Food for Life Partnership

Creating place-based system change to transform food culture

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The Food for Life Partnership...

...is a **multiple outcome intervention** that **uses food to engage** young people and their families, and **nudge** them towards the **behaviours that matter** for public health, sustainability and education.
How it has developed

• Established as a pilot project by school cook Jeanette Orrey & Soil Association in 2003.

• Received 5 years funding from Big Lottery in 2007 to develop programme with expert partners.

• From March 2012 commissioned by local authorities.

• Awarded £3.6 million by Big Lottery in May 2013 to develop the extension of the project.
Expert partners

Soil Association

Focus on food

Health Education Trust

RSPH

Lottery Funded
An holistic approach to food

• Great school food:
  – Provide fresh, well-sourced and nutritious meals
  – Minimum 75% unprocessed and all meat from assured farms
  – Improve overall lunchtime experience

• Education
  – Practical cooking and growing
  – Farm visits
  – Pupil voice

• Extending reach
  – Engaging parents
  – Sharing with the local community
  – Age UK project
Is it about health, education, sustainability, local economy? All of these things!

Our whole school approach to healthy and sustainable eating:

- **FOOD GROWING**
  - No better way to inspire young people to eat fresh, healthy school meals

- **COOKING**
  - Helping young people take control of what they and their families eat

- **PUPIL AND PARENT POWER**
  - Transforming food culture from the bottom up

- **SCHOOL MEALS**
  - A vital education service. Take-up in award winning Food for Life Partnership schools increased 16% in 2008

- **FARM LINKS**
  - Helping young people and their families reconnect with where their food comes from

- **SCHOOL COOKS**
  - The front line in the school meal quality revolution

Food for Life Partnership

Lottery Funded
FFLP schools...

5000 enrolled in England

792 schools

185 schools

24 schools
Food for Life Catering Mark

• Rigorous, independent catering industry standard
• A step by step award scheme that provides a framework to source good quality food

Minister of State for Education, David Laws MP, has praised the Soil Association’s Food for Life Catering Mark, commending it as a scheme that allows school leaders to choose caterers who are committed to providing school children with high quality, nutritious food.

• Accredited meals served in 6000 schools, 75% of London boroughs, 300 nurseries, 6 hospitals, 30+ universities
• 950,000 Catering Mark school meals served every day
Evaluating impact

• 3-year programme evaluation by the University of the West of England (UWE) and Cardiff University

• Supporting studies by New Economics Foundation (NEF), National Foundation for Educational Research (NFER) and Centre for Research in Education and the Environment (CREE)
The impact

45% of parents report eating more vegetables as a result of the Food for Life Partnership programme.

The number of children eating five or more portions of fruit and veg increased by 28% in Food for Life Partnership Primary Schools.

For every £1 invested in Food for Life menus, the social, economic and environmental return on investment for the local authority is £3.

Free school meal take-up increased by an average of 13% points in Food for Life Partnership Schools.

twice as many primary schools received an Outstanding Ofsted rating after working with the Food for Life Partnership.
Free School Meal uptake

Over a 2-year evaluation (July 2008 – September 2010)

**FSM Uptake** increased

- + 13% points on average
- + 20.9% points in Secondary schools
- + 21% points in schools achieving FFLP’s Silver or Gold award

Compared to national figures (2009 – 2010)

- + 0.2% points in Primaries
- + 2.7% points in Secondaries
School meal uptake

• **School Meals** figures increased
  • +3.7% in year 1, +5% in year 2
  • At same time, national figures decreased - 3.7% in Primaries
Fruit and veg intake

An increase in the number of primary school-age children reporting eating:

- 5 pieces of fruit and veg a day went up 5% points to 21%
- 4 pieces of fruit and veg a day went up 12% points to 49%

Significant positive associations between pupil participation in cooking, growing, farm visits and these reported increases.
School Meals & SROI

• **NEF:** for every £1 invested in FFLP menus, there is a return of over £3 in value to the local economy and society.

