

ABAG Local Government Health and Wellness Forum: Creating Healthy Communities – Sept 12, 2013

**SUPERVISOR ERIC MAR, SAN FRANCISCO**

# FOOD ACCESS AND PHYSICAL ACTIVITY



Speaking about funding bicycle infrastructure with City leaders on Bike to Work Day.



Riding with Richmond Residents on the new Oak Street bike lanes with on Bike to Work Day.





**Vision:** All San Franciscans have access to healthy eating and active living where they live, work, learn and play.



The Shape Up SF Coalition is comprised of a diverse partnership of community stakeholders and is led by co-chairs who represent the diversity and vision of the Coalition. A Steering Committee provides guidance and ensures communication and collaboration.

The Shape Up SF Coalition's mission is to advocate for and promote environments, systems and policies that make the healthy choice the easy choice for all San Franciscans.

The Coalition's policy focus is to secure a sustainable funding stream for chronic disease prevention.



The Shape Up SF Initiative's mission is to increase the awareness of and opportunities for increased physical activity and improved nutrition through primary prevention and systems change. The Shape Up SF Initiative's priorities are to:

1. Increase physical activity
2. Increase access to healthy food
3. Decrease consumption of sugary drinks



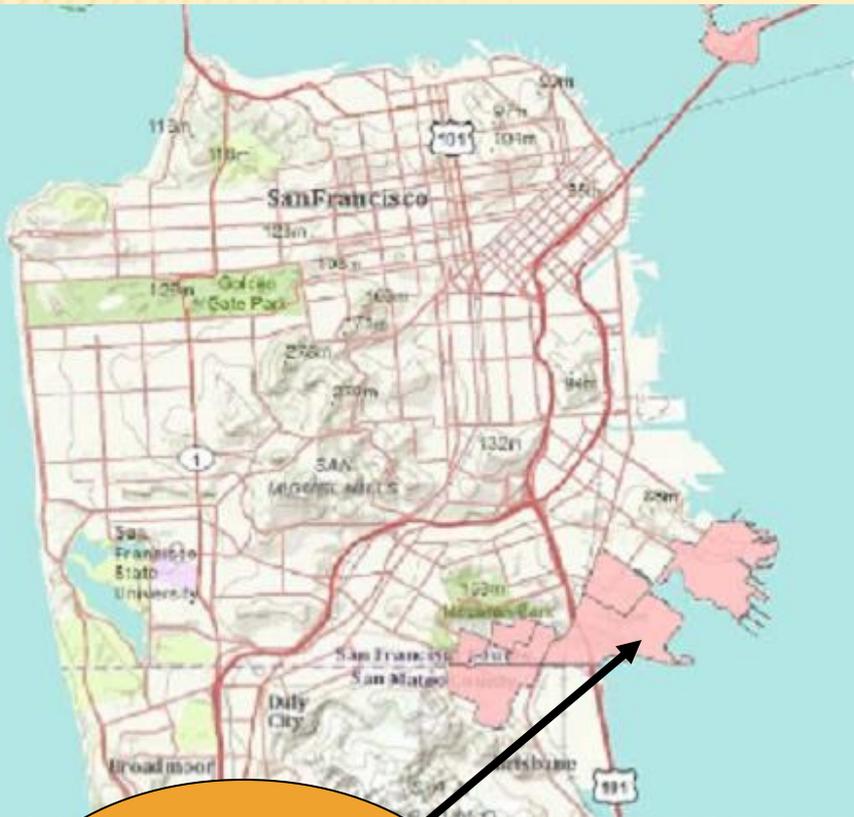
Shape Up SF programs and projects are made possible with funding from California Obesity Prevention Program, California Office of Traffic Safety, CalTrans, Kaiser Permanente, MTC Climate Initiative, SF County Transportation Authority, SF Department of Children Youth and Their Families and other sources. The [SF Department of Public Health](#) staffs and supports the Shape Up SF Initiative to promote physical activity and healthy eating and in turn, decrease chronic disease.



