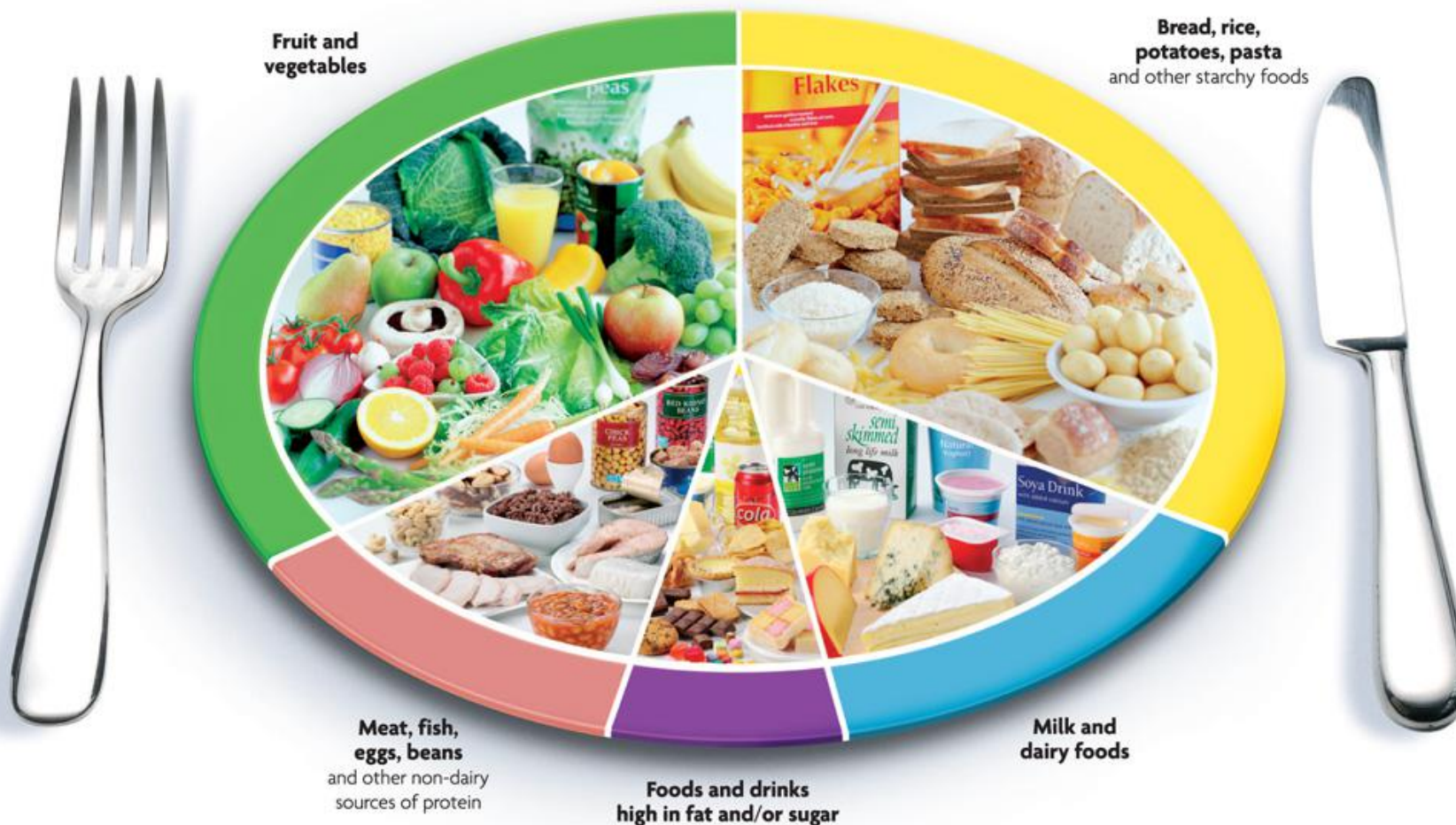


The eatwell plate



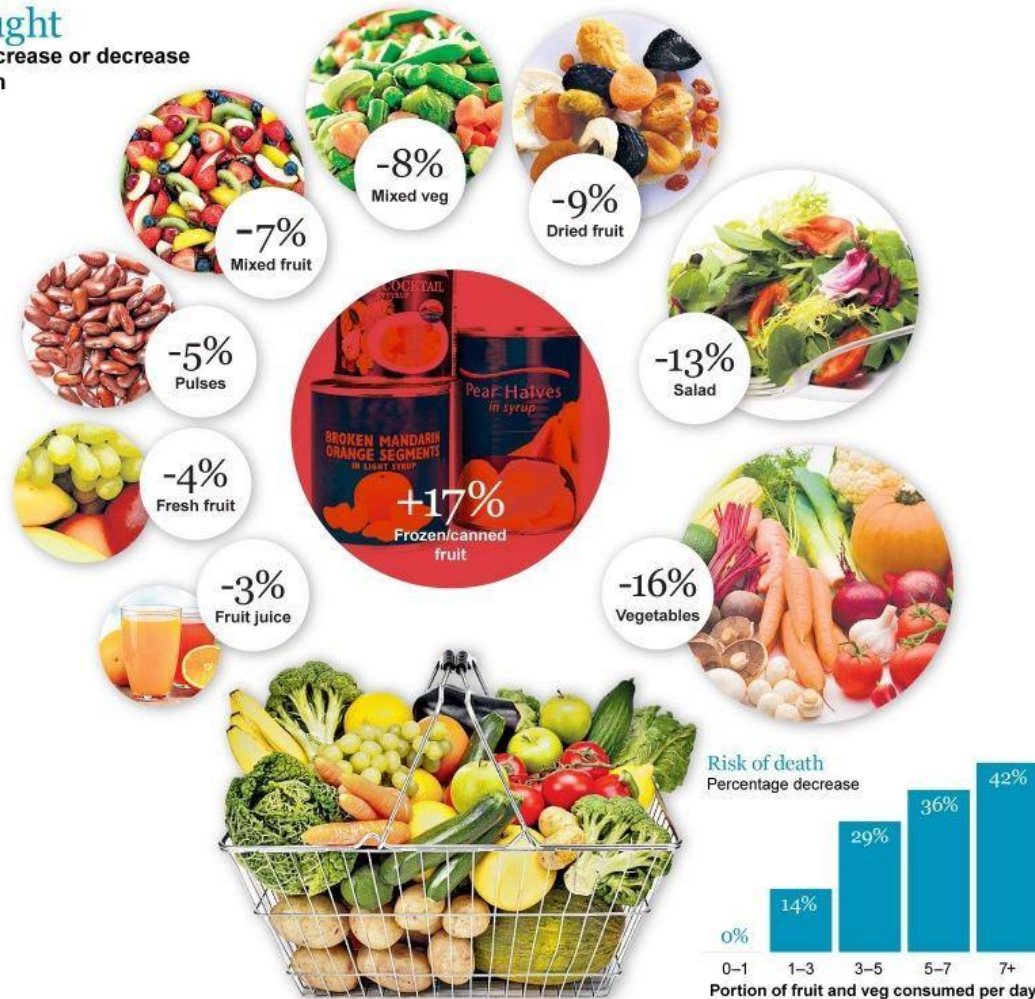
Use the eatwell plate to help you get the balance right. It shows how much of what you eat should come from each food group.



Type: Figure / data; Newspaper article (figure adapted from UCL study findings)

