

Mapping the Movement for Healthy Food and Activity Environments in the United States

ORGANIZATIONAL SNAPSHOTS

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Prevention Institute is a nonprofit, national center dedicated to improving community health and well-being by building momentum for effective primary prevention. Primary prevention means taking action to build resilience and to prevent problems before they occur. The Institute's work is characterized by a strong commitment to community participation and promotion of equitable health outcomes among all social and economic groups. Since its founding in 1997, the organization has focused on injury and violence prevention, traffic safety, health disparities, nutrition and physical activity, and youth development. This, and other Prevention Institute documents, are available at no cost on our website.

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Putting prevention
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This is one in a series of 11 organizational snapshots that represent examples of compelling policy advocacy, programmatic, and environmental change efforts designed to positively impact people’s lives and livelihoods. In these snapshots we hope that the reader will recognize interest and capacity among committed advocacy groups to apply their strategies, passion, and energy to improving opportunities for healthy eating and active living in their communities. The profiles were written and produced by Prevention Institute. Funding and guidance were provided by Robert Wood Johnson Foundation.

Foreword

The organizational snapshots captured in the following pages present innovative efforts of 11 organizations advocating for improvements, predominantly in low-income neighborhoods and with African American and Latino residents. Each of the 11 community groups take on tough policy and environmental change issues like increasing access to healthy food, addressing safety concerns, and cultivating opportunities for walking and bicycling. In both rural settings and urban neighborhoods throughout the country, these snapshots paint a picture of pervasive challenges to healthy eating and active living and explore creative solutions to improve health and quality of life.

These 11 snapshots are part of a broader effort entitled, *Mapping the Movement for Healthy Eating and Activity Environments in the United States: A Snapshot of the Field* funded by the Robert Wood Johnson Foundation. In December 2006, Prevention Institute embarked on a national search for coalitions and organizations advocating for change in communities of color and in low-income neighborhoods. Our scan of the field involved interviews with numerous key informants which resulted in semi-structured interviews with representatives of 312 organizations. The scan

included groups working on nutrition and physical activity advocacy and related issues like food security, sustainable agriculture, and the built environment, as well as groups advocating to limit unhealthy exposures (e.g., tobacco, alcohol, and environmental toxins) and to expand human rights (e.g., labor and housing rights groups).

Of the more than 300 groups interviewed, the 11 organizations profiled in this document represent examples of compelling policy advocacy, programmatic, and environmental change efforts designed to positively impact people's lives and livelihoods. In these snapshots we hope that the reader will recognize interest and capacity among committed advocacy groups to apply their strategies, passion, and energy to improving opportunities for healthy eating and active living in their communities.

Our hope is that these organizational snapshots can be used to offer advocates, policy makers, funders, and community residents with examples of how the inertia of active, engaged organizations and residents can transform communities—make them healthier—through changes to policies, environments, and social norms.

OVERVIEW

Mapping the Movement for Healthy Food and Activity Environments in the United States: Organizational Snapshots

The organizational snapshots include a description of the organizational setting, overview of their policy advocacy and environmental change efforts, discussion of significant challenges to the work, and “quick facts” about each organization.

The “quick facts” box in the upper right-hand corner of the first page of each snapshot draws data from the Mapping Database and provides the organization’s location, policy jurisdiction (local, state or federal), policy orientation (engaged in policy, poised to do more policy work, education orientation); approach (environmental/ institutional or services/programs); strong equity focus; issue areas; policy domains; and website address.

- 1. Community Farm Alliance:** With a membership base of over 2,000, CFA spearheads policies to support family farming in rural Kentucky and creates access to healthy fresh fruits and vegetables among urban, West Louisville’s primarily African American residents through a blend of programs and policies.
- 2. Get Moving Kern and Greenfield Walking Group:** A parent-led walking group serves as the resident task force to the *Get Moving Kern* coalition and is reversing barriers to healthy eating and safe walking in their rural, predominantly Latino community of Kern County, California.
- 3. Chicagoland Bicycle Federation:** In Chicago and the surrounding region, this membership-driven organization works on Complete Streets policies, local bikeways, safe routes to school, and public events to rally for streets that will accommodate bicyclists safely on their way to school and across the city.
- 4. Pennsylvania Hunger Action Center:** This statewide advocacy center works at the nexus of nutrition, hunger, and poverty as it coordinates a network of nutrition activists and professionals to advocate for statewide legislation to improve school nutrition, increase participation in the Food Stamp Program, and increase the minimum wage.
- 5. Piñeros y Campesinos Unidos del Noroeste (Northwest Treeplanters and Farmworkers United):** In the rural town of Woodburn, Oregon with a more than 50% Latino population, the farmworkers union has developed a strong organizing and advocacy history on labor and housing issues. Now, through its 5,700+ members, the farmworkers, spouses, and children are also addressing healthy food access and physical activity to help local residents eat better and move more.
- 6. Lifelong Communities Initiative:** This program of the Atlanta Regional Commission pays special attention to the needs of seniors as it works to improve community design and support city-wide ordinances to support better walking and transportation alternatives and healthy housing for seniors.
- 7. The Food Project of Boston:** Cultivating fruits and vegetables in an urban garden and on a suburban farm leased from the city at minimal cost, youth work with *The Food Project* and participate in community-supported agriculture that brings healthy produce to low-income residents throughout Boston.

