



# **Community Efforts Transforming the Local Food Environment for Latinos**

September 8, 2016

Consistent access to affordable,  
nutritious food is essential for  
good health.

# Healthy Food Gaps in Latino Communities

- 1 in 5 Latino households are food insecure
- 4.7 million Latino children live in a food insecure household
- Latino communities have 1/3 as many chain supermarkets as primarily non-Hispanic neighborhoods

Source: Nicole Larson, Mary Story, Melissa Nelson. 2009.

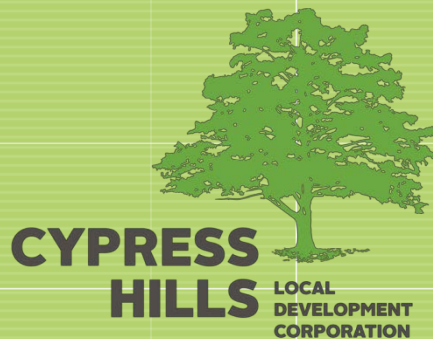
"Neighborhood Environments: Disparities in Access to Healthy Foods in the U.S." *American Journal of Preventive Medicine* 36 (1): 74.

# Improving Healthy Food Access

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- Michelle Wilner, Community Action Network Coordinator, The Concilio
- Genoveva Islas, Program Director, Cultiva La Salud

# CYPRESS HILLS LOCAL DEVELOPMENT CORPORATION: VERDE

LOCAL FOOD JUSTICE IN CYPRESS HILLS/EAST NEW YORK:  
COMMUNITY DEVELOPMENT, AFFORDABLE HOUSING, PUBLIC  
HEALTH AND SUSTAINABILITY INITIATIVES OF A COMMUNITY-  
BASED ORGANIZATION



SHAIJ LAUROS, DIRECTOR OF COMMUNITY DEVELOPMENT

# Introduction - CHLDC

## Cypress Hills Local Development Corporation, Inc.

- Non-profit community development corporation (CDC) and Settlement House
- Community-based

