**Invitation to quote for Healthy Eating training initiative**

**Are you experienced and interested in delivering healthy eating training?**

**This is your opportunity to express an interest in a project aimed at healthy eating**

**and behaviour change training for the workforce**

**We are looking for someone to lead the development and delivery of training of**

**healthy eating messaging for frontline staff working with adults and families**

**Invitation**

Public Health in West Northamptonshire Council is inviting organisations to develop and deliver training to targeted frontline workers around healthy eating and lifestyle behaviour change. The aim of the training is to develop skills for staff who have the opportunity for 1-1 conversations or group session delivery and wish to include healthy eating and lifestyle behaviour change in their work.

This expression is looking for an experienced provider with relevant nutrition qualifications who can develop and deliver training that will equip identified teams with the knowledge and skills to open up conversations about healthy eating and lifestyle. The training needs to be evidence based and enable participants who work with a number of different client groups, ages and cultures to open up conversations around healthy eating and inform and signpost. The session will provide a foundation level of key nutritional messages and utilise the nutritional framework in Appendix 1.

This expression of interest is looking to develop a training package that could be offered into key workforces as part of a tier one offer into identified settings.

The application form is detailed from page 9 below.

Applications must be submitted by close of play Friday 17th February and emailed to Deborah Mbofana at the address below. Applicants will receive feedback by the week beginning the 6th of March. The service described is a 2-year agreement.

If you have any questions about the application, please contact: [deborah.mbofana@westnorthants.gov.uk](mailto:deborah.mbofana@westnorthants.gov.uk)

1. **Background**

Overweight and obesity presents a major challenge to the current and future health of the local population. In Northamptonshire this is currently 68% of the adult population.

Obesity is one of the most important risk factors for ill health in Northamptonshire. It is strongly associated with higher levels of deprivation and is an important driver of inequalities in health. Heart disease is the condition that contributes most to the gap in life expectancy between the most and least deprived communities in Northamptonshire and obesity is a significant contributor to this.

Diet‐related ill health in the UK is not just due to excess energy from food turning into body fat. The diets of large sectors of the population are failing to meet recommendations aimed at maintaining health and avoiding ill health more generally. Recent nationwide surveys demonstrate low fruit and vegetable consumption, diets high in salt and sugar, saturated fat and too little fibre.

Recent provision in Northamptonshire of tier 2 adult weight management groups through the DHSC extra grant funding has demonstrated a need for frontline workers who wish to incorporate healthy eating and lifestyle change and messaging in their normal working practice with client groups either on a 1-1 basis or in groups.

A public engagement exercise in 2019 identified that the respondents were very clear that they wanted to see better provision of information and support for healthy eating. Alongside this, current soft intelligence from partners confirms that there is a big need for organisations and partners to feel knowledgeable and skilled in delivering healthy eating.

Across the workforce in health, social care and communities there are opportunities for workers to interact with clients and inform and education and signpost regarding healthy eating and lifestyles. The workforce needs the right reliable support information and skills to begin conversations and support people around food, healthy eating and lifestyle habits and change around healthy weight, healthy eating and then signpost onto any other relevant information and activities.

This initiative aims to help identified workforces to feel comfortable and confident with the nutritional aspect of these behaviour change groups. Very often, organisations will have experience in working with communities and delivering group sessions but feel less confident about the nutritional aspect of any food or weight management session.

1. **The Project Specification**

Currently there is a core lack of local support and training for organisations to deliver healthy eating messaging and training that would equip them with the relevant core skills and knowledge.

Public Health are seeking a provider who can develop and deliver a series of modular workshops to identified workforce groups to equip them to deliver simple messaging, signposting and behaviour change regarding food and healthy eating.

**2.1 Local Context – Population needs**

Many frontline workers in statutory and voluntary sector organisations have opportunities to ‘Make Every Contact Count’ and use their relationships to signpost and inform clients with a range of issues that surround the reason for their main service role. Alongside their service function looking at the person in front of them in a holistic way enables them to open up related help and support. This is true of roles such as social prescribers, supported living, housing provision, libraries, care staff, Strong Start and others. Many of these are trusted roles and see people in the wider context of their lives. This is a key opportunity to support and inform clients.

