



# ANNUAL REPORT 2009-2010

## DORSET FOOD AND HEALTH TRUST

November 2010

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## DROP A PEBBLE IN THE WATER.....

Welcome to my sixth, and last, report as Chair of the Dorset Food and Health Trust. I have really enjoyed my time in the role but changes at work mean that I am no longer able to continue as Chair. Sam and Trudie have had to paddle the DFHT canoe with minimal input from me for most of this last year, as my work kept me only a fleeting visitor to their door - but then, although I may have been at the helm for the last six years, I have rarely been called upon to paddle!

The Trust has continued to build on the successes of the past. New initiatives sit alongside some of our tried and trusted ventures and our staff are still going that extra mile (or even two) to make sure that the service we give, and the reputation that we gain, continues to be of the highest order.

More radical changes are on the horizon which could have a profound effect on the work of the Trust. The new Public Health White Paper sees yet another reorganisation of the NHS with the Director of Public Health and his team probably returning back to local government. Fundamentally we will also see the public health budget ring-fenced and the advent of GP commissioning. This poses a real challenge for the Trust as many of the valuable contacts that we have built up over the years could change. We must be proactive in letting the GPs know what we can do for their patients so that we get ahead of the game. The GP commissioning groups may be large so we will have to work hard to get to the table and influence the key decision makers.

Funding will not be easy to secure in the coming months as we enter the 'age of austerity'. The pressures on public sector budgets are at levels that are unprecedented in modern times and each day the news brings more tales of cutbacks and job losses. But this is just the time when we must not lose sight of that old adage that 'prevention is better than cure'. We must continue to press the evidence of the value of our interventions, as to pull back now will do nothing to stem the tide of obesity and ill health that will swamp the NHS in the next few decades.

As is tradition I must pay tribute at this time to Sam and Trudie and remind them of a quote from Newt Gingrich, 'Perseverance is the hard work you do after you get tired of doing the hard work you already did'. It is through your perseverance that the Trust continues to survive, grow and flourish. But it is more than perseverance, it is your vision and belief in what you do that makes all the difference. The commitment and professionalism of the team - and they are a team in the true sense of the word - is a real credit to the Trust. People are our biggest asset; so thank you to Sarah, Naomi, Sally, Annie, Wendy, Tracy, Claire and Heather for all your hard work and commitment.

And finally my thanks go to the Board. I have had their unstinting support again through this last difficult year. I am pleased that we have several new faces and they have brought a fresh and different dimension to our deliberations. I am sure that they can guide the Trust on to bigger and better things, although the seas may get a bit choppy! I have every confidence that, despite any storms we may face, my successor will remain calm and confident and show great leadership. I wish them all well.

The Trust has achieved so much in its relatively short lifetime and I am extremely proud to have been a small part of that success. I came across this verse from the poem 'Drop a pebble in the water' by James W Foley which I think nicely captures just what the Trust is about:

*Drop a pebble in the water: just a splash, and it is gone;  
But there's half-a-hundred ripples circling on and on and on,  
Spreading, spreading from the center, flowing on out to the sea.  
And there is no way of telling where the end is going to be.*

So it leaves me just to say thank you to all our staff, stakeholders and funders for being with me on my part in this journey, and to wish you all a happy, healthy and flourishing 2011.



**Steve Duckett**  
Chair of the Board

**Steve Duckett**  
Chair



*We continue to derive a mixture of funding from grant and commissioning, as well as raising our own funding for projects through our social enterprise arm. The impending changes in the public sector will be a challenge and an opportunity for the Trust. Whilst funding options may be more limited, there will be the opportunity to tender for services which local authorities may no longer provide.*

*This coming year will see new opportunities for the Trust and no doubt, new ways of working, particularly in view of the current financial climate that we find ourselves in.*

*As always, we will aim to rise to the challenges we face and seek to deliver our services to areas where we can be most effective.*



**Sam Mitchell**  
Director

## Director's Report

Another action packed year has rapidly concluded. Our commissioning work has gone from strength to strength, with four projects across Dorset, Bournemouth and Poole beginning to make a difference.

