Agenda

1 Overview of Food Access in Longmont

2 Beyond the Usual Suspects

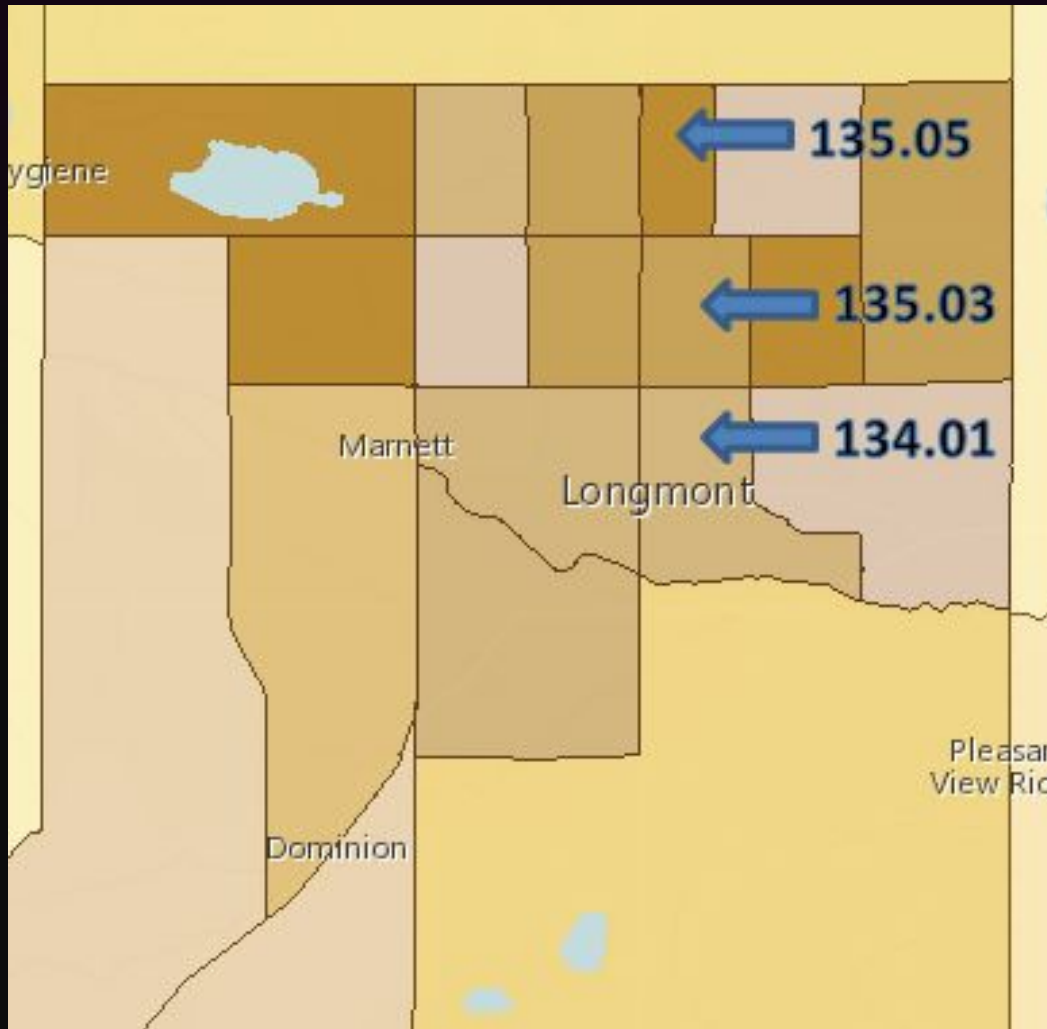**3** On the Ground Assessments

4 Longmont Food Access Efforts
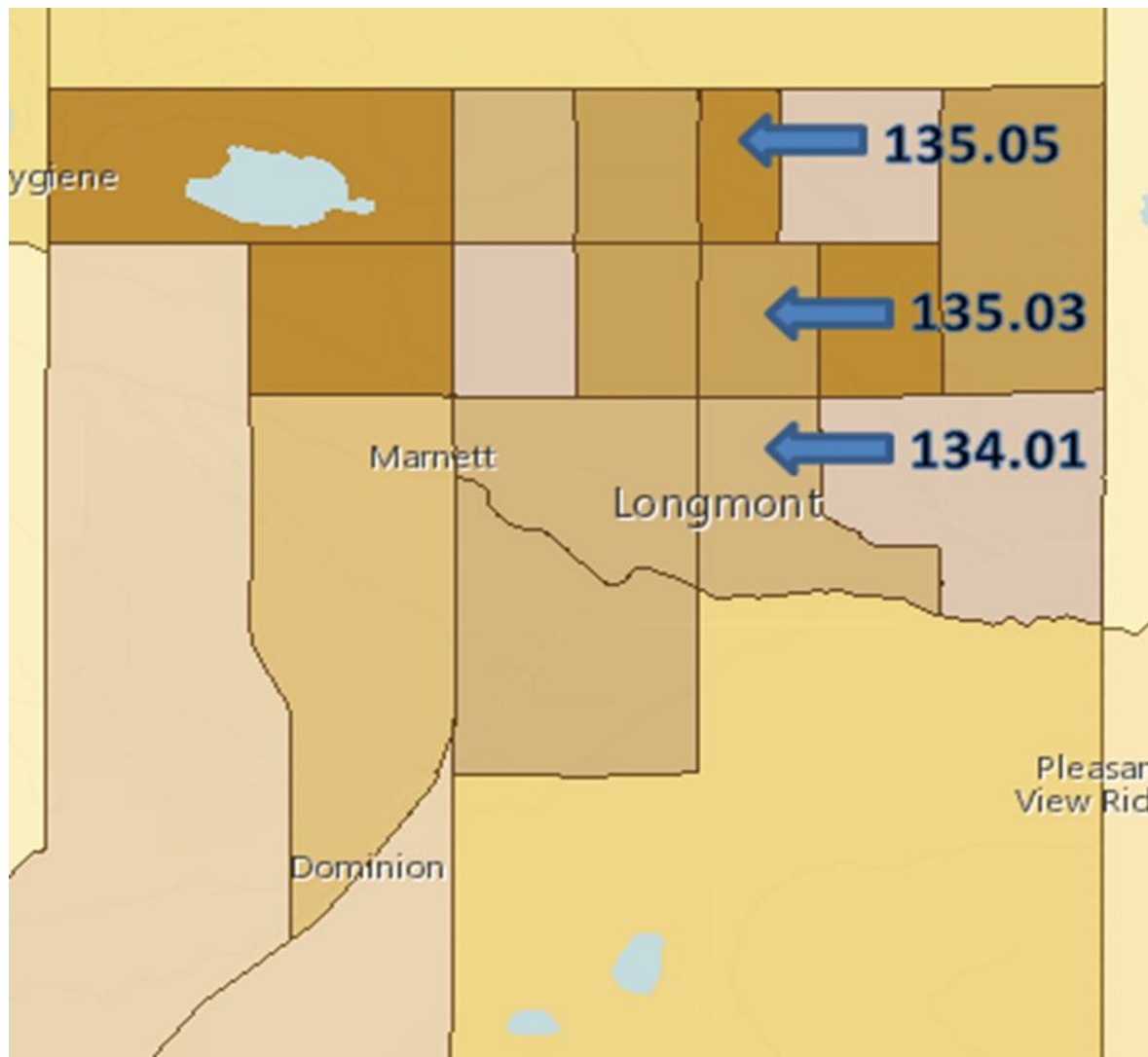
5 Socio-Ecological Framework

Overview of Food Access in Longmont

Census Tract Demographics

Race/Ethnicity

Lat in0

CENSUS TRACT 135.05

Not Hispanic/Latino
2105

Hispanic/Latino
1726

45%

CENSUS TRACT 135.03

Not Hispanic/Latino
2733

Hispanic/Latino
2745

50%

CENSUS TRACT 134.01

Not Hispanic/Latino
1817

Hispanic/Latino
1458

45%

135.05

135.03

134.01

ygiene

Marnett

Longmont

Pleasan
View Rid

Dominion
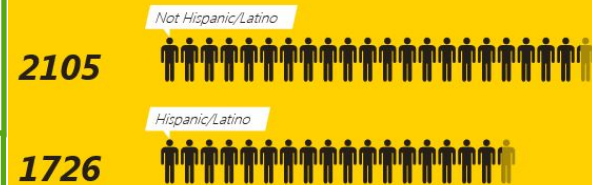
Poverty

Census Tract	% Poverty Line	% Below 200% Poverty	% Receiving SNAP
135.05	32%	57%	25%
135.03	24%	52%	20%
134.01	38%	51%	24%

Census Tract Demographics: Food Access

Tract	Population with Limited Food Access, Percent	Food Desert Census, 1 Mi. / 10 Mi.	Retail food outlets		Low Income Population Living Near Farmer's Market
			Total	Rate / 100,000	
135.05	0	No	1	21.6	No data
135.03	8.3%	No	1	18.3	7%
134.01	80.5%	Yes	2	61.1	82%

