

Meet our Parent Ambassadors

At the Early Years Food Coalition, we believe the people closest to the issue should help shape the solution. That's why we've partnered with [Sustain's Children's Food Campaign](#) to bring together a group of Parent Ambassadors who, through their children's experiences, share their perspectives on food and nutrition in early years settings, helping to shape our policy agenda.

Our ambassadors bring vital insight into what food looks like for families day to day. They have experience of packed lunches, nursery menus, food learning, food play, and the support early years settings can provide when families are facing rising food costs and increasing food insecurity. Together, they will help us explore what fair and equitable access to good food in early years settings could mean in practice, where families are already seeing good practice, where challenges remain, and what role parents and carers can play in shaping change.

They also bring an important perspective on the wider food environment families are navigating, from affordability pressures to the commercial marketing that shapes children's tastes and preferences from an early age. Their voices will help us shape policy, develop practical resources, and ensure the Coalition's work reflects what families actually need.

We're thrilled to have them on board and look forward to sharing more updates on the work we do together. Meet our fantastic ambassadors by reading their stories below.

Alex

I'm a first-time parent to a twenty-month-old boy, and we're based in North London. My work history within a community centre and health setting has shaped my interest in food access and provision for everyone, regardless of background. Feeding my child is my primary expression of care, so food provision in early years settings matters deeply to me. I want to make sure parental voices are heard in those decisions. My son loves fruit above all else, but I know how much the nursery environment shapes what children eat and enjoy. A diversity of voices and perspectives in this group is crucial if we're to address the policies that impact parents and children.



Anna

I'm a full-time working mum of two based in Harwich, Essex. My son is five and has just started reception, and my little one is two and finding her feet in nursery. Juggling work and family life gives me a unique perspective on the challenges parents face every day. I'm thrilled to be part of this programme because my voice matters and I'm ready to use it.



Danielle

I'm a mum to three children aged twelve, six, and four. I grew up in Cornwall, where my mum made healthy eating an adventure – I still vividly remember games to see who could eat a stick of celery the quietest! I spent thirteen years as a primary school teacher before completing an MSc in Sustainability, and I now work as a Food in Education worker at Sustainable Food Cornwall, connecting children with the joy of food through growing projects and school dining culture. I joined this group because I believe the early years are the front line of our national health crisis, and that if we get it right here, we create food explorers excited by variety and seasonality.



Eirini

I'm based in Manchester and have three children aged six, two, and twelve weeks. My daughter went to a nursery and my son now goes to a childminder. I'm excited to be a Parent Ambassador, connecting with other families to support healthier food provision in early years settings. I want to help parents recognise settings that demonstrate good practice around healthy eating and raise awareness of the positive impact nutritious food has on children's wellbeing and development.



Felicity

I live in Essex and have a sixteen-month-old boy. I work as a Specialist Public Health Practitioner and I'm excited to be an ambassador because I am passionate about shaping healthier environments for children, particularly around nursery nutrition and the long-term health and wellbeing of young people. I joined because I want to contribute to meaningful change, support healthier habits from an early age, and work alongside others who are equally committed to improving outcomes for children and families.



Glory

I live in Glasgow and have two children – one aged twenty-one and one who is about four in May, currently in nursery. I want to be a parent ambassador because I am passionate about children having access to healthy, nutritious meals from an early age. Nursery is an important stage where children begin developing eating habits that can shape their health for life. I would like to help ensure that nursery meals are balanced, nourishing, culturally inclusive, and appealing to children, and that families have a voice in those conversations.



Jasel

I'm a London-based consultant working across social value, community engagement and policy, helping organisations turn ideas into practical action. I'm also developing a focus on early years nutrition alongside my work. As a parent to a two-year-old in a nursery setting, I see first-hand how early food environments shape habits, and I'm excited to join EYFC as an ambassador to push for practical, meaningful change in how food is shaped and experienced in early years.



Jaynaide

I'm a parent to a lively ten-month-old girl and an energetic four-year-old boy. Due to my public health background, I have always been interested in food and nutrition, yet the challenge of feeding young children still took me by surprise. The food environment, the cost of food, the clever marketing, and the many other factors that are out of our control as parents have at times made parenting more difficult than it should be. I see this programme as a way to share my experiences and advocate alongside other parents for the policy changes needed so that eating healthier is cheaper, easier, and accessible for all families.



Jo

I'm a mum of two – a three-year-old and an eight-year-old – who have very different relationships with food despite the same home environment! My older son will choose a raw green salad over creamy pasta, while my younger daughter goes wild for white foods, potatoes above all else. My partner and I chose a vegan lifestyle over twelve years ago, which took us on a fascinating journey about not just nutrition, but how food choices can form a core part of our identity. I became an ambassador because I want all children to have equal access to healthy food in their early years, in settings that are inclusive and respectful of a range of dietary requirements.



Rachel

I'm an older mum in Sheffield with children aged eight, five, and two. My middle child is in reception and my youngest is starting nursery, so I have an active interest in food in early years settings. I'm excited to be a Parent Ambassador because it's vital that parents and caregivers share their lived experiences of early years nutrition. I have a special interest in infant feeding, from pregnancy to at least two years old, and aim to ensure that breastfeeding and infant feeding are always included, as they are the foundation for giving every child the best start in life.



Samrah

I'm a mother of three based in Newham, East London. With first-hand experience navigating early childhood development, from nursery through primary school, and now with my fourteen-month-old, I bring both personal insight and strong commitment to supporting families during these critical early years. I am passionate about ensuring that young children have the healthiest possible start in life, and I believe that early years provision, particularly around nutrition, plays a fundamental role in shaping lifelong wellbeing. I am especially committed to raising awareness about healthy eating in early childhood and supporting parents with the knowledge and resources they need.

