



**SHROPSHIRE HEALTH AND WELLBEING BOARD
Report**

Meeting Date	8 th September 2022			
Title of Paper	Shaping Places for Healthier Lives: Solving food insecurity in South-West Shropshire: Progress Nov 21-July 22			
Reporting Officer and email	Emily Fay Emily.fay@shropshire.gov.uk			
Which Joint Health & Wellbeing Strategy priorities does this paper address? Please tick all that apply	Children & Young People	x	Joined up working	x
	Mental Health	x	Improving Population Health	x
	Healthy Weight & Physical Activity		Working with and building strong and vibrant communities	x
	Workforce		Reduce inequalities (see below)	x
What inequalities does this paper address?	The Shaping Places project seeks to address food insecurity, particularly in rural SW Shropshire. The project is taking a complex systems approach to addressing this issue and its impact on health inequalities and the wider determinants of health.			

1. Executive Summary

Shaping Places for Healthier Lives is a three-year programme funded by the Health Foundation in partnership with the Local Government Association. Shropshire was one of five council areas in England to win the funding after a three-stage application process. The objectives of the Shaping Places programme are to:

- mobilise cross-sector action on the wider determinants of health through sustainable system change at a local level
- support local authorities to facilitate and enable local partnerships for system change on the wider determinants of health
- learn how to make changes that impact on the wider determinants of health.

In Shropshire our focus is on reducing food insecurity in South-West Shropshire.

2. Recommendations

The Health and Wellbeing Board note the contents of the report.

3. Report

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Our Project Team

In the application stages our partnership included the [Shropshire Food Poverty Alliance](#), [Citizens Advice Shropshire](#), [Healthwatch Shropshire](#) and the public health team at Shropshire Council. Over the next three years we will be expanding our group to include wider partners.

<https://shropshire.gov.uk/healthy-shropshire/shaping-places-for-healthier-lives/>

The Discovery Phase: Spring 2021

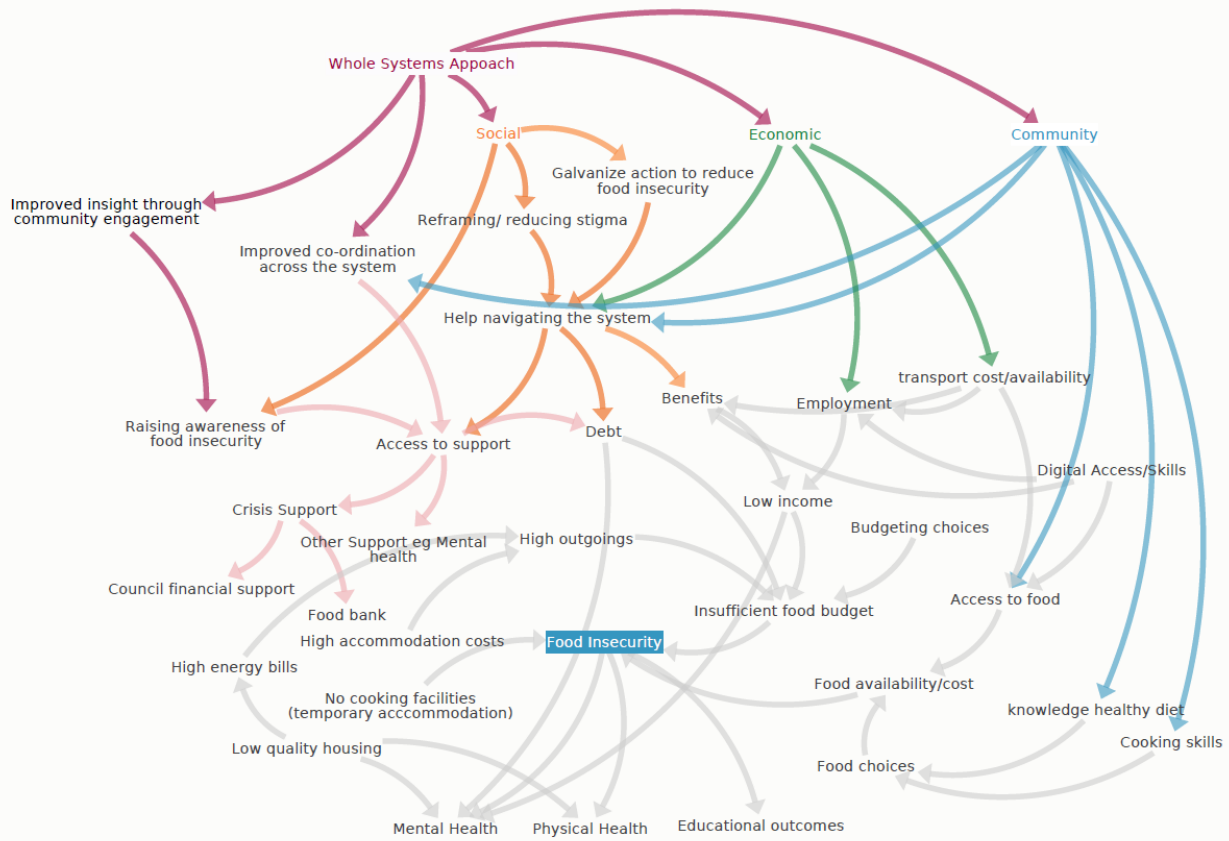
In the spring of 2021, the project team researched food insecurity in South-West Shropshire. We held discussions with stakeholders and people with lived experience of food insecurity to understand the challenges faced by people living on low incomes in rural areas.

