



# Early Years and Food

## Childhood Obesity Trailblazer Project

### Stakeholder Bulletin

Autumn (September, October, November) 2020

This is the 5th edition of our Stakeholder Bulletin to keep you updated with the latest developments around the progress of the Childhood Obesity Trailblazer in Nottinghamshire. This edition is an update of progress for the Autumn months (September, October, November) as the Trailblazer programme gathers more momentum following on from the pause due to the Covid-19 pandemic.

#### Quarterly reflections

Over the Autumn months it finally feels as though we are starting some of the 'doing' and seeing the delivery of some of the interventions/project strands after months and months of scoping, planning and procurement. The whole ethos of the project centres around the scoping/planning phase to ensure we have a more refined product in the delivery phase, so this time has been important, but it's nice to see the interventions starting to have a big impact on children in the early years and their families.

#### Progress

##### Action Area 1 - Children's Centres as a Community Food Asset

We feel as a project team we have finally managed to define what "Children's Centres as a Community Food asset" really looks like. We are very lucky in Nottinghamshire, in that we still have a large network of Children's Centres located in the areas of highest need throughout the county. The staff are very skilled and have fantastic training and experience around healthy eating and nutrition, Families can therefore be assured that they are receiving the very best evidence-based information at a local level. We want to build on this expertise so that families also have access to healthier, affordable foods when visiting a Children's Centre.

In November we launched our FOOD club intervention in partnership with our long-standing partners at Family Action.

F.O.O.D stands for Food On Our Doorstep and utilises the Fare Share food charity who are delivering fresh, surplus produce (which would normally be headed to landfill) to our Children's Centres in Ravensdale (Mansfield) and Harworth (Bassetlaw). Families can then access this fresh produce on a weekly basis for just £3.50. They will receive approximately £15-£20 worth of food for this price (example box in photo)

We have also been working with nutritionists at our new Integrated Wellbeing Service "Your Health Your Way" who have been providing innovative recipes using the foods received for families to cook at home.



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Families home cooked meatloaf and celeriac mash

We've had a positive response from families since we launched in November, with both centres having 25 families regularly accessing each FOOD club. The parents have also been excited to take the food home and prepare the suggested meals for the whole family to enjoy.

## Homemade Meatloaf

### INGREDIENTS

#### SERVES 4

- 300g minced beef
- 2 slices bread
- 1 egg
- 1 onion
- 1 tbsp ketchup or brown sauce
- 1 tin tomatoes / 1 tin tomato soup
- 1 tin mushrooms, drained

### METHOD

1. Preheat oven to 180 degrees or gas mark 4.
2. Using your fingers, break up the bread, rubbing your fingers together to make the bread into breadcrumbs.
3. Put mince in a large bowl and add chopped onion (try to get the onion as small as possible or grate it if you find that easier), bread, egg, ketchup/brown sauce, mushrooms. Add salt and pepper and any other herbs or spices your family enjoy.
4. Using your hand squeeze the ingredients to combine. Get the children involved, lots of little hands make light work for parents!
5. Mould the mince into a large loaf/sausage shape and put in a roasting tin or slow cooker.
6. Pour over the chopped tomatoes or the tomato soup. Be creative, add herbs and spices to taste!
7. Cook for 45 minutes in the oven or 4 hours on low in the slow cooker.
8. Serve with lots of veggies and mash for a hearty, warming meal that the whole family will enjoy!

### TOP TIPS

Try swapping your mashed potato for celeriac or swede mash. To do this, peel and chop the celeriac/swede into large chunks and boil in water until soft. Mash with a little milk for creamy root veg mash!

To add extra veg, try grating carrot or courgette into your mince mixture!

**FREE** fruit, veg, milk and vitamins for you and your family if you qualify for Healthy Start. Find out more by visiting [healthystart.nhs.uk](http://healthystart.nhs.uk) or phoning 0345 607 6823



Nottinghamshire  
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Example of the recipe cards produced within 24 hours by 'Your Health Your Way'.

