

'Ordinary Food is Good Enough' cross-sector social campaign

#OrdinaryFood

Live 27.01.20

We want to cut through all the noise in the media about fad diets, and encourage people to feel confident in choosing a healthy balanced diet which includes all food groups. With so much misinformation about diet, health and nutrition it is important as an industry to provide clear support for a healthy sustainable diet.



This 30sec video was developed to highlight the huge amount of unsubstantiated mixed messages people are exposed to every day, both adults and also, worryingly, young, impressionable tweens and teens around food and diets. Often magnified through social media, people are at risk of making ill-advised choices with potentially damaging effects to their health and wellbeing.

We want to encourage people to turn their back on fad diets and instead choose simple, everyday food **#OrdinaryFood**, across all food groups as part of a healthy balanced diet.

Agriculture and horticulture working together has huge power to help. We would like as many people and organisations as possible to share this video, and create a groundswell to cut through the noise.

Paid support activity

The video has launched today with social media posts from two members of the Food Advisory Board (FAB) with paid media support to increase reach.



Nichola Ludlam-Raine
Specialist Registered Dietitian

Promotes all foods to be eaten in moderation as part of a healthy balanced diet and has a Strong media presence.



Hala El-Shafie
Consultant Nutritionist & Registered Dietitian

Hala has over 15 year's clinical experience in both the NHS private and corporate sectors and regularly appears on TV.

This will be followed by an article this Friday 31st Jan on the **MailOnline**.

There is also a webpage www.ordinaryfood.co.uk where people can find out more along with supporting statements from professional healthcare experts about why people should choose a balanced diet, the health implications of cutting food groups and government guidelines.

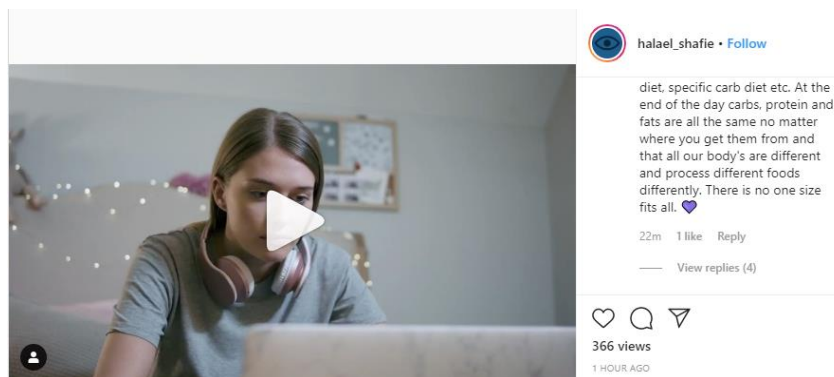
How you can support

Help us amplify the message by sharing the video on your social channels. Include **#OrdinaryFood** and the URL to the campaign page www.ordinaryfood.co.uk in your posts. There are a number of ways to do this :

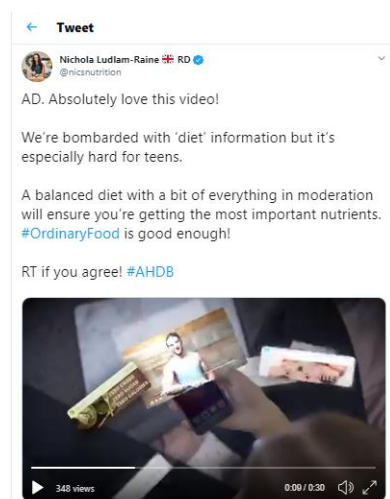
1. Share the FAB members social media posts

Share Nichola and Halas posts on your social media channels

Here for Instagram https://www.instagram.com/p/B70U_w_nHrV/



Here for Twitter <https://twitter.com/nicsnutrition/status/1221699480942260224>



2. Use our suggested copy to put out your own posts with the video, web link

www.ordinaryfoods.co.uk and #OrdinaryFood

There are no social accounts for Ordinary Food so we would like you to please create your own posts that should engage with your followers. We have provided some inspiration below.

