



**Caroline Walker Trust Annual
Lecture 2016**

**Tackling the Obesogenic
Environment & Setting Up a Food
School**

Who Are We?



Shaleen Meelu
Registered Nutritionist



Robert Smith
Ex-Management
Consultant & Director at
PwC

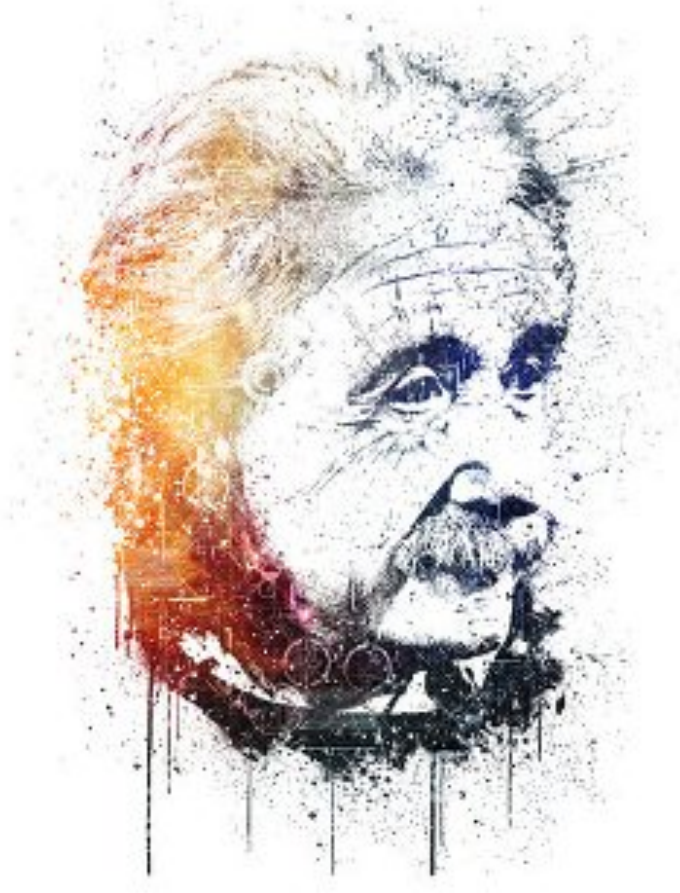
Birmingham

Our City, Our Problem

Obesity costs Birmingham £2.6b per year
(that's 13.5 new Birmingham libraries)



Birmingham

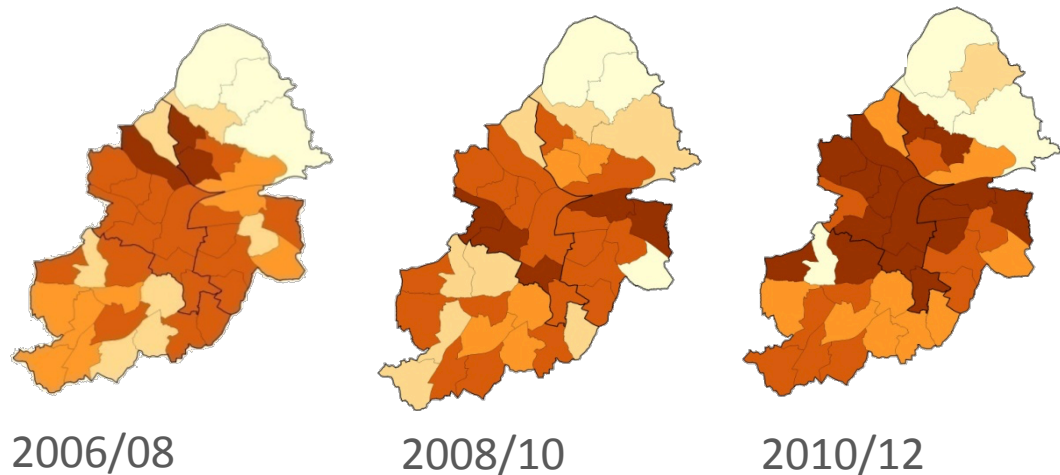


“Insanity is doing the same thing over and over again and expecting different results”

