



# Healthy Food For All Work Group

## Meeting Agenda

8:00 – 9:00 a.m., Friday, February 7, 2014

Community Health Facility  
 First Floor Meeting Room  
 200 Maine Street, Lawrence

Item	Note	Action step
Welcome and introductions		
LiveWell work group funding opportunity - Charlie		
Recent LJWorld articles: Food desert; groceries; SNAP (food stamp) enrollment		
Action plan updates/ report out from small groups		
Review upcoming meeting schedule <ol style="list-style-type: none"> <li>1. Fri, Apr. 4, 2014, 8:00-9:30 a.m.: Community Health Facility, First Floor Meeting Room, 200 Maine Street, Lawrence</li> <li>2. Fri, June 6, 2014, 8:00-9:30 a.m.: Community Health Facility, First Floor Meeting Room, 200 Maine Street, Lawrence</li> </ol>		
Adjourn		



## LiveWell Lawrence/KHF Fund Grant Application

**DATE OF SUBMISSION:** \_\_\_\_\_

**SPONSORING LIVEWELL WORK GROUP:**

<input type="checkbox"/> Healthy Built Environment <input type="checkbox"/> Healthy Food For All <input type="checkbox"/> Healthy Kids <input type="checkbox"/> WorkWell Lawrence
--

**LIVEWELL STRATEGIES FROM THE DOUGLAS COUNTY COMMUNITY HEALTH PLAN TO BE ADDRESSED (SEE NEXT PAGES FOR DETAILED LISTING):**

<input type="checkbox"/> Strategy 1: Improve food and beverage environments at public venues <input type="checkbox"/> Strategy 2: Make it easier for residents to walk, bike, and wheel to everyday destinations <input type="checkbox"/> Strategy 3: Enhance access to healthy food for low-income families <input type="checkbox"/> Strategy 4: Improve the nutrition environment for children birth to age 18 (including schools, child care settings and before/ after-school programs) <input type="checkbox"/> Strategy 5: Adopt policies to ensure opportunities for physical activity in schools, before- and after-school programs, and licensed child care providers <input type="checkbox"/> Strategy 6: Assure opportunities for and encourage healthy eating and active living at work
--

**ORGANIZATION INFORMATION (PLEASE LIMIT TO TWO PAGES)**

Organization Name:		
Address:		
City:	State:	Zip:
Website:	Fax Number:	
Chief Executive:	Title:	
Phone:	Email:	
Contact Person:	Title:	
Phone:	Email:	
Organization Vision:		
Organization Mission:		

## LIVEWELL STRATEGIES FROM THE DOUGLAS COUNTY COMMUNITY HEALTH PLAN

<b>LiveWell Leadership Team</b>	
<b>Strategy 1: Improve food and beverage environments at public venues</b>	<p>Opportunities for Community Action:</p> <ol style="list-style-type: none"> <li>a. Assure public/ government institutions, non-profit organizations, and health-care facilities adopt policies to assure that healthy foods/ beverages are provided/sold (including healthy options in vending machines, catering, cafeterias, etc.)</li> </ol>
<b>LiveWell Healthy Built Environment Work Group</b>	
<b>Strategy 2: Make it easier for residents to walk, bike, and wheel to everyday destinations</b>	<p>Opportunities for Community Action:</p> <ol style="list-style-type: none"> <li>a. Create a new (or modify existing) advisory committees to make recommendations to local governing bodies regarding issues that affect pedestrians, including those using assistive devices</li> <li>b. Expand and promote increased availability and use of active transportation networks, including development of safe routes for biking and walking to school and other destinations</li> <li>c. Create/improve sidewalks and trail infrastructure</li> <li>d. Assure public recreation facilities are ADA compliant</li> <li>e. Establish policies and practices that increase mixed-use development/ community design</li> <li>f. Increase the variety of physical activity opportunities, including indoor opportunities, parks, and open spaces, and provide additional information about these opportunities in a community-wide campaign</li> </ol>
<b>LiveWell Healthy Food For All Work Group</b>	
<b>Strategy 3: Enhance access to healthy food for low-income families</b>	<p>Opportunities for Community Action:</p> <ol style="list-style-type: none"> <li>a. Establish waste minimizing practices and policies with supermarkets, restaurants, cafeterias, schools, hospitals and any other large feeding institutions, restaurants and stores by supplying excess to food banks serving Douglas County (for low-income families)</li> <li>b. Implement a choice-based system with whole foods incentivized in local food banks/ pantries and assure availability of healthy food choices</li> <li>c. Establish satellite food pantry locations to provide access to whole foods for low-income families</li> <li>d. Establish a system that engages low-income families as food growers and small business operators</li> <li>e. Enhance the capacity of the food system to handle large-scale donations (e.g., storage, transportation)</li> <li>f. Establish new opportunities to purchase fresh produce in North Lawrence and other parts of Douglas County with limited options, including farmer's markets, integration into existing retail options, or opening corner stores</li> <li>g. Implement environmental changes (e.g., moving bus stops closer) that make access to local food banks/ pantries and farmers' markets easier</li> <li>h. Establish case management and outreach enrollment at local food pantries and schools that links and enrolls people to SNAP and food stamps programs</li> </ol>