This programme would offer identified cohorts such as those described above access to the healthy eating modules.

**2.2 Aim**

The aim is to design and implement a training programme that will equip relevant workforces to deliver healthy eating and behaviour change within their business as usual in a manner that is relevant to their client group.

**2.3 Objectives**

**Design** an evidence-based programme for identified workforce groups in Northamptonshire, to equip them with the core foundation knowledge regarding healthy eating and behaviour change so they can share it in a relevant way with their clients.

**Deliver** the programme through a modular route to ensure it is accessible for peoples work pressures. A modular training package made up of a mix of face-to-face and online delivery with additional self-led learning.

**Deliver** over the life of the contract at least 48 cohorts trained i.e., 2 groups a month**.**

**Organise venues and bookings** – arranged with the relevant cohorts to make the course accessible to them.

**Support the participants** of the training with the provision of latest practice and evidence following the training. Identify and share tools and techniques regarding monitoring and evaluation with those trained in order to demonstrate the impact and outcomes of the training and how they use it.

**Recruit** at least 15 participants into each round of training from targeted partners and organisations that is agreed with the Funder.

**Review and evaluate** the programme as it runs. Evaluation is critical in evidencing the success and value of this new model and will help inform future funding opportunities.

Schedule 1 defines the key deliverables of the project.

**2.4 Key learning areas expected for those undertaking the training**

1. Nutrition – key evidenced messages
2. Links between food and oral health
3. Applying healthy eating messages into food selection and cooking habits
4. Skills and knowledge to deliver healthy eating sessions and apply the learning in their local context
5. Use the knowledge gained to ensure the workshops are cultural and socially relevant for the audience.
6. To equip those trained with motivational interviewing and brief intervention behaviour change coaching skills in order to support sustainable behaviour change

The training will focus on evidenced based information and messaging detailed in the Public Health Nutritional framework (Appendix 1)

**2.5 Service accessibility**

Training must be delivered taking into account the needs of the staff groups, in terms of need, timing and location.

**2.6 Service Eligibility**

Those services eligible to attend the training will be agreed in discussions with the commissioner-Public Health.

**2.7 Service Principles**

The Recipient shall deliver the training based on the following principles:

* Develop the programme based on evidence-based practice and up-to-date healthy eating messaging;
* Recognise and support the development of people’s own strengths, skills and abilities, acknowledging that they also have something to contribute;
* Ensure participants can apply the learning in their local context in either 1-1 or group sessions;
* Explore and support the psychological aspects as well as the practical and nutritional aspects of healthy eating;
* Include tools and techniques in opening up conversations and exploring sensitively this area;
* Apply knowledge of nutrition in order to find suitable food options and advice for a range of different groups, tailoring the meals and support to those different groups, individual preferences and situations;
* To equip training participants with brief motivational interviewing and coaching skills in order to support sustainable behaviour change;
* Equip training participants with key referral pathways for when people do require higher-level interventions and enable them to access them appropriately, easily and efficiently by co-working with other agencies.

**This training is the foundation level of healthy eating advice and in no way is intended to equip people in dietary analysis.**

It is expected that applicants for this expression of interest will be able to demonstrate nutritional qualifications to support the design and delivery of this programme.

The proposed outline design will ensure delivery of:

* A modular training package made up of a mix of face-to-face and online delivery with additional self-led learning
* Share skills and ideas in running workshops with client groups
* Managing a network of those trained sessions following the training
* Access to online/ downloadable resources
* Encouragement of reflective practice and on-going CPD in the areas of nutrition will be encouraged and supported with relevant signposting and group communications.

**2.8 Value**

A 2-year contract - total value 50k. To deliver training across the county.

**2.9 The timescale for delivery will be:**

1. EOI due in to Public Health 17th February 2023
2. March 2023 – confirm provider, KPI’s agreed and agreement signed
3. Agreement goes live
4. March/April 2023 - Development of course
5. April - Develop links with workforces identified and develop marketing material / conversations
6. 2023 – 2025 - Delivery of modules – quarterly reporting of impacts and outcomes. Measure agreed with Public Health
7. Spring 2025 – Final project report and recommendations.

