

FEEL GOOD FALKIRK



FOOD ACTION PLAN

*Promoting Healthy Eating
in Falkirk
2006-2008*

October 2006

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FOOD ACTION PLAN **2006-2008** ***Promoting Healthy Eating***

INTRODUCTION

1. Feel Good Falkirk has been adopted across the Falkirk Council area as the overarching theme to promote and develop health improvement actions and opportunities. This Health Improvement Plan for Falkirk reflects the growing commitment to partnership and integrated working. Falkirk Council and NHS Forth Valley have worked with a number of partners to develop the plan. The Health Improvement Plan provides the framework for us to tackle local health deficits. The Plan also provides local communities with opportunities to influence future health developments through the community planning process. The Plan was informed by the national priorities highlighted in 'Improving Health in Scotland – The Challenge'. The priority themes identified within 'The Challenge' provided a framework for the consultation process in Falkirk which identified local priorities. Promoting healthy eating has been identified as one of four priority themes.

This document follows on from Feel Food Falkirk and aims to provide a framework for partnership working to address actions to achieve an improvement in nutrition for the population of Falkirk Council focusing particularly on people in the Regeneration Areas.

The development and agreement of the *Food Action Plan (Promoting Healthy Eating in Falkirk)* will ensure the actions identified in the Health Improvement Plan are developed, monitored and evaluated.

POLICY CONTEXT

2. Poor diet is a significant contribution to Scotland's poor health record. Good nutrition can help to reduce the prevalence of many common diseases including cardiovascular disease, cancer, diabetes, obesity, osteoporosis and dental caries. Improving children's diet in particular can make a major impact on the health of children with beneficial outcomes for educational attainment and improved health in later life.

Partnerships between young people, schools, families and the wider community are essential to improve access to healthy food and to develop a wider understanding of food and nutrition.

The case for improving the Scottish diet is well made. Both "Towards a Healthier Scotland" and "Improving Health in Scotland – The challenge" identify the need for a continued focus on improving access to and consumption of local (where possible) healthier food choices. Most recently Eating for Health – Meeting the Challenge reiterated the need to continue to focus on healthy eating as part of the move to achieve a more rapid rate of health improvement. Improving nutrition will have an impact on obesity on health and achieve oral health improvement.

All these documents emphasise tackling health inequalities as the overarching policy direction and the need to focus on working with low income communities. In terms of nutrition this relates to improving access to and uptake of a healthy diet by supporting low income communities to:

- Identify barriers to a healthy balanced diet
- Develop local responses to addressing them
- Highlight where action at other levels or agencies is required

Locally, “Food for Life – Forth Valley Nutrition Action Plan” was agreed following public consultation in 2000 and focuses on the need for continued partnership working. It promotes a multisectoral approach to improving local nutrition. The need for healthier eating is also outlined in “The Oral Health Strategy for Scotland”, the local “Forth Valley Oral Health Strategy” and “Being Well, Doing Well” the Scottish Executive’s Framework for Health Promoting Schools.

Falkirk’s first integrated children’s service plan “for falkirk’s bairns” states that one of its four improvement priorities is to reduce health inequalities and promote wellbeing. Many of the activities which will help us achieve this will be accomplished by the implementation of Health Promoting Schools, Free Fruit in Schools and Hungry for Success. These national initiatives when translated locally will help us to achieve some of the objectives of the Falkirk Food Action Plan.

In addition, NHS Forth Valley is in the process of developing a Healthy Weight Management Strategy through a partnership approach in order to address the rising levels of obesity within the area. Improving nutrition and increasing healthier choices will have a positive impact in helping to prevent obesity and on those who are already overweight. In order to ensure most benefit it will be essential to link work on food in Falkirk Council to the plans for increasing physical activity.

A vital component of any Food Action Plan should be it’s strategic alliance with Physical Activity. Falkirk Council have launched a Physical Activity Strategy with associated short, medium and long term action plans which hope to address the increasing levels of inactivity and obesity in young people in the Falkirk Area. Co-ordinated action with all of our partners in relation to diet and physical activity is essential to ensure the ongoing success of these action plans.

FALKIRK FOOD GROUP

3. Falkirk Food Group is a sub-group of the Joint Health Improvement Group and part of Community Planning including the evolving Community Health Partnership mechanisms. The Group aims to co-ordinate initiatives focusing on meeting the targets established by the Scottish Diet Action Plan (1996) updated by ‘Eating for Health-Meeting the Challenge’ (2004). Part of this includes developing and agreeing a Food Action Plan for Falkirk. This action plan addresses issues for 2006-2008 which were identified during the consultation for Feel Good Falkirk in December 2003 and the subsequent Community Food Consultation undertaken in Spring 2005. The Food Consultation was undertaken to identify the current position with respect to food projects and activities, the availability of facilities to develop food work and to identify any relevant issues and opportunities for further consideration (see Appendix 2 for further details). Further assessments will inform future activity.

