

Challenges and Barriers

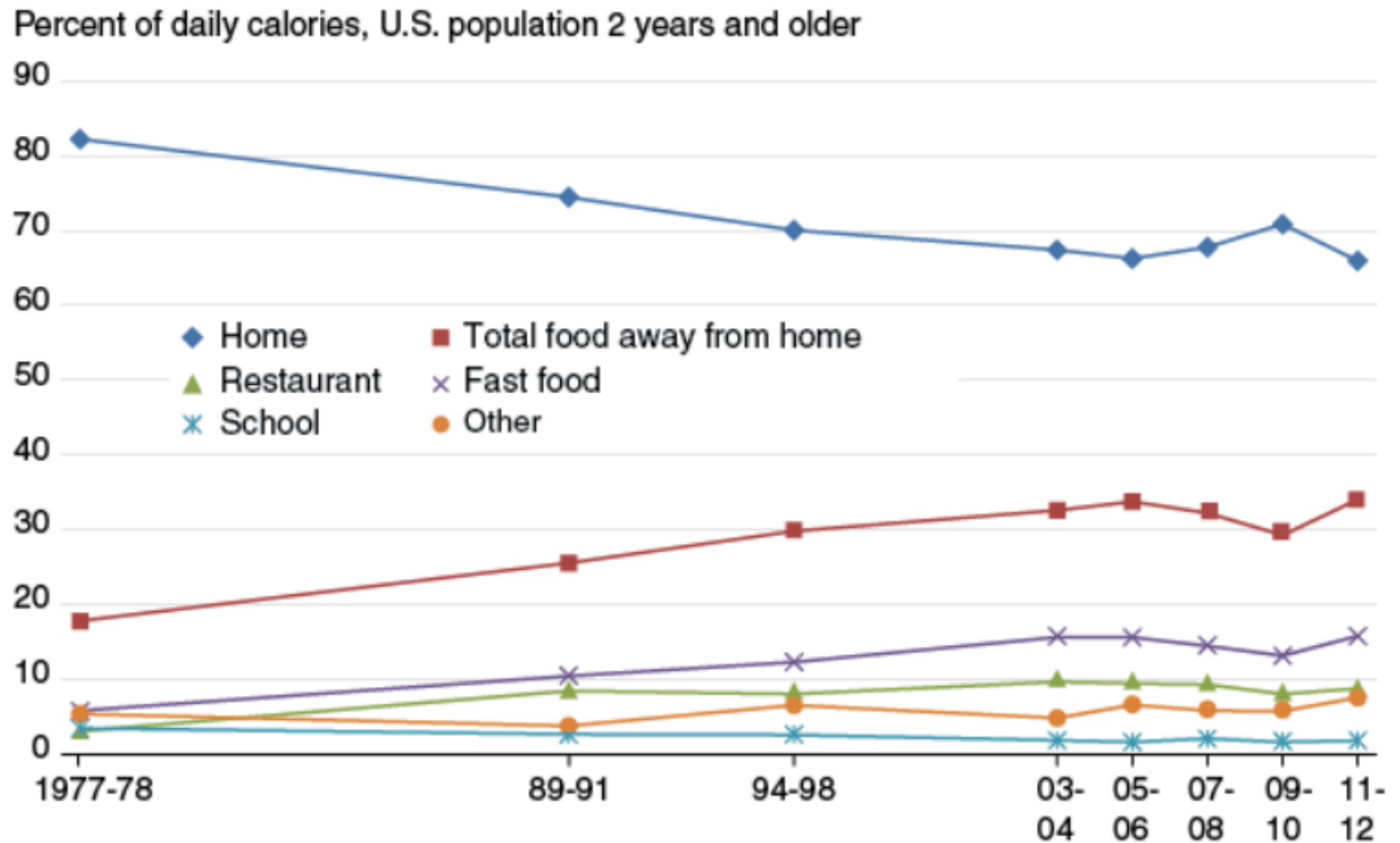
- What Do We Eat?
 - Diets Evolve
- Where Do We Eat?
 - At Home or Away
- Where Do We Shop?
 - Corner Store or Supermarket?
 - Where we buy food, when we buy food
- Is the System Fair?
 - Neighborhood Disinvestment
 - Disparities in the Food System



Healthy Food. Closer To Home.

