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**ECIE4010: Contemporary Challenges
Making a Difference**

Submission Deadline: 27th April 2025

Link to my own PowerPoint:

https://uowtsd-my.sharepoint.com/:p:/g/personal/2412297_student_uwtsd_ac_uk/EUPxd3Zmf3tArB6zT-cuCc4BVF-Ljn71WwLHKParkTjEQ?email=Heike.Griffiths%40uwtsd.ac.uk&e=ssYDwq

Link to group PowerPoint:

https://uowtsd-my.sharepoint.com/:p:/g/personal/2414600_student_uwtsd_ac_uk/EZoiR60j0qVJpYVWNJazDuQB76cBC1abPq5em6E7XVPk7Q?email=Heike.Griffiths%40uwtsd.ac.uk&e=PS5Rig

Wicked Problem: Define

Slide 5

1. The lack in fresh local cheap food means with so many people living on the poverty line, less people can afford vegetables which are normally expensive and food that cannot be sourced locally means it is being purchased abroad which is not very environmentally friendly.
2. Having limited spaces to grow our food or rearing farm animals makes it hard for the local people to grow their own food and consequently source their own food locally, which then incurs the cost of transporting the food and having a high carbon footprint. Having limited open spaces means some farm animals do not have the space to roam and are then kept in poor conditions which is unethical.

* Piaget's theory of Cognitive Development McLeod (2024) proposes that children progress through stages of cognitive development by unique ways of thinking and understanding the world, so if the child only knows about fast and junk food, they are more likely to favour this instead of healthy food and vegetables.

Slide 6

3. Parents work long hours, many coming from single households, feel they do not have enough time to then start to cook a healthy meal using fresh ingredients and will resort to using what is most convenient and time efficient to feed their family.
4. Kids and some adults will look at muddy vegetables and either think it is gross, dirty, bug infested, and do not have the time to scrub clean like potatoes normally need, and finding a black spot in their vegetables might put people off as they think it is a worm or maggot and they then tell their friends or family and they too decide not to eat fresh grown vegetables especially those in the ground.
5. People not having the proper knowledge in cooking with fresh ingredients leads to people not being confident in cooking, scared of cooking something their family especially children will not like and not eat, and will get the sense that money is being wasted which is tight in the current cost of living crisis so people tend to shy away from using fresh vegetables or ingredients and revert back to using convenient and less time consuming practices.

Slide 7

6. Cultural differences can have a big effect on what food is eaten, as some cultures will only eat a vegetarian/vegan diet, some will only eat a carnivore diet, and others can only eat halal or kosher meals which greatly impact on what meals they can eat. Some of these foods must be specifically bought from companies which might not be local so their carbon footprint will be high and most food will be processed.
7. Generational differences have changed in the last 70 years which means that before, women were house keepers and would cook using fresh, local, and seasonal ingredients and provide the family a nice, healthy meal at the end of a working day. Now in this generation, with the cost of living being very expensive, more households are needing to rely on both parents to go out and work which leads to less time spent preparing and cooking fresh food, making fast food more convenient and the easier choice.

Slide 8

8. Having a lack of awareness on healthy food means people are more inclined to stick to routines, traditions, habits, social influences, and the latest trends which are not always the healthiest. The media, largely dictated by money, will advertise unhealthy food from big companies like McDonalds and KFC, and this is what the public see and are more likely to be persuaded to having instead of a healthier option, and this is due to the lack of government/council control allowing these companies to open in deprived areas, contributing to the obesity pandemic.
9. People buying and using frozen, processed or imported food means the food was not sourced locally, which has a high carbon footprint. Processed foods are popular because they are cheap and convenient, but they are also full of additives and food chemicals which are unhealthy and normally very high in salt and sugar content which is contributing to the obesity pandemic.
10. The Healthy Eating in Schools (Nutritional Standards and Regulations) (Wales) Regulations 2013, **National Archives (2013)** states that food and drink provided in all maintained schools must meet this regulation, but some schools have come under scrutiny over not meeting these standards. Sweden, for example, launched a pilot project called "New Recipe for School Meals" **SMC Secretariat (2023)**, and since, school meals in Sweden have improved modestly **Patterson, Elinder (2014)**. So, what can we do?

PowerPoint Slides 5-8

Poverty & Limited Space



📌 Deprivation: Around four in 10 KFC and McDonald's are in the most deprived areas of England

FAMILIES STRUGGLING AS THE COST-OF-LIVING CRISIS DEEPENS

THE RISING cost of living is forcing Welsh families to buy unhealthy food for their children, as healthier options become

Between 2022/23 and 2023/24, the number of children living in poverty increased by 100,000 to 4.5 million children. That's 31% of children in the UK.



Neighbourhood green space is in rapid decline, deepening both the climate and mental health crises

05/04/2025

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Limited Time, Preference & Knowledge



05/04/2025

FEELING PECKISH Jamie Oliver tries to put kids off chicken nuggets – but his efforts fail miserably

The chef tells the camera that his experiment works 'every time' - but it doesn't quite work out for him

Rosie Gizauskas
Published: 11:51, 22 Jul 2018 | Updated: 12:29, 22 Jul 2018



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Generational & Cultural



Happy World Food Day

Italian Indian American Chinese Mexican Thai

Which is Your Favourite Cuisine?

FOOD FOR THOUGHT

Your Grandparents Spent More Of Their Money On Food Than You Do

MARCH 2, 2015 · 2:55 PM ET
By Eliza Barclay

Per capita disposable income spent on food in the United States, 1960-2013

Year	Total food	Food at home	Food away from home
1960	14.5	10.5	4.0
1965	13.5	9.5	4.0
1970	12.5	8.5	4.0
1975	11.5	7.5	4.0
1980	10.5	6.5	4.0
1985	9.5	5.5	4.0
1990	8.5	4.5	4.0
1995	7.5	3.5	4.0
2000	6.5	2.5	4.0
2005	5.5	1.5	4.0
2010	4.5	0.5	4.0

Source: USDA, Economic Research Service, Food Expenditure Series, table 7.
USDA Economic Research Service

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Lack of Awareness, Processed & Fast Foods



Fast food

● This article is more than 3 months old

Fast food chains accused of 'flooding' areas near UK schools with unhealthy options

Health secretary accuses fast food outlets such as KFC, Domino's and Subway of 'cruelly targeting kids' near schools

WalesOnline
2d · 🌐

Free school meals in Wales have been criticised for not being healthy enough

🍏 🤔

Labour consider ending free school meals for infants

8 HRS AGO · DEPARTMENT FOR EDUCATION

Bridget Phillipson has also offered to axe funding for free period products in schools as well as dance, music and PE schemes

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Reference List for Slides 5-8 Fred Murad

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