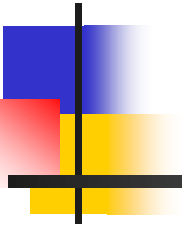


Fruits and Roots



Lanarkshire Community Food
and Health Partnership



Fruits and Roots - Why is it important in Lanarkshire

- Only 15% of adults eat 5 or more portions of fruit & veg each day and 11% eat no fruit or veg at all on a daily basis²
- Diabetes
- CVD (CHD and strokes accounted for 19.5% deaths in people under 65yrs and 29.8% over 65 in 2006)³
- Cancer (accounted for 29.9% deaths under 65yrs and 26.3% over 65 in 2006)³
- Obesity(66.6% adults overweight compared to 62.4% across Scotland)³





Fruits and Roots - Scope

- Operating in Monklands Hospital since Sept 2006 and Hairmyres and Wishaw General since Oct 2007
- Part of the WHO's Health Promoting Hospital Initiative (to integrate health promotion and education, disease prevention and rehabilitation services in curative care¹)
- Aim to increase access to, and take up of, a range of fresh and affordable healthy produce for staff, patients and visitors
- Approx 6000 staff based within hospitals
- Several hundred local Lanarkshire people (out-patients, visitors and carers)



Fruits and Roots - Methods

- Piloted in Monklands Hospital for one year
- Fruits and Roots operate a mobile food co-op one day a week in each hospital between 9.15am and 3.00pm
- The food co-ops are located at the main entrances
- The co-op sells a wide range of fruit and vegetables at cost price (+ 10%), to cover LCFHP (Lanarkshire Community Food and Health partnership) staff costs etc.
- Promoted in local newspapers, internal newspapers, posters and staff briefings





Evaluation June 2008

- Undertaken in partnership with Glasgow University Human Nutrition Dept.

Aims of the Evaluation

- To measure fruit and vegetable consumption across 3 hospitals
- To determine customers perception of produce quality and affordability
- To appraise knowledge and understanding of government guidelines and recommendations re fruit and vegetable intake