We eat less at home, more fast food regardless of income

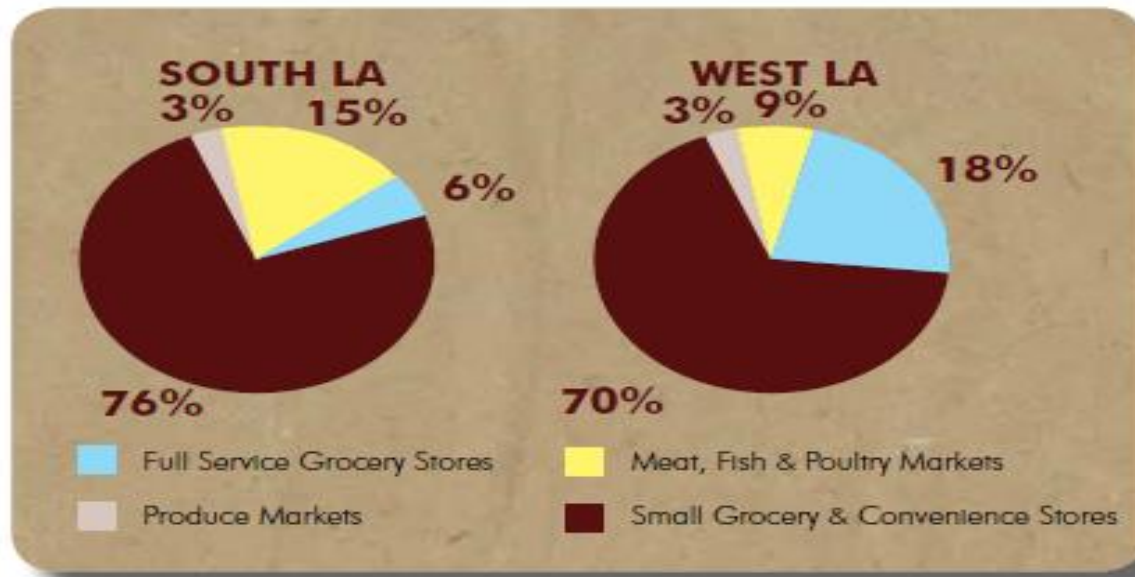
http://ageconsearch.umn.edu/record/245663/files/http___ers_usda_gov_amber-waves_2016-june_linking-federal-food-intake-surveys-provides-a-more-accurate-look-at-eating-out-trends_aspx__V_JJ7ygx8Ce_pdfmy.pdf



Source: USDA, Economic Research Service using data from the USDA Nationwide Food Consumption Survey 1977-78; USDA Continuing Survey of Food Intakes by Individuals 1989-91 and 1994-98; and the National Health and Nutrition Examination Survey 2003-04, 2005-06, 2007-08, 2009-10, 2011-12.

Food Resource Environment: Food Retail Outlets In South LA

- Full-service grocery stores make up only 6 percent of the fresh foods found in South LA, compared with 18 percent of food retail outlets in West LA.



Excerpts from *The Public Health Effects of Food Deserts*

Paula Tarnapol Whitacre, Peggy Tsai, and Janet Mulligan, *Rapporteurs*

Food and Nutrition Board

Board on Agriculture and Natural Resources

Board on Population Health and Public Health Practice

INSTITUTE OF MEDICINE AND
NATIONAL RESEARCH COUNCIL
OF THE NATIONAL ACADEMIES

Workshop Definition: Food Desert

BOX 1-2 What Is a Food Desert?

