

Healthy Nutrition for Families with Young Children in Bradford

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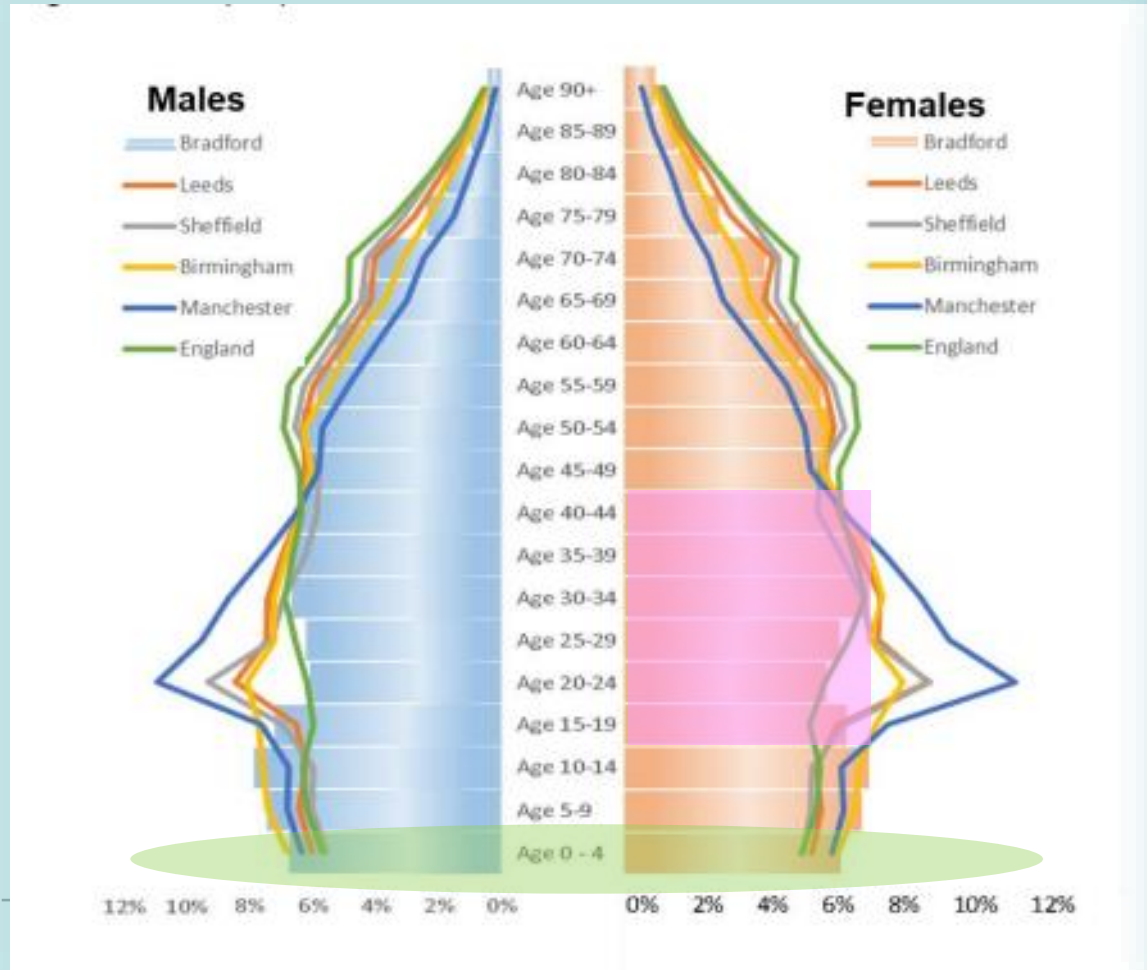
Bradford Demographics

Data source: 2021 Census/ONS, 2022

- Increasing diversity since 2001
 - 546,000 (↑ 23,950, 2011) people in Bradford (4.6% growth rate)
 - Remains 5th largest local authority outside London (B'ghm, Leeds, Sheffield and Manchester)
 - Very ethnically diverse city (not just racially)
 - 4th largest 0-16 years population (JSNA, 2022)
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Bradford Demographics...

- population and ethnic breakdown



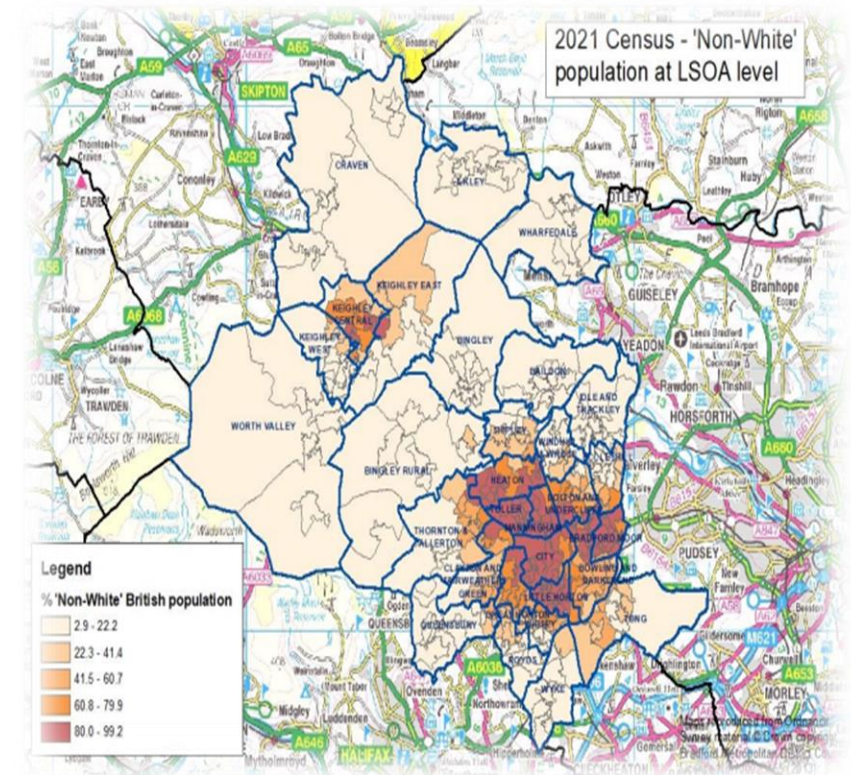
Main ethnic groups in Bradford District and England				
		Bradford District - total	Bradford District %	England %
		Total population	546,412	100%
White	White	334,004	61.1%	81.0%
	British	309,912	56.7%	73.5%
	Irish	2,139	0.4%	0.9%
	Gypsy or Irish Traveller	849	0.2%	0.1%
	Roma	1,583	0.3%	0.2%
	Any other White background	19,521	3.6%	6.3%
Mixed or Multiple ethnic groups	Mixed or Multiple ethnic groups	15,006	2.7%	3.0%
	White and Asian	6,458	1.2%	0.8%
	White and Black African	1,196	0.2%	0.4%
	White and Black Caribbean	4,426	0.8%	0.9%
	Any other Mixed or Multiple ethnic groups	2,926	0.5%	0.8%
Asian or Asian British	Asian or Asian British	175,664	32.1%	9.6%
	Bangladeshi	12,403	2.3%	1.1%
	Chinese	1,345	0.2%	0.8%
	Indian	14,429	2.6%	3.3%
	Pakistani	139,553	25.5%	2.8%
	Any other Asian background	7,934	1.5%	1.7%
Black, Black British, Caribbean or African	Black, Black British, Caribbean or African	10,978	2.0%	4.2%
	African	7,061	1.3%	2.6%
	Caribbean	2,614	0.5%	1.1%
	Any other Black, Black British or Caribbean background	1,303	0.2%	0.5%
Other ethnic group	Other ethnic group	10,760	2.0%	2.2%
	Arab	2,734	0.5%	0.6%
	Any other ethnic group	8,026	1.5%	1.6%

te: Percentages may not sum to 100% due to rounding

Bradford Demographics...