• Most of this value lies in local economic opportunities around supplying local, seasonal food, and resulting employment.
Social Return on Investment

Results

• Nottinghamshire: The share of ingredient spend on seasonal, local produce has risen dramatically, by a nominal £1.65 million per year, returning £3.11 in social, economic and environmental value for every £1 spent.

• Plymouth: the change in spending on seasonal, local produce is valued at £384,000 per year as a result of adopting FFLP practices. This spending into the local economy is found to generate £1.2 million of value per year, a return of £3.04 for every £1 spent.

• This study represents only a partial analysis. It does not take account of any of the health, educational or cultural benefits of a whole school approach to food which are the primary objectives of FFLP. Adding these benefits would result in a substantially larger positive return to investment.
Social Return on Investment

Share of value in Nottinghamshire

- Local businesses
- Local employees
- Central government
- Local society
- The environment
Learning Impacts

Twice as many FFLP primary schools rated outstanding by Ofsted following their participation (37.2% compared to 17.3% pre-enrolment).

Attainment levels in FFLP schools increased at a greater rate than the national average.

NFER
Head teachers report a positive impact on pupil behaviour, attention and attainment.

“In addition to all the other things, the biggest impact has been in engagement, enjoyment, learning, their learning behaviours have improved, they are very positive.”
Emotional health & wellbeing

“Some of the less academic children have found they have strengths in practical areas which improves their self esteem.”

“One of the best opportunities the children have had to see that there is another life outside the estate.”

“The hands on FFLP activities have proved very effective in engaging or calming some of our children with learning or behavioural difficulties.”

“The Partnership gives pupils a voice.”
“Analyses of student characteristics show statistically significant associations between healthy eating and FFLP related behaviours – such as participation in cooking and growing at school or at home; participation in farm and sustainable food learning; and attitudes to school food.”

- Orme et al, 2011, p.107
What the schools say

“Being part of the Food for Life Partnership is the best initiative that we as a school have undertaken in the last 10 years. It isn’t about ticking boxes, it’s about hands on experiences for the children which will stay with them for life.

“It gives the children skills which have disappeared over the last generation and prepares them for their future.”

- Penny Wetton, Headteacher Helpringham Primary, Lincolnshire
Commissioned local FFLP programmes

FFLP projects have been commissioned in 15 local areas across England since the start of 2012
Why FFLP is commissioned

“I have commissioned FFLP because I see them as an integral part of the overarching prevention strategy which underpins our life course approach to childhood obesity in Lincolnshire.

“They deliver an excellent programme that schools love and that is backed by a sound evidence base. They have also proven to be excellent partnership workers here in Lincolnshire.”

- Lynne McNiven, Assistant Director of Public Health, NHS Lincolnshire
Scaling up FFLP

- Replication
  Horizontal: Similar activity repeated in another area

- Expansion
  Vertical: Growth of programme or organisation - greater institutional capacity

- Diversification
  Application of the model in new settings

WHO/ExpandNET [2010] Nine Steps for Developing a Scaling up Strategy
The next step into new settings

**Hospitals**
with the cost of diet and overweight/obesity related disease to the NHS at almost £11 billion, hospitals should lead by example and promote a positive food culture.

**Care homes**
many older people in residential care homes are not supported to meet their nutritional needs.

**Early years**
early years award is in development

**Universities**
developing a healthy food culture for life in and beyond further education.

**Workplaces**
food as a key part of workplace wellbeing.
Scaling up FFLP
Scaling up FFLP
Scaling up FFLP
School Food Plan

• Makes the case for the importance of changing school food culture and increasing the take-up of healthy school meals in improving children’s health and wellbeing

• We’re working across North, Midlands, and London to increase school meal take-up in Junior, Middle, Secondary, PRU Schools with below average take-up

• FREE support designed to kick start an increase in school meal numbers. Each package is worth over £2,000

• http://www.foodforlife.org.uk/school-food-plan
References

FFLP references


References

FFLP References


Scaling up reference

• World Health Organisation 2010 Nine steps for developing a scaling-up strategy, WHO http://whqlibdoc.who.int/publications/2010/9789241500319_eng.pdf?ua=1
Thank you!

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