

Keep Growing Aberdeen summary report: Grow Share Eat! 2021

Delivered by:
CFINE, ACC, One Seed Forward and ACHSCP
Evaluation by: ACHSCP

THE GOAL: To improve mental health and wellbeing for people in priority neighbourhoods and contribute to improved access to healthy food

LINK TO LOCAL PRIORITIES

- Improve health and wellbeing of people
- Maximise use of disused outdoor space to increase food growing opportunities
- Support local volunteering opportunities beyond the pandemic

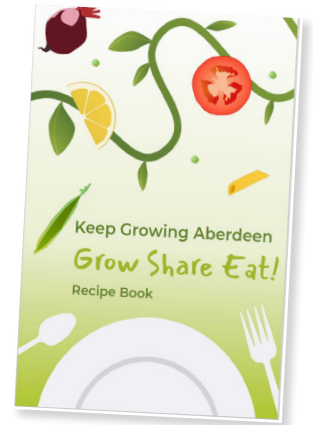
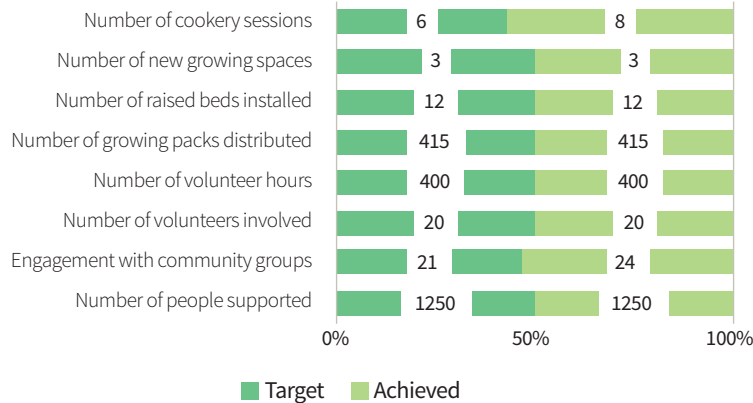
SCOPE OF THE PROBLEM

Studies have shown that people living in the most deprived areas in Scotland suffer from significantly higher severe Coronavirus impact, and death rates, compared to the least deprived quintile.

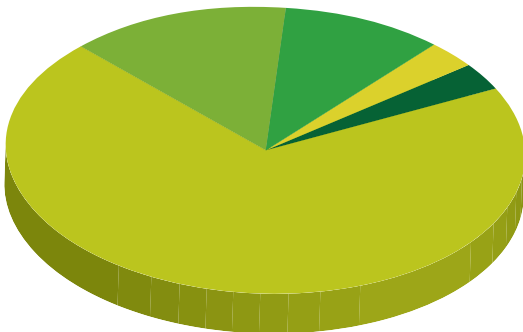
PROJECT REACH



WHAT WE DID!



WHAT AGE GROUPS TOOK PART? 30 responses

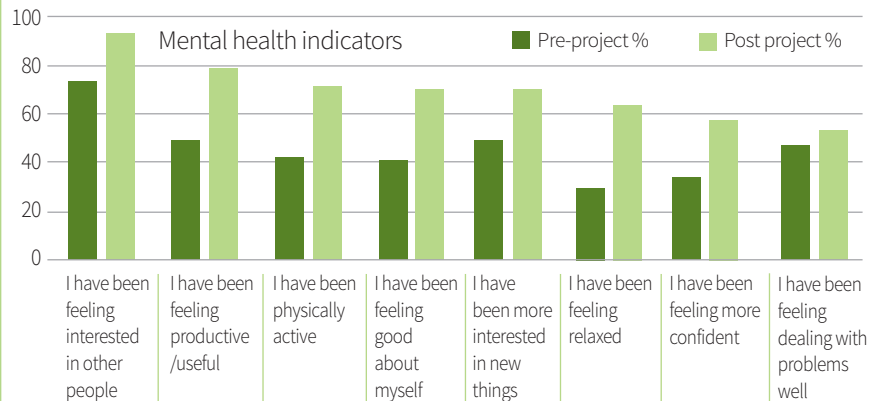


Age proportion of participants

0-11 years	10%
12-18 years	3%
19-25 years	3%
26-50 years	70%
51-64 years	14%
65 and above	0%



PROJECT IMPACT | WHAT HAPPENED!



