

Staffordshire

Healthy Options Award



Policy Document

Staffordshire Healthy Options Award: A Guide to Healthy Eating

This document contains a step-by-step guide to achieving the Staffordshire Healthy Options Award. This award is based on the 'All Wales' Healthy Options Award which the CIEH Wales have kindly allowed us to adopt. *The Welsh award itself is based on the Healthy Options award produced by Caerphilly County Borough Council.*

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Introduction

Consumers are confronted almost daily with information about diet, nutrition and health in the media. Surveys have shown that consumers are becoming much more knowledgeable about healthy eating, and 97% of customers think that they should have the choice to eat healthily when they eat out (Health Education Authority, 1996). More than half (52%) believe it is the responsibility of the caterer to provide this choice. Many food manufacturers and retailers who have taken the opportunity to introduce healthier options are seeing rapid growth in sales.

The aim of the Healthy Options Award is to increase accessibility to tasty food, which has been prepared in a healthy way using good food hygiene practices, and served in a healthy environment.

The award should help to increase your customers' satisfaction and your sales.

Who is Eligible for an Award?

Most catering premises, which serve food, are eligible for the award including restaurants, cafeterias, hotels, workplace and hospital restaurants, pubs and takeaways.

It is not intended to apply to those premises which cater for individuals with specific dietary requirements which are beyond the scope of this award. These include care homes for older people (the Food Standards Agency (FSA) has produced guidance on food served to older people in residential care), and for other adults in public institutions which can be accessed from the FSA's website at: www.food.gov.uk/news/newsarchive/2007/oct/publicinstguide, and schools or nurseries for which there are already guidelines or measures in place to improve the healthiness of food available. (Caroline Walker Trust Eating Well for Under 5s in Childcare -www.cwt.org.uk/publications.html#under5).

An award scheme for nurseries called 'Nurturing Health' is currently being piloted by Staffordshire County Council and it is hoped that it will be adopted by the whole of Staffordshire shortly.

Premises are eligible for an award if they are in possession of three or more stars under the 'Rate my Place' scheme or a 'Satisfactory' or higher rating under the 'Scores on the doors' scheme. Premises are usually considered for an award at the time of a routine food hygiene inspection, in addition premises may also request an assessment if their routine inspection is not due.

Once an establishment has met the hygiene requirements, they can be assessed for the Healthy Options Award. The overall score determines if an award can be granted and whether it is at bronze, silver or gold level.

Note: In order to achieve a 'Gold' Award at least one person from the business will need to have undergone training in nutrition. See Annex 4 for more details.

The Fact Sheets in this folder (some may not apply to your premises) will give you the necessary information on what is considered to be a Healthy Option and how to adapt your current menu. The Fact Sheets also give suggestions for promoting these healthy options to customers. The assessment for an award will closely mirror the guidelines set out in the fact sheets.

Successful premises

Successful premises will:

- Receive an award to display on the premises. Note: this Award remains the property of the issuing Authority.
- Have free publicity on the 'Rate my Place' website, with the Local Authority and any relevant publications.
- Have the right to use the Healthy Options Award logo on their stationery/menus/boards for as long as the Award is valid for.
- Hopefully maintain and extend business as increasing numbers of people are choosing a healthier life-style.

Establishments that join the Healthy Options Award Scheme will be seeking to enhance their reputation by maintaining good hygiene practices and offering healthy options to their customers.

How long is the award valid for?

The award is valid until the next food hygiene intervention or inspection when it will be re-assessed and a new award will be issued along with the Rate my Place certificate or Scores on the doors rating. However, the award may be reviewed or revoked during this time if, for instance:

- there are significant changes to the menu or a change in a major supplier;
- the Rate my Place rating is reduced to below three stars or the Scores on the doors rating is lowered to 'Poor' or 'Very Poor';
- there is enforcement action pending;
- premises change hands (there is no automatic right of transfer and a new award application must be made).

An unannounced visit may also be made to the premises during this period in order to make sure the award conditions are being met.

The Assessment process

If you are interested in applying for an award then please contact your Local Authority (contact numbers can be found in Annex 6). You will then be sent an application pack which includes this policy document and fact sheets and a copy of the Assessment form. There are also additional information sheets available for the following types of cuisine:

- Chinese
- Indian
- Italian + Pizza
- Mexican

Once you receive this information you should look through your menu and assess this and your cooking methods against the Assessment form, the fact sheets should help you to identify areas where you can improve your score.

Once you have had a chance to look through the information and feel that you would like an assessment then you should contact your Local Authority who will arrange for someone to visit.

Assessments will be carried out by suitably qualified Officers who will hold a minimum of the CIEH Level II Award in Healthier Food and Special Diets or equivalent.

What happens if I would like to improve on my award?

You should contact your Local Authority for advice and they will discuss the options with you.

Fact Sheet 1: Fruit, Vegetables and Salad

At least 5 portions of fruits and/or vegetables a day should be eaten for maximum health benefits. This includes fresh, frozen and canned varieties (without added salt and sugar), dried fruit and fruit/vegetable juices. A glass of fruit and/or vegetable juice (150ml) counts as a portion of fruit and vegetables, but juice can't make up more than one portion a day, however much you drink.

Beans and pulses can count towards the five portions of fruit and vegetables we should aim to eat each day, but they can only make up a maximum of one portion a day.

Potatoes do not count towards the 5 a day because they are a starchy food.

A portion is about 80 grams of fruit or vegetables, and a guide to what this means in actual terms can be found in Annex 3.

Fruit and vegetables are a major source of vitamins and minerals and may protect against heart disease and certain types of cancer.