In the 2008 Farm Bill, Section 7527 defines a food desert as “an area in the United States with limited access to affordable and nutritious food, particularly such an area composed of predominantly lower-income neighborhoods and communities.”

In developing the framework and selected topics for this workshop, the planning committee believed it was important to specify geography and quality as factors describing a food desert and defined it more accurately as the following:

Food desert: a geographic area, particularly lower-income neighborhoods and communities, where access to affordable, quality, and nutritious foods is limited.

Differences that Make A Difference: Race

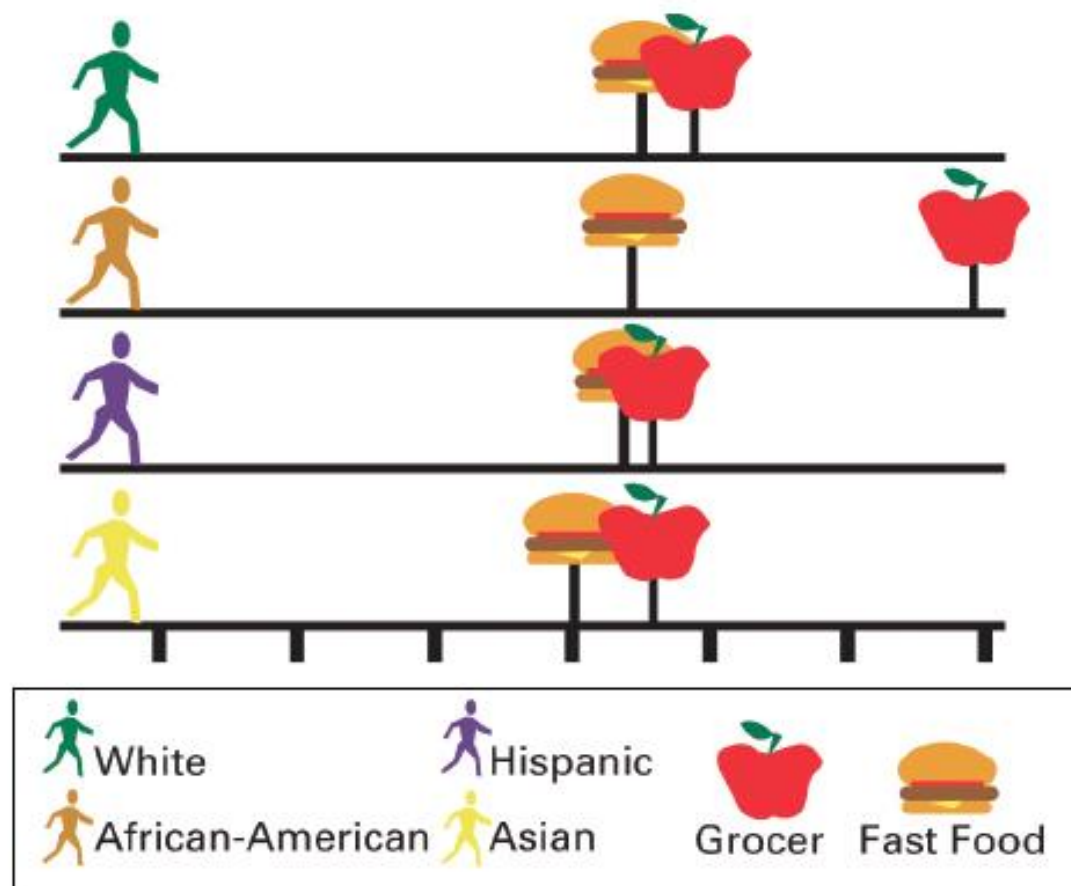


FIGURE 2-2 Relative distance to grocers and fast food in Chicago.
SOURCE: M. Gallagher, 2009.

