



PRINCE GEORGE'S COUNTY
FoodEquityCouncil

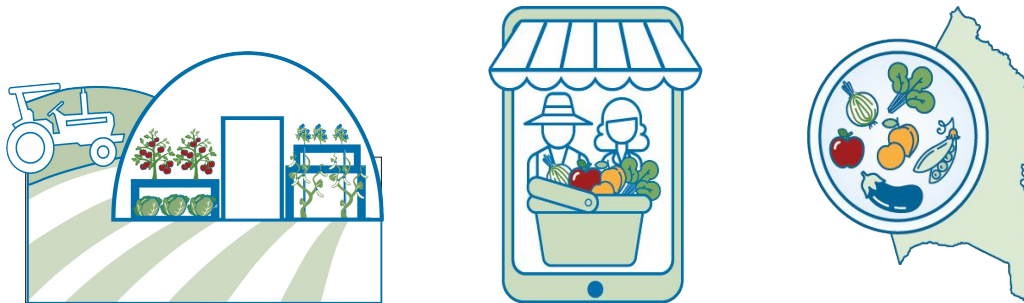
Strategies to Improve Healthy Food Access in Prince George's County, MD

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History of the Food Equity Council

- ✓ **FEC launched in October, 2013**
- ✓ **Independent of County government**
 - ✓ Incubated within the Institute for Public Health Innovation
 - ✓ County Council resolution endorsed FEC pre-launch
- ✓ **Members include diverse food system and community stakeholders**
- ✓ **Numerous policy accomplishments** including: food trucks, improved farmers market regulations, expansion of urban farming, county-sponsored Double Value Coupon Program at farmers markets, and more!





Health Impacts of Local Food Retail Environments

- Components of Healthy Food Access
- Food Swamps and Obesity Rates
- Dollar Stores and Grocery Store Viability





Food Retail Environment & Health

- ✓ **Many residents struggle with hunger and food insecurity**
 - ✓ Many grocery stores lack high-quality healthy food options
 - ✓ 55% of all food retail outlets in Inner Beltway are unhealthy or fast foods
 - ✓ 12% of residents participate in SNAP
 - ✓ 61% of students receive Free & Reduced Priced Meals





Food Retail Environment & Health

- ✓ **Components of Healthy Food Access**
 - ✓ Geographic Proximity
 - ✓ Affordability
 - ✓ Cultural Appropriateness
 - ✓ Nutritional Adequacy & Quality
 - ✓ Knowledge & Ability
- ✓ **Food Swamps & Obesity Rates**
 - ✓ Stronger influencer of increased adult obesity than the absence of a full-service grocer. *
 - ✓ Racial disparities exist in targeted junk food TV ads. 86% more food ads are viewed by Black children than their white peers.**
- ✓ **Dollar Stores & Grocery Store Viability**
 - ✓ Strategy of saturating low-income communities of color with multiple outlets leads to grocery store closures. ***



[*Food Swamps Predict Obesity Rates Better than Food Deserts in the United States. Kristen Cooksey-Stowers, 2017.](#)

[** Increasing disparities in unhealthy food advertising targeted to Hispanic and Black youth. UConn Rudd Center, January 2019.](#)

[***Dollar Store Impacts. Institute for Local Self-Reliance, 2018.](#)