Nutrition and food safety is everyone's business and a number of partners have been identified to link with and participate in this multi-agency Strategic group including:

- Forth Valley Food Links
- BIG Trial (breastfeeding in groups research project)
- Voluntary sector
- Joint Health Improvement Group
- NHS Forth Valley
- Falkirk Council
 - Education Services
 - Community Services
 - Development Services
 - Corporate & Commercial Services
 - Hungry for Success Group
- Falkirk Children's Commission
- Forth Valley College, Falkirk

Falkirk Food Group aims to promote healthy eating by improving access to and uptake of affordable healthy food. Achieving the following actions which were identified in Feel Good Falkirk will enable progress towards meeting this outcome.

- ⌘ Increasing breastfeeding rates in Falkirk;
- ⌘ Empowering local people to make healthy food choices;
- ⌘ Working towards a whole-day approach to healthy eating in schools and pre-5 settings;
- ⌘ Ensuring that there is a comprehensive and holistic approach to the promotion of safe and healthy eating in Falkirk.

Falkirk Food Group co-ordinated by:

Public Health Nutritionist, NHS Forth Valley
Department of Nutrition and Dietetics
Tel. No.: 01786 431155

Babies & Young Infants

Breastfeeding is recognised internationally as the best food for babies. Breastmilk is a living substance containing nutrients, hormones and other biologically active constituents, which aid growth and development. There is evidence for both the short term and long term benefits of breastfeeding. There has been an improvement in the breastfeeding rates in Falkirk - rates at birth have risen from 31.6% in 2001 to 46.6% in 2003. However, Falkirk is still well below the national target of 50% women breastfeeding at 6-8 weeks, with the current (2003) rate standing at 20.6%. The Scottish average is around 30%.

Aim/Objectives	Activities	Lead/agency	Timescales	Progress Indicators
<p>Aim: <i>Increase breastfeeding rates in Falkirk</i></p>				
<p>Objectives:</p> <p>⊞ Contribute to the development and local implementation of the Forth Valley multi-agency breastfeeding strategy.</p>	<ul style="list-style-type: none"> • Establish a Falkirk implementation group comprising a range of partners. • Take forward 'Baby Friendly' in Falkirk CHP. • To contribute to the development of an Infant Feeding Action Plan, outlining breastfeeding, weaning, 'Healthy Start', oral health, hygiene, nutrition and related issues, focussing on Birth to One year old. • Begin to take action around the 'culture' of breastfeeding through public awareness and discussion. 	<p>Falkirk CHP</p> <p>Falkirk CHP</p> <p>Health Promotion Dept/Falkirk CHP</p> <p>Health Promotion Dept/Falkirk CHP</p>	<p>2006</p> <p>2007/08</p> <p>2006/08</p> <p>2007/08</p>	<ul style="list-style-type: none"> • Co-ordinate an integrated approach to increasing breastfeeding rates in Falkirk area. • Draft Plan to take forward Baby Friendly Scheme. • In line with National Guidance. • Monitor number of organisations and events taking place on an annual basis.

	<ul style="list-style-type: none"> • Support implementation and promotion of breastfeeding policies in the workplace through Healthy Working Lives. • Promote breastfeeding awareness to pupils in secondary schools 	Falkirk CHP	2006/08	Undertake audit of existing policies by end of 2006.
		HPS Steering Group/Health Promotion Dept	2006/08	<ul style="list-style-type: none"> • Monitor level of education in secondary schools (% increase from baseline)
<p>⊖ Support the development of breastfeeding support groups through participating in the BIG (Breastfeeding in Groups)</p>	<ul style="list-style-type: none"> • To receive regular reports from BiG Trial 	Falkirk CHP	2006/08	<ul style="list-style-type: none"> • No breastfeeding groups • Breastfeeding rates • Breastfeeding duration
<p>⊖ Support introduction of positive and safe nutrition as follow on from milk feeding</p>	<ul style="list-style-type: none"> • Develop Weaning Resource Toolkit for Forth Valley 	Falkirk CHP	2007	<ul style="list-style-type: none"> • Pilot undertaken and recommendations for way forward identified

Early Years, Children and Young People

Eating habits are established early in life so promoting good nutrition in early -years and school settings is critical to achieving positive longer term health benefits. Positive nutrition from pre-conception onwards can have a powerful impact not only on growth and development but also in improving educational attainment as well as reducing the risk of developing a range of disease in later life including coronary heart disease, diabetes and stroke.

