

# FARE CHOICE

## Into a new year with resolution

Scotland enters 2002 with a buzz of activity and anticipation. Many issues, which have been highlighted by local communities for some time, are now being addressed nationally. They are also to be addressed in a 'joined-up' fashion, familiar to many community food initiatives who have many years' experience of operating in this way.

The government has responded to the call for a national policy framework supporting an effective and consistent approach to food from the country's schools (see page 9), most recently identified at last year's 'Food in Schools' conference (see Fare Choice 16).

At the end of last year, the need to secure and develop the benefits of Breakfast Clubs was also recognised (see page 2).

Both initiatives involve collaboration from at least three government departments and the involvement of other agencies. A clear sign that, at least within government, the promised co-ordination is taking place.

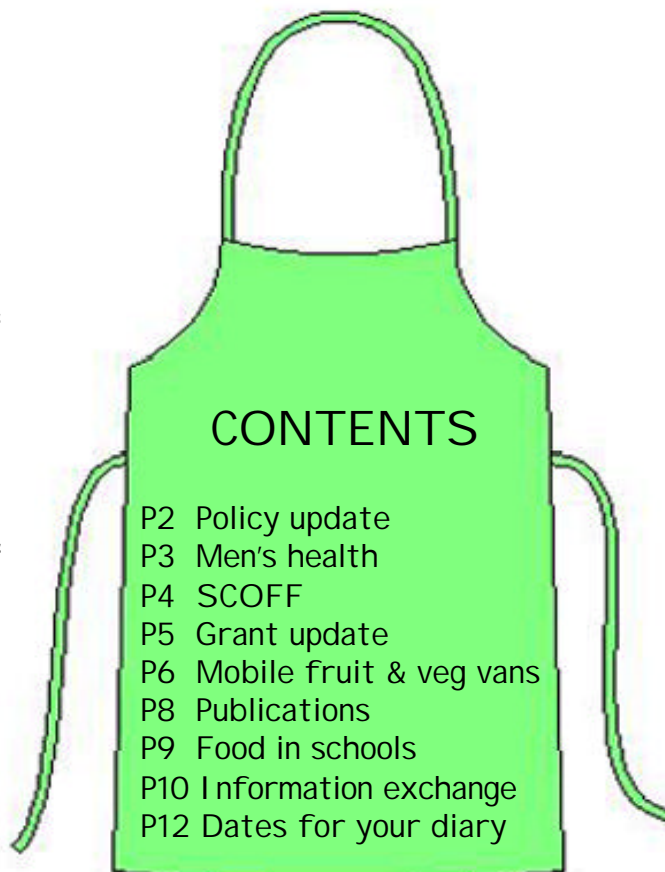
West Lothian and Glasgow are the latest areas to launch their own 'mini diet action plan', co-ordinating local

action and promoting multi-sectoral involvement (see page 8).

Co-ordination was a key theme that came out of SCDP's autumn conference (see page 3), as was the need to back this up with commitment.

When Susan Deacon, the former Health Minister, visited East Lothian Roots and Fruits in November to launch the SCDP's 2001/02 small grant scheme (see page 5) she couldn't hide her admiration for the range and scale of work undertaken there. Her successor, Malcolm Chisholm, has a long history of supporting community food activity in his own constituency and will hopefully provide, along with his new ministerial colleagues (see page 2), the commitment and co-ordination at national level so necessary to build on local achievements.

An interesting year ahead.....



SCDP

## Policy update



### Scotland

First minister for Scotland Jack McConnell wasted no time in **reshuffling the cabinet**. Susan Deacon the former Health Minister was offered the Social Justice brief but turned it down ahead of taking maternity leave this year. Malcolm Chisholm takes over the Health & Community Care brief and Iain Gray formerly Minister for Community Care.

The Scottish Executive Health Department announced that **national nutritional standards are to be set for school meals** as part of a package of measures championed by Gillian Kynoch, Scotland's Food and Health Co-ordinator. It is hoped that this will lead to huge improvements in Scotland's school meals services. See for page 9 more information.

Hot on the heels of the above announcement, the Social Justice Department has pledged a **£250,000 boost to breakfast service provision in Scotland's most disadvantaged areas**. An initial review is to take place to examine what types of breakfast clubs or services exist and where, how they're funded at present, what challenges they face to operating successfully and where the greatest demands for the services lie. The review will recommend a future framework and assist the Executive to decide how best to target the fund. This new strategic approach initiated under the Executive's long term objective of eradicating child poverty within a generation, aims to provide more youngsters in Scotland's most disadvantaged communities with a vital nutritional kickstart to the day.



