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HCA NATIONAL LEADERSHIP AND DEVELOPMENT FORUM 2016

14 - 15 APRIL 2016 | ACC LIVERPOOL



The State of hospital food

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Chair of the London Food Board, Writer and Broadcaster



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1. What is the scale of the current hospital food problem and how does this relate to wider health issues?
 2. What drivers are there for improving hospital food and the wider health environment?
 3. What successes have we seen over the past few years?
 4. Where do we go from here?

Section 1: The current problem



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- Britain has the highest levels of obesity in Western Europe, with 1 in 4 adults classified as obese
- UK levels of obesity are predicted to reach 11 million by 2030, adding £1.9-2 billion per year in medical costs for obesity-related diseases
- Hospital admissions with a primary diagnosis of obesity among people of all ages rose by more than 1000% between 01/2 and 11/12

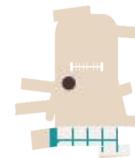




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- But obesity isn't the only impact of a poor diet and food culture. Four out of 10 older people are malnourished when admitted to hospital

 - Every year approximately 150,000 life years in London are either lost prematurely or lived with disability because of poor diet and nutrition

 - Improvements in diet and weight reduction often leads to improvements in health without the need for further expensive medical interventions





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- Hospitals are an important setting for promoting a healthy food culture and the importance of a good diet.
 - However, many patients report poor satisfaction with food provision although it is vital that they receive good nutrition to aid recovery.



"Baked potato with a side order of carrots, peas and a single kernel of sweetcorn"



"Fish pie without fish or pie"



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- And the situation is no better for hospital staff and visitors
 - It is estimated that 25% of NHS staff are themselves obese and many will suffer long term health problems as a result.

400,000 OVERWEIGHT
AND OBESE STAFF



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- There are high numbers of fast food outlets in on-site hospital food courts; over 100 NHS hospitals in Britain contain national fast food outlets
 - 1 in 3 NHS Trusts do not offer healthy food options in the evening; this rises to almost 1 in 4 for staff working overnight



Section 2: The drivers for change



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- Previous high profile campaigns to improve hospital food have failed.
 - According to Sustain £54m has been spent on 21 'failed schemes' to improve hospital food, including the 'Better Hospital Food' initiative led by Loyd Grossman.
 - The report concluded they failed because they relied on hospitals to voluntarily adopt their recommendations.





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- Following the Sustain report, the government introduced the new hospital food standards
 - These apply to all contracts let beyond October 2015. The standards specify the types of food that hospitals should serve and also places an emphasis on ‘flavour, taste and presentation’
 - All hospitals will be ranked on their adherence to the standards on the NHS choices website.



Hospital Food Standards Panel



- As part of the new hospital standards, all hospitals are required to develop a Food and Drink strategy, which focuses on:
 - The nutrition and hydration needs of patients
 - Healthier eating for the whole hospital community
 - Sustainable procurement of food and catering services.
- Adopting the Hospital Food Standards will result in an estimated annual saving of £2.55m across the NHS





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- However, the 'Campaign for Better Hospital Food' said the changes were "woefully inadequate" and hard to enforce"
 - Indeed, around 75% of NHS Trusts do not have an obesity plan or policy in place
 - The Scottish government introduced minimum nutrient and food provision standards in 2008 and similar standards were adopted by Wales in 2011
- A small red circular graphic containing white text, located to the right of the main list.



“Hospitals continue to legitimise junk food, with corridors littered with dispensers for cheap, nutritionally poor foods”.

- Dr Aseem Malhotra, Guardian and Observer columnist.



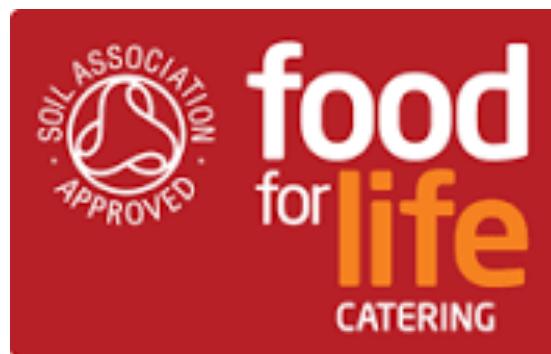
Section 3: Successes so far



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- 40 hospitals across the country have achieved the Food for Life Catering Mark.
 - This means that more than 37,000 nutritionally compliant meals served in hospitals every day; a 300% increase from Jan 2015.