## LIVEWELL STRATEGIES FROM THE DOUGLAS COUNTY COMMUNITY HEALTH PLAN

LiveWell Healthy Kids (0-18) Work Group	
<p><b>Strategy 4:</b>  <b>Improve the nutrition environment for children birth to age 18 (including schools, child care settings and before/ after-school programs)</b></p>	<p>Opportunities for Community Action:</p> <ol style="list-style-type: none"> <li>a. Assure implementation of strong wellness policies and practices in Douglas County schools, before and after-school programs, child care homes and centers, which will include:               <ol style="list-style-type: none"> <li>i. Oversight by a wellness “council” or “committee” with representation by key community/ school district stakeholders</li> <li>ii. Policies and practices that include criteria for the nutritional quality of snacks, vending options, school stores, concessions, and food at special events &amp; fundraisers</li> <li>iii. Assure that all nutrition education curricula meet a minimum standard</li> </ol> </li> <li>b. Increase enrollment and participation in meal programs (including breakfast, free and reduced meals, afterschool, and summer food programs) for school-age youth in Douglas County</li> <li>c. Advocate for continued implementation of the Healthy, Hunger-Free Kids Act</li> <li>d. Create (or maintain) school gardens across Douglas County</li> <li>e. Establish practices that result in greater use of fruits/ vegetables from school gardens in district schools</li> </ol>
<p><b>Strategy 5:</b>  <b>Adopt policies to ensure opportunities for physical activity in schools, before- and after-school programs, and licensed child care providers</b></p>	<p>Opportunities for Community Action:</p> <ol style="list-style-type: none"> <li>a. Cultivate school wellness champions within schools (including PE teachers) and the community</li> <li>b. Increase school participation in Let’s Move in Kansas Schools or programs designed to promote movement in the classroom</li> <li>c. Assure implementation of strong wellness policies and practices in Douglas County schools, before- and after-school programs, child care homes and centers which will include oversight by a wellness “council” or “committee”</li> <li>d. Establish systems and environmental changes that ensure that all students in grades K-12 have adequate opportunities to engage in at least 60 minutes of physical activity per day, including active transport to school programs, intramural sports and activity programs, active recess, classroom breaks, after-school physical activity programming, and integration of physical activity into curricula lesson plans</li> <li>e. Establish requirements for child care and early childhood education programs to improve physical activity standards. Encourage each licensed child care site to adopt policies to provide</li> </ol>
WorkWell Lawrence	
<p><b>Strategy 6:</b>  <b>Assure opportunities for and encourage healthy eating and active living at work</b></p>	<p>Opportunities for Community Action:</p> <ol style="list-style-type: none"> <li>a. Develop and implement a communications strategy to promote workplace wellness as economic development and to build community buy-in</li> <li>b. Develop a public recognition program for employers who promote healthy eating and active living at work</li> <li>c. Recruit employee champions to advocate for implementation of worksite policies promoting healthy food/ beverages options and opportunities for physical activity</li> <li>d. Implement policies and practices in Douglas County worksites supporting healthy eating and physical activity (e.g., implementing best practices, creating flex time, sponsorship of local physical activity events, limiting unhealthy options in vending machines, catering, and cafeterias)</li> </ol>

