



**Paper for information: Government Updates on Nutrition
Related Activities
FSA**

Agenda Item: 6

Please see attached paper for information.

National Diet and Nutrition Survey

- 1) Tendering for the NDNS rolling programme is now complete and the Agency is negotiating with a preferred bidder with a view to having a contract in place by summer 2006. Pilot work is planned for autumn 2006, and, if successful, fieldwork for the core-rolling programme, covering the whole UK, might be expected to commence around mid-2007. Results would then begin to become available from 2009. A SACN sub-group has provided expert advice during the tendering process and will continue to advise on the development of methodology for the rolling programme.

Low Income Diet and Nutrition Survey

- 2) Fieldwork for the survey of low income/materially deprived consumers (covering both adults and children) has been completed. The report is in preparation and publication is expected in autumn 2006.

Salt Work

- 3) The Agency is committed to reducing salt intakes and has agreed, in line with SACN recommendations, a long-term aim to achieve the average salt intake to 6g for adults by 2010.
- 4) The Agency's voluntary salt reduction targets were published on 21 March 2006. The targets were set at levels that are challenging but realistic for the food industry, and will have a real impact on consumers' intakes. They are the next step towards helping reduce average salt intakes in the UK to no more than 6g a day. Full details are available on the Agency's website.
- 5) The targets will be reviewed in 2008 to identify what further action may be necessary to maintain progress to the 6g intake goal. The Agency is now focusing on the development of the industry self-reporting framework, which will be one method of measuring progress towards meeting the targets. The Agency will work closely with stakeholders to develop the framework.
- 6) The Agency launched a major public health campaign on salt in 2004 with a supporting salt website, which can be found at www.salt.gov.uk. The Agency is now in the early stages of developing phase 3 of its consumer education campaign and will be working closely with a wide range of stakeholders to do this. We anticipate that Phase 3 will be launched in the spring of 2007. In the meantime, to ensure that the messages from phase 2 of the campaign remain in consumers' minds the Agency is planning to run a series of short TV adverts, during the summer and autumn.
- 7) Fieldwork for a survey of salt intake, assessed by 24-hour urinary sodium analysis, has now been completed. Twenty-four hour urine samples have been collected from around 500 adults aged 19-64 who have previously taken part in the Health Survey for England. Results are expected in mid-2006 and will provide an interim assessment of progress towards the 6g/day target.

Reducing sugar and fat in foods

- 8) The Agency Strategic Plan has a target to work with health departments to reduce saturated fat from 13.4% to 11% of food energy by 2010 (for everyone from age 5 upwards). In addition, the Strategic Plan states that by 2006 we will develop (with health departments) targets for achieving a balance between energy in and energy out. The Choosing Health White Paper includes a commitment to reduce fat and sugar levels in processed foods.
- 9) A series of stakeholder meetings were held in September 2005 to discuss options for saturated fat and energy reductions in key product categories, namely breakfast cereals, meat and meat products, convenience foods (including soups, sauces, ready meals), dairy products and fat spreads, snack products and drinks. These were followed by stakeholder meetings for caterers and retailers to discuss issues of relevance to them. The meetings highlighted areas where further investigation into the potential for reformulation should be explored. FSA officials are currently developing a strategy for taking this work forward, which will be subject to full public consultation later this year.

Communications strategy for encouraging behaviour change among teenage girls in 2006 – Sugar Magazine