ethnicity by ward, religion and language

-as well as Chinese, Filipino, Kurdish, Afghani
- **Religious diversity:** Christian(33.4%), Muslim(30.5%), Hindu (0.9%), Sikh(0.9%), Buddhist (0.4%) and no religion (28.2%)
- Speculated > **150 languages spoken** (English (83.1%), Urdu, Potwari, Punjabi, Polish, Bangla, Arabic, Slovak, Czech, Latvian, French, Hindko, Pashto, Gujerati, sign language etc
- **12.4%** of Bradford residents do not have English as their main language



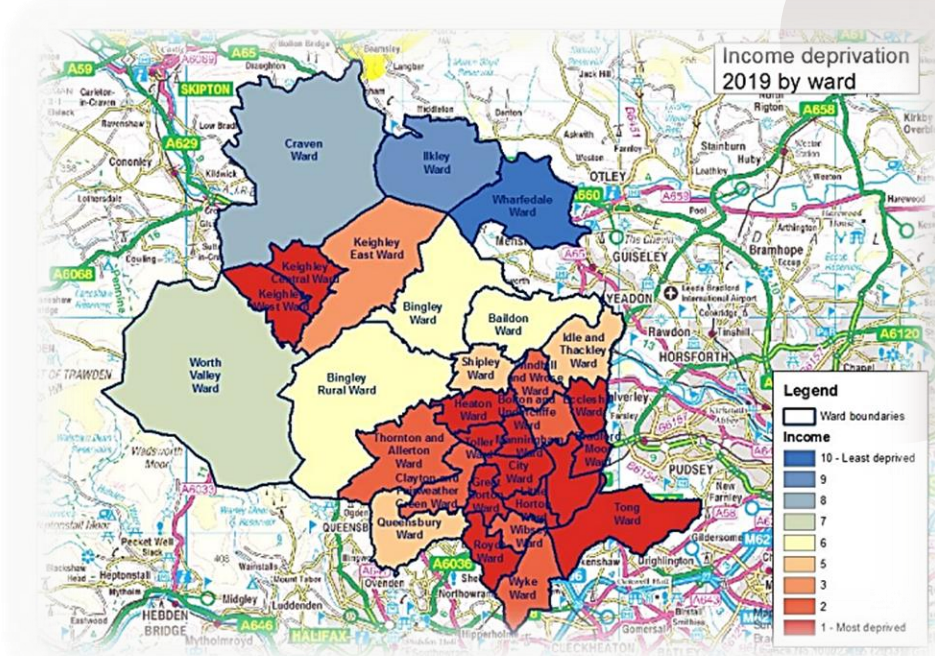
Bradford Demographics...

economic activity

- 50.9% of people aged 16 years and over in Bradford are in employment (excluding full-time students) ↓

Economically Inactive

- 3.6% unemployed ↑
- 18.9% of people are retired ↓
- 6.6% are Students ↑
- 8.1% Looking after home or family ↑
- 5.2% Long-term sick or disabled ↑
- 4.5% other ↑



Eating habits of young children

National Diet and nutrition survey (NDNS) (2020)

