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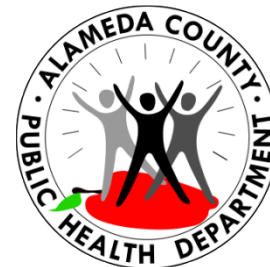
# Food Access in Alameda County: What's Happening?

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Healthy Food Within Reach  
SPUR PANEL  
Feb 6, 2015

Diane Woloshin, MS, RD  
Alameda County Public Health Department



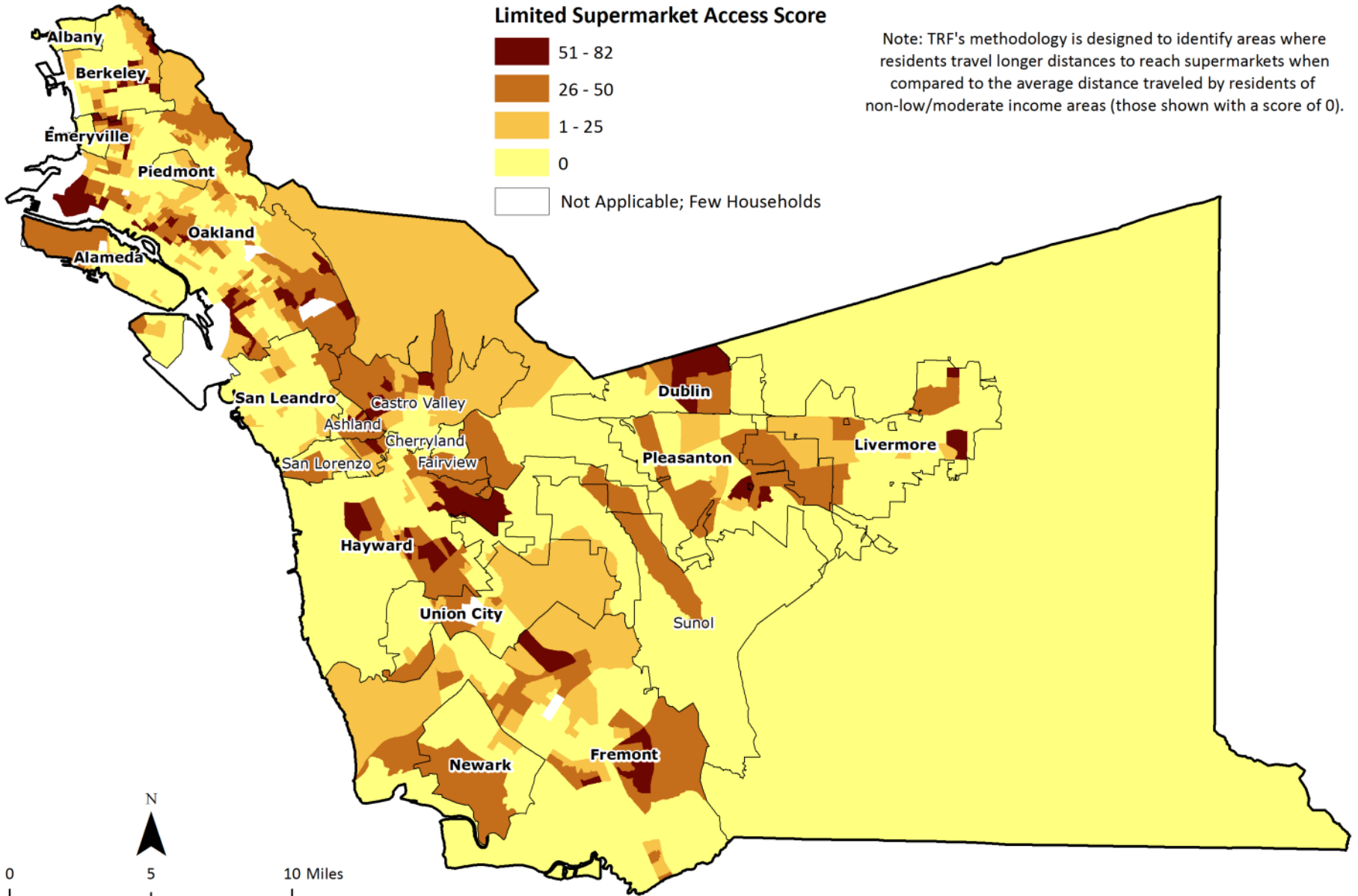


# Report Findings: *Local Food Environment Discourages Healthy Eating*

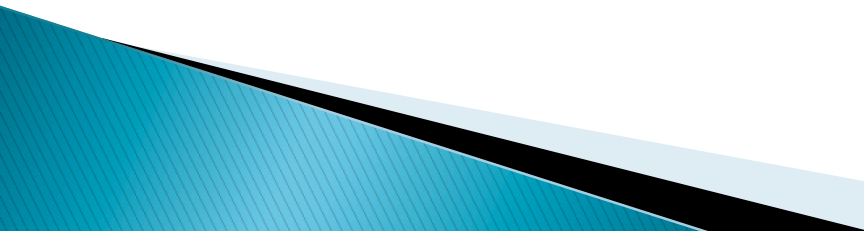
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# Supermarket Access

