



Food On  
Our Doorstep



## User Feedback and Nutrition research

By Jo Challen, MSc Dietetics student KCL  
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The background features a large, stylized illustration of a target with concentric yellow and white rings. Several people are depicted in various poses: one person is sitting at a desk with a laptop, another is standing on a ladder, and others are looking at documents or using tools. The scene is set against a backdrop of large, light green leaves and gears, suggesting a process of growth and engineering. A small yellow square with a white letter 'C' is in the top right corner.

# PROJECT AIMS

**AIM 1:** Conduct a user survey with FOOD Club members at 3 venues to undertake an assessment of user experience

**AIM 2:** Nutritional assessment of food boxes

**AIM 3:** Presentation of results and recommendations

# AIM 1: USER FEEDBACK- METHOD

- Following qualitative user feedback data collected by Janet in August, I wanted to get some quantitative data on user experience to compliment this, without repeating the work she had done.
- I interviewed 21 people in total at Eltham, Charlton and Thamesmead FOOD clubs, asking specific questions about their reasons for using it, changes to eating and cooking habits since joining, and
- This turned out to be harder than planned as many people didn't have time, and those that did were keen for a general chat about their thoughts rather than precise questioning.
- Not everyone had time to finish the questionnaire, so I have expressed the results as percentages, and used these to derive findings.

# RESULTS OF USER FEEDBACK

## FOOD INSECURITY

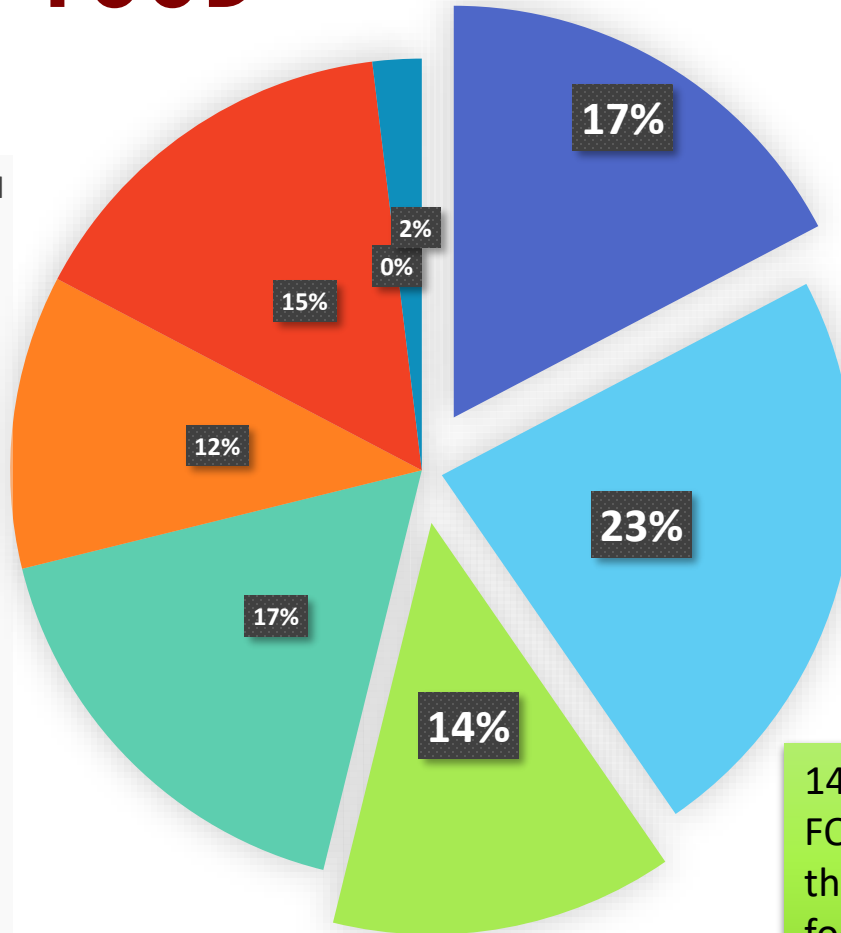
- Just over 10% of the UK population live in food insecure households, which has been steadily increasing and looks to continue doing so (Joseph Rowntree Foundation, 2018)
- Using GLA population projection figures, this would equate to 24,647 people in Greenwich in 2018

**The questionnaire and feedback indicated that **Food insecurity** in Greenwich was a reason for using **FOOD** clubs, based on concerns over food cost and being able to afford a weekly shop**

# WHY DO YOU USE FOOD CLUB?

## - COST OF FOOD

- Essential to afford enough food for the week
- Saves money
- Allows me to afford healthy food e.g. fruit/veg/pulses etc
- The environmental benefits /reduction of food waste
- Easier to get to than shops/supermarkets
- Social aspect/ meeting people
- Links to additional services e.g. financial guidance/cooking
- Anything else?