## Action Area 2 – Recipe Bag concept

We have utilised our specialist support grant in commissioning 'Resource Futures' to facilitate x2 focus groups with a mixture of stakeholders and parents in attendance. This was to help refine the concept further and test our assumptions made during the scoping phase. Obviously due to the ongoing restrictions the focus groups were delivered on a digital platform and luckily the skills of our partners at Resource Futures really came through and enabled full and open discussion with some great intelligence gathered. Will include the findings/report within the Winter bulletin so look out for this.

We are also excited to announce our partnership with Venner nutrition. <https://vennernutrition.uk/>. Originally formed in Finland they are now infiltrating the UK with their exciting product which offers families access to nutritious, plant-based food, along with providing vital new cooking skills and awareness around healthy eating. We have utilised our fantastic partnership links with Newark and Sherwood District Council and Ashfield District Council to work with 2 schools in those respective areas and will include a full update in the next bulletin.

## Action Area 3 - Healthy Start (Kate Whittaker)



# HEALTHY START

**Families on certain benefits can receive  
FREE fruit, veg, milk and vitamins.**

Find out if you qualify  
[www.healthystart.nhs.uk](http://www.healthystart.nhs.uk)  
or telephone **0345 607 6823**



**Give Your Family  
a Healthy Start**



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Great news that following a national campaign supported by Marcus Rashford the value of Healthy Start food vouchers will increase from £3.10 to £4.25 from April 2021. Iceland and Tesco's are also currently offering an additional £1 to spend on fruit and vegetables to people spending their Healthy Start vouchers in store (Iceland have confirmed until December 31st 2020 but this may be extended). A free bottle of Healthy Start vitamins is now given to all pregnant women when they attend the hospital for their 12-week scan in Mansfield, Ashfield, Newark and Sherwood, along with information and advice about vitamins and where to get their next supply. Healthy Family teams in the same area are giving out a bottle of free vitamins at the birth visit for all breastfeeding Mums. This scheme will be further extended into Bassetlaw and south Nottinghamshire in early 2021.

Children's Centre Services have done a great job of keeping vitamins available for families throughout continued Covid restrictions. People eligible for Healthy Start can collect vitamins for free in exchange for their voucher. People that don't qualify for the scheme can still buy Healthy Start vitamins for 80p (pregnant and breastfeeding women) and £1.60 (vitamin drops for babies and children) in many of our Children's Centres. Contact them directly to find out or phone the free phone number 0300 500 80 80 to find a Children's Centre near you.

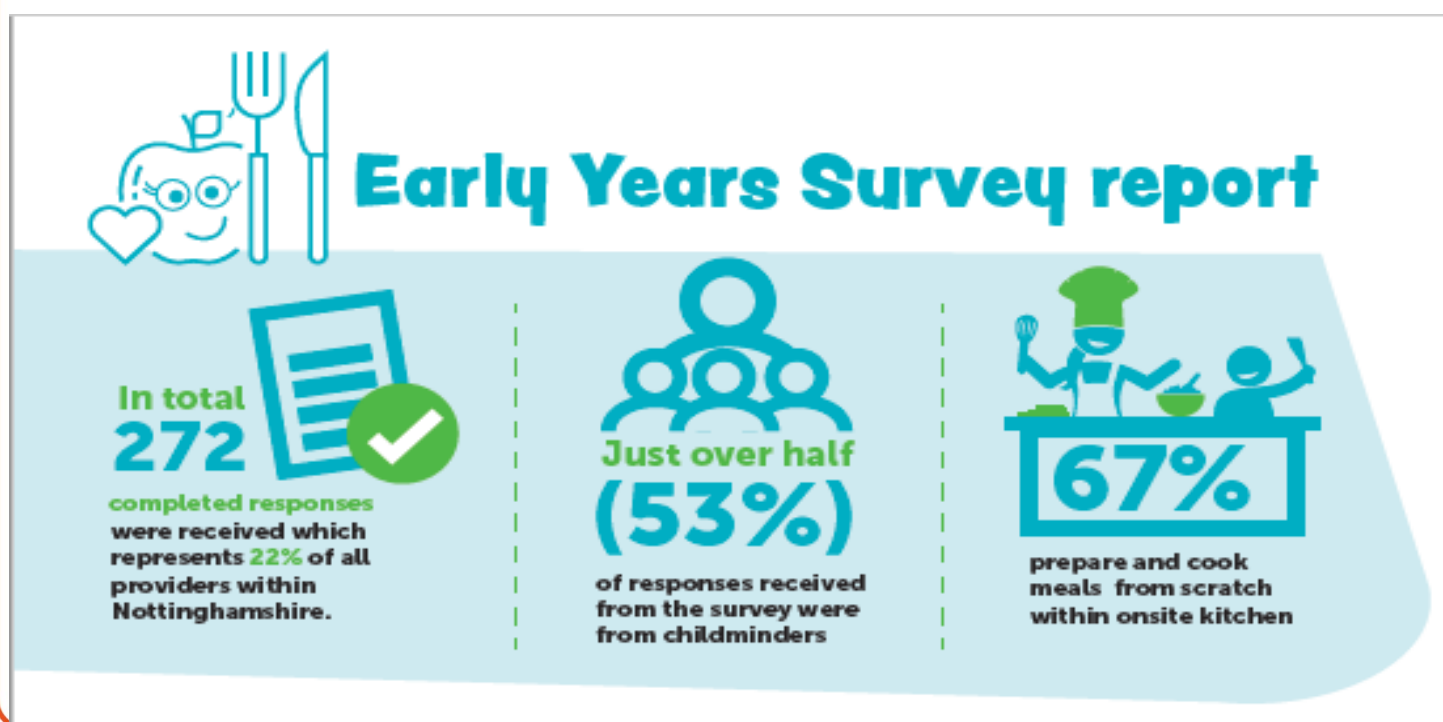
Through our partnership working as part of the Trailblazer we've been able to ensure that Healthy Start information has been integrated into our Covid winter response, including information in food parcels and making it available to Early Years providers offering support to families. Thanks to colleagues in Early Childhood Services for supporting this.

