



Being Food Wise Campaigns plan - 1st June onwards

Overview

The Food Wise Leeds Action Group aims to contribute to city priorities to address health inequalities including malnutrition and obesity, reduce food insecurity, support local food businesses, and reduce the environmental impact of the production, trade and consumption of food, with a strong emphasis on reducing food waste.

The Food Wise Leeds Action Group holds a Sustainable Food Cities Bronze Award. This nationally recognised award is a great achievement for the city, demonstrating that institutions, organisations, businesses, community groups, projects and individuals are all working together to create a better food system for Leeds.

“Food Wise Leeds” is a city wide brand that aims to unify, promote and add quality assurance to the people, projects, initiatives and businesses delivering good food work across Leeds.

This inaugural Being Food Wise Leeds campaign aims to:

- Recognise the work partners are doing to support eating, cooking and shopping well and access to food during COVID-19
- Capture insight and get people talking about the food issues that matter to them during the current time
- Provide helpful tips and interactive sessions led by partners that help people to eat, cook and shop well based on local feedback on the challenges people of Leeds are experiencing

What do we know?

Since the current lockdown was announced to control the spread of Covid-19, almost everyone in the UK will have experienced some effect on what and how they eat. Restaurants have closed and free time at home has increased. Meanwhile, many people have less money to spend after losing income, and some foods have become harder to find in shops due to stockpiling and stretched supply.

Sustainability activist group Hubbub wanted to know what effect these changes have had on eating habits. To find out, they polled 2,000 people across the UK.

From their findings, the economic impact on households appears to be very real. 43% of respondents said they are worried about the extra cost of providing food for their household, and over 50% of those aged 25 – 44. Conversely, a quarter of respondents said they are buying better quality food as a result of saving money on eating out or other expenses.

At the same time, results indicate many people are appreciating the value of food more, with some evidence that people are enjoying cooking more and finding more time to eat with their family or housemates.

Responses suggest that people are valuing food more and reducing waste. 48% said they are throwing away less food. Reasons include planning meals more carefully (51%) and using leftovers (41%). Over a quarter of those saying they are wasting less claimed they are giving more accurate portion sizes and the same proportion said they are leaving less on the plate.

Changes have also been seen in how people shop. A quarter of respondents said they are buying better quality food as a result of saving money on eating out or other expenses. More than a third of people have begun supporting more smaller/local businesses. 29% said they were using their local convenience store for the first time.

Insight captured from a range of partners in Leeds has identified that the public are finding many challenges to eating, cooking and shopping well these include – an increase in snacking and boredom eating, the requirement for inspiration on preparing and cooking meals from scratch with a particular focus on foods that are commonly available in the shops, advice on eating well and ways to stay motivated.

In addition, the spread of COVID 19 has led to lots of interest in nutrition and diet in relation to immunity which has led to confusion and misconceptions. No food or supplement, can protect people from getting the coronavirus (COVID-19). Nevertheless, having a healthy diet is important in supporting our immune function and many nutrients influence the body's ability to fight infection.

What are we doing?

Starting a local campaign from the 1st June 2020 to get people talking about what "Being Food Wise" means to them. The campaign aims to support all people living in Leeds and will deliver a range of messages to support people across the life course.

In the first two weeks of the campaign from the 1st – 14th June, we are planning to engage partners to get behind the "Being Food Wise" movement in the city.

What is your organisation doing that is supporting people to "Be Food Wise"? Or What do you do that makes you "Food Wise"? What top tip do you have to share?

This aspect of the campaign is about celebrating all the fantastic work that is going on in the city to help people to eat, cook and shop well in the city. During this time the Food Wise Leeds social media accounts will focus on providing lots of top tips on eating well, keeping properly hydrated and sharing of the fantastic work that happens day in day out in the city. The messaging for the first fortnight will provide hints and tips from the PHE Eatwell Guide with a particular focus on the importance of Vitamin D.

From the 15th June, weekly themes will take the focus and the Be Food Wise Leeds Social Media accounts will be used to direct people to evidence based resources, provide tips and advice from expert and to promote interactive sessions in which the public and frontline workers can engage with a range of partners.

The plan for the themed weeks is:

1. Food Wise Shopping (15th – 21st June)
Aiming to - Provide lots of support to help people manage their food budget and shop well
2. Food Wise Cooking (22nd – 28th June)
Aiming to – Encourage people to try cooking from scratch or try new recipes.
3. Food wise snacking (29th - 5th July)
Aiming to – Raise awareness of the amount of salt, fat and sugar in most commonly consumed snack items and give tips and hints on healthier alternatives such as fruit and vegetables.
4. Food Wise Eating (6th – 12th July)
Aiming to – Help people manage boredom eating and providing information on food and mood.
5. Food Wise Choices (13th – 19th July)
Aiming to – Provide information on using food labels and strategies to help people make healthier food choices i.e. using a food diary.

A programme for the interactive session will feature on the Food Wise website shortly:

<https://leedsfoodpartnership.wordpress.com/foodwise-leeds/>

More information on the themed weeks can be found in the campaigns key message presentation which can be found:

How can you get involved?

- Follow @FoodWiseLeeds on Twitter, Instagram and Facebook
- Joining the Be Food Wise network to keep updates on food work in the city by contacting Sonja Woodcock – Sustainable Food Cities Co-ordinator sonja.woodcock@zestleeds.org.uk
- Sign up to support the Leeds Food Charter which sets the vision and ambitions for Food in Leeds - <https://leedsfoodpartnership.wordpress.com/leeds-food-charter/>
- Share the work that you are doing on social media that supports “Being Food Wise” between the 1st and 15th June.
- Share any resource you have used effectively to promote any of the campaign themes with Sonja.
- Engage with the poll questions hosted by the Food Wise Leeds social media accounts
- Consider how you can support the campaign themed weeks, could you offer an interactive session to share your experience i.e. hosting a Zoom meeting, delivering a VLOG, sharing a video, hosting a webinar?

For more information about the Food Wise Leeds please visit:

<https://leedsfoodpartnership.wordpress.com/foodwise-leeds/>

Thank you for your support – let’s work together to help Leeds be Food Wise!