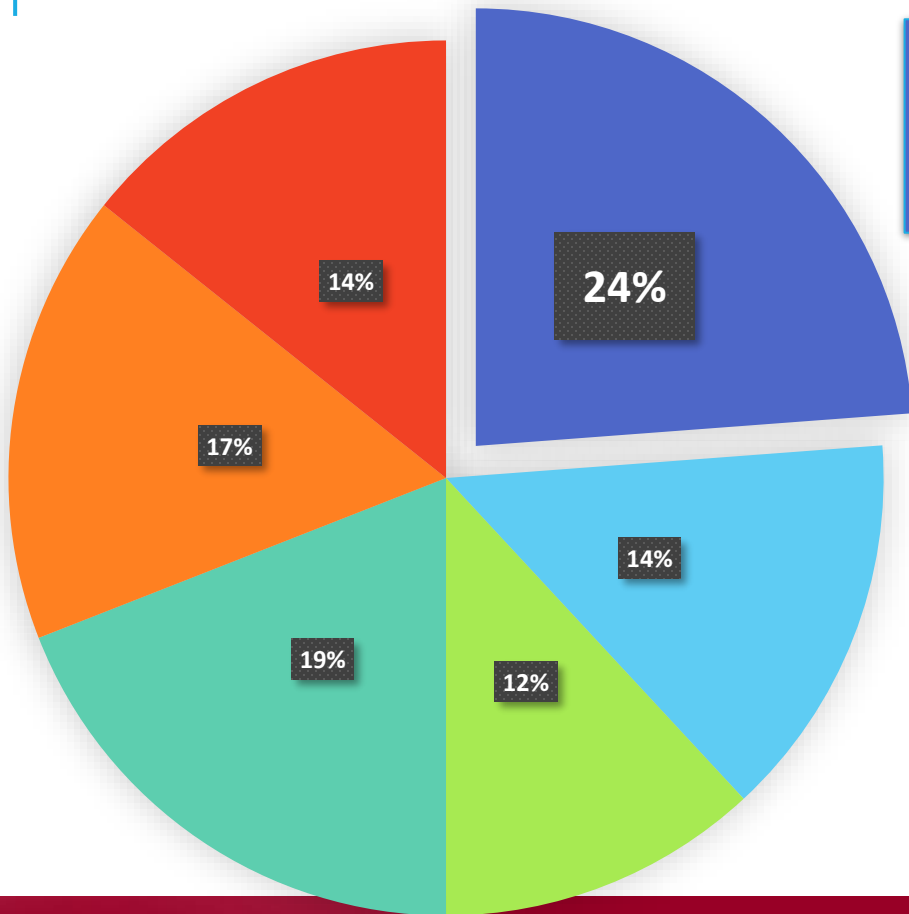
17% of responders said that FOOD club was essential to afford enough food for the week

23% said they used it to save money

14% of people said FOOD club helped them afford healthier food

# WHAT DO YOU THINK ABOUT WHEN COOKING MEALS? – COST OF FOOD

Cost of food/preparation was the most commonly considered factor when planning meals



- Cost of ingredients/preparation
- Time to make it
- Ease of making
- Taste of meal/food
- Batch cooking
- Health benefits of food