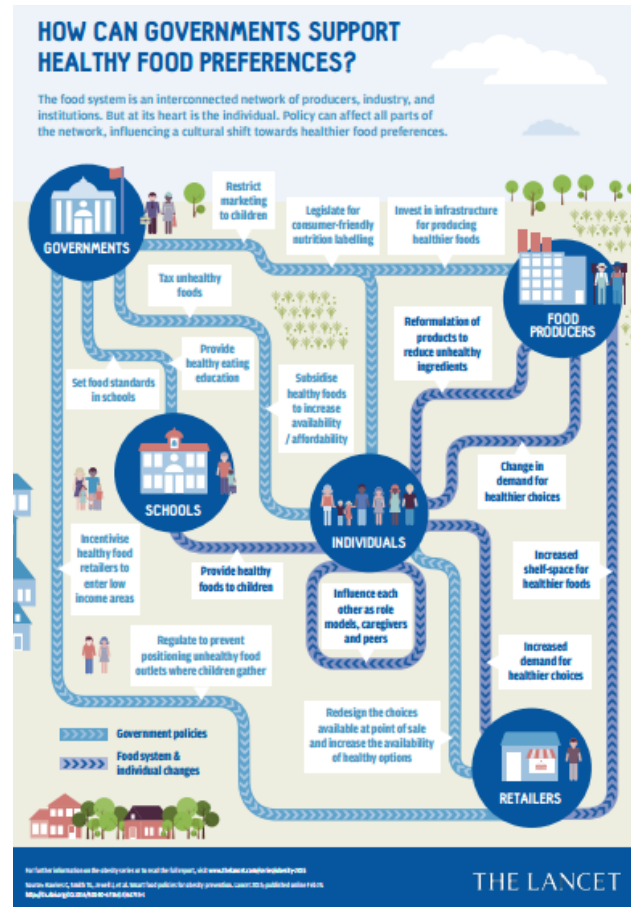
Where are we now?

- One in four children in Birmingham are obese by the time they leave primary school
- 12% of Birmingham children start school obese
- By year six, 40% of our kids are either overweight or obese

Children's obesity in year six, since 2006 (the darker areas highlight rising rates of obesity):



Tackling the Obesogenic Environment



A New Approach

- Crowdfunder
- 'Shift/Behaviour Change Organisation working with fast food restaurants
- Encouraging and supporting the development of the Street Food scene
- Using Section 106 funding – we are about to launch a project in Longbridge
- Signing up to the MUFPP – learning from other European Cities
- Working with the Smart City Alliance

Tackling Obesity – A Major Policy Initiative

- **Recommendation 1: BCC leading by example**
- **Recommendation 2: BCC to encourage and support other organisations**
- **Recommendation 3: BCC to be innovative**

How do we make this happen?

- Public/private sector partnerships
- Encourage disruptive solutions
- Consolidate around winning ideas

Where and What is the Food School?



Developing a Grade II listed building



What works well? What hasn't worked?

Well

- Engagement of people already interested in food
- Corporate market
- Training and education
- Genuine interest by food and phara industry in nutrition and sustainability

Not So Well....

- Schools
- General consumer market
- Public funding

What has excited us?

- International teams, students, educators taking part in fun food activities
- Filming opportunities
- The Wellcome Trust Crunch Project
- Food Foundation Veg Retreat
- Pharmaceutical company competition – healthier vending
- Hire by major food and drink companies interested nutrition and sustainability
- An anchor contract – apprenticeship programme
- Hugh Fearnley-Whittingstall launch



Our hopes for the future...

- Mass engagement through training
- Engaging all social and cultural groups
- Replicate the model elsewhere
- Creative and full utilisation of the space

Harborne Food School

- www.harbornefoodschoo.co.uk
- Facebook Harborne Food School
- Twitter @HarborneFS
- Twitter @HealthyFutureUK