



#Hangry – you bet we are!

Blackburn with Darwen Food Resilience Alliance: Interim report, October 2020

Young Food Ambassadors tell it like it is

If you had told Corey, Robyn, Tia & Tyler, our four young Food Ambassadors, two years ago that they would be on national radio and TV, spearheading a campaign to challenge perceptions and responses to food poverty, they probably would have laughed! However, by working with them, introducing them to other young people and organisations such as the Food Foundation they have developed a confidence and ability to hold their own under pressure in the media.

Tia Clarke has appeared on the BBC Radio 4 Food programme talking about access to food, and with her colleagues has helped to launch the new 2020 Children's Right to Food Charter. They are also involved in Marcus Rashford's campaign – and have worked alongside Dame Emma Thompson, on TV.

Now the group is beginning to make inroads into the local food poverty response by gaining the support of BwD Food Resilience Alliance, an ever more dynamic group. They are spearheading conversations with other young experts – showing leadership and communication skills – which will be based around a food safari. This links into other programmes in the Borough, such as the Obesity Trailblazer. Beyond BwD, they are supporting the development of #getsHangry across other towns in East Lancashire and are now experienced campaigners, with skills gained for life.

Challenges and learning

The young people have learned much about media and enhanced their digital skills. They have a wide network of colleagues locally and nationwide who support them in their work. They have made an impact despite the restrictions imposed by Covid-19.



Charity is no substitute for justice withheld, which just reminds me of food banks and how it all relies on people donating; it should be governments responsibility to ensure people aren't going hungry, and they need to start listening to young people to understand the issues on the ground and alliances need to start involving people with lived experience, it's started to work for us!"

Tia Clarke, Children's Right2Food Ambassador, and campaign team, #DarwenGetsHangry

Next steps

The team will work with Lancaster University, BwD Public Health and the Food Resilience Alliance to develop the Food Safari, and produce digital material to be shared locally – this is our main focus, to challenge local perceptions and responses. Also to work more widely across East Lancashire, developing the #getsHangry campaign.

Outcomes

- Our Young Food Champion team is now considered part of the response team in BwD – integrated into the Alliance
- Continuing work will impact on how young people access good food at home or at school - BwD & across East Lancs