# FEEDBACK RELATED TO FOOD INSECURITY AND LIVING COSTS:

*“Great value food” x 3*

*“It has got busier since the energy crisis and cost of fuel”*

*“Things are going to get harder with increasing fuel costs”*

*“Since petrol costs have increased, I’ve struggled to afford food”*

*“Wouldn’t be able to afford my weekly shop without Food Club”*

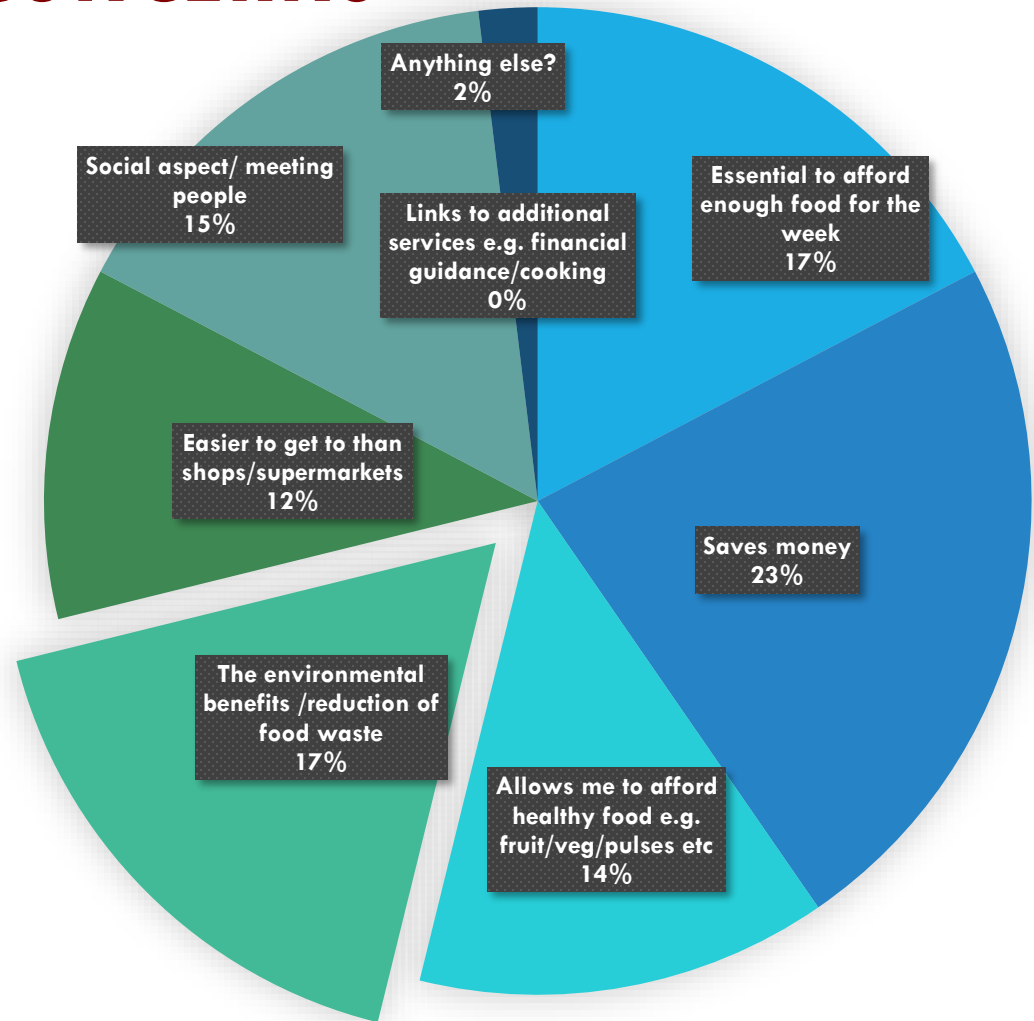
*“I worried we were going to die before using FOOD club” (lady talking about herself and her daughter)*

