



A whole systems approach: Public Health Interventions on Food Insecurity – an example from Liverpool

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Feeding Liverpool



Phase 1

Developing the Good Food Plan
2020 – 2021

Good Food for all

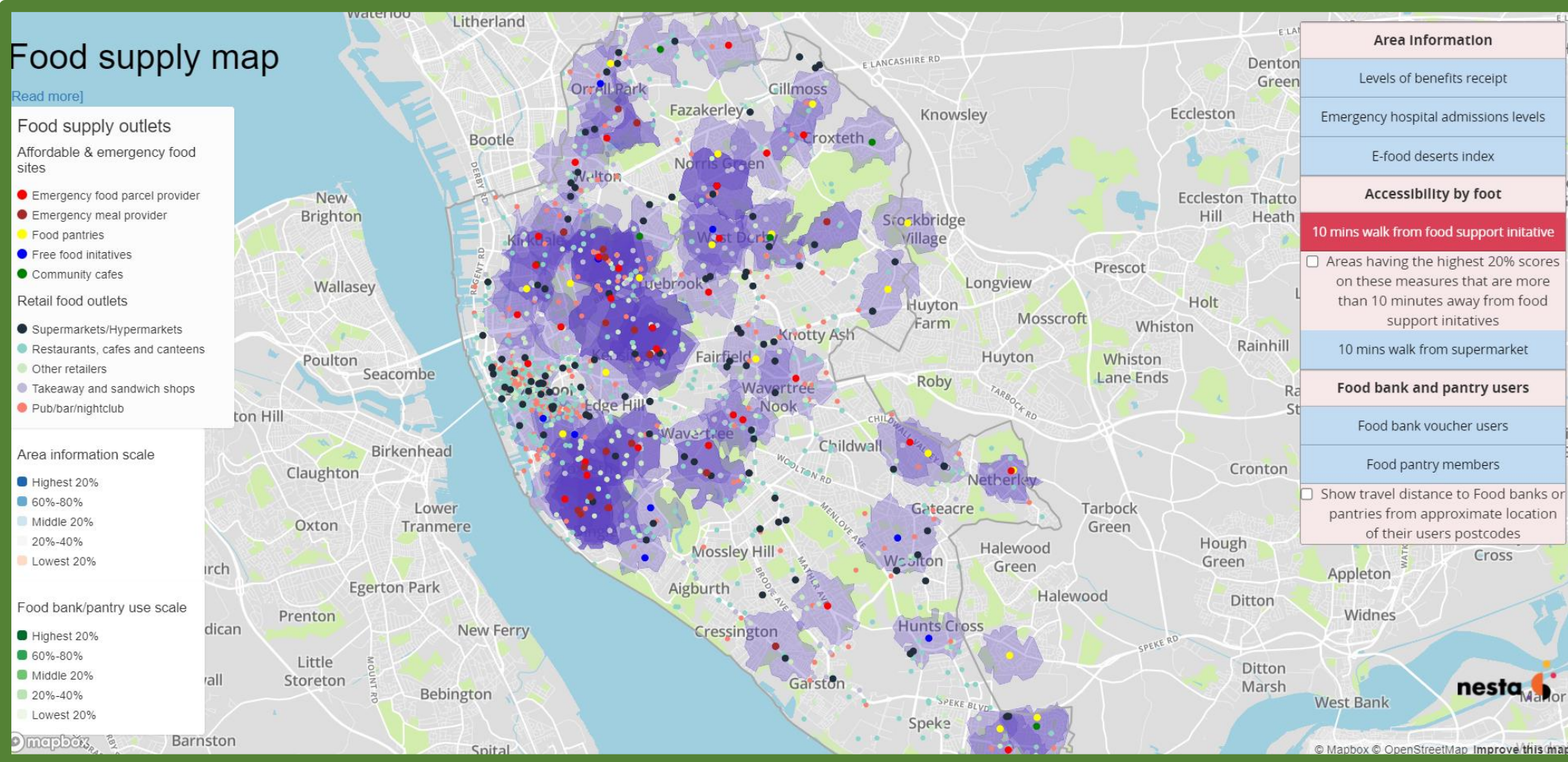


We started this journey with the following people and organisations:



- We supported **20 people** who have recently experienced an acute food crisis to share their story.
- We facilitated **five focus groups** with **28** Liverpool city residents, including those who may have experienced mild to moderate levels of food insecurity.
- We systematically **assessed peer-reviewed literature** and looked at **best-practice from other food alliances**
- We also met with **experts from organisations** with data related to good food
- We developed two **interactive maps**
- We created **collaborative spaces** that brought together a wide range of expertise to identify priorities and set the direction of travel.
- **Reframing the conversation** to GOOD FOOD – vision of living in a city where everyone can eat good food

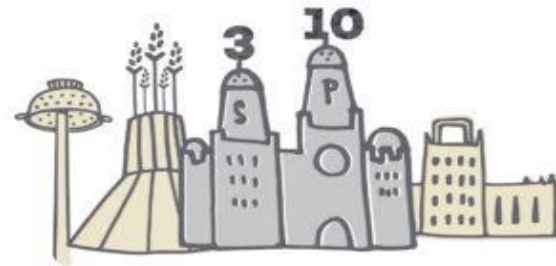
Building up a data picture



It's not okay that...



It is estimated that 32% of adults in Liverpool are food insecure – where food is a source of worry, frustration, and stress.



Liverpool is home to **3 of the 10** most economically deprived food deserts in England, areas which have 2 or less supermarkets and is in the most deprived 25% of areas.



Only 1 in 2 adults in Liverpool eat their five-a-day; (Source) only **12% of kids** aged 11-18 eat their five-a-day (NDNS 2021)



An estimated 25% of women in the UK do not get enough iron in their diets

While...



An estimated **140,000 tonnes of food is wasted** in the Liverpool City Region each year, producing approximately 368,000 tonnes of CO2 emissions each year, the equivalent of the CO2 produced by **80,033 cars in one year.**

These challenges are affecting some communities more than others



Among 30 to 79 year-old adults, diabetes is more prevalent in more deprived regions of Liverpool (NHS Mersey Care Data).



In Liverpool in 2019, the gap in life expectancy between the most and least deprived areas was 11.1 years for men and 8.9 years for women (PHE Local Health Profile 2019).



Children in deprived communities are more than 1 cm shorter on average than children in wealthy communities by the time they reach age 11- lower heights are a reflection of long term malnutrition (Broken Plate Report).



The most deprived regions of Liverpool have fewer supermarkets and more convenience stores than less deprived regions ([source](#)).



During the Covid-19 pandemic adults who are self isolating, extremely clinically vulnerable, with a disability or a limitation, on low income, with children eligible for free school meals were more at risk of food insecurity ([source](#)).



Children in the most deprived areas of Liverpool are 40-50% more likely to have excess weight (NCMP data 2010-2018).



The poorest 20% of UK households would need to spend 39% of their disposable income on food to meet Eatwell Guide costs. This compares to just 8% for the richest 20% (Broken Plate Report).



