



healthy living award

the sign of healthier food



Fòcas Luchd-
Caitheimh Alba
Comhairle Luchd-caitheimh ùr na h-Alba

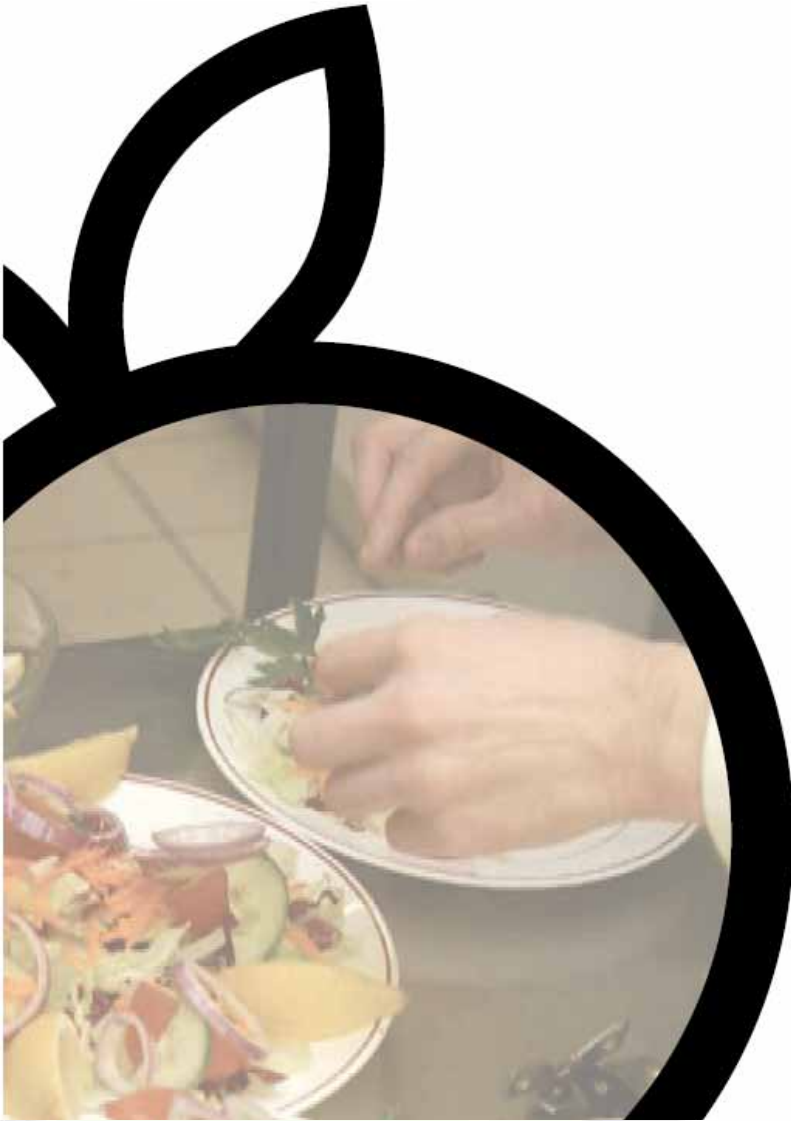


Consumer Focus
Scotland
Scotland's new Consumer Council

healthy**living** award

National award for caterers
across Scotland

Making it easier for people to
eat healthily when eating out.



“the sign of healthier food”

Who runs the award?

- The award is managed and delivered by Consumer Focus Scotland (previously known as the Scottish Consumer Council)
- It is funded by the Scottish Government, Public Health and Wellbeing Directorate

The bigger picture

- Award developed by a multi-agency working group, which included representatives from the food industry.
- Representatives from the working group continue to sit on the award stakeholder group, informing the delivery and continued development of the award.

Who can **apply**?

The award is **free** and open to most types of food service outlets in Scotland, including:

workplace restaurants, cafes, sandwich bars, restaurants, and other places that sell prepared food.

