



healthyliving
award *plus*
the sign of healthier food

information *plus*

What you need to know about the higher level of award



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What is the **healthyliving award plus?**

If you feel that you are committed to healthier catering and are doing more than is required for the **healthyliving award**, the **healthyliving award plus** may be for you.

The **healthyliving award plus** is a higher level of award, which rewards catering establishments that demonstrate a greater commitment to supporting healthier eating. It builds on the **healthyliving award** and recognises an organisation wide commitment to provide and support healthier eating, as expressed through the menu; the way in which the food and drink are prepared; the marketing and promotional activities used and the way in which food and drink are presented and sold.

The criteria are challenging, yet practical and achievable. By going one step further and taking on the challenge of working towards the higher level **healthyliving award plus** you are highlighting your commitment to healthier catering. By doing so, you will make it even easier for your customers to make a healthier choice when eating in your business.

Who runs the **healthyliving award plus?**

The **healthyliving award plus** is managed and delivered by Consumer Focus Scotland and is funded by the Scottish Government. This higher award continues to use the widely recognisable apple logo and runs alongside other Scottish Government social marketing campaigns.

The **healthyliving award plus** was developed in partnership with a multi-agency working group, which included representatives from NHS Health Scotland, Food Standards Agency Scotland, the NHS, Association of Service Solutions in Scotland (ASSIST), British Hospitality Association and the commercial catering sector.

Who can apply?

To be eligible to apply for **healthyliving award plus** you must have held the **healthyliving award** for a full 2-year term, thus demonstrating a clear commitment to supporting healthier eating. The award is free and open to all businesses that have held the **healthyliving award** for a full term.

The criteria are designed to suit all types of establishment, both large and small and from both the private and public sectors.

What will I need to do?

To achieve the **healthyliving award plus** there are certain conditions that you must meet. These conditions are based on the general principles of a healthy balanced diet and appropriate sales promotion and marketing activity to encourage and support healthier eating.

As a **healthyliving award** holder you will already be supporting healthier eating, however this higher level of award takes healthier eating to the next level and incorporates key challenges based on greater provision and promotion of healthier food choices.

Key challenges you will need to meet to achieve the **healthyliving award plus** include:

- Increasing the provision of **healthyliving choices**
 - At least 70% of the food served in your establishment must be **healthyliving choices**;
 - In each section of the menu, more than half of the items must be highlighted as **healthyliving choices**.
- Increasing the promotion of **healthyliving choices**
 - The range of crisps, confectionery and sugary drinks must be kept to a minimum;
 - Crisps and confectionery must be removed from point of sale;
 - Promotion of non-healthyliving items must be avoided.

To qualify for a **healthyliving award plus**, you must:

- Keep the level of fats and oils to a minimum in the food you serve (in particular saturated fats);
- Keep the level of salt to a minimum in the food you serve;
- Keep the level of sugar to a minimum in the food you serve;
- Make fruit and vegetables clearly available;
- Make starchy foods the main part of most meals;
- Increase availability of healthier drinks;
- Provide healthy and nutritious food for children (in places where children are served);
- Make sure at least 70% of the food served are **healthyliving choices**[®];
- Make sure at least half of the items in each section of the menu are labelled as **healthyliving choices**[®];
- Consider portion size, making smaller portions available and avoiding excessive portion sizes;
- Make **healthyliving choices**[®] available in vending machines (where the content of machines is under the caterers control);
- Have an appropriate sales promotion and marketing strategy which works alongside the general principles of the **healthyliving award plus** and supports healthier eating.

Each condition has a series of individual requirements, which you will need to meet to achieve the award. These requirements are listed in the **plus** pack that you will receive once you register.

The **healthyliving award plus** will reward you for your efforts and success in achieving these more challenging goals, so your customers won't be the only ones to benefit.

How do I get involved?

To become involved with the **healthyliving award plus** the first thing you must do is register. You can register by completing the registration form provided. When you register, you must fill in the 'food hygiene information consent form' provided. By completing this form you are giving your consent for the **healthyliving award** team to obtain details of your business' most recent food hygiene inspection outcome from your local authority environmental health service. To progress on to the next stage of the **healthyliving award plus** you must meet the required food hygiene standards for the award. These requirements relate to effective food safety and hygiene management and are the same as the **healthyliving award** food hygiene requirements.

If you want to become involved in the **healthyliving award plus**, you must:

1. Complete a registration form
2. Complete a food hygiene information consent form

You should return the two forms to:

healthyliving award

Registration

Consumer Focus Scotland

Royal Exchange House

100 Queen Street

Glasgow

G1 3DN.

What happens next?

Once you have registered and we have checked your food hygiene standards, you will be sent a **healthyliving award plus** pack.

