

# Food4Health

## Healthy Eating Awards



## Introduction

Eating out has never been more popular, easy and accessible. For many people, eating out is an important part of their diet.



For children, eating out includes nursery and school meals. Parents like to know about the foods given to their children and that their dietary needs are being met.

Food consumed outside the home may be higher in fat, salt and sugar than home cooked meals. Too much fat, salt and sugar in the diet can lead to weight gain, obesity and health problems such as high blood pressure, increased risk of heart disease, type II diabetes and some cancers.

Obesity can lead to lifelong health problems and reduce life expectancy by an average of 11 years.

Consumers are becoming increasingly aware of the need to eat healthier foods. They want the ability to make informed choices about what foods they buy for themselves and for their family. Giving consumers this ability is essential to tackling the rising levels of obesity and helping people to lead healthier lifestyles.

Food businesses are in a good position to raise awareness of healthy eating. They can contribute to improving the diet and health of their customers by providing healthier food and helping them to make informed food choices.

## What are Food4Health awards?

**Food4Health** awards recognise and reward food businesses that offer healthy food options and promote healthy eating.

Middlesbrough Council and NHS Middlesbrough have developed the awards as part of a broad health improvement programme that aims to reduce local obesity rates and make Middlesbrough a healthy town.



The awards aim to make food generally healthier and make it easier for customers to make informed choices when eating out.

Awards are based on the following six healthy eating principles:

- ✓ Food is made generally healthier by reducing the amount of fat, salt and sugar and increasing the use of fruit and vegetables.
- ✓ Catering practices, including food preparation and cooking methods, are designed to produce healthier food.
- ✓ Consumers are able to make an informed choice. Whenever possible, information on food ingredients and cooking practices is available to consumers.
- ✓ Healthy and nutritious food is provided for children. Children's meals should meet nutritional guidelines. Parents must be able to make an informed choice about the foods their children eat.
- ✓ Portion sizes are appropriate for a healthy diet. Smaller portion sizes should be available for both adults and children.
- ✓ Healthy eating is actively promoted. This includes pricing, sales and marketing practices that encourage consumers to eat healthier foods.

There are three **Food4Health** awards.

Each award considers the types of foods and ingredients used, how the food is prepared and cooked and how the business promotes healthy eating.

### Bronze Award



This award recognises the commitment made by a food business to make foods generally healthier. This includes making changes to ingredients and food preparation and cooking methods to reduce levels of fat, salt and sugar.

### Silver Award



This award recognises the commitment made by a food business to support the healthy eating principles.

The business has a written healthy eating policy and catering staff are given nutrition awareness training.

Information on the ingredients used and how food is prepared is available to customers. Levels of fat, salt and sugar are kept to a minimum and the business offers a selection of healthier food options which are clearly labelled and promoted.

### Gold Award



This award recognises the commitment made by a food business to the healthy eating principles.

The selection of foods offered is nutritionally balanced and customers are able to make fully informed food choices.

The business has developed its' healthy eating policy and practices to meet consumer demand for healthy foods. It also actively promotes healthy eating.

### What are the benefits?

Food businesses have an opportunity to contribute to improving the health and well-being of local people. Other benefits include;

- ✓ Free publicity for your business that recognises your contribution to improving public health.
- ✓ Promotion of your award on the Council website and on the 'Scores on the Doors' food hygiene rating website.
- ✓ Increased customer satisfaction and a competitive edge over other similar businesses.
- ✓ Profits may increase as you meet consumer needs. Similar award schemes report an increase in sales in the food businesses that have received healthy food awards.
- ✓ Improved recipes and better menu planning. Changes to food preparation methods can also help reduce food wastage and associated costs.
- ✓ Businesses working towards achieving an award will receive free advice and support on nutrition and healthy catering practices. This includes 'traffic light labelling' that lets customers see, at a glance, the nutritional value of the food.
- ✓ All businesses that achieve the award will receive a **Food4Health** certificate and promotional materials.



## What are the costs?

### **Food4Health awards are free.**

Most businesses should be able to achieve an award without substantial costs. Any costs that do arise are likely to include printing of new menus or other business documentation, buying new equipment if necessary and there may be costs for staff training. Any costs that are incurred should be minimal and should be an investment in the business.

We aim to help food businesses achieve the awards without incurring too many costs and businesses wishing to apply for an award will receive free advice and support.

## Who can apply for an award?

The awards are available to most food businesses in Middlesbrough. This includes restaurants, takeaways, hotels, public houses that serve meals, cafés, canteens, home caterers, care homes, childrens day nurseries and sandwich shops that make sandwiches to order.

Retailers that sell only pre-packed foods, including drinks, are not eligible for an award.

Food businesses wishing to apply for an award must:

- be registered with Middlesbrough Council's Food and Safety Team.
- demonstrate good hygiene standards which are assessed by the Council's Food and Safety Team.

