

Bolder Healthier Champions Plus

Eating Well Webinar

Birmingham Public Health 2023



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Eat well, live well!



As many people know, eating well can sometimes be **easier said than done!**

We live in a world where everything around us makes the easy choice, usually the unhealthy choice. Whether it's the content of the food, the portion size or even the risk of food having been stored unsafely, it can be difficult to eat well, even with the best of intentions. We are also seeing increasing evidence that ultra-processed food is more unhealthy for us because the processing breaks down the natural barriers within food that stop over-absorption, which in turn can affect our health.

Here we discuss why - and how - we can eat that little bit healthier.

Benefits of eating well

Maintain Healthy Weight

Provide Energy

Strong Immune System

Muscle Support

Strong Skeleton

Heart Health

Improve Sleep

Mental Health

Prevent/Manage Disease

Kinder to the Planet

Poor diet and its consequences

Poor diet directly causes premature death and disability and is in the top three causes alongside smoking and inactivity.

Food related ill health is responsible for about 10% of morbidity and mortality in the UK and costs the NHS about £6 billion annually.

The UK population consumes too much saturated fat and not enough fruit, vegetables, and fibre (NDNS).

The cost of an unhealthy workforce to the UK taxpayer has been estimated at £60 billion per year.

Diet, Nutrition & Caring Professionals

Healthcare careers require dedication, a competent attitude, and a lifestyle fashioned around long hours and overnight shifts.

With today's fast food options and easy access to processed foods, developing a healthy eating routine can be difficult even in the best of circumstances.

Improvements to the retail food environment in hospitals could have a positive impact on the overall nutritional wellbeing of staff. Research published on the [Wiley Online Library](#) indicates that more than 60% of staff purchased food/drinks at work in a week, only 18% reported their overall diet as excellent or very good.

Staff feedback prioritised strategies to make healthy meals more accessible and affordable.

What prevents people from eating well?

Social factors that are often outside the person's control.

Fixed Factors

Having a lack of understanding or awareness of what healthy eating is, and not having the correct information on how to eat healthily.

Knowledge

A person's preferences for food and habits that they have developed which they may not be aware of.

Food Choices

Fixed factors that can influence eating well

- Low income/finance
- Access to shops selling healthy food
- Time available to prepare food
- Reliance on others to prepare food
- Institution - school/ work/hospital controls food
- Kitchen facilities

How knowledge can affect a person's ability to eat well

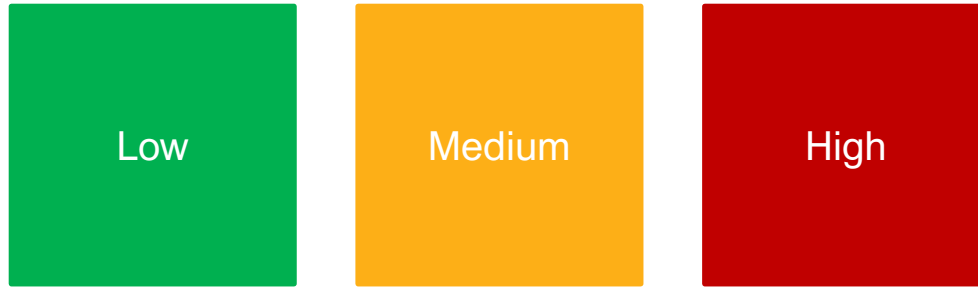
- Cooking knowledge and confidence
- Confusion around food labels and messages
- Unaware of healthy eating guidance

Why does food choice affect people's ability to eat well?

- Taste preferences
- Cultural influences in cooking
- Family units with different preferences
- Children/family don't like healthy food
- Preference for unhealthy food/takeaways

Do you understand food labels?

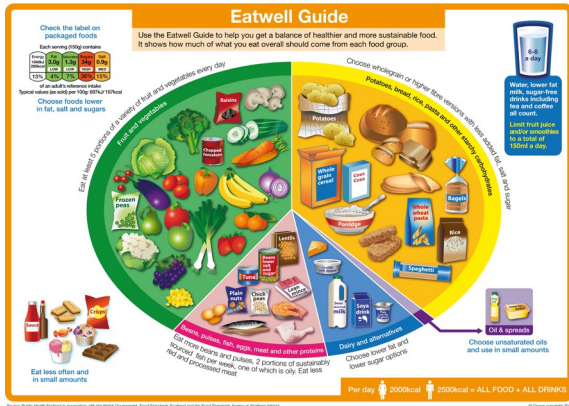
Understanding food labels



Colour-coded nutritional information tells you at a glance if the food has high, medium or low amounts of fat, saturated fat, sugars and salt.