Cooking Practices

The following procedures will help conserve vitamins when preparing and cooking:

- Avoid leaving vegetables to soak in water before cooking (this does not apply to dried pulses and beans, which need to be soaked overnight).
- Try to cook vegetables as quickly as possible after cutting.
- Use a minimum of boiling water, cover tightly to keep in the steam, because this speeds up the cooking, or steam vegetables.
- Use cooking water for sauce, gravy and soup to recapture lost vitamins and minerals.
- Serve as soon as possible after cooking. Keeping food warm destroys much of the Vitamin C.
- Frozen vegetables should be cooked immediately after removing from the freezer and served as soon as possible.
- Leave skins on vegetables and fruit whenever possible.
- Use fresh fruit and vegetables as soon as possible rather than storing for a long time or use frozen instead.

Fruit and Fruit Juices

- Try to have fruit on display in a prominent position.
- For fruit based desserts, try fruit cobbler, fruit salad, stewed seasonal fruit, summer pudding or fruit crumbles with muesli topping.
- Offer lower-fat or reduced fat creams, ice cream, custard, yoghurt or fromage frais to accompany fruit.
- Add fresh, tinned, frozen or dried fruit to salads.
- When making fruit salad use unsweetened fruit juices and fruit canned in juice rather than syrup.
- Offer unsweetened fruit juices, pure orange/apple/pineapple juice and unsweetened fruit based smoothies.
- Use a fruit juice as a base for fruit salads.

Vegetables

- Offer large portions of vegetables (fresh, frozen or canned). Baked beans/pulses count towards a maximum of one of your 5-a-day (canned spaghetti does not).
- Offer a range of different hot cooked vegetables.
- Increase the use of raw vegetables in salads.
- Allow customers to add their own butter, spread or dressings.
- Home-made soups are a tasty way of offering a variety of vegetables, especially in winter (add potatoes and lentils to soups to make them more filling).
- Keep added fat to a minimum when stir-frying or sautéing, (perhaps use spray oil) and use unsaturated oil such as corn oil, sunflower oil, rapeseed oil etc., rather than ghee or saturated fats.
- Incorporate more vegetables in main course dishes, e.g. peppers, carrots, mushrooms and peas in casseroles, stews, curries, stir fry's or pizzas.
- Add canned or soaked or boiled beans to casseroles or bakes.

Salads

- Add a side salad where appropriate and offer a range of undressed main course salads.
- Offer lower fat dressings and those based on healthier fats e.g. olive oil based dressings. Provide dressing separately so people have the choice and can use as much / as little as they like.
- Use reduced fat mayonnaise for coleslaw and prepared salads such as potato salad and in sandwich fillings.
- Include a range of salads in sandwiches.
- Wash salad vegetables carefully to avoid bruising, and try to serve them whole rather than shredded. It is not good practice to use salt to remove water from salads such as lettuce.

Potatoes

Although potatoes are a vegetable, they are a starchy food, so they don't count as one of the 5-a-day recommended portions of fruit and vegetables and are covered in Fact Sheet 2 – Bread, other cereals and potatoes.

Fact sheet 2: Bread, other cereals and potatoes

We need to eat more starchy food to maintain a good balanced diet. These include bread, pasta, rice and potatoes. Starchy (carbohydrate) foods provide energy and some vitamins and minerals. Wholegrain varieties also provide fibre, which is an essential part of the diet. By filling up on these types of food, we have less room for fatty and sugary foods.

Fibre is a type of plant material, which is found only in foods such as unrefined cereals (like wheat and brown rice), beans, peas, vegetables and fruit. They are important for good intestinal health and can help reduce the risk of heart disease. Starch is also found in plant foods, especially cereals and starchy vegetables like potatoes. Starch contains about half the calories of fat.

It is recommended that the reduction of fat in the diet be replaced by starchy foods, particularly those that are rich in fibre.

However, it is all too easy to add fat back to starchy foods by adding creamy sauces to pasta, by frying potatoes and applying spread thickly onto bread or toast.

Here are a few suggestions to help you offer healthier alternatives to your customers:

Potatoes

- As an alternative to chips offer jacket, boiled or mashed potatoes. Potatoes are a good source of vitamin C. If boiling potatoes, use a minimal amount of water and re-use the water in sauces.
- If frying, ensure frying temperatures are correct, use unsaturated oil, drain fat off chips and do not pre-salt. Allow customers to add their own salt.
- Avoid crinkle cut chips, which absorb more fat and try to cut large thick chips (thin chips or French /curly fries are higher in fat). Also, oven chips are a much healthier alternative.
- If roasting potatoes, use large pieces and drain well.

Bread, rolls and baguettes

- Offer a range of different breads, including wholemeal, brown and granary.
- Use thicker wholemeal bread or rolls for sandwiches, using a low fat spread or none at all! Offer sandwiches with fillings without mayonnaise.
- Try to vary the breads on offer, such as pitta, chapatti or ciabatta.

Pasta, noodles, rice and other grains e.g. Couscous, Bulgar Wheat

- Use beans, pulses, rice and pasta more often e.g. tricolour or whole wheat pasta.
- Use a minimum of oil and salt in cooking, and avoid dressing with fat.
- Offer wholewheat pasta and make composite dishes such as lasagne using whole-wheat pasta.
- Be aware of fat content of sauces, dressing and accompanying foods (tomato based sauces are usually lower in fat than creamy sauces).
- Offer brown rice as it is higher in fibre.
- Offer boiled rice if fried rice is the norm.

Breakfast cereals

- Fruit can be used to sweeten cereal and can take away the need to add sugar.
- Offer wholegrain breakfast cereals, such as wholewheat biscuits, and toast.
- Offer skimmed or semi skimmed milk or low fat yoghurt to accompany breakfast cereal.
- Be aware that some cereals contain large amounts of sugar and salt. Offer a selection of cereals including lower sugar, lower salt, and higher fibre options, as highlighted below:

Food Group	Suggested Standard Items
Milk based products	Semi-skimmed or skimmed milk, low fat yoghurt
Cereals – not sugar coated	Whole-wheat biscuits Corn flakes Rice based cereal Shredded wholegrain wheat biscuits Malted wheat squares Bran flakes Porridge oats

Fruit	A selection of chopped fresh fruit or dried fruit to add to the cereals Fruit canned in natural fruit juice Unsweetened fruit juices
Breads	Wholemeal or granary roll, slice of bread, toast – toppings optional. Note: where required, a low fat polyunsaturated or monounsaturated spread should be used and similarly reduced sugar jam.