Advice and information on food safety requirements are available at [www.middlesbrough.gov.uk/foodandsafety](http://www.middlesbrough.gov.uk/foodandsafety)

## How long do awards last?

Awards last for one year, however, an award may be reviewed or revoked during this time if, for instance:

- significant changes have been made to the menu, ingredients or suppliers and the business no longer satisfies the award criteria.
- enforcement action has been taken under relevant food laws.
- the business has changed ownership. (awards are not transferable)

For more Food4Health information visit [www.middlesbrough.gov.uk/food4health](http://www.middlesbrough.gov.uk/food4health)

or contact the Food, Safety and Healthy Living Team, Tel. 0800 013 6001  
Email: [food&safety@middlesbrough.gov.uk](mailto:food&safety@middlesbrough.gov.uk)



## Bronze Award Criteria

The following criteria are based on everyday standard practice. Advice on how to achieve the criteria is given in the guidance section.

### Food

1. Fats and oils used in cooking are unsaturated (poly or mono unsaturated) wherever possible.
2. If butter or other spreads are used they are optional and mainly low-fat (unsaturated)
3. If chips are served they should be thick cut.
4. Lean cuts of meat are used wherever possible.
5. Skimmed, semi-skimmed or 1% milk is used, unless whole milk is required for nutritional purposes, for example milk in young children's food and drink.
6. If sauces and dressings are available they should be optional. Low-fat varieties must be available.
7. If fillings are served low-fat options must be available.
8. Reduced salt ingredients and foods are used.
9. If desserts and cakes are offered they contain as little sugar as possible.
10. Drinking water is readily available (bottle or tap).
11. If drinks are served, low-sugar or sugar-free drinks are available. If sugar is available for hot drinks then sweeteners should also be available.

### Food Preparation and Cooking

12. Excess fat is drained, skimmed or trimmed from food before serving.
13. Skin is removed from poultry before cooking (except when roasting).
14. Where possible, food is grilled, baked, steamed or poached, rather than fried.
15. Salt and sugar should not be added to food. If salt or sugar is added it is minimal.
16. If oil is used in frying it is set at the correct temperature. See guidance section.

### Healthy Eating Policy and Promotion

17. Smaller portions are available for adults and children (half to a third of a standard portion).
18. Catering staff are aware of the healthy eating principles.



## Silver Award Criteria

Criteria 1 to 18 must be met before progressing to the Silver Award. Advice on how to achieve the criteria is given in the guidance section.

### Food

19. Fish, especially oily fish, should be available on the menu, whenever possible.
20. Wholemeal or other high-fibre products are always available.
21. Starchy foods such as rice or boiled potatoes are available with main meals. Chips are not served as standard, if served they must be optional only.
22. Vegetables or salad are available and included with main meals.
23. Fruit is always available. (see guidance on using tinned fruit)

### Food Preparation and Cooking

24. Boiled vegetables are cooked in as little water as possible and boiled for the shortest amount of time.
25. Salt or butter is not automatically added to foods after cooking

### Healthy Eating Policy and Promotion

26. The business has a written healthy eating policy.
27. Pricing policy encourages customers to choose healthier food items.
28. Low or sugar-free drinks are available and displayed more prominently than sugary soft drinks.
29. Staff understand what is required to achieve and retain a **Food4Health** award.
30. The catering manager and staff have received suitable and sufficient nutrition awareness training.



## Gold Award Criteria

Criteria 1 to 30 must be met before progressing to the Gold Award.  
Advice on how to achieve the criteria is given in the guidance section.

### Healthy Options

31. Recipes, preparation and cooking methods are designed to produce healthy foods.
32. All menu items have been selected to be nutritionally balanced.
33. If snacks are served, low fat options are available.

### Healthy Eating Policy and Promotion

34. Healthy and nutritious food is provided for children.
35. Healthier foods are prominently displayed and promoted.
36. Healthier options are clearly indicated and promoted favourably on the menu. The healthy options logo may be used for this.
37. A statement of commitment to healthy eating is clearly displayed in the establishment.
38. The sales and marketing strategy encourages customers to choose healthier options.
39. Catering staff have a good knowledge on the nutritional value of the foods served and are able to advise customers on healthy eating.

# Award Criteria Guidance

The following guidance is not exhaustive. You may be able to demonstrate other ways to meet the criteria.

## 1. Fats and oils used in cooking are unsaturated (polyunsaturated or monounsaturated) wherever possible.

- Olive oil, walnut oil, peanut oil, rapeseed oil, groundnut oil, linseed oil and canola oil are examples of monounsaturated fats that can be used in cooking. If nut oils are used, they must be clearly stated on your menu as some people have nut allergies.
- Corn oil, sunflower oil, grape seed oil, safflower oil, soy and cottonseed oil are examples of polyunsaturated fats that can be used.
- Saturated fats such as lard, suet, butter, ghee and coconut oil should be avoided, but if used they must be in small amounts.
- Trans-fats (either hydrogenated or partially hydrogenated) must also be avoided as they are classed as saturated fats. It is a legal requirement for manufacturers to inform consumers on the use of hydrogenated fats in the ingredients list on food labels.
- Use only small amounts of oil in cooking and where possible use spray oils.
- Vegetable oils are usually made by blending several oils such as soya, rapeseed, sunflower, maize and palm kernel oils. They are then refined to remove the protein and are thus **unlikely** to cause any allergic reactions in sensitive people.
- However, some speciality oils such as sesame oil, groundnut (peanut) oil and walnut oil are not refined and **can** cause an allergic reaction in people sensitive to the seed or nut. All food businesses must ensure their customers are given sufficient information about allergic ingredients.

