

Rethink Food Transition Project

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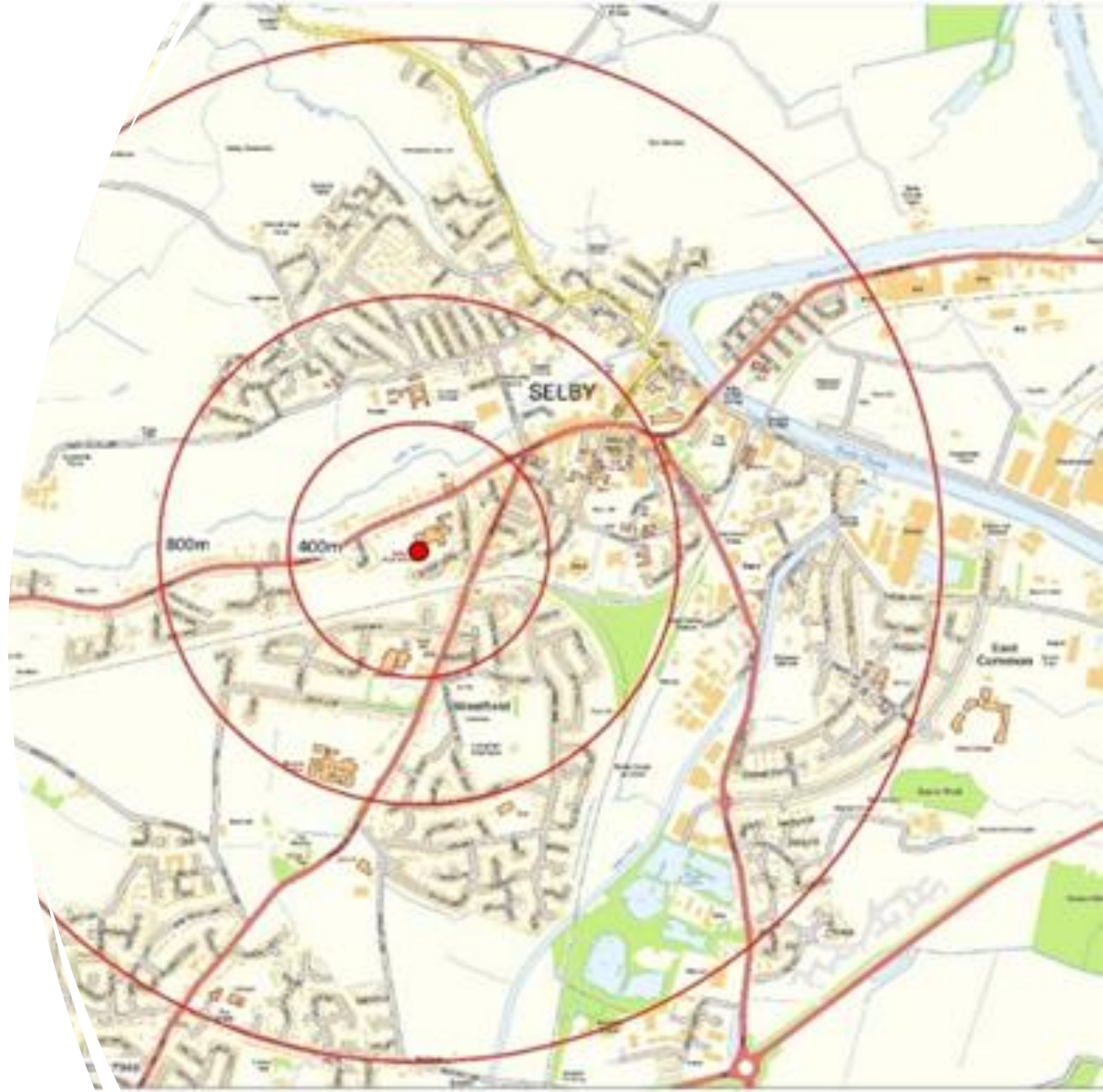


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Background - North Yorkshire School Zone Project

- Childhood Obesity Trailblazer Programme – funding for insight (Spring 2019).
- Scarborough and Selby (secondary schools).
- *Aim: to create healthy food and physical activity environments within a school zone (the school environment itself, and the environment surrounding the school) so as to support active and healthy living.*



Background – NY School Zone project (Selby High School)

Insight work – report produced, needs identified

Secured (Selby DC) funding for Rethink Food Transition project

Other complementary work – improving the food offer & dining experience, Healthy Schools Award Programme, NY Sport, active travel etc.

Developing Healthy School Zones in North Yorkshire
An overview of the project

Overarching aim:
To influence the factors that contribute to childhood obesity in North Yorkshire, reducing the inequalities in childhood obesity that exist within the county.

Vision Statement:
To inspire vibrant, progressive and inclusive environments within school zones in North Yorkshire, which support and empower the local school and community to lead active, positive and healthy lives.

Changing the food and physical activity environment (Healthy Public Policy)

Food

- Increase availability and promotion of healthier foods in the community e.g. work with businesses such as Cooplands bakery.
- Work with planners to influence and shape the food environment.
- Improve the school dining experience and healthy eating options.
- Local students/entrepreneurs to provide healthy mobile trading for schools.

