

LA LOMA PRODUCE #14

3052-16TH ST.

Healthy Food Within Reach: Helping Bay Area Residents Find, Afford, & Choose Healthy Food



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Food Access Task Force Members

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- Shakirah Simley, Bi-Rite Market
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Defining Food Access:

An individual or family's ability to obtain sufficient, safe, and nutritious food to meet their dietary needs and food preferences for an active and healthy life.

(adapted from United Nation's Food & Agriculture Organization)



Barriers to Food Access:

Physical – Can you find healthy food?



Supply

Economic – Can you afford healthy food?

Educational – Do you know how to make healthy choices and how to cook?

Cultural – Do you want the healthy food that is available and affordable?



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Overarching Questions:

Why is food access important?

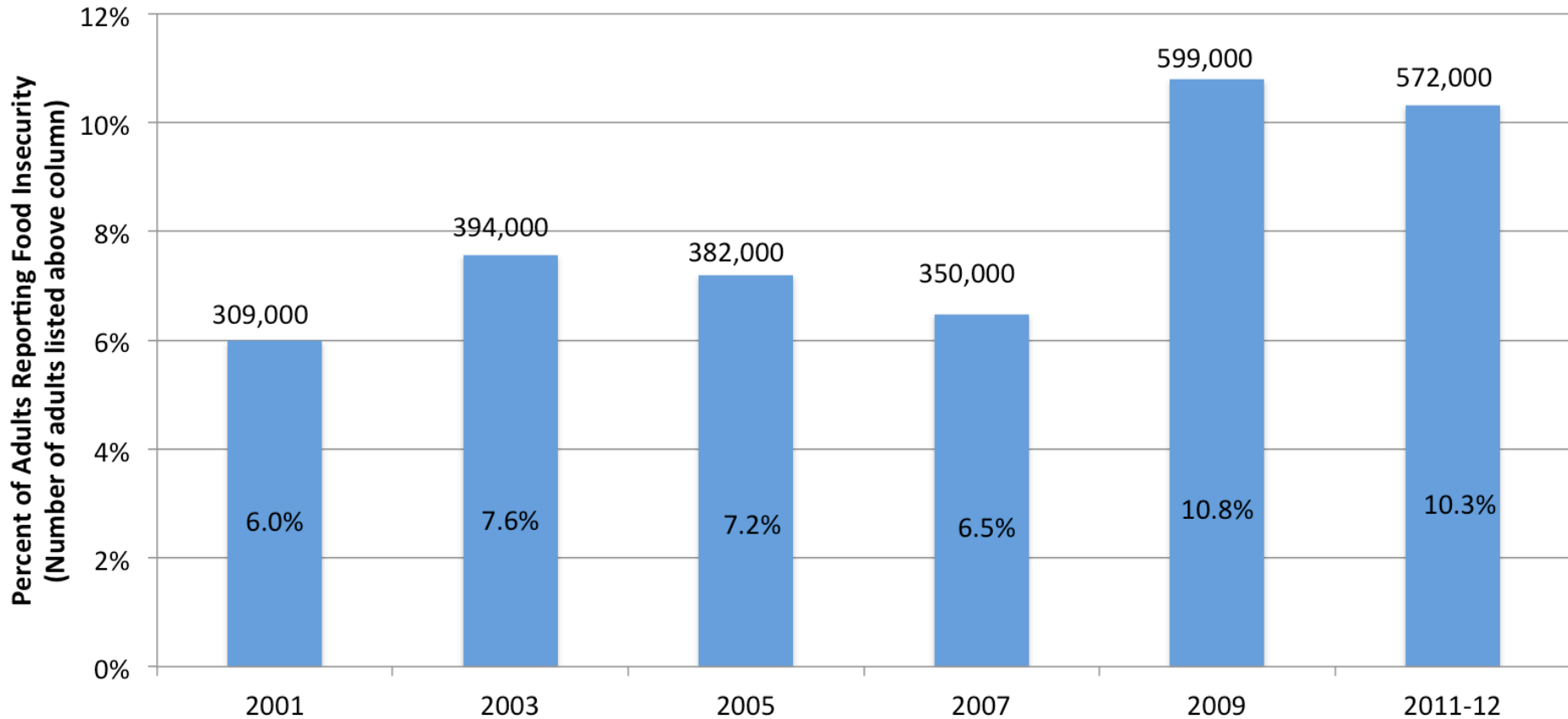
What does success look like?

