

76% of parents say schools aren't doing enough when it comes to healthy eating

After surveying 1,000 parents of children aged 4-11, Nutritionist Resource found that an incredible 76% feel schools are not providing sufficient information on nutrition for children.

Our survey coincided with the release of the government's heavily criticised Childhood Obesity Plan. When we saw the results of our survey, we knew we had to do something to help.

Other stats from our survey:

- 43% cite 'fussy eating' as their biggest challenge when it comes to providing their child with a healthy lunchbox.
- 57% of parents do not know the RI's (Reference Intakes) for their child.
- 41% of parents do not include vegetables in their child's lunchbox.

Collaborating with our members (all of whom are nutrition professionals) we created Loveable Lunchboxes - a hub of content designed to inform and inspire parents during the busy back-to-school period.

Our key article focuses on how schools can improve their offering of nutritional information. Following a recent study by Leeds University that found 98% of packed lunches to be deemed as 'unhealthy', we look at what the government promise to do and speak to a nutritional therapist about what both parents and schools can do to improve their knowledge.

Supporting pieces of content include:

- tips for fussy eaters
- infographic to explain RI's for children
- a 'rate my lunchbox' section where nutritionists comment on typical lunchboxes
- lunchbox ideas
- infographic listing the UK's most common lunchbox items as revealed by our survey
- 'what a balanced lunchbox looks like' poster (being sent to schools).

All content has a professional nutritionist's stamp of approval, so parents know they can trust it. Our ultimate aim is to make this kind of information easily accessible to busy parents.

Notes to editors

Nutritionist Resource in an online directory with a difference. Not only can you find qualified nutrition professionals in your area at the click of a button, you can find local events, expert articles and a wealth of articles on all things nutrition.

Got follow-up questions? Please call Melissa Cann on: 01276 301240