## 2. If butter or other spreads are used they are optional and mainly low-fat (unsaturated).

- Give customers the option of having butter or other spreads in their sandwiches.
- Offer low fat, monounsaturated or polyunsaturated spreads such as margarine instead of butter.

## 3. If chips are served they should be thick cut.

- Chips that are straight cut or steak cut and thick absorb less fat.
- Avoid thin cut, skinny, curly, crinkle cut chips or French fries.
- Avoid using saturated fats such as dripping, suet, ghee or palm oil for frying.

- As a guide pre-cut chips should have a thickness of at least 13mm.
- Frozen chips should be cooked from frozen as this will reduce the amount of fat absorbed. Avoid allowing frozen chips to thaw before cooking.
- Chips start to absorb fat when they are taken out of the cooking oil so shake and tap the basket at least three times after frying to reduce the amount of fat absorbed.
- Drain the chips for at least 30 seconds before serving.
- If possible use oven-baked chips.

#### **4. Leaner cuts of meat are used whenever possible.**

- Buy leaner cuts of meat wherever possible. As a guide this means a meat content of 70% or more and meat that is not mechanically recovered (MRM).
- If serving meat products such as sausages and burgers they should have a high meat content and low salt content.
- Choose back bacon rather than streaky bacon.
- Use lean minced meat and drain off excess fat after the meat is first cooked.

#### **5. Skimmed, semi-skimmed or 1% milk is used unless whole milk is required for nutritional purposes, for example milk in young children's food and drink.**

- Milk used in drinks such as coffee, tea, hot chocolate and milkshakes should be skimmed, semi-skimmed or 1% fat, except if the customer specifically asks for full fat milk to be used.\*

\*Children's Nurseries – please see extra guidance

#### **6. If sauces and dressings are served they should be optional. Low-fat varieties must be available.**

- Sauces or dressings should not automatically be added to meals. Customers should be asked if they want these on their food.
- Offer low-fat (less than 3%) dressings such as low-fat salad cream and low-fat mayonnaise.
- Use oils as salad dressings sparingly.
- Some salad dressings may also contain unrefined nut oils which may cause allergic reactions so take note of the ingredients contained in the dressings.

- Adding lemon and spices to salads can improve the taste and is a healthier option.
- Use lower fat sauces such as tomato based ones as an alternative to creamy based sauces such as carbonara or korma as these are high in fat.
- Use skimmed or semi skimmed milk, low fat yoghurt or fromage frais in sauces instead of cream.
- Avoid using roux-based (flour and fat) sauces. Thicken sauces using alternatives such as cornflower or arrowroot.
- Give customers the option of choosing if they want their desserts, puddings and cakes plain or served with cream, custard or ice-cream.

### **7. If fillings are served, low-fat options must be available**

- Limit the number of sandwich fillings that are made using mayonnaise or use small amounts of low-fat mayonnaise (less than 3% fat).
- Use grated hard cheese rather than sliced.
- Some healthier sandwich and jacket potato fillings could include:
  - ✓ Tuna, cucumber, sweet corn, peppers, onion
  - ✓ Salmon, cucumber, peppers
  - ✓ Tinned sardines
  - ✓ Chicken breast (without skin), turkey/ham salad
  - ✓ Reduced fat grated cheese and pickle
  - ✓ Hard boiled egg and cress
  - ✓ Low fat varieties of cheese such as cottage cheese, reduced fat cheddar and camembert

### **8. Reduced salt ingredients and foods are used.**

- Ingredients with reduced salt have a sodium content of less than 0.1g per 100g. This is equivalent to 0.3 grams of salt.
- Limit the use of processed foods such as meats and canned products as they can be high in salt
- Canned vegetables should be in water not brine. If using vegetables in brine or salt water they must be drained and rinsed in fresh water before use.
- Limit the use of ready made cooking sauces as they can be very high in salt.

### **9. If desserts and cakes are offered, as little sugar as possible is used.**

- Ingredients with reduced sugar should be used.
- If canned fruit is used it is tinned in natural/unsweetened juice not syrup
- Reduce the sugar content of desserts and cakes by sweetening with dried, pureed or fresh fruit.
- Provide fruit based desserts or puddings as an alternative to high sugar varieties. Use fruit puddings that are not based on a pastry or cream mix.
- Adopt baking recipes that use little sugar, for example scones and tea breads.
- Offer fruit cakes without butter or sugary icing.
- Desserts, cakes, cereal bars and other foods containing sugar are best consumed at meal times and this practice should be promoted whenever possible.

### **10. Drinking water is readily available (bottle or tap).**

- This may be tap water or bottled water. Water should be free of charge if possible.

