

Food4Health

MAKING HEALTHY CHOICES EASIER

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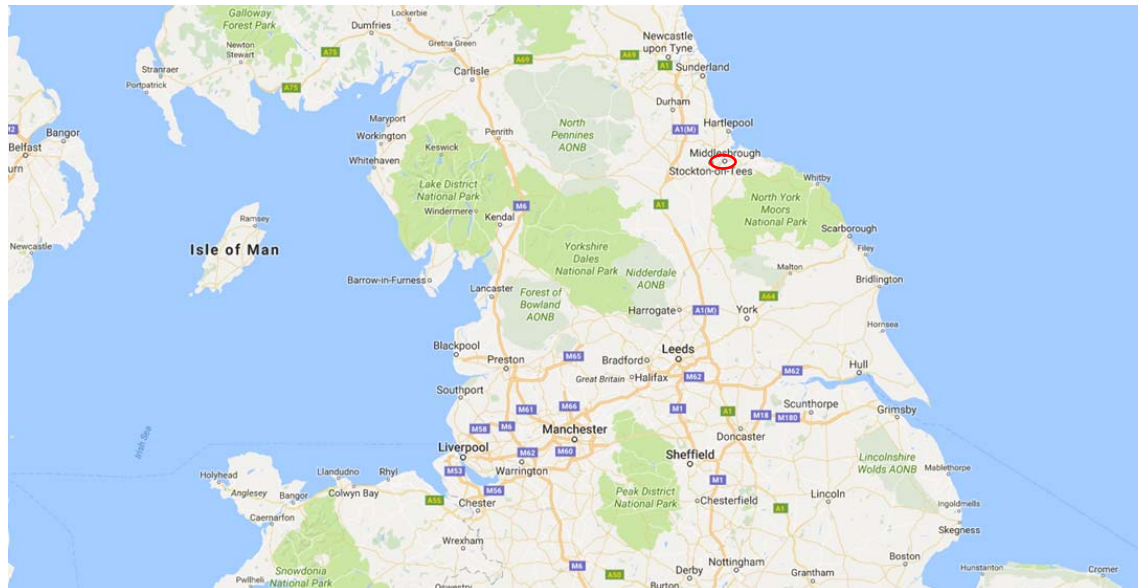
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A BIT ABOUT MIDDLESBROUGH...

- Small industrial town in North East England
- Population: 139,000
- High levels of deprivation
- 33% children live in low income families



