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Overview

- » Aims & Objectives
- » Funding/ Partnerships
- » Menu recommendations
- » Launch event July '09
- » New menus promoted
- » Awards event March '10
- » Winner of Awards
- » Final comments



Project aim:

To work in partnership with 24 local restaurants to provide & actively promote healthier children's meals to contribute to a reduction in childhood obesity levels.



Objectives

- Businesses to select a minimum of five recommendations to apply to their children's menus over a 12 week period
- Provision of nutrition training 'CIEH Level 2 Award in healthier foods and special diets'.



Funding

- FSA funding £4,800
- EH time in kind
(EH officers, H&WB, Clerical team, Management.

Partnerships

- Businesses
- NEELB Dietician
- FSA

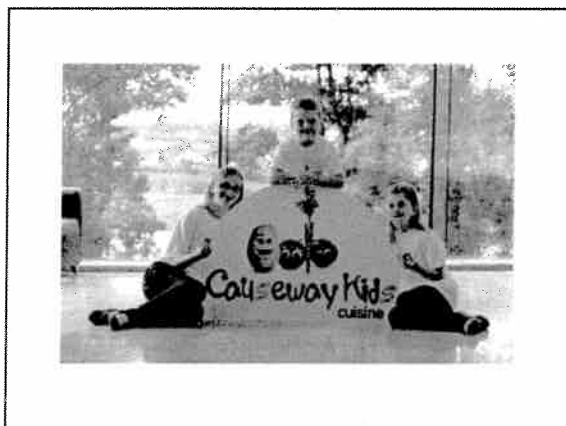


Recommendations

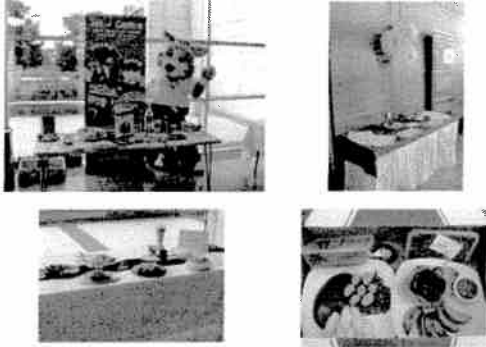
- » Ingredients
- » Cooking methods
- » Meal deals
- » Side orders
- » Drinks
- » Desserts







Food displays



Launch event activity



Participating restaurants



Silver Sands new menu



The Anchor new menu



Shenanigans new menu



Moores new menu



Other publicity.....
Moores promote their new menu



• Moores & Silver Sands involved in BBC News campaign (August 09)

Moores new menu



Awards Ceremony

24th March 2010



- Third place: Silver Sands Portrush



Silver Sands- 75 points

- Creation of a specific children's menu
- Healthy options for breakfast (boiled eggs & toast/ porridge)
- Meals included baked potatoes or chicken wraps
- Completely removed chips from the menu
- Desserts (fruit cocktail, sorbets, low sugar jellies)
- Replaced fizzy drinks with jugs of water/fruit cordials/milk/ milk shakes.
- Attendance at nutritional training

Awards Ceremony

24th March 2010



- Second place: Arbutus, Kilrea

Arbutus – 78 points

- Healthy options of starters, main courses & side orders
- Cooking methods (baking and grilling)
- Meal deals/ healthy options of side orders
- Will maintain the changes to the menu permanently due to its popularity.
- Customer comments "It's lovely to cater for children to help them have a healthier diet."
- "Nice choice of menu, keep the menu running. Children should be given more choice when eating out...not only it is healthy but it's tasty too. I will be back".

Awards Ceremony

24th March 2010



- First place: Moores, Coleraine

Moores: 79 points

- Healthy eating club- meal deal (main meal/ drink, healthy snack for £2.99) i.e. kids stew, pure juice and a piece of fruit)
 - A loyalty card (6th meal deal free)/ Teddy Mountain competition
 - Tasting day
 - Week 1-6 95% of children ordered from the new menu (average of 65%)
 - The old kids menu contained 100% processed and deep fried food.
 - Customer feedback
- "I appreciate options rather than chips and fried foods. Nice concept and hope it continues"
- "It was actually my son aged 6 that heard about it and insisted we tried it."
- "Please get more restaurants to do the same"
- "It allowed me to eat and enjoy a meal instead of McDonalds with my 4 children."

Winner of 'NILGA Award'
Change Champion in Practice (Feb' 10)



'APSE Award' (Sept' 10)

- Winner of APSE Award
(Association of Public Service Excellence) under
the 'Best Healthy Living' Category



- Mayors reception to celebrate award:
Wed 20th October' 10.



Final comments

- Evaluation report outlines achievements & challenges
- Continue to support businesses through nutritional training (changed attitudes/ awareness re. healthy eating)
- Other schemes i.e. Healthier options pilot
- Thanks to all businesses, FSA and officers
