Childhood Obesity Opportunity Spaces: Where are there opportunities to impact the local food environment?

THEME 2: HEALTHY HEADSPACE
5 opportunity platforms for interventions

1. Environmental Nudges
2. Healthy Headspace
3. Creatures of Habit
4. Social Influencers
5. Inclusive Regeneration
2. Healthy Headspace
The big challenge

Takeaway is the perfect solution for parents with limited bandwidth. Families see it as just another option of having dinner: it’s no longer a treat. But the problem is most takeaways are designed as a treat, and healthier options are less accessible in the local market.
Opportunity overview

2A Creating the market
   How might we create the local takeaway market for better family meals?

2B Surfacing demand
   How might we surface community demand for better local food options?

2C Economic opportunities
   How might we create economic opportunities for the community via better food?

2D Easier choices
   How might we give parents more headspace by making better choices easier?

2E Differentiating options
   How might we make it easier to differentiate between good and bad local options?

Creating new opportunities

Influencing decision-making
Opportunity 2A: Creating the market

Design brief:
How might we create the local takeaway market for better family meals?

What we heard:

Families who eat takeaway frequently are often frustrated with the limited range of options in their local area.

Parents look for affordable better quality options that feel like the food made at home e.g. lasagna or chicken and rice.

Online delivery expands families’ geographical access to food businesses previously not local, but these options do not always feel affordable.

Relevant settings:
STREET
HOME
Opportunity 2A: Creating the market

**Examples:**

**Delivered family favourites**
A number of families like buying lasagna from takeaway pizza shops because it feels like a family favourite - the fact that it comes from a takeaway means it is perceived to be better quality than a ready meal.

**Expanding options**
Lambeth & Southwark’s proximity to central London means that outlets usually only found in wealthier parts of the city such as Leon, Itsu and Wasabi deliver to the local area via online delivery apps such as UberEats.

**Locally made healthy meals**
Greenwich Co-operative Development Agency have launched a range of ready meals called Plenty made from ingredients sourced from local markets.
Opportunity 2B: Surfacing demand

Design brief: How might we surface community demand for better local food options?

What we heard:

Local food businesses are reluctant to make health improvements if they think there is no customer demand for it. However they are interested in new ways of growing their business.

Families often feel frustrated by the limited range of options in their immediate local area. This represents an opportunity for local businesses to fill this unmet demand.

However currently there is no means of demonstrating this demand to businesses.

Relevant settings:

STREET

HOME
Opportunity 2B: Surfacing demand

Examples:

Empowering communities

Following funding cuts, Friends of Ruskin Park teamed up with the local community to keep the paddling pool at Ruskin Park open over summer. They use Crowdfunder to raise money for the pool to be run as a ‘community operation’.

Filling in the gaps

Families are using online delivery apps to order food that is not available locally, such as food from big chains or premium chains known to do affordable child portions e.g. Leon.

Market research

A recent YouGov survey commissioned by the GLA found that 62% of Londoners think that having healthier and cheaper food options on London’s high streets would have most impact on healthy eating.
Opportunity 2C: Economic opportunities

Design brief:
How might we create economic opportunities for the community via better food?

What we heard:

Local parents are often looking for opportunities to supplement their household incomes. There are lots of examples of enterprising mums setting up their own businesses or using platforms such as eBay to generate income.

In schools, enterprising pupils often sell unhealthy snacks and drinks to other pupils. The market for unhealthy snacks is often bigger if the school stops selling these products in the canteen and switches to healthier alternatives.

Relevant settings:
STREET
HOME
Opportunity 2C: Economic opportunities

Examples:

**Young entrepreneurs**
Some school pupils smuggle in sweets and drinks to school which they sell to other pupils during break times. Popular items include energy or carbonated drinks (especially if they’ve been banned from the school canteen).

**Own boss**
Parents often try to supplement their incomes through activities that they can do at home e.g. buying/selling on eBay, selling photos on Foap or setting up their own businesses.

**Connecting home cooks**
In recent years there have been a number of startups whose mission is to connect home cooks with hungry local neighbours who’d otherwise get a takeaway e.g. Trybe and Dish Next Door.
## Opportunity 2D: Easier choices

**Design brief:**
How might we give parents more headspace by making better choices easier?

**What we heard:**

- Much of the cooking done at home involves assembling premade products that serve as convenient ‘shortcuts’ to meals e.g. pasta sauce jars, pre-prepared vegetables, frozen waffles.

- These products, even though they cost more, are popular with parents because of the time savings and lowered risk of making bad tasting food.

- Online shopping apps are also increasingly designed with shortcuts e.g. remembering past purchases and bank card details.

**Relevant settings:**
- STREET
- HOME
Opportunity 2D: Easier choices

Examples:

**Shopping shortcuts**

Online grocery and takeaway apps offer shortcuts such as remembering previously purchased items (‘favourites’) which makes habitual purchasing easier - but means parents are less exposed to other options.

**Quicker assembly**

Pre-prepared cooking ingredients such as ready-to-cook chopped vegetables and sauces are popular because of the time savings accrued when cooking meals at home, from cutting up ingredients to washing up afterwards.

**All in one**

Some families have dabbled with recipe boxes such as Hello Fresh but have tended to cancel them after the initial subscription offers end.
Opportunity 2E: Differentiating options

**Design brief:**
How might we make it easier to differentiate between good and bad local options?

**What we heard:**
When deciding where to go or what to buy, people often rely on environmental cues to make judgements about food quality, safety and healthiness.

E.g. they will look to see how clean it is, how modern it appears, what it smells or looks like, how greasy the food is etc.

These environmental cues are often more influential than information such as hygiene scores, which may not be noticed or understood.

**Relevant settings:**
STREET
Opportunity 2E: Differentiating options

Examples:

**Award schemes**

Southwark Council has signed up to the Healthier Catering Commitment but there is low recognition of the award scheme among local residents and it is not easy to find out which businesses have the award.

**Expanding reviews**

There is mixed awareness of food hygiene ratings among families. Some families are unfamiliar with the ratings, while others actively look for them when entering a new shop. Fewer go online to check the FSA or Scores on the Door websites.

**Expanding reviews**

The loss of environmental cues when purchasing food online means that customer reviews are one of the main ways people differentiate online.
Thank you

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