

## SYNOPSIS OF GRAB 5!

Grab 5! is a project promoting fruit and vegetables to 7-11 year olds. It has a focus on low-income groups and aims to influence the diets of whole families through a range of practical, whole school activities. Please see main text for examples of how Grab 5! could support the delivery of some of the action points listed in the Nutrition Strategy.

Sustain: The alliance for better food and farming, manages Grab 5!. Sustain received funding for three years from the Community Fund in August 2000 to develop Grab 5! in Lambeth, Leeds and Plymouth. The aim has been to devise a sustainable, long-term programme of activities that can be adapted and used by local areas nationally. The pilot project phase is coming to an end in August of this year and we are currently promoting Grab 5! for wider adoption. In the three areas above, Grab 5! has involved a total of 48 schools and reached approximately 11,700 children. Although the independent evaluation will not be available until October this year<sup>1</sup>, it is already clear that Grab 5! is immensely popular with children, teachers, parents and others linked to school life.

Grab 5! activities might include adoption of a school food policy, setting up a fruit tuck shop, breakfast clubs, cooking classes, growing clubs, visits to farms and supermarkets and work on school lunches and packed lunches. Participation by head teachers, school staff, governors, parents, caterers, pupils and others is key to the success of Grab 5! in a school. By working together people plan, prepare and implement action plans to meet the particular circumstances, needs and priorities of their school. While primarily working with schools, Grab 5! also works in partnership with local and national organisations (see our website [www.grab5.com](http://www.grab5.com) for national working party membership and typical local steering group membership).

### ADVANTAGES OF ADOPTING GRAB 5!

Adopting Grab 5! as a component of the Nutrition Strategy for Wales will fulfil several of the programme's priorities. In particular it provides:

- **Motivation.** Grab 5! offers mechanisms for bringing together schools and local partners providing opportunities for sharing expertise and ideas. Mechanisms include:
  - Offering workshops for participating schools and school caterers
  - Membership of a national Grab 5! network
  - Membership of a local steering group
  - Links with the local initiatives and any other related initiatives.
- **Methodology.** Grab 5! offers, local partners and schools a method of implementation that, if replicated, will encourage partnerships and effective, long-term, sustainable promotion of fruit and vegetables to 7-11 year olds and the wider community. Grab 5! will support other work that may be happening

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<sup>1</sup> Evaluation of Grab 5! is being carried out by the British Heart Foundation Health Promotion Research Group. The final report will be launched at our national fruit and vegetable conference from 25 to 26 November - further details are attached at the end of this document.

as part of a whole community five-a-day initiative. In particular, however, Grab 5! works with schools offering an easy to follow approach that is practical, flexible, tailored and participatory and engages the whole school.

- **Materials.** Grab 5! provides schools and local partners with:
  - An action pack (including practical tips on how to implement Grab 5! and useful contacts)
  - A key stage 2 curriculum pack
  - A model school food policy
  - A range of posters
  - Grab 5! branded promotional items, such as pens, pencils and rulers, for schools to use as rewards
  - Use of the identifiable and popular Grab 5! brand identity
  - Website access to Grab 5! information and materials at [www.grab5.com](http://www.grab5.com)
  - A database of educational materials focusing on some aspects of fruit and vegetables and/or healthy eating.

## **ELEMENTS OF GRAB 5!**

### **Key elements**

The following are key elements of Grab 5! at a local level.

- Co-ordinator – the post could be full-time or part-time depending on the number of schools participating. It could be a new post or added to the job description of an existing post,
- Training days for schools
- Grab 5! packs for each participating school (£40 each although also downloadable free from the website)
- Local steering group (not necessarily a cost) – a local group may already exist that can adopt and adapt Grab 5!.

### **Optional elements**

- Funding for practical activities, for example setting up fruit tuck shops, breakfast clubs, growing and cooking clubs in schools, cooking classes for parents, and launch events to raise awareness amongst staff, children and parents.
- Training courses for school caterers.
- Grab 5! promotional items such as pens, pencils and stickers for schools to use as rewards.

