

## Healthy Communities Strategy F: Healthy Food Access in Community Venues

Increase the number of new community venues providing access to healthy foods and/or the number of existing community venues providing enhanced access to healthy foods. Healthy foods are defined by the USDA as nutrient-dense foods across and within all food groups and are mentioned in the USDA's *Dietary Guidelines for Americans 2020-2025*.

### Expected Outcomes:

- Completion of a Community Food Assessment to identify healthy food access needs, and/or
- Increased number of new community venues\* providing access to healthy foods, and/or
- Increased number of existing community venues\* that provide enhanced access to healthy foods.

\* Community venues are defined as farmers' markets, farm stands, mobile markets, pop-up (produce) markets, food box programs, including Community Supported Agriculture Programs (CSAs) and/or food pantries.

- For existing community venues (excludes food pantries and pop-up markets), enhanced access to healthy foods is demonstrated by increasing at least one of the following, where applicable:
  1. number of produce farmers/vendors sourcing the venue.
  2. number of hours/days per week the venue is open.
  3. number of venues that accept Supplemental Nutrition Assistance Program (SNAP)/WIC Farmers Market Nutrition Program (FMNP)/Senior Farmers Market Nutrition Program (SFMNP).
  4. number of locations the venue serves.
  5. transportation to the venue (Note: this includes development of bus routes, crosswalks, connectors to the venue but does NOT include provision of travel tokens/ bus vouchers).
  6. number of venues adopting a fruit and vegetable incentive program (Note: Healthy Communities funds cannot be used to pay for incentives).

For food box programs and mobile markets, enhancements applicable as outcomes pertain predominantly to numbers 4 and 6 above: increasing the number of locations the venue serves or the venue newly adopting an incentive program.

- A pop-up (produce) market can be reported as a new community venue providing access if it occurs at least 1x/month for at least four months in a year's time.



- Number of food pantries that provide healthy options. The state program yearly requires a food pantry to make at least 2 improvements as identified in the [Food Pantry Assessment](#).

Reminders:

- Promotion of healthy foods in venues is critical to implementation of healthy food access strategies but is not considered an outcome.
- Implementation of this strategy should focus on improving access to healthy foods for low-income populations and/or socially vulnerable communities.

**Health Equity Planning Principals:**

Health disparities are often influenced by the different levels of access that people have to healthy foods. Food inequity can occur because communities with limitations in resources and income may not have access to high quality foods in their area. Projects should prioritize settings that provide food to individuals with lower incomes and/or limited access, not only offering healthy selections, but also making healthy items appealing and financially accessible to those with the greatest health disparities. Priority populations should be engaged in the planning, implementation, and evaluation of the strategy. This includes groups that have an increased susceptibility to adverse health outcomes and may be defined by demographic factors such as race/ethnicity, income level, age, gender, education attainment, marital status, or health care coverage status and/or geography such as a region of a state or a specific community. For example, people living in rural and isolated communities can experience food inequity due to the cost of transportation increasing the price of fresh fruits and vegetables.

**Recommended Partners:**

• public health educators • community groups • local food councils or other community coalitions • community members that represent the population at greatest risk for health disparities related to nutrition • health organizations (e.g., hospitals) • cooperative extension • farmers • schools • local civic groups • faith communities • local chambers of commerce • hunger organizations • local government

**Intervention Examples:**

A. The health department Coordinator and the local food council worked with a farmers' market, in a public housing community, to implement a SNAP-Electronic Benefits Transfer (SNAP-EBT) which allows SNAP customers to purchase SNAP eligible foods at farmers' markets. Through discussions with SNAP customers, they found that the cost of produce was a barrier to shopping at the farmers' market. To make the market offerings more affordable, partners reached out to the local hospital foundation for investment in the start of a fruit and vegetable incentive program where SNAP customers are provided with a \$10 produce coupon for every \$10 in produce purchased using their SNAP benefits. Reach of SNAP customers grew by 153 percent and the increased sales allowed the farmers' market to expand its services to other public housing communities.



