# A mixed methods approach to understanding parental responses to enhanced versus routine National Child Measurement Programme parental feedback across schools in three English counties

Submission date	Recruitment status  No longer recruiting	Prospectively registered		
23/12/2014		Protocol		
Registration date	Overall study status Completed	Statistical analysis plan		
09/02/2015		[X] Results		
Last Edited	Condition category	[] Individual participant data		
15/05/2020	Nutritional, Metabolic, Endocrine			

### Plain English summary of protocol

Background and study aims

The National Child Measurement Programme (NCMP) measures the height and weight of children in England in reception and year 6. Most NCMP teams give results to parents via a letter. Local Authorities are keen to demonstrate a positive impact of the letter. In Leicester, Leicestershire and Rutland the existing feedback letter invites children who are overweight or very overweight to attend a local weight management service called FLiC (Family Lifestyle Club). Uptake is low. The aim of this study is to test the impact of an enhanced results letter on uptake of lifestyle weight management services. We will also send a postal survey to parents to understand what other actions they have taken as a result of receiving the routine or enhanced feedback letter. This will be linked to the NCMP records.

## Who can participate?

286 schools in Leicester, Leicestershire and Rutland - parent of child being measured

## What does the study involve?

The 286 schools in Leicester, Leicestershire and Rutland are randomly allocated to one of two groups: parents of year 6 children receive a control letter (usual results letter) or an intervention letter (enhanced results letter). The control letter is the same as the 2013/14 letter, updated for changes to the national guidelines. The intervention letter includes body images of children classified as underweight, healthy weight, overweight and very overweight to provide a visual marker for assessing children's weight. Overweight and very overweight letters also include a social norms statement about the number of overweight children in the area and more salient recommendations for uptake of weight management services.

What are the possible benefits and risks of participating?
Parents have been known to be upset by routine feedback letters. Part of this upset is due to

the difficulty in understanding their child's measurement results. This study tests an enhanced feedback letter which includes a new visual way of feeding back children's measurement results which is intended to improve understanding. The visual measure has been tested with parents for acceptability in another study. Both the enhanced and routine feedback letters include a range of offers of support to parents. These include face to face support through local weight management services, phone numbers of dieticians for concerned parents, phone number and email address of the NCMP team to discuss the child's results, plus a range of web support for parents who are less inclined to take up more interactive support.

Where is the study run from? Leicester, Leicestershire and Rutland regions in the UK

When is the study starting and how long is it expected to run for? January 2015 to September 2015

Who is funding the study? Public Health England (UK)

Who is the main contact? Miss Anna Sallis

## Contact information

**Type(s)**Scientific

Contact name

Miss Anna Sallis

Contact details

2nd Floor, Skipton House 80 London Rd London United Kingdom SE1 6LH

## Additional identifiers

Integrated Research Application System (IRAS) 168376

**Protocol serial number** IRAS project ID: 168376

# Study information

#### Scientific Title

Effect of enhanced versus routine National Child Measurement Programme results letters on enrolling children into weight management services and parental attitudes, perceived social norms, intentions and self-reported behaviour in relation to childhood weight

### **Study objectives**

Parents receiving the enhanced National Child Measurement Programme (NCMP) feedback letter will be more likely to enrol their children into weight management services and report better recognition of childhood obesity, and self-reported behavioural intention and behaviour in relation to their child's healthy eating and physical activity levels.

### Ethics approval required

Old ethics approval format

### Ethics approval(s)

- 1. NRES Committee North East Tyne & Wear South, 19/12/2014, REC ref: 14/NE/1251
- 2. Local R&D permission from Leicestershire Partnership Trust, 29/12/2014

### Study design

Cluster randomised controlled trial and follow-up survey

## Primary study design

Interventional

### Study type(s)

Prevention

#### Health condition(s) or problem(s) studied

Childhood obesity

#### **Interventions**

Enhanced parental NCMP results feedback letter including body image scans of children in different weight categories and a social norms statement about the majority of children being healthy weight. Control group get the NCMP national template letter.

#### Intervention Type

Behavioural

## Primary outcome(s)

Enrolment onto a FLiC (Family Lifestyle Club) group or making an appointment for a one to one session with a dietician

## Key secondary outcome(s))

- 1. Proportions attending first FliC session or one to one appointment with a dietician
- 2. Proportions signing up for a waiting list for a FLiC group or one to one appointment with a dietician
- 3. Proportions of enquiries and complaints to both FLiC and the NCMP Team
- 4. Survey responses

#### Completion date

01/09/2015

## **Eligibility**

## Key inclusion criteria

Parent of child being measured as part of the NCMP in Leicester, Leicestershire and Rutland

## Participant type(s)

Mixed

## Healthy volunteers allowed

No

## Age group

Adult

#### Sex

All

## Total final enrolment

2642

#### Key exclusion criteria

Parents opted child out of NCMP

#### Date of first enrolment

19/01/2015

#### Date of final enrolment

01/06/2015

## Locations

#### Countries of recruitment

**United Kingdom** 

England

## Study participating centre Leicestershire Partnership NHS Trust

Leicester United Kingdom LE19 1SX

# Sponsor information

#### Organisation

Public Health England

# Funder(s)

## Funder type

Government

#### Funder Name

Public Health England

## Alternative Name(s)

PHE

## **Funding Body Type**

Government organisation

## **Funding Body Subtype**

National government

#### Location

United Kingdom

# **Results and Publications**

Individual participant data (IPD) sharing plan

## IPD sharing plan summary

Not expected to be made available

## **Study outputs**

Output type	Details	Date created	Date added	Peer reviewed?	Patient-facing?
Results article	results	01/04/2019	15/05/2020	Yes	No
HRA research summary			26/07/2023		No
Participant information sheet	Participant information sheet	11/11/2025	11/11/2025	No	Yes