

Food for thought

Maintaining a healthy lifestyle as a family

With online PE lessons being streamed on YouTube and Jamie Oliver showing us how to make the most of the food we have left in our cupboards, initiatives on staying healthy whilst staying at home have engaged the nation.

We take a look at parents thoughts on maintaining a healthy lifestyle for them and their children pre Covid-19 to set the scene for next month's update which will look at how things have changed during these unprecedented times.



Weekly Mealtimes

Only a third of parents were providing home-cooked meals more than once a week, with half of parents splashing out on takeaways and ready meals at least once a week

How often do you eat these types of meals?



Takeaways, ready meals, frozen foods

Never

Once a week

A few times a week

27%

49%

19%



Home cooked meals

1%

9%

35%



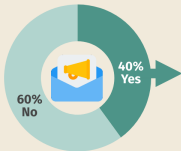
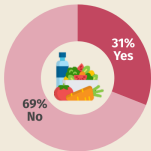
Awareness of help available in the local community

70% of parents didn't think there was currently enough help in their local area to encourage healthy living. A massive 3 out of 5 parents are not aware of any health living campaigns currently run specifically for them

Enough help in local area to encourage healthy living?

Aware of any Government Healthy Living campaigns?

Campaigns aware of (Top 3):



Top 5 barriers

We asked parents what they struggle with when it comes to their family's lifestyle...



53%

The cost of things



36%

Inspiration for healthy food options



34%

Ideas for healthy things to do



28%

Family activities



21%

Keeping kids away from fast food



How to help

We asked people how local authorities could improve residents healthy living behaviours...

8 out of 10

Parents would like more advice on how to stay healthy



42%

think local authority could offer a broader range of schemes

A third

think more resources need to be allocated to health and wellbeing



31%

want better communication from local authorities to improve awareness



Best way to communicate

We asked what the best way to receive advice and information about healthy living would be....



49%

Website



44%

App



37%

Email



26%

Leaflet



21%

Newsletter



9%

Magazine