- 10) The Agency continues to provide consumer-facing information through the Agency's websites and lifestage leaflets. In addition, to help support, influence and encourage teenage girls to improve their eating habits, the Food Standards is working closely with Sugar Magazine (a magazine aimed at teenage girls). This involves giving tips and advice to teenagers about eating well and being healthy, making it relevant and practical to follow. In 2006 this includes:
 - three 8 page mini-supplements on healthy eating as part of a healthy lifestyle;
 - four advertorial pages throughout 2006;
 - healthier reader recipes (content analysed by FSA) throughout 2006;
 - six Q&A problem pages.
- 11) This work is complemented through PR activity with the 2006 celebrity Soccer Six Tournaments that took place in May this year; providing further opportunities to target healthy eating/activity messages to teenage girls through the female celebrity team. The Celebrity matches received considerable coverage with interviews with team members promoting healthy eating messages.
- 12) The Agency is also sponsoring the BDA's W8wise campaign, which this year targets teenagers. We are linking our Sugar magazine/Soccer Six messages with the w8wise campaign and hosting a web chat with Sugar Magazine readers in June. This will allow us a further opportunity to communicate with teenage girls about healthier eating and lifestyles.

School Meals

- 13) DfES announced a package of standards to transform school food on 19th May 2006. This package combines recommendations of the DfES School Meal Review Panel (SMRP) and the School Food Trust's (SFT) Committee on Standards for food other than school lunch.
- 14) The Agency acted as observers on both the SMRP and SFT Committee and provided recommendations on standards for food other than at school lunch. The Agency will continue to play a part through advising on issues that arise as a result of the introduction on the minimum standards for school food from a nutrition, food hygiene and food allergy perspective.
- 15) The Agency published voluntary UK target nutrient specifications (TNS) for manufactured foods used in school meals, alongside the package of new standards for school food announced by the DfES, on Friday 19 May. These TNS will help caterers and procurers of school meals to meet these wider standards in England and those in place or being developed in Scotland, Wales and Northern Ireland, and will provide a benchmark for manufacturers considering product review/reformulation. The UK TNS will be reviewed in 2008.
- 16) The Agency recently published the reports of three pilot interventions in schools that were carried out to determine the extent to which nutritional standards can be modified to more easily enable healthy choices at secondary school meals.
- 17) Findings from the pilots were fed into the Department for Education and Skills (DFES) led School Meals Review Panel and indicate that it is possible to achieve small changes in nutrient intakes through procurement and preparation practices, such as changing food products to those with a lower fat content and using more vegetables in dishes. The studies highlight the need for target nutrient specifications for processed foods used in schools as these will help caterers identify which foods can help them develop healthier menus.
- 18) The joint DfES and Food Standards Agency survey of primary school meals is complete - publication date pending. The survey assessed whether food provided at school lunch times in maintained primary schools in England complied with statutory Nutritional Standards and associated guidance, whether the food consumed by the children met nutritional guidelines, and gathered other relevant background information. The report presents the findings of a nationally representative sample of 151 primary schools in England and includes information on the food selections of 7058 primary school pupils age 4 – 12 years and is expected to be published shortly.

School Caterers Qualifications

- 19) DfES and the Agency have supported development of an accredited course, a level 1 **vocational qualification "Providing a Healthier School Meals Service"**, which will equip school caterers with the theoretical foundation needed to enable them to prepare healthier meals. The course explains the functions of

the major nutrients, the Balance of Good Health and the nutrient composition of foods commonly used in school meals. Hence providing caterers with the theoretical knowledge needed to introduce beneficial changes. The course is now available across the UK and is intended to be delivered over six hours in a one-day training session or a number of shorter sessions.

- 20) The next steps are to update the Level 1 qualification training materials to reflect the new school meal standards, and to develop a ladder of qualifications at Levels 2 and 3 for school catering staff, to be available from September 2006.

Cooking and Food Skills!

