Des Moines’ Food Policy
Implementing Change Strategies
PSRC Brown Bag – Food Policy + Comprehensive Planning
June 19, 2014

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Shared Commitment to Healthy Communities

- Ignited by a $180K Communities Putting Prevention to Work (CPPW) grant

- Framework
  - Health and Socioeconomic Indicators
  - Council support for HEAL Grant
  - Healthy Highline Communities Coalition

- Goals
  - Increase access to healthy food and drink
  - Limit unhealthy food and beverages in City programs/facilities
  - Increase opportunities for physical activity
Healthy Des Moines
Technical Advisory Committee

- City Departments - Planning, Transportation, Parks & Recreation, Youth Services, Senior Services, Police & GIS
- Daisy Sonju Community Garden/P-Patch
- Des Moines Area Food Bank
- Des Moines Waterfront Farmers Market
- Highline School District
- Public Health Seattle King County & CPPW Consultants
Understanding the Problem

- Des Moines’ Obesity Rate (18+ yrs) = 18.8%
- Over 85% of the City is > ½ mile from a supermarket (including some low-income areas)
- 4,200 residents (14%) are enrolled in SNAP in 2008
- > 5 times the number of fast food/convenience stores than supermarkets/small grocery/produce stands/farmers markets

Limited Access to Healthy Food

"Without prevention and treatment of childhood obesity, the current generation could become the first in American history to live shorter lives than their parents."

City of Des Moines RFEI = 5

11 Fast food restaurants + 9 Convenience stores
3 Supermarkets + 0 Small grocery stores + 0 Fruit/vegetable stands + 1 Farmers markets
Planning and Assessment Tools
Focus on where you can influence change…

Farm Truck educators showcasing healthful veggies, teach Des Moines' Camp KHAOS youth about gardening & healthy eating!

Camp KHAOS youth grow & enjoy radishes!

Food Bank Donations

Raspberries Served at Community Event

Summer Nutrition Education
Identifying Change Strategies with Measurable Outcomes

- Educational Campaign
- Food System Evaluation
- Comp Plan Policies
- Nutritional Standards
- Food Procurement
- Food Bank Donations
- Funding Opportunities
- Healthy foods and beverages in vending machines at City facilities
- Healthy foods and drink provided at City-sponsored events and programs
- # of community gardens, farmers markets/stands & CSA drop-offs
- Decrease in the # of people that are overweight or obese
- Decreased in the # of people with diabetes/other chronic diseases

Healthy Des Moines COUNTS

220 Participants/month received healthy meals at Senior Nutrition Program
1,450 “Goodie Bags” with nutritious snacks & messaging
200+ youth received nutritious snacks monthly at Before and After School Programs
1 NRPA grant = 7200+ summer nutritious meals & snacks served
150 youth/week received one 10-week nutrition education program piloted at Camp KHAOS & 2 summer lunch & snack programs
1 Joint Use Agreement (Highline School District & 4 Cities) to increase access to nutritious foods & beverages & active living
Integrating Food Policy into City Programs

- Nutrition education and healthy food served at:
  - Before & After School programs
  - Summer Feeding Program
  - Summer Camp KAOS
  - Senior Programs

- Provided nutrition expert
- Created fun learning environment
- Engaged youth and families

**GO, SLOW, WHOA Foods**
Adopted Food Policy into the Comprehensive Plan

- “Healthy Des Moines Element”
- Stated the Problem
- Identified Gaps in Food Environment
- Incorporated goals, policies and strategies to:
  - Increase access to healthy food
  - Limit unhealthy food and drink in City programs/facilities
  - Support programs that provide food assistance and increase access to fresh fruits, vegetables and non-processed food
Celebrating SUCCESS

14+ policy areas impacted in Des Moines

1 New Healthy Des Moines Chapter 12 created for Comprehensive Plan

3 Tools Created for Healthy Communities (e.g., Des Moines Food Landscape; Safe Routes to School Priority Projects; Complete Streets Guide, etc.)

2 Digital stories created: “Imagine Community” & “Step-by-Step”

1 Community Garden created during grant period: Daisy Sonju

40 Attendees to Daisy Sonju Community Garden Dedication

10 Public Health, CDC National, and City staff meet at Daisy Sonju Garden

450 lbs. produce delivered from Daisy Sonju Garden to Des Moines Area Food Bank during grant

220/month seniors received nutritious meals

1,450 youth received healthy food options in Halloween/other special events goodie bags

1 Des Moines page created on the Healthy King County Social Media Site

5 Editions of City Currents “HEAL articles” reached 12,588 Des Moines Households/29,673 residents

3 Interviews (Highline Times; Pacific Science Center Documentary; KUOW)

6,000 Parks & Trails Maps
Successes (cont.)

7 CPPW Coalition meetings
9 Des Moines Technical Advisory Meetings
10+ City Council presentations, committee meetings
13 Built Environment meetings with other cities
42 CPPW consultant webinars and trainings/meetings/calls
15 Highline Communities Coalition Meetings
50 Attendees at Des Moines HEAL Rotary Presentation
150 Attendees at Des Moines HEAL exhibit w/ healthy snacks at Celebrate Des Moines
1,500 Attendees to Des Moines HEAL exhibit at Des Moines Waterfront Farmers Market
1,700 Readers reached with Washington Recreation & Parks Association Magazine highlighting healthy food and beverage options in Parks & Recreation programs for youth
1 Des Moines Food Access Team on a National magazine cover (Journal of Agriculture, Food Systems & Community Development)
1 National award from the Centers of Disease Control and Prevention for Des Moines Championing a Healthy Des Moines!
Tools for Sustainability

Logic Model: Healthy Food Environment

- PREPARE
  - PSE baseline inventory
  - PSE assessment
  - Identify key stakeholders

- IMPLEMENTATION PROCESS
  - Health Literacy/Healthy Food literacy
  - Set priorities

- CONSULTATIONS AND TRAININGS
  - Directing involvement
  - Involve stakeholders and community engagement
  - Integrate with existing strategies

- CHANGE
  - Develop comprehensive plans, policies, systems, and processes
  - Approve comprehensive plans
  - Implement comprehensive plans

- APPROVE
  - Present findings and preliminary plans, policies, and processes

- POLICY CHANGES
  - Changes to policies, plans, programs, and processes

- SYSTEMIC CHANGES
  - Systems change in culture of local government

- ENVIRONMENTAL CHANGES
  - Changes in physical environment

Outcomes:
- Short-term: Improved knowledge and understanding of healthy food
- Mid-term: Increased networking and support
- Long-term: Increased number of healthy food options

Healthcare outcomes for people with low income, racial and ethnic minorities, and young and old age groups in the following areas:
- Decreased overweight and obesity rates
- Decreased diabetes and other chronic diseases
- Increased consumption of fresh fruits and vegetables

Nutritional Standards Implementation Guide
Healthy Des Moines Movement

Outcomes and Partners Report
July 2010 - August 2012
Celebrating the City of Des Moines
Healthy Des Moines Movement that builds on our success
Challenges and Lessons Learned

- Perception that changes are a form of social engineering…
  “You can’t make people eat healthy.”
  “You can’t make people walk more.”
- Get early buy-in by elected leaders
- Educate the community starting with the youth
- Focus on the policy, system and environmental changes that have the greatest potential to achieve desired outcomes
- FUNDING IS CRITICAL!
Early Signs that the Tide is Turning...

Source: Public Health Seattle-King County
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Regional Food Policy Council
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