Evaluation June 2008 - Scope

202 questionnaires collected

- Wishaw 71
- Monklands 64
- Hairmyres 67

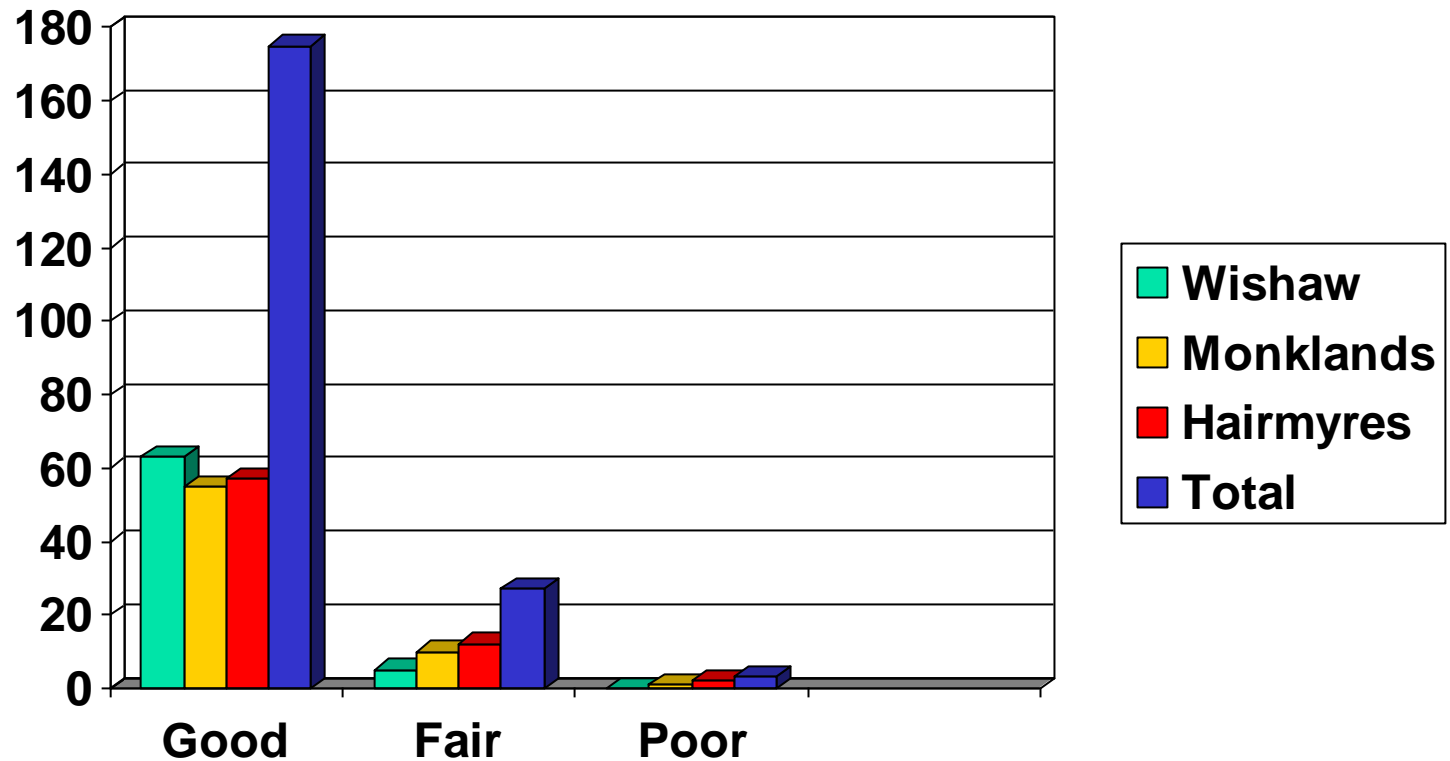
- Staff 88%
- Visitors/Patients 12%

- Female 82%, Males 18%

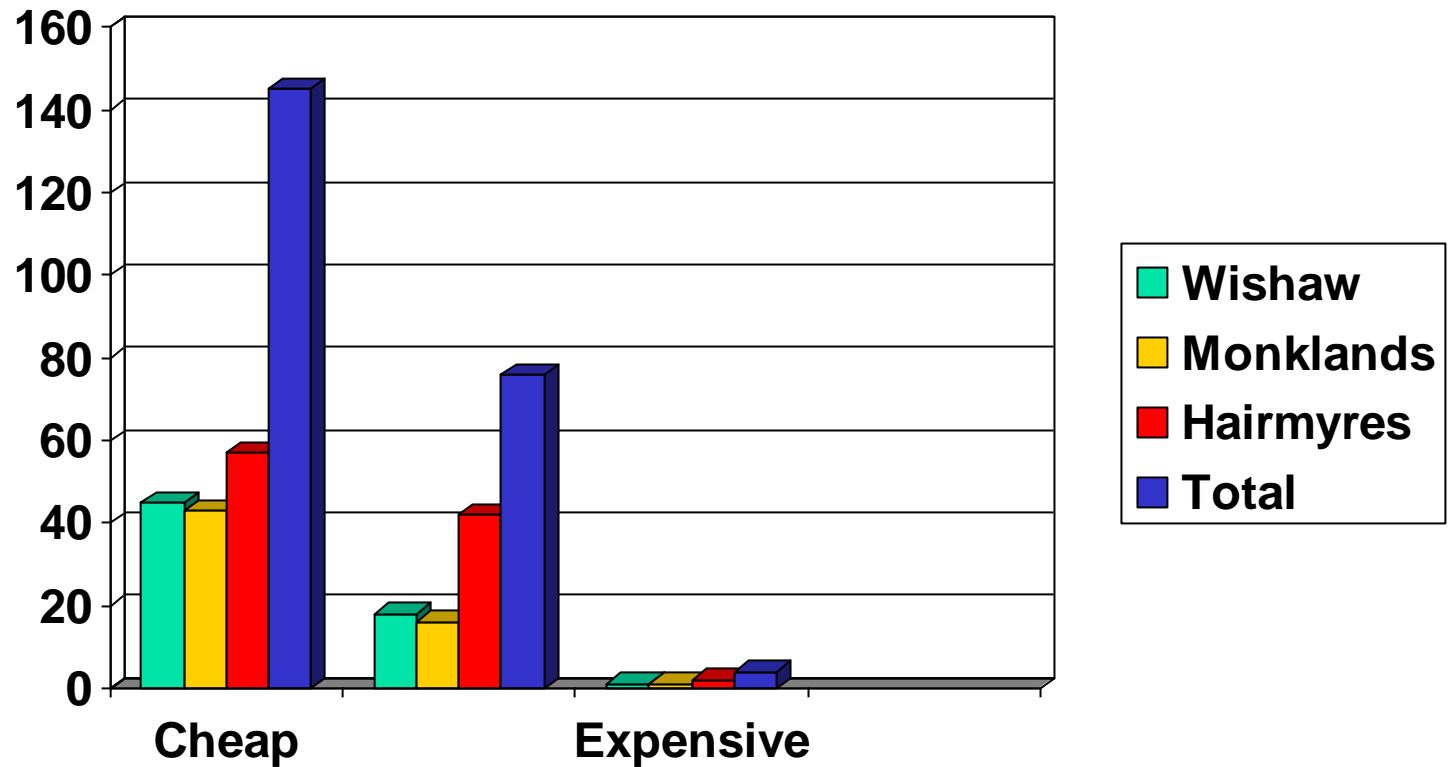
- 26-35 years 28% 36-45years 34% 45+ years 26%



