

## VIEWS ABOUT FOOD FROM WHITLEY

# WE WANT TO EAT MORE FRESH FRUIT AND VEG

**Expand food sharing schemes** to reduce food waste and increase access to low-cost fresh food. e.g. Surplus tables, food apps, vouchers, soup kitchens...

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**Healthy foods should be more affordable** (in comparison to unhealthy alternatives).

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**Perishability is a barrier.** Consider easy access, predictability, convenience, packaging, and small portions that won't go off before use. Donated food is often at the end of its life.

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**VIEWS ABOUT FOOD FROM WHITLEY**

**WE DON'T WANT UNHEALTHY CHEMICALS AND ADDITIVES**

**Extend traffic light labelling** to highlight if the product contains artificial additives and/or chemical residues.

**Research how chemical sprays or food additives impact health, and regulate against cheap, unsafe foods.**



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# THERE ARE CHALLENGES TO KEEPING FAMILIES WELL-FED AND HAPPY

**Food treats** are accessible and emotionally rewarding. Promote healthier alternatives that are at least as affordable, convenient, and satisfying.



**School support** is important.

More flexibility over the portion size of school dinners.

Provide fresh fruit and veg throughout the day.

Teach life skills (cooking, budgeting, growing, healthy foods and exercise).



**Support households with specific food needs.**

Some children only accept very specific foods. Mums often cook different meals for different children. Trying healthier alternatives/ supporting waste is unaffordable.

Help pay for more expensive 'free-from' foods.

Add colour codes to labels so it is easy to see which allergens a food is free from.



## VIEWS ABOUT FOOD FROM WHITLEY

# NO TO STIGMA AND INEQUALITY

**Food support programmes should not involve red tape.** They should protect privacy and allow people choice and control.

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**Don't patronise** people with 'advice'. Get more familiar with the pressures and stresses they are under, as these drive our choices.

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**Address inequality**, which is at the root of much shaming and pushes people to eat foods and make choices against their own preferences.

**Yes to fair pay – No to profiteering.**

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**Provide ways for people to get involved in making decisions** over services that affect them. Let people ask questions and speak for themselves.

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## VIEWS ABOUT FOOD FROM WHITLEY

# WE NEED COMMUNITY SPACES AND CONNECTION

**Good mental health, confidence, and voice** require socialising and connection. They build resilience against difficulties and help us manage our diet.

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**Food support and other services** are easier to connect with due to familiar places and people.

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**Food knowledge is best shared in person:** e.g. by trying new foods, sharing recipes and tips, sharing ideas for using leftovers, cooking demos, growing food together.

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# ACTIONS TAKEN SO FAR

BY THE WCDA, FOODSEQUAL, UNIVERSITY OF READING PARTNERSHIP



A fresh fruit and veg stall is now outside the hub every Saturday. We are also exploring how much difference fruit and veg vouchers make. Your hair and wee samples help us to pinpoint the true impact of our food choices on health.



Crisps made of beans/ pulses are higher in protein and fibre than crisps made of corn or potatoes... and can be just as tasty! We are working on this because you said you want a healthier alternative to crisps.



Researchers were recruited from within Whitley, providing a platform for local people to speak for themselves.



Over 400 people from Whitley have engaged with this research so far. We are trying to make sure every voice is accurately represented in reports and in campaigns for change.



We are networking with decision makers all along the food supply chain to deliver change.



We love running community events like the Fun with Food Day.