



Children's Future Food Inquiry

Committee Room 21, House of Commons

16 July 2018, 2-4pm

Chair: Dr Philippa Whitford MP

Attendees: Bruce Adamson, Pauline Leeson, Jo Pike, Louisa McGill, Rys Farthing, Lucy Tatchell, Matthew Reed, Margaret Donnellan, Sharon Hodgson MP, Kerry McCarthy MP, Anna Taylor, Jo Ralling, Lindsay Graham, Courtney Scott, Rys Farthing,

Progress Update

1. Lucy Tatchell from Fixers provided an update on the consultation with children and young people has so far engaged 250 children and young people. Four more workshops will be held before the end of the month. Annex 1 shows some of the key issues coming from the workshops.
2. Jo Pike presented the Portal which is now launched for receiving evidence submissions from children and from adults. It has been piloted with children in two schools. The link is here <http://www.leedsbeckett.ac.uk/carnegie-school-of-education/child-food-insecurity/>. The Food Foundation has engaged key stakeholders across the four nations to invite submissions to the portal. The organisations engaged are listed in annex 2. All Committee members were urged to send out the portal link to those who may be interested. A communications pack will be circulated to all committee members.
3. The literature review has been prepared by the National Institute of Health Research and is now being subjected to peer review. It draws together the evidence on the consequences of child food insecurity and the effectiveness of strategies to address it, drawing on data from OECD countries. In total it draws on 109 published academic papers. We hope that it will be published by November. The policy review is being prepared by the Food Foundation, and will be complete by the Autumn.
4. The Food Foundation have conducted some data analysis on the affordability of the Eatwell Guide using government data. This is being finalised currently with a view to publication during the back to school period in September.

Points made by Committee members

1. There is a need to engage with teachers around school food in the Inquiry. Several school networks are being targeted through the portal communications.

2. Care needs to be taken in the framing of the paper on the affordability of the diet to avoid a conclusion that food needs to be cheaper. The emphasis needs to be on income rather than price. The government is working on developing a new food strategy which will create opportunities for these messages to land.
3. On the Eatwell guide work, we should not compare obesity outcomes with potential spending but with actual spending to explore the association.
4. We need to ensure that we consider the counter-arguments to the data before publishing so that narrative can be presented in the most impactful way

Communications plan

The draft plan was presented by Jo Ralling – see annex 3.

Points made by Committee members

1. The UN Special Rapporteur on Extreme Poverty will be visiting the UK 6-16 November and has invited evidence up to 14 September. It might be good to arrange for the Listening event with children and young people to coincide with that period, or to arrange for the Special Rapporteur to meet with the young people's panel. CPAG is currently gathering documentation for this visit so Inquiry will be able to connect via this route.
2. We should also consider the monitoring of the UNCRC and how this process can be used to further the impact of the Inquiry. This has particular power in Scotland.
3. We need to ensure the Inquiry communications includes reactive positions to hot issues around children's food in the policy sphere, in particular the discussion over universal infant free school meals and FSM entitlement in relation to universal credit.
4. The publication of the affordability of the Eatwell Guide could coincide with teacher's reports on the health and well being of children after the summer holidays.

Evidence Hearings have been scheduled as follows:

- 17 January 1-5, House of Lords, London
- 23 January, Committee Room Scottish Parliament. Timing TBC

Wales and NI still to be scheduled.

Annex 1:

Update On Nationwide Workshops With Children And Young People – 16 July 2018

- To date Fixers has held 15 workshops in nine regions with 250 young people.
- Four workshops in four additional regions will be completed by the end of July.
- A number of potential youth panellists have been identified.
- Children age group – upper primary lower secondary

Key Themes Emerging From Workshops

- Young people know the difference between healthy and unhealthy food.
- School meals are of a poor quality and too expensive.
- Many children are hungry in class and can't concentrate at all.
- Hunger can make them disruptive in class taking up teachers time
- Awareness of consequences of hunger - mentioned being moody or feeling faint
- At home there is a lot of takeaway consumption, with young people wanting more involvement with the weekly shop.
- Most children know what a food bank is and how to use it.
- Poor choices of food at home, spoke about better food at grandparents or friends' houses, often embarrassed to invite friends home.
- Awareness of the impact of social media peers posting pictures of food
- Condemnation for too much junk food advertising frequenting their screens.
- Cashless cards could not be topped up instantly for those on FSM but less shame associated with card than tickets
- Suggested a dedicated member of staff to support children who may need help with hunger someone they could go to in confidence
- Suggested healthy snacks be available in class
- Suggested better education on food and food preparation
- Young people want to be part of the solution
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Key Quotes From The Workshops

'I don't think I've ever had a day with three meals in it.'

'If you don't eat enough at lunch it makes you tired, it messes with your brain. You can't reach your full potential as you've not been fed.'

'Teachers at lunchtime are dealing with too many things - there needs to be a specific person that deals with lunchtime and food issues.'

'When I see adverts it's mainly unhealthy food – there should be a watershed for when these adverts can be shown.'

