Exploring the impact of the School Food Standards at local level

Community Nutrition Education Packages for schools: a case study reporting on behaviour change across the school

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About the Early Start Nutrition Service

Team:
- Early Start Community Nutrition Team (ESCNT)
  - Registered Nutritionists, RNutr

Our Aim
- The ESCNT aims to prevent malnutrition (inadequate nutrition for optimal health) amongst all pregnant women, children aged 0-19 years and their families in the London Borough of Newham

Our Services
- Educational Nutrition Groups/Courses for parents and carers and their children
- Supporting the implementation of Healthy Eating Award Schemes for Children’s Centres and Nurseries
- Training for Health Care Professionals, teachers, nursery staff, childcare providers and early years staff
- In 2014/15 our service engaged with 37 (54%) Newham Primary Schools
Newham – Child Health Profile 2015

- Newham has a younger than average population with 28.1 per cent of residents aged under 20 years, compared to 23.8 per cent nationally\(^1\)

- 27.2 per cent (19,700) children live in poverty, compared to 19.2 per cent in England\(^1\)

- The borough has a higher level of childhood obesity than both the London and England averages\(^2\):
  - 23% aged 4/5 years are overweight and very overweight
  - 39.9% aged 10/11 years are overweight and very overweight

- Rates of children with one or more decayed, missing or filled teeth are 39% compared to an England average of 27.9\%'\(^3\)

\(^2\) National Child Measurement Programme, 2013/14
\(^3\) % children aged 5 years with one or more decayed, missing or filled teeth, 2011/12
Key Priority Areas – Children and Young People

- Healthy Eating
- Obesity
- Oral Health
- Physical Activity
- School Readiness
- Child Health
What is Healthy Schools London?

• Healthy Schools London is an Awards Programme reaching out to every London child, while working with schools to improve children and young people's well-being.

• 3 levels of the Healthy Schools London award: Bronze, Silver and Gold.

• Who has signed up?*
  - 52 Newham Primary and Secondary Schools to date (54%)
  - 10 Bronze
  - 1 Silver (plus Bronze)
  - 0 Gold

- The tiered structure of the award is designed to help schools to progressively build on their policies and practice over a period of time. Schools are supported to provide an environment and culture that helps their pupils grow up to be healthy, happy and learn.

*Healthy Schools London Registration Summary June 2015
The School Food Plan

In July 2012, Secretary of State for Education asked Henry Dimbleby and John Vincent to carry out an independent review of school food with the aim of providing all school aged children with tasty, nutritious food. This includes several elements:

– Increasing the uptake of school meals
– Changes to the curriculum to provide children with the skills and knowledge they need to make healthy food choices (Sept 2014)
– Encouraging children to eat well at school with revised school food standards (Jan 2015)

Ofsted’s New common inspection framework looks at 4 key areas highlighted in pink and how it may relate to your policy:

• Leadership – a current policy widely shared
• Food provision – attractive, happy and calm environment
• Food education – evidenced in schemes of work, food growing etc.
• Wider wellbeing – culture of exercise and healthy eating

Further information can be found here: www.childrensfoodtrust.org.uk/schools/SchoolFoodPlan13 and the video provides a great summar
Whole school food policy
Nutritional guidance implementation
HSL Support
Eating environments
Staff Training
Parent and Pupil workshops
Support offered to schools in Newham
### Nutrition Package Offered 2014-2015

<table>
<thead>
<tr>
<th>Session Name</th>
<th>Summary of session</th>
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<tbody>
<tr>
<td>Family Weight Management Programme; Eat Right Feel Bright (5 x 1 hour workshops and follow up)</td>
<td>A family approach to improving the health and nutrition of school-age children and their families. Workshops aim to support families in achieving and maintaining a healthy weight and lifestyle. Sessions include Physical Activity, Portion Sizes, Healthy Snacks and Drinks and how to Shop, Cook and Eat Smart.</td>
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<tr>
<td>Cooking Skills (2 hour session)</td>
<td>Builds parents and pupils confidence in cooking healthy recipes and recipe adaptation.</td>
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<td>Pupil Assembly (30 minute session)</td>
<td>A snap shot into healthy eating, and a look at what really goes into fast foods and takeaways - hidden fats and sugars in foods.</td>
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<td>Pupil Workshops (1 hour session)</td>
<td>Interactive workshops; topics include healthy eating, snacks and drinks, packed lunches and more.</td>
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<tr>
<td>Parent Workshops (1 hour session)</td>
<td>Interactive workshops; topics include healthy eating or fussy eating, snacks and drinks, label reading, packed lunches, healthy breakfast and more</td>
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<tr>
<td>Staff training</td>
<td>On healthy eating, examining school menus, improving the school dining environment, cooking in the curriculum and raising the Issue around a healthy weight.</td>
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Our services are designed to work in partnership with schools to:

- Succeed in a **whole school approach** to healthy lifestyles
- Achieve the bronze, silver or gold **Healthy Schools London** award
- Meet criteria outlined in the government **School Food Plan**
Impact Data Staff Training
September 2014 to July 2015

- Raising the Issue
- Train the Trainer
- Healthy Eating
- Food Policy

- Post
- Pre
Impact Data Parent and Pupil Workshops
September 2014 to July 2015

- Cooking Classes
- Pupil Workshop
- Parent Workshop

![Bar Chart]

- Post
- Pre

[Bar Chart Image]
Case Study: Importance of School Food Policy?

- A whole school food policy (WSFP) outlines the school’s approach to all aspects of food provision and learning about food.