Pastry

- Due to the high fat content, try to limit the amount of pastry dishes offered.
- Use half white, half wholemeal flour in pastry dishes.
- Use less fat in pastries or dough, with a low fat alternative where possible.
- If making pies or tarts, use only a pastry lid or base. Use potato as an alternative savoury topping.

Fact sheet 3: Milk and dairy products

Milk and dairy products such as cheese, yoghurt and fromage frais are good sources of protein and vitamins A, B12, and D. They are also an important source of calcium, which helps to keep our bones strong.

The fat content of different dairy products varies a lot and much of this is saturated fat. Due to the high fat content of cream and butter, these are part of the 'foods containing fat' section in the Balance of Good Health.

Here are a few ways to include lower fat dairy products in your menu:

- Offer semi-skimmed or fully skimmed milk whenever possible (if you cater for children under five, you will need to have whole milk available, as skimmed milk is unsuitable. Semi-skimmed may be introduced between the ages of two and five).
- Where cream is used during cooking (e.g. sauces, soups, custard) replace with semi-skimmed or fully skimmed milk, low fat yoghurt or fromage frais.
- Where dairy products are provided on their own, or as an accompaniment to cereal, puddings or desserts, use lower fat varieties:
 - Semi skimmed / fully skimmed milk
 - Low fat yoghurt
 - Low fat frozen yoghurt
 - Fromage frais
 - Low fat ice-cream
- Dress salads with yoghurt, lemon juice and vinegar, and offer dressings separately so people have the choice and can use as much / as little as they like.

Cheese

- Use lower fat cheese such as Edam, Brie and Camembert, cottage cheese or 'half fat' varieties.
- In cooking, and for sandwiches, salads etc, use grated strong flavour cheese, as you will need to use less.

The following tables show the fat content of popular cheeses, cream and yoghurts and gives healthier alternatives to cream.

Fat content of popular cheeses	
Type of cheese	%Fat
Cottage Cheese	3.9
Cheddar (reduced fat)	15.0
Camembert	23.7
Edam	25.4
Brie	26.9
Danish Blue	29.6
Parmesan	32.7
Cheddar	34.4
Stilton	35.5

Fat content of cream	
Type of cream	%Fat
Half cream	13.3
Single cream	19.1
Sour cream	19.9
UHT (canned spray cream)	32.0
Whipping cream	39.3
Double cream	48.0
Clotted cream	63.5

Healthier alternatives	%Fat
Fromage Frais Plain	0.8
Virtually Fat Free Fromage Frais	0.1

Fat content of yoghurt	
Type of yoghurt	%Fat
Low fat fruit	0.7
Whole milk fruit	2.8
Low fat plain	0.8
Whole milk plain	3.0
Greek yoghurt	9.1
1/2 Fat Crème Fraiche	15.0

Fact sheet 4: Meat, fish and alternatives

Meat is a good source of protein, vitamin B12, iron, zinc and other minerals. This includes red meat and poultry, bacon, salami, sausages, pate, beef burgers etc.

Fish whether fresh, frozen or canned (including fish cakes and fish fingers) is an excellent source of protein and has a more favourable fat content than meat. White fish is very low in fat (compare cod with a lamb chop: 0.6g of fat in 100g cod versus 23g in 100g of lamb). Whilst oily fish e.g. sardines, mackerel, pilchards, trout, salmon etc is higher in its fat content, the fat is unsaturated. In particular oily fish is a very good source of polyunsaturated omega 3 fatty acids; these are highly recommended for protecting us against coronary heart disease as they help prevent the blood from clotting.

We should eat at least two portions of fish a week, and one of these should be oily fish.

There are also alternatives to meat e.g. nuts, beans, pulses, tofu and Quorn which can provide a source of protein for those on vegan/vegetarian diets. (N.B. Quorn is not vegan as it contains egg).

Red meat and meat products

- Where possible, use lean cuts, or trim off the visible fat before cooking.
- If available, use low fat sausages and burgers, and grill rather than fry.
- Where possible, poach, roast, grill, microwave or bake with minimal added fat. Roast on a rack and then drain off the fat.
- If using minced meat, drain off excess fat once the meat has browned.
- Reduce the use of tinned meats, which contain added salt.
- Be aware of hidden fat in meat products such as pies, sausages and pasties as lower quality, fatty meat may be used in these products.
- Consider adjusting the proportion of dishes by increasing rice, pasta or potatoes to improve the balance, for example by serving slightly more pasta and slightly less sauce, or a little more rice and a little less curry.

Poultry and Eggs

- In all dishes other than roast chicken, remove the skin and fat before cooking or buy skinless, as simply taking the skin off prior to cooking can remove $\frac{3}{4}$ of the fat.
- Offer oven baked, grilled, steamed, or stir fried choices as an alternative to fried.
- If roasting, drain off any excess fat.
- Offer non-fried egg options e.g. boiled, poached, scrambled, without added fat or salt.

Fish

- Try to offer other forms of white fish apart from cod as cod is in short supply in the UK
- Fish can be microwaved, grilled or oven baked instead of fried.
- Replace battered fish with breaded fish, which can be grilled or baked instead of fried.
- Promote oily fish such as salmon, sardines, herring, mackerel (both fresh and canned) and fresh tuna.
- Offer canned oily fish as sandwich fillings or with a salad e.g. pilchards, sardines (Canned tuna is not an oily fish). Try to use fish canned in spring water rather than salted water/brine or oil.
- If fish is normally deep fried, use unsaturated oils, check the frying temperature and drain off fat.

Meat alternatives

A variety of foods make good alternatives to meat products: pulses (lentils and beans) and their products (e.g. tofu from soybeans) and meat substitutes like mycoprotein (e.g. Quorn) and textured vegetable protein (TVP). These alternatives are low in fat and may be fortified with vitamins and minerals to make them nutritionally equivalent to meat. They can be used as an alternative to meat or to extend dishes e.g. chilli con carne.