*“I can eat quality things I wouldn’t usually be able to afford”*

# WHY DO YOU USE FOOD CLUB?

## ENVIRONMENTAL CONCERNS

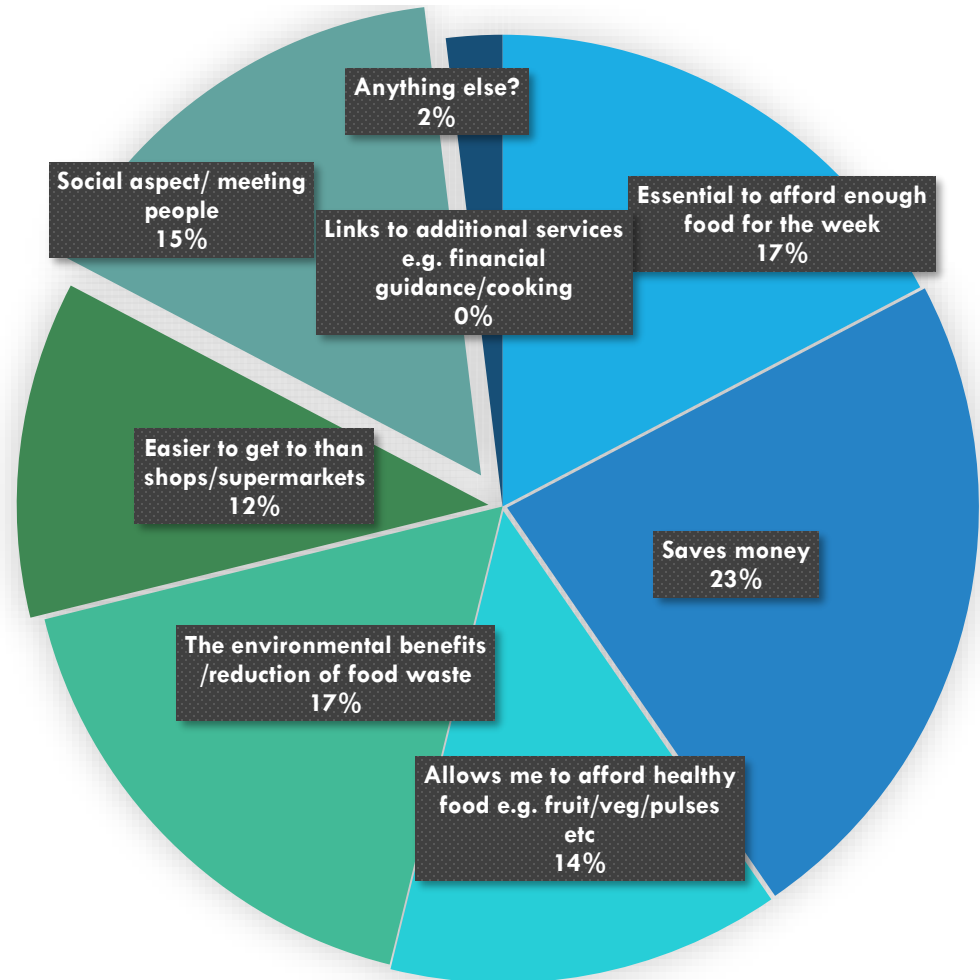
Most people weren't aware of the environmental benefits of FOOD club initially, but once asked about it directly, 17% of responders they felt this was an important reason to use FOOD club.





# WHY DO YOU USE FOODCLUB – SOCIAL ASPECTS

15% of responders said that the social aspect of FOOD club was a key reason for becoming a member



# FEEDBACK ABOUT THE SOCIAL ASPECT OF FOOD CLUBS:

*“This is the only time I leave my house all week”*

*“Food club workers are so nice and friendly” (x 2)*

*“Less stigma attached to a Food Club than a Food Bank”*

*“I attend to be part of the community”*

*“The WhatsApp group is a good place to share recipes”*

*“Would like it to open half an hour earlier to allow people to socialise beforehand” (Thamesmead)*

*“Difficult to get to after work, by that time less choice of produce- an evening club would be good and probably attract more people” (x 2)*

# AIM 2: NUTRITIONAL ANALYSIS

## Why is nutrition particularly important in the food insecure?

- Higher intakes of energy dense (high fat, high sugar) foods, exist amongst the food insecure, which is thought to be a strategy to reduce food costs (Wetherill et al, 2018)
- Increased consumptions of sugar, saturated fat, trans fat and salt due to reduced access to healthy whole foods and easy access to unhealthy, cheap fast food (Smith et al, 2021)
- Low consumption of fruit and vegetables, dairy products, iron, zinc, vitamin E, and vitamin B-6 (Dixon et al, 2001)
- Common deficiencies include iron (which can have permanent detrimental effects on childhood development) vitamin B-12, calcium, magnesium, vitamin A, vitamin C, carotenoids, and folate. (Bhattacharya et al, 2004)

# HOW DOES NUTRITION IMPACT HEALTH?

**Preventable diseases:** Food insecurity is associated with increased risk of serious non-communicable health conditions including cancer, diabetes, cardiovascular disease (Gundersen & Ziliak, 2015)

**Micronutrient deficiencies:** Are common amongst the food insecure can result in anemia, low bone density, and general poor health. Anaemia is more common amongst children from food insecure households, and can impair childhood physical and mental development. (Wetherill et al, 2018)

**Obesity:** Food insecurity is associated with higher rates of type 2 diabetes and hypertension, and may increase the risk of developing metabolic syndrome (Parker et al, 2010)

