



Health First

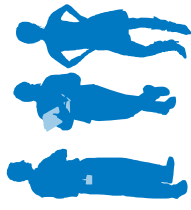
Specialists in Health Promotion

A community approach to developing food projects



**Eric Samuel
MBE, CEO
Community Food Enterprise**





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Department
of Health



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Issues

- 6th most deprived borough Nationally (Index of Multiple Deprivation 2007)
- Cardiovascular disease (heart disease, diabetes, high blood pressure and strokes) biggest killers in Newham
- Male life expectancy joint second shortest in London



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Community Food

Enterprise Limited

- Social enterprise food business
- Established by community in 2002
- Achieved charitable status in September 2006
- We are rooted in the most ethnically diverse area of the UK and our vision is to ensure that “Everyone in the community has the right to the right food”



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Our Work

Focused on lowering or eliminating barriers that might prejudice members of the community ability to access fresh quality fruits & vegetables at affordable prices (e.g. food deserts) and over the years we have developed an extensive range of community food projects to improve food access in Newham and they include:

- Social Food Outlets (SFO)
- Education & Training – National Training Programme for community Food Workers (NTP)
- Distribution
- Juice 4 Life



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Our Approach

The key to our success has been a bottom-up approach working with local people

- Bottom-up approach
- Over 40 volunteers
- Volunteers have local knowledge and the credibility
- Sense of belonging
- Want to see changes



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Employees

From humble beginnings, we now have a staff of 17 and all of them live in the areas we serve

- Most of our employees can multi task
- Back-up support available when someone ill or on holiday



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Sharing Good Practice

- Monthly project visits
- Information about projects are widely available via the web
- Assist projects throughout the country
- Work with Universities
- Work with regional and national health



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Challenges

- Sustainability/Accessing mainstream funding
 - has always been our main challenge
- Proving Community Food Projects such as CFE
 - benefit the community they are serving -
- Being used politically



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The Impact

- 200,620 customers purchased goods from our Social Food Outlets (Food Co-ops)
- 42, 758 meals served at Breakfast Clubs
- 113,600 pieces of fruits delivered to Toddlers Groups
- 59, 200 pieces of fruit delivered to fruit tuck shops
- 28, 000 meals consumed by children attending After School Clubs
- 200 bags of mixed fruit & vegetables delivered to families with children under 5 years old
- 3, 100 vouchers redeemed by families with children under 5 years old