

Reward programme to encourage the take up of school meals & healthy food choices



What are the StreetBase and Splash Card Schemes?

Barking and Dagenham have created a unique reward scheme to encourage young people to lead healthier, more active lives. Every young person between the age of 11 and 19 who lives and studies in the borough is given a StreetBase Card free of charge and the parents/guardians of every child aged 5 – 11 are given a Splash Card.

To encourage the take up of school meals and healthy food choices, reward points are earned every time a healthy school meal is eaten (primary) or healthy items of food and drink are bought (secondary). Points are also earned if children take part in positive activities, like using a local library, leisure centre or attending a youth club.

Over the last year, the scheme increased the amount of healthy items of food and drink consumed in the borough's schools by over 500,000. The StreetBase and Splash healthy living roadshows engaged with over 20,000 children and young people to promote the use of the card and highlight the importance of healthy eating in a unique and imaginative way.

"It is great to see that the London Borough of Barking and Dagenham has initiated this innovative scheme which aims to get young children and their families doing activities that benefit their overall health and wellbeing"

Professor Paul Plant, Deputy Director for Health Improvement in London at Public Health England

There are 37,898 cardholders in the borough	Young people have used their cards over 9m times	Over 20m points have been earned by young people	Over 7,000 Rewards have been claimed
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<http://www.splashcard.info/>

<http://www.streetbase.info/>