### Westminster

The deadline has passed for submissions to the **Policy Commission on Farming and Food** for England. The Commission is due to report at the end of January. Check [www.food.gov.uk](http://www.food.gov.uk) for news. We have copies of some of the submissions to send out look at page 8 for details.

**The Food Poverty (Eradication) Bill** was launched on the 14 November in London. Transcripts of the talks and question time session can be found on the website [www.joeshort.net/foodjustice/launch.html](http://www.joeshort.net/foodjustice/launch.html)

An updated version of **Food Poverty: What are the policy options?** has just been published by Sustain. It looks at what has changed, where there has been progress - and where progress has been lacking - and most importantly, sets out what is needed now, early in the new Millennium, to ensure that no-one in the UK is denied access to a varied and nutritious diet. This Sustain discussion document draws together over 120 fully referenced proposals for tackling food poverty made by different organisations and individuals, including those from communities experiencing food poverty, and puts them in the context of the current debates around food poverty. This publication will be useful for campaigners, practitioners and policy-makers alike. Price £20 (£10 to Food Poverty Network Members) plus postage and packing £1, ISBN No.1 903060-17-6 from Sustain [www.sustainweb.org](http://www.sustainweb.org) or 0207 837 1228.



### Europe

With the **European Food Safety Authority** set to open its doors for the first time in April this year, European Member States will join forces to become one in the search for the definitive answers to safer food. Marie Kelly at the Food Standards Agency Scotland will be monitoring the progress of this new European Agency and you can call her for an update on 01224 285 100.

**Consolidation of food hygiene legislation**, which started early last year, continues under the new Spanish Presidency and will progress for the next four years. Check the FSA website [www.food.gov.uk](http://www.food.gov.uk) for updates.



## It's a man thing

**M**en's Health in the main isn't taken too seriously. Yet.....

- Men commit suicide at higher rates than women.
- British males' life expectancy, on average, is up to 8 years shorter than British females.
- 1 in 5 men die prematurely before the age of 75 of cardio-vascular disease.
- Take up of health related services among men is very poor. Moreover, a percentage of those who do use services may have left it too late.
- Men routinely fail at close relationships.

With these facts in mind Community Health UK and Greater Glasgow NHS Board applied for and received funding from the Scottish Executive for a Men's Health & Well-being Network Co-ordinator. The main aims of the post are:

- To encourage, support & facilitate the development of local, i.e. Health Board wide or smaller, multi-agency networks interested or involved in work on men's health and well-being.
- To encourage the recognition of men's health & well-being issues by NHS Boards, Health Trusts, local authorities, social inclusion partnerships, local Health care co-operatives and other local agencies across Scotland.
- To develop innovative examples of best practice, and take forward joint actions where appropriate.
- To provide advice and support to local agencies and projects seeking to develop work on men's health & well-being issues.

The post is based within Dalian House, Greater Glasgow NHS Board headquarters, which provides ideal opportunities to work closely with not only a designated Men's Health Team, but

also a newly appointed Co-ordinator for The Men's Health Forum Scotland. This set-up offers the basis for all involved to bridge the gaps



apparent in the field of men's health and to ensure that any awareness work overlaps, so no-one is left out. Great strides are being taken on the road to making people more aware of, and ultimately improving, men's health. This job brings many hopes and expectations.

Not least the real

need to bring as many people together as possible, from whatever background, to co-ordinate the message that men's health & well-being, which in the past were either ignored or not prioritised, must be placed on the agenda. For more information contact Stuart Miller on 0141 201 488, [www.menshealthform/mh](http://www.menshealthform/mh) or email [stuart.miller@gghb.scot.nhs.uk](mailto:stuart.miller@gghb.scot.nhs.uk).

## Rich Pickings: a conference full of energy and optimism

**T**he Scottish Community Diet Project hosted a networking conference called Rich Pickings in December last year, which was attended by over 80 individuals concerned about food health and inequalities in Scotland. A report from the conference including presentations by Gillian Kynoch, the Food and Health Co-ordinator for Scotland and the Food Standards Agency Scotland, as well as a summary of all 10 workshops covering issues such as working with the private sector, lay food workers and local diet action plans, will be posted on the SCDP's website [www.dietproject.co.uk](http://www.dietproject.co.uk), or available from Debbie on 0141 226 5261 soon. Participants commented on the optimism, energy and enthusiasm present throughout the day, and throughout the country for tackling food and health inequalities.