**PROPOSAL INFORMATION (PLEASE LIMIT TO FOUR PAGES)**

Total Request: \$	Total Project Budget: \$
Project Name:	
Project Description:	
Project Leadership: List the names, titles/positions and affiliations of members of the project planning and implementation team.	
Target Population: How many people do you expect your project to impact? If your project targets particular demographic groups at above average risk for poor eating and inactivity, please specify.	
Project Relevance: Please describe how the project relates to the LiveWell strategies and opportunities for community action identified in the Douglas County Community Health Plan.	
Projected Results: Please list the specific, measurable outcomes you expect your project to generate.	
Project Outcome Measurement: How will these outcomes be measured?	
Project Sustainment: How will you sustain these outcomes after grant funds are spent?	
What is the applicant organization's financial commitment to the project—now and in the future?	



# Extra steps to eat: In Lawrence, nearly 18,000 live in federally designated 'food desert'

January 19, 2014

---

East Lawrence resident Lane Eisenbart has heard that, once upon a time, there was a grocery store within a block of her house.

Especially those days when the single mom runs out of eggs mid-week and faces a cold bike ride in the dark to get more, she can't help but sigh, wouldn't that have been nice?

"This is my third winter without a car," Eisenbart said. "I'm really tired of hustling quite so hard for simple things like getting to the grocery store."

Eisenbart is one of nearly 18,000 northeast Lawrence residents living in a federally designated food desert. The desert — where a combination of low incomes, lack of grocery stores and lack of transportation makes it hard for some residents to get healthy food — stretches from Kasold Drive to the eastern city limits and envelops everything north of the river.

Community planners cite food deserts as a public health obstacle. But greening them up isn't that simple.

Access to healthy, affordable food emerged as a top concern in a recent survey of county residents, said Christina Holt, chairwoman of LiveWell Lawrence's [Healthy Food for All](#) committee and associate director at Kansas University's [Work Group for Community Health and Development](#).

"There was story after story," Holt said. "We had many stories of residents who live in North Lawrence who said they did their grocery shopping at Dollar General because they didn't have a car and transportation was a hardship for them... Besides the whole physical access to fresh produce, there's also a financial barrier."

## Low access, low income

When it comes to food deserts, more attention seems to fall on inner-city or remote rural areas, said Shelly Ver Ploeg, an economist with the U.S. Department of Agriculture Economic Research Service, which developed the mapping tool designating food deserts nationwide.

But Lawrence — classified as urban, though it's a small city — has large swaths of them.

Four adjacent low-income census tracts have a significant number of people who live at least a mile from the nearest supermarket, according to the [USDA Food Access Research Atlas](#). Of those people, more than 3,000 are low-income, more than 2,000 are children and more than 720 are seniors. About 130 of their households don't have cars.

In North Lawrence, none of the 2,800-plus residents lives within a mile of a full-service grocery, according to the data.

Since USDA designations are based primarily on census data, they account for children and seniors but not other common factors that might hinder access to food, such as disabilities, Ver Ploeg said.

## 'Basket bike' v. food desert

Eisenbart hopes she'll be able to buy a car after she gets her tax return.

In the meantime, it's her and her "basket bike" versus the food desert.

Eisenbart, who lives in the 1200 block of Pennsylvania Street, occasionally takes side roads to Checkers at 23rd and Louisiana streets but does most of her shopping at Dillons at 18th and Massachusetts streets because it's closer, a mile from home.

Walking is hard to schedule because it takes so long, she said, and she's found the bus unreliable. She rides a lighter-weight bike to work at KU, but her grocery-getter has a shopping cart basket welded to the frame, a custom creation of Lawrence's [Farnsworth Bicycle Laboratory](#).

She's still exposed to the elements — darkness, icy roads, bad weather, bad drivers and just being tired — but, Eisenbart said, it's nice that her basket is big enough to hold all the groceries she can afford when she does make the trip, about every week and a half.

