

# Raising the awareness of Vitamin D

## A case study



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'To develop and deliver training on the importance of vitamin D to early years staff in the London Borough of Croydon'

**foodtalk**

Nourishing healthy communities

# foodtalk

Nourishing healthy communities

CIC  
founded  
2013



CIC

founded

2013





In April 2013








A person can get  
all the answers  
they need from a  
wall calendar die

A person can get  
all the nutrients  
they need from a  
well balanced diet

2

Vitamin D deficiency  
is not that serious

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is not that serious



Most children in  
our centres do not  
have a vitamin D  
deficiency

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# 4

Talking about  
vitamin D should  
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Initial consultations with children's centres showed a lack of knowledge around vitamin D and little to no confidence in discussing vitamin D with families.

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# Sources of vitamin D



Poor



Useful



Excellent



1 cup of milk  
(100 - 120 ml / 3 - 4oz)

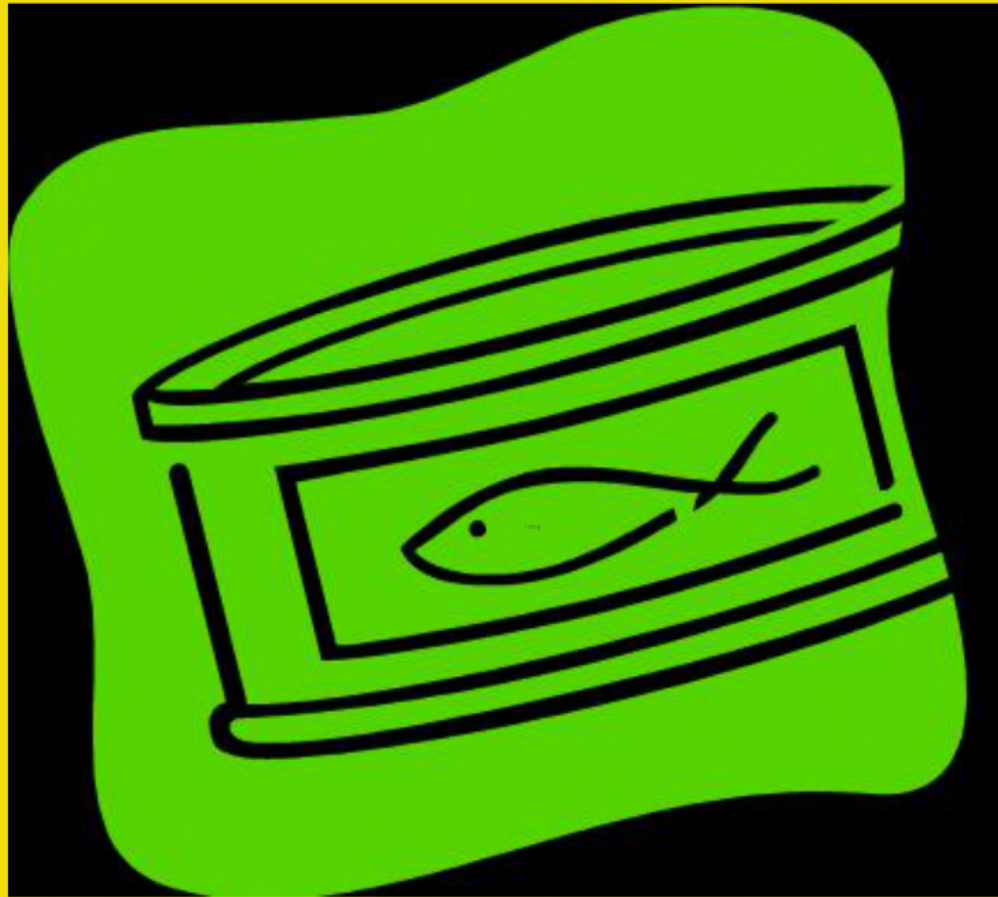
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1 average yogurt pot  
(125ml)



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Canned tuna in oil  
2-3 Tbsp, 45g

