



Priority Issue: Healthy Eating (HE)						
Goal 1	Increase the accessibility and affordability of healthy food.					
Objective 1.4	Review gaps and opportunities for improving healthy and affordable food options at farmers markets and all other food retail outlets in low income neighborhoods.					
Key Actions	Timeline		Responsible Parties	Resources	Measures	Status
	Start	End				
<b>1.4.A</b> Identify geographic locations where access to fresh food is limited.	10/13	9/15	Lead: Fairfax County Health Department (FCHD)  HE Priority Issue Team (PIT), George Mason University (GMU)	Virginia Department of Health (VDH) Healthy Eating and Active Living (HEAL) Grant \$67,410 1/14-9/14  Kaiser Foundation (KF) Grant \$14,994 8/14-6/15	# geographic locations identified: 3	<b>COMPLETED YEAR ONE</b> <ul style="list-style-type: none"> <li>Identified barriers (i.e., location, hours, payment options) to accessing farmers markets in Reston (population 58,504)—an area with a large population of children receiving free and reduced-price lunch, and residents receiving Supplemental Nutrition Assistance Program (SNAP) benefits.</li> </ul> <b>COMPLETED YEAR TWO</b> <ul style="list-style-type: none"> <li>Conducted community food assessments with GMU students in the Bailey’s Crossroads, Mt. Vernon, and Reston/Herndon communities to understand existing conditions of the food system and identify gaps and barriers to be addressed.</li> <li>Finalized the 2015 Community Food Assessment report.</li> </ul>

Objective 1.4 Continued	Review gaps and opportunities for improving healthy and affordable food options at farmers markets and all other food retail outlets in low income neighborhoods.					
Key Actions	Timeline		Responsible Parties	Resources	Measures	Status
	Start	End				
<p><b>1.4.B</b> Increase access to affordable farmers markets for low socioeconomic status communities.</p>	10/13	9/18	<p>Leads: FCHD, Arcadia Center for Sustainable Agriculture and Food Systems, Fairfax Food Council (FFC) Food Access Workgroup</p> <p>Neighborhood and Community Services (NCS), Capital Area Food Bank (CAFB), Southgate Community Center (SCC), Fairfax County Park Authority (FCPA), Inova Health System, Healthy Environment and Active Living Priority Issue Team</p>	<p>VDH HEAL Grant \$67,410 1/14-9/14</p> <p>KF Grant \$14,994 8/14-6/15</p> <p>Northern Virginia Health Foundation (NVHF) \$25,000 10/15-9/16</p> <p>Virginia Foundation for Healthy Youth (VFHY) \$30,000 per year 7/16-6/18</p>	<p># families that access SCC Mobile Marketplace: 400 per month on average</p>	<p><b>COMPLETED YEAR ONE</b></p> <ul style="list-style-type: none"> <li>• Collaborated with the CAFB and other local entities to provide access to fresh food at the SCC in Reston through the Mobile Marketplace, beginning in 5/14 and continuing monthly.</li> <li>• Conducted extensive marketing and outreach to increase awareness of and attendance at the market (e.g., newsletter, video, postcards in multiple languages).</li> <li>• Expanded SNAP benefit implementation in the Reston/Lake Anne area with the support of FCPA.</li> </ul> <p><b>COMPLETED YEAR TWO</b></p> <ul style="list-style-type: none"> <li>• Received a planning grant from the NVHF through Arcadia to increase healthy food access in the Bailey’s Crossroads area by supporting school gardens, mobile markets, and nutrition education.</li> </ul> <p><b>COMPLETED YEAR THREE</b></p> <ul style="list-style-type: none"> <li>• Established a mobile market in the Bailey’s Crossroads area.</li> <li>• Developed marketing to SNAP recipients with information about SNAP Matching Dollar programs and their locations.</li> <li>• Implemented a Bailey’s Mobile Market Family Day to promote SNAP acceptance and provide nutrition education.</li> </ul> <p><b>COMPLETED YEAR FOUR</b></p> <ul style="list-style-type: none"> <li>• Created a brochure that highlights food resources for those with food insecurity needs.</li> <li>• Developed a survey to assess barriers to SNAP redemption at farmers markets in the Mt. Vernon area.</li> <li>• Received a third phase of grant funding for the Bailey’s Crossroads mobile market, which is being considered for replication in other areas of the county.</li> <li>• Explored existing county zoning regulations as they relate to farmers markets and community gardens/urban agriculture.</li> </ul> <p><b>PLAN FOR YEAR FIVE</b></p> <ul style="list-style-type: none"> <li>• Work with Community Food Works and Fairfax County Park Authority to apply for Food Insecurity Nutrition Incentive 2019 grant funds for SNAP matching at farmers markets in Fairfax County.</li> </ul>