- 21) The Agency has commissioned ContinYou to roll out 'Cook it! - After school Cookery Clubs' across North East England in 100 secondary schools. This will take place within the extended school environment and the main objectives include achieving roll out within the recruited schools; helping schools to secure sustainable schemes; and to maximise the potential for the Agency to consider other opportunities within extended schools. Work started in February 2006. Local Authorities have submitted initial Expressions of Interest and contracts should be completed by end of summer 2006. The Agency, through COI, has commissioned EdComs to conduct an independent evaluation of the project. This continuous evaluation is expected to carry on into 2007.
- 22) The Agency is providing the Academy of Culinary Arts (ACA) with a grant to recruit and support the development of an "Adopt a School" Co-ordinator in East Anglia, working primarily with primary schools. The main aims of the co-ordinator will be to deliver the "Chefs Adopt a School" programme, ensuring special needs schools and those in vulnerable areas are given priority.
- 23) Adopt-a-School is a food education programme developed and delivered by the UK's leading chefs. Designed to compliment the National Curriculum, the programme focuses on developing an essential understanding of taste, communicate where food comes from, look at the processes involved in preparing food and outline the importance of hygiene and safety.

Update on Signpost Labelling

- 24) At its meeting on 9 March the Agency's Board agreed to recommend that voluntary front of pack signpost labelling systems should be based on the following four core principles:
- provision of information for fat, saturated fat, sugar and salt;
 - use of red, amber, green colour coding to indicate at a glance whether the level of individual nutrients is high, medium and low,
 - information on the level of each nutrient present in a portion of the product; and
 - use of nutritional criteria developed by the Agency.
- 25) The Board did not choose a specific design format, preferring to encourage industry to innovate to develop improved consumer formats tailored for their customers. This might involve providing additional information on Guideline

Daily Amounts (GDAs) and / or calories as this might be helpful for some consumers.

26) The Board recommended that signpost labelling be applied to the following processed foods:

- Breakfast cereals (except products which only contain oats)
- Ready meals (including prepared dishes sold with and without accompaniments such as rice, noodles, vegetables or potato or similar)
- Burgers, sausages, pies
- Breaded or coated or formed meat, meat alternative, poultry and fish and similar products
- Pizzas
- Sandwiches

27) Technical guidance on the application of the recommended approach is now in the process of being finalised with a view to publication taking place at the end of May. Sainsbury's and Waitrose are already using the Agency's recommended approach and Asda is expected to start applying it to its products from the summer. The agency is also in discussions with other retailers and manufacturers about further adoption of the recommended approach and will continue to encourage further adoption.

28) The Board also agreed that it would be important to independently assess the impact of its recommended approach to front of pack signpost labelling, and other front of pack key nutrient schemes that are in use in the marketplace on consumer behaviour. Industry has expressed a willingness to work in a constructive manner with the Agency to carry out a study to learn together what works best for consumers. An initial meeting was held with key stakeholders on 8 May to set this project in motion.

Update on Nutrient Profiling

29) A nutrient profiling model has been developed by the Agency to help support work by Ofcom to help restrict the advertising and promotion of foods which are high in fat, salt and sugar to children. The SACN discussed the model at its meeting in October 2005 (SACN/05/27) and agreed that it was a sufficiently robust tool for this purpose. The Agency delivered the model to Ofcom in December 2005.

30) Ofcom published on 28 March 2006 its consultation on the 4 options it has identified to restrict the broadcast advertising of foods to children. Only one of the options includes the use of the Agency nutrient profiling model. Details of the consultation document can be found at www.ofcom.org.uk/consult/condocs/foodads/

31) The Agency Board discussed the options at its closed meeting on 11 May and will agree the Agency response at its open meeting on 15 June.

32) The Agency response will be made available at www.food.gov.uk.

33) Ofcom are due to issue a final statement later in the year.

Recasting of the current European Legislation on Infant Formula and Follow-on Formula

34) The Commission working group to review the European Directive laying down rules regarding the composition, labelling and promotion of infant formula and follow on formula has agreed an amended text which will be submitted to the relevant Standing Committee in June 2006 for discussion, and a possible vote. Negotiations at Standing Committee will be taken forward on behalf of the UK by the Food Standards Agency.