### **11. If drinks are served, low or sugar free drinks are available. If sugar is available for hot drinks, sweeteners should also be available.**

- Unsweetened fruit juice such as pure fruit juice should be available as an alternative to fizzy drinks.
- Fresh fruit based drinks can lead to acid erosion of teeth so they should be limited to meal times whenever possible.
- Drinks available should include healthier options such as sugar free flavoured water (less than 0.5 grams of sugar per 100 millilitres), sparkling fruit drinks made with 100% fruit juice and no added sugar and sugar free soft drinks (less than 0.5 grams of sugar per 100 millilitres).
- Where possible, sugary drinks should be promoted only at meal times and not throughout the day as this will help to prevent tooth decay.
- Provide artificial sweeteners as an alternative to sugar.

### **12. Excess fat is drained, skimmed or trimmed from food before serving.**

- Drain excess fat from food after cooking and before serving. Use a sieve where possible.
- Skim excess fat off mincemeat, casseroles, gravy, stews and curries.

- Trim as much visible fat from meat before cooking and before serving.

### **13. Skin is removed from poultry before cooking (except when roasting)**

- Remove the skin from poultry before cooking, except when roasting, as chicken skin is very high in saturated fat.
- When roasting, drain off excess fat. Roasting on a rack allows more fat to drain off.

### **14. Where possible, food is grilled, baked, steamed or poached rather than fried.**

- Instead of frying foods use grilling or baking as the healthier method. Foods that could be considered for this cooking method include chicken, burgers, 'veggie' burgers, fish, oven chips (reduced fat), potatoes and sausages.
- Offer poached, scrambled or boiled eggs as an alternative to fried eggs.
- Offer oven baked choices rather than fried, for example, breaded chicken or fish products.
- Consider boiling, braising, pot roasting, steaming, stewing and stir frying or dry frying as alternative cooking methods.

### **15. Salt and sugar should not be added to food. If salt or sugar is added it is minimal.**

- Salted water should not be used when cooking rice, pasta, potatoes or vegetables.
- Use minimal amounts of salt, if at all, when preparing dishes.
- Limit the use of stock cubes and other salty condiments.
- Use other flavourings when cooking. This could include spices such as cumin, turmeric, paprika, black pepper, chilli, ginger, garlic, garam masala. Fresh herbs such as parsley, coriander, thyme, mint and basil could be added to pasta, vegetable and meat dishes.
- Avoid adding salt to dishes prepared using cooking sauces or stocks such as soya sauce and oyster sauce.
- Where possible, limit the use of cooking sauces as they can be high in salt, sugar and fat. Try making your own sauces from scratch.
- Add little or no salt to dishes that naturally have high sodium content, for example smoked fish, meats or those preserved in salt such as bacon and cheese.
- Do not add salt to sandwiches.
- Add as little sugar as possible, if at all, when preparing food.

- Use tinned pulses and vegetables without added sugar in cooking.
- Use less sugar in baking and alternatively sweeten with natural sugar such as dried or pureed fruit.
- Omit sugar from savoury recipes where possible.
- Check the label for hidden sugar in ready made sauces and other confectionary. Look out for words like **sucrose, fructose, glucose, dextrose, maltose, lactose, malt syrup, honey** and **treacle** on the label.

#### 16. If oil is used in frying it is set at the correct temperature.

This information can be checked on your frying equipment or by using a food probe or thermometer.

- The normal temperature range for deep frying equipment is 165°C to 190°C (330°F to 375°F). This is a general guide so always check the manufacturers instructions for the correct use of your specific deep-fat fryer.
- Avoid frying at lower temperatures as this takes longer and the food absorbs more oil.
- Turn down fryers when not in use and change oil regularly.
- Filtering oil and cleaning the fryer regularly will help increase the life of the oil.
- If oil begins to have a distinct odour or flavour, it means it is deteriorating and should be replaced with fresh oil.
- Use as little oil as possible when frying and drain off any excess.

#### 17. Smaller portions are available for adults and children (half to a third of a standard portion).

- Offer smaller portions of foods or dishes to children and adults who request it. These should be offered at a favourable price.

#### 18. Catering staff are aware of the healthy eating principles.

- Catering staff should have a reasonable knowledge on the basics of healthy eating and should be encouraged to learn more about healthy eating. Leaflets, posters and guides on healthy eating should be available to staff and discussed at staff meetings.
- Ensure all staff are aware of all the healthier options that are available on the menu.
- Staff should be able to encourage customers to choose healthier options. For example, offering salad, vegetables or baked potatoes as an alternative to chips, and informing customers about smaller portions.

### **19. Fish, especially oily fish, should be available on the menu whenever possible.**

- Ensure that if canned fish is used it is in spring water or tomato and not in brine or salt.
- White fish should be available on the menu. It should be grilled, baked or poached rather than fried in batter.
- Oily fish such as Tuna, Carp, Trout, Kipper, Anchovies and Pilchards should be available on the menu wherever possible.
- Oily fish could be fresh, frozen or canned (except tuna which must be fresh to be classed as oily fish).