**Schedule 1 – Deliverables**

1. **Design and deliver** an evidence-based modular training for identified targeted workforce regarding lifestyle and behaviour change and healthy eating.
2. **Provide** a copy to the Funder of the training plans and messaging involved for it to be reviewed.
3. **Identify** thetimeplanof relationship building with targeted workforces and training delivery**.**
4. **Deliver** the programme in a modular form.
5. **Deliver** the training to **at least** 720 people over the life of the contract *(15 people per course x 24 courses a year x 2 years)*
6. **Review and evaluate** the training provided and provide regular reports of impact and outcomes.
7. **Support the participants** of the training through tools and reflective opportunities.
8. **Provide a** final evaluation and reflection report within 2 months of the end of the project – template to be provided by the Funder.

**Appendix 1: Nutrition Framework**

**Public Health West Northampton Council**

**Key documents**

1. **NICE Guidelines:**

* [Overview | Preventing excess weight gain | Guidance | NICE](https://www.nice.org.uk/guidance/NG7)
* [Diet, nutrition and obesity | Topic | NICE](https://www.nice.org.uk/guidance/lifestyle-and-wellbeing/diet--nutrition-and-obesity)
* [Lifestyle advice on diet and physical activity - NICE Pathways](https://pathways.nice.org.uk/pathways/diet/lifestyle-advice-on-diet-and-physical-activity#content=view-node%3Anodes-diet-advice-for-adults)
* [Diet overview - NICE Pathways](https://pathways.nice.org.uk/pathways/diet#path=view%3A/pathways/diet/diet-overview.xml&content=view-index)
* [Recommendations about diet for primary care and community health services - NICE Pathways](https://pathways.nice.org.uk/pathways/diet#path=view%3A/pathways/diet/recommendations-about-diet-for-primary-care-and-community-health-services.xml&content=view-index)
* [Obesity: maintaining a healthy weight and preventing excess weight gain - NICE Pathways](https://pathways.nice.org.uk/pathways/obesity/obesity-maintaining-a-healthy-weight-and-preventing-excess-weight-gain#content=view-node%3Anodes-diet)
* [Behaviour change | Topic | NICE](https://www.nice.org.uk/guidance/lifestyle-and-wellbeing/behaviour-change)
* [Making Every Contact Count: implementing NICE behaviour change guidance | NICE](https://www.nice.org.uk/sharedlearning/making-every-contact-count-implementing-nice-behaviour-change-guidance)

1. **Follow UK guidance and national recommendations** when providing nutrition information which are suitable for the UK population.

* Eatwell Guides - [The Eatwell Guide - GOV.UK (www.gov.uk)](https://www.gov.uk/government/publications/the-eatwell-guide)

[Eatwell Guide](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/528193/Eatwell_guide_colour.pdf) and [accompanying booklet](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/742750/Eatwell_Guide_booklet_2018v4.pdf)

The [The Vegetarian Society](https://vegsoc.org/wp-content/uploads/2019/02/Eatwell_guide_veggie_MAR2018.pdf) has also produced an adapted version of the EWG - [Vegetarian Eatwell Guide](https://vegsoc.org/wp-content/uploads/2019/02/Eatwell_guide_veggie_MAR2018.pdf)

The [The Vegan Society](https://www.vegansociety.com/sites/default/files/uploads/downloads/The%20Vegan%20Eatwell%20Guide.pdf) has also produced as adapted version of the EWG - [Vegan Eatwell Guide](https://www.vegansociety.com/sites/default/files/uploads/downloads/The%20Vegan%20Eatwell%20Guide.pdf)

* NHS Live Well - [Live Well - NHS (www.nhs.uk)](https://www.nhs.uk/live-well/)