We have a variety of projects running at the present time; our obesity prevention programme, FAB (Food, Activity & Behaviour), aimed at 2-4 year olds and their parents, was successfully piloted. As a result, this will be rolled out into Dorset Children's Centres during the coming year.

We have continued to deliver our Incredible Edibles weaning training package to Health Visitors and Children's Centre staff across Dorset. There has also been some demand for this resource from further a field, earning us much needed social enterprise income.

An area of rapid expansion has been the work with children and parents in schools, covering all aspects of healthy eating and hands on cookery skills. This has been developed widely across Dorset, Bournemouth and Poole, under both commissioned work and social enterprise activities.

Our project working with older people, currently funded by Tudor Trust, continues to be very popular and has been fully booked all year, with lively hands on sessions delivered to groups varying in size from six people to up to thirty people across all areas of Dorset, Bournemouth and Poole.

We continue to derive a mixture of funding from grant and commissioning, as well as raising our own funding for projects through our social enterprise arm. The impending changes in the public sector will be a challenge and an opportunity for the Trust. Whilst funding options may be more limited, there will be the opportunity to tender for services which local authorities may no longer provide.

Our free in house publications 'What's in Yours?' and 'Cooking for One' remain very popular, with regular positive feedback from the public.

Our project staff have had a very busy year; I'd like to personally thank them all for their hard work over the last 12 months. Sadly, we bade farewell to Heather during this year; I would like to take this opportunity to thank her for all her hard work and dedication. We hope to welcome her back at some point in the future. We have been pleased to welcome back Wendy Holden during this year, initially assisting Naomi by delivering FAB in Shaftesbury, and more recently working alongside Sally and Sarah on the Dorset Schools Project, working with both children and parents. Tracy Hansen joined us in September 2010, to replace Heather, and has settled well into the role. From November 2010 Claire will be stepping down from her role and Tracy will be taking on extra hours; becoming the sole project worker for the NHS Bournemouth & Poole commissioned project, 'Small Changes, Big Impact'. Again, we hope to retain the services of Claire on an ad-hoc basis - as you can see, we never really let our staff leave for good!

Our office team remains consistent with me and Trudie managing the administrative functions of the Trust. Trudie's input must never be overlooked, underpinning the work the project workers do and supporting them in their front line delivery. Without her backup, the front line services we deliver would struggle to be as effective as they are.

This year has seen our Board grow, consolidate and become more diverse. I would like to thank them all for their input and support over the year. On a personal note I would especially like to thank Steve Duckett for all the support and guidance he has given to me and the Trust over the past 6 years in his role of Chair. I am sorry to see him stand down from this role; he has been a great helmsman and an excellent ambassador for the Trust.

This coming year will see new opportunities for the Trust and no doubt, new ways of working, particularly in view of the current financial climate that we find ourselves in.

As always, we will aim to rise to the challenges we face and seek to deliver our services to areas where we can be most effective.

*Sam Mitchell*  
Director



Sally Knight



Sarah Rampton



## NHS Dorset Dorset Schools



Work this year commenced on cohort two of the 'healthy schools plus' schools in Dorset. Sixteen schools across Dorset, who are working to obtain Healthy Schools plus status, were assigned through the commissioning model. Sarah and Sally have worked with these schools to promote healthy eating with children and parents. This project was separated into 2 distinct strands but with overlap, where relevant, allowing them the flexibility to work together for 'whole school' activities such as parents' evenings and harvest festivals.

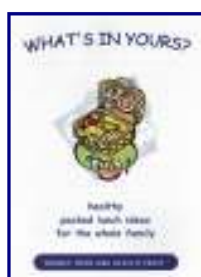
Sally has been concentrating on delivering healthy eating advice and hands on practical cookery skills workshops to the parents of targeted schools, mainly through the schools existing S.E.A.L. (Social and Emotional Aspects of Learning) groups. These F.A.S.T. (Fresh, Affordable, Simple and Tasty) cookery workshops have concentrated on cooking on a budget using fresh ingredients, illustrating how cheap and economical it can be to cook from scratch and not rely on ready meals and takeaways. Sessions have also concentrated on basic food hygiene, the eatwell plate, reading and understanding food labels and traffic light labelling. Each group has had one session a week for an average of 4 weeks.