Healthwatch Shropshire published the [report](#).

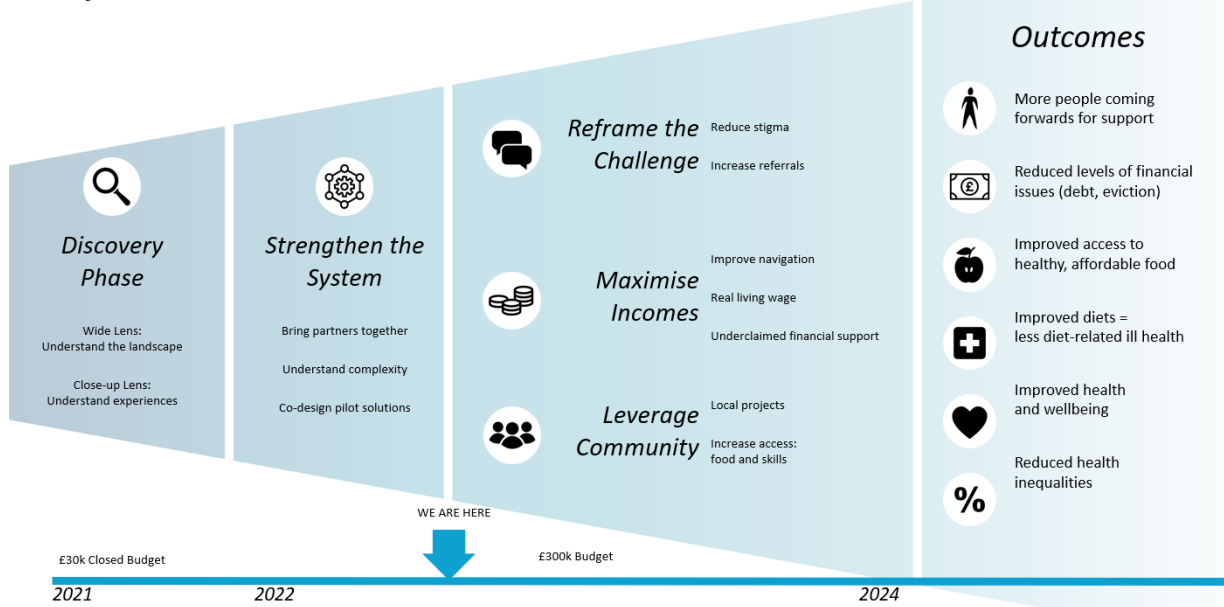
The key recommendations of this research included:

- The public and voluntary sector need to work in partnership to create services which are accessible and easy to navigate.
- Improved communication to support more joined up working across the community and public sector,
- Referral pathways to be streamlined to make sure people are able to access the right support at the right time
- Develop 'wrap around' support for people who are in financial need to prevent them reaching crisis.

Mapping food insecurity in South-West Shropshire



Project Timeline



Outcomes

- More people coming forwards for support
- Reduced levels of financial issues (debt, eviction)
- Improved access to healthy, affordable food
- Improved diets = less diet-related ill health
- Improved health and wellbeing
- Reduced health inequalities



Shaping Places for Healthier Lives: Solving Food Insecurity in South-West Shropshire



In 10 years' time: Statutory and voluntary services will be working together with communities to ensure everyone in Shropshire has access to the help and support they need to prevent food insecurity. Our population will have sufficient income, access to enough healthy, affordable food and the knowledge and skills needed to prepare it. As a consequence, the population will enjoy good health and wellbeing and inequalities will be reduced.