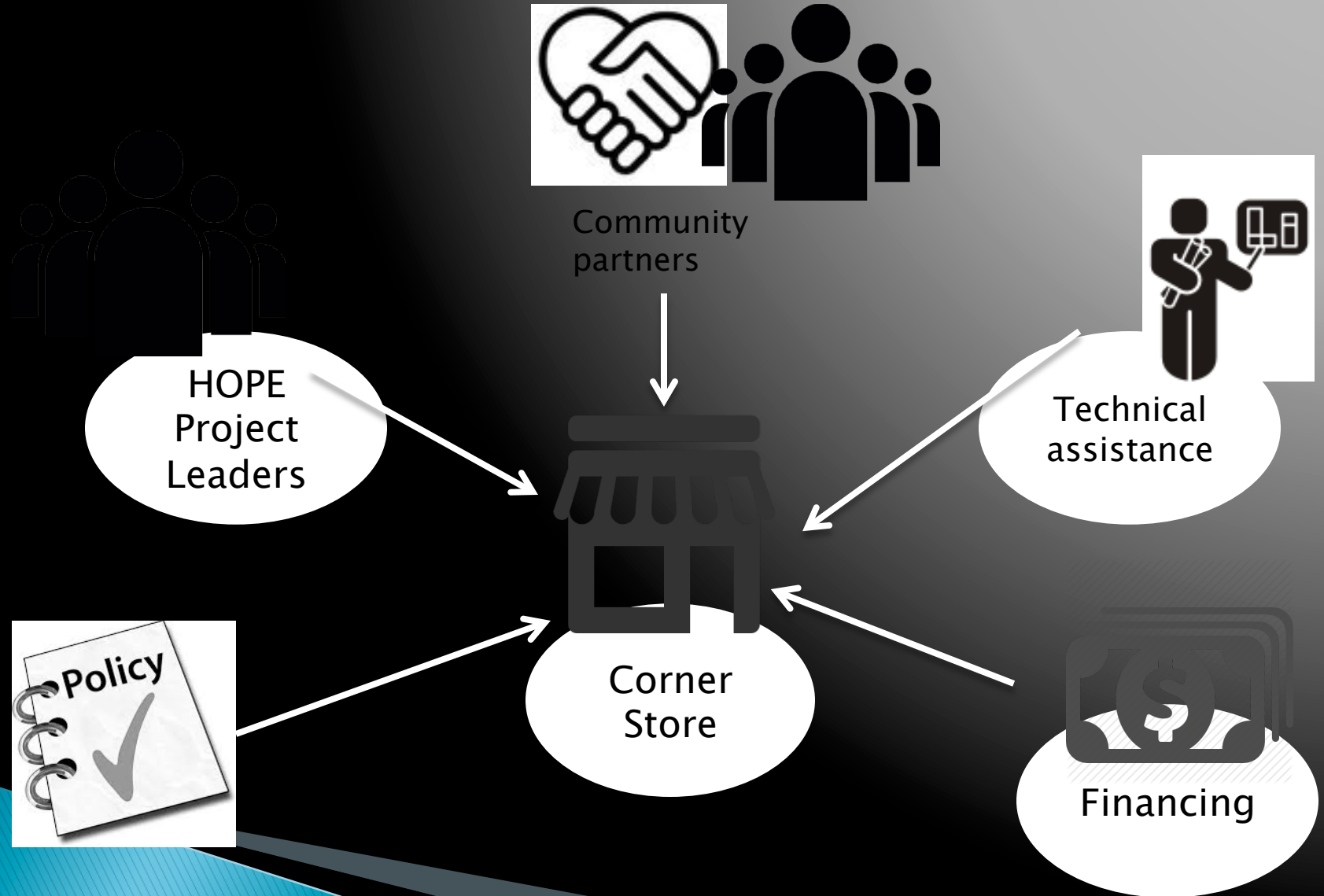


# What's Happening: Physical Access

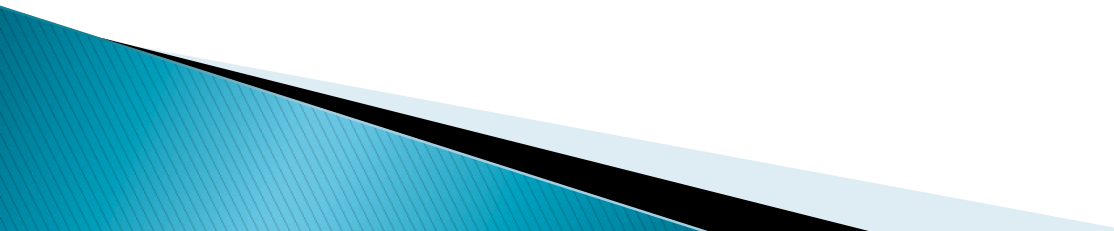
- ▶ OFPC – Economic Security and Development, Food Access, Urban Ag, Local Procurement
  - ▶ OUSD – Community Eligibility, Direct Certification, Produce Stands, Urban Farm and Central Kitchen, Stop Waste
  - ▶ People's Grocery, Phat Beets, City Slicker Farms, Mandela Marketplace and People's Community Market
  - ▶ HOPE and ACPHD Healthy Retail
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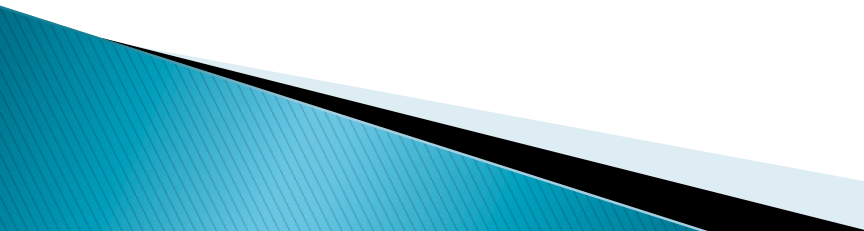
# Support to Stores



