

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

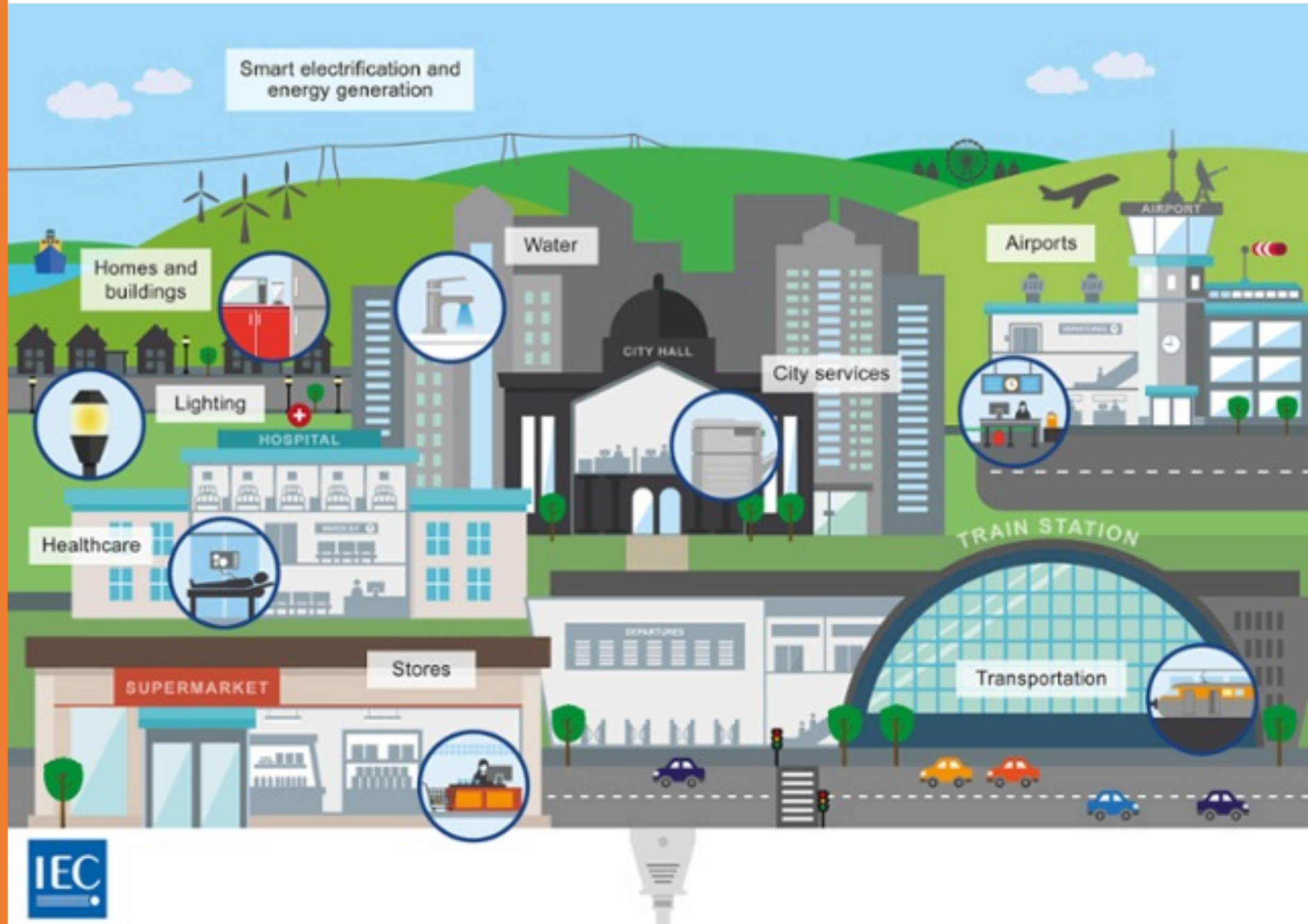
22% stunting (<5y)

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: Shaheen 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




