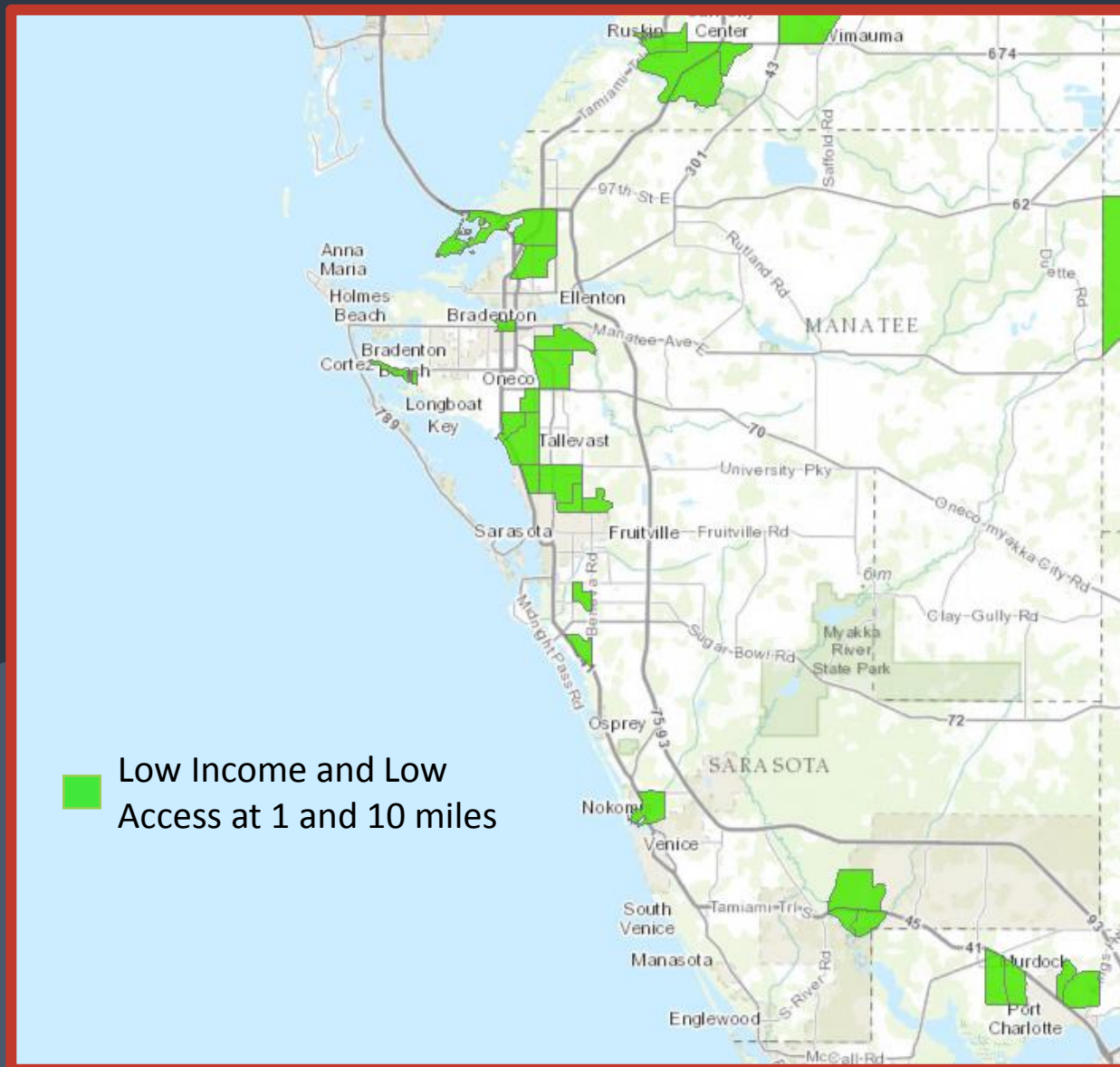


2013-15 Manatee County CHIP: A Regional Approach to Community Engagement And Healthy Food Access in Underserved Communities



