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Food Beyond the School Gates

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Statistics



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- Wales has higher reported levels of obesity, compared to other regions in the UK.
 - 54% of adults and 34% of children (aged 2-15 years) in Wales are currently overweight or obese.
 - Every day food consumption in children: 60% reported eating fruit, 49% eating vegetables, 31% reported eating sweets and 20% consuming crisps

(Welsh Health Survey, 2010)



Hypothesis



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Pupils in areas of greater deprivation are more likely to leave school premises to purchase food from fast food outlets (FFOs) located in close proximity to the school.



Methodology



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- The study consisted of two parts:
 1. Desktop study
 - Background research & mapping
 2. Surveying
 - Data collection



Findings



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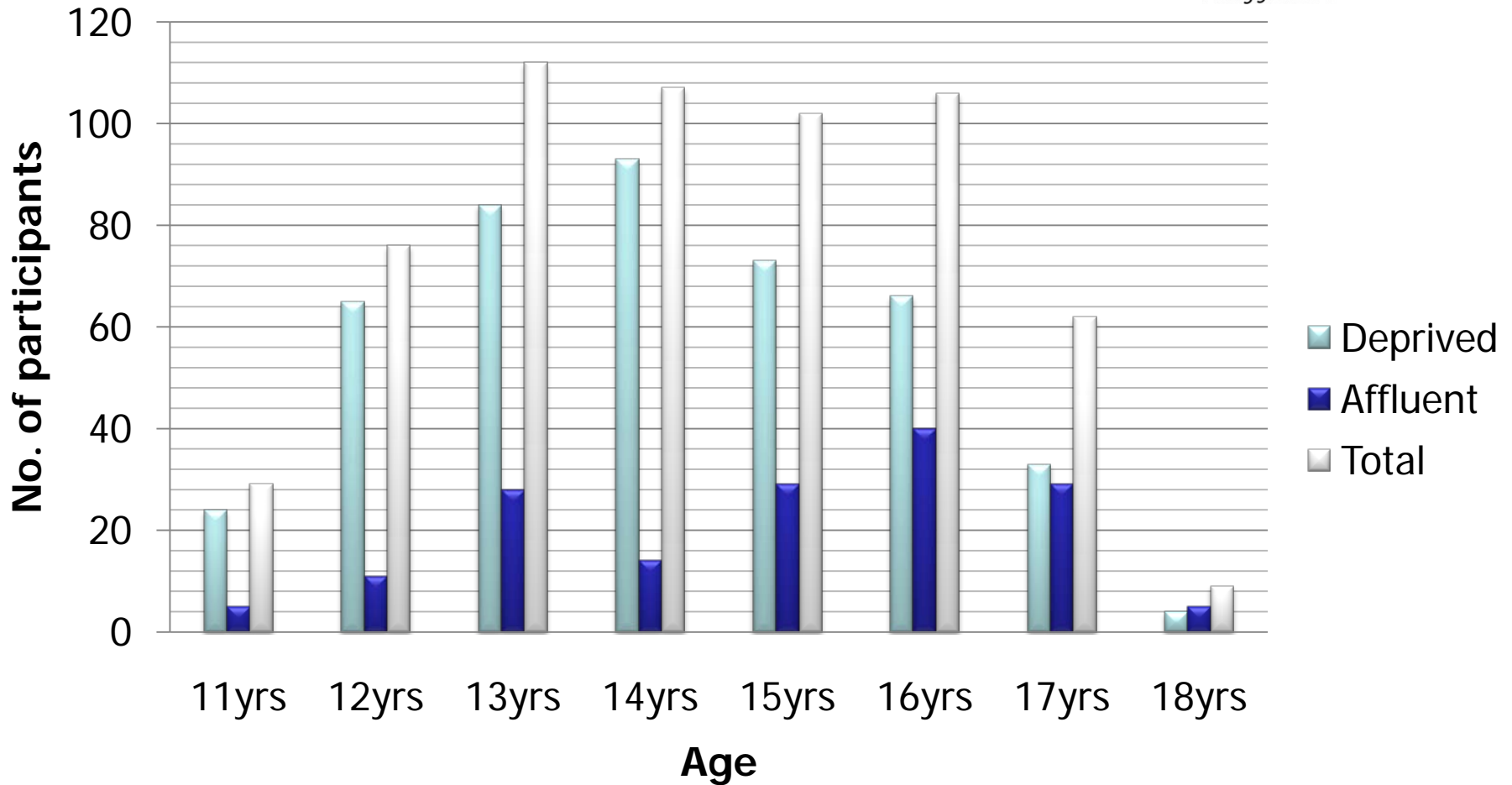
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- Pupils were surveyed from 13 schools (for deprived areas) and 5 schools (for affluent areas).
- 600 surveys were completed
 - 57% males, 43% females

