



Community-led social enterprise to alleviate food poverty

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Introduction

Key objectives

- ✓ What the Ka Pai Kai community model looks like in practice
- ✓ How social enterprises can help achieve program sustainability
- ✓ What were the key challenges and success factors for Ka Pai Kai South Waikato
- ✓ How this case study can support other PHUs and/ or agencies to setup something similar for revitalising their local food system



Take home messages:

- ☆ *Social enterprises can contribute to program sustainability*
- ☆ *Working together is a critical success factor in community settings*
- ☆ *If there is community will for change then impossible is nothing*



The Ka Pai Kai Story

Amisfield School Community decided to transform their lunch menu to provide healthier and more affordable meal options.

2015	Project Objectives	Outcomes
2017 Jan	Phase 2: Strategic plan 2017-2020	Underway
2016 Dec	Feasibility test completed	Sustainability achieved
2016 June	Pilot in community setting kitchen	Community Ownership achieved
2016 June	Umbrella KPK or new entity	Established Ka Pai Kai Society (Local Food Network)
2015 March	Ka Pai Kai Local Advisory Board	8 organisations joined



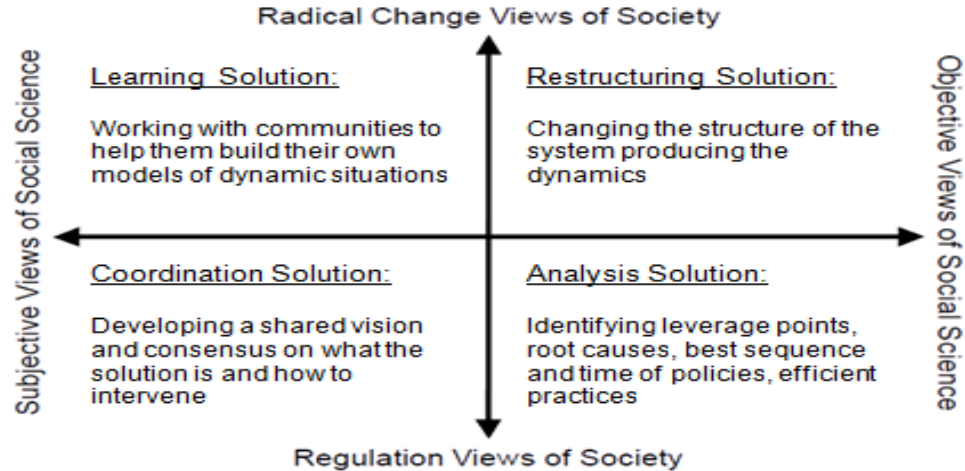
Prize Winners of Logo Competition



Framing the Solution

Communities are dynamic systems - so community solutions to problems also need to be dynamic in nature.

Focus on the how



Adapted from Spring 2015 Group Model Building course presentation by Peter S. Hovmand, PhD
Hovmand, Peter S. 2013. *Community Based System Dynamics*. New York, NY: Springer

Community Development in Practice

Time frame	Discourse
1960s–1970s	Rights based

1980s–1990s Structural analysis

1990s–2000s Social inclusion

Early 2000s–present day Strengths/asset based

1970s–present day Alternative communities

2000s–present day Community-led development

2000s–present day Social enterprise

Developing throughout 1960s–present day Māori development (encompassing community, Iwi, Marae and positive Māori development)



Tokoroa Garden



Amistfield School



Working Together ☆

Adopted from Aimers and Walker 2016



Launching our Strategy

Our vision

Good Food, Happy and Healthy People

Our Goal

To alleviate food poverty and reduce food waste in the South Waikato Region

Our Mission:

Working together as a whole community to build a sustainable “Good Food” system for our tamariki, rangatahi and vulnerable whānau in the South Waikato.

Our Objective

Co-create a patchwork of food security initiatives based around local hotspots and linked together like a ribbon woven into the fabric of South Waikato Communities.

Our Kaupapa

We use the “Whole of Community Approach” that is based on the concept “it takes a whole community to raise a child”.



Sarah Turpitt

Program Founder



Value everyone

Together
ness

Passion-
enjoyment



Our Inspirations

Evidence base approach:

Healthy Together, Baltimore food system, Jamie's Ministry of Food, Eat My lunch, Healthy Families, Systems Thinking, Kaupapa Maori



Theory of Change



Generate critical mass

policy change + environment change

Structural | Corporate | Social
Determinants of Obesity

Impact on food system and education

Social Change
"how people relate to food"

Increase
in healthy eating
behaviours

Increased
student attainment

Healthy & Happy families

=





Where are we today with Ka Pai Kai?