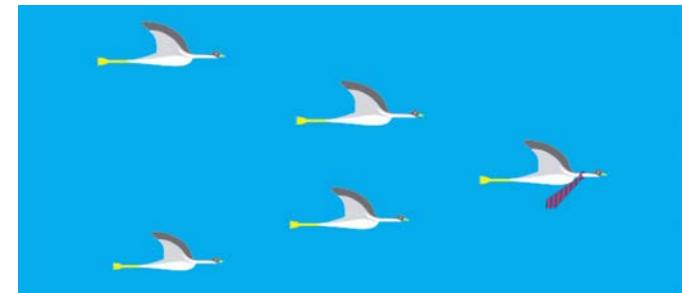


- Some hospital caterers have also made positive commitments to improving their food offer
- ISS Healthcare, has embarked on a project to bring all 21 of its hospital contracts up to Catering Mark Bronze standard.
- These include staff and visitor restaurants and 2 patient feeding operations





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- Several Trusts and Clinical Commissioning Groups are engaging with the London Healthy Workplace Charter
 - The charter recognises the impact of healthy eating on workplace health and can be used as a tool to improve workplace food
 - 11 hospitals have signed-up, 9 have achieved accreditation under the scheme and two (Guys and St Thomas's and Kingston), have achieved 'Excellence' status.





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- Food for Life Partnership have worked closely with Trusts across the country to develop a multi-disciplinary approach to improving the hospital food environment
 - South Warwickshire and North Bristol NHS Trusts are delivering improvements using a ‘whole hospitals approach’





Senior leaders drive change and staff/patients are consulted on how to make improvements

This has led to commitments to implement communal ward dining, improve the healthy offer in vending machines and support the hospital caterers to achieve the Silver FFL Catering Mark.

“I love the food, I’m sure it helped with my speedy recovery”

Patient from North Bristol NHS Trust





Across all 3 sites we have contracts for food and drink with:



- Medirest
 - Medirest Costa
 - OCS
 - OCS Costa
 - WH Smith
 - WH Smith M&S
 - League of Friends shop
 - Vending machines 5 different suppliers including MARS
 - Brasserie serving the PPU
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- Complexity of multiple contracts and providers
 - Contracts worth over 5 million with profit share deals for the trust.

W H Smith Pilot 2015



AIM

- To assess if substantially reducing the amount and prominence of high fat high sugar food and drink available at the W H Smith store would be acceptable to the customers and would impact on profit.
- 9 week pilot started Dec 2014 (After 18 months of negotiation with the wrong person.....)

Results post pilot



Description	Target post change	Pre Pilot situation	Results Post Pilot
Healthy Alternative – chilled foods	50%	24%	Achieved 50%
Healthy Alternatives % snacks - confectionery crisps	50%	13%	20%
Non sugar % of drinks	70%	49%	56%
Fruit available	Yes	Yes (average 40 units per weeks sold)	Yes now 900 units of fruit sold per week
Shop promotions exclude unhealthy options	Yes	No	Yes agreement reached
Children's promotional confectionery	Removed	No in prominent position	Removed to the back of the store
Improved layout and lighting	Completed	No	Yes
Healthier alternatives to be displayed at the most prominent retail points	Yes	No – at back of store	Yes on two most prominent end of aisle and main facing wall
Manned till point removal of promotion and chocolate / sweets at point of sale	Removed	Available	Removal of electronic message. Chocolate still available at the self service till point. * There will be an over promotion of fruit and water at the till to mitigate confectionary offers



Results:

- **There was no impact on the total turnover line after making these changes**
The turnover level remained the same
- The sale of fruit went from **pre pilot amounts of 40 units per week to over 900**
- Sales of the healthier items **increased by 18%** during the pilot period
- **Sales of chocolate bars went down by 4.9%**
- Sales of blocks of chocolate **went down by 4.5%**
- **Sales of large grab packs of sweets went down by 20%**
- Sales of drinks went up by 5.1%, driven predominantly by sales of fresh juice
- The **healthier meal deal sales went up by 6%** compared to pre change meal deal sales