**F**resh  
**A**ffordable  
**S**imple  
**T**asty



**FOOD**

## WHAT'S IN YOURS?



Sarah has been working directly with the children in the schools, promoting healthy lunchbox ideas, looking at the eatwell plate with children, encouraging them to take part in tasting sessions and working alongside schools to audit lunchbox contents. Parents are invited in to take part in lunchbox sessions, as ultimately it is them that have the power to change lunchbox contents.



Sarah and Sally have also worked together at school open evenings and harvest festivals doing interactive sessions; getting parents and children together to try new foods and to take away recipes to back this work up. They also held a series of holiday workshops during the summer of 2010 at Heatherlands Community Centre, Tricketts Cross, drawing participants from Ferndown First School and Three Legged Cross First School. Parents and children were given the opportunity to cook and have fun together. As with all their events, attendance was high and feedback about

## Social Enterprise

Once again, this year we have been looking for opportunities to raise valuable income through our social enterprise activities.

We were approached by Dorchester Sure Start in the spring to run a cookery activity as one of the many events planned for a dads and kids open day. During the day, we worked with between 50 - 60 participants (adults and children), making dozens and dozens of delicious cookies. Whilst the children were waiting eagerly for the biscuits to bake, they were given paper bags on which to draw designs and decorate with ribbons. They used their decorated bags to take some biscuits home for Mother's Day (the following day). Each family took home approximately 8 - 10 biscuits each. There was a wonderful atmosphere (and smell) in the kitchen all day.

We have also continued to sell copies of our Incredible Edibles Tool Kit to Primary Care Trust's around the country and have promoted our school food workshops to Poole and Bournemouth schools.

We are steadily working towards building enough social enterprise income to enable us to run a substantial project of our own in the near future; taking us one step closer to making our organisation more self sustaining.



DORSET FOOD AND HEALTH TRUST



Tool Kit



# FAB



**Naomi Evans**



**Wendy Holden**



**NHS Dorset**

**NHS  
Dorset**

## FAB - Food, Activity & Behaviour

The aim of this pre-school intervention pilot project is to improve the awareness and knowledge of key healthy lifestyle messages aimed at children aged 2-4 years and their families, in order to prevent childhood obesity.

To fulfil this brief, FAB - a five week course for one hour a week was researched and developed. The course incorporates lifestyle messages around healthy eating, behaviour changes, physical activity and reducing sedentary behaviour relevant to pre-schoolers and their families. Practical activities include healthy eating and portion sizes, tools for working with fussy eaters, physical activities, using music for activity, cooking together and non-TV activities for toddlers.

Naomi Evans was instrumental in developing the healthy eating and food behaviour aspects of the course which follows the guidelines articulated by the Food Standards Agency, British Nutrition Foundation and British Dietetic Association, and The Maternal and Infant Feeding Guidelines for Dorset 2009. The physical activities were developed in consultation with multi skills staff from Active Dorset and are suitable to develop a range of physical skills.

Four courses were run from November 2009 - March 2010; these were in Somerford Children's Centre in Christchurch, Shaftesbury Children's Centre, and Bincombe Valley Children's Centre in Weymouth. Boxes with the appropriate equipment for each week were developed in order to ensure all courses are run in a similar way. A project worker/trainers manual has been developed with all the necessary information to ensure there is standard information being disseminated. Some of the pilot sessions were run by Wendy Holden; indicating that the course could be understood and used by people not involved in the development of the resource.