Currently

- In Tokoroa
- 10 x schools and pre schools participating in Ka Pai Kai

Extend to include

- Wider South Waikato
- All Primary Schools
- High Schools
- Local Industry
- Local Community Bodies
- Local Businesses



Developing our
study design for
training cafe



2017-2020 Ka Pai Kai Training Café Logic Model

Vision: To improve youth wellbeing, by providing opportunities and motivating youth to eat better, be more active, and make healthier choices

Stream Goal

Operational Objectives

Operational Inputs

Operational Outputs

Operational Impact

Increase cooking skills

Develop and implement practical learning strategies in the café to encourage youth to cook at home

Learning program developed

Improved attitude to cooking willingness

Cooking more often at home

Increase cooking Self efficacy

Implement strategies to support students to work autonomously to prepare and cook meals

Learning program Trialed

Unit standards gained

Decreased risk factors for ill health

Increase Enjoyment & Satisfaction of Cooking and Eating

Challenge students to make creative healthy meals

Assessment program developed

Increased healthy eating

Increase Social connectedness

Develop strategies to connect students with the community, society and whanau

Creative challenges developed

Improved social behaviour

Increase global self esteem

Develop and implement youth leadership strategies

Training café linked to community events

Improved Self confidence

Youth return to café to mentor others

Pursue higher education or jobs

Support Training Café

Develop and implement operational requirements in the training café

Relations formed with YMCA, Youth Groups, and Tertiary

Youth leadership program developed

Improved program sustainability

Develop Monitoring and Feedback loops

Implement protocols, strategies, feedback loops to monitor training café and outcomes

Functional training café established

Study protocol developed, feedback loops established

Improved monitoring of intended and unintended outcomes

Increased chances of Program improvement

Improve youth wellbeing through food education

Whanau Ora
Strength-based
Whole life approach
Whole systems approach

Assumptions are built on:
Collaboration
Coordination
Community based
Community will develop intention to change

Social marketing
Programme enablers
Recognition and reduction inequalities
Prioritization of communities greatest need

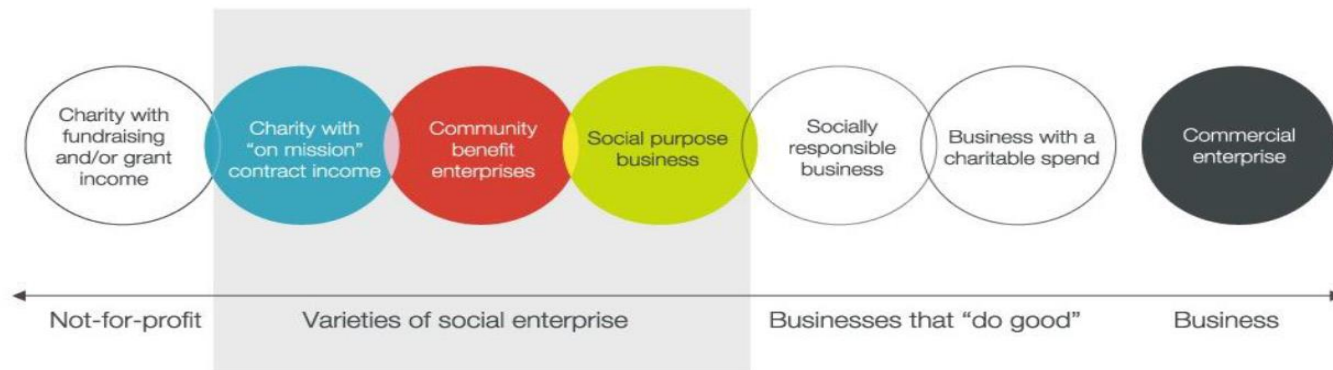
External Factors
National Policy
Engagement
Funding

Overarching Goal: Working Together to Build a Sustainable Food System through Food Education

Food Education: Training Café 2016 Pilot



How social enterprises can help achieve programme sustainability?



