

coretalk



healthy living award
the sign of healthier food

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Welcome to coretalk

Now that the recent changes to the **healthy living award** are all in place, we are forging ahead to tell consumers what the award is all about, and to encourage them to look out for the sign of healthier food when they are out and about.

Read below about our consumer advertising campaign, and also about the new website and Facebook page which people can visit to find out more.

We also have news of some of the latest businesses and organisations to have achieved the award around the country.

And if you're looking for a healthier home-baked treat, why not try our tasty tea loaf recipe?

What's cooking?

healthy living award online and on the buses

Our new **healthy living award** website is now live - have you visited yet? The website has had a complete make-over and a brand new look, so if you haven't yet had a peek, be sure to visit at www.healthylivingaward.co.uk.

You can find all the familiar sections there in a layout that's now even easier to navigate. Find out how to get the award and where to eat healthily, as well as news and recipes.

You can read the latest news and subscribe to news feeds straight from the homepage, where you can also download popular leaflets. And to read the latest issue of **coretalk** on screen just go to the News section, where you will find all the back issues as well.

A major enhancement to the website is our new Members' Area, open to all award holders and registered businesses. Here you can access a whole range of information which will help you work towards and maintain the standards of the award.



What's cooking? (Continued)

From the Member's Area you can download the latest point-of-sale resources, up-to-date guidance, ideas for marketing and promotion as well as staff training resources. You can also let us know about any changes to your contact details or those of your premises.

If you are registered with us or are an award holder, you should already have received your user name and password for the Members' Area. If you have not yet signed up to the award we will send you login details when you register.

We're also now live on Facebook, where as well as bringing you updates and information, we hope you'll share your comments with us too. To join us, visit www.facebook.com/HealthyLivingAward or follow the link on our website homepage. If you're a Facebook member please click 'Like' on our page. Hope to see you there!

Have you seen our adverts on any buses lately? They have been running on buses in the Glasgow, Edinburgh, Dundee, Stirling, Falkirk, Perth, Aberdeen and Fife areas, as well as outdoor locations such as railway stations, and in local press. If you've spotted them we'd love to know - let us know through the Facebook page, or drop us an email.

Nibbles

Hugh's a hero for Paisley students

The University of the West of Scotland is celebrating chef Hugh Edgar's 20 years at the Paisley campus by naming him their local hero.

Hugh has been cooking delicious homemade food for as long as they can remember, and he's seen plenty of changes over the years. Responding to changing tastes, the food he serves now is a lot healthier than it used to be, with sandwiches and baked potatoes replacing pastries and pies.

The campus gained the **healthy living award** last year, and Hugh is delighted: "The award has opened everyone's eyes to healthier eating, and gives the students more options and greater choice."



News bites

Integrating health improvement in West Lothian

The Health Improvement Team in West Lothian is working hard to improve the wellbeing of local people. Based at the Strathbrock Partnership Centre in Broxburn, they have a number of healthy eating initiatives on the go, working with local communities, businesses and organisations.

The aim of the West Lothian Health Improvement Team is to integrate health improvement and wellbeing, and address inequalities across West Lothian.

Rhonda Archibald, Food and Health Development Officer, told us about some of the work they are doing: “We currently offer training to help support local caterers to adapt and improve their menus. We are encouraging all our leisure centres to work towards the **healthyliving award**, and we are also committed to supporting public buildings to achieve the award.

“We have recently commissioned a piece of research looking at the food served in community centres, with a view to supporting them to work towards the **healthyliving award**. We are meeting with the **healthyliving award** team to discuss how we can move this forward.”

The Health Improvement team is also developing a pilot initiative in partnership with West Lothian Council Environmental Health and local partners. This initiative will work with local establishments, such as take-away restaurants, snack bars and chip shops, which do not feel ready to take all the steps to meet the criteria for the **healthyliving award**. However, by improving the salt, fat, fibre and sugar content of their food on the whole, these establishments could make small but significant changes. The hope is that this initiative will therefore provide a stepping stone to the national **healthyliving award**.

Rhonda continued: “These establishments are in contact with the communities we wish to reach, so the pilot will go further to include small but significant measures, including facilitating the promotion of breastfeeding and other health improvement activities and messages as well.”

Table talk

healthyliving awards for North Lanarkshire Council country parks

The café facilities at Summerlee Heritage Centre, Drumpellier Country Park and Palacerigg Country Park were all recently presented with **healthyliving awards**.

Councillor Helen McKenna, Convener of North Lanarkshire Council’s Environmental Services committee, commented: “This is a mark of how much effort we put into our catering facilities.

“The food on offer in our cafés includes a great range of healthy options, and we work hard to let people know about them.

“We aim to make sure our customers can make good nutritional choices when they want to, and that’s what this award recognises. Well done to everyone in the team.”



Tasty morsels


New calendar for healthy promotion ideas

In addition to using the award's free branded resources, registered and awarded sites must run at least two promotional events each year. You must also promote the **healthy living award** by making your customers aware that you are working towards or have achieved an award.

A brand new seasonal promotions calendar is available in the Member's Area of the website for you to download and use. The calendar gives ideas, tips and healthy recipe ideas using seasonal produce. It also alerts you to special diary dates for events and awareness weeks that can tie in with the aims of the **healthy living award**.

