



Talking Food: Taking Action

Andrew Taylor
Campaigns & Advocacy
Our Life

Engagement and empowerment are at the heart of what we do



Our Life

- A social enterprise
- A commitment to deliberative engagement
- Our Life's aim is to become...

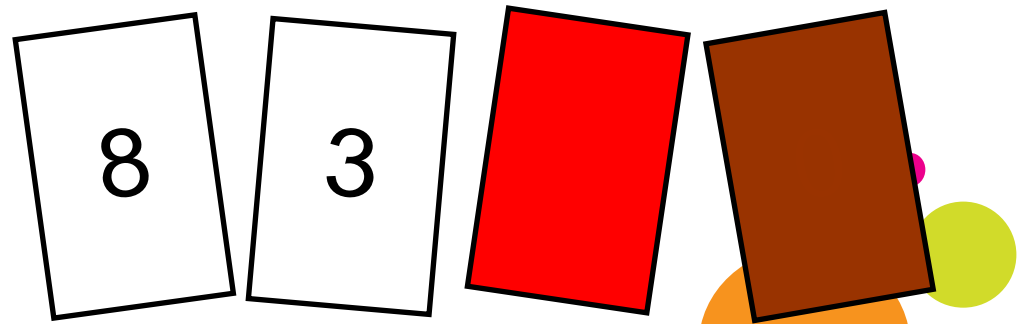
... the provider of choice for community engagement services that enable citizen led action on wellbeing and health.



Deliberation in action

The Wason four card test...

- Four cards on a table
- Each has a number on one side and a coloured patch on the other side.
- The visible faces show 8, 3, red and brown.
- Which card(s) should you turn over in order to test the truth of the proposition that if a card shows an even number on one face, then its opposite face is red?



Deliberation in action



Solving Wason...

- Students tackled it individually + groups of 5/6
- % correct: 9% individually, 75% in groups
- Difference due to “rational social processes such as requests for clarification and justification, critical evaluation, presentation of alternatives, and reflection on disagreements.”



The Our Life Food Inquiries

What can we do to make it easier for people to get hold of and eat healthier food?

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Talking Food: Taking Action



- 6 separate Food Inquiries – based on a citizens' jury model (12 weeks)
- 50 commentators (expert witnesses) from across the food system
- 120 fired up participants across the region
- 50 participants at the campaigning and learning weekend at Trafford Hall
- Supported by a dedicated Our Life team, an oversight panel and committed local partners





The Lancashire Inquiry

Dear resident of Wensley Fold,

We would like to invite you to take part in a new project called **Talking Food: Taking Action** which will take place between June and August in Wensley Fold. As part of a 'Lancashire Inquiry' event, we are looking for 25 residents to talk about the food system - in other words, how food ends up on your plate.

We would like to discuss ways we can make changes together. You don't need to have special skills or knowledge - it's your experience that counts. All you need is to be willing to talk about your views and opinions and listen to those of other people. We want to hear opinions and experiences from a wide range of people that live in the Wensley Fold area. The project is being run by North West wellbeing and health campaign group Our Life, in partnership with local charity **Blackburn with Darwen Healthy Living**. The conclusions you reach will be part of a wider investigation across the North West, which means we may be able to have an influence much further than just Wensley Fold.

In recognition of the time that you will have given up, we will give you **£20** worth of gift tokens for each evening that you take part. That means that if you take part in all eight evenings you will receive **£160**. If you have any special needs such as childcare we may also be able to help with that.

If you are 16 years of age or over and would like to be considered for the 'Lancashire Inquiry' then please complete the enclosed form and return it in the freepost envelope provided. If you would like to know more, please call Abdul Mulla from Blackburn with Darwen Healthy Living on 01254 292650 or Sue Millichap from Our Life on 0161 233 7511.

Thanks for your time.

Abdul Mulla
Healthy Living Centre Manager,
(Bangor Street)

Sue Millichap
Community Engagement Officer, Our
Life



Blackburn with Darwen Healthy Living
Bangor Street Community Centre Norwich Street Blackburn BB1 6NZ



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Industrial and Provident Society Registration No. 30622R



