

UPDATE: JANUARY 2021

IMPROVING FOOD ACCESS IN SAN DIEGO



Urban Food Equity

Center for Community Health

School of Medicine

University of California, San Diego

UC San Diego
SCHOOL OF MEDICINE

Center for
Community Health

Overview



Urban Food Equity

About the Team

UC San Diego CCH UFE

Food Access

Asset-based Approach

Neighborhood Lens: City

Heights

UFE Projects

Summary

Elle Mari, M.Sc.

- Practitioner, researcher, advocate, collaborator, lifelong learner, all things food-oriented, first generation
- Director of UFE
- Joined UCSD CCH in 2014
- Food Systems & Society Masters in Science
- 12+ yrs food access and health equity in California
- 15 yrs community engagement (CHI, SAC, OAK, PDX, LA, SD)

Elle Mari

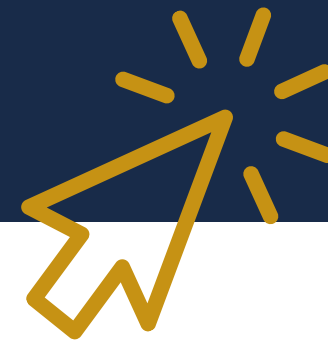


"In our work and in our living, we must recognize that difference is a reason for celebration and growth. rather than a reason for destruction." -Audre Lorde

Lizzy Cooper, MPH

- Organizer, partner, advocate, learner
- Community Food Project Manager
- Masters in Public Health
- Emerson Hunger Fellow, Rockwood Building Power Fellow
- 10+ yrs community engagement (SFO, BOS, SD, PDX, ABQ, D.C.)

Lizzy Cooper

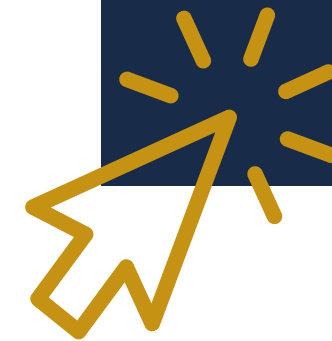


"Hunger is not an issue of charity, it is an issue of justice" - Jacques Diouff

Lakisha McZeal

- Organizer, advocate, mother
- Community Food Specialist working with pantries and urban farms
- Urban farmer
- Climate Ambassador
- 10+ yrs community engagement (SD)

Lakisha McZeal

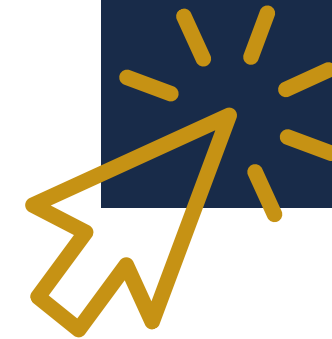


"Our lives begin to end the day we become silent about things that matter." -MLK

Nghi Dang, BSPH

- Organizer, researcher, lifelong learner, advocate, partner, first generation
- Community Food Specialist working with neighborhood markets and urban farms
- Bachelors in Public Health
- UCSD Youth Advisory Council Alumni
- 8+ years community engagement (SD)

Nghi Dang



"Be the change you want to see in the world" - Mahatma Gandhi



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ucsdcommunityhealth.org

The image shows two young women wearing hijabs, one in black and one in green, standing behind a table covered with a blue cloth. They are holding a large sign that displays two architectural drawings of a proposed food market. The drawing on the left shows a street-level view of a building with a green awning, and the drawing on the right shows a more detailed view of the building's entrance and surrounding area. The table in front of them has a blue cloth with the UC San Diego logo and the text 'Center for Community'. A small chalkboard sign on the table reads 'Take a Survey - One at a time please - Free Prize -'. The background shows a black metal fence and a concrete wall.

Urban Food Equity

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.**

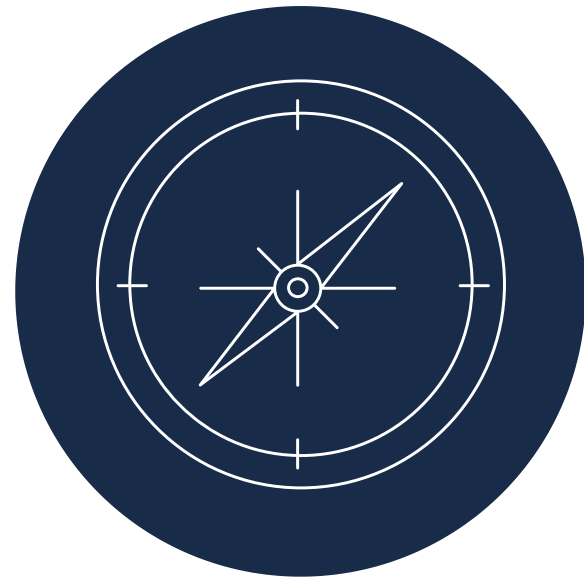
Center City Market, City Heights
UC San Diego Youth Advisory Council

Dimensions of Food Access



Availability:

Is the food supply physically here?



