



NHS SEFTON IN PARTNERSHIP WITH SEFTON COUNCIL

PROMOTING HEALTHY EATING THROUGH LOCAL BUSINESSES

SUMMARY

This project linked the work of the Environmental Health Section of Sefton Council and the Food Health Worker team in NHS Sefton. The aim was to help local food businesses in complying with food safety standards and to encourage them to promote healthier eating in order to improve food safety and health in the population of Sefton.

Initially in 2006/07 Sefton Council's Environmental Health team ran a study involving 109 food businesses to help them to successfully develop and implement the Food Standards agency (FSA) management system titled 'Safer Food Better Business (SFBB). From this they identified the SFBB as a useful tool to promote healthy eating and approached NHS Sefton to work on this with them.

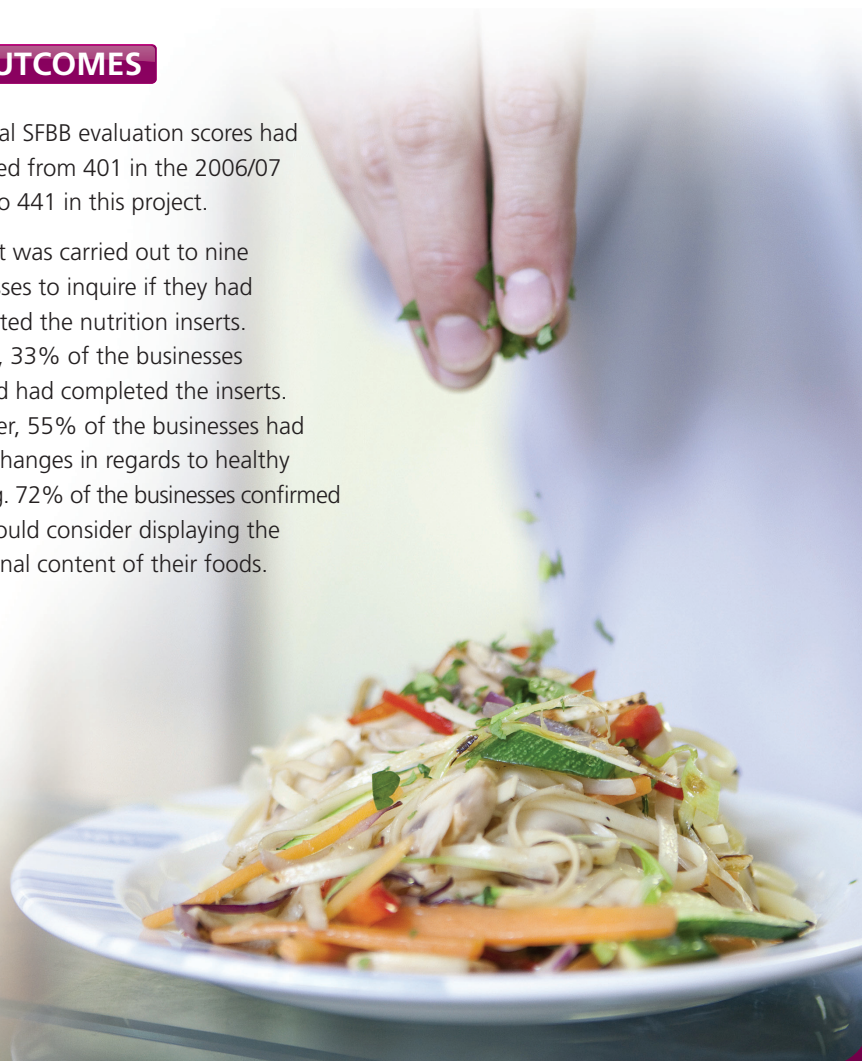
NHS Sefton appointed a Food and Health Worker, Francesca Uhegbu, to develop an insert titled 'Choices' for the SFBB. Following this both she and a Senior Environmental Health Officer visited 23 businesses including residential care homes, nursing homes, cafes and public houses. During the visits, the Senior Environmental Health Officer (EHO) would evaluate the SFBB system in place and Francesca introduced the 'Choices' insert, discussed the concept of nutrition, and gave out supporting nutritional information on food labelling, salt and health eating. An SFBB Evaluation form was completed at the end of each visit and a summary of the areas that could be improved was provided.

