

# Is there Healthy Food for all?

*Clíodhna Foley Nolan, May 2010*



**14 PIECE MEAL  
WITH CAKE \$19<sup>99</sup>**  
PLUS TAX  
(DRUMSTICKS AND THIGHS)

Visit [KFC-LA.com](http://KFC-LA.com) to sign up for local offers and find a store near you.

The advertisement features a red background with a large bowl of fried chicken, a plate of biscuits, a chocolate cake with white icing, and a side of coleslaw. The KFC logo is visible on the right side.



# Food Poverty

“the inability to access an adequate *quality* or sufficient *quantity* of food in *socially acceptable ways*, or the *uncertainty* that one will be able to do so”

*Riches 1997*

# Spend relatively more on food

## Cost of a *healthy diet* as a percentage of weekly income (2009,HFFA)

Household composition	Multiple Supermarket	Discount Store	Local Convenience Store
1: man, woman and two children;	30%	26%	58%
2: man, woman without children;	26%	21%	49%
3: Single woman without children	22%	18%	43%
4: elderly woman;	15%	13%	25%

# Availability



# Eat less well

## Mean intakes Food Groups disadvantaged and advantaged women (2009, HFFA)

Food Group	Median Intake (g/day)	
	Disadvantaged	Advantaged
Fruit and Vegetables	172	405
Breakfast Cereals	4	29
Sweet foods and Confectionary	67	64
Dairy Products	166	228

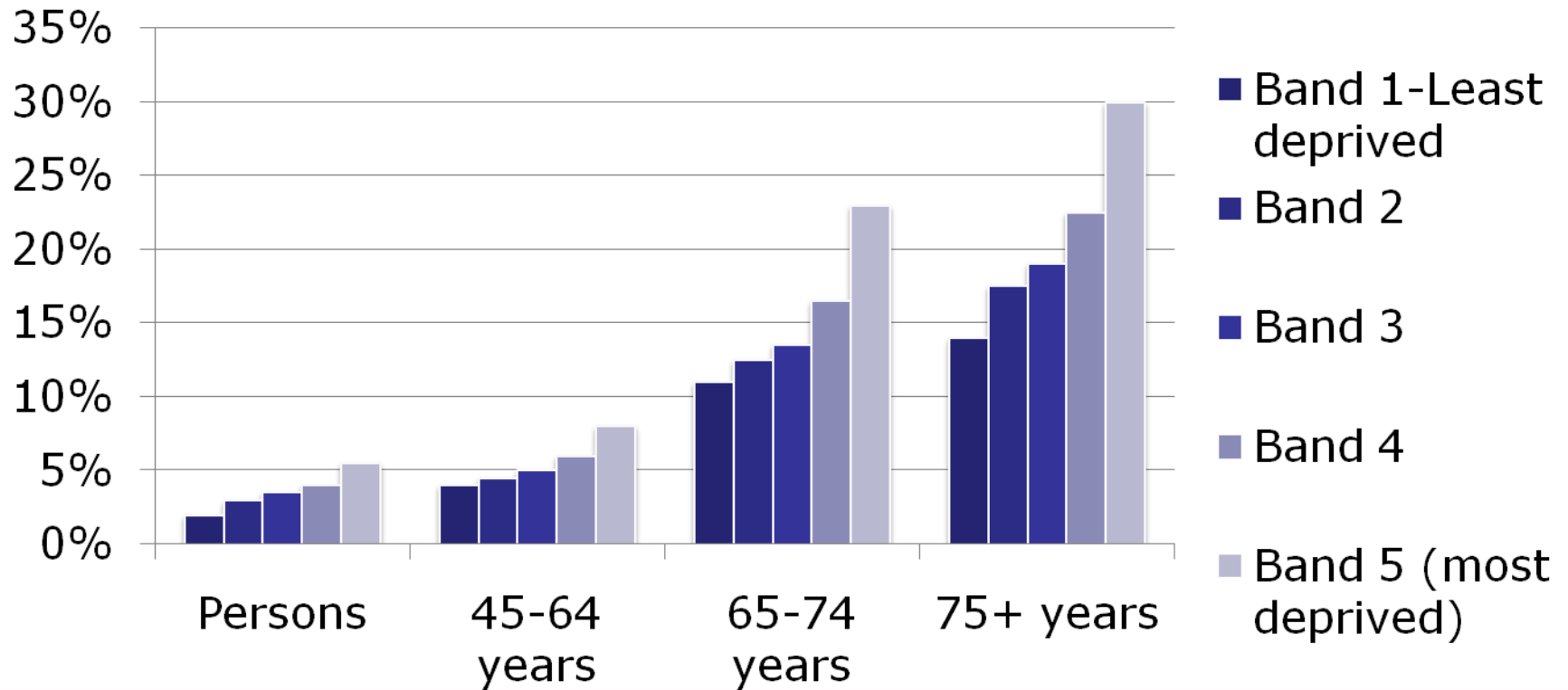
# Eat less nutritious food

## Socio-economic differences in energy, fibre and macronutrient intakes

	Recommended Daily Intake	Disadvantaged	Advantaged
Energy	~2000kCals/day	2329	1978
Dietary Fibre	>25g/day	10.1	12.6
Total Fat	<33% Total Energy	35.3	30.7
Saturated Fat	<10% Total Energy	13.9	11.6