Aims of the award

1. Making the menu generally healthier

Caterers must make changes to the way that they prepare and cook food, to make the dishes that they serve generally healthier.

e.g. healthier catering practices, different cooking methods or changing the types of ingredients.

2. Helping customers make informed choices

Caterers must provide menu items which are clearly labelled as **healthy living choices**, prepared using both healthier ingredients and healthier cooking methods.



Menu

• Tomato and red pepper soup
• Melon cocktail
Pate

Requirements

To be eligible for a Healthyliving Award, a caterer must be committed to providing and supporting healthier eating, as expressed through:

- the menu;
- the way in which food is prepared (including cooking methods and ingredients);
- the marketing and promotional activities that are used; and
- the way in which food is presented and sold



Applicants **must**:

1. keep the level of fats and oils to a minimum in the food they serve (in particular, saturated fats);
2. keep the level of salt to a minimum in the food they serve;
3. keep the level of sugar to a minimum in the food they serve;
4. make fruit and vegetables clearly available;
5. make starchy foods the main part of most meals;
6. provide healthy and nutritious food for children (in places where children are served);
7. make sure that 50% of the food served is labelled as healthy**living** choices; and
8. have an appropriate sales promotion and marketing strategy which works alongside the general principles of the Healthy**living** Award and supports healthier eating

Target groups

Establishments where people eat regularly

- the workplace
- **LA catering**
 - *exception of schools
- NHS
- colleges and universities
- the high street
- family eateries



Local Authority Catering

- Looking to engage with LA catering outlets
- Keen to engage on a LA wide basis
- hla can offer support to encourage you to sign up to the award in your local authority
- Targets of working with establishments where people eat often fit into LA catering e.g. Workplace dining, leisure centres, coffee shops.

The story so far.....

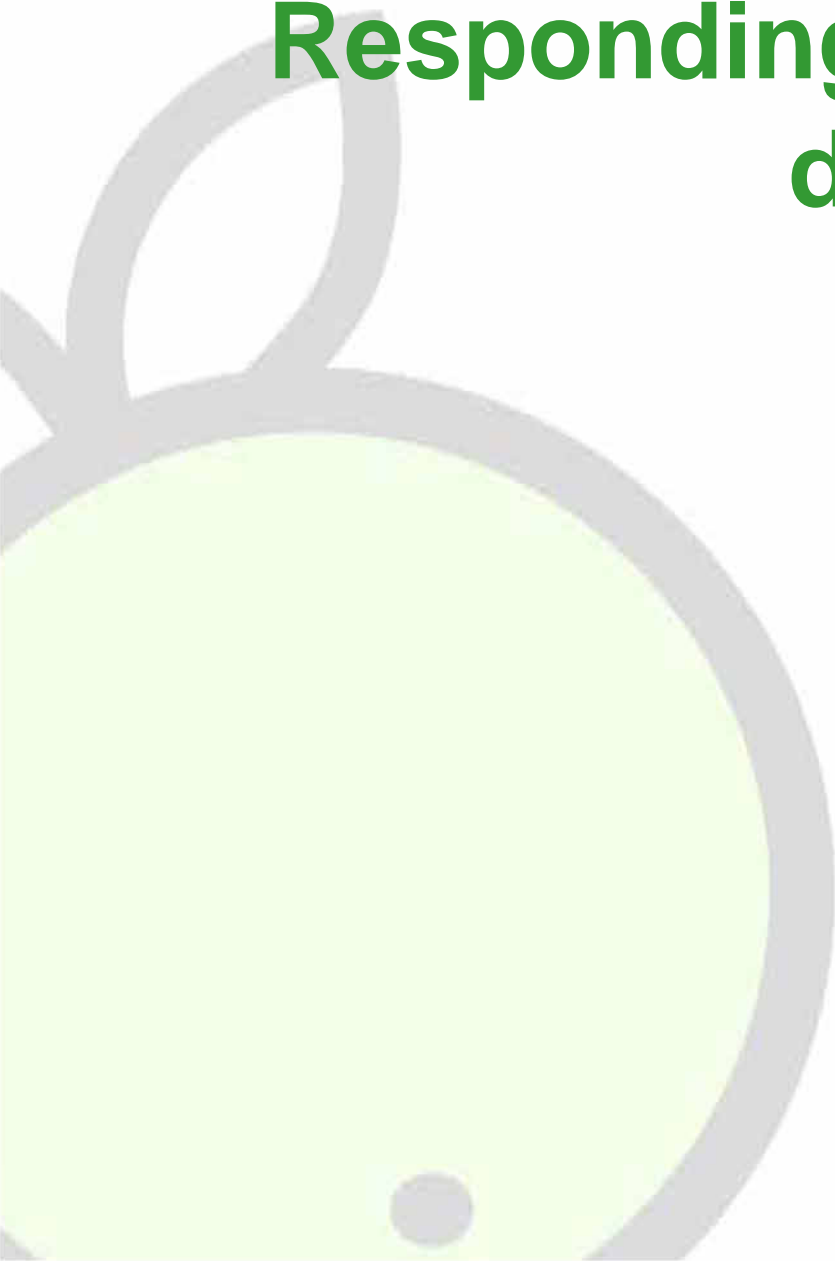
- 50 registrations from local authority catering
- Of this 20 outlets from 10 LA's have fully achieved the award, this includes outlets from the following LA's
- Aberdeen City, Argyll & Bute, East Dunbartonshire, East Lothian, East Renfrewshire, Falkirk, Fife, Midlothian, South Lanarkshire and West Dunbartonshire.

