

# Fare Choice

THE NEWSLETTER OF THE SCOTTISH COMMUNITY DIET PROJECT

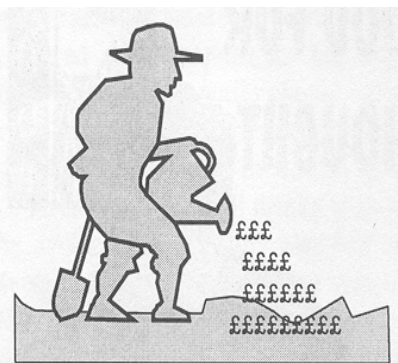
## FERTILE GROUND FOR FUNDING

The Scottish Community Diet Project has been overwhelmed not only by the scale of interest in our grant scheme but also by the quality of applications received. Application forms for the grants of between £500 and £7,000 (which had to be returned by 30 June) were requested from Shetland to the Borders. As they came into the office we were able to appreciate the broad range of community-based activities either planned or already operating. The enthusiasm, understanding and imagination of Scotland's Community Food Initiatives shines through the many and varied applications.

The Scottish Community Diet Project is committed to distributing the £60,000 at its disposal as effectively as possible. We will also explore any possibility of increasing that total. However, the end result is still likely to be that

we will be unable to assist all of those requesting funding and that a number of excellent applications will be unsuccessful.

Successful and unsuccessful applicants will be contacted by 1 September at the latest.



## SMALL GRANTS FOR BIG IDEAS

Forward Scotland, Scotland's sustainable development people have announced the launch of their Small Project Grants scheme.

The scheme will give financial help and advice to community groups to help them with projects which improve the quality of the everyday life of their community.

Advice and grants of £500 are available to turn good ideas for projects into reality or to give a helping hand to projects which are already benefiting local people.

Communities who think they could use Forward Scotland's help should write in or phone for a copy of their leaflet *Small Grants, Big Ideas* which includes their sustainability checklist and explains the simple steps needed to get assistance.

**Forward Scotland c/o Scottish Power  
St Vincent Crescent, Glasgow G3 8LT  
Tel 0141 567 4334 Fax 0141 567 4339**





# Second Thoughts

*“It linked food poverty and poverty in general”*

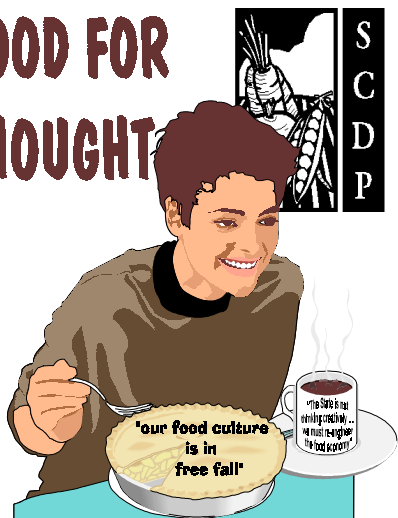
*“So many people working to a common goal”*

*“Rich in generating ideas”*

*“Inspirational input by Tim Lang”*


Just a few of the comments from the approx 100 people who attended **Food for Thought 2** on 8 May in Paisley Town Hall. The conference was arranged after the initial **Food for Thought** conference in Edinburgh was vastly oversubscribed. A report based on both events has been produced and will be sent to everyone who attended, or planned to attend either day. Further copies will be available while stocks last from SCDP or HEBS.

FOOD FOR  
THOUGHT



SCDP

A Report on the National Conferences on Food, Health and Poverty held on 12 March in St Colmes, Edinburgh and 8 May in Paisley Town Hall.

 Health Education Board for Scotland



### Starting the day ...

An increasing number of studies highlight the importance of breakfast on a wide range of functions. The latest carried out in 195 families with 10 year old children showed that children eating breakfasts containing 20% of calorie requirements performed better at voluntary physical endurance tests than those on lower energy breakfasts. Likewise, significantly fewer children reported feeling bad and self-estimates of hunger sensation were lower during the morning when the higher calorie intake was taken. Arithmetic errors reduced and rate of mental work increased.