A partnership between young people, schools, families and the wider community is essential to improve access to safe and healthy food and to develop a wider understanding of food, nutrition and healthy lifestyles which can inform the choices and eating habits of children and adults.

Aim/Objectives	Activities	Lead	Timescales	Progress Indicators
<p>Aim: <i>Work towards a Whole-Day approach to healthy eating in schools and early years settings.</i></p>				
<p>Objectives:</p> <p>⌘ Develop and support the implementation of nutritional oral health and food safety guidelines in line with national policy for:</p> <p>i. Early Years Setting</p>	<p>Ensure that Health Promoting School Action Plans incorporate measures to address healthy eating issues and improve oral health as part of achieving Health Promoting School status.</p> <ul style="list-style-type: none"> • Implement Scottish Executive Nutritional Guidelines for Early Years. • Provide all nursery children and primary one entrants with oral health pack which includes tooth brush, toothpaste and information on healthy eating. • Joint NHS/Council support for continued implementation and expansion of nursery and target primary 1 and 2 tooth brushing schemes. 	<p>Falkirk Health Promoting School's Steering Group</p> <p>Falkirk Council</p> <p>NHS Forth Valley/Falkirk Council</p> <p>NHS Forth Valley/Falkirk Council</p>	<p>2007</p> <p>Mar 2007</p> <p>2006-08</p> <p>ongoing</p>	<p>% of schools with appropriate plans. % of schools achieving health promoting status.</p> <p>% of establishments with guidelines in place.</p> <p>% of children having received pack & induction on healthy eating. (annual basis)</p> <p>% increase in nurseries and primary schools implementing programme.</p>

	<ul style="list-style-type: none"> • Liaise with agencies to develop oral health and nutrition input into programmes targeting vulnerable families. • In partnership with the Oral Health Strategy Implementation Group instigate East of Scotland Oral Health Pilot project in target Falkirk nurseries. • Provide nurseries with action pack/resource materials for use with children in promoting hand washing. 	<p>NHS Forth Valley/Falkirk Council</p> <p>NHS Forth Valley</p> <p>Falkirk Council Development Services</p>	<p>Dec 2008</p> <p>Dec 2008</p> <p>Ongoing</p>	<ul style="list-style-type: none"> • In line with Scottish Executive Action Plan monitoring. • In line with Scottish Executive Action Plan monitoring. • Evaluation returns from the nurseries.
ii. School age children/young people setting	<ul style="list-style-type: none"> • Develop and sustain the up-take of fruit and vegetables to P 1 and P 2 classes and pre-5 settings. • Implementation of Scottish Executive Hungry for Success recommendations within an agreed partnership working framework. • Production of Breakfast Club guidelines 	<p>H4S Group/Health Promoting Schools Steering Group</p> <p>H4S Group</p> <p>H4S Group</p>	<p>Dec 2006</p> <p>Dec 2006</p> <p>Mar 2007</p>	<ul style="list-style-type: none"> • Pilot audit to identify process and uptake. • See local H4S Action Plan. • Guidelines ready for implementation across Falkirk Council Establishments.

	<ul style="list-style-type: none"> • Production of Q Buster and vending machine guidelines. • In partnership with education, implement oral health secondary school programme linking into healthy eating, smoking cessation and self-esteem. • Provide training, small grant allocation, teaching kits and resources to primary and secondary school establishments to address oral health and nutrition. 	<p>H4S/Health Promoting Schools Steering Group</p> <p>NHS Forth Valley</p> <p>Falkirk Council/NHS Forth Valley</p>	<p>Mar 2007</p> <p>Dec 2008</p> <p>ongoing</p>	<ul style="list-style-type: none"> • Draft guidelines completed. • Scottish Executive Action Plan monitoring. • % of establishments having received support.
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Communities and Workplaces

Dietary improvement is not achievable without tackling the barriers to change and this requires a practical and inclusive approach. It must also reduce inequalities by enabling and encouraging the disadvantaged and vulnerable to improve their diets. There is a need to build upon the valuable experience, understanding and knowledge within the local communities to help them identify barriers to a healthy balanced diet and develop local responses to addressing them. Major obstacles that require to be addressed by community based initiatives are

- i. Availability – increasing access to fruit and vegetables of an acceptable quality and cost
- ii. Affordability – tackling not only the cost of shopping but of getting to the shops
- iii. Skills – improving confidence and skills in cooking and shopping
- iv. Culture – overcoming ingrained habits and attitudes

