Birmingham City Council

THE BIRMINGHAM INDIA NUTRITION INITIATIVE (BINDI)

A FOOD SMART CITY PARTNERSHIP

POLICY BRIEFING ON

EATING OUT OF THE HOME IN PUNE

BINDI is a learning partnership between Birmingham City Council, UK, and Pune Municipal Corporation, India, facilitated by the Food Foundation. It involves the development of policies and practices as part of the 'Food Smart City' initiative. Birmingham and Pune have a common ambition to seize opportunities to support safer, healthier and more sustainable city food environments which prevent malnutrition in all its forms (overweight, obesity, micronutrient deficiencies and undernutrition). The focus of the partnership is on policies regarding food prepared out of the home – to encourage the food which is available and promoted is safe, nutritious, affordable and procured in a manner which supports environmental sustainability and local economic development.

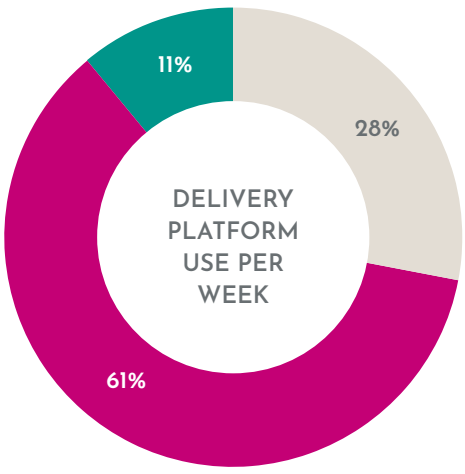
As part of this partnership a sample survey has been conducted with over 3,000 adult citizens in Pune by PMC Auxiliary Nurses which was led by the Gokhale Institute of Politics and Economics. This policy brief shows the main findings from the survey which explores eating habits, understanding of healthy food and policy changes that citizens want to see made to help them to secure healthier diets.

As part of the bilateral learning between the two cities, Birmingham City Council has developed a parallel survey that is running online to gather learnings about Birmingham citizens' out of home eating behaviours.

PUNE CITIZENS EAT OUT OF THE HOME FOR 1 IN 14 MEALS

Approximately 7% of eating occasions take place outside the home. Breakfast is the meal most commonly prepared at home, while lunch is most commonly eaten out of the home by almost one fifth of people. Women tend to prepare and eat lunch at home more than men do, as do people aged over 50 years old compared with younger people. Higher income groups also prepare and eat lunch out more frequently. There is very little difference between groups for other meals.

With advances in technology, online delivery platforms have become widely used by citizens to have food delivered to their home or workplace. 72% of Pune citizens have used an online delivery platform at least once in the last week and on average Pune citizens use them to order food once or twice a week. They are most popular with middle aged people. Women are more likely to use them once or twice a week than men. The most frequent users of delivery apps (those who order more than three times per week) are more likely to be male; aged 40-50 years; and middle income.



PUNE CITIZENS LIKE TO EAT FOODS WHICH TEND TO BE UNHEALTHY

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

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	The consumers of these foods tend to be: 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

VEGETARIANISM

Just over half the population eats fish, meat and/or eggs. Women and higher socioeconomic groups are less likely to eat these foods. People aged over 50 are the least likely age group to eat these foods.