No fuss, no fads - ordinary food is good enough. If you're confused by all the mixed messages about diet, don't worry. Choose a common sense approach to food and enjoy a healthy balanced diet without missing out on key food groups or nutrients. www.ordinaryfoods.co.uk #OrdinaryFood [\[link to video\]](#)

Facts not fads. Don't risk your health by following fad diets. A healthy balanced diet including all food groups ensures you have all the nutrients your body needs. www.ordinaryfoods.co.uk #OrdinaryFood [\[link to video\]](#)

Food, no fads. The food we eat is so important for our health and wellbeing. Don't take risks by following fad diets. Ordinary food is good enough. www.ordinaryfoods.co.uk #OrdinaryFood [\[link to video\]](#)

Ordinary food is good enough. Eat a little bit of everything and not too much of any one thing. Choose a healthy balanced diet and enjoy food again. www.ordinaryfoods.co.uk #OrdinaryFood [\[link to video\]](#)

No food is the enemy. Enjoy a healthy balanced diet including a wide variety of foods and get all the nutrients you need. www.ordinaryfoods.co.uk #OrdinaryFood [\[link to video\]](#)

Don't let fad diets and social media pressure impact on your child's relationship with food. A healthy balanced diet is important for their health and wellbeing. Ordinary food is good enough www.ordinaryfood.co.uk #OrdinaryFood [\[link to video\]](#)

Teenagers can easily be influenced by social media. Do you know what negative messages they might be exposed to about food? Help them to understand the importance of a healthy balanced diet. www.ordinaryfood.co.uk #OrdinaryFood [\[link to video\]](#)

3. Create your own posts to accompany the video, web link www.ordinaryfoods.co.uk and #OrdinaryFood

The following provides suggestions on two themes and some key messages for you to create your own posts. You can also include 'Ordinary food is good enough' in the copy and ensure you include the video [\[link to video\]](#) and hashtag #OrdinaryFood

Theme 1 : Healthy balanced diet

A healthy balanced diet comprising all of the key food groups is the optimal diet for nutrient intake, and more sustainable than radically changing the way you eat or excluding certain foods. Simple, everyday food is best. Make sure you follow advice from qualified professionals, based on scientific evidence.

Key messages :

- For optimal nutrition choose a healthy balanced diet.
- Choose a bit of everything in moderation and enjoy a healthy balanced diet.
- Variety is the spice of life. Include a wide selection of foods in your diet to help your health and wellbeing.
- A healthy balanced diet doesn't exclude any foods. Get all the nutrients your body needs and enjoy food.

Theme 2 : Awareness of diet messages exposed on social to tweens and teenagers

Are you aware of all the mixed messages about food and dieting that your children are exposed to on social media? Have an open conversation with your children about the potentially damaging effect of social media on healthy eating habits when #OrdinaryFood is good enough .

Key messages :

- Don't let your children be influenced by extreme diet pressure. It's important for their health and wellbeing to follow a healthy balanced diet.
- Are you aware of the ill-advised diets your children are potentially exposed to on social media? Talk to them about including all food groups in their diet for optimal nutrient intake.
- Make sure your children develop a healthy relationship with food and gain all the nutrients they need. Encourage a healthy balanced diet.

Reporting of metrics

To help us report on this campaign please can you ensure you include the #OrdinaryFood on all of your posts.

Beware of detractors

We are promoting the positives of a healthy balanced diet and whilst we suggest people reject fad diets we don't focus on any specific ones. However, we may get some comments from detractors so please do not engage directly with them unless your organisation has a pre-determined strategy.

Questions

For questions, if you have any problems downloading the video or posting on your social channels please contact Nicola Dodd Nicola.dodd@ahdb.org.uk

Thank you for your support.