

City Birmingham	
Country	United Kingdom
Population	1,137 million
Title of policy or practice	BINDI
Subtitle (optional)	Birmingham India Nutrition Initiative
URL video	
Category	Sustainable Diets and Nutrition
SDGs	SDGs: 2, 3, 5, 8, 10, 12.
Brief description	<p>The Birmingham India Nutrition Initiative (BINDI) is a Nutrition Smart City initiative, which involves the development of relevant policies and practices through a learning partnership between Birmingham City Council (BCC), United Kingdom (UK) and Pune Municipal Corporation (PMC), India. The partnership has built upon Birmingham signing the MUFPP and the request in 2016 to develop inter-city partnerships, and this partnership reflects the significant Indian population in Birmingham and this population's disproportionate representation in excess weight in the city. BINDI enables joint learning, experience sharing and the piloting of specific initiatives to tackle malnutrition in all its forms.</p> <p>The pace of urbanisation is closely linked to dietary transition. As people move to cities, they become more exposed to a range of new sources of unhealthy food through supermarkets, street vendors and fast food outlets. The cheapest options accessible to those on a low income tend to be unhealthier (IFPRI, 2017).</p> <p>We will consider the specific powers at our disposal to influence this, namely:</p> <ol style="list-style-type: none"> 1) The leverage which our respective city authorities have as purchasers of food for consumption in public institutions (particularly by those most vulnerable to poor nutrition); 2) The infrastructure which we have at our disposal to support the promotion of nutritious food and restrict the promotion of unhealthy fast food; 3) The potential to use policy levers around business and skills development to shape a healthier food environment; 4) The data which we can harness and connect to empower consumers to make better choices about where and what they eat and to help policy makers develop and implement the right mix of regulations to control the food on offer.
Date of start and state (ongoing/completed)	01/2018 Ongoing
Actors and stakeholders involvement	<p>An MOU (Memorandum of Understanding) has been confirmed by leadership in both cities and is supported by a broad range of stakeholders. The partnership is aligned to the Smart City movement/agenda in each city. Ceremonial signing will take place at the next MUFPP meeting in Montpellier.</p> <p>The initiative's start-up is being facilitated by The Food Foundation and funded by the Tata Trusts and the UK Department for International Development (DFID).</p>
Approach	<ul style="list-style-type: none"> • Initial exchange visits and stakeholder meetings 03/18, 05/18; • Birmingham selected by UK government to take part in the exploratory phase of a national Childhood obesity trailblazer initiative 11/19; • Second round of stakeholder meetings in Pune lead to 16 policy proposals agreed by PMC 04/19;

	<ul style="list-style-type: none"> • Plan for food system, citizen engagement in Pune developed 04/19 – implementation from 09/19; • Plan for tackling upstream drivers of obesity in Birmingham developed 04/19 – implementation from 09/19.
<p>Innovation</p>	<p>Both cities aim to be Nutrition Smart Cities using data and technology to change the way that food is produced, processed, distributed and consumed. The innovation lies in using a trans-continental partnership to motivate leadership commitment towards healthier, more sustainable, food policy. The signing of the partnership MOU secured the political leadership required to ensure food remains a priority.</p> <p>Together we are exploring how data can be used to target those most vulnerable to failures of the food system.</p> <p>In Pune GIS mapping of all street food vendors is taking place to identify fresh food desserts/fat swamps and digital solutions are being used to engage hundreds of thousands of citizens in the development of nutrition, food and health strategy. Birmingham is learning from this.</p> <p>Birmingham has engaged citizens and stakeholders to identify upstream drivers of obesity. This has led to an economic approach to tackling malnutrition at scale including a focus on the skills and training agenda to stimulate a healthier, food economy. Pune is learning from this.</p> <p>Following a recent exchange visits, PMC proposed 16 policy options including stimulating the supply of healthier food options in low-income communities, setting-up a healthy voucher scheme for low-income mothers and restricting/banning junk food advertising.</p> <p>A Food Policy Hackathon will take place in Birmingham and Crowdsourcing of food solutions will take place in Pune over the summer months.</p>
<p>Impact</p>	<p>The FAO-MUFPP framework was used to write the situational analysis for both cities. These reports were the first of their kind in each city and shared with key stakeholders. Birmingham has inputted into FAO-MUFPP consultations on data monitoring. The reports will evolve as access to relevant data becomes available.</p> <p>A key aspect of the partnership is citizen engagement. Pune has experience of large-scale citizen engagement through a variety of methods. Birmingham Public Health is currently undertaking a Public Health consultation with Birmingham citizens and is learning from the tech-based methods Pune uses to understand citizen views on food. Pune will provide leadership on monitoring the impact of citizen engagement.</p> <p>If EUROCITIES/MUFPP is successful in its bid for Horizon 2020 funding, this learning will also be shared with other European cities. Birmingham is one of the consortium members.</p> <p>We have followed guidance proposed by FAO-MUFPP Monitoring Framework to establish a Birmingham Basket. This is a local adaptation of the national basket to monitor changes in food purchases as we begin to implement our interventions.</p> <p>Pune will be using a representative household survey to understand eating out practices, frequency of consumption of selected processed foods and policy preferences. The household survey will be complemented by focus group discussions carried out by the stakeholders.</p> <p>In both cities initial work is being carried out with the most vulnerable groups.</p>