In order to send information home to families in a useable format a course 'scrapbook' was developed. Each scrapbook contains basic information sheets on activity and nutrition, recipes, activity sheets and evaluation forms. It is important to use the scrapbooks weekly and during the pilot it was found to be beneficial to give families photocopies of the relevant scrapbook pages to take home; this method allowed the important information to go home with the families each week, and ensured the scrapbooks were not lost or forgotten for subsequent weeks of the course. At the end of the course each family was given their completed book to take home. In addition sticker books enable families to collect a sticker each week if they complete the task they set themselves from the previous week. Throughout each session little stickers and praise-lets were used to encourage everyone to take part.

The initial pre and post course evaluation results for FAB are very encouraging with many positive results showing; changes in food consumption, increased activity, decreased sedentary behaviour and improvements in food habits. The course has been well received and provides a valuable resource that can be used with families to prevent the rise of obesity in our population. The 3-month post course data generally indicated that many of the changes were sustained and in some cases improved from the end of the course. This suggests that parents carried on using the material even when the course finished.

As a result of FAB 96% of parents said that they felt more confident that they were feeding their child a healthy diet; also 96% said they felt they had tools they could use to help with fussy eaters, a clear success for the intervention. Our evaluations also show that as a result of the FAB programme:

- families were more likely to walk and encourage their preschooler to walk by using the pram less
- parents increased their activity levels
- children watched less TV
- parents were more likely to take their child food shopping and encourage them to help with food preparation
- parents were more likely to walk to do an errand such as post a letter rather than take the car
- parents were more likely to play actively with their child

Continued on next page



Tool Kit



Parent Pack



Annie Newbury



Such positive results have now seen FAB re-commissioned to roll out staff training in the delivery of FAB to 10 Children's Centres across Dorset during 2010 - 2011. Staff will undertake initial training with follow up support from Dorset Food and Health Trust, for a limited period, to help them through running their first series of sessions. This model should make it a more sustainable and cost effective package for Children's Centres.

## NHS Dorset



### Incredible Edibles

This year has seen further training for health visitors, nursery nurses and children's centre staff in the use of our Incredible Edibles weaning resource. Part of the work for this year has also been to evaluate the use of the Incredible Edibles Tool Kits and Parent Packs out in the community to see how the resources were being used.

We looked at how health professionals were using the Tool Kit as well as looking at post natal weaning groups that were running and asking if parents felt more empowered and confident to wean at the end of the groups. The evidence strongly pointed towards the fact that a 6 week post natal weaning group, including a practical cookery element was the most beneficial way to build mums' confidence and skills to wean effectively; although the 'one off' sessions appeared to be beneficial to those mums who were already confident but wanted up to date guidance on the latest public health messages around weaning.

83% of health visitors who undertook the Incredible Edibles training felt more empowered to deliver accurate advice and information on healthy weaning as a result of the training and the information provided in the Tool Kit, although the majority of this was being delivered through 1-1 advice with new parents and not as a specific weaning group involving cookery. Of those health professionals not running practical weaning sessions, the main barriers were lack of access to a venue/cooking facilities, closely followed by their own staffing level issues.

More training is planned for 2011; this will be offered to Dorset children's centre staff who will be trained in using the Tool Kit and Parent Packs to enable them to deliver Incredible Edibles courses to new parents undergoing the weaning process.

## Older People's Cookery Project



This has been the second year of this popular project working with people over the age of 50, who have specific issues, perhaps a disability, bereavement or find themselves suddenly as a carer; once again it has been very successful, with targets met and in some cases exceeded.

Annie is now booked ahead until March 2011, with groups ranging from six people to over thirty! So far she has run cookery workshops for over 50's attending mental health support groups, carers groups, people who have been experiencing physical disability and are at risk of social isolation, bereavement groups where widowed men don't know how to cook and widowed women who have perhaps lost the desire to cook just for themselves. We have worked in partnership with organisations such as Brendon Care Clubs, St John Ambulance, Housing Associations and Age Concern, amongst others.