Fact sheet 5: Food Allergies and Intolerances

A number of people suffer from allergies to food. For such people, even minute quantities of the food or ingredient can have rapid and fatal effects. In the UK , peanuts, milk, eggs and fish are the foods that commonly cause severe allergic reactions; in addition tree nuts, sesame seed and shellfish can also trigger severe allergic reactions.

People with food allergies frequently ask staff about the ingredients in food, so keeping staff informed of the contents of a dish is very important. If staff are not sure whether there is a trace of a potentially life-threatening ingredient in a food, they should say so and never guess.

The Food Standards Agency has produced a number of resources to support food businesses, as follows:

Food Allergy - What you need to know

This leaflet is aimed at anyone who works in a cafe or restaurant, or in a business selling food you wrap yourself, e.g sandwiches, loose bread rolls, cakes, deli products or other unpackaged foods. It gives tips on responding to customers with allergies, highlights the main ingredients people are allergic to and where they can be found, and stresses the importance of dealing with allergies correctly.

You can download a copy at:

<http://www.food.gov.uk/multimedia/pdfs/publication/loosefoodsleaflet.pdf>

Think Allergy Poster

This poster is aimed at anyone who works in a cafe or restaurant, or in a business selling food you wrap yourself and shows the main ingredients people are allergic to as well as giving an example of correct procedures.

<http://www.food.gov.uk/multimedia/pdfs/publication/thinkallergy0108.pdf>

The Provision of Allergen Information for Non Prepacked Foods - Voluntary Best Practice Guidance

The guidance document provides best practice voluntary guidance to help businesses selling or providing non-prepacked food to learn how they can help customers with food allergy or intolerance.

FSA/1226/0108 (English only)

For further guidance see the Food Standards Agency's 'Guidance on Allergen Management and Consumer Information' – which contains particular reference to avoiding cross contamination and using appropriate advisory labelling, and The Food Standards Agency's 'Guidance on Allergen Management for Foods Sold Loose (Non-Pre-packed)' which will be published shortly.

These can be obtained from FSA publications on tel: 0845 606 0667 or email: foodstandards@ecgroup.uk.com

Fact Sheet 6: Fat, sugar and salt

Fats

The daily guideline amounts for fat are 95g for men and 70g for women, of which saturates are 30g and 20g respectively. The main message about fats is to reduce the total consumption of all types, particularly saturated animal varieties.

This can be achieved by: using less fat in food preparation and cooking; removing visible fat on meats; removing skin from chicken; replacing saturated fats with unsaturated fats; using mono-unsaturated (rapeseed, groundnut or olive) or poly-unsaturated oils (sunflower, soya, corn) instead of lard, ghee or palm oil and by using unsalted low fat spreads or polyunsaturated margarines.

If buying pre-prepared dishes, encourage your supplier to provide lower fat options.

Avoid part frying foods and then refrying again as this will increase the fat content.

Reducing Fat

If an oil has been hydrogenated it has been made more saturated and may contain 'trans' fats. The health effects of trans fats are similar to those of saturates.

Read the labels and look for the ones with the smaller proportion of saturates. Use polyunsaturated or monounsaturated margarines e.g. olive oil or sunflower oil-based margarines instead of butter based fats.

	% Total fat	% Saturated fat
Rapeseed oil	99.9	6.6
Vegetable oil	99.9	11.7
Sunflower oil	99.9	12.0
Olive oil	99.9	14.0
Corn oil	99.9	14.4
Soya oil	99.9	15.6
Groundnut oil	99.9	20.0
Lard	99.0	41.0
Palm oil*	99.9	47.8
Coconut oil*	99.9	86.5

*Beware of coconut oil and palm oil; they are vegetable oil exceptions as they are rich in saturated fat.

	% Total fat	% Saturated fat
Butter	82.2	52.1
Soft margarine (polyunsaturated)	82.8	17.0
Hard animal and vegetable fats	79.3	34.6
Average low fat spread (polyunsaturated)	37.6	8.9

Cooking Oil

- Use less fat in cooking.
- Avoid frying wherever possible, or quick fry using a minimum of unsaturated oil (e.g. olive oil, sunflower or rapeseed oil sprays). Try dry-grilling, baking, microwaving or steam-roasting using cooking foil.
- Remember to change oil frequently, as it quickly becomes saturated with use.

Butter and Spreads

- Use less fat in pastries or dough, with a low fat alternative where possible.
- Where possible, offer sandwiches, rolls and baguettes without any butter / spread. Those with moist fillings may not require spread at all, and others can be spread on one of the pieces of bread only.
- Where necessary, use lower fat, monounsaturated or polyunsaturated spreads instead of butter.
- Refrain from garnishing vegetables, potatoes or salads with fat and oils or adding to mashed potato.
- Serve butter / spread separately or on the side for foods such as jacket potatoes, bread rolls, or toast.

Dressings and Condiments

- Salad dressings should be offered separately, not added automatically.
- Where dressings are offered, use reduced fat or low fat (less than 3% fat) varieties.
- Where mayonnaise is used, use sparingly and use a reduced fat variety.

Sauces

- Some cooking sauces, particularly those containing cream, have a high fat content. Examples could be carbonara, cheese sauces and curries such as korma. Always have lower fat versions available, such as tomato based curry or pasta sauce.
- When serving desserts, give customers the choice whether to have them plain or with custard, cream or ice-cream. Alternatively, offer lower fat alternatives, as detailed in the 'Milk and dairy products' section.

Sugar

Most adults and children in the UK eat too much sugar. Sugar occurs naturally in some foods (such as fruit and milk), or it can be added to foods. It is the food and drink containing *added* sugars that need to be reduced in the diet. This is because they contain calories but provide few other nutrients and they are associated with tooth decay.

Typical examples of sugary food and drink are sweets, chocolate, cakes, desserts and fizzy drinks.

