Welcome

Please call-in:  +1 (415) 655-0059
Attendee Access Code:  679-519-202
(Note: Panelists received a different passcode via email)

We’ll get started in a few minutes...

JULY 19TH, 2015, 1-2:30PM
PEER LEARNING EXCHANGE: HEALTHY RETAIL WITH THE FOOD TRUST
Housekeeping

- Recommend using “dial-in” telephone option for audio if you’re on a desktop or without headphones/mic.
- All attendee lines automatically muted upon joining webinar.
- To ask a question, please type into QUESTION BOX on your control panel or click RAISE HAND and we can unmute your line.
- If your line is unmuted by us, please manually mute your own phone when not speaking to reduce background noise.
CAPACITY BUILDING IN ACTION

We provide resources and learner-centered, multi-layered training opportunities for county health departments and their partners in evidence-based, best practice-based, and innovative strategies and techniques to improve health outcomes for California’s low-income families and low-resource neighborhoods.
Today’s Agenda

1:15-2:15pm

Peer Learning Exchange: Healthy Retail with the Food Trust
1. Increasing Fresh Produce & Healthy Grab n’ Go Availability
2. Local Food Procurement/Distribution Mechanisms
3. Store Owner Outreach & Training
4. Connection with Other Community Food Projects, e.g. Farmers’ Markets
5. Marketing & Promotion; Campaign Branding for Healthy Foods and Water
6. Healthy Food Financing

2:15pm-2:30pm

TRC Updates
HEALTHY RETAIL HAPPENINGS

Quick Polls:

1. Are you working on healthy retail project?
2. What type of retail effort are you involved in?
3. What topic would you like to hear the most about today?
Healthy Retail

DWAYNE WHARTON, DIRECTOR OF EXTERNAL AFFAIRS

THE FOOD TRUST
Roughly 29 million people lack access to healthy food.

People have no chance to improve their health outcomes if they lack access to the resources to make better, healthier choices possible.

Access to affordable healthy food should be more than just a privilege for some; it should be a right for all.
Drink Up
Philly
Map 2: Supermarket Sales and Total Population

Supermarket Sales Relative to Total Population

- Less than city average
- 1-2 times city average
- 2-4 times city average
- More than 4 times city average
- Non-residential
Map 3: Supermarket Sales and Income

Supermarket Sales and Income
- High sales & high income
- Low sales & low income
- High sales & low income
- Low sales & high income
- Non-residential
Map 4: Low Supermarket Sales & Low-Income Areas

Supermarket Sales and Low Income

- Low sales & low income
- Not low sales & low income
- Non-residential
Map 5: Income and Diet-Related Death

- Low income, high deaths
- Low income, low deaths
- High income, low deaths
- High income, high deaths
- Non-residential
Map 6: Areas with Greatest Need

- Low sales, low income, high death
- Other
- Non-residential
Findings

1. Philadelphia has the second lowest number of supermarkets per capita of major metropolitan areas.

2. There are large areas of the city with few supermarkets, and many neighborhoods where none exist.

3. This uneven distribution of food disproportionately affects large numbers of low-income people of color.

4. There is a direct correlation between diet-related diseases and lack of supermarkets.
Healthy Food Financing Initiative Advocacy Campaigns

- Community
- Public Health Leaders
- Supermarket Industry Leaders
- Government Officials
- Business and Civic Leaders
- Economic Development Leaders
- Children’s Advocates
<table>
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<tr>
<th>Barriers</th>
<th>PA Accomplishments</th>
<th>National Momentum</th>
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<tr>
<td>• Financing</td>
<td>• $30M State Investment in HFFI</td>
<td>• CA FreshWorks Fund</td>
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<td>• SNAP Benefits Distribution</td>
<td>• 83 new or renovated stores</td>
<td>• Colorado Fresh Food Finance Fund</td>
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<td>• Land Assembly</td>
<td>• Over 5,000 jobs</td>
<td>• Illinois Fresh Food Fund</td>
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<td>• Availability of suitable parcels</td>
<td>• Over 500,000 new with access</td>
<td>• Laurie M. Tisch Illumination Fund</td>
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<td>• Parking and access</td>
<td>• 1.6M sq ft of retail</td>
<td>• New Jersey Food Access Initiative</td>
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<td>• High Rent</td>
<td>• $190M total investment</td>
<td>• New York Healthy Foods, Healthy Communities</td>
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<td>• Regulatory Environment &amp; Zoning</td>
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<td>• New Orleans Fresh Food Retail Incentive Fund</td>
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<td>• Workforce Training and Security</td>
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<td>• TRF ReFresh Initiative</td>
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<td>• Data on Demand for Healthy Food &amp; Purchasing Power in Communities</td>
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<td>• VHK Strategic Campaign Fund</td>
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<td>• Perceptions of industry and of communities</td>
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<td>• Transportation</td>
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<td>• No Local Champions</td>
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  - New York Healthy Foods, Healthy Communities
  - New Orleans Fresh Food Retail Incentive Fund
  - TRF ReFresh Initiative
  - VHK Strategic Campaign Fund
The Bottom Line