Annie has worked in many locations, such as Boscombe, Swanage, Gillingham, Ferndown and Dorchester. Popular activities amongst these groups have been muesli making, soups (including cold summer soups), and stewed fruits. Annie is particularly looking at how certain foods in the diet can aid ailments often associated with older age. Sessions are always entertaining with the participants taking part in lively discussions whilst they prepare food and cook alongside her.

This project is due to complete in March 2011, and funding is being sought to continue this valuable work with vulnerable older people.



Heather Marchant



Claire Garcia Ruiz



Tracy Hansen

## NHS Bournemouth and Poole Small Changes, Big Impact

**NHS**  
Bournemouth and Poole



Our Small Changes, Big Impact Project (formerly Healthy Weight, Healthy Lives), funded by NHS Bournemouth and Poole is now one year into its three year term. We are working with year 4 or 5 school children in Poole and Bournemouth schools and tracking them until they are in year 6. The aim of the project is to reduce the prevalence of obesity amongst year 6 pupils through interventions aimed at encouraging the whole family to adopt healthier eating patterns and increase physical activity.

This year Claire and Heather have worked with year 4 pupils and parents at Hamworthy Middle School and Branksome Heath Middle School. They have delivered interactive healthy eating sessions to pupils, including hands on cookery, and held cookery workshops for parents. They have run health promotion stalls at school fetes and acted as a signpost to increase physical activity opportunities. The project workers have also been linking with the dietetic service who are able to work 1-1 with families in their own homes with those who would like greater input to help them achieve a healthier lifestyle.

Results obtained from the first batch of schools have seen changes being made and sustained by pupils and their families. Such changes include parents now serving smaller portions to their children, less chocolate bars in lunch boxes, looking at food labels to help make healthier choices and a new found confidence to cook was a recurring theme. Children have reported that they only have chocolate occasionally in their lunch boxes rather than every day and a majority of the children surveyed said they now did more physical activity than when the project began.

Tracy Hansen took over Heather's role in September 2010. Claire and Tracy have now moved into phase two of the project. Children in year 5 of St Aldhelms School in Poole have now begun a series of healthy eating workshops; and cookery sessions have been offered to the parents of year 5 children. From 1st November 2010 Tracy will take on sole responsibility for this project as Claire steps down from her role.

Phase two will continue in January 2011 working with year 5 children at St Mark's Primary School and Stourfield Junior School in Bournemouth.

### Poole Schools

This work is funded thanks to our rate rebate granted to us from the Borough of Poole.



Using some of this funding we spent an action packed day working with a total of 84 children at Hamworthy First School on a 'bake and taste' day. All of the children got very involved preparing and baking cookies, cereal bars and making pinwheel sandwiches! After all their hard work, we were delighted to see so many parents arriving at the end of the school day to sample and enjoy the fruits of their children's efforts!



Also during this year, in addition to working with mainstream schools, we were able to extend our services to work with pupils attending Poole Pupil Referral Unit; our brief here was to focus on healthy snacks. The pupils made smoothies and tasted low fat yoghurt with seeds and dried fruit, followed by homemade tea loaf. We discussed using yoghurt in the smoothies as a healthier option to using ice cream. The pupils were happy to chop fruit and blend the smoothies together. They tried all of the food on offer, which they quite enjoyed. We also looked at our sugar quiz, matching up certain foods with the correct number of sugar cubes contained in them. As ever, this proved a popular activity and the groups were really interested in working out or estimating the sugar content of items such as cereal based snack bars, fizzy drinks and chocolate bars etc. This exercise is particularly interesting as it clearly demonstrates how packaging and advertising can influence people's perception of which products are a healthy choice.



