

Evaluation of the community-based healthy eating pilots

In November 2007, BMG Research was awarded the contract by KCC to evaluate the Towards 2010 community-based healthy eating pilots.

BMG is well placed to carry out this analysis being one of the UK's largest independent social research agencies.

The research team that will be undertaking the evaluation has considerable experience in the assessment of community-based projects, including community food and health initiatives.

We are very much looking forward to working with KCC and the residents of Kent on an important and timely project.



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Kent County Council
Towards 2010
Programme

Community-based healthy eating pilots



Participant Information Leaflet

An overview of Kent's Towards 2010 Healthy Eating pilots; their aims, objectives and timescales.

Towards 2010 Background

In October 2005, Paul Carter was appointed Leader of Kent County Council. One of his priorities was to publish **Towards 2010** which sets a range of targets for Kent County Council (KCC) and its partners to deliver on across seven key areas.

One action arising from **Towards 2010** is to encourage healthy eating by providing nutritious lunches through the Healthy Schools Programme and launch a range of community based healthy eating pilots.

(Towards 2010, Target Number 51, www.kent.gov.uk)

Community-based healthy eating pilots

A range of community-based healthy eating pilots are taking place across Kent over the next few years. They are being targeted in areas where there are health inequalities and a recognised need, for example a lack of access to fresh fruit and vegetables. The objectives for the pilots are:

- To increase knowledge, awareness, attitude and dietary behaviour around healthy eating.
- To develop strong local strategic partnerships between the health, education and community sectors
- To evaluate the effectiveness of partnership working in promoting healthy eating knowledge and behaviour in target communities in Kent.
- To share ideas and experiences throughout the lifetime of the pilots and provide relevant resources such as the healthy eating training programme.

By March 2010 we hope to know which pilots and partnerships have been the most effective in increasing healthy eating knowledge and behaviour in the community.

Pilot 1: Community cooking skills

This pilot will see the appointment of two community chefs (one in the Isle of Sheppey and one in Dartford / Gravesham) who will each establish as many cookery clubs as possible over the course of a year.



In addition, KCC will be launching a school-based cookery competition in September 2008 to raise the profile of healthy eating with parents and children. Children will be asked to design a healthy balanced meal and all schools will be invited to take part.



Pilot 2: Community access to fruit and vegetables

Fruit and vegetable bag schemes will be launched in four communities in Kent with

the aim of improving access to fresh, local produce for residents. The schemes will also provide information on diet and health, recipe ideas and opportunities for people to experiment with food.

Whilst schemes may differ across areas, the food bags will likely be sold weekly and include a range of seasonal fruit and vegetables.

Pilot 3: The Healthy Eating Training Programme

There will be two parts to this pilot. The first will be the development and roll-out of a healthy eating training programme for professionals in Kent.



Three professional groups (from health, education and community sectors) in different settings (primary schools, supermarkets and Children's Centres) will be trained to run healthy eating workshops.

The second part will be the evaluation of the impact that the training run by the professionals has on the healthy eating knowledge of the target families and communities.



Pilot 4: Increasing School Meal Uptake

Twenty primary schools across Kent will be targeted for this initiative.

It will test four different approaches for increasing school meal uptake, for example improving the dining room environment. Each school will undertake one major change and the impact of this on school meals will be evaluated to identify which of the approaches has the most beneficial effect.

Evaluation

All pilots will be evaluated at the start and end of the work with participants being asked to fill in questionnaires. Some participants may also be asked to take part in focus groups with other participants and further interviews as part of the evaluation. All data collected will be anonymised and dealt with in the strictest confidence and only used by KCC and BMG for analysing the impact of the healthy eating pilots.



Want to know how to get involved?

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