Aim/Objectives	Activities	Lead	Timescales	Progress Indicators
Aim: <i>To empower local people to make healthy food choices</i>				
Objectives: ☐ Disseminate information and advice related to all local food related matters	<ul style="list-style-type: none"> • Production of newsletter • Ongoing promotion & dissemination of Local Food Directory • E-bulletins 	FVFL FVFL FVFL	2008 2006 2008	Increase newsletter circulation by % in Falkirk Council area (Baseline 83) Complete distribution of directories in Falkirk area (Target 13,038) Increase 6 weekly distribution list by % in Falkirk Council area (Baseline 781)

<p>i. Support local food producers to expand opportunities to increase local markets for local produce</p> <p>ii. Support local individuals & communities to access greater quantities of affordable fresh produce</p>	<ul style="list-style-type: none"> • Website • Promotional material & activities available to support local events. • Co-ordinate and lead Food Producers Forum • Work with local farmers/growers, Hungry for Success Officer, Catering Services, Procurement and current suppliers to investigate ways of increasing quantities of fresh beef, potatoes and seasonal berries to local schools. 	<p>FVFL</p> <p>FVFL</p> <p>FVFL</p> <p>Falkirk Council/FVFL</p>	<p>Ongoing</p> <p>Ongoing</p> <p>2006/08</p> <p>March 2007</p>	<p>Regularly update local information.</p> <p>Monitor number of event on an annual basis.</p> <p>Increase working links with Falkirk based producers. (Baseline 6 2005)</p> <p>Establish baseline</p>
<p>⊕ Identify issues around local access to healthy food choices</p>	<ul style="list-style-type: none"> • Explore using the FSA toolkit to assess healthy food access at a local level. 	<p>Falkirk Council Development Services/FVFL /Department of Nutrition & Dietetics</p>	<p>2007-2008</p>	<p>Recommendations re the use of the toolkit.</p>
<p>⊕ To empower people to have more control over their eating and to enable them to eat more healthily through the support of a Community Food Development Worker in specified Regeneration Areas.</p>	<ul style="list-style-type: none"> • Facilitate dietary change through increasing practical skills and knowledge including food budgeting and preparation skills. 	<p>Department of Nutrition and Dietetics, NHS Forth Valley</p>	<p>2006/08</p>	<p>At least 20 food activities delivered per year mainly in Grangemouth, Denny and Dawson in 2006-2007. Other regeneration areas will be focused on in 2007-2008.</p>

	<ul style="list-style-type: none"> • Deliver practical and vocational food related courses in collaboration with other agencies. • Deliver locally based resources packs, recipe books, meal ideas, shopping trips. • Facilitating others to deliver food activities including the support of projects funded through the Community Food and Health Promotion Grant Scheme. • Develop a network of local people interested in food issues. • An evaluation report including recommendations on sustainability of the post. 			
<p>⌘ Promote the uptake of the Healthy Working Lives Award in Falkirk as a means to increasing the availability of healthy food choices in the workplace.</p>	<ul style="list-style-type: none"> • Work with a range of organisations to enable them to progress towards achievement of the Healthy Working Lives Awards or SHAW Awards including the provision of training and resources. • Support organisations who have achieved these awards to maintain the standards. • Undertake roadshows and briefing sessions on healthy food choices. 	<p>NHS Forth Valley</p> <p>Falkirk Council / NHS Forth Valley</p> <p>Falkirk Council Health & Safety Care Team</p>	<p>2006/08</p> <p>2006/08</p> <p>2006/08</p>	<ul style="list-style-type: none"> • Dietetic support for at least 1 annual training session and 1 new resource on nutrition. • % of organisations maintaining their awards. • Number of roadshows undertaken.

<p>⌘ Develop and deliver oral health preventive support programmes for adults in most need, such as prisoners and the homeless.</p>	<ul style="list-style-type: none"> • Implement oral health and nutrition improvement programme for local prison establishments. • Assist practitioners to develop new NHS practices under Scottish Dental Access Initiative. • Develop a primary care dental facility in Falkirk to provide treatment for local community and support outreach training of dental students and other staff. 	NHS Forth Valley	Dec 2008	<ul style="list-style-type: none"> • Scottish Executive Action Plan monitoring.
		NHS Forth Valley	Dec 2007	<ul style="list-style-type: none"> • Scottish Executive Action Plan monitoring.
		NHS Forth Valley		<ul style="list-style-type: none"> • Scottish Executive Action Plan monitoring.

