

Can embedding the MapMe intervention, a tool to improve parental acknowledgement and understanding of childhood overweight and obesity, in the National Child Measurement Programme lead to improved child weight outcomes at one year?

Submission date 10/08/2021	Recruitment status No longer recruiting	<input checked="" type="checkbox"/> Prospectively registered <input type="checkbox"/> Protocol
Registration date 19/08/2021	Overall study status Completed	<input type="checkbox"/> Statistical analysis plan <input checked="" type="checkbox"/> Results
Last Edited 22/09/2025	Condition category Nutritional, Metabolic, Endocrine	<input type="checkbox"/> Individual participant data

Plain English summary of protocol

Background and study aims

Child overweight can lead to serious short and long term health problems, resulting in high costs to the NHS and other services. Overweight affects 1 in 4 children starting school and 1 in 3 leaving primary school. Urgent action is needed to address this. Parents play a key role managing their children's weight but tend not to know when their child is overweight, and so are less likely to take action. All 4-5 and 10-11-year-olds in England are weighed and measured as part of the National Child Measurement Programme (NCMP), and parents receive the results by letter. MapMe supports parents to act upon the NCMP result by providing: 1) 'body image scales' (images of children ranging from underweight to very overweight) to help parents to understand if their child is overweight; 2) information on the consequences of child overweight, healthy eating, physical activity and sources of support. MapMe was tested in about 300 overweight children who achieved a healthier weight 1 year later, when compared to overweight children whose parents did not receive MapMe. We now need to confirm these findings in a better study with more children, to understand how MapMe works, and if it offers value for money. The study aims to understand whether the MapMe intervention can reduce child overweight, and if so how and at what cost.

Who can participate?

Reception and Year 6 pupils (usual age 4 - 5 years and 10 - 11 years)

What does the study involve?

We will first talk to parents and health professionals to ask them: 1) how we can improve MapMe, and 2) what information we should collect to find out how MapMe is delivered and used. About 56,000 families who agree to take part in the NCMP across 10 Local Authorities will

then be allocated by chance to one of 3 groups. Parents in each group will receive their child's NCMP results as usual, plus: Group 1 gets a letter with the paper-based MapMe body image scales and a link to the MapMe online materials after the NCMP measurement. Group 2 gets the same as Group 1 but also a booster letter 6 months later with a reminder of their child's results, the link to the MapMe online materials and another paper-based copy of the MapMe body image scales. Group 3 gets the standard NCMP measurement letter only. Groups 1 and 2 will be compared to group 3. All children will be weighed and measured again after 1 year. A selection of families will be invited to provide more information on child food intake and activity, and what help parents accessed, to help us understand how MapMe worked and if it is value for money. We will also ask some parents, and professionals who delivered MapMe, to tell us what they thought about it, and how it could be further improved. A Parent Involvement Panel has been created to ensure parents are involved across different stages of the research. To date members of a public involvement panel have played an important role in highlighting child overweight as a research priority and parents of primary school children have helped to shape the project and future public involvement.

What are the possible benefits and risks of participating?

Participants will not personally benefit from taking part. In the future, we will use the knowledge we get from this study to understand better how to communicate with parents about their child's growth. Participants may find discussions about childhood weight status uncomfortable.

Where is the study run from?

Newcastle University (UK)

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

March 2020 to February 2024

Who is funding the study?

National Institute for Health and Care Research (NIHR) (UK)

Who is the main contact?

Professor Ashley Adamson, MapMe2@newcastle.ac.uk

Contact information

Type(s)

Scientific

Contact name

Dr Angela Jones

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Additional identifiers

Clinical Trials Information System (CTIS)

Nil known

Protocol serial number

CPMS 49807, Grant Codes: NIHR127745

Study information

Scientific Title

Can embedding the MapMe intervention, a tool to improve parental acknowledgement and understanding of childhood overweight and obesity, in the National Child Measurement Programme lead to improved child weight outcomes at one year?