8. ***Teton Valley Trails and Pathways:*** Looking to find a balance between responsible development, land conservation, and a physical activity friendly environment, advocates and residents of this rural, sparsely populated city work together to advance local and regional policies that will guide development for years to come.
9. ***Center for Economic Security:*** Working intensively in the low-income city of Muskegon, Michigan, this relatively new organization is galvanizing support for a local, sustainable food system and hopes to get a statewide initiative on the 2010 ballot that will declare healthy, sustainable food as a right for every Michigan resident.
10. ***Pedestrians Educating Drivers on Safety:*** With a primary goal of increasing pedestrian safety throughout the Atlanta region, this organization has won policy victories and manages an innovative web-based system that allows residents to report barriers to safe walking directly to the appropriate city or county agency.
11. ***New Orleans Food and Farm Network:*** Hurricane Katrina was a recent memory when food scarcity became a frightening reality for many residents who already lacked easy access to healthy foods before the disaster. A food mapping effort started out as a short-term response to residents' need to get access to soup kitchens, grocery stores, or food pantries and now has become a tool for understanding—and filling—gaps in access to healthy foods and community gardens.

COMMUNITY FARM ALLIANCE

Bridging rural farm policy with urban food access

For *Community Farm Alliance* (CFA), the health and prosperity of Kentucky's urban residents is inextricably linked to a thriving rural economy. Using a blend of economic development, youth development, and community development principals, CFA promotes sales and consumption of food grown by rural family farmers. The group hopes to increase access to healthy, affordable food throughout Kentucky, including the state's urban, African American communities. The organization's state-level policy advocacy targets institutional and financial levers to create a more favorable climate for rural farmers. At the same time, CFA is working to create incentives for neighborhood corner stores to carry produce and has helped launch a number of programs and local farmers' markets to improve urban food availability.

Created in response to the farm crisis more than 20 years ago, CFA maintains its roots in policy advocacy



FARMERS MARKETS PROVIDE LOCAL MARKETS FOR FARMERS

QUICK FACTS

LOCATION Louisville, KY

POLICY JURISDICTION

Local State Federal

POLICY ORIENTATION

Policy Poised Education

APPROACH

Environmental/Institutional Services/Programs

EQUITY FOCUS Strong

ISSUE AREAS . . . Nutrition

POLICY DOMAINS

- Agriculture/Sustainable Food Systems
- Food Access/Anti-Hunger
- Healthy Food Purchasing

WEBSITE www.communityfarmalliance.org

and empowering people to engage in the legislative process. In the mid 1980s many Kentucky farmers were on the verge of losing their land. Reduced demand for tobacco, an influx of new residents, and increased real estate costs threatened to put many of the state's farmers out of business. In 1985, CFA stepped in to establish a credit hotline that allowed thousand of farmers to stay on their land and make the transition away from tobacco. Many Kentucky counties—dubbed tobacco dependent—have relied on the economy generated by the growth and sale of tobacco for decades. In 2000, CFA won a tremendous victory that had been many years in the making. CFA rallied for a number of provisions in the state's Tobacco Settlement, including the establishment of local planning



CFA HELPS KENTUCKY FARMERS FIND AND DEVELOP NEW MARKETS

boards, a state-level Agriculture Development Board, and a set of accountability measures to support family farming and diversified farming practices (*e.g.*, multiple crops, growing organic). CFA's goal is to ensure that family farmers are engaged in a democratic process to determine how land will be used and how the \$1.7 billion awarded to Kentucky will be spent over the next 25 years. CFA will continue to serve as a watchdog for policy implementation and resource allocation.

