

Community Engagement: A Food Justice Lens



INLAND DESERT TRAINING & RESOURCE CENTER, NOVEMBER 24TH, 2014

UC SAN DIEGO CENTER FOR COMMUNITY HEALTH

SOCIAL JUSTICE LEARNING INSTITUTE

UC SANTA CRUZ CENTER FOR AGROECOLOGY & SUSTAINABLE FOOD SYSTEMS

COMMUNITY FOOD & JUSTICE COALITION

Webinar Overview

- Brief overview of community engagement and food justice terms
- Brief look at health equity and food access statistics
- Best practices panel discussion
 - D'Artagnan Scorza, Ph.D, Social Justice Learning Institute
 - Tim Galarneau, UCSC Center for Agroecology & Sustainable Food Systems
 - Y. Armando Nieto, Community Food and Justice Coalition
- Q & A
- Brief overview of Champions for Change Recruitment Toolkit
 - Elle Mari, UCSD Center for Community Health
- Final questions and takeaways



Inland Desert Training & Resource Center

ELLE MARI, SENIOR MANAGER
CENTER FOR COMMUNITY HEALTH
UC SAN DIEGO



Health Equity & Food Access

African American & Latino Health Disparities

- 76% of African American adults in CA are overweight or obese (CDPH, 2009)
- 38% of low-income CA Latino adults are overweight, 31% are obese (CDPH, 2009)

Food Access Problems

- 42% of low-income CA African American households couldn't afford enough food (CDPH, 2009)
- 39% of low-income CA Latino households couldn't afford enough food (CDPH, 2009)
- 1 out of 5 CA Latinas reported eating less to ensure her family had enough to eat (CDPH, 2009)
- Low-income neighborhoods in CA have 20% fewer healthy food outlets than higher-income areas (PolicyLink, 2010).
- One study reported only 8% of African Americans live in a census tract with a supermarket compared to 31% for whites (PolicyLink, 2010)



Opportunities for Change



Question:

How do you define community engagement?

ENTER YOUR RESPONSE IN THE CHAT PANE ON THE RIGHT.

PLEASE SELECT 'SEND TO EVERYONE'

Community Engagement

- Process of collaboration to address issues affecting the well-being of community members or groups you are working with
- Powerful opportunity to bring about PSE and behavioral changes to improve health
- Involves partnerships and coalitions that help mobilize resources and influence systems

Food Justice

What is food justice?

- Framework and movement for social change to promote equality in our food system.
 - “Ensuring that individuals, families and communities have access to healthy, high quality, low cost, locally grown, culturally relevant and nutritious food from seed to plate” (Social Justice Learning Institute, 2012).

Why is this perspective helpful to us?

- Builds momentum for healthy food access initiatives
 - Create change by linking up, “different kinds of advocates, including those concerned with **health**, the environment, food quality, globalization, workers’ rights and working conditions, **access to fresh and affordable food**, and more sustainable land use” (Gottlieb & Joshi, 2011).

Engaging Youth & Communities of Color

D'ARTAGNAN SCORZA, PH.D.
EXECUTIVE DIRECTOR
SOCIAL JUSTICE LEARNING INSTITUTE



Food Justice & Health Equity

Mission

Our mission is to improve the education, health and well-being of youth and communities of color by empowering them to enact social change through research, training, and community mobilization.

Health Equity

We believe that all communities should have access to fresh whole foods, clean and safe open spaces, and quality medical care.

SJLI is committed to addressing health disparities through community development that is not only culturally relevant, but also builds the capacity of individuals to make healthy decisions in their personal lives.

SJLI's flagship health equity initiative is *100 Seeds of Change*, which seeks to create a local, sustainably and economically vibrant food system.