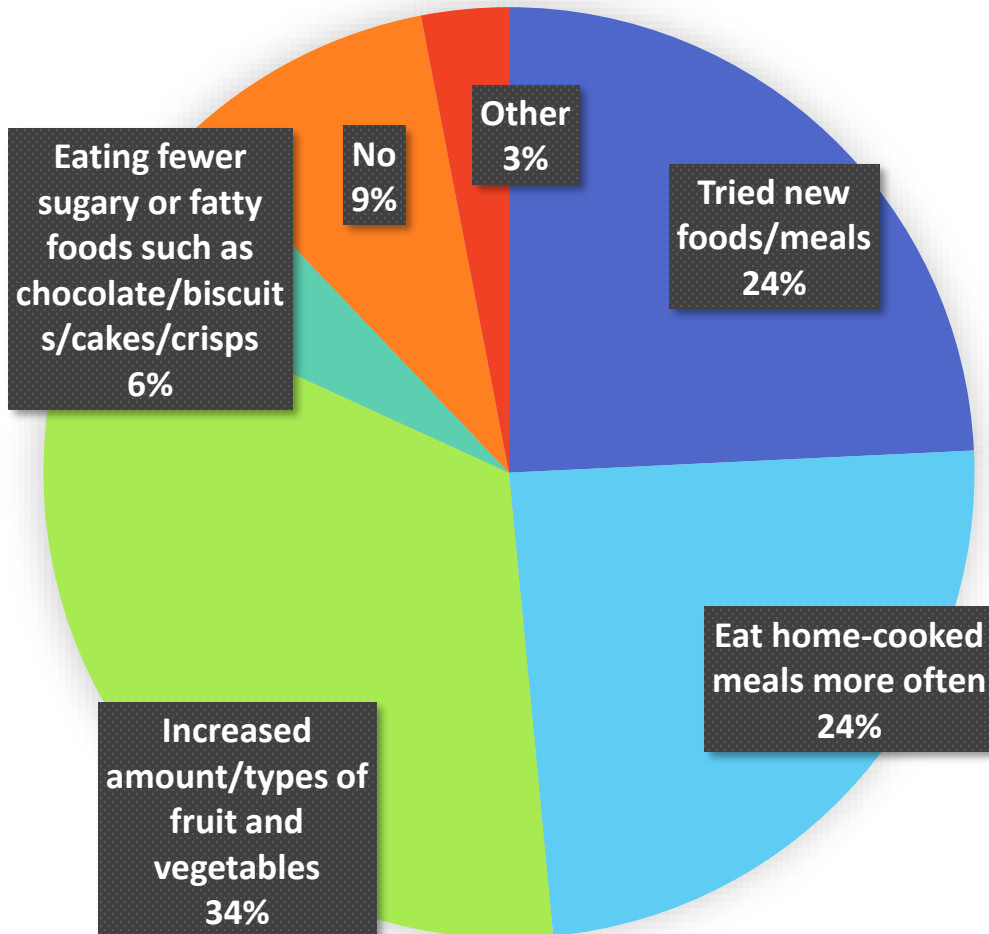
**Disease management:** Household food insecurity can compromise the ability to self-manage disease, for example glycaemic control among type 2 diabetics. (Seligman et al, 2012)

# NUTRITIONAL CONTRIBUTION: METHOD

- Nutrition/food preparation questions on the survey assessed any impact on member's overall diet, cooking, and eating patterns since joining FOOD Club
- A nutritional analysis of typical weekly food provision assessed contribution to daily food intake as advised by the Eatwell Guide
- Contribute to the nutrition deficit (fibre, vitamins, minerals) often experienced by people experiencing food insecurity in the UK
- Contribution to intake of saturated fat, sugar and salt foods, which are often overconsumed in people experiencing food insecurity in the UK
- Investigated how many balanced meals a typical shopping basket from FOOD clubs provides (based on macronutrient/food group content)

# How Has FOOD Club impacted the nutritional intake and habits of its members?

Have you noticed any changes to your diet since joining FOOD Club?



- Increased proportion of fruit and veg amongst 1/3 of responders
- Increased dietary variety in 1/4 of responders
- An increase of Home-cooked food in 1/4 responders
- Only 6% of people said that they are eating fewer HFSS foods since joining, and one person said that their intake of these foods had increased.
- This is likely due to the provision of small amounts of these foods in weekly food offering.