Look out for our new campaign materials-sample at the top of this Healthy Start section-coming soon for you to share amongst your networks.

#### **Action Area 4 & 5 Food and Nutrition knowledge and skills for Early Years providers**

We have been busy analysing the responses from the Early Years provider survey over the last few months. We received 272 completed surveys representing 22% of all Early Years providers in Nottinghamshire which is an amazing response.

The report and recommendations detailing the next steps have now been finalised and I have attached a copy alongside this bulletin along with an infographic which captures the main headlines. The process we have been through in formulating the survey, disseminating it and analysing the findings have been of significant interest to other Local Authorities and we have therefore summarised this as a case study for our partners at the LGA (Local Government Association) and will share with our key stakeholders.



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## **Action Area 6 Consistent Healthy Eating messages.**

We have started a very exciting partnership with national charity The Soil Association to work with 7 Early Years settings across Nottinghamshire to work towards the Early Years “Food For Life” Award. More information about the award can be found here <https://www.foodforlife.org.uk/early-years>.

We have been working with our colleagues in the Early Childhood Services team to select the 7 settings based on areas of highest prevalence of childhood obesity data, number of vulnerable 2,3,4 year olds and those expressing an interest in this scheme through the Early Years survey.

### **The settings signed up so far are:**

Bassetlaw – West Bassetlaw Day Nursery, Langold

Newark & Sherwood – Serendipity’s Day Nursery, Newark

Ashfield – Learning Tree Nursery, Sutton-in-Ashfield

Mansfield – Kidsgrove Daycare, Mansfield Woodhouse

Gedling – Good Foundations Day Nursery, Carlton

Broxtowe – Creative Hands Childcare, Stapleford

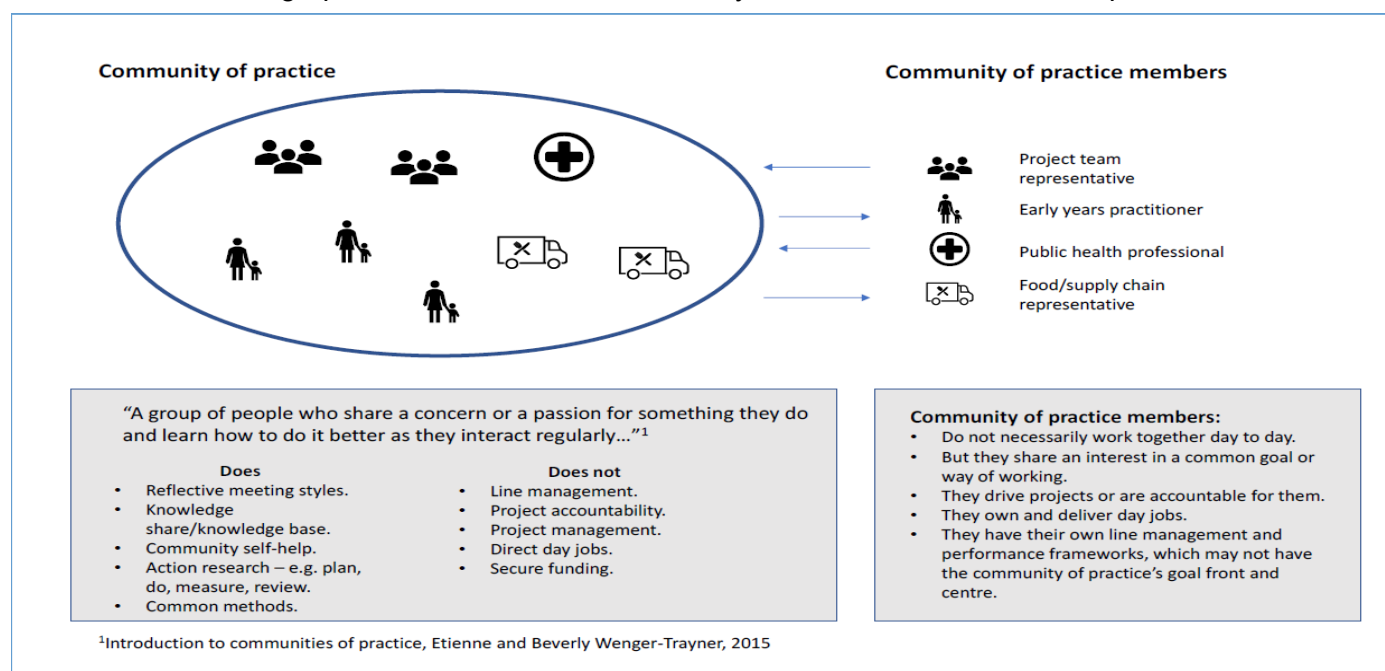
Rushcliffe – TBC

The Food For Life team will support nurseries with a framework to provide the best possible start to children’s food journey. Food for Life Early Years awarded settings provide tasty, nutritious meals in an environment that creates great social skills. They also work hard to encourage good food habits for life, through practical cooking and growing activities and food-based learning - both for children and their parents and carers.

