



Alicia Weston BEM FRSA

CEO, Founder, Bags of Taste

Lecturer in Health Inequalities & Food Poverty,

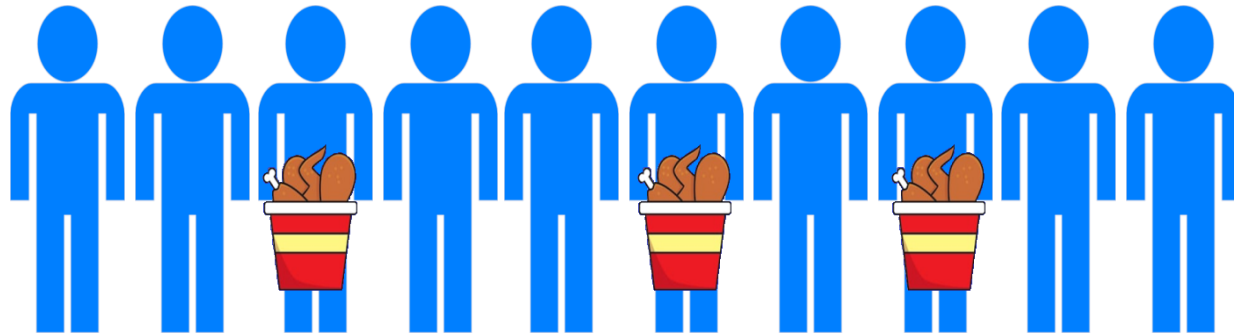
Barts Medical School, UCL Birkbeck

Adviser on food poverty, National Food Strategy

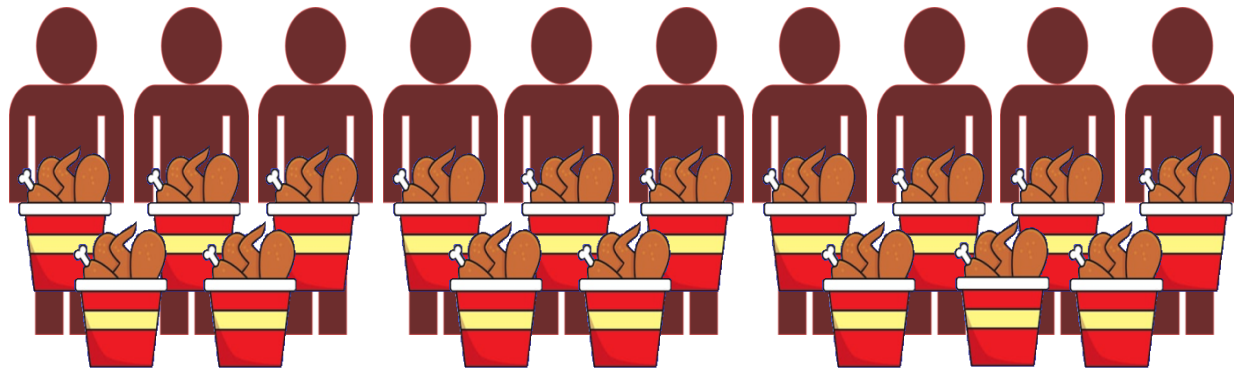
People in poverty eat the worst diets and have the worst health outcomes. They get **sicker younger**, and **die earlier** than the rest of the population

25% of early deaths amongst people in poverty are because of poor diet.

UK takeaway consumption



**Richest
10%**



**Poorest
10%**

WHY?

