

## Birmingham (UK) - Pune (India) Smart Nutrition City Partnership



TATA TRUSTS



**Birmingham**  
City Council



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# The learning opportunity – fresh ideas

1:4 children aged 11  
are obese

2:3 adults obese or  
overweight

Anaemia and rickets

Growing problem of  
household food  
insecurity

Common challenges:

- Dietary inequality
- Dietary quality
- Early years
- Safety, security, sufficiency, sustainability

22% stunting (<5y)

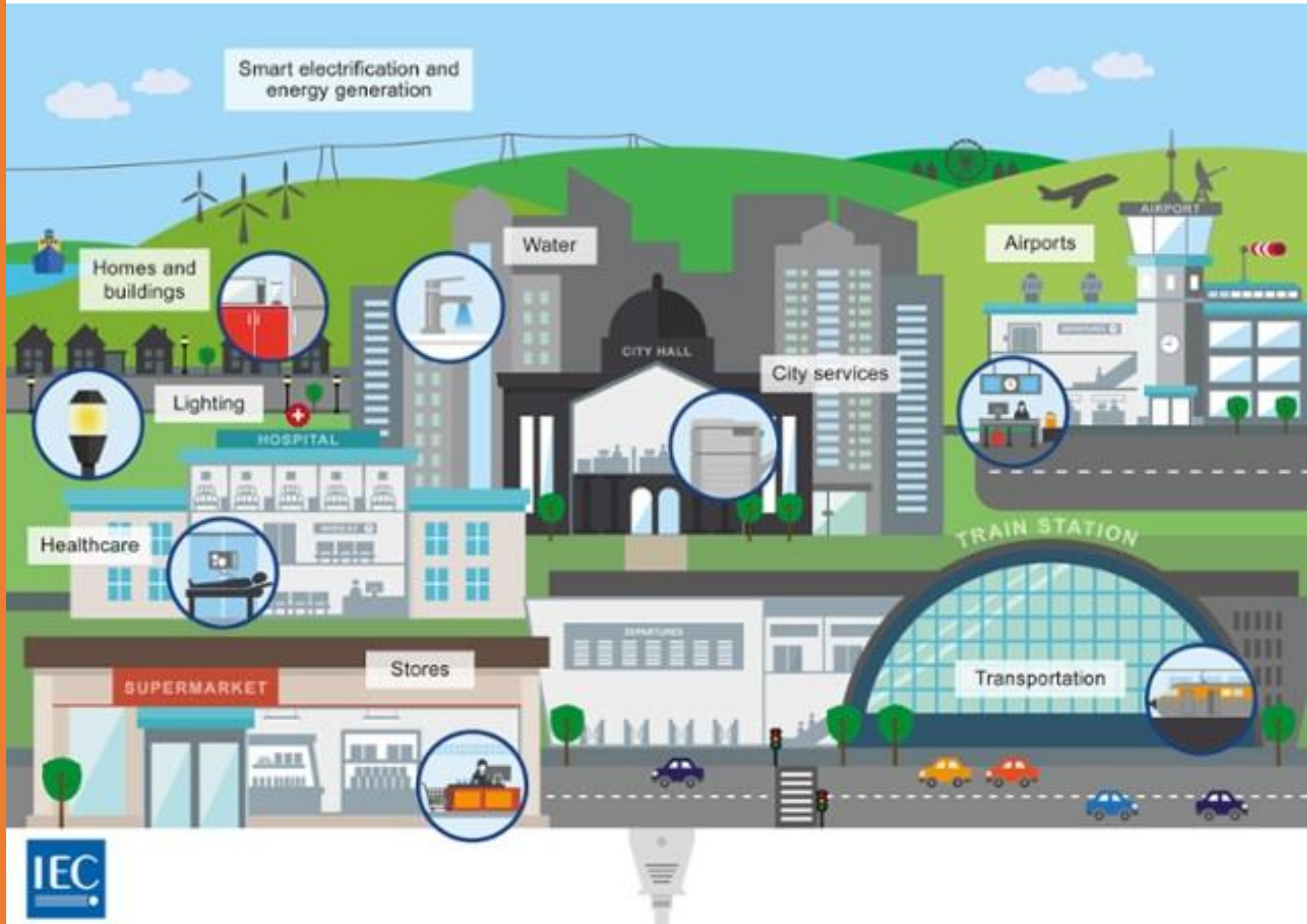
17% women below  
normal BMI

30% women  
overweight or obese

Iron and Vitamin A  
deficiency



The leverage  
opportunity –  
smart (and  
sustainable) cities



Our definition:  
smart nutrition  
cities


*A Nutrition Smart City will use **data and technology** to change the way that food is produced, processed, distributed and consumed.*