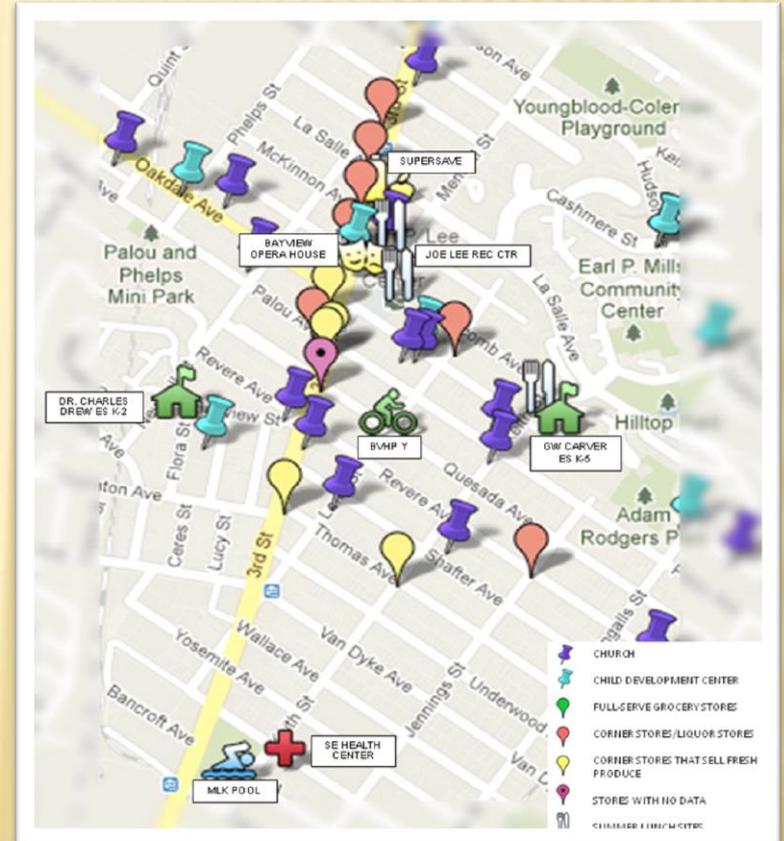
# YOUTH ORGANIZING & EMPOWERMENT – YOUTH LDRSP INST & TURF; VYDC; LEJ

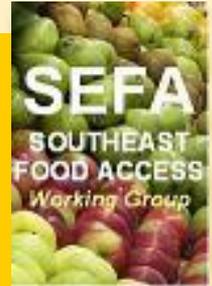


# THE USDA OFFICIALLY CLASSIFIES MUCH OF BAYVIEW-HUNTERS POINT AS A “FOOD DESERT”



The pink areas are USDA-designated “food deserts”





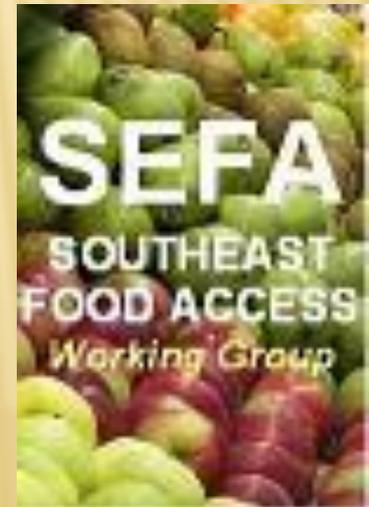
# SEFA: SOUTHEAST FOOD ACCESS WORKING GROUP