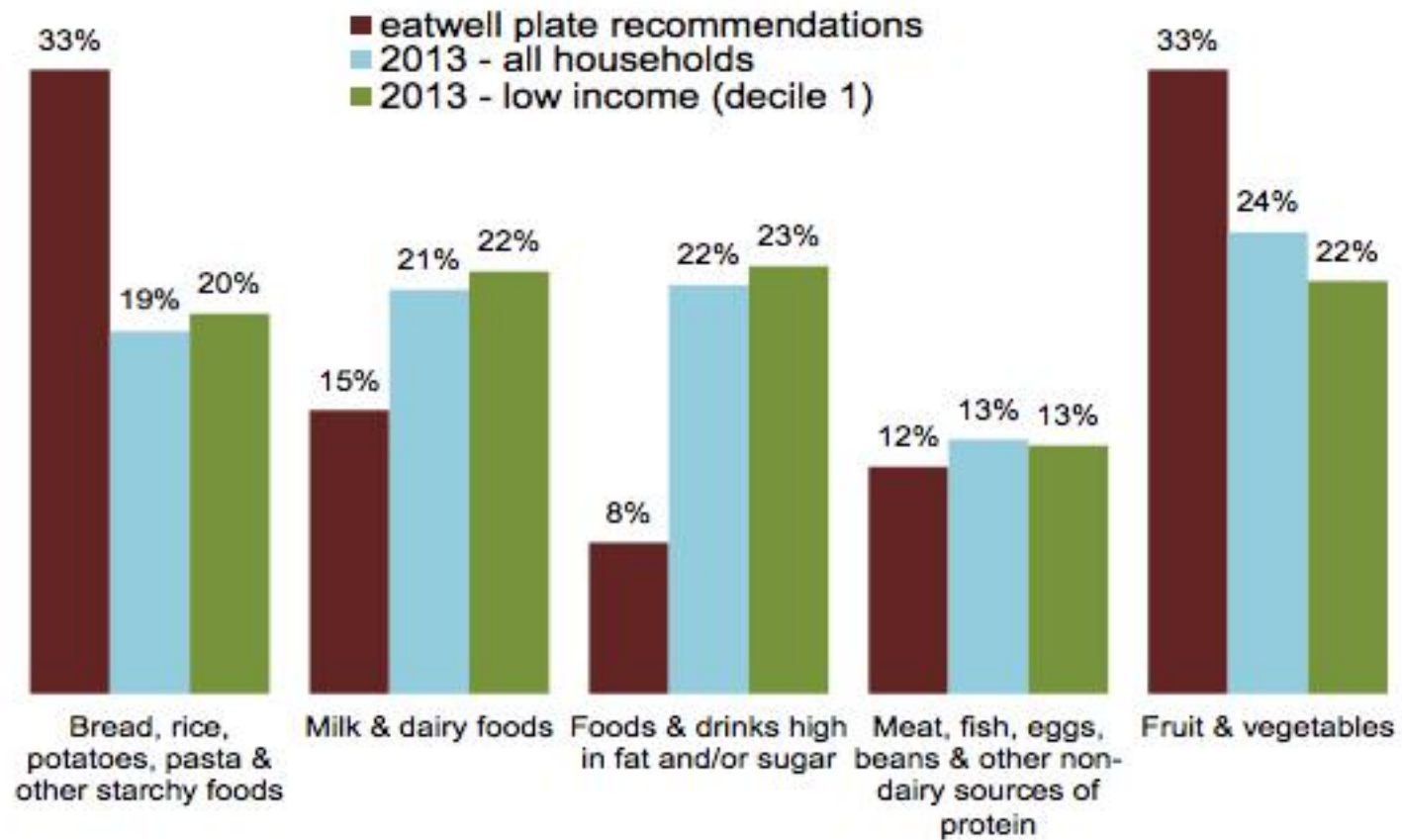
Food for thought

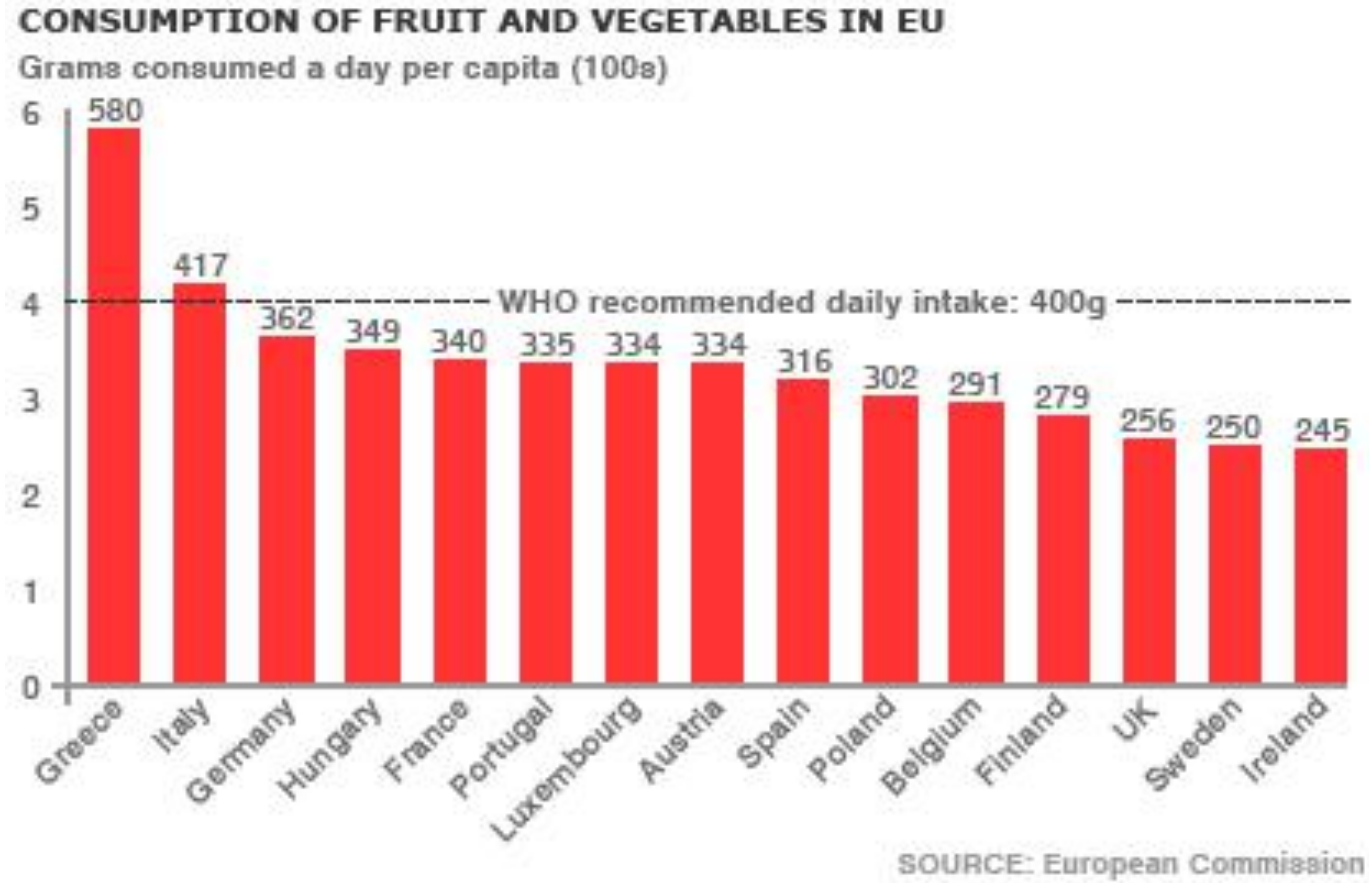
How different foods increase or decrease risk of premature death
Based on one portion per day



Source: The Telegraph, 31st March 2014 from article “Healthy diet means 10 portions of fruit and vegetables per day, not five”

