



Tackling Childhood hunger, malnutrition and food insecurity





"Every day children come to our street level centres who don't have anything to eat at home. There is a silent epidemic of hunger and malnutrition. We have a collective responsibility to change children's futures for the better."

Camila Batmanghelidjh, Kids Company founder





“62% of children in poverty living in families where at least one of the parents has a job is very worrying. It is really unacceptable. We are on our way to a having a permanent underclass, people living in poor neighbourhoods that have no opportunities to choose different ways to feed themselves, fewer role models to follow and poverty transferred through generations.”

Olivier de Schutter, UN Special Rapporteur on the Right to Food

Feb 2013, Huffington Post Interview, London



Childhood malnutrition & hunger in the UK

**PRINCES TRUST / TIMES EDUCATIONAL SUPPLEMENT / YOU GOV
April 2012 / 600 U.K Teachers**

Almost half (48 per cent) regularly witness pupils coming into school suffering from malnutrition or showing signs that they haven't eaten enough.

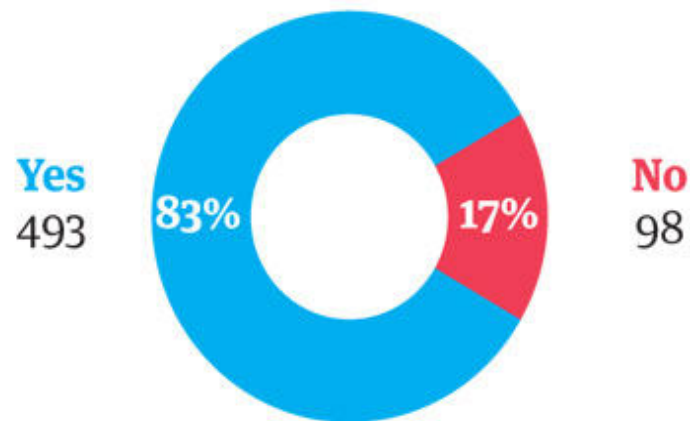
One in four of these (23 per cent) see this more frequently since the recession, with some teachers admitting that they buy food for struggling pupils from their own wages.

More than half of teachers (51 per cent) say that they often see pupils who seem to miss meals at home. More than one in six of these (17 per cent) say that they see this more regularly since the recession

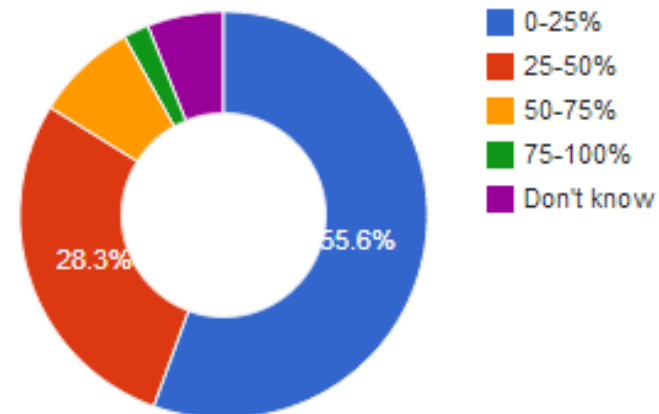
Childhood malnutrition & hunger in the UK

GUARDIAN UK Teachers Survey / 600 Teachers, June 2012

Do you see evidence of pupil hunger in the morning at your school?



Approximately, what percentage of children do you estimate arrive hungry or malnourished at your school? (percentage)



Childhood malnutrition & hunger in the UK

Opinion Matters survey for Kellogg's (500 UK teachers August 2012)

Four in five teachers (79%) report pupils are turning up for lessons hungry, with more than half (55%) saying the numbers have increased in the past year.

57% of teachers suggested a lack of money was to blame for pupils not being fed at home.

Nearly one in three (31%) of those questioned said they take food into school to give to hungry pupils.

13% of primary school teachers apparently spend up to £24.99 a month feeding youngsters.



Childhood malnutrition & hunger in London

London Assembly Survey (164 London teachers, Primary & Secondary, 21 Boroughs, Dec 2012)

How many pupils do you think regularly start the formal school day without breakfast? (149 responses)	
None	3.4%
1- 5 pupils per class	36.9%
6 - 10 pupils per class	35.6%
11 - 15 pupils per class	18.8%
16 – 20 pupils per class	4%
21 – 25 pupils per class	0.7%
26 – 30 pupils per class	1.3%

Childhood malnutrition & hunger in London

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If you have given food to pupils, roughly how frequently does this occur? (101 responses)	
Occasionally (up to once a month)	43.8%
Regularly (1-4 times a month)	19.0%
Never	16.2%
Every day	8.6%
Very frequently (more than 8 times a month)	6.7%
Frequently (5-8 times a month)	4.8%

If children start the school day hungry what impacts can this have? (141 responses)	
Worse concentration	97.2%
Worse behaviour	83%
Worse attainment	75.2%
Less ability to take part in sport	50.2%
Fainting or other illness	41.1%

Results for: Kids Company's Nutrition Campaign Survey

1) Do you think poor nutrition is having an impact on the children in your school?

