



Sustainable Food Bite Size Session!!! 6th March 2014

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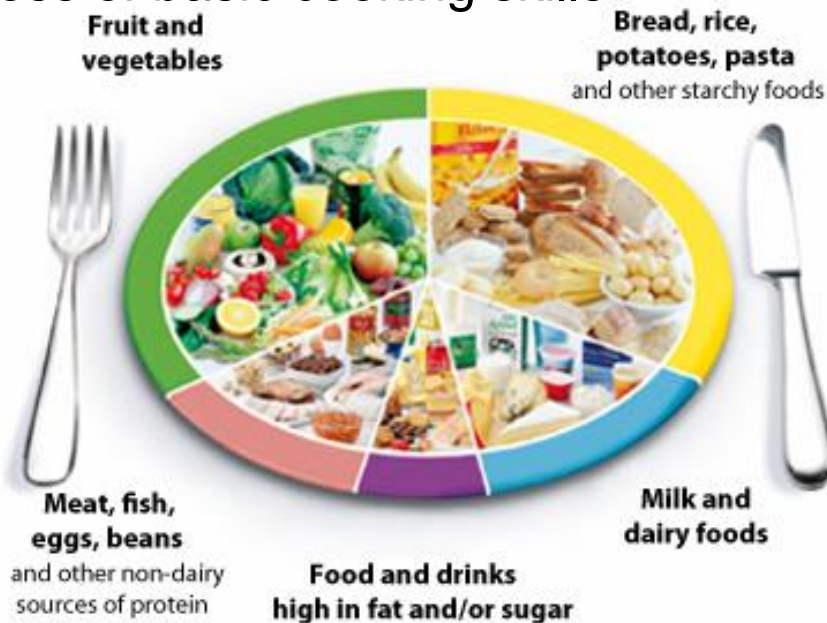
Amanda Donnelly, Soil Association – Food For Life Partnership

Kay Johnson, Foodlink North West

Dianne Gardiner, Specialist in Public Health East Locality

Why is Food Important for Good Health & Wellbeing?

- Diet is important for both preventing some and effectively managing long term conditions
- An increase in and accessibility to fast food outlets is contributing to poor diet and loss of basic cooking skills



... Continued.

Adult Obesity: *(Health Survey for England 2010-2012)*

One out of **four** men is obese (24.7%)

One out of **four** women is obese (25.7%)



Prevalence by income *(Health Survey for England 2007-2011)*

- **Men** in the **2nd** lowest quintile have higher rates of obesity compared to men in the highest quintile by 4.3%.
- **Women** in the **1st & 2nd** lowest quintile have higher rates of obesity compared to women in the highest quintile by 11.8%.

... Continued.

The cost to the NHS of diet and overweight / obesity related diseases amounts to almost £11 billion



Prevalence of obesity among children (*National Child Measurement Programme 2012/13*):

- Around **one** in **ten** children in Reception (4-5 yrs) is obese (boys 9.7%, girls 8.8%)
- Around **one** in **five** children in Year 6 (10-11 yrs) is obese (boys 20.4%, girls 17.4%)
- Number of children regularly missing breakfast is increasing: **more than a-tenth** of 0 to 10 year olds and **almost one-fifth** of 11 to 16 year olds (*Defeyter MA et al., 2010*)
- 7 tonnes of food and drink is thrown away by UK households each year
- Lancashire has food deserts where access to fresh and affordable food is limited



