

Ravensthorpe Healthy Families School Survey Summary Report



Written by the Kirklees FINE Project-February 2018

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1.0 Introduction

1.1 The Kirklees Food Initiatives and Nutrition Education (FINE) project is a Public Health commissioned service that is tasked with increasing and improving nutrition literacy to enable better dietary outcomes across the Kirklees district.

1.2 One of its key objectives is to contribute to reducing the rates of childhood obesity. A programme of work targeting all under 5's settings (private day nurseries, pre-schools, playgroups etc) with an offer of free nutrition literacy training across Kirklees began in April 2017.

1.3 The training is specifically for owners, managers and staff within under 5's settings. It aims to encourage and improve the current menu offer and policy and practice regarding food, drink and nutrition on completion (to date there have been some impressive results with over 2,000 under 5's benefitting from improved menus in the first 9 months across Kirklees).

1.4 However, the FINE team were keen to explore trialling a suite of interventions within a particular geographical location known as a 'whole-place approach'. A piece of work that had been initiated in Ravensthorpe a few months earlier presented that opportunity in May 2017.

2.0 Background Context

2.1 Towards the end of 2016 Kirklees Public Health Team was approached by the head-teacher of Ravensthorpe Junior School for support as he was concerned at the rates of children presenting at his school already overweight or obese.

2.2 A multi-agency partnership was established which became the 'Ravensthorpe Obesity Task Group' which also included the head-teacher of the infant feeder school 'Diamond Wood Community Academy'. Areas of expertise included: sports & physical activity, START (children's weight management service), active travel, school nursing, and knowledge of the area and issues via ward councillors and a local community worker (see appendix 1). The Kirklees FINE project joined the partnership several months after its formation-attending their first meeting in May 2017. It was acknowledged that the task group would benefit from FINE's presence due to their specialist knowledge of nutrition, healthy eating and development work.

2.3 FINE suggested its first task could be to try and gather some baseline information via a survey on the current dietary habits of the children and families that attend the two primary schools in Ravensthorpe. The multi-agency partnership agreed this would be a useful exercise. It was also suggested that in addition, a few questions should also ask about each of the following: physical activity, active travel, food waste and food poverty (as the latter is gathering attention currently both locally and nationally).

2.4 The FINE Coordinator agreed to draft the survey questions related to food and nutrition behaviours and requested those with a remit for the other areas to send the wording through.

2.5 FINE assured the partnership they would consult with the team within the Public Health Intelligence Unit who produce both the CLiK household survey as well as the Young Peoples Survey as their expertise would be invaluable.

2.6 Over several months the drafting of various versions ensued (which involved liaising with the council survey experts, partnership members as well as the head-teachers from both schools) eventually a final version was agreed upon. The initial 50 questions had been whittled down to just 21 questions in total as the experts felt anything longer would discourage parents from engaging. The main emphasis was on diet and nutrition behaviours including the local food and shopping environment. It was agreed that there was no benefit to asking questions about subject areas where those around the partnership table could not offer support or interventions. The main focus was on reducing childhood obesity.

3.0 Promotion and Distribution

3.1 Once the final version of the survey was ready FINE met with both head-teachers to explore the various mechanisms through which the survey could be promoted and distributed within each school setting to maximise engagement amongst parents. A start and end date was agreed (Monday 6th November to 30th November 2017). Some tools and processes were available across both schools however, in other instances were only relevant to one of the schools. For example Diamond Wood Community Academy had a parents evening scheduled to take place the week the survey would go 'live' which would give an additional opportunity to promote the survey to parents face to face. Ravensthorpe Juniors had a specific parents 'App' they could use to promote it

as well as a named dedicated member of staff who had some capacity to assist with survey completions where language/literacy was a barrier (please see appendix 2 which lists the engagement strategy discussed and agreed with School Head-teachers).

3.2 Although the survey had been designed to be completed online as well as paper hard-copy both Head-teachers felt the latter would be the preferred option by the majority (if not all parents) as past experience had taught them that IT literacy was quite low amongst a lot of parents.

3.3 It was also felt a prize-draw would illicit greater engagement. The Councils Sports and Physical Activity Team kindly offered to sponsor some Kirklees Active Leisure (KAL) family swim vouchers. Although the Diamond Wood Community Academy head-teacher initially felt this may not be as appealing to those of infant school aged children, they were the only offers for a prize we received. Six vouchers were donated in total which meant an allocation of 3 to each of the schools once the survey ended.

3.4 A dozen promotional posters advertising the upcoming survey were designed by FINE and printed at A3 full colour (appendix 3). A week before the survey went live FINE took them across to Ravensthorpe and asked certain key agencies to display them in prominent positions including: both school reception areas as well as the Greenwood Family Centre, the Health Centre, the Community Centre and a local nursery. The local Councillor (who sat on the multi-agency partnership) was asked to approach the two Mosques where it is known most of the school children attend to request they display a poster if appropriate.

4.0 Methodology

4.1 The actual final survey contained 21 questions. It was produced as an 8-page full colour booklet format, using bright colours, with some positive statements about Ravensthorpe on the back page (appendix 4).

4.2 It wasn't possible to match siblings across both schools as the Heads stated they didn't have that business management tool- we therefore estimated that there would be a minimum of 250 families/households based on the pupil numbers (300 plus at Diamond Wood and 400 at Ravensthorpe Juniors)-this

makes the assumption that some households would have multiple children at these two schools.

4.3 As previously stated the survey was live between 6th-30th November 2017. Exactly a week before, FINE personnel took 300 hard copies of the survey over and left 150 copies with each school reception. Two working days after the closing date all handed back surveys were collected from each school and kept in separate piles.

4.4 Each pile of surveys was checked through-numbering each one (Diamond Wood D-1, D2, D3 etc and all Ravensthorpe Juniors R-1, R2, R3 etc) before entering all data into the online portal. The number of online entries had been checked the day before by the survey expert and as anticipated the numbers were very low with only two entries.

