

# Childrens and Families Pilot PIPYN

May 2026



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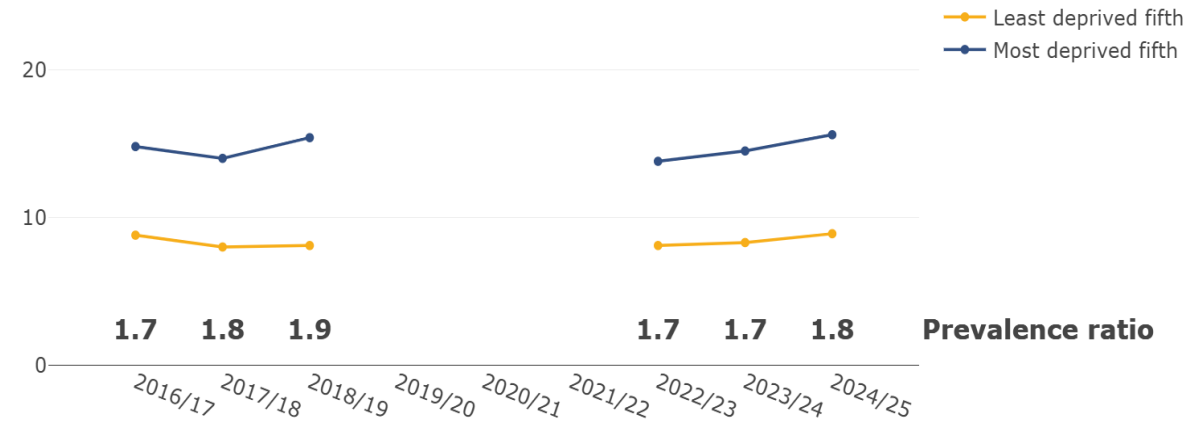
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Wales

# Obesity and Overweight

- 27.3% children in Wales are living with overweight or obesity by the time they start school (2024-25 CMP data)
- Proportion of children in rural areas who are living with overweight or obesity was (28.2% vs 27.0%) in urban areas (2024–25 CMP data)
- Children reaching weight management services late and very overweight

Prevalence of children aged 4 to 5 years with obesity, Wales, national deprivation fifths, 2016/17-2024/25

Produced by Public Health Wales, using CMP (DHCW) and WIMD 2025 (Welsh Government)



Due to interruptions in data collection during the pandemic period, data are unavailable for 2019/20 and are incomplete for 2020/21 and 2021/22.

Children from more disadvantaged backgrounds are more likely to be living with obesity at the age of 5 years.

# Children and Families Pilot/PIPYN approach

## Welsh Government-funded pilot testing approaches to support healthy weight in early years:

- Uses a whole systems approach for prevention of childhood overweight and obesity
- Delivered in Anglesey, Cardiff, and Merthyr (high need, diverse contexts)
- Part of wider Healthy Weight: Healthy Wales programme and linked to other PHW initiatives (nutrition, physical activity, pathways



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# Two linked components

## Whole Systems Approach

Engages local organisations and communities to align efforts and improve opportunities for healthier weight



## Nested Home-Based Intervention

Targeted, family-focused support for children with overweight/obesity, aligned with NICE guidance, (diet, activity, screen time etc)



# Aims

## Programme aims to:

- Strengthen local systems to better support families and young children
- Increase multi-agency engagement and coordinated action
- Use learning from families to inform system-wide change

## To achieve:

Increased proportion of children leaving the foundation phase at a healthy weight.

Reduced prevalence of overweight and obesity among children through a whole-systems approach focused on early years and foundation stage.

Addressing socio-economic inequalities in childhood obesity, (recognising that children from disadvantaged backgrounds face the highest risk of severe obesity).

Narrowed health inequalities by creating supportive environments for families and communities, ensuring equitable access to resources that promote healthy growth and development.

