

Creating a Healthy Food City

Tackling Obesity through economic growth

Introducing the Birmingham Food Survey

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Our Ambition to become a Healthy Food City



Birmingham – a city of growth where every child, citizen and place matters

The Big Food Conversation

https://www.birmingham.gov.uk/news/article/489/henry_dimbleby_launches_birmingham_food_conversation

Cllr Paulette Hamilton, cabinet member for health and social care, said:

“I’m really pleased to welcome Henry to Birmingham to get this conversation started. It is so important that people think about what they are eating, such as being aware of how much sugar is found in cereals and drinks, and where the food comes from”

“Young people and children need to learn from an early age about nutritional value and how to cook healthy food, even on a tight budget”

“We want to hear from people across the city, from all communities, and there will be plenty of opportunities to take part in this national conversation. So let’s talk food.”

<https://youtu.be/Dlup5Ta7ajA>

**WHY IS IT
IMPORTANT
TO GET
INVOLVED?**

**WHY DO WE
NEED A
HEALTHY
FOOD CITY?**



Birmingham City Council Plan: 2018-2022

Challenges and opportunities

BIRMINGHAM HAS
1,141,000
CITIZENS
46%
UNDER 30



Our population is expected to rise to 1.31million by 2039 (15% rise from now) and 24% predicted rise in adults aged 85+ by 2028.

90
A
DIFFERENT
LANGUAGES
ARE SPOKEN



Birmingham has a young and richly diverse population with 25% of the population under-18 and 42% from Black and Minority Ethnic communities.

OUTSIDE OF LONDON
OUR CITY IS THE
MOST
ETHNICALLY &



CULTURALLY
DIVERSE



1,789
CHILDREN
IN CARE
(UNDER 18)

1 in 3 children live in poverty and there is a gap in life expectancy between the wealthiest and poorest wards. English is not the first language for 42% of school children.

1,836
FAMILIES
SUPPORTED BY
FAMILY SERVICES*

(*THINK: FAMILY)



Unemployment is higher than the UK average – 6.4% in Birmingham compared to 2.6% in the UK. Unequal employment rates across Birmingham – e.g. Hodge Hill at 46% compared to 78% in Sutton Coldfield. Air pollution causes up to 900 premature deaths (deaths before the age of 75) per year.



61,818
COUNCIL HOUSES

89,000 new homes are needed by 2023: street homelessness is on the rise and 1 in 88 people (12,785) are homeless.



MOST RAPIDLY
IMPROVING CITY

to live and work in with exciting new developments in Birmingham city centre, delivering almost 13,000 new homes, over 40,000 jobs and adding £2billion to the local economy.

COMMONWEALTH
GAMES

will reposition Birmingham globally,

GENERATING

£526m

for the regional economy and creating 1,000 new homes.



Wide ranging lively cultural offer, including world class theatres, Town Hall and Symphony Hall and a rich tapestry of festivals.

CITIZENS'
TOP PRIORITIES

- #1** Clean Streets (57%)
- #2** Refuse Collection (55%)
- #3** Child Protection and Safeguarding (37%)
- #4** Road and Pavement Repairs (37%)
- #5** Care and Support for Older and Disabled People (36%)

IN 2017, MORE THAN

12,000

NEW COMPANIES
OPENED THEIR DOORS
FOR NEW BUSINESS
IN BIRMINGHAM

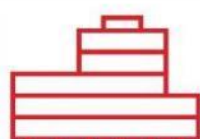


HOME TO OVER
20
MUSEUMS



571
PARKS

More than any other European city.



4 MILLION VISITORS TO

CITY'S 37
LIBRARIES
ANNUALLY



12,373

ADULTS (18+)
RECEIVING
LONG-TERM SUPPORT

35 MILES
OF WATERWAYS
MORE CANALS
THAN VENICE



HOME TO
5
UNIVERSITIES
with 87,400 students (aged 16-64).