Responding to and grabbing demand



healthyliving
award

the sign of healthier food



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Healthier food?

the growing demand

- **94%** of customers think it is important for healthier choices to be available when eating out.
- **79%** would be more likely to choose an item if it was labelled as healthyliving.
- **75%** agreed they would find it helpful if some form of logo was used on a menu or displayed in premises to indicate healthier food choices.
- **88%** agreed that healthy options taste as good as less healthy fare.

* Scottish Consumer Council (2006)

Employee Survey

From a survey of 500 employees across Scotland's 6 cities the following was found:

- **86%** agreed food outlets should actively promote healthier options such as making fruit clearly available or offering healthy lunchtime meal deals.
- **76%** would find it helpful if some kind of recognisable logo showed them at a glance what were the healthier options to buy.
- **82%** thought they were able to work more effectively when they eat something healthier at lunchtimes.
- **54%** would be more likely to purchase food from an outlet if it had achieved an award for providing healthier food.

Engage with trade

Healthy choices. Healthier business.



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For more information, call 0141 226 5261 or visit www.healthylivingaward.co.uk

Healthy choices for healthy appetites.



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Juniper Jungle did it, so can you.
For more information, call 0141 226 5261 or visit www.healthylivingaward.co.uk

Sign up.



Why I signed up.



The healthy living award is a clear sign to our customers that we've moved to a healthier menu. In short, it's a sign of the times.

Winning this award has been very healthy for business, boosting customer confidence and increasing turnover considerably. People always have a choice and can decide to dine with us, bring in their own meals or eat elsewhere and changes in attitudes to food and health issues mean I have to cater for a much more discerning and demanding group of customers.

A greater awareness of health issues and the growing number of people seeking a healthier diet has been reflected in the massive growth in sales of items like salad boxes and fruit tubs. As many of our customers eat both breakfast and lunch in the staff restaurant I had a huge responsibility to provide them with healthy options.

Colin Balloch

Eurest at Scotstien Power

For more information, call 0141 226 5261 or visit www.healthylivingaward.co.uk

CATERING

THE GREAT BRITAIN AWARDS
2012

*** SCOTLAND



Raising public awareness



“the sign of healthier food”.

