



Building a Sustainable Community-led Movement to Reduce Food Insecurity

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OLLI at Duke

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Agenda

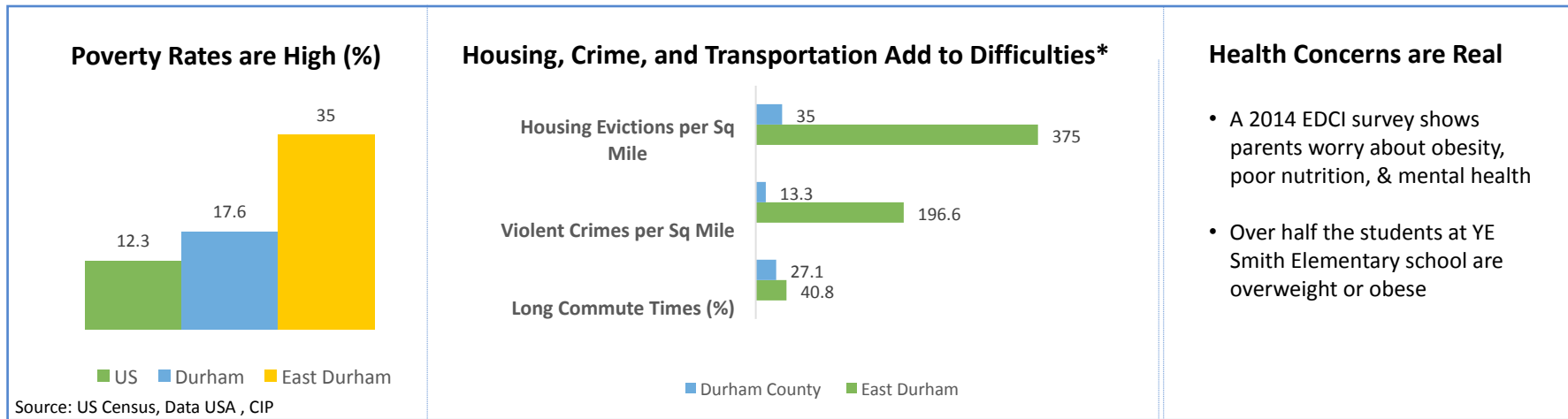
1. EDCI Overview and the Food Insecurity Project Need
2. The Challenges and Opportunities in the “Zone” and Beyond
3. The Power of Community Led Solutions
4. Building a Community Led Movement in East Durham

1. EDCI Overview and the Food Insecurity Project Need

- ❑ Since 2010 EDCI has worked to construct a pipeline of high quality supports within a 1.2 mile geographic area of East Durham (the Zone) so children are ready for college or a career
- ❑ As part of this effort EDCI provides multiple community supports aimed at providing a healthy and safe environment in which residents can prosper
- ❑ To date, EDCI has served as the key intermediary across a 40+ partner network aimed at ensuring a child's readiness to learn and academic success through family involvement, two generation supports, collaboration, and a thriving eco-system
- ❑ Over the next three years EDCI plans to build off its experience in the Zone and extend its impact across the entire 27703 zip code
- ❑ As part of this effort EDCI has created a new strategic approach using a Family Success Model aimed at developing family centric plans that enable more comprehensive and tailored support for families and children
- ❑ Complimenting this approach, EDCI seeks to engage more broadly in community-led solutions to support scalability and self sustaining solutions in areas of food insecurity, housing, financial empowerment, etc.
- ❑ In support of this effort we were tasked with laying the initial groundwork for developing a community-led, self sustaining movement to increase access to healthy and nutritious food across East Durham

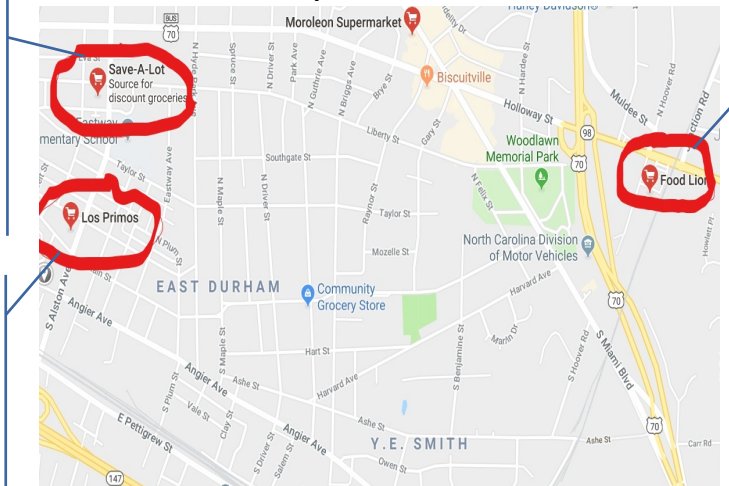
2. The Challenges and Opportunities in the “Zone” and Beyond

