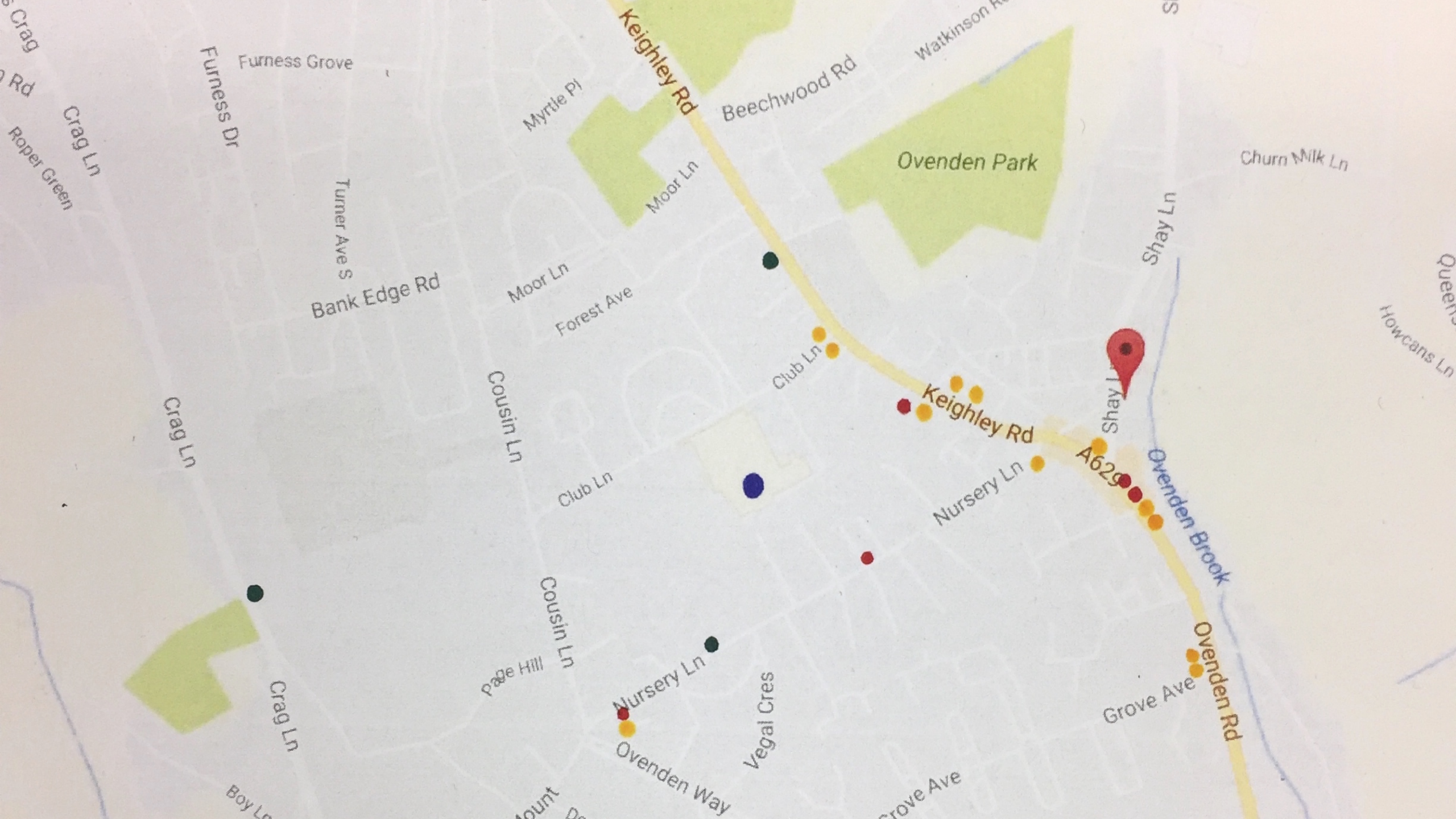


## Street assessment

1. What condition is the footpath in?
2. Is it possible for pedestrians to cross this street safely?
3. Is there street lighting?
4. Are there dedicated cycle lanes on the street?
5. Are there trees or greenery (grass or flowers) along the street?
6. Is the neighbourhood generally free from litter?







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In one community, teenagers refused to play at a nearby park. When asked why, they reported,

“There are signs that say ‘No drugs or alcohol allowed’. That must mean drug dealers use that park. We don’t want to play there.”

A sign that was meant to be helpful was instead inhibiting use of the park.

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## Case study: using CHESSTM in Ovenden

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We assessed 5 specific aspects of the built environment where people live:

- Streets
- Shops
- Restaurants
- Outdoor physical activity spaces
- Indoor physical activity spaces

# What did Ovenden community members say?

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- *The roads and parks are not safe for our children – they can't play there.*
- *A shop selling almost only unhealthy food is across the road from a school.*
- *It's hard to get around if you don't drive or have a car.*
- *Convenience impacts people's buying behaviour – if something is close and convenient people are more likely to buy it.*



# Ovenden streets + neighbourhoods

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- Footpaths – generally good condition
- No cycle lanes (there is one on the main road into town)
- One abandoned building
- No graffiti observed at the time
- A lot of litter in the streets and dog excrement





How do food ads  
affect what you  
decide to buy?