## **SCOPE OF GRAB 5!**

### **1. Expanding the existing networks of community food services to support five-a-day.**

- Grab 5! requires a local co-ordinator whose role is to build partnerships between local bodies from the private, voluntary and public sectors.
- Grab 5!, through forming local steering groups, ensures that its work compliments and supports related initiatives, such as breakfast clubs, growing

schemes and training events. Beyond liaison and sharing information with all the steering group members, Grab 5! has worked in partnership with relevant local community organisations to build on existing work and stimulate new projects. For example, Grab 5! worked with the Accra Crawford Youth Centre growing and cooking food in schools and with Cook au Van cooking food with and for parents and children.

- Grab 5! has run trials of fruit and vegetable stalls in school playgrounds which could feasibly be managed in partnership with local food co-ops.

## **2. Increasing availability and affordability of fruit and vegetables.**

- Grab 5! provides schools with an action pack and a model food policy both of which provide practical guidance on setting up long-term, sustainable initiatives that tackle the key barriers to fruit and vegetable consumption; availability, acceptability and affordability.
- Grab 5! schools have set up a wide range of initiatives that directly tackle these barriers, such as fruit tuck shops, breakfast clubs, growing clubs, cooking clubs and tasting events for children and their parents.
- Grab 5! has worked with school catering agencies on providing training around healthy eating issues for school cooks.
- Grab 5! has facilitated work between schools, community dietitians and the catering service around improving and promoting school meals.
- Grab 5! has worked with national organisations, including the Academy of Culinary Arts, Brake Brothers and the Processed Vegetable Grower Association, on cooking schemes, promotion of healthy school meals and national competitions respectively. All have had a focus on fruit and vegetables.
- Grab 5! has had contact with all the major supermarkets at national level. At local level Grab 5! has worked with Co-op on a discount voucher scheme for provisions for breakfast clubs, with Safeway's on running fruit and vegetable taster events and with Sainsbury's on store tours and provision of free fruit for breakfast clubs.
- Grab 5! schools have been offered supported by Business in the Community.
- Grab 5! has worked with local producers and fruit and vegetable retailers on the supply of affordably priced fruit for tuck shops and visits to farms.

## **3. Increasing people's knowledge and skills concerning eating, buying and preparing fruit and vegetables.**

- Grab 5! provides schools and partners with a comprehensive range of materials including an action pack, a curriculum pack and a model food policy all of which aim to increase people's knowledge and skills around eating, buying and preparing fruit and vegetables.
- Grab 5!, in partnership with other agencies, has run workshops in schools for both children and adults on cooking, growing and eating fruit and vegetables.
- Grab 5! schools have initiated growing food projects and cooking clubs and have identified how food and healthy eating elements of the national curriculum can be supported with practical activities.

#### **4. Increasing acceptability of fruit and vegetable consumption**

- Grab 5! aims to bring about real, long-term changes in attitudes towards fruit and vegetables amongst school staff, children and their parents. It does this by:
  - Carefully planning activities in schools so that they become integrated into the school routine, complementing and supporting other school activities rather than being seen as an additional burden;
  - Involving children as well as adults in the decision-making, planning and implementation process; everyone feels ownership of and commitment to the aims of the project;
  - Making activities enjoyable.
- Grab 5! activities attract a lot of positive local media coverage.
- Grab 5! has developed a popular logo and brand identity that has been used on a variety of items, such as pens, pencils and stickers, that schools have used as rewards to reinforce eating fruit and vegetables as desirable.
- Grab 5!'s curriculum pack encourages teachers to take their children through the process of first, examining and questioning their own eating habits; second, learning about the importance of a healthy diet; and, third, considering what they can do to improve their own diets.