How can cities and counties best address food access/food security?

How should Bay Area city and county governments prioritize their food access efforts?

Food Access and Food Security: One in Ten Bay Area Adults Report Being Food Insecure

Adult Food Insecurity in the Bay Area: 2001-2012

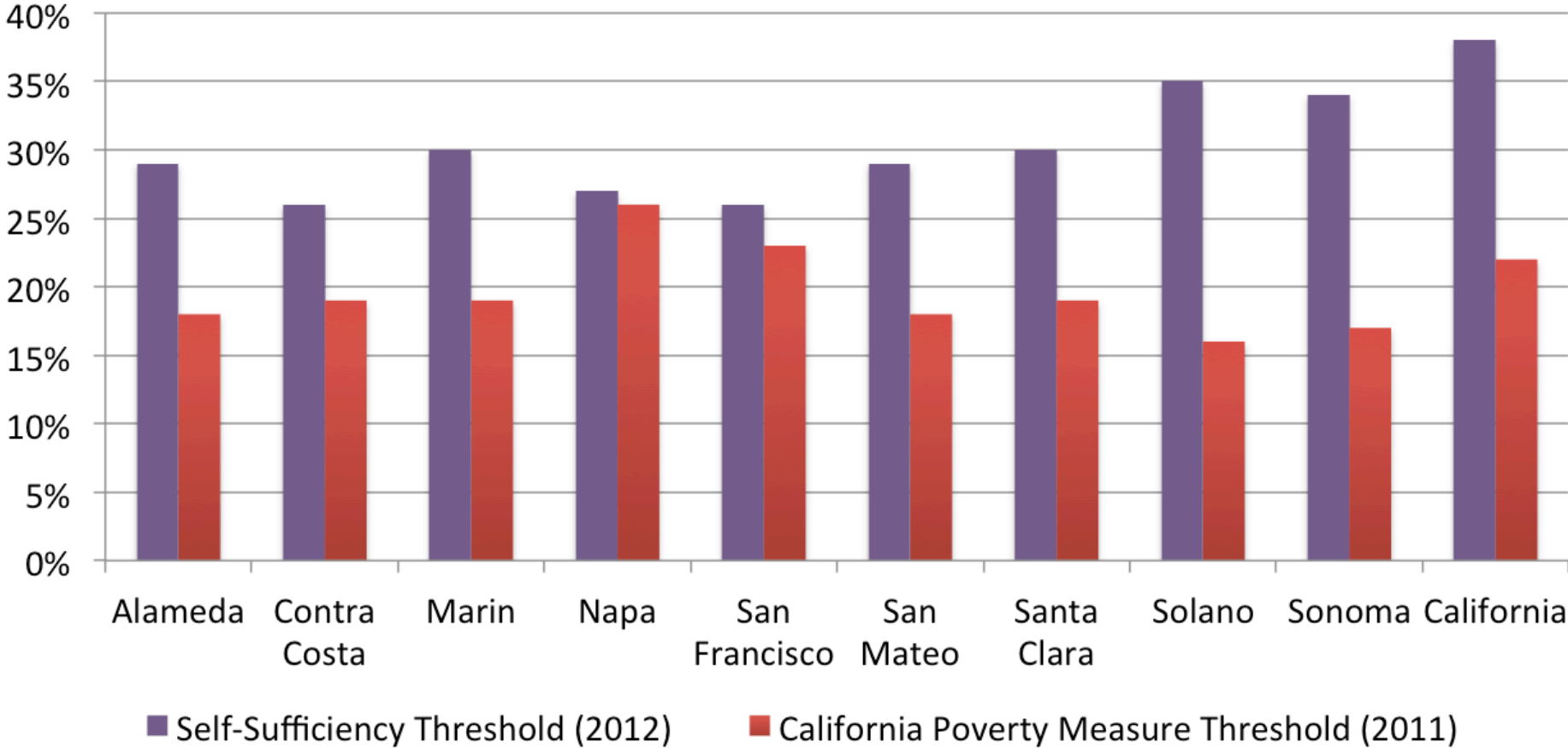


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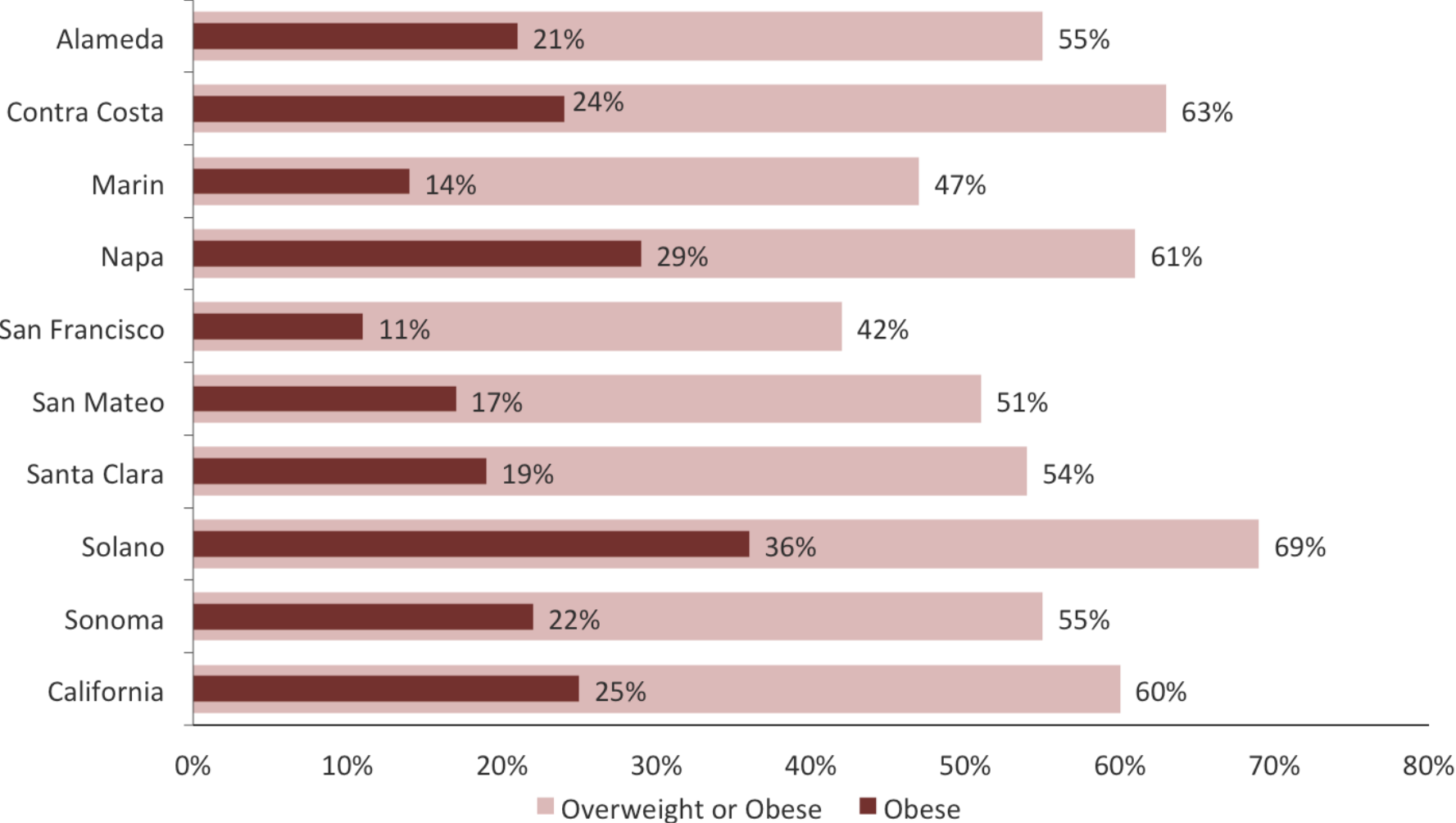
Food Security is Inextricably Tied to Poverty