Presented to the Manatee Healthcare Alliance by
Megan Jourdan and Erin Laird on October 1, 2015

USDA – Designated Food Desert Census Tracts in Manatee and Sarasota Counties



Sarasota

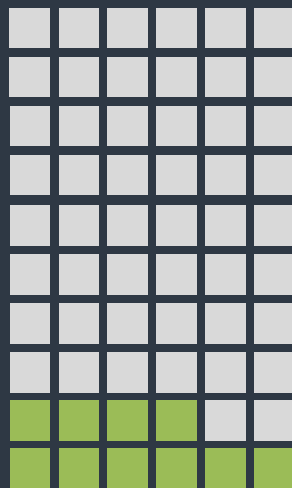


27%



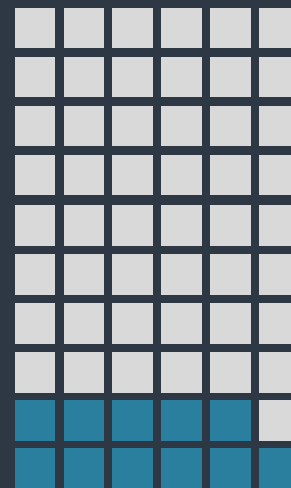
Percent of adults who eat at least 5 servings of fruits and vegetables per day

Manatee



17%

Sarasota

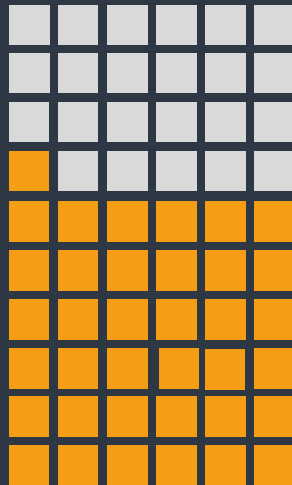


18%



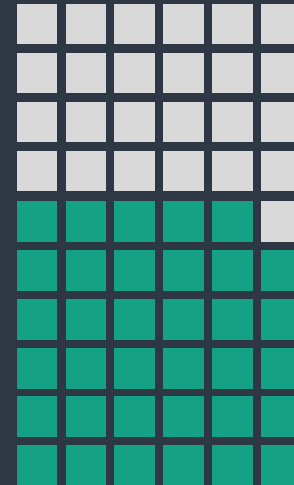
Percent of adults who are overweight or obese

Manatee



62%

Sarasota



58%

Community Based Participatory Research

Engage Residents



Assets



Barriers



Solutions



How did we engage residents?



Focus
Groups


Randomized
Door-to-Door
Surveys

Recorded
Interviews





Focus group at Samoset Elementary



What did the
community
tell us?

Themes

Perceived Barriers

- Cost
- Availability
- Lack of knowledge

Desired Solutions

- Growing Food
- Affordable fresh options closer to home
- Classes



We asked:

What, in your community, makes
it difficult to eat healthy foods like
fruits and vegetables?




Residents told us:

“Well for one thing, out here there **aren’t any stores**. So we can’t get any fresh stuff.”

“In this community, **there’s not really stores**, there are ‘food stores,’ or whatever but it’s just like going to a gas station.”

“I think sometimes it’s just **the transportation**.”



“We have to buy what we can **afford**, not what we like to get.”

“A lot of people don’t get the essentials that they need, because food is so **expensive**.”

“When you’re **low income**, it’s hard to go to the grocery store and pick out a meal that’s healthy and also cheap.”

“Eating healthy is **expensive**.”



We asked:

Imagine that you have the opportunity to help your community have an easier time getting the types of food they want and need.

What would you do?



Residents told us:

“If a stand from a local farm came a couple times a week, that’d be neat.”

“Vegetable delivery service.”

