

MW1



# Creating Healthy Places:

A Whole System Approach to Food and Active Living



## Slide 1

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**MW1**

What is IDeA?

Matt Winfield, 31/03/2016



## Objectives for Creating Healthy Places

- Create a space for local decision makers to reflect on their local approach and develop a shared vision
- Explore a systems approach in relation to food and active living & the policy levers that can support it
- Share examples of successful local authority and third party interventions in these areas
- Introduce the Creating Healthy Places toolkit



# Visioning a Healthy Place

What might look different in your area in a future where obesity is much reduced? People are eating healthily and moving more, and everywhere they go these choices are made easy. It might help to think about the places you go during a typical day...







**We can do it!**



Food & travel options for schools,  
children's centres, hospitals,  
leisure centres, local authority  
offices...

MW2



# We can do it!



Limit the junk food and make shopping centres walking & cycling-friendly...

## Slide 5

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**MW2**

Pictures of Orford rd

Matt Winfield, 31/03/2016



MW3



**We can do it!**



Walking & cycling access to  
services, food growing spaces...



## Slide 6

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**MW3**

Photos of Olympic Park?

Matt Winfield, 31/03/2016

MW4



**We can do it!**



Reclaim streets as spaces for  
active play & active ageing &  
open up green spaces...

## Slide 7

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**MW4**

Shouldn't this be SA?

Matt Winfield, 31/03/2016



MW5



**We can do it!**



Connect it all up and make it safe and attractive so that walking & cycling make sense for everyone...

## Slide 8

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**MW5**

Not relevant for London.

Matt Winfield, 31/03/2016

SUSTAINABLE

FOOD cities







## The Sustainable Food Cities approach is about...

- Creating a city-wide **cross-sector partnership** of public agencies (health, environment, economy), businesses, NGOs, community organisations and academic bodies.
- Developing a **joint vision** and **common goals** on how healthy and sustainable food can become a defining characteristic of their city.
- Develop and implementing an **action plan** that leads to significant measurable improvements in all aspects of food, health and sustainability.

***“It is about completely re-imagining, and ultimately reshaping, a city (or town, borough, district, county) through the lens of good food”***





## Six key issues:

1. Promoting healthy and sustainable food to the public.
2. Tackling food poverty and increasing access to affordable healthy food.
3. Building community food knowledge, skills, resources and projects.
4. Promoting a vibrant and diverse sustainable food economy.
5. Transforming catering and food procurement.
6. Reducing waste and the ecological footprint of the food system.

[www.sustainablefoodcities.org](http://www.sustainablefoodcities.org)