Reducing sugar

- Offer unsweetened fruit juices, milk, low calorie drinks, squash with no added sugar, mineral water and iced water in addition to soft drinks. Ideally, have a jug of water that customers can help themselves to, on the counter or on the table.
- Offer artificial sweeteners to customers as an alternative to sugar.
- Offer lower sugar desserts and puddings:
 - Reduce the amount of sugar used in cooking. Amend your recipes accordingly. Changes can be made gradually without the customer noticing.
 - Use more fresh or dried fruit in cakes and desserts. The natural sweetness of the fruit will reduce the amount of sugar needed in the recipe.
 - Use unsweetened, low fat yoghurt or make your own using natural yoghurt and pureed fruits, which are in season.
 - Use pure unsweetened fruit juice as a sweetener in your dishes.
 - Offer attractive displays of fresh fruit along with other desserts. Consider the position of fresh fruit displayed to make it more prominent than other options
 - Avoid using sugar as a garnish, icing or a glaze.

Snacks, biscuits and cakes

- Offer reduced fat cakes, e.g. apple, banana or carrot cake, low fat sponges or low fat muffins.
- Offer fruit cake and plain cakes in addition to iced.
- Use semi-skimmed or skimmed milk in the preparation.
- Keep confectionery to the rear of a display. Consider increasing the price of confectionery in relation to the price of fruit.
- Have healthier alternatives to confectionery and savoury snacks on display and within easy reach:

Have less of these

Chocolate
Sweets / lollies
Salted, roasted nuts
Standard crisps

and more of these

Dried fruit e.g. raisins, apricots
Seeds e.g. pumpkin, sunflower
Plain, unsalted nuts
Baked crisps
Sweet / savoury rice cake snacks
Rye bread

- Have healthier alternatives to biscuits and cakes, such as teacakes, malt loaf and fruit bread. Be aware that some cereal type bars are high in sugar.
- Allow customers to add their own spread e.g. unsaturated spread such as sunflower spread, to toasted teacakes, scones etc.

Desserts

- Try fruit salad, fruit cobbler, fruit crumble, low fat yoghurt, sorbet and meringue fruit nests.
- Pastry based desserts should have a single crust.
- Include fruit puddings that are not based on pastry or cream, and allow customers to choose toppings. If custard is used, make it using skimmed or semi skimmed milk.
- Try offering sorbets.
- Offer reduced fat varieties of ice cream, yoghurts and low fat frozen yoghurt.

Reducing Salt

Most people are eating too much salt. On average we are having about 9.5g salt per day but we should be having no more than 6g, and children under the age of 12 should be having less. Eating too much salt can raise your blood pressure. People with high blood pressure are three times more likely to develop heart disease or have a stroke than people with normal blood pressure.

Processed foods (such as ready-made soups and sauces, tinned and cured meats) can contain high levels of salt. Therefore, in order to reduce the amount of salt in your dishes, the use of processed foods needs to be considered along with the amount of salt added to recipes.

- Gradually reduce the quantity of salt used in recipes.
- Control the amount of salt in cooking. In many instances, salt can be gradually cut down or left out altogether. Use unsalted water when boiling vegetables, potatoes, rice or pasta.
- Try using herbs, spices, lemon juice or vinegar more often to enhance the flavour of food.
- Monosodium glutamate and soy sauce contain high levels of sodium / salt so should be avoided where possible.
- Avoid excessive use of stock cubes, as they contain a high percentage of salt. Instead prepare the stock and use vegetable water for gravy.
- Use low salt versions of low fat spreads and unsaturated margarines.
- Do not salt chips or other foods before serving, leave the choice of salt to the customer.
- Try to make salt less accessible to customers for example by placing salt on a separate table or behind the counter.
- Choose tinned vegetables without added salt or sugar, or preferably, use fresh or frozen vegetables. Look at the labels.
- Reduce the use of tinned meats, which contain added salt. Use fresh or frozen meats.
- Roast meat on the premises for salads rather than having only 'salty' varieties available.
- Try to use fresh or frozen rather than processed food in general because many of them contain salt or other salt-like substances, e.g. Monosodium glutamate. Try making home-made soup rather than using tinned or powdered versions.

Fact sheet 7: Children's meals

You may have children who regularly eat with their parents in your establishment or you may cater especially for children. When planning menus, bear in mind that children are often more receptive to messages about healthier food choices than adults, when their lifetime habits are being established. A children's menu of fish fingers or sausages and chips with a sugary drink is inadequate.

You are in a very good position to be able to influence their choices, and the following suggestions might be helpful:

- Offer small portions of all adult meals for children, not just a range of fried options and price children's portions appropriately.
- If you have a dedicated children's menu, make sure it contains several healthier options, not just meals served with chips.
- Promote milk, unsweetened fruit juices and water in place of carbonated sugary drinks or squashes.
- Offer fruit and yoghurts.
- Keep confectionery to the rear of a display or only available on request.
- Offer reduced fat varieties of ice cream/frozen dessert.
- When preparing chips, use thick, straight cut chips and fry in unsaturated oil or use oven chips.
- Try preparing vegetables, salads and fruit by cutting into attractive shapes.
- Ask for comments from children and parents on the provision of healthy options, by questionnaire or suggestion box.

Fact Sheet 8: Display, Pricing and Marketing

Marketing the 'healthy options'

By making the changes suggested in this pack, you could not only make a substantial contribution to improving the health of the people of Staffordshire but you could take advantage of marketing and financial and competitive prospects too.

The 'Healthy Options Award' can be used as a marketing tool to promote your business. Advertising your award on menus, at your establishment and by word of mouth can give you increased publicity and attract new customers.

We are aware that consumers are becoming much more knowledgeable about healthy eating and customers think there should be a healthy option available when eating out. Many food manufacturers and retailers have recognised this increase in demand for healthier foods on the market and for many their main growth areas have been those product lines which provide a healthier option. There are now a whole variety of items boasting less fat, less sugar and salt on the shelves and the benefits of oily fish on reducing the risk of heart disease has been emphasised.