Improving Food Choices for Underserved Populations

Education (General)

- Massive/Social Marketing Campaign

Education (Specific and Targeted)

- Educate Consumers About Source of Choice

 - Restaurant Menu Counts

Environmental and Public Policy

- Improve System or Create Alternative System

 - Industrial System: Attract Supermarkets to Poor Areas

 - Alternative System: Community Gardens, Farmers' Markets, Food Cooperatives

- Regulate Availability of Product

 - Fast Food Moratorium

- Revise Plans to Integrate Healthy Rules

 - Add Health Element to General Plan



How Do We Change The System?

Policy and Environmental Change

Support Development of New Supermarkets

FRESH WORKS in California

Market Makeovers (Corner Store Conversions)

Cultural Change, Peer Pressure and Education

Policy as Motivator, Knowledge as Catalyst

Smoking

Policy and Environmental Change

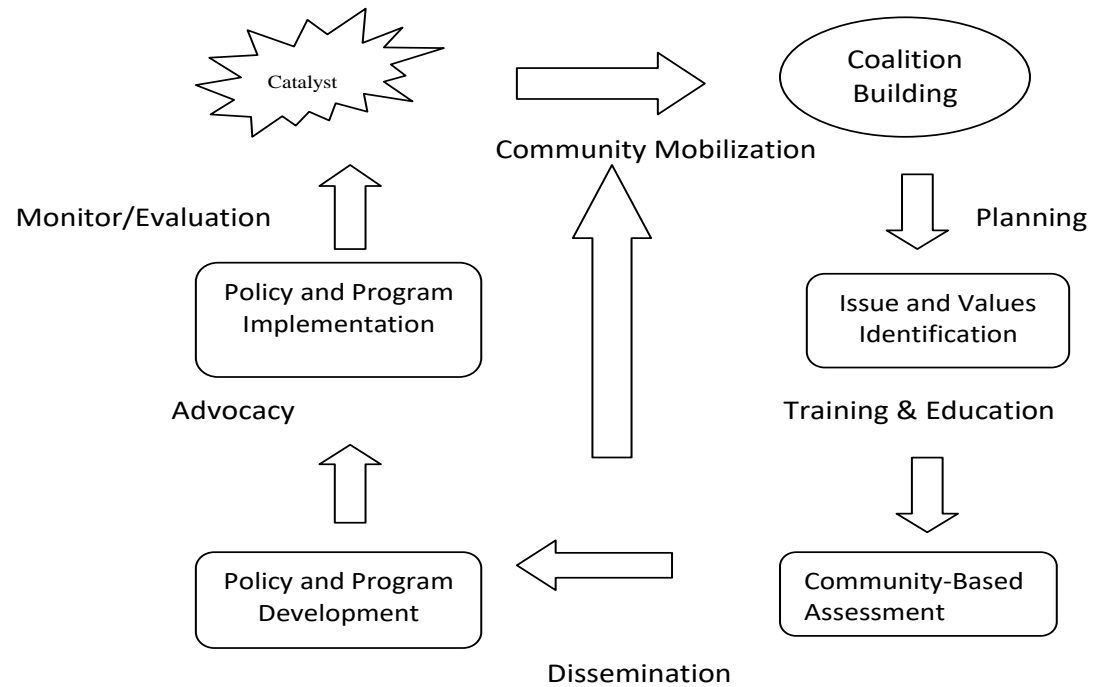
- **What is policy change?**

- Any change in the formal and/or informal rules or regulations that govern our collective daily life (may be organizational, local, state, regional, national or international)

- **What is environmental change?**

- Any change in the physical or built environments that influence our behavioral choices and/or health directly

AABLH Change Model



Family and Community Health 2011, 34(S1):S92-101

Applying the Change Model

Initial market and restaurant assessment results were shared with community members, public agencies and elected officials via multiple methods:

- Letters
- One on one (and community) meetings
- Hearing participation
- Media packages
- Journal articles

