

# The Environmental Nutrition and Activity Community Tool:

Community innovations for  
a sustainable food system  
and chronic disease  
prevention

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[www.preventioninstitute.org](http://www.preventioninstitute.org)



*From: Hungry Planet, Manzel, et. al., Ten Speed Press, 2005*



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# *Is it just lifestyle?*



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“It is unreasonable to expect that people will change their behavior easily when so many forces in the social, cultural, and physical environment conspire against such change.”

*Institute of Medicine*

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# *The Food System*



# *Cultivating Common Ground*

## *Linking Health and Sustainable Agriculture*

CCOF CERTIFIED  
CA Certified Organic Farmers



*Funded by:*  
*Clarence E. Heller Charitable Foundation*  
*and the*  
*Columbia Foundation*

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# Health Impacts of the Current Food System

- ◆ Over Production of a Range of Unhealthy Food Products
- ◆ Use of and Exposure to Toxins
- ◆ Dangers to Farmer and Worker Health and Safety
- ◆ Antibiotic Resistance
- ◆ Foodborne Illness
- ◆ Respiratory Illness and Poor Air Quality

# ENACT

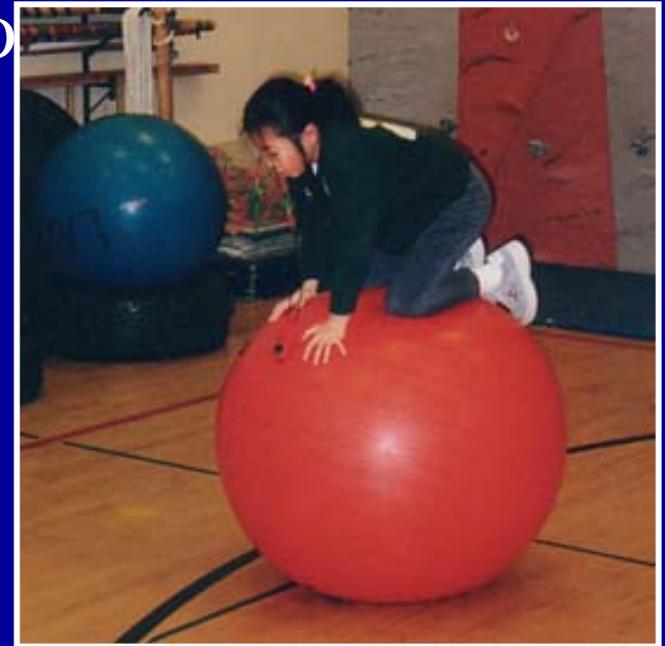
Environmental  
Nutrition &  
Activity  
Community  
Tool



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# What is ENACT?

- ◆ An online tool that offers a specific menu of *achievable* strategies for implementation
- ◆ Each strategy is complemented by practical how-to information including: tools, resources, model policies and more



# ENACT Environments



Please [register](#) to track your answers online

Childcare\* School\* After-School\* Neighborhood\* Workplace\* Healthcare\* Government - | +

Search:  Go >>

## ENACT

Childcare

School

After-School

Neighborhood

Workplace

Healthcare

Government

ENACT: Environmental Nutrition and Activity Community Strategies

Please [register](#) to track your strategies.

Roll over the seven environments on the left to learn more about ways to improve the health of your community

[Learn more](#)

### Instructions:

You can now create a free account that tracks and saves your priorities and current status for each ENACT environment.

### Get the most out of ENACT

- Learn more about best practices and promising approaches strategies to improve nutrition and physical activity environments
- Conduct assessments and select priorities for changing a particular environment
- Dive in and implement the ENACT strategies
- Serve as a report card for each of the 7 environments

### About Enact

The *Strategic Alliance for Healthy Food and Activity Environments* is pleased to present the Environmental Nutrition and Activity Community Tool (ENACT).

ENACT is a concrete menu of strategies designed to help you improve nutrition and activity environments on a local level. These strategies have been organized into seven environments that were carefully selected for their importance in individual and community health.

