

Transforming the South LA Food Desert

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Community Health Councils

June 3, 2010

CHC

Community Health Councils, Inc.



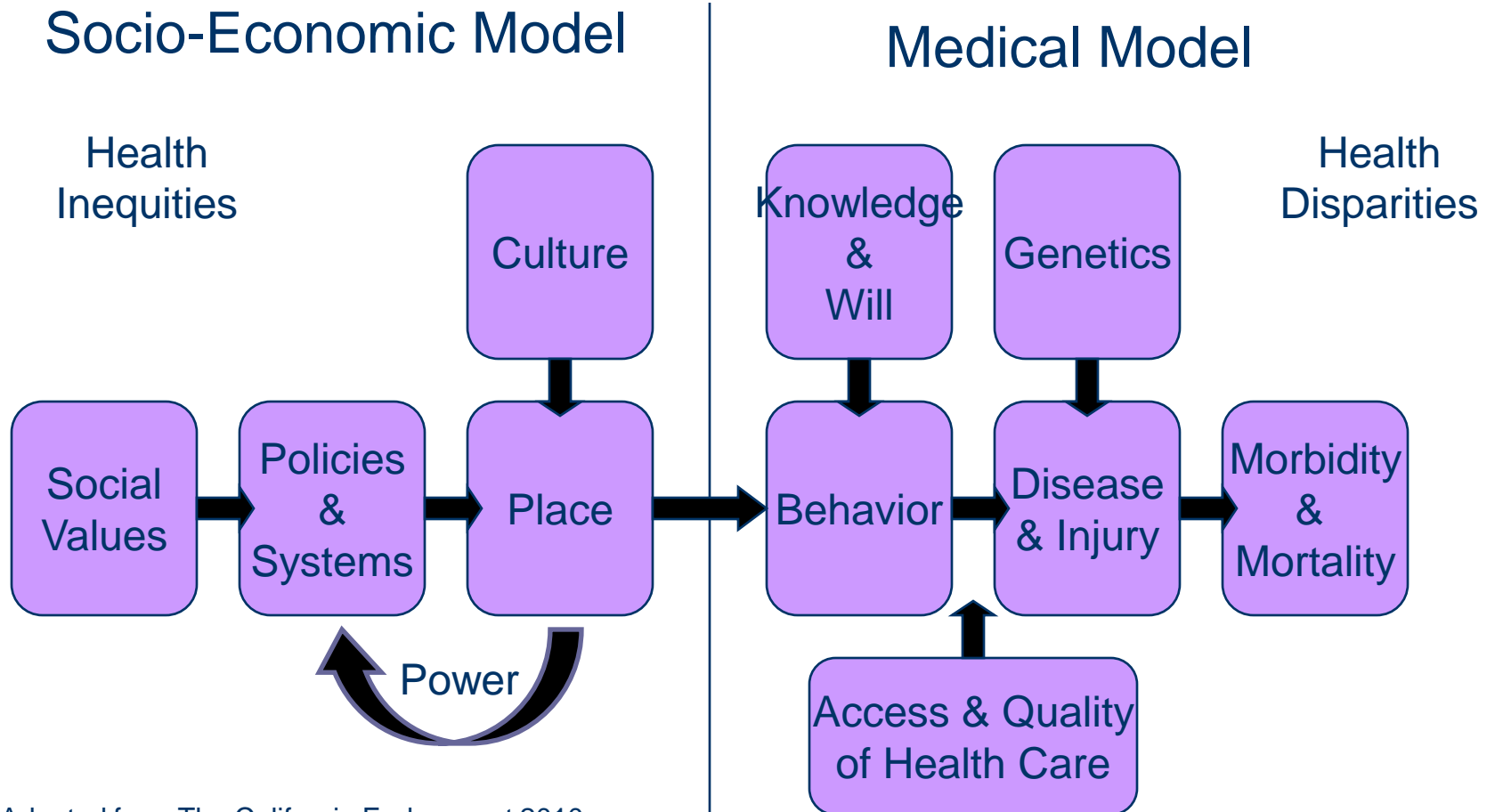
Overview of Presentation

- Description of our project
- Understanding the social determinants of health
- Our model for community change
- Applying the model to
 - Attracting new full-service grocery stores
 - Restricting the proliferation of fast food restaurants
- Lessons learned

African Americans Building a Legacy of Health

- Funding: one of 40 grantees of the Centers for Disease Control and Prevention's *Racial and Ethnic Approaches to Community Health (REACH)* initiative
- Mission: to eliminate disparities in diabetes and cardiovascular disease among African Americans in South Los Angeles
- Objective: to improve access to fresh and nutritious foods and create a better balance between healthy and unhealthy food outlets
- Strategies:
 - Attract new full-service grocery stores, farmers' markets and other healthy food outlets
 - Restrict the proliferation of fast food restaurants and other unhealthy food outlets