POPULATION HEALTH IN MIDDLESBROUGH



Life expectancy lower than England average



Low rates of breastfeeding initiation



Higher numbers of smoking related deaths



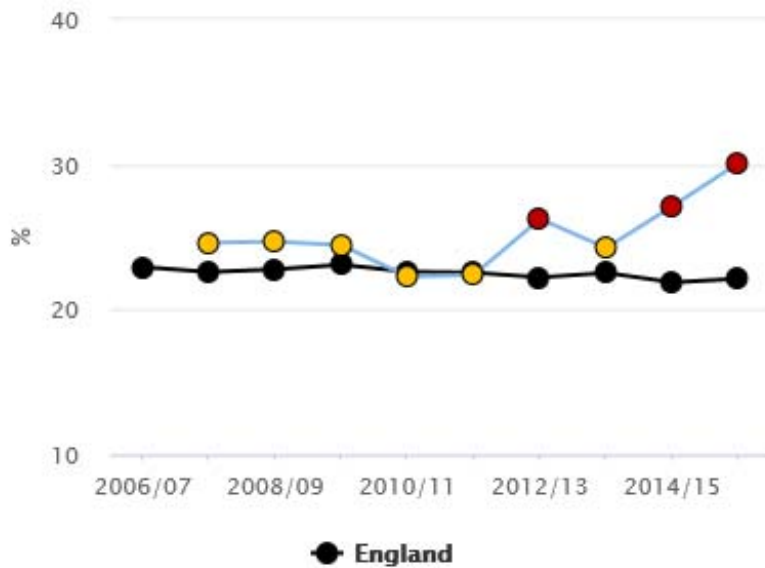
Higher rates of obesity



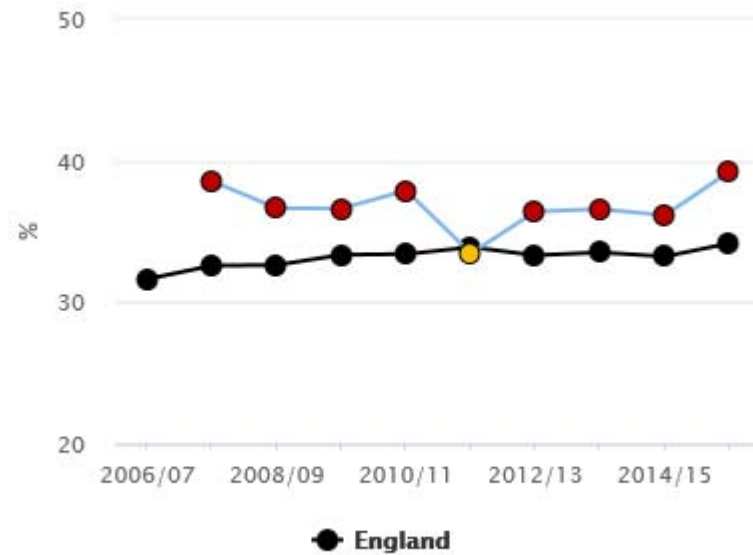
Lower rates of physical activity

CHILDHOOD EXCESS WEIGHT AND OBESITY

Reception: Prevalence of overweight (including obese)



Year 6: Prevalence of overweight (including obese)



IT'S NOT ALL BAD

- Dementia Friendly Town Status
- Working toward Sustainable Cities Bronze Award
- 97% of food businesses have a food hygiene rating of 3, 4 or 5
- 77 businesses signed up to Breastfeeding Welcome Scheme
- Best practice area for public health in alcohol licensing



THE FOOD4HEALTH AWARD SCHEME

- Award scheme open to food businesses in Middlesbrough
- Aim is to improve the nutritional quality of food
- Implemented in 2011 as part of the Middlesbrough Healthy Town initiative
- Bronze, Silver and Gold awards available
- Based on six key healthy eating principles



THE FOOD⁴HEALTH HEALTHY EATING PRINCIPLES

1. Food is made generally healthier
2. Catering practices are designed to produce healthier food
3. Consumers are able to make an informed choice
4. Nutritious food is provided for children
5. Portion sizes are appropriate for a healthy diet
6. Healthy eating is actively promoted



BRONZE AWARD

- Committed to making food generally healthier
- Reduce fat, sugar and salt
- Change ingredients
- Adapt food preparation and cooking methods



SILVER AWARD

- Commitment to the healthy eating principles
- Selection of healthier food options
- Engagement in some health promotion



GOLD AWARD

- Commitment to providing nutritionally balanced menus
- Enable customers to make fully informed food choices
- Actively promote healthy eating
- Participate in responsible business practice



AWARD WINNERS

73 food businesses have awards including

- 49 schools
- 19 PVI nurseries
- Middlesbrough College
- Teesside University Catering
- Takeaway sandwich shop



EARLY YEARS SETTINGS

- Primary focus for the Food4Health Awards
- 75% PVI nurseries have gold award
- Pathway from children's settings through to adulthood
- Food4Health Early Years Guide - developed with
- Age specific guidelines
 - 0-6 months
 - Weaning
 - 1-5 years of age

**CHILDREN'S
FOOD TRUST**
Eat Better Do Better




Middlesbrough
moving forward

GUIDANCE FOR 0-6 MONTHS AND WEANING

Breastfeeding

- Importance of breastfeeding
- Correct storage of breastmilk
- Breastfeeding Welcome Scheme
- Policy



