



Sustainable Food

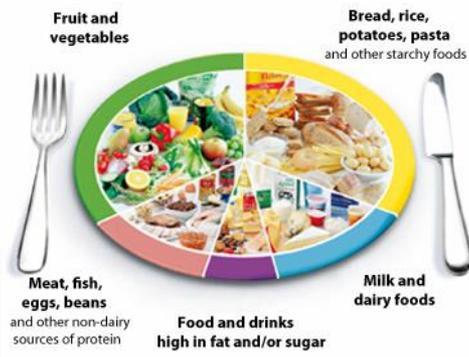
Lancashire County Council Approach

4th December 2014

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Specialist in Public Health**

Why is Food Important for Good Health & Wellbeing?

- Good food and diet is play a vital role in improving individual and population health and wellbeing
- Food is associated with some of Lancashire's most pressing social, economic, community and environmental problems.
- Food is not only at the heart of some of the greatest problems, but also a vital part of the solution:
 - diet-related ill health
 - food poverty
 - food waste and abundance
 - climate change
 - biodiversity loss
 - social inclusion



Why is Food Important for Good Health & Wellbeing?

Adult Obesity (*Sport England Active People Survey 2012-13*) in Lancashire is:

- Around *two thirds* of the adult population are overweight or obese (Lancs 64.73% / England 63.78%)
- 4 of the 12 districts are significantly worse than the national rate – Wyre, Fylde, Rossendale and Chorley

Child Obesity (*National Child Measurement Programme 2012/13*) in Lancashire :

- Around **one** in **ten** children in Reception (4-5 yrs) is obese (boys 9.7%, girls 8.8%)
- Around **one** in **five** children in Year 6 (10-11 yrs) is obese (boys 20.4%, girls 17.4%)



Why is Food Important for Good Health & Wellbeing?



- *The cost to the NHS of diet and overweight / obesity related diseases amounts to almost £11 billion*
- Anecdotal information has shown - an increase in and accessibility to fast food outlets is contributing to poor diet and loss of basic cooking skills in some communities.
- 7 million tonnes of food and drink is thrown away by UK households each year -
- Lancashire has food deserts where access to fresh and affordable food is limited
- Food poverty is at the forefront- with every locality in the region has seen an increase in food banks and their usage
- As a commissioner we can influence the quality and nutritional value of meals provided in the public sector settings such as hospitals, care homes and schools.



Local Authority Public Health Responsibilities

April 2013

A selection that related Diet:

- 1.The National Child Measurement programme**
- 2.Elements of the Healthy Child Programme [nutrition]**
- 3.Obesity and community nutrition initiatives**
- 4.Increasing levels of physical activity in the local population**
- 5.Mental health and wellbeing**
- 6.Behavioural and lifestyle campaigns to prevent cancer and long term conditions;**
- 7.Local initiatives on workplace health;**

Lancashire Health & Wellbeing Board Vision:-

that Lancashire's citizens, communities and organisations are healthy and resilient

- Protecting and improving the health of the local population to achieve healthy life expectancy at all stages of the life course:

- *Starting Well,*
- *Living Well &*
- *Ageing Well*



Sustainable Food Approach

- Secured leadership, support and coordination to mobilise action from *Cabinet Member Lead*
- 3 Food Bank Summits held during December 2013
- Produce an internal Action plan with Three Goals

The Three Goals

Goal 1:

To tackle the root cause of food poverty and strengthen the supporting infrastructure

Actions

- LCC Food Poverty Grant***
- Food Poverty 'Call to Action' Event Feb 2015***
- South Asian Communities Insight Work on cooking skills and fast food outlets***

The Three Goals

Goal 2:

To play a key role in achieving the priorities of
Sustainable Food Lancashire

Actions

- Consultation and development of a SFL Charter***
- SFL Steering Group***
- Support local action groups***

The Three Goals

Goal 3:

To mobilise levers within LCC specifically in planning, procurement and partnerships

Actions

-School Food Provider achieved Food for Life Award

-'Health' planner recruited

-'Creating Healthy Places' workshop 10th Nov 2014

Example 1: Food Poverty - Establishing and implementing food poverty grant across Lancashire

- In response to the food bank summits held Dec '13
- £150k pump priming grant
- The Scheme aims to strengthen the infrastructure and improve access
- Enable the 'hand-up' aspect of food providers, rather than just the 'hand out'
- This funding isn't solely for food banks
- Bid up to £10k for 1 district or £20k more than 1
- 58 bids have been received! Currently being assessed by a member panel

Example 2: Creating Healthy Places- Workshops on Soil Association Tool Kit ‘ A whole system approach to food & physical activity’.

- A half day workshop for local authority managers, elected members and planners [held 10/11/2014]
- Workshop focus was on whole systems approach to food, everyday physical activity and active travel
- Horizon scanning to embed creating healthy places within the ‘Healthy Urban Design’
- A list of strategic actions captured; in particular for LEP to engage

Example 3: South Asian Communities Insight Work with South Asian communities on cooking skills and fast food outlets in east & central Lancashire : *Don't Cook Just Eat!*

Produced a report into the behaviour, attitudes and issues around diet and cooking skills within the Chorley and East Lancashire South Asian community

- The South Asian community regularly attends activities and events which provide a valuable opportunity to highlight key messages around the importance of healthy eating e.g. mosques, women's groups, and community buildings.
- More use of media platforms, which present a key resource to inform and influence community behavior and knowledge e.g. radio, twitter, newspapers.
- Promote healthy urban planning and design through work with local councils to address the number and quality of fast food takeaways
- Good nutritional information to be displayed in takeaways and restaurants.
- Utilize the National School Food Plan in school settings to educate children around cooking and healthy eating.
- Undertake further research to identify evidence based interventions for the South Asian Community.
- Work with and influence partners to consider the different factors affecting the dietary habits of minority ethnic groups when designing health and nutrition interventions.