

coretalk



healthy living
award
the sign of healthier food



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Welcome to coretalk

We are delighted to have finally made the move to NHS Health Scotland! It has been a long time in the planning and although we only moved here at the beginning of April we have been given a warm welcome and already feel at home. Our new contact details can be found on the back page.

This move has meant some changes in the team; we are sad to have lost both Claire Brown and Barbara McDougall. Both Claire and Barbara have decided to move onto pastures new. They have been with the award since its development in 2006 and have been integral to the success of the award so far. They will be missed and we wish them luck for the future. And we welcome Anne Lee, new Project Manager of the **healthy living award**.

It is business as usual and we are looking to embrace the opportunities that come with working in NHS Health Scotland. More about the work of NHS Health Scotland can be found on page 3.

Read about the **eatwell everyday** tool from the Food Standards Agency below. Discover the encouraging findings on consumer perceptions from our recent research on page 3. And finally congratulations to Compass who won the CiS Excellence Healthier Scotland Award, read more on page 3.

What's cooking?

Food Standards Agency in Scotland invites feedback on a new healthy eating resource

By Heather Peace, Food Standards Agency Scotland

eatwell everyday is a new web based healthy eating resource developed by the Food Standards Agency in Scotland.

At the core of **eatwell everyday** is a detailed example of a week's menu that **meets dietary recommendations**, including recommendations to **increase** intakes of fruit and vegetables, oily fish and starchy carbohydrates and to **limit** intakes of sugar, fat and salt. The week's menu meets the UK dietary reference values for an average adult



What's cooking? (Continued)

female but advice is included about adapting the menu for those with different requirements. The resource also includes advice for families with young children.

The menu provides **an example** of how the **eatwell plate** may be translated into a week of healthy eating. The resource is **not** intended to be a prescriptive diet plan. However, it does contain supporting information, including printable recipes and shopping lists, to help consumers try the week's menu for themselves and so identify where they may need to make changes in the longer term.

Commonly consumed foods, based on consumer purchase information, form the basis of the week's menu (tips for substituting foods are included). Affordability and food waste were considered and to address these issues the variety of foods in the menu has been kept to a minimum – for example, types of bread and fruit juices.

The menu meets the World Cancer Research Foundation recommendation for **energy density**.

The Food Standards Agency in Scotland invites and welcomes feedback about your experience of using the resource.

eatwell everyday can be accessed at: www.eatwelleveryday.org

Please send your comments to: eatwelleveryday@foodstandards.gsi.gov.uk

Nibbles

CiS Excellence Award win for Compass Group

healthyliving award holders Compass Group UK & Ireland are celebrating after achieving the 2013 Healthier Scotland Award. This was announced at the prestigious Catering in Scotland Excellence Awards on the 23rd May. Compass Group achieved the award by demonstrating their on-going and steadfast commitment to healthier eating.

This year all three finalists of the Healthier Scotland Award category are **healthyliving award** holders. All should feel proud of making it to the final three, runners up included:

- Barlinnie Catering Unit, Scottish Prison Service, Glasgow
- St George's School for Girls, Edinburgh

These Awards recognise the cream of Scotland's talent, from individuals to organisations and companies of all sizes involved in the catering, hospitality and tourism industries across the country. The Healthier Scotland category was sponsored by the **healthyliving award** and Healthier Scotland. Visit www.cis-excellenceawards.com



Kaye Adams, Nicki Martin, Anne Lee, Katie Howard, Mark Forret

News bites

Consumer perceptions of the healthyliving award

Findings from research, commissioned by the **healthyliving award**, point to an increase in consumer awareness of the award. These findings come from wider research which looked at the financial implications of working with the **healthyliving award**.

To enable us to make useful comparisons customers from a cross section of award-holding businesses were asked the same questions as research undertaken in 2009. Findings include:

- Increased awareness of the healthyliving logo: 81% of respondents indicated visual recall of the **healthyliving award** logo. An increase of 21% since 2009.
- Two thirds (65%) indicated that they had consciously decided to eat out at another establishment because it was a **healthyliving award** holder. In 2009 this measured at 42%.

A series of statements were used to measure specific understanding of what the **healthyliving award** represented. The 2009 results are in brackets.

It was found that the **healthyliving award** stands for:

- wider availability of healthier food **91%** (81%)
- an establishment using healthier ingredients and cooking methods **85%** (78%)
- easier to identify where to buy healthier food and drink **92%** (73%)
- an award for caterers who always put healthier options on their menus **88%** (78%)
- a symbol of high standards in food service **89%** (41%)
- wider availability of healthier food and drink when eating out **95%** (81%).

The research has shown that consumers now have a greater understanding of the award and that they are now making choices on where to eat based on the **healthyliving award**.

Thank you to all of those who assisted and participated in the research. If you are interested in the wider research findings, these can be found on the website www.healthylivingaward.co.uk

Table talk

Who is NHS Health Scotland?

NHS Health Scotland is a special Health Board with a national remit. They play an important role in improving the health of everybody living in Scotland and tackling inequalities in health.

This includes working with local NHS Boards and their stakeholders during the implementation phases of public health improvement and health inequalities programmes, and other initiatives designed to achieve health outcomes that meet public health HEAT (Health improvement, Efficiency and governance improvements, Access to services and Treatment appropriate to individuals) targets, promote equality and diversity, and address local priorities, thereby supporting the national outcomes in Single Outcome Agreements.