A Food Swamp

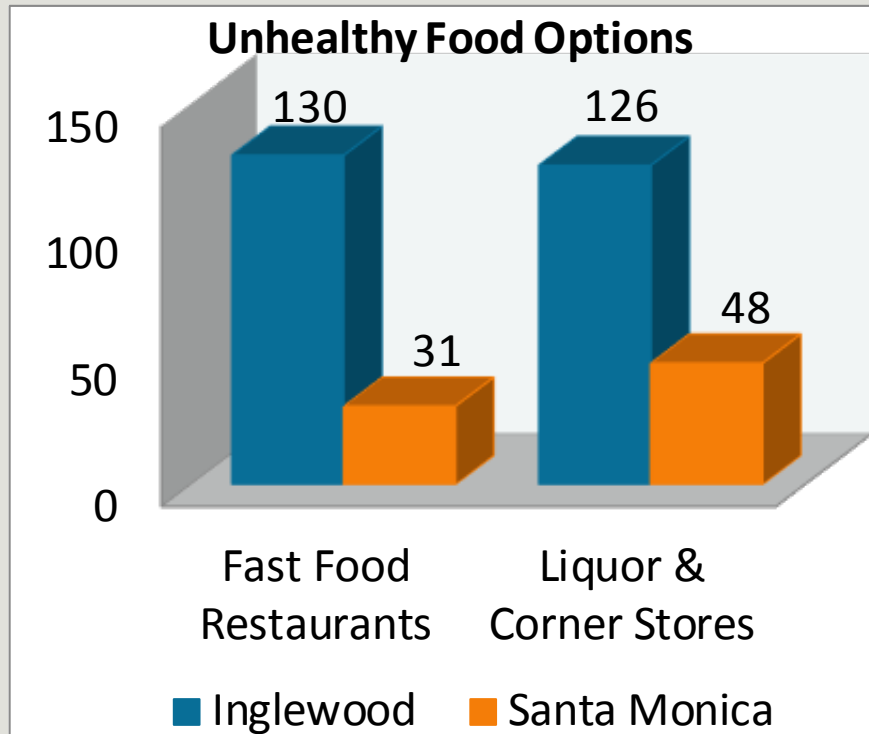
Inglewood is inundated with fast food restaurants and convenience stores



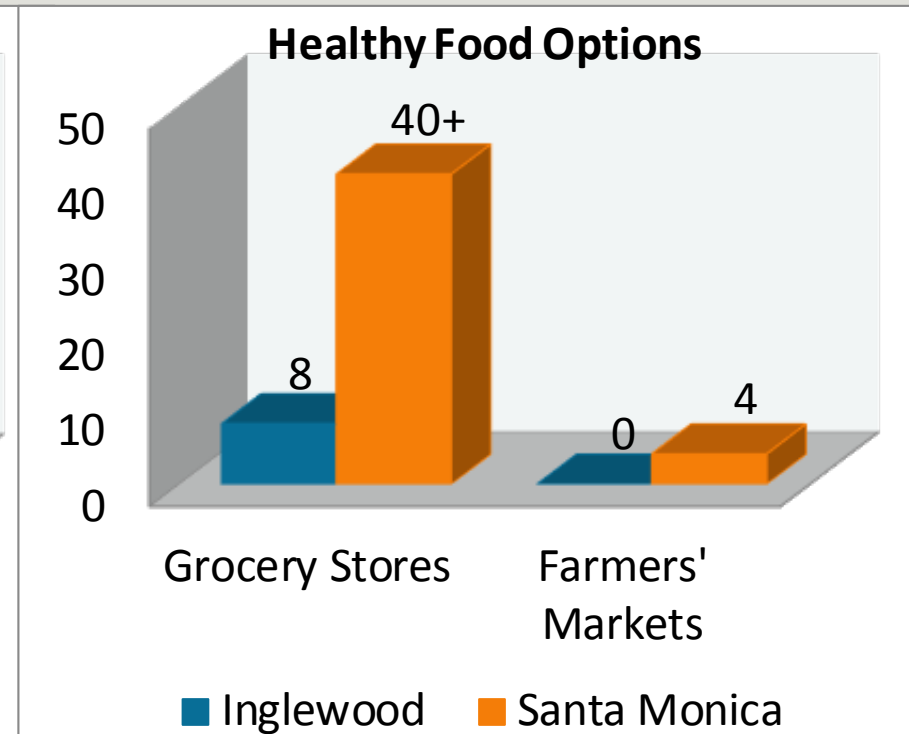
From Left to Right: Liquor store, barrage of fast food establishments, McDonald's, and poor quality collards from Vons

A Quick Comparison

Food landscape evaluation comparing Inglewood and Santa Monica



Inglewood Food Landscape
Population: **111,542** (2013)



Santa Monica Food Landscape
Population: **92,472** (2013)

The Objective

To Provide Access to Healthy, Local and Culturally-Relevant Food

Nutrition Education and Obesity Prevention

Education



Teach the benefits of increased consumption of fruits and vegetables.



