

ARC / EAHSN Great Yarmouth Growing Great Ideas

Building on collaborations and ideas from the joint Great Yarmouth Growing Ideas application that did not receive funding, Eastern AHSN and the ARC are in the early stages of exploring the option of working with the local community to implement and evaluate a pop up hub to address dietary habits in young people at East Point Pavilion in Lowestoft (EPP).

While single points of referral to address behavioural change for stopping smoking etc exist there is no single point of referral for someone with poor dietary habits. If a person is overweight they may be referred to dietician, nutritionist etc or even bariatric services but interventions to encourage behavioural change re: diet prior to becoming overweight etc are lacking.

- Could the EPP hub provide a single place to signpost to for local authorities, NHS etc?
- What could this look like?
 - Utilise the youth community to co-create what such a hub should look like.
 - Let's work with them early in life and encapsulate their viewpoints.
 - What resonates with 15-30 year olds re: eating habits, good dietary behaviours?
 - It's unlikely that trying to prevent CVD in their 60s will be a key priority but perhaps it is about energy levels for sport, life goals, aesthetics etc
 - How do they want to receive this information? Format accessibility, inclusivity etc

The AHSN are currently linking in with the Norwich Institute for Health Ageing and the multi-arts sector who run events from EPP. They are exploring if the Kirkley youth group, based at EPP during the summer months, might be able to collaborate in informing this concept.