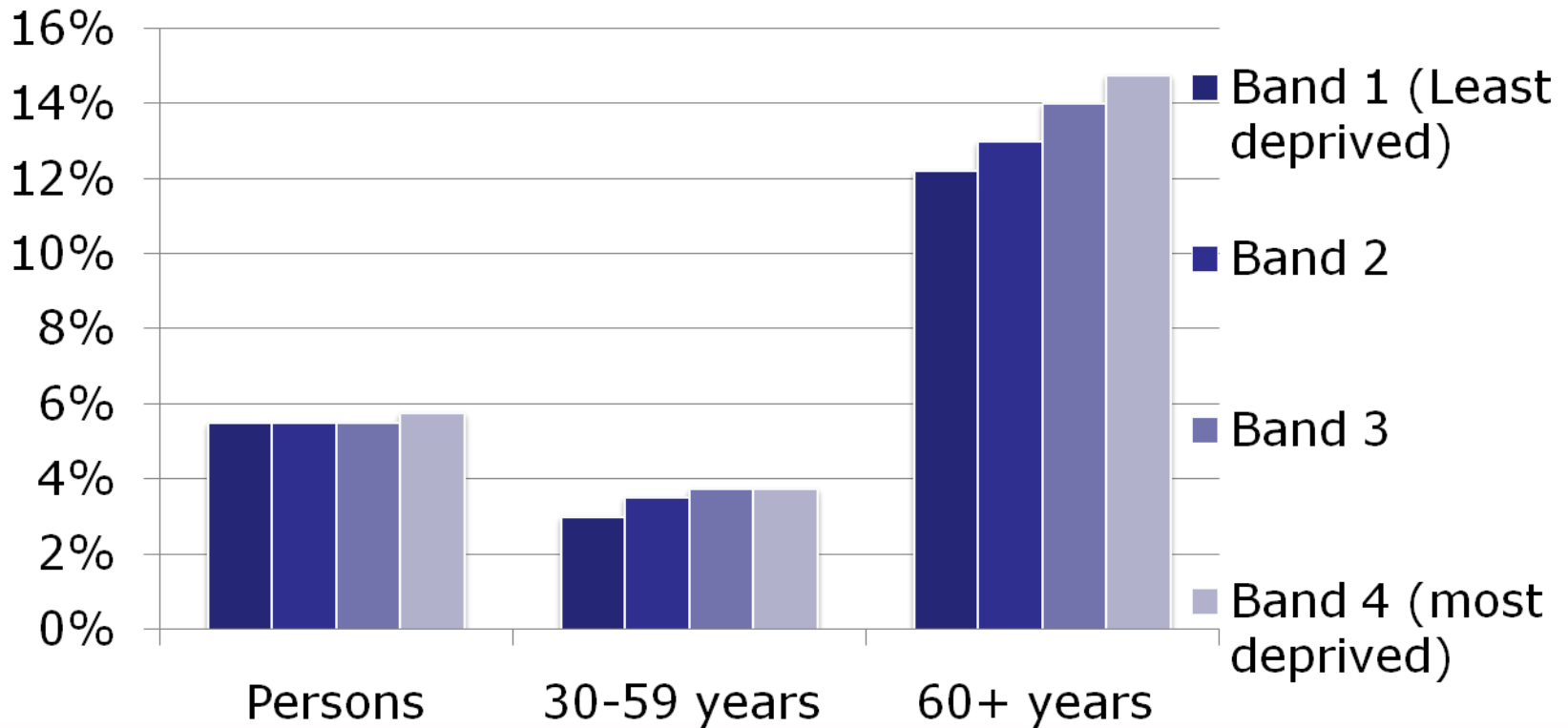
# Associated -CHD rates

**Population prevalence of angina and heart attack (CHD) across deprivation bands in Republic of Ireland (2007)-Institute Public Health**



# Associated-Diabetes rates

**Population prevalence rates of diabetes; across deprivation bands in Northern Ireland within age group (2007)- Institute Public Health**



# Overweight

## Focusing on obesity through a health equity lens

*A collection of innovative approaches and promising practices by European and international health promotion bodies to counteract obesity and improve health equity*



Equity Channel  
Healthy People for all



# Insights



- ✔ ***"Yeah well I'm not thinking long term, I'm just trying to get by, day by day"***
- ✔ ***"Rent, heat and electric come first..."***

“everyone knows what’s healthy and what’s not...”

**Cooking skills**

**facilities**



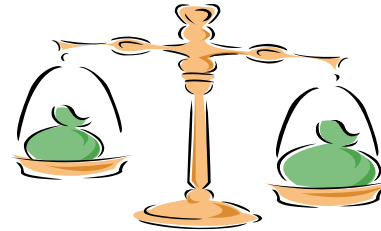
**“At least it will be eaten if it’s junk, it won’t go to waste that’s for sure”**



✔ “Wouldn’t like the taste of vegetables or things...”

