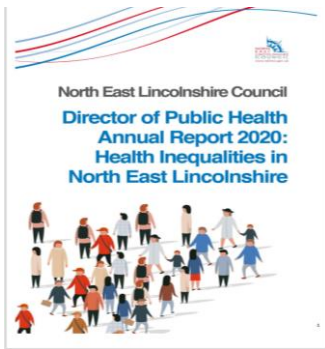


A COMMUNITY SURVEY EXPLORING ACCESS & BARRIERS TO HEALTHY NUTRITION

BACKGROUND

Plans to look into the nutrition environment before the pandemic...

Following the pandemic, Healthy Weight, Healthy Lives (HWHL) strategic group was established...



Strategic Framework for Healthy Weight, Healthy Lives 2022- 2025

Our overarching priorities

1. Creating healthy weight environments in which our people live, play, learn and work.

KEY AIMS

- Find out how the adoption of a nutritious diet varies across North East Lincolnshire (NEL) and with demographic factors
- Identify the main barriers to a nutritious diet which are associated with worse diet quality in the NEL population
- Find out how the barriers to the adoption of a nutritious diet (including the affordability and availability of nutritious food) vary across NEL and with demographic factors

OBJECTIVELY MEASURED BARRIERS

- Fast food accessibility score*
- Nutritious Food accessibility score*
- Food insecurity –Nutrition knowledge**
- Cooking skills**
- Food preparation skills**
- Kitchen appliance score**

* Number of outlets in 1km radius of person's home postcode
 **Measured using validated short survey questions

METHOD

- Data was collected from a large sample with varied demographics using a cross sectional survey (**198 residents responded to the survey**)
- QuestionPro survey was open for 7 weeks (19th Dec 2023 – 2nd February 2024)
- Survey was advertised in:
 - 'Every household matters' newsletter
 - Council's weekly consultation email
 - Council's 'have your say' webpage
 - Council's 'Families First' Facebook page
 - Incentive to win one of ten £20 Lincs Inspire vouchers
- Validated measure of Diet Quality Score (DQS) was calculated through a short food frequency questionnaire
 - Mean DQS = 10, whereas DQS >12 defines a healthy diet



SUBJECTIVE MEASURE

Which of these barriers prevent you eating healthy?

- Work schedule or busy lifestyle
- Cravings/ temptations
- Low mood/ comfort eating
- Taste preference
- Lack of knowledge re best food cho
- Cheap offers on convenience foods
- Lack of willpower
- Social eating (at work/ with friends)
- Physical health
- Food labelling not clear
- Energy/ motivation to prepare food
- Higher price of healthy food
- More easily available unhealthy options
- Too few easy healthy options
- Ability to cook
- Unappealing 'healthy' foods
- Choices of family and friends
- Eating away from home (at work/ travel)



Nutrition Facts	
8 servings per container	
Serving size 2/3 cup (55g)	
Amount per serving	
Calories	230
% Daily Value*	
Total Fat 8g	16%
Saturated Fat 1g	2%
Trans Fat 0g	0%
Cholesterol 0mg	0%
Sodium 100mg	7%
Total Carbohydrate 37g	13%
Dietary Fiber 1g	1%
Total Sugars 12g	24%
Includes 10g Added Sugars	20%
Protein 1g	
Vitamin D 10mg	20%
Calcium 200mg	20%
Iron 0mg	0%
Potassium 0mg	0%



FINDINGS/SUGGESTIONS FROM SURVEY RESPONDENTS

- NEL residents do not have a healthy diet on average.
- Those with dependent children living at home have a significantly worse diet quality than those without.
- Food preparation skills most significantly correlated with diet quality amongst NEL residents (amongst barriers looked at).
- Distance someone lives to fast food and nutritious food outlets is not associated with their diet quality.
- More respondents were 'likely/ very likely' to say they would buy a healthy fast-food takeaway.
- Those with dependent children and younger age groups more likely to buy healthy takeaway.
- Fewer respondents were 'likely/ very likely' to say they would attend cooking classes
- Those likely / very likely to say they would buy a healthy fast-food takeaway or attend cooking classes, had lower diet quality. Hence these interventions would reach those who most need to improve their diet.
- Those with physical disability and physical health condition were not more likely to attend cooking classes despite having worse cooking skills. One resident suggested 'access to affordable aids to enable cooking' would help.

Suggestions from survey respondents

- Residents would like more access to local organic food and livestock farming at good prices
- Throughout all interventions, those with food allergies, intolerances, and requirements should be considered

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