COVID-19 SUPPORT
LIVE WELL COMMUNITY MARKET PROGRAM

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Overview

COVID-19 SUPPORT FOR PARTICIPATING LW CMP OPERATORS

- About Workshop Facilitator: Elle Mari
- Live Well Community Market Program
- Introductions
- COVID-19 Safe Shopping: What Your Customers Should Know
- Social Distancing & Sanitation Protocol: What Your Customers Expect of You
- Share out
- LW CMP Resources
- Financial Resources & Business Support
Elle Mari, M.Sc.

- Director of Urban Food Environments at UCSD CCH
- Based in City Heights
- Focus on health equity & food access
- 12+ yrs experience working to build food + neighborhood solutions
- Worked with 20+ small markets in last 5 years
- Child of immigrants; strong value held in diversity of cultural food traditions and fair access to good food for all

"In our work and in our living, we must recognize that difference is a reason for celebration and growth, rather than a reason for destruction." - Audre Lorde
INVEST IN OUR COMMUNITY

EVERYONE DESERVES ACCESS TO HEALTHY FOODS
Urban Food Environments

Improve Food Access by Building Upon Existing Neighborhood-Level Food Assets

Support small grocery markets, urban farms, farmers' markets, food pantries, and community members in building an inclusive, equitable, and economically thriving local food landscape.

Center City Market, City Heights
UC San Diego Youth Advisory Council
Dimensions of Food Access

Availability: Is the food supply there?

Accessibility: Where is the food? Can I get there easily?

Affordability: How much does the food cost? Do I have enough $?

Accommodation: Are my needs met here? Can I use SNAP EBT?

Acceptability: Is this quality food? Is this relevant to my culture?
Communities Markets

Live Well

UC San Diego Youth Advisory Council

Funded project of the County of San Diego Health & Human Services Agency. This work supports Live Well San Diego, the County’s vision for a region that is Building Better Health, Living Safely, and Thriving. For CalFresh information, call 2-1-1. Funded by the USDA SNAP, an equal opportunity provider and employer. Visit www.calfreshhealthyliving.org for healthy tips.

Rema Halal Foods, El Cajon, 2017

Visit www.calfreshhealthyliving.org for healthy tips.
Three Levels of Participation

We provide a unique set of services and resources available at each level of the program. Everything is free to you as a public benefit designated to improve healthy food options in low-income and/or otherwise high-need neighborhoods.
Introductions

YOUR NAME

NAME OF YOUR MARKET/STORE

CITY AND NEIGHBORHOOD YOUR BUSINESS IS IN
Product Availability

HOW'S YOUR INVENTORY?

Rice stocked at Center City Market in City Heights
What Your Customers Should Know

COVID-19 SAFE GROCERY SHOPPING

12 TIPS FOR GROCERY SHOPPING DURING THE PANDEMIC

Source: U.S. Food and Drug Administration
What Your Customers Expect of You

SOCIAL DISTANCING & SANITATION PROTOCOL

SEE THE COUNTY'S FORM HERE
Resources to Print, Post, & Share

Useful fact sheets & flyers in multiple languages here
LIVE WELL COMMUNITY MARKET PROGRAM RESOURCES

Please Stand Here
Por Favor, Párese Aquí

HEALTHY FOOD
THIS WAY!
COMIDA SALUDABLE POR AQUÍ!
Grants & Loans

LISC Neighborhood Business Grants

Applications for the LISC Neighborhood Business Grants are now OPEN! We encourage any San Diego small businesses who have been impacted by the COVID-19 crisis to apply.

City Heights Business Relief Fund

The economic impact of COVID-19 has been catastrophic for small businesses. Diverse communities such as City Heights have especially been hit hard, and many small businesses owned by people of color have had challenges accessing limited Federal, State, and City relief funds.

SEE A LIST OF GRANTS & LOANS HERE
Free Online Training & 1:1 Business Advice

Adapting Your Business to the New Covid-19 Environment

Business Help

San Diego & Imperial Small Business Development Center
ELLE MARI
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Thank you for your time!
Be well.