

Scientific Advisory Committee on Nutrition

Update from the Scottish Executive

Healthy Living Campaign

Monitoring and initial analysis of calls during the first phase (7th January to 18th March 2003) of the 'Healthy Living' campaign, showed that a high proportion of calls were from low income groups. The research also showed that more than three times as many women as men called the line and that the largest number of enquiries came from the NHS Glasgow area, with 23 per cent of profiled callers originating from this area. This was followed by Lothian – 14 per cent, then Argyll and Clyde, and Ayrshire and Arran, which each accounted for eight per cent of all profiled callers to the service

Information on total calls to the line, pack requests and visits to the website for January to March is as follows-

- Total calls: 17,342
- Packs via e-mail: 13,231
- Packs via telephone line: 12,111
- Website visits: 76,678
- Average website visit duration: 9mins 34secs

Research show that awareness of the 'Healthy Living' brand stands at 87%. However awareness of the advice line and website is only around 20%. More work will be done in the second phase of the campaign to ensure the public are aware of the advice line and website. The campaign did not run during purdah and the second phase will begin shortly.

School Meals

The final report from the Expert Panel on School Meals, 'Hungry for Success' was published on 19th Feb 2003. Regional seminars to assist with the implementation of 'Hungry for Success' are being planned for September/October 2003.

Free Fruit for P1 and P2 children

On 19th February 2003, Ministers announced that free fruit would be provided for all primary 1 and 2 children in Scotland. Guidance on implementation of the free fruit scheme has been issued to Local Authorities and to Chief Executives of NHS Boards.

Breakfast Service

The results of the review of breakfast club provision were published on 28th March. For the full report see www.hebs.com/research/cr/ or for the summary document 'Research in Brief' see www.hebs.com/research/pd/

The Breakfast Service Grant was increased from £250K to £300K and will be administered by the Scottish Community Diet Project working with Local Authorities. Breakfast clubs funded through this route must follow the guidance provided in the breakfast club toolkit produced by the Scottish Community Diet Project.