Acronym

MapMe

Study objectives

To understand whether the MapMe intervention can reduce child overweight, and if so how and at what cost

Ethics approval required

Old ethics approval format

Ethics approval(s)

Approved 13/05/2021 Newcastle University Faculty of Medical Sciences Ethics Committee (Medical School, Newcastle University, Framlington Place, Newcastle upon Tyne, NE2 4HH, UK; no telephone number provided; fmsethics@newcastle.ac.uk), ref: 2073/9947/2020, also 2148/13605/2020

Study design

Interventional cluster randomized controlled trial

Primary study design

Interventional

Study type(s)

Other

Health condition(s) or problem(s) studied

Childhood overweight and obesity

Interventions

Current interventions as of 24/07/2024:

The MapMe intervention includes body image scales (BIS) of known weight status for 4-5 and 10-11-year-old children based on the same British growth reference clinical thresholds that are used by the National Child Measurement Programme (NCMP) to inform parents of their child's weight status. The BIS are designed to tap into the visual methods by which parents determine

overweight (OW) in children, to help them understand what a child with overweight/obesity (OW/OB) looks like. The web-based format of MapMe shows parents the BIS and asks them to choose the image most resembling their child. Parents then enter their child's height and weight (both provided in the NCMP letter), sex and date of birth (DOB); they are then shown the 3D image and weight status that matches that data, thus facilitating parental acknowledgment of weight status. Parents are also shown a 3D image of an adult in the same weight category as their child's current category and given information about health risks of childhood OW, tapping into parental concerns of future OW in their child and raising awareness of potential health consequences. Information is included to support parents to prevent or address unhealthy weight gain in their child including brief advice on healthy eating, physical activity and signposts to sources of information and professional support, which include motivational and volitional materials for goal setting, practice, action and coping planning in family-based dietary and physical activity changes, positive family approaches focused on lifestyle rather than weight and positive family discussions focused on lifestyle rather than weight.

There will be two methods of delivery of the intervention:

- a) Intervention 1: following the completion of child measurements by the NCMP parents will receive an enhanced post-measurement NCMP letter and a copy of the MapMe BIS in paper-based format and the link to the MapMe website.
- b) Intervention 2: this is identical to Intervention 1 except parents receive a 'booster' letter 6 months after the initial intervention with a reminder of their child's results, the link to the MapMe website, and another copy of the paper-based MapMe BIS prompting parents to continue to monitor their child's weight status.

Comparator (Control):

Those families receiving the usual delivery of the NCMP, that is, standard NCMP post-measurement letter only, will serve as the control condition. Following measurement completion parents will be informed of their child's measurements and their weight status, and will then be sign-posted to the standard care as appropriate to the child's weight status as offered within their LA.

Previous interventions:

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Intervention Type

Other

Primary outcome(s)

Child BMI Z score measured using height (cm), weight (kg), sex, age (years) at one year follow up

Key secondary outcome(s)

At baseline and 12 months (unless otherwise noted):

1. Health inequalities measured using Index of Multiple Deprivation (IMD)
2. Ethnicity measured using child NCMP records
3. Dietary intake of child measured using an online 24-hour food recall (intake24.co.uk). Completed by parent if child is aged 4-6 years and by child if aged 10-12 years on 2 weekend days
4. Physical activity and sedentary behaviour measured using accelerometer
5. Perception of overweight versus reality measured using a visual analogue scale
6. Self-esteem measured using the Lifespan Self-Esteem questionnaire
7. Child feeding behaviour measured using the Child Feeding Questionnaire (age 4-6y, parent-completed) or Dutch Eating Behaviour Questionnaire – Child version, short (age 10-12y, self-completion)
8. Quality of life measured using CHU9D and WAItE questionnaires, or proxies for younger children (at baseline, 6 months, 12 months)
9. Use of health services measured using Resources questionnaire (at baseline, 6 months, 12 months)
10. Out-of-pocket expenses measured using questionnaire (at baseline, 6 months, 12 months)

Completion date

29/02/2024

Eligibility

Key inclusion criteria

1. All genders.
2. Age range: Reception and Year 6 pupils (usual age 4-5 years and 10-11 years) only
3. Participants are registered with a school in a Local Authority carrying out the National Child Measurement Programme, and part of the MapMe trial and not opted out of the NCMP by parent or carer.