CHC Model for Social Change



Community Health Councils
Model for Social Change



Change Efforts

- Community Partners and the Neighborhood Food Watch Campaign
 - The Participant Survey
 - The Neighborhood Food Watch Checklist
- Policy Change Champions Los Angeles Council Members Jan Perry and Bernard Parks
 - Incentives for Food Retailers
 - South Los Angeles Interim Control Ordinance

Policy Change: The Carrot

- **Market Opportunities: Incentives for Food Retailers**
 - Plots of land large enough for significant development are small—need to be protected
 - Incentives for developers, vendors to build markets and healthy restaurants in South Los Angeles
 - Repackage existing benefits, consolidate, and expedite the planning and development process

Policy Change: The Stick

- **South Los Angeles Interim Control Ordinance**

- Prevents new stand alone fast-food establishments in South LA for 2 years (approved July, 2008; went into effect, September, 2010); City Council members Jan Perry and Bernard Parks
- Los Angeles City Planning Office voted October 14, 2010 and City Council voted on December 8, 2010 to amend South Los Angeles Community Plans, effectively extending the ordinance indefinitely

Other Policy Change
Interventions



Healthy Food. Closer To Home.

Market Makeovers: UCLA + Public Matters



URBAN AGRICULTURE

Urban agriculture involves many different types of food-producing spaces, stakeholders, resources, and policies, and contributes to many benefits.

Benefits

Health

Access to healthy food
Food-health literacy
Healthy eating
Physical activity

Social

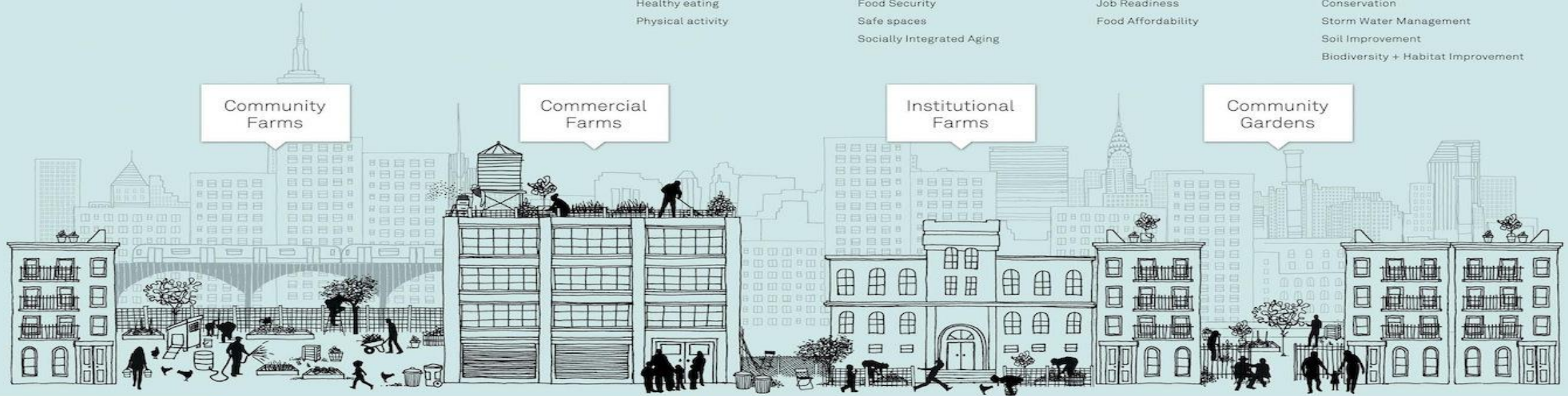
Empowerment + Mobilization
Youth Development & Education
Food Security
Safe spaces
Socially Integrated Aging

Economic

Local economic stimulation
Job Growth
Job Readiness
Food Affordability

Ecological

Awareness of Food Systems Ecology
Stewardship
Conservation
Storm Water Management
Soil Improvement
Biodiversity + Habitat Improvement