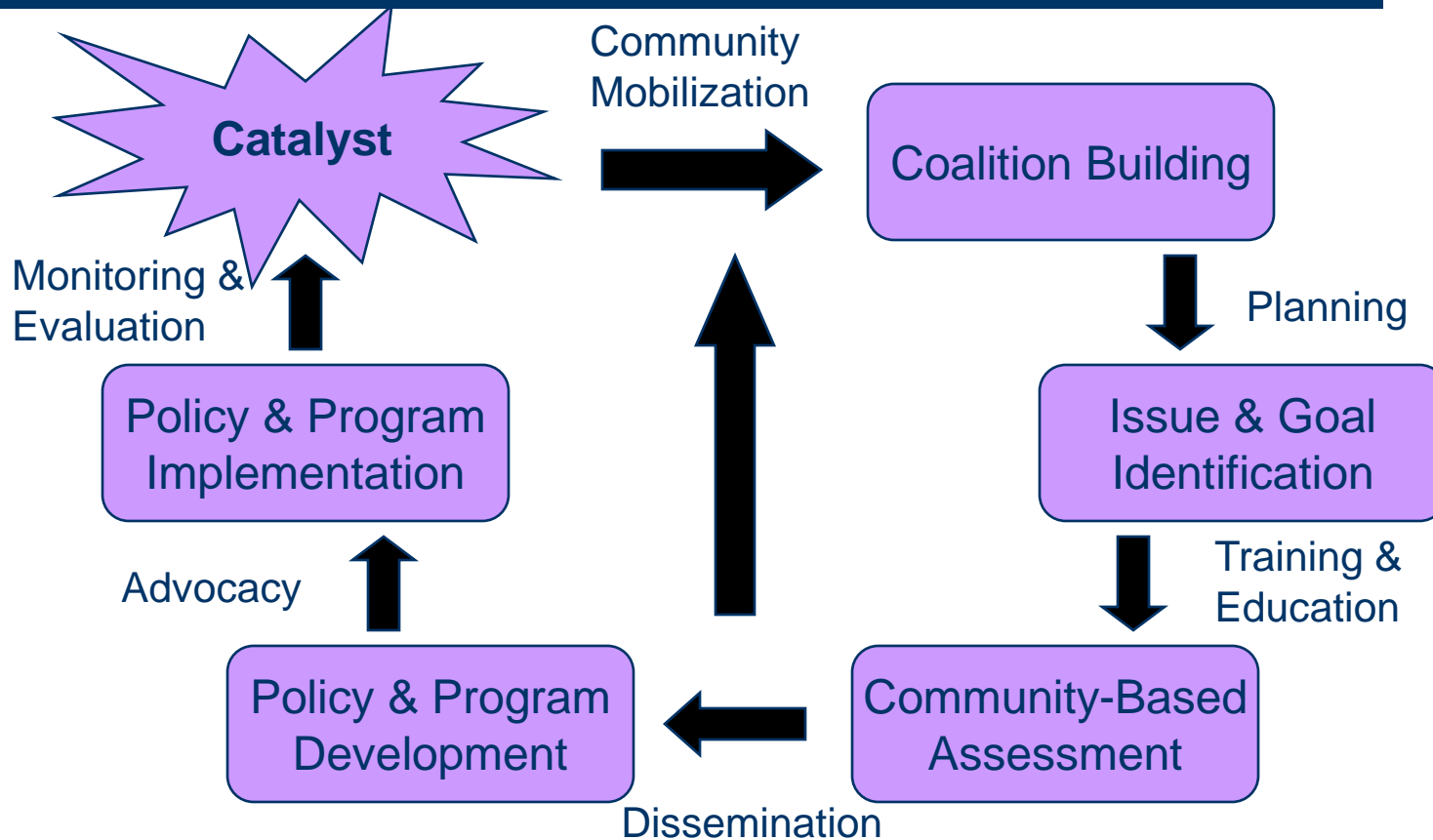
Addressing the Social Determinants to Achieve Health Equity



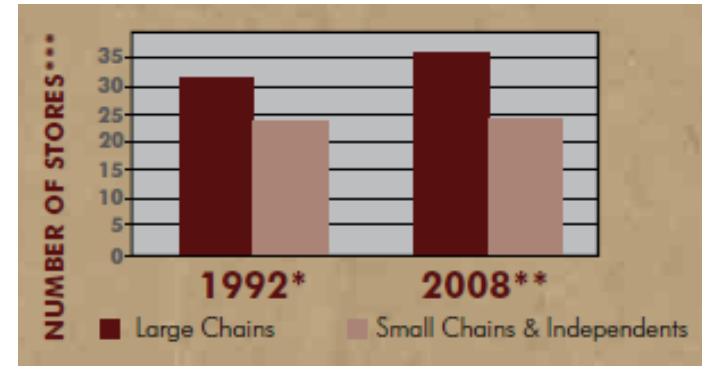
The Social Determinants of Health

- Social determinants of health are defined as “the conditions in which people are born, grow, live, work and age, including the health system. These circumstances are shaped by the distribution of money, power and resources at global, national and local levels, which are themselves influenced by policy choices.”
 - The World Health Organization
- If “policy fails to address [the impacts of social determinants], it not only ignores the most powerful determinants of health standards in modern society, it also ignores one of the most important social justice issues facing modern societies.”
 - Wilkinson and Marmot, WHO, 2003



