

# PASTA Market Engagement: Key Findings (July 2023)

## Delivery models

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- There is a very low drop-out rate at week one with over 40 families attending the programme for four weeks or more.
- The overall session and programme length is felt to be just right.
- Following their attendance at PASTA, more families are trying new foods, cooking, and eating together.
- Hosting the sessions straight after the school day has been a success and a challenge. Many participants valued the opportunity to attend once the school day has been completed whereas others found it difficult to attend around work commitments.
- Overall, using schools as venues has been a success.
- Starting and mobilising the service from scratch has been challenging for providers.

## Physical activity

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- Enabling participants to participate in physical activity and a range of physical activity is crucial to the success of the programme.
- Keeping physical activity sessions fun, simple and limiting them to thirty minutes has improved family (adult) engagement.

## Venues and logistics

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- The venue is very important to parents and carers and even though schools are an ideal venue, parents and carers don't want to feel they are being 'sent back to school' by attending the programme.
- Delivering the programme in rural settings is challenging, especially from a transportation of logistics point of view.
- Some providers have found the service specification too restrictive, and they would have liked to run sessions earlier in the day i.e. before school.

## Marketing and promotion

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- The name 'PASTA' is confusing and doesn't provide a clear indication of what the programme entails.
- The language used to promote the programme can influence participant engagement.



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- The PASTA video has been a huge success and is a fantastic tool for promoting the benefits of the programme.

## Barriers to engagement

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- There needs to be greater clarity surrounding a 'fully funded' and a 'free' programme so participants 'value' the programme more.
- Some families in receipt of free school meals feel they are being stigmatised further if they attend the programme.
- Participants have identified that the referral and assessment process for PASTA are unclear.
- Some schools have misunderstood the eligibility criteria or the reason for referral.
- Not all schools have engaged with the programme, and some have better infrastructure to support delivery than others which has affected participation levels.

## KPIs and programme outcomes

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- The identified wards have caused some confusion with providers including the post code lookups provided by the commissioner.
- Changes to data recording procedures can have serious knock-on effects to providers.
- The data quality could be improved in schools as this has been intermittent.
- Providers are keen to explore how to collect, record and report qualitative data from families to include evidence the success of cooking as a family.
- The referral source should be included in any future data collection models.

