



Alameda County
Public Health
Department

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City MatCH, San Francisco



Food to Families: Engaging Multi-sector
Partners in a Life Course Approach to Community
Transformation



Acknowledgments

The information presented represents the ideas, hard work, and expertise of many Alameda County Public Health Department Staff, BBC partners, Maria-Elena Young, and community members.

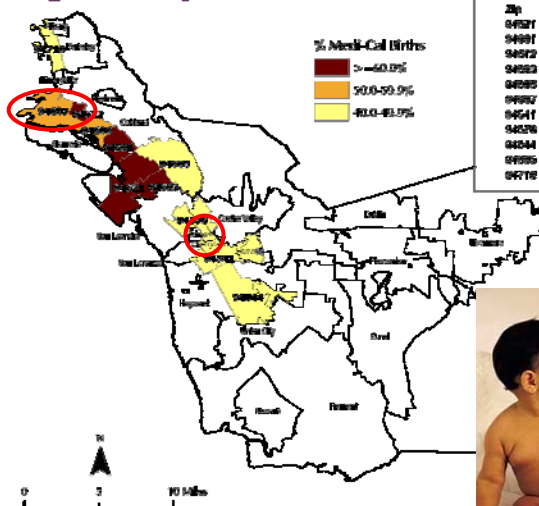
BIG thanks to the Kresge Foundation for making this project possible!



+ Setting the Stage...



+ 1 in 3 newborns are born into poverty...



Zip	Medi-Cal Births	Total Births	Medi-Cal Rate
94527	498	698	71%
94001	633	698	91%
94572	91	144	63%
94523	459	698	66%
94569	331	698	47%
94592	159	342	47%
94541	492	1049	47%
94076	335	697	48%
94044	624	1394	45%
94595	273	597	46%
94716	52	129	41%



Source: CAPE with vital statistics data, 2006

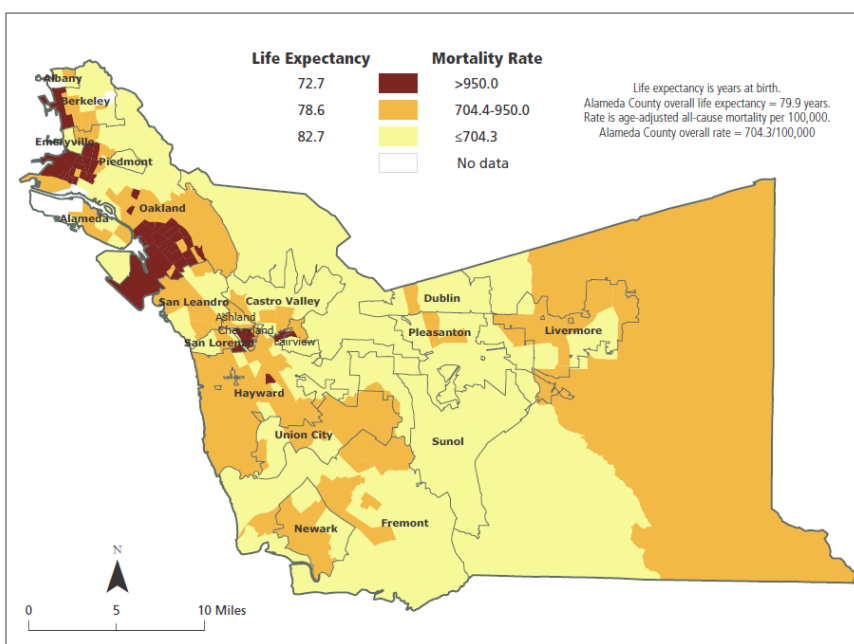
+ Racism, Place, and Income impact health

Compared to a White child in the affluent Oakland Hills, an African American born in West Oakland

<p>1.5 times more likely to be born premature or low birth weight</p>	<p>is...</p> <p>2.5 times more likely to be behind in vaccinations</p>	<p>5 times more likely to be hospitalized for diabetes</p>
<p>7 times more likely to be born into poverty</p>	<p>4 times less likely to read at grade level</p>	<p>2 times more likely to die of heart disease</p>
<p>INFANT</p>	<p>CHILD</p>	<p>ADULT</p>

Cumulative impact:
15 year difference in life expectancy

Map 1: Mortality Rate by Census Tract, Alameda County



Source: Alameda County vital statistics files, 2001-2005.

