

# Northumbria Research Link

Citation: Defeyter, Margaret Anne (Greta) and Graham, Pamela (2015) Evaluation of a UK holiday meal programme. In: Holiday Hunger Conference, 2 June 2015, Sheffield.

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## Evaluation of a UK Holiday Meal Programme

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*This research project was funded by*

*Kellogg's*

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**Hungry  
children  
need your  
help**



Hungry



## TRUSSEL TRUST FOOD PARCEL DISTRIBUTION BY REGION

**TOTAL: 913,138**  
**Adults: 582,933**  
**Children: 330,205**

**Northern  
Ireland**  
Adults: 6,473  
Children: 5,224  
**Total: 11,697**

**North West**  
Adults: 87,561  
Children: 51,083  
**Total: 138,644**

**Wales**  
Adults: 51,148  
Children: 27,901  
**Total: 79,049**

**West Midlands**  
Adults: 58,036  
Children: 35,425  
**Total: 93,461**

**South West**  
Adults: 68,958  
Children: 36,563  
**Total: 105,521**

**London**  
Adults: 58,315  
Children: 37,324  
**Total: 95,639**

**Scotland**  
Adults: 49,041  
Children: 22,387  
**Total: 71,428**

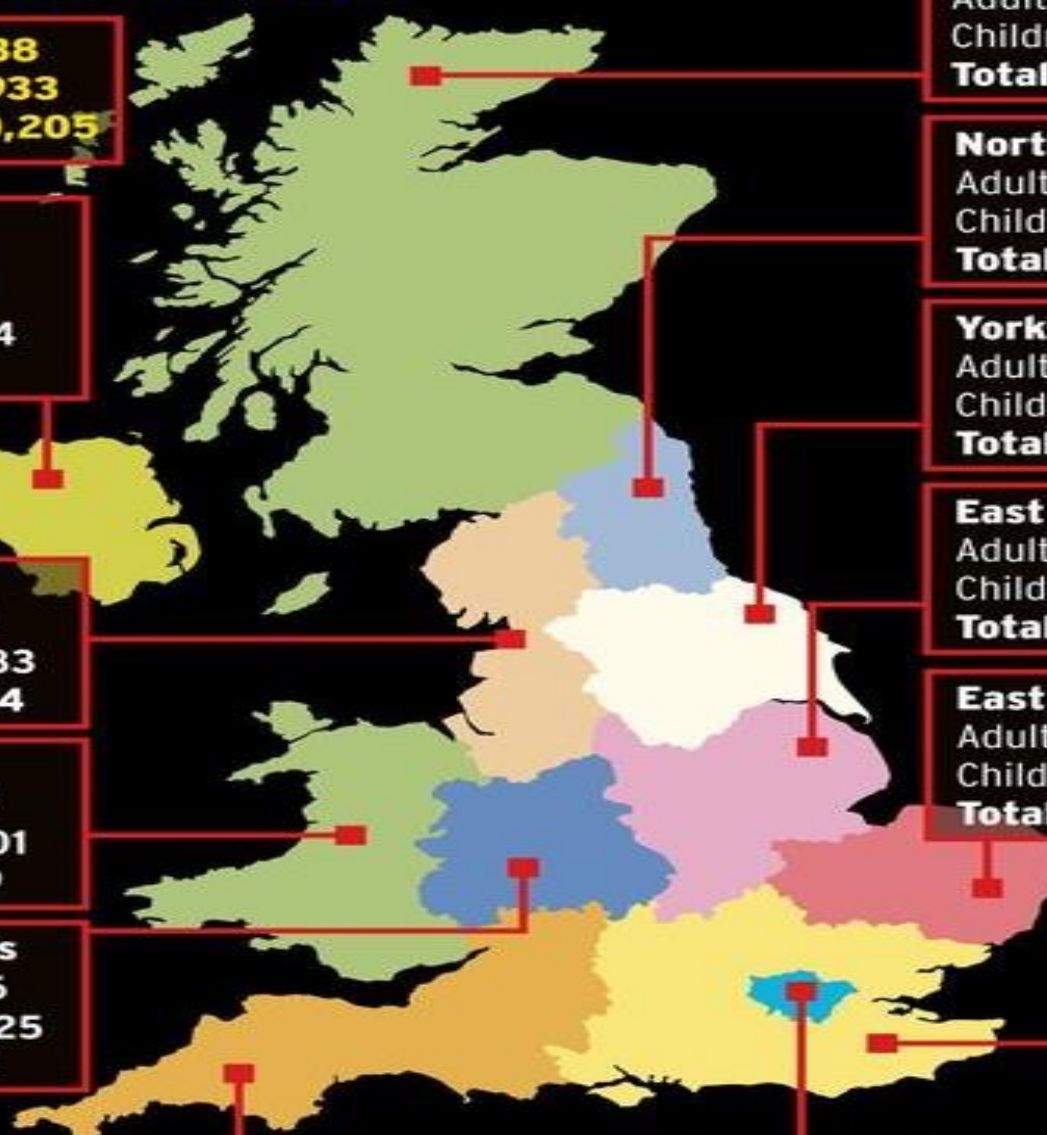
**North East**  
Adults: 36,273  
Children: 22,873  
**Total: 59,146**