SMART NUTRITION CITIES
Building on what's gone before

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

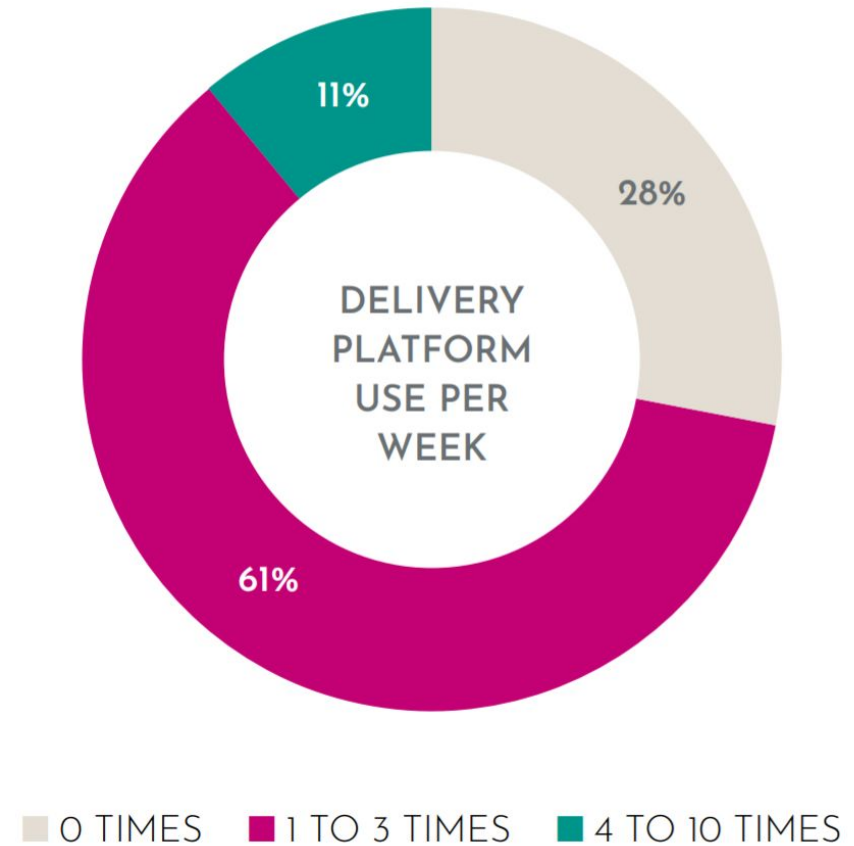
The Food Foundation

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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

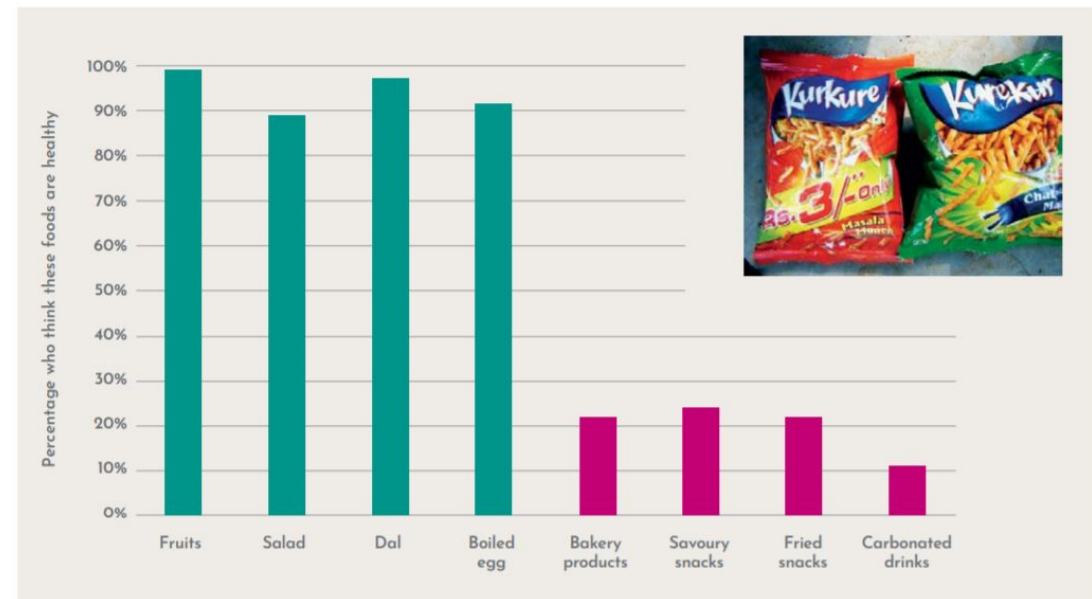
We asked adult citizens how frequently in the last week they had eaten the following foods:

The consumers of these foods tend to be:

Proportion of Pune citizens who have eaten these foods at least once in the past week		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.

