



*Gateshead Nutrition Strategy*

# Key Nutrition Messages

*a leaflet for professionals*



Gateshead Primary Care Trust  
Gateshead NHS Foundation Trust

This leaflet has been designed to assist professionals working in Gateshead who have the opportunity to pass on healthy eating messages in the course of their work, and to ensure that members of the public receive consistent and accurate information wherever they access healthy eating advice across the borough.

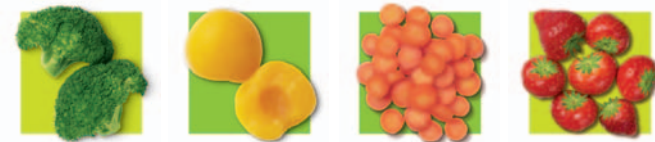
### ***Balance of Good Health (BOGH)***

The Balance of Good Health (plate) model is recommended by the Food Standards Agency (FSA) as the preferred education tool to raise awareness of what constitutes a healthy balanced diet. It shows the proportion of the diet that should come from different food groups.

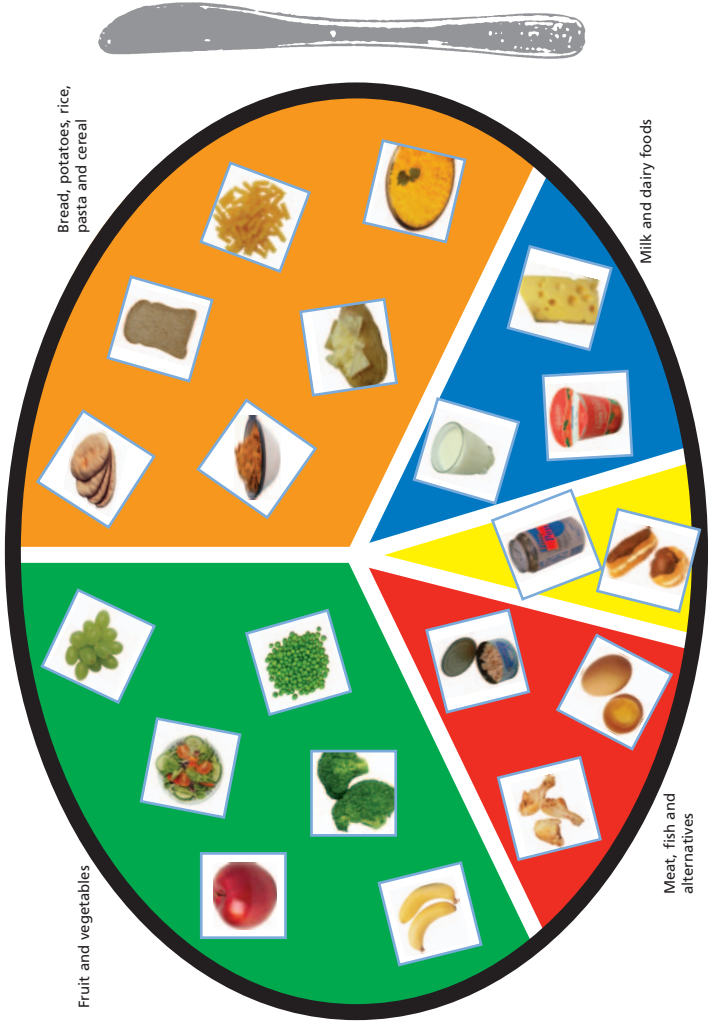
The BOGH model aims to help people to understand and enjoy healthy eating. The guide shows that people do not have to give up the foods they enjoy and that all food, in moderation, can be part of a healthy diet. It is achieving the right balance and variety of foods that is important for health.

- The model is divided into five food groups: bread, other cereals and potatoes; fruit and vegetables; milk and dairy foods; meat, fish and alternatives; foods containing fat and foods containing sugar.

- Foods from the largest groups should be eaten most often and foods from the smallest group should be eaten least often.
- The model is shaped like a dinner plate and shows the proportions of different food types needed for a balanced and healthy diet.
- The appearance of the BOGH model in places such as schools, workplaces, health centres and community centres helps to maintain a consistent message.
- Further information can be found in the following leaflets: 'The Balance of Good Health - Information for educators and communicators' and 'A Healthy Balanced Diet' both available from Health Promotion.



The Balance of Good Health



Bread, potatoes, rice,  
pasta and cereal

Milk and dairy foods

Foods containing fat  
Foods containing sugar

Meat, fish and  
alternatives

Fruit and vegetables

## ***Balance of Good Health - Summary of Main Points***

### ***Eat lots of these foods:***

#### **Bread, Cereals & Potatoes**

- Includes pasta, rice, oats, noodles, yams, plantain, beans & pulses
- Eat wholemeal, wholegrain, brown or high fibre versions when possible
- Avoid:
  - Cooking in fat
  - Adding too much butter, margarine, or low fat spread
  - Adding rich, creamy sauces or dressings

#### **Fruit & Vegetables**

- Eat at least 5 portions a day  
- see separate section on 5 A Day
- Can be fresh, frozen, canned, dried or 100% juice
- Avoid:
  - Adding fat or rich sauces to vegetables
  - Adding sugar or sugary sauces to fruit

### *Eat moderate amounts of these foods:*

#### **Milk & Dairy Foods**

- ▣ Includes milk, cheese, yoghurt and fromage frais
- ▣ Does not include butter or cream
- ▣ Choose lower fat versions whenever possible, eg, semi-skimmed or skimmed milk, low fat yoghurt and lower fat cheese. Check the label and compare products as some items that are marked 'low fat' can vary in fat content.

