



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

**Agenda Item: 10**

Please see attached paper for information.

### **National Diet and Nutrition Survey**

- 1) Pilot work for the NDNS rolling programme was completed in July 2007. The pilot study compared two alternative dietary assessment methods – the multiple pass 24 hour recall repeated on 4 non-consecutive days and a 4 day un-weighed diary to decide on the most appropriate method for use in the rolling programme. There was little difference in the response rates for the two methods, 47% for the diary and 49% for the recall. The NDNS Project Board met in August to consider the findings and decided that the 4 day un-weighed diary method should be used in the main survey on the basis that there was no evidence from the scientific literature of major differences between the methods and the diary was considered on balance to give more flexibility across a broad age range. The contractor has identified a number of factors contributing to the lower than expected response rate in the pilot study and will be implementing measures to improve response. The ethics committee application has been submitted for the first year of the rolling programme, due to commence in April 2008.

### **Low Income Diet and Nutrition Survey**

- 2) The report of the survey of low income/materially deprived consumers (covering both adults and children) was published on the Agency website in July. This is on the Agenda for discussion.

### **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 of 6g for adults by 2010.

### **Salt Reduction Targets and Self Reporting Framework**

- 4) With voluntary salt reduction targets in place since March 2006, the Agency has been working to develop an annual self-reporting framework for industry. The framework, which will be used to track industry's progress towards achieving these salt targets and help inform the review of targets planned for 2008, was published on the 15<sup>th</sup> August 2007. It can be found on the Agency's website at: <http://www.food.gov.uk/healthiereating/salt/selfreport/>
- 5) The Agency held a number of meetings with stakeholders in 2006, and ran two short informal consultations during 2007, to inform the development of the self-reporting framework. As a result of these discussions two data collection spreadsheets, with supporting instructions, were developed.
- 6) Ideally, the Agency would like to obtain volume sales weighted average data on salt levels in products as this will provide meaningful information that is relevant to average population salt intakes. It is acknowledged, however, that providing a this data may be burdensome for smaller companies or those with a large portfolio of products hence the development of two separate data collection sheets (both with or without sales weighted average).

- 7) The Agency has asked for the first year's data for the framework to be submitted by 10<sup>th</sup> October 2007. Data submitted will be collated and published on the Agency's website in due course.

#### Public Awareness

- 8) The Agency launched a major public health campaign on salt in 2004 with a supporting salt website ([www.salt.gov.uk](http://www.salt.gov.uk)). Phase 3 of the campaign was launched on the 19<sup>th</sup> March 2007, with key messages focusing on informing consumers that 75% of the salt we eat is already in everyday foods and encouraging and enabling them to check the label and choose options with lower levels of salt.
- 9) The evaluation of this phase of the campaign has now been completed. This shows further increases in the numbers of consumers claiming to look at the label to find out the salt content (to 53% of the target audience, and 43% of all adults), as well as those claiming to be making a special effort to down on their salt intake (to 55% of the target audience, 42% of all adults).

#### Monitoring progress

- 10) Following the publication earlier this year of the 2005/06 surveys of salt intake in adults, the Agency is commissioning another survey to monitor progress in reducing salt intakes towards 6g/day. Salt intake will be assessed in a UK representative sample of 600 adults aged 19-64 years, using the 24-hour urinary sodium methodology. Data collection will take place from November 2007 to February 2008 with results due in Spring 2008.
- 11) The Agency published in July 2006 the first set of data for its 'processed food databank'. The databank was designed as a reference tool to provide indicative information on levels of sodium, fat, sugar and a range of other nutrients in processed foods from data collected from the labels of around 1000 products bought in the UK between December 2004 and February 2005. A second sampling round (2006 -2007) has been completed to extend the information on processed foods. The second round contains some products sampled in round one to capture reformulation changes, whilst maintaining a broadly representative, though not exhaustive sample of products on the market. Micronutrient information has not been included in round two.
- 12) The Agency will publish round two of the databank as a separate document (rather than amending round one) on the Agency website later this year. Data on sampled brands will be sent to brand owners prior to publication. The first round databank can be accessed via the Agency's website at: <http://www.food.gov.uk/science/surveillance/fsisbranch2006/fsis1306>

#### **Addressing saturated fat and energy in the nation's diet**

- 13) The Agency's Strategic Plan to 2010 includes an objective to work with health departments to reduce saturated fat intakes from 13.4% to 11% of food energy

by 2010 (for everyone from age 5 upwards). In support of wider initiatives on obesity, the Agency is also committed to developing and implementing a programme for calorie intakes, which contributes to achieving a balance between calorie intake and energy output, by end 2008. The Choosing Health White Paper includes a commitment to reduce fat and sugar levels in processed foods.