The 12,000 residents of East Durham face many challenges in their daily living



Healthy Food Access is Limited

Grocery Stores in the Zone



Save a Lot

- Located at N. Alston and Liberty St & smaller than a full service grocery
- Fresh produce section exists but is also smaller

Los Primos

- Located on N. Alston and East Main; is also smaller
- Fresh produce and frozen vegetable sections are small

Food Lion:

- Located on N Miami Blvd ~ 1/2 mile from the NE corner of the community (Holloway St and N Miami Blvd)
- Busy streets coupled with a lack of sidewalks makes walking difficult
- Bull City Bucks reward program provides up to \$40 in extra “fresh produce” funding

* Based on 2017 Compass Neighborhood Data for Tracts 10.1 (Block Group 2-3), 10.2 Block Group 1-3, and 11 (Block Group 1-2)

Food pantries try to fill gaps but are not equipped to provide systemic food access

15 pantries provide 36 hours of service per week with the Salvation Army & Urban Ministries providing 60+% of availability, yet few have the resources to provide fresh produce on a regular basis

Sample Food Pantry Providers

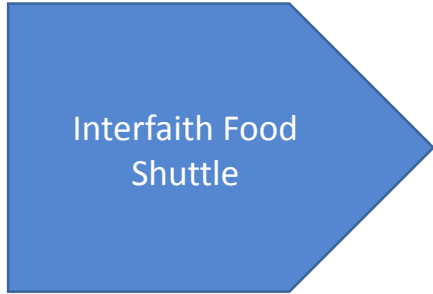
Organization	Frequency	Days & Hours of Operation	Other Services
Feed My Sheep	<ul style="list-style-type: none">• Bi-weekly	<ul style="list-style-type: none">• Sat 8:30 – 10	<ul style="list-style-type: none">• Kids Summer Meals, Family Gardening
Salvation Army	<ul style="list-style-type: none">• Weekly	<ul style="list-style-type: none">• MWF 9-12	<ul style="list-style-type: none">• Emergency needs, clothing, household, job training, referrals
Urban Ministries	<ul style="list-style-type: none">• Weekly	<ul style="list-style-type: none">• MWF 1-3;• TT 9 -11; 5-6:30	<ul style="list-style-type: none">• Meals Daily, diapers, hygiene items, shelter, job training, computer access, clothing, resources, referrals

Even the largest food banks face capacity challenges in spite of multiple initiatives to expand their reach



Key Initiatives

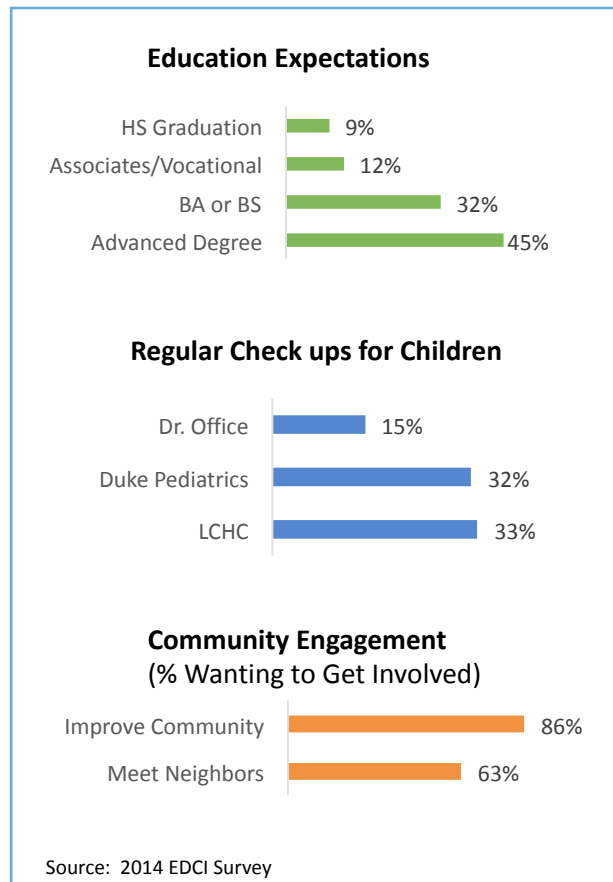
- Food Distribution
- Mobile Food Pantry
- Fresh Produce Program
- Kids Meals
- Kids Café
- Weekend Power Pack
- Kids Summer Meal
- School Pantry