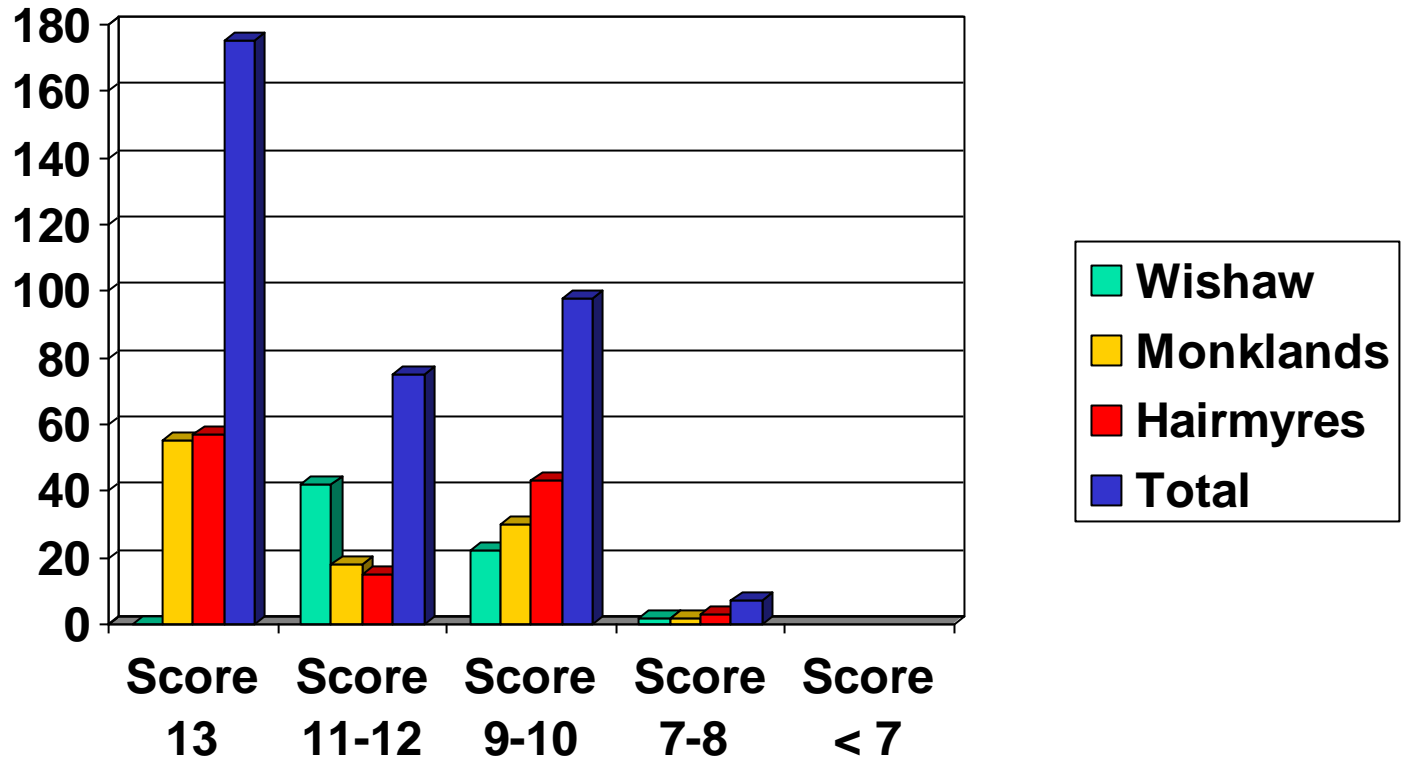
Evaluation June 2008 - Quality



Evaluation June 2008 - Price



Evaluation June 2008 - Acceptability



Evaluation June 2008 - Consumption

- 51 % reported that they believed that their consumption had increased as a direct result of Fruits and Roots
- Hairmyres was the only hospital to have a higher % responding “no increase” than customer reporting a “having had an increase”



Evaluation June 2008 - Knowledge

- 97.5 % claimed to be aware of current 5 a day recommendations
- 99% correctly stated the number of recommended portions
- 57 % correctly identified the current portion size recommendations
- 64% correctly identified the vegetable not counted as one of the 5 a day





Average Daily Takings

- Monklands £200
- Hairmyres £300
- Wishaw £500



Fruits and Roots in Monklands



Fruits and Roots in Monklands



Fruits and Roots in Hairmyres



Fruits and Roots at Wishaw General