Infant Formula

- Correct storage of infant formula
- Ready to feed or made up by parent



Weaning

- General guidance for children 6 months and over



GUIDANCE FOR CHILDREN AGED 1-5

Guidance on each food group

- Importance
- Portion sizes
- Food safety

How to avoid additional saturated fat, sugar and salt

Foods to avoid by age group

Sample menus

Communication

The eating environment

Special diets

Fussy eating

Cooking with children



THE FOOD AND DRINK GUIDELINES – A SUMMARY

| Food groups | Examples of food included | Main nutrients provided | Recommended servings | Other guidance |
|---|--|---|--|---|
| Starchy foods | Bread, potatoes and sweet potatoes, starchy root vegetables, pasta, noodles, rice, other grains, breakfast cereals | Carbohydrate, fibre, B vitamins and iron | Four portions each day Provide a portion as part of each meal (breakfast, lunch and tea) and provide as part of at least one snack each day | Provide a variety of wholegrain and white starchy foods Limit fried starchy foods Limit canned/flavoured rice/pasta products Choose cereals with a low sugar content Choose bread with a lower salt content |
| Fruit and vegetables | Fresh, frozen, canned, dried and juiced fruit and vegetables, and pulses | Carotenes (a form of vitamin A), vitamin C, zinc, iron, and fibre | Five portions each day Provide a portion as part of each main meal (breakfast, lunch and tea) and with some snacks | Diluted fruit juice at meal times only Dried fruit at meal times only Reduced salt/sugar baked beans |
| Meat, fish, eggs, beans and non-dairy sources of protein | Meat, poultry, fish, shellfish, eggs, meat alternatives, pulses, nuts* | Protein, iron, zinc, omega 3 fatty acids, vitamins A and D | Two portions each day Provide a portion as part of lunch and tea (Two to three portions for vegetarian children) | Aim to offer a variety of different meats Have one meat free lunch and tea per week Oily fish should be provided at least once every 3 weeks Limit processed meat/meat alternative products |
| Milk and dairy foods | Milk, cheese, yoghurt, fromage frais, custard, puddings made from milk | Protein, calcium, and vitamin A | Three portions each day provided as part of meals, snacks and drinks | Full fat milk and milk products until aged 2 Opt for yoghurts with lower sugar content Limit dairy icecream to once a week |

FOOD AND DRINK GUIDELINES CONTINUED

Puddings

- Part of lunch and tea everyday
- Fruit and milk based puddings recommended
- Sweet foods should only be provided at meal times

Drinks

- Children should be encouraged to help themselves to water throughout the day
- Water and milk are the only drinks that should be offered between meals
- Fruit juice should only be provided at meal time and diluted ½ water ½ juice



FAT, SUGAR AND SALT

Fat

- Children aged 1-5 need more energy from fat
- Importance of 'right type' of fat
- Diets high in saturated fat increase the risk of heart disease
- Limit cakes, pastries, crisps and fried foods
- Opt for unsaturated fats



Sugar

- Too much sugar in the diet can lead to tooth decay and obesity
- Limit sweets, cakes, biscuits, fizzy drinks and chocolate



Salt

- Children 1-3 2g salt per day
- Children 4-6 3g salt per day
- Limit ready made sauces, stocks and gravies, salty snacks

FOODS TO AVOID

There are certain foods that should be avoided for children under five years, which are listed in the table below.

| Food | Under 6 months | Under 1 year | Under 2 years | Under 5 years |
|---|----------------|--------------|---------------|---------------|
| Cooked eggs | X | ✓ | ✓ | ✓ |
| Dairy foods | X | ✓ | ✓ | ✓ |
| Cows' milk as a drink | X | X | ✓ (full fat) | ✓ |
| Fish and shellfish | X | ✓ | ✓ | ✓ |
| Citrus fruits | X | ✓ | ✓ | ✓ |
| Liver | X | ✓ | ✓ | ✓ |
| Seeds | X | ✓ | ✓ | ✓ |
| Whole nuts* | X | X | X | X |
| Ground nuts and nut spreads* | X | ✓ | ✓ | ✓ |
| Soft and unpasteurised cheeses | X | X | X | X |
| Added salt | X | X | X | X |
| Added sugar | X | X | X | X |
| Honey | X | X | ✓ | ✓ |
| Wheat or other gluten containing foods/cereals (e.g. bread and rusks) | X | ✓ | ✓ | ✓ |

Weaning is not recommended before six months, but if weaning is started before six months there are some foods to avoid as they may cause allergies or make babies ill.

ENCOURAGING CHILDREN TO EAT WELL - POLICY

- Allows everyone to understand the settings approach to food and nutrition
- Provides consistency to food provision and health promotion
- Consultation with staff, parents and children
- Should encompass all aspects of the settings approach to food including:
 - Food and drink provided for meals, snacks and drinks
 - Communication with children and families about food
 - The eating environment and social aspects of meal times
 - The approach to rewards, celebrations and special events
 - Catering for cultural, religious and special dietary requirements (including allergies and intolerances)
 - Management of fussy eating
 - Food and drink brought from home
 - Educating children about food, including making food with children
 - Food safety and hygiene, and staff training
 - Promoting breastfeeding.

