

1 TOOL 3: HEALTHY EATING

As for physical activity outcomes, some projects are working with beneficiaries intensively and can therefore take physiological measures that may indicate an improved diet (e.g. weight loss). However, for the majority of projects this is not practical and we therefore require some measures that can be self-reported using questionnaires.

1.1 Core Indicators

We have therefore decided upon two core indicators for healthy eating; they are:

1. **No. of beneficiaries improving their diet.**
2. **No. of beneficiaries now eating 5-a-day.**

1.2 Tool Used ¹

There is just one question for both indicators; it is:

“On average, how many portions of FRUIT do you eat a day?

(examples include a handful of grapes, an orange, apple or banana, a glass of fruit juice, or a handful of dried fruits)

_____ per day on average

And how many portions of VEGETABLES do you eat a day?

(one portion is a side salad, or 3 heaped tablespoons of vegetables, beans or pulses either raw, cooked, frozen or tinned)

_____ per day on average”

The question can be modified for use with children, as follows: ²

¹ This is taken from the Core Tool developed by New Economics Foundation (NEF) for the national evaluation of the Wellbeing programme. NEF drew upon Department of Health guidelines and the North West Public Health Observatory Lifestyle Survey.

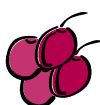
² Taken from the NEF ‘mirrored’ tool for primary school children.

How many helpings of FRUIT do you eat a day?

- 1 2 3 4 5

One helping of fruit could be:

A handful of grapes A glass of fruit juice An apple An orange A banana



How many helpings of VEGETABLES do you eat a day?

- 1 2 3 4 5

One helping of vegetables could be:

A side salad Some carrots 3 heaped tablespoons of peas or beans



1.3 Administration and Scoring

The question should be administered 'before and after': as beneficiaries enter the project (the baseline) and as near as possible to them leaving it, or after a suitable (and standardised) period decided upon by project staff.

The figure given for the first part of the question should be added to that for the second to give that person's overall average daily fruit and vegetable consumption.

For the first indicator, 'No. of beneficiaries improving their diet', the figure given should be the number of respondents whose average consumption increases (by whatever margin) from the baseline measure. So if 300 people are assessed and, when re-assessed, 180 of them are shown to have increased their average daily consumption, the figure given should be 180.

For the second indicator, 'No. of beneficiaries now eating 5-a-day', the figure given should be the number of those respondents whose baseline measure was less than 5, but whose subsequent measure increases to 5 or more. So if 100 people initially answered less than 5, but when re-assessed 25 of them answer 5 or more, the figure given should be 25.