“Well, we’d have to start a garden.”

“Some classes, with maybe some ideas on healthier options we could cook.”

Next, we deployed a randomized door-to-door survey to delve deeper into what residents were telling us.



Survey Methodology

Community Assessment for Public Health Emergency Response (CASPER)

Choose census tracts

Randomly select 30
census blocks

Survey seven homes

Complete 168-210 surveys





Through the survey, we identified 14 Manatee residents and 20 Sarasota residents who would like to serve as community conduits for healthy food information.

Additionally, 70 Manatee residents and 38 Sarasota residents would like to participate in future planning meetings.





Survey Says...

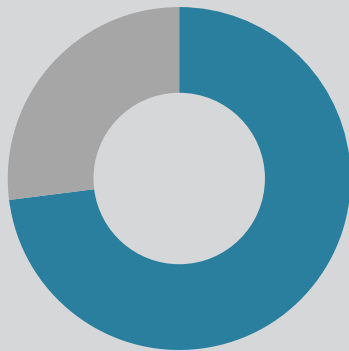
Food desert residents perceive fruits and vegetables as being expensive.



What would make it easier to get fruits and vegetables?

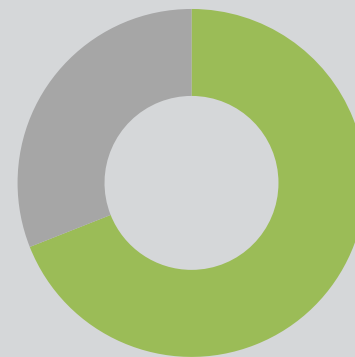
If fruits and vegetables were cheaper.

Manatee



73% said yes

Sarasota



69% said yes



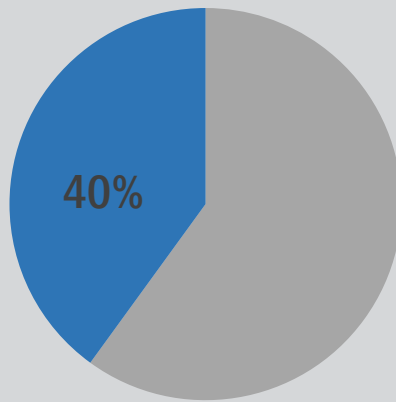
Survey Says...

Food desert residents perceive stores as being far away.

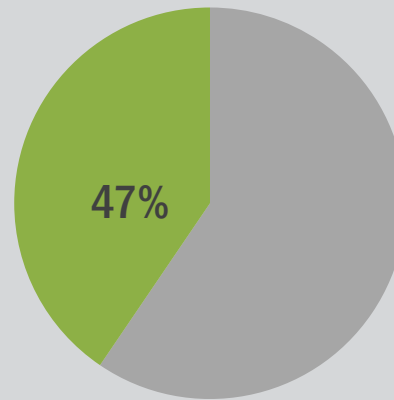


What would make it easier to get fruits and vegetables?

If fruits and vegetables were sold closer to your home?



Manatee



Sarasota

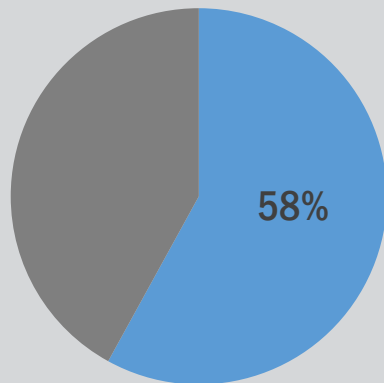


Survey Says...

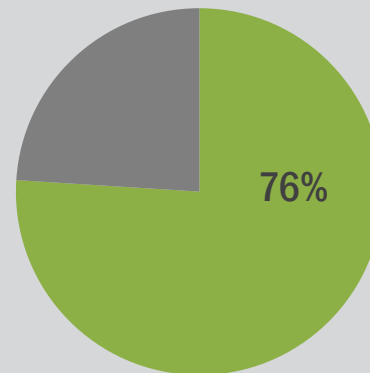
Food desert residents want fresh, affordable options, close to their homes.



