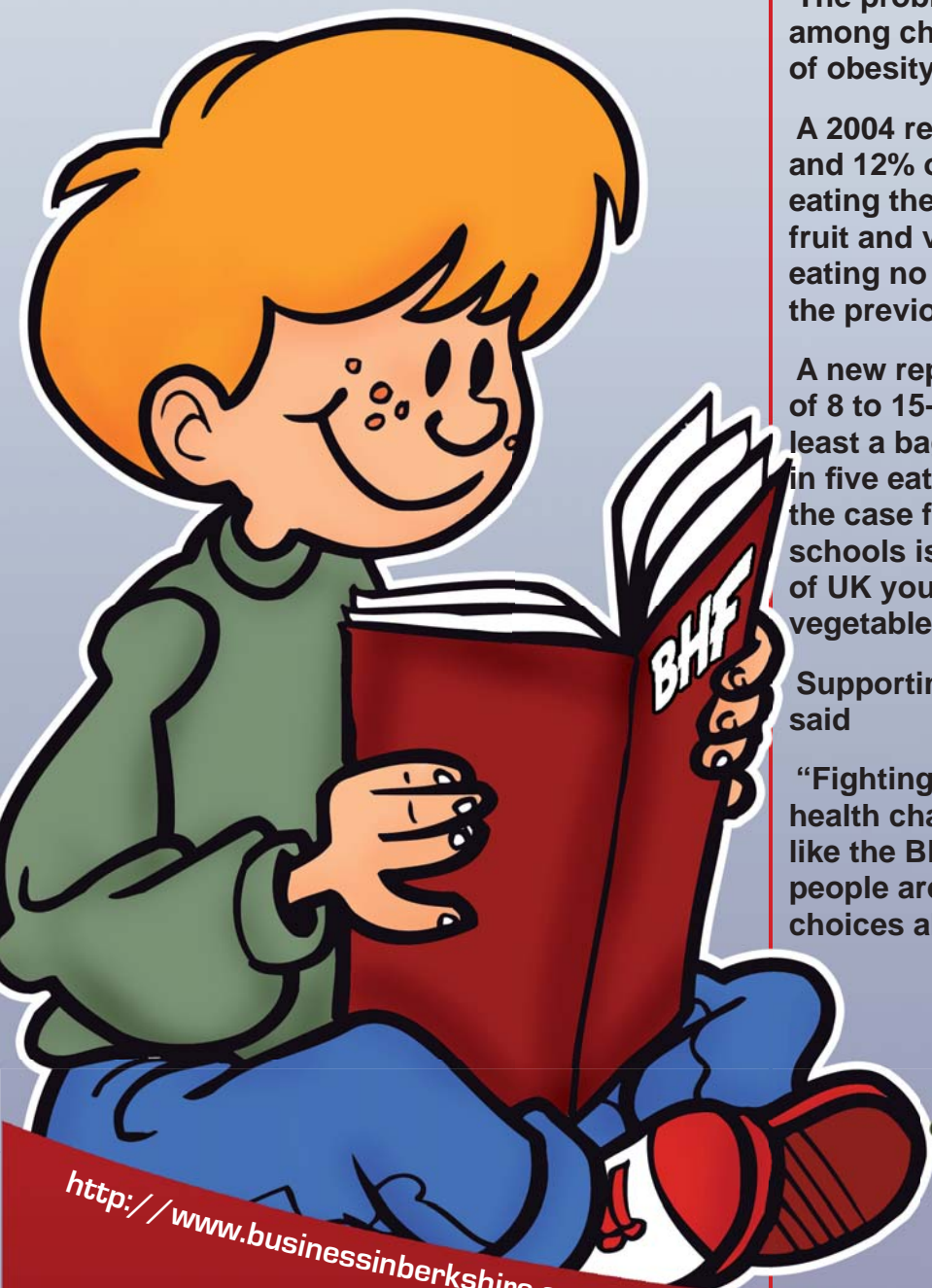


MAY SUPPORTS CAMPAIGN TO IMPROVE CHILDREN'S DIETS

Local MP Theresa May today welcomed the British Heart Foundation's (BHF) Food4Thought campaign.

The campaign is aimed at exposing the hidden salt, fat and sugar lurking in common foods, so children can better understand the potential damage it's doing to their hearts and health.



At the heart of Food4Thought is an advertising campaign depicting a young girl drinking from a bottle of cooking oil with the caption 'What goes into crisps goes into you'. As part of the campaign, education packs, in the shape of giant burger boxes, containing resources to help children better understand what foods are good for their health, are being sent to classrooms around the UK.

The problem of poor diet and nutrition among children is a key factor in rising levels of obesity and type 2 diabetes.

A 2004 report revealed that only 13% of boys and 12% of girls across the UK reported eating the recommended five portions of fruit and vegetables daily, and 10% reported eating no portions of fruit or vegetables in the previous day .

A new report for the BHF shows that half of 8 to 15-year-olds across the UK eat at least a bag of crisps a day and almost one in five eat crisps twice a day or more. And the case for practical cooking skills in schools is supported by the fact that 37% of UK youngsters aren't confident peeling a vegetable .

Supporting the BHF's campaign, Theresa said

"Fighting obesity is one of today's key public health challenges. The work of organisations like the BHF is vital in ensuring that young people are equipped to make informed choices about healthy eating and living."