Wyon et al (1997) International Journal of Food Sciences and Nutrition pp5-12

### Between meals ...

Providing children with appropriate drinks can be a real nightmare and usually a compromise between what is good for teeth and what they want to have. In a recent review of the weaning diet and dental health, it is made clear that current recommendations do not necessarily promote the sugar-free (but plenty of coloured additives) drinks but suggest that "drinks other than milk or water should constitute a minority of total drinks and be given only at main mealtimes; they should not be given in bottles or at bedtime". For children under one, all drinks with added sugar should be avoided and possibly also low sugar drinks which seem to cause enamel erosion even in first teeth.

Now there is a challenge!!

Holt RD & Maynihan PJ (1996) British Dental Journal pp254-259

### Eating together ...

"Simply eating with one other person increases the average amount ingested by 44% and with more people present the average meal size grows even larger". Maybe this is vital in terms of getting those with poor appetites to eat up - especially those living alone, maybe it is also a warning for those on the tubby side.

De Castro (1997) British Journal of Nutrition S39-55

### Now for something completely different ...

Olestra (Olean) is a new food ingredient made from vegetable oil and sugar. It is hard to call it a food given that it is not actually digested or absorbed. In some ways it provides a great opportunity for gluttony (it can be used in crisp and chip manufacture) but without the extra calories. In fact you may well wish to eat considerably more. It is made by Proctor and Gamble who report that, in addition to food safety issues there is a minimal environmental risk. The social, cultural, economic, taste and practical issues for ordinary people in ordinary places remains to be seen.

Allgood GS et al (1997) Environmental Toxicology and Chemistry pp586-600

Nutrition education is not all about telling people what to do, in fact there is a slow but increasing awareness of the social environment as a starting point and not a backdrop. This is well expressed in an article by Travers who reminds us that "When the social world is the source of nutrition problems, the solutions to those problems lay in social change. Social change is best initiated by people and communities who have been empowered through education that raises consciousness of the social roots of nutrition problems. When nutrition educators understand the realities of everyday life for those people we hope to reach we become empowered to facilitate nutrition education for social change"

The role of positivism and assumptions regarding the social context of everyday life make useful guidelines for planning change.

Travers F D (1997) Journal of Nutrition Education 29 pp 57-62

Osteoporosis affects over 25 million people in the US and is a major cause of bone fracture in postmenopausal women and older people. However, calcium intake in adolescence may play an important protective role against later bone disease. A study of 36,284 secondary school children in Minnesota showed low calcium intakes were associated with low intake of dairy foods, low socio-economic status, dieting and other health behaviours including binge eating and substance abuse. Motivating teenagers to take milk might be hard, but it seems logical that it is easier to take if its actually available at minimal cost.

I wonder how many secondary schools in Scotland have milk for sale in their high-profit, high-tech vending machines.

# Shhh

“...because of their awareness and ready acceptance of the need for healthy eating and their pivotal and influential role in the food network, further action by big supermarket chains offers the best prospect for achieving the dietary change essential in Scotland...the multiple food retailers should grasp the opportunity this presents for them to further their contribution to improving the diet of the Scottish people.”

**SCOTTISH DIET ACTION PLAN**

“Working with Retailers” was the topic for one of the workshops at the **Food for Thought** conference held recently in Edinburgh and Paisley, organised by the SCDP and HEBS (see page 2). The workshops examined the opportunities and expectations applied to work with retailers. One key conclusion was that it should be viewed as a two-way relationship of potential benefit to both parties and not just a request for assistance.

Fare Choice therefore decided to go public on the involvement of the private sector with Scotland's Community Food Initiatives.

*“While responsible to shareholders, customers, employees and suppliers, the Company also recognises its responsibility to the well-being*

*of the society in which it trades.”*  
(Taken from M&S website)

Each year the Community Affairs Department at **MARKS AND SPENCER** receives over 10,000 requests for help in addition to local appeals to individual stores.