Respondents would shop at farm stands in their neighborhoods.



Manatee



Sarasota



When asked about farm stands, respondents replied:

“It has to be fresh.”

“I will shop there if it is not expensive.”

“I would be more likely to go if I could also get other things, like milk and eggs.”

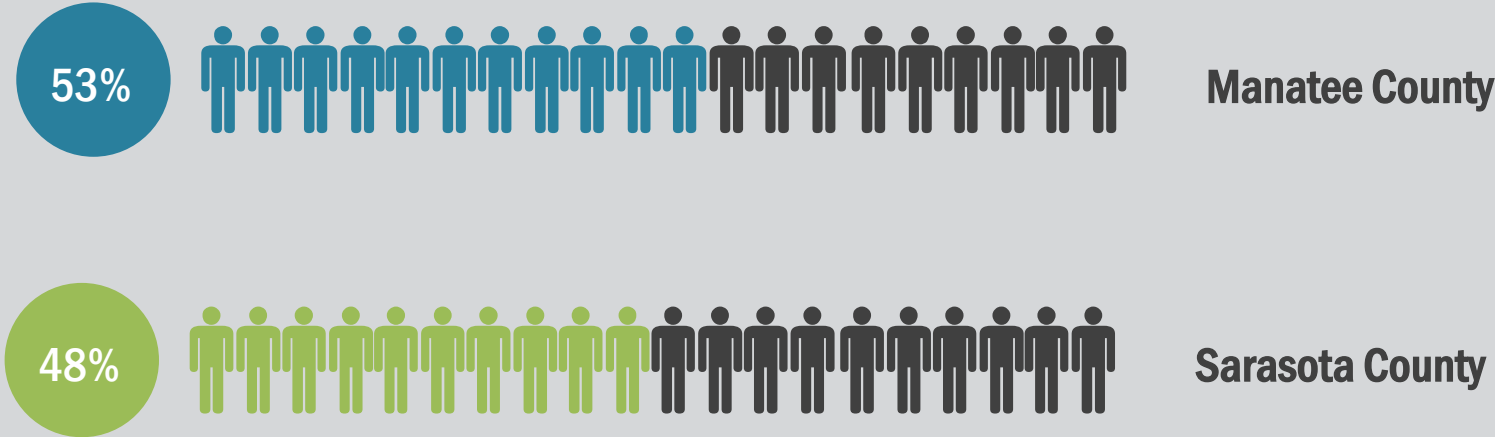


Survey Says...

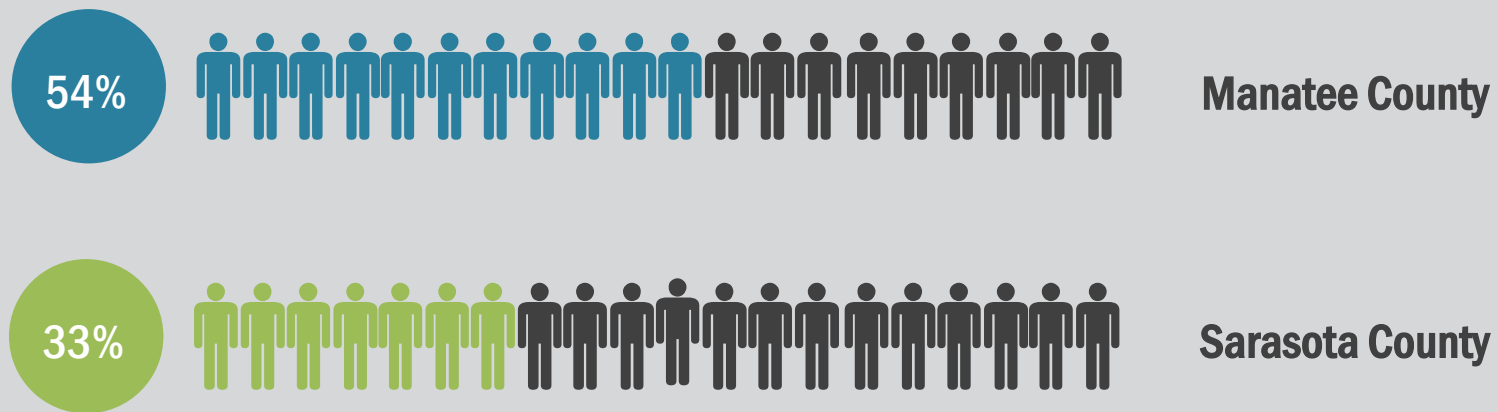
Food desert residents want places in their neighborhoods where they can grow their own food.