## Cypress Hills/East New York Brooklyn, NY

- Demographic composition and health indicators



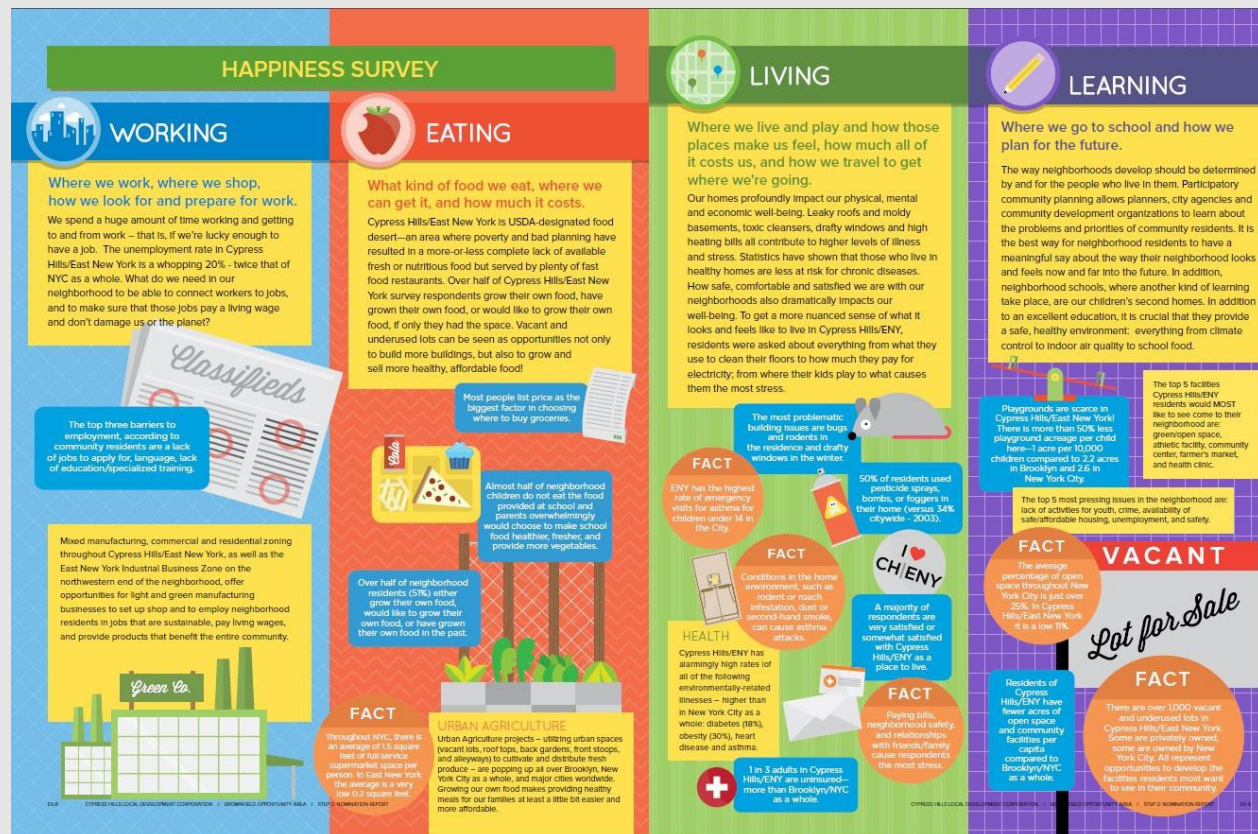
# Introduction - Verde

## Neighborhood-Wide Sustainability Initiative

- Community outreach, education, planning, advocacy
- Capital improvements

## In Our Back Yard

- LDC portfolio
- Staff/Agency



# Introduction - Verde

## Programming

- Public health
- Environmental health
- Resource efficiency
- Equity and Advocacy





# Local Food Justice Initiatives

## Scale

- Portfolio (29 buildings); Agency
- Neighborhood (Public Spaces, Private Homes)
  - Residential, Commercial, Open Space
- Schools

## Approach

- Assess, engage, incentivize, reassess
- Work as a team across sectors
- Dedicated staff person
- Leverage initiatives for other funding

## Challenges: Coincidence of Demand and Supply

- Markets, Restaurants, Grocers (Existing and Creating)
- Education, Outreach, Demonstrations, Training



# Local Food Justice Initiatives

## Demand

- Food and Fitness League
- SNAP Enrollment
- Health and Wellness Toolkit
- Markets and Healthy Food Maps and Brochures
- Cooking Demonstrations and Food Justice/Nutrition Education Sessions



## Supply

- Menu Options
- La Canasta Verde
- Youthmarket and Farmer's Market
- Shop Healthy/Small Grocer Support
- Community Gardens; Verde Share Table



# Local Food Justice Initiatives

## Supportive Programming: Active Design

- Bike rack installations
- Playground/Exercise equipment
- Physical Education and Instruction
- Smoking cessation





THE CONCILIO

Community Garden Initiative  
Comprando Rico y Sano

Bachman Lake Together Family Center

# INTRO TO ORGANIZATION

## **Mission:**

*To build stronger communities by empowering parents to improve the education and health of their families.*

## **Vision:**

*Inspiring families to achieve BIG dreams.*



# OUR APPROACH TO COMMUNITY HEALTH

Informing and  
Education

Linking people to  
services

Mobilizing  
partnerships

Assuring a  
competent  
workforce

# COMPRANDO RICO Y SANO

- In support of The Concilio's Community Health Initiative: Comprando Rico y Sano (CRS)
- CRS – a healthy shopping nutrition education program
- Program offers educational Charlas, followed by grocery tours.
- Grocery tour challenge: \$5 to purchase healthy ingredients for a meal to feed a family of 4.
- Funded by AETNA grant: a gardening component added to compliment the CRS program.

# OUR PROJECT

- Vision: To Create a Community Garden with the help of our families, collaborating partners, and community supporters at the Bachman Lake Together Family Center
- Offer the opportunity to the families of Bachman Lake Together to be part of a community building garden project led by our very own promotoras .
- The Concilio's Community Action Network (CAN) Promotoras will be trained to lead the garden and be in charge of necessary planning.



# COMMUNITY BACKGROUND

- We serve predominately Latino families in the Bachman Lake Community of Dallas.
- Families in this neighborhood are underserved and are suffering from a wide range of health disparities.
- **36% of Dallas zip codes contain “food deserts”** – areas where access to affordable and nutritious food is limited.



# TAKING INITIATIVE

- The Concilio and promotoras will work closely with our partners and community supporters throughout the project for the following:
- Expert advice
- Helping hands
- Garden needs
- Donations



# CHALLENGES

- As of now we are still at the beginning stages we expect the following obstacles:
- Learning techniques
- Weather & time constraints
- Funding
- Keeping motivated community helpers



