

Scottish Government Healthy Eating Social Marketing Programme 2015

Sustainability & Links with Community Food Initiatives

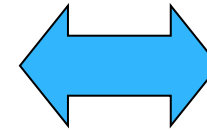
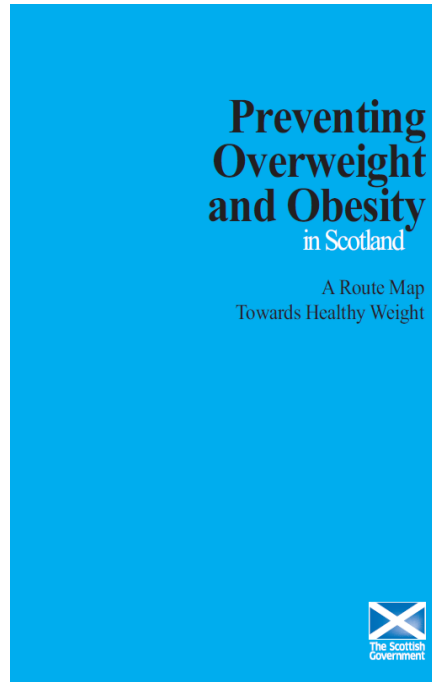
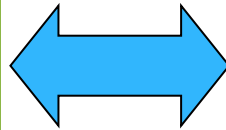
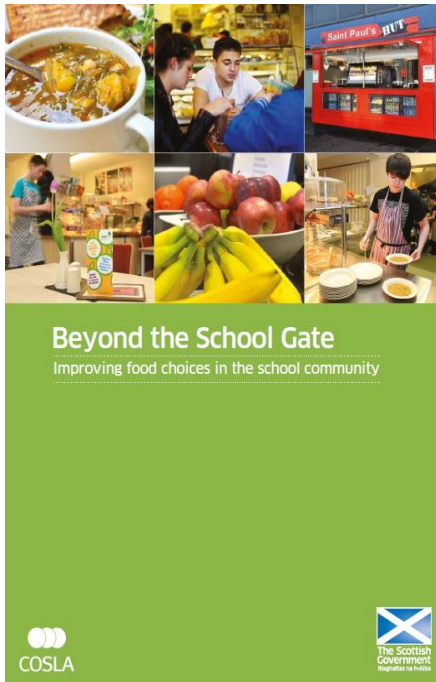
Susan Solomon

Public Health Social Marketing Co-Ordinator

Scottish Government



Diet Policy





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For healthy eating advice
0845 2 78 88 78

CHOOSE NOT TO SPOIL THEM ROTTEN.

healthyliving
www.healthyliving.gov.uk

CHOOSE CHANGE CHOOSE healthyliving
www.healthyliving.gov.uk



Healthy choices you make



your kids make

**CHOOSE THE SCHOOL WALK
NOT THE SCHOOL RUN.**

takelifeon.co.uk

Take life on, one step at a time.



Research

WHAT WE EAT & DRINK



VIDEO DIARY
INSTRUCTIONS AND
FOOD LOG BOOK



MY VIDEO DIARY

Thank you!

We appreciate your help.

We are undertaking this research to find out more about the eating and drinking habits of typical households.

Over the next 2 weeks, **please use your video camera** to capture as many moments as you can about what you and your family are eating and drinking.

In week 1...

We want you to do what you would normally do in terms of your eating and drinking habits and behaviours. Capture as much as possible on video camera – including any thoughts and feelings around this. Please do this for 7 days.

In week 2...

Open the envelope we gave you to see what you might do to improve your family's diet. For the next 7 days, we would like you to aim for a 'healthy diet' using the information we have given you. Let us know on camera about your experiences – what you do, how easy or difficult it is, what works and doesn't work - and all thoughts and feelings around this.



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Research Findings

Number of acute barriers:

- * Attitudes to health
- * Cooking skill
- * Parenting style
- * Shopping behaviour patterns

So task seems enormous.....

- * Tips help but desire:
 - Practical help
 - Tools available at local level & self-help materials
 - Personal touch points: website / online forums

Needed an approach that....

- Fitted with policy objectives
- Garner national awareness
- Worked / supported local work

Social Marketing Objective

To support healthier choices across our everyday food encounters

- * Underpinned by key Diet policy objective (SHC Framework)
- * Enabled us to use the SHC framework ‘stick’
- * Opportunity to prioritise importance of local health improvement / food initiatives
- * Essentially saying:

‘There is support out there.... let us help you eat more healthily’

EAT BETTER FEEL BETTER

TIP '13
Hide 'n' leek

Chop or grate the veg teenage wienie and they'll never twig. Devious but delicious.

For the lowdown on what to freeze and for how long visit EatBetterFeelBetter.co.uk

Facebook.com/EatBetterFeelBetter

TIP '11
Swapcorn

Instead of crisps, try plain popcorn which is lower in calories and saturated fat.

For more swap ideas, tips, discounts or cook-alongs to help you learn new skills, we've got something to help you eat and feel healthier.

For more swap tips from real people, visit EatBetterFeelBetter.co.uk

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TIP '21
Freezy peas

Make more than you need and you can freeze it for your tea another day.

For the lowdown on what to freeze and for how long visit EatBetterFeelBetter.co.uk

Facebook.com/EatBetterFeelBetter

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Top Tips from Real People



- Chop or grate the veg teenage wienie and they'll never twig.
- Make more than you need and you can freeze it for your tea, another day. Freezy peas!
- Avoid buying sweet stuff you don't need by doing the shop after you've eaten.
- Stick the chips and have potato wedges instead.

