



# Community-Informed Strategic Plan for Healthy Food Access in King County

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Healthy Eating Active Living (HEAL) is a team within Public Health – Seattle & King County

My project: Review HEAL's two community engagement reports (*HEAL Evaluation Final Report 2022* and *Food Insecurity in King County 2023*), extract community recommendations, evaluate potential recommendations with the team, and write a report detailing recommendations for HEAL to prioritize in the next 3-5 years.

## HEAL's equity statement:

HEAL's scope of work includes increasing access to affordable, nutritious, and culturally appropriate food; increasing access to safe places for physical activity; and increasing food security.

## Sieves:

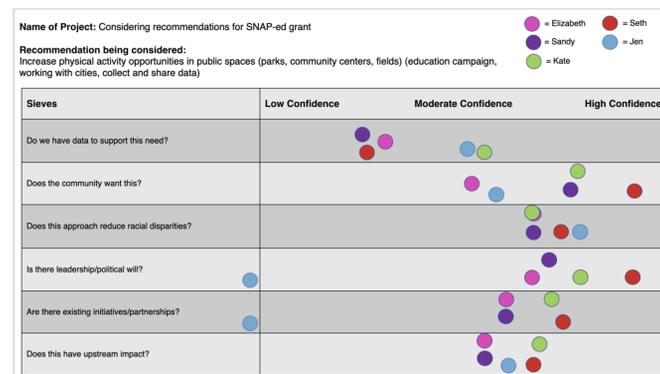
- > Do we have data to support this need?
- > Does the community want this?
- > Does this approach reduce racial disparities?
- > Is there leadership/political will?
- > Are there existing initiatives/partnerships?
- > Does this have upstream impact?

Recommendations (Pick 3 of lines 2-9)	Subcategory?	Kate	Seth	Eliz	Sandy
<b>Support community-led food access organization capacity building</b> (i.e. Workshops, cookies, networking events, 1:1 technical assistance, partnerships with private businesses) Revisor: Support capacity building of community-led food access organizations through activities, developing projects for organizations, and providing funding. Activities and focus can include workshops, training, networking events, support leadership development, 1:1 technical assistance, partnerships with private businesses, sharing data and information, support community member engagement with existing organizations, organizational strategic planning, engaging with King County's climate and environmental work, how to engage with SNAP and food-related benefits, etc. Revisor: Increase awareness about community food resources and build skills in connecting people to resources through media, training, webinars, CRM, community information exchange) Revisor: Increase awareness about community food resources through communication (media, webinars, community information exchange, etc.), connecting people to resources (training, CRM, etc.), and improved language accessibility (translation and interpretation services, etc.) Revisor: Support organizations in language accessibility / translation / interpretation Revisor: Support organizations in language accessibility / translation / interpretation	Organizational Capacity Building				
<b>Increase physical activity opportunities in public spaces</b> (parks, community centers, fields) (education campaign, working with cities, collect and share data) Revisor: Increase awareness about community food resources through communication (media, webinars, community information exchange, etc.), connecting people to resources (training, CRM, etc.), and improved language accessibility (translation and interpretation services, etc.) Revisor: Support organizations in language accessibility / translation / interpretation Revisor: Support organizations in language accessibility / translation / interpretation	Physical Activity				
<b>Increase nutrition policies in publicly funded programs</b> (food banks, County funded programs, senior meals) to improve access, quality, local, and cultural foods Revisor: Increase nutrition policies in publicly funded programs (food banks, County funded programs, senior meals) to improve access, quality, local, and cultural foods Revisor: Increase nutrition policies in publicly funded programs (food banks, County funded programs, senior meals) to improve access, quality, local, and cultural foods	Nutrition Policies				
<b>Promote SNAP and education decision makers and CEOs about SNAP benefits, data, and enrollment</b> Revisor: Promote SNAP in ways that reduce stigma and educate decision makers and CEOs about SNAP benefits, data, and enrollment. Revisor: Promote SNAP in ways that reduce stigma and educate decision makers and CEOs about SNAP benefits, data, and enrollment.	Federal benefits				
<b>Plan for a unified food security network in the region and network/location development</b> Revisor: Increase awareness about community food resources through communication (media, webinars, community information exchange, etc.), connecting people to resources (training, CRM, etc.), and improved language accessibility (translation and interpretation services, etc.) Revisor: Support organizations in language accessibility / translation / interpretation Revisor: Support organizations in language accessibility / translation / interpretation	Food Delivery				
<b>Work with public entities to increase access to food</b> (i.e. that currently serve greens on food insecure grocery, community centers, etc.) Revisor: Support community groups to expand and establish food and options (new farmers markets, farm stands, and green) in underserved areas and where BIPOC grocers can cooperate with. Support can include providing online training, ongoing technical activities, and advocacy support to reduce policy barriers for food systems. Revisor: Increase awareness about community food resources through communication (media, webinars, community information exchange, etc.), connecting people to resources (training, CRM, etc.), and improved language accessibility (translation and interpretation services, etc.) Revisor: Support organizations in language accessibility / translation / interpretation Revisor: Support organizations in language accessibility / translation / interpretation	Food Delivery				
<b>Support community groups to expand and establish new farmers markets and farm stands in underserved areas and where BIPOC grocers can cooperatively sell.</b> Revisor: Support community groups to expand and establish food and options (new farmers markets, farm stands, and green) in underserved areas and where BIPOC grocers can cooperate with. Support can include providing online training, ongoing technical activities, and advocacy support to reduce policy barriers for food systems. Revisor: Increase awareness about community food resources through communication (media, webinars, community information exchange, etc.), connecting people to resources (training, CRM, etc.), and improved language accessibility (translation and interpretation services, etc.) Revisor: Support organizations in language accessibility / translation / interpretation Revisor: Support organizations in language accessibility / translation / interpretation	Network Building				
<b>Increase nutrition and physical activity knowledge through a public education and awareness campaign.</b> Revisor: Increase awareness about community food resources through communication (media, webinars, community information exchange, etc.), connecting people to resources (training, CRM, etc.), and improved language accessibility (translation and interpretation services, etc.) Revisor: Support organizations in language accessibility / translation / interpretation Revisor: Support organizations in language accessibility / translation / interpretation	Nutrition Education				