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# Healthy messages & foods at payment counter

## Independent shops (4)

- 3 of 4 have signage about selling alcohol to minors
- No independent shops have healthy food at the payment counter
- No independent shops have messages promoting healthy lifestyles
- 1 independent shop has a message promoting unhealthy behaviour (on physical activity)

## Chain shops (5)

- 3 of 5 have signage about selling alcohol to minors
- 1 chain shop has healthy foods at the payment counter (water, nuts)
- 1 of the chain shops has a sign promoting healthy lifestyles (healthy recipes)
- All chain shops have some signs promoting unhealthy behaviours (promotions, posters)



# What did Ovenden community members say?

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- *All the junk food is in the eye line!*
- *The healthier stuff is not on offer, only chocolates and meal deals*
- *Children are used in advertisements for unhealthy foods. Children might be influenced by this and tell their parents that they want it!*
- *Alcohol, sweets, crisps – we buy it because it's cheap and it's there!*
- *Communities can exercise more control if availability is better.*

# What did Ovenden community members say?

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- *If restaurants post calories on the menus that might change some people's buying behaviour.*
- *Chips from the chippy are easy to serve with for example chicken so you don't have to cook the side-dish yourself.*
- *It's difficult to have the time to be organised and shop and cook – strapped for cash and children won't eat vegetables. Junk food is cheap and easy.*



# Indoor physical activity spaces, Ovenden

## Mags on Ramps Skatepark

- Within 800m of public transportation
- Open all year round
- Young people friendly
- Costs £9-30
- Has cafeteria that serves unhealthy fast food, sugar-sweetened beverages, non-100% fruit juice, sports drinks and energy drinks

## Threeways Centre

- Also has outdoor facilities
- Open all year round
- A range of fitness classes and a gym available
- Young people friendly (has classes for kids)
- Cost £15 per month



# Outdoor physical activity spaces, Ovenden

## Illingworth playground

Park and playground (family friendly, no toilet, wheelchair accessible, a lot of litter and dog excrement)

## Moorside Rugby Club

Sports field for rugby with other space (family friendly, toilet, some litter)

## Ovenden Sport and Community Arena

Multi-purpose open space area and no indoor space (wheelchair accessible)

## Threeways Centre

Multi-purpose sports centre (family friendly, toilet, wheelchair accessible, litter on the path as you walk in, a lot of dog excrement). Also has indoor facilities

## Shroggs park

Multi-purpose park that includes a bowling club and indoor space (family friendly, no toilet, equipment, wheelchair accessible, no litter, a lot of dog excrement)





# What did Ovenden community members say?

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- *It's hard to know what is going on locally – especially if you are not comfortable using the Internet*
- *Having little money and needing to prioritise is a barrier*
- *I'm too big to go to the gym – people would be looking at me thinking “what is she doing here?”*
- *Lack of motivation is a big barrier*
- *There aren't enough activities for families to do together*



# Examples of co-designed interventions: Ovenden

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- Morrisons moved healthy options to near the till
- A local café now runs a healthy supper club for children and parents/carers. The local community centre provides a detailed list of the time, place and price for local physical activity sessions
- Grow Your Own Food/seed swap 3-week course for families
- A community clean-up day
- Creation of community gardens & family gardening club
- Sport sessions for families organised through existing youth services
- Geocaching
- The data from the CHESSTM investigations used in a bid by the partnering community centre
- Request for better recycling to contractor

# Our impact in Ovenden

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“PD is a 14 year old girl who is on the autism spectrum and she came along to the Grow Your Own Food course, she has been bitten by the growing bug and has started growing more things at home. This is having a **positive effect on the whole family** – her mother has a disability and she is spending more time outside in the open air with her daughter.”

“GG is a mother of 4, she has suffered with anxiety for years. She came along to the Grow your Own group with her children and really enjoyed it. She has now set up a group called ‘Natta Mums’ at St George’s House to **help get others out of the house**. Dance Central will be on over the next few weeks and walks in Shroggs Park have been discussed.”





£2m

Awarded to local  
communities to  
implement  
interventions

Thanks to the strength  
of evidence collected  
by CHESS™



14k

Healthy meals for  
children provided by  
Morgan Stanley in east  
London

Based on C3 and the  
community's  
recommendations using  
CHESS™



2

Playgrounds co-  
designed by local  
parents, including  
transforming a disused  
carpark

Based on  
recommendations using  
CHESS™





# What are the implications of CHESSTM and community engagement for re-designing healthy cities?

*'The health of Girvan matters and each one of us who lives here needs to look and absorb the reality of our lives – our health, our strengths, and weaknesses – so that Girvan can be changed from the inside out!'*

(Healthy Communities project participant)



Interested in partnering  
with us in a community  
near you?

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