Percent of Residents Below Self-Sufficiency and Poverty Thresholds, By County



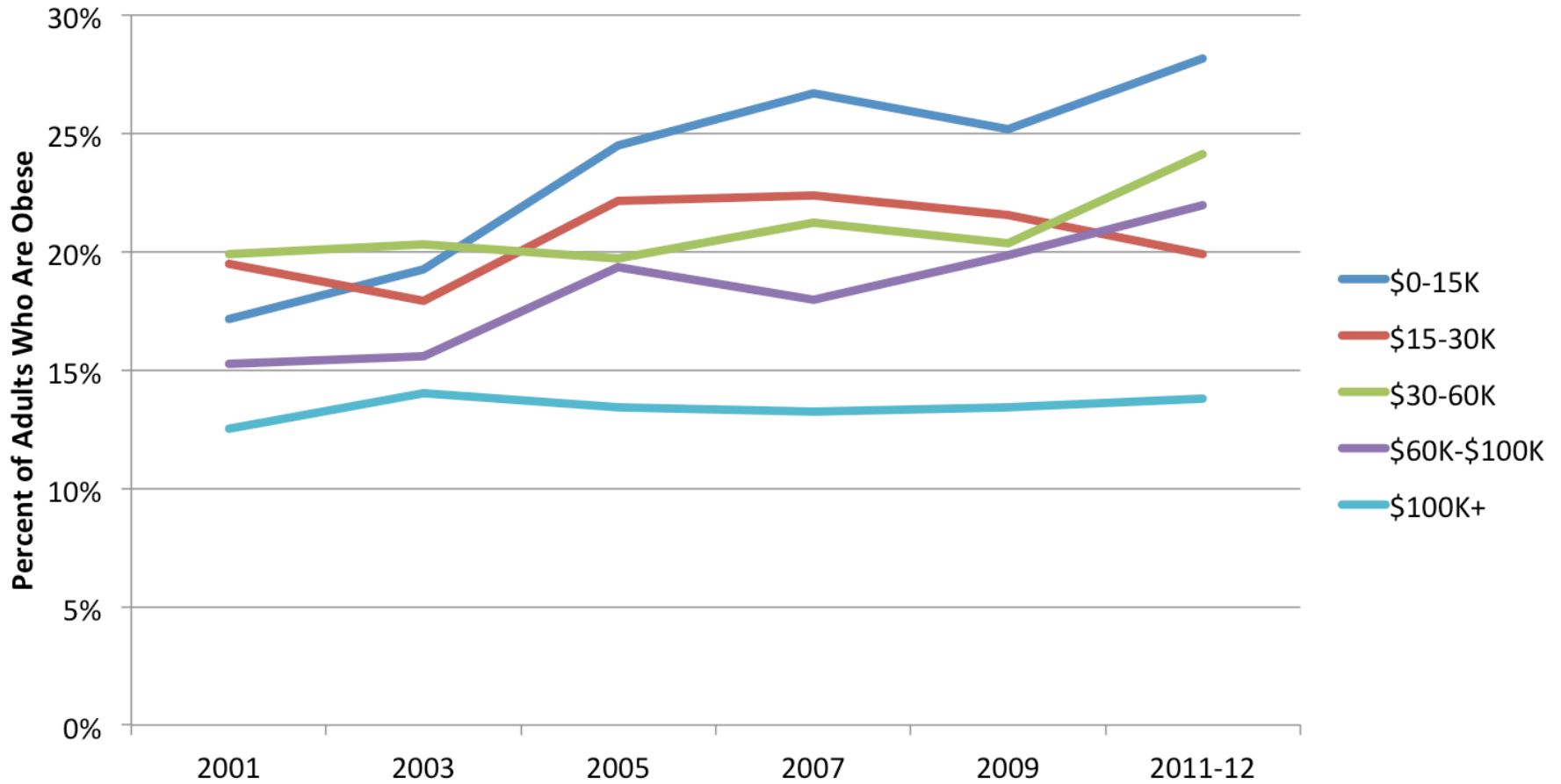
Food Access is Tied to Public Health