**Yorks & Humber**  
Adults: 25,167  
Children: 12,236  
**Total: 37,403**

**East Midlands**  
Adults: 24,039  
Children: 13,717  
**Total: 37,756**

**East**  
Adults: 59,827  
Children: 31,593  
**Total: 91,420**

**South East**  
Adults: 58,095  
Children: 33,879  
**Total: 91,974**



# Human Rights

- Sufficient access to food is recognised as a basic human right (Article 25 of the Universal Declaration of Human Rights (General Assembly of Nations, 1948)).



Research links hunger and educational performance (Alaimo et al., 2001; Frongillo et al., 2006, Winicki & Jemison, 2003)





(Szajewska & Ruszczyński, 2010); Hoyland et al., 2009; Haire-Joshu et al., 2011; Graham et al., 2014; 2015)





(FRAC, 2012; von Hippel et al., 2007)

# The Present Research Project

- Aims:
  - Evaluate the impact of summer breakfast clubs
  - Health, Social and Educational outcomes

Design:

Mixed methods approach (self-report questionnaires and semi-structured interviews)

Data collected from parents, children and staff

*Ethical Approval for this project was granted from Northumbria University's Faculty of Health and Life Sciences Ethics Board.*

# Participating Clubs

Oldham Community Building (40-50 attendees/day)

Trafford Community Building (50-70 attendees/day)

Coventry Community Church Building (30 attendees/day)

Strabane Trussell Trust Food Bank (30 attendees/day)

Liverpool Trussell Trust Food Bank (only 1 attendee)

Coventry Trussell Trust Food Bank (4-6 attendees/day)