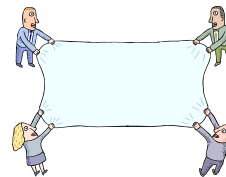
+ History of Food to Families (F2F)

+ Trajectory

■ Life Course Perspective

→ Building Blocks Collaborative

→ Kresge Foundation Grant





+ Bill of Rights

All children in Alameda County have a right to be born healthy, and to:

1. be believed in
2. live, play and grow in a clean, safe place
3. receive a quality education
4. be loved by a caring adult
5. eat healthy food
6. explore nature
7. enjoy economic opportunity and financial security
8. access health care that promotes well-being
9. be free from discrimination and violence
10. be included & valued by a supportive community

Building Blocks Collaborative, April 2010

+ The Foundation

- Collaborative process
- Community-level data
- Promote community protective factors
- Build on current community momentum
- Systems change



+ Focus Communities: West Oakland & Ashland-Cherryland

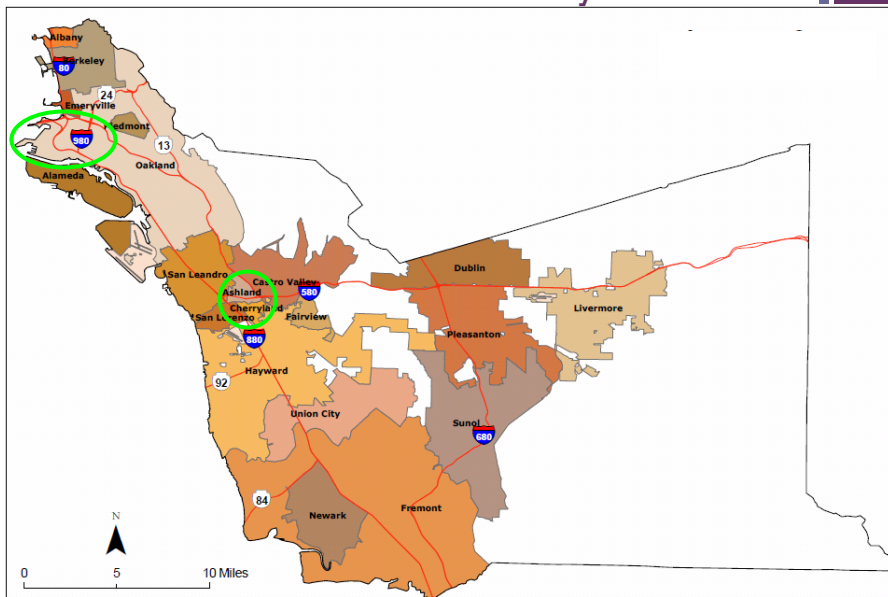
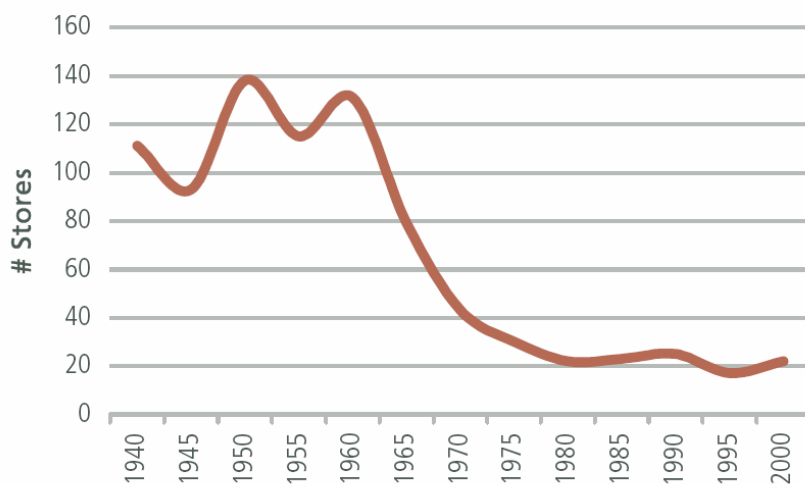




Figure 47: Number of Food Stores, West Oakland



Source: Fuller A, 2006.



Goals



- 1) Transform the food landscape in A-C and W-O.
- 2) Increase local economic and employment opportunities for young adult residents.
- 3) Enhance perinatal clinical services by connecting women to the improved food environment.



+ Implementation: A Unique Partnership

+ Partners

- Clinics + CBOs
- Behavioral and environmental



+ The Partnership, The Intervention

- Youth-led businesses improve the healthy food environment in West Oakland and Ashland-Cherryland
 - Mandela Marketplace youth stocking corner stores with produce
 - Dig Deep Farms youth grow produce and distribute food boxes
- Local health centers write healthy food “prescriptions” to refer women to these resources, and provide healthy eating education
- Mini-grants!

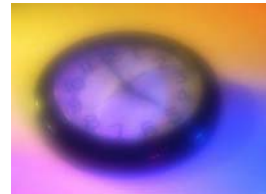


+ Successes and Lessons Learned

+

A few successes and lessons learned...

- \$ is just the beginning
- forging relationships
 - Trust
 - Time
- sustainability



+ Evaluation

+ Evaluation Details

- Program Outcomes
- Systems Change



+ Thank you!

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