Access



Provide access to healthy and affordable local farmers and vendors.



Opportunities



Promote healthy eating and active living to improve health

Our goal is to shift health outcomes of residents by helping to improve their nutrition, physical health and well-being.

Bridging Community, Nutrition Education & Healthy Food



Activities/Offerings:

- Diversity of farmers and vendors at events
- Nutrition education and obesity prevention classes
- Health screenings and trainings
- Cooking demonstrations
- Local entertainment
- Local Cottage Food vendors

The Social Justice Learning Institute offers a unique opportunity for Inglewood/Lennox residents to experience a safe, supportive and enriched environment that understands their unique needs.



Nutrition Education and Obesity Prevention (NEOP) Policy, Systems & Environmental (PSE) Change Strategies

Evaluated all current & on-going organizational efforts that aligned with one of the 13 Nutrition Education and Obesity Prevention (NEOP) Policy, Systems & Environmental change strategies.

Identified the following three PSE (3) strategies:

- School Garden Program (100 SOC)
- Healthy & Sustainable Inglewood Collaborative (HSIC)
- Farmers' Market

Utilizing the following evaluation framework to strengthen outcomes:

- RE-AIM
- Surveys
- Community assessment & feedback (CX3)



Health Equity in Inglewood and Lennox



Healthy & Sustainable
Inglewood Collaborative



Inglewood Community Gardens



Lennox School Gardens



Nutrition Education



Tree Plantings & Giveaways



Community Supported Agriculture



HSIC Stakeholder Engagement



Market Design

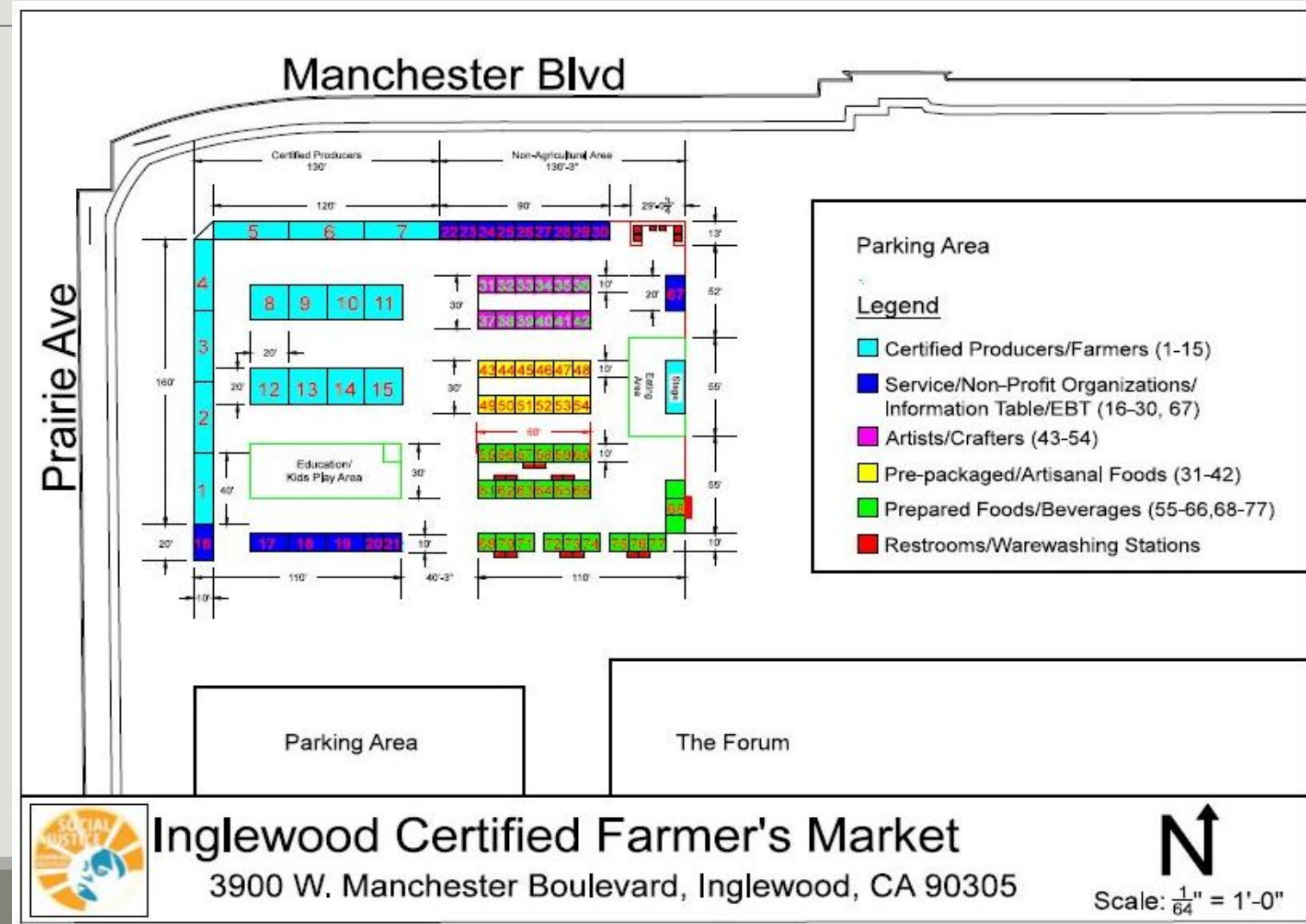
Proposed Site Layout: A Health-Centered Environment