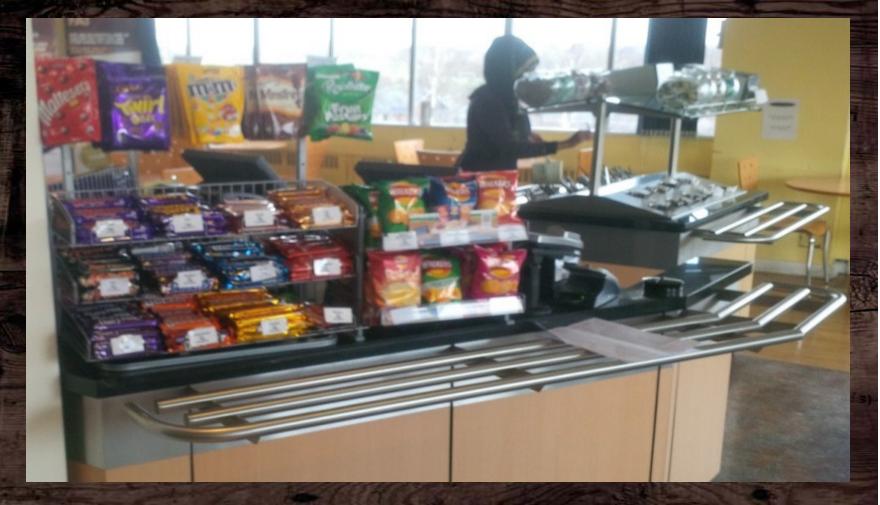
Improvements made ... ongoing !



Medirest at Chase Farm : Working Principles



- 1. Promotion:** No unhealthy food promotions
- 2. Position:** Availability of cheaper and nicer fruit prominent position – remove chocolate, ice creams etc. to a less prominent position
- 3. Point of Sale:** No chocolates, biscuits or sweets at till point
- 4. Provision:** Increase in lower fat, sugar meal deals – 500 calorie hot meal, meal deal with water baked crisps the cheapest
5. Salad bar replaced cake and biscuit display
6. 50% healthy options in vending machines – achieved 30%
7. National pilot on staff ordering programme – ‘nudge theory’



BEFORE Spice of Life 2014

- Confectionary easily visible
- Limited health & wellbeing products and poor POS
- Insufficient healthy hot food choices





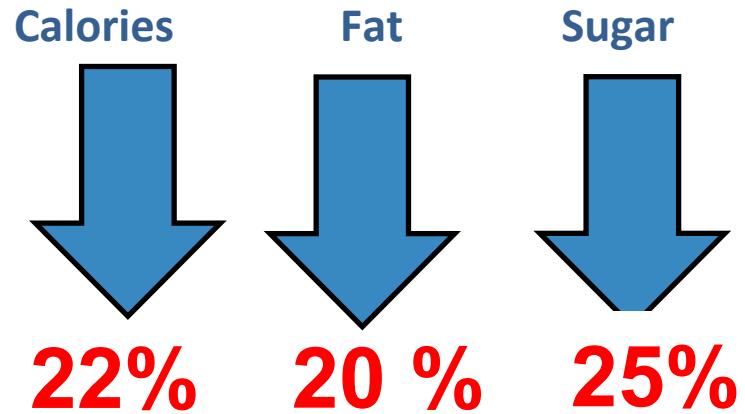
AFTER Lifestyle 2015



- Confectionary items relocated & lines reduced
- Improved signage and healthy & wellbeing branding (farmers market approach to product display)
- Increased focus on fruit & water

Outcomes

Confectionary Statistics



Fruit Sales



Source: Data collation June – September 2014 vs 2015

Source: Compass Group UK&I MI



Impact on sales ?

This is despite the overall footfall across the site declining



Source: Data collation June – September 2014 vs 2015

Source: Compass Group UK&I MI

Section 4: next steps and key messages



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- The tide is shifting and we need more trusts and caterers to get behind improvements in the hospital food environment, in order to realise the benefits to patients, staff and visitors





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- Focus on delivering a ‘whole hospital approach’ to improvements in your food environment. Make sure that patients/staff are consulted and senior staff are behind you
 - Use accreditation to demonstrate your commitment; the Hospital Food Standards identify the Catering Mark as an effective way to promote excellence in hospital food and verify compliance with the Government Buying Standards
 - Make use of other schemes, e.g. local CQUINs, to provide a financial incentive for trusts to improve their food environment



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- Use the resources that have been produced to help you, e.g. the ‘plan for public procurement’ toolkit
 - Take the chance to get ‘ahead of the curve’: adopt the government buying standards when procuring and use the balanced scorecard when tendering contracts
 - ‘Think big’ and ‘outside the box’. What other steps can you take to improve the hospital food environment
 - Switch to local and organic produce, where possible
 - Run sessions to educate patients and staff on the importance of a healthy diet
 - Listen to and act on feedback from patients and staff