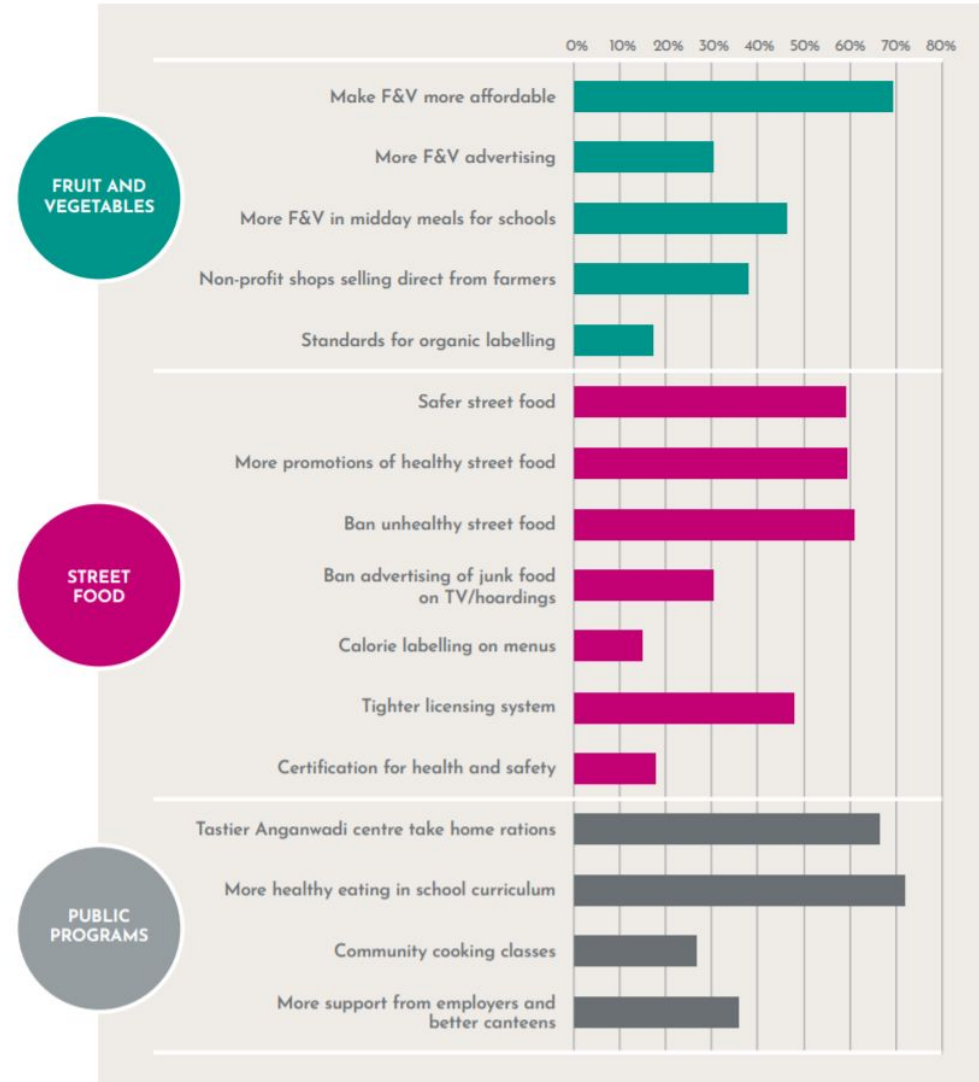
Women and higher socio-economic groups are less likely to eat these foods.

People over 50 are least likely

The top reported drivers of food choice

LOW SOCIOECONOMIC	HIGH 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.



Next Steps for Food Smart Cities

- Present policy recommendations to city leaders and stakeholders
- Consider how other cities are changing the Food Scape of the city to be healthier, more sustainable
- Engage partners in the delivery of Food Smart solutions
- Capture food stories from across the city and document to protect and re-awaken lost food memories

Images #PuneFoodie & #BirminghamFoodie Instagram



“ 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.

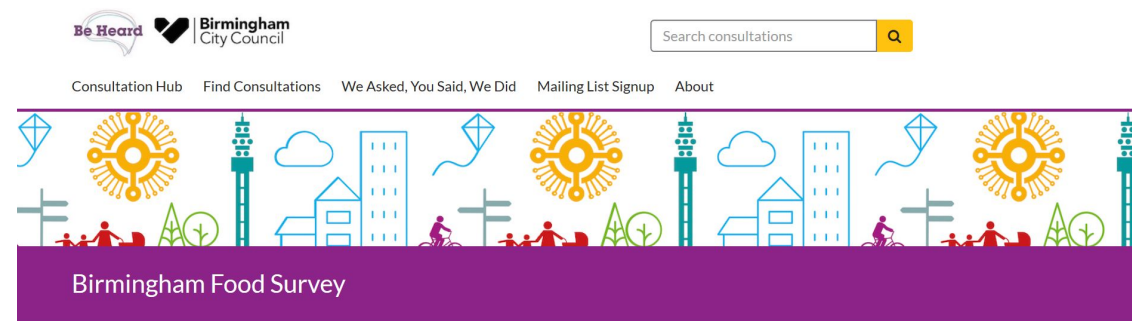
We believe this initiative is in line with PMC step to ensure sustainable food systems and improved nutrition in the city.”

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

publichealth@birmingham.gov.uk