4.5 Once all data had been inputted an online random generator programme was used to select 3 winners from each school (those who entered online had also been allocated a survey number). At this stage any surveys that were completely blank were also discarded.

4.6 Diamond Wood had 44 completed surveys handed back with 28 providing contact details for the prize draw. They had added a personal slip to each one given out (appendix 5)

4.7 Ravensthorpe Juniors had 40 handed back but on closer inspection 4 were completely blank-therefore 36 eligible. Only 9 parents had submitted details for the prize draw. This would suggest that the swim vouchers appealed to parents of younger children more than the head teacher had initially assumed. Although almost all 300 surveys were taken by parents across both schools; the completed return rate was only 27% of those taken.

4.8 The council expert ran the initial top-line analysis within 7-10days of all data being inputted (appendix 6). This summary report produced as a result by the Kirklees FINE team.

5.0 Key Findings

5.1 Demographics

82 respondents completed a survey (80 hardcopy and 2 online)

72 respondents were of South Asian origin

6 respondents were White (4 identifying themselves as Eastern European White)

1 respondent identified themselves as 'Mixed'

Therefore the survey gives us the greatest insight into South Asian families eating, shopping and activity habits. The survey respondents would seem to almost mirror the school pupil demographic across both schools (90% South Asian, 8% Eastern European, 2% White/British) therefore very representative.

49% of respondents had children at Diamond Wood Community Academy

27% of respondents had children at Ravensthorpe Junior School

24% of respondents had children across both schools

5.2 Shopping Habits

73% of respondents shopped both locally in Ravensthorpe and nearby Dewsbury

16% of respondents shopped mainly in Ravensthorpe

10% of respondents shopped mainly in Dewsbury

1% of respondents shopped in Mirfield

Nobody used online shopping

Considerations/Future Interventions:

The fact that 16% of parents stated they grocery shopped mainly in Ravensthorpe combined with a significant percentage who shop both locally and in Dewsbury, it is feasible to try and work on interventions with local food businesses to improve dietary outcomes.

63% used a variety of food stores (mainstream supermarkets and small local shops)

28% used mainly mainstream supermarkets (Ravensthorpe doesn't have any so it would mean those in Dewsbury (Asda/Sainsbury's) or Mirfield-Lidl (only 1% of respondents stated they shopped in Mirfield)

5% used mainly small local shops in Ravensthorpe

5% stated they used Home Bargains, Heron Foods, Dewsbury Market and a Mobile vegetable seller once a week.

No respondents stated that their main dietary intake was from eating out away from home.

5.3 Opinions on the Local Food Environment

83% either agreed or strongly agreed that Ravensthorpe has a good variety of stores where food/groceries can be purchased

6% neither agreed nor disagreed

9% disagreed that there was a good variety of stores

3% strongly disagreed there was a good variety of stores.

Overall it would appear that the majority of respondents were satisfied with the variety of stores locally.

88%of respondents agreed/strongly agreed they could access fresh fruit and vegetables locally

6% neither agreed nor disagreed

5% disagreed that they could buy fresh fruit and vegetables locally

1% strongly disagreed that they could buy fresh fruit and vegetables locally

This would indicate that the majority felt they could access fresh produce locally.

With regards to perceptions of fresh produce affordability in Ravensthorpe:

81% either agreed or strongly agreed they were affordable locally

14% neither agreed nor disagreed

4% disagreed

0% strongly disagreed

The majority of survey respondents felt that fresh produce was affordable in Ravensthorpe.

However a significant number of respondents either agreed or strongly agreed it was easier (71%) and cheaper (62%) to buy unhealthy food items in Ravensthorpe-especially for school children (66%).

Consideration: The FINE Team carried out some scoping of the local retail environment mid-October 2017. They observed that fruit and vegetables were readily available (fresh & frozen) as well as traditional staples (bread, rice, pasta, milk, eggs etc) at similar prices to the major supermarkets and discounters. As with most retail outlets it was also feasible to access items high in fat, salt, sugar, calories at cheap prices.

5.4 Fast Food Takeaways

80% of respondents agreed/strongly agreed that there are too many fast food takeaways in Ravensthorpe

12% neither agreed nor disagreed
6% disagree that there are too many
1% strongly disagree there are too many

When asked if a greater variety of takeaways with healthier choices was needed these were the results:

87% agreed/strongly agreed there was a need
10% neither agreed nor disagreed
3% disagreed
0% strongly disagreed

Respondents did in the main believe there were too many takeaways and not enough choice in the area.

Considerations/Future Interventions:

This would perhaps indicate that one intervention could be to work with takeaways to encourage a healthier offer particularly around children's menus (**Masterclass scheduled for 22nd March 2018**)

5.5 Children's Lifestyle Habits

When asked which mode of travel to school respondents children used 76% reported walking and the remaining 24% stated by car. No other mode was chosen (school bus, bicycle, taxi, train etc)

Considerations/Future Interventions:

There is anecdotal evidence to suggest that many of the children who are driven to school live locally and could actually walk. Based on 700+ pupil numbers across both schools if approximately 25% are being driven to school-this is a significant number and explains the congestion on a morning and afternoon. It may also be an opportunity to explore a 'walking bus' or similar active travel initiatives (cycling) with parents.

Furthermore, if 76% of children walk into school-are there opportunities to promote or reinforce healthy lifestyle behaviours on those popular routes eg posters/billboards etc

With regards to physical activity 8% of respondents stated their children did not achieve the recommended one hour a day. A further 48% said their children only achieved it 1-2 times a week and 23% stated it was achieved 3-4 days a week.

This would indicate that the majority of respondent's children are achieving less than half of the recommended activity days. Only 16% said that their children were active every day for a minimum of 60mins with a further 6% stating their children achieved it 5-6 days per week.

Therefore overall it can be noted that that 84% of the respondents' children do not complete the recommended amount of physical activity.

