



FOOD FOR LIFE

MAKING BRITAIN HEALTHIER THROUGH FOOD

Amanda Donnelly

Making Britain healthier through food – our vision



We want to make **good food** the **easy choice** for **everyone, wherever** and **wherever** they are.

“ Food for Life is one of the most inspirational social experiments of our time ”

Prof Kevin Morgan

Senedd Paper for the National Assembly for Wales, 2015



What is Food for Life?



- ✓ An **approach**
- ✓ A series of **programmes**
- ✓ A **movement** of people who want change



What we do



What does good food mean?



A healthy and sustainable diet:

less high fat/salt/sugar processed food and less but better quality meat, more fruit and vegetables, whole grains and sustainable fish.



Quality food you can trust:

more fresh, local, seasonal, sustainable food, with low climate impact and high welfare standards.



Eating together:

more opportunities for social contact through food, building families and communities and tackling loneliness.



Background



- Established as a pilot project by school cook **Jeanette Orrey** & **Soil Association** in 2003.
- Received funding of £16.9m over 5 years from the **Big Lottery Fund** in **2007** to develop a schools' programme with expert partners.
- From **March 2012** commissioned by **local authorities**.
- Awarded **£3.6 million** by the Big Lottery Fund **May 2013 - June 2015** to extend **beyond schools**.



Why does good food matter?



✓ Health

✓ Economy

✓ Environment





Food Quality



Food Leadership



Food Education



Community



Food for Life Served Here: A growing movement



- ✓ **9,895** schools receiving FFL SH meals
- ✓ **379** nurseries receiving FFL SH meals
- ✓ **1.7 million meals a day across all settings**





“ We decided to apply for the Catering Mark to improve our existing standards and raise the profile of the Catering Service through the award scheme: which in turn has a fantastic impact on the food served in our schools and Extra Care Schemes.”

Jeanette Cartwright
Food & Nutrition Officer,
Kirklees Council

“ The provision of good food in our hospitals, care homes and schools is vital in maintaining good health and supporting recovery from illness. Food for Life is enabling Calderdale to take a consistent approach to good food culture across settings, leading to wide benefits across the borough.”

Dr Steven Cleasby
Assistant Clinical Chair, NHS Calderdale CCG

“ The Food for Life Catering Mark provides independent endorsement that food providers are meeting the school food standards and serving food prepared from fresh, sustainable and locally sourced ingredients.”

New School Food Standards:
A practical guide,
Department for Education

FREE FROM

CONTROVERSIAL ADDITIVES

Catering Mark meals are free from undesirable additives, sweeteners, colouring and artificial trans fats.



£3
RETURN
ON EVERY £1 SPENT

The Catering Mark means buying local wherever possible, which can deliver a return on social investment of over £3 for every £1 spent in the form of local food production jobs.

EVERY EGG IS A FREE RANGE EGG

All eggs on the Catering Mark menus come from hens which live in free range systems, meaning they have access to the outdoors, where they can exhibit natural behaviour.



SEASONAL

Menus are designed to make the best use of seasonal ingredients.



AT LEAST
75%

of meals are freshly prepared.



SUSTAINABLE

We never use fish on the Marine Conservation Society 'fish to avoid' list.




FARM ASSURED

Healthier People



Pupils in Food for Life schools:

ARE TWICE 
as likely to eat **FIVE A DAY** and a third
less likely to eat no fruit or vegetables
than pupils in comparison schools;

and eat around

A THIRD MORE 
fruit and vegetables than
pupils in comparison
schools, and significantly
more fruit and vegetables
at home. (Jones et al, 2015)

This means that if all schools in England
were Food for Life schools:

1 million
more children would
eat five or more portions
of fruit and vegetables
per day



100,000
more children would
be eating at least some
fruit and vegetables



Healthier Economy



Research by the New Economics Foundation demonstrated

£3 IN SOCIAL RETURN FOR EVERY £1 INVESTED

in Food for Life Catering Mark menus, with most of the benefit experienced by local businesses and local employees. (Kersley et al, 2011)



New research focusing on Food for Life multi-setting programmes and considering value created for health, education and environment in addition to economy demonstrates a social return of

£4.41 FOR EVERY £1.

