



Being Food Wise
Campaign Brief and Key Messages
June – July 2020





WHAT IS FOOD WISE LEEDS?

“Food Wise Leeds” is a city wide brand that aims unify, promote and add quality assurance to the people, projects, initiatives and businesses delivering good food work across Leeds.

The “Food Wise Leeds” brand is owned by the Food Wise Leeds Action Group which aims to contribute to city priorities to address health inequalities including malnutrition and obesity, reduce food insecurity, support local food businesses, and reduce the environmental impact of the production, trade and consumption of food, with a strong emphasis on reducing food waste.

@foodwiseleeds – Twitter

Foodwiseleeds – Instagram

- Facebook



WHAT ARE THE AIMS OF THE “BEING FOOD WISE” CAMPAIGN

- Recognise the work partners are doing to support eating, cooking and shopping well and access to food during COVID-19
- Capture insight and get people talking about the food issues that matter to them during the current time
- Provide helpful tips and interactive sessions led by partners that help people to eat, cook and shop well based on local feedback on the challenges the people of Leeds are experiencing

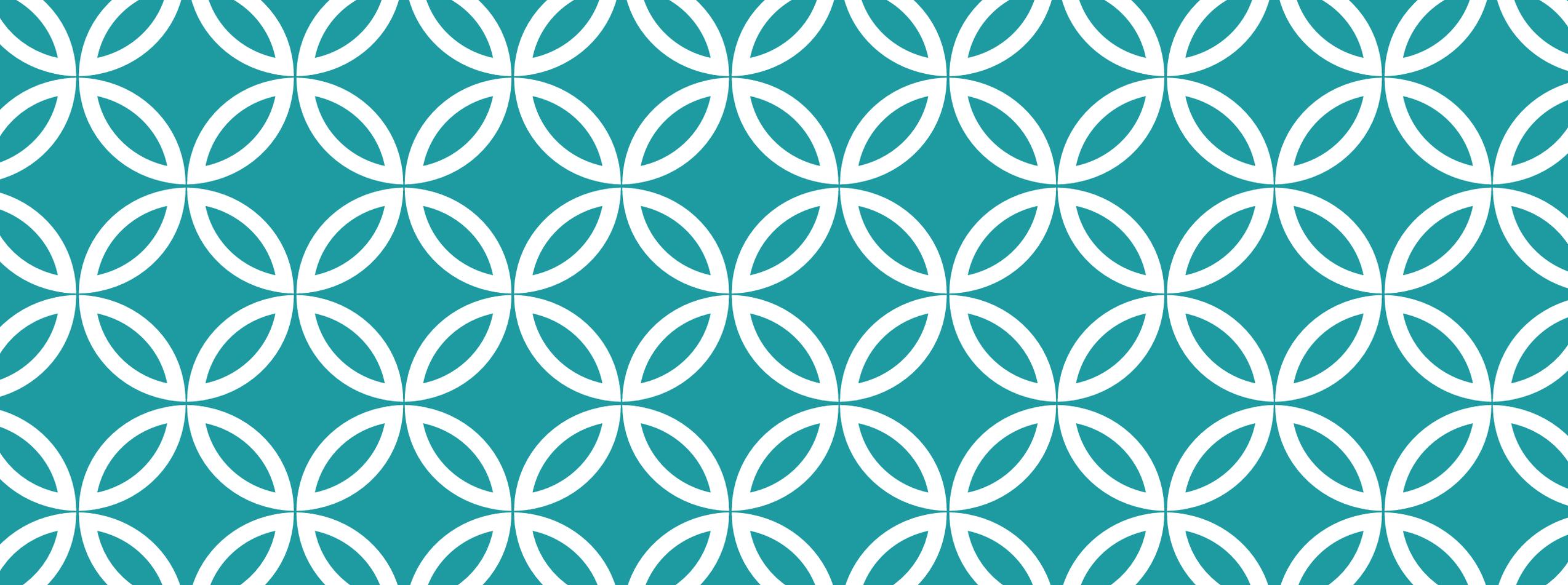
CAMPAIGN OVERVIEW

From the 1st June 2020 we aim to get people talking about what “Being Food Wise” means to them.