# Parental Questionnaire (N =17)

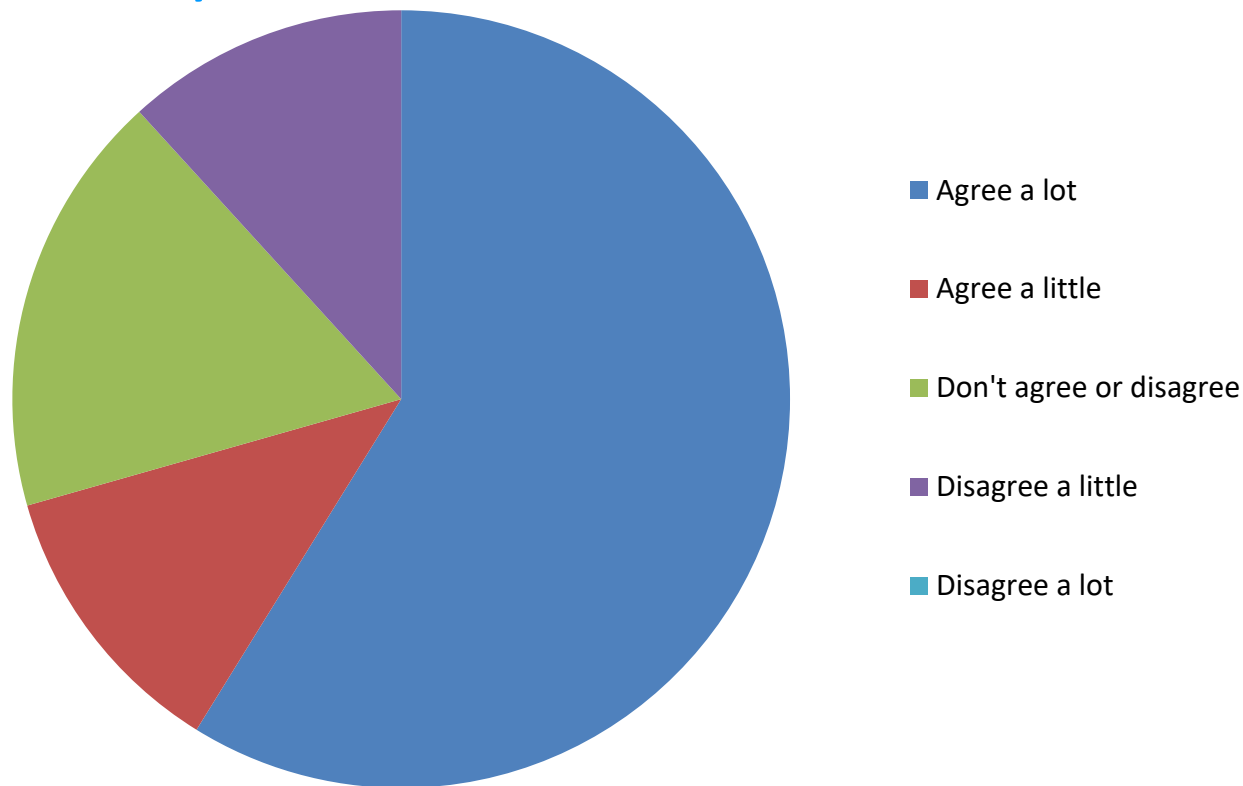
- Breakfast Provision
- Recreation
- Family Impact
- School Preparedness
- Food Security





# Questionnaire Part A: *Summer Circumstances*

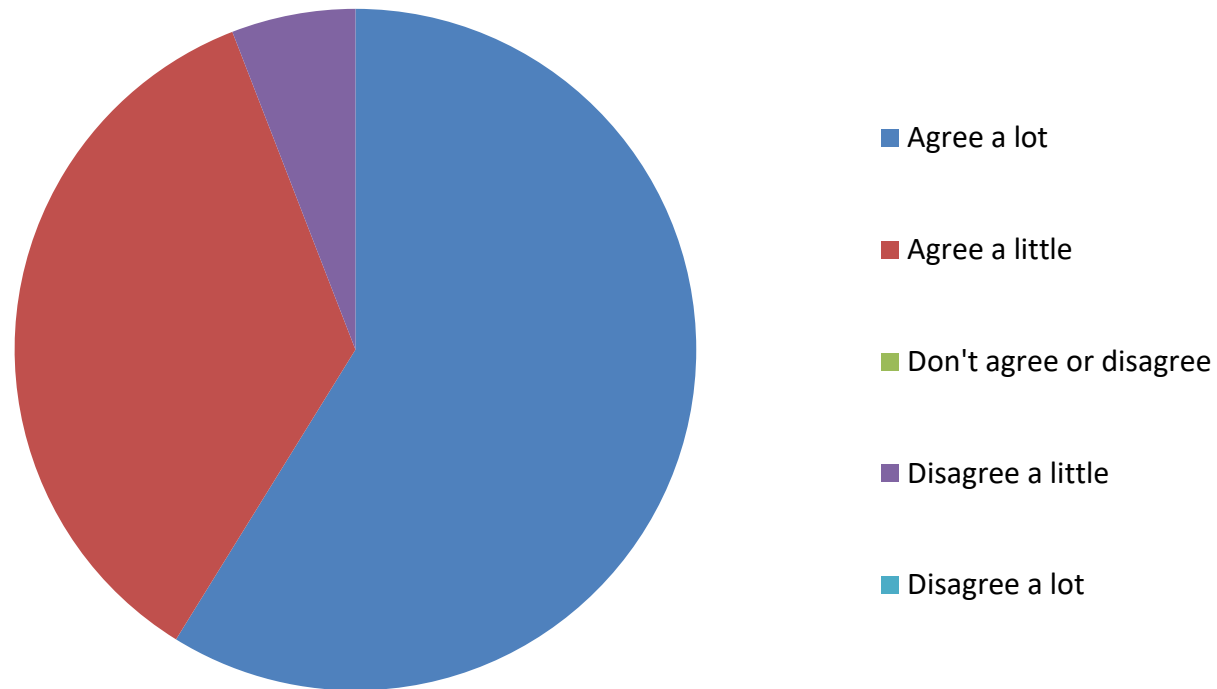
Q1. “It’s harder to make ends meet during the summer than during the school year”