Respondents want to grow their own food.



Respondents feel that classes on vegetable gardening would help them grow their own food.





Respondents would like community fruit trees in their neighborhoods.

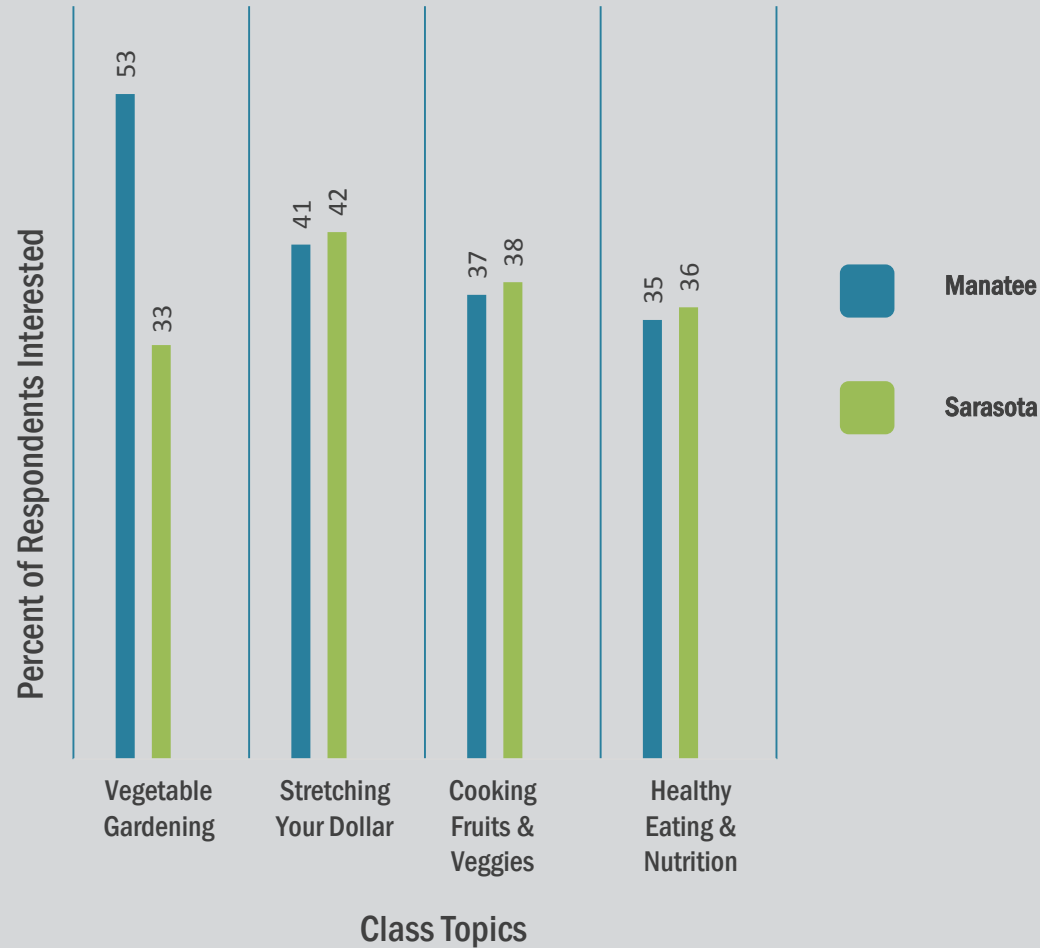


The image is a vertical collage of three photographs. The top photo shows a grocery store aisle with shelves