

Swap  
WHEN YOU  
Cook

Swap  
WHEN YOU  
shop

Swap  
WHEN YOU  
snack



# Living Well: Swap Well to Eat Well

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## The Challenge

Insights gained from consultation with people in Bradford district showed attitudes and behaviours towards fast food with 55% of people eating a takeaway at least twice a week.

### Reasons included:

- No time to cook
- Not knowing how to prepare food
- Perception that takeaway is a cheaper option

## The campaign comprised two elements:

**Overarching campaign:**  
Swap Well to Eat Well  
(Digital & print resources)



**Sub Campaign:**  
Swap your Takeaway for a Fakeaway  
(Pop-up events)



## Goals

- Use the COM-B Behavioural Change Model to increase **knowledge, awareness** and **motivation** to make healthier food choices on a budget
- Increase people's confidence to cook healthy alternatives to takeaway foods
- Increase awareness of easy food swaps and healthy lunch boxes
- Support people with 'cost of living' savings

## Evaluation & Conclusion

An online survey generated over 1,000 responses:

- 88% found the recipes clear and easy to understand
- 85% said the recipe pack provided a healthy meal
- 76% said it encouraged them to cook a meal from scratch
- 90% found the info/resources clear and easy to understand
- 84% said it improved their understanding of healthier options
- 83% said it gave them confidence to prepare healthier meals
- 90% said they would use the recipe in the Fakeaway pack again

Multi strand delivery ensured engagement with over 3,000 people at face-to-face events and large numbers via digital/online resources.

Excellent feedback was obtained via the survey and social media interaction with respondents saying they hadn't realised how easy it was to cook a healthy low cost meal.

## Our Approach

- Digital & printed information packs containing useful guides for cooking, snacking and shopping
- Pop up events across Bradford district giving away free recipe packs and cost of living support booklets
- Short films showing easy food swaps featuring local people and step-by-step Fakeaway recipes guides
- Out of Home advertising and social media campaign

## Results