1.5- 3 years and 4-10 years

- **Mean sugar-sweetened soft drinks intake lower 2016-19 than 2014-16**

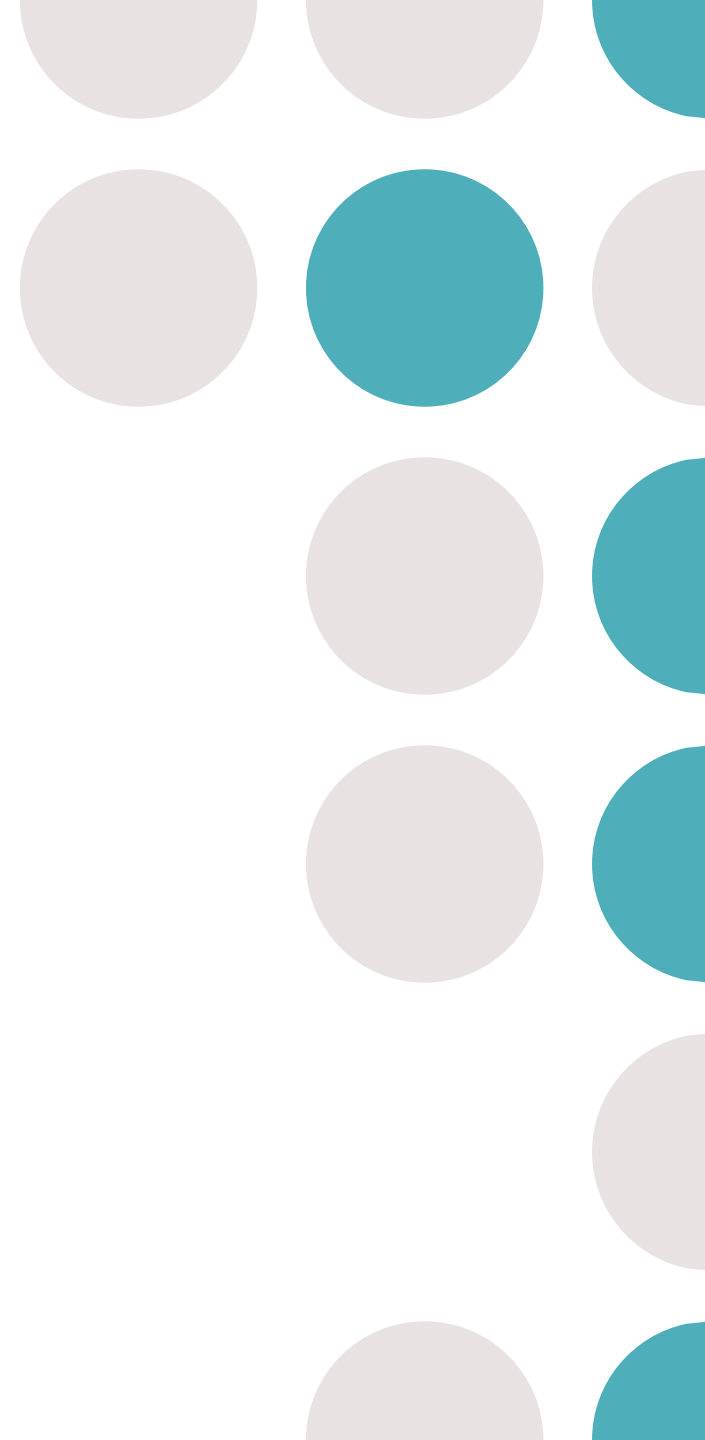
Consumption fell by 32% in 1.5- 3 year olds

- **Sugar and chocolate intake** – no change
- **Mean intake of free sugars** almost doubled the maximum recommendation (no more than 5% total energy intake)

1.5-3 years = 9.7%

4- 10 year olds = 12.1%

*lower intake than 2014-16 (4% decrease in both groups)



Eating habits of young children...

National Diet and Nutrition survey (NDNS) (2020)

1.5- 3 years and 4-10 years

- **Vitamin A**

9% of 1.5 – 3 year olds

11% of 4-10s intakes < LRNI

- **Vitamin D**

evidence of low Vitamin D status in all age groups

- **Calcium**

mean intake above the RNI for all ages

- **Saturated fat**

13.1% in 4-10 year olds (maximum threshold of 10% TEI)



Maternal dietary habits

Diet and Nutrition Survey of Infants and Young Children, 2011

Mums >35 year old

- Diets healthier than younger mums
 - Ate breakfast
 - Included vegetables more often
 - Consumed semi/skimmed milk more often
 - Ate less crisps
 - Ate more wholemeal bread
 - Ate more oily fish
 - Used olive oil more often
 - Nearly half older mums took a vitamin supplement during breastfeeding
- *however, ate cakes significantly more frequently!