In addition to highlighting new healthier options to your menu, you could also make small changes across the menu. It is important, when marketing these healthier changes, that customers are informed of the benefits that these changes will have and that the taste of the food will not be compromised.

In larger establishments where there is scope to offer wider choice, new menu items that meet the healthy eating criteria can be introduced and should sell well alongside other dishes (as long as they are reasonably priced, taste good and look attractive).

The four 'Ps' of traditional merchandising:

- Provide a good quality product
- Making the price competitive and appropriate
- Promoting foods by using displays, communication, advertising and new ideas
- Present food attractively

* **Product** – How can you make the product more appealing to the customer? Although people are becoming more interested in healthy eating, their main priority when eating out remains good value.

* **Price** – A pricing strategy, such as reducing the cost of the healthy option could tempt customers, (a special promotion, 'Dish of the Day', 2 for the price of 1, 'Meal deal' i.e. buy a sandwich and get a piece of fruit free etc.).

- * **Promotional activities** – Offer a healthier menu / meal option / sandwich etc. based upon a theme such as sporting activities (e.g. World Cup, Olympics and the Six Nations rugby tournament).
- * **Presentation** – Where will you market your healthier meals? ‘Healthier options’ should be placed alongside existing menu items where customers are sure to see them, perhaps first on the list.

If you use a marker / logo / symbol to identify healthier options, make sure an explanation is given to your customers as to what they mean.

Staff training

- Ensure staff members are aware of the healthier options and can explain any markers/logos/symbols.
- Staff can actively promote healthier options by prompting customers to order extra salad or offering an alternative to chips.
- **To obtain a Gold level award, a key member of staff will need to undertake some form of accredited / recognised training in nutrition. The key messages can then be passed on to all other staff members so they understand why they are promoting healthier options (see Annex 4 for information).**

Annex 1: Understanding Food Labels

Most people in the UK are eating too much fat, sugar and salt. Food labels can be confusing with all their different terms and labels. Here is an easy guide to what's a little and a lot (and a medium amount) for salt (sodium), fat and saturated fat, and sugar.

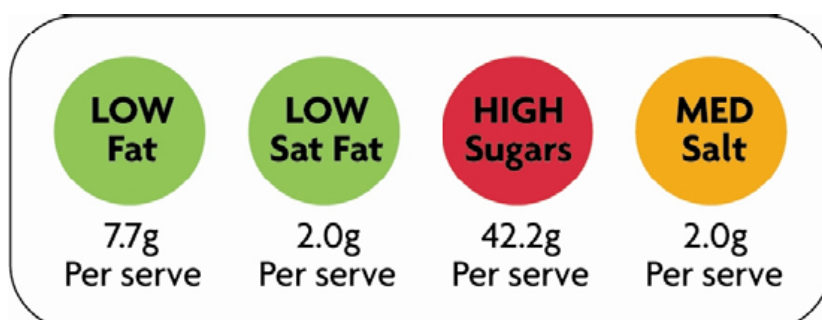
This table shows how much of each nutrient counts as high, medium or low **per 100g** of a food.

	High/100g	Medium /100g	Low /100g
Fat	20 g or more	3 to 20 g	3 g or less
Saturated fat	5 g or more	1.5 to 5 g	1.5 g or less
Sugars	15 g or more	5 to 15 g	5 g or less
Salt	1.5 g or more	0.3 to 1.5 g	0.3 g or less

*Salt is also called sodium chloride. Food labels usually list the amount of sodium in the nutritional information. Salt = Sodium x 2.5

These high, medium and low criteria are also used for the Food Standards Agency's signpost labelling, which is being used on front-of-pack by some stores and manufacturers to help consumers make a healthier choice. Red = High, Amber = Medium and Green=Low!

This is how it could look, and is easily recognisable, however it's used, by the traffic light colours:



Annex 2: Menu Adaptations

The following menu plans will help you adapt your menus to provide healthier options. Standard options are given alongside some healthier options.

(adopted with kind permission from a resource produced for Neath Port Talbot's Healthy Options Award scheme)

Breakfast Menu

Standard Menu	Healthier Options
<ul style="list-style-type: none"> • Cereal e.g. frosted flakes, rice puffs 	<ul style="list-style-type: none"> • A variety of breakfast cereals, especially those low in salt and low in sugar such as shredded wholegrain wheat biscuits, corn flakes or whole- wheat biscuits
<ul style="list-style-type: none"> • Porridge made with full fat milk and sugar 	<ul style="list-style-type: none"> • Porridge made with semi-skimmed or skimmed milk. Sweeten with dried fruit or artificial sweetener instead of sugar if needed
<ul style="list-style-type: none"> • White bread toast with butter • Fried bread 	<ul style="list-style-type: none"> • Offer wholemeal or granary bread or toast as well as white • Make butter optional and also offer low fat spread
<ul style="list-style-type: none"> • Fried egg 	<ul style="list-style-type: none"> • Boiled, poached or scrambled egg (scrambled with low fat milk)
<ul style="list-style-type: none"> • Croissant with jam or pan au chocolate • Danish pastries 	<ul style="list-style-type: none"> • Toasted English muffin (white or wholemeal)
<ul style="list-style-type: none"> • Sausage -fried 	<ul style="list-style-type: none"> • Grilled sausage/vegetarian alternative or low fat sausages
<ul style="list-style-type: none"> • Streaky bacon 	<ul style="list-style-type: none"> • Grilled lean bacon
<ul style="list-style-type: none"> • Baked beans 	<ul style="list-style-type: none"> • Lower sugar and salt baked beans
<ul style="list-style-type: none"> • Black pudding 	<ul style="list-style-type: none"> • Grilled or tinned tomatoes
<ul style="list-style-type: none"> • French Toast with maple syrup 	<ul style="list-style-type: none"> • Dip the bread in egg and cook in a non-stick frying pan or griddle
<ul style="list-style-type: none"> • Tea/Coffee 	<ul style="list-style-type: none"> • A variety of fruit juices such as orange, grapefruit and pineapple, or fruit smoothies in addition to tea/coffee

