

A photograph of five children running across a grassy field towards a line of trees with autumn foliage. The sun is low in the sky, creating a warm, golden light. The children are seen from behind, running away from the camera. One child in the center is kicking a blue ball.

Healthy Neighborhoods Networking & Action Sessions

Healthy Markets

June 8, 2016

Facilitators:
Barbara Taveras, NYCT
Joanne Lee, ALBD

WebEx Platform

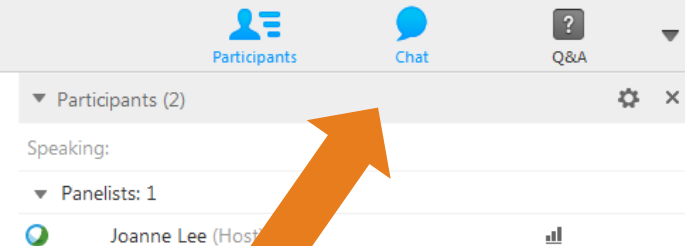
Cisco WebEx Event Center

File Edit View Communicate Participant Event Help

Event Info

Healthy Neighborhoods Fund Session

- Direct technical support: 1-866-569-3239
- Muting Audio – please be aware of:
 - Whether your phone system plays music while on mute/hold
 - Minimizing background noise
- Chat Box



The screenshot shows the Cisco WebEx interface. At the top, there are icons for Participants (a group of people), Chat (a speech bubble), and Q&A (a question mark). Below these, the 'Participants (2)' section is expanded, showing a list of participants. A large orange arrow points from the bottom right towards the 'Participants' icon and the 'Participants (2)' section.

Participants (2)

Speaking:

Panelists: 1

Joanne Lee (Host)



Purpose

Support networking and collaborative learning

- Co-development
- Shared leadership and organizing
- Self-reliant
- Inclusive
- Flexible

Agenda

- I. Welcome and Introductions
- II. Cross-site Sharing and Brainstorming
Session Focus: Healthy markets
- III. Next Steps and Wrap-up

Healthy Neighborhoods Networking and Action Sessions!

HEALTHY MARKETS INCENTIVES SURVEY



SURVEY RESPONDENTS

1. Brownsville Partnership
2. Bronx Lebanon Hospital Department of Family Medicine
3. BronxWorks
4. Clinton County Health Department
5. Community Solutions
6. Field & Fork Network
7. GrowNYC
8. Mount Sinai Adolescent Health Center
9. NYC Department of Health and Mental Hygiene (NYCDOHMH)
10. The Partnership for a Healthier Manhattan
11. Two Bridges Neighborhood Council
12. Urban Health Plan



INCENTIVES OFFERED

1. Health Bucks
2. Double Up Food Bucks
3. Farm Fresh Cash



REDEMPTION SITES

- Farmers Markets/Youth Markets
- Food Box Programs
- Healthy Corner Stores & Mobile Markets



SOURCES OF INCENTIVES

- NYC DOHMH
- Philanthropic money, corporate grants, and federal grants; potentially local public grants

RECIPIENTS

Main	Others
Adults and Seniors	Teens Organization Staff Children

DISTRIBUTION METHODS

Main	Others
<p>Health/nutrition/fitness classes & workshops</p> <p>Market tours</p>	<p>Central terminal where SNAP incentives are distributed</p> <p>At point of sale (e.g., healthy corner stores)</p>

TRACKING INCENTIVES

Distribution	Redemption
9 of 11 respondents	5 of 11 respondents



ELEMENTS OF SUCCESS

- Distributing incentives during program events and workshops
- Ease of redemption for recipients and tracking system for markets
- Training the markets to manage and distribute the incentives effectively
- Strong partnerships with organizations doing complementary programming close to or in the markets
- Working with partners to target specific populations for consumption of fruits and vegetables, and/or populations that need financial support



Discussion

*- What kinds of incentives
are being used besides
financial ones?*

Lisa Tucker, Niagara Falls

A photograph of five children running across a large, grassy field. The children are seen from behind, moving away from the camera towards the left side of the frame. The field is green and well-maintained. In the background, there is a dense line of trees with vibrant autumn foliage in shades of yellow, orange, and red. The sun is low in the sky on the left, creating a warm, golden light and long shadows on the grass. A basketball hoop is visible in the distance among the trees.

Discussion

- What other food subsidy programs exist?

What are strategies to maximize redemption rates for programs like Health Bucks?

- *Michael Tsang, Two Bridges Neighborhood*



Discussion

- What have other organizations done to increase participation in markets?

Maggie Rourke, Hunts Point

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Discussion

- What are sustainable models for markets?
- What are important considerations when looking for space?

Yamileth Martinez, Hunts Point



Discussion

*- Does anyone know of
funding opportunities to
support healthy markets?
Kimberly Libman, East Harlem*

A group of children are playing soccer on a grassy field during autumn. The sun is low in the sky, creating a warm, golden light and long shadows. The trees in the background have vibrant yellow and orange foliage. A basketball hoop is visible in the distance. The children are running across the field, with one child in a red shirt in the foreground and others further back. A blue soccer ball is on the ground near the center.

Discussion

- Can anyone share best practices or experiences involving youth healthy markets?

Roberto Claudio, Morrisania/Claremont

The background of the slide is a photograph of a farmers market. In the foreground, there are several crates and bins filled with fresh produce. On the left, there are watermelons and eggplants. In the center, there are large, dark brown sweet potatoes. On the right, there are green okra and green bell peppers. In the background, a woman with long dark hair, wearing a white jacket and a red apron, is standing behind the stall. The market is outdoors, with trees and a white tent visible in the background.

Discussion

- How can non-profits and government agencies work together to increase access to farmers markets and incentive programs?

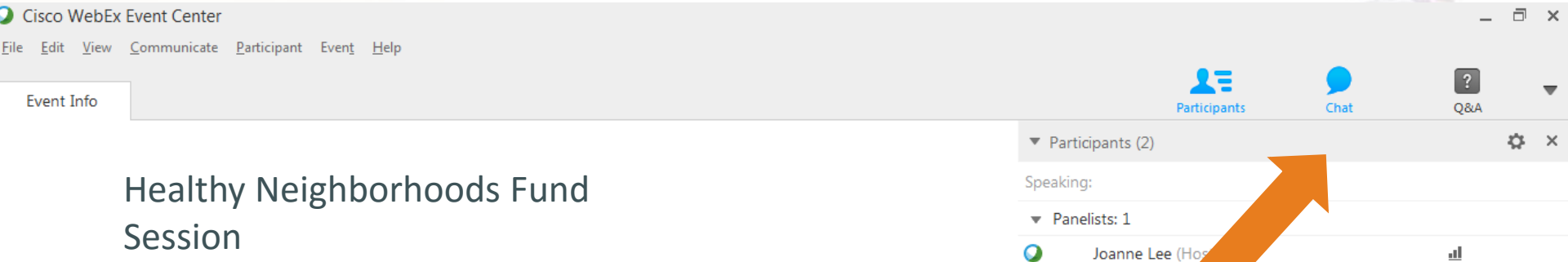
*Shulie Eisen, Fund for Public Health
in NY*



Next Steps:

- *Interest in continuing cross-site sharing and collaboration?*
- *Interest in a next session?*
 - *Topic(s)*
 - *Date and time*
 - *Facilitator(s)*

We Want Your Feedback!



Please share your feedback using the chat box:

Type “+” and identify what worked well today

Type “-” and identify what could be improved

THANK YOU!!