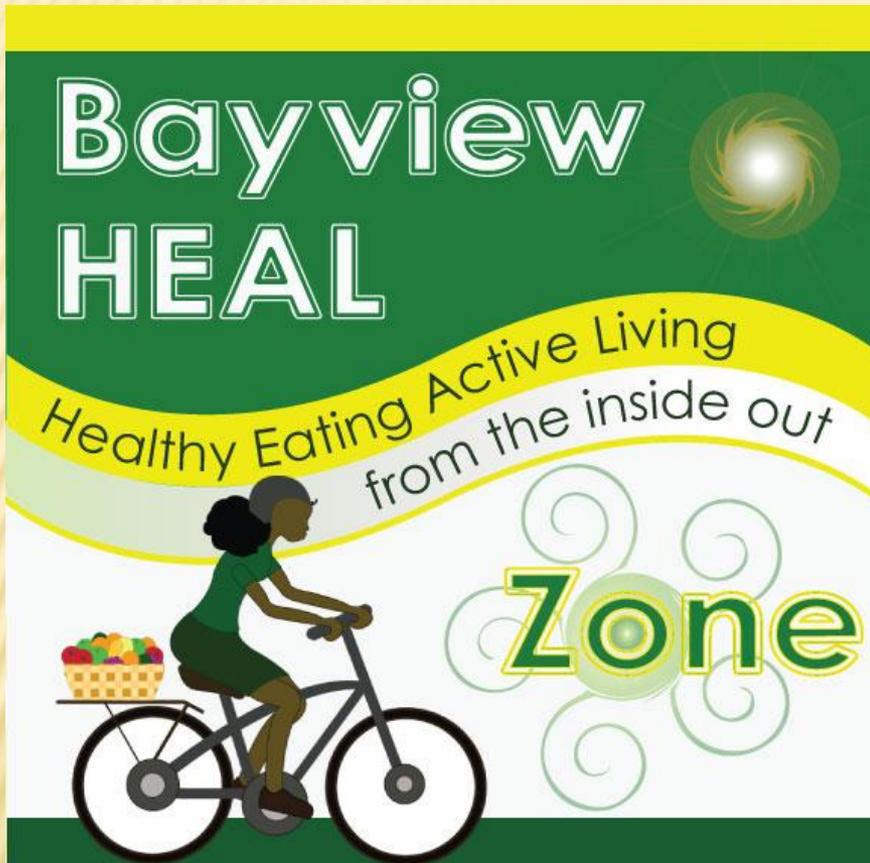
The goal of SEFA is to work collaboratively across city and community agencies to ensure that healthy, fresh, sustainable, and affordable food is accessible to all residents of Bayview Hunters Point, utilizing existing venues and supporting transformation, and/or the creation of new ones.

# SEFA'S THREE PILLARS

ADDRESS ISSUES ACROSS THE FOOD SYSTEM  
INCLUDING...

- ✘ Awareness Raising and Nutrition Education
- ✘ Food Access and Retail
- ✘ Urban Agriculture





## PARTNERS:

- ✘ HEAL Zone Advisory Board
- ✘ Food Guardians
- ✘ Store owners
- ✘ DPH
- ✘ Kaiser Permanente
- ✘ Sutti and Associates
- ✘ Local CBO

# BAYVIEW HEAL ZONE

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## The food divide

San Francisco is a city of haves and have-nots when it comes to nutrition

11.29.11 - 6:30 pm | Christopher D. Cook |  (0)



Print



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[news@sfbg.com](mailto:news@sfbg.com)

Antonia Williams is part of a slow, quiet food revolution. After battling obesity for much of her adult life, the 26-year-old lifelong Bayview resident did some research. "I realized it had a lot to do with the food I consumed," she told us. "As a result of growing up in the neighborhood, I suffer from obesity. I'm overweight because of the lack of options for good healthy food."

"It's what I grew up on, McDonald's and a lot of fried food for dinner," she recalls. "The grocery stores in the area were very limited in



Antonia Williams (from left), Jazz Vassar and Kenny Hill uproot a fresh crop of leeks at Bridgeview Community Gardens

GUARDIAN PHOTO BY CHRISTOPHER D. COOK



## **Southeast Food Access in Action**

The Food Guardians are a group of Bayview Hunters Point residents trained to educate, advocate, and mobilize to address community food security and justice, support urban agriculture, and promote nutrition education and awareness.

# FOUR KEY COMPONENTS OF THE FOOD GUARDIAN PROJECT:

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1. Popular education and training to build upon skills, knowledge and experience
2. Community-based participatory action research
3. Community outreach, education & awareness building
4. Advocacy for food policy and environmental change

# POPULAR EDUCATION AND TRAINING TO BUILD UPON SKILLS, KNOWLEDGE AND EXPERIENCE



# COMMUNITY-BASED PARTICIPATORY ACTION RESEARCH

- ✘ Worked with SEFA staff to develop “SEFA Retail Standards for Health and Sustainability” to rate grocery and corner stores with a standardized tool.
- ✘ Developed and conducted surveys with Foods Co. customers to see what changes and  
ke to see at the