Considerations/Future Interventions:

It may be worth doing an audit of what activity is achieved on average during the school day/week for each pupil and looking at awareness raising and/or exploring putting on extra-curricular physical activity sessions.

- Can agencies such as the Councils Community Plus offer anything extra-curricular by supporting parents or volunteers to run activity sessions?
- Could the two schools offer anything extra during the school day?
- Does the new sports premium offer any opportunities for example?
- Could children be supported with individual physical activity plans for both within and outside of school for example? This is why active travel is a great opportunity to incorporate physical activity into the school week.
- Are there any walks (lead by walk leaders) in the area which could be promoted to the parents/adults in the area)?

When asked about the breakfast habits of their children on school days 80% reported that their children ate something either at home or on the way to school 5 days a week. However 8% admitted their children never ate anything before school. A further 3% stated it was only achieved 1-2 days per week with a 9% stating their children had something to eat 3-4 days.

Considerations/Future Interventions:

20% of respondent's children are not having anything consistently to eat before school over a 5 day week. Breakfast Club and/or the holiday hunger initiatives could be further explored. It could be some of the 80% positive responses could be attributed to breakfast club attendance at Ravensthorpe Junior School (sponsored by Huddersfield Town Foundation).

It may also be worth putting in some sessions for parents on what constitutes a healthy breakfast as although many are eating something-the survey doesn't delve into what is eaten.

When parents were asked about their children's 5 A-Day intake only 16% stated their children achieved the government recommendations of consuming 5 portions of fruit and vegetables per day. A total of 43% of respondent's children

achieved it only 1-2 days per week, 1% never achieved it. However, 40% achieved it 3-4 days per week.

Again it can be seen that only 16% of the respondents' children consistently achieve consuming 5-a-day.

Considerations/Future Interventions:

Interestingly, the 16% achieving the recommendations on 5 A-Day are the same percentage as for those achieving the recommended levels of physical activity (16%). Could this indicate that one healthy-lifestyle behaviour is linked to others? Are the same children who are most active also the ones eating fruit and vegetables regularly? Any opportunities that increase fruit and vegetable consumption within the school day should be explored. This should be over and above the National Fruit and Vegetable Scheme eg via school meals/growing clubs. Is there scope to raise awareness of healthy packed lunches for parents and/or creative ways to incorporate 5 A –Day.

When parents were asked the reasons why their children didn't achieve 5 A-Day the most common answer (67%) was that their children didn't like fruit and vegetables.

9% felt they were too expensive

5% admitted they weren't confident in preparing fruit and vegetables

3% felt they couldn't buy fresh fruit and vegetables locally

A further 16% had responses such as 'children don't like fruit and vegetables, they don't want to eat them every day

Considerations/Future Interventions:

Could cook and eat sessions be offered to parents and tailored around these aspects for fruit and veg (eg. how to prepare and disguise)? Could the school explore creative ways to include more fruit & vegetables topics/activities within the curriculum (this would certainly help them meet some of their Food for Life assessment criteria). Could FINE/FHeWS go in and run some sessions with the children on fruit & vegetables as this could prove beneficial? In addition some of the food waste sessions/messages could be around how to minimise waste of fresh produce etc

It was positive to see that 79% of respondents stated that their children drank plain water several times a day.

Generally fizzy carbonated drinks (including diet versions) were for the majority only consumed occasionally

With regards to 'Energy' drinks 96% of respondents said their children never consumed them.

Considerations/Future Interventions:

If this is honest self-reporting then not a lot needs to be done around drink consumption. However, any training sessions for parents around nutrition literacy should still include the topic especially in relation to the most recent sugar guidelines

When respondents were asked what the main concerns about their family's food and activity habits were they responded with the following (they could state more than one statement):

36% said not eating a variety of foods (fussy eaters)

34% said eating too much junk food (crisps, fizzy drinks, sweets)

30% said the family wasn't doing enough physical activity

24% said good quality food is too expensive

22% said eating too many unhealthy takeaways (possibly from the 14-19% having takeaways up to 3 times per week-see next section)

20% said children overeating

6% were anxious about food supplies running low because of money worries

4% said meal times weren't happy times (arguing over food etc)

2% said children having to skip meals or go to school hungry

Considerations/Future Interventions:

There is an indication that there may be small numbers of families (8%) at risk of food poverty. With regards to junk food it is more likely the issue is high sugar/fat foods rather than sugary drinks as many indicated earlier that fizzy drinks were only consumed sometimes.

- There's definitely some scope to do a session with interested parents around fussy eaters.
- There may be potential to develop more family centred physical activity sessions within the area. It was interesting that 24% said good quality food is too expensive yet earlier in the shopping habits section only 5% disagreed that healthy produce is affordable in Ravensthorpe. As previously mentioned FINE has done some actual scoping of what's available in the area and prices of fresh/frozen produce therefore, any subsequent cook and eat sessions for parents could address this concern as it very feasible to eat a healthy diet on a low budget

5.6 Family's Eating Habits

83% of respondents said they prepared a home cooked meal every day, 11% achieved it between 4-6 days a week and a further 4% 1-3 days a week

81% said they sit down to eat together as a family every day, 10% achieve it 4-6 days a week with a further 9% achieving it only 1-3 days a week. It was positive to note that no respondents said they didn't achieve any of the above less than once a week.

With regards to having a take-away delivered or picking one up locally no respondent's families did this every day or even between 4-6 days a week. However, 19% had a takeaway delivered between 1-3 times a-week (14% picked one up.

38% had one delivered less than once a week (30% picked one up)

42% had a takeaway delivered less often (55% picked one up).

