

Food for More



Food for More

- **Evaluation of the Health in Green Workplaces project**
- Better known as Food for More: a health campaign aimed at enterprises without canteens in 3F's green sector
- Collaboration between 3F and the Danish Agricultural Council in 2008
- Rolled out in 11 enterprises in Sorø and Slagelse in the autumn of 2008
- Funded by the Agriculture and Production Fund and the Fruit and Horticultural Produce Fund

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- The objective of the project was to promote healthy food for workers at workplaces without canteens in 3F's green sector.

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- Background
- Unskilled and skilled workers represent a segment of the population who lead a less healthy life and have a shorter life expectancy than the population as a whole.
- The target group included gardeners, forestry workers and cemetery workers.
- The target enterprises were enterprises in which alternative approaches to workplace health promotion were relevant due to their lack of conventional food schemes.

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- Mølbro A/S (farm machinery)
- Park & Vej, Sorø kommune
- Skælskør Anlægsgartnere A/S
- OK Grøn Anlæg A/S, Borup
- Entreprenørservice, Local Council
- Slagelse Kirkegårde og Krematorium
- Stiftelsen Sorø Akademi
- Gunnar Christensens Planteskole, Fjenneslev
- CEU Selandia (Uddannelsessted)
- 3F Slagelse (Local branch)
- KAVO

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- ***Permanent diet change must be based on a true desire to change one's diet ... not on a policy of blame and shame.***

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A healthy packed lunch

- Contains rye bread
- because it is healthy and filling
- and boosts your energy level
- contains no butter, as the butter has been replaced with low-fat cottage cheese, possibly mixed with spices and herbs
- Contains low-fat sliced meat and crisp vegetables that do not become runny and make sandwiches soggy

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Your food is your fuel!

- Eat healthy, filling lunch based on rye bread, fruit and vegetables. That will keep your blood sugar levels stable so that you won't need a sugar fix in the form of a cake or chocolate bar later on.
- Drop sodas, cordial and diet drinks. They do not quench your thirst and are full of E numbers.
- Drink water! Freeze 0.5 litre of water and use it as a freezer pack. Then you will have a nice cold lunch and ice water to drink with it.

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- **Tips and tricks**
- Make sure you have a good, sharp knife and make your own cold cuts. The price of pre-sliced cold cuts is twice as high as the price of whole pieces of cold meat.
- A small thermos bag can keep your food and drinks fresh and cold.
- A shockproof lunchbox will help you avoid soggy sandwiches.
- Buy high-quality food. It is healthier, tastes better and is more filling.

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Description of health-promoting activity

- A health campaign comprising the following four elements:

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1) The Lunch Chef

- All participating workplaces were visited by a chef during a lunch break.
- The chef talked about healthy packed lunches based on easy diet change.
- The chef then served examples of healthy food



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2) Fruit scheme

- A fruit scheme was introduced at all the participating workplaces. This was quite a challenge, as many of the workplaces were mobile workplaces.

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3) Text message quiz

- A text message quiz was arranged for all workers who wanted to participate.
- The winners were then found.

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4) Show me you refrigerator

- A group of students from SUHR'S and a dietician went to the homes of about two workers each from each of the participating enterprises to have a talk about food and health based on what was in the refrigerators of the people visited. The people to be visited were selected during the Lunch Chef events.

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- The outcome of the project is a campaign aimed at motivating workers in enterprises in 3F's green sector to encourage them to adopt a healthier lifestyle.
- The campaign is a health campaign that involves the workers of the various workplaces
- A no-blame approach was used. The campaign utilised the fact that colleagues in a workplace constitute a social network that is well suited for talk and debate about health and diet at the workplace and for putting health on the agenda.

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- The project attracted more participants than originally anticipated. The target was 300 participants, but

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- Around 400 people met the Lunch Chef. Several enterprises decided to pay extra to let more workers participate.
- About 650 people took part in the text message quiz.
- About 20 people were visited by a dietician in their homes.
- Half of the enterprises introduced their own fruit scheme when the experimental fruit scheme ended. Several enterprises paid for additional fruit themselves while the fruit scheme was running.

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- Experience gained from the project showed that a secondary target group was reached:
- enterprise owners and managers in the participating enterprises who were involved in the activities and inspired to put health on the agenda through their participation in the Food for More campaign.
- the family

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- A great deal of experience was gained from the project which provided new knowledge about the best ways to develop and design health-promoting activities aimed at adult target groups.
- In March 2009, a follow-up questionnaire survey was made to measure the effects of the activities. The data were processed and publicised in April 2009.

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- The project reached a peak when, on 25 November 2008, it was awarded the 2008 Kom Award for the best regional communications project.

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- Baseline study
- Questionnaires were sent to 238 e-mail addresses. Ninety recipients responded.
- About 100 respondents completed paper questionnaires or used a link at the madtilmere.dk website.
- Almost 200 responses in total (forty of which were received after the deadline stipulated).
- The results form a good basis for follow-up and measurement of effects.

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- Barriers
- 1) Registration
- 2) Communication to enterprises and their workers
- 3) Measurement of effect

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- **Conclusion**
- Food for More has had good penetration power. The participation rate by far exceeded expectations, and many of the participating enterprises were willing to spend additional time and money on including more people in the project.
- Food for More resulted in spot high on the agenda. The campaign thus 'lives on' after its official conclusion.
- Food for More has helped illustrate that there is a great need for increased focus on health at workplaces without canteens in 3F-s green sector.

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- General recommendations for additional initiatives
- Cookbook with recipes – Recipes could be handed out
- Collaboration with local food suppliers
- A complete campaign kit to local 3F branches and a kit for the participating enterprises
- Use of 'ambassadors'. Use the experience gained by local 3F branches that have rolled out the campaign (3F Slagelse is currently the only one).
- Food for More is a flexible campaign, as one or more of the four activities might be excluded. However, the Lunch Chef activity should always be part of the campaign.

Thank you for your attention