1.35 ug



1 egg, 60g





1 - 4 small florets or  
1/2 - 2 Tsp

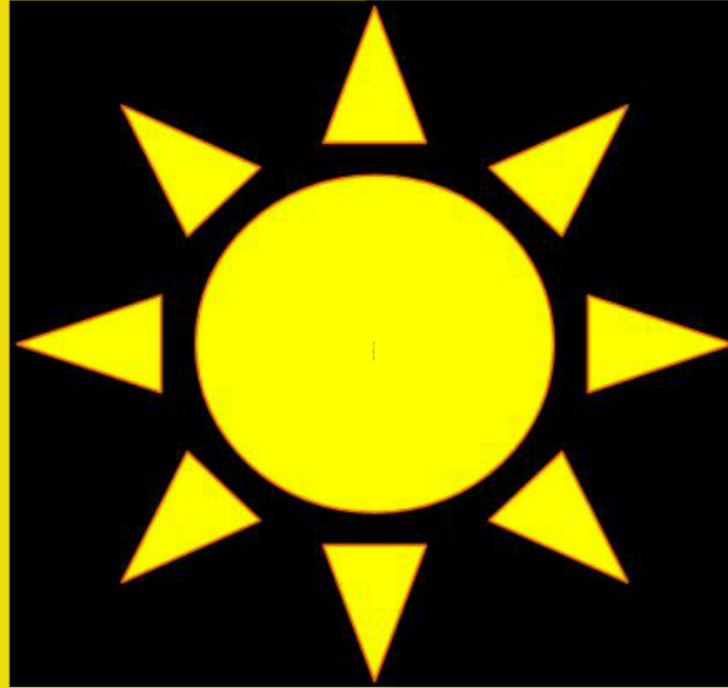
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Nuts  
1 – 2 Tsp  
ground/chopped



0.0  $\mu\text{g}$



SUNSHINE

A few minutes

cream free

burning

April

April-September



## HEALTHY START VITAMIN DROPS

The daily dose of 5 drops



## *The project*

3-hour training module 

An individualised action plan

A story, a rap and posters 



children centres were then contacted three months post-training to assess progress on their action plans and discuss next steps and sustainability.

to increase awareness  
and to empower  
frontline staff at  
nurseries and children  
centres to discuss  
vitamin D with families

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# THE ADVENTURES OF MIPSY, TAM AND BOBO

Mipsy, Tam and Bobo learn the importance of Vitamin D



Once upon a time in a far-away land, where all the teddies who the end of children's beds could talk, lived three friends; Mipsy the bunny, Tam the monkey and Bobo the sheepdog.

Mipsy, Tam and Bobo copyright Foodtalk CIC 2013. All words copyright Foodtalk CIC 2013. All images copyright Foodtalk CIC 2013.

## 123 VITAMIN D

**Say after me--**  
1,2,3 GET YOUR VITAMIN,  
1,2,3 GET YOUR VITAMIN!

**1**



Mipsy, Tam and Bobo went to the park to get some vitamin D,  
They had lots of fun playing games in the sun.  
To get some Vitamin D!  
**Say after me--**

**2**



Mipsy, Tam and Bobo went home for lunch  
To get some vitamin D,  
They had sardines on toast and a hard-boiled egg,  
To get some vitamin D!  
**Say after me--**

**3**



Mipsy, Tam and Bobo went to the shops to get some vitamin D,  
They walked down the aisle to the vitamin drops  
To get some vitamin D!  
**Say after me--**

Developed by  
 [info@foodtalk.org.uk](mailto:info@foodtalk.org.uk)  
[www.foodtalk.org.uk](http://www.foodtalk.org.uk)

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# An example of success!



Woodlands Children Centre

- Plan to pilot distribution in their centre ✓
- got Vitamin D and Healthy Start added to the borough's Childhood poverty strategy ✓
- Working with public health to get funding for more training. ✓
- Vitamin D keyworker to coordinate and promote vitamin D within the borough (young parents, BME, special needs, domestic violence etc) ✓



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*Changing the  
borough wide policy*



"staff are reinforcing vitamin D all the time when they are talking to families - put on facebook, talking to antenatal groups. People are now saying yeah, yeah we know about vitamin D"

"i knew the Public Health Principal before but not to this level that we are actually working together strategically to promote vitamin D strategically in the borough"

"staff are now adding vitamin D to all their 2 year reviews"

"We have used the song and the book and the kids really like it - once nursery is settled they want to borrow it to use with their kids"

"What I really liked about the training is that we did the action plans. So often you come out of training and just put it on the shelf. Because we came out with a plan we were focused, i could use it in meeting and ended up following up and tracking our actions"

"people will come to us and say "just nipping out to get some vitamin D" instead of nipping out to get some sunshine"

"it always comes up at the CC managers meetings - what are you doing on vitamin D? We're doing this...with everyone comparing stories"

"One of our head CC managers said everytime she comes into a children centre now all she sees is vitamin D everywhere"

