



# School Food Ambassador Event 20<sup>th</sup> July 2009

# Programme

- 10.00 Welcome and introduction
- 10.05 School Food Trust Update
- 10.20 Regional Update
- 10.45 School Meal Take Up Workshop Session
- 11.30 Coffee break**
- 11.45 Healthy Schools – Enhanced status
- 12.15 Food for Life Partnership
- 12.30 Lets Get Cooking
- 12.45 NutriSkill
- 1.00 Lunch**
- 1.45 Governor Training
- 2.00 Workshop Session – Local Networks
- 2.30 Feedback and discussion
- 3.00 Evaluation and Close



# Successes 2008/09

## 1. Co-ordination and Communication

- School Food Ambassador Network
- Regional Food in Schools Action Group
- Network Events
- Newsletters
- E-mail Updates
- Website [www.foodwm.org.uk](http://www.foodwm.org.uk)



The Physical Activity and  
Food Networks West Midlands

Introducing our website...  
[www.foodwm.org.uk](http://www.foodwm.org.uk)  
[www.obesitywm.org.uk](http://www.obesitywm.org.uk)  
[www.pan-wm.org.uk](http://www.pan-wm.org.uk)



# Successes 2008/09

## 2. Workforce Development

- Early Years Nutrition Training
- Pilot Nutrition Training for Whole Foster Care Teams
- Conferences and Events – Special Schools Conference
- Governor Training
- Breakfast Club Training
- Healthy Packed Lunch Workshops
- Teacher Training – Nutrition INSET
- Food Partnership Training – DATA
- FEAST network



# Successes 2008/09

## 3. School Meal Take Up

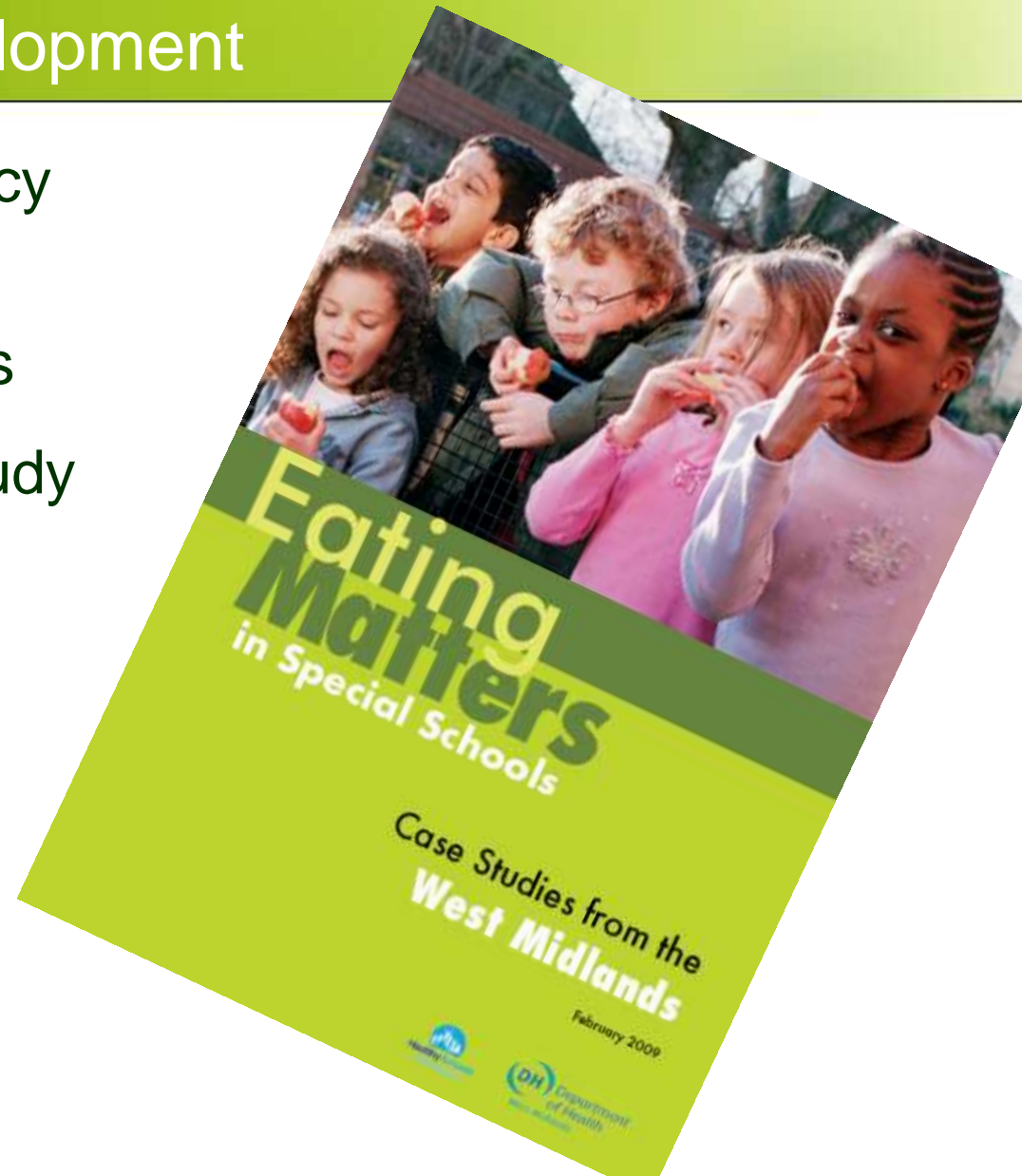
- Million Meals Campaign
- Theatre and Arts Project
- Targeted Support



