



**MICHIGAN STATE
UNIVERSITY** | **Extension**

The Good Food Charter in Rural Michigan

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Kendra Gibson, MSU Extension

Moderator: Kendra Wills, MSU Extension

MICHIGAN GOOD FOOD SUMMIT

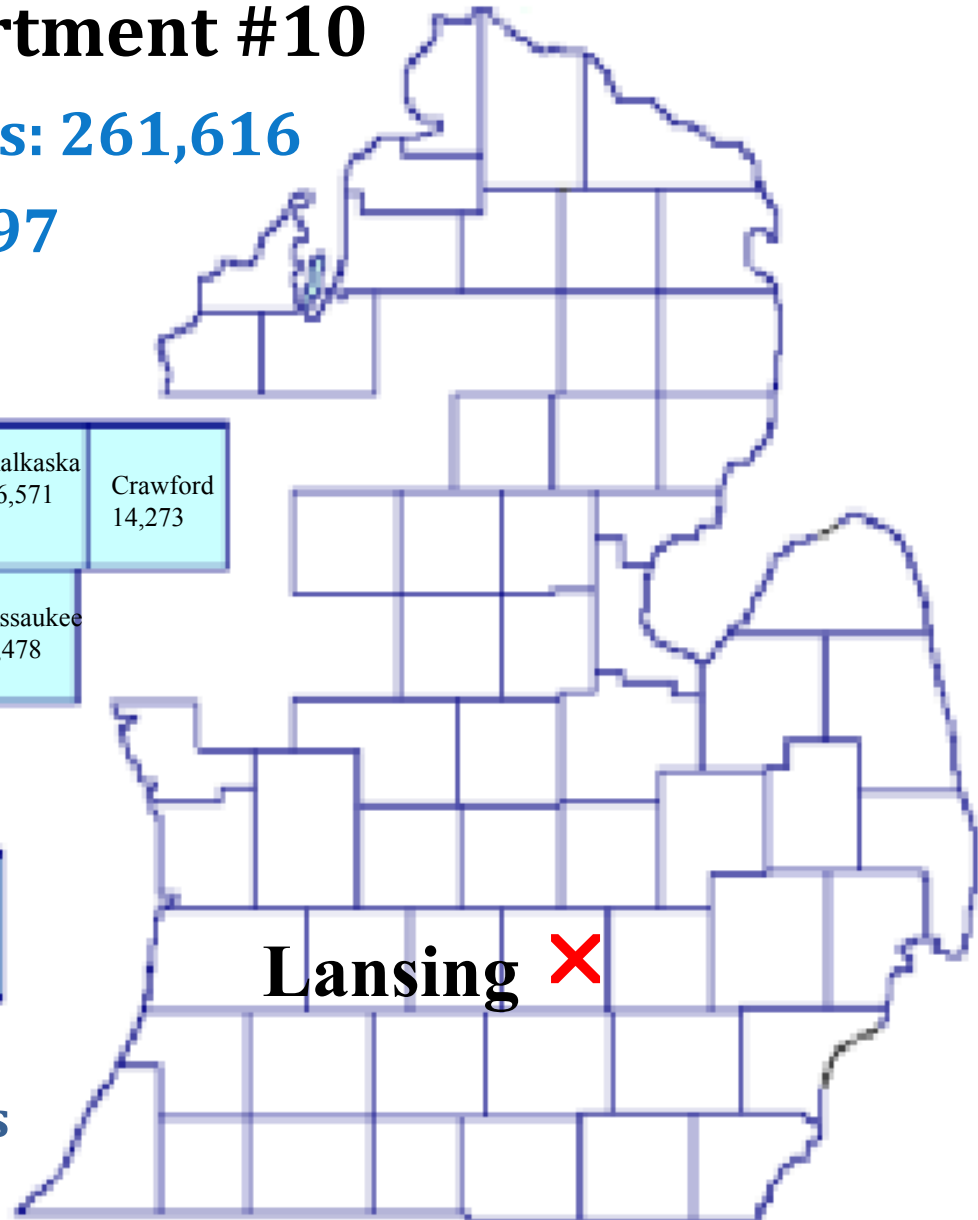
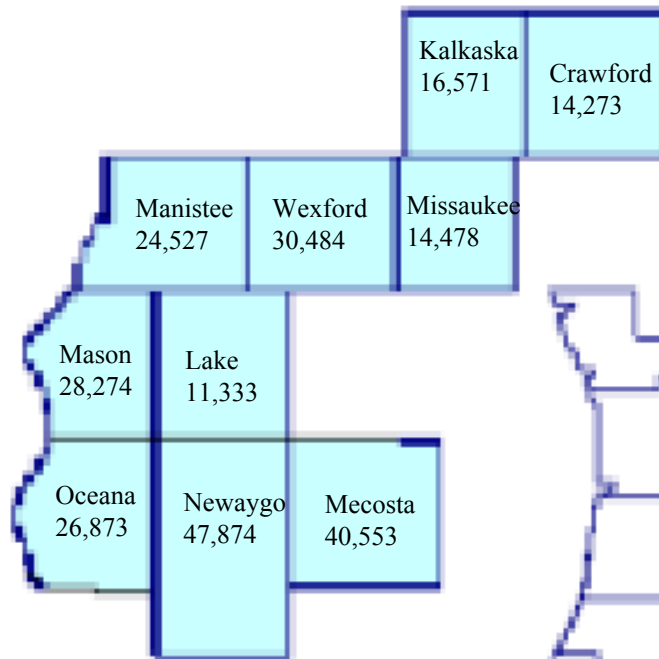
EAST LANSING, MI