*It considers **food quality and equitable access, disrupting food systems** that are not sustainable or cause food insecurity and malnutrition.*

*They are by nature **multi-sectoral**, developed by entrepreneurs, nutritionists, public health experts, agricultural experts, policy makers, and civil society members committed to a sustainable, healthy food future.*

# Data and evidence produced to inform the partnership

DRAFT 18/05/2018







**PUNE**  
Nutrition situation analysis


**ABSTRACT**  
This report compiles secondary data on the nutrition situation in Pune to inform the new partnership between Birmingham and Pune on smart nutrition

Courtney Scott  
The Food Foundation

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DRAFT 18 05 2018






**BIRMINGHAM**  
Nutrition situation analysis


**ABSTRACT**  
This report compiles secondary data on the nutrition situation in Birmingham to inform the new partnership between Birmingham and Pune on smart nutrition

Authors: Shaleen Meelu, Ralph Smith, Angela Blair  
Additional contribution David Elliot (PHE), Drs Emma Frew & Magda Aguir (Birmingham University)

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DRAFT 18.05.2018







**ABSTRACT**  
In this document we discuss how the smart city agenda can be leveraged to tackle all forms of malnutrition, drawing on a range of case studies from around the world

The Food Foundation

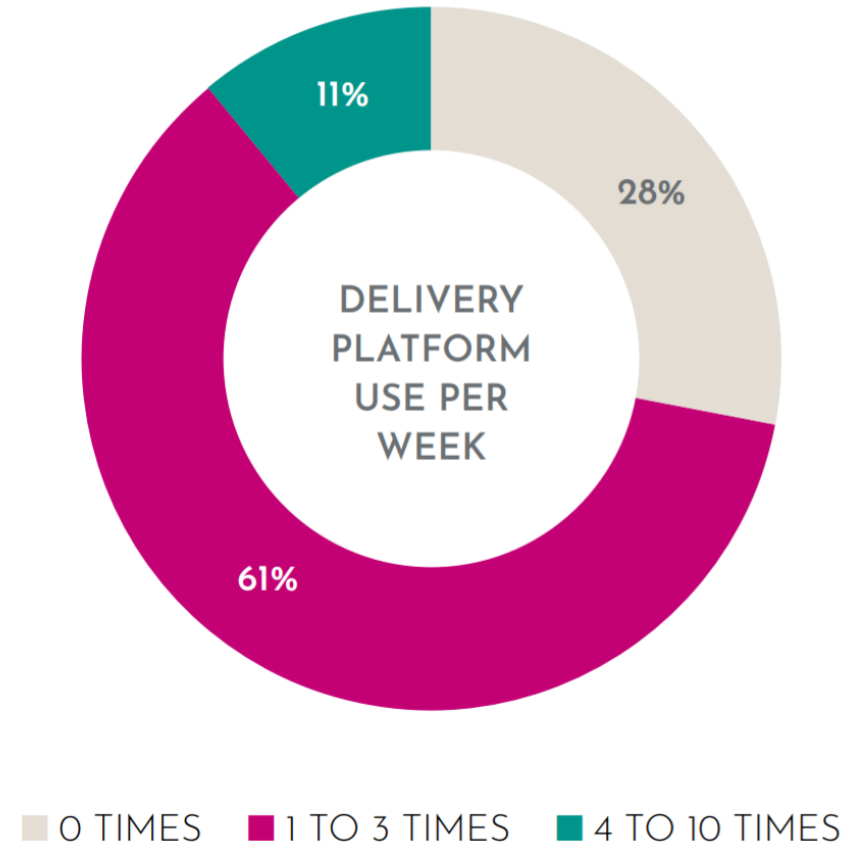
**SMART NUTRITION CITIES**  
Building on what's gone before

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# Pune citizens eat out of home for 1 in 14 meals

- 7% of eating occasions occur outside the home
- Younger people, men and higher income groups are more likely to eat lunch out of home
- 72% of Pune citizens have ordered food using an online App at least once in the past week
- On average Pune citizens use apps to order food once or twice a week