ENCOURAGING CHILDREN TO EAT WELL - COMMUNICATION

- Provide information on the routine for meals and snacks to help parents plan their child's routine at home
- Provide a copy of the food policy and consult parents/carers if updated
- Provide regular feedback on what children are eating and how well
- Display menus on a parent's information board
- Involve catering staff wherever possible when talking to parents and children about meals
- Encourage parents to attend events to celebrate special events and cultural occasions
- Include children when planning menus and activities involving food and when talking to families about food.

ENCOURAGING CHILDREN TO EAT WELL – FUSSY EATING

Fussy eating and fear of new foods are part of development and affect between 10% and 20% of children under five

Ways to support fussy eaters to eat well

- Modelling
- Exposure
- Reward

Do Not Pressure Children to Eat!

THE EATING ENVIRONMENT AND SOCIAL ASPECTS OF EATING

Meal times provide opportunities for children to learn about and try new foods

Eating with parents, carers and others helps children to develop social skills

Sitting around a table to eat their meals and snacks helps children to develop good eating habits

Ways to encourage a positive environment:

- Eating areas should be clean, warm, bright and free from distractions
- Use appropriately plates, bowls and eating utensils
- Encourage children to drink from an open cup or free-flow cup as these are better for teeth
- Encourage children to choose the food they eat and to try new foods
- Food should not be used as a punishment or as a reward
- Meal times should be a social occasion and a time to talk about food
- Children can be involved in helping to set up and clear away tables before and after meals
- Staff sitting with children to eat lunch to act as a positive role model