- 14) The Agency published its draft programme to help reduce saturated fat levels in the population's diet and address the current calorie in/energy out imbalance on 27 March 2007, to coincide with the third phase of the salt campaign. The draft comprised four areas for focus:
  - Making people more aware and improving understanding of healthy eating, particularly the effects of too much saturated fat on health;
  - Encouraging manufacturers to increase availability of smaller portion sizes as an alternative to standard;
  - Encouraging wider availability of healthier alternatives to mainstream foods and promoting their uptake by consumers; and
  - Encouraging the food industry to consider their product recipes to reduce saturated fat, total fat and added sugars, where possible.
- 15) The draft was subject to public consultation for 12 weeks to 19 June. Over 80 substantive responses were received from a wide range of interested parties. The comments are now being evaluated and a summary with an outline of the next steps for this initiative will be published shortly.
- 16) Agency officials are meeting with individual stakeholders to discuss their views on the draft programme and to identify opportunities for partnership working in this area.

### **Eatwell plate**

- 17) Following stakeholder and consumer consultation, the Food Standards Agency has updated the visual of the Balance of Good Health (BOGH) healthy eating plate model. The updated visual entitled the 'eatwell plate' was launched and made available for use on 16 September 2007.
- 18) The messaging for the plate model remains unchanged however based on consumer views the visual image, the title and some of the food group headings have been revised to make the balanced diet message more accessible for consumers. In addition, *eatwell plate* tips are available, which focus on explaining what the plate means. The *eatwell plate* and tips can be viewed on [www.eatwell.gov.uk/eatwellplate](http://www.eatwell.gov.uk/eatwellplate)
- 19) The Agency encourages organisations and individuals to use *the eatwell plate* in order to achieve consistency of dietary messages for consumers and encourage behaviour change. The plate model is subject to Crown copyright protection.

Information on how to obtain copyright permission and supporting guidance on using *the eatwell plate* is available on [www.food.gov.uk/eatwellplate](http://www.food.gov.uk/eatwellplate)

### **Engaging children with food and lifestyle messages**

- 20) The Agency has commissioned 3T Productions to produce an updated version of the 'Dish it Up' cd rom for 11-12 year olds. 3T Productions will work with the British Nutrition Foundation to explore the needs of young people and teachers. The aim to supply an interactive curriculum focussed tool that engages and helps young people to make healthier food choices within the context of their everyday life. The development work commences in September and the developed tool is expected February 2008.

### **New research under the Food Choice Inequalities (N14) Programme**

- 21) The Agency has commissioned the University of Glasgow to conduct a study into food choice and changes in body weight and shape in those attempting smoking cessation. The project aims to develop and pilot a programme of nutritional advice to improve food choice and minimise weight gain in those with poor food choice who have committed to participate in a smoking cessation programme. Smoking cessation advisors will be trained to deliver the nutritional education programme. The project is due to report in Spring 2010.

### **School Meals**

- 22) The revised guidance to school governors on food in school issues which the Agency has been working on with the National Governors Association and in collaboration with other Government departments is being launched in September.. The key focus of this document is to ensure School Governors are equipped with the necessary information to implement the new food and nutrition standards and are able to develop robust health and nutrition policies for their schools. The Agency is currently exploring options to procure an independent evaluation of the guidance.

### **School Caterers Qualifications**

- 23) Work continues on developing the School Caterers Qualifications and the next steps are to evaluate the Level 1 award (providing a healthier school meals service) and the level 2 award (prepare, cook and finish healthier dishes). qualification training materials to reflect the new school meal standards. FSA and DCSF have commissioned People Ist (Sector Skills Agency for hospitality and catering sector) to develop level 3 NVQ units on menu development, as part of the Support Work in Schools qualification (SWiS).

### **Cooking and Food Skills!**

- 24) The roll out of What's Cooking? – Community and school food clubs has now been extended to include the East Midlands region. The guide which provides

advice on how to set up a food club is being revised to reflect case studies from the North East roll-out.

- 25) Following a successful lottery bid by SFT, the Agency continues to provide advice as they develop their Lets Get Cooking programme
- 26) The consultation on the food competences is now complete and responses are being collated and considered. A formal response will be published in the Autumn.