# Pune citizens tend to eat unhealthy food

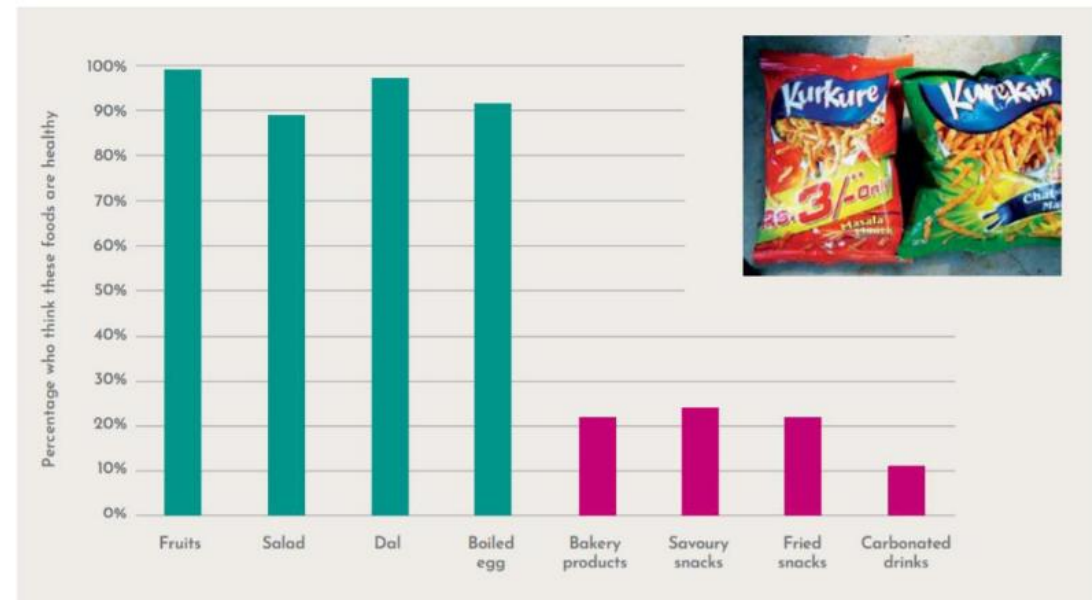
We asked adult citizens how frequently in the last week they had eaten the following foods:

The consumers of these foods tend to be:

| Proportion of Pune citizens who have eaten these foods at least once in the past week  |     | The consumers of these foods tend to be:     |  |
|--|-----|--|--|
|  |     | Older or younger than the general population | Poorer or richer than the general population |
|  White bread/pav from a packet                                    | 18% | Younger*                                     | Poorer                                       |
|  Bakery products (e.g. buns, puff pastry)                         | 17% | Younger                                      | Same across all socioeconomic groups         |
|  Savoury snacks (e.g. biscuits, crisps)                           | 25% | Same across all age groups                   | Middle                                       |
|  Fried snacks (e.g. wadapav, samosa)                              | 34% | Younger                                      | Poorer                                       |
|  Indian fast food (e.g. missal, pav bhaji, Indian Chinese)        | 25% | Younger                                      | Richer                                       |
|  Non-Indian fast food (e.g. pizza, burger)                       | 13% | Younger*                                     | Richer                                       |
|  Packet noodles   | 7%  | Same across all age groups                   | Same across all socioeconomic groups         |
|  Sweet beverages (e.g. tea, coffee - not including fruit juice) | 39% | Same across all age groups                   | Poorer                                       |
|  Carbonated drinks  | 2%  | Same across all age groups                   | Same across all socioeconomic groups         |
|  Fruit juice or fruit plate                                     | 14% | Younger*                                     | Same across all socioeconomic groups         |

\*Small difference

We asked Pune citizens whether they thought that the following foods were healthy:



Most people know which foods are healthy. Some people in their 20s and 30s think bakery products and fried snacks are healthy. 11% of people think carbonated drinks are healthy – mainly from lower income groups



# VEGETARIANISM

Just over half the population eats fish, meat and eggs.

Women and higher socio-economic groups are less likely to eat these foods.