#### **5. Raising awareness of the health benefits of eating five portions of fruit and vegetables per day**

- The Grab 5! curriculum pack supports curriculum work, providing many varied activities for teachers to use with their classes when covering issues of health and food.
- Grab 5! adopts a whole school approach and a school food policy, which ensures that messages being given through out the school day (curricular and extra-curricular) about healthy eating and the benefits of eating five portions of fruit and vegetables are consistent and mutually reinforced.
- Grab 5! encourages participation of parents and provides several opportunities for taking home the messages about eating five a day.

For further details about any of the information in this document please contact the Grab 5! Project officers:

Kate Bowie – [kate@sustainweb.org](mailto:kate@sustainweb.org) or 020-7837-1228

Or

Richard Siddall – [Richard@sustainweb.org](mailto:Richard@sustainweb.org) or 020-7837-1228

August 2002

**FIVE A DAY AND MORE: A NATIONAL CONFERENCE**  
**Hosted by Sustain: The alliance for better food and farming**  
**in association with The Grower magazine**

**AT LEAST FIVE FRUIT AND VEG A DAY: HOW DO WE GET THERE?**  
**A WORKING CONFERENCE TO EXAMINE THE WHOLE FRUIT AND VEG SUPPLY CHAIN**

**Everyone agrees that, to improve public health, we should all eat at least five portions of fruit and vegetables each day. Public, private and voluntary sector initiatives to encourage this abound. Yet consumption still languishes around two or three portions a day, and is much lower among some groups. Meanwhile, domestic production – particularly organic – lags behind even this low level. Why?**

**This working conference will bring together people from across the public, private and voluntary sectors to:**

- △ Identify the obstacles to progress and any opportunities that can be grasped**
- △ Highlight what has already worked, or shows promise**
- △ Explore what more needs to be done, when and by whom to make the goal of five produce portions a day a reality, not a pipe dream.**

**The programme**

**Monday 25<sup>th</sup> November**

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|----------------------|---|
| <b>13.00 – 14.00</b> | <b>Arrival and registration (please note lunch will NOT be provided)</b>  |
| <b>14.00 – 14.15</b> | <b>Welcome and introductions by Joe Harvey, Chair of the Grab 5! Project, Director of the Health Education Trust and Sustain Treasurer.</b>   |
| <b>14.15 – 14.45</b> | <b>Opening stimulus presentation<br/>Mark Tinsley, of PC Tinsely Ltd, farms 1,250 acres in south Lincolnshire growing a range of vegetable crops. He has chaired a number of companies and committees and, most recently, was a member of the Policy Commission on the Future of Farming and Food. He will set out the harsh realities of providing fruit and veg in the current market conditions.</b> |
| <b>14.45 – 15.00</b> | <b>Discussion and debate chaired by Tim Lang, Professor of Food Policy at Thames Valley University and Sustain's Chair</b>  |
| <b>15.00 – 15.30</b> | <b>Refreshment break and exhibition (see below)</b>   |
| <b>15.30 – 17.00</b> | <b>First workshop session (see below)</b>   |
| <b>17:00 – 19.00</b> | <b>Free time (fringe meetings, exhibition, bar, hotel facilities, and submission of written questions for evening session below)</b>  |
| <b>19.00 – 20.30</b> | <b>Evening meal</b>   |
| <b>20.30 – 21.15</b> | <b>Question Time. A panel of speakers will endeavour provide informative and entertaining answers to questions submitted by the participants!</b>   |
| <b>21.15 – 22.30</b> | <b>Ceilidh</b>  |

**22.30 -**

**Disco**

**Tuesday 26<sup>th</sup> November**

- 09.30 – 11.00**            **Second workshop session**
- 11.00 – 11.30**            **Refreshment break and exhibition**
- 11.30 – 13.00**            **Third workshop session**
- 13.00 – 14.30**            **Lunch and valedictory speaker.**  
**Sue Clifford is a Director of Common Ground, which is internationally recognised for its unique role in the arts and environment. It is perhaps best known in the UK for initiating the annual Apple Day, and its work on local distinctiveness. Sue will inspire us to use celebrations of fruit and veg as a starting point for action to improve the quality of our everyday places, as well as our own lives.**
- 14.30 – 14.45**            **Farewell from Tim Lang, Professor of Food Policy at Thames Valley University and Sustain's Chair**