- Mobile Market food truck (Iglesia El Buen Pastor, 1st Saturday of the month)
- Mobile Tastiness Machine (in Summer)
- Backpack Buddies
- Healthy Education; Cooking Matters
- Urban Gardens (Geer Street is closest current location)
- Urban Agriculture Education - School Gardens

Despite these challenges, the community is building momentum for a brighter future...

High Expectations and Engaged Residents...



Communities in Partnership (CIP)

- Began by founding members, Camryn and Ernest Smith in 2011 following a neighborhood shooting that injured 2 children in East Durham
- Overarching goal was to shift community from “talking about problems” to actively working to create the community residents desired
- Today CIP focuses on collective action via leadership cultivation, resource deployment, inclusive community decision making, and accountability of organizations operating in East Durham

CIP’s Food Co-op

- Opened in May 2017 as a food resource centered on principles of local ownership, community accountability, and individual dignity
- Volunteers sort fresh, in season produce on the second Thursday of each month and members pick up their share between 6-8PM
- Members pay \$5 per month and volunteer once a month to set up and distribute food on co-op day
- Initial capacity of 80 HH’s was reached within months of opening – and 60 HH’s are on a waiting list
- Efforts are underway to add capacity – with an added day & night of operations

...with growing sources of support

Not Comprehensive

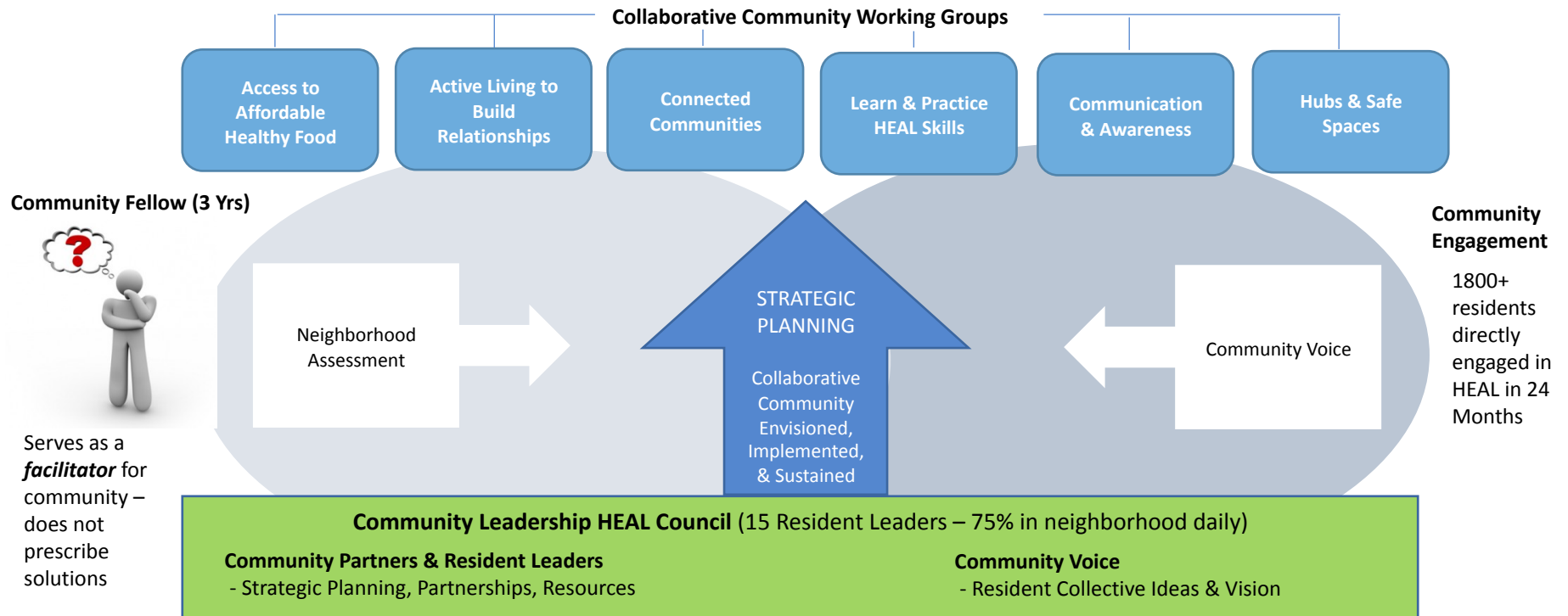
Organizations	Relevant Programs/Committees	Key Focus Areas
Duke World Food Policy Center	<ul style="list-style-type: none"> • Model Food Communities (Durham is a target site) • Food Policy Innovation Lab 	<ul style="list-style-type: none"> • Faith and Food • Early Childhood Development and Nutrition • Food as an Economic Driver • Racial Equity in the Food System • Sustainable Seafood and Nutrition • Food Waste
Partnership for Healthy Durham	<ul style="list-style-type: none"> • Obesity, Diabetes, and Food Access Committee 	<ul style="list-style-type: none"> • Map Durham assets & gap analyses in the areas of obesity, diabetes, and food access • Build and support execution of action plans to address gap priorities
Farmer Foodshare	<ul style="list-style-type: none"> • Supports new/expanded markets for local farmers while providing greater access to healthy food 	<ul style="list-style-type: none"> • Donation Station • Wholesale Market • Food Ambassadors • Community Food Share