**71% of parents agreed that it's harder to make ends meet during the summer holidays**

# Questionnaire Part A: *Summer Circumstances*

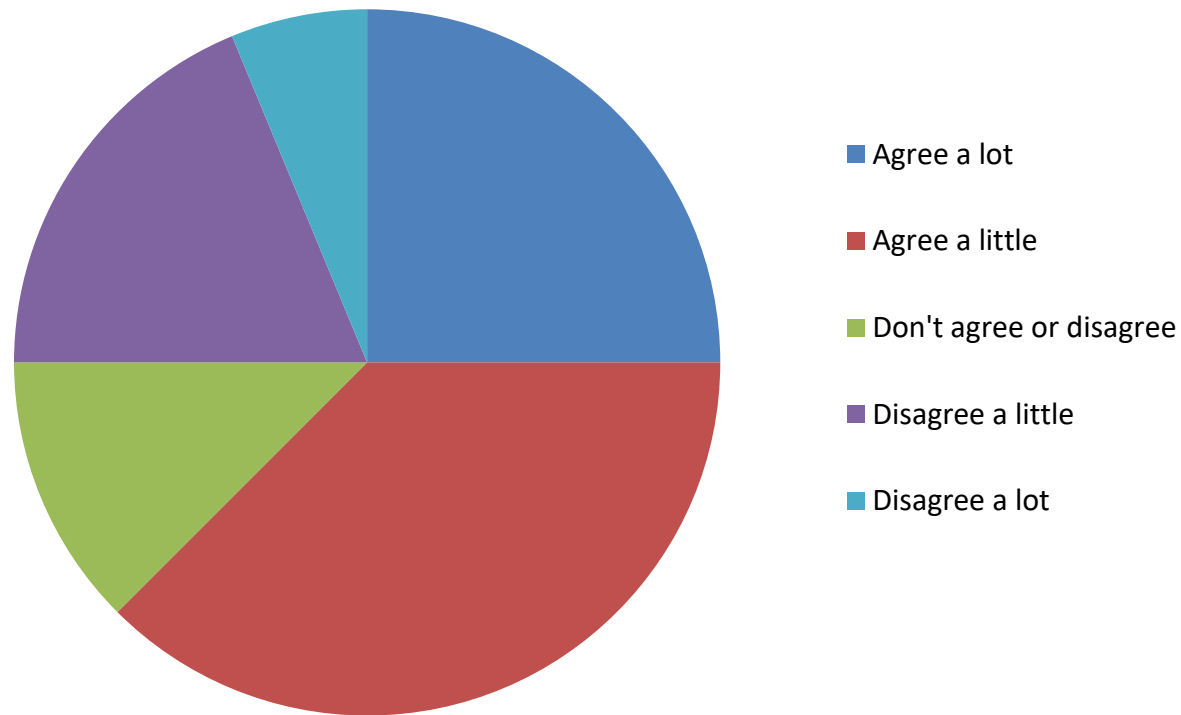
Q2. “We spend more on food during the summer than during the school year”