# ENACT is designed to...

- ◆ Empower local action to address priority issues
- ◆ Engage users so that implementation can become a reality
- ◆ Compliment current education and community efforts

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Priority (H,M,L)	NEIGHBORHOOD FOOD ENVIRONMENTS	Current Status (1-5)
<input type="text"/>	1. Attract supermarkets to underserved areas through financial and regulatory incentives	<input type="text"/>
<input type="text"/>	2. Provide training and incentives to small store owners in underserved areas to carry healthier food items, such as fresh produce	<input type="text"/>
<input type="text"/>	3. Pass a local food policy requiring all food and snacks purchased for government facilities or events to meet good nutrition standards	<input type="text"/>
<input type="text"/>	4. Work with neighborhood food stores and supermarkets to adopt family-friendly policies limiting displays of unhealthy foods aimed at children	<input type="text"/>
<input type="text"/>	5. Improve transportation options to supermarkets and other large food outlets	<input type="text"/>
<input type="text"/>	6. Establish accessible Farmers' Markets or farm stand programs in underserved areas	<input type="text"/>
<input type="text"/>	7. Promote and establish community gardening initiatives	<input type="text"/>
	8. Reduce the negative impact of fast food restaurant chains on community health	

ENACT Neighborhood Environment - Microsoft Internet Explorer

Address: http://www.preventioninstitute.org/safenact/neighborhood/farmers\_markets.php

Strategic Alliance ENACT

Home | School | After-school | Neighborhood | Workplace | Healthcare | Government

Search:  Go

### NEIGHBORHOOD FOOD ENVIRONMENT:

**ENACT STRATEGY: Farmers' Markets**  
 Establish accessible Farmers' Markets or farm stand programs in underserved areas.

Farmers' markets and farm stands are increasingly popular and serve as a valuable source of fresh produce and other goods. Underserved areas in particular benefit from the presence of accessible sources of fresh fruits and vegetables. Farmers' markets in these areas increase fruit and vegetable consumption among neighborhood residents. A focus on accessibility is key to establishing a successful farmers' market or farm stand program. Accessibility considerations include the type and variety of produce offered, language compatibility, community support and buy-in and affordability. In addition to supplying fresh produce, Farmers' markets and farm stands may offer job training and professional development opportunities as well as a community space to gather and build linkages.



*Establish Farmers' Markets in your neighborhood*

- Characteristics of a successful farmers' market in an underserved area
- Model Programs and Success Stories
- Tools
- Organizations and Coalitions

**Characteristics of a successful farmers' market in an underserved area:**

- Location of farmers' markets to be established on the edge of low-income communities or in places with a mixed income consumer base;
- Product mix should include familiar products and be priced affordably;
- Community ownership;
- Effective transportation systems servicing market areas;
- Flexible market hours;
- Hiring sales staff from neighborhood;
- Utilizing a community organizing approach;
- Offering Electronic Benefits Transfer (EBT) as a payment option.

Sidewalks | Car Dependency | Safe Routes to School | Recreational Space | Neighborhood Safety