Local perspective – what do we see in practice?

- High intake of refined sugars (drinks, confectionary, biscuits, sugary BF cereals)
- Excess cow's milk consumption
- Fussy eating/grazing behaviour
- Irregular meal pattern (missed meals)
- Low fruit, vegetable and fibre intake
- Poor weaning practices (early/late/inappropriate)
- Poor oral health (higher than national average)
- Reliance on ultra processed baby food
- Foods high in fat and saturated fat (takeaways/fast food, readymade/processed foods)
- Food insecurity/poverty (access/affordability/availability)
- Mineral and vitamin deficiencies (vit D, iron, Vit B12)
- Overweight and Obesity (~21.2% in young children)
- Faltering growth (~2% of young children)

Factors impacting food choices and selection

Factor	Why?
Budget/Finance	Not enough, low income, food insecure
Knowledge/skills	Lack of skills, don't know how, confidence
Time	Not enough, busy, no planning
Access/Availability	Food desert, proximity of grocery store, mobility, transport
Religion/Culture	Access/availability, rules, restrictions
Storage	Poor housing, ill equipped, damp, insufficient, vermin, no fridge/freezer
Dexterity	Illness, physically challenged
Health	Acute or chronic ill health, mental health, depression, low mood/apathy
Age	Young, old (higher risk), teenager, child bearing
Gender	Men, women, trans etc
Socioeconomic class	Lower SES higher risk, social deprivation, health literacy
Disability	Dexterity, capacity, health, knowledge, access, confidence, special diet, poor or restricted diet
Fuel Poverty	Gas/electric/coal/, affordability, "eating or heating"
Transport	Access, cost, dependant on others, adaptations
Cooking facilities	Cooking facilities i.e. electric, gas, microwave, toaster, no hot meals, slow cooker, accommodation type
Gatekeeper	Budget holder, menu planner,
Habits/dislikes/likes	Limited range, inexperience, low confidence

Eating
well for
the early
years



Considerations for good nutrition in young children

- Various developmental stages – ages and stages
- Need an energy dense diet – high nutrient requirements
- Have a small stomach capacity – portion sizes, realistic expectations
- Have a variable appetite – growth, need
- Dependant on adults/gatekeepers
- Mimic eating behaviour- influences & role modelling, peers
- Learning about food – play/preschool, choices, environment
- Food and emotions – neophobia
- Wider social experience – dining, routines, eating out
- Developing relationships with foods – treats/rewards, preferences
- Additional nutritional needs – vitamins, illness, special/restrictive diet

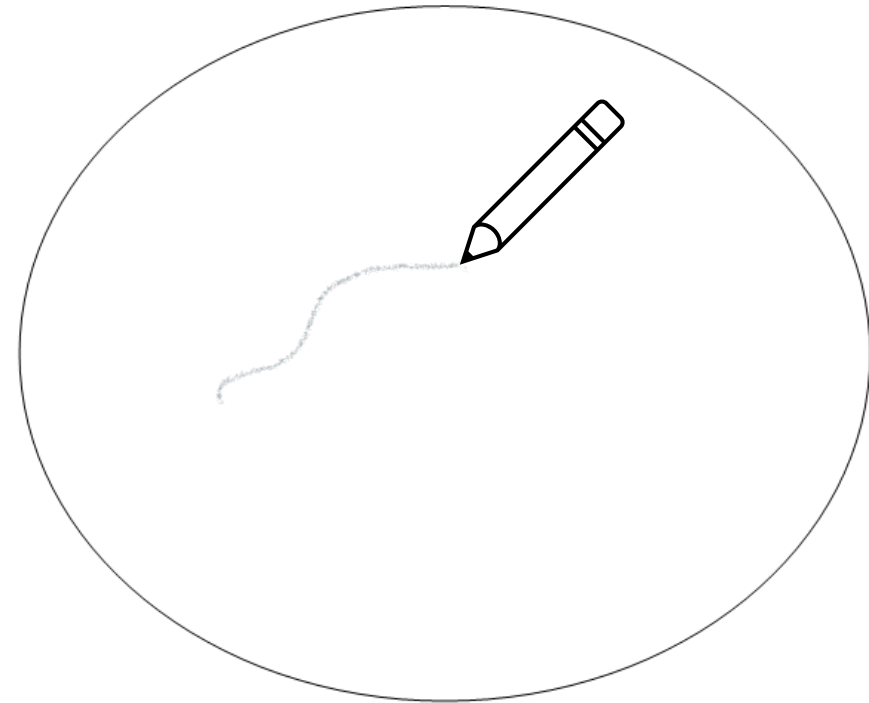
The Eatwell Guide for pre-school children worksheet