Update FSA Wales

Nutrition Network for Wales Conferences

- 1) The first of two parallel conferences was convened in Wrexham in May with the second due to take place mid-June in Newport. This first event provided an opportunity to explore with over 100 stakeholders how 'Food and Well Being' as the policy driver for improvement in diet and health in Wales has been supported by a host of other national and local strategies which include reference to action on diet. In addition, the workshop sessions provided a forum for sharing ideas including contribution to the interim review of 'Food and Well Being' and the ongoing evolution of the Nutrition Network for Wales, which will be formally launched at the Newport conference. The presentation of 3 of the 10 AFAL 2006 Awards for Food Action Locally also celebrated the hard work, commitment and enthusiasm exhibited by those engaged in promoting better diet at the local level.

AFAL Awards for Food Action Locally 2006

- 2) An independent judging panel which met at the end of February selected 5 winners and 5 runners-up considered to make the most significant contribution to improving diet in their communities from the 57 nominations received for this award. This year, rather than inviting applications under specific categories, the scope of the award was opened to include *all* individuals or organisations whose work aims to improve the diet of their local community in Wales. Following presentations of the awards at the two Nutrition Network for Wales conferences in May and June, details of all nominated projects will be included as part the searchable database of community food projects on the Nutrition Network for Wales website.

Primary Care Practitioner Training

- 3) The primary care nutrition module developed for the Agency was piloted (funded by Welsh Assembly Government) in North Wales and South Wales in February and March 2006. The Agency and the WAG will be commissioning an evaluation to assess the application, usefulness and relevance of the course in the work context during the summer.

Get Cooking

- 4) The NFWI Cymru 'Get Cooking' Steering Committee met in March 2006 to review progress. The feedback from that meeting was very positive and demonstrated that both NFWI and participants involved in the project areas had found the experience a positive one. A formal evaluation feedback day has been arranged for 26 June when the aim will be to feedback more detailed observations and experiences.
- 5) Meanwhile FSA Wales continues to gather intelligence from a wide range of sources that reveals the web based 'Get Cooking' web-based resource is increasingly being used by community groups, including the academic sector. The experiences of FSA Wales are being into the FSA HQ /NFWI partnership

work now being developed around cooking courses in the UK for small groups of young families.

Food and Well Being Interim Review

- 6) Following on from the commitment in 'Food and Well Being' to undertake a preliminary evaluation of the strategy in 2006, a team led by Warwick University which has recently completed the 10 year evaluation of the Scottish Diet Action Plan, has been commissioned to take this work forward. The review will include a significant consultative element with opportunities for interviews, focus group work and written submissions from the range of stakeholders in addition to compilation and appraisal of available evidence from surveys and the literature. The outcome from this review is anticipated in early 2007.

Update FSA Scotland, Science Branch

Following the Report (and recommendations) of the Working Group on Monitoring Scottish Dietary Targets, the following projects been commissioned by FSAS Science Branch and are currently underway:

Secondary Analysis of Existing Data

- 7) **Review of progress made towards the Scottish Dietary Targets using existing data sets.** The first phase of this work was completed in November 2005 and was presented to both the Food and Health Council and the to the Scottish Diet Action Plan Review Panel in December. Reflecting the SEHD priority to reduce health inequalities in Scotland, the project was extended to include analysis of the Scottish Expenditure and Food Survey data on food and nutrients in relation to the Scottish Index of Multiple Deprivation. The report is now complete and will shortly go for peer assessment before being published on the FSA web site in the middle of July to coincide with the publication of the Scottish Diet Action Plan Review Report.
- 8) A research requirement was published in FSA Research Requirement Document no. 21 to invite proposal for the continuation of this work to 2010, encompassing data from both the Expenditure and Food Survey and the Scottish Health Survey. Proposals have now been received and are ready for appraisal.