Low Income Population with Limited Food Access, 2015

Over 50.0%
20.1 - 50.0%
5.1 - 20.0%
Under 5.1%
No Low Food Access
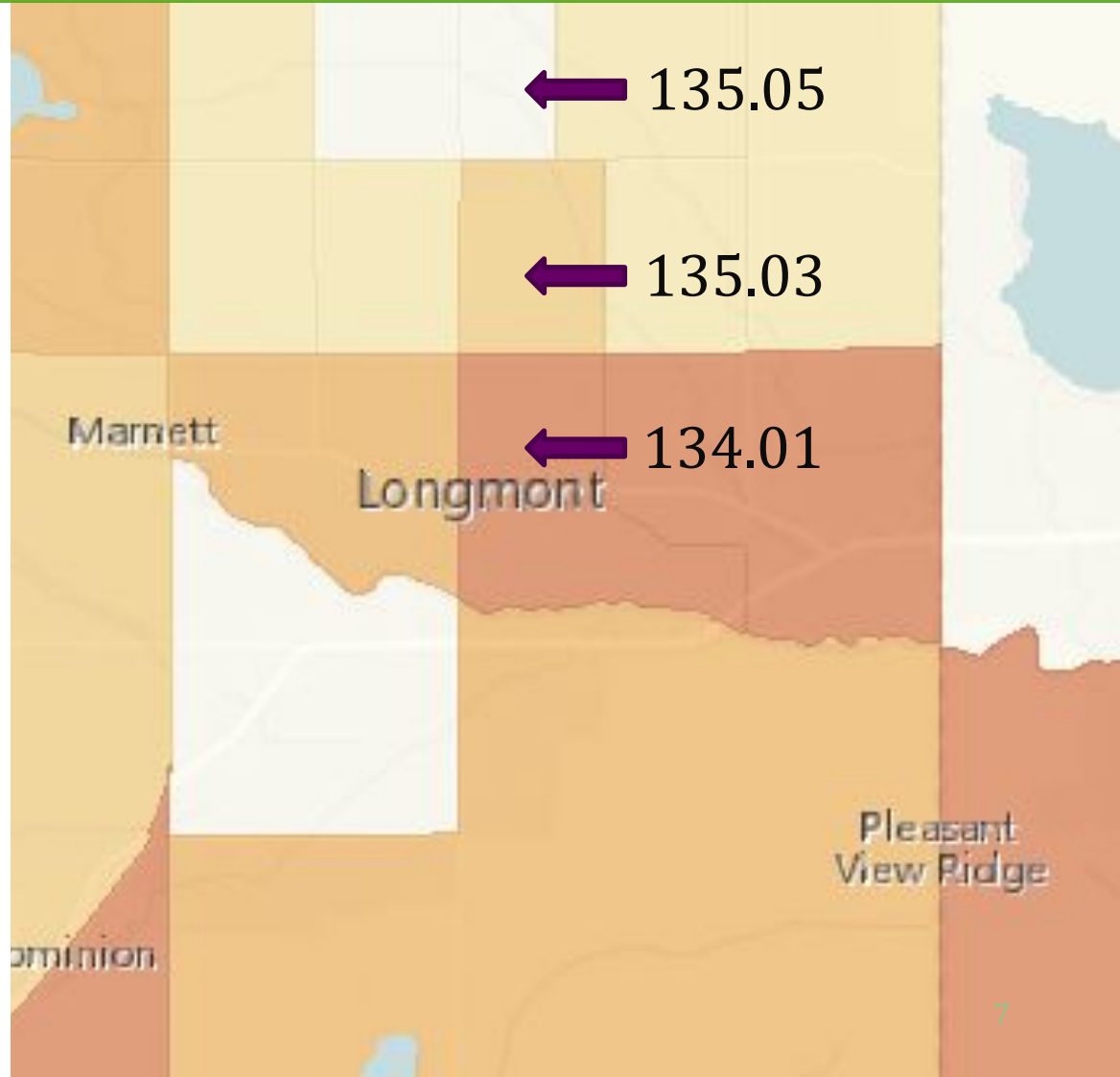
Modified Retail Food Environmental Index Score, 2011
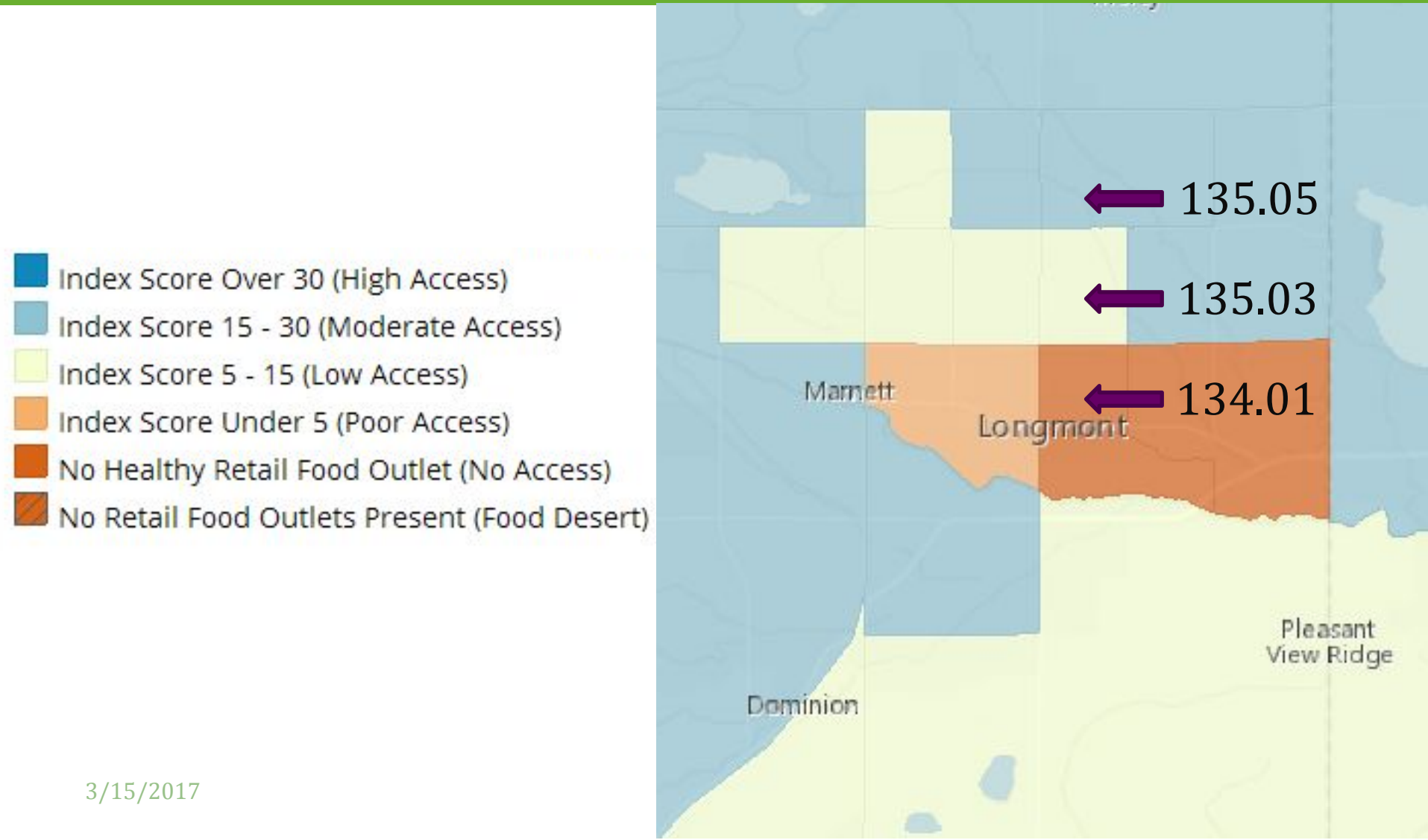
Index Score Over 30 (High Access)
Index Score 15 - 30 (Moderate Access)
Index Score 5 - 15 (Low Access)
Index Score Under 5 (Poor Access)
No Healthy Retail Food Outlet (No Access)
No Retail Food Outlets Present (Food Desert)

135.05

135.03

134.01

Marnett

Longmont

Pleasant
View Ridge

Dominion

Discussion

1. Did anything surprise you? What?

2. What is most important from a policy standpoint for your work?

Beyond the Usual Suspects

Upstream Factors

Transportation — *Bus schedule and ability to carry food*

Financial Security — *Compromising on healthy food items because of budget concerns*

General Access Issues — *Healthy foods, cultural influences, and barriers to regular physical exercise*

Upstream Factors

Logistical Challenges — *Learning the system, shame and stigma, and lack of respect*

Emotional Stamina — *Frustration from insufficient quality and quantity of fresh, healthy foods*

Convenience Stores — *Unhealthful snack foods easily accessible and within walking or biking distance for children and teens*

