

INTRODUCTORY NEWSLETTER

A termly publication about all things food & nutrition!

SEPTEMBER 2019

Welcome to the first edition of the Eat Smart Sheffield newsletter

LET US INTRODUCE YOU...

WHAT

Eat Smart Sheffield is an exciting new programme focusing on a whole school approach to food and nutrition, encouraging and supporting pupils, their families and the wider community to adopt healthier eating behaviours.

WHO

Learn Sheffield has been commissioned by Sheffield City Council to develop and deliver this programme.

The key contact is Lisa Aldwinckle, Programme Manager - Eat Smart Sheffield, Learn Sheffield.

We will be working with a number of key partners including Food for Life (FFL), Sheffield Hallam University (SHU) and Zest, as well as tapping into other local and national campaigns including Change for Life.

A Programme Board consisting of members from Learn Sheffield, Sheffield City Council (including their Public Health Team and School Food Service), and our key partners will oversee the programme.

WHEN

This is a 5 year programme running from 2019 through to 2024.

WHERE

All primary and secondary schools across Sheffield, as well as some additional settings including Special Schools and Pupil Referral Units, will have the opportunity to be involved and make a difference!

And although schools will be our main focus, some initiatives will extend beyond the classrooms and dining halls... to parents... families.... and the wider community... ensuring the positive impacts and huge benefits will reach as many people in our city as possible.

WHY

This programme forms part of the Sheffield Food & Wellbeing Strategy which aims to increase the proportion of people eating a well-balanced diet, reduce the prevalence of conditions related to poor diet including obesity, and for the greatest improvements to be made in the poorest parts of the city.

A number of themes run through the strategy which address the known influences on food choice and behaviour change including the food environment, information and support, and health inequalities.






Local surveys have told us that young people are regularly consuming lower than recommended amounts of fruit and vegetables, and too much calorie dense, high fat, sugary food and beverages.

Ultimately, the programme will contribute to reducing both **childhood obesity** and **child tooth decay** in the 20% most deprived areas of the city.

Childhood obesity is a major public health concern:

-  1 in 5 five year olds are overweight or obese
-  1 in 3 ten year olds are overweight or obese
-  Poor psychological & emotional wellbeing
-  Increased absence from school
-  Higher risk of morbidity & mortality

Oral health is part of general health and wellbeing and contributes to the development of a healthy child and school readiness:

-  1 in 4 children have tooth decay when they start school
-  Average of 3 days of school missed due to dental problems
-  38% of children had sleepless nights due to dental pain
-  Cost to the NHS approx. £35m per year
-  Most common reason for hospital admission for 6-10 year olds

The Local Picture

Prevalence of Overweight & Obese Children

	Reception	Year 6
England	22.3%	33.9%
Yorkshire & Humber	22.2%	34.2%
Sheffield	21.8%	34.6%

Prevalence of Tooth Decay in 5 Year Olds

England	24.9%
Yorkshire & Humber	28.4%
Sheffield	31.0%

In addition to improving the health and wellbeing of pupils, parents, families, and the wider community, being involved in the programme will also:

- Improve concentration, behaviour, attendance & attainment
- Ensure adherence to the School Food Standards
- Contribute to meeting Ofsted requirements
- Support the National Curriculum

HOW

Essentially, Eat Smart Sheffield aims to:

- Provide Tools for Changes to Food Culture & the Curriculum to Support Healthy Behaviour
- Improve Confidence, Skills, Knowledge & Understanding to Cook, Grow & Enjoy Food



As part of the programme, all schools can expect a vast array of resources, support and guidance including:

- Access to a variety of Food for Life resources including evaluation tools, training & awards
- Links to relevant local and national food organisations & healthy eating campaigns
- Data dashboard with national, city-wide & local area public health data
- Ability to share learning & best practice with other schools

In addition to the universal offer, each year a small number of targeted schools will receive a more intensive support package. Such schools will receive a minimum of one year's support, and can expect a higher level of intervention including:

- Help to set up & facilitate a 'School Nutrition Action Group' (or similar) with bespoke School Action Plan
- Additional data collection & analysis resulting in informed support
- Set up support for Gardening and/or Cooking Clubs
- Food for Life priority training

The programme requires no financial outlay from schools – just some time and resources and most importantly, your engagement and commitment to making it a success!



Case Studies

The best way to show what the Eat Smart Sheffield programme could do for your school is through case studies of various aspects of the programme in action.



Taken from the Food for Life website, here are some examples of the work that has been done to inspire you to get involved!

Ling Bob Primary School, Halifax – Whole School Approach to Food

<https://www.foodforlife.org.uk/~media/files/case%20studies/case-study---ling-bob-free-school-meal-take-up.pdf>

Park Academy, Boston – Increasing Uptake of School Meals

[https://www.foodforlife.org.uk/~media/files/case%20studies/case-study---park-academy-boston---increasing-school-meal-take-up-\(2\).pdf](https://www.foodforlife.org.uk/~media/files/case%20studies/case-study---park-academy-boston---increasing-school-meal-take-up-(2).pdf)

Clifton Green Primary School, York – Famers Market

<https://www.foodforlife.org.uk/~media/files/case%20studies/case-study---clifton-green---creating-career-aspirations.pdf>

New Fosseway School, Bristol – Links to the Curriculum

<https://www.foodforlife.org.uk/~media/files/case%20studies/case-study---new-fosseway-school-enriching-the-curriculum-hs-edits.pdf>

Numerous other case studies and examples of the excellent work Food for Life has done (and continues to do) can be found via their website at:

<https://www.foodforlife.org.uk/about-us/our-impact/case-studies>





HELP US HELP YOUR CHILDREN GET 'SUGAR SMART'!

One element of the Eat Smart Sheffield programme has a focus on reducing the amount of sugar our children and their families consume.

Interested? Read on...

A great opportunity has arisen for your school to get involved to help your children and their families get 'sugar smart'. We're looking for teachers to help us in the development of a Sheffield-wide low-sugar initiative.

Spearheaded by Sheffield City Council, the NHS, Learn Sheffield and other partners, the 5-year initiative aims to reduce the sugar intake of the Sheffield population. There will be a particular focus on children, young people and families from disadvantaged communities across the city where we know more sugar is being consumed and this population is at a higher risk of developing obesity and related illnesses.

The low-sugar initiative will form part of the Eat Smart Sheffield campaign providing resources such as assembly and lesson plans, and homework templates to help and support schools to teach children and families about their sugar intake including how to reduce the amount of sugar they consume with suggestions for realistic swaps.

To enable us to develop the best range of campaign materials, we're asking local Teachers and Teaching Assistants to share their opinions and ideas by becoming members of our Sheffield Schools Advisory Board.

We realise everyone is incredibly busy but your contribution is invaluable to ensure we create the right content for both you and your children.

If you would like to get involved, please contact Anna Scott at the Foundry, who is leading the creative development, at anna.scott@foundrycomms.co.uk

STAY IN TOUCH

It is early days but this is an exciting new programme which we would love you to be part of! Feel free to contact us any time for more information, ideas or suggestions, and look out for news and updates...

Check out our new website

www.learnsheffield.co.uk/partners/eat-smart-sheffield

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