

Policy and action on food and older people in Wales

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Policy



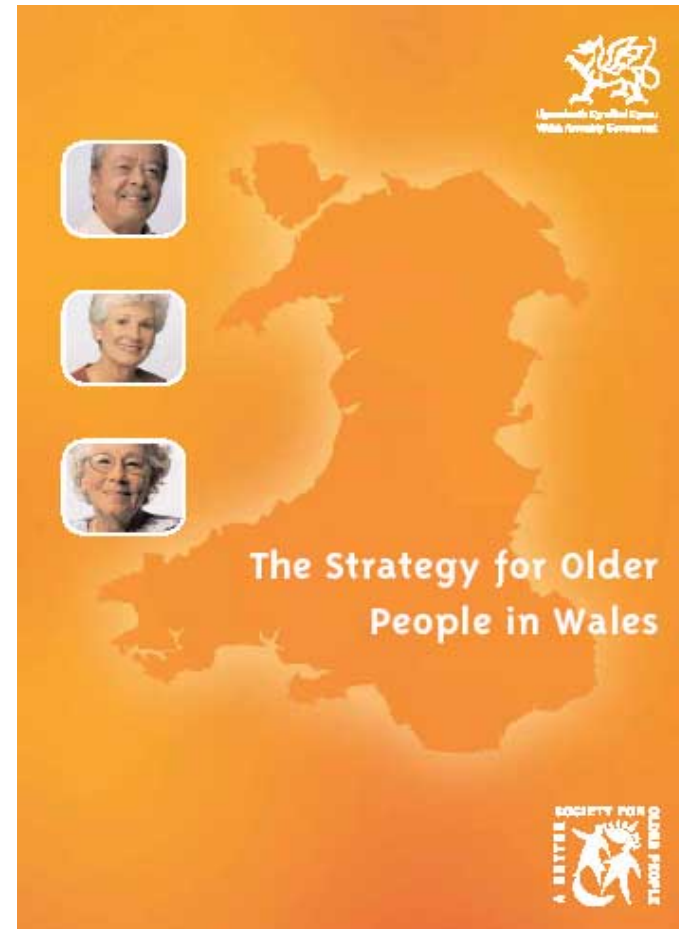
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Strategy for Older People 2003



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- Changes in living behaviours even later in life can bring benefits
- Health promotion for older people is a key theme
- Delivered through a Health Promotion Action Plan for Older People



Healthy Ageing Action Plan for Wales 2005



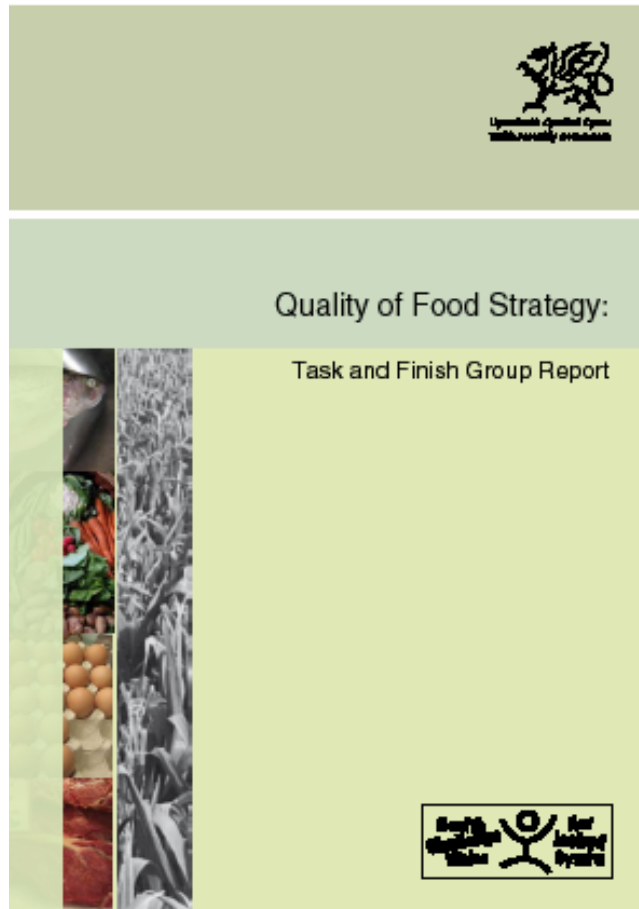
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- Projects funded under food and fitness grant scheme
- Training on food & nutrition for caterers, nursing staff and healthcare assistants
- Investigate need for and pilot guidance on health improvement issues including healthy eating in care settings