# Feedback about dietary changes...



CHANGES  
AHEAD

- **2 members indicated that they had been able to better manage their diet to help manage their Type 2 diabetes, and COPD, due to the increased amount of unprocessed, healthy foods they have been able to afford since joining FOOD club.**
- **A lady disclosed that her glycaemic management had been better since joining, which she felt was due to increased intake of fibre and reduced intake of simple carbohydrates.**
- **2 other members said that they felt the food was generally healthier and better quality than food bank.**

# WHAT IS IN A FOOD BOX?

Grocery type	Charlton/Eltham	Thamesmead
<b>Fresh vegetables</b>	Pak choi (1 x large pack) or celery (1 x pack), 8 x small tomatoes, 1 x red or green pepper, 3 x avocado. pack mushrooms	2 Corn on the cob, 4 potatoes, 4 large carrots,
<b>Fresh Fruit</b>	2 x pears, 1 apple	2 x packs raspberries
<b>Prepared Food</b>	Chilli bean cassoulet with rice + Leek and potato soup	Vegetable soup, Barbeque sausage hotpot with vegetables and potatoes, mini chicken curry with rice
<b>Cereals/grains</b>	Multipack 6 x uncle bens, box rice krispies	12 x Weetabix, 1kg basmati rice, 500g farfalle pasta
<b>Tins</b>	Chickpeas, coconut milk, sweetcorn, baked beans, peanut butter.	Chickpeas, peas, baked beans, black beans, chopped tomatoes
<b>Dairy/alternatives</b>	1 litre dairy or pea milk or 2 x petite filous sugar free drinks.	1 litre semi skimmed milk, Brie
<b>Meat/fish</b>	12 x Tesco finest chipolatas	8 x Chorizo Involtinis
<b>Sweet/Junk Food</b>	box of apple pies OR 2 x chocolate muffins, + ~8 chocolates	Pringles tube, 10og chocolate buttons
<b>Other</b>	2 x coconut cappuccino.	2 x Almond lattes, light mayonnaise

The constituents of 2 x typical shopping baskets from Charlton Food Club, 16.09.22 and Thamesmead FOOD Club 23.09.22



# SERVINGS OF FOOD GROUPS

Food Group	Charlton/Eltham servings	Thamesmead servings	Average
<b>Fruit</b>	3	5	<b>4</b>
<b>Vegetables</b>	26 (~17 servings fresh, 3 prepared, 6 tinned)	14 (6 fresh, 4 from tins, 4 from tomato puree) *plus 6 from tinned legumes (20)	<b>23 (including pulses)</b>
<b>Protein (8-12 g) (excluding dairy)</b>	17 (12 meat, 5 legumes)	9 (6 legumes, 3 meat)	<b>13</b>
<b>Dairy</b>	4	7	<b>5.5</b>
<b>Starchy Carbohydrate</b>	32 (~45g servings cereal, 12 servings rice)	40 (25 rice, 6 cereal, 6 pasta, 3 potato)	<b>36</b>
<b>High fat/sugar foods:</b>	5-10 servings (excluding peanut butter)	9	<b>8</b>

# HOW MANY DAYS OF EACH FOOD GROUP DOES THIS PROVIDE?

(Based on NHS portion sizes)

**The Eat well Guide recommends approximately: 5 servings of fruit/veg, 5 starchy carbohydrate, 3 protein and 3 dairy daily.**

Based on this, the food boxes I looked at provided:

- 5 days of fruit and veg,
- 7 days of starchy carbohydrate foods,
- 2 days of protein,
- 2 days of dairy,
- 8 days of high fat/sugar foods.
- 1888 kcal daily when extrapolated across 7 days
- The food provided is only intended to contribute to weekly intake



# SPECIFIC NUTRIENT PROVISION

Nutrients typically low in the food insecure

Nutrient	Total of Thamesmead and Charlton	Average per venue	Average intake daily, across 7 days
Protein	402 g	201 g	28.7 g
Fibre	177 g	88.5 g	12.6 g
Iron	66 mg	33 mg	4.7 mg
Zinc	20.2 mg	10.1 mg	1.4 mg
Calcium	1799 mg	899.5 mg	128.5 mg
Magnesium	657 mg	328.5 mg	46.9 mg
Vitamin A	7975ug	3987.5 ug	569.6 ug
Vitamin E	16.6mg	8.3 mg	1.18 mg
Vitamin B6	8.4 mg	4.2 mg	0.6 mg
B12	17.2ug	8.6 ug	1.2 ug
Folate	803ug	401.5 ug	57.4 ug