→ Download the [NHS Food Scanner App](#) for information on traffic light ratings, healthier swaps and 'good choice' items

What should I include in my diet?



 5 or more portions of **fruit and vegetables** a day

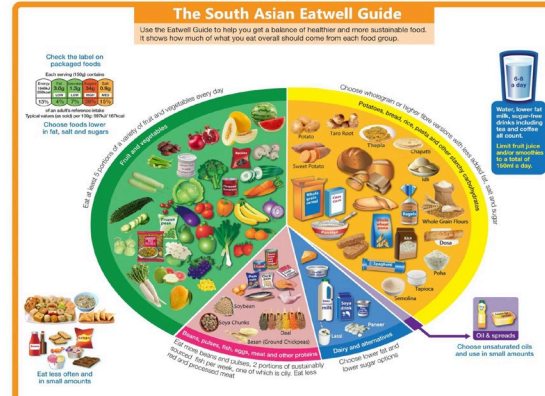
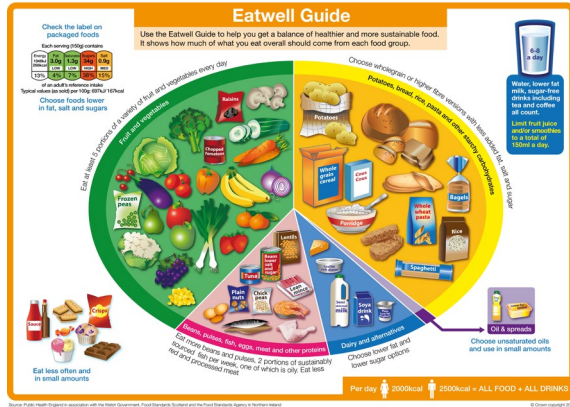
 Base meals on **starchy carbohydrates** (rice, pasta etc.)

 **Dairy** or dairy alternatives (Paneer)

 Beans, pulses, lentils, fish, eggs, meat and other **proteins**

 Choose unsaturated oils and spreads

Other options for a healthy diet



This gives a recommended guide to the categories and portion sizes of a healthy diet. There are examples of how a diet can vary between different cultures, preferences and provides examples of other ways to consume each category.

Food and Eating Disorders

- An eating disorder is a mental health condition where you use the control of food to cope with feelings and other situations.
- Getting help early when suffering from an eating disorder is really important.
- If you or someone you know needs advice contact your GP, or Forward Thinking Birmingham.

Forward thinking Birmingham is a service that offers mental health assessment and treatment for young people aged 0-25, this includes treatment for eating disorders.

Tai's story part 1: Healthy eating advice needs to be culturally inclusive

Tai is a UK Registered Dietitian with postgraduate degrees in Dietetics and Nutrition and Human Nutrition. Here, she highlights why official healthy eating advice needs to include nutritious foods from all of the cultures represented in the UK.

"A few years ago, as a newly-qualified Dietitian, I delivered a nutrition workshop to a group of young adults from an African background. I was asked, in a light-hearted manner, if I would advise them to 'eat quinoa and kale' and tell them to ditch their 'jollof rice, fufu and pounded yam' - which are starch-based foods of the West African diet. I laughed nervously, replied: 'No' and proceeded to show them an image of the Eatwell Guide on a PowerPoint presentation slide. Another person then said: 'We do not see our foods on there...'

I realised it would have been beneficial to show foods from the group's culture, to support their ability to make informed healthier eating choices. Which, to be clear, in no way means giving up the nutritious, plant-based foods described above."

Tai's story part 2: Healthy eating advice needs to be culturally inclusive

Tai, a UK Registered Dietitian, explains the importance of showing individuals from various ethnic groups how a healthy diet can be achieved via their traditional dishes. No one, she says, should feel they need to choose between their culture and their health.

"In a more recent workshop with a similar group of people... I had images of traditional foods included in my presentation slides and written resources that had cultural food examples coupled with healthy eating advice, portion sizes and cooking tips.

I was a bit shocked when someone said to me, 'I didn't know that I can still eat this,' as they pointed out a picture of a fibre-rich plantain in a leaflet I had given out.

After a discussion with the person, I was made aware that because some people have not seen many of their foods being presented as 'healthy,' they automatically assumed that they were not. I had also come across some people who felt like they had to give up the traditional foods they love and include novel foods to have a healthy diet."