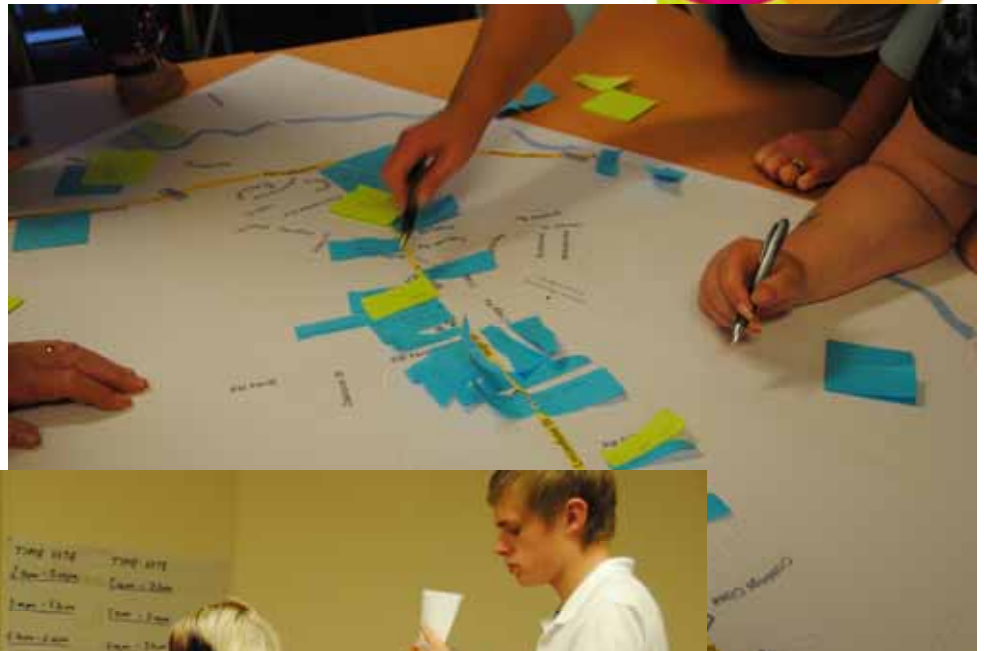
Recruitment

20-25 participants through:

- Local Partners
- Leaflets in the local paper
- Supported by a dedicated Our Life team, an oversight panel and committed local partners
- Door to door leafleting
- Via community groups, word of mouth and community workers

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Citizens setting the agenda



...t we do

<i>Barriers in rank order</i>	<i>Barrier (with original letters assigned to them for voting purposes)</i>	<i>Number of votes</i>
1 st	G – Advertising of unhealthy food aimed at children	34
2 nd	H – Too many takeaways	31
3 rd	A – unhealthy food is convenient and we don't have enough time to prepare healthy food	22
4 th	C – Local shops are too expensive	20
5 th	F – Healthier food is often too expensive and unhealthy food is cheaper	18
Joint 6 th	B – Food labelling is not clear so we don't know what ingredients are	17
Joint 6 th	D – We don't know enough about how to cook and serve vegetables in an interesting way	17
7 th	N – There is too many supermarkets and they encourage you to buy	11
Joint 8 th	J – Organic is too dear	10
Joint 8 th	E – Healthy food is often too far away and we can't easily get to it (especially if we can't drive)	10
9 th	Q – We are not connected enough with where our food is coming from	9
Joint 10 th	P – When I have 'mood swings' I turn to unhealthy food.	7
Joint 10 th	I – Some Asian food is fattening	7
Joint 10 th	O – Temptations – Unhealthy food tastes better	7
11 th	K – Local shops don't have enough variety	5
12 th	L – School meals aren't healthy enough	3

Deliberation



Engage people who are at the heart of what we do



Questioning the Food Standards Agency

Questioning 'experts'

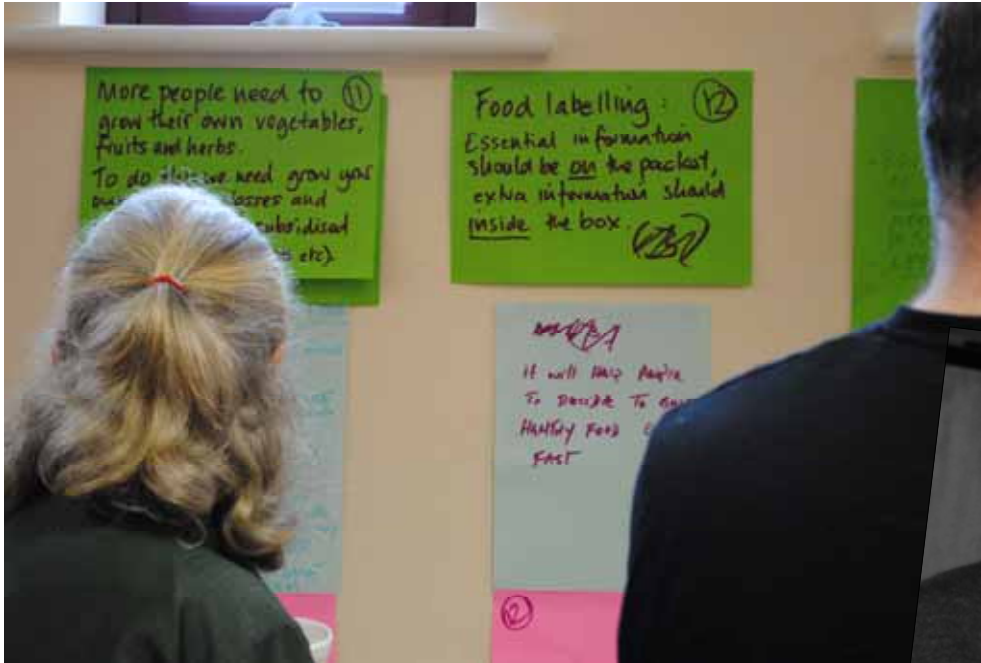
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Questioning Sustain