Accessibility:

Where is the grown, sold, or otherwise provided? Can I get there easily? Do they deliver, curbside pickup?



Affordability:

How much does the food cost? Do I have enough money?



Accommodation:

Are my needs met here? Can I use SNAP EBT or WIC?



Acceptability:

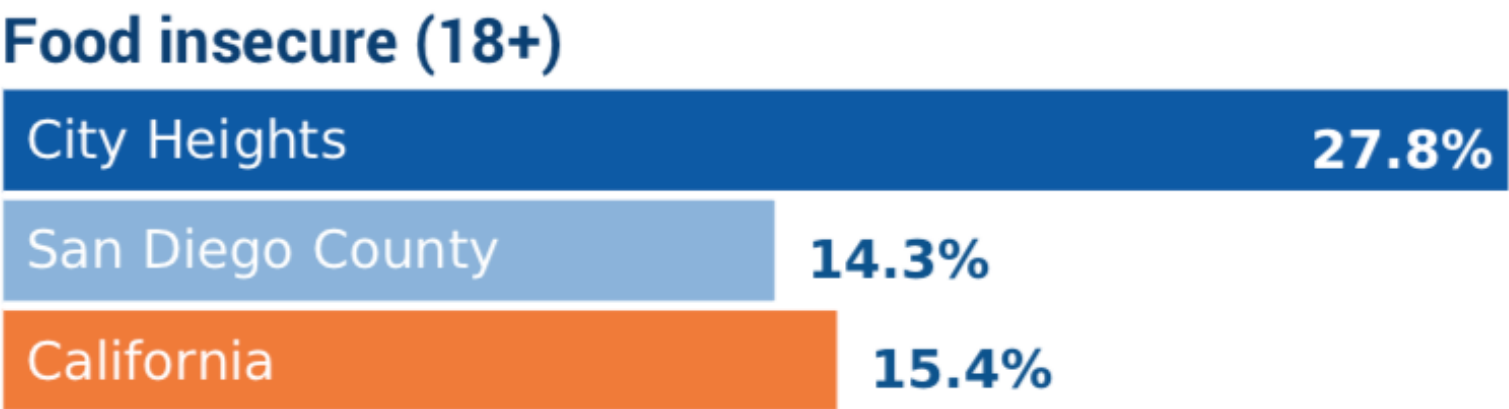
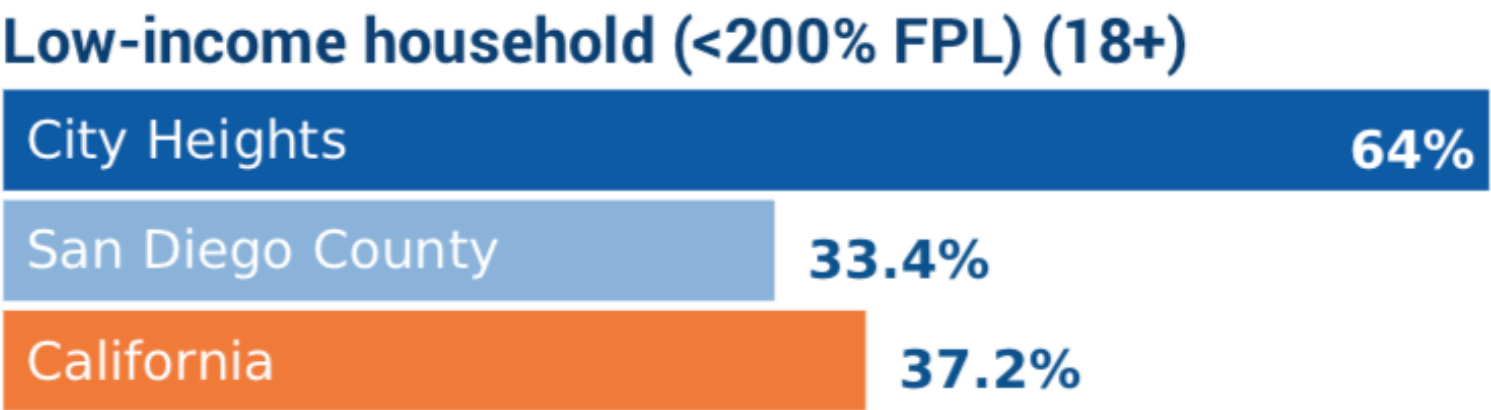
Is this quality food? Is this relevant to my culture, diet, and preferences?