Local Intranet

start

3:05 PM

# ENACT Local Policy Database

## *Promising Practices in Nutrition and Physical Activity*



Catalogues promising policies in nutrition and activity at the local level

<http://www.preventioninstitute.org/sa/policies/>

# Support Farmland Conservation



# Invest in Processing and Distribution Infrastructure



# Develop Preferential Purchasing Policies



# Support Urban Agriculture



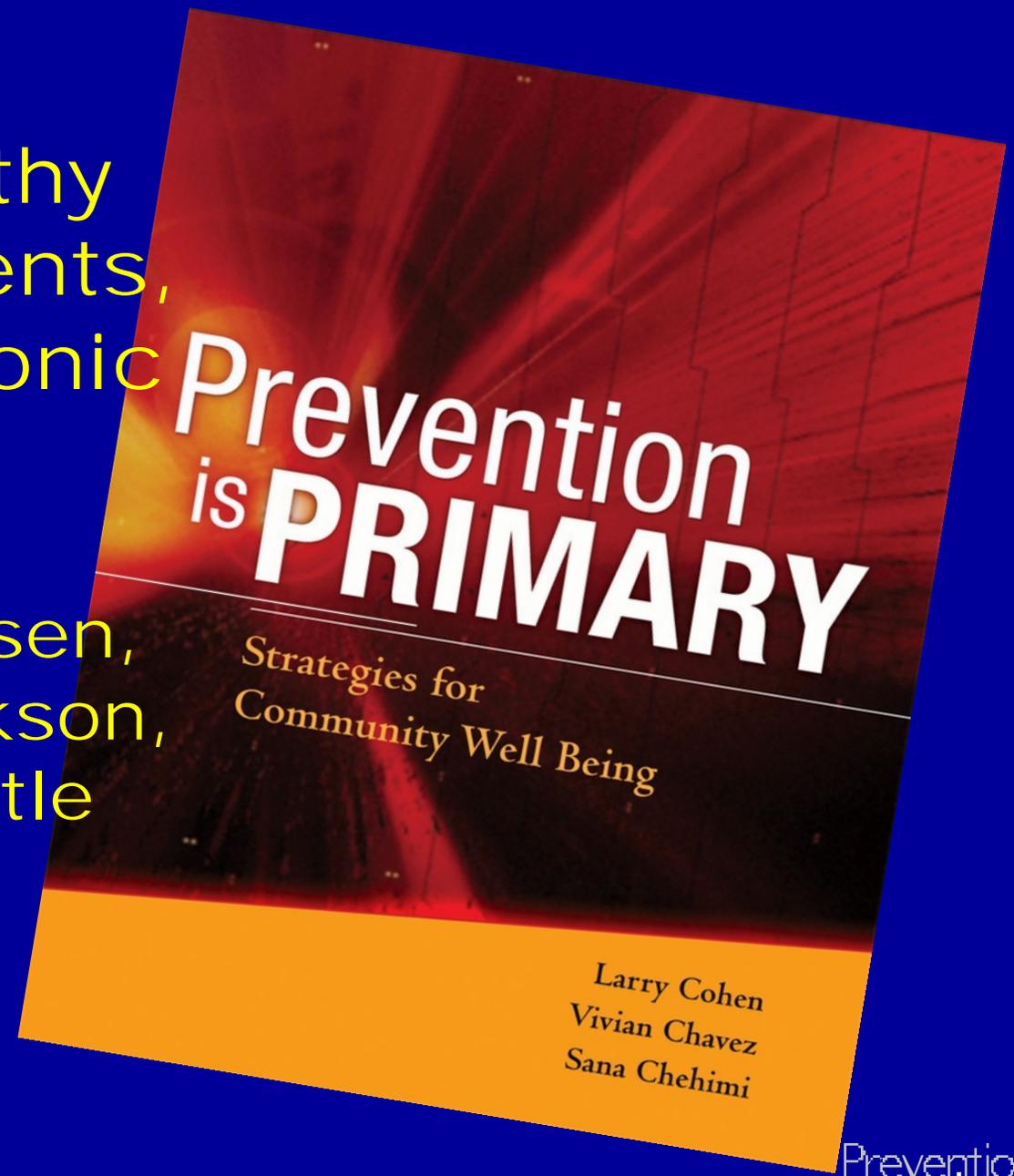
# Establish Farmers' Markets



CHAPTER 13

Creating Healthy  
Food Environments,  
Preventing Chronic  
Disease

By Leslie Mikkelsen,  
Catherine S. Erickson,  
and Marion Nestle



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at the center of community well-being  
Institute

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Strategic  
Promoting healthy  
food and activity environments  
Alliance

[www.eatbettermovemore.org](http://www.eatbettermovemore.org)

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