Making a positive difference everyday to people's lives
Making a positive difference everyday to people's lives

BIRMINGHAM

WORKING TOWARDS A HEALTHY CITY: HEALTH INEQUALITIES



Public Health, March 2019
Not to be used without permission.
Numbers have been rounded

BIRMINGHAM POPULATION

1,137,123

Birmingham
Population
Est. Population 2017

1,073,045
Census 2011

56.3%

of Birmingham
residents live in the
20% most deprived
areas in England

LIFE AT THE BOTTOM

People who live in the
most deprived 10% are:

3x

MORE LIKELY TO

be ADMITTED
for PREVENTABLE
CONDITIONS

DIE
PREMATURELY
from PREVENTABLE
CONDITIONS

AT RISK & VULNERABLE

8%

OF ALL IN-PATIENTS
are of
BLACK ETHNICITY
more than expected

BLACK ETHNICITY

12% IN-PATIENTS
with MENTAL
ILLNESS

9% A&E
PSYCHIATRIC
ATTENDANCES

2x more than expected

LIFE EXPECTANCY

84.6 MOST AFFLUENT 86.4



9.9

years less lived in
the most deprived
areas

6.2



74.7 MOST DEPRIVED 80.2

People who live in the
most deprived 10% are:

3x

MORE LIKELY TO

be IN CONTACT
WITH MENTAL
HEALTH
SERVICES



have a
LONG TERM
CONDITION



SEVERE
MULTIPLE
DISADVANTAGE
measured as

Substance Misuse
Homelessness
Offenders

6,700

affected by 2 SMD
B'ham & S'hull

2,000

affected by 3 SMD

HEALTHY LIFE EXPECTANCY

59.9 BIRMINGHAM 58.9



3.5

years less lived in
good health

4.9



63.4 ENGLAND 63.8

128,655

CHILDREN LIVE
IN THE MOST
DEPRIVED 10%

aged 0-15 years

1 IN 4

CHILDREN LIVE
IN POVERTY



Supported Adults with learning disabilities

1%

are in
paid employment

64.1%

live in stable
accommodation

Data sourced from: population Census 2011 and Census population estimate 2015; life expectancy 2013-2015, Public Health Outcome Framework; Deprivation IMD index; and Exeter GP Registered population data; Poverty, Hard Edge Report; Graphics: Canva; The Noun Project

OBESITY IN BIRMINGHAM

WORKING TOWARDS A HEALTHY CITY

ENVIRONMENTAL DRIVERS

1,058


Fast Food Outlets in
Birmingham in 2016

96.1

Fast Food Outlets per
100,000 citizens
Compares to
116 Manchester/ 126 Leeds

27

Food Banks listed
by the Trussell
Trust in
Birmingham

571  **14 sq**
PARKS **miles of**
Birmingham has more
green space than any
other European city **green**
space

70,000
School
Meals

Served by City Serve
every day in schools
across the city

24.5%

of adults aren't
even walking for
10mins or doing
any cycling at all in
a month

25.4%

of Adults in
Birmingham are
inactive (<30mins of
activity/wk)

48.9%

of Adults in
Birmingham eat the
recommended 5-a-
day fruit/vegetables

ACTIVITY & EATING

% infants who initiate
breastfeeding within
48hrs of Birth

71.1%

WM 68.9%
ENG 74.5%

52.2%

Are still breastfeeding
at 6-8wks



26.1%

of 5yrs olds with one or
more decayed, missing
or filled teeth

0.33

average number of
decayed, missing or filled
teeth (dmft) in 3yr olds



% of people who use
outdoor space for
exercise or health
reasons

18.4%

Average for England is
17.9%

54.1%

of 15yr olds eat 5 or more
portions of fruit/veg every
day WM 51.1% ENG 52.4%

12.3%

of 15yrs old who are
physically active for at
least 1hr a day

OUTCOMES

RECEPTION

23.5

% of 4-5yr children are
carrying excess weight
(overweight, obese or
severely obese)



YEAR 6

40.3

% of 10-11yr old children are
carrying excess weight
(overweight, obese or
severely obese)



11.7%



10.9%



14.1% of Black
children have
excess weight
compared to 10.3%
of white children



27.2%



22.3%



27.9% of Asian
children have
excess weight
compared to 21.5%
of white children

26.8% of YR6 & 12.4% of reception, children are
obese in the most deprived areas compared to 12.8%
(Yr6) & 5.3% (R) in the least deprived areas

1.46

% underweight among
children in Reception



1.85

% underweight among
children in Reception

CREATING A HEALTHY FOOD CITY

Developing our
approach



Three Pillar Approach

Creating A Healthy Food City

- Healthy food environments in communities, workplaces and schools
- Healthy food economies
- Communities of identity and place informed approaches
- Social narrative about food