### **20. Wholemeal or other high-fibre products are always available.**

- Offer bread products such as pitta, chapatti or bread rolls with all meals.
- When serving bread ask customers if they would prefer wholegrain bread as opposed to plain white bread.
- If bread is baked on the premises, wholemeal flour or a mix of wholemeal (50%) and white flour (50%) is recommended.
- Let your customers know that whole-wheat options such as brown rice or pasta are available on request.
- Include other wholegrain options such as bulgur, millet, barley, buckwheat or a mix of whole wheat and plain white flour where possible in meals.
- Make pastries, cakes and desserts with wholemeal flour or a mix of whole-wheat (50%) and plain white flour (50%), wherever possible.
- If breakfast is offered ensure a selection of cereals that include high fibre options such as porridge, oats, weetabix, or all bran is available.

Children's Nurseries – please see extra guidance

### **21. Starchy foods such as rice or boiled potatoes are available with main meals. If chips are served they must be optional only.**

- Make starchy meals the main part of most meals.
- Offer healthier alternatives such as boiled new potatoes or sweet potatoes in place of chips. Other alternatives could include baked or mashed potatoes, boiled rice, couscous, yam, cassava, fufu, plantain, roti, bulgur wheat and boiled noodles.
- Serve bread with soups, salads and main meals. Breads could include rolls, bagels, wraps and tortillas.

- Avoid adding excess fat during cooking and serving as this adds extra calories to the meal.
- Avoid serving high fat breads such as croissants and offer healthier options such as pitta or tea cakes.
- Use potatoes to thicken soups, casseroles, stews or mince dishes

## 22. Vegetables or salad are available and included with main meals.

### Vegetables

- Vegetables and/or salad should be available as part of any meal.
- A portion of vegetables could include boiled, steamed, tinned, frozen or microwave varieties. Mushy peas also count.
- If using canned vegetables, choose brands with no added salt or sugar.
- Dishes can be made healthier by adding more vegetables. Even if vegetables are not the main part of the dish they will add more flavour and nutrients.
- Potatoes are **not** classed as vegetables but are starchy foods.
- Add vegetables like grated carrot into dishes such as fish and meat recipes, rice dishes and soups to bulk them up.

### Salads

- Add more fresh vegetables to sandwich fillings.
- If salad is served, lemon juice could be sprinkled to make it tastier.
- Salads could consist of various mixes such as tomatoes, cucumbers, grated carrot, peppers, lettuce, cabbage, olives, beetroot etc.
- Sunflower/sesame seeds could be sprinkled on salads rather than bacon bits, but make sure you tell customers as some people have seed allergies.
- Using lemon, lime or vinegar based dressings in salad helps reduce vitamin C loss as vitamin C is more stable in acidic conditions.
- Salads can also serve as good side dishes for curry or placed in a burger.

### **23. Fruit is always available.**

Fruit (frozen/tinned/dried/fresh)

- Use tinned fruit in its own juice rather than syrup.
- If serving fruit salads use unsweetened fruit juices rather than syrup.
- Substitute high fat and high sugar desserts with fruit based desserts such as fruit crumble, fresh fruit salad, and stewed seasonal fruit.

### **24. Boiled vegetables are cooked in as little water as possible and boiled for the shortest amount of time.**

- Steam or boil vegetables in as little water as possible. Cook in the shortest amount of time possible.
- Avoid overcooking vegetables and serve them as soon as possible.
- After boiling vegetables use the water to make stock, gravy or sauce as it will contain nutrients from the vegetables.
- Avoid cutting vegetables into very small quantities as this can lead to vitamin loss when cooking.
- Avoid preparing vegetables too early as warm holding causes vitamin loss. It will also affect the texture and taste of the vegetables.
- Avoid leaving vegetables in water for long periods as water soluble vitamins such as vitamins B and C will leach out and be lost.

### **25. Salt or butter is not automatically added to foods after cooking.**

- Serve foods without adding butter, oil or salt automatically. If served they should be given separate to food or the customer should be asked how they would like them served, ie. on the food or separate.

### **26. The business has a written healthy eating policy.**

- The healthy eating policy should clearly state the commitment of the organisation to providing healthy foods to customers and detail the arrangements for achieving this. The policy should include details of staff training and instruction, the promotion of healthy eating to staff and customers, purchasing arrangements, recipe control and methods of food production.
- The policy should also include details of the organisation's pricing structure and sales policy to show how it supports and promotes healthy eating.

- In the case of nurseries the healthy eating policy should also clearly state the commitment to promoting healthy food and drinks and supporting good oral health for children.
- Compliance with the policy should be checked regularly.

### **27. Pricing policy encourages customers to choose healthier food items.**

- Reduce the amount of meat in dishes or sandwiches and increase the amount of vegetables added to dishes and you could reduce cost. These savings can be passed on to your customer.
- Price healthier options to encourage customers to choose them.
- Customers could be encouraged to choose healthier options, for example meal deals that offer fruit free or 2 for 1 on healthy dishes.

### **28. Low or sugar free varieties of soft drinks are displayed more prominently than sugary soft drinks**

- Display the healthier drink options more prominently, for example at eye level.
- Promote low or sugar free drinks, for example pure 100% juice could be made cheaper than fizzy drinks and thus your customers may be encouraged to choose them.
- Clearly label healthier option drinks. If your business has vending machines, highlight the healthier option drinks where possible.