### **Packed Lunch Menus**

- 27) The Agency has recently published the baseline report from research into preparing healthier packed lunches for primary aged school children. <http://www.food.gov.uk/science/research/researchinfo/nutritionresearch/foodchoice/n14programme/n14projilist/n14005/n14005r>

### **Institutions**

- 28) Nutrient and food based guidance and example menus for adults aged 19-75yrs to be published and to reissue care homes guidance alongside a paper outlining the principles underpinning Agency guidance on nutrient intakes - week beginning 1 October 07.

### **Update on Signpost Labelling**

- 29) The Agency commissioned research on understanding of how consumers use and interpret nutritional information, in particular relating to sugars in cereals with high fruit content, to inform development of signposting criteria for breakfast cereals. The research was published in May and found that, with respect to breakfast cereals, consumers:

- wanted front of pack nutritional signposts to be based on:
  - dry weight;
  - a standard reference amount, not varying recommended serving sizes.
- wanted information on source of sugars ('natural', 'added') on pack.
- wanted the signpost to remain simple, clear and accurate.

- 30) The full report can be found at:

<http://www.food.gov.uk/foodlabelling/signposting/sugarslabcereals>

- 31) Taking these findings into account, the Agency is working with Adopters and Supporters of its front of pack approach and expects to finalise nutritional criteria for breakfast cereals shortly.

- 32) Research to independently assess the impact of front-of-pack signpost labelling schemes that are in use on consumer behaviour is expected to be commissioned before the end of the year. Further details of this work can be found at <http://www.food.gov.uk/foodlabelling/signposting/signpostevaluation/>

**Promotion of foods to children**

- 33) Work is underway to review the impact of the nutrient profiling (NP) model after a year of use. In June, stakeholders were invited to a meeting hosted by the Agency, where agreement was reached on the review remit and process. This work will be carried out by an Independent Review Panel. The Panel membership was agreed with stakeholders. The Panel, which is chaired by Professor Mike Kelly (Public Health Excellence Centre Director, NICE) and includes representation from SACN (Annie Andersen), will meet for the first time in September, and will meet with stakeholders in October where interested parties will be given the chance to raise issues on the NP model directly with the Review Panel. Further details, including the Review Remit, timeline and membership of the Review Panel, can be found at <http://www.food.gov.uk/news/newsarchive/2007/may/nutprofilereview>

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

- 34) The Agency is consulting with all stakeholders, including SACN, on new draft Infant Formula and Follow on Formula (England) Regulations which will implement European Commission Directive 2006/141/EC (<http://www.food.gov.uk/consultations/consulteng/2007/formulaengland2007>). The new Regulations will revoke and replace, in England, the existing Infant Formula and Follow on Formula Regulations 1995.
- 35) In the Autumn, the Agency will publicly consult on the draft guidance notes to accompany the new Infant Formula and Follow-on Formula Regulations. The guidance notes will help stakeholders to interpret the new Regulations which are due to come into force on 1 January 2008.

**Folic acid**

- 36) The FSA is still awaiting a response from UK Health Ministers on mandatory fortification. In the meantime, work is underway with industry regarding implementation of regulation of voluntary fortification of folic acid.

**‘Little and a lot’ changed to ‘high and low’**

- 37) Since the publication of the high, medium and low criteria for the Food Standards Agency’s front of pack nutrition signposting approach on 15<sup>th</sup> January 2007 the Agency has moved to providing information on what is ‘High’ and what is ‘Low’ in our literature and on the eatwell website to ensure that consumers are receiving consistent advice. The levels for ‘low’ are consistent with the legal definition in the EU regulation on Nutrition and Health Claims.
- 38) The ‘little’ and ‘a lot’ text was replaced with ‘high’ and ‘low’ as follows (amendments to the little/lot figures are indicated in [ ] as appropriate):

**Total fat**

**High** is more than 20g fat per 100g

**Low** is 3g fat or less per 100g

If the amount of fat per 100g is in between these figures, then that is a medium level of fat.

**Saturated fat**

**High** is more than 5g saturates per 100g

**Low** is 1.5g saturates or less per 100g [*A Little previously 1g or less per 100g*]

If the amount of saturates per 100g is in between these figures, then that is a medium level of saturated fat.

**Sugars**

Look for the 'Carbohydrates (of which sugars)' figure in the nutrition information panel on the label.