Behavioral Aspects

Culture

Transportation Options Vary

Food Consumption Complex

Increase/Decrease Needed

Discussion

1. Did anything surprise you? What?

2. What is most important from a policy standpoint for your work?

On the Ground Assessments

Corner Store Customer Interview Results

- 3 stores surveyed

- 49 customers surveyed

- Average age: 39.5

- Even split between males and females

- 57% Hispanic, Latino/a or of Spanish origin

- 31% as White or Caucasian

- 16% used SNAP, 8% used WIC

27% does most of their grocery shopping at one of the stores

Shopping Frequency

- ■ 2-3 times per year
- ■ 1-3 times per month
- ■ Once per week
- ■ 2-3 times per week
- ■ 4 or more times per week
- ■ Missing response

Store	2-3 times per year	1-3 times per month	Once per week	2-3 times per week	4 or more times per week	Missing response
Loaf N' Jug	7%	14%	7%	53%	13%	6%
7-Eleven	7%	14%		46%	26%	0%
Tortilleria	0%	53%		5%	21%	10%
Total	4%	28%	8%	33%	20%	7%
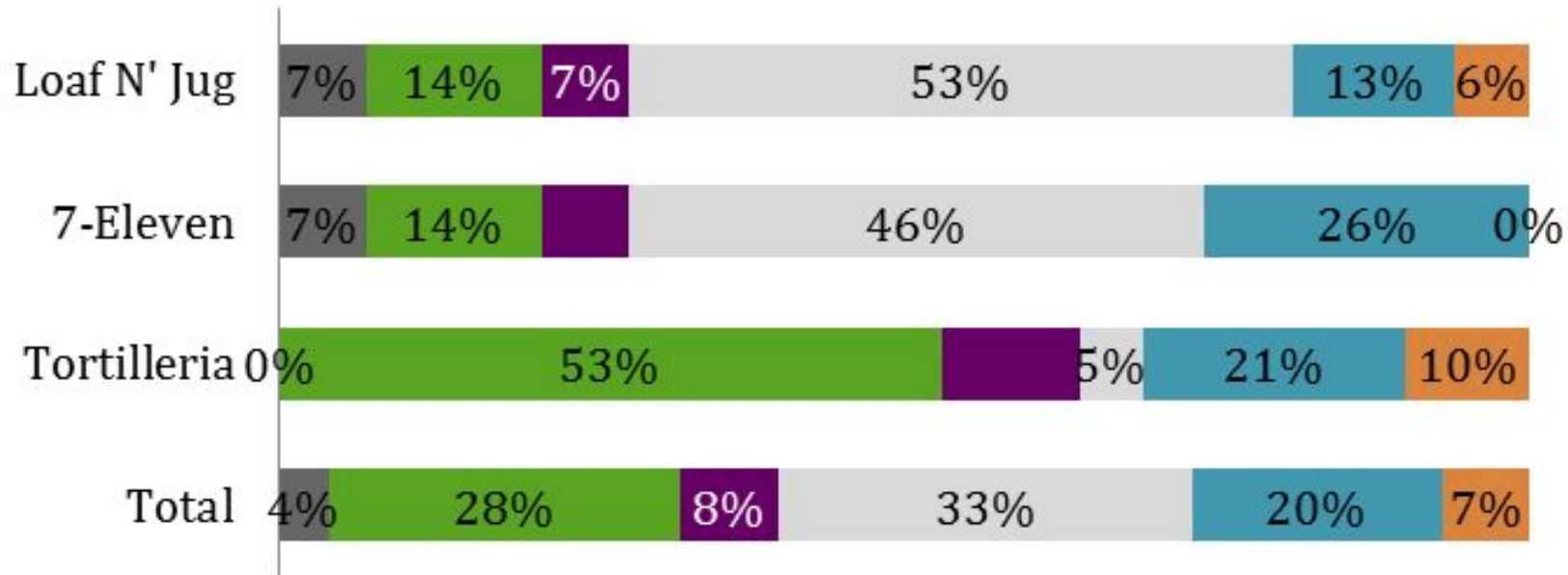
Transportation to Stores

- Participants use multiple transportation modalities: 92% drive, 20% walk, 4% bus, and 2% bike

Mode of Transportation	Loaf N' Jug	7-Eleven	Tortilleria
Walking	**27%**	**40%**	0%
Biking	7%	0%	0%
Driving	87%	87%	**100%**
Bus	**13%**	0%	0%

- Participants reported spending 10 minutes reaching their store

What foods are people buying?

Most Purchased Items, All Stores
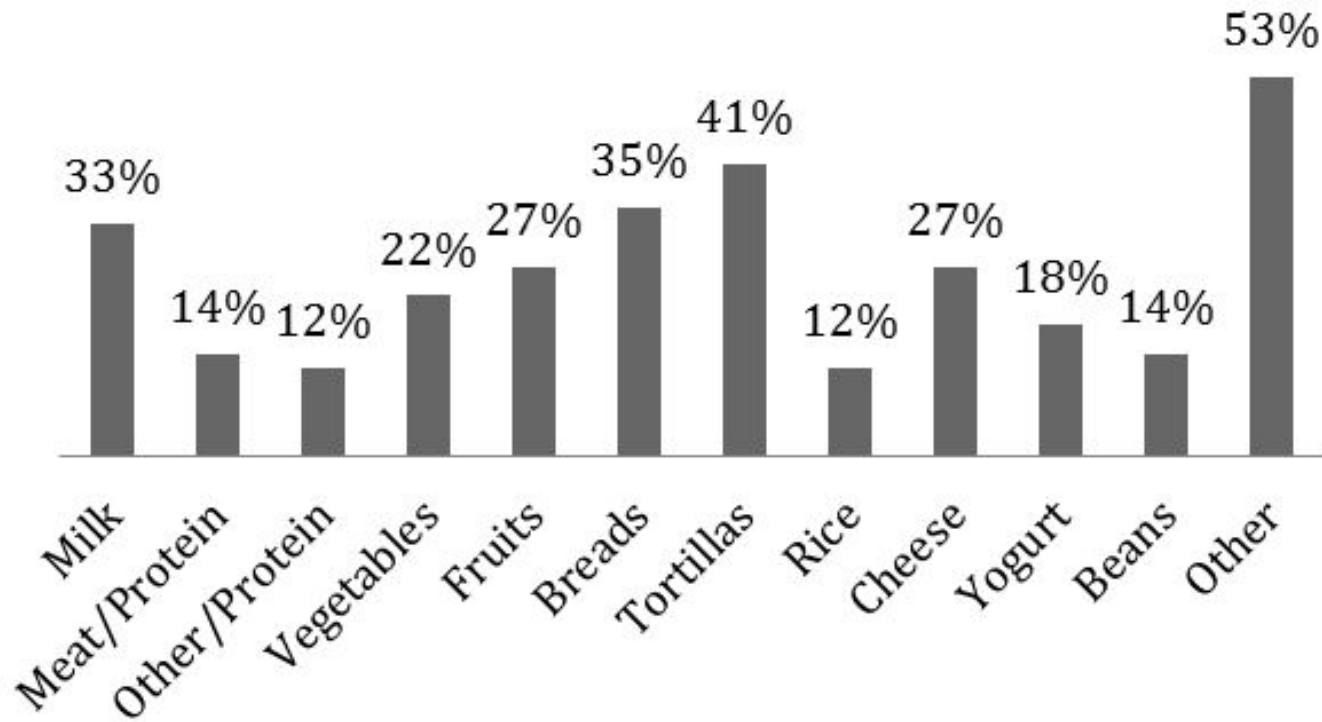
Fruit Consumption Last Month