CHC Model for Community Change



Attracting New Full-Service Grocery Stores



Stage	Individual Level	Community Level	Societal Level
Catalyst	Rising rates of obesity and diet-related chronic disease, disparities among African Americans and other racial and ethnic minority groups	CHC funding, community-based assessment of the availability and quality of nutritious foods in South LA markets	Failure of REBUILD LA's efforts to bring new grocery stores to South LA
Coalition	Representatives of impacted communities, public health professionals	Community-based organizations	Multi-disciplinary including policymakers and public officials

Stage	Individual Level	Community Level	Societal Level
Issue Identification	Disparities in obesity and diet-related chronic disease rates, lack of access to nutritious foods	Lack of new store development	Policy barriers to grocery store development, insufficient resources dedicated to Grocery Store and Sit-Down Restaurant Incentive Package
Community Assessment	Community assessment of food resource environment using community researchers, consumer focus groups	Grocery store focus groups, findings dissemination	Findings dissemination to policymakers 
Policy & Program Recommendations 	Public education, maximize food assistance, prevent displacement	Partner with job training and placement programs; facilitate the development of a food hub; supplement food resource needs by supporting corner store conversions, farmers' markets and mobile produce vendors	Identify access to full-service grocery stores as a top priority, establish healthy food enterprise zones with incentives, support the creation of new Federal and State funding initiatives, integrate access to full-service grocery stores into other policies, assess city policies for their impact on grocery store sustainability

Policy & Program Implementation



Individual Level	Community Level	Societal Level
Advocacy by residents and public health professionals, Neighborhood Food Watch campaign to raise consumer awareness and expectations regarding food access and quality	Building relationships and trust and collaborating with policymakers, public officials, the grocery industry, philanthropic organizations, and other community-based organizations	Breaking silos, shifting power through community engagement and empowerment and capacity-building of coalition partners, informing policy development including the Community Plan Updates



Restricting the Proliferation of Fast Food Restaurants

Stage	Individual Level	Community Level	Societal Level
Catalyst	Rising rates of obesity and diet-related chronic disease, disparities among African Americans and other racial and ethnic minority groups	CHC funding, community-based assessment of access to and advertisement of healthy food options in South LA restaurants	Similar efforts in other cities, policymakers' interest and support for ICO
Coalition	Representatives of impacted communities, public health professionals	Community-based organizations	Multi-disciplinary, including public officials and policymakers

Stage	Individual Level	Community Level	Societal Level
Issue Identification	Obesity and diet related chronic disease rates, lack of access to nutritious foods in restaurants	Abundance of fast food restaurants with high-calorie, low-nutrient food	Non-regulation of fast food restaurant density, proximity to places children congregate or advertising
Community Assessment	Community assessment of food resource environment using community researchers, consumer focus groups	Findings dissemination	Findings dissemination to policymakers
Policy & Program Recommendations	Public education	Incentives to attract restaurants that serve healthier foods	Include permanent restrictions on the development of new fast food restaurants in the Community Plan Updates including conditional use approval; proximity to schools, parks and other places children congregate; density of fast food restaurants based on proximity to existing establishments; and limits on outdoor advertising

Next Steps

- Define fast food or unhealthy restaurants
- Consider extending regulations to the over-saturation of convenience stores
- Bridge the gap between the expiration of the ICO (Sept. 2010) and the completion of the Community Plan updates (Spring to Summer 2011)
- Increase pressure on policymakers



Lessons Learned

- Educating community members is different than educating policymakers
- Persistence and diligence are critical in asserting community pressure
- Coalitions need to change and adapt as the policy environment evolves.
- Sustaining a coalition is hard work
- Build momentum through early wins and low-hanging fruit; every victory adds progress
- Achieving policy/systems change does not ensure implementation

Federal Policies in the Pipeline

- Health reform implementation
 - Prevention and Public Health Fund (2010)
 - Community Transformation Grants (2010)
 - Community Preventive Services Task Force (2010)
 - Menu Labeling at Chain Restaurants (2011)
- National Healthy Food Financing Initiative
- Comprehensive Obesity Legislation
- Child Nutrition Reauthorization
- Transportation Reauthorization
- 2012 Farm Bill

Thank You!

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