FOOD FOR ALL

Special Dietary Requirements

A special diet is one which means a child cannot choose their foods freely

Due to allergy, intolerance, medical needs, vegetarian, religious/cultural needs

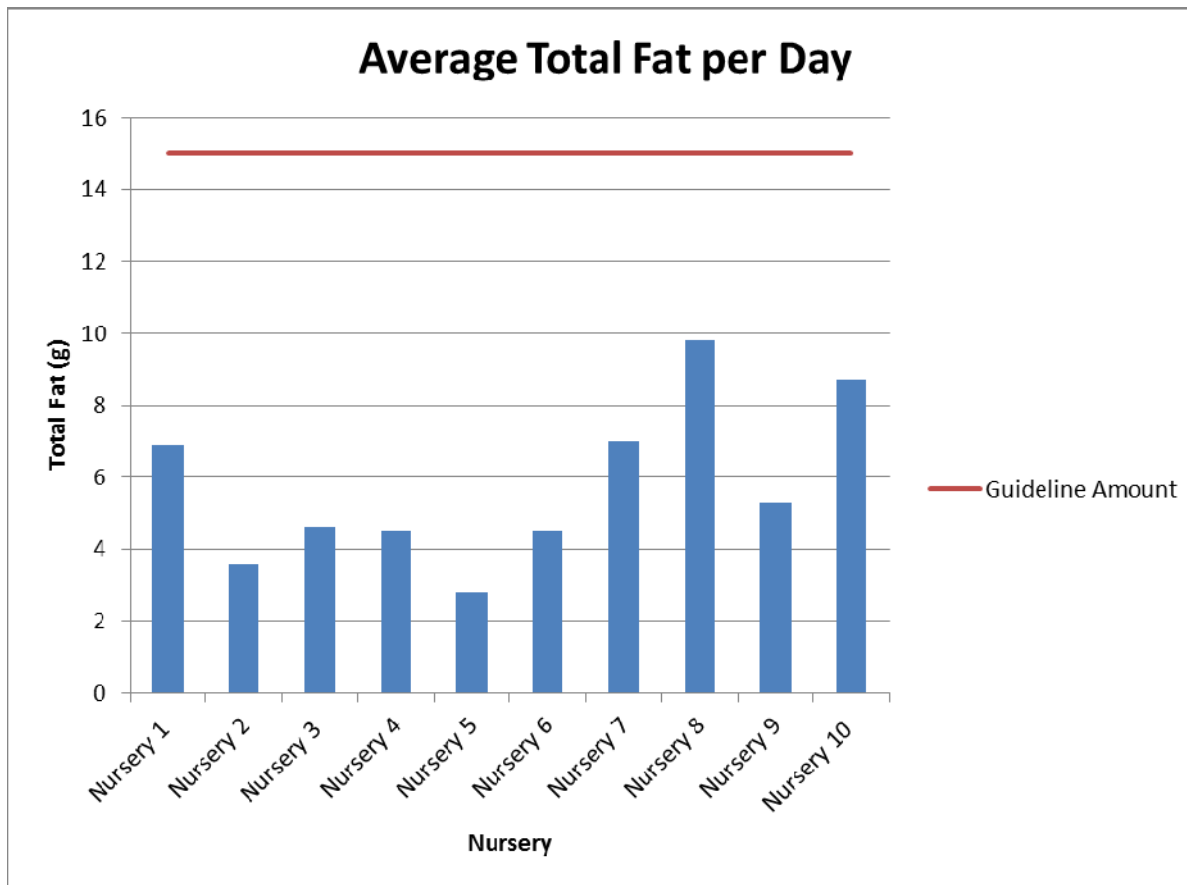
Supporting children with special diets

- All staff in the setting should be aware of children's individual dietary requirements
- You should have a policy and procedure in place to make sure this is done in an appropriate and sensitive way
- Where children have a special dietary need, talk to their parents or carer (and health professionals if required) to understand how their needs can be met
- Children with special needs should be included in meal and snacks times with the other children (unless their condition indicates otherwise)
- Children with complex needs may have additional requirements (e.g. modified texture foods), or may need support to eat.