Considerations / Future Interventions:

If the self-reporting is accurate then it would seem that the majority do cook at home and that families do tend to achieve sitting down together at mealtimes on most days. This may be a cultural/traditional norm in South Asian families - if so it's positive to know the trend hasn't been eroded in these fast paced modern times. Furthermore, most respondents are stating their take-away consumption is moderate (which would highlight the tough economic climate the local fast food outlets are operating in, unless patronage is outside of these schools families). However, the rates of childhood overweight and obesity in both schools would suggest there is incongruence or that the type of foods eaten at home and portion size needs to be further explored.

When asked what words best fit the family's view on takeaways (choosing up to 5) these were the results:

72% said 'a treat'

43% said 'tasty'

37% said 'close by'

33% said 'affordable'

27% said 'only thing the kids like'

23% said 'filling'

20% said 'saves on cooking'

9% said 'we don't use them'

6% said 'a necessity'

5% said 'somewhere to hang out with friends'

1% said 'good as we don't know how to cook'

When asked what the family's most popular fast food take-away meal was 'Burger's and Pizza' were the most popular answers (29% and 22% respectively)

18% said Fish & Chips
11% said Southern Fried Chicken
10% said Kebabs
7% said Curry
3% said Chinese

Considerations / Future Interventions:

A 'fake-away' session maybe be a good family intervention as it demonstrates how to cook popular takeaway food that is tasty but prepared more healthily. Families not having cooking skills does not appear to be a major issue

It is more than likely that due to the number of takeaways locally that are easily in walking distance and the reluctance to use technology such as the 'Just Eat App' that targeting 'local' take-aways with the masterclass intervention would be sufficient. It is unlikely families use outlets outside of the immediate area when consuming take-aways. In terms of the food waste pilot prioritising pizza/burger outlets with waste/nutrition key messages via the 'lidvertise' model would be most effective (using packaging to communicate key messages to consumers: eg on a pizza box lid).

The main decision maker regarding household food was mainly the mother (64%) however 31% stated 'the whole family'. Only 2% of respondents said the father was the main decision maker with a further 1% stating grandparents.

Considerations / Future Interventions:

Any nutritional inventions need to be mainly targeted towards 'mothers'-are there any natural 'mums' groups already operating locally that could be approached and offered free FINE training. Could the topic of healthy eating be incorporated in and amongst other topics to make it less 'direct' and more covert?

The survey also sought to enquire as to how much National Campaigns had influenced family's diets. Respondents were asked how much they agreed or disagreed with certain statements.

With regards to 5 A-Day 59% agreed (with a further 21% strongly agreeing) that the campaign was easy to understand. Only 5% disagreed, 1% strongly disagreed with 1% saying they had never heard of it before. It would also appear that the 5 A-Day campaign has helped family's to eat more fruit and vegetables as 45% agreed it had with a further 21% strongly agreeing. Again very low numbers disagreed (4%).

With regards to the Eatwell Guide very similar numbers agreeing or strongly agreeing it was easy to understand (59% and 20% respectively). Furthermore 51% agreed (an additional 11% strongly agreed) it had helped their family's make and eat balanced meals. Only 7% disagreed with a further 2% strongly disagreeing.

When asked if food labelling was easy to understand:

60% agreed they were (an additional 17% strongly agreed) however, 9% disagreed with a further 4% strongly disagreeing

55% said food labelling helped their family choose balanced meals (an additional 16% strongly agreed) however, 11% disagreed with a further 2% further disagreeing.

On all the above statements there were a number of respondents who neither agreed nor disagreed.

Considerations / Future Interventions:

On face value it would seem there is quite a good knowledge of the main campaigns and that they have had some positive influence on dietary behaviour. However, any subsequent education and training with parents/families in the local area should include these elements to ensure there is a fuller understanding.

Finally, on the subject of food waste families were asked to estimate how much on average they throw away-these were the responses:

31% said they rarely threw food away

21% never throw any away

26% admitted to throwing some food away a few times a week

15% admitted to throwing some food away each day

7% admitted to throwing food away once a week (eg. before a new grocery shop)

Considerations / Future Interventions:

Although the rates of food waste aren't exceptionally high 48% of respondents are generating varying degrees of waste. Any education and training on nutrition literacy is an opportunity to also raise awareness about food waste and tips and strategies to reduce the incidence.

6.0 Conclusion

It would appear that the majority of respondents thought Ravensthorpe had access to a variety of fresh and affordable produce/grocery items.

However there were too many fast food takeaways offering very little healthy options. The majority of respondent's children are not achieving the daily recommended amount of fruit and vegetables or physical activity-which evidence suggests are the two key drivers of overweight and obesity in children and adults. It is much more difficult to influence family behaviour within the personal confines of the home, therefore possibly the most effective course of action is to identify where opportunities exist (or can be made) within the actual school day to implement additional healthy lifestyle behaviours (*at least as a starting point*). Therefore the multi-agency partnership has scope to co-design and co-deliver interventions with both schools and parents that contribute to addressing some of these issues over the next 12mths and beyond. However, previous studies have highlighted the limited impact schools can have overall on children's BMI status. This would indicate that the wider determinants also need to be addressed. On the other hand a 2017 Local Government Association publication showcases a range of health interventions in schools that have been relatively successful. The following links make interesting reading (article followed by several academic studies and a recent publication):

<https://theconversation.com/obesity-crisis-cant-be-solved-by-schools-major-new-study-91265> (Feb 2018)

<http://www.bmj.com/content/360/bmj.k211> (Feb 2018)

<http://www.bmj.com/content/348/bmj.g3256> (May 2014)

<https://www.sciencedirect.com/science/article/pii/S2352464217301517> (Jan 2018)

<http://www.yhphnetwork.co.uk/media/1603/working-with-schools-to-improve-the-health-of-school-aged-children-lga-2018.pdf> (July 2017)

One key outcome could be the establishment of a 'Ravensthorpe School's Food Forum' consisting of both Head teachers, Parents, Catering Manager and older Pupils so it is truly representative. It needs to operate across both schools for consistency as one is the feeder school for the other. Solutions and actions have to come from those who are affected by them.