# COMMUNITY-BASED RESEARCH

- ✘ Developed and conducted surveys with Foods Co. customers to see what changes and improvements they would like to see at the store
- ✘ Conducting research to create a resource guide of food, gardening, and community nutrition education resources in the BVHP
- ✘ Worked on a study with researchers from UC Berkeley and PolicyLink to evaluate 6 grocery and corner stores on healthy food availability and pricing, and conduct surveys with residents about grocery shopping and eating habits to look at the impact of a new grocery store in the community (Fresh & Easy)

## COMMUNITY OUTREACH, EDUCATION & AWARENESS BUILDING

In summer 2011, gathered input from 360 residents at events, focus groups, and interviews to ask what types of programs, initiatives, or changes to the neighborhood would help people to eat healthier and be more active in the neighborhood



# 2013 SF FOOD GUARDIAN LEADER JAMILAH CELEBRATES 2 NEW CORNER STORES TRANSFORMING TO HEALTHIER FOOD!



# COMMUNITY EDUCATION AND AWARENESS-RAISING



- ✘ Presentations and educational workshops for community groups
- ✘ Tabling at large community events
- ✘ Food Correspondents publish stories on local food issues in local media
- ✘ Creating and publishing a Food Justice Resource Guide and to highlight resources and communicate results of neighborhood store assessments



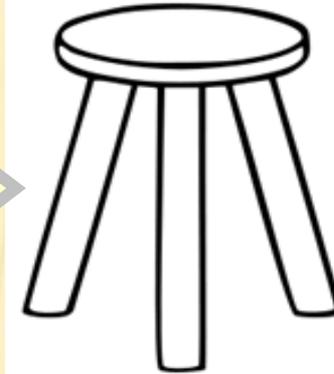
# RETAIL FOR COMMUNITY HEALTH AND SUSTAINABILITY

PROMOTING HEALTHY, FRESH AND SUSTAINABLE FOODS AND DISCOURAGING UNHEALTHY PRODUCTS.

## Promotion & Awareness

*SEFA FGs*

- Branding, shelf talkers, etc
- Market Research
- Build relationships (residents, cbos, faith orgs, schools etc)
- Monitor adherence to Standards
- Shadow & assist with store redesign



## Technical Assistance

*Consultant & FGs*

- Store design
- Business model developmt
- Produce distribution & maintenance
- Sourcing of healthy product
- Report card & ongoing TA

## Youth Advocacy Groups

“Market Makeovers”

Taste testing, cooking demos  
Health promotion in/out store  
Murals

Build demand (marketing campaigns, media, pro community ads)  
Educate

*Note: It is anticipated that there will be overlap and collaboration between groups!*

## Policy Supported Incentives & Regulation

- Expedite permits, provide tax incentives
- Support for consultants
- Policies & Regulations: food, alcohol & tobacco
- Administer contracts etc.
- Enforce existing laws (Tob Permit, DAUO, EHS, Planning Codes etc)
- Oversight committee (DPH, FGs, OSB, Youth CBOs\_

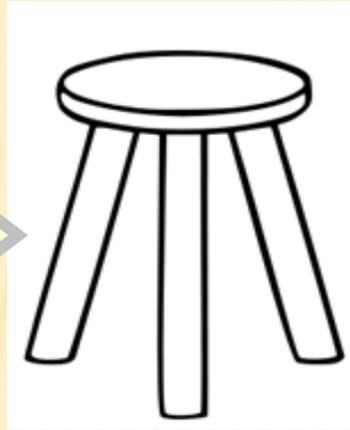
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**SEFA Corner Store Standards for Health and Sustainability**  
**Corner Store Assessment Tool 2011**

Store Name \_\_\_\_\_ Address \_\_\_\_\_

Retail Food Standards	Count product variety (and ratio if needed)	Comments	Meets  Yes	Standard  No
<b>Dairy</b>				
1. Stock low-fat (1%) or skim milk (no added sugar)	_____ Count #	Include price of cheapest product & size if available		
2. Stock low- or non-fat yogurt with no added sugar	_____ Count #	Include price of cheapest product & size if available		
3. Stock at least 1 lactose-free or non-dairy milk (such as soy, almond, oat, etc)	_____ Count #	Include price of cheapest product & size if available		
4. Stock fresh eggs	No count needed (Y or N with comment)	Include price of cheapest product & size if available		
<b>Grains and Legumes</b>				
5. 33% of cold cereals must be low sugar (<7 g sugar per serving)	_____/_____ Low Sugar Total	Include price of cheapest product & size if available		