**94% of parents agreed that their family spend more money on food during the summer than during the school year**

# Questionnaire Part A: *Summer Circumstances*

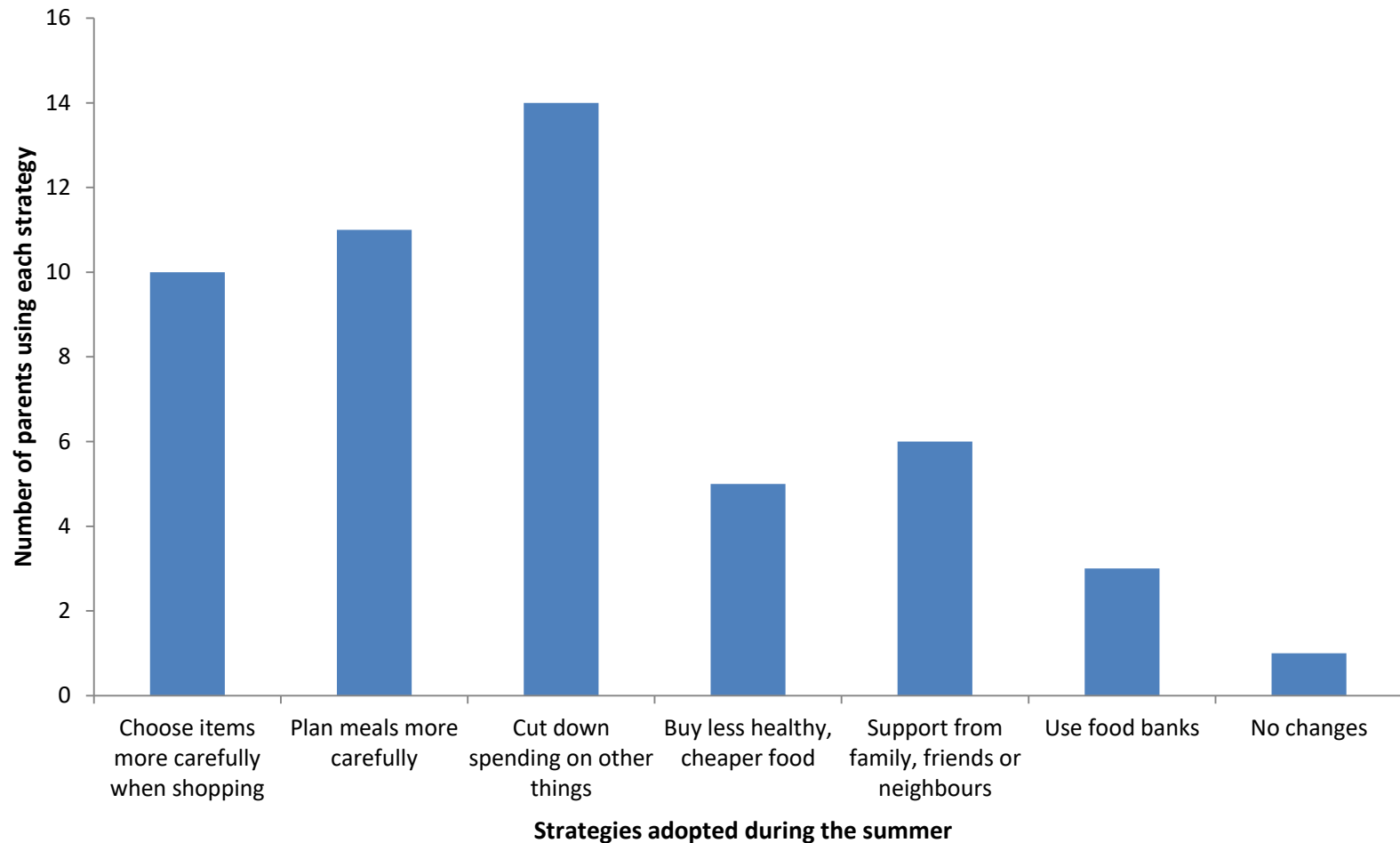
Q3. “We sometimes find ourselves without enough money for food during the summer”



62% of parents agreed that they sometimes find themselves without enough money for food during the summer

# Questionnaire Part A: *Summer Circumstances*

Q4. “What changes, if any, does your family make to deal with increased food costs and/or tighter budgets during the summer?”





# Questionnaire Part B: Views on Breakfast Clubs

	Holiday Breakfast Club...	Average Rating	% Parents Agreeing with Statement
Table 1 Average parental ratings and percentage of parents agreeing with each statement			
Breakfast Provision	Serves a healthy breakfast	4.53	88.2%
	Serves a wide variety of breakfast foods	4.53	94.1%
	Serves foods that my child enjoys	4.75	88.2%
	Serves food that my child doesn't have at home	3.13	82.4%
Recreation	Has made my child feel less bored than they usually are during the summer holidays	4.69	94.1%
	Has allowed my child to make new friends	4.47	94.1%
	Has allowed my child to learn a new skill	4.25	64.7%
	Has given my child more activities to do than they usually have during the summer holidays	4.36	58.8%
Family Impact	Has taken pressure off our family by giving my child activities to do	4.65	94.1%
	Has taken pressure off our family by reducing the amount of	4.06	64.7%