An insight into the world of research provided by members of the Scottish Colloquium On Feeding and Food

### What influences the shopping experiences of older consumers in Scotland?

For current generations of older people, the food shopping environment has changed dramatically during their lifetime, from locally based shopping in a variety of small independent shops to the dominance of large multiple grocery chains, locating their superstores at 'out-of-town' sites. This has led to some older consumers being disadvantaged in terms of accessing these stores. Many are dependent on limited local provision as the small independents decline, as they either cannot afford to drive a car or, through declining health, are unable to drive themselves. The growth of the large superstore format, whilst bringing many conveniences and price advantages to younger affluent consumers, has compounded the disadvantages many older people experience in terms of income as they either cannot access these stores or do not find the emphasis on 'bulk buying' (e.g. special promotions, such as 3 for 2 offers) appropriate.

Whilst a number of studies have emerged recently looking at 'food deserts' and assessing the provision of food outlets within geographical areas, this study took as its starting point the older consumer's perceptions and experiences of shopping. There were two stages to the study, with consumers first being interviewed about their shopping activity and their experiences and then a wider survey of peoples' experiences being collected. Volunteers (268 in total) were obtained from a range of community and sheltered housing groups from a variety of locations in Scotland. There were eight main themed areas identified as influencing the satisfaction of older consumers' shopping experience. These were (in order of importance):

- **Merchandise-Related** - this covered areas of choice, quality, price, quantities and promotions. This category saw a number of factors interacting to cause dissatisfaction amongst consumers. For example, older people living alone wanted to buy small quantities but felt penalised as it was better value to buy in larger quantities. This was compounded by special offers which were based on buying large quantities rather than on reduced prices.
- **Retail Practices** - this related to the method of service in the shop, complaints handling, display management, hygiene and stock management. Whilst the majority of respondents shopped at one of the major grocery multiples for their main shopping trip, most respondents used a small local independent, discount store or co-operative store for 'top-up' shops. Some positive aspects, such as being able to select fruit and vegetables were expressed, but dissatisfaction was found within all the above areas and across all store types.
- **Staff Issues** - this related to the levels of assistance given by staff and the interpersonal skills of staff. Most respondents reported that their experience of staff was very positive although they emphasised the need for 'personal service' which was felt to be a characteristic of small local independents in the past.
- **Internal Store Environment** - this encompassed store facilities and store design. Many respondents were satisfied with the physical environment of the store they used, but this was particularly important to those who experienced problems in shopping due to declining health.
- **Social Aspects** - this included both the social interaction that could be gained from shopping and the role that it played in the daily lives of older people. There were polarised views amongst respondents on this aspect. Some respondents felt very strongly that it was an important part of the shopping experience and found it to be very satisfying, whilst those who had good health and were mobile, did not place as great an emphasis on its importance in food shopping.





- **Accessibility** - this related to the support that people received from others in order to be able to shop and the actual provision of transport. This was a broad issue encompassing many different experiences. Many were supported in their shopping trip by family and friends to help them access a major supermarket and transport their shopping. Such informal networks of support were vital to those who had declining health and yet wanted to remain in their own homes.
- **External Shopping Environment** - this referred to the facilities within the wider community and the variety of shops available when shopping. This was not viewed by respondents as a central aspect of shopping, but was instead seen as an added benefit. Many respondents felt dissatisfied that there were a limited range of shops and facilities where they did their food shopping and felt that it would be more convenient to be able to shop for other items whilst food shopping.
- **Personal Factors** - these included aspects of budgeting and the experience of interacting with other customers whilst shopping. This category highlighted the changing needs of consumers as they got older. For example, household size was smaller and their income had declined upon retirement, which influenced their budgeting and food purchases.

It is hoped that such information on the actual shopping experiences of older consumers will provide retailers with a greater understanding of how they should best meet the needs of this vital consumer group and at the same time develop further the understanding of academics, field workers and volunteers of this valuable area of food choice research.

**Caroline Hare, Lecturer, Department of Marketing, University of Stirling, Stirling. FK9 4LA. email: c.a.hare@stir.ac.uk**

### Don't forget!

We want to know about what you are doing! The deadline for articles and information for the next issue is 1 March 2002.

