



fresh

Focusing Resources on Eating and Shaping Health



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Principal Environmental Health Officer

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Community Project Officer (Nutrition)



Overall aim of FRESH

'To encourage and support members of five groups/organisations to achieve a healthy, balanced and safe diet by providing practical community based support and advice on nutrition and healthy eating'



Leadership

Innovation

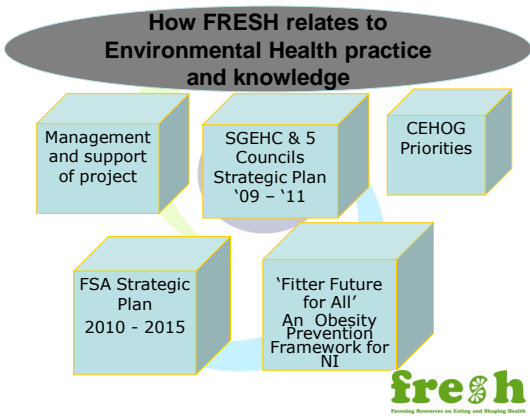
Commitment

Vision & Courage

"Strategic vision to recognise that whilst food safety was an important issue for Environmental Health of equal or greater importance was the requirement to do something about people who are leading sedentary lifestyles with unhealthy diets"

Quote from steering group member

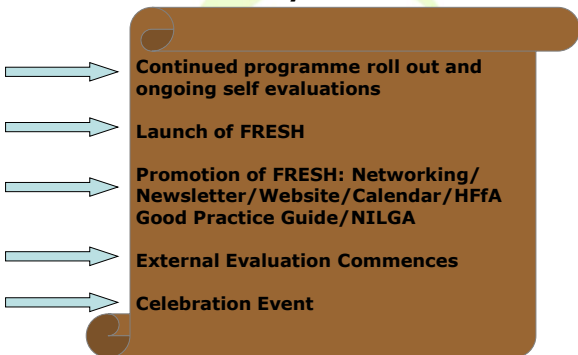




Project Development 2009



Project Development 2010 / 2011

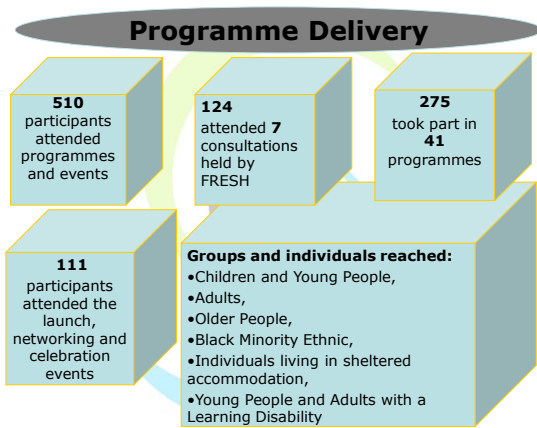


Programmes delivered through FRESH...

"All the programmes were user friendly and interactive. The participants had a lot of fun taking part in the programmes and were able to extend their knowledge of healthy eating on a budget, food garden, managing weight loss etc. The programmes were all delivered at local level and by informed, friendly facilitators"

(Co-ordinator of Community group/organisation)





A flavour of the programmes delivered through FRESH...

Cook it!

- **11** programmes, **59** participants
- Aims to support people in the community who want to enhance their cooking skills and who have an interest in healthy eating
- Offers hands-on practical experience of cooking and preparing food as well as enhancing individuals' knowledge of healthy eating and the safe handling of food

"I have started to use more healthy options and more fruit and vegetables"

"Switching to healthier options in everyday foods such as brown bread and brown rice"



Cook it! Armagh
October 2010

Weigh to Health

- 3 programmes, 23 participants
- Developed by the Community Nutrition and Dietetic Service in the Belfast Health and Social Care Trust, first time the delivered in the Southern Area
- Seven week programme which aims to help and support people who are overweight or obese to achieve gradual weight loss

"I find this course has helped me to have a positive approach to eating sensibly and doing more exercise"

"Dieting is not about 'fasting' – a healthy diet is for everyday living and should be enjoyable"





Weigh to Health, Armagh
May 2010

The Big Cook

- 2 programmes, 20 participants
- Pilot programme devised by the Dietitian Specialist
- Aims to help people develop cooking skills, cook and explore food/recipes from different cultures. Also aims to give people the opportunity to come together in a relaxed environment and learn about different food cultures
- Lithuania, Bulgaria, East Timore, Armagh, Dungannon

"Every time I start to cook I think about healthy eating"

"I don't often get the opportunity to speak to people from other cultures, so this was a great opportunity to get to know them"



**The Big Cook, Dungannon
June 2010**

Food Gardens

- 2 programmes, 20 participants (directly involved)
- Seapatrick village, Banbridge and Barrack Hill/Gough Ave Estate, Armagh
- Food gardens aim to help individuals improve their eating habits as well as give people the opportunity to work outdoors and support the fostering of community spirit

"It's a great opportunity for young children to see where their food comes from and to be able to taste the different foods"

"It's a social thing, a chance for people in the area to get together, become more active, and get to know each other"



**Hedge Planting Workshop, Armagh
February 2011**

External Evaluation

- September 2010 - March 2011
- Methodology - self evaluations, observational work, focus groups, survey, semi-structured interviews
- Main findings

"FRESH has established itself as an effective project that can bring statutory agencies and communities together to tackle the issues of obesity and food safety"

Successes of FRESH:

- Community Involvement
- Partnership
- Value for Money

Value for Money

"For a relatively small sum of £110,500 it has successfully met all its aims and objectives. In addition, it has utilised existing programmes, avoiding the duplication of costs involved in developing programmes which already exist elsewhere. Where needed it has developed new programmes, but at minimum cost"

External Evaluation March 2011

Sustainability

"The project needs to move from being a localised project to a regional project. FRESH has demonstrated that it can work with groups/organisations from all five council areas within the Southern Area, and is based on a sound model that could easily be adapted to streamline nutritional programmes within the Southern Area under one umbrella, namely FRESH"

External Evaluation March 2011

Thank you

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