Promotions Top Tips:


- The easiest and simplest promotion event is to hold a birthday party for each year that you have held the award. It could be as simple as having apple based dishes and green balloons at an information table highlighting the aims and conditions of the award. If you do this each year, you are half way to completing your promotional activities.
- Please ensure that you do not offer a lovely healthy dish with a non-healthy accompaniment included, such as garlic bread, naan bread or nachos. Instead, offer these only as an optional extra.
- Always remember to keep evidence from your promotions to show the assessor during your assessments.




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Seasonal Promotions Calendar – Summer

| | Seasonal Produce | Special Dates | Awareness Events |
|------|--|--|------------------|
| June | Broad Beans, Courgette, Strawberries, Peas, Mint, Asparagus, Rhubarb | Queen's Jubilee, Wimbledon begins, Fathers day | |



Time to get the bunting out for the Queen's Jubilee!
Why not go traditional with Coronation Chicken, Scones & Roast Beef.
Or you could bring your menu up to date to reflect Britain today with a range of modern favourites such as Chicken Tikka.




Wimbledon

- Why not promote fresh pots of strawberries as a special during Wimbledon, or create a tennis themed menu.

Cherries are very high in healthy anti-oxidants. You can use fresh or dried cherries in a range of dishes such as:

- A topping for porridge, muesli
- Homemade cherry yoghurt pots
- Cherry Scones
- Added to couscous or tabbouleh salads
- In a lovely cherry sauce for chicken
- Mixed Berry Jelly



www.healthylivingaward.co.uk

A flavour of ...

Earl Grey Tea Loaf

Recipe courtesy of Gill Orde in Catering Ltd

Ingredients:

260g mixed dried fruit
150g currants
180ml Earl Grey tea,
made with 2 teabags
1 tablespoon treacle
280g self raising flour
1 teaspoon mixed spice
1 egg (beaten)

Method:

1. Place dried fruit and currants in a large bowl.
2. Pour over the tea and stir in the treacle.
3. Cover and allow to soak overnight.
4. Stir in beaten egg then sifted flour and mixed spice.
5. Spoon into a lined 13 x 22cm loaf tin.
6. Bake at 160°C for 1 - 1 ¼ hours.



Sowing the seeds

Fresh food vending fills a gap

One of the more unusual businesses to have achieved the **healthyliving award** recently is Abercromby Vending Ltd, an innovative company based in Glasgow.

Vending machines are not readily associated with healthy eating, conjuring up thoughts of impulse buys of sugary drinks and confectionery, but Director Tracey Graham came from a catering background and was able to bring a fresh perspective to the industry.

Tracey and her brother Thomas, a vending engineer, started the company in 2005 and right from the outset their aim was to fill a huge gap in the market for fresh, homemade food sold through vending machines. Abercromby is Scotland's first and exclusive fresh food vending company. They see themselves first and foremost as a catering service, with the vending machines being just a way of delivering their products to the end consumer.

Tracey explained how they got involved with the **healthyliving award**: "We began working with catering staff at NHS Greater Glasgow and Clyde and they assured us that our food offer was really healthy, and suggested that we should go for the award. As our food is all prepared and cooked in our own purpose-built kitchen, it was just a case of sourcing the right ingredients and making sure we maintained the healthy emphasis throughout our entire range."

The main focus is on food such as sandwiches, salads, pasta, homemade soup and hot meals. Where appropriate these are packaged with full instructions for heating in the microwave oven which is part of the vending suite. The machines are often replacing a canteen service, so they offer a full range including snacks and hot and cold drinks as well.

Tracey continued: "The machines, based in clients' premises throughout the west of Scotland, are freshly stocked each day from our refrigerated vans. What goes into the machines is all under our control, so we can ensure that at least 50 percent of the products will be healthier. The positioning of the items within the machines is carefully planned, so that the healthier options are always at eye level and prominently displayed."

Tracey is delighted to have gained the award: "It's fantastic! We've worked tirelessly on this over the past year and the award is one of the best things we've ever achieved. Vending gets a bad press, but it's high time we represented health and wellbeing in the vending industry as it's a perfect opportunity to market healthier food to a captive audience."



Tracey Graham of Abercromby Vending Ltd

60 second microbites

Helen Henderson is Senior Day Centre Officer at Ellon Resource Centre in Aberdeenshire, which provides a day service to people with learning disabilities. We asked her what benefits the award has brought to the centre and its service users.



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

A. To promote healthier menus within the centre, as I was already facilitating a Healthy Living group, looking at food, exercise etc.

Q. What have been the main benefits to your organisation of achieving the award?

A. More healthy choices are on offer so that we fulfil our duty of care to promote a healthier lifestyle.

Q. Do you feel that working towards and achieving the award has been worthwhile?

A. Yes, it has raised awareness of healthy living amongst our service users, and made our cooks more aware when making up new menus.

Dates for your diary

British Sandwich Week

15 – 21 May

www.britishsandwichweek.com

World Cancer Research Fund Fruity Friday

18 May

www.fruityfriday.org

National Vegetarian Week

21 – 27 May

www.nationalvegetarianweek.org

CIS Excellence Awards

24 May

www.cis-excellenceawards.com

Food Safety Week

11 – 17 June

www.food.gov.uk/news/campaigns/germwatch



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