#### **The workshops**

**Details of the workshops are given on the booking form. Please indicate in order of preference i.e. from 1 (most preferred) to 3 (least preferred) which workshop you would like to attend. Every effort will be made to allocate people to their first and second choice workshops. Each workshop will be run twice and, in order to generate a cross-fertilisation of ideas and experience, delegates are encouraged to choose at least one workshop (in their top two preferences) outside their normal area of expertise.**

**The third and final workshop is designed to allow all participants to have a summary of all the workshops. Thus participants will be allocated to the final workshop on the basis of their choices for the previous two. This participant mix, together with the workshop methods, will allow people to:**

- **Hear the main conclusions of all the workshops**
- **See how their own work links into the fruit and veg supply chain as a whole**
- **Explore any conclusions which are mutually reinforcing, or which conflict with each other, and make proposals for how the latter might be resolved**

**The workshops will be run by trained Sustain staff and Council members.**

**People will be asked at the end of the event to:**

- **Make a personal or organisational commitment to do something specific (however modest!) to promote fruit and veg, following this conference**
- **Propose what Sustain ought to do, with its membership, in this policy area**

#### **The exhibition**

**There will be space for a small number of formal exhibitors, alongside informal space for participants to display leaflets, brochures and other free information materials. If you would like to be an exhibitor please contact Richard Siddall (details below).**

#### **The fringe meetings**

**Several delegates have indicated that they would like an opportunity to present details of their work to others, outside the formal workshops. On Monday, rooms will be set aside to facilitate this between 17.00 and 19.00. Delegates will be provided with a full list of fringe meetings on arrival. Please contact Richard (details below), if you would like to run a fringe meeting.**

**The venue: Stoke Rochford Hall, Stoke Rochford, Nr. Grantham,  
Lincolnshire NG33 5EJ. Tel 01476 530337**

**The Hall is an elegant early Victorian Country House set in 28 acres of beautifully maintained gardens. The nearest rail station is Grantham. It enjoys a central location within the East Midlands region and is situated six miles south of Grantham within a quarter of a mile of the A1 and has ample car parking facilities. The Hall is also convenient for East Midlands and Stanstead airports. The Hall's 'Gym and Tonic' Health and Fitness centre offers a full range of facilities that are available to delegates at a cost of £5 per day.**

#### **The catering**

**All the catering will be vegetarian (to make it easy to reach your five portion target for at least one 24 hour period!) Your conference fee includes all light refreshments in between conference sessions, evening meal on the day of arrival, and breakfast and lunch on the second day. It does NOT include drinks purchased at the bar. Additional dietary requirements can be catered for provided sufficient advance notice is given. Please give details of any special requirements on the booking form.**

**Sustain has worked with the venue catering staff to ensure that, wherever humanly possible, the food has been produced within a 50 mile radius of Stoke Rochford Hall, is from organic suppliers, avoids companies subject to boycotts for ethical reasons, and all overseas produce is to fair trade standards.**

#### **The accommodation**

***Standard:* Most rooms have colour TV, tea and coffee making facilities and their own hand basin. Bath/shower/toilet facilities are available on each floor.**

***En-suite:* All rooms have full en-suite facilities colour TV (including Sky news and radio), direct dial telephone, tea and coffee making facilities, trouser press and hair drier.**

**Soap and towels are provided in every bedroom. A limited number of non smoking rooms are available. Please indicate on the booking form if this is a preference**

#### **The price**

**The conference fee, including meals, accommodation and all conference materials is £140 for standard accommodation and £190 for en-suite accommodation.**

#### **Cancellations and refunds**

**No refunds are available after Friday 13<sup>th</sup> September. Before this a 75% refund will be available for any cancellations.**

**All enquiries about this conference should be made to:  
Richard Siddall, Sustain, 94 White Lion Street, London N1 9PF  
Tel: 020 7837 1228 Fax: 020 7837 1141 e-mail: [richard@sustainweb.org](mailto:richard@sustainweb.org)**