# Systems Change

Stakeholder Map 1  
2021-2022



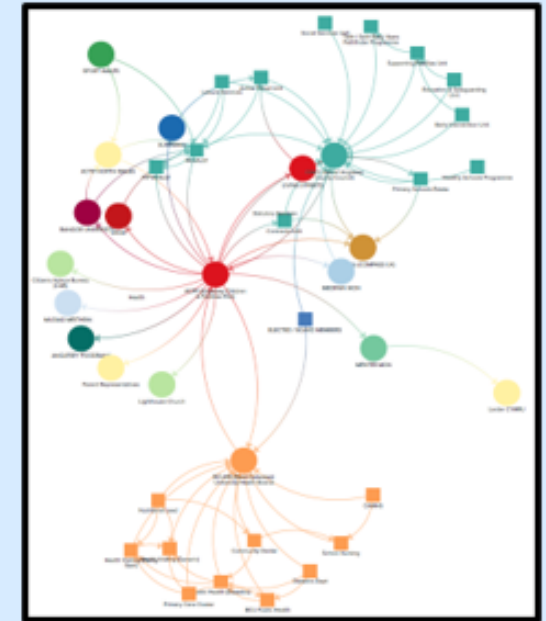
Stakeholder Map 2  
2022-2023



Stakeholder Map 3  
2023-2024



Stakeholder Map 4  
2024-2025



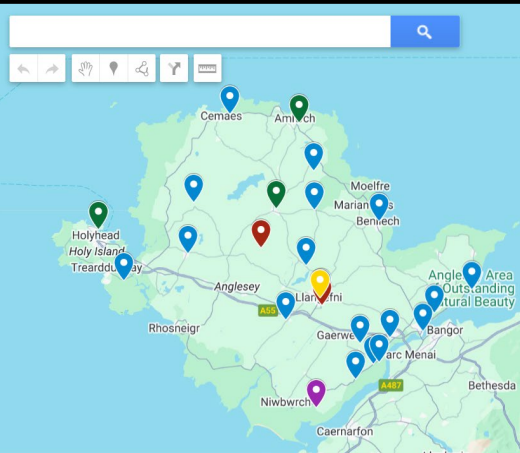
The growth seen here within the ACFP Partnership shows that an increasing number of individuals, agencies and organisations have bought into the system narrative over the lifespan of the project so far, and have committed to being an integral part of the joint effort to effect positive, sustainable change within the local system to ensure a healthier, happier Anglesey. With each passing year, the system stakeholder network has grown, adding to the pool of expertise, willingness and resources available to the local system change efforts – all of which adds impetus to the system.

The stakeholder network operates within a shared vision, with shared goals, a shared language and above all, a shared responsibility for the wellbeing of children on Anglesey.

# Asset Maps (Anglesey Live)

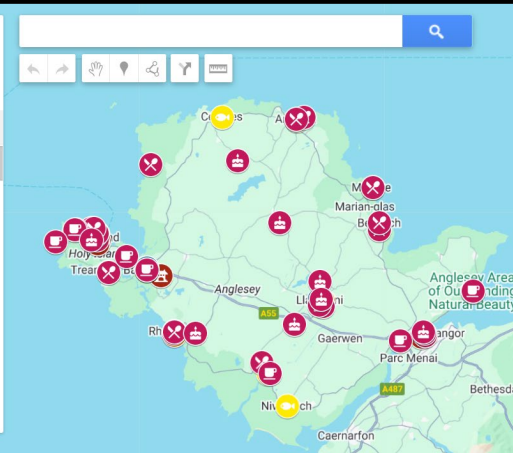
## Access to Locally Grown Produce

- Hootons Homegrown Pick Y...
- Hootons Homegrown Farm S...
- Hootons Homegrown Farmer...
- Llysiu Menai - local vegetab...
- Siop Llandeg
- Melin Llynnon, Llanddeusant
- Maenaddwyn Nurseries