Akina Foundation 2016

Key enabling factor
for communities

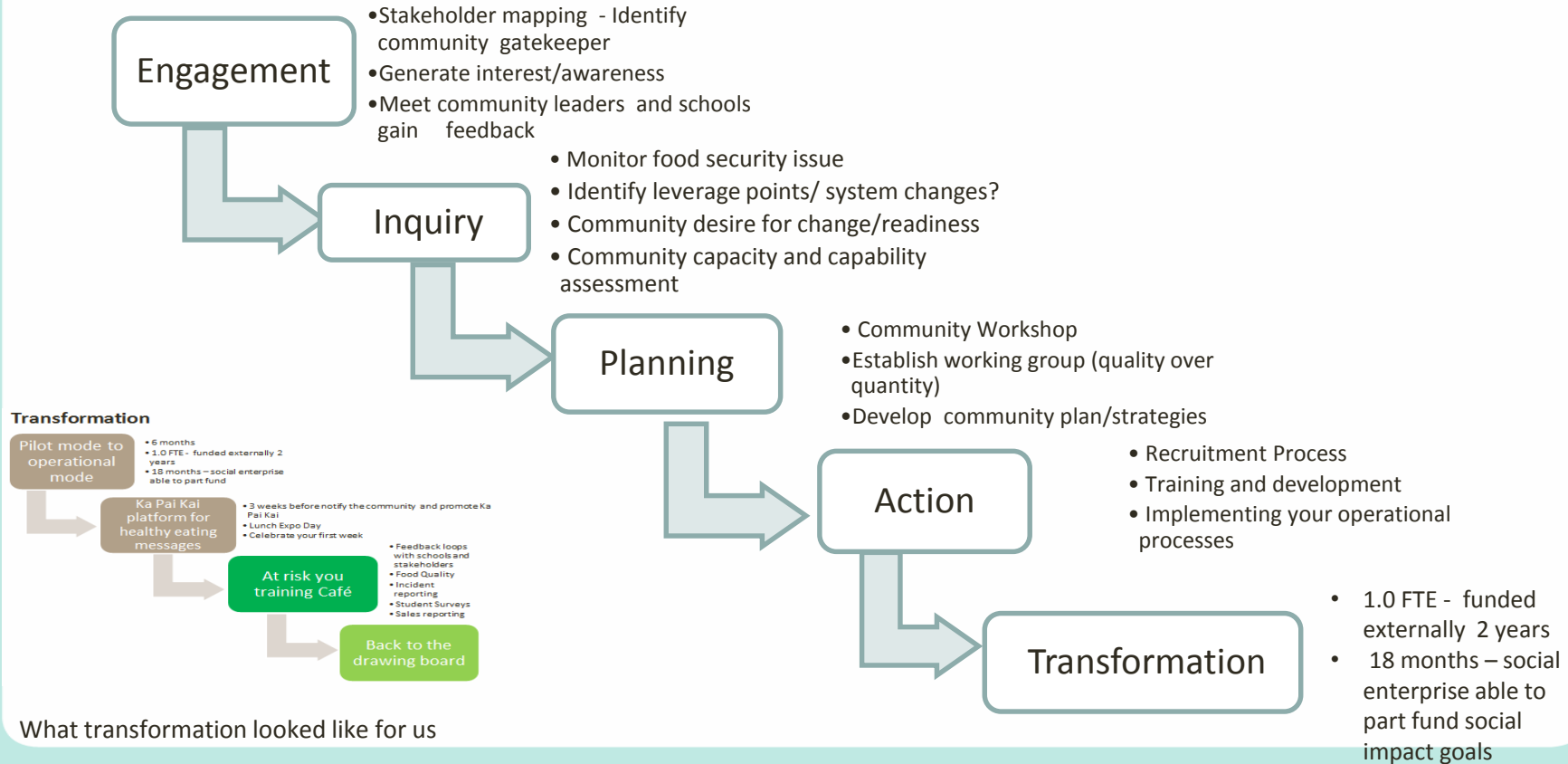


Benefits of SE

- Funding independence
- Sustained impact
- Stimulates local economy



Blueprint



Success Factors and Challenges?

Challenges

- Jump between pilot environment to community setting was significant
 - ❑ Difficult to get decision makers to co-invest early on
 - ❑ Community capacity was at risk
 - ❑ Transition from 'feel good program' to enterprise created anxiety.



Success Factors

- Community Initiated
- Community Support
- Co-design
- *Communication*
- *Structural investments*

Self reflection: Creating a mindful and genuine connection with my local change agents contributed to our success.



Success comes in many forms

Boost for Ka Pai Kai

Last updated 09:57, April 26 2017



Kacey Maaka, Cathy Baker, and Sarah Turpitt are passionate about the Kai Pai Kai healthy lunch programme in the South Waikato.

A unique project that ensures healthy lunches are offered to all schools within the South Waikato has received a major funding boost.

Thank You



Reference list and resources

[A systems perspective on the prevention of chronic disease for urban Aboriginal communities: Improving food security](http://preventioncentre.org.au/) - <http://preventioncentre.org.au/>

Jenny Aimers, Peter Walker; Can community development practice survive neoliberalism in Aotearoa New Zealand?. *Community Dev J* 2016; 51 (3):

[Akina Foundation social enterprise for not for profits](#)

[Tokoroa Youth Action Plan Trialing New Approaches to Social Sector Change, Raukawa Charitable Trust 2013](#)

