Research to communicate healthy eating advice:
Development of eatwell everyday

Heather Peace,
Senior Dietary Advisor
Food Standards Agency Scotland
Take a minute to think

- What do you understand by the phrase “a healthy balanced diet”?
- What is the purpose of the eatwell plate?
- Do you use the phrase “everything in moderation” in relation to diet?
- Do you eat the same amount of food each day?
The journey

• The foundations
• The plan emerges
• The science gets underway
• Consumers get their say
• Getting technical
• *eatwell everyday*
The foundations

• Experience within the FSAS nutrition team of designing diets to meet the 1983 NACNE recommendations¹

• Awareness of the Swedish Nutrition Recommendations Objectified (SNO), 2005²
The foundations

- European Food Safety Authority Scientific Colloquium (2006) on Food-based dietary guidelines (FBDG)

- We recognised a need for a resource to complement our eatwell plate.
The foundations

The eatwell plate

Use the eatwell plate to help you get the balance right. It shows how much of what you eat should come from each food group.

Fruit and vegetables

Bread, rice, potatoes, pasta and other starchy foods

Meat, fish, eggs, beans and other non-dairy sources of protein

Foods and drinks high in fat and/or sugar

Milk and dairy foods

Department of Health in association with the Welsh Assembly Government, the Scottish Government and the Food Standards Agency in Northern Ireland
The foundations
The foundations

Remit:
ensuring that consumers have the information and understanding they need to make informed choices about where and what they eat.

• Straightforward, evidence-based advice
• Educating and informing consumers, stakeholders and policy-makers.
The plan

To move the eatwell plate forward by designing and testing an eatwell week sample menu.

Using eatwell plate guidance and other FSA advice on healthy, the *eatwell week* should demonstrate to consumers how to create a balanced diet over one week.
The *eatwell week*

- University of Glasgow
  - Developing the menu including meals, additional foods and beverages
  - Nutritional analysis
  - Development of an *eatwell week* resource
  - Testing of the resource in focus groups with lay and professional stakeholders
The *eatwell week*

- TNS (Kantar) Worldpanel data on commonly consumed foods
- Existing eatwell plate advice
- Composite foods
- Substituting foods
- Economy
- Accessibility
- Sustainability?
The **eatwell week**

**Authors**
- CR Hankey
- WS Leslie
- J Eunson
- L Murray
- MEJ Lean

### Breakfast Saturday

- Scrambled egg ingredients:
  - 2 eggs
  - 20ml semi-skimmed milk
  - Try poached or boiled eggs for a change
- Ingredients:
  - 1 thick slice wholemeal bread toasted
  - Low fat spread (2 tsp)
  - Glass pure fruit juice (150 ml)

### Lunch Saturday

- Beef Curry ingredients (serves 2):
  - 275g lean mincing meat
  - 1 onion, finely chopped
  - 150g green beans, sliced
  - 1 red pepper, sliced
  - 1 green pepper, sliced
  - 1 can coconut milk
  - 1 tsp curry powder
  - 2 tbsp tomato puree
  - 1 tsp brown sugar
  - 1 tsp grated ginger
  - 1 tsp grated garlic
  - 1 tbsp tomato puree
- Ingredients:
  - 1 tomato, peeled, diced
  - 1 onion, chopped

### Evening Meal Saturday

- Ingredients:
  - Fresh fruit salad (½ recipe)
  - Fresh fruit (e.g. banana, apple)
  - Packet of chips (small)

### Snacks Saturday

- These foods can be consumed at any time of the day.
Average/day:

- 2050 kcal
- 33.5% energy from fat
- 9.8% energy from sat fat
- 8.7% energy from NMES
- Energy density (food and milk) 128 kcal/100g
Translation

Eatwell Week: Day 1
Translation

eatwell week: Day 2
Translation

eatwell week: Day 3
Translation

*eatwell week: Day 4*
Translation

eatwell week: Day 5
Translation

eatwell week: Day 6
Translation

eatwell week: Day 7
The *eatwell week*

**LESSONS LEARNED**

- Little scope to include foods high in fats and sugars
- Little scope to include salty foods
Consumer research

Part 1-
Focus group testing of the *eatwell week*

- Tested with a range of consumers and health professionals to get a general impression of how usable and useful the resource is.
Consumer research

Part 1-
Focus group testing of the *eatwell week*

• Participants indicated that the resource filled a gap.
• Many positive responses
• Unrealistic for one tool to achieve everything
Consumer research

Part 2-
An exploration of consumer attitudes to healthy eating messages

• starchy foods
• foods high in fat and/or sugar

• how do these foods fit in to a healthy balanced diet?
• how do consumers and health professionals understand healthy eating messages?
Consumer research

Part 2-
An exploration of consumer attitudes to healthy eating messages

• Number general misunderstandings of healthy eating messages
• Misunderstanding of the eatwell plate
• Confusion around messages seen elsewhere
• Barriers to eating healthily
Getting technical

Developing the *eatwell week* for the web

- Decision taken to produce a web-based resource for consumers and for use by food and health practitioners

- New photographs taken

- Commission web designers to translate the *eatwell week* menu and advice contained into a web-based resource.
Getting technical

Developing the *eatwell week* for the web

- Storm ID were awarded the contract
- Storm ID worked closely with FSAS to produce *eatwell everyday*
eatwell everyday

• Key role for food and health practitioners in disseminating the resource
• Specific section of the site for practitioners
• Grateful to our partners:
  • NHS Health Scotland
  • UK NDR
  • Scottish Government
Next steps...

• Website now ready for use by food and health practitioners

• Prior to launching the website directly to consumers, final consumer testing will be carried out
eatwell everyday

- University of Glasgow
- Ipsos MORI
- StormID
- Alana MacDonald
- Louis Levy- Department of Health
- Wendy Wills- University of Hertfordshire
web addresses

- The website
  www.eatwelleveryday.org

- Exploring the sources of information which might influence the delivery by health professionals of healthy eating advice: A discourse analysis:

- Investigating how consumers and health professionals understand healthy eating messages:

- The eatwell week sample menu: the application of eatwell plate advice to weekly food intake: