



Mikkelsen, BE:

## School as captive foodscape – an international agenda.

**MENU Brown Bag Seminar: School as Captive Foodscape -  
April 10, 2013**

**Abstract:** The search for strategies that can counteract the alarming growth in obesity among youth has fuelled considerable interest among public health nutrition researchers for new ways in which school-based food and nutrition approaches can be effectively utilized to promote healthful eating. The framework of foodscapes seems to be a useful one. This presentations set the scene for a new research agenda, presents the features of captive foodscapes and the features of the new transition and modernization wave that school meal program (SMP's) seem to undergo in many countries.



# Case of UK

“Feed Me Better” campaign 2004-2005

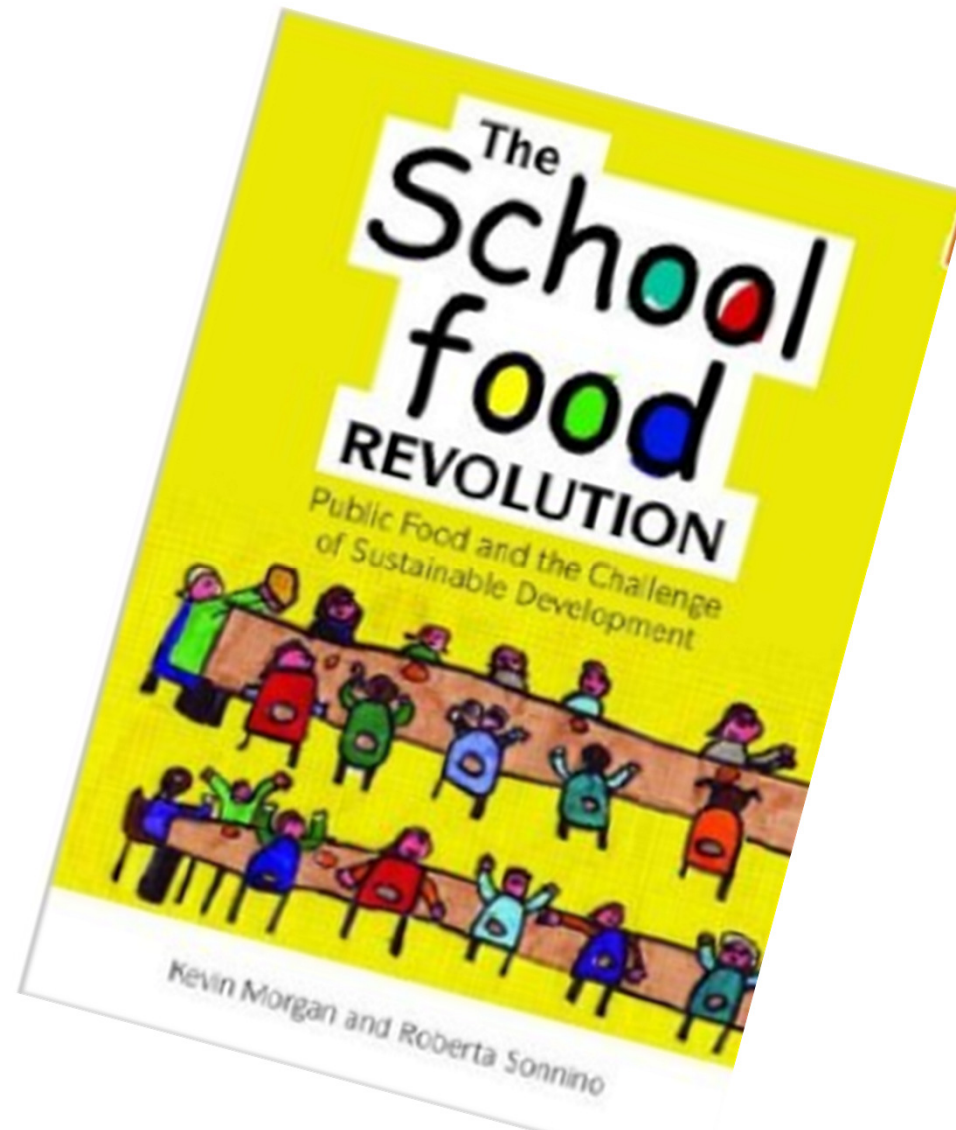


# Case of the US





# European school food revolution



# School Meal Programs (SMP)

- modernization
- reform
- Transition
- CAP 2020

# Case of Brazil

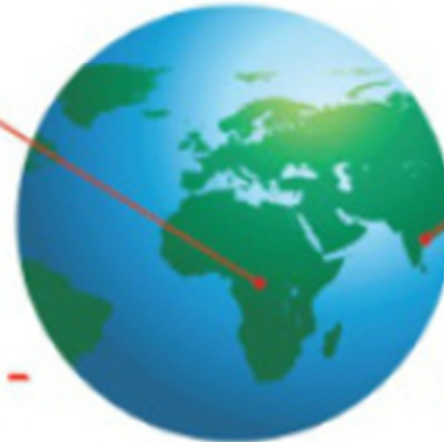
- Changed public food procurement over last 15 y
- from an industrialized and centralized system to a localized and family based farm system
- Minimum share of family farming products
- Seem to result in higher quality foods and stronger local and regional economies.
- Increased engagement of local civil society in policy and governance decisions that work to improve livelihoods.

# It seems to be a global agenda

## LESS HUNGER, MORE SCHOOL

**66** million kids around the world go to school hungry;  
**72** million don't go to school at all. A subsidized meal acts as incentive for families to send their children to school because they will be fed.

In sub-Saharan Africa, school meals led to a **28%** rise in the number of girls and **22%** increase in boys getting an education.