Lunch Menu

Standard Menu	Healthier Options
<ul style="list-style-type: none"> Salad with mayonnaise, coleslaw, potato salad and oily dressings 	<ul style="list-style-type: none"> Use a variety of vegetables such as peppers, courgettes, avocado, spring onions, lettuce, tomatoes, olives, radish, grated carrot and raisins Add cold grilled chicken (without skin), prawns, sardines, cottage cheese, mozzarella, or strips of lean ham Add some starchy foods such as rice, pasta or cous cous Serve without dressing and offer a variety, including clearly labelled low fat options, that the customer can add if wanted
<ul style="list-style-type: none"> Baked potato with tuna mayonnaise, coleslaw, full fat cheese, prawns and seafood sauce, creamy curry sauces 	<ul style="list-style-type: none"> Offer baked potato with optional butter and salt. Offer fillings like baked beans, cottage cheese and pineapple, ratatouille, dry curry sauces or tomato based curry sauces with lots of vegetables
<ul style="list-style-type: none"> Sausage roll or corned beef pasty 	<ul style="list-style-type: none"> Make with thinner crust and include vegetables such as onion / potato / carrot
<ul style="list-style-type: none"> Sandwiches made from thin sliced white bread with butter or spread Mayonnaise fillings 	<ul style="list-style-type: none"> Sandwiches with thick slices of brown, rye, granary or wholemeal bread or rolls. Or offer bagels, tortilla wraps, wholemeal pitta bread Fillings of lean meats (ham, beef, turkey and chicken (without skin)). Tuna, smoked mackerel, hard boiled egg, reduced fat cheese or salad Offer without butter or spread especially with moist filling Use reduced fat mayonnaise

Evening Menu

Standard Menu	Healthier Options
<ul style="list-style-type: none"> • Battered deep fried fish • Deep fried chips • Salted chips • Thin chips 	<ul style="list-style-type: none"> • Breaded fish oven baked • Oven baked chips served without salt • Allow customer to add salt to taste if required. • Cut chips thicker, as they absorb less fat • Serve with mushy peas or baked beans
<ul style="list-style-type: none"> • Fried beef/hamburger, added cheese, added mayonnaise 	<ul style="list-style-type: none"> • Grilled chicken or fish served with salad and a wholemeal roll
<ul style="list-style-type: none"> • Lamb shank • Half roast chicken • Ribs with barbecue sauce • Surf and Turf • Steak with creamy mushroom or peppercorn sauce like Diane • Gammon with egg 	<ul style="list-style-type: none"> • Grill or griddle meats rather than frying, if frying use unsaturated oils or spray oils • Remove skin and all visible fat from meat • Serve with tomato-based sauce, or with salsa or add extra spices • Gammon with pineapple
<ul style="list-style-type: none"> • Creamy curries such as Korma, Madras, Passanda, Massala, Thai green or red curry 	<ul style="list-style-type: none"> • Lower fat curries based on tomatoes such as Tandoori with chicken, prawns or vegetables. • Vegetable side dishes, dhal • Use yoghurt or milk to make curry
<ul style="list-style-type: none"> • Pasta with creamy sauces such as Carbonara, cheesy or oily sauces 	<ul style="list-style-type: none"> • Pasta with tomato-based sauce such as Arrabiata, other vegetable based sauces
<ul style="list-style-type: none"> • Chinese meals that are battered or fried such as sweet and sour pork, prawn crackers, dim sum/spring rolls, • egg fried rice, fried noodles / chow mein 	<ul style="list-style-type: none"> • Chinese meals that are steamed or stir fried such as fish dishes, Chop suey dishes • Boiled rice or noodles
<ul style="list-style-type: none"> • Italian or thin crust pizza • Extra cheese toppings • Meat feast toppings 	<ul style="list-style-type: none"> • Deep pan thick crust pizza • Lower fat toppings such as ham, fish, prawns • Serve with extra vegetable toppings • Increase the amount of tomato sauce and decrease the amount of cheese and use a strong flavoured cheese

Dessert Menu

Standard Menu	Healthier Options
<ul style="list-style-type: none"> • Apple or other fruit pie • Apple or other fruit crumble 	<ul style="list-style-type: none"> • Make the pie with one crust either a top crust or a flan with a pastry base using a proportion of wholemeal flour in pastry • Add some dried fruit such as raisins to sweeten (therefore reducing the sugar) • Add some porridge oats to the crumble mix.
<ul style="list-style-type: none"> • Rice pudding with full fat milk/cream and sugar 	<ul style="list-style-type: none"> • Rice pudding made with skimmed or semi-skimmed milk, sweetened with fresh or dried fruit e.g. dates.
<ul style="list-style-type: none"> • Cakes such as chocolate fudge served with cream • Custard made with full fat milk or cream • Ice cream • Cheesecakes 	<ul style="list-style-type: none"> • Low fat yoghurt e.g. natural yoghurt • Low fat fromage frais • Custard made with skimmed or semi skimmed milk • Fruit Sorbets • Increase fruit portion/serving • Use lower fat/lower sugar biscuits e.g. ginger nuts or digestives.
<ul style="list-style-type: none"> • Cheese and biscuits 	<ul style="list-style-type: none"> • Edam / Camembert • Selection of wholewheat crackers

Annex 3: Portion Size Guidance

The following is available as an A4 poster.



1 medium apple



2 broccoli florets



2 halves of canned peaches



1 handful of grapes



1 medium banana



3 heaped tablespoons of peas



1 medium glass of orange juice



7 strawberries



3 whole dried apricots



Just Eat More
(fruit & veg)

www.doh.gov.uk/fiveaday

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3 heaped tablespoons of cooked kidney beans



16 okra



For a free copy of this poster phone the Department of Health on 0300 123 1002 quoting ref: 30811 or visit:
www.5aday.nhs.uk/DownloadsResources/Downloads.aspx

Annex 4: Eatwell – Your guide to healthy eating

The Eatwell Plate

The 'Eat Well Plate' is a useful tool to convey the principles of a healthy and balanced diet. It applies to most people aged five and above. The Eat Well Plate shows the types and proportions of foods needed to make a well balanced diet.