October 28, 2016

District Health Department #10

Population 2010 Census: 261,616

Established: Oct. 1, 1997



DHD #10

Rhode Island
Delaware
Connecticut

5,796 Sq. Miles

1,214 Sq. Miles
2,057 Sq. Miles
5,009 Sq. Miles

Freddie Rosado

- Owner of Circle R Farm in Branch, MI
 - Produce
 - Flowers / hanging baskets
 - Fish
 - Honey and beekeeping supplies
- Chairperson of the Lake County Community Food Council





Kendra Gibson

- MSU Extension Nutrition Program Instructor
- Registered Dietitian
- Working to implement the USDA Voices for Food project in Lake County
 - promoting health and **food security** with the **food system**, especially among low-income and food insecure populations





Food System Goals

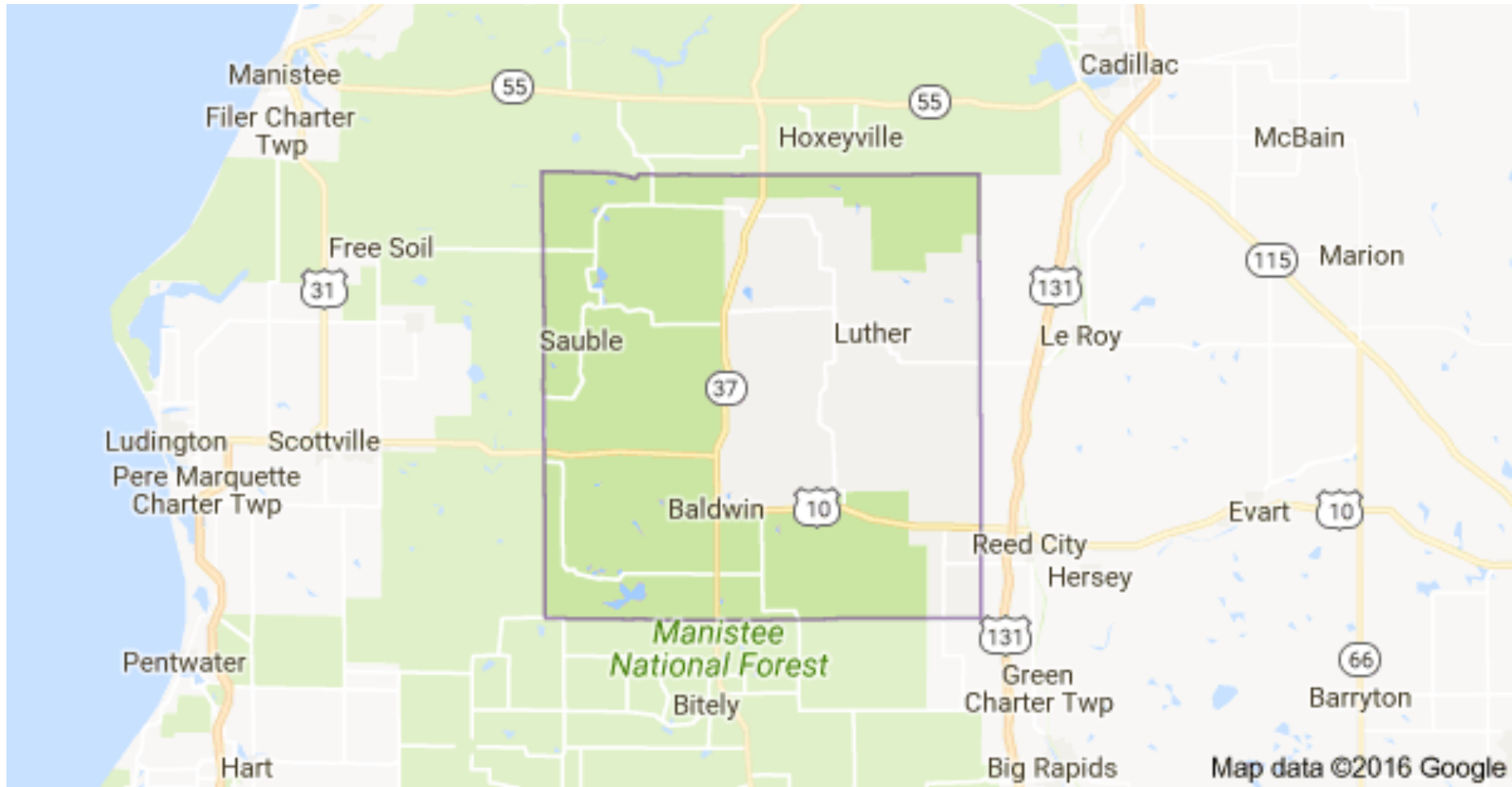


How has the Michigan Good Food Charter influenced your work in Lake County?

Michigan Good Food Charter Goals

- 80% of Michigan Residents will have easy access to affordable, fresh, healthy food, 20% of which is from Michigan sources.
- Maximum use of current public benefit programs for vulnerable populations especially children & seniors and link them with strategies for healthy food access.

MAP OF LAKE COUNTY



Background

This project is part of a large CDC grant, called **National Implementation and Dissemination for Chronic Disease Prevention**.

This 3-year cooperative agreement supports national organizations and their members in building/strengthening community infrastructure to implement population-based strategies to improve communities' health.

The National Organization Awardees include:

National WIC Association (NWA)

American Planning Association (APA)

American Heart Association (AHA)

Society for Public Health Education (SOPHE)

Directors of Health Promotion and Education (DHPE)

Community Capacity Building
and Implementation Category

Dissemination
and
Training
Category

Purpose of the Project

To create and implement community-driven plans to reduce chronic disease through **policy, systems, and environmental (PSE)** strategies.

