



HEALTHTrust

Healthy Eating Initiative Mission:

All residents have affordable, healthy produce within ½ mile of their home.

- *Good. To Go.* programs & campaign
 - Fresh Carts
 - Healthy Cornerstores
 - Farmers' Markets
- Urban Ag & Food Policy Change
- Silicon Valley Health Corps (Americorps)



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Fresh Carts

- **Status**

- 1 vendor at AACI
- 5 vendors at weekly pop-up events
- Policy change

- **Lessons Learned**

- Change policy & ensure proper infrastructure before implementation
- Ensure community buy-in
- Analyze the demand and market



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Farmers' Markets

- Status
 - Fresh Approach's mobile market launch with stops at cornerstores
- Lessons Learned
 - Match project with community capacity & infrastructure/layout
 - Support partners' existing plans & momentum



FUN. FAST. FRESH.

Healthy Cornerstores

- Status

- 15 stores participated
- 7 currently meet criteria
- 150+ healthy items
- 5 upgrades
 - refrigerators, shelves, juicer

- Lessons Learned

- Set realistic targets and timeframes
- ID & address barriers and research market before implementation
- Clear roles, communication, and expectations
- Importance of M&E systems



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"I love strawberries, they are my favorite type of fruit. I love meeting people and encouraging them to eat beautiful healthy fruits and vegetables!"

— Jorge Ayala



YOU DESERVE
TO FEEL
GOOD.

NOW, YOU CAN
GET IT
TO. GO.

Through Good. To Go., fresh fruits, veggies, and other feel-good foods are right outside your door at popular corner stores, from mobile Fresh Cart vendors, and at your local farmer's markets. Getting the good stuff has never been more fast or affordable.

LOOK FOR OUR LOGO

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facebook.com/gd2go

Find participating locations with The Healthy Food Resource Map! Visit healthtrust.org/healthy-food-map

Find a Good. To Go. Fresh Cart near you! Download the "Good. To Go. Fresh Carts" App. Available for iOS & Android

\$1 Off Produce
at your neighborhood Good. To Go. Fresh Cart

Find Fresh Fast!
Look for the orange and white umbrella!

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Visit
facebook.com/gd2go

Coupon valid for up to \$1 off a single purchase at a Good. To Go. Fresh Cart

[Vendor] [Produce Sold] [Cost \$]

Limit one coupon per customer per visit. No cash value. Only original coupons accepted. Offer expires 8/30/14

TU TIENDA DE BARRIO • TIỆM TRONG XÓM CỦA BẠN

— es ahora | bây giờ —

Good. TO GO.

Sin tiempo para ir al supermercado?
¡No hay problema!

Ahora puedes encontrar ingredientes frescos y rápidos para la cena, además de llevar golosinas frescas para los niños a lo largo de la semana.

Không có thời gian để đi đến chợ xa?
Không vấn đề gì cả!

Bây giờ bạn có thể tìm được những vật liệu nhanh và sẵn cho buổi ăn tối thêm vào những món ăn nhanh-gọn, sẵn cho con em ngay ở góc phố.

Encuéntrenos en:

healthtrust.org/gd2goapp

Good. TO GO.

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\$5

de descuento en productos de Good. To Go. en tu Tienda de Barrio, Good. To Go.

Chequea tu lista de descuentos en una tienda de productos de Good. To Go. con un código de \$5.00 o más al comprar una selección de productos.

Giảm \$5

cho Sản Phẩm Good. To Go. tại Khu phố quê về ở Good. To Go. Corner Store.

Có thể được giảm \$5 khi mua các phẩm của Good. To Go. với mã \$5.00 và \$10.00 tại các cửa hàng tiếp thị của Good. To Go. Tiệm ở Góc Phố.

Thương mại, không phải là tiền mặt. Hạn chế số lượng. Không thể đổi tiền mặt. Chỉ chấp nhận các phiếu giảm giá gốc. Không thể chuyển nhượng. Chỉ có thể sử dụng một lần. Không thể kết hợp với các ưu đãi khác. Chỉ có thể sử dụng một lần. Không thể kết hợp với các ưu đãi khác.



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Lessons from the business world

WHAT ARE THEY?
WHERE TO GET 'EM
FLAVORS & NUTRITION
HOW TO DO IT
IN THE NEWS

SHAKE DOWNS
CUT AND PEELED BABY CARROTS WITH NATURAL SEASONINGS

RANCH
NATURAL SEASONING

CHILI LIME
NATURAL SEASONING

**GROWN TO FEED
ZESTY-TANGY-SPICY-CRUNCHY
CRAVINGS.**

FIND A STORE

GET TASTING. GET TALKING. #SHAKEDOWNS

Bolthouse FARM'S
A FORCE OF NATURE

The advertisement features two bags of Bolthouse Farms Shake Downs carrots, one in Ranch flavor and one in Chili Lime flavor. Red arrows point from the text on the left to the product bags and the 'NUTRITION' section of the text. Another red arrow points from the 'NUTRITION' section to the 'NATURAL SEASONING' text on the bags. A third red arrow points from the 'NATURAL SEASONING' text to the 'A FORCE OF NATURE' tagline. The background is green with images of carrots, onions, and chili peppers.



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Outdoor ads: bus shelters

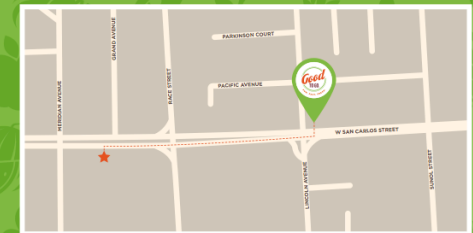


YOU DESERVE FOOD THIS GOOD.

Good. To Go. has arrived in
your neighborhood.

[facebook.com/gd2go](https://www.facebook.com/gd2go)

**REAL
FOOD.
RIGHT
HERE.**



YOU DESERVE FOOD THIS GOOD.
[facebook.com/gd2go](https://www.facebook.com/gd2go)



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Billboards



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LOOK FOR THE LOGO! At Cor
facebook.com/gd2go



YOU DESERVE FOOD THIS GOOD.
LOOK FOR THE LOGO!



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- **Lessons Learned**

- Set realistic timeline
- Timing & coordination with programs is key
- Ensure feedback from all stakeholders
- More research on target audience before campaign
- Clarify and coordinate expectations and roles



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“Healthy Food Within Reach”



**Congrats to Eli & SPUR
on a great report!**

Responses to report:

- ID barriers before implementation (strategy 1)
- Healthy Cornerstore Incentives (strategies 2&3)
- Consider gleaning & community-driven local food strategies (strategy 3)
- Mimic smoking cessation programs to change eating habits (strategy 4)

Considerations:

- importance of supporting small, local, organic, and sustainable farmers
- Need for federal-level policy changes
 - subsidies and pricing



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If THT had \$10 million...

- **More efficient zoning & policy change in government**
- **Invest in healthy food advertising**
- **School nutrition education & food programs**
- **Improve senior nutrition**
- **Increase viability of local food systems**
- **Increase double bucks program**
- **Support groups to change eating habits**
- **Invest in creative, young, innovative leaders**
 - Subsidies for entrepreneurs & small business owners
 - Raise their capacity through staffing and training
 - Ensure properly and adequately staffed



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