Rates of Obese and Overweight Adults by County, 2011-2012



We Need to Measure Success Across All Income Levels

Adult Obesity Rates in the Bay Area by Household Income Ranges

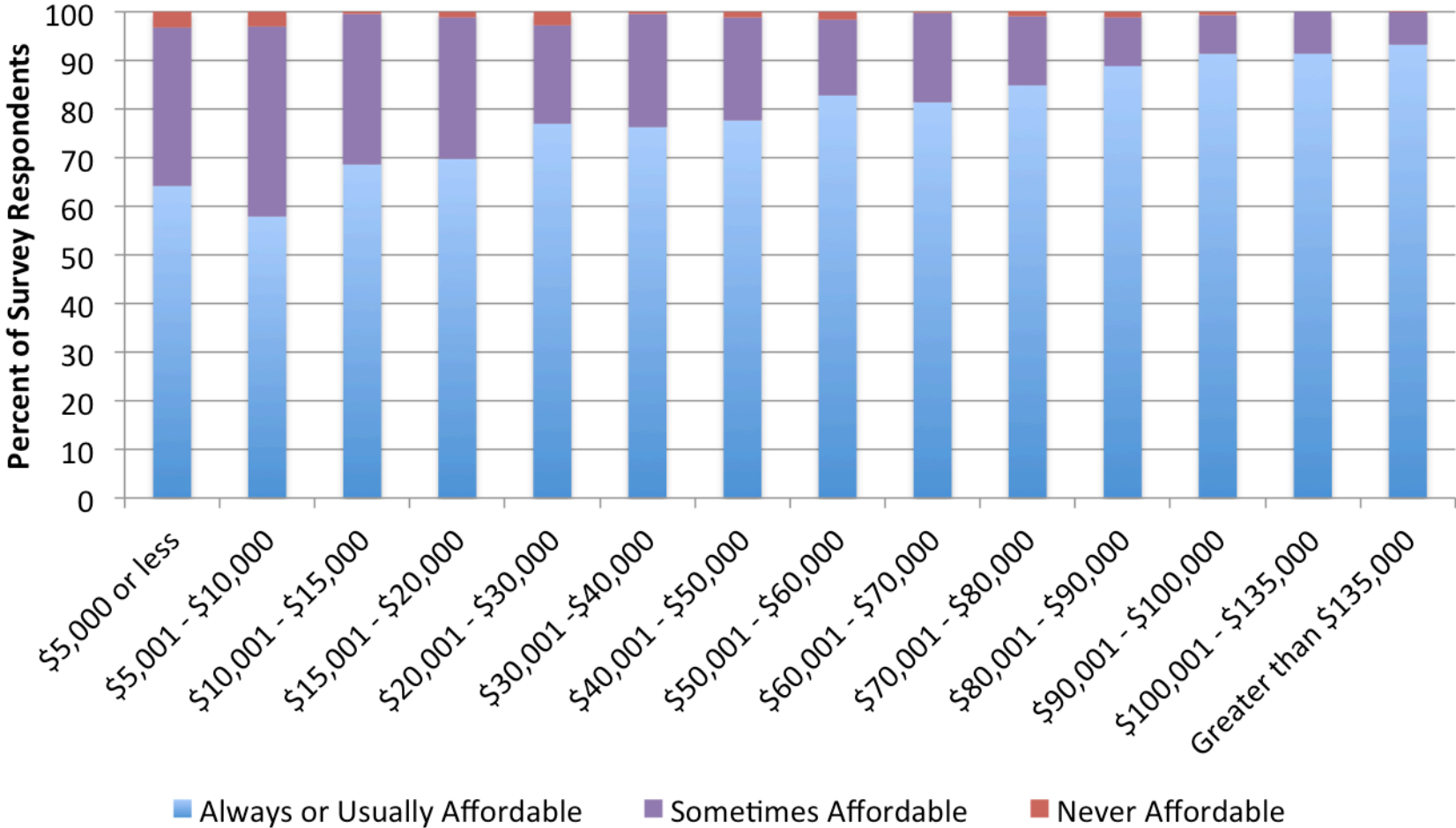


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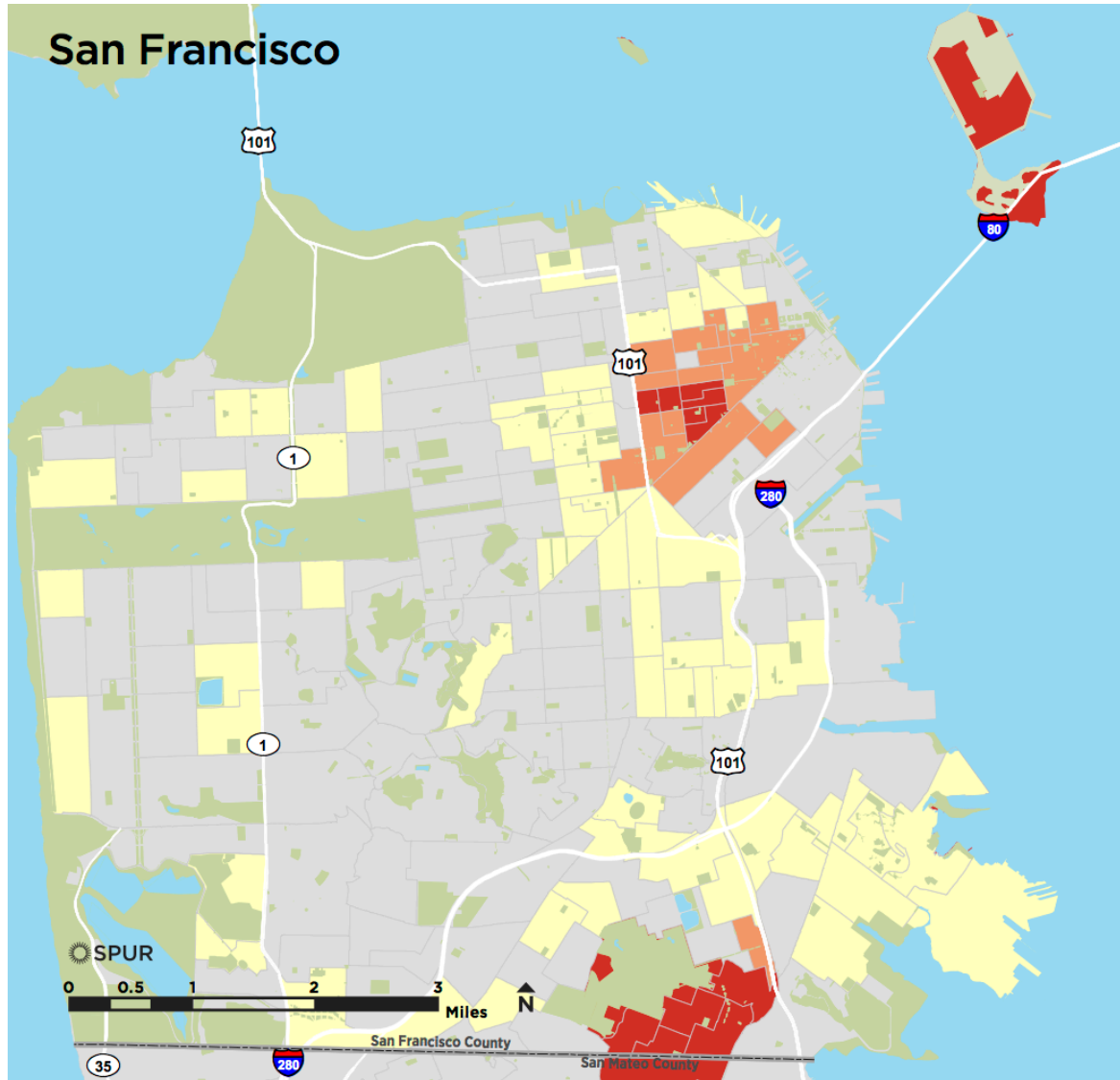
Food Access is Tied to Quality of Life