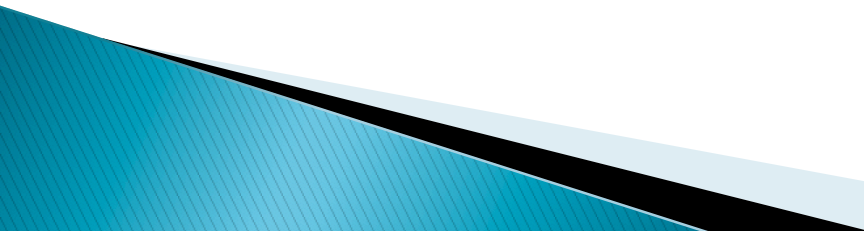
# What's Happening: Economic Access

- ▶ All -In: Ending Hunger by 2020
  - ▶ OFPC – Hustle Guide
  - ▶ HOPE, Peoples Grocery – Leadership Development
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# What's Happening Educational Access

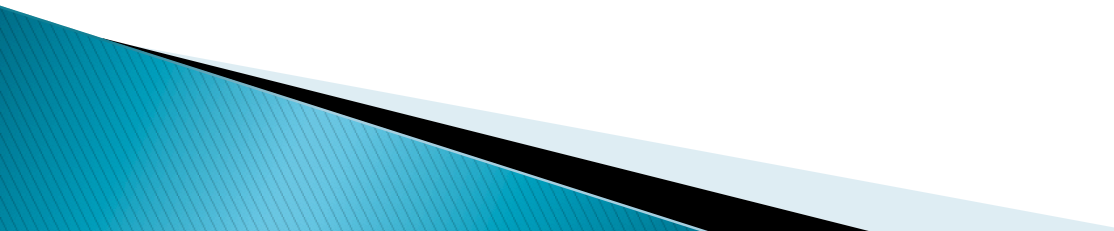
- ▶ Retail Store Tours
  - ▶ Cooking for Health Classes
  - ▶ Community Health Champions – Peer Education
  - ▶ Phat Beets
  - ▶ School Based Work – OUSD, ACOE
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# What's Happening: Cultural Access Community/HOPE role

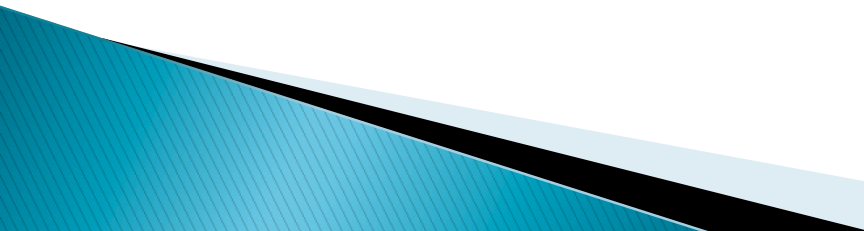
- Visit store regularly to see how project is going and if owner needs support
  - Participate in quarterly evaluation of store
  - Conduct customer surveys
  - Provide regular feedback to HOPE regarding the project
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# What are the Lessons Learned?


- ▶ Working with retailers takes time – need to build trust, and retailers need to have “skin in the game”
  - ▶ Collaborative effort is needed – Government agencies (public health, planning, and economic development agencies), Advocates, Business, CBO’s/Safety Net agencies
  - ▶ The best initiatives are community driven
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# Reflections on Recommendations

- ▶ Strategies good balance of increasing physical access and increasing demand
  - ▶ Important to understand cannot solve the issue of food insecurity by food alone– need to increase economics = purchasing power
  - ▶ Urban Ag can also be included in Strategy 3 – making food available, and not just an education tool
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# What Would I do with \$10 Million

## OFPC Members Recommends:

- ▶ Land acquisition and the building of market farms
  - ▶ Provide grants for food related projects with deliverables related to job creation and market sustainability
  - ▶ Direct lobbying and Grass roots organizing
  - ▶ Build a food hub
  - ▶ Build infrastructure for food recovery and redistribution hub
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# What Would I do with \$10 Million

- ▶ Infrastructure to invest in locally run good food businesses – training, tech assistance, loan/investing fund, etc.
  - ▶ Fruit and Vegy incentive program for both retailers and consumers
  - ▶ Minimum wage increase and income tax reform
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