## Grant update

A big welcome to Lizanne Hume who has returned to the Scottish Community Diet Project following a year with the New Opportunities Fund in London. Lizanne will have responsibility for practice development, which will include operating the project's annual small grant scheme.



Lizanne Hume

The Scottish Community Diet Project's annual small grant scheme for 2002 will soon be launched, details of which will be sent to all Fare Choice readers in the next few weeks. Following the success of last year's round of grants, the project will again be offering one level of grant of up to £3,000 per award. As before, this will be available to anyone tackling the barriers to a healthy diet with and within Scotland's low-income communities as outlined in the Scottish Diet Action Plan. Application forms and guidelines for 2002 will soon be available from the SCDP or via the website [www.dietproject.co.uk](http://www.dietproject.co.uk). If you have any queries meantime, please do not hesitate to contact Lizanne on 0141 226 5261.

Last year the Scottish Community Diet Project distributed small grants totalling £78,000 to local initiatives tackling food poverty in Scotland. This represents an increase of over 50% on the grants previously available. Grants of up to £3,000 went to thirty-six initiatives across the country from Shetland to the Borders.

The grants were announced in November by Susan Deacon, formerly Scottish Executive Health Minister, at Roots and Fruits (see page 6 & 7), one of the successful projects in Tranent, East Lothian. This was the fourth year that grants have been available from the Scottish Community Diet Project. Yet again this reflects the incredible energy and enthusiasm of the volunteers and paid staff in Scotland's community food initiatives.



## Take Stock

### East Lothian Roots and Fruits

**E**ast Lothian Roots & Fruits aims to promote good health among the local population through health education directed to the part which healthy eating and standards of nutrition play in the maintenance of good health.

#### How did the project get going?

The project was set up in April 1997 as the result of a public meeting where people decided that there was a need to tackle health and poverty in East Lothian. A steering group was set up and a start up grant from East and Midlothian Health Projects Steering Group got the project 'off the ground'. A second hand vehicle was bought and transformed into a mobile shop, which went round the urban aid areas in East Lothian (now called regenerated areas) selling fresh fruit and vegetables. The produce was sold without adding profit to keep the price low for customers.



The mobile van in action

#### Who runs it?

A management committee of 12 members of Roots and Fruits is responsible for the progress of the project. The management committee meets every month to discuss current issues.

#### Where do funds come from?

The project is jointly funded by East Lothian Health Board and Lothian Health Board. It also receives additional funding from Lloyds TSB and the Tudor Trust. In July this year the project was delighted to receive a grant from the National Lottery Charities Board to purchase a purpose built mobile shop. The mobile shop is fully wheelchair accessible with a low floor allowing easy access. The van is bright orange, so it can

be easily recognised as the project's van. The van is used solely for selling produce to customers and a delivery driver services orders to schools, nurseries etc. The demand has been great and the project is now stretched to its limits. The van gives housebound and wheelchair bound people independence as they can select their produce, chat to the driver and also see some of their neighbours when they purchase produce. It can, in some cases, be the highlight of someone's week!

#### Who does what?

At present there are six members of staff, a part time Development Officer who runs the project, two job share workers who drive the mobile shop and three out-reach workers working 5 hours per week (TSB funded) who each run an out-reach co-op in a rural area.

#### What does it do?

Fruit is supplied cheaply to 14 schools to be sold on in tuck shops for as little as 10p per piece as an alternative to crisps and sweets.

Twelve nurseries,

two breakfast clubs and two playgroups are also supplied with subsidised fresh fruit and vegetables. In addition 6 day care and resource centres purchase produce from the project. As well as supplying all these establishments, the main bulk of the service provided is to the general public who come to the van to buy their weekly shopping, or in some cases, the driver goes to the houses of the people who are housebound.

At present we service 23 areas throughout East Lothian with up to 10 stops in one area and a total membership of well over 300. In addition to this deliveries are made to 13 housebound



individuals. In some cases, the van driver is the only person to come through their door that day. The social contact with customers seems to be as important as purchasing fresh produce directly on their doorstep.

### Services outside the main area...

Out-reach co-operatives, already in their second year, operate in Whitecraig, Elphinstone and Longniddry funded by the TSB for 3 years. Each co-op has a worker who collects orders from the 20 customers in the village, then collates the orders and faxes them to the office. The orders for produce are delivered to them and made up and deliver them to the customer's door. This allows another 3 villages to be serviced and releases the mobile shop to visit other areas. Each of these co-ops has approximately 20 customers.



