

Change 4 Life Nutrition Campaign 2018



Newsletter 4
March 2018

Nutrition and Hydration Week

Monday introduced the start of Nutrition and Hydration week. The week aims to create a global movement that will reinforce, focus, energise and create activity and engagement for nutrition and hydration as a fundamental element to maintaining the health and well-being. The week is all about sharing what activity is being undertaken to promote nutrition. This year's week includes a theme a day:

- Monday – Breakfast
- Tuesday – Snacks
- Wednesday - Afternoon Tea
- Thursday – Drinks
- Friday – Fruit
- Saturday – Smoothies
- Sunday – Sundaes (particularly focusing on how food can be used to increase calories where required)



Don't forget we are having our very own afternoon tea event at Technorth on Wednesday (1.30 – 2.30pm) to take the time to share resources which help us to promote nutrition.

Please let me know what you are doing to support the week, as I am trying to log our local action. Share what you are doing on social media too using the #NHW2018 and #Leedsfoodaction

The Leeds Food Detective – Letter clue competition



The Leeds Food Detective continues to be seen around the city. He has recently been spotted visiting the cooks at Leeds Catering and players at Leeds Rhinos. The letters we have seen so far have been; u, m, a, s, a, r, g. All entrants to send in the word the Leeds Food Detective has spelt to sarah.slater@leeds.gov.uk by 31st March 2018 to be entered into the £20 voucher prize draw.



Don't forget to share your pictures to show what the Leeds Food Detective has been up to on social media using the #LeedsFoodDetective, with a chance to win vouchers. Please keep your pictures coming through.



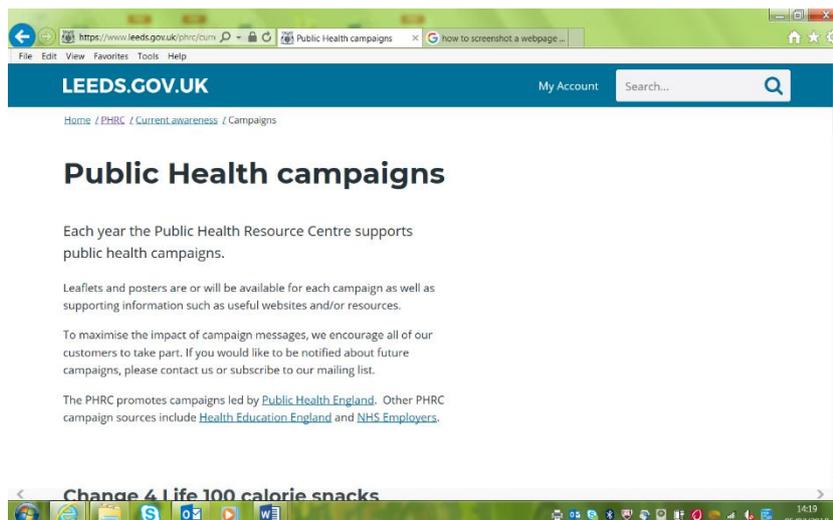
More supermarkets join in the banning of energy drinks

In our last newsletter, we reported that Waitrose, Asda and Aldi had announced from March 2018, banning the sale of drinks containing more than 150mg of caffeine per litre to under 16s. Others have now followed and include Sainsbury's, Morrison's, Tesco, Co-op and Boots.



PHRC Website

Please note that this is the new website link to our campaign page [Change 4 Life: Nutrition Campaign 2018](#), please use to access further ideas and resources for the [Change4Life campaign](#).



Teenage campaigner challenges 100-calorie snack advert

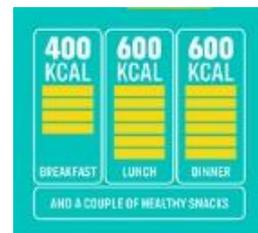
Tallulah Self aged 18, is critical of the new PHE campaign. She decided to use her skills to make a **YouTube video**, compiling the views of young people who have had eating disorders, parents and bloggers and vloggers. The contributors express their concern that the Change4Life campaign could be seen to promote a mindset of dieting and calorie-counting.

Tallulah says: "The diet culture is unavoidable in the media, but this campaign seems to reflect this diet culture and almost puts it on to the future generation, which I don't think what we should be teaching them or reinforcing in society."

"I totally support what Change4Life are doing, I just think they're going about it in a potentially harmful and misleading way." Tallulah hopes her video will make policymakers think twice about the messages they send out. "Hopefully they will reconsider the campaign and future campaigns, in the messages they are sending out, how they can be misinterpreted or harmful and how they can affect wider audiences." <http://www.bbc.co.uk/news/education-42889234>

Coming Soon – One You Leeds Nutrition campaign – ‘Out of home’ campaign

On 6th March, Public Health England launched their new One You Nutrition campaign which provides adults with a simple tip to help them make healthier choices while out and about – aiming for 400 calories for breakfast, 600 calories for lunch and 600 calories for dinner, plus a couple of healthier snacks and drinks in-between. Locally we will be supporting the campaign by providing a recipe book to find lots of easy ideas to help the public consume healthy meals and stick to the rule of thumb above. Our local call to action will encourage the public to “cook their own lunch” as a way of understanding exactly what goes into their food choices. A local campaigns toolkit which will share lots of ways you can get involved will be shared shortly. With the local campaign activity progressing from 26th March.



Most importantly please let us know what you are doing to support the campaign?

For any questions, more information or to share what you are doing please contact:

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**When choosing snacks for the kids,
look for 100 calorie snacks
two a day max**

Search Change4Life for loads more tips on healthier snacking

4 Life