- Press advertising
- Consumer exhibitions
- Bus advertising



Want healthier food?
Look for the sign.

Look for the Healthy Living Award symbol the next time you eat out. It's the sign of healthier food.



Raising public awareness

Taste of Grampian

SLTN

Royal Highland Show

Foodies @ the Festival

Dundee Food & Flower

HWL Launch Events

BBC Good Food Show



18 & 19 AUGUST 2007

Making progress

> 1000 + businesses registered

> 450 + awards achieved



Wide range of establishments



- Workplaces
- Cafés and restaurants
- Sandwich shops & take-aways
- Hospitals
- Colleges and universities
- Supermarkets

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What's involved?

Assessment Process

- Registration
 - by post
 - online
- Self-assessment
- Assessment inspection
- Verification

1. We keep the level of fats and oils to a minimum in the food we serve, particularly saturated fats

a. To be able to answer 'yes', you must keep to each of the conditions below. These conditions always apply when preparing food.

For example, 'We always use only a small amount of oil when we prepare food'.

Yes

In the kitchen

When preparing food...	Yes	Does not apply	No	For Office Use
1 We use only a small amount of oil when we prepare or cook food (except if deep-fat frying)				
2 If we are using oil, we use only polyunsaturated or monounsaturated oils, and in small amounts.				
When we fry food, we heat the oil to the correct temperature (see section 3).				
When we fry food we change the oil regularly.				
We drain excess fat from food before serving.				
We use leaner cuts of meat.				
We drain excess fat from meat before serving.				
We remove skin from poultry before cooking, except when roasting.				
We remove fat from the surface of gravy before serving.				
When we serve chips, we use thick-cut.				

“The form is self-explanatory, the tick boxes are good, it’s easy to complete”.

Support

- Self-teach training DVD
- Guidance for Applicants
- On-line and telephone help desk
- Opportunity for internal mentors

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apply to a business in the food service

you must keep a copy of this certificate secure. The sign is for your use. The business must also display the sign at all times.

is your business a food service business?

	Yes	No	Not applicable	Not defined
Is your business a food service business?				
Do you have a food service licence?				
Do you have a food hygiene certificate?				
Do you have a food safety certificate?				
Do you have a food safety and hygiene certificate?				
Do you have a food safety and hygiene certificate for your staff?				
Do you have a food safety and hygiene certificate for your premises?				
Do you have a food safety and hygiene certificate for your equipment?				
Do you have a food safety and hygiene certificate for your vehicles?				
Do you have a food safety and hygiene certificate for your staff?				
Do you have a food safety and hygiene certificate for your premises?				
Do you have a food safety and hygiene certificate for your equipment?				
Do you have a food safety and hygiene certificate for your vehicles?				

self-assessment questionnaire

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guidance for applicants

The sign of healthier food

level of fats and oils in the food served, and saturated fats

level of salt in a the food served

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Guidance Folder

Introduction	What is the Award
Section 1	Conditions of Award
Section 2	Guidelines for achieving Award
Section 3	Practical advice & support
Section 4	Assessment Process

Timeframe

Suggested timetable

- 4 months

Pilot feedback

- 3 months – found to be ample time and realistic
- Some sites completed within 2 months
- Concentrated timeframe is beneficial ; creates focus and momentum

Award duration

- Once an award is achieved it lasts for 2 years; after which you will be invited to re-apply.

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Why apply?

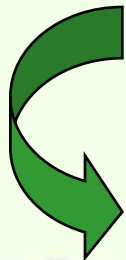
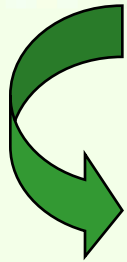
Why **apply?**

responding to requirement

healthier food

healthier staff/visitors

healthier business



Linking with **other awards**

Why stop at 1 award when you can have 2?...

Achieving the **healthyliving award** satisfies the practical healthy eating criteria for the Healthy Working Lives Award.