### And finally....

There is also a community garden project started with a small grant from the Scottish Community Diet Project over a year ago. Although the garden is in its very early stages there has been a lot of interest in it from community groups. It is hoped that people from the community will come and work in the garden and that in the future a team of volunteers, with gardening experience, will help people on a low income who want to grow produce in their own gardens.

**For further information Pamela McKinlay  
Development Officer, East Lothian Roots and  
Fruits 01875 616337.**

## Health On Wheels

A unique new mobile food initiative will soon be providing healthy produce throughout Paisley. Health On Wheels (HOW) aims to provide easy access to healthy, affordable, good quality food. Funded by Have a Heart Paisley, the service is community managed and run and will operate throughout Paisley, focussing on areas most in need.



The van and the team

*"HOW was formed in response to research carried out by the Renfrewshire Food Federation which showed that many communities in Paisley could not buy basic healthy produce such as fruit and vegetables locally" explained Have a Heart Paisley's Healthy Eating Co-ordinator.*

Combined recipe and food packs will also be available to encourage healthier cooking skills and eating habits. *'It's a bit like getting your shopping done for you'* said the Co-ordinator. *'If, for example, someone wants to make vegetable soup they can buy a bag with a recipe and all the ingredients together'*

HOW will also carry general heart health information and help to promote any general health events in the town. The HOW service operates throughout Paisley and will run 5 days per week from 9.30am – 3.30pm.

**For further information, contact Have a Heart Paisley, on 0141 587 2479.**



## Publications

Glasgow Healthy City Partnership has now launched its much awaited **Food and Health Framework for Glasgow**. Endorsed by key statutory, voluntary, community and academic groups and agencies throughout the city, the framework sets a series of challenging short and long term objectives for collective action to 'protect and promote health and to reduce health inequalities by supporting improvements in diet and food safety in Glasgow'. Informed by both local priorities within the city and national guidance, the framework has been written to enable the integration of new activity into existing structures and initiatives. It hopes to facilitate improvements and developments on food issues within and between Glasgow's commercial, statutory and voluntary sectors. Tackling 'food poverty' is described as a major priority of the Framework. It pledges to support community food activity by promoting new initiatives with retail, catering and other sectors to improve access, availability and affordability of food to Glasgow's most deprived communities. The multi-agency Food and Health Working Group, which has been developing the Framework since 1999, will continue to discuss with all stakeholders the implementation of the Framework's 24 prioritised actions to improve Glasgow's diet. For more information, or a copy of the Framework, visit the Glasgow Healthy City Partnership website [www.glasgow.gov.uk/healthycities](http://www.glasgow.gov.uk/healthycities) or call 0141 287 9991.

**Setting up an organic box scheme** explains what a box scheme is, the advantages and disadvantages of running one, how to set it up and manage it, and regulations to adhere to. It also has case studies of people who have been through the process. £4 plus £1 postage and packing from the Soil Association 0117 987 4587 or [www.soilassociation.org](http://www.soilassociation.org)

**Poverty bites: food, health and poor families** by Elizabeth Dowler and Sheila Turner with Barbara Dobson published by the Child Poverty Action Group [www.cpag.org.uk](http://www.cpag.org.uk). If you want a copy the SCDP office has a signed copy of *Poverty Bites* to give away to the first caller! (contact details on the back page)

**Evidence into Action: Nutrition in the Under Fives** recently published by the Health Education Board for Scotland is a timely and practical guide to 'what works' in promoting healthy eating to some of Scotland's youngest citizens. Available FREE from the Health Education Board for Scotland [www.hebs.com](http://www.hebs.com) or call 0131536 5500

The **Directory of Community and Voluntary Sector Involvement in Social Inclusion Partnerships** has been published by the Scottish Council of Voluntary Organisations. Order your copy from SCVO on 0141 221 0030. There is a charge.

### Consultation of the moment

In response to the new **policy commission on farming and food**, which was jointly set up by the Food Standards Agency and the Department of Environment, Food and Rural Affairs for England (see issue 18) many relevant agencies have sent in submissions of evidence. We have copies of the following submissions:

**Feeding in to food policy:** a submission to the Policy Commission on the Future of Farming and Food on the views of low-income consumers by the National Consumer Council.