Annex 2:

Four nations leads

- Children in Wales
- Children in Northern Ireland
- Children in Scotland
- Child Poverty Action Group (England)

Stakeholder engagement and network mobilisation

- Stage 1** – four nations stakeholder consultations (complete)
- Stage 2** – work with four nations leads to identify priority organisations and pre-brief accordingly (complete)
- Stage 3** – disseminate portal link and accompanying material (information, social media content, logos etc) to priority organisations and subsequent networks (18th July – 20th July)
- Stage 4** – engage all other relevant organisations raised at stakeholder consultations (external support/volunteers brought in to expand outreach capacity)
- Stage 5** – map stakeholder involvement in rest of inquiry work, including shaping report launch



Children in Wales

- Dissemination to membership (approx. 360 organisations in Wales)
- Inclusion in weekly bulletin
- Inclusion in quarterly magazine
- Post on website
- Share on social media
- Dissemination to End Child Poverty group

Flying Start

- Dissemination to partners in each of Wales' 22 local authorities

Wales Active networks

Welsh Local Government Association (WLGGA)

- Pro bono comms translation
- Dissemination to Local Authority Directors of Education
- Dissemination to WLGGA Cabinet Members

School Holiday Enrichment Programme (SHEP)

- Push out via SHEP local coordinators

Oxfam Cymru

- Dissemination to South Wales Food Poverty Alliance
- Cascade to Welsh Refugee Coalition (members include such organisations as Tróedrefn Plant, which works specifically with asylum-seeking children)
- Oxfam's Education Officer to engage in food contacts
- Share on social media
- Share with Welsh Council for Voluntary Action (WCVVA) for inclusion in newsletter re South Wales Poverty Alliance
- Mailshot to County Voluntary Councils

YMCA NI

Family Support Hubs

Youth Action NI

Council Youth Forums

Northern Ireland Active networks

Children in Northern Ireland

- Disseminate to approx. 1,000 organisations in Youth Group database
- Engage college network

Promotion via C2K

Children and Young People's Strategic Partnership

Network for Youth



England Active networks

Association of Directors of Public Health (ADPH)

- Inclusion in newsletter

Oxfam

- Pushing out across networks
- Share on social media

End Child Poverty (ECP)

- Circulate to all members – approx. 100 members

Trussell Trust

- Pushing out across networks

London Child Poverty Alliance (LCPA)

- Circulate to all members via CPAG London Campaign Manager (Alliance has 18 major partners)

Obesity Action Scotland

Child Poverty Action Group in Scotland

Cash for Kids

- Disseminate to grass roots groups and social work departments

Scotland Active networks

Together (Scottish Alliance for Children's Rights)

Trussell Trust

- Pushing out across networks
- Sharing on social media

Young Scot

Scottish Youth Parliament

Pupil Inclusion Network

- Inclusion in newsletter to 1,400 organisations



Annex 3:

Children's Future Food Inquiry

Press and Communications Plan

Target Audiences

- Policy makers
- Partners and stakeholders
- General public
- Academics and future funders



Aims and Objectives

- Raise public awareness of Inquiry
- Create momentum around Inquiry
- Engage policy makers to follow Inquiry recommendations
- Give a platform to children's voices across the UK
- Publicise the portal to drive submissions
- Encourage future research and funding
- Campaign for a national measurement of food insecurity
- Promote the Launch Events in 4 Nations

Key Messages

- Unique approach that will prioritise children's voices
- Food insecurity levels are high in the UK; children are living in poverty
- Inquiry very comprehensive and has reached and gathered evidence from all four nations
- Aiming to have six fundamental recommendations



Project Timeline

MONTH	MILESTONE	ACTION
July 18	Launch of portal	Reach out to stakeholders and their networks
August 18	Workshops and focus groups with children Project Offices engaging 18 teachers	Identify children's campaigns
September 18	Release Affordability Paper Titled with back to school – (Scotland & UK) Last call for Portal submissions	National news coverage
October 18	Policy Review released	Raise awareness to encourage calls to action Social Media to encourage last submissions
November 18	IPSON MORI - TBC	State of Nation Op Eds
December 18		Running Kids Campaigns
January 19	Debate Hearings - Committee	Launch Kids Campaigns in Media
February 19	Plan launch events	Announce events in national and regional press
March 19	National Institute of Health Research HEART	Raise awareness of health consequences
April 19	REPORT LAUNCH	
May 19	Call for future research and funding	

How to Follow us on Social

• @CFFInquiry #cffinquiry

- Further Information
- jo.ralling@foodfoundation.co.uk
- Mobile 07770 500 858



Media Assets

- Children's campaigns – regional news outlets
- Infographics – make information accessible and easy to digest
- Social media toolkits for all stakeholders, contributors and their networks to use
- Twitter, Facebook and Instagram – ensure campaign reaches younger demographic
- Experts available for interviews to highlight the report's recommendations
- Event coverage from the four nations
- National TV and press