The Welsh Food Debate



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Food and Wellbeing



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- Vulnerable elderly identified a level one priority group
- Actions for other key players
 - Meals on wheels
 - Free transport schemes to supermarkets

Welsh Food Debate

25 September - 31st December 2007



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- Three main methods of consultation
 - Open public meetings hosted by the Chief Medical Officer;
 - Conferences / seminars and workshops facilitated by officials;
 - Stakeholder engagement through a questionnaire based on the report from Task and Finish Group;
 - 'Older people have their say: Older Peoples Food Survey (facilitated by the Welsh Food Alliance).
- Total contributions - 783 individuals / organisations

Public Open Meetings

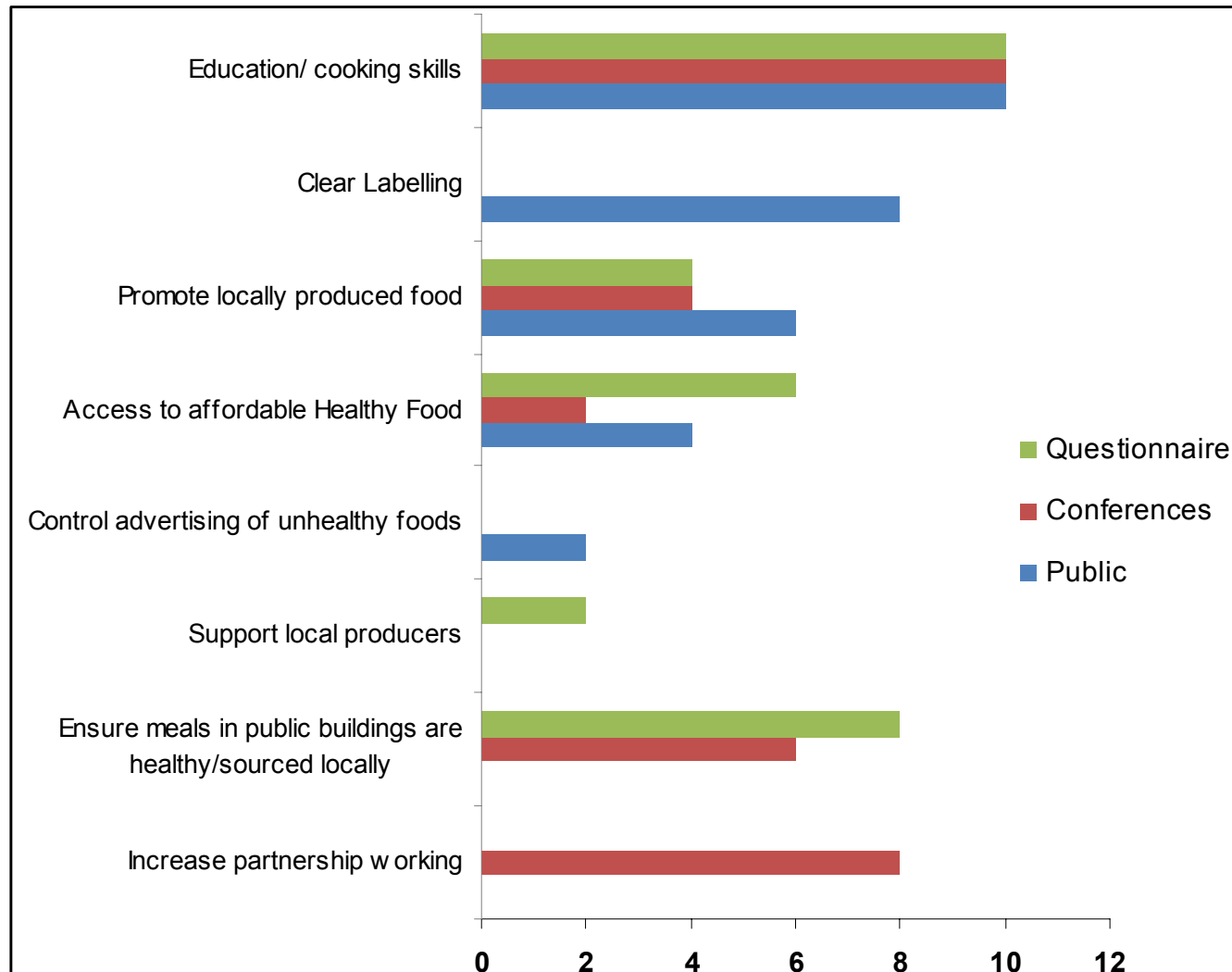


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Comparison of Priorities