For more information on NHS Health Scotland visit www.healthscotland.com

Tasty morsels

Are you ready for the next challenge?

Have you held your **healthyliving award** for more than two years now and feel like you are ready for a greater challenge? If so the **healthyliving award plus** could be for you.

The **healthyliving award plus** is a higher level of award, which builds on the **healthyliving award** and rewards catering establishments that demonstrate a greater commitment to supporting healthier eating.

As an award holder you will already be supporting healthier eating. The plus award takes healthier eating to the next level and incorporates key challenges based on greater provision of healthier food items and making it easier for your customers to eat more healthily.

The key challenges include:

- Increasing the provision of healthier items
 - At least 70% of the food served in your establishment must meet specific healthyliving criteria
 - In each section of the menu, more than half the items must meet healthyliving criteria
- Encouraging healthier purchasing habits
 - The range of crisps, confectionary and sugary drinks must be kept to a minimum
 - Crisps and confectionary must be removed from point of sale
 - Promotion of non-healthyliving items must be avoided

A wide variety of businesses have achieved the plus award, so why not challenge yourself? You can apply online through the member's area of the website, or contact us for an application pack.



A flavour of ...

Tuna Steak Arrabiata – Serves 10

Recipe courtesy of Aramark at BP Exploration, Dyce

Ingredients:

10 x 140g–170g Tuna steak
 20ml Extra Virgin Olive oil
 2kg Chopped tomatoes
 200g Onions
 10g Garlic puree
 10 Chilli flakes
 10g Tomato paste
 10g Basil
 1 Lemon

Method:

1. Cook onions, chilli and garlic in ½ the oil until translucent, add the chopped tomatoes, tomato paste and basil.
 2. When cooked liquidise the sauce.
 3. Drizzle the remainder of the olive oil onto the steaks, and cook in oven at 180°C for 12–15minutes. Be careful not to overcook the steaks.
 4. Serve, with the sauce separate and use the lemon to garnish.
- Try serving with a baked potato.



Sowing the seeds

Refreshing change at sporting venues both east and west

With the Commonwealth Games approaching fast it will be essential that our sporting venues are ready for this momentous event. One important aspect is the catering provision for both the public and the athletes themselves. So with just over one year to go we are delighted that two of the official venues, the Royal Commonwealth Pool and Hampden Park, are focusing on this and have been successful in achieving **healthyliving awards** for their cafés.

When Vanessa Sanal was appointed by Edinburgh Leisure to deliver in-house catering at the Royal Commonwealth Pool, her vision was to create a healthier catering offering to be a great fit with Edinburgh Leisure's vision of 'Inspiring Edinburgh to be a more active and healthy city.'

Accordingly she took the view that having fried food on the menu was not the right way to go. The Café Refresh kitchen had been newly fitted out with fryers and griddles, but so determined was Vanessa that there would be no fried food served, that she took the decision not to commission them. In fact the fryers were never used and have now been sold on in the brand new state they were purchased and originally installed.

Vanessa explained: 'A lot of customers remembered what the café had been like before the closure, but when they asked for chips and cheese we just said, "sorry, we don't offer that, but we do offer these alternatives..."'

'Creating Café Refresh was an exciting challenge and very rewarding, and achieving the **healthyliving award** has been amazing for us as a team.'

It is a similar story at Hampden Park in Glasgow where Prestige Scotland delivers the in-house catering. Nicki Thompson has been leading the team at the Museum Café to achieve the award.

Nicki explained: 'The Commonwealth Games have definitely been a driver to working towards the award. But we are also aware that there is more of a shift towards healthier eating, so the award was a good fit.'

'Achieving the award has at times been challenging; in particular sourcing products and ingredients which are suitable for the award. But the team have embraced the change and found ways to overcome these challenges. We are chuffed to bits to have achieved the award.'

With both venues set to come under the spotlight during the Commonwealth Games in 2014, Vanessa, Nicki and their teams can be hugely proud of proving that expectations and eating habits can be changed for the better.



60-second microbes

Craigend Resource Centre in Greenock provides the local community and community groups with a wide range of resources, information and opportunities. We asked Project Co-ordinator Brian Power about his experience of going for the **healthyliving award**.



Q. What were your main reasons for applying for the healthyliving award?

A. To gain recognition for the health related work we do, and show that the voluntary sector can achieve this award. To lead by example and encourage other community based projects to participate in the award.

Q. What has achieving the award meant to your business?

A. The award is confirmation of the work done at the centre for the past seventeen years. Achievement has supported potential funding applications and also assisted with on-going training and assessment for staff.

Q. Do you feel that going for the award has been worthwhile?

A. Yes. It shows the local Community that we care about what we do and work to a high standard in providing a service for them.

Dates for your diary

National Childhood Obesity Week

1–7 July

www.mendcentral.org/ncow

World Breastfeeding Week

1–7 August

www.worldbreastfeedingweek.org

Scottish Food and Drink Fortnight

1–16 September


www.scottishfoodanddrinkfortnight.co.uk



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If you would like to be added to our newsletter mailing list, or you would prefer to receive **coretalk** in electronic format please contact us.

TAKE LIFE ON, ONE STEP AT A TIME.

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SCOTTISH GOVERNMENT