Never
1-3 times last month
1-2 times per week
3-4 times per week
5-6 times per week
1 time per day
2-3 times per day

	Never	1-2 wk	3-4 wk	5-6 wk	1/day	2-3/day	more
Tortilleria	5%	5%	11%	42%	5%	26%	5%
7-Eleven		27%	13%	20%	7%	20%	14%
Loaf N' Jug		33%	13%	20%		27%	7%
Total	2%	20%	12%	29%	4%	24%	8%
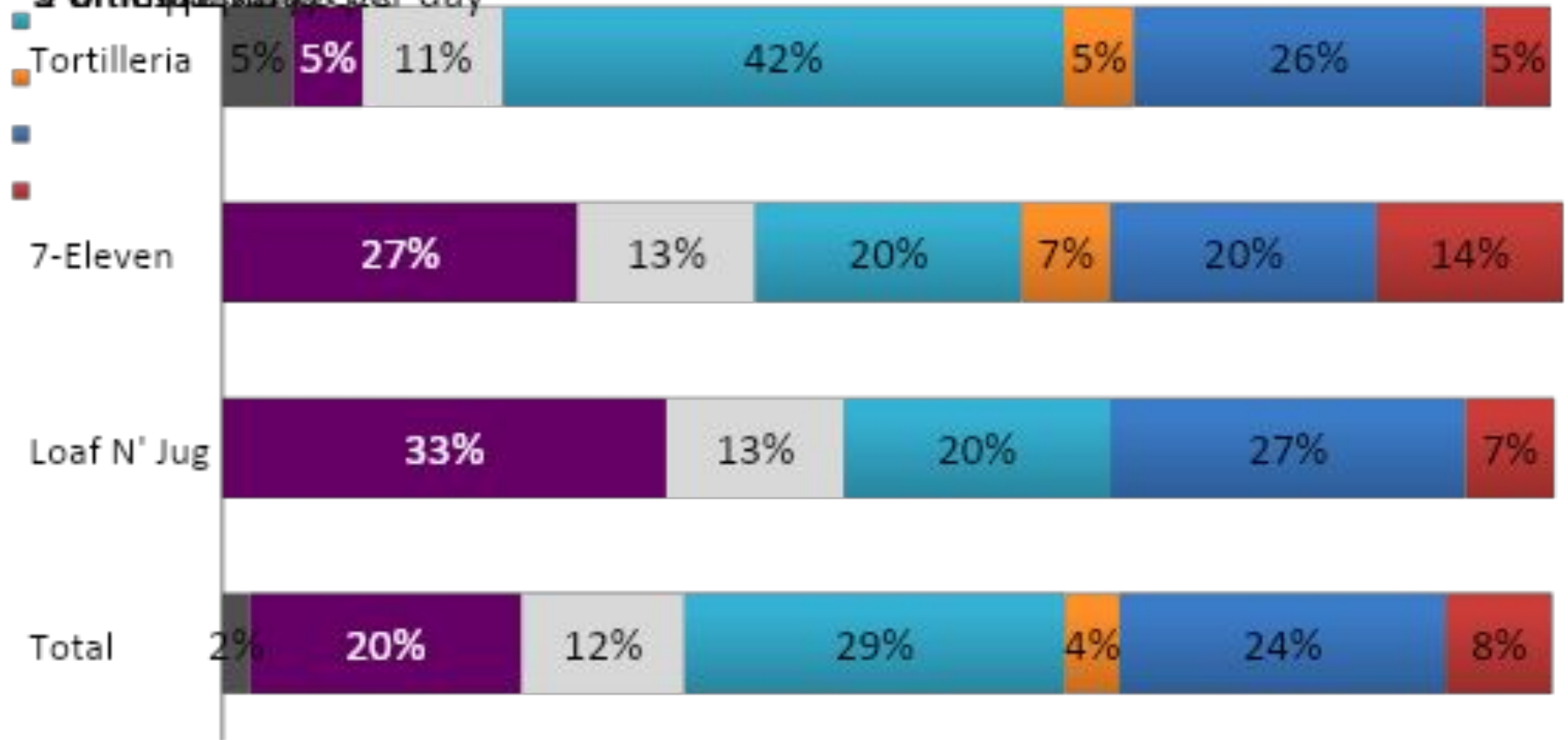
Vegetable Consumption Last Month

■Never
■1-3 times last month
■1-2 times per week
■3-4 times per week
■5-6 times per week
■1-3 times per day

