Improving San Diego’s Urban Food Landscape

ELLE MARI, M.SC., DIRECTOR, URBAN FOOD ENVIRONMENTS

LIVE WELL COMMUNITY MARKET PROGRAM

WWW.UCSDCOMMUNITYHEALTH.ORG
OVERVIEW

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  • African Caribbean Market
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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

Treuhaft & Karpyyn, 2010
Live Well Community Market Program

FUNDED BY THE COUNTY OF SAN DIEGO
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?
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.
3 Levels of Participation

- **Level 1**
  - Proud to be a Partner
  - LiveWellSD.org

- **Level 2**
  - Proud to be a Partner
  - LiveWellSD.org

- **Level 3**
  - Proud to be a Partner
  - LiveWellSD.org

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Center for Community Health
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.
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
Market Participation Process

1. **Call or Email to Make an Appointment for a Market Visit**
2. **Meeting & Market/Neighborhood Assessment**
3. **Program Orientation & Discuss Level of Partnership (1-3)**
4. **Co-Build a Market Action Plan with Achievable Goals**
   - Work Together to Make Improvements & Advance Levels
   - Special Event to Highlight Healthy Changes
   - Recognition & Share Successes
   - Re-Evaluate for Continued Progress & Sustained Changes
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

- 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
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

• 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
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
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)
Questions?

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