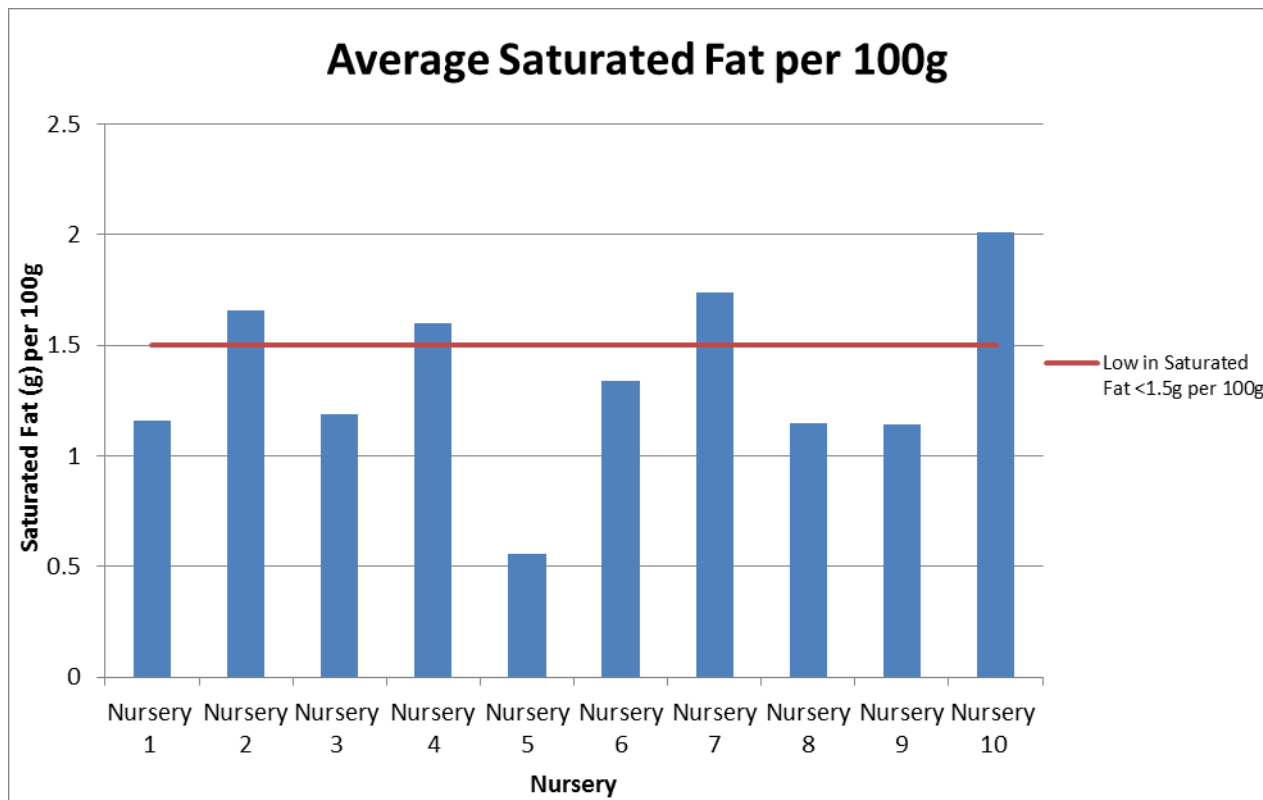
CURRENT NURSERY PROVISION

- Nutrition sampling carried out to determine current nutrient provision in nurseries
- 10 nurseries took part, 9 had Food4Health awards
- Generally positive results
- Individual nurseries received feedback and support to improve menus
- 14.7% children in reception obese, identified that nursery provision is suitable, is child obesity due to food eaten at home/with parents?