# Food Poverty measurement

- ✓ Food spending/ Total spending x 100%



# Food Poverty measures

- ✓ ROI- "roast" 1/week; "meat" every 2nd day; invite friends 1/month; no substantial meal one day in last 2/52  
= 15% population (EU SILC data)
- ✓ NI- invite family or friends 1/month  
= 12% (Family Resource data)

# Children

- ✓ 17% go to bed or school hungry because no food at home (HBSC,2007 )

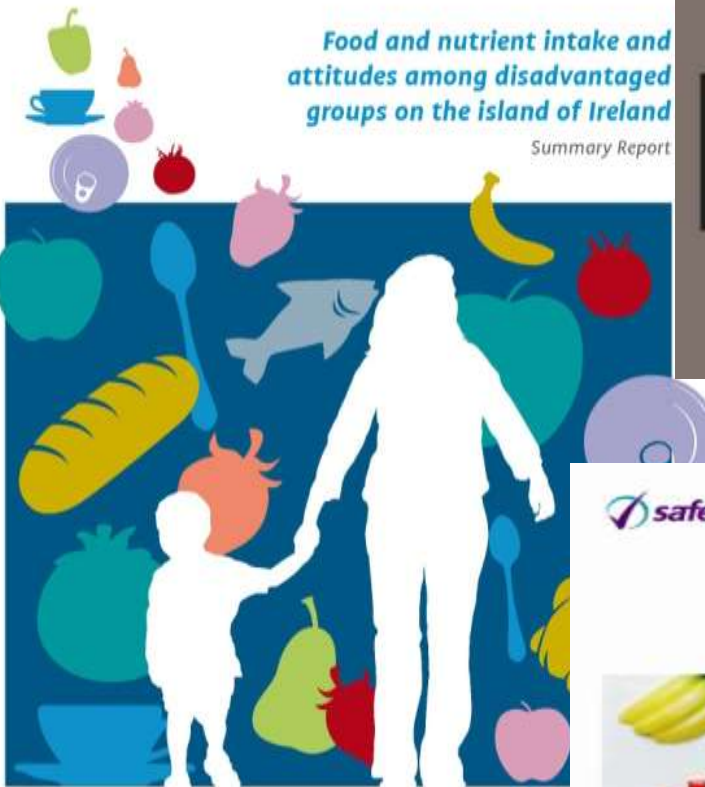


# ***Safefood Tackling Food Poverty***

- ✓ Public Policy- HFFA; Obesity; Nutrition
- ✓ Campaigns-Focus testing; Health literacy
- ✓ Research -evidence
- ✓ Communication channels-Resource centres etc
- ✓ Initiatives-Community Food Initiatives; Food Banking

# Food and nutrient intake and attitudes among disadvantaged groups on the island of Ireland

Summary Report

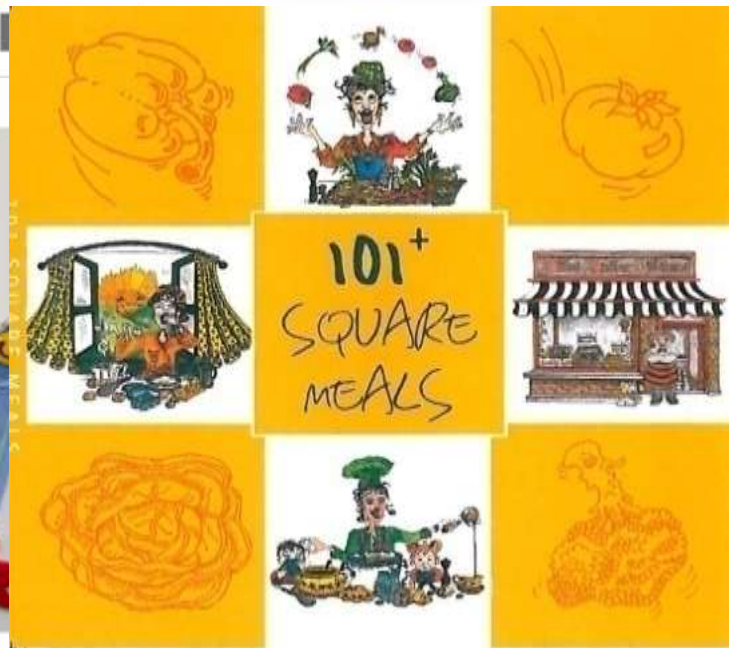


# Young People and Food: Adolescent Dietary Beliefs and Understandings

Research Summary



# Standard of Healthy Living on the island of Ireland



# Primary and Secondary Schools



**How they measure up**  
*Deciphering food labelling*

	6g
	5g
	4g
	3g
	2g
	1g

The image shows a vertical scale from 1g to 6g. Various food items are placed on the scale to illustrate their weight: a small yogurt container is at 3g, a box of Gourmet cereal is at 2g, a blue water bottle is at 1g, and a box of Corn Flakes is positioned between the 2g and 3g marks.

# Community Food initiatives



- ✓ Cafes
- ✓ Gardens
- ✓ Classes
- ✓ Social Capital
- ✓ Little steps  
+ Weigh2live



## **“the perils of indifference”**

Elie Wiesel, 1999