**NoObesity App Communication Text**

**Purpose:** To be used with local communications to promote the apps.

Two apps have been developed by Health Education England in collaboration to support the prevention and management of childhood obesity for health and care professionals and families.

The two apps, called NoObesity Professionals and NoObesity Families, focus on developing the workforce to support families around childhood obesity to enable families to set behavioural goals to support their own health and wellbeing.

It is also hoped the apps will change attitudes among the wider public on the importance of a healthy weight and lifestyle and also change attitudes of health and care workers who support clients with behaviour changes related to weight and lifestyle.

The Professionals app helps health and care professionals to provide tailored advice to families, set and track goals, barriers and progress of families they are working with, as well as links to additional learning.

The second app allows families to set health goals which includes identifying barriers and strategies to overcome them, record their own progress and access parenting tips for additional advice and support in the home.

The two apps can be linked, via a QR code, which is led by the family who may wish to share the goals and progress they have made with a health and care worker. For example, this could be during a GP consultation or a visit to the local children’s centre. The professional will only see the family’s survey results, goals and progress. This will allow the professional to better tailor the support they provide to the family.

The app will enhance and support the knowledge and skills of families and health and care professionals in preventing children becoming overweight and obese by equipping families to manage their own wellbeing.

The apps are supporting the childhood obesity agenda and bring workforce development and service delivery together to equip those working with children and young people to work to prevent obesity.

The apps can be downloaded from the App Store or Google Play by search from NoObesity Family and NoObesity Professional.

Resources provided:

* NoObesity Website Banner (horizontal and vertical)
* NoObesity Twitter handle x 3
* NoObesity email signature banner
* NoObesity banner for HD screens