Businesses that achieve EATsafe automatically satisfy the food safety component of the **healthyliving award**



Benefits to business

Your business could benefit from:

- Responding to Government demand to achieve the healthy**living award**
- Ability to meet growing demand for healthier choices.
- National recognition for achieving the award
- The support of a marketing and advertising campaign
- Association with the widely recognised healthy**living** brand, and
- Increased customer satisfaction

Feedback findings

- 100% thought the award was worthwhile
- 100% would recommend to another caterer.

When asked about **business benefits**:

- 65% of businesses reported increased sales of healthier foods
- 23% of businesses reported increased custom
- 14% of businesses reported increased profits/sales
- 84% of businesses reported increased customer interest in food
- 66% of businesses reported increased staff motivation
- 75% of businesses reported increased customer satisfaction

Why apply?

Public recognition



NHS Ayrshire & Arran continue to score top marks for the healthy living award

Last year NHS Ayrshire and Arran scored an impressive 10-out-of-10 with all their catered hospital sites achieving the healthy living award. This is the first NHS Board to have each of its catered sites awarded.

One of the board's aims of gaining the healthy living award was to

encourage staff and visitors to eat more healthily. Catering staff in all of the sites have worked hard to change the way in which they prepare and cook food, making sure that sugar, fat and salt are all reduced, they also actively promote the healthier options to customers.

Eight months after the launch of the campaign, catering managers were asked what differences, if any, they had noticed. The comments received include: "We have had a

very good response from the staff and customers alike to the award. Although we previously held the Highly Commended Scottish Healthy Choices Award, the healthy living award seems to have had a bigger impact. We have seen the biggest change in menu selection from outside contractors, porridge instead of sausage, bacon. I never thought I would see the day!"

In addition, "We have also introduced daily specials throughout all areas for example, carrot and apple soup and special wraps with great success. The catering staff have been great at devising new menu items and trying out innovative ideas which is excellent."

For more information on the healthy living award contact Barbara McDougall or Moira Stalker on 0141 226 5261 or visit www.healthylivingaward.co.uk



THE SCOTSMAN

The Herald

Evening Times

Daily Record

sunday mail

CATERING SCOTLAND



caterer and hotelkeeper

SLTN Catering & Hospitality

The Press and Journal

Satisfied customers

I like the fact the chef helps me by letting me know what the healthy food is.

Healthy environment in our canteen is a real bonus

I try the food at home for myself and my family.

My salt intake has halved and my diet has improved

I used to find healthy eating a challenge but now I don't have to rack my brains.



Sports & Leisure Response

- As a Sport & Leisure establishment your customer base is already interested in their health & wellbeing. Respond to their needs by applying for the healthy **living award**.
- Healthy food = healthy customers = healthy business

LA Catering Experience

- We applied “to help promote healthy living and eating to our customers . We previously promoted this but through the marketing materials and information provided, this enabled us to highlight healthy living to a higher level.”
- “This award has encouraged us to review and make a difference to our daily, weekly and hospitality menus. Currently 75-80% at least of what we offer is healthy living/eating.”
- “I have already (recommended the award) and will continue to promote the award at every opportunity.”
- Since achieving the award this establishment stated the main benefits of the award as:
 - **increased sales of healthier food.**
 - **Increase customer interest in food, and**
 - **Increased customer satisfaction.**

LA Catering **feedback**

“Its a very worthwhile process to be part of”.

“Our clients have different health issues, so promoting healthy eating can only be beneficial to them.”

“Anything that educates people about healthy options has to be a good thing.”

Customer **benefits**

Customers can benefit from:

- A guarantee of being able to make healthier food choices
- A clear association between the **healthyliving award** logo and healthier food choices
- Confidence that broad changes have been made throughout the food offering to make it healthier, even if they don't choose a **healthyliving choice**.

More information

www.healthylivingaward.co.uk