In addition to cash donations, however, 35 employees are involved in full time secondments to voluntary sector organisations and over 200 on part-time projects.

One such secondment was arranged earlier this year with the North Lanarkshire Food Federation through ‘Action Scotland’ part of **SCOTTISH BUSINESS IN THE COMMUNITY**. Jennifer Govan, a food supervisor from **MARKS AND SPENCER'S** Gyle store in Edinburgh spent one day per week for 13 weeks assisting

Kirkshaws Food Co-op and Near not Dear Food Co-op in Motherwell. Jennifer set about working with the volunteers at the two co-op's to produce ‘model food co-ops’ which would be copied domino fashion by the other members of the federation. Lay-out and promotion were amongst the factors tackled as part of a strategy to raise the expectations of what could be expected from a community-run initiative. Jennifer explained to **FARE CHOICE** that **MARKS AND SPENCER** saw such secondments as a “win, win, win” situation. In other words a benefit to the company, the member of staff and the community. Having spoken to a local volunteer and support worker, **FARE CHOICE** can confirm that there was a very positive local reaction to the experience.

However, involvement with retailers is not limited to secondments.

After a useful liaison with a local school, **ASDA** in Livingstone went on to work with local Health Visitors and last month put on displays and tastings in the Health Centre. “We are keen to be involved in more of this kind of activity in the future,” Allan Gibson, **ASDA's** Stores Marketing Manager told Fare Choice, “we are committed to working with local communities”.

For two years **TESCO** has had its Consumer Advice Centre based in Perth. The two staff

# It's Private

based there have a Scottish wide remit to provide a comprehensive information service on everything from recipes and specialist dietary advice to food safety. As well as dealing with individual enquiries they regularly work with community groups, schools, nurseries and the like.

**SAFeway** were members of the Scottish Diet Action Group and also sit on the SCDP steering group. They currently have a representative on the Business Support Group of the urban regeneration initiative in Easterhouse, Glasgow and are exploring ways and means of assisting community-based activity.

A particularly sensitive area of potential private sector involvement is in the distribution of surplus fresh food. An estimated £386m worth of food is destroyed every year by supermarkets and catering outlets across the UK.

A fascinating insight into company policy, or the lack of it, on this subject, has been produced by Crisis<sup>1</sup>, a London charity for the homeless which runs 'Fareshare' with the support of **SAINSBURY** amongst others.

Another organisation involved in similar work is the **INSTITUTE OF GROCERY DISTRIBUTION (IGD)**. IGD are a research and training organisation with 360 corporate members from every stage of the supply chain. They administer **PROVISION**, a national network which identifies supplies and makes them freely available to charitable organisations including 80 in Scotland.

The **IGD** have also recently been providing another kind of assistance in one of Scotland's low income communities. Christine Reilly, a community health worker in Ferguslie Park, Paisley told **Fare Choice** "we have had a lot of assistance from the IGD in our campaign for a 'community shop'. They have been readily available, despite being London based, and have allowed the local group to access information that would otherwise have been difficult, if not impossible, to obtain".

However, despite the overwhelming market share of the large retailers, it is important to highlight that many of Scotland's low income communities also depend on smaller independent retailers. Many of these are members of the **SCOTTISH GROCERS FEDERATION (SGF)**. The **SGF**, founded 1918, represents many independent retailers and the smaller multiples.

The Edinburgh Community Food Initiative are currently exploring possible links with smaller retailers and working with Laurie Dewar, the **SGF's** Chief Executive.

The larger retailers may have corporate strategies regarding the nation's diet and clearly have a potential contribution to make at Local Authority or Health Board level but when it comes to activity at a local level the best approach for community groups seems to be direct contact with their nearest store manager Anne Woodcock from Health Promotion in Tayside. She confirmed "if you don't ask,

*you don't get. We've yet to be turned down by local stores and many are delighted to be approached."*

The conclusion so far seems to be *It may be private..but it shouldn't be a secret.* Why not let **FARE CHOICE** know your experience of working with retailers.