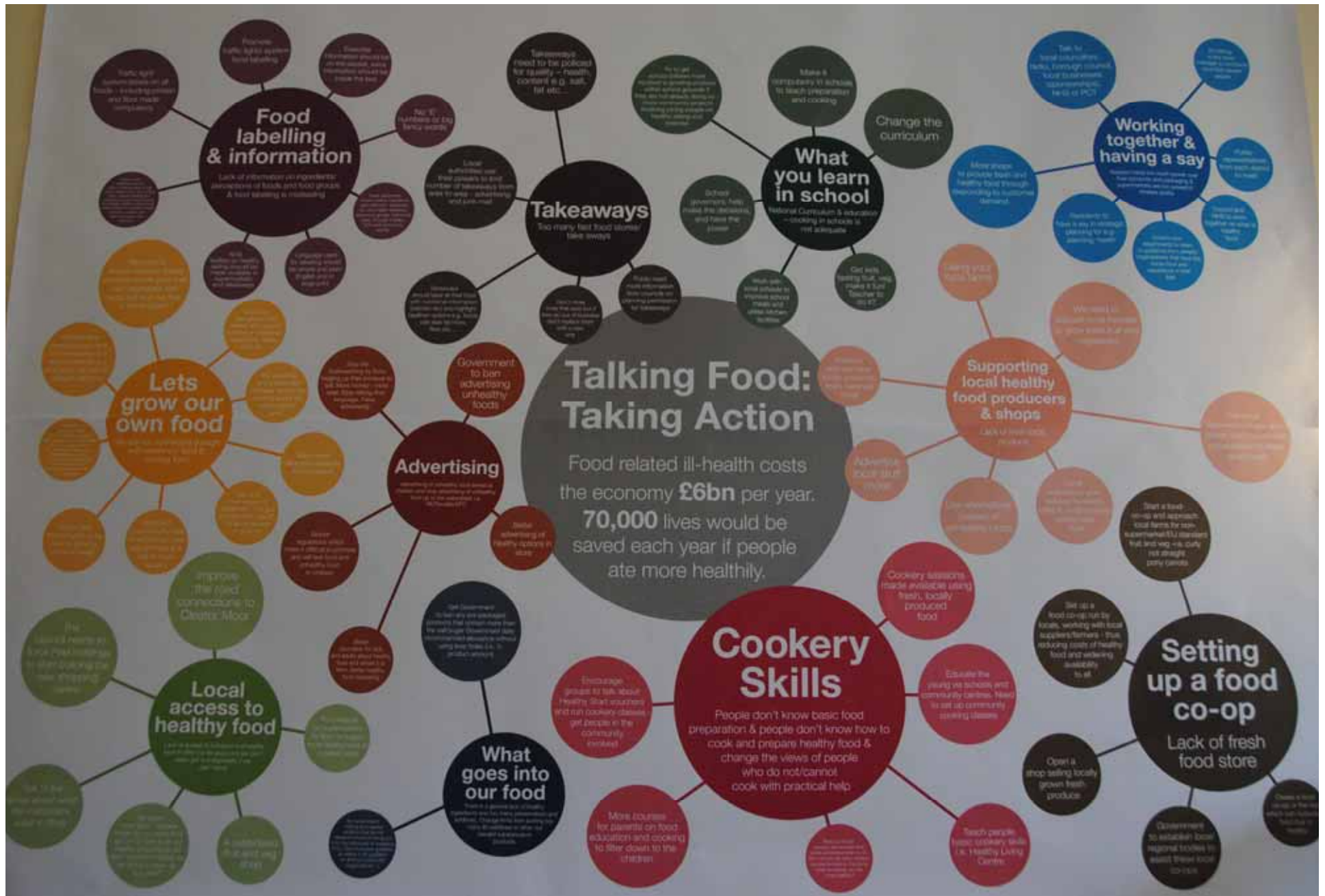


Reaching conclusions



Engagement and empowerment

<i>What needs to change?</i>	<i>How can it be done?</i>
Need for cooking skills	Educate the young via schools and community centres. Need to set up community cooking classes
Takeaways	Local authorities use their powers to limit number of takeaways from area to area Advertising. Junk mail
Need support from decision makers to set up cooking initiatives	Talk to local councillors, radio, borough council, local businesses (sponsorships), NHS or PCT
Local farmers	We need to support local farmers to grow local fruit and vegetables
Educating children how to cook	Curriculum
School dinners need to be healthy	School governors, help make the decisions, and have the power
Food labelling	Promote traffic lights system food labelling
Food labelling	Essential information should be <u>on</u> the packet, extra information should be <u>inside</u> the box
Ingredients should be easier to understand	No 'E' numbers or big fancy words
Affordability	Create a food co-op or the like which can subsidise food that is healthy
More people need to grow their own vegetables, fruits and herbs	Grow your own groups and classes and support and free or subsidised equipment (seeds, tools etc)
Asian cuisine (cookery)	Raise awareness of <u>less</u> healthy ingredients and methods – especially for non English speaking. Lessons – in groups, individuals, pairs. Mobile. CD's. Community events



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The Campaign Weekend



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National Campaigns

- Focussed on four areas:
 1. School education
 2. Community education
 3. Take aways
 4. Advertising junk food
- 7 campaign actions were devised by the participants
- Campaigning is supported by Our Life but crucially undertaken by the participants all across the region

Impact at a local level



WESTMINSTER FOOD ACTION

We are a new group
we have regular meetings
we need your ideas
we are all residents with a
common interest – **FOOD**

FOOD

We are
a group of Westminster residents with
an interest in...

What we would like locally...
Cookery classes, Food Co-op, Community Cafe, Allotments

Interested? Want to learn more?