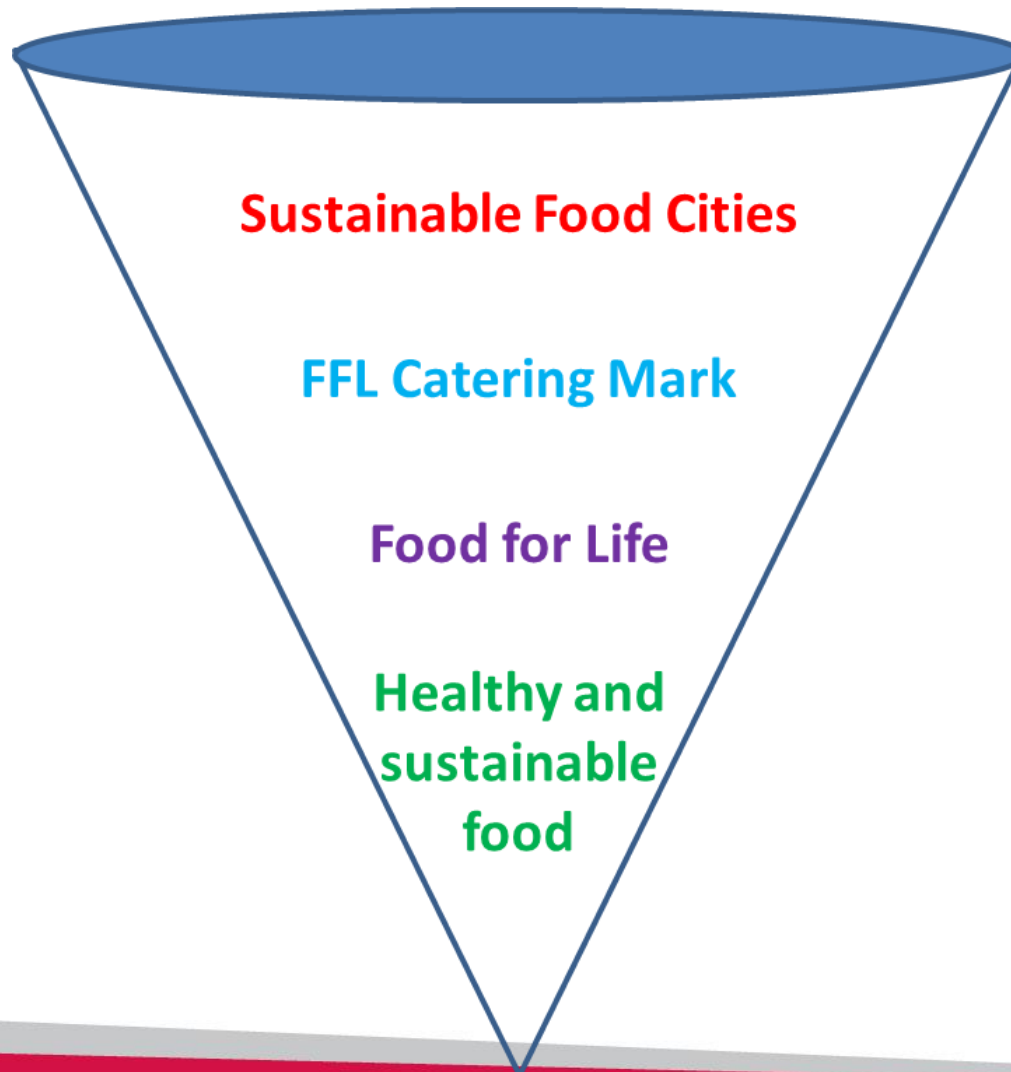
Sustainable Food Journey so far

- Sustainable food cities is a holistic approach to accommodate the multiple and complex issues emerging from relationship with food and health & wellbeing
- Opportunities to put food at the heart of local policy developments
- Sustainable Food conference held in partnership with UCLan in June 2013 to gauge districts uptake on sustainable food approaches
- Preston, Chorley, Lancaster, Wyre, Fylde, Burnley all committed and involved in some aspects of sustainable food work, which is uncoordinated
- LCC seeking Catering Mark Award as part of new free school meal entitlement (September 2014)