# Successes 2008/09

## 4. Research and Development

- Whole School Food Policy Research
- Food in Schools Surveys
- Special School Case Study Report



# Successes 2008/09

## 5. Programmes and Initiatives



- Let's Get Cooking
- Think Food and Farming
- Food for Life Partnership
- HEFF – Smoothie/Vending Projects
- Sustainable Schools



# Regional Priorities 2009/10

<b>Co-ordination and Communication</b>	<b>Workforce Development</b>
School food activity database 'Eating Matters in the West Midlands' Report School Food Ambassador Network Regional Food in Schools Action Group Website School Food Newsletters	Children in Care Nutrition Training School Food Conference Governor Training Breakfast Club Training Teacher Training 'Meaty Meals' Cookbook FEAST Training Centre Healthy Start Training
<b>School Meal Take Up</b>	<b>Research and Development</b>
Million Meals Campaign Theatre and Arts Project Targeted Support	Audit and Inspections of School Food Early Years Mapping Food and Health Audit

# National Targets and Indicators

PSA 12	Levels of childhood obesity
NI 52	Percentage of children who have a school lunch
NI 55	Obesity among primary school age children in Reception year
NI 56	Obesity among primary school age children in Year 6



# Prioritising school lunch take up – DCFS trajectory

Our ambitions are to achieve a national increase in take up:

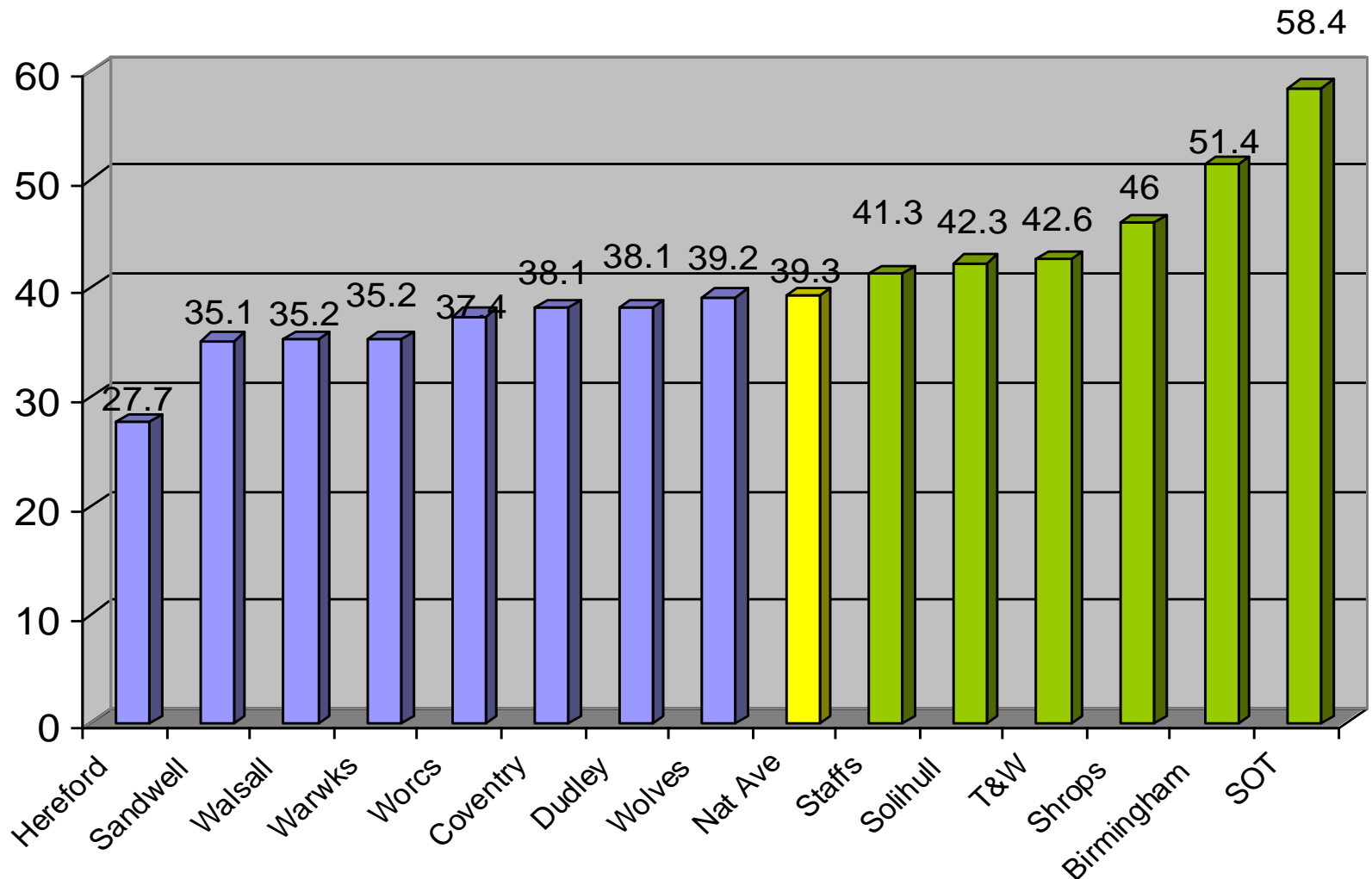
- in **primary schools** by 1.7% points between April 2009 and March 2010, and 2% points between April 2010 and March 2011
- in **secondary schools** by 1.0% points between April 2009 and March 2010, and 2% points between April 2010 and March 2011