- Divide the circle into sections to represent the 5 food groups
- Name the 5 food groups
- Write some examples of foods in each food group, including diverse foods too!

(for F+V, give examples that count for young children i.e. raw...)

The Eat Well Guide for pre-school children

- Divide the circle into sections to represent the 5 food groups.
- Name the 5 different food groups.
- Write some examples of foods in each food group, including diverse foods too.
(For fruit and vegetables, give examples of types that count for young children
i.e raw)



Eatwell Guide

Check the label on packaged foods

Each serving (150g) contains

Energy	Fat	Saturates	Sugars	Salt
1046kJ 250kcal	3.0g	1.3g	34g	0.9g
	LOW	LOW	HIGH	MED
13%	4%	7%	38%	15%

of an adult's reference intake

Typical values (as sold) per 100g: 697kJ/ 167kcal

Choose foods lower in fat, salt and sugars

Use the Eatwell Guide to help you get a balance of healthier and more sustainable food. It shows how much of what you eat overall should come from each food group.



Water, lower fat milk, sugar-free drinks including tea and coffee all count.

Limit fruit juice and/or smoothies to a total of 150ml a day.

Eat at least 5 portions of a variety of fruit and vegetables every day



Choose wholegrain or higher fibre versions with less added fat, salt and sugar



Eat more beans and pulses, 2 portions of sustainably sourced fish per week, one of which is oily. Eat less red and processed meat



Choose lower fat and lower sugar options



Choose unsaturated oils and use in small amounts



Eat less often and in small amounts

Per day 2000kcal 2500kcal = ALL FOOD + ALL DRINKS



Fruit and vegetables

- Offer 5 servings per day
- Aim for palm sized portions
- Offer a “rainbow” of colours daily
- Serve with meals and snacks
- Offer a mixture of sweet and bitter tastes
- Offer many times!
- Good source of vits A,C E, insoluble and soluble fibre, Folic Acid, Iron

Potatoes, bread, rice, pasta and other starchy foods

- Serve at each meal (BF, L +D)
- Offer as 1-2 snacks too
- Choose low fibre varieties
- Should make up a third of a young child's diet
- Good source of energy, B vitamins, iron, calcium



Beans, pulses, fish and eggs, meat and other proteins

- Offer at least 2 servings daily (e.g. Lunch and dinner)
- Serve vitamin C rich foods at the same meal
- Offer lean or unprocessed versions, where possible
- Include oily fish once a week
- Good source of protein, iron, zinc, vitamin D, vitamin B12, omega 3



Dairy and alternatives

- Offer 3 servings daily
 - Serve full fat versions
 - Use **fortified** soya or oats milk if substitute required
 - Good source of protein, calcium, iodine, vitamin B2, vitamin B12
- 568ml milk (1 pint) equivalent to:
- 120-150ml milk
 - 120g yoghurt/fromage frais
 - 20-25g hard cheese



Oils and spreads

- Allow some each day
- Use full fat products
- Opt for monounsaturated fats/spreads
 - i.e. Olive oil
 - Rapeseed (vegetable) oil
 - Walnut oil
 - Avocado oil
- Good source of energy, vitamin A, E, omega 3 and 6 fats
- Limit foods which provide “empty” calories
- Use healthier methods of cooking
 - e.g steaming, boiling, baking, grilling



The South Asian Eatwell Guide

Use the Eatwell Guide to help you get a balance of healthier and more sustainable food. It shows how much of what you eat overall should come from each food group.