	Holiday Breakfast Club...	Average Rating	% Parents Agreeing with Statement
School Preparedness	Has given my child more of a structured routine than they usually have during the summer holidays	4.56	64.7%
	Will make it easier for my child to get back into a structured school routine after the summer holidays	4.63	94.1%
	Will make it easier for my child to get on with their work when they return to school after the summer holidays	4.06	94.1%
	Has allowed my child to spend time with school friends that they wouldn't usually see during the summer holidays	4.13	64.7%
Practical Aspects	Has been well advertised	4.35	76.5%
	Should be available for more hours during the day	3.88	94.1%
	Is viewed positively by people in the local area	4.75	35.3%

# Semi-structured Interviews (N = 50 children (mean age 9 years), parents and staff)



- 1) What are holiday breakfast clubs utilised for?
- 2) What are the perceived impacts of holiday breakfast clubs?
- 3) What factors need to be considered in the development of holiday breakfast clubs in the future?

# Materials

Three separate interview schedules were designed to guide discussions with parents, children and staff.

USDA Household Food Security Survey Module was administered in order to gauge the level of food security reported by families accessing the breakfast clubs.

## Thematic Analysis (Braun & Clarke, 2006)

Orthographically transcribed

Each transcript was repeatedly read and pertinent points relevant to the research questions were highlighted.

Main themes and subthemes were developed



# Staff Views on Holiday Breakfast Clubs

## What are holiday breakfast clubs utilised for?

*“There is a lot of poverty in [town] I think they’ve only touched the surface of it here erm it has came on pretty quick you know to get it set up we’d have probably maybe a hundred wee’uns in here if you know if we had the facility to let them in cos in the food bank alone we have over a thousand people come through the food bank and that’s families as well and it shows you that there is need for it and I think there is a big big need for what we’re doing”*  
(Strabane)



*“The first couple of days was hard cos all of a sudden we had a hundred people turn up at half past nine in the morning I was like aaaaah! What! But erm you know since we’ve got used to that that’s been ok”* (Trafford)

# Staff Views on Holiday Breakfast Clubs

What are the perceived impacts of holiday breakfast clubs?

*“What brings you there is the food but that’s the smallest part of it, it’s whatever else you offer then and whatever comes with it”*  
(Strabane)



# Social Impacts

*“Some people are quite lonely I mean as a young mum I found you know if you don’t sort of get out there and mix you can be isolated I think that would have been an advantage to a lot of mums” (Liverpool)*



*“It's given them the social event every day when they're mixed with children they might not normally mix with er there's friendships forming that wouldn't have formed otherwise they'd all stay in their little cliques er but they're not they're integrating with each other a lot better” (Oldham)*

# Familial Impacts



*"It's seeing families enjoy it together you know sitting down just enjoying time together"*  
(Coventry)

*We were able to sign post that parent on for help because that parent wasn't getting any help so we were able to find what we call here Social Services Gateway the gateway team so that's that just started instantly within a week they were able to go and get support"*  
(Strabane)



# Children's Views on Holiday Breakfast Clubs

## What are holiday breakfast clubs utilised for?

*"It's somewhere that you can just come, be with your friends and have a healthy breakfast"*



# What are the perceived impacts of holiday breakfast clubs?

## Breakfast Habits

*I don't have that much cereal at home but I'll have some so I've been having much more cereal here*

*At home we like we just rush around a bit and we don't really eat it*

## Social Time

*Well I didn't have friends the first time it started and then when people started coming I joined friends with them*

*I've got one friend who usually just sits at home playing on his XBox but he's been coming*



# Adult's Views on Holiday Breakfast Clubs

## What are holiday breakfast clubs utilised for?

*"To have something to eat firstly and to join in"*  
(Parent. Oldham)



*"To be honest for me it mainly is the social side urm 'cause obviously they're not seeing their school friends during the holidays so it's sort of helping them to sort of create other friendships with children they probably wouldn't necessarily normally urm socialise with urm with various ages too"* (Parent. Church-Based Club, Coventry)