# RETAILER FEEDBACK



## Bayview Hunters Point: How Healthy is Your Neighborhood Store?

In Fall 2011, the SEFA Food Guardians assessed 24 food retail stores in Bayview Hunters Point. Stores were evaluated on the types of food sold (dairy, meat/poultry/fish, produce, grains and legumes, beverages, snacks, canned and frozen), product placement, food quality, cleanliness and safety, accessibility, environmental impact, tobacco and alcohol sales, advertisements, consumer education, fair labor, community investment, and retail identity.

Assessment scores were tallied for each store. Since no store was expected to rate 100% on these assessments, scales were created to rate the stores against each other and the standards. Different rating scales were used for grocery and corner stores. These findings will be available on the SEFA website at [www.southeastfoodaccess.org](http://www.southeastfoodaccess.org).

### Grocery Stores

SEFA Retail for Health and Sustainability Rating System: 75% and higher = Gold  
55-74% = Silver  
35-54% = Bronze  
Less than 35% = no award



**Fresh & Easy**  
5800 3<sup>rd</sup> Street  
Accepts EBT

**Healthy highlights:** Low-fat milk (including organic), non-dairy and lactose-free milk, cage-free and antibiotic-free eggs, variety of hormone-free and antibiotic-free meat and poultry, variety of high-fiber cereals, variety of dried whole grains, large variety of "no salt added" canned vegetables and soups, large variety of fresh fruits and vegetables



**Foods Co**  
345 Williams Avenue  
Accepts WIC & EBT

**Healthy highlights:** Low-fat milk, non-dairy and lactose-free milk, cage-free and antibiotic-free eggs, variety of hormone-free and antibiotic-free meat and poultry, variety of dried whole grains, large variety of fresh fruits and vegetables



**Smart & Final**  
255 Bayshore Boulevard  
Accepts WIC & EBT

**Healthy highlights:** Low-fat milk (including organic), non-dairy and lactose-free milk, variety of hormone-free and antibiotic-free meat and poultry, variety of dried whole grains, some fresh fruits and vegetables



**Super Save**

4517 3<sup>rd</sup> Street

Accepts WIC & EBT

**Healthy highlights:** Low-fat milk, cage-free and antibiotic-free eggs, variety of dried whole grains, some fresh fruits and vegetables

### Corner Stores

SEFA Retail for Health and Sustainability Rating System: 75% and higher = 3 apples  
50-74% = 2 apples  
35-49% = 1 apple  
24-34% = half-apple  
Less than 24% = no apples



**Aguila de Oro**

5201 3<sup>rd</sup> Street

Accepts EBT

**Healthy highlights:** Variety of fresh produce, eggs, dried whole grains, whole grain tortillas; no ads for alcohol, tobacco or junk food near children



**Saab's Market**

4921 3<sup>rd</sup> Street

Accepts WIC and EBT

**Healthy highlights:** Variety of fresh produce, low-fat milk; eggs, dried whole grains; 100% whole wheat bread; whole grain tortillas; variety of frozen fruit/veggies; no ads for alcohol, tobacco or junk food near children



**Bayshore Farmers Market**

300 Bayshore Boulevard

Accepts EBT

**Healthy highlights:** Variety of fresh produce, eggs, dried whole grains; whole grain tortillas; no ads for alcohol, tobacco or junk food near children



**Big Save Market**

5001 3<sup>rd</sup> Street

Accepts EBT

**Healthy highlights:** Fresh eggs; variety of frozen fruit or veggies; whole grain tortillas; no ads for alcohol & tobacco near children



**Friendly Liquors**

1499 Thomas Street

Accepts EBT

**Healthy highlights:** Variety of fresh produce; eggs; dried whole grains; whole grain tortillas; no ads for junk food near children

*and a packet with:*

- **How Your Store Did:** suggestions for healthier community store; your strengths, areas for improvement,
- **Recommended Lists of Alternative Products:** sourcing and by brand
- **Information about the program....**

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## **Technical Assistance**

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# ADVOCACY FOR ENVIRONMENTAL CHANGE AND FOOD POLICY

- ✘ Using “SEFA Food Retail Standards for Health & Sustainability” to rate local stores and give feedback to residents and store owners