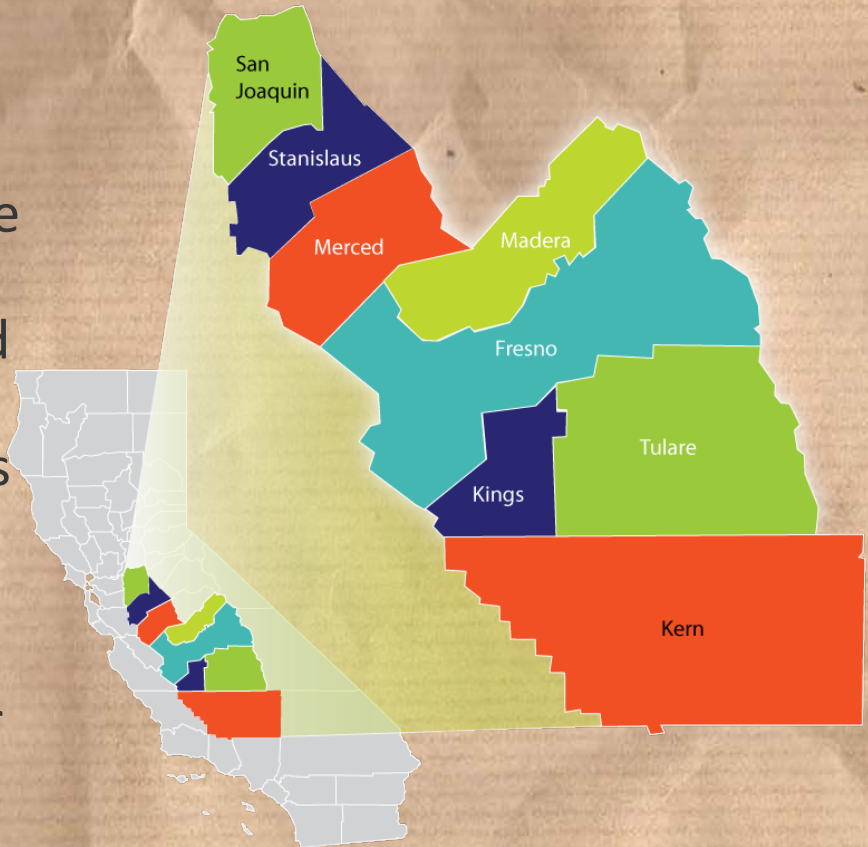


# SCHOOL FARMS STANDS

**Increasing Access To Fresh Produce  
In Latino Neighborhoods**

# CULTIVA LA SALUD

- Our mission is to engage, inform and inspire residents of the Central Valley who are low-income and live in disadvantaged places to become involved in promoting their health, the health of their families and their broader community through the adoption of healthy lifestyles and advocacy for policy, system and environmental improvements.



# The Need

- Approximately 35% of children, 63% of adults and 66% of seniors in Fresno County are overweight and/or obese.
- Nearly 30% of children are living in poverty.
- Over 85% of students in Fresno Unified School District (FUSD) qualify for free or reduced meals.



# Farmers Market Ordinance

- Effective June 2008 in most residential and commercial areas
- Conditional Use Permit fees of \$6,000 in the City of Fresno
- Complicated process and cumbersome paperwork
- **School farm stands exempt from City Permitting**



# School Farm Stands

**Goal:** Increase access to fresh affordable produce in high need, low-income neighborhoods.

[video](#)





# Partnerships

- **School Administration:** Community engagement and outreach
- **School District:** Risk Benefit Management (RBM), Memorandum of Understanding and/or Civic Center Agreement
- **Growers:** National Hmong American Farmers is an essential link to providing school sites with fresh, local and affordable produce
- **UC Cooperative Extension:** Nutrition Education
- **Parents & Students:** Demand for fresh fruits and vegetables.





# The Process

## Preparation

- Community engagement, students, parents, neighbors – Premarket Survey
- Meetings with key stakeholders are held (Farmers, Principal, Parents, FUSD Risk Benefit Management)
- Farmer -Certificate of Liability
- District develops a 1 year MOU, which can be renewed upon agreement by both farmer and district
- Media Outreach - press releases, press conferences, and radio interviews

## Operation

- Principal identifies day of the week
- RBM assesses area for traffic congestion and safety
- Ongoing Marketing – flyers, banners, ads, radio, TV
- Farmer/ staff mans stand
- Include nutrition education and recipes.



# Community Benefits

- **Healthy Food Access:** Provides healthy food access to neighborhood residents, school staff, parents and students
- **Convenience:** Parents are able to pick up their children and purchase affordable produce in one trip
- **Nutrition Education:** Increase consumption of healthy foods.
- **Promotes Policy:** Ties into FUSD's Wellness Policy as ways of engaging families, schools and students to make healthier choices
- **Economic Opportunity:** with multiple sites for local farmers/vendors.
- **Electronic Benefits Transfer (EBT):** Allows eligible residents to utilize their benefits to fresh fruits and vegetables.
- **Customer Satisfaction:** able to use cash for other non-food items

# Lessons Learned

- Multi-sector support is needed to develop a successful school farm stand.
- Effective marketing before, during and throughout is necessary to help drive consumers.
- Customer education on seasonality and healthy recipes on how to cook the foods purchased is important
- Manpower/Volunteers are needed to implement multi-sites.
- Its beneficial to involve multiple growers.
- Make it fun!





**Latinos Love School Farm Stands!**

THANK YOU!

GENOVEVA ISLAS, MPH

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#VivaCultiva

# Question #1

- How did your organization come to understand that there was a healthy food gap for Latinos in your community?

## Question #2

- How did your organization identify that your project was the right solution for Latinos in your community, as well as something the organization could execute effectively?



# Question #3

- What obstacles did you face in planning and executing your project or initiative and how did you overcome them?

# Question #4

- What community partnerships did you seek out during the project planning and execution process; and how did these partnerships aid in the project's development and success?

# Question #5

- What impact has your project had (or hope to have) on the food environment for Latinos in your community and how do you measure success?

# Question #6

- Looking ahead, how do you plan to build on your current efforts to transform the nutrition environment for Latinos in your community?

**Questions?**