


**Galvanizing Faith Leaders to Increase Access to Healthy Foods**

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**Presenter Disclosures**

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(1) The following personal financial relationships with commercial interests relevant to this presentation existed during the past 12 months:

No relationships to disclose




**Our Mission**

*Lead the efforts to eliminate racial and ethnic health disparities in Greater Cincinnati through advocacy, education, and community outreach.*

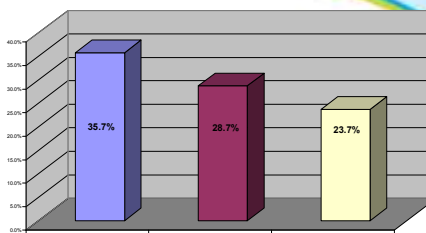


**Background**



**Minorities Lead the Nation in Obesity**

- African Americans: 51% higher rates than non-Hispanic Whites
- Hispanics: 21% higher rates than non-Hispanic Whites



Race	Obesity Prevalence
African American	35.7%
Hispanic	28.7%
White	23.7%

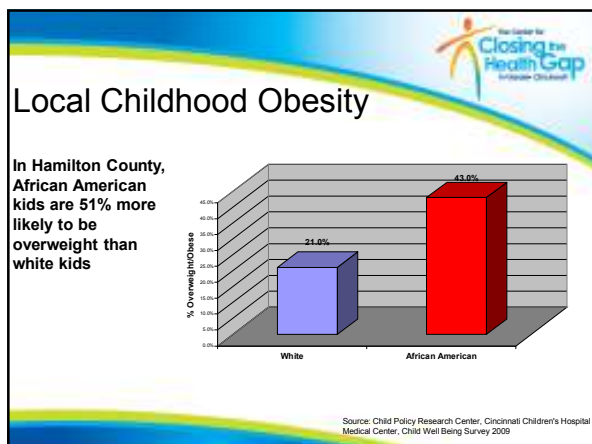
Source: CDC, Morbidity & Mortality Weekly Report, July 2009. Differences in Prevalence of Obesity Among Black, White, and Hispanic Adults — United States, 2006–2008.



**Ohio ranks 10<sup>th</sup> in Adult Obesity Rates and 15<sup>th</sup> in Child Obesity Rates**



Source: Trust For America's Health & Robert Wood Johnson Foundation. 2009. F as in Fat: How Obesity Policies are Failing in America.



### Lack of Access to Healthy Foods and Physical Activity

*Increases the likelihood of obesity*



### Project Goal


The overall goal for this project is to **advance policy changes** in the City of Cincinnati that will help make healthier food choices easier for families and children. To achieve this goal the coalition will employ strategies focused in four areas –

1. Conduct a community food assessment to provide baseline data on the location, kind and quality of food outlets to inform advocacy efforts.
2. Build the Coalition's capacity to advocate for policies that improve food access.
3. Educate the community on the link between obesity and food access, and mobilize the community to use this knowledge to advocate for policy changes.
4. Educate policymakers on how access to healthy food decreases childhood obesity and how city policies can increase access to healthy foods.




### Faith Engagement

- The Center trained faith-based leaders and clergy to educate local policymakers and the community on:
  - childhood obesity,
  - its link to healthy food access, and
  - how land use policies can provide greater access and reduce obesity rates.
- The Center engaged 21 clergy and faith leaders, community leaders, healthcare professionals, and residents to join the coalition to address obesity.



### Community Food Assessments

- Two Phases
- Food store survey - measuring the cost and availability of healthy foods
  - 22 residents were trained in developing, conducting, and inputting data for the assessment.
- Resident food shopping survey -determine important food and nutrition issues facing the community
  - 683 resident surveys completed



### Avondale Food Store Survey

- Market 1
  - 65% of total food items available, however only 20% of fresh foods (vegetables, fruits, lean luncheon meats, or dairy) available
  - The majority (97%) of fruits and vegetables available were in good condition (firm/crisp, little damage, good color, no dirt)
  - Observers rated inside the store as safe, however outside the store there is a busy bus stop
- Market 2
  - 42% of food items available
  - Apples, oranges, and bananas were the only fresh fruits, but were rated in good condition
  - Several whole grain items available (38.5%)
- Market 3
  - No fresh foods available
  - 20% of canned items available, 100% rated as old and dirty
  - Loitering was observed outside store, inside and outside store environment was rated unsafe





### Food Shopping Survey

- Over half (54%) stated there were stores in their neighborhood they could shop at but choose not to
  - Reasons included:
    - quality/type of food available (54%)
    - quality of service (43%)
    - cost of food (41%)




### Food Shopping Survey


- Common suggestions for increasing residents' food access included:
  - Provide shuttles to grocery stores
  - Put grocery stores in inner city neighborhoods
  - Grow own food/gardens
  - Have groceries delivered to residents
  - Provide lower prices at existing stores

### Outcomes


- 14 local churches adopted health policies
- Train –the-trainer educational workshops provided to residents
- Established 3 Church-sponsored community gardens and farmers markets to increase the amount of fresh food available to residents in areas without a full-service grocery
- Mobilized 600 residents for a march & rally to bring awareness to the community






### Policy Implications

- Faith Coalition worked alongside City of Cincinnati Food Access Task Force
- Outcomes informed many of the recommendations presented to Cincinnati City Council
  - Increasing access to grocery/fresh produce
  - Increasing transportation access
  - Increasing resident education




### Next Steps

- Received funding through CPPW grant in partnership with Hamilton County Public Health Department
- Expand collaborative to 20 churches
- Develop physical activity, nutrition, and garden model policies that can be replicated in churches county-wide
- Food Access Task Force is working with city councilmembers to implement recommendations



### Acknowledgements

- Robert Wood Johnson Foundation
- Avondale Coalition of Churches
- Avondale Do Right! Campaign
- Hamilton County Public Health Department



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