Targeting two risk factors:

- 1. Poor nutrition**
- 2. Lack of access to chronic disease prevention, risk reduction, and management opportunities**

Target population:

Mothers and children



Intervention Categories

All interventions will fall into one of the following two categories:

1. Improving access to environments with healthy food and beverage options



2. Improving opportunities for chronic disease prevention, risk reduction or management through community and clinical linkages



OBJECTIVE A

Increase the number of people in Lake County with improved access to environments with healthy food and beverage options

HEALTHY SHELF LABELING



Farmers Market Comes to the Health Department



HEALTHY MENU LABELING



Michigan Good Food Charter Goals

- Expand and increase innovative methods to bring healthy food to underserved areas as well as strategies to increase their consumption.
- Use policy and planning strategies to increase access to healthy food in underserved areas.
 - Local food councils
- Expand opportunities for youth to develop entrepreneurship skills and learn about career opportunities related to good food.

2016 Food Council Projects

- Expansion of the Bread of Life Pantry and conversion to a client-choice model
- Rogation Sunday and Build-a-Box Garden
- High School Intersession Classes
- Farmers Market Feasibility Study

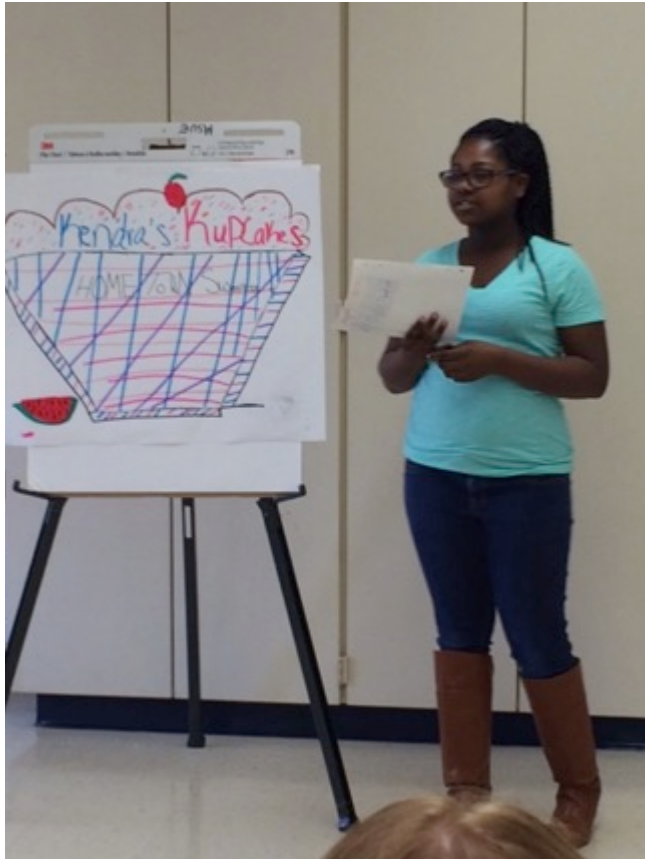


Build-A-Box Garden



- Project to encourage home gardening
- Plant, soil and milk carton donations were secured
- Lots of volunteer labor
- Collaboration with the Garden Club and Rogation Sunday “Blessing of the Plants”
- Over 300 boxes were given out at three community events.

High School Intercession Classes



- ServSafe Certification for Food Service Employment
- Cooking Matters – nutrition and healthy cooking skills
- Food Business Shark Tank – business management and entrepreneurship

Bread of Life Pantry Expansion

- Voices for Food Grant Funding secured.
- Over \$15,000 raised from the community.
- Volunteer labor
- Room for clients to shop.