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Older People's Food Survey



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- 34% reported a healthy diet is difficult to afford
- 18% have difficulties shopping - rising to 47% when unwell
- 53% have difficulty reading labels
- 47% have difficulties obtaining right sizes of food items
- 56% have difficulty carrying food home

What is quality food?



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- Healthy
- Safe
- Reduce harm to the environment
- Fairly traded
- **Accessible and affordable**
- Supports all cultures in healthy eating
- Supports a strong Welsh Food Industry

Quality Food for All in Wales Action Plan



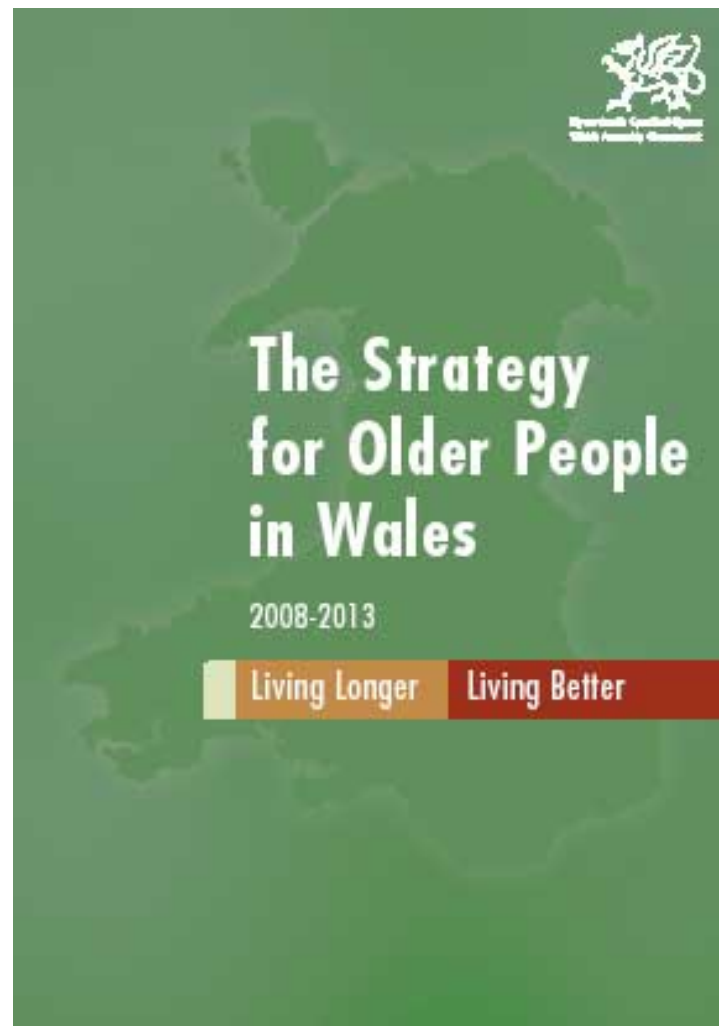
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Make it possible for everybody in Wales to be able to eat food that is healthy, affordable and produced in a sustainable way, whilst supporting a strong and diverse Welsh food industry.