The campaign aims to support all people living in Leeds and will deliver a range of messages to support people across the life course.

In the first two weeks of the campaign from the 1st – 14th June, we are planning to engage partners to get behind the “Being Food Wise” movement in the city.

What is your organisation doing that is supporting people to “Be Food Wise”? Or What do you do that makes you “Food Wise”? What top tip do you have to share?



KEY MESSAGES

- ** Key Messages have been broken down into three categories**
- Starting Well – Messages for Pregnancy and Early Years**
- Living Well – Messages for Children and Adults**
- Ageing Well – Messages for Older Adults**

1ST JUNE – 15TH JUNE - BEING FOOD WISE

This aspect of the campaign is about celebrating all the fantastic work that is going on in the city to help people to eat, cook and shop well in the city. During this time the Food Wise Leeds social media accounts will focus on providing lots of top tips on eating well and sharing of the fantastic work that happens day in day out in the city.

#foodwise #Leeds #beingfoodwise #eatwellguide #eatingwell #eatsmart

Starting Well #StartWell

Living Well #LiveWell

Ageing Well #AgeWell

The Eatwell Guide can help keep everyone in the family happy and healthy.

<https://www.nhs.uk/live-well/eat-well/the-eatwell-guide/>

Vitamin D

Keep those bones, teeth, muscles and immune system working.

Food is not a good source of Vitamin D. The sun helps our bodies make it. Many of us are inside more at the moment so a daily supplement is a good idea.

Pregnant and breastfeeding women and children over 1 year old need one containing 10 micrograms of Vitamin D.

Breastfed babies need one containing 8.5 to 10 micrograms of vitamin D.

formula-fed babies should not be given a vitamin D supplement until they're having less than 500ml (about a pint) of infant formula a day, as infant formula is fortified with vitamin D

Eatwell Guide Messaging (more detail on link above)

Base your meals on higher fibre starchy carbohydrates.

Eat lots of fruit and veg

Eat more fish, including a portion of oily fish

Cut down on saturated fat and sugar

Eat less salt: no more than 6g a day for adults

Keep properly hydrated

Have breakfast

Vitamin D

Adults should consider taking 10 micrograms of vitamin D a day to keep your bones and muscles healthy. This is because you may not be getting enough vitamin D from sunlight if you're indoors most of the day.

Support on eating well, moving more, cooking well and weight management can be accessed via One You Leeds:

<https://oneyouleeds.co.uk/>

****All living well messages appropriate for ageing well Keeping Properly hydrated**

Don't forget to top up with plenty of fluids to avoid dehydration which can make us feel tired and confused. Tea, coffee and fruit juice all count towards our 6-8 recommended drinks per day.

Not eating well? Give us a bell. The COVID-19 malnutrition helpline is a dedicated phone line which puts you in touch with the community dietetic team who can provide impartial advice and simple ideas to help with your eating and drinking 0113 8430905 (appropriate for all adult queries)

15TH – 21ST JUNE - FOOD WISE SHOPPING

This aspect of the campaign aims to provide lots of support to help people manage their food budget and shop well

#foodwise #Leeds #foodwisesshopping #shoplocal #shoppingtips #LockdownrecipesLDS

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<https://www.nhs.uk/live-well/eat-well/the-eatwell-guide/>

Key messages:

- Get to know your local supermarkets and local shops – sometimes the offer aren't the cheapest option
- Buy local/Support local – lots of fantastic butchers, bakers, greengrocers and many more offer great range and value
- Eat the seasons – seasonal meat, fish and fruit/vegetables can reduce the cost of your shopping
- Plan a list and stick to it
- Use the Eatwell Guide to plan your shopping list