of products and a person in the background. The middle photo shows a group of people, including a woman in a white apron, working together in a kitchen or food preparation area. The bottom photo is a close-up of fresh vegetables, including green and red bell peppers and potatoes, in a metal tray.

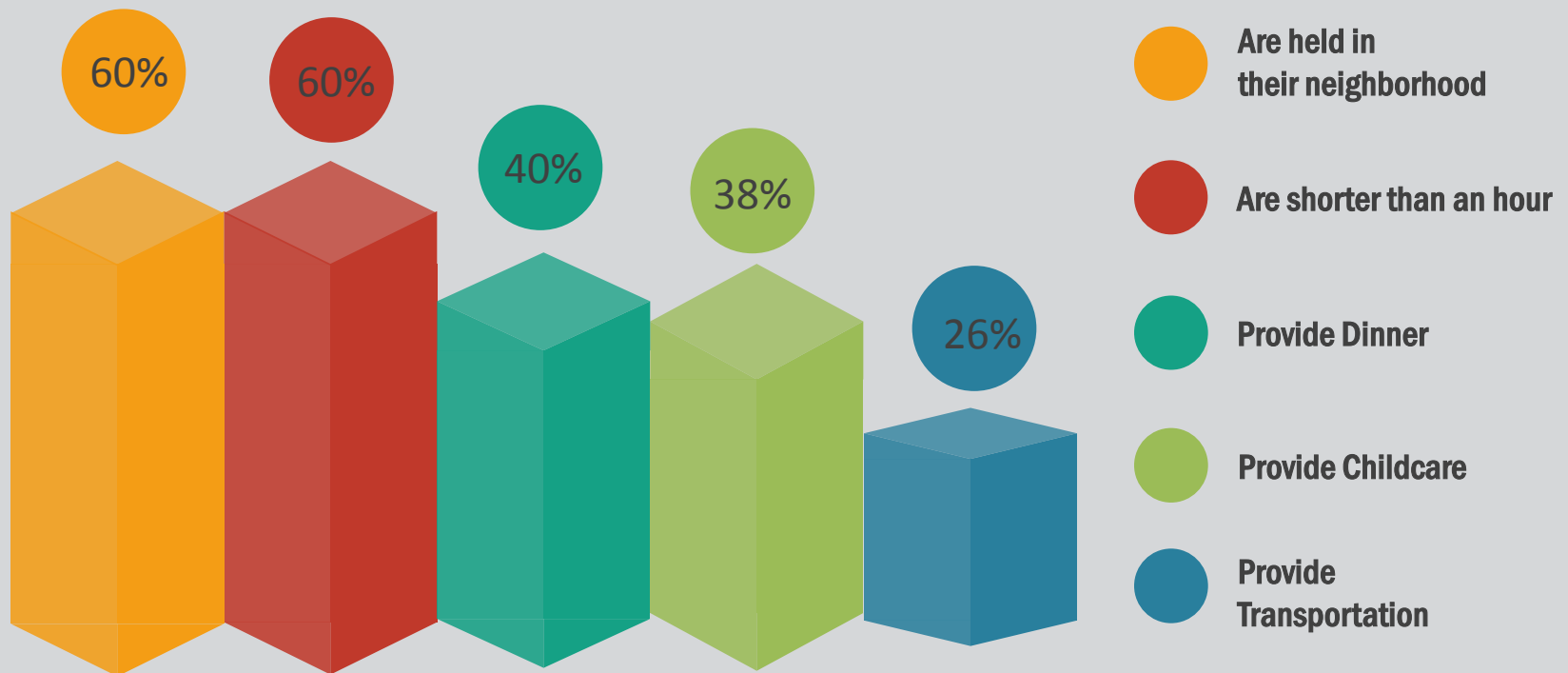
Survey Says...