<sup>1</sup> "Waste not, want not" by Peta Cottee and Jacqui Webster. 1997 published by Crisis, Challenger House, 42 Adler Street, London. EH1 1EE (Tel 0171 377 0489).

Institute of Grocery Distribution and *Provision* can be contacted at Grange Lane, Letchmore Heath, Watford, Herts WD2 8DQ Tel: 01923 857141

Scottish Grocers Federation, Federation House, 222/224 Queensferry Road, Edinburgh EH4 2BN Tel: 0131 343 3300.

Action Scotland, c/o Scottish Business in the Community: Romand House, 43 Station Road, Corstorphine, Edinburgh, EH12 7AF, Tel 0131 334 9876.

Addresses/Tel No's for other projects mentioned above are available in our Food in the Community Directory, HEBS on CD or HEBSWEB Internet Site (or from SCDP)

**NEXT QUARTERS FARE CHOICE WILL LOOK AT SCOTLAND'S CO-OPERATIVE HERITAGE AND WHERE IT IS HEADING.**

# Information Exchange

The **Health Education Board for Scotland** have been updating the **community initiatives database**. Most community food initiatives should have already received forms to update their entry. Please take the time to answer all the questions as this makes the database all the more helpful for other groups and individuals using it. If your community food initiative has **not** received a form, please contact ..... and a form shall be sent. Similarly if you have a problem filling in the form you can phone ..... for advice or phone Bill or Jacquie at SCDP.

The database will be again available through the "HEBS on CD" information service and the



"HEBSWEB" internet site. You should be able to access both from a number of local sources but if you have any difficulty please do not hesitate to phone Bill or Jacquie at SCDP and they can look up information for

you. The paper version of the database **Food in the Community**, published in March is still available free from SCDP and HEBS while stocks last, although there are no plans at present to produce an updated directory.

The better the quality of information on the database, the more useful it will be in improving the networking and information exchange within Scotland's growing number of community food initiatives. If you miss getting included on the database you may miss out on information crucial to your work, so be warned!!



The benefits of networking have also been identified by community initiatives in Dumfries and Galloway. A meeting at the end of May organised by the local Health Promotion Team was attended by groups from all over the region from cooking skills clubs to health eating roadshows and from community cafes to food trains. Everyone at the meeting agreed that net-working is particularly important in remote and rural areas although conscious of the problems posed by geography, time and resources. The Health Promotion team are committed to ensuring that any local network focussing on food will be shaped and driven by local needs and ideas. Further information on the network is available from **Sheila**

**McGoran, Senior Health Promotion Officer, Dumfries and Galloway Community Health NHS Trust, Nith Bank, Dumfries DG1 2SD ☎ 01387 241857**



The **Milton Unemployed and Community Resource Centre** are interested in improving the computer software they use to handle stock control of their food co-op. They would also be interested in hearing about guidelines for new volunteers used by other food co-ops. They can be contacted at: **40 Ashgill Road, Glasgow ☎ 0141 762 4413**



An excellent 'briefing paper' has been produced by the National Food Alliance on popular misconceptions and unfounded beliefs around eating healthily on a low income. "**If they don't eat a healthy diet, it's their own fault!**" Myths and Assumptions about Food and Low Income was written by Dr Tim Lobstein and published at the end of April. It is £20 a copy (£5 if you are an NFA network member) so why not encourage your local Health Promotion Unit or Social Work Department to buy a copy. **National Food Alliance, 5-11 Worship Street, London EC2A 2BH ☎ 0171 628 2442**



The latest food co-op to come to the attention of **Fare Choice** was launched in the village of Caldercruix near Airdre. **Caldercruix Food Co-op** have found a particular demand for fresh fruit and vegetables and have benefited from the support of the North Lanarkshire Federation of Community Food Initiatives. If you would like more information on the Caldercruix Food Co-op or would like to offer advice or assistance you can contact the co-op via **Tommy Murphy at 15/17 Renfrew Street, Kirkwood, Coatbridge, ML5 5RL ☎ 01236 420600**



## Information Exchange (Cont)

A conference has been organised *to build visible links between seemingly disparate elements of the food and health agenda*. **Good Food / Good Health 'Food Links' conference** will be held in the Jarvis Caledonian Hotel, Inverness on 20 & 21 November. The organisers hope the event will prompt both *local and national dialogue, policy and action*. We will have further details in the next, edition of **Fare Choice** or if you can't wait you can contact **Cathy Steer, Health Promotion Department, Highland Health Board, Ness Walk, Inverness ☎ 01463 230600**.