Ideas big or small join our friendly group
westminsterfoodaction@gmail.com
Telephone: 0151 356 6970

FOOD

We are
a group of Westminster residents with
an interest in...

What we would like locally...
Basic cookery classes
Food Co-op
Community Cafe
Allotments

Interested? Want to learn more?
Ideas big or small
join our friendly group
westminsterfoodaction@gmail.com
Telephone: 0151 356 6970

Supported by:

- target wellbeing
- LOTTERY FUNDED
- NHS Western Cheshire
- ourlife

Engagement and empowerment



90% either strongly agree or agree with statement
'I now feel more able to work on the changes that need to be made in my local area'

71% either strongly agree or agree with statement
'I eat more healthily now as a result of Talking Food Taking Action'



- *'As a result of taking part myself and my family are eating healthier and are more food aware'*

- *'Encouraging other people in my life and influencing my friends and family about issues'*

- *'Makes me think you can make a difference'*

- *'The inquiry has helped me focus on the campaign that I am going to lead'*

What impact has TFTA had?



- Creates dialogue between community, service providers and local economy
- Engaged a marginalised group – not usual suspects
- Dispels long held beliefs and creates an appreciation of complexity
- Cements a greater sense of social responsibility
- Raises aspirations and empowers people
- Builds social capital – a positive influence on wellbeing
- Centre for Public Scrutiny's community influence award in June 2011



“Thank you for bringing this opportunity to our area – it does feel important and connected to the wider world, and makes us realize that we are all important too”

Participant Talking Food Taking Action Lancashire Inquiry

A decorative footer graphic consisting of a solid orange horizontal bar. On the right side of the bar, there are three overlapping circles: a large orange circle, a medium lime green circle, and a small magenta circle. A dotted line runs horizontally across the bar, just above the text.

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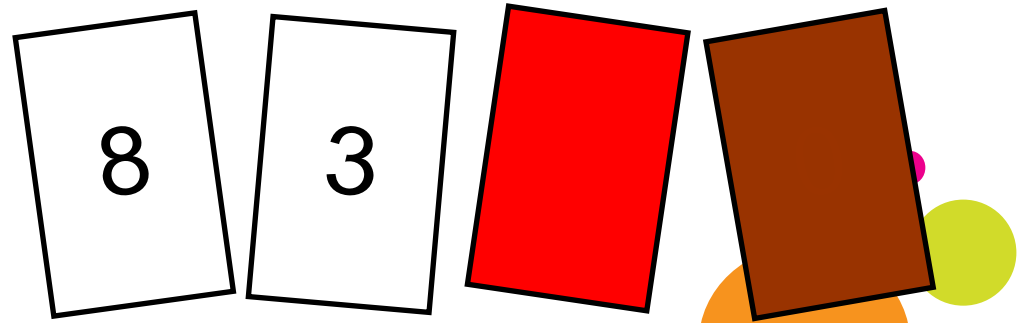
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The answer:



Engagement and empowerment are at the heart of what we do