Check the label on packaged foods

Each serving (150g) contains:

Energy	Fat	Saturated	Sugars	Salt
1048kJ 250kcal	3.0g LOW	1.3g LOW	34g HIGH	0.9g MED
13%	4%	7%	38%	15%

of an adult's reference intake
Typical values (as sold) per 100g: 697kJ/ 167kcal

Choose foods lower in fat, salt and sugars

Eat at least 5 portions of a variety of fruit and vegetables every day



Eat less often and in small amounts

Choose wholegrain or higher fibre versions with less added fat, salt and sugar



Water, lower fat milk, sugar-free drinks including tea and coffee all count.

Limit fruit juice and/or smoothies to a total of 150ml a day.

Beans, pulses, fish, eggs, meat and other proteins

Eat more beans and pulses, 2 portions of sustainably sourced fish per week, one of which is oily. Eat less red and processed meat



Dairy and alternatives

Choose lower fat and lower sugar options



Choose unsaturated oils and use in small amounts



Per day 2000kcal 2500kcal = ALL FOOD + ALL DRINKS

African & Caribbean Eatwell Guide

Check the label on packaged foods

Each serving (150g) contains

Energy 1048kJ 250kcal	Fat 3.0g	Saturated 1.3g	Sugars 34g	Salt 0.9g
	LOW	LOW	HIGH	MED
13%	4%	7%	38%	15%