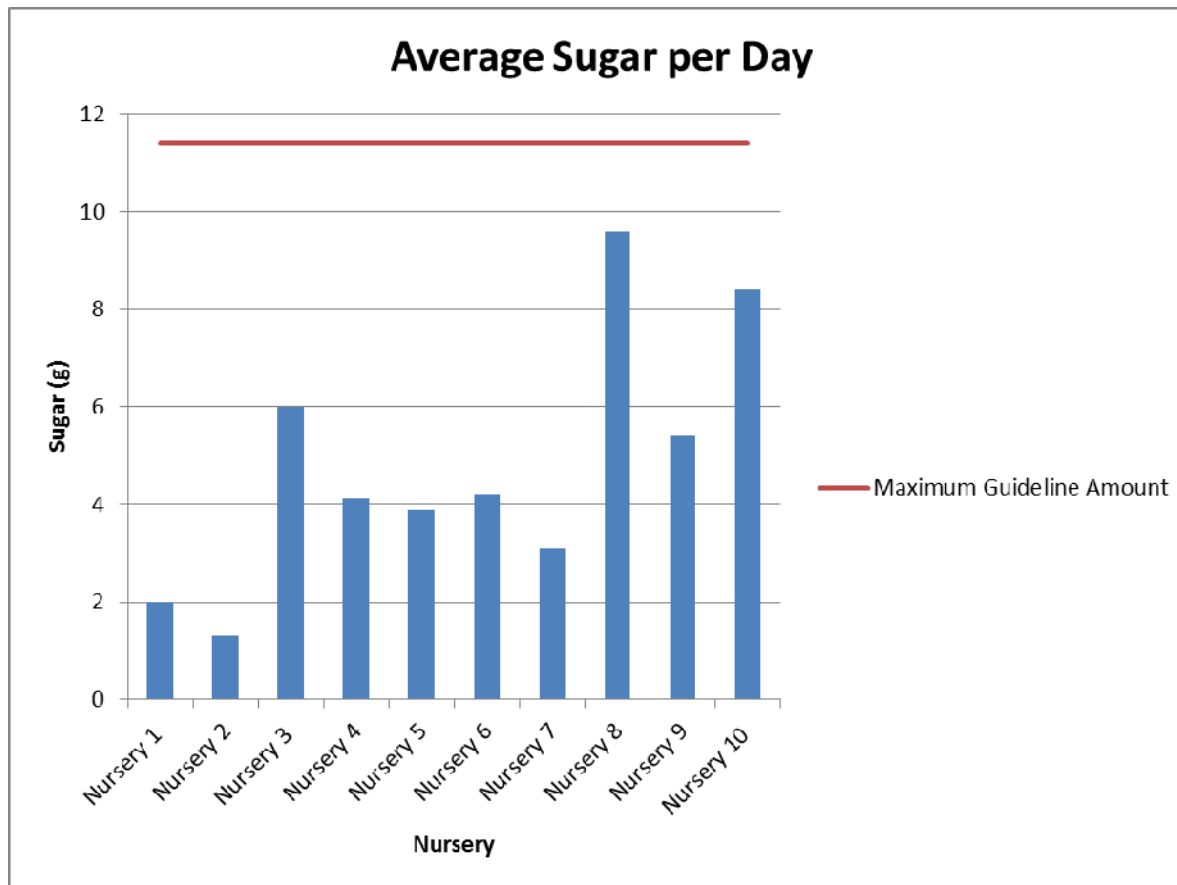
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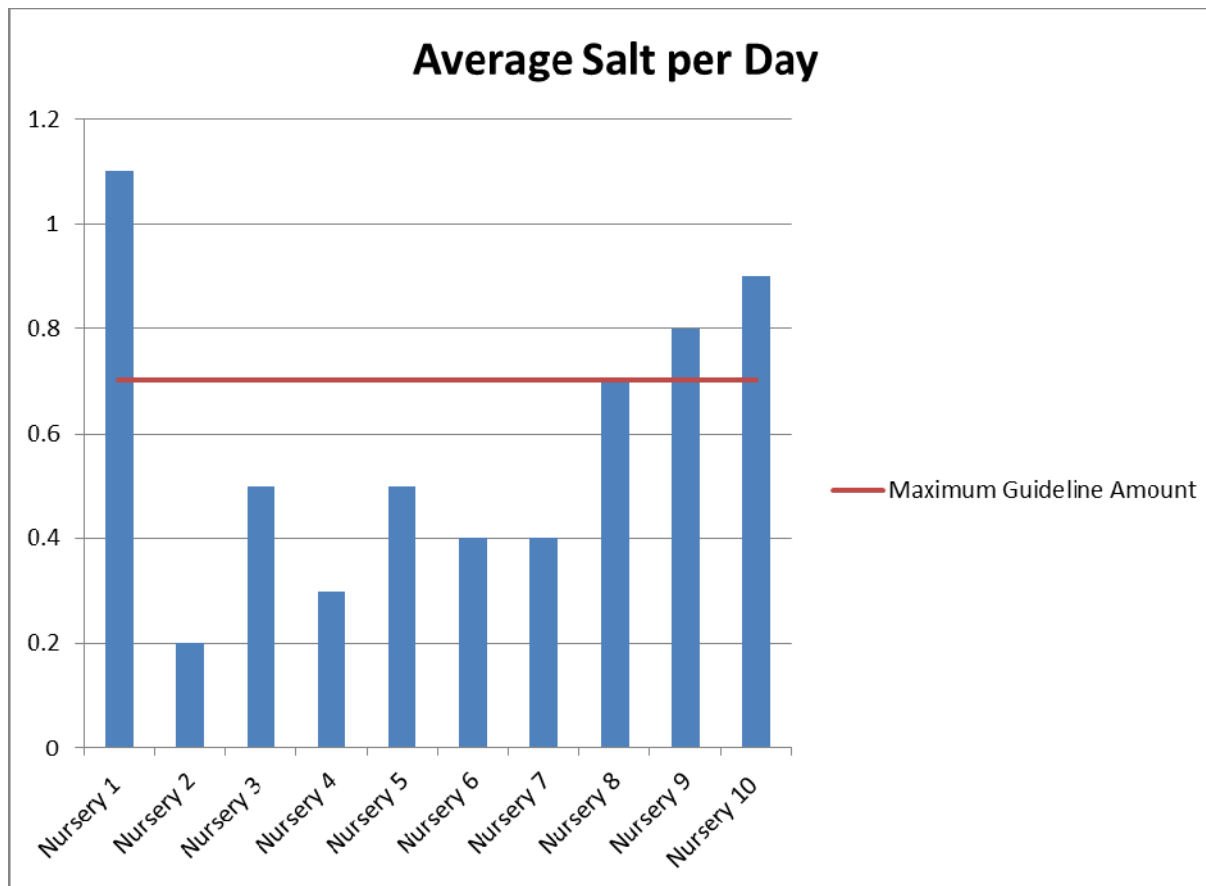
CURRENT NURSERY PROVISION



CURRENT NURSERY PROVISION



CURRENT NURSERY PROVISION



THE FUTURE

- 'HENRY - Best Start in Child Care' training for all frontline nursery staff
- Adapted Food4Health award for settings with a limited food offer
- Toolkit for staff to promote healthy eating to children and staff
- Continued support for all Food4Health businesses



THANK YOU

▪ Any questions?