Bull City Cool	<ul style="list-style-type: none"> • “Hub” storage facility for cold and dry food 	<ul style="list-style-type: none"> • Aggregate and distribute fresh food to non profit & for profit entities • Training for farmers to access wholesale markets (e.g. public school system)
Bull City Fit	<ul style="list-style-type: none"> • Part of Duke’s Children Healthy Lifestyle Program 	<ul style="list-style-type: none"> • Free night time and weekend recreational and fitness activities for the community
Community Food Lab	<ul style="list-style-type: none"> • Food system consulting firm that donates 1/3 of their time to pro bono work 	<ul style="list-style-type: none"> • Farmer’s markets • Community gardens • Strategy building around food systems

2. The Power of Community Led Solutions

Successful models demonstrate how community led solutions capture the “heart” of the neighborhood

Healthy Eating Active Living (HEAL): Three Adjacent Low Income Cleveland Neighborhoods

Model designed to test using a community led approach to improve neighborhood conditions & health



Source: American Journal of Public Health, June 2015; “If We Build it, We will Come: A Model for Community-Led Change to Transform Neighborhood Conditions to Support Healthy Eating and Active Living

North Market: More than a Grocery Store

What and Where: *Part of Pillsbury United Communities, North Market is a social enterprise in North Minneapolis that combines a grocery store with a wellness center, run by Memorial Health Care, while providing a space to gather for community residents*



The Vision

Objectives	Major Elements
Develop a Hub for Integrated Community Health	<ul style="list-style-type: none"> Address the food desert – 67,000 residents have access to only 1 supermarket Close the gap in health access – 36,000 residents in a 2 mile radius have access to only 2 clinics and no pharmacies
Close the Gap in Wage Disparity	<ul style="list-style-type: none"> Create 25 new grocery store positions with a living wage - \$21/hr FT; \$11/hr PT, plus benefits Provide career readiness training for employees to open new career pathways in healthcare and retail industries
Change the Narrative in North Minneapolis	<ul style="list-style-type: none"> Keep \$3.6 M in annual revenue within the community for re-investment and programming Increase property values in surrounding areas & improve the social, cultural, & economic landscape
Create <i>With</i> the Community, Not For	<ul style="list-style-type: none"> Community partnerships put residents “at the table” along with grocery, healthcare, real estate, and non profits Open source replicable model for other cities