BREAKDOWN

- **25+ Vendors**
- Certified Producers (12+)
- Crafters (3)
- Artisanal Foods (3)
- Prepared Foods (6)
- Service Groups (2)
- Information / EBT
- Entertainment
- Tables & Seating
- Education & Kids Play Area



View I





Youth & Community Partnerships: Pursuits for Justice, Health, and Empowerment



TIM GALARNEAU

CENTER FOR AGROECOLOGY & SUSTAINABLE FOOD SYSTEMS

UC SANTA CRUZ



Food Justice & Health Equity

- CASFS Overview and Context for Food Justice and Health Equity
- Community Youth Partners:
 - Jovenes SANOS & Go For Health!
 - Food What?!
 - Youth City Council Electees (Watsonville & Santa Cruz City)
 - UCSC Students
- Two Projects:
 - Change Up for the Good: Scaling Healthy Food Access for Youth
 - Food Access and Support Services at UCSC & Statewide



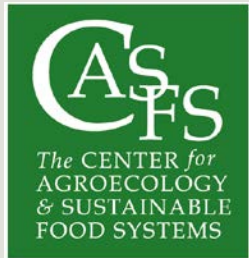
Engaging the Community as Co-builders

- Project: Change Up For the Good!
 - Listening & learning
 - Youth strategy meetings
 - Engagement forum for K-12 allies and stakeholders
- Business community engagement
- City Council endorsement



Engaging the Community as Co-builders

- Food Access & Security for College Students
 - A call arises from afar...
 - Emergent leadership steps up
 - Build the team and convene
 - Articulate the concerns
 - Strategize for action across multiple levels



Best Practices in Community Engagement

Successes & Insights Gained with Change Up for the Good:

- Challenge: Creating healthy food commitments in retail and eateries
- Action: Business Pledge with community engagement
- Outcomes: Online pledge, city council endorsements, and community engagement (i.e. scaling up a youth based advocacy network!)



Best Practices in Community Engagement

Successes & Insights Gained with the Student Food Access & Security Committee as Part of Global Food Initiative:

- Challenge: Capacity and lack of best practices to share
- Action: Assess best practices and models
- Outcomes:
 - Expanding food pantries and services at UCs;
 - Launching a statewide toolkit (April 2015);
 - Convening a CA wide summit (MLK weekend);
 - Working on FinAid Policy for the UC



Public Health & Food Justice Partnerships

- Be comfortable working with youth culture
- Create space and participation in your public health initiatives and let youth define that space and own it
- Model facilitative leadership
- Celebrate and build small scale successes while arcing for longer-term outcomes
- Budget for youth stipends and invest in doable objectives and activities with good debrief and reflection processes
- Have fun, include music, food, and relational space to allow humor and connections to grow (i.e. TRUST is a MUST)



Engaging Parents

Y. ARMANDO NIETO
EXECUTIVE DIRECTOR
COMMUNITY FOOD AND JUSTICE COALITION



Food Justice & Health Equity

- CFJC recognizes that social determinants of health such as lack of access to food, social services, education, and economic opportunities are key contributors to continued poverty and poor health.
- CFJC works with many coalition partners that look at the intersection of food justice and health equity, some sectors include:
 - Anti-Poverty
 - Urban Agriculture and Nutrition Education
 - Climate Action and Sustainable Agriculture
 - Economic Development



Engaging the Community as Co-builders

- Specific strategies in authentically engaging with your community:
 - Recognize that communities already know what they need to create change.
 - Learn how to build trust even if you are not from the same community.
 - Understand that you must engage members IN community.
- People Power: empowerment = the moment we realize we have innate power
 - People come into their own power when they are in a safe space.
 - The agenda and rate of success are determined by the community.
 - Expect pushback from success.



