

Biteback Research projects

1 Local area health mapping: we know our unhealthiest high streets are very often our poorest. But do we really know what they look like? Do we know what its like living there and the options young people walking those streets have? We want to understand the health of our five unhealthiest high streets and the people that live there. Can we map the health of an area through advertising, takeaways, food outlets near schools; can we interview young people in places where they hang out in local communities to develop a plan of how an area could become healthier; can we find a way to bring this lived reality to life for decision makers and public health officials so they make different policy choices? Can you communicate this in a creative way through Google maps, filming high streets, developing an app.

2 Campaign development: support Bite Back 2030 to develop campaigns on three major issues in 2021.

- **Water:** away from convenience stores and offers on fizzy drinks, 50% of young people started drinking more tap water under lockdown. They want it to continue. It's healthy, sustainable and free. But how do we do it? Water fountains are unattractive, not every young person has a water bottle (is it cool?), and all the marketing pours into energy drinks, soft drinks and fruit juices. How do we shift the system to make water the go to drink for young people?
- **Sports sponsorship:** delayed by a year 2021 will see the Tokyo Olympics. Its main sponsor...Coca Cola and McDonalds. Any idea who the main sponsor was for the 1964 Tokyo Olympics...big tobacco. Think about how our attitudes have changed about tobacco. Is it right our main sponsors for the biggest showcase in world sport are fast food? How do we start a campaign to stop this? 2022 is the Commonwealth Games in Birmingham. Could this be the first healthy games?
- **Corporate change**

3 Policy development:

- **Fiscal reform:** the Sugar Tax introduced in 2018 has been phenomenally successful. It has driven down sugar in drinks by 28% and generated

revenue for school sport. What should be the next wave of incentives, taxes and subsidies to drive healthier food production and consumption? It ties into sustainability too - there's been talk of red meat taxes - and health such as a saturated fat tax or salt tax. Help us define how HM Treasury should nudge the food market.

4 Youth movements/Bite Back 2030 review: this is a research project looking at mobilisation and organising models for activism that will define Bite Back 2030's strategy. Youth activism and youth-led movements are growing around the world. Fridays for our Future, the A Level marches, the Sunrise Movement. Can you interview young people engaging with Bite Back 2030 to understand our model, find out what is effective, research global organising models like XR and then propose changes to the Bite Back 2030 model to improve it.

5 Youth insights 2.0: when Bite Back 2030 we started with three insights that would engage young people in a healthier food system. They were food and sustainability i.e. future of the planet, food and injustice e.g. Rashford's food poverty campaign, and food and manipulation i.e. how fast food create ads to manipulate young people into buying their products. We want to undertake the next phase of research into youth insights to understand key issues related to young people and the Bite Back 2030 mission and go deeper into what drives their behaviours e.g. why do young people hang out in chicken shops or not eat school food. We can then use this to look at how the youth insights align to our impact goals and shape campaigns and communications.

Potential Scholars will need to define a research topic in one of the above areas and find an academic supervisor who also works in this field.

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