

Food Security Meeting 4/28/10

Members present: Joe Prickett, Susan Algert, Susan Stuart, Janet Leader and Sara Marin

Project #1: Flyer/Brochure for Farmer's Markets which accept EBT/WIC

Susan Stuart has been working on ideas for the layout and Susan Karlins has offered to help with this

Group talked about a number of different options for the specific layout such as folding brochure, one page flyer, whether listing of FM's should be organized by days scheduled, season, location, etc.

There was also some discussion about which logos would need to appear on the flyer.

The group preferred not to have too many different logos, however, would need to have Steps for Healthier Santa Clara (funding for this project), BANPAC, Network for Healthy CA.

The group agreed that they liked the flyers/brochures that were lined/trimmed with visuals of fresh fruits. Group also agreed that there needed to be a visual of the EBT card and the WIC voucher on the flyer.

Susan S. talked about coming up with a design/template for this and we all agreed that the goal of this project being able to create something that could universal regionally and even statewide.

Susan S. planned to talk to a designer that in house at Santa Clara public health department who will put this together with the ideas we have come up with

It seems that we have all the information that we need for FM's in Santa Clara, Alameda, and Marin counties but may still be lacking information for Contra Costa, San Francisco and San Mateo.

Susan S. mentioned that the funding provided through Steps for a Healthier Santa Clara Co. needs to be spent by June, therefore we need to make sure we get this rolled out soon

During our conversation Joe found that the Contra Costa county website did provide information containing 2010 Farmer's Markets which can be found at <http://www.co.contra-costa.ca.us/index.aspx?NID=2214>

A variety of information can also be found at the Buy Fresh Buy Local website

http://guide.buylocalca.org/PDFs/BFBL_bayarea_guide-jun09.pdf

Here they list all FM's in the Bay Area and they indicate which ones take EBT and WIC. This can help us fill in the blanks with the information that we still need.

Sara can help work on gathering more information for the San Francisco markets and can check with the SF Food Bank. Janet agreed to talk to Madoka (at 2nd Harvest) about San Mateo county to see if she had gathered any information about their markets.

Susan Algert said she would check with UC Cooperative Extension in SF if Sara is unable to get info from the Food Bank

The idea is for the group to get this information out to Safety Net, collaborative groups, our providers, Social Service agencies, churches, folks working in advocacy and outreach

Susan Algert said she would talk to her Agricultural Commissioner about which channels to get this information out to and the best way to do that

Project #2: Presentations Re: The Economic Benefits of Increased SNAP (Supplemental Nutrition Assistance Program) Enrollment

The idea of who these presentations could go to were: African American Chambers of Commerce, Rotary Clubs, Hispanic Business Association, Oakland Metropolitan Chamber of Commerce, League of Cities, etc.

Some of the reasons/benefits for making presentation to the business community as well as information we would want them to know are:

- 1) A need to get the message out about the importance of SNAP in order to break down the stigma associated with it
- 2) Less people with SNAP benefits is an economic loss for everyone
- 3) There are nutritional reasons that folks need the assistance of SNAP
- 4) The business community has political and economic clout to help spread the message to policy folks such as Board of Supervisors, mayor, etc. on board with the idea
- 5) The business community needs a health work force
- 6) There is also the argument that has surfaced regarding the fact that more people today are turned away from the military due to overweight/obesity as opposed to previous malnutrition
- 7) The business community can help break down barriers (endorse and advocate for change) to ensure that there is less lost revenue to the local economy
- 8) The business community would need a packet of information regarding local legislation that would help to decrease barriers that could lead to policy change in Sacramento.
- 9) We would want those business that represent the retail association to know how to navigate the process to accept EBT cards in their stores
- 10) They (retail businesses) could also learn where to direct their staff and/or employees that want to apply for food stamps

It was concluded that we needed talking points, objectives, rationale, etc. (Janet Leader has already put together a draft of these)

We need a specific list of folks we want to get this to (specific associations, business groups, etc.)

Sara agreed to find out who the appropriate business groups are in Alameda County

Janet will do the same for Santa Clara County

Susan Algert agreed to talk to supervisors in Santa Clara County