**High** is more than 15g sugars per 100g [*A Lot previously 10g or more per 100g*]

**Low** is 5g sugars or less per 100g [*A Little previously 2g or less per 100g*]

If the amount of sugars per 100g is in between these figures, then that is a medium level of sugars.

**Salt**

**High** is more than 1.5g salt per 100g (or 0.6g sodium) [*A Lot previously 1.25g (0.5g sodium) or more per 100g*]

**Low** is 0.3g salt or less per 100g (or 0.1g sodium) [*A Little previously 0.25g (0.1g sodium) or less per 100g*]

If the amount of salt per 100g is in between these figures, then that is a medium level of salt.

**Update FSA Wales****Update FSA Wales****Food and Well Being Review**

- 39) Executive Summary of the Food and Well Being Mid-term evaluation report is expected to be available on the Agency website by the end of September with the complete version of the report available soon afterwards. The Implementation and Monitoring Working Party are scheduled to meet on 3<sup>rd</sup> October to discuss the findings.
- 40) Launch date of the 2007-08 Award for Food Action Locally (AFAL) awards has been set as Friday 5<sup>th</sup> October when nomination forms will be available on the Agency website. The closing date for completed nominations is Friday 7<sup>th</sup> December and the Nutrition team are hoping for another increase in the number of applications received.

**Healthy Options Award**

- 41) An evaluation of the pilot has been commissioned, with results expected to be reported in January 2008. The findings of the evaluation will inform any revision of materials and the assessment process, including adjustments to the 3 banding criteria for the bronze, silver and gold level awards. It will also inform the need for training for local authority staff and contribute to the marketing strategy for the award. The award will be launched from April 2008.

## **Update FSA Scotland**

### **Secondary Analysis of Existing Data**

- 42) Two research projects have been commissioned by FSAS to review of progress made towards the Scottish Dietary Targets using data from both the Expenditure and Foods Survey (EFS) and the Scottish Health Survey
- 43) One project, which began in March 2007, is using an already established and robust methodology to examine food and nutrient intakes from the EFS (2001-2007) and comparing this with dietary targets. In addition it will examine differences in diet, food groups and nutrients by quintile of socioeconomic group and area of residence.
- 44) The other project which began in April 2007 is carrying out secondary analysis of the Scottish Health Survey 2003 and the EFS 2001-2004. The aim is to derive and interpret dietary patterns within the current Scottish Diet using Principal Component Analysis (PCA) and a Diet Quality Index (DQI), from both the SHS 2003 (individuals) and the EFS 2001-2004 (households). The association between dietary patterns and levels of deprivation, lifestyle behaviours and health outcomes will be assessed using appropriate multivariate analysis techniques.

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

- 45) A nationwide survey of non-milk extrinsic sugars (NMES) intake in Scottish schoolchildren began in December 2005 with the aim of providing information on the intake of NMES in relation to the Scottish Dietary targets. The draft report of this research project which encompasses results on the intake of foods and selected nutrients, physical activity, overweight and obesity and dental health is now complete and will shortly be sent out for peer review.

### **Food Access**

- 46) This research project, unrelated to the Scottish Dietary Targets, provides 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 project outputs include a national assessment of retail mapping across Scotland using case study sites. The report has been peer reviewed and is in the final stages of preparation before publication later this year.

### **Selenium**

- 47) Following the publication of Agency's research requirement document (RRD 24), FSAS is holding an appraisal panel meeting to assess the research proposals submitted to investigate the Selenium Content of Scottish Products (S14R0029).

### **Public sector**

- 48) FSAS is in discussion with the Scottish Government Directorate of Public Health and Well-being on work to develop nutritional guidance to increase the access to healthier food and drink choices in public sector food outlets in Scotland.

### **School Food**

- 49) FSAS continues to be involved in work relating to the development of nutritional standards for schools in Scotland and is awaiting a final decision on the nutritional standards for schools from the Scottish Government.
- 50) As a member of the Expert Working Group on Nutritional Standards for school food in Scotland, FSAS has been involved in setting out the Group's response to issues raised by the former Education Minister and by industry on the Group's original proposed nutritional standards.
- 51) FSAS, in partnership with HM Inspectors of Education (HMIe), has developed a nutritional analysis software specification for Local Authorities who wish to purchase any new suitable nutritional analysis software to allow schools menus to be analysed and compared with the nutrient standards.
- 52) FSAS is providing nutritional advice to HMIe on the development of a manual for local authorities that will outline the method that should be adopted for the nutritional analysis of school menus to ensure a standardised approach is adopted across Scotland.

