



Healthy Communities

Project summary

April 2017

The Five Year Forward View calls for a radical upgrade in prevention in order to stem the increasing demand on health and care services. It recommends that this could be achieved by health systems developing innovative approaches to improving health and wellbeing and by being a more activist agent of health-related social change. The Healthy Communities project has developed and tested a new model in support of this.

Aims

1. To implement three community-led, sustainable healthy living initiatives in three neighbourhoods to tackle childhood obesity, and
2. To test a new model of up-scaling prevention through an innovative and place-based approach.

The initiatives

Make Kit

An initiative owned by local social entrepreneurs which provides healthy pre-measured meal kits and recipes from convenient places in the community, at affordable prices. Piloted at Fellows Court Estate in Hackney.

Reach and resource

- £68,000 matched funding and in-kind resource secured
- 57 families reached with 372 packs distributed

Findings

- 83% reported more confidence in cooking healthy meals
- 80% reported being inspired to try new recipes and different types of food
- 83% reported being highly likely to refer a friend or family member to the kits
- 50% reported being inspired them to get more involved their community

Snack Stop

A healthy tuck shop utilising local food retailers to make and sell hot and cold snacks at the primary school gates at home time. Piloted at Crowland School in Haringey.

Reach and impact

- 800 items sold over 12 weeks

- 66% of pupils interviewed reported they would have had a snack from elsewhere if they had not purchased something from Snack Stop
- 75% of those who had the chicken meal indicated that this replaced a takeaway
- 94% of children gave Snack Stop 1 or 2 thumbs up for satisfaction (2 thumbs up being the highest score available)

Active Local Links

Utilises community networks and volunteering to actively encourage participation in local health and wellbeing activities. Piloted on the Isle of Dogs, Seven Sisters.

Although it was too early to conduct a full evaluation, early progress demonstrates:

- Secured almost £3000 in-kind resource and support through:
 - A delivery partnership with MyTime Active who provided on-the-ground community engagement and strategic support
 - A corporate partnership with GFK who provided volunteers with free laptops, coaching and CV workshops
- The partners will continue to support the volunteers and at present are hoping to guide the launch of:
 - A cooking class: designed and led by a local mum
 - A female-only swimming club: organised and led by a local mum
 - Pending: adult music group with the first male member of Active Local Links
 - Pending: an arts and craft group with a volunteer mum

For more information about our work visit our website www.healthylondon.org