People

Local residents
Volunteers
Community organizations
Students
Visitors
Market customers

Soil & Compost

Self-produced
Purchased
Donated

Supplies

Seeds
Fertilizer
Tools
Construction Materials
Water
Electricity

Key Stakeholders

Farmers and Gardeners
Government Officials
Support Organizations
Funders

Financial Resources

Sales of produce
Grants
Donations
Fees for services

Support Services

Technical assistance
Advocacy and policy work
Environmental education
Networking events

Access to land and rooftops

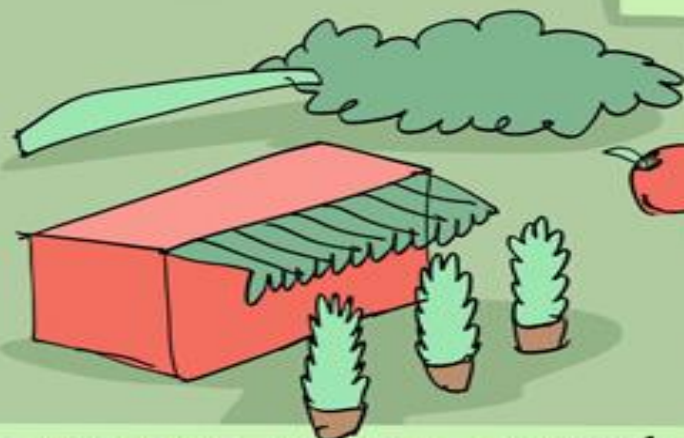
RON FINLAY



SOUTH CENTRAL
**DRIVE THROUGH
AND
DRIVE BY**



GROW YOUR
OWN FOOD—
PRINT YOUR
OWN MONEY



I WANT TO CONVERT SHIPPING
CONTAINERS INTO DINERS

IF YOU WANT
YOUR KIDS TO
EAT KALE —
GET THEM TO
GROW KALE

OR TOMATOES

GARDENING IS
THERAPY



IN ORDER TO
CHANGE PEOPLE
YOU GOTTA
CHANGE THE SOIL!

FOOD:
**THE PROBLEM AND
THE SOLUTION**



I HAVE
SEEN MY
GARDEN
CHANGE
PEOPLE...