Finally, the wider food environment of Ravensthorpe needs to be addressed-which will require a fundamental change in relation to Planning Policy. The saturation of fast food take-ways in such a concentrated area needs to be significantly reduced over the next few years. The decommissioning of 'A5 Class' status (hot fast food takeaways) as premises become vacant would be one

possible solution. Alternatively 'riders/stipulations' for future occupancy for food business is that there is an emphasis on healthy options (the criteria would need to be developed/explored).

7.0 Appendices

Appendices 1: Ravensthorpe Obesity Task Group Membership

1. Abi Mc Kenzie-Kirklees Family Healthy Weight Service (formerly known as START Team)
2. Alison Milbourn-Kirklees Public Health Team
3. Andy Cook- Kirklees Communities & Leisure Service
4. Chandra Pankhania-Soil Association
5. Councillor Mussarat Pervaiz-Ravensthorpe Ward Cllr
6. Dan Wilson- Yorkshire Sports Foundation
7. Emma Dickens-Locala
8. Haseeba Shaikh- Kirklees Family Healthy Weight Service (FHeWS-formerly known as START Team)
9. Jennifer Field-Locala
10. Jennifer Slack-Locala
11. Kate Shaw-Soil Association
12. Linda Whittaker-Head Teacher Diamond Wood Community Academy
13. Lorraine Manning-Locala
14. Louise Muhammad-Kirklees Food Initiatives and Nutrition Education (FINE) Project
15. Rebecca Breen-Kirklees Council
16. Sheldon Parkin-Head Teacher Ravensthorpe Junior School
17. Starr Zaman-Ravensthorpe Community Centre

Appendices 2: Engagement Strategy

Roughly six weeks before the survey was due to go live, the FINE coordinator met with both schools Head-Teachers to discuss and agree the mechanisms which could be utilised to try to encourage good parent engagement regarding survey take-up and completion. They are summarised below:

- Display posters (A3 size) were placed in entrance/on notice boards that advertised the survey and prompted parents to complete one etc (colourful with limited text).
- Diamond Wood Community Academy had Parents Evening the week the survey was going live and the Head used it as an opportunity to promote the survey to parents attending face to face
- Ravensthorpe Junior School has a specific community room which was used for classes with parents-so having prompts/adverts there was advantageous
- The Junior School also had a member of staff (who usually helped with high school applications) who could assist a few parents if literacy was an issue
- Newsletters/school websites/apps/social media pages were utilised as well as school assemblies to promote the initiative
- Both schools used staff meetings to ensure all staff were knowledgeable about the survey and could both promote and assist with enquiries
- Offering a prize draw would encourage participation it was felt. The START team offered a number of junior swim vouchers for Dewsbury Sports Centre.
- It was also agreed the survey would be available as a paper-copy as both Heads felt IT literacy was low amongst parents based on previous observations and experiences.
- There wasn't a direct relationship between both schools and the two main local Mosques their children attended. However the local Councillor on the task group was asked to take survey posters to display in both identified mosques.

Healthy Families Survey comes to Ravensthorpe Schools!

**6th-30th November
2017**

**Available from Diamond
Wood Community
Academy or
Ravensthorpe Junior
School**



Aim

**Gather information
about children's
current eating and
physical activity
habits**

**Agencies would like
to support the
community to
promote health and
wellbeing for
children and
families**



**All answers will
remain
anonymous**

Prize Draw!

**Parents who enter will
be placed into a prize
draw for a KAL
family swim
voucher—there are 6
vouchers up for grabs!**

**Please complete a survey... Together let's
make Ravensthorpe a healthy community!**

Appendices 4: The Survey

Healthy Families Ravensthorpe Survey

This survey is for **families with children** that attend **Diamond Wood Community Academy** or **Ravensthorpe Junior School**. Parents, you can complete it as a family!

Please return your questionnaire by Thursday 30th November 2017.

We are offering a **prize draw** to win one of six Family Swim vouchers. This means winning families can enjoy a free swim at any Kirklees Active Leisure Centre (*excludes the Splash Park at Huddersfield Leisure Centre*), for up to four people (must include at least one adult). Just fill in your contact details at the end, if you would like to be included in the draw.

Our local schools are working hard on keeping healthy – with our award winning chef, breakfast clubs and great lunchtime food choices.

Your answers will help us prioritise how we work with local people, schools and food businesses in Ravensthorpe.

There are three sections:

About shopping in your local area

About your children

About your family's eating habits

It will take 5-10 minutes to complete this survey. Your responses will be treated confidentially. **If you prefer you can complete it online at: www.kirklees.gov.uk/healthyfamilies**

Do you have children that attend..?

- Diamond Wood Community Academy
- Ravensthorpe Junior School
- Both schools

Do not complete this survey if you do not have children at these schools

About shopping in your local area

Where do you buy **most of the weekly groceries for your household?**

- Ravensthorpe
- Dewsbury
- A mix of Ravensthorpe and Dewsbury
- Online
- Somewhere else (please give details):

And what type of shop do you get **most of your groceries from?**

- Mainstream supermarkets (Asda, Tesco, Lidl etc.)
- Local shops (e.g. Butt Bros, Milco, A K Stores)

- A mixture
- Mainly eat out (cafes /restaurants / pubs or have takeaways)
- Somewhere else (please give details):

Thinking about what's available in Ravensthorpe, how far do you agree or disagree that...

	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree
Ravensthorpe has a good variety of food stores	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I can buy fresh fruit and vegetables in Ravensthorpe	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fresh food and groceries are affordable in Ravensthorpe	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
There are too many fast food takeaways here	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
We need a greater variety of takeaways with healthier choices	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
It is easier to buy unhealthy food than healthy food here	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
It is cheaper to buy unhealthy food than healthy food here	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
It is easy for children to get unhealthy snacks and fizzy drinks while out and about (to and from school or mosque)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

About your children

What is the **main** form of travel that your children use to get to school? Is it by...

