



Veg Advocates' insights into community-level barriers and facilitators to vegetable access in the UK: An online photo elicitation study.

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Photo workshops guiding questions

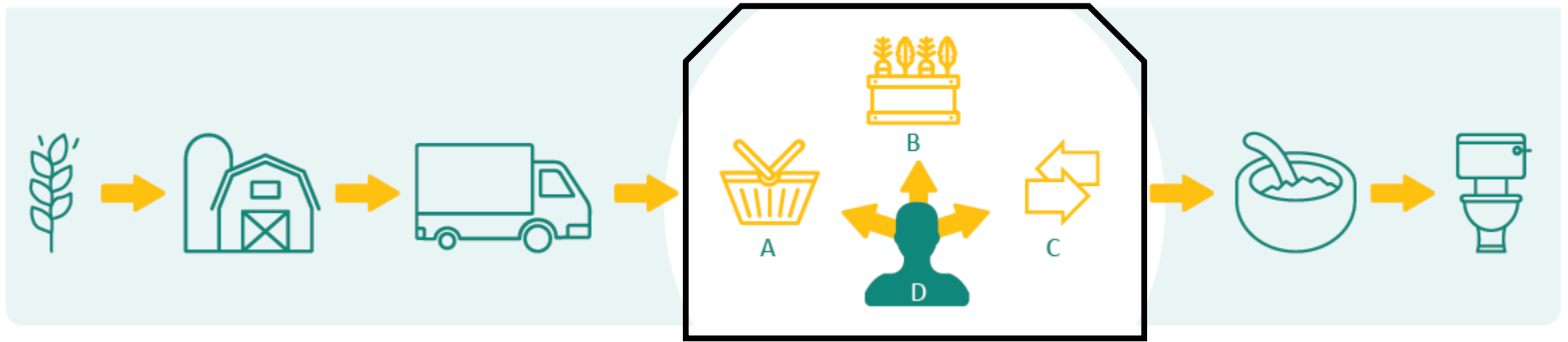
In your capacity as a Veg Advocate...

1. What do you think makes it easier for people in your community to access veg?
2. What do you think makes it more difficult for people in your community to access veg?



What does 'community' mean to you?

Why are our communities/
environments so important to us?




What do we mean when we say ‘food environment’?


Photo workshops guiding questions

In your capacity as a Veg Advocate...


1. What do you think makes it easier for people in your community to access veg? (**facilitators**)
2. What do you think makes it more difficult for people in your community to access veg? (**barriers**)

Facilitators • (example)	Barriers • (example)
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Homework assignment 

- Take photographs (on phones or camera) that best depict your top 2 for each group (so a total of 4 photos per person)
- Make notes/draft captions for each photo describing why you took that image
- Send to me via email (by Wed):
 - Photographs (x4)
 - Draft captions/notes (x4)
 - Comprehensive list



Final assignment: So what...?

1. List 5 solutions that can be taken in your communities to overcome barriers and/or promote facilitators
2. Share via email by next Wednesday
3. Mark will combine and share with group



Reported Barriers



← *“The cost of fresh veg means that some individuals may not be able to purchase and prepare as many as they would like for themselves and their family. Some individuals may not know how to effectively plan meals for the week and spend unnecessarily on their weekly shop.” – English VA.*



← *“What is it, and can I cook it?.” – Welsh VA.*

“Without wheels we starve, mostly in the sense that without a car then access to veg is somewhat limited.” – NI VA.



“My neighbourhood sustains a total of 8 take-away food premises. This number has grown exponentially since the mid to late 1990’s, reflecting wider trends where convenience is favoured over home cooking... Standard take-away fare... with limited vegetable content in the main.” – English VA.



Reported Facilitators



“Food box delivered to door (with) fresh mixed, locally grown organic (veg). Choice of veg not given, depends what is available. Also provided are recipes with example meals that you can cook from the produce.”
– Welsh VA



“Buying fruit and veg from the local food hub is affordable and saves produce from going to waste.” – Scottish VA.



“Price reductions on fresh produce, especially fruit and vegetables will encourage low-income individuals to purchase them; in addition to reducing food waste.

Initiatives that have been introduced, for example Aldi’s Super 6, Lidl’s Pick of the Week, and Tesco’s Fresh 5 enables individuals to try new vegetables and enhance their diet with the addition of more nutritious vegetables.” – English VA

Conclusion

1. Community-based initiatives to increase knowledge and skills related to vegetable cooking and household food planning.
2. An increase in the promotion of vegetables in the community and in local stores through effective advertising initiatives.
3. The implementation of community-wide health promotion campaigns.
4. Localise the food system and increase the amount of land for allotments.