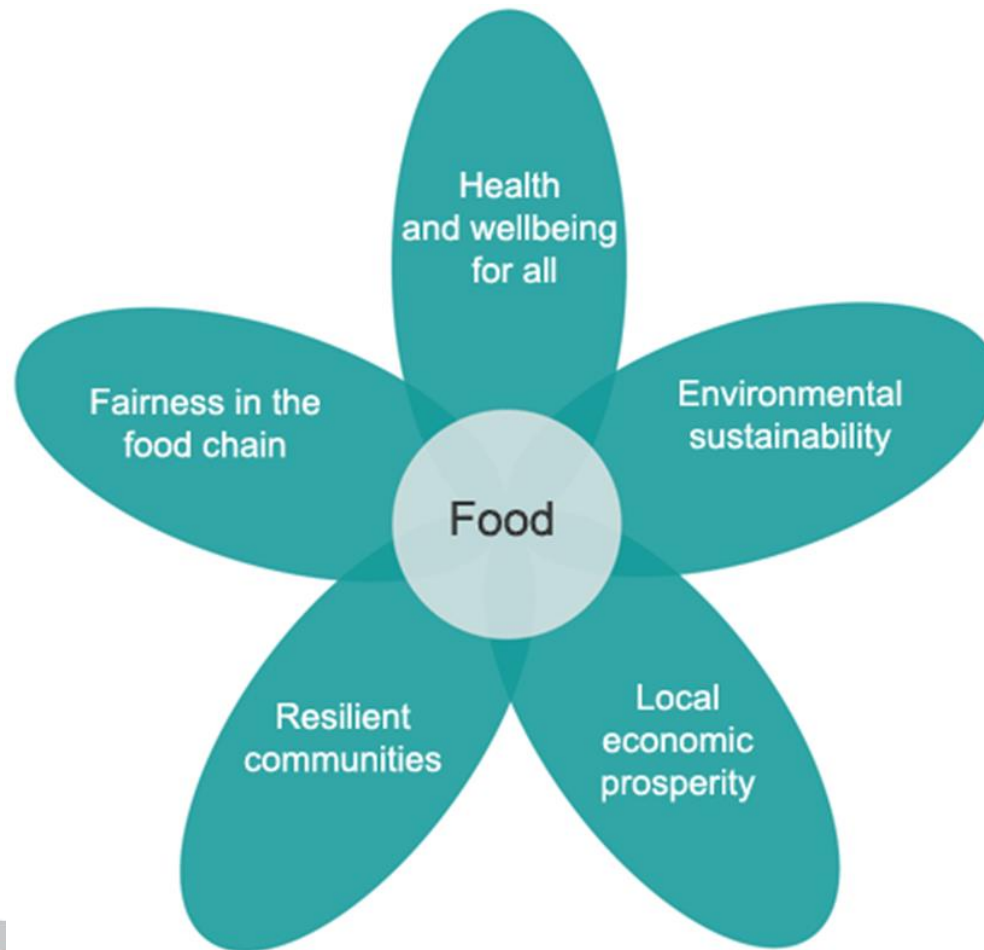
Food Link North West

Kay Johnson

Normalising 'good' food



Food as the vehicle for driving positive change



What is a Sustainable Food City?

Direction of travel not a destination

Process not prescription

Cross-sector collaboration around a joint vision

Working on all aspects of food health and sustainability

With six guiding principles

- 1. Promoting healthy and sustainable food to the public.
- 2. Building community food knowledge, skills, resources and projects.
- 3. Tackling food poverty and increasing access to affordable healthy food.
- 4. Promoting a vibrant and diverse sustainable food economy.
- 5. Transforming catering and food procurement.
- 6. Reducing waste and the ecological footprint of the food system.

Soil Association Food for Life Partnership and the Food for Life Catering Mark



Amanda Donnelly

FFLP National Development Manager-Public Health

The Food for Life Partnership (FFLP)

...is a **complex community initiative** with **multiple outcomes** that **uses food to engage** young people and their families, and nudge them towards the **behaviours that matter** for public health, sustainability and education.