It was through the feedback gained from the survey that we identified a training need for Early Years practitioners around supporting “fussy feeders”. Just under 50% of respondents expressed a need for this training and we are therefore happy to announce the start of an exciting partnership with Loughborough University who will provide e learning access to their fantastic “Child Feeding Guide” training over the next 2 years. More information about the training can be found here <https://www.childfeedingguide.co.uk/>

We have purchased 170 licences and these will be disseminated to front line practitioners throughout day care settings, childminders, after school clubs and Children’s Centres throughout 2021.

We will also be looking at developing our “Community Of Practice” throughout 2021 alongside our newly appointed delivery support partner. Please do look out for further information as we progress this. You can find a useful infographic below about the Community of Practice and what we hope to achieve.



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As you can see, an exciting couple of years in prospect for the Early Years sector in helping support our overall aim to

*“Improve the home and community food environment of families with children in the early years living in areas of higher childhood obesity prevalence.”*

I want to take this opportunity to thank everyone reading this for your support so far. We will keep you updated with developments in our winter stakeholder bulletin due out in February. In the meantime look out for the Early Years survey report and infographic along with the case study we will be producing for the LGA website as well as our Healthy Start promotional materials.

If you have any comments/questions or would like to get involved in the project please do contact myself [andy.white2@nottsc.gov.uk](mailto:andy.white2@nottsc.gov.uk) or if it's Healthy Start related contact Kate [Kate.whittaker@nottsc.gov.uk](mailto:Kate.whittaker@nottsc.gov.uk)

Happy Christmas and look forward to reconnecting in 2021.....

Andy & Kate

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