City Heights

Unique, densely populated, **culturally diverse** neighborhood, with over **30 languages** spoken, **numerous foodways**, low economic prosperity, **food insecurity**, and significant **health disparities** contributing to **poor health outcomes**.

African Caribbean Market, City Heights





^ Demographics are provided for adults ages 18+.

^^ Others include American Indian / Alaska Native, Native Hawaiian/ Pacific Islander, and two or more races.

† Denotes statistically unstable estimate (CV > 0.3).

Race/Ethnicity^	City Heights	San Diego County	California
African American	12.7	4.3	5.6
Asian	14.1	11.3	14.2
Latino	54.6	29.7	35.2
Non-Hispanic White	15.4	50.8	42.1
Other / 2 or more	3.1	3.9	2.9



Center City Market, City Heights
San Diego District 9 Council Office

Asset-based Understanding of City Heights' Food Landscape

82 **small retailers** with staple foods

12 **yro farmers' market** and **pop-up farm stands**

3 **community gardens**

5 **urban farms/market gardens**

Many **restaurants** offering diverse delicious cuisine

Multiple emerging **women and refugee or immigrant owned food enterprises**, e.g., catering/cottage foods

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.

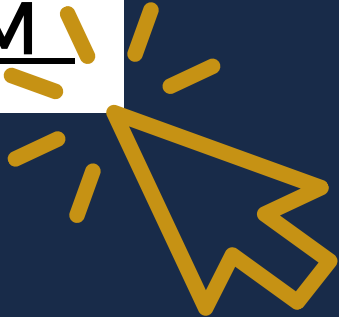


Rema Halal Foods, El Cajon, 2017
UC San Diego Youth Advisory Council



BUILDING ON ASSETS: COMMUNITY MARKETS

LIVE WELL COMMUNITY MARKET PROGRAM



AFRICAN CARIBBEAN MARKET



FRESH GARDEN MARKET



CENTER CITY MARKET

MAKEOVER



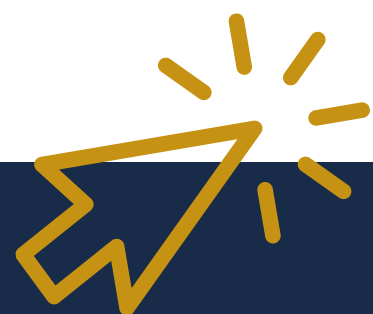
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BUILDING ON ASSETS: FOOD PANTRIES



Triton Food Pantry, UC San Diego Campus



NUTRITION PANTRY PROGRAM

Trauma-Informed Nutrition Security

Supporting food pantry operators with practical, client-centered strategies that focus on health and dignity.

Working with food distributions across San Diego County, emphasizing COVID-19 prevention & safety during food distribution times.



Fresh Fruit Swap, Fair @44 in City Heights



2020 NPP SITES



Building on Assets: Urban Farms



Tijuana River Valley Community Garden
1/4 Acre Farms
Resource Conservation District



URBAN AGRICULTURE

SAN DIEGO URBAN GROWERS' COLLABORATIVE



San Diego Urban Growers' Collaborative Project

ASSESS SUPPLY,
SKILLS, ASSETS,
NEEDS



UNDERSTAND DEMAND &
PROVIDE TECHNICAL
ASSISTANCE & TRAINING



COLLABORATION &
PILOT MULTI-FARM
PROJECT



Bridging Resource Gaps for Urban Farms



BCDI Community Roots Farm, Oceanside

Investing Over \$50,000 in Walk-in Refrigeration Equipment on Farms

- WD Dickinson Farm, National City
- Wild Willow Farm, Tijuana River Valley, San Diego
- BCDI Community Roots Farm, Oceanside
- Solidarity Farm for Foodshed Small Farm Distro, Pauma Valley
- Pixca Farm, Tijuana River Valley, San Diego
- Project New Village, Southeastern San Diego (pending)

Building on Assets



Example Mobile Farmers' Market
Freshest Cargo from Fresh Approach
Bay Area



FARMERS' MARKETS

FRESH, LOCAL, & EQUITABLE (AND NOW, MOBILE!).