Eisenbart said she plans meals and shopping trips ahead and tries hard to prioritize healthy, whole foods for herself, her 7-year-old and her 12-year-old. Sometimes in the summer she walks to the downtown farmers market, just under a mile away, where she'll pay a little extra when she can for the high-quality produce there.

"It's always a balance between what's inexpensive and what's good for me," Eisenbart said. "It's especially important because of my daughters ... I want them to experience a lot of fresh foods."

An East Lawrence developer wants to bring in a grocery store of some kind on Eisenbart's street, but so far nothing has materialized.

Without one, having a car sure would make getting food easier, Eisenbart said. She'd love to be able to just — what is it people say? — "run to the store" and get those eggs.

"Every day, I'm hustling to get what I need," she said. "I'm just making it happen."

---

## Lawrence food deserts by the numbers

The following four Lawrence census tracts are federally designated food deserts, with low access defined as living one mile or more from the nearest supermarket.

### North Lawrence

*Population 2,847*

Low-access residents: 2,847 (100 percent)

Low-access and low-income residents: 1,231 (43 percent)

Low-access households without vehicles: 54 (5 percent)

### East of Massachusetts Street, north of 19th/23rd streets

**Population 6,819**

Low-access residents: 1,943 (29 percent)

Low-access and low-income residents: 734 (11 percent)

Low-access households without vehicles: 34 (1 percent)

**Kasold Drive to Iowa Street, Sixth Street to Interstate 70****Population 5,079**

Low-access residents: 1,753 (35 percent)

Low-access and low-income residents: 309 (6 percent)

Low-access households without vehicles: 25 (1 percent)

**Iowa Street to Kansas River, Sixth Street to I-70****Population 3,227**

Low-access residents: 1,900 (59 percent)

Low-access and low-income residents: 812 (25 percent)

Low-access households without vehicles: 18 (1 percent)

**Total****Population 17,972**

Low-access residents: 8,443 (47 percent)

Low-access and low-income residents: 3,086 (17 percent)

Low-access households without vehicles: 131 (less than 1 percent of total housing units)

(Source: U.S. Department of Agriculture Food Access Research Atlas, 2013, [ers.usda.gov/data-products/food-access-research-atlas](http://ers.usda.gov/data-products/food-access-research-atlas))

---

**Originally published at:** <http://www2.ljworld.com/news/2014/jan/19/food-deserts-day-1/>

# Residents petition for affordable grocery store in former Borders space

January 26, 2014

---

A resident-led effort has emerged to attract an affordable, full-service grocery store to the former Borders building downtown.

The site, 700 New Hampshire St., lies at the center of a federally designated food desert, four adjacent northeast Lawrence census tracts with a combination of low-income residents and low access to fresh food.

“We see this as a social justice issue,” said David Crawford, one of a handful of Lawrence residents in the core group behind the Lawrence for Downtown Grocery petition and Facebook page. “We see it as a food access issue.”

At the same time it’s a business issue, contingent on securing the building, getting a grocery store operator to move in and, ultimately, succeed.

Crawford said that while a store such as Trader Joe’s may sound attractive, his group believes a discount store such as Aldi or Save-A-Lot would be better.

“People in and around downtown need an affordable store for it to be successful,” he said. “The realistic fact is that the 11,000 population here that are going to use this store are not in the upper-middle-class income range.”

Crawford said he and co-organizers think the term “food desert” has negative connotations and prefer to call the surrounding neighborhoods “underserved.” Their [petition](#), launched a week ago, has several hundred signatures. They are promoting the effort online at [facebook.com/groups/DTGrocery](https://facebook.com/groups/DTGrocery).

Crawford said he and other organizers were willing to invest money in a grocery store but not open or run it themselves, as none has a background in the grocery business. The group’s strategy is to organize community involvement and support for such a store, then convince the city commission to actively pursue a grocery store operator to move in.

“The city commission has the best track record of anyone here in Lawrence of bringing in new business,” Crawford said.