- Walking
- Car
- Taxi
- School bus
- Bicycle
- Train
- Other (please give details)

Roughly how many days a week do your children do physical activity, for at least one hour (like running around, swimming, football)?

- No days
- 1-2 days a week
- 3-4 days a week
- 5-6 days a week
- Every day

Thinking about your children, roughly how often do they eat something before school starts? That might be breakfast at home or something eaten on the way.

- Never
- Less than once a week
- 1-2 days per week
- 3-4 days per week
- 5 days per week

And roughly how many different portions of fruit or vegetables do your children eat each day?

- 0
- 1-2
- 3-4
- 5 or more

If your children eat less than 5 a day most days, what would you say is the **main** reason for this?

- It's too expensive
 - My children don't like fruit and veg
 - I can't buy fruit and veg locally
 - I'm not confident preparing fruit and vegetables
 - Something else (please give details):
-

Thinking about your children's choice of drinks, roughly how often do they drink..

	Several times a day	Once a day	Once a week	Sometimes	Never
Plain water	<input type="checkbox"/>				
Fruit Juice (fresh juice and from concentrate only - not squash)	<input type="checkbox"/>				
Squash / dilute	<input type="checkbox"/>				
Standard fizzy drinks (e.g. Pepsi, lemonade)	<input type="checkbox"/>				
Diet fizzy drinks (e.g. Diet coke, Pepsi Max, 7 Up zero)	<input type="checkbox"/>				
Energy drinks (e.g. Red Bull, Monster)	<input type="checkbox"/>				

If you have concerns about your family's food and activity habits, please let us know what concerns you. You can pick more than one.

- Children carry on eating when they're full
- Family not doing enough physical activity
- Eating too much junk food (crisps, fizzy drinks, sweets)
- Eating too many unhealthy takeaways
- Anxious about food supplies running low because of money worries

- Good quality food is too expensive
 - Children having to skip meals or go to school hungry
 - Not eating a variety of foods (fussy eaters)
 - Meal times aren't happy times (arguing over food)
 - Something else (please give details):
-

About your family's eating habits

Thinking about your family evening meals, roughly how often do you..

	Every day	4-6 times a week	1-3 times a week	Less than once a week	Less often
Prepare home cooked meals?	<input type="checkbox"/>				
Sit down to eat together as a family?	<input type="checkbox"/>				
Have takeaway delivered?	<input type="checkbox"/>				
Pick up a local takeaway?	<input type="checkbox"/>				

What words best fit with your family's views on takeaways? Please choose up to five:

<input type="checkbox"/> Close by	<input type="checkbox"/> Somewhere to hang out with friends	<input type="checkbox"/> A necessity
<input type="checkbox"/> Tasty	<input type="checkbox"/> Saves on cooking	<input type="checkbox"/> Good as we don't know how to cook
<input type="checkbox"/> Filling	<input type="checkbox"/> Only thing the kids like	<input type="checkbox"/> We don't use them
<input type="checkbox"/> Affordable	<input type="checkbox"/> A treat	

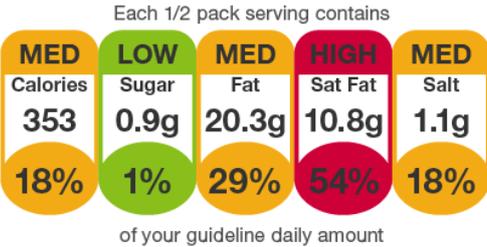
What is your family's most popular fast food takeaway meal?

- Burgers
 - Southern fried chicken
 - Kebabs
 - Curry
 - Fish and chips
 - Chinese
 - Something else (please give details):
-

Who is the **main** decision maker when it comes to food shopping in your household?

- Mother
- Father
- Grandparents
- Guardian or carer
- Older children / teenagers
- Younger children
- The whole family
- Someone else (please give details)

This question asks about some of the national campaigns for healthy eating. Please tell us how much you agree or disagree that:

	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	Not heard of it before
5 A-Day is easy to understand (portion size, what foods count)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5 A-Day has helped our family to eat more fruit and veg	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
 <p>The Eatwell guide is easy to understand (the different food groups, how much to eat)</p>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Eatwell Guide has helped my family make and eat balanced meals	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
 <p>Labels on food packages are easy to understand</p>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Labels on food packages help my family choose balanced meals	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Thinking about food waste for your household, overall how much uneaten food would you say you throw away each week?

- We throw some food away each day (e.g. leftovers from meals)
- We throw some food away a few times a week (e.g. food saved to eat another day)
- We throw some food away once a week (e.g. throw away old food before the new shop)
- We rarely throw food away

- We don't throw any food away

Your answers to these final questions will help us understand how results vary for different groups - such as different geographic areas, or families from different backgrounds.

Please tell us your postcode (e.g. WF13 3JY). **This is confidential**, and will only be used to help us understand how results may vary in different areas.

How would you describe your family's ethnic origin?

- Asian or Asian British
- Black or Black British
- Mixed
- White – please complete next part of question, below
- Other ethnic group (please give details eg Chinese)

If you answered White, please give a little more detail. This will help us understand how results may vary between different groups.

- White: English / Welsh / Scottish / Northern Irish / British
- White: Irish
- White: Gypsy or Irish traveller
- White: Eastern European (including Hungarian, Polish, Romanian etc)
- White: other white background (please give details)

CONTACT DETAILS SHEET – WILL BE STORED SEPARATELY TO SURVEY RESPONSES

If you would be interested in attending a **discussion group** to chat about your family's food and activity habits some more, please provide your contact details below.

If you're not interested, just leave this blank.

We are offering a **prize draw** to win one of six Family Swim vouchers. This means winning families can enjoy a free swim at a Kirklees Active Leisure Centre, for up to four people (must include at least one adult). Just fill in your contact details below if you would like to be included in the draw. **Any names or contact details provided will be stored separately to your survey responses - you won't be identified, and all responses are confidential.**

YOUR NAME AND CONTACT DETAILS TO REGISTER FOR THE PRIZE DRAW:

If you're not interested, just leave this blank.

