

## Children's Health Fund



What if... you could run a campaign to encourage businesses to increase prices on unhealthy options?

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The Children's Health Fund is a campaign, asking restaurants to put a voluntary 10p increase on any soft drinks that they sell which contain added sugar.

The money raised through the levy is paid into the Children's Health Fund and used to support projects to improve kids' health and food education.

## Box Chicken

What if... your favourite fried chicken shop was healthy?

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Box Chicken is a mobile catering unit serving hot, tasty, cheap, quick yet healthier meals during students' lunch hours and after school in Newham.

They developed 4 recipes that were tasty and quick to serve. These included Caribbean chicken, Spanish chicken, Peri Peri chicken and a vegetable option, all under the brand Box Chicken.

## US Lyfe Kitchen



What if... everything on the menu was under 600 calories, but not sold as healthy?

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US LYFE is an American fast food chain where everything on the menu is under 600 calories and free from preservatives, fructose syrup and additives, but not explicitly sold as healthy food. They brand themselves as 'modern comfort food' restaurant.

Their dishes include salads, small plates of chicken strips and potato wedges, and warm mains of spicy curries, wraps, flat breads and tacos of a range of meats and veggie fillings at affordable prices.

## Bags of Taste



What if... people could be motivated and equipped to make healthier meals at home?

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Bags of Taste is a social enterprise that offers cooking lessons for people on low income and helps them develop healthier diets in the long term.

It builds confidence and skills in preparing appropriate meals, and provides food bags which contain all ingredients for less than £1 per portion, to take home from lessons to practice and build habits at home.

## Discover Vitality



What if... we rewarded healthy and active behaviours?

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Vitality is a health insurance company that converts customer's healthy activity into rewards.

Customers download a 'wellness optimiser' to their device, and Vitality tracks their physical activity, converting it into rewards from sports equipment to weekend getaways.

Customers can increase their health status from bronze, silver to platinum dependent on their activity. This means people can start small and are encouraged to increase their activity over time.

## Whole School Approach to Healthy Eating



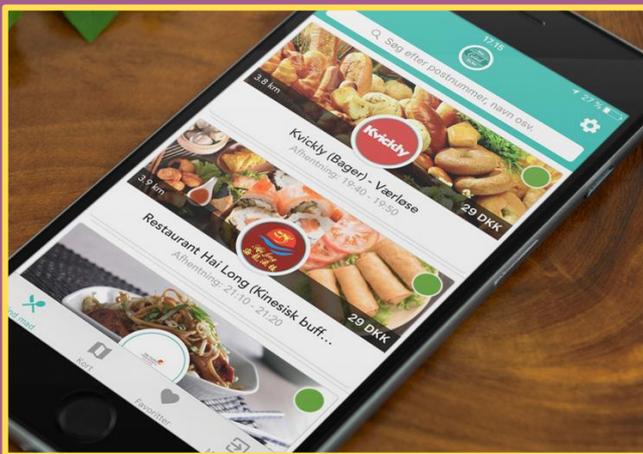
What if... children's healthy eating was everyone's responsibility?

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In Australia this strategy categorises foods into Red (Eat occasionally), Amber (Select carefully) and Green (Everyday) foods.

Businesses surrounding schools are asked to restrict the sale of Red foods in and around school hours. They can also support school's healthy campaign initiatives by providing discounts on healthier options, services and non-food rewards.

## Too good to go



What if... we could harness healthy waste food?

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Too Good To Go is an app that links customers with delicious food that would otherwise be thrown away at prices up to a maximum of £3.80.

Through the app customers can order food from local restaurants, cafes, bakeries and other food businesses, and collect it up to an hour before closing time.

The scheme helps attract new customers for businesses, connects them with the community and increases exposure to their brand online and face to face.

## Kings Cross Skip Garden



What if... we could learn about healthy choices in a green, community environment?

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The Skip Garden in King's Cross is a community garden made using recycled materials from a construction site. The space has evolved into a community project, which provides projects for young people and children such as gardening projects, bee-keeping and food education programmes.

This is a community effort in every sense and the project brings together people of all ages and backgrounds.

## OLIO App



What if... we could connect communities through exchanges that weren't about money?

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OLIO is a free app that connects neighbours with each other and with local businesses so surplus food can be shared, not thrown away. This could be food nearing its sell-by date in local stores, spare vegetables, bread from your baker, or the groceries in your fridge when you go away.

Not only does this app promote and encourage a culture of sharing food and other items that would normally go to waste, it connects communities through an exchange that does not involve money.

## Bromley-by-Bow Centre



What if... there was a one-stop-shop for healthy living open to all in the community?

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Bromley by Bow is a community centre for neighbourhood health and wellbeing that provides a range of services in one place from health, housing, skills and education through to pottery and yoga classes.

The centre model is fundamentally based on accessibility, integrated services and building positive futures.

## Our Health, Your Health



What if... we could let citizens fund their local health needs?

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'Our Place' is a community fund worth £7,000 in Radcliffe. The community themselves meet and vote on which health and wellbeing initiatives should receive the funding.

This approach gives communities the power to decide what they think the local health needs are and where the funding should go.

## Good Gym



What if... we use daily activities to do something positive in the community?

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GoodGym encourages runners to exercise and do something good, rather than joining a gym.

Runners meet up and either participate in "missions" as a group, where they typically clear a park or rake leaves, or they visit their 'coach': a vulnerable older person who needs some support and company.