of an adult's reference intake

Typical values (as sold) per 100g: 697kJ/ 167kcal

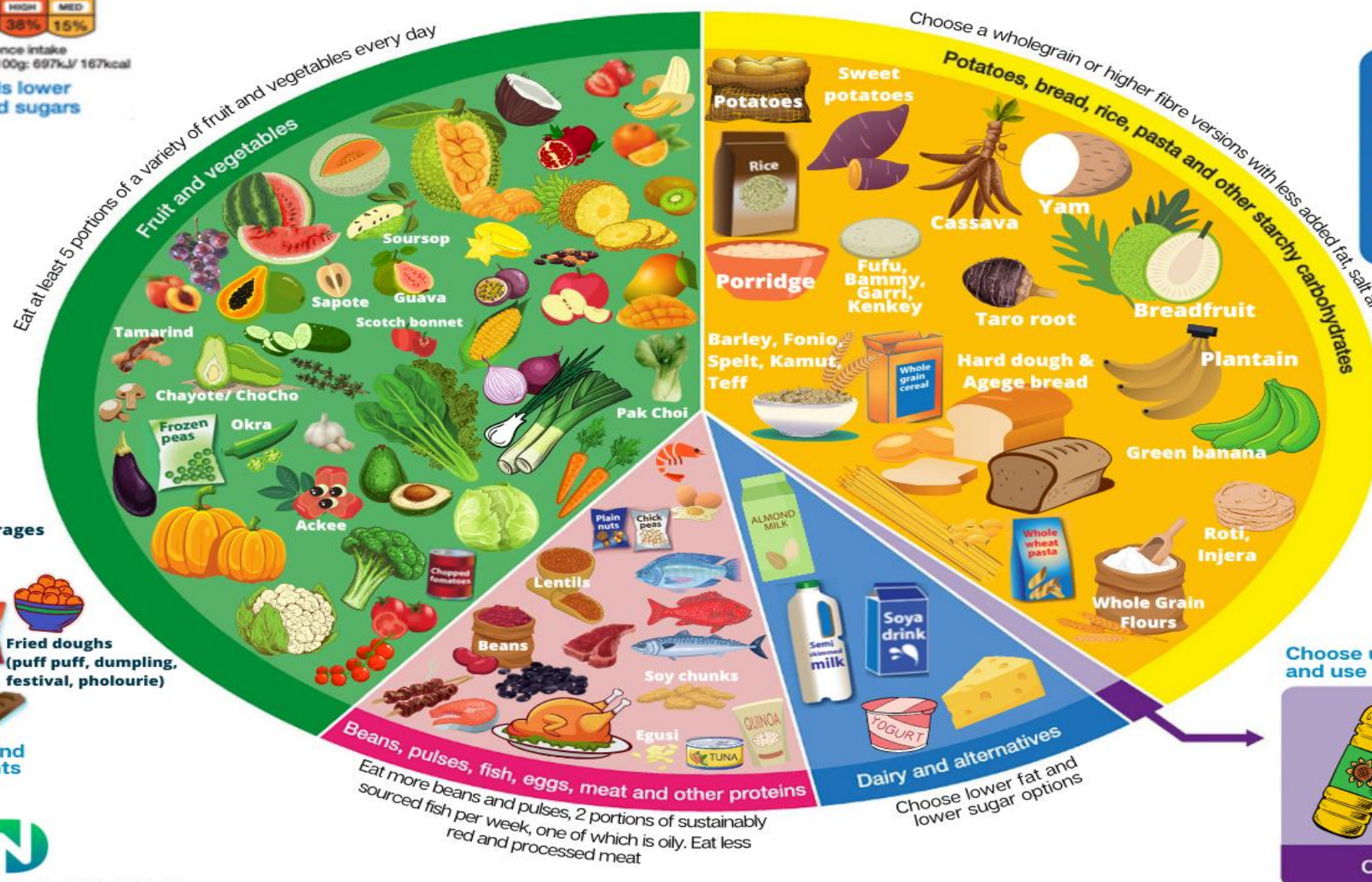
Choose foods lower in fat, salt and sugars

Use this Eatwell Guide to help you understand some cultural foods and help get a better balance of healthier and more sustainable food. It shows how much of what you eat overall should come from each food group.



Water, lower fat milk, sugar-free drinks including tea and coffee all count.

Limit fruit juice and/or smoothies to a total of 150ml a day.



Patties/Meat Pies

Malt beverages

Fried doughs (puff puff, dumpling, festival, pholourie)

Eat less often and in small amounts



Melissa Saint Hill, Amaeze Madukah & Ashleigh Simpson

Source: Public Health England in association with the Welsh Government, Food Standards Scotland and the Food Standards Agency in Northern Ireland.

Key messages for good nutrition during the early years

- Establish a regular meal pattern with appropriate snacks early
(Breakfast, Lunch, Dinner and 2 -3 snacks)
- Promote 5 a day *(appropriate portion sizes, “rainbow”)*
- Include “family” foods from 1 year old – *use family staples, diverse foods*
- Encourage appropriate portion sizes – *set realistic expectations*
- Promote a varied diet – *use the Eatwell Guide as a model – where appropriate*
- Use healthier methods of cooking
- Build a positive relationship with food – *meal planning + preparation and wider social and dining experiences, sustainability*

Further information

[Food Facts \(bda.uk.com\)](http://bda.uk.com)

[First Steps Nutrition Trust](#)

[Toddler and Infant Nutrition Advice - Infant & Toddler Forum \(infantandtoddlerforum.org\)](http://infantandtoddlerforum.org)

[Life stages - British Nutrition Foundation](#)

[Healthier Families - Home - NHS \(www.nhs.uk\)](http://www.nhs.uk)

[Get help to buy food and milk \(Healthy Start\)](#)

[Live Well - NHS \(www.nhs.uk\)](http://www.nhs.uk)
