



foodvision

improving community health & well-being

2010 Food Champions announced



Norfolk County Council and Newcastle-under-Lyme Council, in partnership with Stoke-on-Trent City Council, are the winners of this year's Food Standards Agency Food Champion awards.

The Food Champion awards recognise the achievement of local authorities in either improving food safety or developing healthy eating initiatives for people in their communities.

In addition to the two winning projects outlined below those shortlisted were: Sedgemoor District council; Burnley Borough Council; Sefton Council; Bath & North East Somerset Council; and Wigan Council.

The Winners

Norfolk County Council and a partnership project between Newcastle-under-Lyme Council and Stoke-on-Trent City Council have been recognized for their success in improving local nutrition and improving local food safety respectively.

Sarah Appleby, Head of Enforcement at the Food Standards Agency, said:

'The winning authorities have demonstrated an outstanding commitment to not only ensuring that local food is safer and healthier in their communities, but also developing tools that can be used by others. They thoroughly deserve the title of Food Champions.'

The awards were run in partnership with Food Vision and case studies on all thirty of the applying projects, including the seven shortlisted authorities, can be seen on the Food Vision website.

<http://www.foodvision.gov.uk/pages/food-champion-applications>

Food Champion award winner: Improving community diet and nutrition

Norfolk County Council Health Improvement Strategy aims to raise awareness of health issues and show how local food producers can make a real difference by rethinking the role of local food producers as custodians of health.

The key strengths of this project is the clear recognition that health improvement is not just the responsibility of those within the traditional "health profession" framework and that Trading Standards and others have a core contribution to make to health improvement.

The strategy focuses on three successful salt reduction projects. The first two focused on developing a methodology to achieve consistent salt reduction in locally produced bread and sausages, the third used an existing Food Vision case study to source healthy salt shakers for a salt reduction drive in fish and chip shops. (see Gateshead link below)



Tony Perkins with his reduced salt sausages. Courtesy Eastern Daily Press

The sausage project will result in a widely available online calculator for predicting the levels of salt in sausage mix.

LACORS have recently launched a nationwide salt in bread survey based on the Norfolk work.

<http://www.foodvision.gov.uk/pages/norfolk-creating-a-new-vision-for-local-food-producers>

<http://www.foodvision.gov.uk/pages/gateshead-salt-shaker-study>

Food Champion award winner: Improving local food safety



Newcastle-under-Lyme Council & Stoke Councils' joint project implemented an engaging and practical approach to teach food safety to 'hard to reach' businesses.

The Food Standards Agency's 'Safer Food Better Business' DVD inspired them to devise a practical workshop programme that brought the SFBB manual to life in a real kitchen, using foods and cooking methods relevant to the businesses present.

Workshops in the kitchens at the local catering college were used to reinforce key food safety messages and show how these could be easily documented using the SFBB manual to comply with the law.

Sessions were held for different cuisine types in the presence of interpreters to help improve understanding in hard to reach businesses. Project evaluation showed an increase in compliance scores in the 292 businesses that attended.

Councillor John Daniels, Stoke-on-Trent City Council cabinet member for housing, environment and neighbourhood services, said:

"We have received very good feedback from the scheme and many business owners have commented on how much they enjoyed the practical nature of the sessions. Working in partnership over an extended period has helped to make a real impact on food safety across the area."

<http://www.foodvision.gov.uk/pages/sfbb-a-practical-approach>

If you want to add your project as a case study to the Food Vision website, upload information on the website, or contact foodvision@lacors.gov.uk with details and the Food Vision project officer will be in touch.

Record number of case studies in five months

Since the last newsletter Food Vision has added 33 new case studies to the website. Projects range from food safety kits for elderly visually impaired people in Scotland to a project encouraging container gardeners in the North West. Below is a selection, but for details on all the new case studies added, go to:

<http://www.foodvision.gov.uk/pages/whats-new/>

Food safety kits for elderly visually impaired people project, from Edinburgh Council, worked with older people with sight loss who face particular challenges whilst preparing, storing and handling food in the home. <http://www.foodvision.gov.uk/pages/food-safety-kits-for-elderly-visually-impaired-people>

Medway health by stealth worked with disadvantaged teenagers and youngsters to promote healthy diets. <http://www.foodvision.gov.uk/pages/medway-health-by-stealth>

Staffs nurturing health coordinated by Staffordshire County Council the project focuses on promoting healthy eating messages to preschool age children. <http://www.foodvision.gov.uk/pages/staffs-nurturing-health>

Shepway Fun Fit Food Show is an interactive play taken into all the primary schools in the Shepway district to educate young children on why and how to eat healthily, and the importance of exercise. <http://www.foodvision.gov.uk/pages/shepway-fit-fun-food-project>

Kirklees healthy eating award acknowledges food businesses for providing healthy menu options and good standards of food hygiene. <http://www.foodvision.gov.uk/pages/kirklees-healthy-choice-awards>

Container gardeners in Knowsley is a project which aims to increase vegetable growing, by using pots, in families living in deprived areas of the north west. <http://www.foodvision.gov.uk/pages/knowsley-container-gardeners>

For more information please contact:

Food Vision, LACORS,
Local Government House,
Smith Square, London, SW1P 3HZ
E-mail: foodvision@lacors.gov.uk
Tel: 020 7665 3888
Web: www.foodvision.gov.uk

The views expressed in this newsletter are not necessarily those of LACORS, CIEH, the FSA or LGA unless specifically stated.