

Top Tips

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Sustain



Food growing for
health and wellbeing



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From real life projects!

- Raise your profile
- Health professionals and public health
- Have a clear offer
- Practicalities
- Staff
- Other services/funding



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Raise your profile

- Market yourself as much as possible (*Growing Well*)
- Council partners and other agencies
- Use informal networks for hard-to-reach communities (*Leicestershire Master Gardeners*)
- Increase your number of self and health referrals (*Brighton*)
- Prepare to invest time and energy (*Growing Well*)



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Health Professionals

- Engage commissioners and explain benefits to community (*BCEP*)
- Health service champion (*Sydenham Garden*)
- Develop good relationships with GP surgery staff (*Growing Well*)
- Identify key individuals: one successful relationship with a commissioner....
(*Let's Grow, Let's Eat*)
- Offer training linked to clinical outcomes (*HGCA*)

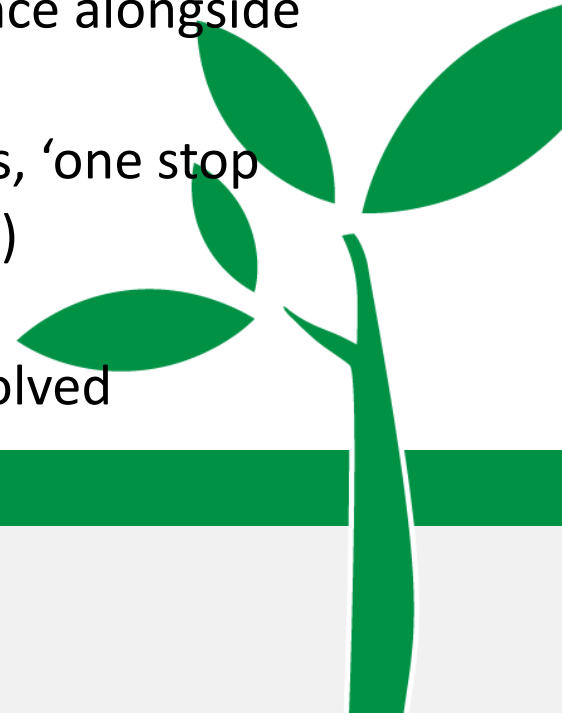
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Have a clear offer

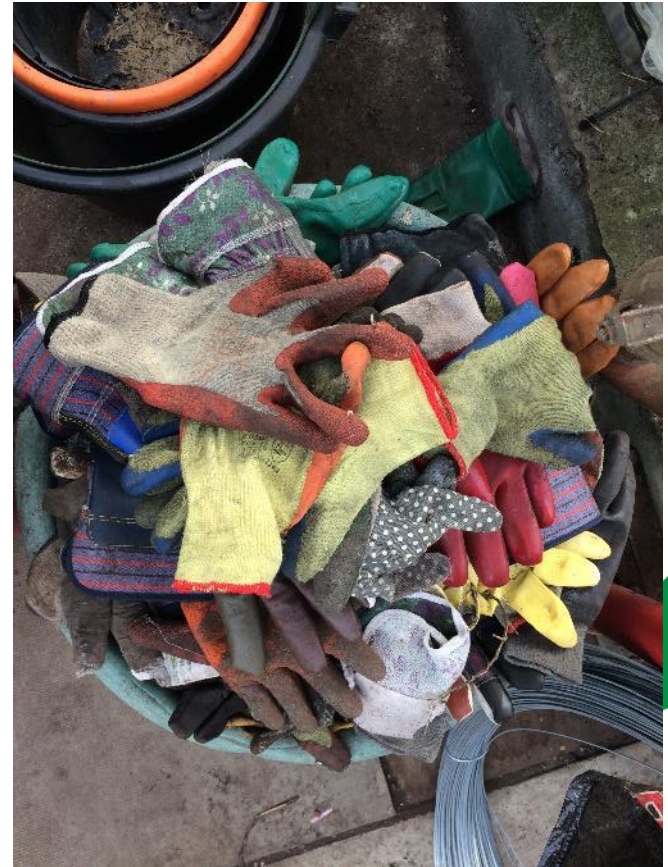
- Know your target groups e.g. school settings, families (*Bradford*)
- Create a clear 'evidence-based product' with costs
- Use their language!
- Be ready
- Use collated evidence alongside local evidence
- Network of gardens, 'one stop shop' (*Sow the City*)
- How volunteer led gardens can be involved

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Practicalities

- Consider seasons
- Use cooking (*Let's Eat, Let's Grow*)
- Open gardens or specialist projects (*Brighton*)
- Partners with other organisations with specialities
- Form alliance or partnership (*GHA*)
- Share the load in terms of networking e.g. *MIND (Sydenham)*
- Look at other referral (*Brighton*)
- Create systems to collect evidence



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Staff

- Keep in mind the importance of trained staff
- Create a highly skilled team of freelance health and wellbeing facilitators
- e.g. Horticulturalists, a mindfulness leader, yoga teacher and medicinal herbalist (HCGA)
- Think about specialist needs



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Other services/funding



- Consider other income e.g. selling produce from your garden or products made of it. (Grow2Grow)
- Are there opportunities e.g. residential care (Growing Support)
- What can the health service offer you?
- Who else could commission you? E.g. Housing Associations, private sector (GHA)

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Case Studies





Food growing for health and wellbeing


Green Minds
North Manchester




Growing Health Case Study
Health area: Mental health

This series of Growing Health case studies provide examples of projects which use food growing in the community to provide health benefit.




Food growing for health and wellbeing

Women's Environmental Network
Community Gardening Co-ordinators



Growing Health Case Study
Health area: Healthy weight

This series of Growing Health case studies provide examples of projects which use food growing in the community to provide health benefit.

https://www.sustainweb.org/growinghealth/case_studies/

Thank you

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