- It expresses a shared vision of the ethos, status, and role of food within a school, giving consistent messages about healthy eating across the whole school environment.

- It is a public statement about the efforts a school is making towards the health of children their care.

- Involves the consultation of staff with parents/carers and pupils and shared and reviewed regularly.
Example of good practice in Newham

School: Godwin Primary School

Sessions Booked:
Train the Trainer: Cooking in the Curriculum (Training and Observation)
Raising Issue Training
Food Policy Training In house
3 Parent Workshops: Packed Lunches, Fussy Eating, Healthy Eating
1 Pupil Assembly
3 Pupil Healthy Eating Workshops for Year 3

School Aims:

Cooking in the Curriculum: To support staff to understand changes to the curriculum and how this can be implemented within the school. Increase staff confidence in teaching children key cookery skills to prepare and cook healthy nutritious recipes in line with the School Food Plan and national curriculum.

Food Policy: To support Godwin in the development of a whole school food and drink policy with support to draft and launch their food policy.

Parent and Pupil Workshops: To increase the knowledge and awareness of the importance of a balanced diet for the whole family.
Challenges in implementation
Barriers Faced by Godwin School

**Staff**
- Resistance to change
- Lack of time
- Confusion about nutrition standards and what foods are allowed under the new policies
- Celebrations and events

**Parents**
- Resistance to change
- Lack of knowledge on providing healthy alternatives i.e. packed lunches
- Fear of child refusing alternatives – fussy eating
- Parental view on cost and availability of healthy food
- Opposing policies for example ‘I will not be told what to feed my child’
- Celebrations and events

**Pupils**
- Resistance to change
- Food refusal
- Rebellious behaviour i.e. older children going off site to buy unhealthy food, selling food
- Bringing restricted food items into school anyway and causing disruptive behaviour
- Celebrations and events
Solutions developed by Godwin as a result of support packages

- The school have taken leadership from their **headteacher** and school governors

- **Supportive staff across the whole school** – every member of staff is taking responsibility i.e. being mindful of food choices in front of parents/pupils

- All new pupils at the **point of induction** are introduced to the policy; allowing time and exposure for it to become embedded into the whole school ethos

- The food policy is given **equal importance** to other school policies, such as addressing regularly in staff and parent meetings

- **Regular reminders and promotion** of the food policy to staff and parents via quarterly newsletters, display boards, note in lunch boxes, note on letters for school trips, healthy eating posters in staff rooms

- The policy is applied across the whole school day so there is a **consistent approach** - having a healthy tuck shop, breakfast and afterschool clubs, school trips, parent coffee mornings, staff meetings.

- **Parents/carers and pupils** have attended ESCNT workshops gaining an understanding of why the Food and Drink policy is in place and are now clear on the rational around why certain foods are restricted for example; benefits to health, behaviour, techniques to manage fussy eating
Feedback from Godwin session booking

<table>
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<tr>
<th>Session</th>
<th>Rationale</th>
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<tr>
<td>Assembly</td>
<td>Low cost, high impact session, which can target lots of pupils to be</td>
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<td>informed at one time, it provides a good introduction to healthy eating</td>
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<td></td>
<td>and a start to making changes at a whole school level.</td>
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<td>Training</td>
<td>Good value investment for schools. Sustainable approach, which help to</td>
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<td></td>
<td>up-skill staff, ensuring they have the right knowledge and confidence to</td>
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<td></td>
<td>implement changes.</td>
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<td>Parent workshops</td>
<td>Parental engagement is high on the agenda, gives schools the opportunity</td>
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<td>to offer parents support regarding nutrition and health and works on</td>
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<td>building community partnerships highlighted in the HSL award criteria.</td>
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<td>Pupil workshops</td>
<td>Targeted workshops, very interactive and informative, in line with</td>
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<td></td>
<td>curriculum key stages, different way of learning, can be tailored to all</td>
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<td>age groups.</td>
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Thank you for all the workshops, training and support provided to me. The training certainly helped **build staff confidence** in approaching specific families on the **subject of weight**. It makes all the difference knowing there’s support we can refer families to. We’re moving in the right direction to **involve parents & develop our whole school approach!** (Headteacher, May 2014).

‘I liked matching the sugar and the drinks pictures best! I found out about the amount of sugar and fat is present in the junk food and drinks I eat everyday. **I will definitely eat less fat food and help mum choose healthy foods.**’ (Pupil attending workshop, April 2014).

‘I found the session very helpful and informative. Thank you for your time, I now **feel reassured and have some practical tips** to support with my children and work with my husband. It is nice to have the opportunity to speak to other concerned parents too!’ (Parent attending workshop, January 2015).
Partnership Working

- Public Health Newham
- Newham Health and Wellbeing Board
- Newham Clinical Commissioning Group
- NHS
- Local Authority
- Voluntary and Community Sector
- East London Foundation Trust - School Nursing Team
- Family Nurse Partnership (FNP)
- Newham Catering Partnership
National Documents

- Changing behaviours improving outcomes: A social marketing strategy for public health
- Department of Health (2011) *Start Active, Stay Active: a report on physical activity from the four home countries' Chief Medical Officers*. Department of Health
- No Health Without Mental Health: a cross-government mental health outcomes strategy for people of all ages (2011)
- 2010 drug strategy, *Reducing demand, restricting supply, building recovery: supporting people to live a drug-free life*
- 2013 national Framework for Sexual Health Improvement in England
- Healthy Child Programme (5-19)