All Settings/Groups

There is a need for integrated, multi-sectorial food and nutrition activities at both national and local level in order to deliver an improvement in nutrition. Eating for Health – The Challenge sets out the direction nationally, there is a need to reflect much of this locally

Aim/Objectives	Activities	Lead	Timescales	Progress Indicators
<p>Aim: <i>Ensure that there is a comprehensive and holistic approach to the promotion of healthy eating in Falkirk.</i></p>				
<p>Objectives: ☞ Promote positive food hygiene</p>	<ul style="list-style-type: none"> • Develop and promote the availability of food hygiene information on food premises within Falkirk District. • Facilitate awareness including support of National Food Safety Week and recommended literature. • Promote the uptake of Elementary Food Hygiene Training. 	Falkirk Council Development Services.	Ongoing	<ul style="list-style-type: none"> • Usage of site. • Uptake of materials. • Uptake % training.
<p>☞ Ongoing meetings of Falkirk Food Group</p>	<ul style="list-style-type: none"> • Meetings to facilitate co-ordination, delivery and support those groups taking forward the actions of the Food Action Plan. 	Department of Nutrition & Dietetics	Ongoing	<ul style="list-style-type: none"> • Regular reports as required.
<p>☞ Develop a Falkirk Food Inclusion Framework through partnership working as described in the Forth Valley Nutrition Action Plan.</p>	<ul style="list-style-type: none"> • Bi-annual meetings to facilitate sharing of best practice, signposting to resources, grants and training. 	Department of Nutrition & Dietetics	Ongoing	<ul style="list-style-type: none"> • Monitor frequency of meetings and specific activities.

<p>⦿ Contribute to the development of a FV Healthy Weight Management Strategy & Implementation Plan</p>	<ul style="list-style-type: none"> • Participate in the working group. 	<p>Falkirk Council</p>	<p>2006</p>	<ul style="list-style-type: none"> • Identify/recommend Falkirk specific actions to enable implementation.
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COMMUNITY PLANNING FALKIRK

Falkirk Food Group is a sub-group of the Joint Health Improvement Group and aims to co-ordinate initiatives focusing on meeting the targets established by the Scottish Diet Action Plan (1996) updated by 'Eating for Health-meeting the Challenge' (2004).

A number of partners have been identified to form this multi-agency Strategic group including:

- Forth Valley Food Links
- BIG Trial (breastfeeding in groups research project)
- Voluntary sector
- Falkirk Council including Community Education Services
- Hungry for Success Group
- Joint Health Improvement Group

Key Recommendations from Falkirk Community Food Consultation (2005)

- Local action and community based food initiatives are making a significant contribution to achieving food and health targets
- Targets should include changing diet through the promotion and provision of healthy food and eating practices, improving nutrition training and food hygiene, expanding work with disadvantaged and vulnerable groups and providing good, easily understood advice and information.
- A role for local community initiatives in this was clearly identified including the need for more development workers in community health.
- In areas of disadvantage community food initiatives aimed at encouraging low cost, healthy food choices and eating opportunities should have a higher priority. Similarly access to purchase such food should be an important part of the work.
- While programmes and projects take a whole population approach within that there has been a particular interest in developing specific initiatives in schools, community centres, workplaces and homes. In addition concentrations of excluded communities where inequalities are greatest have formed an increasing focus for practice.
- Skills development around engaging with communities to enhance healthy food choices requires training and networking opportunities across a number of professions and disciplines to support and enhance joint working.
- An accurate understanding/ knowledge of the main dietary messages and priorities is also required.
- A mixture of information provision and direct engagement with people around dietary and lifestyle choices appear to be effective in creating opportunities for change. This indicates the importance of continuing to develop community based activities that can develop action in a local context in terms of food.
- Interventions must be targeted towards specific issues identified within individual local communities. This may mean a different focus and emphasis within the various regeneration areas.
- There needs to be a greater awareness of the sources of funds, other resources and a sharing of experience to maximise the delivery of community food initiatives in the area.
- Community involvement brings additional benefits in tapping into local resources and experience that can support action and change in local communities. Understanding the processes involved in effective intervention needs to be embedded in developing action with communities as part of the community planning process.
- Community Planning as a process aims to deliver 'joined up' services on the basis of local needs. The current integration of social inclusion into Community

Planning means that social justice priorities will be prioritised at strategic level and provide the focus for future work.

- The Falkirk Community Plan includes health as a theme in its own right and other themes, which impact on healthy lifestyles. The initial priorities for action around diet can be identified through the deprivation statistics.