# SPECIFIC NUTRIENT PROVISION

Nutrients typically low in the diet of someone experiencing food insecurity

Nutrient	DRV Adult Male (age 19-64)	% Daily recommended intake based on COMA/SACN 2017 DRV's	DRV Adult Female (age 19-64)	% Daily recommended intake based on COMA/SACN 2017 DRV's
Protein	55.2 g	52%	45.0g	63.8%
Fibre	30 g	42%	30 g	42%
Iron	11.3 mg	41.6%	14.8 mg	31.8%
Zinc	9.5 mg	14.7%	7.0 mg	20%
Calcium	700 mg	18.3%	700 mg	18.28%
Magnesium	300 mg	15.6%	270 mg	17.4%
Vitamin A	700 ug	81.4%	600 ug	94.9%
Vitamin E	4mg	29.5%	3mg	39.3%
Vitamin B6	1.4 mg	42.9%	1.2 mg	50%
B12	1.5 mg	80%	1.5	80%
Folate	200 ug	28.7%	200 ug	28.7%

Ranges: <20%, 20-40%, 40-60%, 60-100%

# SPECIFIC NUTRIENT PROVISION

Given that calorie provision of a food box averages 1888 kcal/daily, (94% female DRV, 76% male) sat fat and sodium are well within acceptable range. Sugar is at borderline levels.

<b>Nutrient</b>	<b>Average weekly provision of Charlton and Thamesmead food boxes</b>	<b>Extrapolated across 7 days</b>	<b>As a % of recommended maximum intake</b>
Saturated Fat	81.5	11.65	38.8% Men, 58.25% Women
Sodium	6473.5	924.8	40.2%
Sugars	179.5	25.6	85%

# AIM 1: FEEDBACK

## OUTCOME SUMMARY:

- ✓ The affordability of food at FOOD CLUB is the most important factor identified amongst members asked
- ✓ The provision of high quality and fresh foods at FOOD clubs is highly appreciated by members
- ✓ The social aspect of FOOD club is important for and appreciated by many members, some consider it critical
- ✓ The kind, friendly nature of staff is appreciated
- ✓ Feedback was overwhelmingly positive and members were consistently thankful for Family Action's FOOD Clubs

## RECOMMENDATIONS:

- Set-up of WhatsApp group FOOD Club venues that don't currently have one
- Provision of chairs/tables to replicate a 'cafe' like environment at Thamesmead, or consider opening during set-up
- Consider trialling an evening FOOD club (food stock/staff permitting...)
- Responders requested higher inclusion of meat/fish, fresh fruit and vegetables, wholegrains and Halal meat (In an ideal world) however consumed non-Halal
- Paper recipe cards available to pick up for those without internet access

# AIM 1: NUTRITION

## OUTCOME SUMMARY:

- ✓ High provision of starchy carbohydrates to include fortified cereals
- ✓ Good provision of vegetables and fruit (particularly pulses)
- ✓ Good provision of protein
- ✓ Moderate provision of HFSS foods, with levels within acceptable ranges of saturated fat, salt and sugar (below recommended maximum)
- ✓ Good provision of B12, Vitamin A
- ✓ Moderate provision of Fibre, Iron and B6
- ✓ Good and useful contribution to the diet of people experiencing food insecurity overall

## RECOMMENDATIONS (in an ideal world!!)

- Increased provision of dairy products, to increase calcium/magnesium/B6/protein
- Reduction in proportion of low fibre starchy carbohydrates (ideally with an increase in proportion of lean meat/fish and vegetables, especially green veg/fruit/wholegrains)
- Avoidance of any increase in high saturated fat/salt/sugar foods
- Perhaps members could be encouraged to select the dairy/lean protein/veg for their remaining shopping with healthy recipe/eating guidance

## Future research:

If there were the opportunity for future student research, a follow-on area could be...

To explore what members buy as part of the rest of their grocery shop weekly, do get a more definitive idea about the overall diet of FOOD Club members

Find out the typical weekly shop of people experiencing food deprivation in the same regional areas who do not use FOOD Club, and compare to the above data, to compare how FOOD Club affects their intake

To repeat the above study using data from several weeks food provision rather than just two, due to variation between the weeks. This would give a more significant picture of FOOD Club provision.

Thank you.