

# Healthy Neighborhoods Fund Learning Collaborative Meeting



Mott Haven

BronxWorks

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## Food Access Goal 1

Increase availability of healthy options offered by local food retailers including bodegas and supermarkets and increase utilization of farmers markets.



## Food Access Goal 2

Increase skills and confidence of Mott Haven residents to buy and prepare healthy foods while empowering them to become change agents who advocate for a better food environment.

# Shop Healthy

Continue to partner with food retailers including bodegas and supermarket to offer and promote healthier options including water, fresh produce, whole grains, and grab n go items

## Key Partners and Collaborators

- Bronx Health REACH (and Bronx Bodega Workgroup)
- City Harvest
- FamilyCook Productions
- NYC Department of Health and Mental Hygiene

## Community Engagement Strategies

- Betances Youth Food Justice Program
- Shop Healthy Team
- Engagement events (tastings, storefront promotions)



# Farmers Market Promotion

Operate the Mott Haven Farm Stand, Stellar Nutrition Education Program, and support other local markets

## Key Partners and Collaborators

- NYC Department of Health and Mental Hygiene
- Segundo Ruiz Belvis Gotham Health
- South Bronx Farmers Market & Harvest Home Farmers Market
- Just Food
- Senior Marlins

## Community Engagement Strategies

- Community volunteer-led programming
- Farmer market tours
- Tastings and demos
- Social media communications



# Community Food Tours

Connect community residents to food resources including farmers markets and supermarkets through tours

## Key Partners and Collaborators

- Fine Fare Supermarket
- City Harvest
- Share Our Strength
- Farmers Markets
- Lehman College

## Community Engagement Strategies

- Extensive outreach to partners and BronxWorks sites to schedule tours



# Question for Peer Support

What are your metrics in healthy retail programming?