Our vision			
Lever	Economic: Enabling individuals to maximise their income	Social: Reframing food insecurity	Community: Build on local assets to develop sustainable community led solutions
<p>Strengthen the system: Creating a learning and feedback structure which brings partners together from across the system</p> <ul style="list-style-type: none"> Strategic leaders from the statutory and community sectors recognise the importance of addressing food insecurity as a health inequality issue and adopt whole systems working when thinking about complex problems. Key organisations adopt a whole systems approach to addressing complex problems like food insecurity. Public and community sectors work together to co-design asset based sustainable approaches to ensure those who need support are kept at the centre of the system. 	<ul style="list-style-type: none"> Everyone has access to sufficient income to enable them to afford a healthy diet. People in rural areas are able to access support and services. Proactive early intervention reduces food insecurity. People are supported to navigate the system. Redesign the system to work around the individual to address multiple needs. 	<ul style="list-style-type: none"> Reduced stigma and increased dignity. People struggling financially come forwards for support. Food insecurity recognised by health professionals as a health issue and practice changed to provide advice and make referrals. 	<ul style="list-style-type: none"> Develop community solutions to food insecurity Help available locally and without stigma Increased access to food and food skills
How?	<ul style="list-style-type: none"> Review how services and local support is delivered in rural areas. Explore if cash first approaches can be used to support people in financial crisis. Help for people at risk of food Insecurity to maximise their incomes. Pilot frontline staff training. Explore ways to improve navigation of the system to assist people with multiple areas of need. 	<p>Trial communications:</p> <ul style="list-style-type: none"> to reframe food insecurity and reduce stigma around caring for our community to Health professionals around food insecurity & health inequalities. 	<ul style="list-style-type: none"> Place based meetings to harness local passion and build on local assets Co-produce local community project pilots which build food skills or increase access to food Evaluate and learn from projects and give voice to the community

Strengthening the System: Creating a learning and feedback structure which brings partners together from across the system

- Programme group established
- System wide working via Social Taskforce, Hardship & Poverty group, Cost of Living Communications group, Healthy Lives Steering Group, HAF Steering Group, Shropshire Food Poverty Alliance, Shropshire Food Bank Network Meetings, Healthy Start group, Money Advice Forum, VCSA, SALC food poverty steering group
- Improved links to other work – Food Poverty included in Health Inequalities Plan, PCN Health Inequalities work with foodbanks, link to Oswestry Integration Pilot, Trauma Informed Approach
- Complex systems thinking workshop with the Design Council for Health and Wellbeing Board
- Project Communications – Webpage, Plan on a page, Systems change diagram
- Sharing information about food insecurity and the cost-of-living crisis
- Engagement conversations with ICS, Making it Real, Enable, Council Insight & Engagement team, Experts by experience

Economic: Enabling individuals to maximise their incomes

- Collating data on rural food poverty & discussions with Institute of Health Equity on measurement of IMD in rural areas
- Cash First Approaches – Shropshire Council taking cash first approach via Household Support Fund
- Promote real living wage – Meeting with local NHS Trusts
- Income Maximisation
 - Healthy Start promotion; working with Midwives to add process into booking in
 - Worrying About Money Leaflet developed
 - Promote key information on income maximisation via cost-of-Living communication group – Facebook live, radio panels, newspaper columns (All in development)
 - Training
 - Money Counts training
 - Difficult Conversations training for Foodbanks
 - Cost of Living training sessions for frontline staff across the system, Trigger conversation sheets, SWAY (All in development)
 - Improving referral pathways – PCN health inequalities project with Foodbanks

Social: reframing food insecurity

- Developing key messages to reduce stigma – Cost of living Communications group, meetings with churches and library staff
- Letters written to MPs impact of Cost of Living
- Presentations developed on the impact of the cost of living – Delivered to Social Taskforce, Community Connectors, Library staff
- Cost of Living signposting information developed – Shared on PCN Intranet, in development for Shropshire Council Intranet
- Holiday Activities & Food – Training delivered to HAF providers on avoiding Stigma

Community: Build on local assets to develop sustainable community led solutions

- Attended key meetings SW Shropshire including Community connector meetings Bishops Castle & Ludlow, South Shropshire Youth Forum, Ludlow food Network, SALC Food Poverty Steering Group

Risk assessment and opportunities appraisal (NB This will include the following: Risk Management, Human Rights, Equalities, Community, Environmental consequences and other Consultation)	There are no direct risk implications as a result of this report.	
Financial implications (Any financial implications of note)	There are no direct financial implications as a result of this report.	
Climate Change Appraisal as applicable		
Where else has the paper been presented?	System Partnership Boards	
	Voluntary Sector	
	Other	
List of Background Papers (This MUST be completed for all reports, but does not include items containing exempt or confidential information)		
Cabinet Member (Portfolio Holder) or your organisational lead e.g. Exec lead or Non-Exec/Clinical Lead (List of Council Portfolio holders can be found at this link: https://shropshire.gov.uk/committee-services/mgCommitteeDetails.aspx?ID=130) Cllr. Simon Jones, Portfolio Holder for Adult Social Care and Public Health		
Appendices		