Top tips from families

- Plan a week's meals
- Make a list
- Buy a mixture of fresh, frozen, tinned and dried foods
- Give dried herbs and spices a go
- Be careful with those special offers

Key Questions:

- How do you plan what you buy?
- What are your families' favourites?
- What shopping tips do you have to share?
- What have you made this week?
- What is your top buy?
- Has lockdown meant you have tried new things?
- “Has someone else shopped for you and bought something you wouldn't normally use?”
- “What is the one shopping item you have found yourself using most and how?”
- Who is your shopping heroes and why?

22ND – 28TH JUNE - FOOD WISE COOKING

This aspect of the campaign aims to encourage people to try cooking from scratch or try new recipes.

#foodwise #Leeds #foodwisecooking #keepcookingskillsalive #recipes #makeyourown #LockdownrecipesLDS

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Living Well #LiveWell

Ageing Well #AgeWell

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<https://www.nhs.uk/live-well/eat-well/the-eatwell-guide/>

Key messages:

- Cooking things yourself can be tasty, fun and save you money.
- New to cooking? What facilities and equipment have you got?
- There are lots of things you can make for all the family in one pan.
- Loads of ideas on line including videos of how to make things too.
- Make a plan – write down a meal plan and the ingredients that you will need
- Try making simple changes to your existing meals like adding more fruit and vegetables or reducing the amount of salt, fat and sugar used
- Ask for help, cooking can be a really good activity that all the family can be involved in, get creative with your kids too and make things together.
- look for recipes online, there are also lots of YouTube and other videos that can break down the simple steps to make a range of different meals
- Start from a few basic ingredients to build your cooking confidence and then start to develop a basic store cupboard of spices, sauces and herbs.

Key Questions

- Do you like cooking?
- What are your favourite recipes? What makes it your favourite?
- Where do you look for recipes?

If you are over 16 and would like some help with cooking, One You Leeds offers a service to anyone in Leeds who would like to learn how to cook. The service offers the Ministry of Food programme, a practical, fun, hands on course that helps people learn how to cook healthy meals from scratch. You can contact the service via the website oneyouleeds.co.uk cook-well or call them on 0800 169 4219 to make an appointment.

29TH - 5TH JULY FOOD WISE SNACKING

This aspect of the campaign aims to raise awareness of the amount of salt, fat and sugar in most commonly consumed snack items and give tips and hints on healthier alternatives such as fruit and vegetables.

#foodwise #Leeds #foodwisesnacking #eatsmart #smartswaps #Vegrocks

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British Dietetics Association – Malnutrition Food Fact Sheet

<https://www.bda.uk.com/uploads/assets/a3b7670b-7f77-4a9f-b5bf14179882b6d1/Malnutrition-food-fact-sheet.pdf>

Key Messages

Snacks often have lots of fat and sugar in them. So not great for helping us to keep healthy including our teeth and weight.

You can use the Change4Life app to find out what the snacks you have contain. It may help you to find ones you want to have a go at changing

Even just 1 or 2 everyday swaps can really make a difference to how much sugar you and your family are eating

Key questions

What is your favourite snack?

What is your favourite fruit or vegetable?

What are your favourite swaps?

If you are over 16 and would like support on healthy eating or are just unsure where to start help is available, contact One You Leeds on 0800 169 4219 or complete the online contact form oneyouleeds.co.uk

Key Messages

A balanced diet is essential for health and wellbeing. When someone has a poor appetite and is malnourished, nutrient dense foods as well as drinks containing nutrition can help to improve energy intake without making portions too big to manage.

The following simple ideas will help you to increase the amount of energy and protein which you eat in a day: •

- Eat 'little and often' – try a small snack between meals and a dessert after lunch and evening meal.
- Choose meals that you enjoy, are easy to prepare and eat, and are high in energy and protein.