Participant type(s)

Mixed

Healthy volunteers allowed

No

Age group

Child

Lower age limit

4 years

Upper age limit

11 years

Sex

All

Total final enrolment

52012

Key exclusion criteria

Parents of children aged 4-5 and 10-11 years, not part of or opting-out of the NCMP

Date of first enrolment

01/09/2021

Date of final enrolment

31/08/2022

Locations**Countries of recruitment**

United Kingdom

England

Study participating centre**Newcastle City Council**

Civic Centre

Newcastle upon Tyne

United Kingdom

NE1 8QH

Study participating centre

Durham County Council

County Hall
Durham
United Kingdom
DH1 5UQ

Study participating centre

Redcar & Cleveland Council

Kirkleatham Street
Redcar
United Kingdom
TS10 1RT

Study participating centre

Middlesbrough Council

PO Box 500
Middlesbrough
United Kingdom
TS1 9FT

Study participating centre

North Tyneside Council

Quadrant
The Silverlink North
Cobalt Business Park
North Tyneside
United Kingdom
NE27 0BY

Study participating centre

South Tyneside Council

Town Hall And Civic Offices
Westoe Road
South Shields
United Kingdom
NE33 2RL

Study participating centre

Isle of Wight Council

Customer Service Centre
County Hall

High Street
Newport
United Kingdom
PO30 1UD

Study participating centre
Devon County Council
County Hall
Topsham Road
Exeter
United Kingdom
EX2 4QD

Study participating centre
Coventry City Council
Council House
Earl Street
Coventry
United Kingdom
CV1 5RR

Study participating centre
Sefton Metropolitan Borough Council
Town Hall
Oriol Road
Bootle
United Kingdom
L20 7AE

Study participating centre
Stoke-on-Trent City Council
Civic Centre
Glebe Street
Stoke on Trent
United Kingdom
ST4 1HH

Sponsor information

Organisation

Newcastle University

ROR

<https://ror.org/01kj2bm70>

Funder(s)

Funder type

Government

Funder Name

National Institute for Health Research (NIHR) (UK)

Alternative Name(s)

National Institute for Health Research, NIHR Research, NIHRresearch, NIHR - National Institute for Health Research, NIHR (The National Institute for Health and Care Research), NIHR

Funding Body Type

Government organisation

Funding Body Subtype

National government

Location

United Kingdom

Results and Publications

Individual participant data (IPD) sharing plan

The current data sharing plans for this study are unknown and will be available at a later date.

IPD sharing plan summary

Data sharing statement to be made available at a later date

Study outputs

Output type	Details	Date created	Date added	Peer reviewed?	Patient-facing?
Results article	Nested sub study	13/02/2025	24/03/2025	Yes	No
Other files	Utility values for several health states from the WAItE descriptive system from a sample of the UK adult general population	12/01/2024	22/09/2025	No	No
Other publications	Development of the Weight-Specific Adolescent Instrument for Economic Evaluation (WAItE)	27/01/2025	22/09/2025	Yes	No
Other	The impact of three public and stakeholder groups via remote methods in the context of the MapMe2 study during the Covid-19 pandemic	29/06	22/09	Yes	No

[publications](#)

[Other](#) Validity and reliability of the MapMe child body size scales
[publications](#)

/2022 /2025

16/10 22/09 Yes No
/2024 /2025

[Other](#) WAItE UK valuation study protocol
[publications](#)

16/11 22/09 Yes No
/2021 /2025