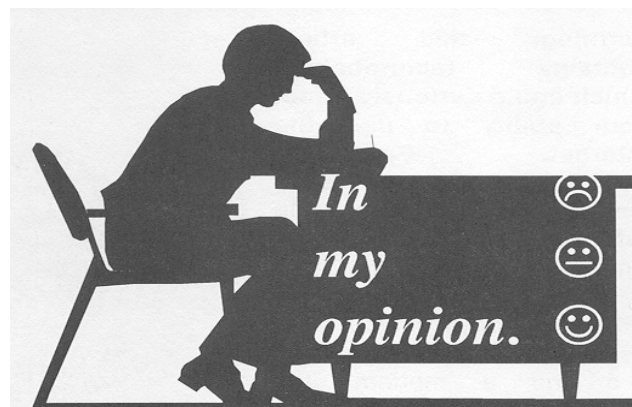
Fare Choice was saddened to hear of the demise of the Greater Easterhouse Consumers Project. This was particularly so as we have always highlighted their "Food Co-op Starter Pack" written by local volunteers as an example of good practice. On the positive side the project has decided to donate the remaining copies of the starter pack to the Scottish Community Diet Project. Anyone keen to get a copy should contact Bill or Jacquie (address and ☎ on back page)



Renfrewshire Food Federation held their first Annual General Meeting in early June. They also launched their own 6 minute video highlighting, the work of their member organisations. They intend using the video to promote more activity around food in other Renfrewshire communities. For more information on the federation you can contact their secretary, **Hannah McIntyre c/o Rm12, St Peters Primary, Braehead Road, Paisley, PA2 8DZ ☎ 0141 884 8542**.



After the reference in Prof Annie Anderson's column to the 'lobby restaurant' initiative in Cologne, Fare Choice has been contacted by a group from Kilmarnock on the road to developing a similar venture. Allies (working with the homeless) are hoping to establish, amongst other things, a cafe providing low cost food subsidised by its paying customers. If you would like to find out more contact **Graeme Cumming c/o 42-48 Barnwell Road, Riccarton, Kilmarnock ☎ 01563 523654**



Dear Fare Choice

Dear Fare Choice

Lothian Health Projects' Forum exists to provide an arena for workers in community health projects across the Lothian's to meet, share experiences and ideas and present a collective view to funders and at strategic planning level. The majority of the member projects are based in areas of deprivation, working with individuals and families who live in poverty. The members of the Forum would like to make the following points on the leaflet "Eating for Health", which is currently being distributed to households throughout Scotland.

1. The leaflet provides a wealth of information on providing a balanced diet. However, for many people living in deprived areas the problem is not lack of knowledge or skills, but limited resources. Women in particular shoulder the responsibility of buying and preparing food for their families and will often go without meals themselves to ensure that other family members have enough. Cheaper, filling foods ensure that their children do not feel hungry. Items such as wholemeal bread, fruit and vegetables are often outwith the budget of families in this situation.
2. The leaflet acknowledges problems of access due to lack of transport or finance and notes the development of community food initiatives. While recognition and support for these initiatives is to be welcomed many of the health problems (including those which result from poor diet) experienced by people living in areas of deprivation are the outcome of living in poverty. If the Scottish Office is serious in its intent to improve the diet of the nation, strategies will have to be adopted which do not place the responsibility for health exclusively at the door of the individual.

I hope these comments are helpful.