CFA was also successful in shepherding through "preferential purchasing" legislation which mandates that all state government institutions purchase from local growers whenever possible. When implemented, such policies can result in increased demand for locally grown fruits and vegetables as well as greater consciousness about the value of buying locally. Many state institutions can maneuver around the preferential purchasing law, but CFA hopes that by pushing for similar laws at the municipal level, they will begin shifting the norms and practices of local institutions and creating greater demand for healthy foods.

With a keen sense of the barriers to healthy food access, CFA works tirelessly to smooth the way. CFA believes that rural family farmers can meet the needs of urban residents and vice versa. When a local farmer's research revealed that residents of West Louisville, an African American part of town, lacked access to affordable healthy food, CFA immediately spotted the link between urban food injustice and the challenges of rural farming. Joe Schroeder, Urban Organizer for CFA, said when CFA educated farmers on the "huge

population of 80,000 to 100,000 people who didn't have access to the food they were growing or much healthy food, it seemed like a good, smart partnership business-wise."

Indeed, CFA has helped uncover a number of win-win scenarios for farmers and urban residents. CFA has created two farmers' markets in low-income communities in Louisville that serve about 8,000 people yearly. These markets provide fresh fruits and vegetables to residents who otherwise lack access to affordable healthy food. One market, now in its fourth year, has grown steadily with 10 farmers every Saturday from June to November. Recently CFA supported policies that will allow farmers to make value-added products, such as salsa, within their homes and permit farmers to cook at local markets. CFA is pushing for an incentive program to help offset the cost of higher priced and healthier perishable goods so that neighborhood corner store owners can carry fresh local foods.

CFA also encourages innovative projects like Grasshoppers, a farmer-owned food distributor. In 2007, local farmers purchased refrigerated trucks that will serve as mobile markets, allowing farmers to take their produce to low-income areas with limited access to grocery stores. The business also allows farmers to reduce prices for residents because as supplier and distributor, farmers cut out the "middle man." In June of 2007, CFA launched Urban Fresh, a food delivery service run by neighborhood youth. In partnership with Grasshoppers, Urban Fresh will deliver food packages to low-income senior homes, housing projects, and service a network of farmers' markets serving West Louisville and East Downtown Louisville. In addition to addressing food inequities, Urban Fresh also provides youth with business experience.

CFA has a staff of just seven people, but through the group's 2,000 community members, they reach across geographic, racial, and economic lines to influence food access through policies and programs. Schroeder speaks on the value of leadership development: "If you are a membership organization, the power is within the members, so the more you can develop the capacity of your members to be able to take on more power, the better off your organization will be." CFA has



COMMUNITY FARMERS MARKETS PROVIDE FRESH PRODUCE FOR URBAN COMMUNITIES

amassed a track-record of state and local-level successes. As CFA looks ahead to developing a food policy council, building support for the municipal “buy local” ordinance, and creating incentives for corner stores, effective collaboration and capacity-building will remain the pillars of their advocacy efforts.

Executive Director Sally Flocks remembers a time in Atlanta when she would wear a whistle around her neck and blow it while crossing the street. She felt desperate to get drivers to slow down, to be safer. She knew Atlanta, like many urban centers, didn’t support pedestrians, so she founded Pedestrians Educating Drivers on Safety (PEDS), a Georgia-based organization serving Atlanta and the surrounding region. Within a year of founding the organization, Flocks had an “aha moment.” She realized that PEDS wouldn’t be nearly as effective as it could be by reaching out one driver at a time. PEDS needed a broader approach. Now, through policy and environmental change and innovative use of web-based technology, PEDS has become a leader in creating and maintaining pedestrian-friendly environments to support recreational and incidental physical activity.

For the last 10 years, PEDS has emphasized pedestrian safety for immigrants and in-town communities because these populations are disproportionately involved in pedestrian injuries and fatalities. Low-income families and immigrants are less likely than the general population to own a car and so, are more likely to walk or bike for errands or to commute to work—incidental physical activity. PEDS sees that making the road safer for the most frequent and vulnerable pedestrians can improve pedestrian safety for everyone. As Atlanta’s population booms, PEDS has begun to expand to suburbs, where pedestrian injuries are increasing. Among people over 60—who will represent 20% of the Atlanta population in the next five years—Flocks also sees a critical opportunity to improve pedestrian infrastructure. If the region’s older adults feel safe on the streets, then children, the disabled and the general population will also benefit from safe places to walk and they will be more likely to engage in this common form of activity.

Since being named one of the ten most dangerous cities for pedestrians in the US by *Mean Streets 2004* (issued by The Surface Transportation Policy Project), Atlanta has experienced a number of positive shifts to make their streets safer. PEDS has been at the forefront of those changes. At the helm, PEDS has advanced a statewide policy to get cameras installed at signal lights