



## Shropshire Good Food Partnership Bid November 2024 PUTTING FOOD ON TRIAL: EMPOWERING YOUNG PEOPLE TO EAT HEALTHY FOOD IN SHROPSHIRE

### PROJECT OBJECTIVES APRIL 2025 – March 2027

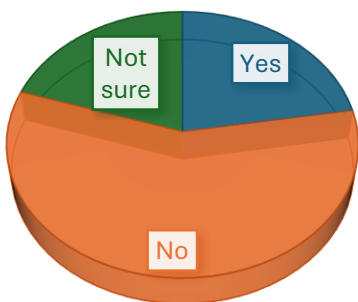
Over 27 months this youth-led project will empower young people to take a personal journey to healthier eating and to have a strong voice to call for system change, working collaboratively with their peers and with their local communities to test solutions and to create a Manifesto for Change. It will create a platform to change values, beliefs and food culture. As a result of the project:

- Young people will adopt healthier eating habits, improving their physical and mental health. They will learn new skills and increase their self-confidence and agency.
- Organisations across the system will change their values and beliefs in response to young people, committing to take action.
- Food culture will become healthier, food system barriers will start to shift and we will understand the next steps needed for scale up.

### UNHEALTHY DIETS ARE A “TIMEBOMB”<sup>1</sup>

- 1 in 5 young people in Shropshire aged 10-11 years are overweight or very overweight
- Rates of unhealthy weight are highest among more deprived groups
- Excess weight increases the risk of developing colon cancer, heart disease and diabetes and can harm self-esteem.
- Half of children are not eating enough fruit and vegetables.
- 14% of households in Shropshire are struggling with food poverty
- 55% of people feel ‘priced out’ of buying healthy food.
- Ultra-processed food now accounts for 50% of calories in UK diets, 65% for young people

### IS IT EASY FOR YOUNG PEOPLE TO EAT A HEALTHY DIET?



### WHAT YOUNG PEOPLE SAY

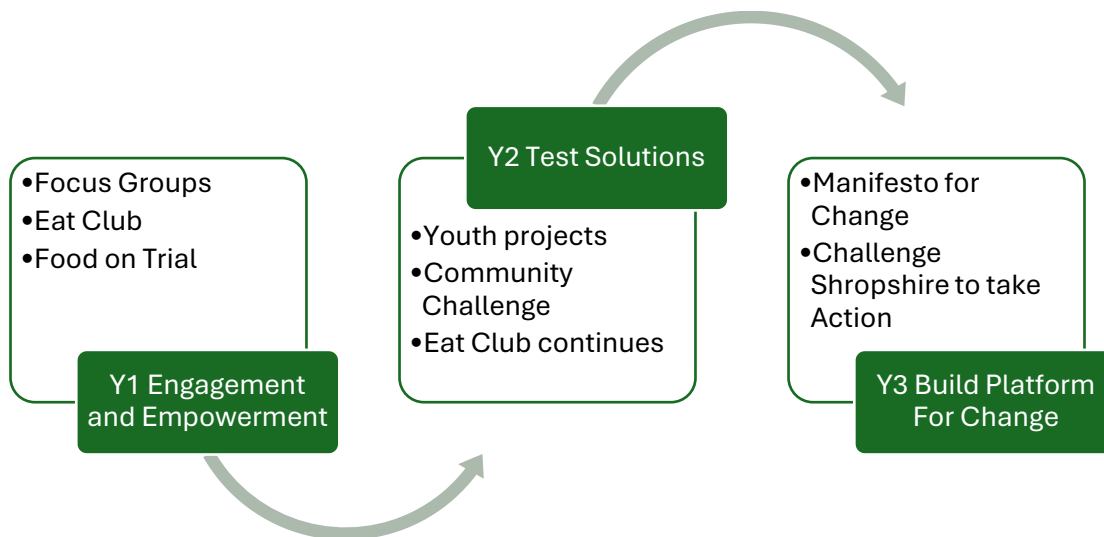
Our October 2024 survey of young people’s views found that although young people in Shropshire understand what a healthy diet is, they do not feel empowered to influence food within their own homes and schools.

- 58% thought it was hard to eat a healthy diet.
- The biggest barriers identified were:
  - Opportunities to eat unhealthy food (50%)
  - The high cost of healthy food (36%)

***“When you go into a shop, the first thing you see is fizzy drinks. It’s hard to hit a healthy diet, it’s harder nowadays. You get addicted to sugar, it’s like a drug, isn’t it?”***

***“Regular corner shops, shops on housing estates don’t sell fruit, veg or healthy snacks.”***

<sup>1</sup> House of Lords Food, Diet and Obesity Select Committee Oct 2024



## PROJECT OUTLINE

This 27 month project will be based in Market Drayton & Oswestry, but link out across the county. It is aimed at 11-18 year olds, especially those from. Low-income families and who are marginalised. It will be managed by Shropshire Good Food partnership with Project Delivery Partners OsNosh, Fordhall Farm and Shropshire Youth Association.

In Year 1, young people in Market Drayton and Oswestry will put food on trial to identify what needs to change to make it easier to eat healthier food. The project is aimed at the 11-18 age group, especially those on low incomes or who are marginalised. In existing youth settings including schools, youth groups, girl guides and scouts, they will be supported to take part in:

- Focus Groups to explore their views on healthy food, what needs to change and to co-create Eat Club and Food on Trial
- Eat Club will create a space for young people to deepen their connection with food over tastings and cooking, exploring: the impact of food choices on their wellbeing, opportunities to shift towards a healthier diet and the system barriers they face. This will run in 8 youth settings for 80 young people, led by a chef and youth worker.
- Food on Trial a staged court case led by young people to hold food to account for its harm to health and to call for the changes needed. 100+ young people will be involved in identifying the issues and staging the trial, starting to create a Manifesto for Change.

In Year 2, they will present their case for change to their peers and their community and will be supported to test solutions, through

- Their own projects which may be activism, research or community action, for example making their voice heard nationally through campaigns, developing a healthy eating campaign, co-designing better access to healthy food at school or running a community meal in their school canteen.
- Community challenge projects where they challenge their local community to come together to make it easier to eat healthier food. Projects could include for example setting up a community pantry, an 'Eat Your Tea For 50p' club or setting up a community cooking club.
- Eat Club Evolution will create space for another 60 young people to make their personal journey to healthier eating, distilling out ideas with the potential to make wide impact.

In Year 3, a 3-month wrap up phase, young people will finalise their Manifesto for Change to empower all young people to be able to eat healthy food, bringing in 500+ young people from across the county to add their views. An evaluation of impact will be completed. Young people will present their Manifesto and evidence of what works to organisations across the county, seeking commitment to adopt the Manifesto and take action. Budget holders and funders will be asked to commit resources to continue youth-led preventative action for healthier food.

Please contact Katy Anderson [katy@shropshiregoodfood.org](mailto:katy@shropshiregoodfood.org) for more information.