Thank you for your family's time.

Please return your questionnaire by Thursday 30th November 2017, to either Diamond Wood Community Academy or Ravensthorpe Junior School.

Did you know?

The Sainsbury's Foundation has supported a funding bid to trial a number of food waste reduction activities in Ravensthorpe

Diamond Wood Community Academy currently holds a silver Food for Life Award and Ravensthorpe Juniors are currently applying for their Bronze Award

Diamond Wood Community Academy came fourth at the 2017 Yorkshire Show in Harrogate Veggie Box Competition

Since Tracy Healey from Kirklees School Meals Service based at Ravensthorpe Junior School won the School Head Chef of the Year –she has become a National Ambassador and has appeared at numerous events up and down the country

The Food for Life Award is much more than the school meals. It is a way for schools to demonstrate the work they do around meals, lunchtimes and food education. A positive impact for both the pupils and wider community

Both primary schools are exploring ways to make physical activity more fun for its pupil's through initiatives such as 'bike-ability'

A Food for Life Served Here Award means we serve local, fresh and honest food cooked by people who really care about quality and ingredients

There are discussions taking place around the community on how to support Ravensthorpe as a location to become the first 'healthy families' neighbourhood in Kirklees!!!

The School Meals Service are continually designing and developing new recipes including a range of 'sugar smart' desserts that are healthier for children but still taste delicious

Appendices 5: Diamond Wood Academy- Personal Touch Slip



7 November 2017

Dear Parents & Carers

Ravensthorpe Healthy Families Survey

You have been specially selected to take part in a survey on lifestyle choices in Ravensthorpe, which has been organised by Kirklees Public Health in conjunction with Ravensthorpe CE (C) Junior School and ourselves.

All completed and returned surveys will be entered into a prize draw to win one of six Family Swim Vouchers.

Please return your completed survey to school as soon as possible, no later than Thursday 30th November 2017, to be in with a chance of winning a Swim Voucher.

Thank you for your support and co-operation.

Kind regards

L. Whittaker

Mrs L M Whittaker
Head Teacher



Appendices 6: Survey top line analysis

Healthy families Ravensthorpe survey

82 responses received October – December 2017

Do you have children that attend..?

40 (49%)	Diamond Wood
22 (27%)	Ravensthorpe Junior School
20 (24%)	Both schools
-	No children at these schools

About shopping in your local area

Where do you buy **most** of the weekly groceries for your household?

59 (73%)	A mix of Ravensthorpe and Dewsbury
13 (16%)	Ravensthorpe
8 (10%)	Dewsbury
-	Online
1 (1%)	Somewhere else: "Mirfield"

And what type of shop do you get **most** of your groceries from?

50 (63%)	A mixture
22 (28%)	Mainstream supermarkets (Asda, Tesco, Lidl etc)
4 (5%)	Local shops (eg Butt Bros, Milco, A K Stores)
-	Mainly eat out (cafes /restaurants / pubs or have takeaways)
4 (5%)	Somewhere else:

3 responses:

"Home bargains, heron foods"

"local shops, home bargains, market"

"Vegetable sellers comes home once a week in our area in his van to sell fresh fruit and veg"

Thinking about what's available in Ravensthorpe, how far do you agree or disagree that..

	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree
Ravensthorpe has a good variety of food stores	23 (29%)	43 (54%)	5 (6%)	7 (9%)	2 (3%)
I can buy fresh fruit and vegetables in Ravensthorpe	22 (28%)	48 (60%)	5 (6%)	4 (5%)	1 (1%)
Fresh food and groceries are affordable in Ravensthorpe	17 (22%)	47 (59%)	11 (14%)	4 (5%)	-

There are too many fast food takeaways here	30 (38%)	33 (42%)	9 (12%)	5 (6%)	1 (1%)
We need a greater variety of takeaways with healthier choices	31 (40%)	37 (47%)	8 (10%)	2 (3%)	-
It is easier to buy unhealthy food than healthy food here	31 (40%)	24 (31%)	13 (17%)	8 (10%)	2 (3%)
It is cheaper to buy unhealthy food than healthy food here	26 (33%)	23 (29%)	16 (21%)	11 (14%)	2 (3%)
It is easy for children to get unhealthy snacks and fizzy drinks while out and about (to and from school or mosque)	24 (31%)	27 (35%)	9 (12%)	16 (21%)	2 (3%)

About your children

What is the **main** form of travel that your children use to get to school? Is it by...

61 (76%)	Walking
19 (24%)	Car
-	Taxi
-	School bus
-	Bicycle
-	Train
-	Other

Roughly how many days a week do your children do physical activity, for at least one hour (like running around, swimming, football)?

6 (8%)	No days
38 (48%)	1-2 days a week
18 (23%)	3-4 days a week
5 (6%)	5-6 days a week
13 (16%)	Every day

Thinking about your children, roughly how often do they eat something before school starts? That might be breakfast at home or something eaten on the way.

6 (8%)	Never
1 (1%)	Less than once a week
2 (3%)	1-2 days per week
7 (9%)	3-4 days per week
64 (80%)	5 days per week

And roughly how many different portions of fruit or vegetables do your children eat each day?

1 (1%)	0
34 (43%)	1-2
32 (40%)	3-4
13 (16%)	5 or more

If your children eat less than 5 a day most days, what would you say is the **main** reason for this?

39 (67%)	My children don't like fruit and veg
5 (9%)	It's too expensive
3 (5%)	I'm not confident preparing fruit and vegetables
2 (3%)	I can't buy fruit and veg locally
9 (16%)	Something else:

6 responses:

"They just don't like it"

"not eating a variety of fruit and vegetables"

"make sure they eat everyday, whatever they want to eat though i have to cook everyday for them"

"Some children like and some dont. have veg with every meal at home"

"not every day wants to eat"

"She likes fruit but will not eat 5 a day"

Thinking about your children's choice of drinks, roughly how often do they drink..