Read Tai's story: [Healthy Eating Advice Needs to Be Culturally Inclusive](#)

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Making Every Contact Count in Birmingham



[It's good to talk: Making the most of our conversations - UK Health Security Agency \(blog.gov.uk\)](https://www.blog.gov.uk/2019/07/16/its-good-to-talk-making-the-most-of-our-conversations/)

Making every contact count is an approach to improving health and reducing health inequalities developed by the NHS and local government, but it can be applied to any professional or volunteer working with citizens.

Making Every Contact Count is about...

- Increasing **confidence** in communicating key healthy lifestyle messages
- Raising **awareness** of the benefits of lifestyle changes
- **Understanding** the current health issues in Birmingham
- **Signposting** support to enable you to assist individuals to make healthy lifestyle changes
- Please access free [e-learning for healthcare](#) training to support you to improve your skills



How Can You Help?

Talk about the benefits of eating well to people in your community

Connect people in your community with to support through web pages and services

Feedback to us where more help is needed so we can continue to improve the support for citizens

Talk

As Bolder Healthier Plus Champions you are professionals, but it is important you remain within your area of competency; this is your responsibility to judge.



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Talk to members of your community

Is an expectant mum aware of the Healthy Start scheme?

Can an elderly patient you care for access healthy food options?

Does a new parent have enough knowledge to prepare a healthy meal from scratch?

Is a single dad struggling to find time to prepare healthy meals?

Does a recently widowed man understand what the different coloured food labels mean?

Do you know if someone receiving care in their own home has the choice of healthy food options?

Does a hospital volunteer have the time and opportunity to eat at least one warm meal a day?

Does a college student have access to healthy meal options at lunchtime?

Does a woman who has been recently bereaved have the confidence to cook for herself?

How can healthcare and allied professionals provide support with eating well?

- Use open questions with the [Ask](#), [Advise](#), [Act](#) model

Use an example: For someone on a low income

Ask

- Are you managing to eat a warm meal every day?
- Do you know where your local food bank is?
- Have you got enough food for the week?
- Do you need any help with your food budget?

Advise

- There is lots of information available on how to eat well on a budget.
- If you are struggling to afford the essentials there are local foodbanks which provide support.

Act

- Signpost them to practical resources such as [Budget Recipes](#) or [Eat Well for Less](#).
- You can [find a food bank](#) or one of our [Warm Welcome Spaces](#) if you cannot afford the essentials.
- Advise them to check they are claiming all benefits they are eligible for using a [benefit calculator](#).

Case study 1

A 16 year old has confided in their school nurse. They have been making themselves vomit during the summer holidays and have been avoiding eating regular meals

Potential responses:

- Acknowledge their courage for asking for help
- Try to gauge the cause of their eating problem e.g., struggling with school work, anxiety
- Sign post them to their GP and [Forward Thinking](#) to get support, along with self-help resources
- Advise them that vomiting is dangerous and can lead to swelling in the ankles, feet and leg, weakened tooth enamel, and bleeding
- Avoid 'charged' language, such as commenting on their weight

Connect community members to support

As Bolder Healthier Plus Champions you will be working within organisations who may have established referral pathways, so use this as a prompt to check out with your team and manager what pathways there are, as these may go beyond the information we have provided. Also ask about pathways for support for staff within your organisation.



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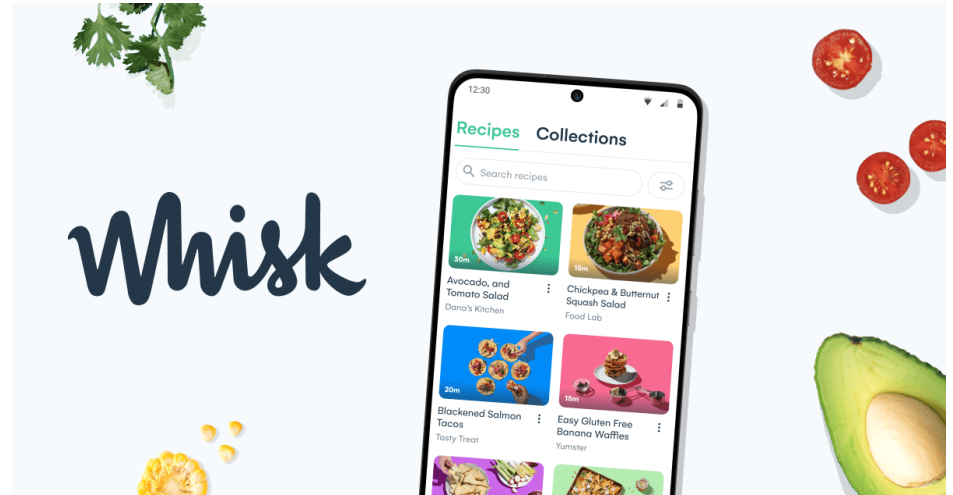
Are there any useful apps I can use to help me eat well?

