

HEALTHY RETAIL NETWORKING GROUP

INCREASING FOOD ACCESS THROUGH POLICY AND ADVOCACY

POLICY OVERVIEW AND INITIATIVES

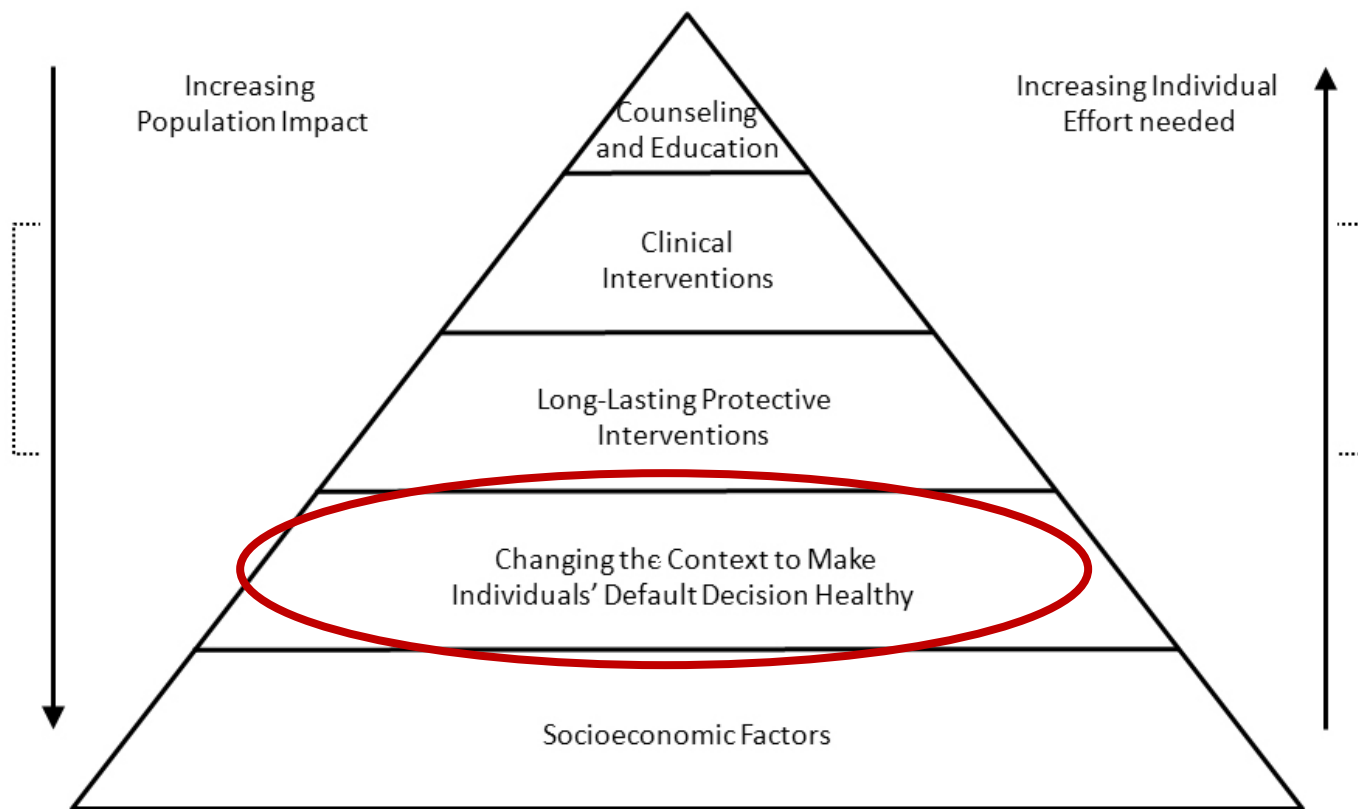
HFRNG Winter Quarterly Meeting

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Why is Policy Important?