# FOOD FOR LIFE

# MAKING BRITAIN HEALTHIER THROUGH FOOD

## ADRIAN ROPER, Food for Life Development Manager



# Making Britain healthier through food – our vision

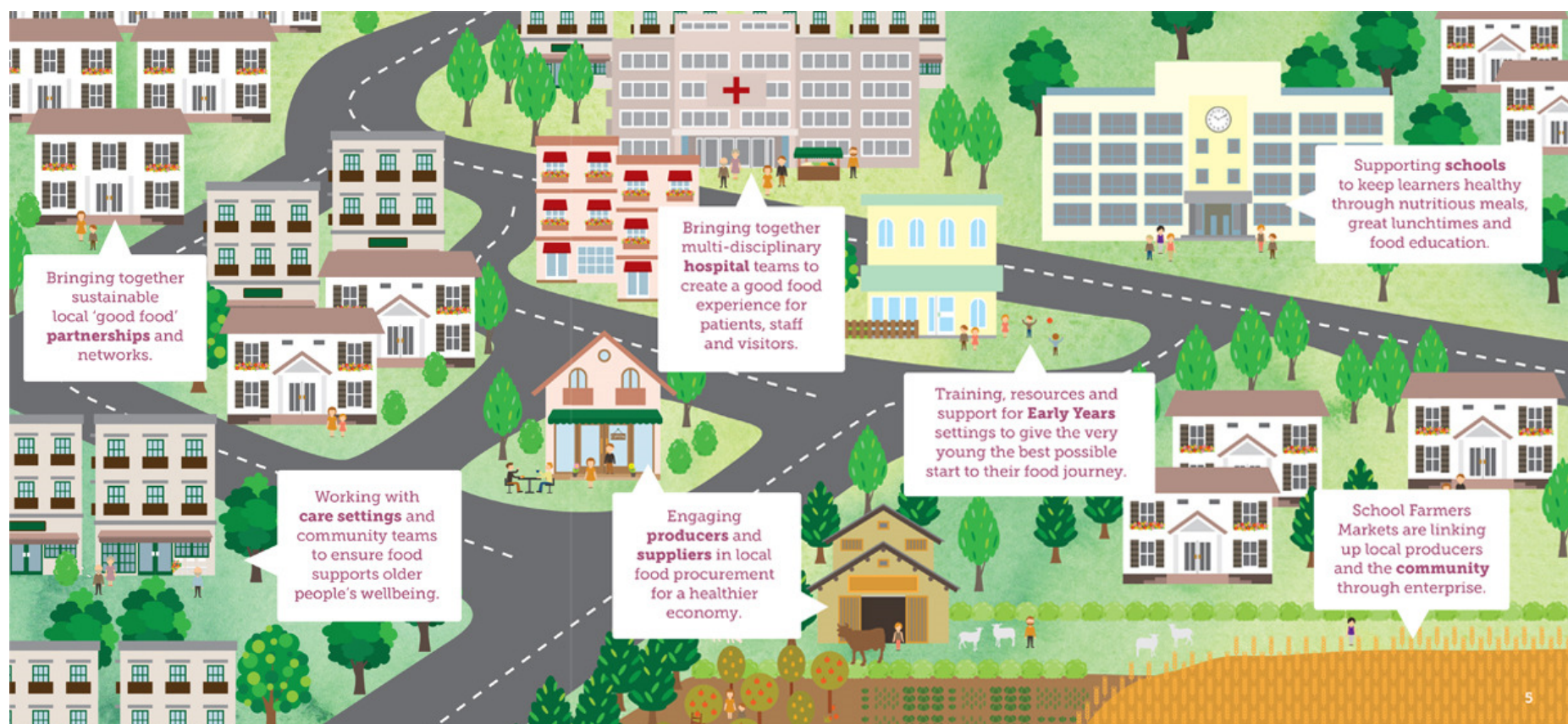
We want to make good food the  
easy choice for everyone,  
whoever and wherever they  
are.

“Food for Life is one of the  
most inspirational social  
experiments  
of our time”

Prof Kevin Morgan

Senedd Paper for the National Assembly for Wales,  
2015





# Healthier People

Pupils in Food for Life schools:

**ARE TWICE**   
as likely to eat **FIVE A DAY** and a third  
less likely to eat no fruit or vegetables  
than pupils in comparison schools;

and eat around

**A THIRD MORE**   
fruit and vegetables than  
pupils in comparison  
schools, and significantly  
more fruit and vegetables  
at home. (Jones et al, 2015)

This means that if all  
schools in England were Food  
for Life schools:

**1 million**  
more children would  
eat five or more portions  
of fruit and vegetables  
per day



**100,000**  
more children would  
be eating at least some  
fruit and vegetables



LOTTERY FUNDED

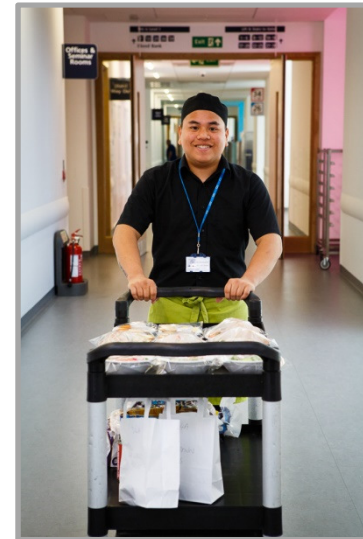
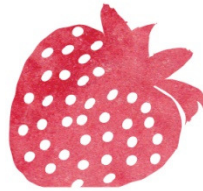


# Healthier Economy

Research by the New Economics  
Foundation demonstrated

**£3 IN SOCIAL RETURN  
FOR EVERY £1 INVESTED**

in Food for Life Catering Mark menus,  
with most of the benefit experienced  
by local businesses and local  
employees. (Kersley et al, 2011)



New research focusing on Food for  
Life multi-setting programmes and  
considering value created for health,  
education and environment in  
addition to economy demonstrates  
a social return of

**£4.41 FOR EVERY £1.**

(Jones et al, 2015)