The city has yet to receive or consider the Lawrence for Downtown Grocery petition. Crawford said he hopes to present it to city commissioners within the next couple of months, with as many comments from residents and letters of support from neighborhood organizations the group can get.

Developers have talked about bringing grocery stores to other downtown or East Lawrence locations, but no plans have materialized to date.

In the Journal-World’s [recent series about Lawrence food deserts](#), Warehouse Arts District developer Tony Krsnich said he’d support a grocery there but that it would take an operator with a viable business plan coming forward. Developer Doug Compton, who has proposed or is currently constructing multiple mixed-use projects downtown, also has floated the idea of [a grocery store in one of them](#).

The Lawrence Public Library is expected to vacate the Borders building later this year.

Crawford said it's a unique opportunity for the site. "If another entity takes the site we'll have lost a once-in-a-blue-moon chance."

---

**Originally published at:** <http://www2.ljworld.com/news/2014/jan/26/residents-petition-affordable-grocery-store-former/>

# Nutrition advocates trying to increase food stamp enrollment in Douglas County

February 2, 2014

---

Several organizations are working to increase local enrollment in the federal Supplemental Nutrition Assistance Program in the hopes it will increase access to healthy food in Douglas County.

Douglas County has a low participation rate in SNAP, commonly known as food stamps. Only 27.3 percent of eligible residents were enrolled in the program in 2011, the most recent year the state has data available. Just over 8,300 Douglas County residents receive SNAP benefits, nearly half of them children.

Access to healthy foods has been identified as one of the five areas of need in the county over the next five years, according to the community health plan, [Roadmap to a Healthier Douglas County](#). The local wellness coalition, [LiveWell Lawrence](#), has a work group dedicated to expanding access to healthy foods across the county. Roughly 18,000 people in Douglas County don't have consistent access to nutritious food, [according to Feeding America](#).

Local nutrition advocates view the low SNAP participation rate as an opportunity to get money for groceries into the hands of low-income residents.

"We think it makes sense since that assistance is there to help people receive the nutrition their families need," said Christina Holt, chairwoman of the Health Food for All work group and a director in the [Work Group for Community Health and Development](#) at Kansas University. "Plus, it's good for the local economy. When people are receiving SNAP benefits, they use those benefits to purchase food from local vendors."

Some argue that the low participation rate can be explained, in part, by Douglas County's large population of Kansas University students. College students generally aren't eligible for food stamps unless they have small children or work at least 20 hours a week.

"Counties with large colleges or military bases show up with very low rates due to the number of college students and others who generally do not apply for food assistance," said Theresa Freed, spokeswoman for the Kansas Department of Children and Families. "Sedgwick County (87.9 percent enrollment) is an exception to this rule because it has a higher population of low-income residents to offset the college population."

Local groups have identified other barriers to SNAP enrollment, including an overly cumbersome application process and the sense of shame that can come with seeking government benefits.

"There's a lot of misinformation out there," said Ellen Feldhausen, spokeswoman for the [Harvesters Community Food Network](#), which serves Douglas County. "People do not stay on SNAP forever; the average length of time is a few months. There is a very low rate of error and fraud. And SNAP lasts most families 2.5 weeks out of the month — the benefits are very low. But that misinformation contributes to the stigma that makes people reluctant to sign up for SNAP."

Also, people often don't apply because they don't realize they're eligible or may have been denied enrollment years earlier, when the guidelines were different, said Shelley Paul, SNAP outreach coordinator for Harvesters (that organization has a hotline — 877-653-9522 — where callers can find out whether they may be eligible for SNAP). As of now, the benefits are

generally available to households earning less than 130 percent of the poverty level (roughly \$15,171 for a single person or \$31,005 for a family of four).

To increase participation in the federal program, local nutrition advocates have proposed training employees at social service agencies to assist with SNAP signup, providing more outreach at public events, holding a SNAP enrollment day and partnering with the schools to pass out information on SNAP to families who receive free or reduced-cost lunches.

---

**Originally published at:** <http://www2.ljworld.com/news/2014/feb/02/nutrition-advocates-trying-increase-food-stamp-enr/>