

## **Impact Highlights (for email or web)**

### **Why Meals on Wheels Matters**

Malnutrition among older people costs the NHS an estimated £13 billion every year. Regular meals at home help prevent hospital admissions, reduce recovery times, and ease pressure on health and social care.

Every delivery is also a welfare check and a moment of companionship, reducing loneliness—a serious issue affecting millions of older people in the UK.

Meals on Wheels enables people to live independently with dignity, while providing peace of mind for families and carers.

So much more than just a meal—it's a lifeline of care, connection, and community.

## **Concise Article (for newsletters, trade magazines, websites)**

Meals on Wheels Week 2025: Fighting Hunger and Reducing Loneliness  
3rd–7th November 2025

This November, the National Association of Care Catering (NACC) is proud to present Meals on Wheels Week 2025, celebrating over 30 years of a service that is so much more than just a meal.

Meals on Wheels provides older and vulnerable people with nutritious food, social connection, and essential welfare checks, helping them to live independently in their own homes. It is also a critical safeguard for the NHS and social care: malnutrition among older adults costs the NHS more than £13 billion annually, and regular meal deliveries help reduce hospital admissions and long-term care costs.

The week-long campaign unites caterers, providers, volunteers, councils, and communities to celebrate the heroes behind the service and to raise awareness of its immense value. Each day will carry a theme—from VIP on Wheels ride-alongs with local leaders, to Talent Tuesday celebrating frontline teams, through to Friday Friends, where communities gather over shared meals.

Everyone can get involved: hosting events, volunteering, sharing stories, or simply thanking Meals on Wheels staff and volunteers. Together, we can protect and champion this vital lifeline for generations to come.

Find out more at [www.thenacc.co.uk](http://www.thenacc.co.uk) and follow the campaign on social media with #MealsonWheels2025 and #MoreThanJustAMeal.

# MEDIA FACT SHEET

## Meals on Wheels Week 2025

3rd to 7th November 2025

Organised by the **National Association of Care Catering (NACC)**

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### What is Meals on Wheels Week?

Meals on Wheels Week is an annual national campaign organised by the NACC for over 30 years. It shines a spotlight on the vital Meals on Wheels service across the UK, celebrating staff, volunteers, recipients, and partners.

The 2025 campaign theme is: “Fighting Hunger and Reducing Loneliness”.

The strapline: “So much more than just a meal”.

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### Why It Matters

Meals on Wheels is a lifeline for older adults, vulnerable people, and those needing temporary support (e.g., after hospital discharge).

It delivers:

- Nutritious meals tailored to recipients’ needs
- Regular welfare checks to safeguard health and wellbeing
- Social connection to combat loneliness and isolation

The service enables people to live independently and with dignity in their own homes, while providing reassurance for families and carers.

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### The Impact

- £13 billion – estimated annual cost of malnutrition in older people to the NHS (BAPEN).
- £480 per night – cost of a hospital stay that can often be avoided through good nutrition and hydration.
- £1,200 per week – average residential care cost, highlighting savings from supporting independence at home.

Millions of older people in the UK report feeling lonely or socially isolated. Meals on Wheels often provides their only daily human contact.

*Recipient quote: “It’s not just the meal that makes my day—it’s knowing someone cares enough to knock on my door.”*

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## Campaign Highlights – Daily Themes

- Monday 3rd November – Launch Day: VIP on Wheels  
Invite MPs, councillors, and local leaders to deliver meals.
- Tuesday 4th November – Talent Tuesday  
Celebrate staff and volunteers who make the service possible.
- Wednesday 5th November – Wellness Wednesday  
Showcase the health and wellbeing benefits of good nutrition and companionship.
- Thursday 6th November – Thank You Thursday  
Recognise cooks, drivers, volunteers, coordinators, and recipients.
- Friday 7th November – Friday Friends  
Community lunches and events to celebrate food, friendship, and connection.

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## Call to Action – How to Get Involved

- Host a VIP visit – invite local dignitaries to deliver meals.
- Celebrate your team – share stories, videos, or photos online.
- Volunteer for a delivery – experience the service first-hand.
- Spread the word on social media – use campaign hashtags and toolkit assets.
- Say thank you – share appreciation messages for providers and volunteers.
- Organise a community lunch – bring people together under Friday Friends.

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## Social Media

Campaign hashtags:

#MealsonWheels2025

#MoreThanJustAMeal

#SaveMealsOnWheels

Follow and share:

Twitter/X: @NACCCaterCare

Facebook: TheNACCCaterCare

Instagram: naccatercare

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## About the NACC

The National Association of Care Catering (NACC) represents professionals providing catering in care settings. It campaigns nationally for Meals on Wheels and supports providers with training, guidance, and resources to deliver high-quality, sustainable services.

Website: [www.thenacc.co.uk](http://www.thenacc.co.uk) Call: 0344 571 8214 Email: [info@thenacc.co.uk](mailto:info@thenacc.co.uk)

Additional information and assets: [www.thenacc.co.uk/what-we-do/meals-on-wheels-2025](http://www.thenacc.co.uk/what-we-do/meals-on-wheels-2025)

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## Meals on Wheels Week Returns – ‘Fighting Hunger and Reducing Loneliness’

Meals on Wheels Week returns 3<sup>rd</sup> November to 7<sup>th</sup> November 2025, with the strapline ‘Fighting Hunger and Reducing Loneliness’. The award-winning national event, organised by the National Association of Care Catering (NACC), raises awareness of and celebrates Meals on Wheels services across the country and the vital role they play in supporting older and vulnerable people living in our communities.