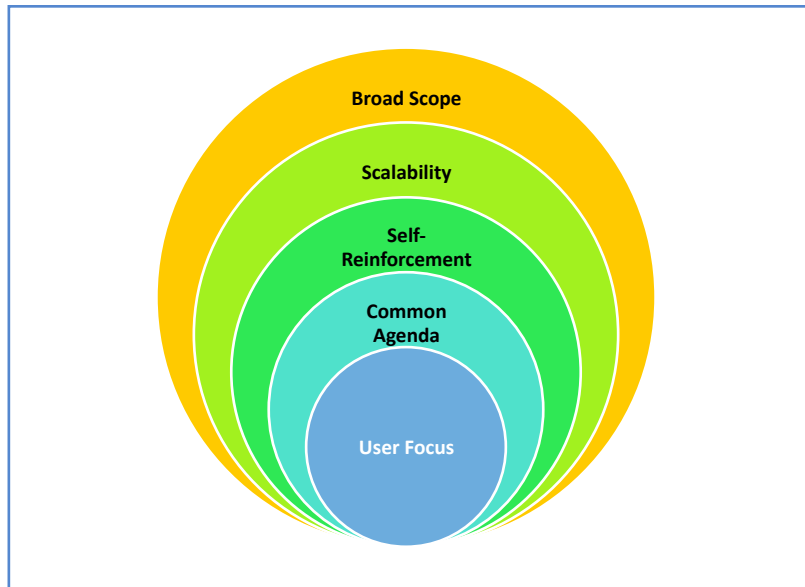
Launched in December 2017 – North Market reflects the community voice in its products , services, & wellness classes

A deep dive into common success elements and lessons learned provides guidance for EDCI as it seeks to move forward

The Spectrum of Community Engagement



Collaboration Success Elements



Lessons Learned

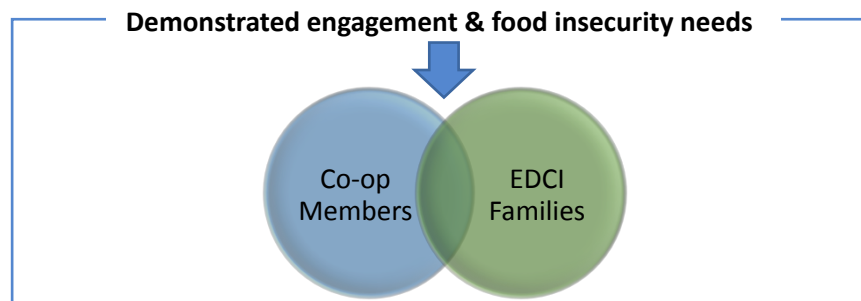
- **READINESS** - Relationship building must be done BEFORE project begins
- **OWNERSHIP** – Beneficiaries must be nurtured to achieve lasting, sustainable change
- **TAILORING** - Culturally appropriate practices vital for engagement as environment changes to make it healthy
- **COMMON LANGUAGE**- Principles need to be translated into common, action oriented language specific to the issue
- **SUSTAINABLE** - Organizational/institutional practices must be developed to go beyond a specific interaction

4. Building a Community Led Movement in East Durham

The Mission: To provide equitable access to nutritious food supported by an environment in which healthy lifestyles can thrive

Getting Started: What Does the Community Want?

- Communities in Partnership has already conducted multiple surveys and mapping initiatives in conjunction with the Nicholas Institute and UNC's Dept of City & Regional Planning to assess impacts of East Durham's revitalization over the last 3 years
- These efforts are continuing and food insecurity has been prioritized as one of the top three community member concerns – with a Spring 2018 survey re-confirming this ranking
- As EDCI looks to move forward, it may make sense to build off groundwork already in place by combining efforts with CIP
- To determine the viability of this approach, EDCI would need a better understanding of CIP's work on food insecurity and the level of goal alignment between the two organizations
- Once a go-no go decision was reached, EDCI could then determine how best to support future efforts including where additional capacity is needed; the type of resource that would best fit this need, and where, and how, to deploy EDCI's capabilities/expertise
- Regardless of the path taken, identifying overlaps between the EDCI and CIP Co-op member base might provide an excellent resource pool for conducting focus groups on this important issue



Class Discussion and Q&A