MyChoice Guided Client-Choice Pantry Guide

Purpose: to provide communities with a guide on how to set-up a MyChoice food pantry and with training on nutrition, food safety, and cultural competency

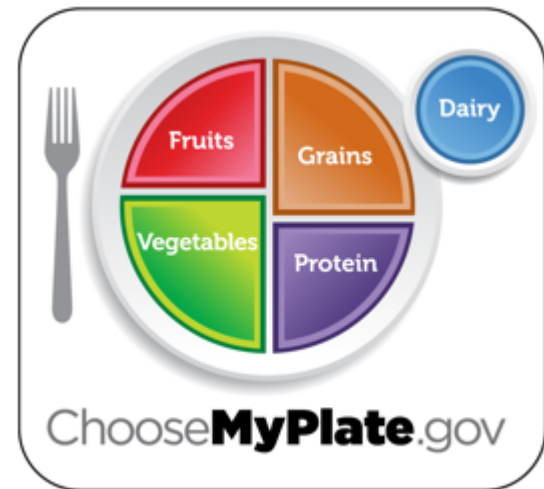
- **Part 1. Guided Client-Choice: MyChoice**
 - Allows clients to choose foods based on food group
 - Increase interaction between clients and volunteers and staff
 - Frequently Asked Questions (FAQs)
 - Recommended practices



MyChoice Guided Client-Choice Pantry Guide

