

#cedardiet14

School food environments



Malcolm Clark
Children's
Food Campaign

4 November 2014



www.childrensfood.org.uk
@childrensfood

New era for school food

From September 2014:

1) New school food standards

- replacing previous food & nutrient standards

2) Cooking skills and food education on the curriculum for KS1-3

3) Universal infant free school meals introduced



TRIPLE
WORD
SCORE

School Food Plan

A plan to increase take-up of school meals (July 2013)

What was new / different?

- Focus on uptake & dining room experience
- Emphasis on whole school approach
- Targeted headteachers & school leadership

- Recommendations implemented by DfE
- Buy-in of caterers (LACA etc)
- Cross-sector support
- Funding for implementation of recommendations





The School Food Standards

Eating in school should be a pleasurable experience; time spent sharing good food with peers and teachers.

These school food standards are intended to help children develop healthy eating habits and ensure that they get the energy and nutrients they need across the whole school day. It is just as important to cook food that looks good and tastes delicious; to talk to children about what is on offer and recommend dishes; to reduce queuing; and to serve the food in a pleasant environment when they can sit with their friends.

As a general principle, it is important to provide a wide range of foods across the week. Variety is key - whether it is different fruits, vegetables, grains, pulses or types of meat and fish. Children love to hear the stories behind their food. Use fresh, sustainable and locally-sourced ingredients (best of all, from the school vegetable garden), and talk to them about what they are eating. Go to www.schoolfoodplan.com/visit to find examples of what other schools are doing to encourage children to eat well.

Buying foods in line with the Government Buying Standards will help reduce salt, saturated fat and sugar, and increase fruit, vegetable and fibre content.

* This Standard applies across the whole school day, including breakfasts, morning breaks, lunch times, and after school clubs



Fruit and vegetables

One or more portions of vegetables or salad as an accompaniment every day

One or more portions of fruit every day

A dessert containing at least 50% fruit two or more times each week

At least three different fruits and three different vegetables each week



Foods high in fat, sugar and salt

No more than two portions of food that has been deep-fried, batter-coated, or breadcrumb-coated, each week*

No more than two portions of food which include pastry each week*

No snacks, except nuts, seeds, vegetables and fruit with no added salt, sugar or fat*

Savoury crackers or breadsticks can be served at lunch with fruit or vegetables or dairy food

No confectionery, chocolate or chocolate-coated products*

Desserts, cakes and biscuits are allowed only at lunchtime. They must not contain any confectionery

Salt must not be available to add to food after it has been cooked*

Any condiments must be limited to sachets or portions of no more than 10g or one teaspoonful*



Milk and dairy

A portion of food from this group every day

Lower fat milk and lactose reduced milk must be available for drinking at least once a day during school hours



Meat, fish, eggs, beans and other non-dairy sources of protein

A portion of food from this group every day

A portion of meat or poultry on three or more days each week

Only fish once or more every three weeks

For vegetarians, a portion of non-dairy protein on three or more days each week

A meat or poultry product (manufactured or homemade, and meeting the legal requirements) no more than once each week in primary schools and twice each week in secondary schools*

Food provided outside lunch

• Fruit and/or vegetables available in all school food outlets

• No savoury crackers and breadsticks

• No cakes, biscuits, pastries or desserts (except yoghurt or fruit-based desserts containing at least 30% fruit)



Starchy food

One or more wholegrain varieties of starchy food each week

One or more portions of food from this group every day

Three or more different starchy foods each week

Starchy food cooked in fat or oil no more than two days each week*

Bread - with no added fat or oil - must be available every day



Healthier drinks*

Free, fresh drinking water at all times

The only drinks permitted are:

- Plain water (still or carbonated)
- Lower fat milk or lactose reduced milk
- Fruit or vegetable juice (max 150 ml)
- Plain soya, rice or oat drinks enriched with calcium; plain fermented milk (e.g. yoghurt) drinks
- Unsweetened combinations of fruit or vegetable juice with plain water (still or carbonated)
- Combinations of fruit juice and lower fat milk or plain yoghurt, plain soya, rice or oat drinks enriched with calcium; cocoa and lower fat milk; flavoured lower fat milk
- Tea, coffee, hot chocolate

Combination drinks are limited to a portion size of 350ml. They may contain added vitamins or minerals, but no more than 5% added sugars or honey or 150mls fruit juice. Fruit juice combination drinks must be at least 45% fruit juice.



School Food Standards

Room for further improvement, as:

- Sugary (and calorific) desserts at every lunch
- Tea, coffee & hot chocolate still able to be served
- Too great a choice of drinks outside of meal times

Plus would like to see:

- Meat-free Mondays / less but better meat
- Greater emphasis on ethical & environmental criteria
- Encouragement for healthier food to be served at celebrations and fundraising events

Academies loophole

SAVE OUR SCHOOL
FOOD STANDARDS!