Inclusion

In Birmingham, the plan is to address the wider causes of obesity through a whole system approach that will develop a step change, moving away from ineffective localised projects, to instead focus on the upstream levers at our disposal to assist people in moving up the economic and social gradient, creating opportunities for people and their families to be able to routinely make healthy lifestyle choices. For example, through planning and development levers, ensure that community food growing opportunities are maximised.

Apprenticeship levy, the large-scale employment and training programmes within the city are being used to achieve a number of outcomes. The outcomes will include health and wellbeing content being specifically built into pre-employment training programmes, the development of apprenticeships in the city that focus on food, nutrition and physical activity, and ensuring that more local people get into meaningful employment. Also, the way in which the levy can be used to increase growth in the local health and wellbeing sector, specifically through targeting SMEs, will be explored.

Local learning is being used to help support Pune to implement suggested policies. For example, the Tata Trusts has offered to support a training programme which mirrors an apprenticeship training programme taking place in Birmingham to support young people to enter the healthier, more sustainable food sector.

Adversity coefficient

One in six people globally is and Indian citizen. India has the highest number of undernourished citizens. With urbanisation and rising incomes, people consume more animal-source foods, refined grains, sugar, fats and oils and processed foods. This is closely associated with increasing rates of overweight and obesity and a range of diet-related noncommunicable diseases. Moreover, many of those moving into the city from rural areas come having been exposed to undernutrition (manifested as stunting, wasting or micronutrient deficiency). The dietary transition is particularly risky for these people who experience worse outcomes from weight gain after early experiences of undernutrition.

In Pune, the pace of urbanisation is closely linked to dietary transition. As people move from rural areas of Maharashtra State to the city, they become more exposed to a range of new sources of unhealthy food through supermarkets, street vendors and fast food outlets. Whilst a move to the city can also increase the availability of healthy food, the cheapest options accessible to those on a low income tend to be unhealthier (IFPRI, 2017).

Birmingham's childhood obesity levels have been consistently above national average since 2006/2007. The most recent figures show that 11% of 5-year olds and 25% of 11-year olds are classed as excess weight. Furthermore, there is a clear social gradient as children living in deprived communities are at an increased risk, and this gap is widening overtime. Birmingham has a diverse population with 44% of children from minority ethnic groups including 20% from Bangladeshi and Pakistani families. A UNICEF report identified that one in three children in the UK are in multi-dimensional poverty and the Department of Education has awarded child poverty campaigners in Birmingham city £2,000,000 to feed free meals to children over the holiday period this year. In some constituencies, more than 50% of children live in child poverty.

BINDI is not just about highlighting threats, it is about creating and maximising opportunities. Both cities are going through positive economic growth and development. Both cities are highly attractive to young people to live and work. The food industry locally accounts for 6.3% of city employment in Birmingham, the largest single sector (the UK average is 5.6%). A Smarter approach to food, its local use, global reach as well as its economic impact, could be a long-lasting legacy for both Birmingham and Pune.