**Why Health is the Key to the Future of Food and Farming:** A Joint Submission to the Policy Commission on the Future of Farming and Food endorsed by: Chartered Institute of Environmental Health Faculty of Public Health Medicine of the Royal Colleges of Physicians, National Heart Forum, UK Public Health Association and supported by the Health Development Agency.

If you would like copies to find out what these different agencies are recommending call Debbie on 0141 226 5261.

### Question time

Gillian Kynoch, the Food and Health Co-ordinator will answer your questions in the next issue. Send in any questions you have to the SCDP, contact details are on the back page.





## Developments in food in schools

**A**n expert panel is being established to devise national nutritional standards, improve the appeal of school meals and maximise the uptake of free school meals. The members of the panel have yet to be announced by the Scottish Executive Health Department, but will include Gillian Kynoch, Scotland's Food and Health Co-ordinator.

Former Health Minister, Susan Deacon, stressed the important contribution which the new standards will make towards improving the health of Scottish children. *'In the past couple of years the Scottish Executive has put in place a range of measures in our schools to improve our children's health and help give them the best possible start in life. Fruit and salad bars, 'healthy' tuck shops and breakfast clubs, established with the help of the Scottish Executive's £100m Health Improvement Fund, are just some schemes which are already starting to have an positive impact on our children's diet. By creating national standards for schools meals we will ensure that regardless of where they live, pupils and their parents will know what standard of food to expect - and what steps will be taken if the meals served in their local schools fail to meet them. The standards will give each child in Scotland access to well-balanced, healthy school food, drive up the overall standard of school food throughout the country and put the school meal at the heart of our on-going work to create a healthier Scotland.'*

While this announcement was unexpected, interest in school meals in Scotland has been riding high since the conference held by the Scottish Consumer Council in May 2001 (see Fare Choice issue 16) on which a report is now available. The Scottish Consumer Council has also published a report on 'The school meals service in Scotland' and is soon to publish a report on 'Young people and food safety'. Reports from the Scottish Consumer Council are available by calling 0141 226 5261 or can be downloaded free from [www.scotconsumer.org.uk](http://www.scotconsumer.org.uk).

A survey of school meals provided by education authorities is carried out annually and then

published by the Scottish Executive Education Department. The main findings below were published in October 2001.

Last year, 21 per cent of primary pupils and 17 per cent of secondary pupils were entitled to free meals in education authority schools.

Of the pupils present on the day the research took place, 49 per cent ate school meals.

Actual uptake of free meals amongst pupils present (16 per cent) was lower than the recorded level of entitlement of pupils on the register (19 per cent).

Glasgow City had the highest percentage (41 per cent) of pupils recorded as being entitled to free meals compared to Aberdeenshire who had the lowest at 7 per cent.

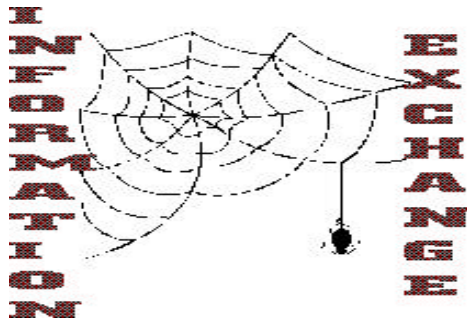
89 per cent of pupils eat school meals in the Shetland Islands compared with the national average of 49 per cent.



## UK Food Poverty Project Update

Network membership of the Food Poverty Project (run by Sustain: the alliance for better food and farming) starts the New Year at an all time high, of 555. Call 0207 837 1228 if you would like to join.

If you are interested in developing a local food network or want to stimulate interest in what's happening in your area around food and local income, get in touch. A free report outlining the process and findings of all the previous seminars, which gives a flavour of the diverse range of issues and seminar styles that have taken place is available. The food poverty network is able to offer a small grant to help set up a community seminar. The Project offers advice, support and a speaker for the event. The organisers are expected to arrange the venue, agenda, speakers and catering and produce an evaluation report of the day proceedings. If you are interested in holding an seminar contact Sally on 0207 837 1228.



**Thrive**, a charity which promotes gardening and horticulture for training and employment, therapy and health has put a team in place to support projects in Scotland. Community growing projects might want to visit [www.thrive.org.uk](http://www.thrive.org.uk) or call Thrive on 0118 988 5688 to find out exactly what support will become available. Thrive also provides a useful internet site for older and disabled gardeners at [www.carryongardening.org.uk](http://www.carryongardening.org.uk).