An holistic approach to food

- **Great school food:**
 - Provide fresh, well-sourced and nutritious meals
 - Minimum 75% unprocessed and all meat from assured farms
 - Improve overall lunchtime experience
- **Education**
 - Practical cooking and growing
 - Farm visits
 - Pupil voice
- **Extending reach**
 - Engaging parents
 - Sharing with the local community



Expert partners



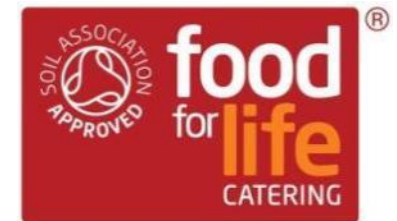
Sustainable Food Cities

- Alliance of public, private and third sector organisations that believe in the power of food as a vehicle for driving positive change and that are committed to promoting sustainable food for the benefit of people and the planet.
- £1 million from the Esmée Fairbairn Foundation to promote Sustainable Food Cities across the UK.
- SFC is managed and delivered by three partner organisations: Soil Association, Sustain: the alliance for better food and farming and Food Matters.



Food for Life Catering Mark

- Rigorous, independent catering industry standard
- A step by step award scheme that provides a framework to source good quality food:
 - Freshly prepared, using seasonal, local and organic ingredients where possible
 - Free from undesirable additives and GM ingredients
 - Meat produced to British welfare and quality requirements
- Accredited meals served in 5,146 schools through the UK
- Over 700,000 Catering Mark school meals per day



The next step into new settings

Hospitals

with the cost of diet and overweight/obesity related disease to the NHS at almost £11 billion, hospitals should lead by example and promote a positive food culture



Care homes

many older people in residential care homes are not supported to meet their nutritional needs



Early years

early years award is in development

Universities

developing a healthy food culture for life in and beyond further education

Workplaces

food as a key part of workplace wellbeing

FFLP schools...

4,700 enrolled in England

93 enrolled in Lancashire

7 Lancashire schools with the FFLP Bronze Award

Lancashire school meals service working towards the Food for Life Catering Mark



Evaluating impact

- 3-year programme evaluation by the University of the West of England (UWE) and Cardiff University
- Supporting studies by New Economics Foundation (NEF), National Foundation for Educational Research (NFER) and Centre for Research in Education and the Environment (CREE)



University of the
West of England



The impact

45%

of parents report eating more vegetables as a result of the Food for Life Partnership programme.

The number of children eating five or more portions of fruit and veg increased by

28%

in Food for Life Partnership Primary Schools



For every £1 invested in Food for Life menus, the social, economic and environmental return on investment for the local authority is

£3



twice

as many primary schools received an Outstanding Ofsted rating after working with the Food for Life Partnership.

Free school meal take-up increased by an average of

13% points in Food for Life Partnership Schools



Fruit and veg



Fruit and veg intake

An increase in the number of primary school-age children reporting eating:

- 5 pieces of fruit and veg a day went up 5% points to 21%
- 4 pieces of fruit and veg a day went up 12% points to 49%

Significant positive associations between pupil participation in cooking, growing, farm visits and these reported increases.

Social Return On Investment

- **NEF:** for every £1 invested in FFLP menus, there is a return of over £3 in value to the local economy and society.
- Most of this value lies in local economic opportunities around supplying local, seasonal food, and resulting employment.



What the schools say

“Being part of the Food for Life Partnership is the best initiative that we as a school have undertaken in the last 10 years. It isn’t about ticking boxes, it’s about hands on experiences for the children which will stay with them for life.



“It gives the children skills which have disappeared over the last generation and prepares them for their future.”



- Penny Wetton, Headteacher
Helpingham Primary, Lincolnshire

Commissioned local FFLP programmes

FFLP projects have been commissioned in 11 local areas across England since the start of 2012

Lincolnshire, Calderdale,
Devon, B&NES, Warwickshire,
Kirklees, Cornwall, Derbyshire,
Cambridgeshire,
Leicestershire, Rutland



Thank you!



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