80%

reported average improvement across several mental health indicators after project

93%

Increased Social connectedness

78%

Increased self-confidence

97%

reported increased motivation to grow own foods

"I enjoyed engaging with other members of the community who had never grown anything before and seeing the excitement when plants started to come through"

"Growing better relationships with neighbours"

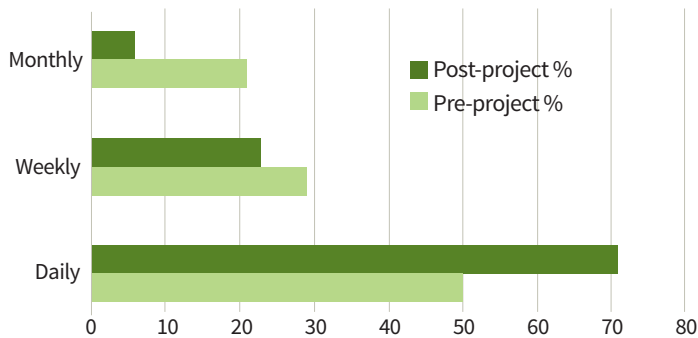
"I felt confident and wanted to do more after seeing the harvest"
"I feel so proud that I have managed to grow something myself"

"Liked growing things, that I wouldn't purposely attempt"

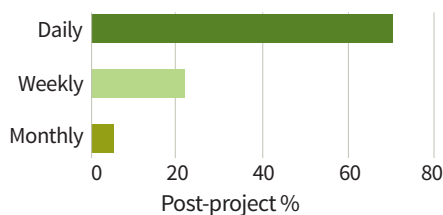
"I had access to a whole new community of likeminded people, most of which had more knowledge than me but were happy to answer 'silly' questions"

Source: Survey and interviews (109 respondents)

FREQUENCY OF VEGETABLE CONSUMPTION



Frequency of vegetable consumption: Daily has noticeably higher 'Post-project %'



71%

reported improved dietary habits across several measures after the project



"We really enjoyed cooking recipe I had never made before"
"My daughter loved what we have grown and will try new vegetables once they are ready".

"Joined the project to learn about food growing and hoping to add healthy homegrown ingredients to our diet"



“ Volunteer Testimonials ”

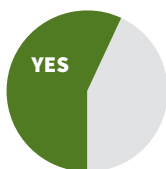
"I did enjoy making up the packages – others already well versed to the process, were welcoming, and kept giving friendly advice and instructions"

"For me, the most rewarding piece was delivering the Growing packs out to the various communities in Aberdeen, including schools, care homes, clubs and individuals in the most deprived areas of the city"

WHEN ASKED WHAT NEXT? 23 responses

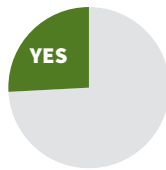
57%

Getting involved with local community growing groups



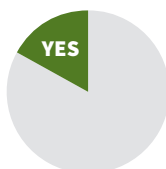
26%

Set up own local community growing group with support from Keep Growing Aberdeen



17%

Learn how to cook with grown foods



THINGS THAT WENT WELL:

"I enjoyed the whole process [sic.] from growing the veg from a seed to the point of cooking then eating it"

"Due to being on a low income I thought the seed boxes were fabulous because everything was provided and I grew the seed with my daughter who also enjoyed. I wouldn't really have the spare money to buy the items so it was such a nice activity to take part in and gave us a reason to be outside in our garden"

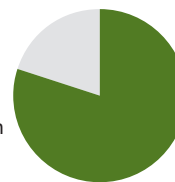
"Interaction and seeing live cooking"

"Interaction and seeing your produce put to good use"

"My daughter took pride in watering them daily and took ownership. Valuable skills taught"

80%

of respondents would like to participate again next year.



THINGS THAT COULD BE IMPROVED:

"Provide seeds for normal vegetables like carrots, peas, green beans"

"More awareness and maybe involving teenagers through schools and academy"

"More variety in what to grow"

"I did [attend the cookery workshop] but unfortunately, if you fall behind even a minute on the live video it's not possible to catch up"

RECOMMENDATIONS

1. Strengthen awareness and engagement with young people and the elderly (12-25 years and 65+)

How? Organise open days or taster sessions in schools and academy, identify and collate interest.

Engage with care homes and sheltered housing

Why? Increased participation across all ages can reduce inequalities in physical and mental wellbeing. Findings from project suggests low engagement with these population group.

2. Strengthen social support and social networks.

How? Social prescribing of community health-based activities by general practitioners and health professionals, signposting of funding opportunities to local groups, delivery of activities via channels appropriate and relevant to target population.

Why? Findings suggests that perceived quality of social network is associated with improved positive and lifestyle behaviours such as improved dietary habits, increased self-confidence, motivation to connect with others, participation, trust in community, reduced stress and anxiety and satisfaction which are all protective of mental wellbeing.

3. Strengthen the delivery of plot to plate approach to community food growing

What? Provide more opportunities for a blended session of 'in person' and virtual cookery for people via formats relevant and easily accessible to them

How? Increase the availability of community kitchen spaces, provide support for virtual engagement.

Why? Promotion of health behaviour activities with method of engagement or resources relevant to target group can increase motivation to engage and continue to adopt a sustainable lifestyle behaviour.

4. Establish an enabling environment

What? Normalise an integrated approach to food growing in the wider community, schools, and workplaces

How? Organise local gardening festivals or events to bring people, families, community groups together to inspire, motivate and improve confidence and acceptance of sustainable food practices

Why? Increased community participation in sustainable food practices can have a long-term impact in improving community food resilience, quality of life and mental wellbeing at a population level long term.

Source: Survey and interviews (109 respondents)