Findings



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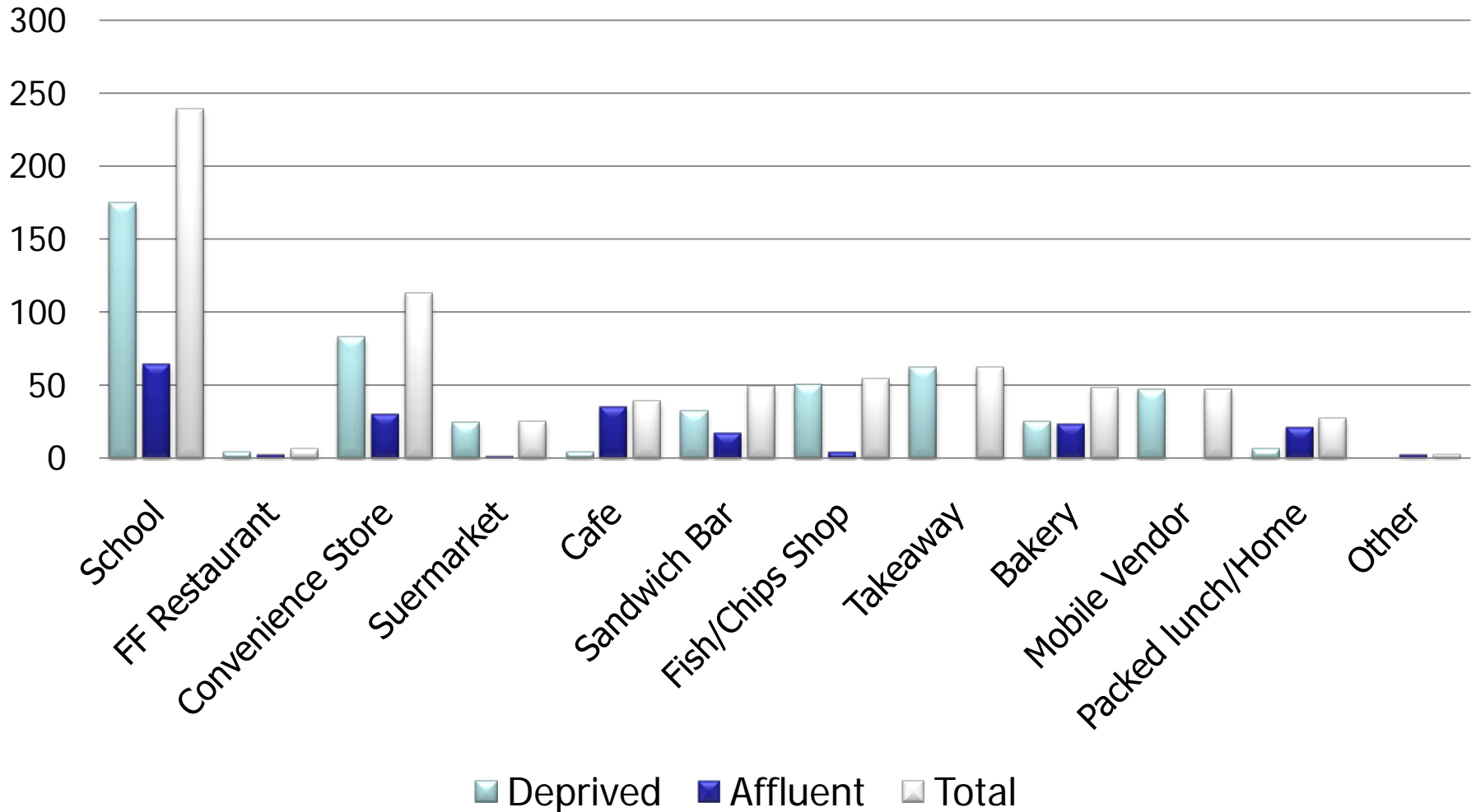


Findings



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Most popular food outlet





Findings



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Reasons for choice of outlet:

Deprived School Pupils	Affluent School Pupils
1. Taste of foods available	1. Taste of foods available
2. Variety	2. Price
3. Convenience	3. Convenience

Findings



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- The most common food purchases, outside school, were snack foods:
 - Drinks, chips and crisps for deprived areas
 - Sweets, pasties and rolls for affluent areas.
- Taste was the main reason for purchase of specified foods.



Findings



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- There was no link between the number of FFOs and area deprivation/affluence.
- Mobile vendors were popular where pupils had access to them (predominantly in deprived areas).
- Sixth Form pupils were observed leaving school premises in cars as alternative methods for gaining access to food outlets.

Recommendations



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- Implementation of Closed Gate Policies in all schools.
- Restriction of mobile vendors selling unhealthy food from in and around school premises.
- Promote sale and positioning of healthier products in convenience-type businesses



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