**The Grab 5! Project and this conference is funded by the Community Fund.**



## **The workshops**

**The following summarises the focus of each workshop and indicates the types of questions we would like participants to address**

### **1. Schools**

**What can schools do to guarantee that children leave school with good food education and skills? Do time and money pressures mean food in schools will always be low priority? A whole school approach to food is ideal, but how can we ensure all schools attain and maintain it?**

### **2. Poverty**

**Who can't afford fruit and veg? How can fruit and veg be more affordable, without reducing prices so much that producers suffer? Are direct marketing (box schemes, farmers markets) and community schemes the answer, or do most people want "normal" shops? Five portions a day (400g or around a pound) is heavy – how do you get it home without a car?**

### **3. Local systems**

**Outlets are growing for fresh produce, but what about frozen, canned, juiced, dried, bottled...? How can viable local processing and distribution facilities be developed, alongside stimulating local demand? Can composted waste and urban agriculture be integrated into modern towns and cities?**

### **4. Ads and marketing**

**Is it necessary (and possible) to have a single brand for fruit and veg? If branding and image are essential, where will the money come from to maintain, as well as launch such a campaign? Can fruit and veg promotion compete successfully against aggressive marketing techniques (including to children) of "junk" food?**

### **5. Organics**

**If there are no local organics, is it better for health and the environment to buy organic or local? How can the blockages to more domestic organic production be overcome (and how have other EU countries done it)? Should organic standards be higher or lower, globally standardised or locally specific? How does Integrated Crop Management and low-input conventional produce fit in?**

### **6. Trade**

**How can other produce emulate the success of fair trade bananas? Can fair trade be compatible with policies to reduce food miles? Do Common Agricultural Policy regimes generally restrict supply (through cosmetic standards and destroying produce) or ensure constant supplies of fruit and veg (through price maintenance)?**

### **7. Health**

**Is five portions a day enough for optimum health? How much does it matter what varieties of fruit and veg we eat – is biodiversity good for us as well as the environment? Are organics really better for health? What is it about fruit and veg that's so good for us, and how much fat, sugar and salt is acceptable in processed produce?**

### **8. Public sector catering**

**Do EU rules really prevent local fruit and veg in local catering? Given supply problems, where should we focus initial efforts – schools, hospitals, homes for elderly people? Will cost constraints (and wastage worries) inevitably discourage caterers from including higher proportions of fruit and veg in meals.**

**Conference “5 a day –how do we get there?”  
Organised by SUSTAIN -the alliance for better food and farming.  
25<sup>th</sup> –26<sup>th</sup> November at Stoke Rochford Hall, Lincs NG33 5EJ**

**BOOKING FORM**

**Organisation:** \_\_\_\_\_.

**Contact details:**

**Address** \_\_\_\_\_.

**Tel:** \_\_\_\_\_ **Fax:** \_\_\_\_\_ **e-mail:** \_\_\_\_\_.

**Delegates**

	Forename	Surname	Designation	Accommodation Standard (£140) or En-suite (£190)	Cost
1.					
2.					
3.					
4.					

**Total £** \_\_\_\_\_

**Please make cheque payable for full amount to ‘Sustain’**

**List any special requirement (Dietary and other)**

**I would prefer a smoking / non smoking room (delete as required)**

**Workshop details and preferences (for each delegate, indicate in order, 3 preferences)**

	Title	Preferences Delegate 1	Pref Del 2	Pref Del 3	Pref Del 4
1	Schools				
2	Poverty				
3	Local systems				
4	Advertising and marketing				
5	Organics				
6	Trade				
7	Health				
8	Public sector catering				

**Please return completed booking form together with cheque for full amount to  
Richard Siddall, Sustain, 94 White Lion Street, London N1 9PF  
Tel: 020 7837 1228 Fax: 020 7837 1141 e-mail: [richard@sustainweb.org](mailto:richard@sustainweb.org)**