All the ingredients you need for these quick & easy meals.

- | | | |
|------------------------|------------------------|--------------------------|
| Lean beef mince (200g) | Red pepper (2) | Carrots (2) |
| Onions (3) | Chicken fillet (large) | Rice |
| Carrots (3) | Garlic bulb | Leeks (2) |
| Dried spaghetti (300g) | Dried ginger | Frozen peas |
| Tinned tomatoes (4) | Mild curry powder | Vegetable stock cube (1) |
| Tinned lentils (1) | Potato (1) | |

Whether it's easy meal ideas, tips, discounts or cook-alongs to help you learn new skills, we've got something to help you eat and feel healthier.

For more swap tips from real people, visit EatBetterFeelBetter.co.uk



Cook-Along

Visit EatBetterFeelBetter.co.uk to see our step-by-step cook-along videos and learn to make these three easy, healthy meals in no time at all.

COOKS IN 30 mins
Spaghetti Bolognese

What you need

200g lean beef mince	2 tsp dried mixed herbs
2 onions	200g mushrooms (optional)
2 cloves of garlic	1 carrot
2 tins of chopped tomatoes (400g)	300g dry spaghetti
1 red pepper	parmesan to taste

Method

1. Slowly brown the chopped mince in a little oil. Then add the onion and stir to strip it from sticking. Add the remaining ingredients (apart from the pasta) and bring the mix to a boil. Then lower the heat and simmer gently for 15-20mins.
2. Meanwhile bring a large pan of water to the boil and add the pasta. Stir well and leave to cook for about 8 minutes (or check packet for instructions). Test to see if the pasta is cooked. Then drain and serve with sauce brought to the boil.

Serves 4

COOKS IN 30 mins
Chicken Curry

What you need

2 tin of vegetable oil	1 large chicken breast
2 onions	200g chopped tomatoes (400g)
2 garlic cloves	1 tin green lentils (400g)
1/2 tsp mild ginger	200ml cold water
2 tsp of any mild curry powder	1 mug of rice
1 tsp mild chutney	1 red pepper

Method

1. Heat the oil in a large saucepan. Chop the onion and fry until soft. Cook the garlic, add with ginger, curry powder, mild chutney and red pepper. Cook slowly for five minutes.
2. Slice the chicken and add with tomatoes, green lentils and cold water. Cook on a low heat for about 30 minutes until the chicken is tender.
3. Cook the rice according to the instructions on the packet.

Serves 4

COOKS IN 30 mins
Harvest Vegetable Soup

What you need

1 medium-sized onion - peeled and sliced	2 vegetables - sliced (e.g. carrot, celery)
2 leeks - trimmed, washed and thinly sliced	50g or half a cup of frozen peas
2 onions - peeled and sliced	1 small tin of vegetable stock
1 medium-sized onion - peeled and thinly sliced	ground black pepper
	750ml water
	1 tsp fresh parmesan - (chopped optional)

Method

1. Fry all the prepared vegetables, except the peas and tomatoes, in the pan.
2. Add the water and stock cube.
3. Heat the mixture to boiling point, and then reduce the heat to a simmer. Put the peas in and cook for 20 minutes or until the vegetables are tender. Add a little more water, if needed.
4. Add the frozen peas and the tinned tomatoes and cook for 10 minutes. Taste and add salt to taste, bring a teaspoon or a potato masher blend in to how you like it. If you don't have a blender or like your soup chunky, don't masher.
5. Season with black pepper. And just about gently until hot.
6. Serve with warm crusty bread.

Serves 4



TIP '17
Picnic 'n' mix

Have an indoor picnic with chopped veg, cold meats and fruit.

For other great and easy ideas that make healthier eating fun for the kids, loads of great tips, recipes and discounts visit

EatBetterFeelBetter.co.uk

Facebook.com/EatBetterFeelBetter



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COOKS IN 35 mins

Chicken Curry

COOKS IN 30 mins

Spaghetti Bolognese

COOKS IN 25 mins

Harvest Vegetable Soup

Great tips that make eating healthier a whole lot easier.

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Local Community
Food / Health Projects



MORRISONS

SCOTMID

TESCO

ASDA

The **co-operative**
food



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Community Collaborative / Partnership



- * Local support and awareness at the heart of activity
- * Website updates with local food / health services
 - o 'In your area' section
- * Retail partners - targeted activity in low income communities
 - o With ability for local services to be involved
- * Range of EatBetterFeelBetter merchandise available to local services



Come along and get some free cooking lessons, easy meal ideas and shopping tips that will help you eat better and feel better.

Drumchapel SuperMart every Thursday 6-8pm

Sign up in-store at the service counter or online

For loads of great tips, easy meal ideas and discounts that make eating healthier a whole lot easier visit

EatBetterFeelBetter.co.uk

[facebook.com/eatbetterscotland](https://www.facebook.com/eatbetterscotland)



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Evaluation Framework

- * Important to gather data on:
 - * Changes in knowledge
 - * Attitudinal change (e.g. intention; priority)
 - * Sales data
 - * Behaviour
- * National quantitative evaluation through specific surveys with the targeted audience in low income areas
- * Local evaluation – impact of campaign and associated social marketing programme on your own services (good & bad!)



**EAT BETTER
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Thank You

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Scottish Government