Eatwell plate comparison for low income and all households





Type: Image; Book



© What I Eat: Around the World in 80 Diets

Hungry Planet – What the World Eats book
British family

Type: Image; Book



Hungry Planet – What the World Eats book
Guatemalan family

Type: Image; Book



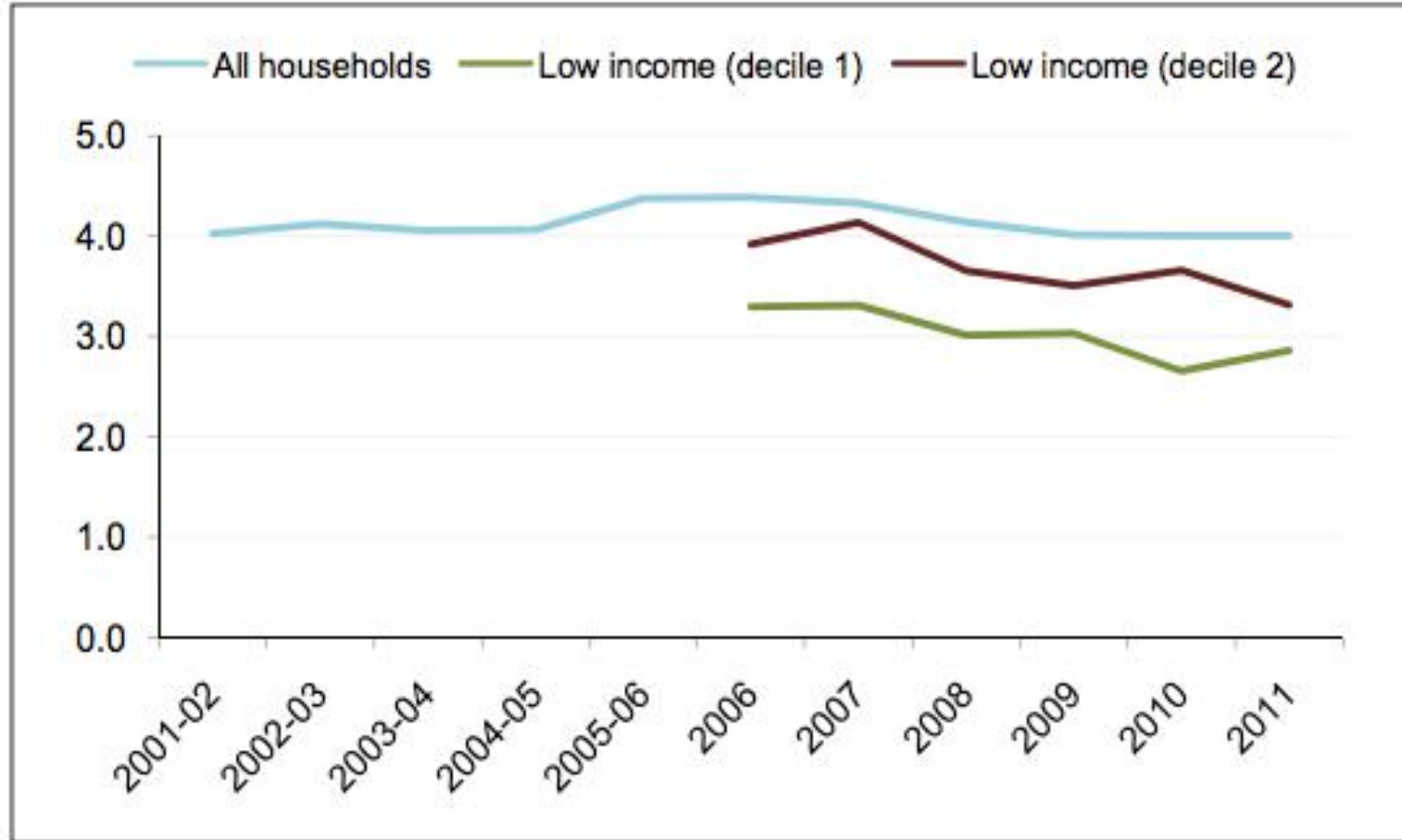
Hungry Planet – What the World Eats book
Malian family

Type: Image; Book



Hungry Planet – What the World Eats book
Italian family

Chart 2. Fruit and Vegetables (measured in portions)



Family Food Survey 2011

Type: Image; Web



Type: Image; Web



Type: Views from Low Income consumers; Qualitative research

“Junk food is cheaper and fruit and vegetables are expensive.”

Male, Derry/Londonderry, ABC1

“For some people, it’s cheaper to go to the chip shop and feed your children for the night than making up something.”

Male, Derry/Londonderry, ABC1

“You see it’s all about money at the moment, you’ve got to eat what you can get. We can’t be going round and saying ‘Oh, that looks nice’ with the healthier options. That’s just not an option at the moment... It’s up to the grocery stores to put offers on healthier things and make it available to people who can’t afford it, otherwise no one can really do anything.”

Female, Enniskillen, C2DE

“Food to me is a pleasure. The whole process of eating is a pleasure and I don’t want to go out for a meal and say I’ll have the dry pasta.”

Female, Belfast, C2DE

“I don’t think there is one person walking around this country now who doesn’t know they should be eating five portions of fruit and veg a day.”