### **29. Staff understand what is required to achieve and retain a Food4Health award.**

- Make all staff fully aware of the award and what you are doing to achieve it. This can be done through staff meetings, training and healthy eating guides.

### **30. The catering manager and staff have received suitable and sufficient nutrition awareness training**

- Catering staff should receive suitable nutrition awareness training.
- All members of staff involved in food preparation and service should be aware of the importance of reducing fat, sugar and salt in foods prepared and served and how this is being achieved. They should be able to demonstrate this knowledge at a basic level.
- Use training and staff meetings to make staff aware of what healthier options are available on the menu.

### **31 Recipes, preparation and cooking methods have been designed to produce healthier foods**

- Recipes and methods of preparing and cooking food should be carefully selected so that they can produce healthier foods.

### **32 All menu items have been selected to be nutritionally balanced.**

- Before meals have been placed on the menu they have been nutritionally assessed as meeting the 'eat-well plate' standards. They should have the required proportion of all the four food groups (starchy foods; milk and dairy; meat, fish and alternatives and fruit and vegetables).
- In cases where the 'eat-well plate' standards are not applicable e.g. nurseries, the business has nutritionally assessed the meals as meeting the nutritional requirements of the consumer.
- The business is able to provide clear information to its customers on food ingredients used, cooking methods and nutrient content of foods.

### **33. If snacks are served, low fat options are available**

- Provide a selection of healthier savoury snacks such as crackers, breadsticks, unsalted nuts, pretzels and vegetable sticks.
- Provide healthier alternatives to biscuits and cakes such as teacakes, malt loaf and reduced fat muffins.
- If crisps are sold, healthier options such as baked crisps are available.
- Restrict the availability of high fat or high sugar confectionary such as sweets.
- If you serve yoghurts use low-fat and low-sugar varieties.

### **34 Healthy and nutritious food is provided for children**

- Children's meals must be healthy and nutritious. They should meet relevant nutritional guidelines and should be an appropriate portion size.
- Water or drinks that are low sugar or sugar free such as pure juices, dilute juice or milk should be offered with children's meals. If fizzy drinks are provided in the establishment, low or sugar free varieties must always be available for children.
- Provide milk and unsweetened fruit juice as an alternative to sugary drinks.
- Chips should not be included with children's meals. If they are served they should be offered as a side order only.

- Children's meals must be priced appropriately.

### **35 Healthier foods are prominently displayed and promoted**

- Fresh fruit should be available everyday and be promoted to customers.
- You could arrange the counter so that healthier foods are displayed at the front and foods such as biscuits and crisps are at the back of the counter.
- The promotion of sweets and sugary drinks should be avoided.

### **36 Healthier options are clearly indicated and promoted favourably on the menu.**

- Customers should be clearly informed which foods are the healthier options. This can be achieved by using the healthy option logo or stating this beside the name of the food. Customers must be able to make a fully informed choice about which foods to eat.
- To be able to label a dish as a **Food4Health** 'healthy option' it must have been produced in a way that ensures it contains little or minimal amounts of fat, salt and sugar.
- Specific nutritional claims must be supported. Certain terms such as low-fat may have legal definitions. Advice regarding this is available from the Community Protection Service, Middlesbrough Council.
- State clearly that healthier options are available on the menu. For example stating sandwiches are available in white and wholemeal could encourage customers to ask for the healthier option.
- Offer healthier options at attractive prices and use in-house promotions to encourage customers to choose healthier options.

### **37. The statement of commitment to healthy eating is clearly displayed in the establishment.**

- Ensure the award certificate and statement of commitment are displayed in a prominent position for customers to see. This way your customers know about the changes that are taking place and what you are doing to achieve or retain the award.
- Make information about the award available to customers.
- On achieving the award ensure your customers know what they can expect from an establishment that has achieved the **Food4Health** award, such as more information on foods and cooking methods

### **38 The sales and marketing strategy encourages customers to choose healthier options.**

- Encourage customers to ask about healthy eating and the healthy options.
- Use marketing products such as table-top information cards, leaflets, posters, banners and flyers to inform customers about your healthy options.
- Inform your customers about the broad changes you have made to the way you prepare food. For example statements such as 'We use semi-skimmed milk in all recipes', or 'We use low-fat mayonnaise'.
- Ensure that the sales and marketing strategy is recorded in your written healthy eating policy.
- Place information about the award on your website, intranet or company newsletter.
- Have promotional events to encourage healthy eating. For example, customer-taster sessions, price incentives and offering free fruit.
- Promotional material could be used alongside healthy options but care should be taken to ensure they are not put alongside less healthy food items.

### **39. Catering staff have a good knowledge on the nutritional value of the foods served and are able to advise customers on healthy eating.**

- All key staff have been trained on the types of foods served and the basic nutrients these foods contain.
- All key staff can explain clearly to customers what the healthier options on the menu are and why they are healthier options.
- Ensure all staff are aware of what ingredients are contained in the healthier options so customers who ask can be given adequate information. Provide nutritional information in the form of cards or leaflets wherever possible.