Adults Reporting Access to Affordable Fruits and Vegetables in their Neighborhood, Bay Area 2011-2012, By Income



Identifying Areas with Poor Physical Food Environments Is Tricky ... But Can Be Helpful

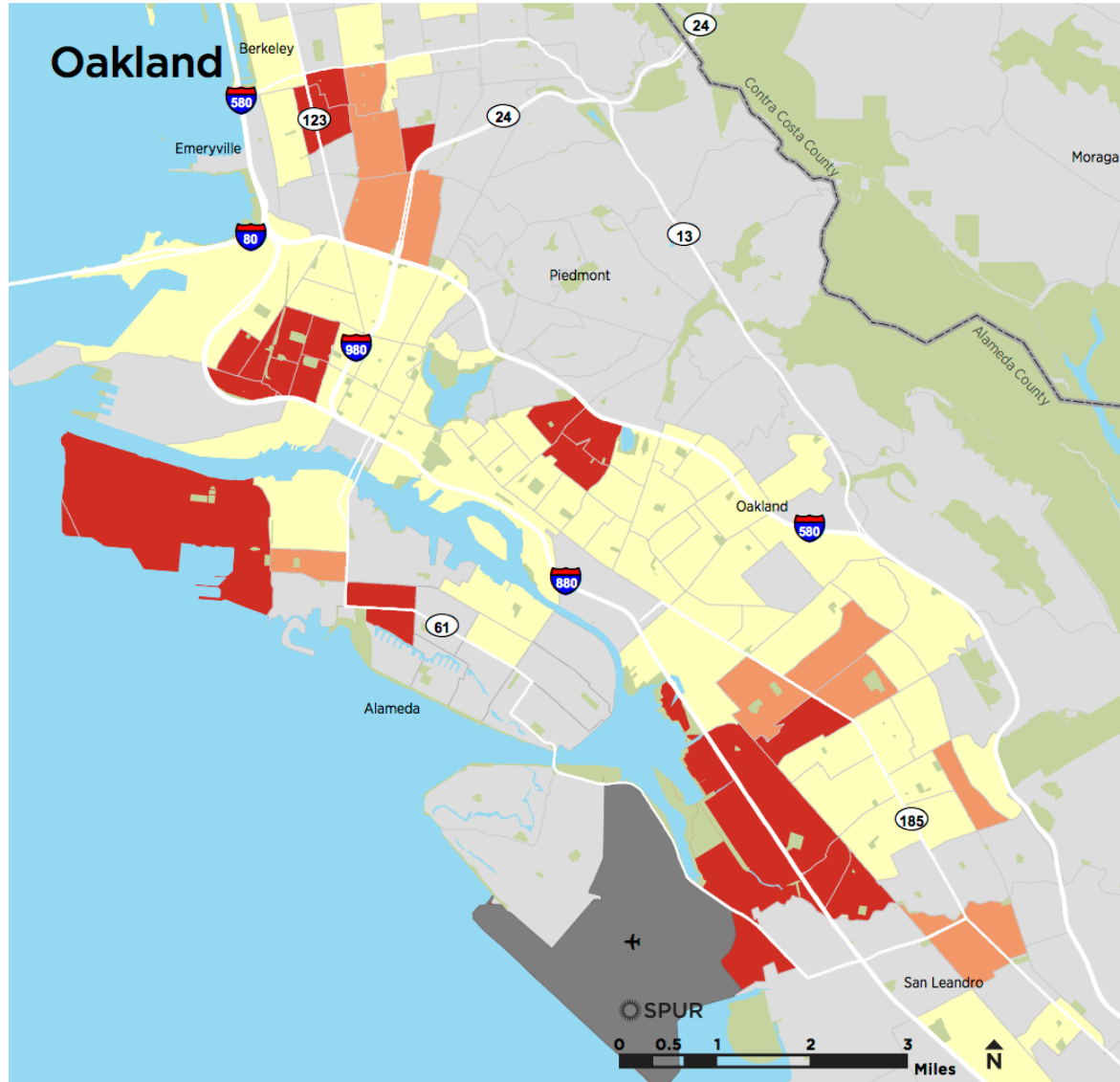
Areas With High Poverty and a Low Ratio of Healthy Food Retail Options.