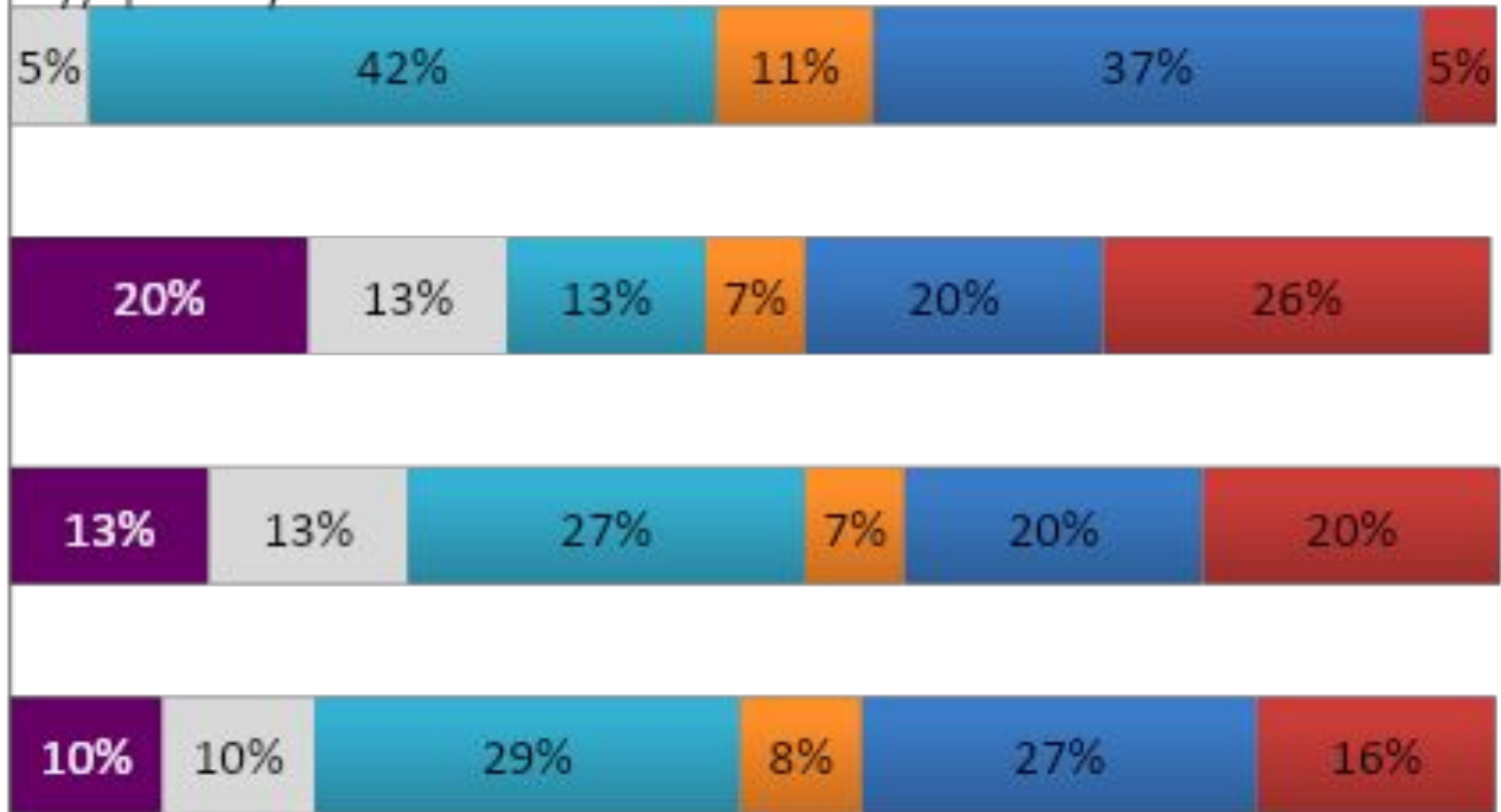|					
Tortilleria	5%	42%	11%	37%	5%
7-Eleven	20%	13%	13%	7%	20%	26%
Loaf N' Jug	13%	13%	27%	7%	20%	20%
Total	10%	10%	29%	8%	27%	16%

Over **90%** of participants want to eat more fruits and vegetables every day

What would need to happen?

1. Better options and access to fruits and vegetables, including more variety, less processed, and more fresh items (38%)

2. Make personal changes, including motivating themselves to buy and prepare more fruits and vegetables (24%)

Over **90%** of participants want to eat more fruits and vegetables every day

What would need to happen?

3. More convenience, including options for more pre-packaged items and living closer to a store that sells them (20%)

4. Cheaper fruits and vegetable options overall (18%)

Corner Store Inventory Highlights

- Transportation options
- SNAP & WIC
- Promotion and signage
- Fruits & Vegetables
- Culturally relevant foods
- Milk options

Discussion

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Longmont Food Access Efforts

Efforts Already Underway

Food Access

- Harvest Bucks Program increased participation at Longmont Farmer's Market by 94% from 2014-2015
  - Boulder County residents that use SNAP can buy twice as many fruits and vegetables, up to $20 free
  - And receive WIC coupons to use at the market
- Second Start Community Garden founded in 1996
- Y Educational Farm
- OUR Center

Efforts Already Underway

Built Environment

- City is focusing on an "inward" redevelopment of local and regional transportation (roadway, bike, pedestrian systems)

Transportation

- Ride Free Program sponsored by City allows residents to access local bus routes for free

Efforts Already Underway

Financially Secure

- City has policy that allocates percentage of tax revenues to support human service needs in the community, such as education and support for living wage job and housing assistance

Obesity Prevention

- Longmont United Hospital developed implementation plan to reduce childhood obesity and promote lifelong wellness strategies

Potential Food Access Strategies

Food Access

- Support increased access to affordable, healthy food

- Support a locally-based, environmentally responsible and healthy food system that is available to all residents

- Identify barriers and opportunities for local food production

- Expand connections between local food producers and areas/populations in need

- Support and expand garden to cafeteria program opportunities

Potential Food Access Strategies

Built Environment

- Prioritize infrastructure improvements to ensure connectivity between underserved areas and community amenities