Not eating well? Give us a bell. The COVID-19 malnutrition helpline is a dedicated phone line which puts you in touch with the community dietetic team who can provide impartial advice and simple ideas to help with your eating and drinking 0113 8430905

6TH – 12TH JULY - FOOD WISE EATING

This aspect of the campaign aims to help people manage boredom eating and providing information on food and mood.

#foodwise #Leeds #foodwiseeating #foodandmood

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Ageing Well #AgeWell

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<https://www.nhs.uk/live-well/eat-well/the-eatwell-guide/>

British Dietetics Association – Food and Mood Factsheet

<https://www.bda.uk.com/resource/food-facts-food-and-mood.html>

Key messages:

- We all have good days and bad days; we all have foods we like more, or like less. But did you know that what we eat can affect our mood. Evidence suggests that as well as affecting our physical health, what we eat may also affect the way we feel. Therefore - Improving our diet may help to improve mood, give us more energy, help us think more clearly. Tips to help you explore the relationship between what you eat and how you feel include:
- Eating regularly including breakfast - Eating breakfast gets the day off to a good start
- Staying hydrated
- Getting your 5 a day
- Looking after your gut
- Getting enough protein
- Managing caffeine
- Eating the right fats

Mentally Healthy Leeds (MHL) is a preventative mental health service that works with people at risk of experiencing poor mental health. We aim to give people experience and understanding they can use to prevent problems developing or becoming too much to handle. Our service is delivered in a community development approach, this means that we treat individuals and communities as assets looking at what is strong, rather than what is wrong. If you are interested in accessing our service or simply want to know more about what we do, please contact one of our team members on 0113 248 4880 or mhl@touchstonesupport.org.uk.

13TH – 19TH JULY FOOD WISE CHOICES

This aspect of the campaign aims to provide information on using food labels and strategies to help people make healthier food choices i.e. using a food diary.

#foodwise #Leeds #foodwisechoices #foodlabels #fooddiary

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For more information on starting well messages visit: www.bestbeginnings.org.uk

Start Well messages:

Pregnancy –When you are pregnancy you will be more hungry than usual, but even if you are expecting twins or more, you don't need to eat extra portions. In the final 3 months of your pregnancy, you'll need an extra 200 calories a day – that's the same as 2 slices of wholemeal toast and margarine.

Babies – Breastfeeding is the healthiest way to feed your baby, mum's milk is perfect and uniquely made for your growing baby's needs. It helps to protect your baby from infections and other diseases, and as a mum, it also reduces mum's chances of getting some illnesses later in life.

Babies – If you chose to formula feed your baby, it is best to use a first stage infant formula throughout the first year. You can use any brand first stage milk as they are all very similar. Talk to your Midwife or Health visitor if you think your baby might need a different milk.

Mums - You don't need a special diet while you're breastfeeding – just try to include a well-balanced, healthy variety of foods

Top Tips for Kids

Sugar Swaps, 5 a day, Having structured meal times, Reducing unhealthy snacks, Me sized meals, Cutting back fat, Snack check
Remember being active messages are important too and can coincide with healthier eating messages i.e. 60 active minutes and Up and about

Adults

Making small changes to what we eat and drink can make a big difference, here are some top tips:

- Use a food diary to monitor food intake and identify where changes can be made
- Shrink – the amount of food eaten
- Swap – use food labels to make changes to swap for a healthier food choice – watch out for green traffic light choices
- You can still enjoy your favourite healthier foods, but eat them less frequently

Key Questions: (for the family)

What do the labels say? Switch to lower sugar products, Consider making small changes – try adding more veg to your meals, Look at portion sizes – remember me sized meals, How about a snack check? Fruit and veg can be tasty too

**All adult living well messages appropriate for ageing well

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WHAT ELSE IS HAPPENING

A programme for the interactive session will feature on the Food Wise website shortly: <https://leedsfoodpartnership.wordpress.com/foodwise-leeds/>



Going Live