Project New Village Good Food District Mobile FM Launch



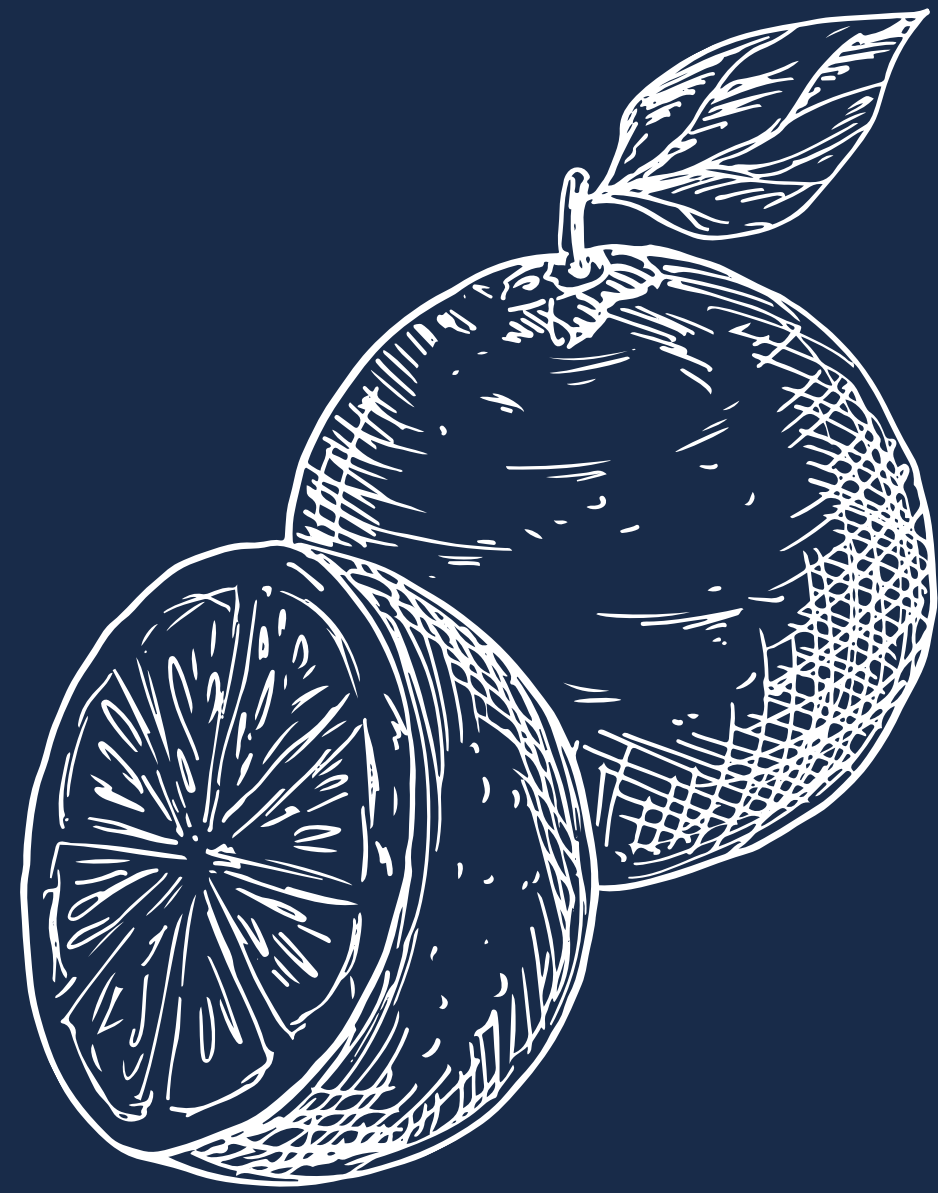
Making locally grown good food available to more low-income households in communities of color.



Ms. Diane Moss and Kamaal Martin of
Project New Village. Photo Credit: PNV

- Advising on development and launch of new mobile FM serving Greater Southeastern San Diego neighborhoods.
- Planning Southeastern food aggregation site in partnership with Foodshed Small Farm Distro to supply mobile FM.
- Providing operating capacity and infrastructure (e.g. cold storage) support to build and sustain Good Food District food justice agenda.





Summary

Starting from an **asset-based perspective** allows us the ability to **build and grow meaningful community partnerships to be in authentic service to residents, small businesses, and other stakeholders in our local food system.**

Food access has **multiple meanings.** What does the **particular group you're working with prioritize the most?**

We're here to help. Our UFE team has a wide breadth of experience and knowledge working on food access issues. **Please reach out.**

ELLE MARI

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Thank you for your time!
Be well.



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