Yes



No



Don't know



2) How concerned are you about children's levels of nutrition in your school?

Extremely



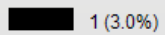
Very



Fairly



Not Concerned

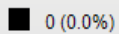


3) Is poor nutrition affecting pupil's ability to concentrate?

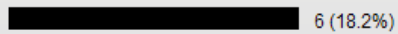
Yes



No



Don't know



4) Is poor nutrition contributing to children's negative behaviours?

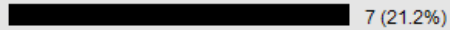
Yes



No



Don't know



5) Anecdotally, how many children in your school are affected by:

	More than 10%	20%	30%	40%	50%	60%	70%	80%	90%	Responses	Average Score
Malnutrition (not eating enough or consistently eating food lacking vitamins and minerals needed for healthy development)	6 (18.18%)	4 (12.12%)	7 (21.21%)	5 (15.15%)	4 (12.12%)	1 (3.03%)	5 (15.15%)	1 (3.03%)	0 (0.00%)	33	3.76 / 9 (41.78%)
Hunger (not getting enough food to satisfy appetite)	9 (27.27%)	3 (9.09%)	6 (18.18%)	1 (3.03%)	6 (18.18%)	5 (15.15%)	3 (9.09%)	0 (0.00%)	0 (0.00%)	33	3.58 / 9 (39.78%)
Food insecurity (not always having enough food at home, or knowing if there will be food available)	9 (27.27%)	4 (12.12%)	2 (6.06%)	3 (9.09%)	4 (12.12%)	4 (12.12%)	5 (15.15%)	2 (6.06%)	0 (0.00%)	33	3.94 / 9 (43.78%)

21 Inner London Schools – Anonymous survey of Head Teachers and Pastoral Staff

3.76 / 9 (41.78%)

Childhood malnutrition & hunger in London

Nutritional Epidemiology Group
School of Food Science and Nutrition, University of Leeds

An exploration of food poverty and energy and nutrient deficiencies in London primary school children

By Dr Charlotte EL Evans, Dr Jayne Hutchinson, Meaghan S Christian, Neil Hancock and Professor Janet E Cade

2579 Children, Nov 2010 to Jan 2011, DoH Data / FEBRUARY 2013

CONFIDENTIAL / EMBARGOED

Prior to Publication



Childhood malnutrition & hunger in the UK

The Telegraph

Misery for households as food prices soar at twice the EU average

British families have been hit twice as hard by the rising cost of food as most of western Europe, a report has found.

(Sept 2012) Food prices in Britain have risen by 32 per cent since 2007, double the EU average, according to figures released by the Department for Environment, Food and Rural Affairs (DEFRA).

Economists expect the cost of the weekly shop to continue to rise by around 4 per cent a year until 2022 at least. The increase is almost twice the current rate of inflation of 2.5 per cent.

Rising prices will take the annual food bill for the average family to over £4,000 within a decade, up from £2,766 last year, heaping further pressure on already-stretched households.



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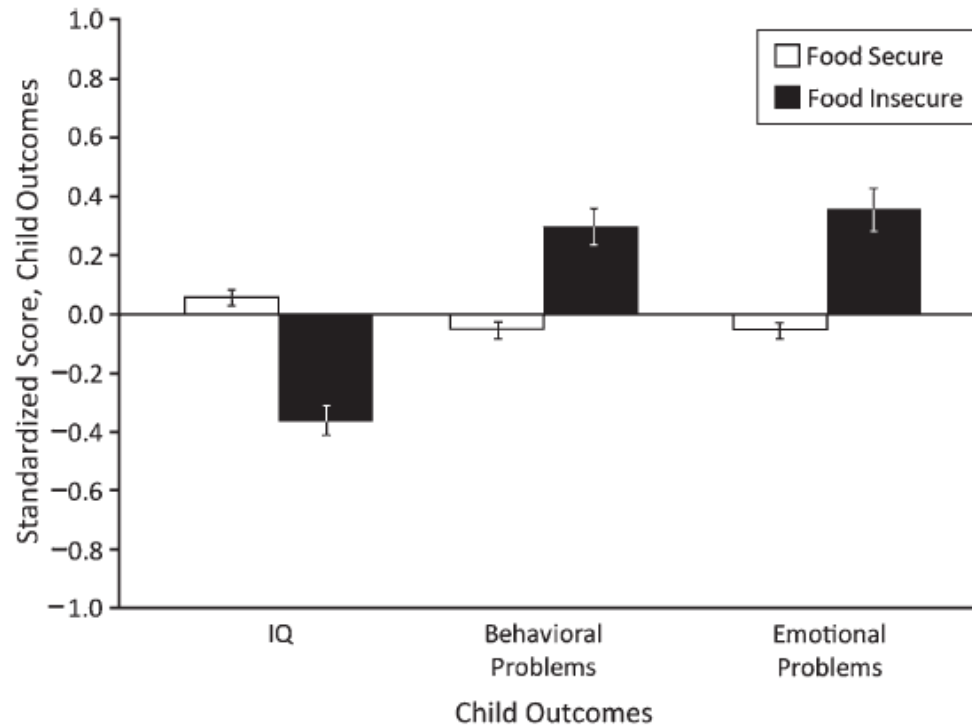
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Why “good enough” nutrition matters



Mental health, at age 12, of United Kingdom children always food secure and ever food insecure during ages 7–10

Environmental Risk Longitudinal Twin Study, 1999–2000. Food insecurity refers to material hardship related to food, including hunger. Error bars indicate 61 standard error; $P < 0.001$ for all comparisons. (Reprinted from Belsky et al, 2010.)