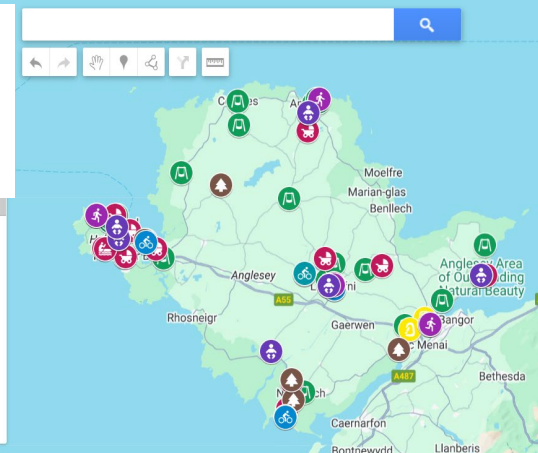
## Takeaways and Food Spaces

- Price's Fish and Chips
- The Chippy
- Enochs Fish & Chips
- Sergio's Fish & Chips
- Scarlett's Fish & Chips
- Scarlett's Fish & Chip Shop ...
- Malltraeth Chippy
- The Codmother
- Golden Fish & Chips kebab h...



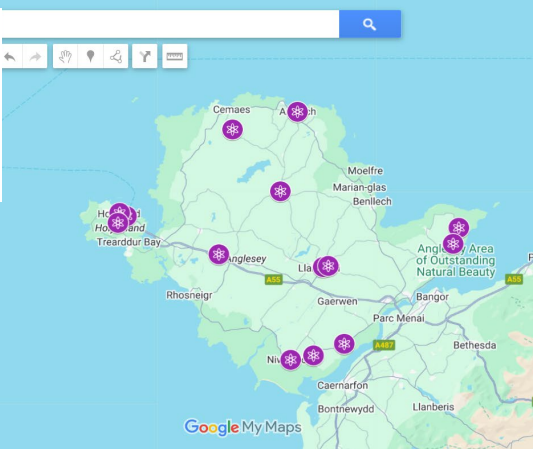
## Active Play/Physical Activity

- Playgrounds & Parks
- Individual styles
- Parc Mwd, Valley
- Parc Gwledig y Morglawdd / ...
- Parc Talwrn
- Parc Pandy
- Parc Rhosmeirch
- Parc Y Plant, Niwbwrch
- Parc Llanfaethlu
- Parc Gors, Llanfairpwll



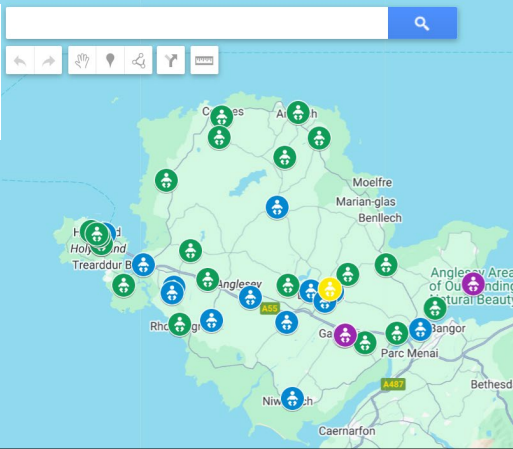
## Deprivation WMD target areas

- Morawelon, Holyhead
- Holyhead Town
- Tresefion, Holyhead
- Bryngwran
- Llangoed
- Amiwlch
- Isgrraig, Llangefni
- Pencraig, Llangefni
- Brynsiencyn