Ross Finnie, Minister for Rural Development, has been snubbed by the Highland Council. Finnie asked the council to remove a camp which has been set up to **protest against GM crops near Munlochy**, on the Black Isle. The council, which owns the land, has now given the camp planning permission for eight months, saying the protesters are representing local public opinion.

The Queen Mother's Hospital at Yorkhill NHS Trust has opened **Scotland's first breastfeeding clinic** which breastfeeding mothers can attend every Monday between 8am-6pm without an appointment. It is hoped that the clinic will encourage mothers to continue breastfeeding beyond the initial two weeks in order to benefit both their own health and that of the baby.

**Access to written information** a recent report published by the Royal National Institute for the Blind (RNIB) summarises the views of 1000 people with sight problems. The survey found that among the two million people in the UK with sight problems, 85 per cent either cannot read, or read with difficulty the instructions on food packaging. The report is available in all formats from RNIB Customer Services on 0845 702 3153 and is priced £9.50.

Friends of the Earth Scotland has been granted funding from the Community Fund to support **community activists** over the next three years. The organisation will be recruiting 14 community activists from 7 communities, to become Agents of Environmental Justice in their communities, starting in April 2002. The Agents will: continue to be volunteer activists in their local communities, undertake local action for sustainable development and environmental justice and receive training and education leading to a Certificate in Environmental Justice. They will receive an annual payment of £1,800 plus expenses to assist with their activities, set up new projects and obtain funding for them.

A Mintel survey published early this year shows **organic food sales** have increased five-fold since 1996 to 1.5% of sales. However only 16% of shoppers questioned said they trusted organic food more than ordinary food.

**Free fruit** is now being supplied twice weekly to 60 pre-school and nursery groups in the Banff and Buchan area, and in 9 Primary Schools in the Fraserburgh. The scheme started in August 2001 and will run to June 2002. Presently in the schools a total of 1082 portions of fruit are being delivered twice weekly. The scheme is optional and pupils are charged a small amount for the provision of the fruit. Any revenue collected will be used to sustain the scheme throughout this year after Health Improvement Funding is withdrawn or put towards other health promotion activities. Reward stickers with fun fruit and vegetable characters and positive health messages have been sent out to participating schools. Visits are under way to assess the impact of the scheme on the ground, including fruit quality, and to take advice on the support required.

Also in Grampian **fruit smoothies** and a chill cabinet have been provided to encourage young people to increase their uptake of fruit and vegetables at Fraserburgh Academy and Kemney primary school. The evaluation of this pilot scheme will be monitored by collecting data from sales and purchasing records and pupil councils will provide feedback from the consumers. Robert Gordon's University will support an investigation into the



nutritional implications of fruit as a smoothie. Call Grampian Community Dietetics Department 01224 557 441 or [www.health-promotions.com](http://www.health-promotions.com) for more information about fruit in schools schemes.

So far this year in Scotland, there have been **4239 cases of Campylobacter reported**. In comparison there have been 1181 cases of Salmonella and 205 cases of E. coli 157. Symptoms of Campylobacter vary from a mild attack of diarrhoea lasting 24 hours to severe illness lasting more than a week. Clinical complications, including arthritis and paralysis, can occur in a handful of cases. The Scottish Food Advisory Committee says more work is needed on Campylobacter if the number of cases is to be reduced. Tackling the bug is an essential part of the Food Standard Agency's commitment to cut food poisoning by 20% by 2006. The Agency has started by developing a strategy for the reduction of Campylobacter in chickens and is currently working with the industry to address the problem.

The United States Department of Agriculture awarded **\$ 2.4 million in community food project grants to 14 States** at the end of last year as part of the Department's Community Food Project's Competitive Grants Program. 'USDA is committed to helping all Americans have access to a healthy and nutritious food supply, regardless of income' said Agriculture Secretary Ann M. Veneman. 'These grants invest in community-based programs that increase access to fresher, more nutritious food and promotes better self reliance.' Since its inception in 1996, and including this year's grants, over \$12.4 million has funded 104 community-based food projects. [www.usda.gov](http://www.usda.gov) for more details.

**The Public Health Institute for Scotland (PHIS)** has published a leaflet which outlines its objectives and encourages as many people as possible to be involved in its work. Copies can be ordered by calling PHIS on 0141 300 1020. [www.show.scot.nhs.uk/phis](http://www.show.scot.nhs.uk/phis) for more details.