THE TOP REPORTED DRIVERS OF FOOD CHOICE

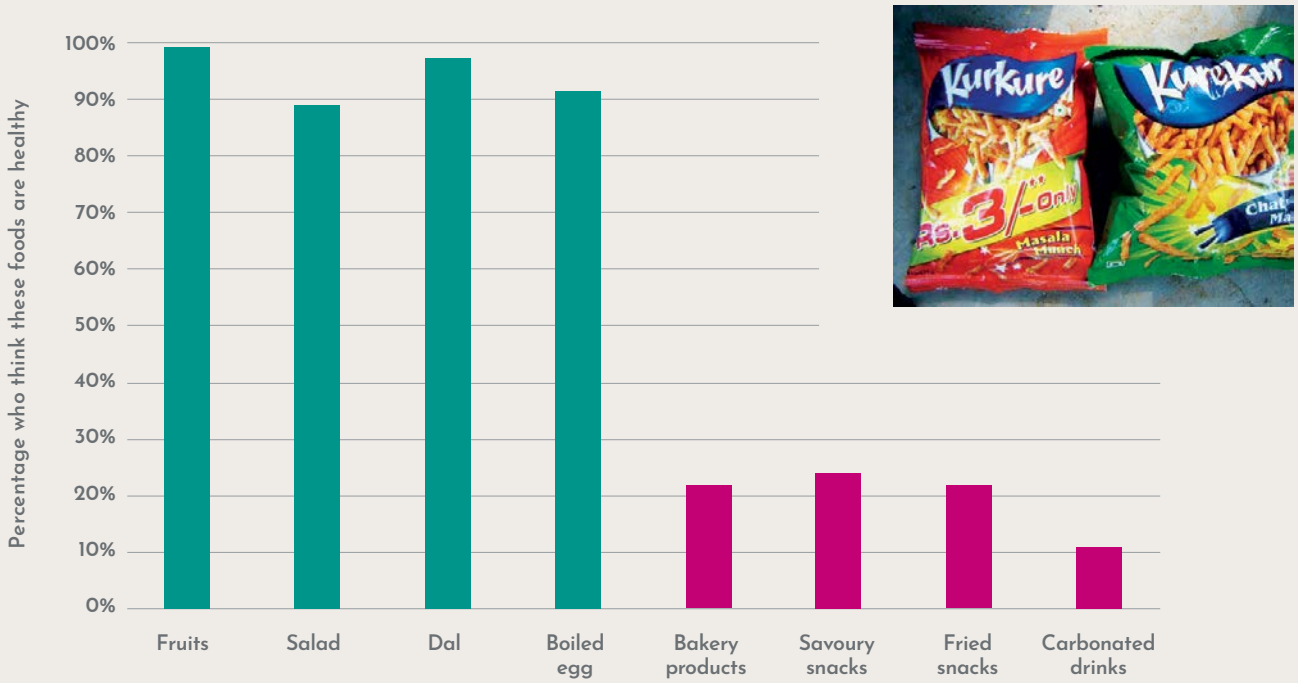
The top four reported drivers of food choice in low- and high-socioeconomic groups are:

LOW SOCIOECONOMIC	HIGH SOCIOECONOMIC
Price	Healthy option
Taste	Quality
Quality	Taste
Healthy option	Brand

There is little difference between men and women with regard to drivers of food choices – price is the most important driver for both. Price is more important to younger people. Healthy options tend to be more important for older people, whereas children's choices are more important to middle aged people. Whether the food is organic is the least important factor in food choice for citizens in Pune.