- **Part 2. Voices for Food Ambassador Training**
 - Nutrition
 - Food safety
 - Cultural competency
 - Change talk

- **Training intended for not only staff and volunteers, but also clients, food council members and other community members.**



What are some of the biggest challenges you have faced?

Lake County Demographics:

Population: 11,431

White: 87%

African American: 8.7%

Native American: .4%

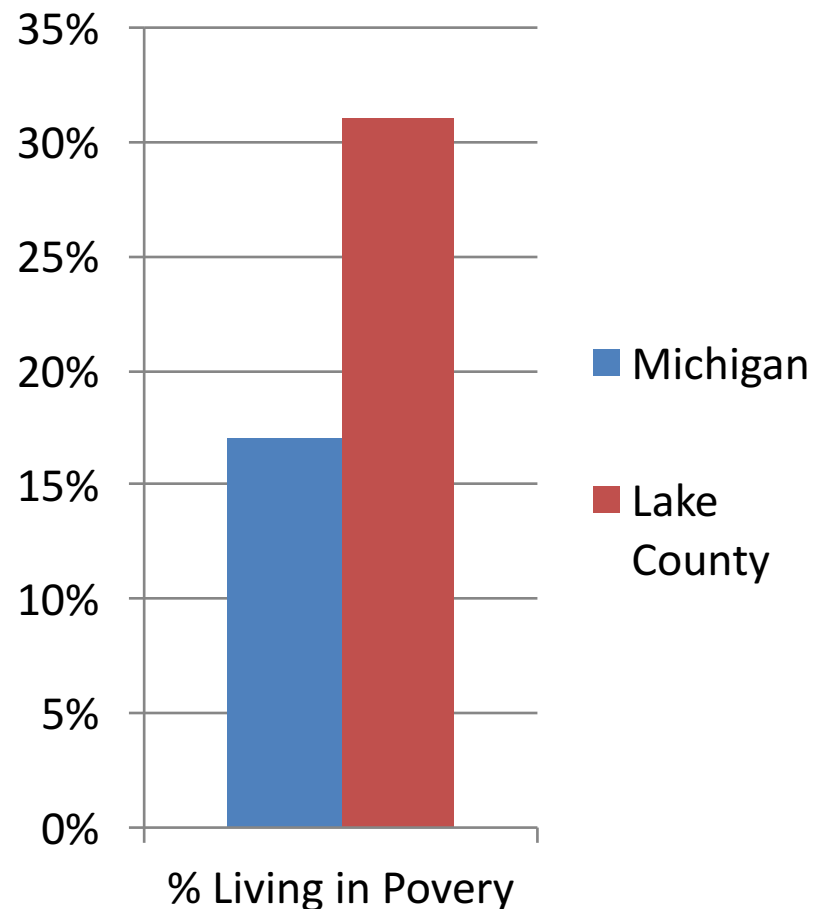
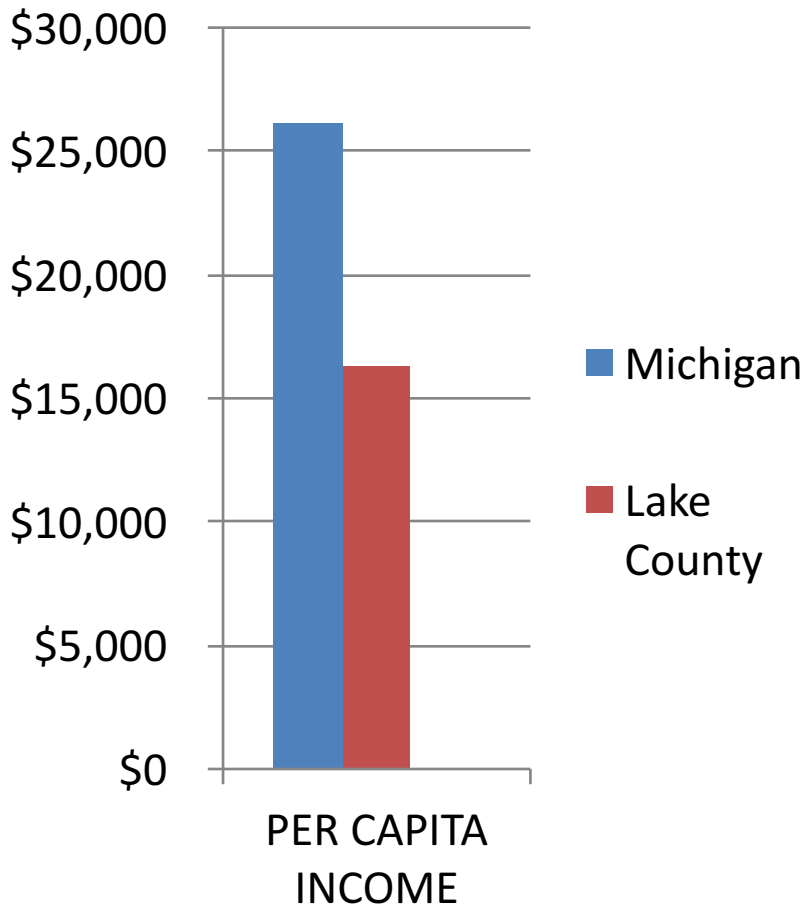
Other: .22%