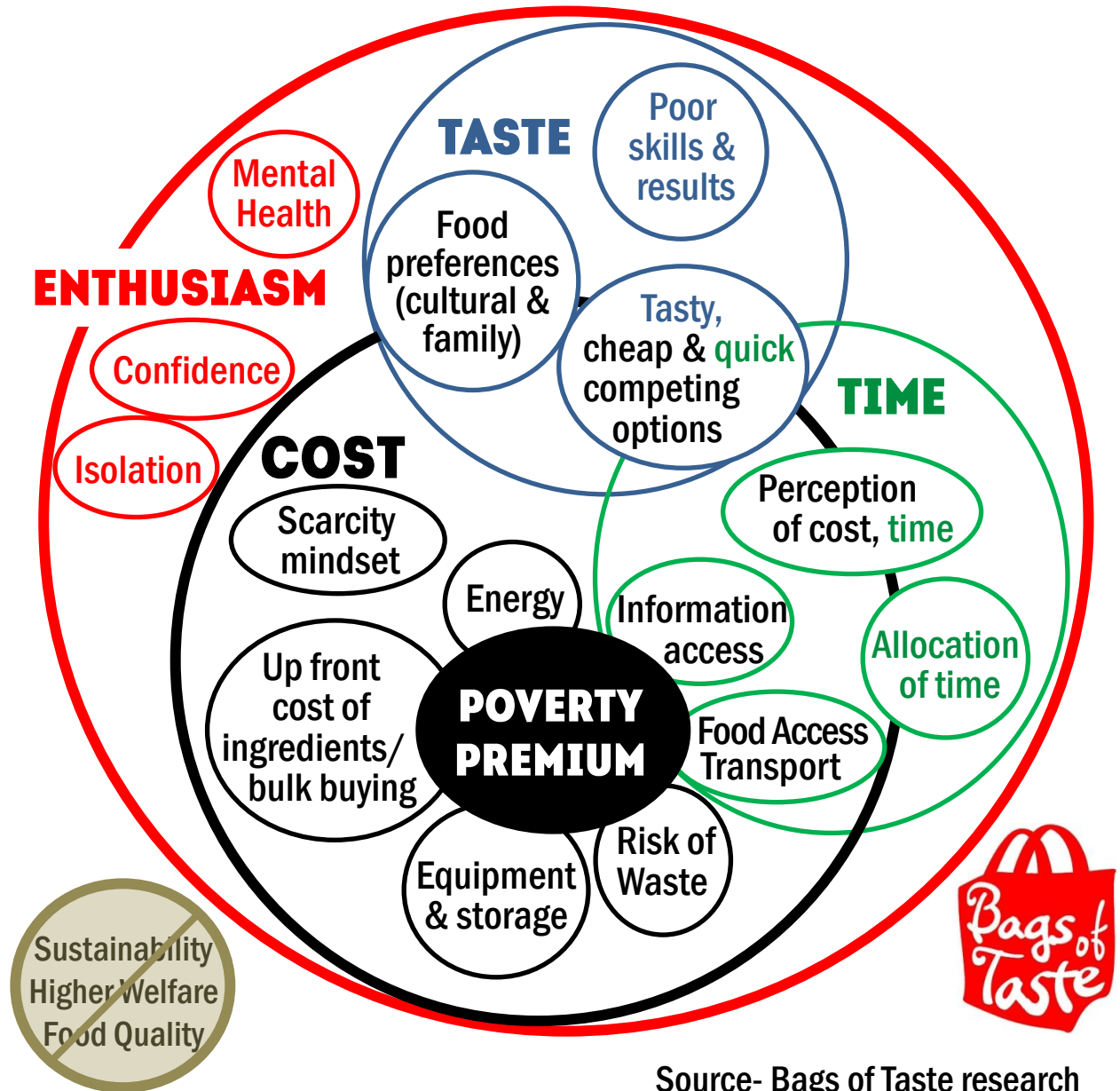
Extract from the BMJ article on Ultraprocessed Foods

“Evidence shows that greater consumption of home prepared food is associated with improved dietary intake, but less is known about how to increase food preparation at home.

Most interventions assume a knowledge or skills deficit and focus on cooking demonstrations and classes. However, there are many other reasons why people do not prepare more food at home, including lack of time, poor access to affordable ingredients and adequate kitchen facilities, high costs of cooking fuel, and preferences for ultra-processed foods”

Barriers to cooking for people in poverty

- **Economic**
- What it costs
- **Psychological**
- How you feel about it
- **Structural**
- Things outside of your control
- **Practical**
- What you can learn



These are Social Determinants of Health

- **Economic**
 - What it costs
- **Psychological**
 - How you feel about it
- **Structural**
 - Things outside of your control
- **Practical**
 - What you can learn

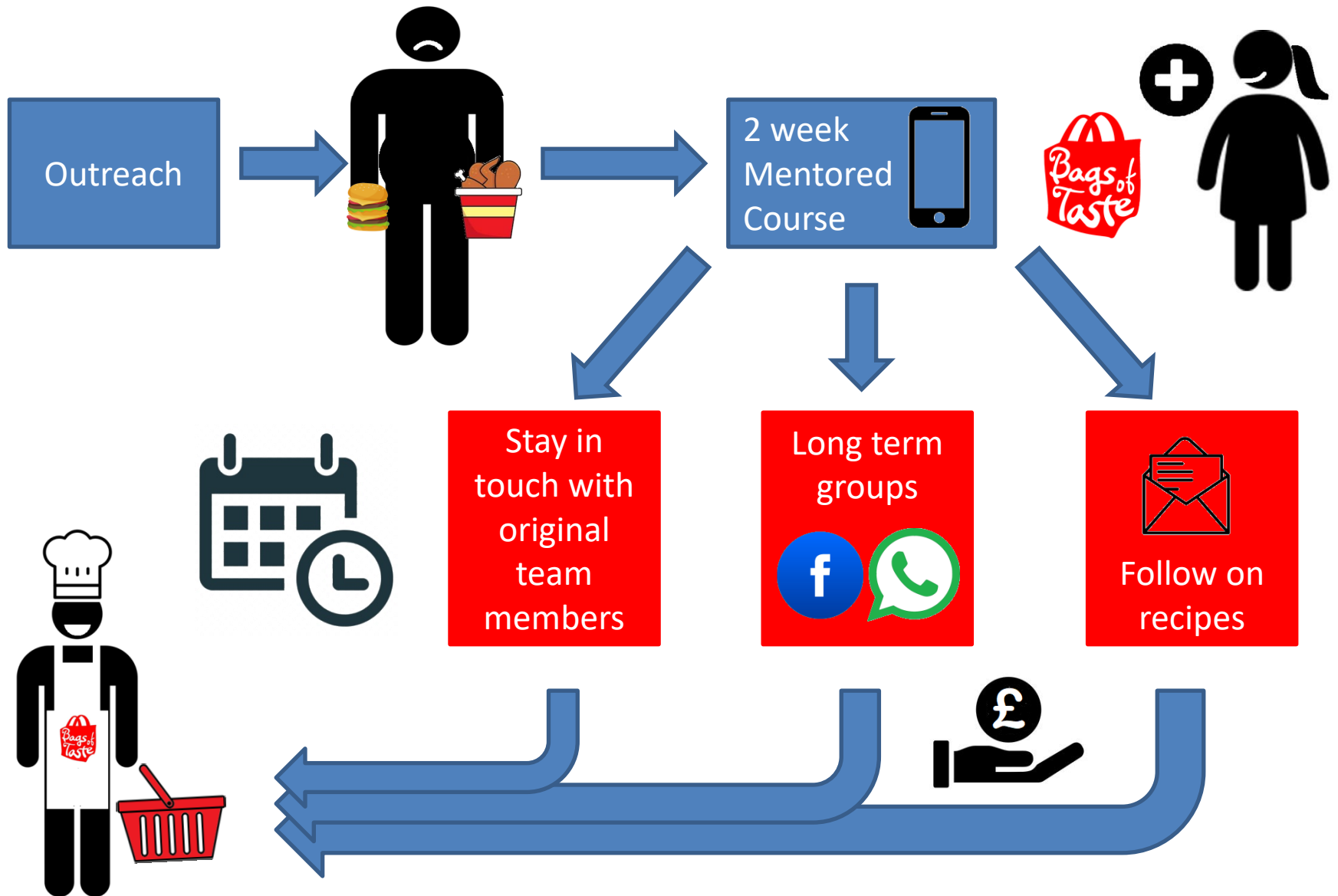
- the complex, interlinked, wider societal issues that influence our health



We run courses that tackle these issues, and change the way that people **cook, shop and eat, for ever**

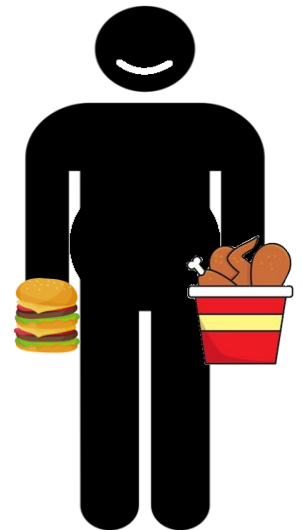
**Mentored Home Cooking
Course:
How it works**

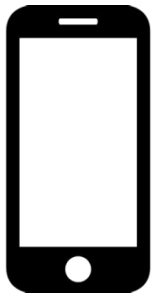
Meet Ken, who eats takeaways




Stage 1: Outreach

- The most important part
- Those who most need to improve their diets will not typically seek out healthy eating
- 2 models of outreach: done by us, done by our partner/referrer
- We have experience of both





Stage 2: Mentored course

- 2 weeks long, free delivered ingredients/ equipment bag (enough for 7 meals)
- Participants cook a choice of 3 ‘foundation’ recipes with peer/mentor support, and staff supervision.
- Typically done on WhatsApp, but 10% of participants join by phone. 
- **Average 80% completion rate**

+44 79

~Kate

I haven't been able to get up yet due to my back and legs.

13:52

16:39



+44 79

~Melanie Aust

No problem Kate. Go at your own speed. 14:09

Hi Sharon. I'll put up the recipe for the pasta sauce later on. 14:10

+44 7

~Shazzy

Ok no rush. 14:11

+44 79

~JENEVE



Here's my attempt, it was fun. Thanks for the onion chopping lesson I will keep practicing.

16:09

+44 7946 844754

~Kate



11:05

+44 7

~Shazzy

Hi I'm just starting 🍷

12:53

+44 7939 480325

~Shazzy



13:39

One down two to go

13:39

+44 79

~Kate



This is dinner for my neighbour and I for today

10:43

Thanks very much

10:45



Stage 3: Follow on recipes

IF YOU CAN COOK....

CHANNA MASALA
you can also cook...

MATTAR PANEER



FISH CURRY



SAAG PANEER

PASTA SAUCE
you can also cook...

CHILI SIN CARNE



RIBOLLITA



BEEF & MUSHROOMS IN OYSTER SAUCE

PILAF
you can also cook...



JAMBALAYA



FRIED RICE



GINGER FISH

- 9 more recipes, posted with certificate
- Independent evaluations show 70% of participants go on to cook these recipes
- Caters to established food preferences

Just some of the 70+ recipes we have for you on our facebook group, with videos as well!

Photos and recipes

Here are photos of our recipes. There is a link to the recipe in the notes by the photo, and if there is a video we have put a link to it. They are organised alphabetically. Updated on Monday



Stage 4: Long term support groups

62% of stage 2 & 3 participants go on to join our long term support groups on social media and remain active participants




Our courses

- Have strong and **evidenced** long term outcomes including annual financial savings of around 10x times the cost of the course, improved health and wellbeing
- Are designed specifically for people in **poverty**: food, digital and fuel
- Are the catalyst for other life changes

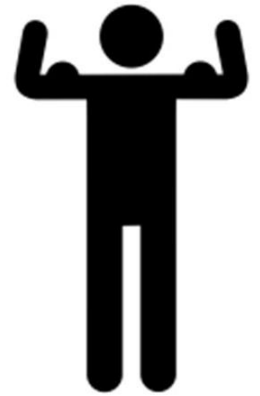




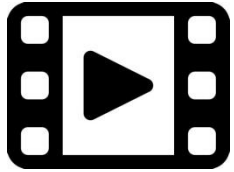
What's unique

- Accessible for the **most** vulnerable participants; no need to leave the house
- Highly qualified and experienced mentors
- Low tech access points A simple black and white icon of a telephone handset, showing the receiver and the base.
- Already scaled and fully proven - evidence based and data driven
- **Unparalleled long term support**

Other Course Strengths



Detailed information on food access/
local shopping



Simple, custom made videos help those
with language/literacy issues



Requires basic cooking facilities, low energy
costs



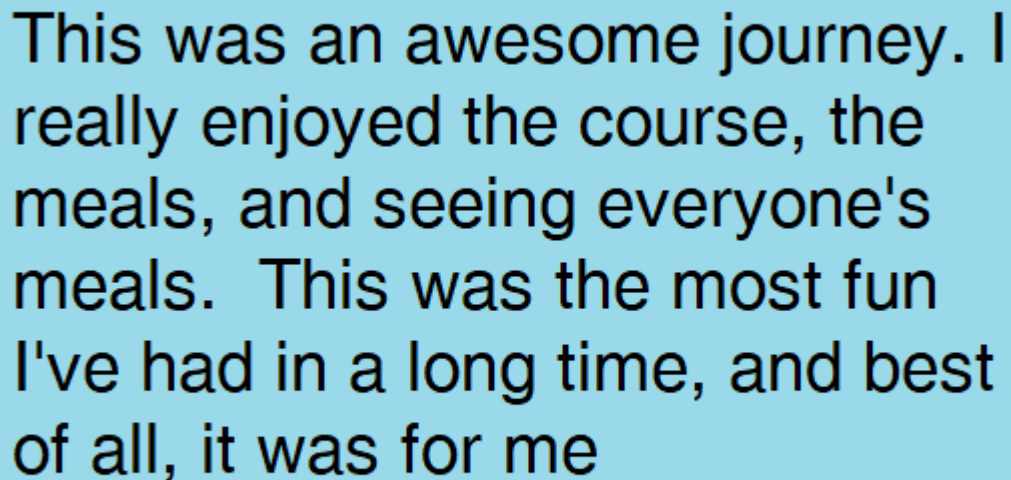
**Entry level course for people who have not
engaged much with formal education, uses
videos and fun activity to build confidence**

It gives you the confidence to do other things as well – a confidence in life. I'm doing online courses; I am not as scared anymore. Because I did the cooking course, I thought I could have a go at this and that. It gives you the confidence to start things you wouldn't normally do

Joe, ex offender (NACRO partnership)



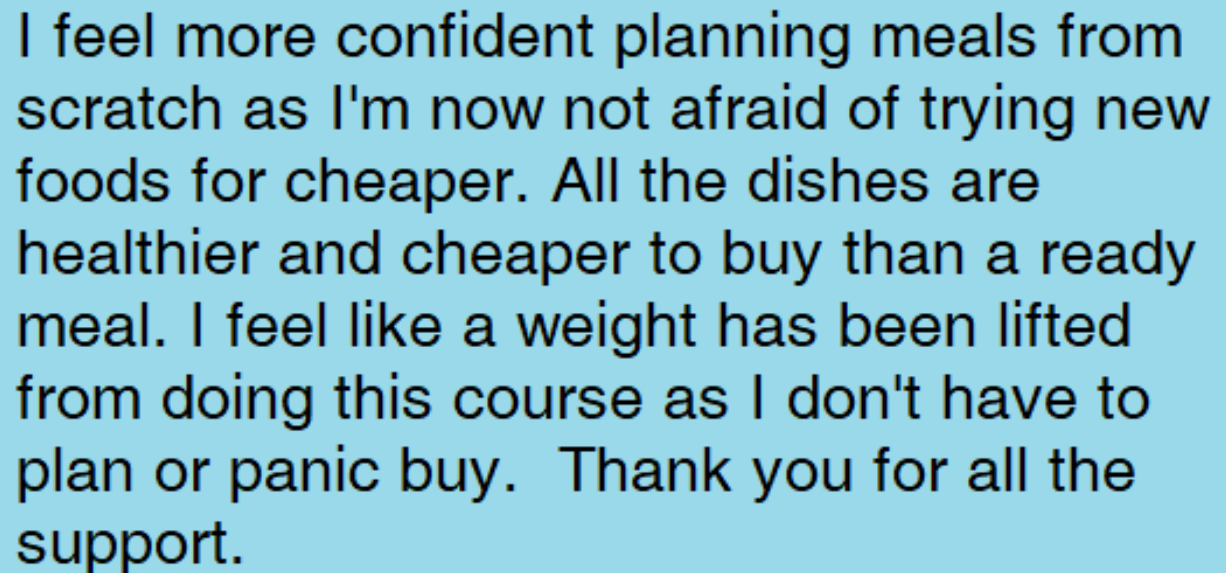
Bernice in Newham lives with chronic pain due to fibromyalgia and ME, and finds cooking by herself challenging



This was an awesome journey. I really enjoyed the course, the meals, and seeing everyone's meals. This was the most fun I've had in a long time, and best of all, it was for me

- We have specially developed materials for people with chronic conditions and disabilities

Mandy, Hastings, severe anxiety, unable to leave home or talk on the phone, did the course on WhatsApp. She is primary carer for her brother who has a learning disability, and also did the course



I feel more confident planning meals from scratch as I'm now not afraid of trying new foods for cheaper. All the dishes are healthier and cheaper to buy than a ready meal. I feel like a weight has been lifted from doing this course as I don't have to plan or panic buy. Thank you for all the support.

Jade is a single mum working just a few hours a week in a local shop. She is on a very low income and fed her family ready meals prior to doing the course.

My children were unwell during the course but I was determined to complete it when they got better. The recipes are tasty and it was great to be able to try them without having to buy the ingredients, as sometimes if you try new things and the family do not like them it is a waste of money. I will be using all three recipes in the future and this has shown me lots of new tips and ideas.