

## **EOEW Briefing Bradford On Avon Area Board Meeting 13.9.17**

### **OVERVIEW**

The Eat Out Eat Well Award in Wiltshire is now in the third year. The award was purchased from Surrey Trading Standards as a package. It was selected initially because it was suitable to roll out to the majority of food businesses and therefore had broad appeal. It was relatively cost effective with set up costs of £2000.

Surrey Trading Standards developed the award around six years ago and it was based on the all Wales Healthy Options and Scotland's Healthy Living schemes. In conception it was aligned to Healthy Lives, Healthy People (2010) and Healthy Lives, Healthy People : A call to action on obesity in England (October 2011) HM Government documents. Since the award has undergone evaluation by the Department Of Health South East, NHS Surrey and the University of Surrey. During the last year the award has been updated and realigned to reflect current national obesity guidelines and government procurement standards with Public Health England funding.

### **AWARD CRITERIA**

The award has three levels bronze, silver and gold and is open to most types of catering establishments including cafes, takeaways, schools, restaurants and workplace canteens that have been assessed as 'broadly compliant' in terms of food safety & food standards (a three star rating or above against the Food Hygiene Rating Scheme)

Achievement is determined via a points system that rewards healthier catering and reflects current Government obesity messages ; the increased use of fruit & vegetables, reductions in sugar & fat, increased fibre, reductions in refined and processed ingredients, use of healthier cooking techniques, portion control, marketing and pricing policies that encourage healthier choices.

Assessment is made via a visit to the premises and review of menus and recipes. Advice and an Assessment action plan are provided as part of this process. Caterers must also achieve at least a Level 2 award in nutrition to reach the Gold Standard (in some cases alternative qualifications already achieved can also be accepted)

The assessment criteria has been up dated this year as a result of Public Health England funding to incorporate Government buying and procurement standards and developments in thinking around obesity and healthy eating that have occurred since the introduction of the award.

## SUCSESSES

Over the last three years in Wiltshire 216 businesses have achieved the award and over 500 have received nutrition advice and information.

More than 100 food business operators and chefs have attended low cost nutrition training establishing a nutrition champions network and providing cascade training to their employees and contacts. An on line option has also been introduced and this has proved very popular with micro businesses and those who have to train outside their working day.

**Year 1** the award was not targeted and the objective was to get as many businesses involved as possible and build some brand recognition. 156 businesses joined the Eat Out Eat Well scheme.

***Year 2** we adapted the award criteria to take account of the specific requirements and guidelines that apply to catering in schools, early years settings and nurseries to enable effective assessment of these premises **Eat Out Start Well** was produced*

Takeaways were also a focus and viewed as a priority to improve the obesogenic environment and support the Wiltshire Obesity Strategy. Businesses in more deprived areas and in proximity to schools were targeted. We drew on the extensive work already completed and evaluated by PHE and the CIEH under the London Mayors scheme to produce the **Take Out Eat Well Award**. This award acknowledges that whilst the majority of fast food takeaways can not achieve the full criteria in the general award, they can make step changes that result in a considerable improvement including changing the type of oil used in frying, reducing sugar and salt levels, controlling portions of sauces, increasing salad, offering water and sugar free drinks as an alternative to full sugar fizzy drinks.

### **Year 3**

The original EOEW scheme remains on offer

EOEW has been included within the Healthy Schools initiative

Wiltshire has joined the National Eat Out Eat Well Award website which provides businesses with on line resources and greater information on the award. This will help to facilitate the move towards a more self sustaining model for the award in the future.

Achieve greater recognition of the Eat Out Eat Well Award across Wiltshire.

## **THE AIMS OF THE AWARD**

To encourage caterers to think about healthier options.

Acknowledge and promote caterers who make it easier for customers to eat healthier food.

Assist caterers in meeting the demand for healthier meals via advice, guidance and low cost nutrition training. Provide a competitive edge.

Help customers make more informed choices.

Provide a competitive edge for participating businesses.

## **COOPERATIVE WORKING WITH AREA BOARDS**

To raise the profile and in so doing the status of the EOEW brand so that businesses believe it is a must have endorsement of quality and healthier eating. To achieve these aims we believe the next stage in the development of the award is to achieve saturation (in the region of 85% + uptake) in three Wiltshire towns. We anticipate saturation in three areas would result in a ripple effect across Wiltshire resulting in the availability and promotion of healthier food options across the County.

We are seeking support to work with Area Boards to back the EOEW scheme in their area and as far as possible across the life course in early years settings, schools, the general population and the elderly.