	Several times a day	Once a day	Once a week	Sometimes	Never
Plain water	62 (79%)	10 (13%)	-	6 (8%)	-
Fruit Juice (fresh juice and from concentrate only - not squash)	11 (15%)	21 (28%)	4 (5%)	31 (42%)	7 (9%)
Squash / dilute	8 (12%)	17 (25%)	7 (10%)	27 (39%)	10 (14%)
Standard fizzy drinks (e.g. Pepsi, lemonade)	3 (4%)	9 (13%)	11 (15%)	34 (47%)	15 (21%)
Diet fizzy drinks (e.g. Diet coke, Pepsi Max, 7 Up zero)	1 (1%)	4 (5%)	6 (8%)	26 (35%)	38 (51%)
Energy drinks (e.g. Red Bull, Monster)	1 (1%)	-	1 (1%)	1 (1%)	69 (96%)

If you have concerns about your family's food and activity habits, please let us know what concerns you. You can pick more than one.

18 (36%)	Not eating a variety of foods (fussy eaters)
17 (34%)	Eating too much junk food (crisps, fizzy drinks, sweets)
15 (30%)	Family not doing enough physical activity
12 (24%)	Good quality food is too expensive
11 (22%)	Eating too many unhealthy takeaways
10 (20%)	Children carry on eating when they're full
3 (6%)	Anxious about food supplies running low because of money worries
2 (4%)	Meal times aren't happy times (arguing over food)
1 (2%)	Children having to skip meals or go to school hungry
3 (6%)	Something else:

"They dont eat unhealthy and they well active, no concerns"

"two, three dishes made each day has a variety of options"

"dont have any concerns"

About your family's eating habits

Thinking about your family evening meals, roughly how often do you..

	Every day	4-6 times a week	1-3 times a week	Less than once a week	Less often
Prepare home cooked meals?	67 (83%)	11 (14%)	3 (4%)	-	-
Sit down to eat together as a family?	62 (81%)	8 (10%)	7 (9%)	-	-
Have takeaway delivered?	-	-	14 (19%)	28 (38%)	31 (42%)
Pick up a local takeaway?	-	-	11 (14%)	23 (30%)	42 (55%)

What words best fit with your family's views on takeaways? Please choose up to five:

58 (72%)	A treat
35 (43%)	Tasty
30 (37%)	Close by

27 (33%)	Affordable
22 (27%)	Only thing the kids like
19 (23%)	Filling
16 (20%)	Saves on cooking
7 (9%)	We don't use them
5 (6%)	A necessity
4 (5%)	Somewhere to hang out with friends
1 (1%)	Good as we don't know how to cook

What is your family's most popular fast food takeaway meal?

21 (29%)	Burgers
13 (18%)	Fish and chips
8 (11%)	Southern fried chicken
7 (10%)	Kebabs
5 (7%)	Curry
2 (3%)	Chinese
16 (22%)	Something else:

Please give details:

22 responses:

"Pizza"
 "pizza"
 "pizzas"
 "pizza"
 "pizza"
 "pizza"
 "pizza"
 "pizza"
 "pizza"
 "pizza"
 "pizza"
 "pizza"
 "burger and pizza"
 "burger and pizza"
 "burger and pizza"
 "pizza"
 "pizza"
 "pizza"
 "burger and pizza"
 "pizza"
 "pizza"
 "pizza"
 "pizza"

Who is the **main** decision maker when it comes to food shopping in your household?

52 (64%)	Mother
25 (31%)	The whole family
2 (2%)	Father
1 (1%)	Grandparents
-	Guardian or carer
-	Older children / teenagers
-	Younger children
1 (1%)	Someone else

This question asks about some of the national campaigns for healthy eating. Please tell us how much you agree or disagree that..

	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	Not heard of it before
5-A-Day is easy to understand (portion size, what foods count)	17 (21%)	47 (59%)	10 (13%)	4 (5%)	1 (1%)	1 (1%)
5-A-Day has helped our family to eat more fruit and veg	16 (21%)	35 (45%)	19 (24%)	4 (5%)	3 (4%)	1 (1%)
The Eatwell guide is easy to understand (the different food groups, how much to eat)	16 (20%)	47 (59%)	13 (16%)	3 (4%)	1 (1%)	-
The Eatwell Guide has helped my family make and eat balanced meals	9 (11%)	41 (51%)	23 (28%)	6 (7%)	2 (2%)	-
Labels on food packages are easy to understand	14 (17%)	49 (60%)	9 (11%)	7 (9%)	3 (4%)	-
Labels on food packages help my family choose balanced meals	13 (16%)	45 (55%)	13 (16%)	9 (11%)	2 (2%)	-

Thinking about food waste for your household, overall how much uneaten food would you say you throw away each week?

12 (15%)	We throw some food away each day (e.g. leftovers from meals)
21 (26%)	We throw some food away a few times a week (e.g. food saved to eat another day)
6 (7%)	We throw some food away once a week (e.g. throw away old food before the new shop)
25 (31%)	We rarely throw food away
17 (21%)	We don't throw any food away

Please tell us your postcode (e.g. WF13 3JY). This is confidential, and will only be used to help us understand how results may vary in different areas.

74 responses

How would you describe your family's ethnic origin?

72 (91%)	Asian or Asian British
-	Black or Black British
1 (1%)	Mixed
6 (8%)	White
-	Other ethnic group (including Chinese)

Please give a little more detail. This will help us understand how results may vary between different groups.

2 (33%)	White: English / Welsh / Scottish / Northern Irish / British
-	White: Irish
-	White: Gypsy or Irish traveller
4 (67%)	White: Eastern European (including Hungarian, Romanian, Polish)
-	White: other white background