Goal 1: 'Good Food' at points of Crisis

Goal 2: Uncovering the True Scale of Food Insecurity

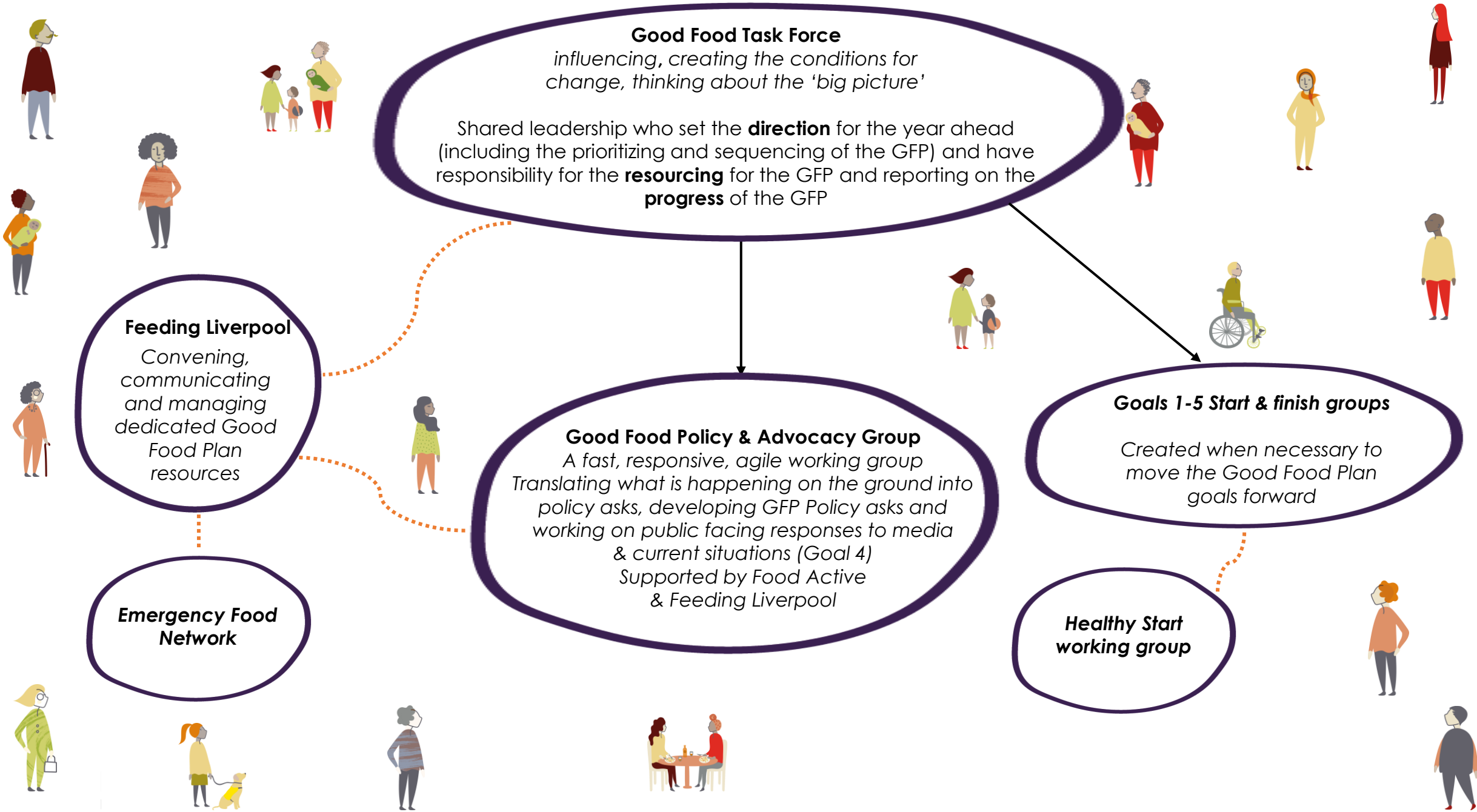
Goal 3: Enabling Food Citizenship

Goal 4: Shifting Policy and Practice

Goal 5: Connecting the Community

Phase 2

Putting the Plan into action
2022+



A Healthy Start for Liverpool

- Production of [‘A Healthy Start for Liverpool’](#) report and recommendations
- 117 new Community Healthy Start Champions trained and active in communities
- Healthy Start promotional material displayed at 30+ community food spaces, 10,000 leaflets distributed through HAF
- 80% Community Food Spaces able to accept Healthy Start Cards
- 1 x Primary Health Care Network embedded Healthy Start question into social prescribing screening
- Healthy Start working group established in December 2022 and led by Liverpool City Council Public Health team



Improving access to good food

- Queen of Greens mobile greengrocer - 29 stops across Liverpool and Knowsley including hospitals and GP surgeries, stops identified with health partners and targeted at food deserts
- 40 Community Food Spaces (food pantries, community shops, community markets)



Links:

[What is the Good Food plan? - Feeding Liverpool](#)

[Liverpool's Good Food Plan Impact Report 2022 - Feeding Liverpool](#)

[Map – Feeding Liverpool](#)

[A Healthy Start for Liverpool Report - Feeding Liverpool](#)

https://johnardavies.github.io/City_map/

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