School meals increased enrolment by **35%** in Bangladesh.

Definitions. Consumership is the central feature of modern economies - the phenomena where consumers acquire goods or services for direct use or ownership. It involves the act of buying and a free choice based on consumers preferences and abilities and consumers has the right not to buy a particular good or service. In contrast citizenship is what is characterized by being a member of a community or group. It is about having rights and commitments. In that sense citizenship involves a "collectivity" - food is for all and is regarded a common good. Schools will normally have a citizenship approach to most of the things that they deal with in the school life and school is considered to play an important role in teaching children on their rights and obligations as a citizen needs

# Although School Meal Programs are diverse...

Sweden/  
Finland

PNAE/BR

NSL/US

France

Spain

Eastern

part of

Germany

Denmark

Norway

Netherlands

Austria

Western part of  
Germany



**Citizenship model =  
Free food for all**

Intermediate

**Market/consumer  
approaches**



# Captivity & Human rights framework

## School as protected places

- European Social charter
- Convention of human rights of the child, Item 24 bullet 2
- Nutritious food
- Highest level of health

# Healthier eating at school

Strong support in intragovernmental policy documents

- Council of Europe, 2005 Resolution on Healthy eating at school
- Istanbul charter on counteracting obesity 2006, who
- EU White paper on diet & physical activity

