



**THE ESSEX HEALTHYLIFE
'HEALTHY EATING' AWARDS**

Acknowledgements:

The Essex Food Liaison Group, together with the Chartered Institute of Environmental Health, is operating the HEALTHY EATING AWARDS as a trial from July 2007. Naturally we hope that the scheme will be successful and will continue for many years. The EFLG/CIEH partnership has evaluated schemes that promote healthy eating in catering businesses and considers the **healthyliving** award scheme operating in Scotland to be a good one. The **healthyliving** Project Manager has permitted the use of some of the wording used in that scheme to be used in our own healthy eating GOLD award scheme. We are very grateful for being able to utilise these ideas and phrases. Although the Scottish scheme is for businesses in Scotland only, you can view information on their website at www.healthylivingaward.co.uk Our SILVER AWARD is based on the old 'Heartbeat' scheme.

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AWARDS**

Local Authorities within Essex are

- | | |
|---------------|------------|
| Basildon | Harlow |
| Braintree | Maldon |
| Brentwood | Rochford |
| Castle Point | Southend |
| Chelmsford | Tendring |
| Colchester | Thurrock |
| Epping Forest | Uttlesford |

Essex County Council



WE RECOMMEND THAT YOU ENCOURAGE YOUR CUSTOMERS TO REGULARLY EXERCISE
A HEALTHY BODY REQUIRES A BALANCE OF 'CALORIES IN' AND 'CALORIES OUT'
DON'T FORGET - A HEALTHY DIET IS ONLY ONE ASPECT OF WEIGHT CONTROL



- 1) If chips or fried rice are served, an alternative starchy food such as pasta, boiled rice or mashed, boiled or baked potatoes without added fat must always be available.
- 2) Frying must be replaced by lower fat cooking methods wherever it is possible.
- 3) Unsaturated oils and fats must be used in food preparation and cooking wherever it is possible.
- 4) Reduced fat milk must be offered for beverages and must always be used in cooking wherever it is possible.
- 5) At least one choice of fresh fruit AND vegetables must always be readily available.
- 6) The level of salt AND sugar in the foods you serve must be kept to a minimum.
- 7) Unsweetened fruit juice, water, diet drinks or milk must always be available.
- 8) Healthy and nutritious food for children must be provided, where children are served.
- 9) Customers should be able to add their own fat spreads to potatoes and vegetables and add their own salad dressings and dessert toppings.
- 10) At least one third of the menu items can be described as healthy eating choices.

Below are details of the conditions you will need to meet in order to gain a SILVER AWARD.
Conditions for the Gold award are a little more stringent - see over and/or ask your EHO for further details.
ON THE OTHER SIDE OF THIS PAGE YOU WILL FIND ANSWERS TO
FREQUENTLY ASKED QUESTIONS

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Frequently Asked Questions

Why should I be interested? Poor diet and even obesity has become very common in England. It causes major health problems and prevents people from simply feeling good. By becoming part of the 'Healthy Eating' award scheme you will be helping your customers to feel better and live longer. Many people are already seeking out caterers who provide healthy options, so it is also an excellent marketing opportunity. A 'Healthy Eating' Award can give you

- Public recognition for achieving the award;
- Association with the increasingly recognised **Healthylife 'Healthy Eating'** brand;
- An enhanced image as a responsible, health conscious business, giving increased customer satisfaction;
- Improved knowledge of healthier food and catering practices to use in improving your business

Will I need to make a lot of changes? Hopefully you will already be using some healthy eating practices. Providing this is so you are well on your way to meeting the requirements to gain an award.

Who operates the scheme? This scheme is operated by the Essex Food Liaison Group which is a partnership of all Environmental Health Food Control Teams in Essex. It is receiving assistance from the Chartered Institute of Environmental Health. If you are interested in trying to gain an award then you should contact a food specialist EHO from your own local Council who will give you further advice.

Is it only about nutrition? 'Healthy Eating' presupposes a good standard of food hygiene. To be eligible to apply for an Award you must be operating a documented food safety management system.

How much will it cost and how long does it last? Registering for an award and receiving the guidance pack is free. If an award is made, it too will be free. Re-assessments will take place whenever a routine hygiene inspection is made by your EHO. Normally this is every 18 months. However, in order to ensure 'Healthy Eating' award standards are upheld, unannounced random visits will also be made in addition to visits in response to complaints.

What do I need to do?

Firstly you will need to decide whether you are ready to try for the **GOLD AWARD** or whether you would prefer to start with the **SILVER AWARD**. To achieve an award there are certain conditions you must meet.

Both Awards require that you are committed to the following conditions:

- Keeping the level of fats and oils to a minimum in the food you serve, in particular saturated fat;
- Keeping the level of salt to a minimum in the food you serve;
- Keeping the level of sugar to a minimum in the food you serve;
- Making fruit and vegetables clearly available;
- Making starchy foods the main part of most meals;
- Providing healthy and nutritious food for children in places where children are served;
- Making sure that at least one third of the food you serve is clearly described as meeting healthy choice requirements i.e. are prepared using both healthier ingredients and cooking methods.

In addition the **GOLD** award requires commitment to

- Making sure that at least 50% of the food you serve is clearly described as 'healthy eating'.
- Meeting a series of specific requirements, under the above headings, such as removing fat from meat. These requirements are listed in the Self Assessment Questionnaire that you will receive together with additional guidance once you register.
- Having an appropriate sales promotion and marketing strategy which works alongside the general principles of the 'Healthy Eating' Award and supports healthier eating.

To Register You will need to obtain, complete and return an application form to register for an award. An application form can be obtained from (and should be returned to) Environmental Services, Rochford District Council, South Street, Rochford, Essex, SS4 1BW, 01702 318045 (if your business is based in Rochford's District. If your business is not based in Rochford's District please contact your Local Authority.

And then? Once you have registered your application the EHO will check from records whether you are complying with hygiene laws. If you are, you will be sent the Guidance Pack. Your EHO will help and encourage you to understand and meet the requirements of the award scheme. For the Gold Award, In the initial stages you will be able to use the self assessment questionnaire to judge your progress. When you apply for a full assessment an Officer will arrange a suitable time to visit. The assessor will examine the food on offer, will talk to members of staff about their understanding of their role and will review a small sample of your recipes.