Creating An Active City

- Active environments, including making the most of the CWG infrastructure opportunities.
- Accessible provision
- Community co-production
- Social narrative about activity

Supporting Weight Management

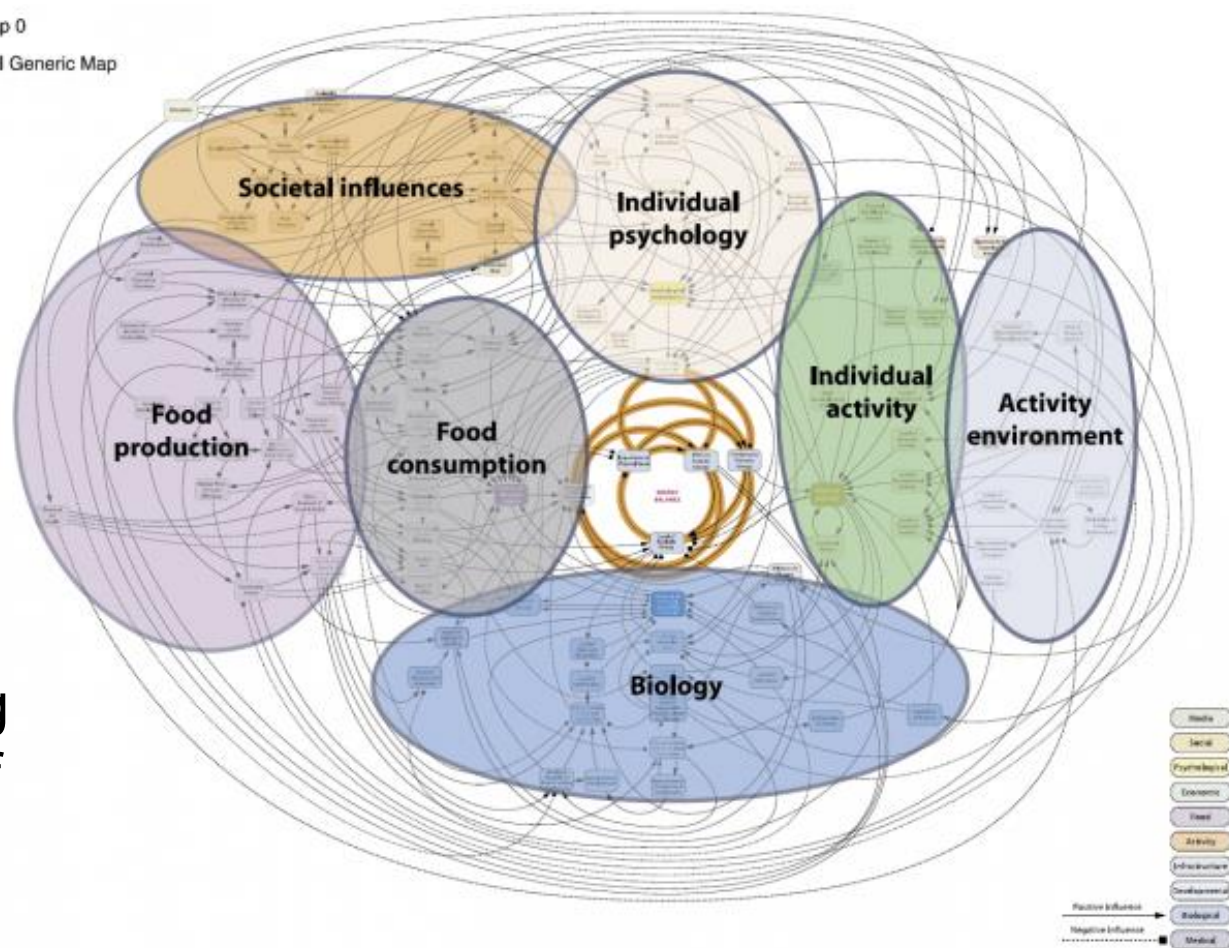
- Maximise engagement with existing support and resources e.g. C4L, OneYou, NHS Weight Management course & app, HENRY in early years settings.
- Maximise positive opportunity of NCMP through School nursing service and NHS Health Check.

Whole System Action Is Needed

Research, like the [Foresight report](#), has shown that tackling obesity needs lots of different actions.

Action is needed at different levels of society and by different types of organisations working together in a range of different areas.