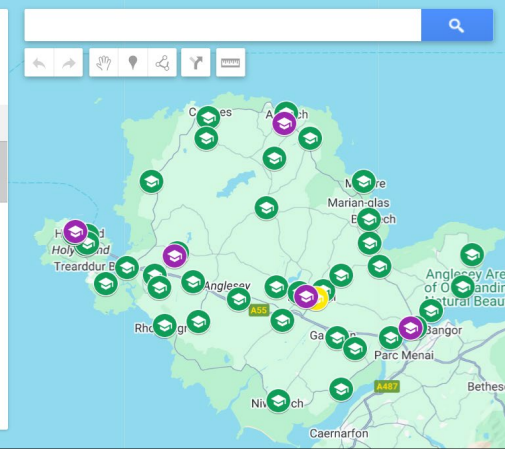
## Early Years Settings

- Full day care
- Individual styles
- Babinogion Menai Cyf
- Ysgol Gymuned Y Fali
- Miri Morswyn
- Traed Bach Y Tywyn
- Gofal Maelog
- Gofal Gwalchmai
- Gofal Plant Pandy, Ysgol Cor...



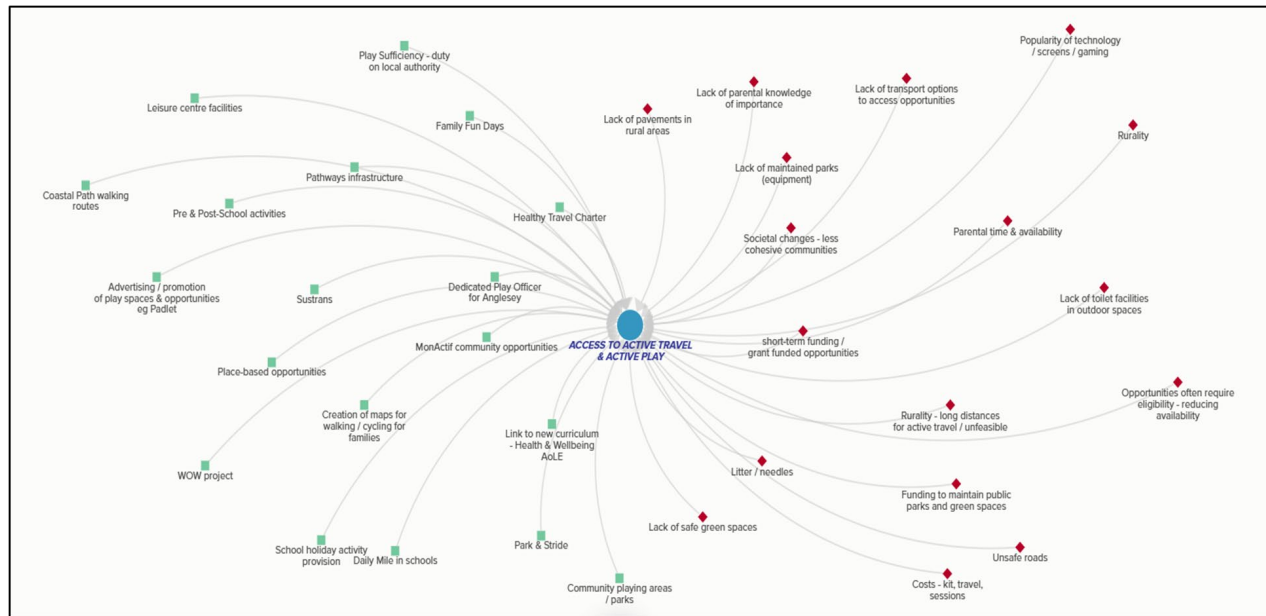
## Schools

- Primary School
- Individual styles
- Ysgol Gynradd Amiwlch
- Ysgol Gynradd Beaumaris
- Ysgol Gynradd Bodedern
- Ysgol Bodffordd
- Ysgol Bryngwran
- Ysgol Brynsiencyn
- Caergeiliog Foundation School
- Ysgol Gynradd Cemaes
- Ysgol Esceifiog



# Opportunities and challenges for change (system level)

## Access to Active Travel and Play (2025) Example of causal factor map



## Appreciative Inquiry/ Insights

- Food access and costs
- Transport
- Limited activities for children and young people
- Limited good local facilities

# PiPyn & PiPyn<sup>actif</sup>



## Challenges / Heriau (Anglesey)

### **RURALITY:**

Access to public transport;

Access to opportunities;

Time to get to activities.