1. **Overarching messages** 
   * Focus on diet **quality, variety and balance** rather than quantity (calories) and consuming foods from all food groups in the EWG to ensure the diet **includes all essential nutrients** (energy, vitamins, minerals and fibre).
   * **Not all calories are equal** – if aiming to reduce energy density of the diet ensure nutrient content is considered in the foods that are swapped. E.g. 100 kcal of biscuits doesn’t have the same nutritional composition as 100 kcal carrots and hummus. Focus on reducing foods high in saturated fats, salt and added sugar.
   * Consider what you can **add to your diet** rather than takeaway to make it more balanced and nutritious. E.g. by adding beans, pulses or vegetables to regular dishes.
   * Aim for **regular meals** throughout the day to keep energy levels up and **sensible snacks**.
   * There are **no ‘good’ or ‘bad’ foods**, all foods have a place in the diet as long as they are consumed proportionately/ in moderation.
   * **Food first approach**. This means focusing on obtaining all required nutrients from food in the diet before looking to supplements.
2. **Reputable, safe and evidence-based nutrition information**

Refer individuals to reputable and UK sources of information such as the NHS website and government or Public Health England recommendations including the Eatwell Guide.

Charities can also provide useful information and resources and should complement the information above.

Advise individuals to be careful (and critical) of where they get their nutrition information fromas there is a lot of misinformation posted online and via social media. Celebrities and ‘influencers’ are not authoritative places to seek this information from and are **not qualified** to be providing nutrition advice. Many are paid to promote products which they may never have tried and that might not be safe/ recommended. There are no miracle superfoods or supplements that can replace a balanced and varied diet. If someone is pushing a diet or product and makes claims that sound too good to be true, they usually are and should be avoided.

There are however, more qualified professionals who do have an online presence so encourage individuals to check the credentials of those providing information on nutrition and diet.

Look for:

* Dieticians (RD)
* Registered Nutritionists (ANutr or RNutr)

They will have the appropriate degree qualifications (BSc) and further training in the form of Masters degrees (MSc) and PhDs (PhD). Personal trainers are not qualified to provide **personalised** nutrition advice.

1. **Key nutrition messages**
   * The EWG shows the different food groups that make up a healthy diet and what proportion of our meals should be made up of each group. This refers to our diet overall over days and weeks rather than for each individual meal.
   * Variety, balance and food quality is key.
   * Over a third of the diet should come from fruit and vegetables. Eat at least 5 portions of a variety of fruit and vegetables every day and different types and colours.
   * Base meals on starchy carbohydrates including potatoes, bread, rice, pasta etc., choosing wholegrain versions where possible as they contain more fibre.
   * Eat some beans, pulses, fish, eggs, meat and other proteins (including 2 portions of fish every week, one of which should be oily).
   * Limit red meat consumption to no more than 70g red and processed meat a day.
   * Choose unsaturated oils and spreads and eat in small amounts.
   * Aim to drink 6-8 glasses of fluid every day. Limit alcohol consumption.
   * Foods and drinks high in salt, saturated fat and sugar are not required for a healthy diet so consume these less often and in small amounts.
     + Sugar is in reference to **free sugars** **added** (not inside cells of food we eat) to foods or drinks, or found naturally in honey, syrups and unsweetened fruit juices and smoothies.
     + The sugar contained within whole fruits, vegetable and milk **don’t count as free sugars** as they are in their natural form and contain additional nutrients such as fibre.
   * Link high free sugar content in diet to risks to oral health. Promote good oral hygiene practices.
   * **Staying hydrated** is important. Be mindful of caffeine and sugar content in hot and fizzy drinks.
   * Families with children – children learn through their parents, role modelling plays a role in developing eating habits.
2. **Vitamins**

**Vitamin D** - It is recommended that between the months of October and March everyone aged five years and above including pregnant and breastfeeding women should consider taking a supplement containing 10µg of vitamin D per day.

**Folic Acid** - Women who could become pregnant or who are planning a pregnancy should take a dietary supplement of 400 micrograms (µg) of folic acid every day from before conception until the 12th week of pregnancy.

For predominantly **plant-based eaters** e.g. vegetarian or vegan’s it is important to consider if individuals are receiving enough energy and all the important nutrients required within their diet. This may require some planning to make sure they are consuming enough **iron and vitamin B12** which mainly come from meat and fish, as well as **vitamin D**. Vitamins to be aware of include **calcium, omega-3, iron, zinc, iodine, Vit-12 and selenium** as these are often found in dairy and meat/fish products.

