

# Bolder Healthier Community Champions

## 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.

# What is eating well?



[Watch the WHO video on YouTube](#)

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# 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

# 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?

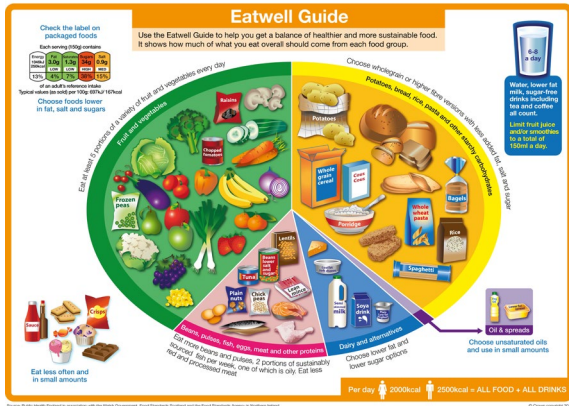
## Understanding food labels



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

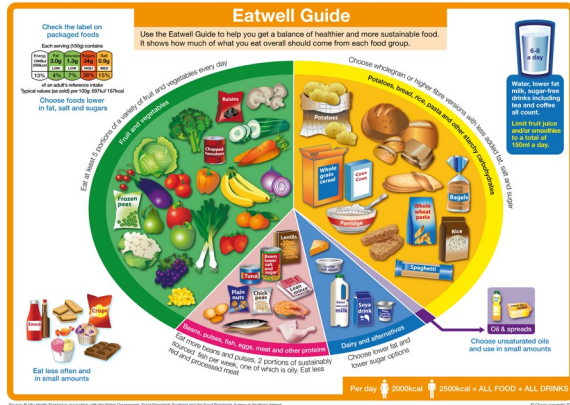
 Base meals on **starchy carbohydrates** (rice, pasta etc.)

 **Dairy** (cheese, milk, butter, paneer) or dairy alternatives

 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.**

# Bolder Healthier Community Champions



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# 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 to people in your community

Bolder Healthier Champions **should not:**

- Provide anything other than approved information
- Receive personal information from people



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# Talk to members of your community

Is an expectant mum aware of the Healthy Start scheme?

Can an elderly neighbour access healthy food options?

Does a young neighbour have enough knowledge to prepare a healthy meal from scratch?

Can anyone support you to travel to a foodbank?

Does a recently divorced 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 worker 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 - part 1

Olivia is a Bolder Healthier Community Champion and lives in a block of flats. Ameena has recently moved into a neighbouring flat by herself with her 3 month old baby.




"I feel so run down at the moment, I know I'm not eating properly. The baby keeps me so busy, I don't get chance to cook myself a hot meal."




"I found it really difficult with my first baby, too. It seems like too much effort to cook a meal from scratch, when it's only me eating. I have some online resources to help with quick and easy recipes; shall I send them to you?"

## Case Study 1 - part 2

Olivia is a Bolder Healthier Community Champion and has recently given her neighbour Ameena some recipes for quick and easy meals for her to cook while juggling looking after her 3 month old baby.



"Thanks for those recipes Olivia, they're really useful. But food is getting so expensive lately, I'm not sure how to eat healthily on a budget."



"My children are both under 4 and I get help from the Healthy Start Scheme, which puts money on a card for me to buy fresh, dried and tinned food. You could check the [NHS website](#) to see if you're eligible?"

# Connect community members to support




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## Case Study 2

Anwar is a Bolder Healthier Community Champion and meets his friend Natalie in the supermarket. She's looking a bit confused at the food packaging she's holding so Anwar asks if she's OK.



"Hi Anwar. I'm not sure if this is going to be good for my husband. The doctor told him to eat less sugar but I'm not sure what all of these colours mean on the label."



"I think green means it's a healthier choice and red means you should limit your intake, but I usually check the NHS website - it's really useful. Shall I send you the [link](#)?"

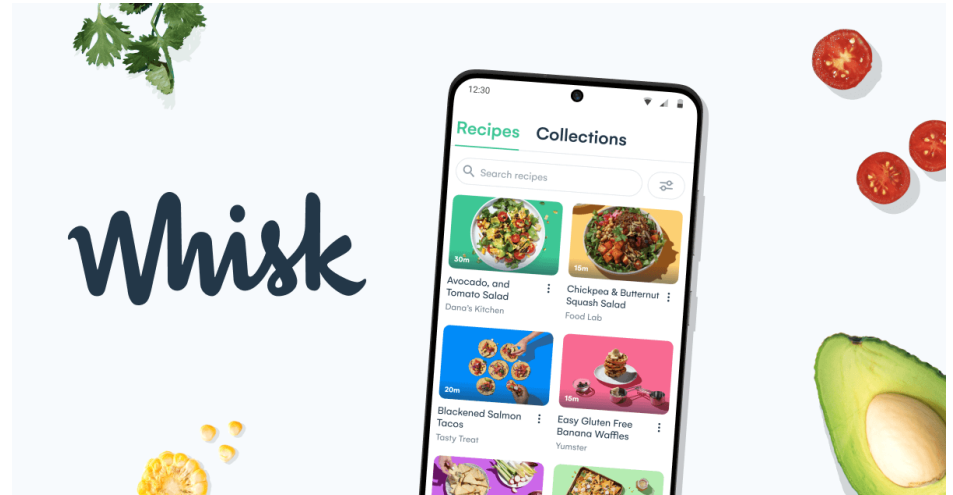
# Are there any useful apps I can use to help me eat well?

→ [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](#).
- [The Active Wellbeing Society](#) free meals at Big Feed Community Cafes
- Olio and Too Good To Go App: free/reduced price surplus food collection
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- [A-Z of food storage](#) to reduce food waste
- 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

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## **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](mailto: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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[birmingham.gov.uk](http://birmingham.gov.uk)

# Thank you for your time!



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