It is an initiative that brings together Health and Social Care sector, caterers, service providers, food suppliers, volunteers, carers, older people and public to raise awareness about the importance of meals delivered in the community – whether via Meals on Wheels services, day centres or lunch clubs for older people and those with vulnerabilities

This essential service also helps reduce pressure on the NHS and social care. Malnutrition among older people costs the NHS over £13 billion annually, but access to regular meals can prevent hospital admissions, speed recovery, and promote wellbeing. For many, the brief chat with a delivery driver may be the only human contact they have all day.

“I don’t just get a meal, I get peace of mind knowing someone will check on me every day,” said Joyce, aged 99.

Across the UK, Meals on Wheels Week will spotlight the heroes behind the service and raise awareness of its benefits. Each day will highlight a different theme:

### **Monday, 3<sup>rd</sup> November – VIP on Wheels: local leaders join delivery routes**

There’s no better way to convey the value of our services, than seeing it in action and the impact it has on service users. VIP on Wheels is a fantastic opportunity to invite local MPs, VIPs and dignitaries to experience service delivery and celebrate your service and the immense value it adds to the lives of those receiving it.

### **Tuesday, 4<sup>th</sup> November – Talent Tuesday: celebrating the cooks, drivers, and coordinators**

So many people make up the teams making the meals, chefs, and the rest of the kitchen staff, volunteers, drivers, carers and those that work behind the scenes, today is the day to showcase the skills that are required to bring together a memorable service.

**Wednesday, 5<sup>th</sup> November – Wellness Wednesday: the link between nutrition, wellbeing, and independence**

Not all vulnerable and older people have the luxury of leaving their homes, due to a host of reasons. Meals on Wheels is more than just a meal, and offers these individuals connection with people, an opportunity for wellbeing checks and in some cases a smile and chat in person with another human.

**Thursday, 6<sup>th</sup> November – Thank You Thursday: recognising staff, volunteers, and supporters**

Show your appreciation for everyone that contributes to Meals on Wheels services, whether that's the team members making the meals, volunteers, drivers, carers, or those that work behind the scenes, today is the day to show our gratitude

**Friday, 7<sup>th</sup> November – Friday Friends: community lunches and celebrations of food and friendship**

Friday Friends brings people in our communities together to share the joy of food and time. This may be at a lunch club, day centre, or a care home could invite the local community in for afternoon tea. And where this may not be possible, why not simply invite a neighbour for lunch? This small gesture is sure to have an immense impact.

The week is also an ideal opportunity to spotlight the social contribution of Meals on Wheels services. Loneliness and social isolation are prevalent in our communities and Meals on Wheels, together with lunch clubs and day centres, play a critical role in reducing this.

Neel Radia, National Chair of the National Association of Care Catering said, “Meals on Wheels provides so much more than just a meal. Every delivery brings nutritious food, vital welfare checks, and friendly human contact—helping older and vulnerable people live independently, safely, and with dignity in their own homes.

“Meals on Wheels is about care, connection, and independence. At the NACC, we are proud to celebrate the service and the people who make it possible.”

To find out more about Meals on Wheels Week 2025 and how you can support, visit <https://www.thenacc.co.uk/what-we-do/meals-on-wheels-2025> or follow the campaign on social media.

- Ends -

## **Notes to editors:**

**For further information contact: Craig Smith at [press@thenacc.co.uk](mailto:press@thenacc.co.uk) / 07774 759 558.**

### **Meals on Wheels – more than just a meal**

The NACC is a longstanding campaigner of Meals on Wheels. As well as nutritious food, it offers friendly human interaction and wellbeing checks – vital ingredients that allow the vulnerable to live independently in their own homes. It keeps them nourished and hydrated with a nutritious daily meal (in many cases the only one they will have each day) and provides an essential preventative service that reduces costly malnutrition-related admissions to hospital that are adding to the terrible strain on the NHS. For many service users, Meals on Wheels is so much more than just a meal. It's a social lifeline that eases the devastating effects of isolation and loneliness. The delivery of a meal brings regular human contact, which for many may be the only interaction they enjoy. It also provides much-needed wellbeing and safety checks, again, crucial for those that may not see anyone else during the day.

#MealsonWheels2025

#MoreThanJustAMeal

#SaveMealsOnWheels

<https://www.thenacc.co.uk/what-we-do/meals-on-wheels-2025>

[Click here](#) for the 2025 Campaign Flyer

Meals on Wheels Week is an initiative that brings together Health and Social Care sector, caterers, service providers, food suppliers, volunteers, carers, older people and public to raise awareness about the importance of meals delivered in the community – whether via Meals on Wheels services, day centres or lunch clubs for older people and those with vulnerabilities

### **The NACC**

The National Association of Care Catering (NACC) unites, supports and represents everyone working in and associated with catering in the UK care sector. It is recognised as a respected source of information and opinion for the dynamic and growing area of care catering.

For more than 30 years, it has been committed to raising standards of care catering and championing the positive impact nutrition, hydration and mealtimes have on the physical and emotional health and wellbeing of older and vulnerable people in care settings.

[www.thenacc.co.uk](http://www.thenacc.co.uk)

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