PUNE CITIZENS KNOW WHICH FOODS ARE HEALTHY AND WHICH ARE NOT

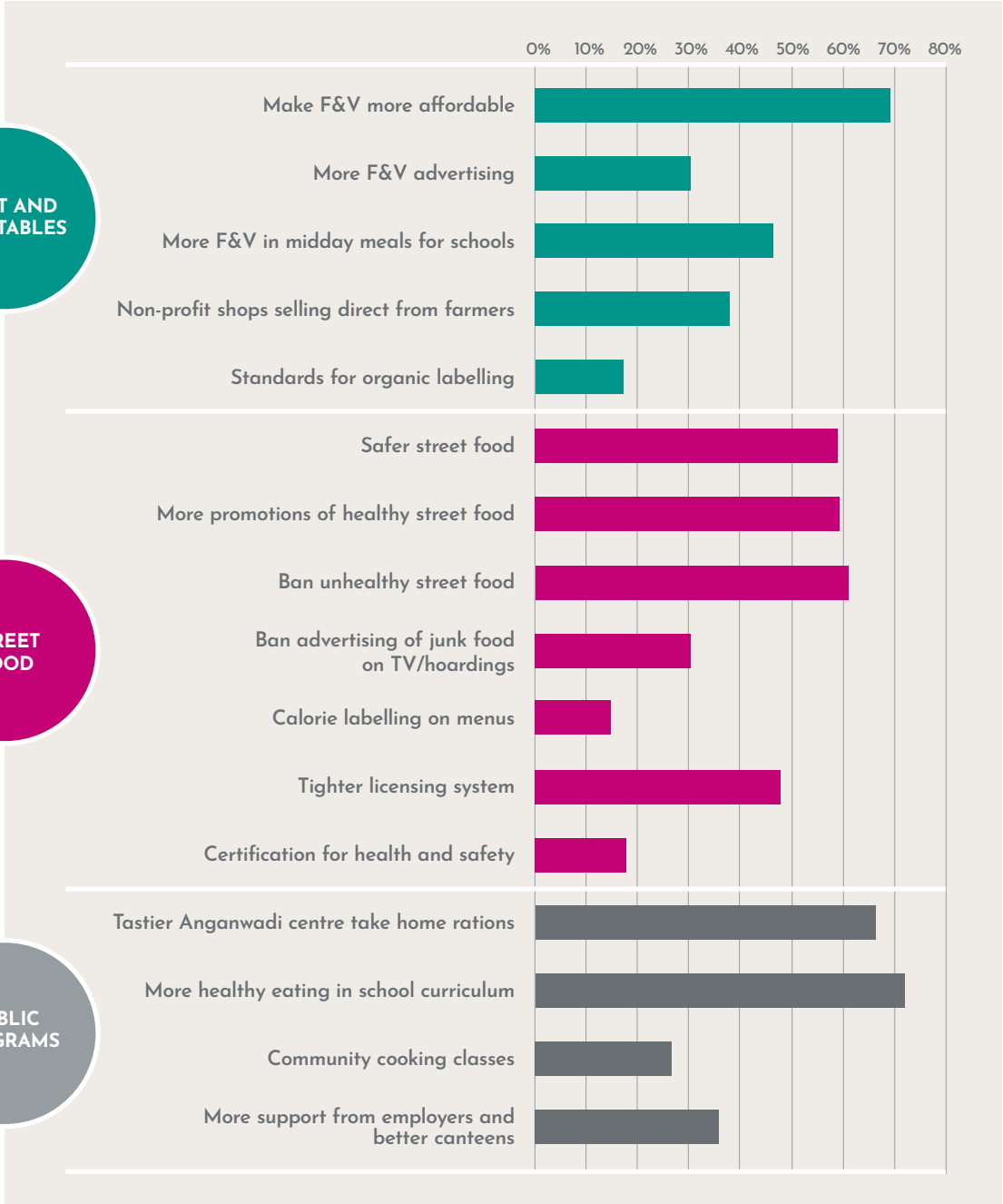
We asked Pune citizens whether they thought that the following foods were healthy:



The concept of healthy food is well understood by Pune citizens, but there are some people who mistakenly think that unhealthy food options (such as bakery products and fried snacks) are actually healthy. This is more common in people in their 20s and 30s. 11% of people think that carbonated drinks are healthy, slightly more in neighbourhoods with lower socio-economic groups. When it comes to thinking that salad is a healthy food, there is no difference between men and women, and very little difference between socioeconomic groups (apart from lower socioeconomic groups were more likely to think salad was unhealthy). Younger people are also less likely to think that salad was healthy.

PUNE CITIZENS WANT TO SEE PMC TAKE BOLD ACTION

We asked citizens what policy changes they want to see PMC make to help them to have healthier diets and improve the food environment:



The top policy options attracting support from 50% of citizens surveyed are:

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 VEGETABLES POLICY OPTIONS

People who live in lower income households are more likely to want policy that makes fruit and vegetables more affordable, more fruit and vegetable advertising and promotions, and more fruit and vegetable provision in midday meals at schools; whereas people who live in higher income households are more likely to want to buy fruit and vegetables directly from farmers and to have organic labelling standards. Middle-aged people are less concerned about making fruit and vegetables affordable. Having more fruit and vegetables in midday meals at schools is more important to younger people. Non-profit shops selling fruit and vegetables directly from farmers is more important to older people.

STREET FOOD POLICY OPTIONS

People who live in lower income households are also more likely to want safer street food and more promotion of healthy street food; whereas those who live in middle income households are more likely to want a ban on unhealthy street food, tighter licensing, and health and safety certification. Making street food safer is of decreasing importance with age. Calorie labelling is more important to older people than other ages.

PUBLIC PROGRAMMES POLICY OPTIONS

People who live in lower income households are more likely to want tastier take home Angawadi rations and people who live in bungalows 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.

"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

BINDI Birmingham India Nutrition Initiative
is supported by: