

Healthy Living Campaign for Edinburgh women



(left to right) – Clare Duncan, Suzie Kerr, Margaret Douglas (Consultant in public health, NHS Lothian), Jacqueline O'Donnell (chef), Dawn Thomson, Amy Fraser, Stacey Fleming.

“Small Steps really do make a Big Difference to your health,” that’s according to celebrity chef Jacqueline O’Donnell, who last week, helped to launch a healthy living campaign targeting women in Edinburgh.

Small Steps Big Difference, a joint campaign between NHS Lothian and City of Edinburgh Council, aims to raise awareness of the importance of physical activity and of eating a healthier diet to women between the ages of 20-49 years old.

“Making a small change to the way you eat or, to the things you do, can have a big impact on your health,” said Jacqueline, owner of The Sisters restaurants in Glasgow, and a regular guest on BBC Radio Scotland’s MacAulay & Co morning show and STV’s The Hour.

“I run a healthy eating class each week,” she continued. “And it amazes me how unaware some people are about the impact certain foods can have on them. It can be as easy as substituting herbs and lemon juice for salt to season your food or a piece of fruit instead of crisps – just a little change can be so beneficial in the long run.”

Dawn Thomson, 39, from Pilton, is one of nine local women being used in posters throughout the city to publicise the campaign and she is urging other women to follow her lead. “I’ll be trying to make small changes to the things I do, like

walking instead of getting the bus or getting off the bus a few stops earlier. That type of thing's definitely achievable.

"I think a lot of people are unaware of the need to eat better or get regular exercise, or even what that means to them. Just knowing you don't have to go to the gym to be active or go on a diet to be healthy is a positive message for lots of women like me."

Dr Alison McCallum, Director of Public Health and Health Policy added: "This campaign highlights the very important message that small but very meaningful changes can be achieved quite effortlessly by building these ideas in to everyday life and not altering too much.

Councillor Paul Edie, Health Leader for the City of Edinburgh Council, said: "Just making small changes to daily routines can make the world of difference health wise. It doesn't have to be hard or expensive – there are lots of little things – such as walking to work or varying your eating habits that can help."