(Jones et al, 2015)

Healthier Economy



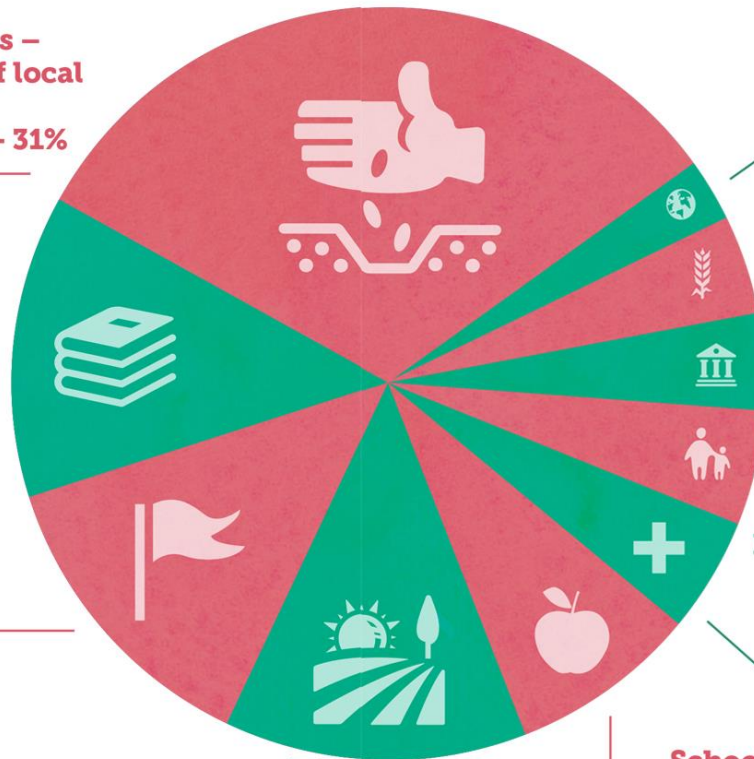
Social return on investment in multi-setting programmes - share of value by stakeholders and interest sectors.

Local food businesses – including creation of local employment (farmer, butcher, wholesalers) - 31%

Schools & staff - 13%

Local authority & NHS - 13%

Employees of food businesses - 13%



Local community, charity & voluntary groups - 3%

Natural environment - 4%

Central government - 4%

Parents & carers - 5%

Hospitals, care homes & children's centres (local authority early years care provision) - 5%

School caterers & staff - 8%



“The programme is demonstrating outcomes in schools which are influencing further activity in early years settings, care homes and the local hospital, all helping to transform the local food culture. From a standing start in 2012, we are now raising the profile of Calderdale nationally.”

Gaynor Scholefield
Calderdale Public Health Manager

“Our Food for Life School Award provided a clear framework for the school canteen, the curriculum and beyond the school gates. It shows we really want the best food for our children and community and want to help them understand why eating well is so important to their health and learning.”

Liz Whetham
Head teacher,
Holy Trinity Primary School, Halifax

“We have commissioned Food for Life over four years because it offers an evidence-based, empowering programme of support which we can target in our efforts to tackle health inequalities across our diverse county.”

Lucy O'Loughlin
Public Health Specialist (East and Mid Devon),
Devon County Council

“The new packages that Food for Life have developed provide a fantastic resource to enable schools to create and enhance their Food Education ethos. They are invaluable for developing healthy school meals, lunchtime experience and food curriculum and support your work every step of the way.”

Jason O'Rourke
Head Teacher,
Washingborough Academy, Lincolnshire

Two secondary schools in Calderdale recently took part in research on the high street around their schools as part of the Food for Life programme. Some of the recommendations by students are below, taken from a presentation by the students in March 2018

The local food environment could be changed by:-

- Healthier food being cheaper than unhealthy food near school, subsidies it?
- Healthy shops and options are the norm in food outlets near schools, remember the deprived areas!
- More choices for all dietary requirements, including halal, vegetarian, vegan etc.
- Having a committee of students in food networks to give our point of view to people who can make changes
- Stopping subliminal marketing of unhealthy food & advertising that targets children , stop stores strategically placing unhealthy products to tempt
- Better education fro kids from nursery upwards
- Secondary schools to improve the food offer at school so it is more appealing and is cheaper than the bad stuff sold around school