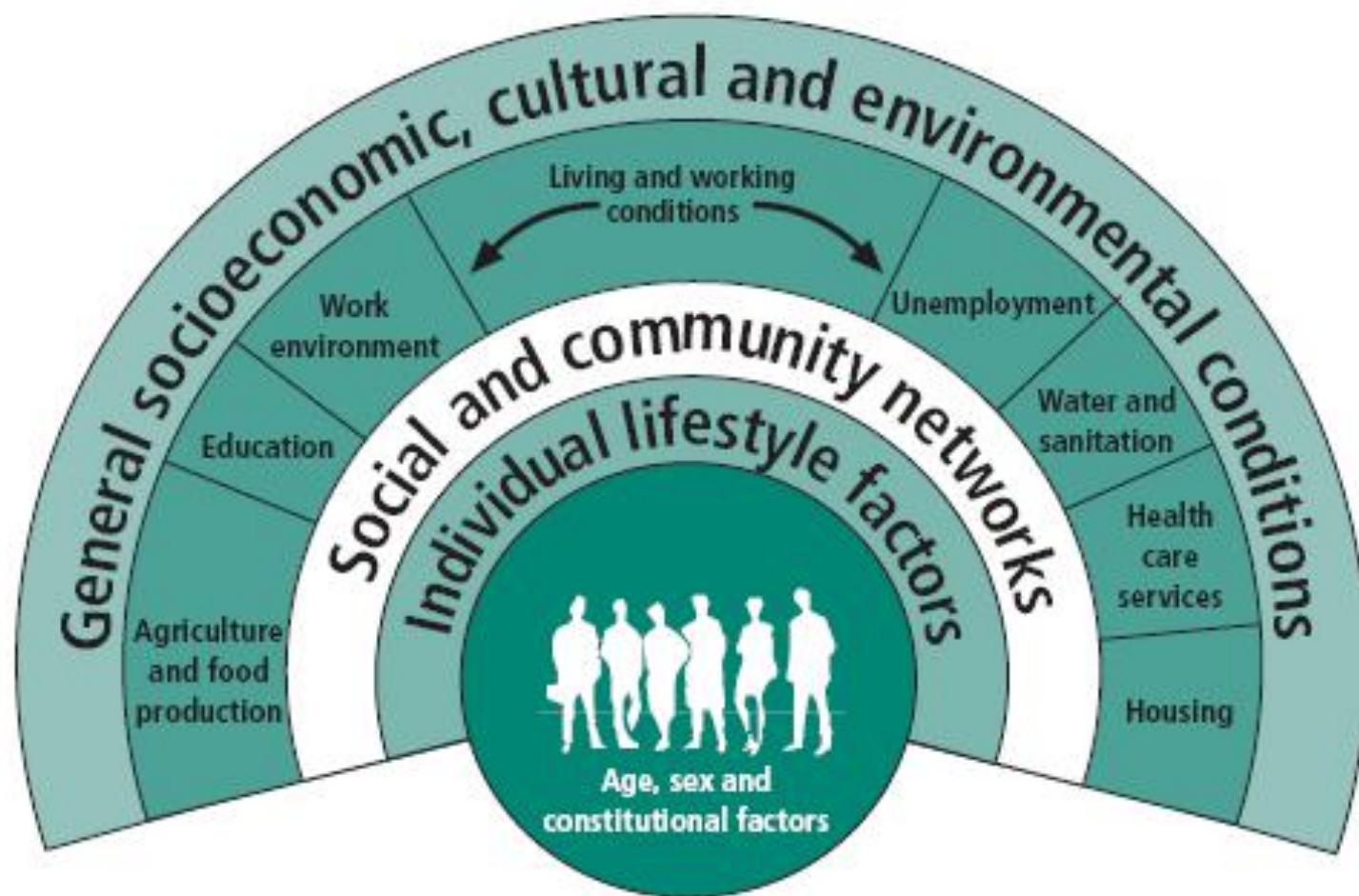
Female, Belfast, C2DE

Type: Qualitative findings; Report from a UK Research Unit

Table 6.1: Barriers, facilitators and implications for interventions to promote increased fruit and vegetable intake amongst children

