Community Food System Assessments: Results, Lessons Learned, and Model Approaches from Across Colorado

*Food Systems Toolbox Webinar Series*
Thursday September 12th, 2013
1-2p.m.
WELCOME!

Lisa Walvoord

lisawalvoord@livewellcolorado.org
Objectives

- Revisit community food assessment tools & resources on the Food Systems Toolbox
- Learn about how other communities have found resources to implement assessments
- Hear about models frameworks that you can adapt
- Develop your next steps
Agenda

Welcome!

Presentations:

- Pueblo County's Food System Assessment: Informative Resources & Tools
- Montezuma County's Food System Assessment: Developing A Framework for Action
- Brief Review of CFA tools on Food Systems Toolbox

Closing Thoughts

Open Q&A
Today’s Presenters

Christina Hopewell
Public Health Educator, Pueblo City-County Health Department

JoDee Powers
LiveWell Montezuma Coordinator

Lisa Walvoord
Vice President of Policy, LiveWell Colorado
Pueblo County Food Systems Assessment

Christina Hopewell
Public Health Educator/Project Coordinator
Pueblo City-County Health Department

Wendy Peters Moschetti
Lead consultant, WPM Consulting

Katie Davis
Program Manager/Epidemiologist
Pueblo City-County Health Department
Pueblo Food Systems Assessment Team

- 4 Pueblo City-County Health Department Staff
- 4 CSU-Ft. Collins Staff
- 1 WPM Consultant on local and statewide food systems policy projects
- 1 WPM Consulting Administrative Assistant
Why a Food Systems Assessment and Why Now?

- Pueblo County has a high incidence of chronic disease.
- Needed comprehensive research examining food access.
- Food access = health, community, equity issue
- Public Health strategies are lost without connections to urban systems (i.e.- transportation).
- LGAs needed leverage to address complicated societal issues.
How Are We Able to Do a FSA?

- Office of Health Disparities funding through CDPHE
- Approximately 1,000 man hours invested
- 10 staff
- 17 member Advisory Council
- 25 partner organizations/departments
What did we want to answer?

“How can the local and regional food system of Pueblo County provide more safe, fresh, and healthy foods to improve food access, food security, and the health of all Pueblo residents?”
Approach

- Analyzed agricultural input, production, processing, distributing, marketing behaviors in a six county region.
- Examined consumer behaviors, nutrition, and public health implications.
- Utilized primary/secondary data collection and analysis.
Six County Region in Pueblo FSA
Methodology

- Pueblo County Resident Survey
- Public forums
- Focus groups
- Interviewed producers, key stakeholders, and partner organizations.
Greatest Assets

- Engaged, motivated FSA team
- Advisory Council
- Availability of datasets
- Mapping
Preliminary Findings

- Fruits, vegetables & nursery crops make up at least 25% of all crop sales in the region (2007).
- Food away from home represented over half of all food expenditures.
- Cost and distance to store are dominant determinants and barriers to changes in food purchases.
Preliminary Findings (Cont.)

- 23.9% of Puebloans have an Undergraduate Degree
- 7.2% of Puebloans have a Graduate Degree

Healthy Vs. Unhealthy Food Access (Food Deserts and Food Swamps)

- In our resident survey, 41% of residents reported having difficulty feeding their family because of cost.
  - 16.1% of Pueblo Residents are living in poverty.
  - 26.5% of Pueblo Children are living in poverty.
  - 57% of students in Pueblo County are eligible for free/reduced lunch.
Closing Remarks

- Although we have many complex issues, our community is willing to work together to make measurable, positive strides.
- We need to be creative when it comes to addressing food insecurity and access challenges.
- One organization cannot unilaterally decide what our community’s next action steps should be.
Montezuma County Food Assessment

JoDee Powers, Livewell Montezuma Coordinator, Lwmontezuma@gmail.com
Inside Look at our Food Assessment

• Formed a Food Task Force
• Researched other communities’ food reports
• Identified what we wanted to get from a report
• Hired experts along the way to get info we needed
Consumers and Producers

- Collected consumer information
- Created producer survey
- Compiled data along with USDA stats
- Gave us a snapshot of our food system
Lots of Info, Not a lot of Dough!

• Assets were having people like Wendy, Kaiser Permanente and other experts

• Challenges:
  – Narrow focus for understanding your food system
  – Are few real “experts”
  – Where do you spend your money?
  – Who will pay attention when you are done?
Using a Framework

• Looked at a lot of reports
• What did we want people to see/take away?
• Report card seemed unhelpful
• Wanted a strategy based platform that covered a wide spectrum
Food System Framework

Goals

• Local Food – Increase viable local options in our food system
• Healthy Eating – Make the healthy food choice an easy choice
• Food Security – Make local and healthy food accessible for all residents
• Economic Vitality – Promote a thriving self reliant economy
Food System Framework

**Objectives – Local Food**

- Maintain agricultural land base/increase capacity to produce
- Support small and midscale farming
- Increase urban food production
- Encourage environmental, resource & conservation practices
Food System Framework

Objectives – Healthy Eating

• Apply county wide solutions to create healthy food environments
• Increase equitable access to healthy, affordable and culturally appropriate foods
• Promote health by encouraging healthy food choices
• Provide nutrition education to students and residents
Objectives – Food Security

• Increase residents self sufficiency
• Commit County and City resources
• Strengthen community resilience
• Facilitate equitable participation and decision making by all residents
Objectives – Economic Vitality

• Promote local food producers and products
• Promote the continuation of Farm to School and Institutional purchasing of regional food products
• Increase local supply chain capacity
• Develop the food economy infrastructure
What did we learn?

- Lots of pathways to assessing your food system
- Easy to get side-tracked
- Easy to spend a lot of money
- Easy to rely on outside “experts”
- If we had had the ‘framework’ might have focused differently
- Process is invaluable
Good Food Montezuma’s Immediate Goals?

• Campaign focusing on how consumers can access local foods

• Delve into each section of the framework
  – Identify what is being done in each area by what groups
  – Create strategy for areas where there are gaps
  – Identify goals and timelines
Food Systems Toolbox

www.livewellcolorado.org/foodsystems > community food assessments
Questions?
## Speaker Contacts

- Christina Hopewell - [hopewellc@co.pueblo.co.us](mailto:hopewellc@co.pueblo.co.us)
- Katie Davis - [katie.davis@co.pueblo.co.us](mailto:katie.davis@co.pueblo.co.us)
- JoDee Powers - [lwmontezuma@gmail.com](mailto:lwmontezuma@gmail.com)
- Wendy Peters Moschetti – [wendy@wpmconsulting.net](mailto:wendy@wpmconsulting.net)
Resources

- LWCO Food Systems Toolbox - Community Food Assessments Section: www.livewellcolorado.org/foodsystems
- Crossroads Resource Center (Ken Meter): www.crcworks.org
Thank you!

Thank you for joining us! Please join us for next month’s webinar:

*Colorado Farm to School Intensive Technical Assistance Workshops: Lessons Learned & Opportunities to Participate*

Thursday, Oct 10th
1-2pm