# HEALTHY FOODS

- ✘ Offer non-fat and low-fat dairy products
  - ✘ Quality meats and sustainable seafood
  - ✘ Low sugar, high fiber cereals
  - ✘ Whole grains
  - ✘ 100% juice
  - ✘ Low fat, low sugar snacks
  - ✘ Decrease sugar sweetened beverages
  - ✘ Culturally-appropriate products
  - ✘ Healthy foods in high visibility locations
- 

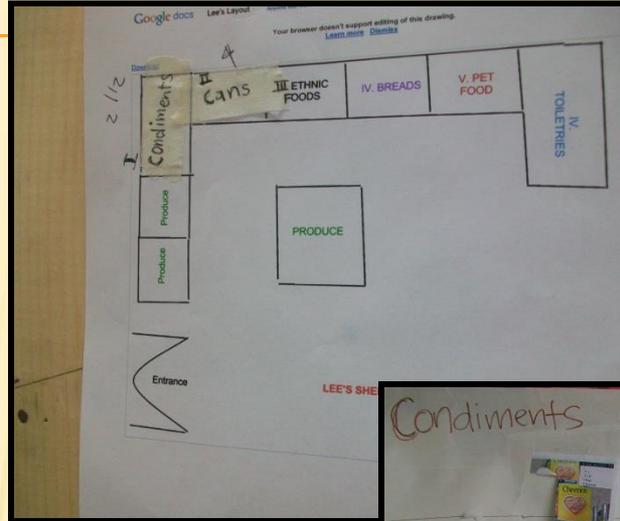
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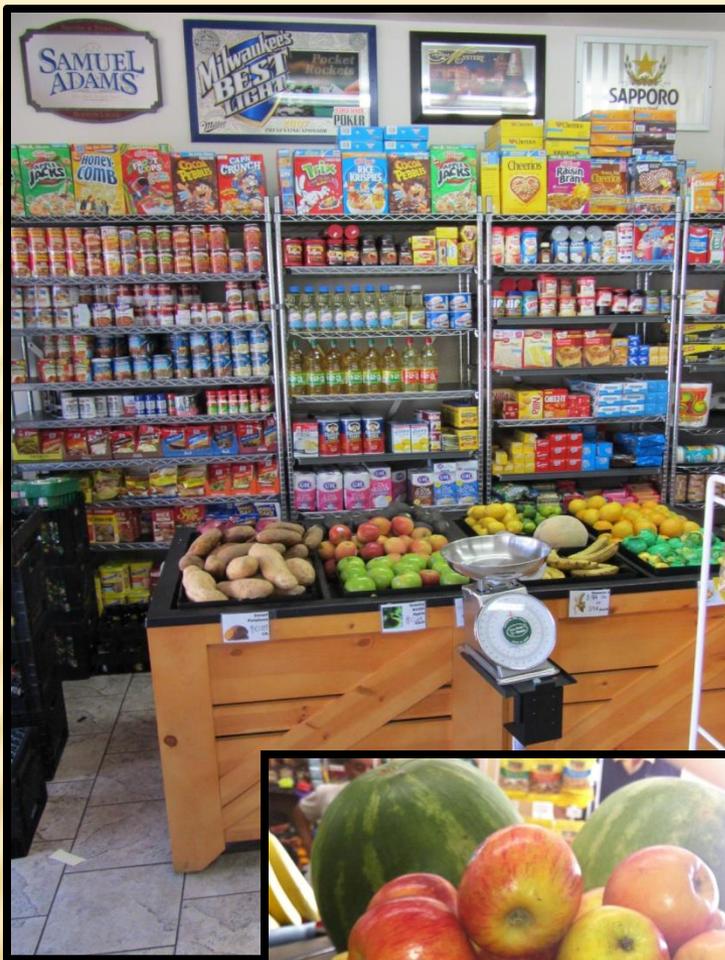