- B. A community food pantry was interested in providing healthier options for its customers but didn't know where to start. Pantry staff reached out to the local health coalition for help. Coalition members assisted the food pantry staff with completing the food pantry assessment to identify areas where they could make improvements. The local cooperative extension agent assisted the food pantry staff in developing a healthy food list for donors in addition to identifying faith partners that were willing to coordinate donation and storage of produce gleaned from local farms in the area.

### **Related Programs:**

Currently there are no related programs in the Chronic Disease and Injury Section.

### **Recommended Tools/Resources:**

- A. USDA SNAP – Farmers and Producers  
[www.fns.usda.gov/snap/farmer-producer](http://www.fns.usda.gov/snap/farmer-producer)
- B. Farmers Market Legal Toolkit – a USDA guide for understanding the requirements for implementation of SNAP EBT  
<https://farmersmarketlegaltoolkit.org/snap/legal-topics/becoming-a-retailer/how-do-i-apply/>
- C. Market Link – Eligibility for Point of Sale Devices for SNAP EBT Farmers' Markets  
<https://marketlink.org/eligibility>
- D. USDA SNAP-Ed  
<https://snaped.fns.usda.gov/>
- E. Gus Schumacher Nutrition Incentive Program (GusNIP)  
<https://nifa.usda.gov/funding-opportunity/gus-schumacher-nutrition-incentive-grant-program>
- F. The Healthy Food Pantry Assessment Toolkit Resource Guide  
[https://s3.wp.wsu.edu/uploads/sites/2088/2018/09/ResourceGuide\\_Updated\\_FINAL.pdf](https://s3.wp.wsu.edu/uploads/sites/2088/2018/09/ResourceGuide_Updated_FINAL.pdf)
- G. Safe and Healthy Food Pantries Project – University of Wisconsin-Madison  
<https://fyi.extension.wisc.edu/safehealthypantries/>
- H. Equitable Food Systems Resource Guide  
<https://www.policylink.org/food-systems/equitable-food-systems-resource-guide>
- I. USDA Dietary Guidelines 2020-2025 [www.DietaryGuidelines.org](http://www.DietaryGuidelines.org)
- J. USDA Community Food Security Assessment Toolkit  
<https://www.ers.usda.gov/publications/pub-details/?pubid=43179>

### **North Carolina Resources:**

- A. Healthy Food Pantry Assessment Tool (Adapted from the USDA National Institute of Food and Agriculture's Healthy Food Pantry Assessment Tool)  
<https://publichealth.nc.gov/chronicdiseaseandinjury/healthycommunities/docs/FoodPantryAssessment-FINAL-PA2approved.pdf>
- B. Healthy Food Pantry Toolkit – NCSU Cooperative Extension  
<https://localfood.ces.ncsu.edu/local-food-community-development/healthy-food-pantry-toolkit/>



- C. A Guide to SNAP/EBT for N.C. Farmers Markets  
<https://rafiusa.org/wp-content/uploads/2018/03/SNAP-guide-final-small-for-web.pdf>
- D. Examples of NC Food System Assessments  
<https://communityfoodstrategies.org/2020/06/10/examples-of-nc-food-assessments/>
- E. Community Food Assessment  
<https://localfood.ces.ncsu.edu/local-food-community-development/community-food-assessment/>
- F. SNAP-Ed Programs in North Carolina  
<https://snaped.fns.usda.gov/state-snap-ed-programs/north-carolina2>
- G. Carolina Hunger Initiative –nutrition education resources  
<https://carolinahungerinitiative.org/nutritioneducation/>

**Data Sources:**

Reviewing data from the following sources can assist you in identifying your priority population(s) for this specific strategy.

- A. Social Determinants of Health by Regions  
<http://nc.maps.arcgis.com/apps/MapSeries/index.html?appid=def612b7025b44eaa1e0d7af43f4702b>
- B. USDA Economic Research Service  
[www.ers.usda.gov/topics/food-choices-health/food-access/](http://www.ers.usda.gov/topics/food-choices-health/food-access/)
- C. CDC's Social Vulnerability Index – to assist in identifying socially vulnerable communities  
[https://www.atsdr.cdc.gov/placeandhealth/svi/interactive\\_map.html](https://www.atsdr.cdc.gov/placeandhealth/svi/interactive_map.html)