Themes from children's views	Barriers	Facilitators	Implications for intervention development
Children do not see it as their role to be interested in health.	Children dismiss the health consequences of eating or not eating healthily and prioritise taste preferences. They consider taste, not health, to be a key influence on food choice. Food labelled as healthy may lead children to reject them ('I don't like them so they must be healthy') Children do not see buying healthy foods as a legitimate use of their money		Brand fruit and vegetables as a 'tasty' rather than 'healthy'. Promote children's favourite fruit and vegetables or target the ones they do not like
Children do not see future health consequences as personally relevant or credible.	Children dismiss possible health consequences of not eating healthily for them personally ('don't care') Children feel that health messages (e.g. 'sweets rot your teeth') do not match their actual experience	Immediate health consequences may be more relevant to children (e.g. effects on skin; energy to move around)	Reduce emphasis on health messages, particularly those that concern future health. Make health messages credible and relevant for children
Fruit, vegetables and confectionary have very different meanings for children.	Children do not like (some) vegetables because they taste sour ('yucky'). Children do not like large and hard vegetables. Eating sweets is a social and 'exciting' activity to be shared with friends and siblings	Children like fruit because it is sweet Fruit is preferred to vegetables and is liked almost as much as confectionary Children prefer brightly coloured, small, soft, juicy and sweet vegetables.	Do not promote fruit and vegetables in the same way: Do not promote fruit and vegetables within the same intervention; or if fruit and vegetables are promoted in the same intervention treat them differently Brand fruit and vegetables as an 'exciting' or child-relevant product, as well as a 'tasty' one.
Children actively seek ways to exercise their own choices with regard to foods.	Eating sweets, despite parental rules, is a way for children to assert their own independence Children can feel under pressure to choose and eat food quickly in school	For girls, choosing healthy foods appears to be a way for them to exercise their own choice	Create situations for children to have ownership over their food choices.
Children value eating as a social occasion.	Eating sweets is a social and 'exciting' activity to be shared with friends and siblings	Children like to sit with their friends at school	Brand fruit and vegetables as an 'exciting' or child-relevant product, as well as a 'tasty' one. Create situations for children to have ownership over the social context in which they eat their food
Children recognise the contradiction between what 'adults' promote in theory and what is provided in practice.	Easy access to tempting (unhealthy) foods Contradiction between the promotion of healthy foods in the classroom and the provision of unhealthy foods in the school dining hall.		Ensure that messages promoting fruit and vegetables are supported by appropriate access to fruit and vegetables

Fig. 1. Social determinants of health



Source: Dahlgren G, Whitehead M. Tackling inequalities in health: what can we learn from what has been tried? Background paper for "The King's Fund International Seminar on Tackling Health Inequalities". Ditchley Park, Oxford: King's Fund; Reproduced with permission of the authors.

Type: Review findings; WHO


Cairns G, Angus K & Hastings G (2009) The extent, nature and effects of food promotion to children: a review of the evidence to December 2008. World Health Organization, WHO Press.

This document reviews evidence to December 2008 on the global extent and nature of food promotion to children, and its effects on their food knowledge, preferences, behaviour and diet related health outcomes. The review was commissioned by the World Health Organization (WHO) and updates a systematic review of the evidence conducted on behalf of WHO in 2006. Studies examining the extent and nature of food promotion to children consistently conclude that food promotion is the most prevalent marketing category targeting children and young people. Content analysis research finds that the majority of foods and food products promoted are energy dense, high fat, sugar and/or high salt, and in sharp contrast to national and international dietary guidelines. Sugar-sweetened breakfast cereals, soft-drinks, confectionary and savoury snacks are the most frequently advertised categories, with fast-food promotion continuing to gain marketing share. Promotion of unprocessed foods, such as fruit and vegetables, wholegrain and milk is found to be almost zero.

Type: Image; National health promotion material

5 a day

Giving them their 5 portions of fruit or veg a day
is easier than you think



for more info go to
change4life.co.uk
or call
0800 500 900

change
4 life
Eat well Move more Live longer

Type: Image; MacDonal'd's advert



Forget five a day: You need SEVEN portions of fresh fruit and veg per day to live longer, says new research

Healthy diet means 10 portions of fruit and vegetables per day, not five

New study published by UCL recommends a doubling of 'five-a-day' diet and finds vegetables to be four times healthier than fruit

Eating more than five a day has 'no extra health benefit,' claim researchers