



Healthy Food for All

access | availability | affordability

Annual Report 2010

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*Cover image: Maxwell Photography
Taken at the launch of The Good Practice Guide for Community Food Initiatives in St. Andrew's Resource Centre, Dublin 2.*

Foreword

It is with great pleasure that I write a short introduction to this overview of Healthy Food for All's key activities in 2010, a year of looking back and looking forward, while also keeping up the daily work of tackling food poverty.

Looking back resulted in an external evaluation which recognises Healthy Food for All's achievements and validates both the need for Healthy Food for All's continued existence and the relevance of its work areas. The evaluation also provides important pointers for improvement, especially in relation to governance. Looking forward, we developed an ambitious new 3-year plan, incorporating new structures for the organisation and actions to influence policy, affect change in communities and connect the many different players on the food poverty field.

Healthy Food for All (HFfA) believes that local initiatives are an important place to explore new ways of producing, distributing, preparing and enjoying food, but also to reach groups who are often excluded from their communities, such as homeless people, people with mental health issues and migrants. Schools are another important setting to instil healthy eating practices and we look forward to engaging with breakfast clubs. For practical tips on food projects in communities and schools we have developed two Good Practice Guides.

The current economic climate and significant increases in food prices bring food poverty into the daily lives of a growing group of people. The difficulty accessing affordable, quality food is a new experience for many people, while others have struggled with it for a long time; local evidence suggests that many families are now faced with an 'eat or heat' dilemma. The commitment to tackle food poverty is more relevant than ever before in HFfA's existence.

I would like to use this space to thank our funders for their recognition of the need for HFfA and their trust in our capacity to make a difference, to Crosscare for their hosting of our staff and looking after our organisational needs, to the management team members for their boundless time, energy and expertise and most of all to the dedicated, enthusiastic and effective staff we are lucky to call ours. I would particularly like to acknowledge and thank members of the Advisory Committee who helped guide Healthy Food for All over the past number of years. Their contribution was hugely appreciated.

MARJO MOONEN
HFfA Chairperson



Minister Pat Carey with members of HFfA.

Healthy Food for All

Healthy Food for All is an all-island multi-agency initiative seeking to address food poverty by promoting access, availability and affordability of healthy food for low-income groups. Healthy Food for All has three key objectives:

1. To support community and school food initiatives which increase access to and availability of healthy food for low-income groups
2. To network with state, voluntary, community and business interests on an all-island basis to identify and share good practice on promoting healthy food for low-income groups
3. To promote a greater understanding of food poverty across all aspects of public policy.

OBJECTIVE 1:

TO SUPPORT COMMUNITY AND SCHOOL FOOD INITIATIVES WHICH INCREASE ACCESS TO AND AVAILABILITY OF HEALTHY FOOD FOR LOW-INCOME GROUPS

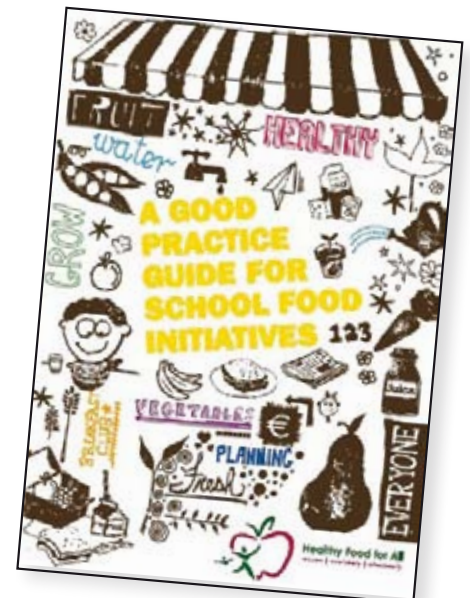


A GOOD PRACTICE GUIDE FOR COMMUNITY FOOD INITIATIVES

The Good Practice Guide for Community Food Initiatives was officially launched by Minister Pat Carey in St. Andrew's Resource Centre in October 2010. Dr Eddie Rooney (Public Health Agency Northern Ireland) and Ursula O'Dwyer (Department of Health & Children) both spoke at the event. The event received broad media coverage. A dissemination strategy was prepared to promote the distribution and use of the guide among its target audience. HfFA will continue to disseminate the guide in 2011 through existing community infrastructure where possible, including Family Resource Centres, Community Dietitians, Integrated Development Companies, Healthy Living Centres, the five Health and Social Care Trusts in NI and various rural and community networks. The guide is also available for download from the [Healthy Food for All website](#).

A GOOD PRACTICE GUIDE FOR SCHOOL FOOD INITIATIVES

The Good Practice Guide for School Food Initiatives was launched by Minister Mary Hanafin in 2009 and was circulated to all DEIS schools. More than 1,000 copies have been distributed and the guide is available for download from HfFA's [website](#). In 2010 HfFA identified Breakfast Clubs as a key area of opportunity to have a positive impact on the health and well-being of school aged children. Funding was received from Kellogg's to carry out a feasibility study into the development of a pilot programme of Breakfast Clubs. HfFA organised a consultation event with attendance from a broad range of stakeholders to discuss the potential for such a programme. The recommendations from this feasibility study will be progressed in 2011.





Demonstration Programme of Community Food Initiatives

DEMONSTRATION PROGRAMME OF COMMUNITY FOOD INITIATIVES (FUNDED BY SAFEFOOD)



Martin Higgins, safefood, Dr. Michael McBride, Chief Medical Officer NI, Marjo Moonen HFfA Chair

The all-island Demonstration Programme of Community Food Initiatives aims to promote greater access and availability of healthy food in low income areas through a programme of local projects using a community development approach. The three-year programme provides a testing ground for seven Community Food Initiatives (CFIs) all over Ireland, with the aim of identifying the resources and supports necessary for their development on a sustainable basis. It provides opportunities for networking and shared learning of policy and practice implications.

The Demonstration Programme was officially launched in Belfast in January 2010 by Northern Ireland's Chief Medical Officer, Dr. Michael McBride.

Three successful networking events were held in 2010. The networking events incorporate a site visit to each of the participating projects during which the CFIs get to see the activities and progress being made in other areas. The first networking event was held by NICHE in Knocknaheeny, Cork in March and focused on the cohesion and future of the Demonstration Programme.

The second event was held in May in the Simon Community Seatown House Day Centre Dundalk, in conjunction with RehabCare Dundalk. The event was facilitated by the programme evaluators and aimed to develop common approaches to self-evaluation amongst the CFIs.

The third event was hosted in Limerick by the Southill Area Centre and St. Munchin's Resource Centre, in September and focused on Media & Communications training. The projects also link in regularly via Skype conference calls and this proves very important for continued networking and sharing of information.



Members of Demonstration Programme in Limerick

HFfA seeks to link the relevant policy perspectives of the seven Community Food Initiatives and to make the connections to the national policy framework in relation to food poverty. Each of the projects has received positive media coverage promoting the benefits of Community Food Initiatives. The Demonstration Programme is being evaluated over the three year period and HFfA will disseminate the learning upon its completion. For more information please visit our [website](#). Healthy Food for All continues to engage with Community Food Initiatives external to the Demonstration Programme.

OBJECTIVE 2:

NETWORKING WITH STATE, VOLUNTARY, COMMUNITY AND BUSINESS INTERESTS ON AN ALL-ISLAND BASIS TO IDENTIFY AND SHARE GOOD PRACTICE ON PROMOTING HEALTHY FOOD FOR LOW-INCOME GROUPS

Networking is a core component of HFFA's work and staff continue to engage with School and Community Food Initiatives across the island of Ireland. We respond to email and telephone queries and seek to encourage CFIs in the sharing of learning and information. A number of visits between CFIs were facilitated and we visited a number of Community Food Initiatives in an effort to raise awareness about the broad range of activities carried out in local communities and to learn about the local food needs identified by these projects.

NETWORKING

Healthy Food for All also strives to put food poverty on to the agenda of other relevant stakeholders. To this end HFFA has presented to a number of different groups and provides an advisory role to others. Examples include the national Advisory Group for the Healthy Incentive scheme for Preschools project and the Healthy Living Subgroup in Dublin City Council. HFFA also made presentations at the Community Food and Health Scotland's Annual Networking Conference and Groundworks Northern Ireland Community Allotment Seminars. HFFA also provided an advisory role to safefood in their research into Food Poverty among Four Household Types.

HFFA is a member of the **Northern Ireland Food Poverty Network**, a grouping of stakeholders seeking to progress action on the issue of food poverty. Organisations represented in this group include Department of Health, Social Services and Public Safety NI, Food Standards Agency NI, Public Health Agency NI, Public Health Alliance for the island of Ireland, **safefood** and the Council of Homelessness for Northern Ireland. The network also seeks to facilitate cross border activities to promote awareness on the impact of food poverty on low-income families. The network commenced work to develop food poverty indicators in 2010 for the island of Ireland with the aim of gaining a greater understanding of the extent and nature of the issue. The group are committed to progressing the development of food poverty indicators in 2011.

HFFA ADVISORY COMMITTEE

Since the establishment of the initiative in 2006 Healthy Food for All has been supported and guided by an Advisory Committee representing a broad range of stakeholders, including relevant government departments and state agencies, independent experts, local and national organisations from the community and voluntary sector. The Advisory Committee met three times in 2010 and contributed to the evaluation of the initiative as well as the new Development Plan 2011-2013. Members of the Advisory Committee provided an invaluable contribution to the development of Healthy Food for All. This has been an important group for the development of HFFA and the members played a role in driving the agenda of food poverty within their own organisations. Networking was an important outcome of this grouping with the evaluation report noting that HFFA was successful in pulling together a lot of agencies under this umbrella structure. The Advisory Committee emerged as an information sharing forum through a useful workshop/ seminar approach. The evaluation noted advisory committee as a networking 'hub, dissemination of information and conducting effective consultation events on issues related to food poverty'.

WEBSITE AND E-NEWSLETTERS

In 2010 HFFA published four e-newsletters (April, July, October and December) which were sent to almost 1,000 contacts and are available on the [website](#). The website was updated throughout 2010, most notably with the Good Practice Guide.

ONLINE DIRECTORY FOR COMMUNITY FOOD INITIATIVES

[The Online Directory](#) went live in September 2010. Healthy Food for All is compiling a database of Community Food Initiatives working with low-income groups across the island of Ireland. The aim of the directory is to provide a forum for CFIs to raise awareness about their project, and to act as a resource for people interested in finding out what is going on in their area. Community Food Initiatives across the island of Ireland are being contacted and asked to input their information on the Directory. The aim of the directory is to link CFIs on the island of Ireland, encourage the sharing of learning and to raise awareness about the number and diversity of Community Food Initiatives.

OBJECTIVE 3:

TO PROMOTE A GREATER UNDERSTANDING OF FOOD POVERTY ACROSS ALL ASPECTS OF PUBLIC POLICY

Healthy Food for All gathers research on food poverty and translates it into a series of clear and concise policy messages in order to engage with relevant government departments, key agencies and charities on this issue.

JOINT OIREACHTAS COMMITTEE ON HEALTH & CHILDREN

HFFA was invited to make a presentation to the Joint Oireachtas Committee on Health & Children based on the Policy Briefing on the Affordability of Healthy Eating for Low-Income Households in March 2010. The statistics on the Policy Briefing were updated to take account of the new cost of living in February and were provided to the Committee members. Members of the Oireachtas were informed about multi-dimensional factors which prevent people living on a low-income accessing a healthy diet.

BUDGET 2011

HFFA made a pre-budget submission to the Department of Social Protection in advance of Budget 2011. The submission was presented to Minister Ó Cuív at the pre-budget forum in October 2010.

POLICY CONSULTATIONS

HFFA took part in a number of policy consultations in 2010, including the European Food Framework (invited by the Nutrition and Health Foundation, IBEC) and the 'A Fitter Future for All' Obesity Prevention Framework by the Department of Health, Social Services and Public Safety in Northern Ireland. HFFA also had meetings with the Department of Agriculture, Food & Fisheries in relation to the future of the European Food Aid Programme.

Healthy Food for All was profiled in the [EuroHealthNet](#) report, [Focusing on Obesity through a Health Equity Lens](#), as an Irish case study of an innovative approach to reducing health inequalities across the EU.

Governance and Finance

EVALUATION OF DEVELOPMENT PLAN 2008-2010

Healthy Food for All (HfFA) completed the final year of its three year Development Plan in 2010. This plan was evaluated externally by an independent consultant. The evaluation report found that Healthy Food for All has been successful in raising awareness of food poverty issues. HfFA has made good progress in developing the links between policy and practice due to their activities in the community and at national policy level. The report concluded that there is a clear rationale for a singular focus on food poverty and for the existence of HfFA. A new Development Plan 2011-2013 has been prepared and is informed by the findings from this evaluation and through consultations with HfFA staff, Management Committee and Advisory Committee.

Following one of the recommendations from the evaluation report HfFA set out to revise its governance structures and has now established a Board of Management. The Board of Management will focus on the strategic direction of the initiative. A Memorandum of Understanding has been agreed between Crosscare and HfFA for the duration of the new Development Plan. HfFA will continue to explore options for future hosting arrangements.

The Advisory Committee met three times in 2010 and had an input into both the evaluation process and the preparation of the Development Plan. At the final meeting of the Advisory Committee in November 2010 it was agreed that this committee had served its original purpose. Members agreed that rather than continuing with meetings in the current format that they would be replaced with a number of themed roundtable meetings per annum.

A working group on Finance and Governance has been established to develop a funding strategy for the period of the next Development Plan. Three of the core funders have agreed continuation of funding for 2011.

FINANCIAL OVERVIEW 2010	
Income 2010	€ 172,966
Payroll Costs	€ 101,206
Programme Costs including: <ul style="list-style-type: none">• Publication and launch of A Good Practice Guide for Community Food Initiatives• Independent Evaluation of Development Plan 2010-2013• Demonstration Programme of Community Food Initiatives• Website• Meeting and travel costs• Admin Costs	€ 71,758

These costs were fully funded by core funders Food Safety Authority of Ireland, HSE, Social Inclusion Division, Department of Social Protection and safefood with a once-off payment from the Department of Health & Children.

STAFF

Sinéad Keenan took up the post of Project Co-ordinator in February 2010. Sinéad had previously held this post until March 2008. Georgina Buffini is the Development Worker for the Demonstration Programme of Community Food Initiatives.

HEALTHY FOOD FOR ALL MANAGEMENT COMMITTEE

ORGANISATION	REPRESENTATIVE
Dodder Valley Partnership	<i>Marjo Moonen, HFfA Chairperson</i>
UCD School of Agriculture, Food and Veterinary Medicine	<i>Dr. Deirdre O'Connor</i>
Social Inclusion Division, DCEGA	<i>Jim Walsh</i>
Crosscare	<i>Jack Dunphy</i>
<i>safefood</i>	<i>Marita Hennessy</i>

HEALTHY FOOD FOR ALL ADVISORY COMMITTEE

ORGANISATION	REPRESENTATIVE
Bord Bia – Irish Food Board	<i>Michael Maloney</i>
Clondalkin Partnership	<i>Liz Griffin</i>
Dental Health Foundation, Ireland	<i>Pheena Kenny</i>
Department of Health & Children, Ireland	<i>Ursula O'Dwyer</i>
<i>Family Support Agency</i>	<i>Pat Bennett</i>
<i>Food Safety Authority Ireland</i>	<i>Dr. Sarah Burke</i>
<i>Food Safety Authority Ireland</i>	<i>Dr. Mary Flynn</i>
<i>Food Standards Agency Northern Ireland</i>	<i>Maria Jennings</i>
<i>Independent Advisor</i>	<i>Patricia McCusker</i>
<i>Limerick Food Partnership</i>	<i>Christine Gurnett</i>
<i>NICHE Community Health Project</i>	<i>Katherine Harford</i>
<i>Population Health (HSE)</i>	<i>Sheena Rafferty & Sally-Ann Thompson</i>
<i>Public Health Agency</i>	<i>Angela McComb</i>
<i>Public Health Agency</i>	<i>Jennifer McBratney</i>
<i>Public Health Alliance for the island of Ireland</i>	<i>Gary McFarlane</i>
<i>safefood</i>	<i>Marian Faughnan & Clodhna Foley-Nolan</i>
<i>Western Health and Social Care Trust (NI)</i>	<i>Claire Holmes</i>



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