### **STRATEGIC BUY-IN:**

Contradictory – vending machines bring income but contribute to obesity figures;

Focus on income, not on health.

### **COMPETITION:**

Duplication of offers;

Agencies vying for participants – confusion;

Cost to families.

### **ENGAGEMENT:**

Parental buy-in;

Parental role modelling;

Parental involvement.

### **FUNDING:**

Short-term funding to achieve long-term goals;

Large geographical area to service.

# Actions / Camau Gweithredu



Classroom Sessions

Footie Families

Nutrition Education:  
ESSB & LI CPNS

ActifParcs

Nursery Roadshow

1:1 Family Support

Family Fun Days

Starting Blocs

- ...
- ...
- ...
- ...
- ...

Community Roadshow

Soft-Play Sessions

PIPYN Power -  
6-week group  
programme

PIPYN Paddle

Balance Bikes

Health & Fitness Weeks

Family Fitness Trails

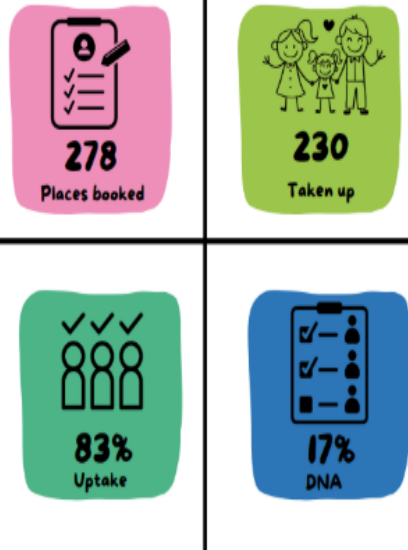
Voucher Scheme



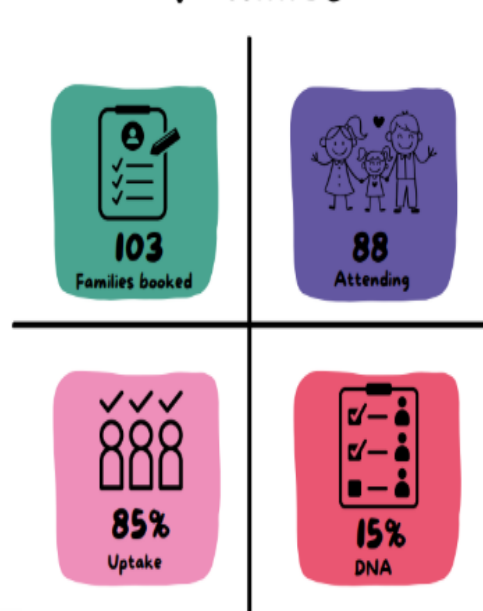
# Families and behaviour change

Service capacity 280 places – 99% of capacity booked

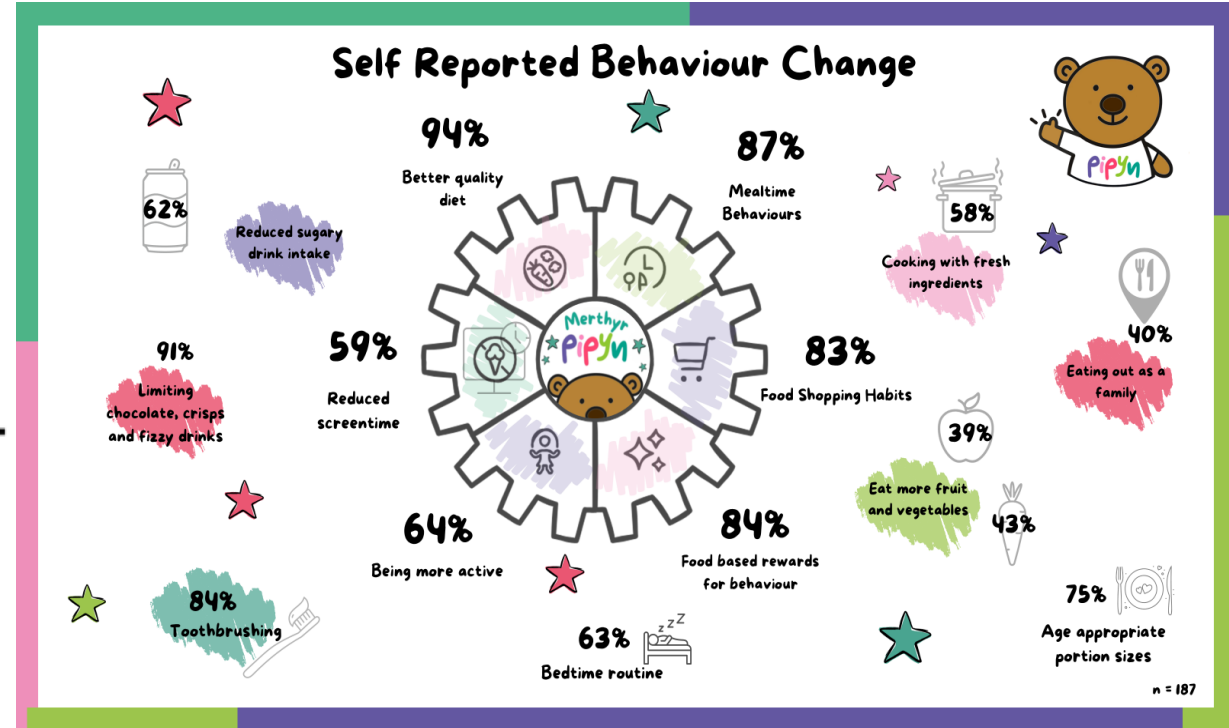
