

**appetite
for**

life



**Ruth Conway
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Welsh Assembly Government**

A banner with a blue background on the left and a green background on the right. The text 'appetite for life' is written in white. 'appetite' is on the blue background, 'for' is in the middle, and 'life' is on the green background. A person is jumping in the air, crossing the boundary between the blue and green sections. The banner is set against a background of orange, blue, green, and yellow shapes.

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Context:

- 22 local authorities**
- Population 2.98 million**
- 1509 primary schools**
- 222 secondary schools**



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Appetite for Life Action Plan

- sets out the strategic direction & actions required to improve the nutritional standards of food and drink provided in schools in Wales



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**Whole school approach to
improving food and nutrition in
schools through:**

- Persuasion**
- Participation**
- Partnership**



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Action Research Project

- ❑ Aim - to develop and test the guidelines for implementing the standards proposed in Appetite for Life
- ❑ Involves 4 local authorities:
Ceredigion, Merthyr, Torfaen and Wrexham
- ❑ 9 schools involved in detailed work.
- ❑ Started Sept 08 - final report summer 2010



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- Grant funding available to all local authorities 2008-09 & 2009-10.
- Focus - to address the requirements of the pupils themselves by adopting a whole school approach.



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Take-up

Primary schools

- % of pupils entitled to FSM taking a meal on census day = 81%
- % of pupils taking a school meal on census day = 45%

Secondary Schools (222 schools)

- % of pupils entitled to FSM taking a meal on census day = 69%
- % of pupils taking a school meal (LACA Survey 2007/08) = 38%

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Primary Selling Prices

	Lowest	Highest
2007	£1.45	£2.40

Food Costs

	Primary	Secondary
2006	54p	76p



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Other Information:

- ❑ Lunch breaks 20% less than 40 minutes

- ❑ Schools without Kitchens
 - Primary 15%
 - Secondary Less than 1%



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School based initiatives

- Welsh Network of Healthy School Schemes 1576 (84%) of schools actively involved.**
- Water in schools - approx 900 of schools in the WNHSS have at least one water cooler.**
- Fruit tuck shops - currently run in over 1,000 schools involved in the WNHSS.**



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- ❑ Primary School Free Breakfast Initiative 57% of schools signed up to participate.
- ❑ Packed lunches - leaflets issued to families of all 3-11 year olds and guidance to primary schools.
- ❑ Vending - 'Think Healthy Vending,' distributed to all secondary schools.



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- ❑ Guidance issued to schools on Developing a Whole School Food & Fitness Policy.
- ❑ Sept 08 - revised curriculum places greater importance upon food and practical skills.
- ❑ April 2007 - school inspectors look for evidence that schools have an effective approach to the promotion of food and fitness



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Funding available for:

- Appetite for Life Coordinator**
- Nutritional analysis software**
- Training for school caterers**
- Equipment**



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Appetite for Life Coordinators work includes:

- Establishment of 4 regional catering network for Wales groups.
- Establishment of a national Marketing & Communications Steering Group.
- Development of the Catering Network for Wales' web pages.



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Ongoing developments:

- Methods for calculating cost of a school meal. (APSE & WAO)
- A4L Coordinator has commissioned a piece of work on cashless systems.
- A literature review of work undertaken on take-up of FSM.
- Proposed Healthy Eating in Schools Measure

A graphic banner at the top of the slide. It features a blue background on the left with the text 'appetite for' in white, and a green background on the right with the text 'life' in white. A person is shown in mid-air, jumping over the boundary between the blue and green sections. The background is further divided into orange and yellow shapes.

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THANK YOU

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