PEOPLE GET
A LOT OUT OF
PARTICIPATION



LA GREEN GROUND



WE AINT AN NFP—
WE A RAG TAG
BUNCH OF



RENEGADES

LET'S

**PLANT
SOME
SHIT**



Access to Healthy Food

Planting Organic Food for a Healthier Tomorrow

Pop-up markets

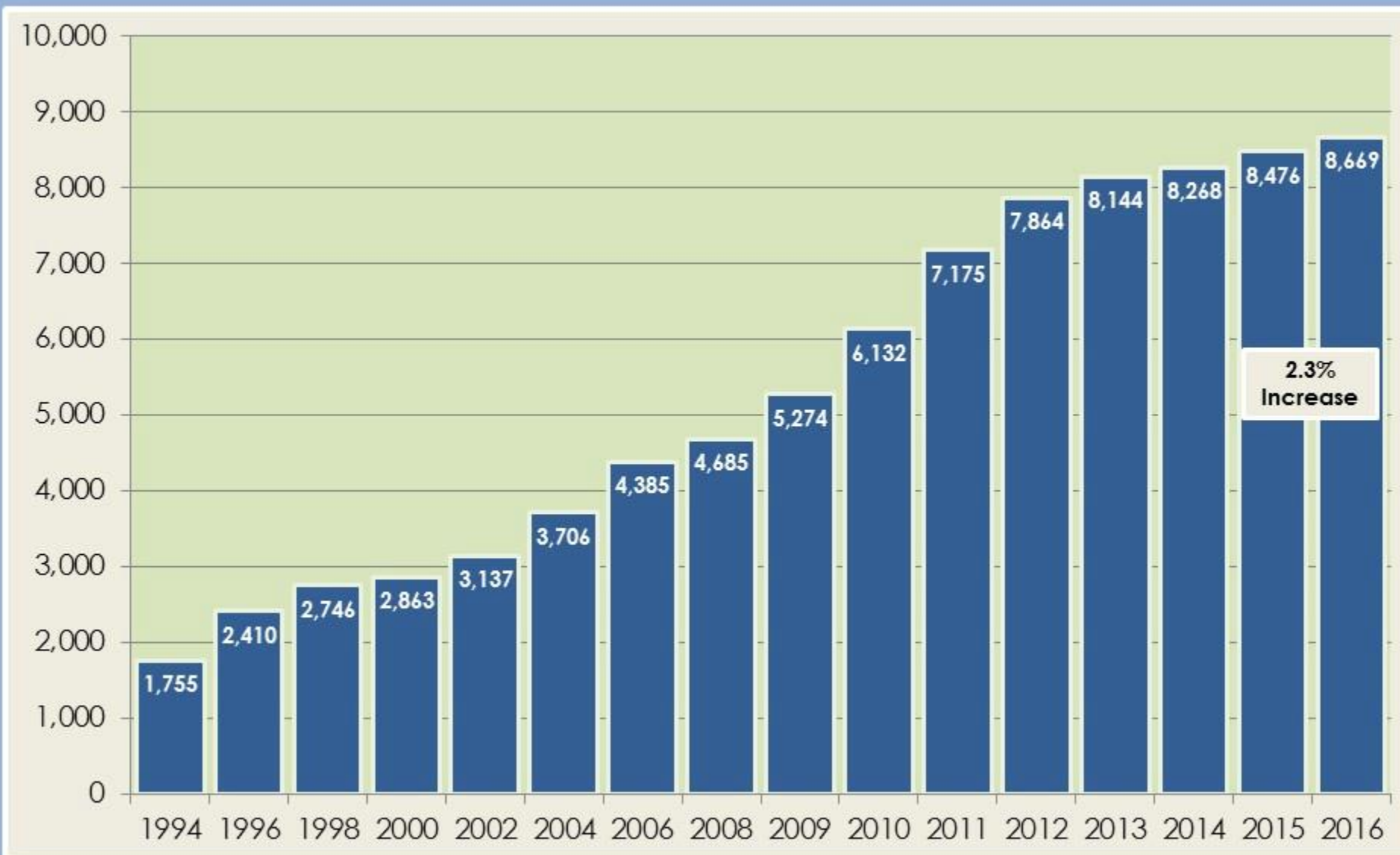
Community Supported Agriculture (CSA)



Farmers' Markets Expansion (1970: 345 in the entire US)

<https://www.ams.usda.gov/sites/default/files/media/National%20Count%20of%20Operating%20Farmers%20Markets%201994-2016.jpg>

National Count of Farmers Market Directory Listings



Source: USDA-AMS-Local Food Research & Development Division

Farmers market information is voluntary and self-reported to USDA-AMS-Local Food Research & Development Division

Food Co-ops

a New Community Economy + Community
Ownership of Food

<https://twitter.com/solafoodcoop>



Where Are We?

- No “multi-modal” frame like physical activity movement
- Each food planning approach needs further research
 - What are the negative impacts of the industrial system on neighborhoods?
- Each alternative approach has value, limits
 - Farmers Markets: Do they diminish disparities?
 - Urban Agriculture: Is local food too expensive, and not responsive to LIR (Low Income Residents)?
 - Community Gardening: Do they reach enough people + do they sustainably change eating habits?
 - Community Supported Agriculture (CSA) pop-up markets: Limited access, need to develop trust, create markets, could reach only self-selected population
- What is the “right” mix?
- How do we “plan” a better, financially successful, sustainable system?