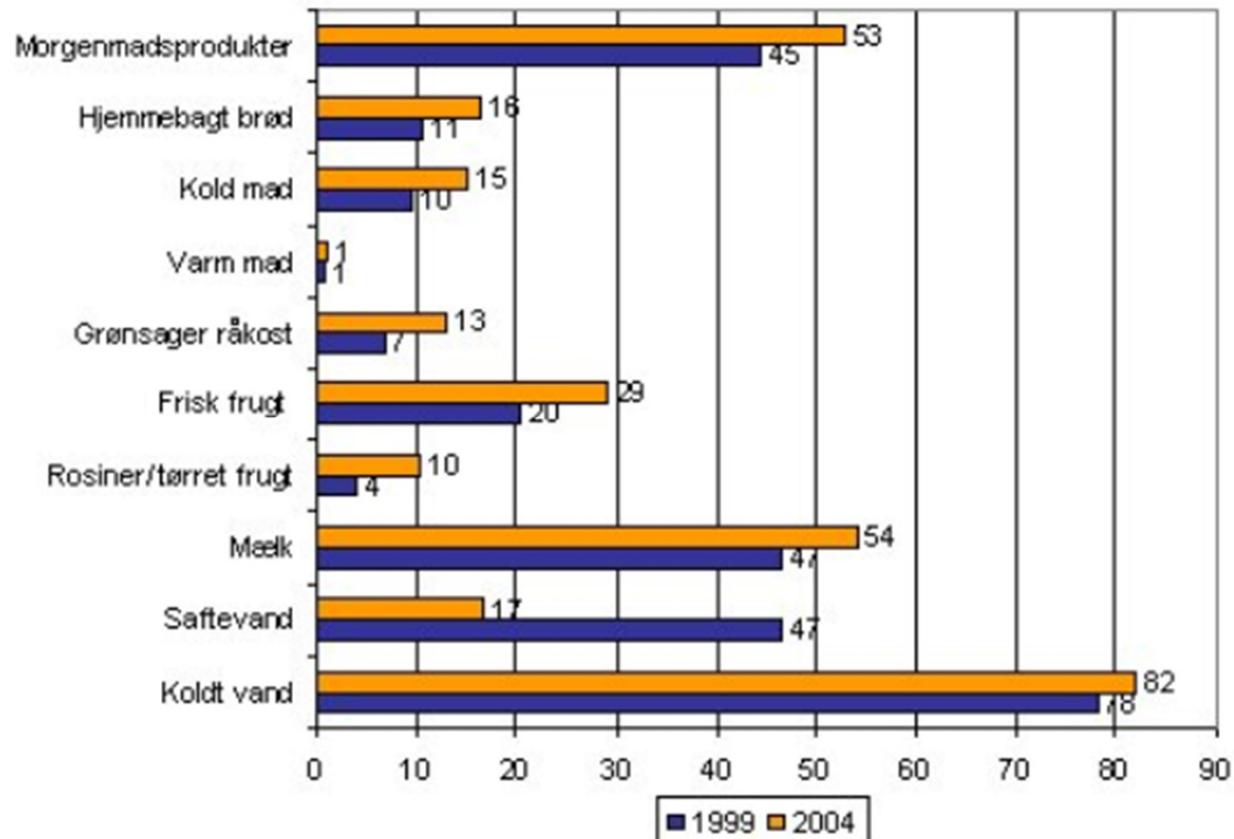




- **Allebarnsrätten**

Allebarnsrätten vill att alla barn ska ha rätt till bra måltider. Små barn har rätt till näringsriktig och god mat! Maten är också ett pedagogiskt verktyg för att barnen ska lära känna sina sinnen och sätta ord på sina tankar. Ekologi och matens ursprung är också viktigt. Var kommer maten ifrån och hur tillagas den? Maten är en del av måltiden som i sin tur är möten mellan människor. Allebarnsrätten handlar alltså om vad som serveras men också om hela måltidssituationen och barnens delaktighet i den

# Case of DK



Resultaterne viser, at udviklingen i andelen af skoler og SFO'ere med en nedskreven kostpolitik var steget fra 3 % til 17 % (skoler) og fra 4 % til 18 % (SFO'ere) i perioden 1999 til 2004. Endvidere er der en tendens til et sundere udbud af mad- og drikkevarer i skoler og SFO'ere med en nedskreven kostpolitik.

I 1999 kunne der købes sodavand på 10 % af danske skoler, og 5 % af landets skoler havde en sodavandsautomat opstillet. I 2004 var sodavandssalg, herunder sodavandsautomater, elimineret på danske skoler.

# How vending machines disappeared overnight 2004





# Conclusion

- Foodscapes studies seems to be a good framework
- Theoretical and analytical framework needs to be developed
- There is an international movement
- A modernization and transition wave