***Regional trajectories should equal, or preferably exceed, the national trajectory***



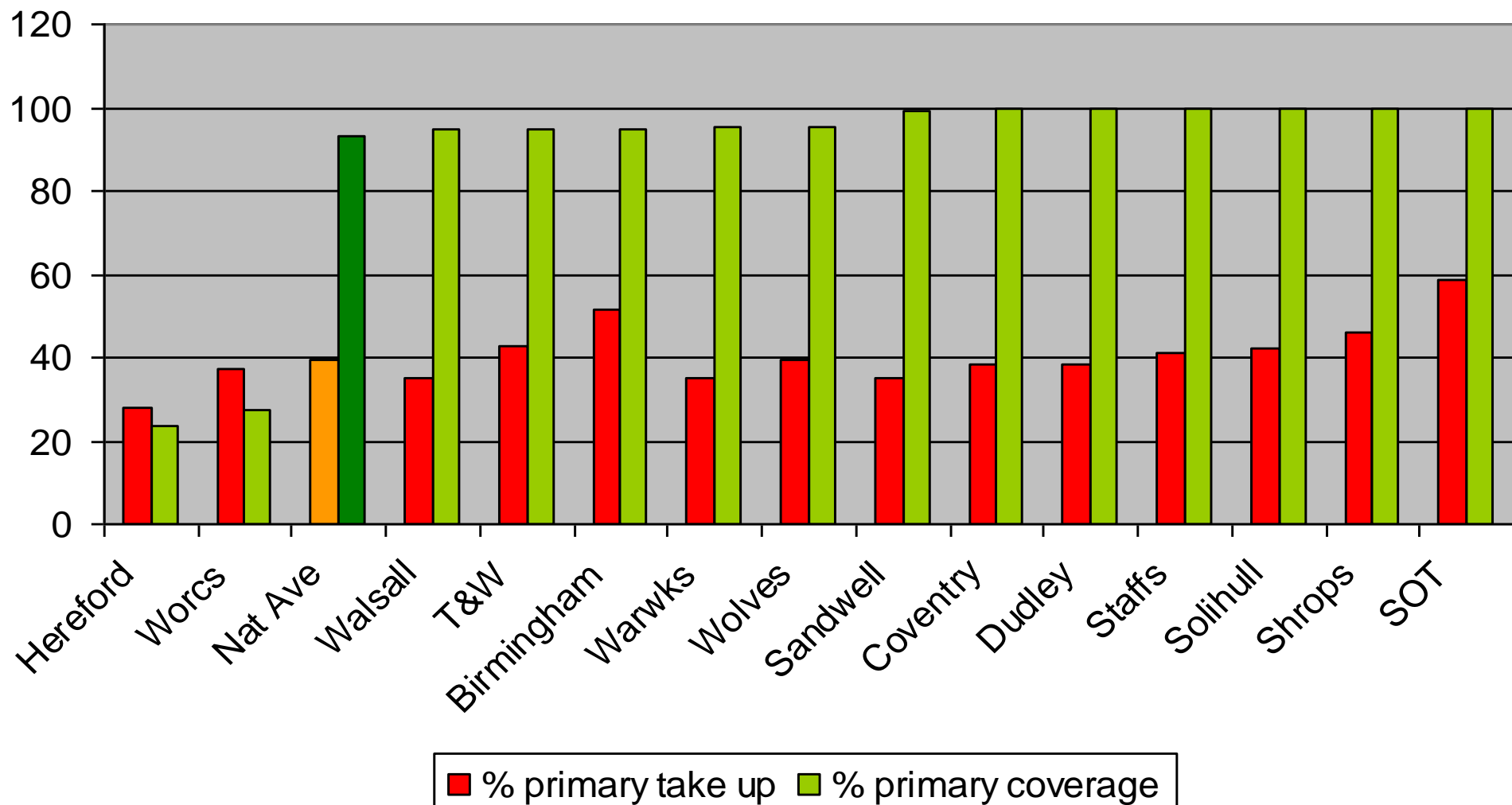
# School Meal Take Up

## Percentage Primary School Meal Take Up



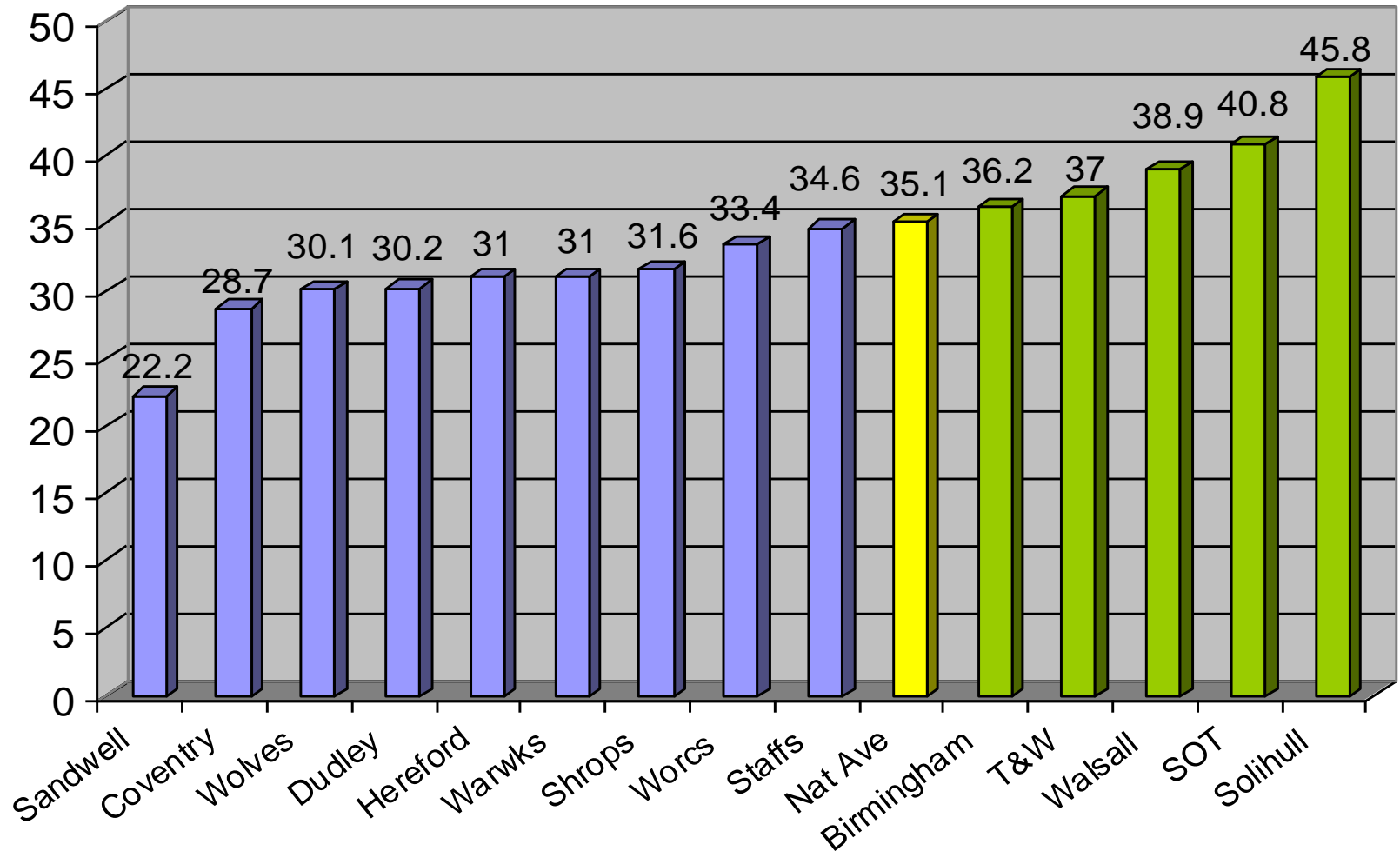
# School Meal Take Up

## Primary percentage take up and coverage



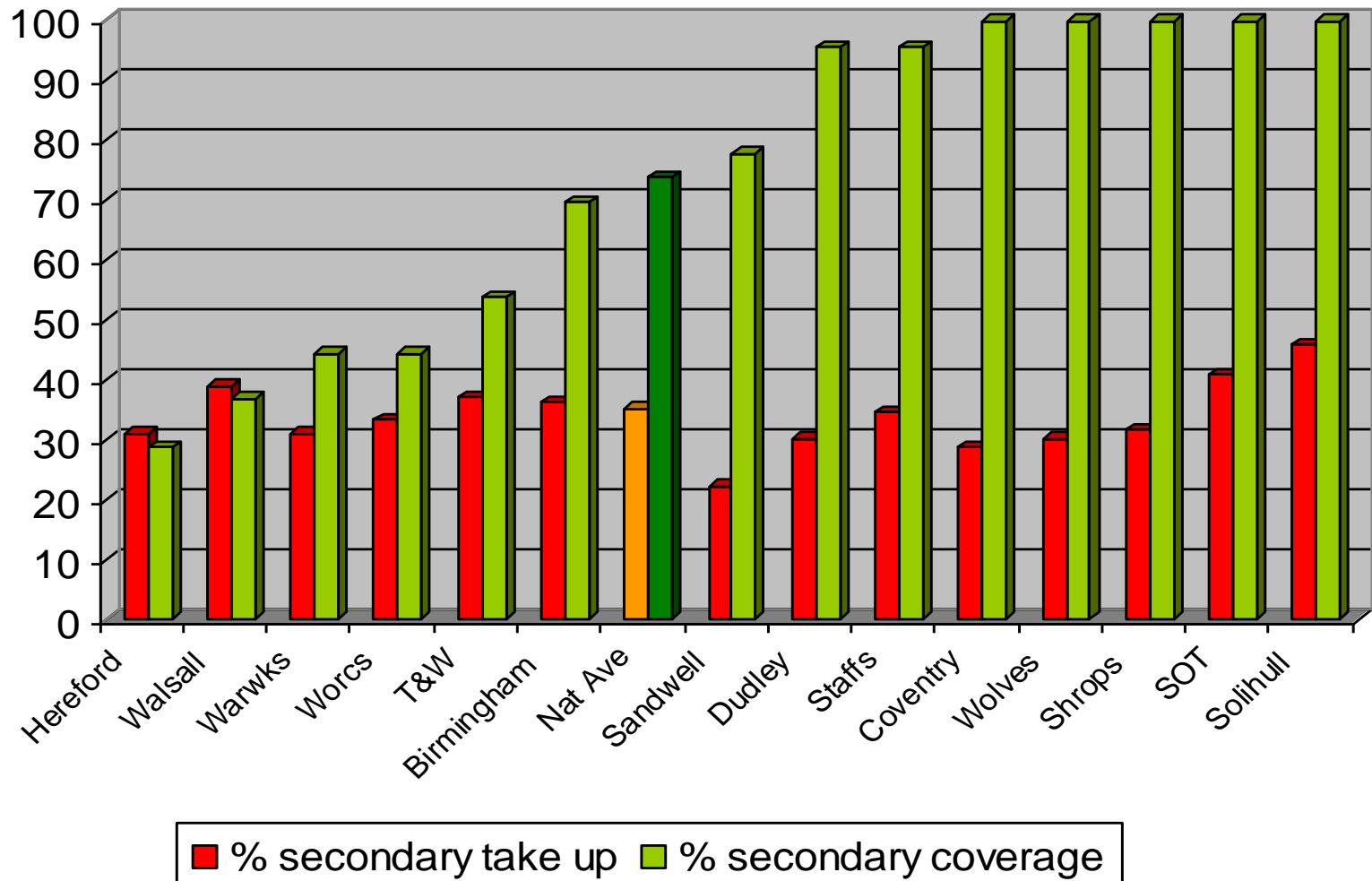
# School Meal Take Up

## Percentage Secondary School Meal Take Up



# School Meal Take Up

## Secondary percentage take up and coverage



# Regional high level school lunch take up delivery plan

## ***To include:***

- ***Regional trajectory***
- ***Description of local activities***
- ***Identification of areas for support (TST)***
- ***Regional communication via Ambassador network***
- ***Support for the completion of school lunch take up survey***
- ***Arrangements for communication with SFT***



# Change 4 Life

Sign up as a local supporter

<http://www.nhs.uk/Change4Life>

Breakfast 4 Life

Cook 4 Life



# Food Standards Agency in the West Midlands

New regional co-ordinator

[Toni.smith@foodstandards.gsi.gov.uk](mailto:Toni.smith@foodstandards.gsi.gov.uk)



# Contact Details

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[www.foodwm.org.uk](http://www.foodwm.org.uk)