The producer-led **Skye and Lochalsh food link van** was awarded best New Local Food Initiative at last years Organic Food Awards. The van delivers fruit, vegetables, shellfish and dairy

produce to 35 customers on the island. A £100 grant from the Scottish Community Diet Project was useful in helping the project get started. If you want to find out more about the van call 01470 511349.

**Scottish Nutrition and Diet Resources Initiative** is a project hosted by Glasgow Caledonian University and funded by the Scottish Executive to provide resources for those people working to improve nutrition and diet in Scotland. They have educational materials for professionals and individuals. Call 0141 331 8479 or click on [www.sndri.gcal.ac.uk](http://www.sndri.gcal.ac.uk)

## Day out and about

Merkinch Active Adults Group, near Inverness, had a lovely afternoon out learning about traditional cheese making methods, enjoying the country farm air and tasting cheese processed on the farm with afternoon tea, as a result of reading Fare Choice.



Pam demonstrating cheese making with Annie McFarlane looking on

After reading an article about Lawrenceston Farm, near Forres, winning a Radio 4 Food Programme award for cheese making Elsie Normington, Development Officer at the Merkinch Community Centre called the farmers and arranged a visit for early November after the farm's busy harvest time in September.



## DATES FOR YOUR DIARY

### January

21 - 27 is **Food Intolerance Week**. Contact the British Allergy Foundation on 0208 303 8525 for more information. The helpline 0208 303 8583 is for people who have allergies or food intolerances and offers information on your nearest clinic or try [www.allergyfoundation.com](http://www.allergyfoundation.com) for more information.

### February

1 Child Poverty Action Group (CPAG) will host a seminar to launch the book **Even the Tatties are Battered** and the start of the parliamentary process of the cross party private members **School Meals (Scotland) Bill** at the Scottish Trade Union Congress in Glasgow. To book phone CPAG in Scotland 0141 552 3303 or email [dannyp@cpagscotland.org.uk](mailto:dannyp@cpagscotland.org.uk)

1 - 29 Have a Heart Paisley will launch its **Healthy Eating Campaign**. Call the freephone number 0800 052 1333 between 9am and 5pm for more information.

1 - 29 '**Girn Fir Guid Grub**' is a campaign by Cancer Awareness in Scotland to encourage people to let their local shops, canteen, cafes and other food outlets know if they think there should be more healthy food or provisions available to them. Contact 0189 981 0357 for more details.

12 **Neighbourhood Renewal – Reinventing the wheel or breaking the mould?** A conference bringing together people involved in community development and sharing experience across Scotland, England, Northern Ireland and Wales will be held in Glasgow this year. Call 0114 270 1718 to book.

21 **Growing Schools Conference** in London plus optional site visits the day before to see the benefits of the outdoor classroom for real. For more information contact call 0117 923 1800 or email [nick@farmgarden.org.uk](mailto:nick@farmgarden.org.uk)

### March

5-7 **Tackling inequalities; building sustainable communities** is the 10<sup>th</sup> annual public health forum which will be held at the SECC Glasgow this year. Discounted tickets are available. Call 0870 010 1932 for a booking form.

5 **Newcastle Community Food Initiative conference** 'The Strongest Link – Forging the Food Chain' will be held in Jesmond, Newcastle. Contact Kathryn Dixon or Lesley Hampson on 0191 226 3614 or [cfi@katalyst-pm.com](mailto:cfi@katalyst-pm.com) to find out what's on the agenda and receive a booking form.

4 - 17 **Fairtrade Fortnight 2002** Share the Passion! See flyer enclosed or contact The Fairtrade Foundation on 0207 405 5942 or at [www.fairtrade.org.uk](http://www.fairtrade.org.uk) for more flyers and more information.

### April

8 - 21 **Sponsored Five-A-Day Fortnight** Prize Draw Event - eat your way to reducing your risk of cancers and improving your health. Cancer Awareness in Scotland can provide posters, sponsor forms and prize draws to suit individual organisations or regions. Information on the web at [www.cancerawareness.org.uk](http://www.cancerawareness.org.uk) or call 0189 981 0357.

The views expressed in Fare Choice are not necessarily those of the Scottish Community Diet Project unless specifically stated.



The SCDP has the overriding aim of contributing to the government's national strategy to improve Scotland's diet and health.

### Scottish Community Diet Project

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