

# Transforming food culture - Commissioning FFLP to drive change in the new public health landscape

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# Our starting point

Historically under-resourced public health activity in PCT

Imbalance between food and physical activity

Limited investment in weight management programmes but population not yet ready to change

Healthy weight strategy – but no resource

An interest in FFLP - but no resource

Lynne/Lincolnshire funding envy

# LCC helpful pre-conditions

- Health and Well Being Strategy recognises healthy weight as a key priority
- Growth money (circa 10%) enabled new investment into food and nutrition programmes
- Procurement plan established intention, lead member approval
- LCC supportive of public health even in tough financial times

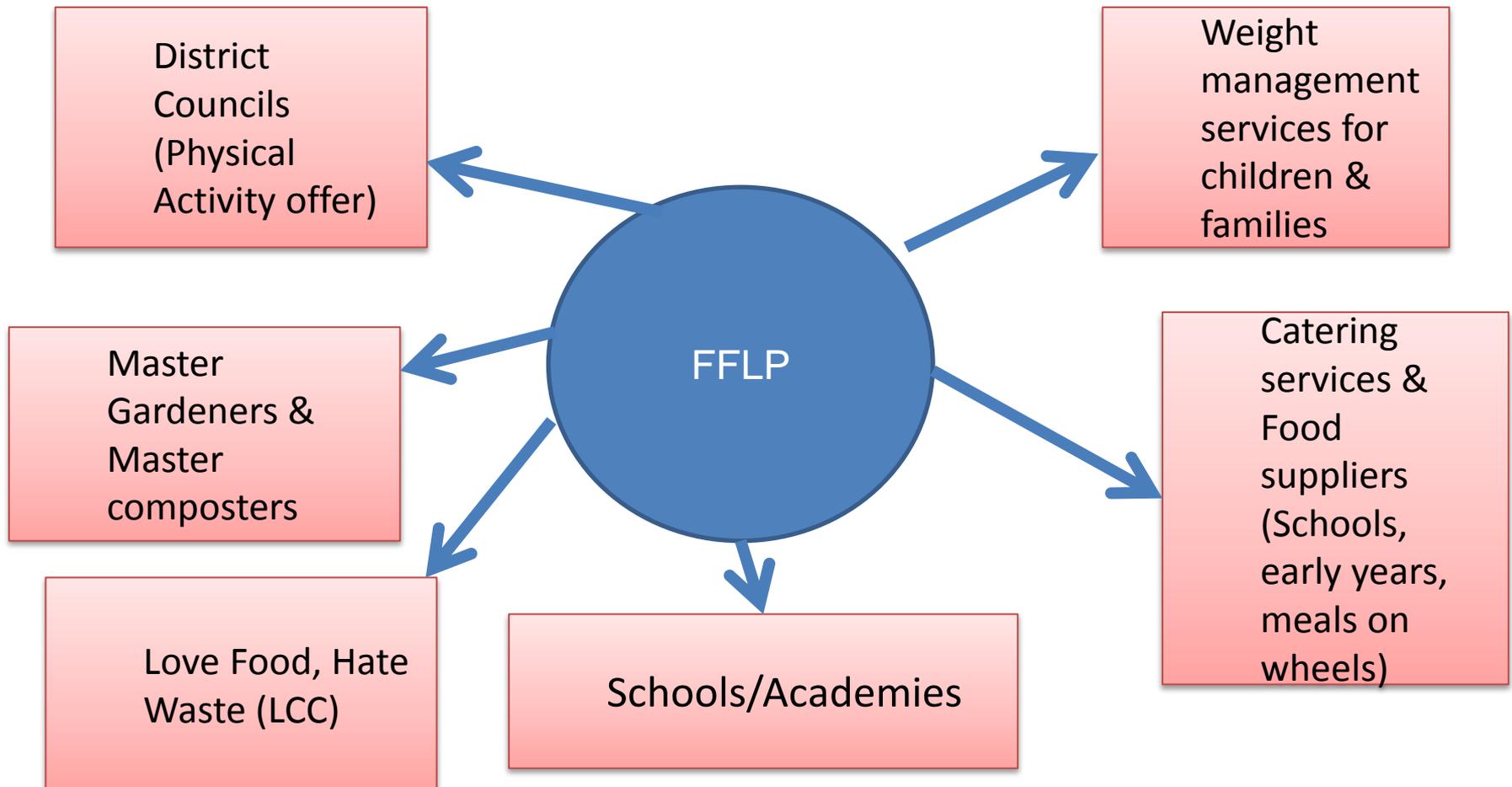
# Why FFLP

- ...a health and education programme which helps to transform school meals and food education in schools and communities. In effect it helps to promote a positive 'Food culture' in schools and has an impact on the 'obesogenic' environment.
- The aim of the FFLP is to give pupils and their families the confidence, skills and knowledge they need to cook, grow and enjoy good quality, affordable food.
- FFLP uses food as a way to engage the community and improve the whole school experience, making lunchtimes a positive feature of the day and enriching classroom learning with farm visits and practical cooking and growing. It is a partnership led by the Soil association working in partnership with 4 other charities : the Health Education Trust (HET), Focus on Food Campaign (FOFC), Garden Organic (GO) and the Royal Society for Public Health (RSPH).

# Leading whole system change

- Public Health sets overall strategy and direction
- FFLP functions as:
  - the provider of specific programmes
  - delivery hub around which other elements coalesce
  - cultural change agent at individual, community and partnership level

# Providing the tools for other partners to work with



# FFLP compelling evidence

- 28% increase in primary school age children reporting eating 5 A DAY
- 45% of parents report eating more fruit and vegetables, changing their shopping patterns at home
- Free school meal uptake rose by 13% points over 2 years and by 20% points in secondary schools
- Over £3 social return on investment for every £1 spent on Food for Life menus, mostly in the form of new jobs in the local economy. Support for the development of sustainable food economies

# What we're expecting

**Development  
of key life skills  
in growing and  
cooking**

**Improved  
nutrition in the  
most  
disadvantaged  
pupils**

**Improved  
community  
and parental  
engagement  
in school  
activities**

**Improved  
school food  
culture with  
messages  
spreading to  
homes**