Best Practices in Community Engagement

- Mothers Taking Action

- Mothers sharing best practices in how they keep their family healthy, despite the challenges they experience
- Individual behavior changes can cultivate behavior change in others
- Sharing information and knowledge, having a space for dialogue
- Guards at local prison changing their habits. Getting up to open the door instead of pushing a button to open a door.



Public Health & Food Justice Partnership

- If you want an authentic relationship with different communities, then relationships must not be built on agendas, but rather on trust and safe space.
- Food Policy Councils, Food System Alliances, Community-based Organizations
- The community has to be engaged in developing an authentic process from the beginning.
 - Sustainability requires long-term participation and commitment to this process.
- You have to be willing and able to put your funding timeline and scope of work aside.



Q & A [10 minutes]

ENTER YOUR QUESTION IN THE CHAT PANE

OR

RAISE HAND & WE'LL UNMUTE YOUR LINE TO ASK YOUR QUESTION

CHAMPIONS FOR CHANGE

OVERVIEW OF CHAMPION RECRUITMENT TOOLKIT



Champions for Change

Who are Champions?

- Parents, youth, pastors, physicians, farmers, athletes, others who are vital to building healthier communities.

What do they do?

- Inspire, inform and empower others to follow their lead in making small changes that add up to big health improvements.



Champions for Change Recruitment Kit

Kit designed to support your work in:

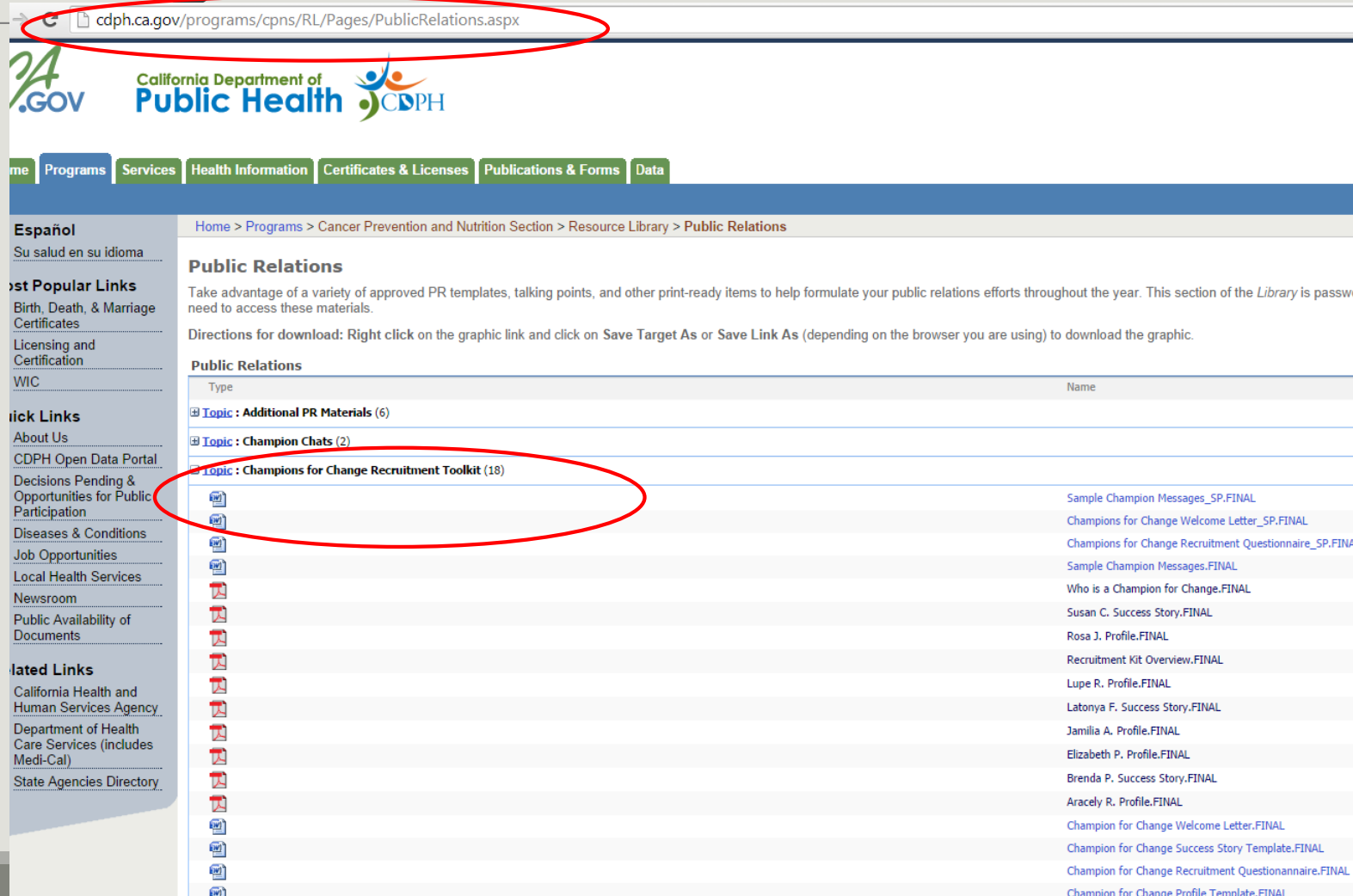
- Community engagement activities
- Peer-to-peer trainings
- Media and public relations opportunities