Frieden TR. Am J Public Health 2010;100(4):590-5

Program vs Policy

Strategies to improve healthy food access in small stores



Policy in Action – Minneapolis, MN

1) First ever ***Staple Foods Ordinance (2008)*** in nation

- Staple food standards for licensed grocery stores
- 2014 approved revisions to strengthen ordinance (expand required staple food categories, set minimum quantities, provide better quality standards for fresh produce)

2) *Healthy Corner Store Program (2009)* provides store owners with expertise, training and support

- Participating stores ↑ produce sales by 155% (2013)
- Developing sustainable procurement systems
- Produce sales averaging < \$10 per week



Source:
<http://www.minneapolismn.gov/health/living/new%20cornerstores>

Policy in Action – Mid-Ohio Valley, WV

Change the Future WV - Mid-Ohio Valley region

Policy improvements included public-binding municipality and school policies + public and private organizations to support healthier food choices

For example:

- HD passed incentive policy to offer discounts on food retail permits
- MOUs with grocery stores to establish healthy checkout aisle and increased access to fruit/veg.

Healthy Checkout Standards

As you begin placing items in your healthy checkout and throughout your store, please keep these standards in mind.

Foods and Beverages

Foods and beverages meet the Change the Future WV Healthy Checkout Standards if they meet the following nutrition standards per package or item:

- No more than 200 calories
- No more than 35% calories of total calories from fat, excluding nuts, seeds and cheese
- Less than 10% total calories from saturated fat
- No more than 0.5 grams of trans fat
- No more than 35% of calories from sugar, excluding yogurt and fruit
- No more than 200 milligrams of sodium
- Contain no artificial sweeteners

The following food items are examples that satisfy the Healthy Checkout Standards:

- Fresh fruits or vegetables, whole or sliced
- 100 Calorie Packs
- Kashi Granola Bars
- GoGo Squeeze Fruits or other squeezable fruit brands

Policy in Action – Other Examples

FEED DC Act - Washington, DC

Builds upon existing DC Supermarket Tax Exemption to create a package of incentives and assistance for new grocery store developments and for grocery store renovations in lower-income areas.

* Provides funding for their Healthy Food Retail Program



Hospitals & Retailers – Massachusetts

Nonprofit hospitals assessing healthy food retail in required community health assessments

* Most common program implemented is direct food access e.g. Farmers Market sponsorship, Meal delivery to vulnerable populations, Fruit/Vegetable Prescriptions

Insurance Companies & Retailers

United Healthcare, Humana, Anthem Blue Cross Blue Shield partnering with local supermarkets to offer customers discounts on healthy items.

Sources:

<http://www.nyc.gov/html/misc/html/2009/fresh.shtml>

<http://www.ccnny.org/blog/green-carts-bringing-healthy-food-to-new-yorkers/>

<http://dcgreens.org/dc-policy/>

<http://www.londonhealthcommission.org.uk/>

Policy in Action – New York City

FRESH (Food Retail Expansion to Support Health) –

zoning incentives and financial benefits to opening grocery stores in underserved areas

Green Carts –

2008 law established 1,000 permits for green carts in designated areas

NYS Council on Food Policy –

Established by legislation in 2007 to develop and make food policy recommendations to the Governor.



[OTHER ITEMS TO CONSIDER INCLUDING]

- Baldwin Park, CA *Healthy Corner Store Policy (2014)* - established principles and practices so corner stores contribute to a healthy economy.
 - Voluntary *Healthy Corner Store Program* with variety of standards and incentives based on how many standards store adopts. Incentives range from graffiti removal to expedited license processing to advertising at bus shelters.
- Louisiana *Healthy Food Retail Act (2009)* - authorized a statewide financing program to attract healthier food retail venues to underserved neighborhoods in Louisiana. As of 2011, no funds applied to financing program.
- Mid-Ohio Valley Healthy Food Retail
 - Ian to provide more information
- General overview of advocacy related to tobacco / alcohol
- CDC published list of state initiatives for healthy food retail ([http://www.cdc.gov/obesity/downloads/Healthier Food Retail.pdf](http://www.cdc.gov/obesity/downloads/Healthier_Food_Retail.pdf))