Intake of Non Milk Extrinsic Sugars (NMES) by Scottish School Children

- 9) This survey began in December 2005 after extensive negotiations around finding a suitable data set from which to draw the sample. Eventually permission was granted from the Department of Work and Pensions to allow us access to Child Benefit Records.
 - The dietary assessment methodology includes a combination of Food Frequency Questionnaires, Diet Diaries and 24 hour recall and will provide information on NMES, as well as other nutrients of interest in relation to children diets in Scotland.
 - The Pilot Study and the briefings for main study have been completed and the field work has just begun.
 - Report due May 07

Dietary Sodium Intake of the Scottish population estimated by urinary sodium excretion

- 10) This survey, which started in February 2006, will provide information to measure progress towards the Scottish Dietary Targets as well as information that can be fed into UK measurement of progress towards the FSA strategic plan target to reduce dietary salt intake.
 - This project is identical to the study being carried out by FSA in England but with additional spot urine samples being carried out in Scotland.
 - Project report September 2006

The following research projects, unrelated to the Scottish Dietary Targets, are currently underway:

Food Access.

- 11) This project is designed to provide a retail map of access to affordable and healthy food across Scotland using a combination of GIS mapping and a newly developed Healthy Indicator Shopping Basket Tool for Scotland.
- The survey field work has been completed and the data is currently being checked and cleaned prior to data analysis.
 - The project outputs will include a national assessment of retail mapping across Scotland using case study sites.
 - The project has been designed so that it may be rolled out for use by Local Authorities / Health Boards to assist them in identifying problems in their areas.
 - Project due to report end 06

Investigation into the impact of Target Nutrient Specifications (TNS) on food purchased in Scotland to supply the education sector and other public sector organisations.

- 12) This project was designed to explore the extent to which the TNS for manufactured foods used in school meals (developed by FSAS to assist in the achievement of the Hungry for Success Nutrient Standards) has improved food supply to education and other public sectors.
- Interviews with both suppliers and procurers have been carried out.
 - The project is now complete and the final report is currently under peer assessment.

Update FSA Scotland

Cook-it! Resource

- 13) The Agency in Scotland is currently working in partnership with the Scottish Healthy Promoting Schools Unit (SHPSU) to develop a Scottish version of the guidance booklet. It has been recognised as a potentially useful transition tool from P7 to S1 for the Scottish Executive's (SE) new Curriculum for Excellence and the "Determined to Succeed" strategy.

Aberdeen Football Club

- 14) A joint initiative between the Agency in Scotland and Aberdeen Football Club (AFC) to improve children's fitness and knowledge of food hygiene & diet was launched on 2 Feb 2006. Over 1,000 Primary 3-4 pupils from 12 schools in Aberdeen and Aberdeenshire Local Authority areas participated in the pilot project. Activities were organised around the AFC schools' coaching programme and linked to the school curriculum. The pilot has now ended with final evaluation anticipated by end June 2006. Funding has been secured to roll out the project more widely in 2006-07.

7th Annual Conference – Contemporary Issues in Home Economics

15) The annual conference aims to support learning and teaching in Home Economics by taking account of national initiatives and addressing important curricular issues. Agency officials presented developments in key areas of diet and nutrition and food safety during seminars, highlighting in particular the Schools' Food Hygiene Education Campaign, signposting, the Eat Safe Award and the Scores on the Doors programme. Teachers were directed to a wide variety of resources available from the Agency.

Target Nutrient Specifications

16) As a result of the UK Agency consultation on UK TNS in 2005, the revised target nutrient specifications for manufactured foods used in school meals in Scotland were launched on 19 May. Their use is voluntary in Scotland and will be reviewed again by the Agency in Scotland, in consultation with stakeholders, in 2008.

17) On 3 May 2006, the SE launched a consultation "Improving the Health and Nutrition of Scotland's Children" on the Schools (Nutrition and Health Promotion)(Scotland) Bill. This proposes legislation building on Hungry for Success (HfS) – a whole school approach to school meals in Scotland. A technical working group, on which the Agency in Scotland will be represented, is being set up to support the Bill, including the healthy tuckshop, healthy school lunchbox and guidance on provision of drinks and snacks in schools on which the Agency in Scotland is represented.