Yours sincerely

Lothian Health Projects' Forum

**Warning: this article contains technobabble which could seriously affect your ability to use the internet. Persevere, however, as there is a wealth of valuable information at your fingertips.**

These days, if you have got a computer and a modem, the chances are you'll probably want to get on the internet. You'd be quite right too – the net is the most significant advance in communications between projects since the invention of the telephone.

### So what is the net?

The net was invented by the US Department of Defence in order to make an information network which would not be affected by a nuclear war. This was achieved by allowing individual computers to send and receive messages without having to be processed through a central point. The net brings you access to a world of information. You can send and receive messages, articles and ideas from almost any point on the planet. The costs to yourself or whoever pays the bills are the local calls you make and a monthly access charge of around £10. You can get on the net for less than this but the lower the monthly rental, the less time you can spend on the internet. It is also worthwhile investing in a good modem, the better the modem, the less time you have to spend waiting for information from the net. This means you save money on your local calls. Waiting until the weekend before you use the net is another way of saving money as local call are less than a penny a minute.

### So how do I use the net?

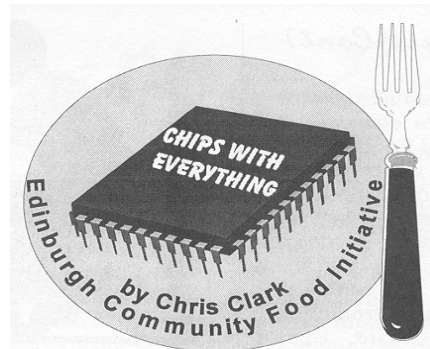
If you know the address of the project you want to contact, you type this in the appropriate box on your screen and press enter. If you are searching for information, you would use a free service which allows you to type in keywords and this then searches every location throughout the world in seconds and gives you the best match found. Depending on the access provider you are using, somewhere on your screen you should see a box with the words; Lycos, Excite, Infoseek, Webcrawler, Alta Vista or Yahoo. These are all companies which offer the free search service. The search service is a brilliant, effective, clever, indispensable and fun. Here are a few addresses I got from some of my searches. To view any of these, type the complete address in the box on your screen and press enter.

There are many web sites to investigate, two sites worth a mention are:

<http://nauticom.net/www/food/>

<http://www.xpressnet.com/harvest/links.htm>

Both of the above sites contain information on food banks, world hunger year, united nations Food and Agriculture



Organisation, World Health Organisation and many other agencies. Both these sites contain 'links' this means there is a list of organisations who also have web sites and by clicking on their name, you will automatically be taken to their site.

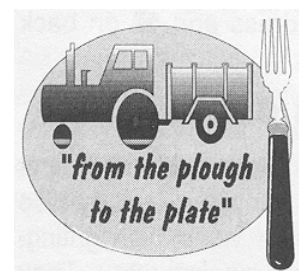
<http://www.dole5aday.com>

This is the best site for children's activities on the web. The site contains fun games and sounds all of which are related to nutrition and foods from the Dole Food Company in particular. Teachers notes, games and a CD are all available via this site.

If you want to contact me through the net I can be e.mailed:  
[Chtisclark@cablenet.co.uk](mailto:Chtisclark@cablenet.co.uk)



Watch out for future useful internet sites in the information exchange section of Fare Choice or if you find one yourself why not write in and let us know about it!



The deadline for comments on Prof James' Interim proposal for a Food Standards Agency was 20 June. Watch out for the publication of the White Paper outlining what the government proposes to include in the Bill to set up such an agency. SCDP will endeavour to ensure all those working at community level have the opportunity to be involved and listened to.



## Scottish Community Diet Project

c/o Scottish Consumer Council  
Royal Exchange House, 100 Queen Street,  
Glasgow G1 3DN  
Tel: 0141 226 5261 Fax: 0141 221 0731  
e-mail: [scot\\_cc@compuserve.com](mailto:scot_cc@compuserve.com)

THE VIEWS EXPRESSED IN FARE CHOICE ARE NOT NECESSARILY THOSE OF THE SCOTTISH COMMUNITY DIET PROJECT UNLESS SPECIFICALLY STATED.