









NHS
Fylde and Wyre
Clinical Commissioning Group



FAMILY ENGAGEMENT PROGRAMME













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Manufacturers produce foods and drinks that taste great, to encourage us to buy them. However, although they taste great, they are not always great for our health. Sugar is a major cause of obesity, type two diabetes and tooth decay.

Sugar is not always written in the ingredients list. It is sometimes hidden by using words such as;

- Sucrose
- Dextrose
- Maltose
- Fructose
- Lactose
- Glucose
- Honey

The closer to the beginning of the ingredients list, the more there is within the product.













Welcome to the 'Get On Board – family engagement programme'. Over the following 5 weeks we will assist you and your family in improving your health, activity levels and lifestyle, along with providing the whole family with simple tools and strategies which will enable you to make more informed choices with regard to food, drinks and daily physical activity.

Small daily changes can create huge benefits for the future health and wellbeing of the whole family.

A healthy diet, daily physical activity and exercise all contribute to a healthy lifestyle. Working as a family will help you support one another and encourage you to make and maintain healthier habits.



Using the traffic light food shopping guide, work out whether your food is healthy or not by using the food packaging. How often should you eat this food?

4	
4	
1	
7	
4	
1	
4	
1	
4	
1	
4	
1	
4	
1	
4	
4	





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The benefits of physical activity and exercise are well researched and scientifically proven. Daily physical activity and exercise can

- Reduce your risk of heart disease, some cancers, type two diabetes and stroke, by up to 50%
- Reduce your risk of early death by up to 30%
- Reduce your risk of depression by up to 30%
- Reduce your risk of osteoporosis by up to 83%
- Reduce your risk of dementia by up to 30%
- Reduce obesity, cholesterol and blood pressure levels
- Improve self-esteem, confidence and mood
- Boost energy levels
- Promote better sleeping patterns
- Create new friends and hobbies

And most importantly, exercise can create a fun environment to enjoy as a family.

The government recommends at least 30 minutes of moderate to vigorous intensity exercise on every day of the week for adults. For children between the age of 5 and 18, this increases to a minimum of 1 hour per day, and for children below age 5, the government recommends a minimum of 3 hours per day.





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Manufacturers use many skilful tactics to tempt us in to buying their products.

Attractive packaging, no added sugar, reduced fat, made from real fruits, wholegrain guaranteed, fortified with vitamins and minerals.

We have all seen this on packaging, but does this mean it is healthy for us? In short, no.

All packaging by law must include dietary values such as calories, fat, carbohydrate and protein. This will be per 100grams, and sometimes per portion.

Typical values	100g Ea contains	ech slice (typically 44g) contains	% RI*	RI* for ar average adul
Energy	985kJ	435kJ		8400k.
	235kcal	105kcal	5%	2000kca
Fat	1.5g	0.7g	1%	700
of which saturates	0.3q	0.1g	1%	200
Carbohydrate	45.5g	20.0g		
of which sugars	3.8g	1.7g	2%	900
Fibre	2.8g	1.2g		
Protein	7.7g	3.4g		
Salt	1.0g	0.4g	7%	60

But again, how do we know whether these amounts are healthy?

THE TRAFFIC LIGHT SYSTEM



This has been designed to help us make informed decisions when buying food.











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Use the eatwell plate to create a healthy, family meal.









The eatwell plate Use the eatwell plate to help you get the balance right. It shows how much of what you eat should come from each food group.



Made up of sugars and starch and can be simple or complex.

They are essential as they provide us with energy.

Wholegrain or wholewheat options are better for us as they release energy more slowly than the white carbohydrates.

Protein is an essential building block of the body which helps to build and repair muscle.

Protein can be found in meat, fish, beans pulses and eggs. Lean cuts of meat are better for us, as the fat on meat is an unhealthy fat and can be detrimental to our health.





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Healthy fats are essential for our health. They help to make up every cell in our body, provide us with energy and keep us warm.

Healthy fats can be found in foods such as natural, unsalted nuts, seeds, olive oil, rapeseed oil, olives, salmon and avocado.

Unhealthy fats can be found in foods such as fast food, (burgers, hotdogs, pizza, Chinese and indian takeaways), fried food, ice cream, chocolate, crisps, cakes and doughnuts.

Dairy products such as cheese, milk and yogurt also contain fat, but are good for us in small amounts due to the vitamin and minerals they contain, along with the protein.

Vitamins and minerals are essential to keep us happy and healthy. Vitamins and minerals can be found in foods such as fruit and vegetables.