### **'What's Cooking?' Resource**

- 53) Previously known as 'Cook-it!', the new 'What's Cooking?' guide will be launched by autumn 2007 following an independent evaluation of the project which was completed in July 2007. Copies of the new booklet will be distributed to all Scottish schools. The resource provides guidance on setting up and running Community and School Food Clubs.

### **Food hygiene, healthy eating & fitness initiative in Primary schools**

- 54) The above project has developed from two successful FSA Scotland pilots in collaboration with Aberdeen Football Club and Active Schools in Aberdeen City and Aberdeenshire during 2006 – early 2007. The pilot projects adopted the concept of using a colourful 'Mission Book' of classroom activities, combined with positive role models to make children more aware of the benefits of food hygiene, healthy eating and keeping fit.
- 55) In addition, with the collaboration of the Scottish Football Association and Scottish Rugby Union the project is due to be rolled out across Scotland soon. Already, negotiations have proceeded to the stage where proposals should be received shortly detailing the number of pupils and areas where the project would be delivered. Our target is to engage about 7200 Primary 4 to 6 pupils during the next academic year.

**Salt Campaign**

- 56) The Agency launched phase 3 of the salt campaign in March 2007. In order to further increase public awareness and to reach the wider community, Food Standards Agency Scotland organised roadshows in major shopping centres throughout Scotland. Staff distributed information relating to salt reduction and advised members of the public of ways to reduce their salt intake. Campaign leaflets, booklets and posters were also distributed to Local Authorities and GP's surgeries throughout Scotland.
  
- 57) Throughout the summer FSAS teamed up with the Scottish Consumer Council 'healthyliving' award team to provide information to the public on salt reduction and healthy eating during the Edinburgh Festival and Dundee Food and Flower Festival. An FSAS 'salt stand' will also be present at the Halifax Bank of Scotland base in Edinburgh in September as part of the groups staff 'Health and Wellbeing' week.

## **Update FSA Northern Ireland**

### **Nutrition Update**

#### **Older people**

- 58) Research into the nutritional and food related needs of older vulnerable people who live alone in Northern Ireland has been put on hold due to funding constraints.
- 59) Development of a peer training programme for older people is underway.

#### **Aim:**

To develop and facilitate a practical nutrition programme which older people will be able to deliver to their peers in a community setting.

#### **Objectives:**

1. To develop a practical, fun nutrition programme suitable to deliver to groups of older people.
2. To identify and train a number of suitable peer trainers throughout Northern Ireland.
3. To support the peer trainers in the rollout of the programme.
4. To evaluate the programme, amend as appropriate and consider future opportunities for nutrition activities with this age group

#### **Homeless**

- 60) The FSANI Homelessness and Food Poverty Research Report was published in July 2007 to coincide with the Department of Social Development's Homeless Strategy launch. FSANI also published the survey results on Homeless Hostel Food Provision. Copies of these reports available on line.
- 61) A number of meetings have taken place between the FSANI and homeless partners; the Foyer Federation, SIMON community, NI Housing Executive and NI Council for the Homeless, to discuss a series of policy proposals. In the first instance, it has been agreed that any policy interventions will be targeted at single, younger homeless persons in hostel accommodation as part of currently available life skills programmes.
- 62) In summary, the following areas have been prioritised:
1. Targeted, practical and accessible information to young single homeless in hostel accommodation (this would include information on budgeting, practical food preparation and recipes). This will be part of the life skills support package currently promoted within the hostel setting for 16+ years.

2. The development and piloting of an accredited basic hygiene, nutrition, cooking skills qualification, with a number of hostels targeting young single homeless persons. Currently this is in the final stage of development. Accreditation to level one has been granted through the Open College Network. The course will be piloted in five Simon Community Hostels throughout Northern Ireland, within the next three months.
3. Menu planning support and information for hostel providers relating to basic nutrition and food hygiene standards. A half day workshop was facilitated by FSANI staff in August 2007. This addressed menu planning issues and was aimed at catering staff within Hostels providing meals. Menu planning support from the FSANI will continue, with a number of Hostels very keen for support and requesting nutrition updates for staff and residents.

### **Low Income**

- 63) FSANI along with Safefood are leading on the development of a Regional Food Poverty Toolkit. A one year Regional Food Trainer post is awaiting appointment. The person will be based within the Southern Health and Social Care Trust. The aim of post will be to review existing NI food poverty programmes, assess need for training support with the overall target of developing a regional training model. FSANI will be providing coordination, oversight and support.