Out of the eight businesses Francesca revisited to review their progress, five had started to make healthier eating changes and the remaining three had devised a plan of action. This in turn has the potential to improve the health of the people they serve, including residential care homes, where all clients meals are provided for them.

- Those businesses that had completed the SFBB Insert scored highly for SFBB in both the 2006/07 Study and this project.

KEY OUTCOMES

- The total SFBB evaluation scores had increased from 401 in the 2006/07 Study to 441 in this project.
- A revisit was carried out to nine businesses to inquire if they had completed the nutrition inserts. In total, 33% of the businesses revisited had completed the inserts. However, 55% of the businesses had made changes in regards to healthy catering. 72% of the businesses confirmed they would consider displaying the nutritional content of their foods.





GOOD PRACTICE CASE STUDY

BACKGROUND

Studies carried out by the Health Survey for England identified a steady increase in the level of weight related problems since the early 1990's. The report predicted that if no action is taken, levels of obesity could rise to 60% in men and 50% in women by the year 2050.

Therefore in an effort to address this issue, the Foods Standards Agency (FSA) introduced a food safety management system for the use of food businesses in the UK in 2006. It was titled Safer Food Better Business (SFBB) and was introduced to help food businesses comply with article 5 of regulation (EC) 852/2004 on the hygiene of foodstuffs. The Foods Standards Agency (FSA) is now working with major catering and restaurant businesses to promote healthier options to their customers and to their staff. They are aided in Sefton by the implementation of this project.

KEY AIMS

What were the key aims of the campaign?

- The key aim of this project was assess compliance with article 5 of regulation 852/2004 on the hygiene of foodstuffs in a sample of the above food businesses and to raise awareness of key nutritional information within each business.
- An objective of the project was to produce an insert for SFBB in relation to the key nutritional information.

KEY STAGES OF SET UP

- Ten businesses were targeted for the pilot study. Once the pilot study had been completed, various changes were made and the project was rolled out to a further thirteen businesses.
- A Senior Environmental Health Officer and a Food and Health Worker visited a total of 23 food businesses. During the visits, the Senior Environmental Health Officer (EHO) would evaluate the SFBB system in place at each business. An SFBB Evaluation form was completed

at the end of the visit. The Food and Health worker examined menus and discussed nutrition with food handlers and managers. The SFBB insert was introduced and advice was provided on how to complete it. A summary of the areas that could be improved was provided.

- Nutrition assessments were evaluated at the end of the pilot study and at the end of the project. Visits and phone calls were made to a selection of businesses to ascertain whether the choices insert had been completed. Each business was also asked certain closed questions in regards to displaying nutritional information for customers.

RESOURCES

Sefton Health Improvement Support Service provided additional funding towards this.

KEY CHALLENGES

What were the key challenges and how were these overcome?

- The potential of using SFBB as a tool to promote healthy catering is easily visible and businesses were generally receptive to the visits made. The project was effective in care homes and colleges but had less of an impact in public houses and restaurants due to role of these businesses in the market and because of customer demand.
- Generally, SFBB had been maintained in the businesses visited. However, some businesses had not maintained the diary, completed four weekly reviews or ensured that staff were trained in its use. Completion of the inserts was voluntary and it may be the case that some businesses would only complete it if it were a legal obligation to do so.



KEY LEARNING

What lessons were learnt from this process?

- The issue of improving the nutritional content of foods when eating out of the home needs to be balanced with improving the food eaten in the home.
- The results showed that residential care / nursing homes and colleges demonstrated healthier catering practices compared to cafes and restaurants. There were differences in attitudes towards healthier catering from different types of businesses.

NEXT STEPS

What next steps are planned?

Generally the project met its aims and objectives, although there are some areas for development. These include the aim of revisiting more premises to monitor their progress and extending the project to other businesses in the area, which they are currently in the process of doing with 80 businesses with an evaluation of this work pending.

SUPPORTING MATERIAL

The following resources are available as an appendix to this case study:

- Sample Evaluation Form



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