

Potential Activities to Increase Access to Healthy Food



The Shape Up SF Coalition is in the midst of a strategic planning refresh and solicited input from partners on potential Coalition activities via meetings and Survey Monkey from September through December 2017. On December 14, the Coalition convened partners to rank proposed activities.

The following is a summary of what was discussed in the FOOD breakout session. The group discussed activities that were too vague to rank, but had potential.

POLICIES, SYSTEMS AND ENVIRONMENTAL CHANGES

1. **Support implementation of SFUSD Wellness Policy**
2. **Develop Model Wellness Policy Standards** for partners to implement – model policy, implementation plans and evaluation/metrics of successful programs
3. **Establish Food Recovery Coalition** to increase efficiency and improve collaboration. Partners include Food Runners, food banks, pantries, restaurants, Wholesale Produce Market, etc.
4. **Expand equitable access to community gardens and farms** so that all SF residents live within “x” distance of a community garden.
5. **Increase access to food voucher programs** (Eat SF, Market Match); Partner with SPUR (Double Up Food Bucks)
6. **Advocate for improved USDA standards** – ensure that partners who serve meals adhere to nutrition standards that minimally meet USDA standards.

AWARENESS, EDUCATION, PROMOTION

1. **Support SFUSD’s efforts to develop student-led access programming** – ex. peer leaders for implementation of wellness policy
2. **Large-scale campaign** to increase access to healthy foods/beverages. How to use media to support HEAL?
 - a. **Use city-owned ad space (MUNI, Bus Shelters, etc.) for health campaigns.** Ex. 10% of PSA should go to the city for public use and subsidize or provide cheap or free advertising for community messages. (Ex. Yerba Buena store front ART advertising). Contracts are currently being negotiated. Tom (Livable City) will send out letter.
 - b. **Define guidelines/standards of what can be advertised** to decrease advertising of junk food/unhealthy behaviors and provide more “equal time” for health promoting messages.

ASSESSMENT, EVALUATION AND TECHNICAL ASSISTANCE

1. **Assess how businesses are aligning with populations we want to impact** – explore partnerships both private/public
2. **TA for evaluation and outreach/data warehousing**
3. **Mapping resources** such as USDA meal programs, Farmer’s markets, Community gardens to identify gaps and be data driven
4. **Develop list of evidenced-based interventions** to educate policy makers/influencers
5. **Understand the needs of the community** when identifying interventions. Do people have functioning kitchens/food prep tools to eat healthfully? All SRO residents have access to hot plate, microwave, refrigerator.



OTHER KEY CONCEPTS TO CONSIDER

- As it relates to **PSE changes and advocacy efforts**: Coalition members can lobby/advocate to city. Advocacy groups need a Coalition inside the Coalition. City staff abstains from lobby/voting.
- **Healthy Retail** wasn't deeply discussed, but is supported as effective strategy. What if healthy retail changes lead to gentrification? What will be the effect on priority populations?
- **How to change social norms?** Need broad campaigns around nutrition similar to SSB campaigns, and reinforce those messages via CBOs and partners.
- **Food security** - Need more coordination around food delivery (groceries and meals) to seniors (and individuals with disabilities)
- **Increased integration and collaboration with healthy system.** Food as medicine ↔ Food Pharmacies. Integration of food security within the health system.

RANKING BY TIER 1 CRITERIA

Participants were asked to rank activities on a scale from 1-3 (3 being highest) on the 5 criteria below:

1. Is the activity **specific**?
2. Is the activity **measurable**?
3. Does the activity **change a system**?
4. Does the activity **reach** impacted populations?
5. Is the activity **supported by impacted populations**?

The activities were then sorted by:

1. Total score for systems change
2. Total score for reaching impacted populations

The following is a summary of the activities that rose to the top by ranking:

POLICIES, SYSTEMS AND ENVIRONMENTAL CHANGES

1. Increase access to EAT SF vouchers/food voucher programs for low income populations
2. Support establishment of local grocers/farmers markets in areas that are food insecure
 - a. Support efforts to increase equitable food access in pricing, availability and distribution in local markets
 - b. Make strategic connections with local food producers, distributors, processors and retailers to support a local economy
3. Advocate for more and sustainable funding to develop and promote healthy corner stores, community led retail, and HealthyRetailSF
 - a. Expand Healthy Corner store incentives.
4. Work with the state and/or food providers to streamline processes to order and purchase daily meals/snacks for youth programs
5. Support implementation of SFUSD wellness policy

AWARENESS, EDUCATION, PROMOTION

1. Healthy cooking and nutrition classes with community organizations

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2. Strengthen peer leadership; increase community based food justice leaders (AKA Food Guardian)
3. Community engagement & driving demand to participating HealthyRetailSF stores
4. Streamline existing resources and services. (ex. reducing the wait list time for populations to get access to food)
5. Coordinate education campaigns/programming to leverage resources and avoid duplication

ASSESSMENT, EVALUATION AND TECHNICAL ASSISTANCE

1. Identify institutional best-policies and best-practices and assess the feasibility/impact
2. Provide technical assistance for healthy vending guidelines and implementation
3. Community needs assessment