Transportation

- Coordinate w/ RTD to expand service and hours for key community locations

- Audit all transit stops to evaluate accommodation needs of all residents and prioritize improvements

- Further integrate complete street principles

Potential Food Access Strategies

Financial Security

- Partner with local educational institutions to connect sustainability knowledge and workforce needs

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Socio-Ecological Framework

Social Ecological Model

- Failure to alter environments partially explains why individuals do not adopt healthy behaviors

- Ecological models of behavior predict efforts to change behavior most effective when carried out on multiple levels

  - *Individual*

  - *Social and cultural*

  - *Environment*

  - *Policy*

- Environmental and policy changes most effective when combined with programs that motivate and enable people to be healthy

Social Ecological Model Layers

1. **Psychobiological core:** Genetics, early behavioral conditioning: essentially immutable

2. **Culture:** Life experience, self-identity

3. **Social:** Roles & relationships, acquired values & beliefs

4. **Enablers of choice:** Most proximal enhancers or barriers to change

5. **Lifestyle:** Visible behavior – can be a mix of actual & aspirational

6. **Behavioral settings:** Physical and social context

7. **Primary leverage points:** Microenvironment controllers

8. **Secondary leverage points:** Macro-environment factors

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Social Ecological Model: Determinants of Physical Activity and Eating Behavior

Legend:
- Secondary leverage points
- Primary leverage points
- Behavioral settings
- Lifestyle - - - - -
- Enablers of Choice
- Social
- Cultural
- Psycho-biological core

Psycho-biological core: Self-identities, Pleasure, Genetics, Hierarchy of needs, Physiology

Cultural: Habits, Ethnic identities, Beliefs, Values, Life experience

Social: Social roles, Life stage, Interpersonal relationships, Educational Attainment, Socio-economic status

Enablers of Choice: Social trends, Seasonality, Convenience, Accessibility, Context – physical & social, Source of information, Cost, Time, Safety, Knowledge

Behavioral settings: Home, Food store, Health club, Workplace, Community centers, Restaurants, Local school, Daycare, Shopping mall, Religious & governmental organizations, Neighborhood, Vehicles, Parks

Primary leverage points: Family, Friends, Food stores, Local government, Developers, Property owners, Restaurants & food outlets, Recreation facilities, Non-govt. organizations, Nonprofit providers, Community, Shopping mall, Healthcare providers, School board/districts, Employer

Secondary leverage points: Political advocacy/lobbying, Food industry, Transportation system, Architecture & building code, Exercise & sports industry, Healthcare industry, Education system, Entertainment System, Information industry, Government