→ [Whisk](#) is the all-in-one app for recipe saving, meal planning, grocery shopping and recipe sharing.

Whisk's meal planner makes it easy to achieve goals.

You can set up communities to share healthy recipes with those in your community.

Whisk also calculates a health score for each recipe, with a score of 7 being the minimum to be classed as healthy. This allows you to pick and recommend recipes based on this score.



Healthy Start vitamin scheme

- You can get lots of vitamins from a healthy diet but you may not get enough vitamins at certain times of your life, such as when you are breastfeeding or pregnant. By taking a supplement it will boost vitamin levels for growth and development.

→ [Find out more about the scheme here](#)

Healthy Start vitamins are for:



All pregnant people



All women with a child under 12 months



All children aged 4 years who are on the healthy start scheme

Eating well on a budget

Local Support

- Spaces available for people to use and visit during the winter period and beyond.
- Offers support and guidance, access to computers and charging points
- Foodbanks, pantries and free refreshments

Warm Welcome
Spaces



- Budget Resources:
 - TV programmes like [Eat Well for Less](#)
 - Martin Lewis - [MoneySavingExpert](#)
 - Jack Monroe - [Budget Recipes](#)
 - [A-Z of food storage](#) to reduce food waste
- Ensure all eligible benefits are claimed using a [benefit calculator](#).
 - About £15 billion of benefits **remain unclaimed** each year

Foodbanks

- Foodbanks typically work using a **voucher referral system**
 - Once a voucher has been issued, a minimum of 3 days of emergency food can be claimed
 - Usually only open for a short period, usually 1-2 days weekly
- [Foodbank voucher request](#)
- [Find a food bank](#)

Food Parcels Typically Include



Non-perishable foods
(not fresh)



Pasta, rice, pasta sauce,
soup



Tinned food (beans,
meat, vegetables, fruit)



Tea or coffee, sugar,
biscuits, snacks, cereals

Local Services

Some of the available support includes:

- [The Active Wellbeing Society](#): free meals at Big Feed Community Cafes
- [FoodCycle](#): free meat-free meals across Birmingham
- Olio and Too Good To Go App: free/reduced price surplus food collection
- [Incredible Surplus](#): 'pay as you feel' by cash, time or skill either at time of collection or a later date
- [Local Pantries](#): small weekly fees (~£4) for collection of food items worth £15-£20

Free Hot Meals

Free Food Collection

Surplus Food Collection

Foodbanks

Pantries

Community Centres

Places of Worship

Directory of resources

- **NHS Resources -**
- [Eat well](#) and [Better Health](#) resources available to provide information on getting a healthy, balanced diet.
- [Healthy eating](#) places in Birmingham
- [NHS Food Scanner App](#)
- **Local resources -**
- [Health for Life](#) is a community programme which aims to make a sustained difference to healthy lifestyles in local communities across Birmingham.
- [FoodCycle](#): free meat-free meals across Birmingham
- [Startwell](#) is an obesity prevention programme targeting early years settings such as children's centres, nurseries, nursery schools and pre-school play groups in Birmingham
- [Birmingham Community Healthcare](#): The Birmingham Community Nutrition and Dietetic Service produce and recommend a number of key resources and [recipes](#).
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- Ensure all eligible benefits are claimed using a [benefit calculator](#).
- **Food banks -**
- [Foodbank voucher request](#)
- [Find a food bank](#)
- [Bounce Back Food](#) fights food poverty all over the UK and has several local partnerships including Birmingham Central Foodbank and Smethwick Foodbank.

Directory of resources

Eating disorders -

- [Eating Disorder Service | Forward Thinking Birmingham](#)
is a service that offers mental health assessment and treatment for young people from ages 0-25.

- [Eating Disorders Service - Birmingham and Solihull Mental Health NHS Foundation Trust](#)
 - The service is for people (aged 16+ in Solihull and 25+ in Birmingham) who have severe and/or complex cases of eating disorders
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Feedback to us where more help is needed so we can continue to improve the support for citizens

Email the Bolder Healthier team on:
BolderHealthierChampions@birmingham.gov.uk



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Thank you for being a Bolder Healthier Champion!



We look forward to working together to improve the wellbeing of everyone in Birmingham.

By volunteering to receive the latest health information, you can use these messages to help you support yourself, your family, your friends and your wider community with:

- **Monthly themed webinars**
- **Tailored resource packs**
- **Health awareness training**

If you know someone else who might like to get involved, they can read more about the programme at [Bolder Healthier Champions](#)



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Thank you for your time!



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