This pack outlines what you must do to achieve this higher level of award. As a **healthyliving award** holder you will be doing many of the things already. **However, it is important that you take time to work your way through each point in the pack as significant differences do exist between the two levels of award.**

You should continue to refer to Section 3 of your original Guidance for Applicants folder. This provides important information and advice on ingredients and cooking methods, which will make it easier to achieve the **healthyliving award plus**.

The **healthyliving award plus** pack is designed to be inserted into the Guidance for Applicants folder that you already hold, for easy reference.

How will I be assessed?

This higher level of award uses the same 3 step-assessment process as the **healthyliving award**:

- **Self-assessment**

Once you have made the necessary changes to the food you provide, in accordance with the **healthyliving award plus** criteria, you should complete the **Plus** Self Assessment Questionnaire, which is included in the **healthyliving award plus** pack which you will be sent after registration.

This questionnaire should be accompanied by a copy of your current menus and examples of four **healthyliving choice**[®] recipes.

- **Assessment Visit**

An award assessor will contact you shortly after you have applied for an assessment to arrange a mutually convenient time to visit.

- **Verification**

Shortly after your assessment visit you will be contacted to let you know whether you have been successful in achieving the **healthyliving award plus**. If on this occasion you are unsuccessful you will be given feedback on your visit, including details of the areas you should work on before applying for another assessment.

What else do I need to know?

1. What are the main differences between the two levels of award?

To achieve a **healthyliving award plus** you will be required to increase the provision of **healthyliving choices**[®]; the percentage of **healthyliving choices**[®] will need to increase from 50% to 70% of the food served, and more than half of the items in each section of the menu must be highlighted as **healthyliving choices**[®].

You will also need to do more to promote **healthyliving choices**[®], which includes minimising the range of crisps, confectionery and sugary drinks and removing these items from point of sale. In addition, other new criteria exist to help you further reduce the amount of fat, salt and sugar in the food you provide.

2. Should I still use the green apple logo?

Yes, for both levels of **healthyliving award** the green apple is the sign of healthier food and should therefore be used to highlight the **healthyliving choices**[®] to your customers, helping them see straight away which menu items are healthier.

3. How will my customers know I have achieved the **healthyliving award plus**?

Your customers will have access to a greater range of healthyliving products, making it easier for them to eat more healthily. More items will be highlighted using the green apple and the marketing and promotion of less healthy items will be kept to a minimum. When you achieve the higher level of award you will receive a special certificate for display in your establishment and you will be listed as a **plus** award holder on the **healthyliving award** website.

4. How long does the award last?

The **healthyliving award plus** is valid for two years. Once the two years are up your award will expire but you will be invited to re-apply. For the duration of the award, the conditions of the higher level of award must be adhered to. Your award can be removed at any time if you fail to maintain the conditions of the award.

5. When I am working toward achieving the **healthyliving award plus** what support will I get?

You will receive the **healthyliving award plus** pack, which contains comprehensive information and guidance, to help you achieve the award. Support will also be available for applicants via telephone, email and the **healthyliving award** website. We will continue to supply you with **healthyliving award** promotional resources to help you promote the award and the **healthyliving choices**[®] to your customers.

6. When can I apply?

To be eligible to apply for this higher level of award you must have held the **healthyliving award** for a full term i.e. for a period of two years. If your current **healthyliving award** is approaching the end of it's 2 year term you will be contacted by the **healthyliving award** team inviting you to renew your award holding status. You will have the option at that stage to apply for the **healthyliving award plus**.

Once you have held the **healthyliving award** for 2 years, you can apply for the higher level of award at any time, so you may decide to apply for the **healthyliving award plus** at a later date.

7. What if I decide the **healthyliving award plus** is not for me?

Achieving the **healthyliving award** is a great achievement in itself and we recognise that some establishments may not want to apply for the higher level of award. If you decide not to apply you will continue to hold the **healthyliving award**, as long as you continue to meet the award conditions. If your current **healthyliving award** is approaching the end of it's 2 year term, or if it has expired, you should contact the **healthyliving award** team to renew your award. This is a straight forward process.

It is important that you do not let your current award expire, so if you feel that you would like more time to achieve the higher level of award, or do not want to progress on to the higher level, please let us know.

Quality Assurance

It is important that quality assurance measures are in place to maintain the credibility of the award. All establishments that are successful in achieving a **healthyliving award plus** must agree to comply with the same quality assurance procedures as before, which can include unannounced visits to ensure that award holding establishments are upholding the award conditions. Establishments will be selected at random to receive a visit; if customer complaints are received relating to an establishment's ability to hold an award the establishment will be visited.



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