*This information is based on Management Accounts and will be subject to independent examination*

## Income and Expenditure Account as at 31st October 2010

INCOME	2010
Borough of Poole	238.74
NHS Bournemouth and Poole	40,500.00
NHS Dorset	53,835.70
Social Enterprise	1,108.00
Tudor Trust	20,000.00
Bank Interest Received	204.60
HMRC Online Filing Discount	75.03
Donations	6.00
	<b>115,968.07</b>

### DIRECT PROJECT COSTS

Project Worker Salaries	54,715.28
Employers NI	2,551.34
Travel and Parking	4,982.50
Ingredients and Equipment	4,695.15
Professional Services	3,955.00
Printing/Leaflets/Promotional Materials	4,415.71
Venue Hire and other Workshop Costs	207.00
Recruitment Expenses	46.00
	<b>75,567.98</b>

Income Less Project Costs **40,400.09**

### SALARIES AND OVERHEADS

Management and Admin Salaries*	9,777.92
Employers NI*	519.57
Rent and Rates	6,134.43
Heat, Light and Power	198.36
Telephone and Internet	863.52
Printing	257.65
Postage	226.82
Stationery and Office Equipment	1,121.14
Travel and Parking	433.50
Professional Fees/Subscriptions/Training	1,741.89
Insurance	888.52
Bank Charges and Interest	0.35
	<b>22,163.67</b>

Net Income Less Expenditure At Year End **18,236.42**  
*Money already allocated to ongoing projects continuing after financial year end*

\* Management and Admin costs reduced for 2009-2010 due to support from staff on secondment

## “THANK YOU” TO OUR FUNDERS

### Project Funders 2009-2010

Borough of Poole – Poole Schools Project  
 Tudor Trust - Older Peoples Cookery Project  
 NHS Dorset - Dorset Schools, FAB (Food, Activity & Behaviour), Incredible Edibles  
 NHS Bournemouth and Poole - Small Changes, Big Impact (Formerly Healthy Weight, Healthy Lives)



A big “Thank You” is due to our funders, without whom we would not be in existence!

“THANK YOU ALL”



We would like to express our sincere thanks to all of the staff, board members, volunteers and partners involved in the ongoing success of the Dorset Food and Health Trust. Your hard work and support is much appreciated.

## Directors, Staff and Volunteers

### DIRECTORS

Steve Duckett (Chair)  
Chris Maycroft  
Karen Holt  
Pat Carruthers  
Gary Head  
Jenny Wells  
Ruth Angel (co opted)

### KEY PERSONNEL INVOLVED IN PARTNERSHIP WORKING

Alison Baker - Borough of Poole (Poole Schools Project)  
Sam Leonard - NHS Bournemouth and Poole (Small Changes, Big Impact - Formerly 'Healthy Weight, Healthy Lives')

### STAFF

Sam Mitchell	Director
Trudie Davies	Administrator
Naomi Evans	Project Worker
Sarah Rampton	Project Worker
Sally Knight	Project Worker
Annie Newbury	Project Worker
Heather Marchant	Project Worker
Claire Garcia Ruiz	Project Worker
Tracy Hansen	Project Worker
Wendy Holden	Project Worker
Sarah Davies	Book Keeper (freelance)
Jonathan Davies	Web Designer (freelance)

### VOLUNTEERS

Anna Davies



## And Finally.....

The following are some examples of the feedback and comments we have received this year relating to some of our workshops:-

### **Older People's Workshops:**

*"Cooking a simple meal is more simple than expected!"*

### **Schools, Parent's Workshops:**

*"I now only give my son crisps in his lunchbox on 2 days a week, and I vary the days so it's a surprise!"*

### **FAB Project:**

*"I've learnt what cheap resources and ingredients you need to have a healthy diet and exercise and if you are on a budget"*

### **Schools, Children's Workshops:**

*"I like raisins now. I asked Mum if I could try them and now I like them!"*

**The following is an excerpt from an email received by our office following a series of holiday workshops:**

*"Sally and Sarah ran three very successful Family Cooking Courses at the Heatherlands Centre. All three courses were fully booked and well attended. Their planning, organisation and skills was second to none as they taught new skills to all and many children had a go at trying new and different types of food. They both got the best from all that attended the courses and we would love to hold more of these courses in the future at the Heatherlands Centre!" - Praise Indeed!*

## Promoting Healthy Lifestyles Through Healthy Eating



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**DORSET FOOD AND HEALTH TRUST**