The Government has also produced 'Eatwell. Eight tips for eating well':

1. Base your meals on starchy foods
2. Eat lots of fruit and veg
3. Eat more fish –including one portion of oily fish each week
4. Cut down on saturated fat and sugar
5. Try to eat less salt – no more than 6g a day for adults
6. Get active and try to be a healthy weight
7. Drink plenty of water
8. Don't skip breakfast

You can obtain copies of the Eatwell leaflet free of charge for your staff or customers from Food Standards Agency publications (tel. 0845 606 0667).

Annex 5: Resources and Training

Useful information for you and your customers:

Training courses

Should you or your staff wish to get a better understanding of healthy eating, the following courses may be good places to start:

The Chartered Institute of Environmental Health (CIEH) Level 2 Award in Healthier Foods and Special Diets gives catering staff all the information and advice they need to prepare nutritious food, develop healthy recipes and to respond to customer concerns and questions.

http://www.cieh.org/training/level_2_healthier_food.html

The following Local Authorities are currently running this course:

South Staffordshire District Council	– 01902 696221	Cost = £35
East Staffordshire Borough Council	– 01283 508849	Cost = £45

The Royal Society for the Promotion of Health (RSPH) Foundation/Intermediate/ Advanced Certificates in Nutrition provide recognised qualification in the principles of nutrition. The qualifications are aimed at people working in catering and food and health-related occupations. They are also of interest to carers, community workers, fitness trainers and those who have an involvement with the promotion of health and diet. <http://www.rsph.org>

Useful websites

<http://www.eatwell.gov.uk>

This website is consumer focused and provides advice on diet and health including reliable and practical advice about healthy eating, understanding food labels and how we can affect our health.

<http://www.salt.gov.uk>

This website supports the Food Standards Agency's salt campaign which aims to highlight the consequences of eating too much salt and offers advice on how to cut down on the consumption of salt.

<http://www.nutrition.org.uk>

The British Nutrition Foundation website provides healthy eating information, resources for schools, news items, recipes and details of the work we undertake around the UK/EU.

<http://www.bda.uk.com/>

The British Dietetic Association website provides impartial advice about nutrition and health.

If you would like further information on **Healthy catering**:

Healthier Catering

This web-based resource is aimed at people running small catering businesses or services and also those teaching catering courses or studying for a catering qualification. This resource includes recipes and practical tips including how to make dishes healthier.

This resource is available to download only.

To download a free copy go to:

<http://www.food.gov.uk/healthiereating/healthycatering/>

Safer food, better business FSA/0995/0905 – Caterers pack; FSA/1062/0406 – Retailers pack

A4 guides have been developed to help small catering businesses such as restaurants, cafes, takeaways and retailers comply with regulations that have applied from 1 January 2006. These packs have been designed to be practical and easy to use.

To obtain a free copy call EC Group on 0845 606 0667 or email

foodstandards@ecgroup.co.uk Alternatively, you can download a copy at:
<http://www.food.gov.uk/multimedia/pdfs/sfbbfullpck.pdf>

If you would like general advice on a **Healthy balanced diet**:

Eatwell FSA/0997/1005 (English)

This A5 booklet provides practical tips on how to eat a healthy balanced diet and maintain a healthy weight. The advice in this booklet is suitable for most people, although information on specific groups can be found on the Eatwell website: <http://www.eatwell.gov.uk>

Available in a range of languages

To obtain a free copy call FSA on 0845 606 0667 or email:

foodstandards@ecgroup.co.uk

You can also download a copy at:

<http://www.food.gov.uk/multimedia/pdfs/eatwell.pdf> (English)

Annex 6: Contacts

Cannock Chase District Council

Environmental Health
Civic Offices
PO Box 28
Beecroft Road
Cannock
Staffs.
WS11 1BG

Tel: 01543 462621 or

Email: environmentalhealth@cannockchasedc.gov.uk

East Staffordshire Borough Council

Food Team
Town Hall
Burton upon Trent
Staffs.
DE14 2EB

Tel: 01283 508849 or

Email: foodteam@eaststaffsbc.gov.uk

Lichfield District Council

Environmental Health
District Council House
Frog Lane
Lichfield
Staffs.
WS13 6ZE

Tel: 01543 308000 or

Email: food.safety@lichfielddc.gov.uk

Newcastle-under-Lyme Borough Council

Environmental Health Services
Food and Safety Team
Civic Offices
Merrial Street
Newcastle-under-Lyme
Staffordshire
ST5 2AG

Telephone: 01782 742590 or

Email: foodandsafety@newcastle-staffs.gov.uk

South Staffordshire Council

Environmental Health (Commercial) Services
Food Safety Team
Council Offices
Codsall
South Staffordshire
WV8 1PX.

Tel: 01902 696221 or

Email: env.commercial@sstaffs.gov.uk

Stafford Borough Council

Environmental Health
Civic Centre
Riverside
Stafford
ST163AQ

Tel: 01785 619402 or

Email: ehadmin@staffordbc.gov.uk

Staffordshire Moorlands District Council

Environmental Health
Moorlands House
Stockwell Street
Leek
Staffs.
ST13 6HQ

Tel: 01538 483530 or

Email: environmental.health@staffsmoorlands.gov.uk

Stoke-on-Trent City Council

Regulatory Services Division
PO Box 2452
Hanley Town Hall
Albion Street
Hanley
Stoke-on-Trent
Staffs.
ST1 1XP

Tel: 01782 232065 or

Email: regulatory.services@stoke.gov.uk

Tamworth Borough Council

Public Protection Team

Marmion House

Lichfield Street

Tamworth

Staffs.

B79 7BZ

Tel: 01827 709445 or

Email: publicprotection@tamworth.gov.uk