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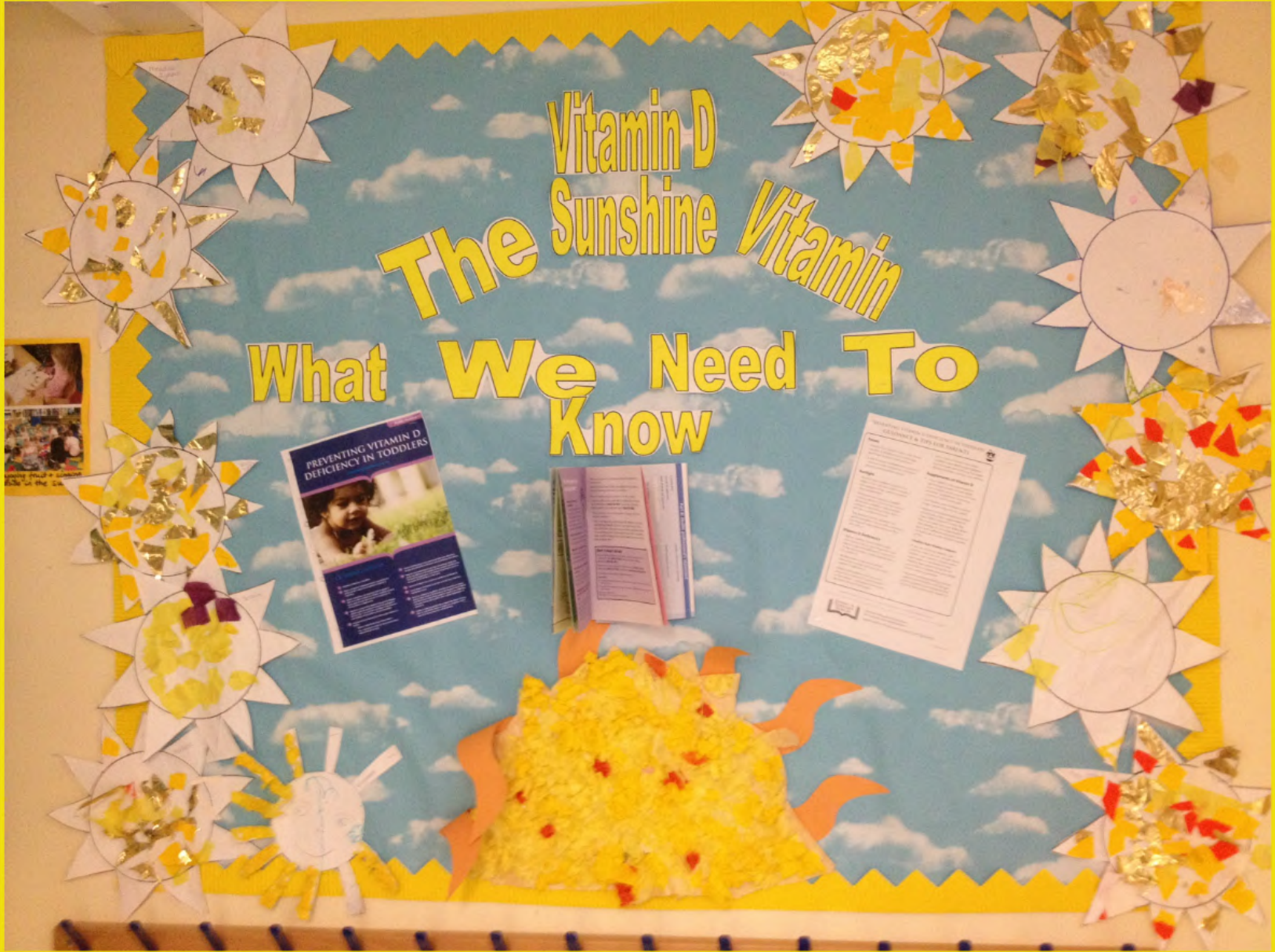
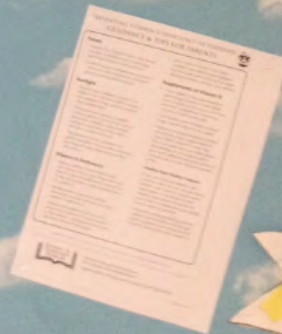
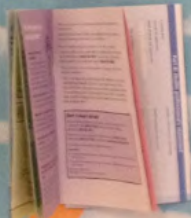
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# Vitamin D Sunshine Vitamin

## The What We Need To Know









Enjoying fruit + singing  
outside in the sun.

# Numbers

22 centres trained

100% of attendees reported an increase in knowledge and confidence

Three month reviews show that every centre had implemented at least part or all of their action plan.

The head of children's centres in Croydon fed back that she "cannot walk into a children centre now without seeing something on vitamin D – it's everywhere"



*In August 2013...*



Drummond Nutrition Science Communication Awards

‘innovation in delivering evidence-based nutrition messages to children and young people in a public health or community setting’





2 days ago...

Shortlisted for best service/  
team of the year

Nutrition and Health Live

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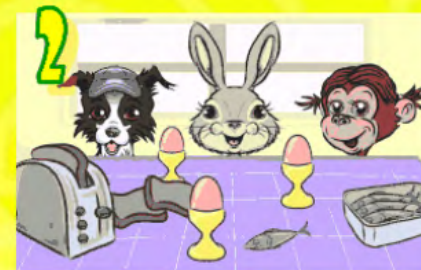


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