# What are the perceived impacts of holiday breakfast clubs?

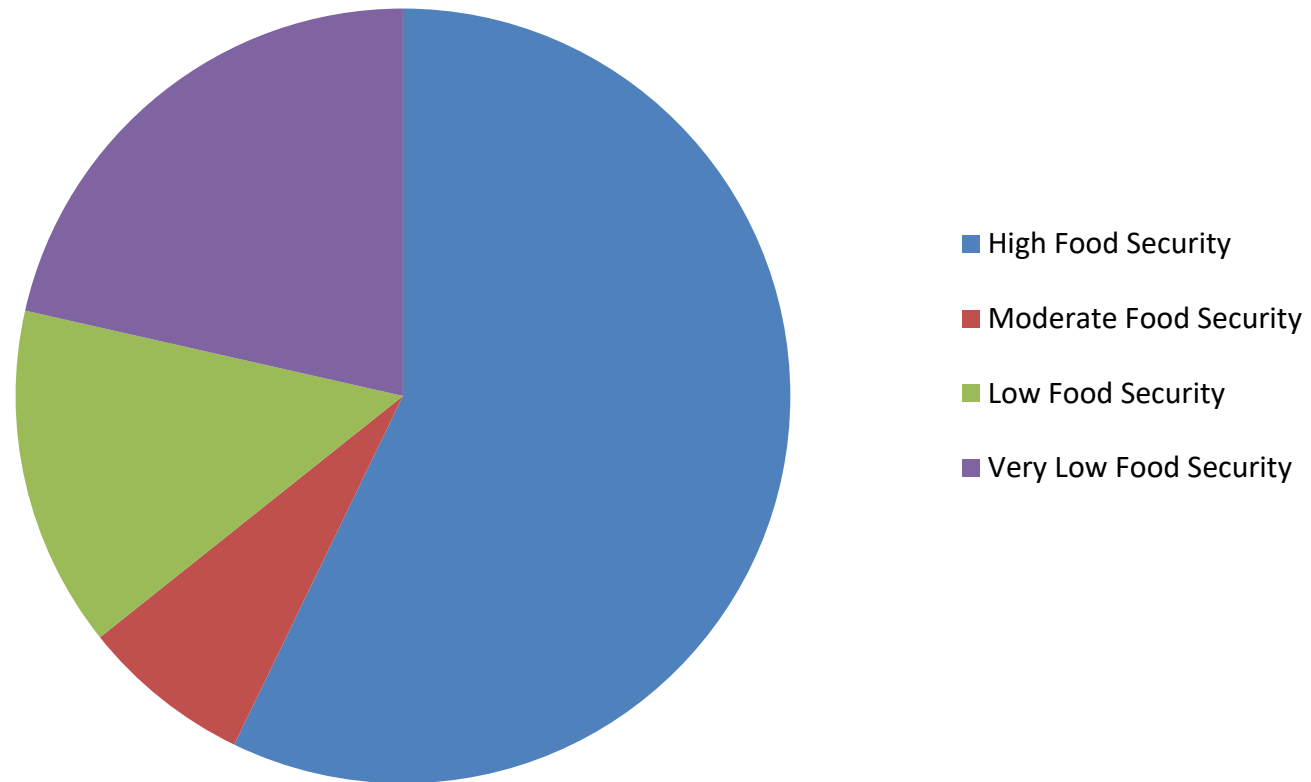
*“The day before pay day can be tough as you know and it's- they don't run out, they don't run out of cereal or they don't run out of milk or they don't run out of bread and so they've got the choice there all the time whereas they wouldn't necessarily at home” (Parent. Church-Based Club. Coventry)*

*I've been able to get to know some of the other mum's a bit more especially some that are going- whose children are going into school with [child] so it's been nice and numbers have been exchanged and things” (Trafford)*



# Incidence of Food Insecurity (N = 14)

*Food security has been defined as “access at all times to sufficient, safe and nutritious food for an active and healthy life at affordable prices” (DEFRA, 2008; p. 2).*



57% of adult participants were considered to be food secure whilst 43% experienced some level of food insecurity.

# Conclusion

- Need for holiday food provision
- Food Bank data...tip of the iceberg
- More than just feeding
- Evaluating complex intervention framework
- Balance between intervention and evaluation



RESEARCH • TRAINING • EVALUATION

Thanks to all children, parents/guardians  
and staff

Dr Pamela L. Graham  
Louise Harvey-Golding  
Kate Prince *Kellogg's*