## Methods

Iterative, team-based process to develop qualitative methods

- > Read reports and gathered recommendations (staff gathered recommendations from supplementary report)
- > Collected all recommendations on a single spreadsheet, used categories ("buckets") to group related recommendations
- > Consolidated recommendations within "buckets"
- > Developed and discussed sieves
- > Voted on and discussed top recommendations until consensus was reached



## Recommendation 1: Increase physical activity opportunities in public spaces, such as parks, community centers, and fields.

Implementation plan:

- > Remove or greatly reduce reservation and usage fees for individuals and groups from low-income communities.
- > Work with cities to implement an equitable reservation system for these spaces.
- > Collect and share list/database of existing spaces (parks, community centers, fields).
- > Educate the public on what spaces are near them and how to access them.
- > Continuously work with the city and county to support current spaces and add additional spaces.

Evaluation:

- > Document facilitators and barriers to progress by collecting input from community members, Parks and Recreation staff, and other key stakeholders
- > Conduct assessments in the future to compare to baseline assessment
- > Examples within context of SNAP-Ed:
  - Fee reductions
    - >> "Environmental Settings" "Medium Term 6: Physical Activity and Reduced Sedentary Behavior Supports"
      - measure usage before and after

- Parks and Recreation Department partnership
  - >> "Sectors of Influence" "Short Term 8: Multi-Sector Partnership and Planning"
    - qualitative: surveying department leadership on confidence in partnership
    - quantitative: track meeting frequency and % of goals met

## Recommendation 2: Plan for a unified food security network in the region and support coalition development.

Implementation plan:

- > Continue current work to build and strengthen a unified emergency food network in the upcoming funding cycle, with the ultimate goal of a network that is consistently capable—through communication and transportation channels—of resource rebalancing
- > Gather examples of successful programs and best practices from existing food hubs, clarify needs of emergency food system partner organizations, and engage with food hub developers about serving the needs of a unified food security network.

Evaluation:

- > Document facilitators and barriers to network building by collecting input from emergency food organizations
  - >> "Do you feel more connected with other food security organizations? Do these connections make your work more effective? Do you feel more support in your work?"
- > Example within context of SNAP-Ed:
  - Strength of partnerships
    - >> "Sectors of Influence" "Short Term 8: Multi-Sector Partnership and Planning"
      - Type and number of sectors represented
      - Number of organizations within each sector
      - Resources within each organization
      - Level of active engagement in the partnership
      - Level of SNAP-Ed influence in the partnership

## Take-home lesson:

It can be challenging to bring community member ideas to fruition within the context of government bureaucracy, limited funding, and grant restrictions. Yet, community recommendations are crucial to public health work.