## Specific Guidance for Nurseries

### Milk & Dairy

- Infants under 12 months should be given breast milk or an appropriate infant formula.
- Children aged 12 months to 2 years should be given full fat milk and dairy products as they require a higher fat intake. This is because fat has more than twice the calories of protein or carbohydrate and foods containing fat can provide lots of calories in a small quantity.
- There is no need to worry about too much fat for children under 2 as they need to get enough calories and eat a wide variety of foods.
- Children aged 2 to 5 years can be given semi-skimmed (provided the child is a good eater and has a varied diet), otherwise full fat milk should be given.
- Avoid giving children unpasteurised milk and milk drinks with added sugar.
- Avoid using soft and unpasteurised cheeses in children's meals.
- Children over 2 years should have their diets more similar to an adult and care must be taken to ensure their diet does not contain too much fat, especially saturated fat, which is found in cheese, biscuits, pastry and cake.

### Salt

- Salt must not be used in the preparation of food for under 5's
- Low salt ingredients should be purchased wherever possible. Sometimes bread and other ingredients can have hidden salt. Any product that has a salt content more than 1.5g per 100g is considered high. Use products with 0.3g or less of salt per 100g.
- Try making your own stock or gravy, instead of using cubes or granules. If this is not possible try to use low-salt stock or bullion and use less of it.

### Drinks

- If fruit juices or diluted juices are available they should be diluted at least 1 part juice to 10 parts water and given only at meal times as this helps to prevent tooth decay.
- Frequent use of fruit drinks including baby juices should be discouraged as they can encourage a sweet tooth and contribute to dental disease. This is because fruit juices can be quite acidic and erode tooth enamel, especially in young children.
- Children should be discouraged as much as possible from having fizzy drinks and squashes as they can cause tooth decay.

- Tea and coffee are not suitable hot drinks for under 5s as they contain tannic acid, which interferes with iron absorption.
- Children's teeth are most susceptible to tooth decay so babies and young children should not be given drinks/juices that contain sugar in bottles or feeders. An open-cup or beaker should be used.
- Milk and water should be actively promoted as main drinks for children.

### Water

- Tap water is suitable for infants over 6 months old but should be boiled and cooled for younger infants.
- If bottled water is given to children, ensure it is suitable as natural mineral water may have a mineral content that is unsuitable for babies.
- Still bottled spring water must be checked to ensure it is suitable for infant feeding and should be treated the same as tap water- boiled and cooled for infants under 6 months.

### Fibre

- Raw bran should never be given to children as it can cause bloating, wind, loss of appetite and it can affect the absorption of useful nutrients.
- High fibre cereals such as whole grain should be given to children in moderation as they are bulky and fill children up quickly.
- Wholemeal bread should be offered as an option to children.

### Cereals

- Sugary breakfast cereals such as sugar coated flakes or chocolate flavoured cereals should be avoided.
- Cereals with more than 15g of sugar per 100g are considered high. Use cereals with 5g or less of sugar per 100g.
- Low sugar, low salt cereals such as porridge, puffed wheat, wheatabix, crisped rice or flaked wheat are good examples of cereals that may be offered to children.
- Avoid giving cereals with nuts or small particles to children as they can become a choking hazard.

## Fruit and Vegetables

- Under 5's in child care should have fruit and vegetables as part of their main meals.
- Staff should also provide opportunities for children to try new types of fruits during snack time.
- If fruit contain stones/pips which could be a choking hazard to children ensure these are removed before offering them.

Fruit and vegetable suggestions for snack times:

1/2 medium carrot cut into sticks	2-3cm piece of cucumber in sticks
1 small celery stick cut into pieces	4 cherry tomatoes
4 small tomato quarters	1 ring of red/yellow/green pepper
1/2 to 1 small banana	1/2 apple or pear
1 plum	1/4 -1/2 large orange
1 slice of melon/pineapple	4-6 strawberries
1 small orange/ clementine/ satsuma	8-10 grapes
1 tablespoon of berries such as blackberries and/or raspberries	

## Spreads

- Avoid giving peanut butter and other nut spreads to infants under 6 months.
- If butter is used it should be unsalted. Unsaturated spreads are healthier.

## Lunch

- An item from each of the four food groups (fruit and vegetables, starchy foods, meat, fish and alternatives and milk and dairy foods) should be provided for each child at lunch time each day.
- Children need regular meals that are nutrient and energy rich to enable them to meet their needs for physical activity and growth so the menu should reflect this.

## Fish

- Ensure fish dishes are free of bones.
- To reduce the risk of food poisoning avoid giving children raw shellfish. It can also cause allergic reaction in certain children.
- Oily fish should be available at least once every 3 weeks (salmon, fresh tuna).