The Strategy for Older People in Wales



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The Strategy for Older People in Wales - 4 Themes



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- **Valuing Older People - Maintaining and Developing Engagement**
- **Changing Society - The Economic Status and Contribution of Older People**
- **Well Being and Independence**
- **Making it Happen - The Implementation of the Strategy**

Well Being and Independence - Strategic Aim



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Improve the health and well being of older people through initiatives to promote health, as well as high quality, responsive and appropriately regulated health, social care and housing services. These will enable older people to live as actively and independently as possible in a suitable and safe environment of their choice

Healthy Eating



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- Increase access to affordable and high quality food
 - food access projects
 - work with public and commercial sectors to reduce inequalities
- Improve quality of food served in community settings
- Tackle malnutrition

Programmes



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Food in Hospitals



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- Recognition one in seven of people in Wales aged 65years risk of malnutrition
- Work focussed on obesity and children and young people
- Dec 2006 Food in Hospital Task and Finish Group established to produce a report on the provision of food in hospitals for patients, staff and visitors

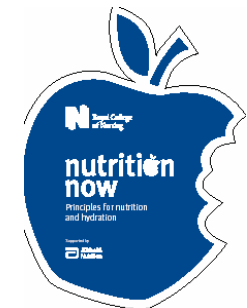
Food in Hospitals



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Two subgroups

- Nutrition Campaign - successfully promote the message that “Provision of food has the same importance as medication
- Nutrition Care Pathways - develop a chart to address procurement, catering, staff involved in all aspects of food preparation, presentation of food, environment, positioning, oral health requirements
- Both supported by training



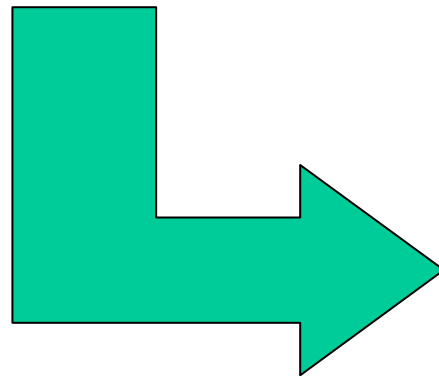
Community Food Co-operatives



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- Initial 2 year pilot in North and South East Wales April 2004 - March 2006
- From April 2007 expanded to cover all of Wales

Volunteers



Community Food Co-operatives



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Volunteers take
orders and money

Volunteers phone
order through to
supplier

Community Food Co-operatives



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Produce delivered in
bulk the following week

Volunteers divide
produce by number
of orders placed

Community Food Co-operatives



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Volunteers put
produce into bags

Customers collect
bags & place next
week's order

Results and achievements



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- Pilot aimed to have 26 sustainable food co-ops up and running by the end of March 2006
- By the end of March 2006 77 food co-ops were set up
- 162 food co-ops established to date
 - Providing fruit and vegetables to approximately 6000 families
 - Engaging around 800 volunteers
 - Approximately £1m annual turnover

Feedback



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I no longer eat biscuits, junk food in a manner of speaking. I've actually changed my lifestyle

Well it's fresher ...the cauliflower if you buy it from the supermarket sometimes the outside green is soft ... but here its lovely and fresh and everything's fresh

It's made a big difference having it because most of our shops in the village have closed down

**Since my husband died I was very depressed for quite a while. As soon as I've worked on the food co-op I felt useful and it's not a problem now.
Volunteer – North Wales**

Well my kids are eating more fruit and veg ... at one time they'd only eat carrots and peas and now they practically every vegetable we've got to eat

I've learned how to talk to people without being embarrassed. It's built my confidence

Way Forward



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Quality Food for All in Wales Action Plan

Environmental changes:

- Influence strategic levers HSCWB strategies, Older Peoples Co-ordinators, Chronic Disease Management Care Pathways etc
- Work with national and local partners to raise awareness of malnutrition
- Improve the nutritional quality of food supplied through public services in Wales
- Work across the Sector Skills Councils to produce a workforce development plan

Way Forward



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Support for local initiatives

- Support targeted programmes, which tackle accessibility and availability issues among vulnerable and low socio-economic groups, with a particular focus on older people
- Work with retailers in Wales to develop schemes to provide neighbourhood healthy retail initiatives / delivery schemes etc



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