Source: CDC, US
Census, SPUR Analysis

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What Success Looks Like

Decreases in:

- Self-reported food insecurity
- Poverty according to the California Poverty Measure
- Households living below the Self-Sufficiency Standard
- Obesity and diabetes rates

Increases in:

- Fruit and vegetable consumption rates
 - Number of people reporting access to affordable fresh fruits and vegetables
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- Change across counties and across income

Evaluation of Current Programs and Initiatives



Strategy 1: Understand Local Context When Developing Food Access Strategies

Recommendation 1: Conduct an assessment or use existing data to develop a targeted set of food access programs and initiatives

Strategy 2: Increase purchasing power of low-income residents to improve their economic access to healthy food

Recommendation 2: Maximize enrollment in federally-funded food assistance programs

Recommendation 3: Support healthy food incentive programs

Strategy 3: Make Healthy Food Available in All Neighborhoods. One Solution Won't Fit All Areas

Recommendation 4: Tailor grocery store attraction and corner store conversion initiatives at the neighborhood level

Recommendation 5: Use zoning thoughtfully to shape food retail options

Recommendation 6: Link local government assistance to food retailers with requirements that they offer healthy options

Recommendation 7: Support food pantries and emergency food assistance for those who cannot afford or are not able to shop at food retailers

Strategy 4: Ensure that people know how to make healthy food choices and how to cook

Recommendation 8: Support educational initiatives promoting food literacy and encourage their integration into existing food access programs



Strategy 5: Reduce demand for unhealthy food while increasing demand for healthier options

Recommendation 9: Limit or prohibit sales and marketing of unhealthy food in environments frequented by children, especially those that receive government funding

Recommendation 10: Engage selectively in publicly-funded marketing campaigns

Recommendation 11: Tax sugar-sweetened beverages to decrease consumption and generate revenue for food access and other initiatives addressing diet-related disease.

Strategy 6: Support research that evaluates and improves food access initiatives

Recommendation 12: Partner with local academic institutions to evaluate food access programs and give preference to projects that include robust evaluation

**Full report:
spur.org/foodaccess**

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