### **Oily fish**

Anchovies  
Eel  
Herring  
Kipper  
Mackerel  
Pilchards  
Salmon  
Sardines  
Whitebait  
Sprats  
Tuna (fresh only)  
Trout

### **White fish and non-oily fish**

Cod  
Coley  
Dover sole  
Flounder  
Haddock  
Hake  
Halibut  
Hoki  
John dory  
Lemon sole  
Monkfish  
Plaice  
Pollack

Red and grey mullet  
Red snapper  
Rock salmon  
Sea bass  
Sea bream  
Whiting  
Skate  
Turbot  
Tinned tuna

- White fish should be available at least once a week (not fried or in batter).
- If processed fish products are served, such as fish fingers or fish bites, try and make them no more than once a week.

### **Healthy Eating Promotion**

- Themed activities around healthy eating should be done regularly.
- Parents could be educated about healthy eating through leaflets, posters, newsletters or even cooking classes.
- Fruit and vegetables could be grown (in pots, allotments or nursery gardens) to offer some knowledge to children of where fruit and vegetables come from.
- Staff should also lead by example by sitting and eating with children
- Staff should talk with parents and children about different healthy food and drink options available.
- Encourage children to eat healthily by trying different foods.

## Applying for a Food4Health award

1. Contact the Food, Safety and Healthy Living Team to register your interest.  
Tel: 0800 013 6001 or email: [food&safety@middlesbrough.gov.uk](mailto:food&safety@middlesbrough.gov.uk)

Full details of the award scheme are available at [www.middlesbrough.gov.uk/food4health](http://www.middlesbrough.gov.uk/food4health) where you can also apply on-line.

2. A **Food4Health** pack will be provided to you.
3. If you have not applied on-line return your application form to Middlesbrough Council, Food, Safety and Healthy Living Team, Community Protection Service, PO Box 502, Vancouver House, Gurney Street, Middlesbrough, TS1 9FW. Please include a copy of your normal menu.
4. An appointment will be made within 10 days to arrange a visit to your business to discuss the award criteria and what you may need to do.
5. We will work with you to help you make any necessary changes to menus or cooking practices to satisfy award criteria.
6. If you are not successful we will offer advice and make recommendations on how you can achieve an award.
7. Awards will be given once the relevant criteria have been met. Details of awards will be published on the Council's website and promotional material will be given to you to promote your award.

## Terms and Conditions

The award scheme aims to improve the health of people in Middlesbrough by encouraging healthy eating. The scheme supports local food businesses to meet consumer demand for healthier foods.

Businesses that receive an award have demonstrated they meet the relevant award criteria. The award scheme does not include an assessment of food quality, including its taste, texture or appearance.

The award is not an endorsement of any business practice or quality of service.

In offering the award scheme to businesses in Middlesbrough, the Council and its partners will provide support to businesses to help them achieve awards. The level of support provided will be subject to the needs of individual applicants and on the ability of the Council or its partners to meet those needs.

The support offered may include advice on healthy eating, awareness of nutritional standards, assessment of foods or a selection of foods (whenever possible) using nutritional analysis tools and guidance on promoting healthier eating and healthy lifestyles to customers.

Awards will last for one year and can be renewed after ten months from the date the award was granted. Applications for a higher award may be made at any time.

Visits, which may be unannounced, may be made to establishments that have achieved a **Food4Health** award. The aim of such visits is to check that establishments continue to satisfy the relevant award criteria. Visits will only be made at appropriate times and should not affect the normal operation of the business.

## General Hygiene Requirements

Healthy eating requires food to be handled, stored, prepared, distributed, labelled and advertised in accordance with food law requirements. Therefore only businesses that have demonstrated good standards of compliance with food laws are eligible to apply for an award.

Compliance with food laws is assessed by Middlesbrough Council's Community Protection Service, Food and Safety Team.

## Use of Award Images

Food businesses that have received an award are granted permission to use all award images and may reproduce them for display at the premises or on any literature or promotional material used by the business.

Under the provisions of the Consumer Protection from Unfair Trading Regulations 2008 it is an offence to falsely claim that the business or any product of the business has received an award or has been given approval or permission to use any of the award images when such approval or permission has not been given.

The awards and any promotional materials provided as part of the award scheme remain the property of Middlesbrough Council.

## Revocation of Awards

Awards may be revoked if;

- Significant changes have been made to the menu, ingredients or suppliers which mean the business no longer satisfies the award criteria. Businesses will be given an opportunity to rectify any issues that may lead to awards being revoked unless such issues are considered too extensive to easily rectify.
- Enforcement action has been taken under relevant food laws.
- The business has changed ownership.

Revocation of awards, including the reasons for revoking an award will be confirmed in writing to the food business operator.

## Complaints, Compliments and Comments

If you have any concerns about the award scheme, or you would like to comment on the scheme, please write to the Environmental Health Manager, Community Protection Service, Vancouver House, PO Box 502, Vancouver House, Gurney Street, Middlesbrough, TS1 9FW. Alternatively email your comments to [food&safety@middlesbrough.gov.uk](mailto:food&safety@middlesbrough.gov.uk)

Any complaint made by a business or a member of the public relating to the award scheme will be dealt with through the Council's complaints procedure. visit [www.middlesbrough.gov.uk](http://www.middlesbrough.gov.uk) for further information.