## Places



## Families

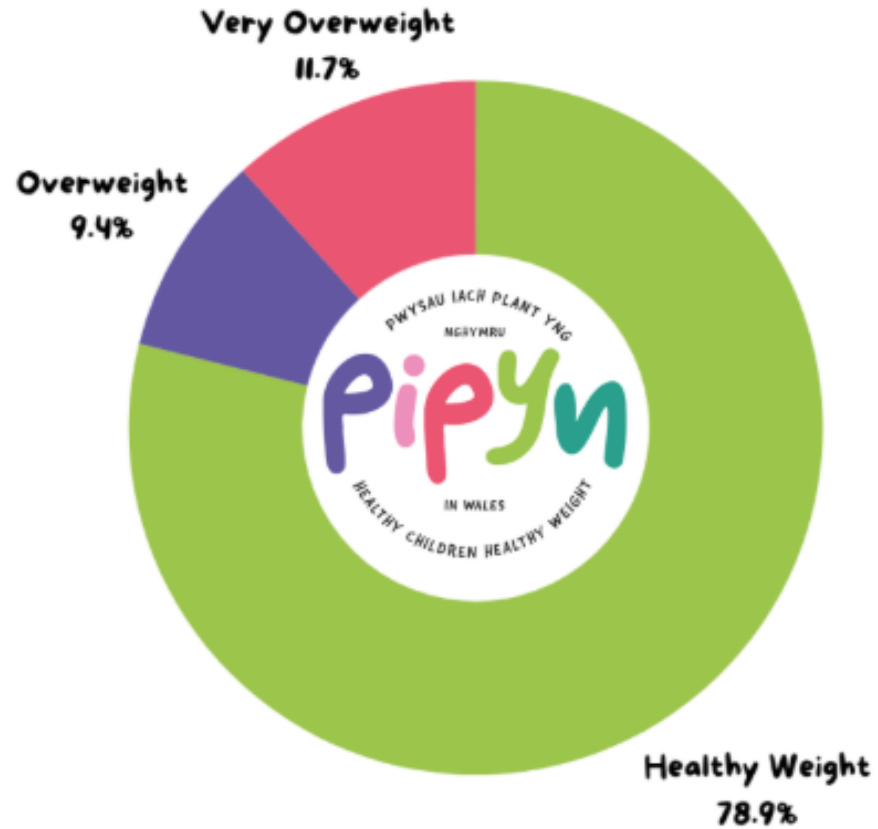


Merthyr



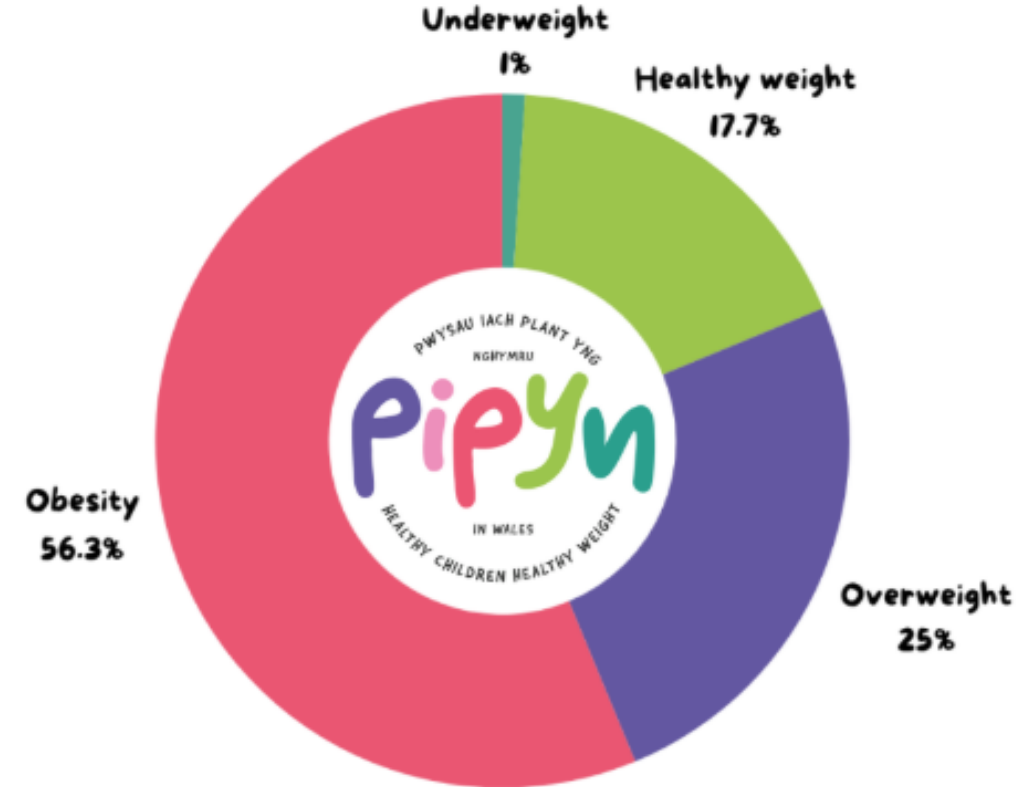
# Target groups

## Child BMI Centile



n = 124

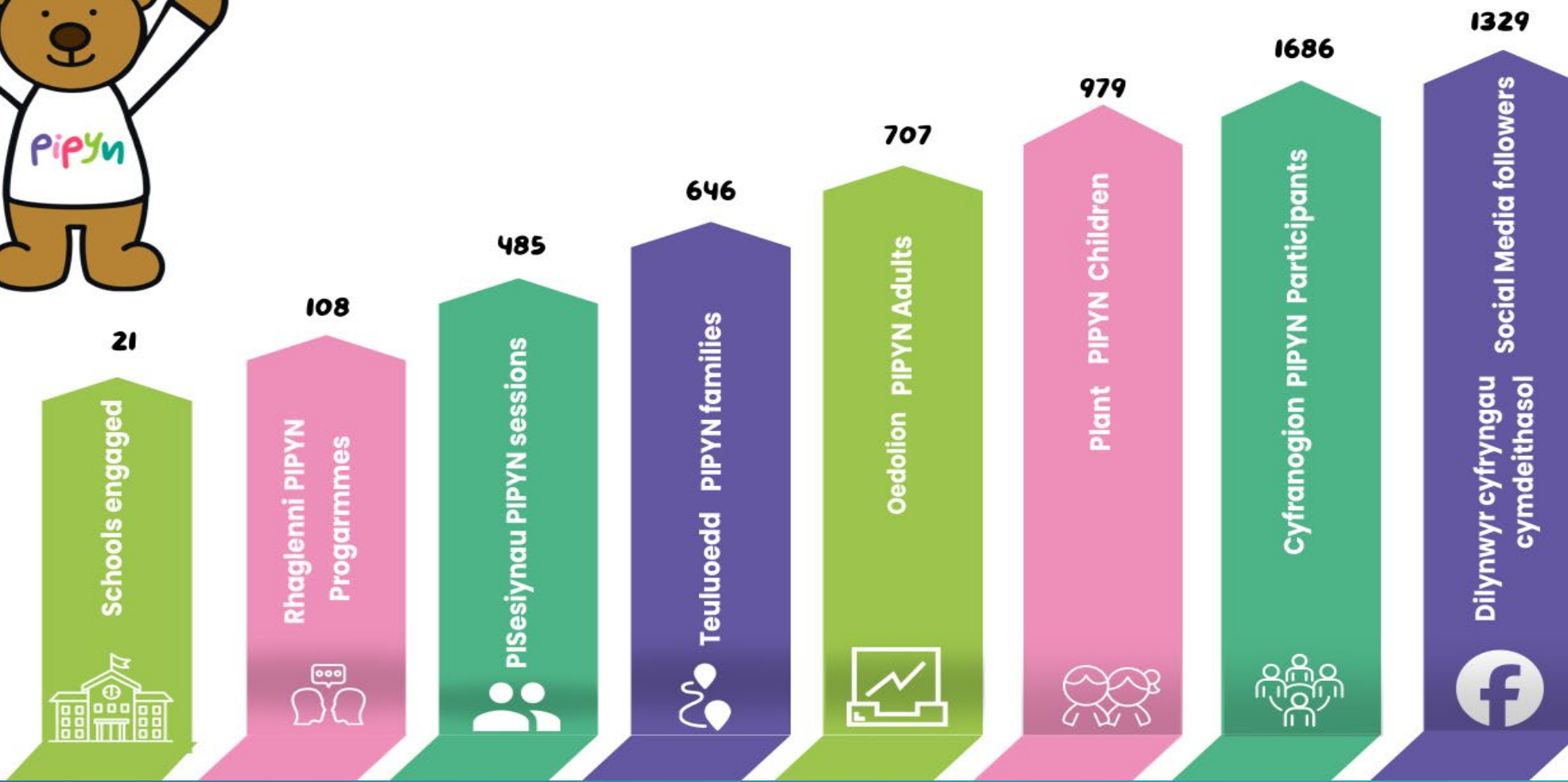
## Adult BMI



Of the participants over a healthy weight, 32% reduced their BMI...

n = 96

# Reach (Merthyr)



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# Outcomes to date

**Early engagement** strengthened with children at risk of overweight and obesity

**Family behaviour change** supported to enable healthier lifestyles

**Improved healthy** eating and physical activity, contributing to weight management

**Community opportunities and assets** enhanced, ensuring they are visible, accessible and relevant

**Stronger networks and partnership working**, with organisations collaborating to deliver coordinated action

**Key learning:** There is no one-size-fits-all solution – approaches must be flexible, tailored, and responsive to the needs of children, families and communities