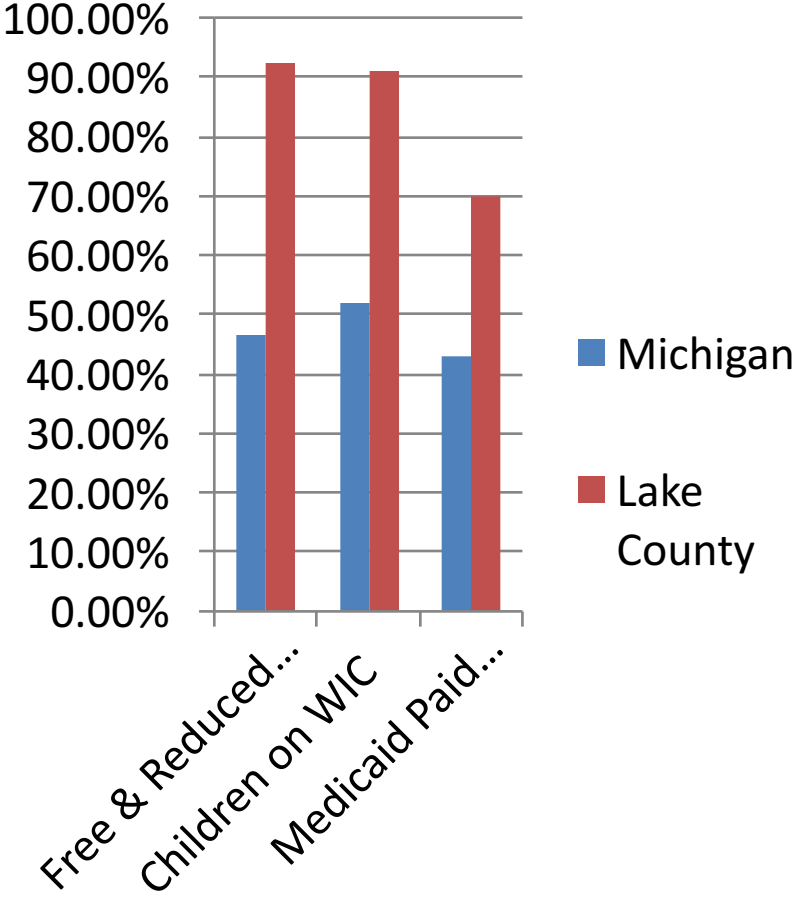
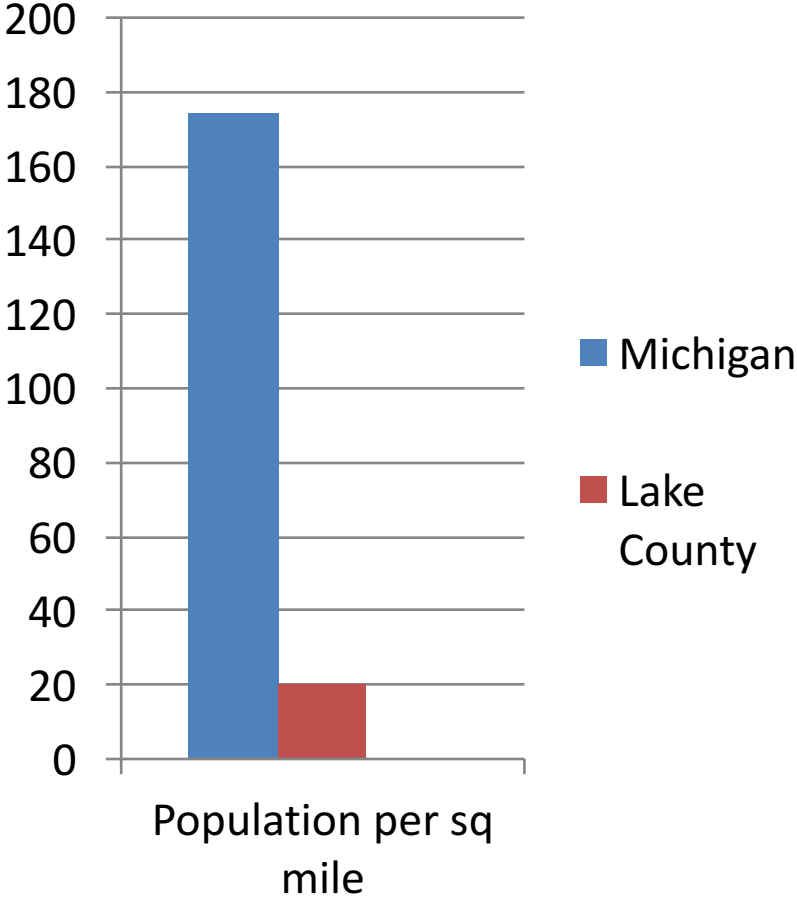
Total WIC Participants: 341



DEMOGRAPHICS



DEMOGRAPHICS



Choosing Health in Lake County



* "Making the
Healthy Choice
the Easy Choice"



<https://www.facebook.com/Choosing-Health-in-Lake-County>

Lake County Food Council Challenges

- Grant paperwork
- Partnerships take time to build trust
- Attending meetings isn't easy for many people
- Communication is key
- Many people have health challenges
- Connecting with food pantry clients is difficult



What are some of the most effective strategies you have used to overcome barriers?

OVERCOMING BARRIERS

Community Collaboration



Creating a Culture of Health



- Media Outreach
- Partnerships
- Logo development
- Website
- E-newsletter
- Building collaborations between the food pantries



Questions?

Thank you for attending!