# PRE REDESIGN



# REDESIGN





Post  
Redesign

# REDESIGN



# POST REDESIGN



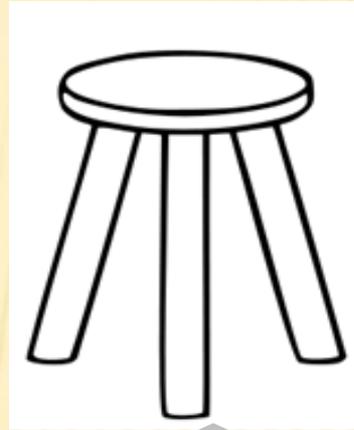
# ADVOCACY FOR PUBLIC FOOD POLICY

- ✘ Advocated to pass the 2010 SF Healthy Meals Ordinance at City Hall and the Board of Supervisors
- ✘ Engaging with others on larger policy issues such as the 2012 Farm Bill
- ✘ Currently advocating for community-driven city policy changes, supporting healthy local retail.



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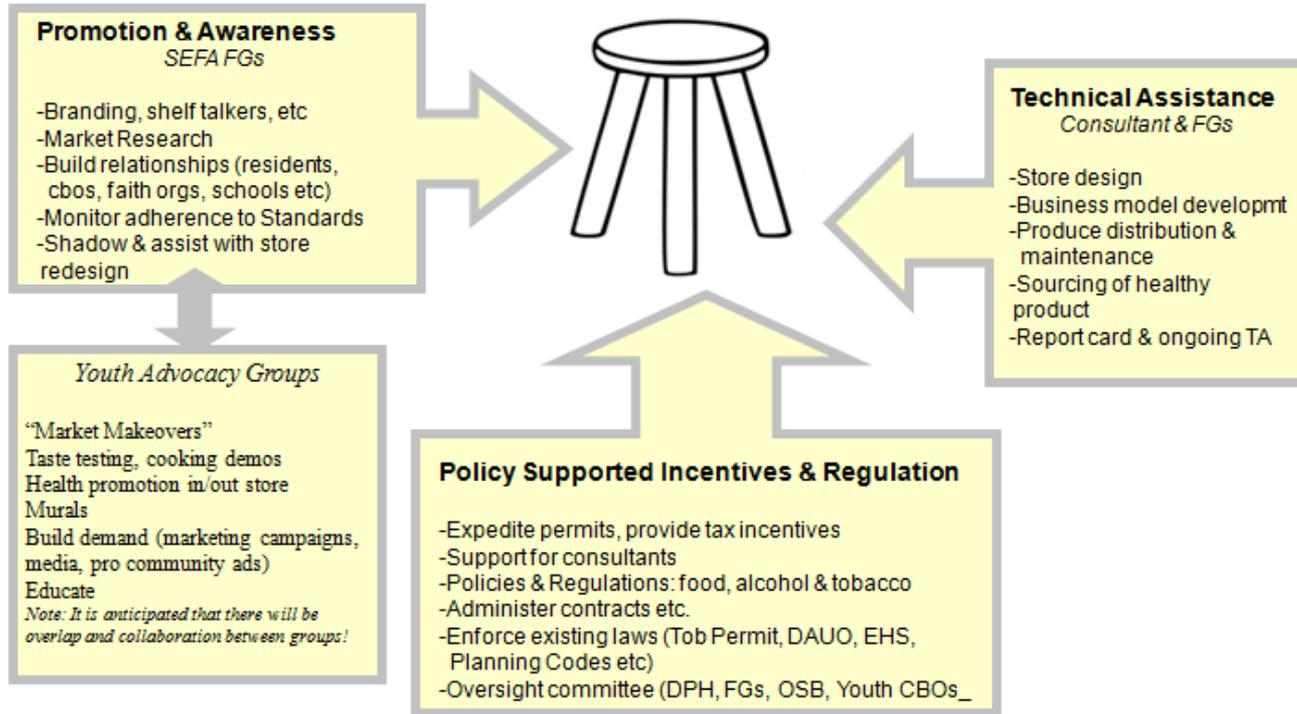
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# San Francisco Healthy Food Retail Incentive Program

## Retail for

## Community Health and Sustainability

*Promoting healthy, fresh and sustainable foods and discouraging unhealthy products.*



### *Establishes*

One Stop Shop  
*(bundles incentives for healthy retail)*

Staffing: OEWD,  
DPH, Consultants

Sets min for healthy foods/produce and max for alc/tob.

Advisory group:  
cbo’s, experts,  
grocers, city staff