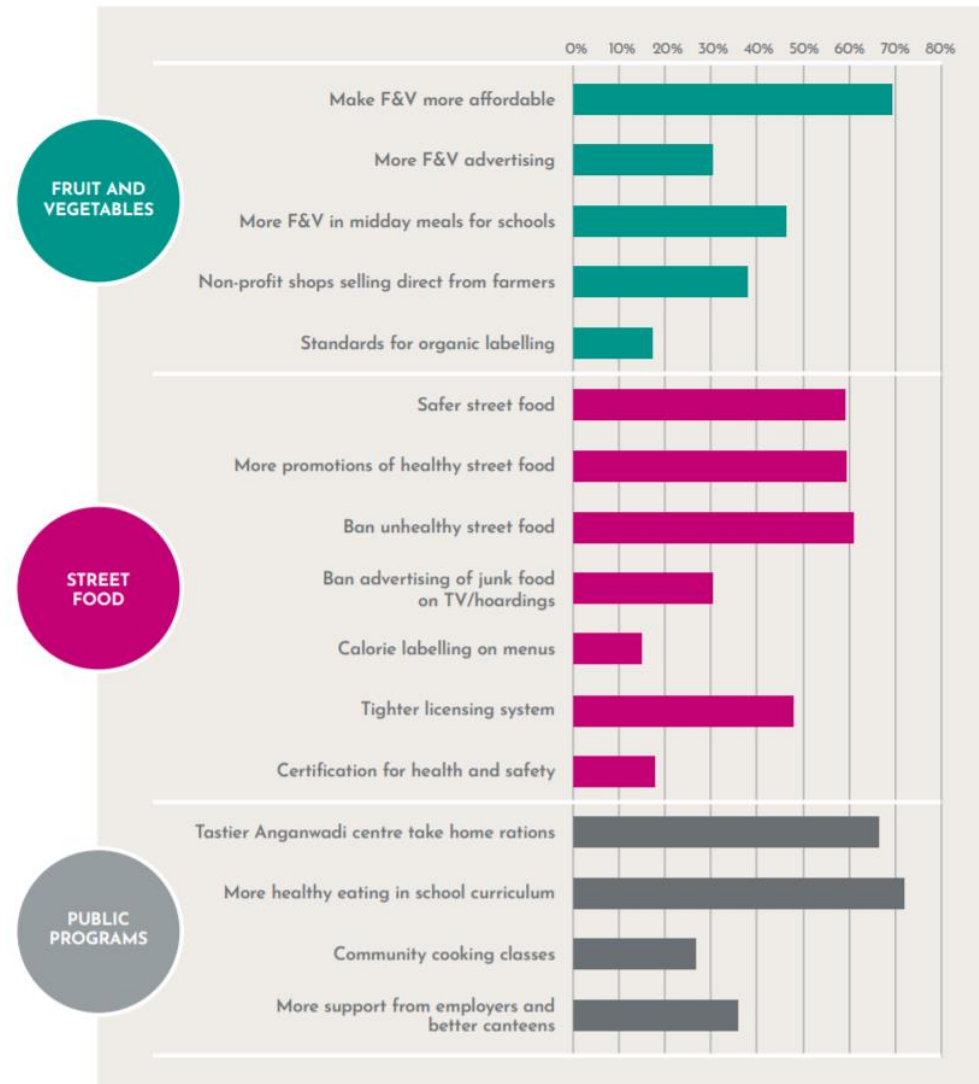
People over 50 are least likely



# The top reported drivers of food choice

| LOW<br>SOCIOECONOMIC | HIGH<br>SOCIOECONOMIC |
|----------------------|-----------------------|
| Price                | Healthy option        |
| Taste                | Quality               |
| Quality              | Taste                 |
| Healthy option       | Brand                 |

# PUNE CITIZENS WANT TO SEE PMC TAKE BOLD ACTION



The top policy options attracting the support of 50% of citizens surveyed

1

More teaching about healthy eating in the school curriculum

2

Making fruit and vegetables more affordable

3

Tastier take home rations from Anganwadi centres

4

Banning unhealthy street food

5

Promoting healthier street food

6

Making street food safer





# Fruit and Vegetable policy options targeting lower-income people

- Lower income groups want
  - policy that makes fruit and vegetables more affordable
  - Fruit and vegetable advertising and promotions
  - More fruit and vegetable provision in midday meals at schools.
- Higher income households want to buy fruit and vegetables directly from farmers and to have organic labelling
- Non-profit shops selling fruit and vegetables directly from farmers is more important to older people.





# Street Food Policy Options

- Lower income households want
  - safer streetfood and
  - promotion of healthier streetfood
- Middle income households want
  - a ban on unhealthy street food
  - tighter licensing and
  - health and safety certification.