Food desert residents want educational opportunities

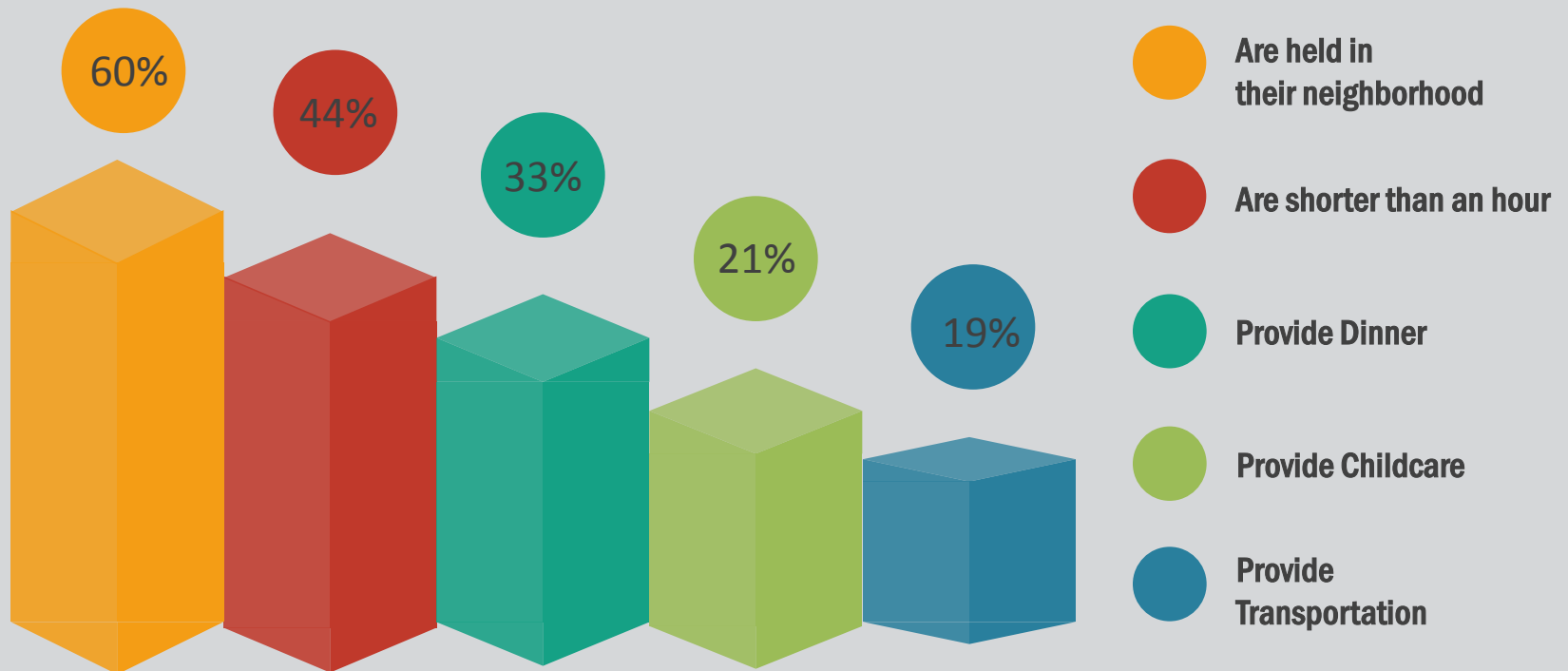
The top 4 topics respondents expressed interest in:



Residents of Manatee are more likely to attend classes that:



Residents of Sarasota are more likely to attend classes that:

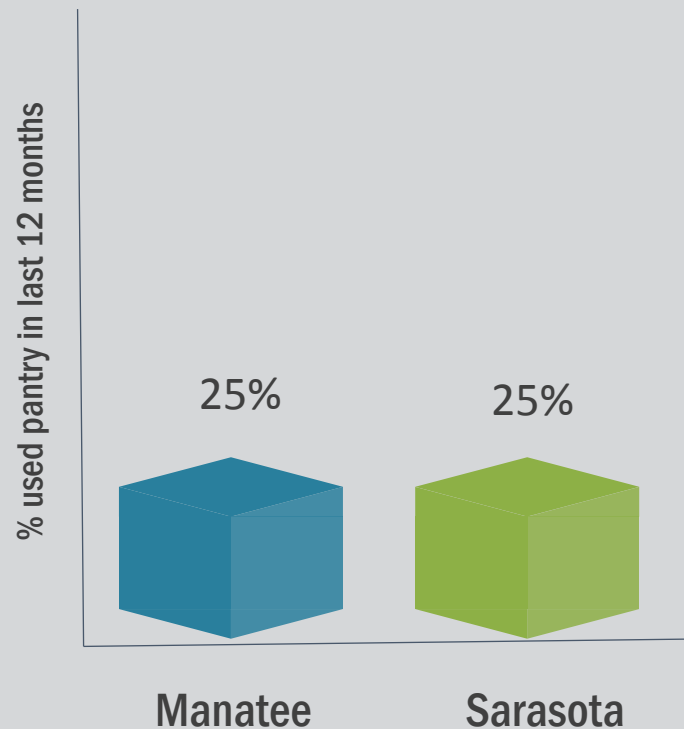


A photograph of a food pantry. In the background, there are tall shelves filled with various canned goods, including soups, beans, and vegetables. In the foreground, a woman with dark hair, wearing a pink cardigan over a grey top, is looking down at a cardboard box filled with food. Next to her, an older man with glasses and a blue jacket is also looking at the box. To the left, another man is partially visible, looking down. The box contains various items, including a can of tomatoes, a container of raisins, and other food items. The scene is brightly lit, and the overall atmosphere is one of assistance and care.

Survey Says...

Food desert residents are using emergency food assistance resources.

In both counties, 25% of respondents reported using emergency food resources in the last 12 months.





How do you make it work during the times when you don't have enough food?

Manatee

- Eat what I have
- Eat with friends/family
- Eat less

Sarasota

- Stretch budget
- Food Pantry
- Eat cheaper food

*Top 3 answers from each county

Photo-Voice



“Look at that, that’s sad right there. That’s what my fridge and cabinet always look like. I don’t have a car, so I gotta walk to the store. I would go to a pantry, but I can’t get there. I do have a lot of peanut butter. People are always giving me peanut butter. Sometimes I just eat it with a spoon for dinner.”

Recorded personal narratives

Understanding life in a food desert

Stories from the Food Desert



Interviews by New College of Florida Students

<https://www.youtube.com/watch?v=fUO3h3Em6OY>

Project recognition:

- Invited by National Environmental Health Association to provide a panel presentation on community engagement strategies at annual conference
- Designated model pilot project for National Institute for Children's Health Quality's Social Determinants of Health initiative
- Will be featured on National Association of City and County Health Officials' webinar to develop national public health recommendations for healthy food access policies and activities




Current Implementation Initiatives:

- Partnering with Realize Bradenton to implement EBT at the Downtown Bradenton Farmers' Market
- Partnering with Geraldson Farms to implement USDA grant received to develop Mobile Market to serve food desert neighborhoods
- Partnering with IFAS Sarasota, IFAS Manatee, and Manatee River Garden Club to develop Community Gardens
- Kicked off the Manasota Food Action Council

Manasota Food Action Council





Thank you!
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