



LIVE WELL
SAN DIEGO
COMMUNITY
MARKET
PROGRAM

Improving San Diego's Urban Food Landscape

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LIVE WELL COMMUNITY MARKET PROGRAM

WWW.UCSDCOMMUNITYHEALTH.ORG

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 - Fresh Garden Market
 - African Caribbean Market
 - Louie's Market Place
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About Our Food System Work



Understanding food environments and the factors that influence a food system is a complex task. Race, class, and gender play critical roles in determining population health, poverty, hunger, and access to affordable healthy foods.

We help cultivate a food system that actively considers the environment, economy, equity, and education by engaging with stakeholders in neighborhood markets, schools, faith-based organizations, worksites, and childcare centers in order to build change.





Why Work With Neighborhood Markets?

- Accessing healthy food can be challenging for people living in low-income neighborhoods and for communities of color
- Lack of full service supermarkets in walking distance
- Predominance of convenience/liquor stores
- Lack of transportation
- Better access is related to healthier eating
- Access to healthy food is related to lower risk for obesity and other chronic diseases
- New and improved healthy food retail options in underserved communities creates jobs and revitalizes neighborhoods



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Live Well Community Market Program

FUNDED BY THE COUNTY OF SAN DIEGO



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MARKET TEAM

From left to right:

- Nehmo Hassan, Community Health Specialist & MPH Graduate Student
- Elle Mari, M.Sc., Director of Urban Food Environments
- Amina Sheik Mohamed, MPH, Director of Youth and Community Mobilization Programs
- Kate Mahoney, MPH, Project Coordinator

We also greatly appreciate all of our intern staff, past and present.



Approach

- Neighborhood-level
- Strengths-based

Is this work improving health equity for members of this community and/or shoppers of this market?



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What is the Program?

Improves and promotes access to healthy affordable foods throughout San Diego County by working with neighborhood markets to increase fresh food inventory and improve sales, rehab and redesign markets, and collaborate with residents to build a healthier, thriving neighborhood-level food environment.



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3 Levels of Participation



How Does it Work?

Work at no cost with each market to create a set of achievable goals to:

Attract new shoppers, increase fresh produce availability, improve market design, and increase the bottom line.



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Services Offered

- Marketing and merchandising
- Strategies to increase demand for healthy fresh foods
- Design & layout support
- Connection to local procurement options
- Produce handling & storage training
- Neighborhood advocacy
- Shopper market research
- Promotional events & media coverage
- Peer learning exchange with other small market operators
- Public recognition
- Market makeover



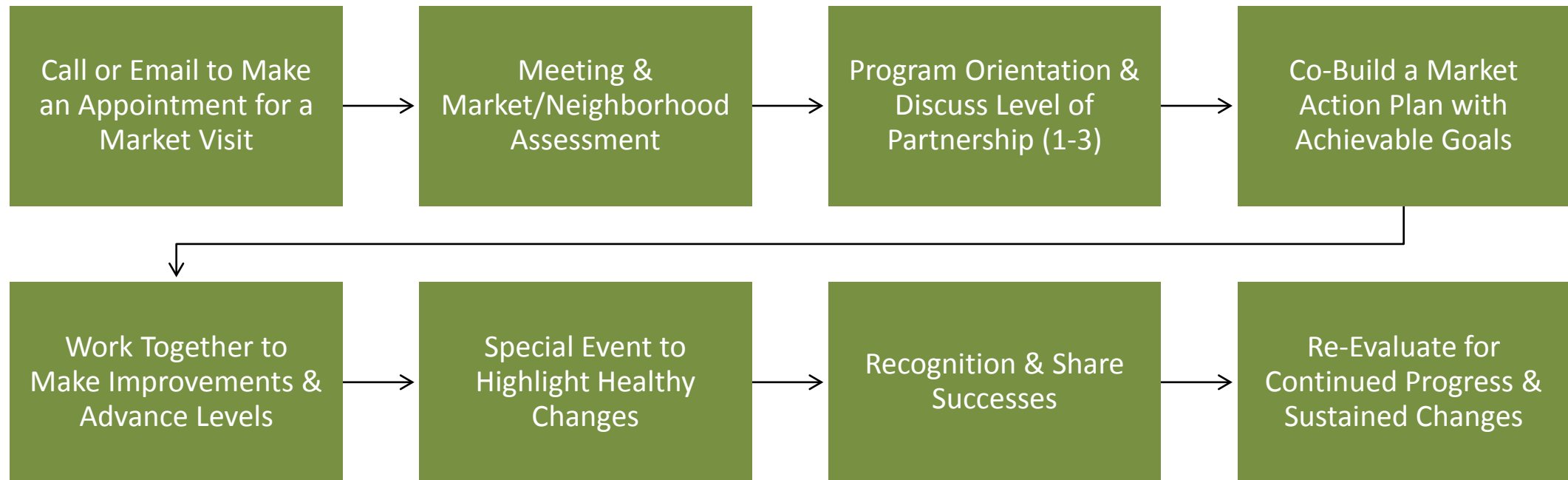
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Market Participation Process



CASE STUDIES

From upper left, clockwise:

- Rema Halal Foods
- Fresh Garden Market
- African Caribbean Market
- Louie's Market Place



Rema Halal Foods, City of El Cajon



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- Exterior façade renovations
- Landscaping, shade, & benches added to create social gathering space
- Bike racks installed
- New produce introduced, improved quality & display
- New branding and packaging of value-added healthy prepared food products
- Engagement with community coalition on health equity discussions citywide



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Fresh Garden Market, Mt Hope

- Storefront Improvement Program for major exterior façade renovation
- Crosswalk advocacy, new crosswalk built
- Interior design layout changes to encourage healthy purchases (e.g. produce moved up front)
- Installed newly designed produce banner
- Improved produce handling & rotation
- Introduced healthy grab n' go products
- Building partnership with adjacent community garden
- Local media stories & city council visits



African Caribbean Market, City Heights



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- Exterior and interior renovations with new designs
- Landscaping & benches added to create social gathering space
- Engagement & partnerships with adjacent business tenant & neighborhood stakeholders
- Introduced new produce & displays
- New aisle organization & aisle signage
- Local media coverage & award



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Louie's Market Place, Oak Park

- Exterior façade renovation & interior design improvements
- Increased produce variety, quantity, and quality
- New produce display equipment
- New deli with healthier lunch options
- New healthy food & market brand signage
- Removal of alcohol/tobacco ads
- New WIC authorization
- Local produce sourcing from youth garden program
- Neighborhood gathering & celebration events
- KPBS coverage



Photo credit: Aleksei Naumov, Oak Park Community Town Council



Photo credit: William Wohleb, Outside the Lens

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What's Next?

OPPORTUNITIES, WHERE/HOW WE GROW

OPPORTUNITIES

- San Diego Urban Growers' Collective
- Mas Fresco Market Match for Small Neighborhood Markets
- More Neighborhood Gathering Spaces + Market Makeovers
- Controlled Multi-Level Comparison Research Study (e.g. Projecto Mercado FRESCO in East LA. Ortega et al., 2014)





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Questions?

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