# Public programmes policy options

- People who live in lower income households are more likely to want tastier take home Anganwadi rations
- People who live in bungalows (middle income) are more likely to want community cooking classes and healthier staff canteens.
- Men and women largely agree on policy options, but more men want healthier canteens and more women want tastier Anganwadi take home rations.





## A vibrant collage of 25 food images arranged in a grid-like fashion with a white diagonal line. The images showcase a wide variety of dishes including fried noodles, rice bowls, burgers, pizzas, cakes, and salads, representing a diverse range of cuisines.

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- A vibrant collage of 25 food images arranged in a grid-like fashion with a white diagonal line. The images showcase a wide variety of dishes including fried noodles, rice cakes, fried chicken, pizza, burgers, cakes, and various international cuisines. The collage is set against a background of autumn leaves and a sunset sky.

A large, vibrant collage of various food items, including noodles, fried chicken, pizza, burgers, and desserts, arranged in a grid-like pattern with a diagonal split. The collage features a wide variety of dishes, from traditional Asian street food to modern Western cuisine, all presented in a visually appealing and appetizing manner. The diagonal split separates the collage into two distinct sections, each showcasing a different selection of food. The overall composition is dynamic and colorful, with a focus on the textures and flavors of the various dishes.



“ The Birmingham India Nutrition Initiative involves the development of policies and practices through a learning partnership between Pune and Birmingham, UK, with a view to both cities becoming Nutrition Smart Cities. The goal of this initiative is tackling all forms of malnutrition and encouraging healthy food habits.

Pune Municipal Corporation (PMC) is taking several initiatives to enhance the awareness about the importance of nutrition to the citizens and support to live healthy lives. We will be reviewing the findings of this survey and using it to form our policies going forward. I would like to thank the citizens who actively participated and provided thoughtful suggestions.

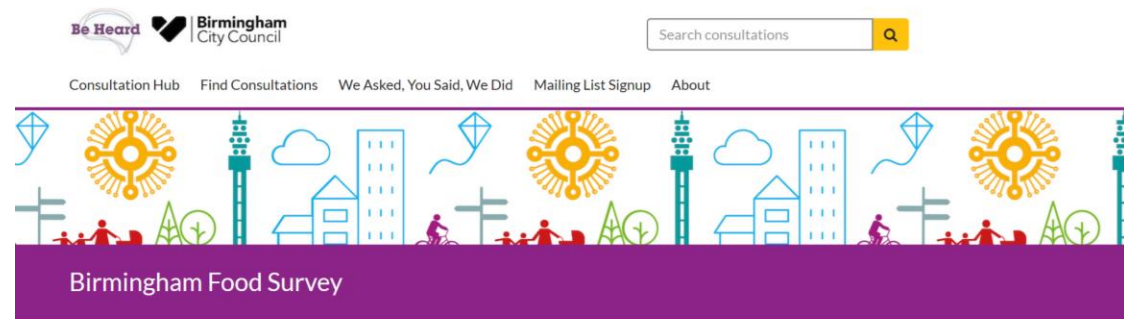
We believe this initiative is in line with PMC step to ensure sustainable food systems and improved nutrition in the city.”

MUNICIPAL  
COMMISSIONER,  
PMC



# Pune has inspired Birmingham

- **Councillor Paulette Hamilton, Cabinet Member for Adult Social Care and Health, Birmingham City Council,**
- “Working with Pune is an important global partnership for Birmingham. Our work together is helping both cities to create healthier food systems to make it easier for people to grow, buy, cook and eat food in a healthier and more sustainable way. We have learnt from Pune’s survey to develop our Birmingham Food Conversation survey and by working in parallel we can start to understand the international context of food beliefs and behaviours. We know that many of our citizens have friends and family in India, and vice versa, and by working together we can better understand how this could be influencing people’s beliefs and behaviours as well as sharing between the cities technical and programme approaches to create healthier food systems in our cities.”



## Overview

Birmingham is working hard to become a city where all citizens can thrive and achieve their potential, and creating a healthy, affordable and sustainable food environment across the city is key to this.

When we talk about the food environment in Birmingham we are thinking about how we grow food, transform it from raw materials into dishes, sell it through shops and serve it in schools and care homes, and also how we recycle it and treat food waste.

We want to hear from you about your thoughts on food and the food choices you make.

**Closes 31 Dec 2019**

Opened 22 Oct 2019

### Contact

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