Physical activity

- Urban design and active travel policy.
- School drop off zones.
- Park & stride initiatives.
- After school clubs (twilight gym).
- Policies & facilities to encourage activity during break times.

Supporting behaviour change (Health Education)

Media Campaign Aimed at 11-16 year olds

- Using social media (e.g. Instagram, emails, videos, materials).
- Messages focused on issues identified as important to them (e.g. gaming, appearance, friendships, family, stress, confidence, mental health, feeling good).
- Role models to include gamers, YouTubers, athletes and peers.
- Top tips, positive messages.
- Encourage goal-setting and self monitoring.

Engagement work and communications for Parents/Carers

- Parent/carer groups - ongoing consultation and involvement.
- Regular communications (mail, newsletters).

Underpinning principles:
Ongoing learning and sharing; Engagement and empowerment; Listening and responding; Capacity building; Partnerships; Co-production with young people.

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School Zone Project – Selby High School (Trading Standards - improving the food offer)



- Increased salad and vegetables in wraps and sandwiches - 75% now include some form of salad and/or vegetables.
- All bread is now either 50/50 or wholemeal.
- Main meal recipes - more vegetables e.g. 'hidden veg' in sauces.
- Baked goods such as traybakes, cookies – reduced sizes, took off menu.
- Installed 3 outdoor canopies (heating & lighting) and an outdoor pod server to improve the dining period & experience.
- Reduced use of single use plastic (plates, cutlery) in canteen - used biodegradable packaging.
- Eliminated single use plastic bottles - this one change has eliminated approx. 114,000 bottles going to landfill each year from the school.

Rethink Food Transition Project

Selby High School and the feeder primary schools

FINDINGS FROM THE FOOD BEHAVIOUR SURVEY

THE TOP FOUR THINGS CHILDREN WANT TO LEARN ABOUT TO SUPPORT THEIR FOOD CHOICES

- what the food options will be at Selby High School (59%)
 - where food comes from (46%)
 - healthy food / drinks (44%)
- how you can eat to save the planet (41%)

TOP THREE FINDINGS –

- There is some misunderstanding of what is deemed as healthy food and drink.
- Unhealthy food products high in fat and sugar are consumed by most children too frequently, especially crisps and chocolate are a particular concern.
- Children do not eat the recommended 5 portions of fruit and vegetables each day, the reason for this needs to be explored further.





RETHINK FOOD
FUTURES

FOOD EDUCATION NOW ONLINE





THE EAT WELL GUIDE

Which group are these foods from?

How much should we eat of that food group and how often?



THE GREAT CRISP CHALLENGE!

Can you put the crisps in order according to the saturated fat content?

NHS FOOD SCANNER – SMART SWAPS





Y6 Transition Project: Pupil Voice

The children's pledges reflect their understanding of how their food choices can impact on their own health and the **health of the planet**. They talk about **healthy swaps and choices**. Including the need to **increase the number of portions of fruit and vegetables eaten** and **reduce the frequency of which unhealthy foods such as crisps, sweets and chocolate are consumed**.

Waste less food.

I will try to grow my own fruit and vegetables.

Reduce water and carbon footprint.

I will choose healthier options to eat from the menu.

Have fruit not chocolate for snacks.

Drink more healthy options like water, smoothies and sugar free dilute.

I will add a bit of fruit to my lunch every day.

I will eat more of my five a day.

I will eat salad twice a week.

I will try not to eat as many chocolate biscuits.

I will try to eat less crisps and biscuits.

I will visit the shop every two days and make a healthy choice.

Impact of the Rethink Food Transition Project

Analysis and comparison of Baseline / End of Y6 and Y7 Food Behaviour Surveys

- More children identified a wider range of healthy foods correctly, and less children thought of unhealthy foods as healthy ones.

- Reduction in the frequency of crisp eating: most children now consume crisps a few times a week or less (59%), 24% less children consume them daily.

- Reduction in the frequency of chocolate eating: most children now eat it a few times a week or less (61%), 34% less children consume it daily.

- Reduction in the frequency of consumption of sweets: most children now eat them a few times a week or less (79%), 23% less children consume daily.

- The majority of children continue not to consume 5 portions of fruit or vegetables per day; most consume 3 portions or less (77%).

- 22% decline in the number of children visiting the shop on the way home from school (38%), if they did visit it was to buy snacks – mainly crisps, chocolate, biscuits and sweets.

- Most pupils (77%) said that the Y6 Transition Project has made them think about their food choices, with some (23%) saying that they do this 'a lot more now'.

- The vast majority (92%) of pupils said they had completed some or most of the positive health and climate actions they pledged to do;



CHALLENGES

- school recruitment
- key person in the school to run the project

RECOMMENDATIONS

- MISSED OPPORTUNITY: Include Brayton Academy as well as Selby High School
- INCENTIVISE: strengthen links between Healthy Schools Award and Y6 Transition Project
- PRIMARY SCHOOL RECRUITMENT: High schools to take the lead on this as part of the Transition offer
- FACILITATION: All to be facilitated by school staff
- IMPROVE THE AVAILABILITY OF FRUIT & VEGETABLES: in school and local shops

NEXT STEPS - Funding to extend, embed and roll out the project (wider than Selby)