Map 0
Full Generic Map



The Food Journey

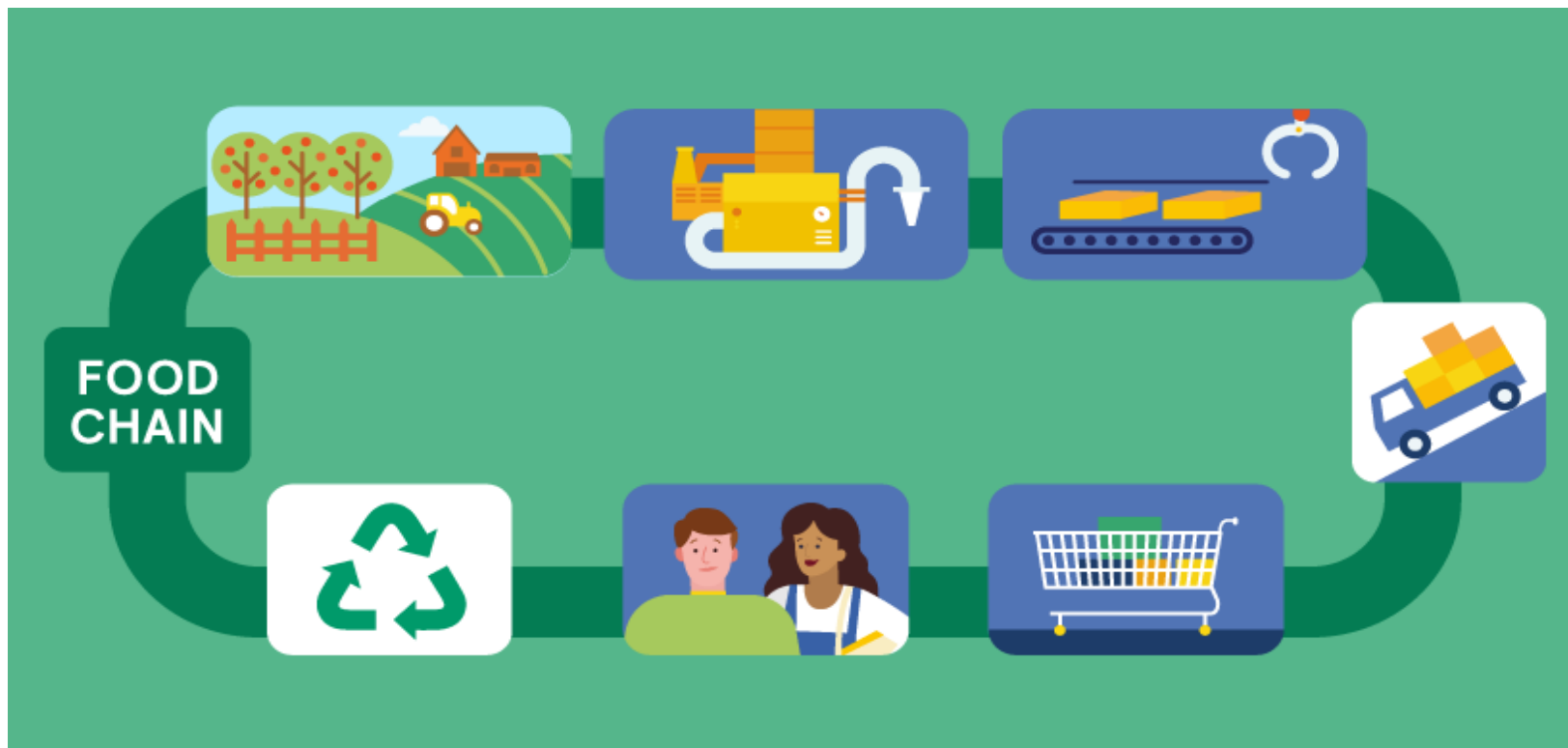


Image source: <https://www.eufic.org/en/food-safety/article/food-industry-standards-focus-on-haccp>

Our initial thinking on Vision and ambition

Birmingham is a Healthy Food City with a thriving and sustainable healthy food economy that reflects the diversity of our citizens and where healthy food choices are easy, accessible, safe, affordable and normal in every community.



This how YOU can get involved

<https://www.birminghambeheard.org.uk/place/birmingham-food-survey/>