Kidsplatepledge.org.uk

On-line appeal & donation gateway plus text donation gateway



85% of children depend on us for their main meal

64% say there's no food at home

33% rely on cheap takeaways

1041 DAILY MEALS PLEDGED

1041 DAILY MEALS PLEDGED

TARGET: 680

SHARE

"Every day children come to our centres who don't have anything to eat at home. There is a silent epidemic of childhood hunger and malnutrition and children don't have a public voice. We have a collective responsibility to change children's futures for the better."

Conita Birmingham, CEO & Founder of Kids Company

Please give a child a voice by sharing our campaign via your social networks using the app below. It's quick and easy and will post a plate of food icons designed by a child at Kids Company on to your Facebook wall or tweet a link to this site. Use our message or create your own!

Thank you so much. XX



The Plate Pledge



- We provide 2000 meals a week
 - **85%** rely on us for their main meal of the day
 - **64%** told us there's no food at home and they go to bed hungry
 - **33%** mainly rely on being given money to eat from takeaways
 - **32%** don't get to eat breakfast
- The Plate Pledge appeal addresses the problems of food poverty, raises awareness of child malnutrition, hunger and food insecurity and is helping to provide the 2000 meals we provide each week.
- Engaging corporate partners, the public and policy makers to help hungry children

THE PLATE PLEDGE SO FAR



- Over 300,000 meals have been pledged so far
- Extensive coverage in London and National Press
- Partnered with Fare share, Trussell Trust Food Banks & Children's Food Trust.
- Commissioned research into child hunger & malnutrition
- We've received support from corporate partners such as; Boden, Netmums, CH&Co and Compass Group
- Mobiles for meals initiative launched with Orange & T Mobile (EE) donate old phones were donated and turned into meals for Kids Company – Netmums initiative with national media coverage
- Informed the London Assembly, The School Food Plan (DFE) and Child Poverty Unit (DWP)

Practical Aims



- Raise awareness of the desperate need as poverty grows
- Create involvement and make it easy to get involved
- Small amount goes a long way – text or donate on-line from just £2
- Fund 2000+ nutritionally balanced meals each week
- Deliver cookery clubs in 40+ inner-city London schools
- Creating better life experiences - part of a broader poverty initiative
- Collective voice supporting vulnerable children & young people to effect policy change



Plate Pledge in the Media (selected

Links, representative of overall PR impact)



<http://www.bbc.co.uk/newsround/19488532>

<http://www.standard.co.uk/news/dispossessed/in-2012-thousands-of-children-are-starving-on-the-streets-of-london-7621114.html>

[The Independent: Britains dirty secret, scandal of the hungry children](#)

[Evening Standard: Thousands of Children are starving on the streets of London](#)

[Huffington Post Interview Camila re: Plate Pledge](#)

<http://youtu.be/QynTt0cdAO4> - Al Jazeera feature

<http://www.independent.co.uk/news/education/education-news/more-children-go-to-school-hungry-warn-teachers-7682545.html>

[Plate Pledge film made by the children of Kids Company](#)



www.kidscoplatepledge.org

Reg. Charity 1068298

Childhood malnutrition & hunger in the UK – School Holidays

Schools must provide 190 days of education per year (DfE, 2012), with 100% attendance a child spends just over half (52%) of their time at school.

It is anomalous that whilst recognising there are children who require nutritional support in school, the same children are left without any such support for nearly half their school-aged lives.

Some children dread the approach of school holidays because they know that their one reliable source of food is going to be closed and that they will have to fend for themselves as best they can. This is a serious problem and one that needs urgent investigation.

Recommendations for Southwark



- Commission urgently needed research to accurately measure the prevalence of food poverty amongst school-aged children and their parents/guardians. Ensure that such research is undertaken in the poverty hot spots where we know the most disadvantaged are living.
- Create official channels in deprived schools where hungry children can report to designated staff members who can distribute basic food packs on an as-needed basis.
- Commission an economic cost/benefit analysis to better understand the social impact of food recycling and reducing food waste by re-distributing to the poorest members in society.
- Explore ways of utilising the dormant and latent resources presented in under-used school kitchens to create supper clubs in the most deprived areas. These could be sponsored by business and empower community members to collectively help themselves.
- Provide immediate emergency nutritional measures for schools facing the toughest challenges in educating disadvantaged pupils.
- Provide “Holiday Kitchens” where hungry children can get a free lunch or dinner during the school holidays.

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