Objective 1.4 Continued	Review gaps and opportunities for improving healthy and affordable food options at farmers markets and all other food retail outlets in low income neighborhoods.					
Key Actions	Timeline		Responsible Parties	Resources	Measures	Status
	Start	End				
<b>1.4.B</b> (Continued) Increase access to affordable farmers markets for low socioeconomic status communities.	10/13	9/18				<b>PLAN FOR YEAR FIVE</b> (Continued) <ul style="list-style-type: none"> <li>• Continue to monitor and advise on the zoning process as it relates to farmers markets.</li> <li>• Promote the Virginia Fresh Match Program (SNAP matching) at farmers markets and explore alternative options for expanding access to fresh local produce.</li> </ul>
<b>1.4.C</b> Study programs in other jurisdictions that have successfully introduced fresh food products to underserved areas.	10/14	9/17	Leads: FCHD, Arcadia Center for Sustainable Agriculture and Food Systems, HE PIT/FFC Food Access Workgroup	Northern Virginia Health Foundation (NVHF) \$25,000 10/15-9/16  Virginia Foundation for Healthy Youth (VFHY) \$30,000 per year 7/16-6/18	Review of model programs: Completed	<b>COMPLETED YEAR TWO</b> <ul style="list-style-type: none"> <li>• Reviewed numerous model programs, including programs cited by the Robert Wood Johnson Foundation, Feeding America, and the Chesapeake Food Network.</li> </ul> <b>COMPLETED YEAR THREE</b> <ul style="list-style-type: none"> <li>• Planned for the first FFC Summit to showcase innovative projects from across the country to increase access to healthy foods.</li> <li>• Contacted Dr. Nimali Fernando, founder of the Dr. Yum Project, and Rodney Taylor, Director of the Food and Nutrition Services for Fairfax County Public Schools, to discuss their groundbreaking work related to food equity and health at the FFC Summit.</li> </ul> <b>COMPLETED YEAR FOUR</b> <ul style="list-style-type: none"> <li>• Held the FFC Summit in 10/16 featuring a screening of the film “Food Frontiers” produced by Leo Horrigan of the Johns Hopkins Center for a Livable Future.</li> <li>• Held a spring FFC Summit in 5/17 that focused on the Farm Bill and its effect on food assistance programs.</li> </ul>

<b>Objective 1.4 Continued</b>	Review gaps and opportunities for improving healthy and affordable food options at farmers markets and all other food retail outlets in low income neighborhoods.					
<b>Key Actions</b>	<b>Timeline</b>		<b>Responsible Parties</b>	<b>Resources</b>	<b>Measures</b>	<b>Status</b>
	<b>Start</b>	<b>End</b>				
<b>1.4.D</b> Work with local chambers of commerce to encourage corner markets, ethnic markets, and convenience stores to sell fresh produce and other healthy food items.	10/17	9/18	Lead: FFC Food Access Workgroup	None identified	# of chambers of commerce reached: TBD	<b>NOT STARTED</b>  <b>PLAN FOR YEAR FIVE</b> <ul style="list-style-type: none"> <li>Present to the Asian Chamber of Commerce to garner support and discuss healthy food promotion in native languages and ethnic communities.</li> </ul>
<b>1.4.E</b> Work with ethnic and international grocery stores to accept SNAP benefits.  <i>(Added 1/16)</i>	10/17	9/18	Leads: FCHD, FFC Food Access Workgroup	VFHY \$30,000 per year 7/16-6/18	# stores newly accepting SNAP benefits: TBD	<b>NOT STARTED</b>