Social Ecological Model: Determinants of Physical Activity and Eating Behavior

Legend:
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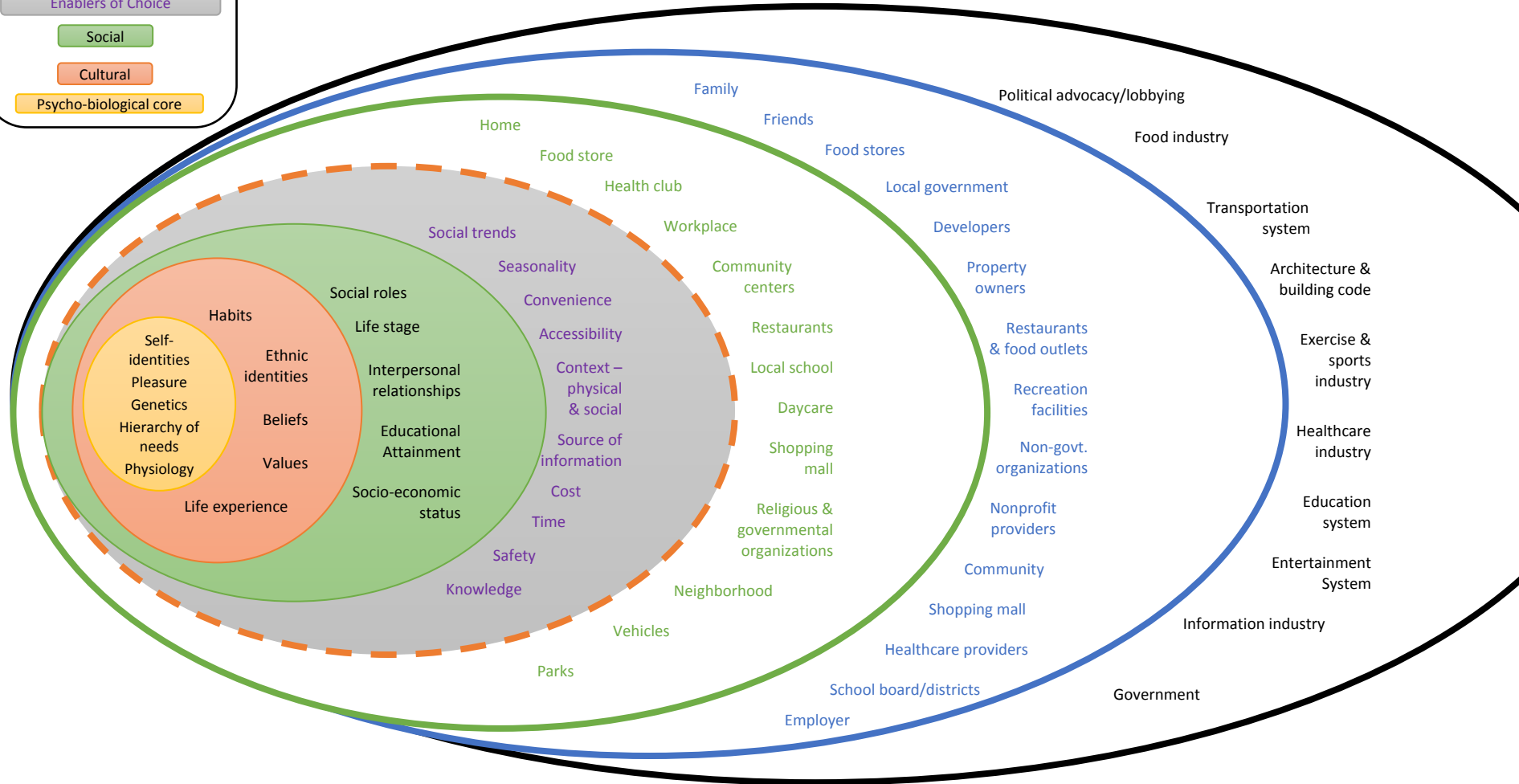- Primary leverage points
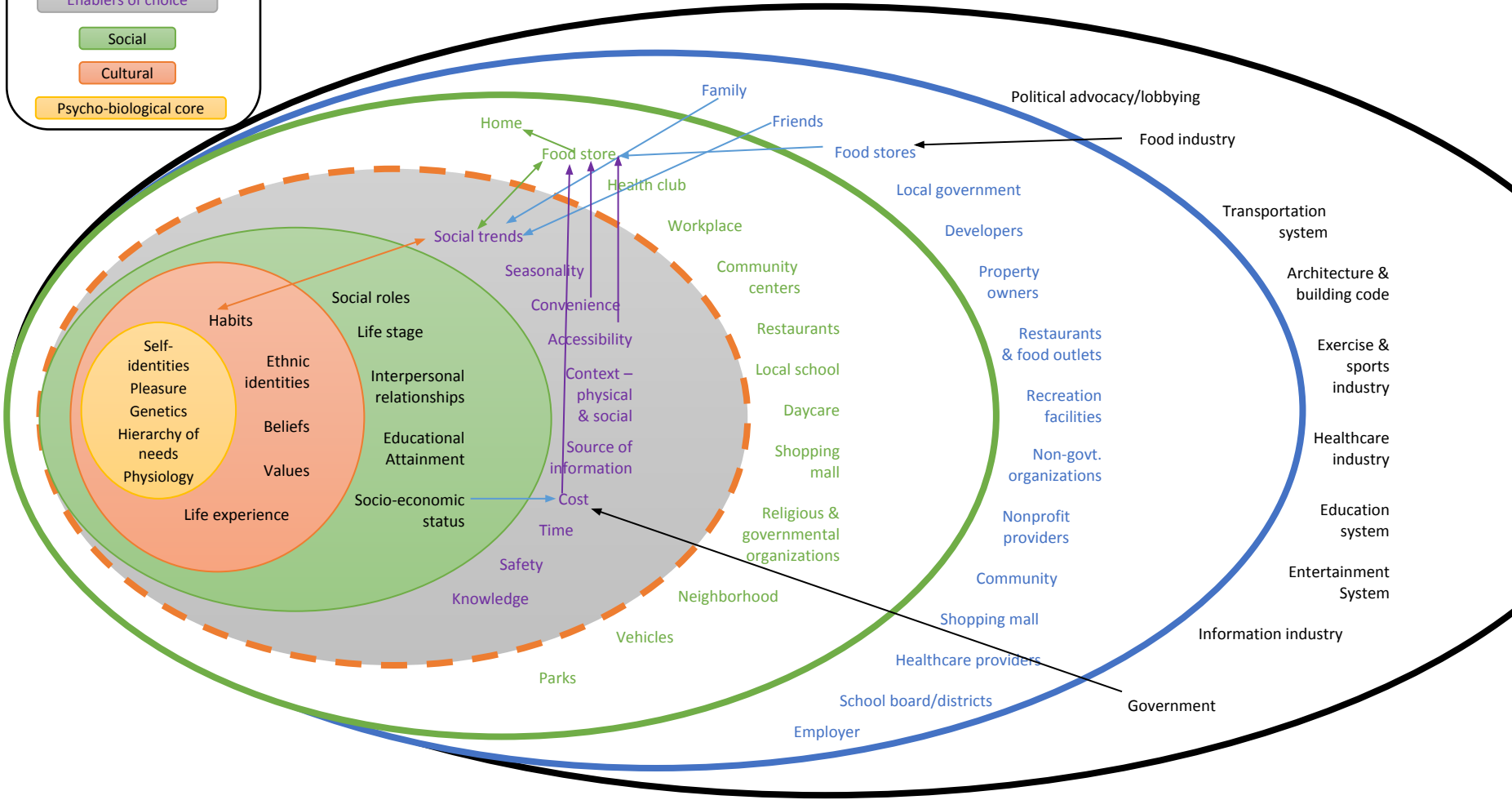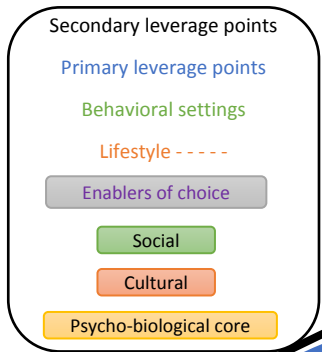- Behavioral settings
- Lifestyle - - - - -
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Environmental Influences Scores for Nutrition

Changeability 1 = difficult 2 = moderate 3 = easy	Impact 1 = low 2 = moderate 3 = high	Leverage Point within Macro-environment	Behavior Setting (Micro-environment)	Influence
2	3	Family	Home	Snacks within household
2	3	Family	Home	Meals within household
1	3	Family	Home	Facilities for food preparation and storage
2	1	Grocery stores/ convenience stores	Food stores	Placement of healthful foods
2	2	Grocery stores/ convenience stores	Food stores	Junk food placement & amount of junk food
1	2	Convenience stores	Neighborhood	Minimarts
2	3	Grocery stores	Food stores	Small stores in low socioeconomic status areas
1	2	Food industry	Vehicle for transport	Difficulty of eating healthful foods
1	1	Food industry/ restaurants/ convenience stores	Vehicle for transport	Outdoor advertising

Discussion

1. Did anything surprise you? What?

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References

- Envision Longmont

- Longmont United Hospital Community Needs Assessment

- Longmont Sustainability Plan

- Boulder Food Rescue Report

- Map of YMCA Food Desert Report

- Community Commons