This public-private partnership creates jobs, spurs economic development, and helps combat America’s obesity epidemic by providing access to affordable, healthy, fresh food options.
Partnerships, Collaborations & Collective Impact
Nearly one in three kids and teens is overweight or obese.

By engaging, organizing and mobilizing people in communities across the United States, Voices for Healthy Kids will help make the healthy choice the easy choice in the places where children live, learn, and play.
Learn, Connect, & Collaborate Further

- *Partnering with Small Corner Stores*, archived webinar available [here](#)
- More from the Food Trust [here](#)
- More aggregated resources on healthy food access, visit the [Healthy Food Access Portal](#)
- For healthy food financing in CA, visit [FreshWorks](#).

- Stay in touch!
  - Elle Mari, Senior Manager
  - [emari@ucsd.edu](mailto:emari@ucsd.edu)
  - 619-681-0655
Inland Desert TRC Updates August 2015
Training Update

ELLE MARI, TRAINING & TECHNICAL ASSISTANCE SENIOR MANAGER, INLAND DESERT TRC

Save The Date!
Learn from experts throughout California on urban agriculture initiatives, food policy, and ways to build a healthy & equitable food system for all.
Leadership through the Lens Youth Engagement Training Workshop, San Diego, 9/19

Saturday, 9/19/15
Registration Coming Soon!

In-person, full day in San Diego

Who should attend:
Youth ages 13-19 & their respective adult allies.

Questions?
Contact Whitney Ball
Technical Assistance Update

ELLE MARI, TRAINING & TECHNICAL ASSISTANCE SENIOR MANAGER, INLAND DESERT TRC
Tools & Resources Still Available

- [ucsandiegotrc.org](https://www.ucsandiegotrc.org) to stay active for 6 months after Sept. 30th
- Will migrate resources to our new Center’s website
- Archived training materials, check the [resource library](https://www.ucsandiegotrc.org/resource-library)
- Missed a monthly TA webinar? [Check here](https://www.ucsandiegotrc.org/webinars)
Fact sheets

- First draft sent out for your review
- All feedback and edits requested by **August 24th**
- Revisions will be made by end of month and sent to state for final approval
Champion Profiles

- Highlight a local champion youth, mom, dad, retailer, worksite, etc.
- Content development support – contact Rachel
- Professional photography services available – contact David
Media & PR Update

DAN BENNETT, SENIOR MANAGER & WHITNEY BALL, PROGRAM COORDINATOR, INLAND DESERT TRC
Media & PR

Completed Videos:

- Inyo County: Team Inyo For Healthy Kids
- Inyo County: Toiyabe Indian Health Project
- San Bernardino: BHAM Body and Soul Gospel Jam
- San Bernardino: Cx3 Community Engagement
- Riverside: Ready Set Swim
- San Diego: Cx3 walkability
- San Diego: Community Agriculture Planning Project
Evaluation

REBA MEIGS, EVALUATION SPECIALIST, INLAND DESERT TRC
Key Informant Interviews

- **GOAL:** Assess and identify needs, challenges, and successes related to:
  - Training
  - Technical assistance
  - Coalition building /CNAP support
  - Media

- **WHO:** LHD staff, partners, or subcontractors

- **HOW:** Conference calls lasting approximately 1 hr

- **WHEN:** August 20th-September 2nd
1. No monthly TA webinar in September.
2. Be on the look out for our newsletters continuing through September.
3. Have a great afternoon!