#### **Meat, Fish & Alternatives**

- ▣ Includes meat, fish, poultry, eggs, nuts, beans and pulses.
- ▣ Processed meat products tend to be relatively high in fat
- ▣ Fish can include frozen or tinned products, eg. sardines, fish fingers
- ▣ Try to eat one portion of oily fish, such as salmon or sardines, once a week
- ▣ Lower fat intake by:
  - ▣ Cutting off excess fat from meat and skin from poultry
  - ▣ Cooking fish without batter or other coatings.
  - ▣ Cooking meat and fish without added fat eg, grilling or baking

***Eat only limited amounts of these foods:***

**Foods Containing Fat;  
Foods & Drinks Containing Sugar**

- Foods containing fat include: butter, spreading fats, cooking oils, mayonnaise, oil-based dressings cream, chocolate biscuits, crisps, cakes, pastries, ice cream and rich sauces or gravies.
- Try to use low fat alternatives wherever possible
- Use fats for spreading and cooking sparingly
- Limit intake of foods high in fat.
- Foods containing sugar include: some soft drinks, jam, cakes, biscuits, pastries, ice cream and sweets.
- To reduce the risk of tooth decay sugary foods and drinks should be consumed in limited quantities and mainly at mealtimes.

For more information on the Balance of Good Health see: [www.foodstandards.gov.uk](http://www.foodstandards.gov.uk)

### 5 A Day

#### Why 5 A Day?

- ▣ Increasing fruit and vegetable consumption is considered the second most effective strategy to reduce the risk of cancer, after stopping smoking, and has major preventive benefits for heart disease too (NHS Plan, 2000)
- ▣ Fruit and vegetables are also generally low fat, low calorie foods (provided you don't fry or roast them in lots of oil). Choosing to eat them over less healthy foods that are high in fat and added sugars, can help you to maintain a healthier lifestyle and weight.

#### 5 A Day Logo



Just Eat More  
(fruit & veg)

On some food packets you may see a 5 A DAY logo. Please see the website for further information on what this means. 5 A Day website [www.5aday.nhs.uk](http://www.5aday.nhs.uk)

## Portion Sizes

- Aim to eat at least 5 portions of a variety of fruit and vegetables a day
- Fresh, frozen, chilled, canned and dried fruit and vegetables, and 100% juice all count
- 1 portion = 80grams (about 3 ounces)  
A full guide to portion sizes can be found on the 5 A Day website [www.5aday.nhs.uk](http://www.5aday.nhs.uk)
- These portion sizes are for adults. Children under five should also eat at least 5 portions of a variety of fruit and vegetables a day, but the sizes should be smaller. As an easy guide - for under 5s a portion equals the amount that fits into the child's hand. For over 5's, aim for adult-sized portions.



1 cereal bowl of mixed salad



1 medium apple



3 heaped tablespoons of carrots



1 whole dried apricot



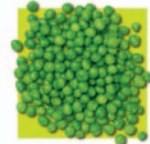
7 cherry tomatoes



1 handful of vegetable sticks



1 medium banana



3 heaped table-spoons of peas

### *What counts?*

#### ■ Juice / smoothies



100% juice and smoothies count as 1 portion but only once per day however much you drink, as they contain very little fibre. Juicing releases natural sugars which can contribute to tooth decay - so avoid drinking juice between meals.

#### ■ Beans and other pulse vegetables



Beans and other pulse veg, such as kidney beans, lentils, chickpeas count only once per day however much you eat. While pulses contain fibre they don't give the same mixture of vitamins, minerals and nutrients as fruit and vegetables.

#### ■ Variety

To get the maximum health benefits, your 5 A Day portions should include a combination of a variety of fruit and vegetables. Fruit and vegetables contain over 100 beneficial compounds including lots of vitamins and minerals. They also contain antioxidants such as vitamin C and E, dietary fibre and folic acid.

#### ■ Composites



Fruit and veg don't have to be eaten on their own to count. You can also include any vegetables found in soups, stews, sandwiches and other dishes.

## **What counts? continued...**

### ■ Convenience foods

Fruit and veg in convenience foods, such as ready meals, sauces and soups can contribute to your 5 A Day. But these foods can also be high in added salt, sugar or fat - so check the labels. Fruit and vegetables in takeaways can also count, but again may be high in added salt, sugar or fat so should be eaten in moderation and as part of a healthy balanced diet.

## **What doesn't count?**

### ■ Potatoes



Potatoes don't count, as they are a starchy food.

### ■ Supplements

Dietary supplements don't count - many don't have the same nutritional benefits as fruit and vegetables.

## **Fluid**

In normal conditions most people need to drink around 6-8 (250ml) glasses of fluid a day to avoid dehydration. However, when the weather is hot, or during strenuous exercise, additional drinks should also be taken. All types of non-alcoholic drink count towards this total, but avoid too many sugary drinks as these can contribute to tooth decay and weight gain. Some people prefer to drink bottled or filtered water, but plain tap water is equally good.



## *Further Information*

- Leaflets
- Posters
- Other resources

can be obtained through  
the Gateshead Health Promotion  
Resource Service  
(Tel: 0191 433 5684)  
[www.ghpresources.nhs.uk](http://www.ghpresources.nhs.uk)

## *Useful Websites*

- Food Standards Agency  
[www.food.gov.uk/healthiereating/](http://www.food.gov.uk/healthiereating/)
- Department of Health  
[www.dh.gov.uk](http://www.dh.gov.uk)
- 5 A Day  
[www.5aday.nhs.uk](http://www.5aday.nhs.uk)