



Creating Healthy Places:

A Whole System Approach to Food and Active Living





Creating Healthy Places:

- Why food and active living?
- What do we mean by a whole systems approach?
- Focussing in on five broad areas of influence:
 - Institutions (Food for Life)
 - High Streets
 - New Developments
 - Neighbourhoods (Community Street Design)
 - Connecting routes



Why food and active living?



"The choices we make are influenced... by the day-to-day pressures we face, the behaviour of those around us, the sort of neighbourhood we live in and the prevailing culture relating to food and physical activity which favours overconsumption and inactivity." Healthy Lives. Healthy People, 2011

"Obesogenic environments are widely accepted as a driving force behind the escalating obesity epidemic today." Tackling Obesity: Future Choices, Foresight, 2007

MB3

MB4

MB5

What do we mean by a whole systems approach?



{in•flu•ence} v.

1. to affect the nature, development,
or condition of;

Slide 4

- MB3** Don't want to do things in isolation - not just four schools, think of the system rather than individual interventions
Matthew Barber, 18/10/2016
- MB4** Health in every policy
Matthew Barber, 18/10/2016
- MB5** Sustainable food cities
Matthew Barber, 18/10/2016

INSTITUTIONS



HIGH STREETS



NEW DEVELOPMENTS



NEIGHBOURHOODS



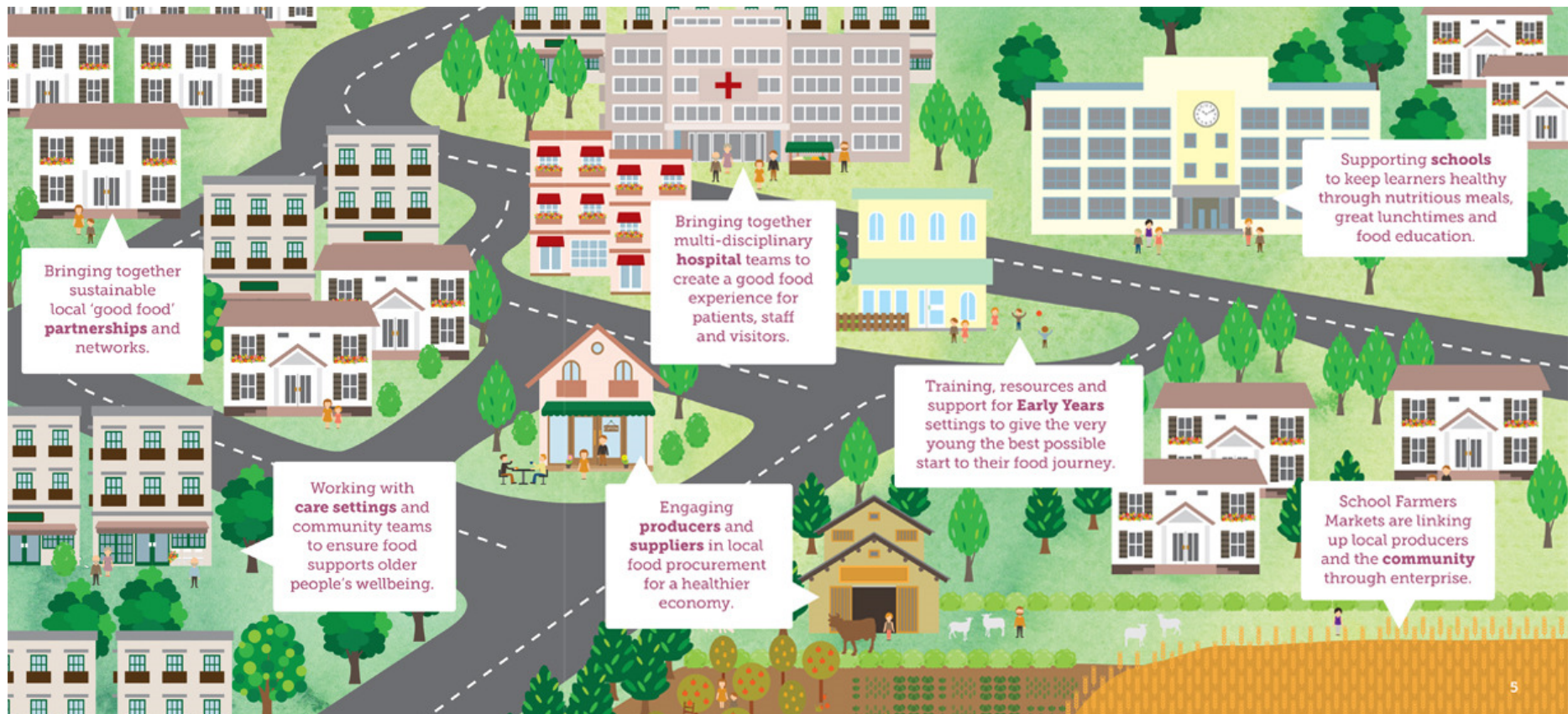
CONNECTING ROUTES





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

FOOD FOR LIFE



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

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



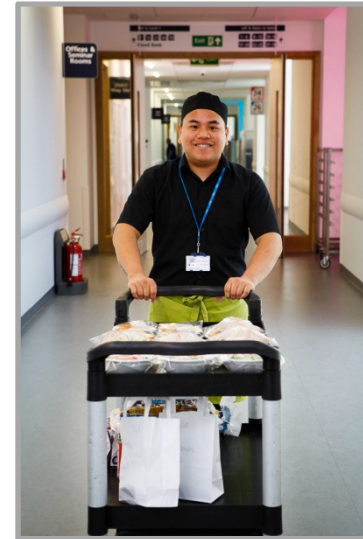
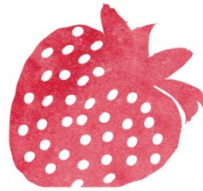
LOTTERY FUNDED

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)



High Streets - Limit the junk food & prioritise walking & cycling.



New Developments



Neighbourhoods



Connecting Routes

Obesity has been described as a ‘normal response by normal people to an abnormal environment’ – Let’s change that.



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