In some cases, a microalgae vitamin supplement may be required specifically for omega-3, Vitamin B12, selenium and iodine.

1. **Fad diets, juice cleanses and restriction diets**

People with **special dietary needs or a medical condition** **should ask their doctor or a registered Dietitian for advice**. Unless otherwise advised by a qualified health professional any of the food groups should not be removed or restricted from the diet.

Fad or crash dietsare often based on restricting certain foods from the diet which can be dangerous. They are not based on evidence-based science and although individuals may see short term results, they are unsustainable in the long term. Examples include: Cabbage soup diet, blood group diet, the 5:2 diet, keto, caveman or carnivore, celery juice, Atkins, paleo, alkaline, low carb and blood sugar diet.

Addressing different physical and mental lifestyle factors such as emotional health, good nutrition, regular physical activity and maximising sleep should be focus for healthy lifestyle.

1. **Allergies**

If an individual suspect they may have an allergy, they should discuss this with their doctor. The commercial allergy-testing kits that are being promoted and available to order online are not recommended as they are not considered reliable.

1. **Other useful resources**

* Start for Life - <https://www.nhs.uk/start4life>
* Healthy Start Scheme - <https://www.healthystart.nhs.uk/>
* Change for Life - <https://www.nhs.uk/change4life>
* PHE Delivering Better Oral Health - [Delivering Better Oral Health - quick guide to a healthy mouth in adults factsheet](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/601835/healthy_mouth_adults_quick_guide.pdf).
* Physical Activity Guidelines - <https://www.gov.uk/government/collections/physical-activity-guidelines>
* Healthy eating: applying All Our Health 2023 [Healthy eating: applying All Our Health - GOV.UK (www.gov.uk)](https://www.gov.uk/government/publications/healthy-eating-applying-all-our-health?utm_medium=email&utm_campaign=govuk-notifications-topic&utm_source=572af02c-838c-4f5c-b1e9-88c180c673f5&utm_content=weekly)

**Healthy eating training proposal form Expression of Interest – January 2023**

**This project proposal form refers specifically to Public Health funding for healthy eating and behaviour change training provision. Please refer to the guidance provided. Once complete please email to: deborah.mbofana@westnorthants.gov.uk**

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| --- | --- |
| **Name of organisation** |  |
| **Project Name** |  |
| **Contact Name and position / email / telephone details** | |
|  | |

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| **Essential Criteria** | |
| **Please confirm that your project proposal meets the essential criteria (Insert** X**)** | |
| Meets the requirements set out in the specification |  |
| Has a clear budget plan |  |
| Provides an outline design |  |
| Evidence of nutritional qualifications |  |

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| 1. **Project activity – Please describe how you plan to deliver the work and meet the key requirements as set out in the specification. Please include information on:**  * **Course overview** * **format of sessions** * **theoretical approach** * **materials and resources used to support delivery**   **(1000 words)**  **Provide an outline design** |

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| **How you will market the courses and engage targeted workforces in the activity (500 words)** |
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| **Please tell us how you will monitor and evaluate the project (300 words)** |
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| **Funding / expenditure - Please state how much funding you are requesting and provide a breakdown of how it will be spent using the framework below.** |
| All figures should be entered in pounds (£), exclusive of VAT and not rounded at all. Where appropriate include commentary as to your figures and costings. It is the applicant’s responsibility to include ALL CHARGES that they wish to recover which will be incurred in meeting the requirements of the service specification. Reference to the term ‘Other’ in any section refers to any costs for other items etc.; you may wish to recover as part of this contract, please detail/explain any costs quoted within these fields.  **Venues:**  **Staffing:**  **Materials and resources:**  **Communications and marketing:**  **Administration:**  **Other** (please detail and describe)  **Total required =** |

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| **Risk management – Please summarise any risks to the successful delivery of your project and how you will manage those risks (300 words)** |
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| **Please provide any other supporting information (250 words)** |
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**Please return to Deborah Mbofana by COP 17th February 2023**

[**deborah.mbofana@westnorthants.gov.uk**](mailto:deborah.mbofana@westnorthants.gov.uk)