Champions encouraged to be:

- Change agents
- Advocates
- Educators
- Role models



Locating the Toolkit Online



The screenshot shows the California Department of Public Health website. The URL bar at the top is circled in red, showing cdph.ca.gov/programs/cpns/RL/Pages/PublicRelations.aspx. The website header includes the CDPH logo and navigation tabs for Home, Programs, Services, Health Information, Certificates & Licenses, Publications & Forms, and Data. The left sidebar contains links for Español, Popular Links, and Related Links. The main content area is titled "Public Relations" and includes a table of resources. The table has two columns: "Type" and "Name". The row for "Champions for Change Recruitment Toolkit (18)" is circled in red.

Type	Name
Topic	Topic : Additional PR Materials (6)
Topic	Topic : Champion Chats (2)
Topic	Topic : Champions for Change Recruitment Toolkit (18)
PDF	Sample Champion Messages_SP.FINAL
PDF	Champions for Change Welcome Letter_SP.FINAL
PDF	Champions for Change Recruitment Questionnaire_SP.FINAL
PDF	Sample Champion Messages.FINAL
PDF	Who is a Champion for Change.FINAL
PDF	Susan C. Success Story.FINAL
PDF	Rosa J. Profile.FINAL
PDF	Recruitment Kit Overview.FINAL
PDF	Lupe R. Profile.FINAL
PDF	Latonya F. Success Story.FINAL
PDF	Jamilia A. Profile.FINAL
PDF	Elizabeth P. Profile.FINAL
PDF	Brenda P. Success Story.FINAL
PDF	Aracely R. Profile.FINAL
PDF	Champion for Change Welcome Letter.FINAL
PDF	Champion for Change Success Story Template.FINAL
PDF	Champion for Change Recruitment Questionnaire.FINAL
PDF	Champion for Change Profile Template.FINAL

[Communications
Resource Library](#)

[Public Relations
Section](#)

Components of Recruitment Kit

- Welcome Letter
- Recruitment Questionnaire
- Who is a Champion for Change?
- Champions for Change Profile Template
- Champions for Change Profiles
- Champions for Change Success Stories Template
- Champion Mom Success Stories
- Champion for Change Message Points



Final Questions & Takeaways?

ENTER YOUR QUESTION OR COMMENT IN THE CHAT PANE
OR
RAISE HAND & WE'LL UNMUTE YOUR LINE



Thank you!

[CLICK HERE TO GO TO A BRIEF EVALUATION SURVEY](#)

Your feedback is greatly appreciated and helps us improve our training and technical assistance.

Have more questions or feedback? Please contact:

Elle Mari, Senior Manager

Inland Desert Training and Resource Center

Center for Community Health

University of California, San Diego

E: emari@ucsd.edu

T: 619.681.0655