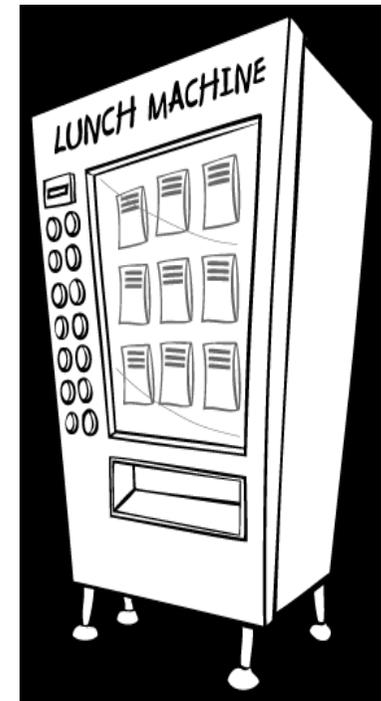
Both old and new standards not compulsory for academies and free schools created between June 2010 & May 2014.

- Over 3,000 schools
 - including >50% of secondary schools

Save Our School Food Standards campaign success >> **all new academies created since June 2014 will have to comply.**

Issue of what to do with remainder:

- (i) voluntary sign-up
- (ii) legislative change



Monitoring the Standards

No more annual Children's Food Trust monitoring surveys. But proposed new **survey** in late 2015/16, funded by DfE.

Ofsted new subsidiary guidance (Sept 2013):

“Inspectors should consider the food on offer at the school and atmosphere of the school canteen ... including by spending time in the lunch hall and ask[ing] school leaders how they help to ensure healthy lifestyle for their children.”

- Latest guidance missed this out.
- New consultation on Ofsted inspection gives chance for reinstatement.
- No sign of Scottish model here.



Commercialisation in schools

Influence of food industry still reaches inside schools

- Through the Back Door – **curricula materials**
- Through the Front Door – **sponsorship, equipment**

2014 survey of NUT teachers found lack of knowledge of existing guidance, but desire for up-to-date and well-publicised guidance.



Missed Opportunities

1) Food Growing in Schools Taskforce report

- recommendations not implemented by Defra

2) Pupil Premium

- spend money on cooking ingredients, food growing

3) School Leadership / Governors

- cluster working; plus how parents can influence

4) Secondary School food environments

- stay on site policies, takeaways, KS4 plus PHSE

Beyond the School Gate

Scottish Government report, published June 2014
Beyond the School Gate - Improving Food Choices in the School Community



Recommendations fell into four areas:

- 1) Stay-on-site and alternative outlet provision in schools
- 2) Marketing, promotions and incentives
- 3) Support and guidance for caterers and retailers
- 4) Regulation: Environmental Health, licensing & planning

Beefing up the offer in schools

1) **Stay on site policy** can work, if

- attractive, affordable and varied food options,
plus extra activities and freedoms for pupils,
and if buy-in from pupils, parents and staff;
but costs of additional staffing and meal capacity.

2) **Alternative outlet provision in schools**

- bringing healthy food vans within school grounds,
or converting or building spaces for serving of food.
- advantage that all food and drink served has to meet
school food standards.

Beefing up the offer near schools

Alternative outlet provision near schools

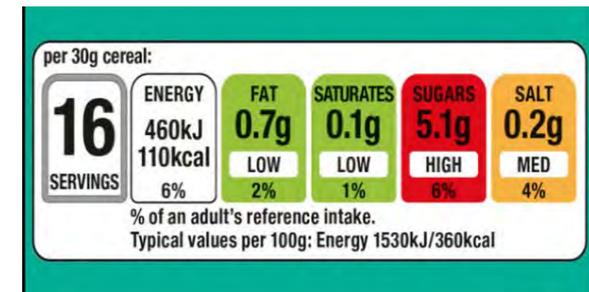
“Rather than restricting takeaway food we should seek to transform it, by making healthy food as visible, tasty, and cheap as unhealthy food.” (Fiona Godlee, British Medical Journal)

For example: Box Chicken initiative, by Shift, in Newham



Rebalancing the retail offer

1) Making healthy choices easier
– **Front of Pack Labelling**



2) Removing temptation
– **Junk Free Checkouts**



3) Rebalancing promotional activity
– **Differential Pricing**

4) Closing the marketing loopholes
– **Regulation**

Tackling the takeaways

- 1) Improving the standard fare
 - **Healthier Catering Commitment**

- 2) Making healthy choices easier
 - **Calorie Labelling**

- 3) Removing the worst practices and businesses
 - **Environmental Health / Licensing**

- 4) Changing the location
 - **Planning**

Town Hall action

'Healthy Havens' (or junk free zones)

Councils should target places beyond the school gate where children tend to congregate after school and at weekends - e.g. leisure centres, parks, libraries.

To create spaces which are

- free from sugary drinks and other HFSS products;
- free from commercial pressures of marketing making such products attractive;
- and where healthy eating and sustainable living are actively encouraged.

Westminster action

A **20p per litre sugary drinks duty** could

- (i) reduce consumption
- (ii) have a positive health impact
- (iii) save the NHS money

And the revenue raised could go into a **Children's Health Fund** to pay for programmes to improve children's health and the environment they grow up in.



The duty could be introduced nationally; or Westminster could devolve the power to cities/regions.



Children's Food Campaign

malcolm@sustainweb.org

www.childrensfood.org.uk

[@childrensfood](https://twitter.com/childrensfood)

