

Outline of 10 Year Plan to Increase Access to Healthy Foods for Children

<p>Goal: To increase access to and consumption of healthy food by children in underserved households to increase child food security by 50% by 2023.</p> <p>Vision: Through broad-based community partnerships, engage processes that ensure opportunities for all Dane County children and families to access affordable healthy and culturally appropriate food options in order to achieve and sustain better health outcomes and a higher quality of life for children.</p>				
Theme Area	Goal	Objectives	Long term programs/policies/actions	Short term programs/policies/actions
Child and family access (policies and practices for capacitation)	Increase equitable access to healthy foods for children and families.	<ul style="list-style-type: none"> • Increase participation in benefit programs for children and families. 	<ul style="list-style-type: none"> • Centralized and simplified resources that ease access to healthy food. 	<ul style="list-style-type: none"> • Coordination of enrollment process for food access programs
		<ul style="list-style-type: none"> • Increase access to and use of free or affordable healthy food and through pantries, evening meal programs and incentive programs. 	<ul style="list-style-type: none"> • School pantries/open house? • Support/expand the Extended Food Nutrition Education Program (EFNEP) family intensive model • Expand health care rebate programs for CSAs or similar produce purchasing/use programs 	<ul style="list-style-type: none"> • Incentivize EBT/SNAP use at farmer’s markets • If no grocery store or pantry in neighborhood, add mobile pantry • Increase awareness of Health Care rebate programs for healthy food options • Support innovative pantry programs that use demonstrations/recipe development with produce and commodity food.
		<ul style="list-style-type: none"> • Reduce need for participation in benefits programs. 	<ul style="list-style-type: none"> • Support living wage policies 	<ul style="list-style-type: none"> • Support job development accessible to food insecure households.
Neighborhood and community infrastructure (physical characteristics and policies)	Increase the capacity of neighborhoods and communities to support affordable and healthy food choices.	<ul style="list-style-type: none"> • Increase healthy options through locally placed retail, community gardens and urban agriculture. 	<ul style="list-style-type: none"> • Site new grocery stores, community gardens and farmers markets (and vendors/stalls) in underserved communities to increase access • Support existing markets, grocers to provide healthy choices • Encourage smaller business grocery stores 	<ul style="list-style-type: none"> • Encourage neighborhoods to assess their access to food by convening faith communities, neighborhood associations and other community groups (with support of the Neighborhood Resource Teams) • Provide transportation to grocers/markets, change bus service to increase access to grocery stores, explore cabs/shuttles where neighborhoods don’t have an option. • Policy for street/neighborhood sales of produce.
		<ul style="list-style-type: none"> • Enhance infrastructure for movement, storage, production and processing/transformation for maximizing availability of fresh food 	<ul style="list-style-type: none"> • Extend the local growing season • Policy support for small/midsize farms • Expand farm/garden gleaning programs for local food recovery of un-saleable or un-harvestable produce. 	<ul style="list-style-type: none"> • Fully utilize existing commercial kitchens for mid-sized aggregation/transformation needs, identify need for additional facilities. • Enhance cold storage at pantries. • Improve transportation systems, trucks, etc. to move food through pantry systems • Support zoning policies and practices for urban food production, hoop houses and green houses. • Assess land available for gardens.
Organizational and institutional environment and infrastructure (organizational characteristics and policies that influence them) INFRASTRUCTURE HERE? OR SEPARATE?	Increase culturally appropriate healthy food in school, after-school, summer programs and childcare through expanded choices for students and integrated education on healthy living and eating.	<ul style="list-style-type: none"> • Increase number of children consistently exposed to healthy food at school, after-school, summer programs and childcare. 	<ul style="list-style-type: none"> • Support and explore innovative partnerships for sales and food programs that play on the “cool factor”, autonomy/self-efficacy of children and increased choice. • Enhance kitchens in schools and community centers. • Fully draw down federal dollars and other resources for food in summer and after school programs. 	<ul style="list-style-type: none"> • Expand training and support for childcare providers on menu planning and healthy food preparation. • Create a network of individuals/team for helping with menu planning to make it culturally appropriate, other support for menu planning at community centers and other meal sites. • Staffing for food transformation at community centers and other meal sites. • Tap/recruit neighborhood level resources to help run programs. • Improve transportation systems, trucks, etc. to move food through school systems • Enhance cold storage at schools and community centers that serve youth snacks and meals.
		<ul style="list-style-type: none"> • Increase number of children receiving an engaging, integrated education on healthy food at school or in afterschool programming. 	<ul style="list-style-type: none"> • Develop curriculum that applies self-efficacy approaches, considers physical, emotional and mental aspects of well-being • Institutionalization of curriculum in schools 	<ul style="list-style-type: none"> • Coordinate between current programs for nutrition and engagement with food to serve children in Madison institutions in a more comprehensive way • Training that is applicable to all foods • Support for intergenerational, culturally appropriate programs
		<ul style="list-style-type: none"> • Increase organizations committed to establishing a healthy food environment. 	<ul style="list-style-type: none"> • Establish framework and benchmarks for “healthy organizations” in Madison and incentivize organizations with recognition 	<ul style="list-style-type: none"> • Reduce vending machines and/or provide healthy food choices • Offering training to staff and volunteers on modeling healthy behaviors