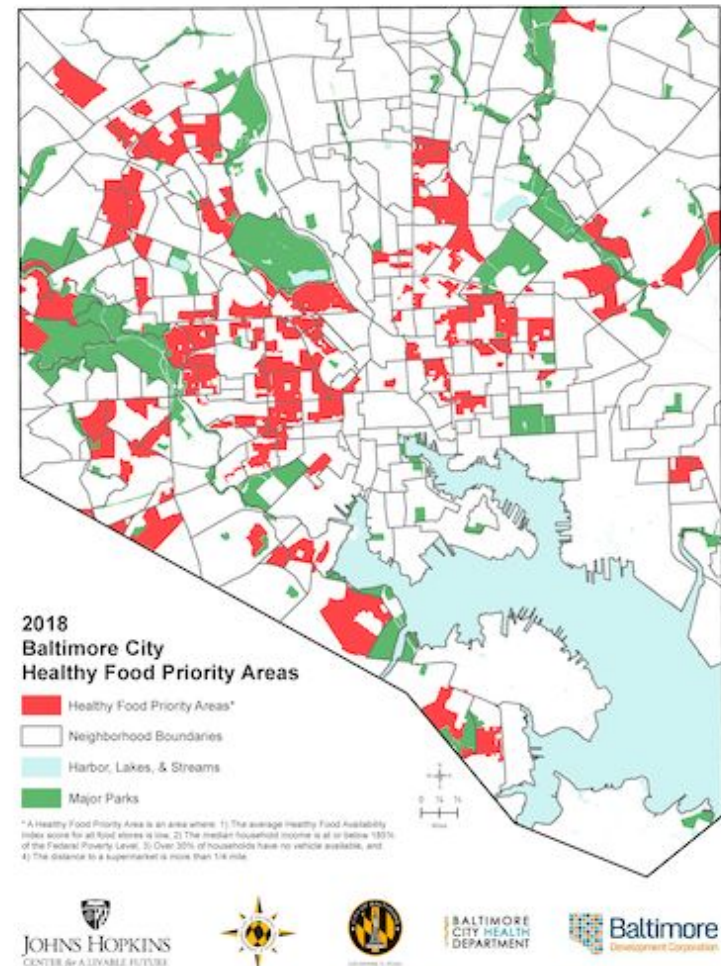
Food Access Recommendations

- Multi-faceted, data-driven approach to food retail
- Expand reach of programs targeting food insecurity
- Increase institutional procurement of healthy and sustainable foods
- Support agricultural producers to increase supply of healthy foods



Multi-faceted, data-driven approach to food retail

- ✓ **HEAL Workgroup GIS Map**
- ✓ **Zoning Ordinance Rewrite**
- ✓ **Evaluate impacts and update legislation**
 - ✓ Food Truck Legislation
- ✓ **Support for key positions, programs, and institutions**
- ✓ **Restrict availability of unhealthy food options**
 - ✓ Healthy Kids Meals bill
 - ✓ Sugar Sweetened Beverage disincentives
- ✓ **Consider the many dimensions of food access**
 - ✓ Public transit adequacy
 - ✓ Services for disabled residents



Expand reach of programs targeting food insecurity

- ✓ **Expand participation in school breakfast, after-school meals, summer meals, and the Community Eligibility Provision**
- ✓ **Support SNAP registration efforts**
- ✓ **Support bills to increase benefits for Marylanders with disabilities and use of SNAP for prepared foods**
- ✓ **Adapt successful regional models**
 - ✓ **Baltimarket**
 - ✓ **Maryland Market Money Program**
 - ✓ **Arcadia Mobile Market**
- ✓ **Support and expand community garden access through programs like the Cultivate-a-Lot program, established through CB-25-1974**



Increase institutional procurement of healthy and sustainable foods



- ✓ **Support policies that encourage schools, hospitals, and other County institutions to purchase healthy, sustainable, locally grown foods**
 - ✓ Interagency Institutional Procurement Workgroup
 - ✓ Good Food Purchasing Program
 - ✓ Farm to Institution
 - ✓ Nutrition standards for food served by county agencies
 - ✓ Price preference for procuring local food

Support agricultural producers to increase supply of healthy foods

- ✓ **Support the recommendations of the Agricultural Resources Advisory Committee**
- ✓ **Implement agriculture-friendly ZOR use definitions now**
 - ✓ Expanded urban farms
 - ✓ Year-round farmers markets
- ✓ **Launch a specialized position at EDC**
- ✓ **Pursue food hubs and processing centers for locally grown food**
- ✓ **Support important staffing positions, programs, and resources**
 - ✓ FarmPGC.com and Fresh. Local. Fund. PGC campaign
 - ✓ Ag Marketing Specialist
 - ✓ County land preservation programs like H.A.R.P.P.
- ✓ **Increase access to county-owned land for growing food**
 - ✓ Farm incubator on park and planning land





*Cultivating
justice and economic
opportunity from
farm to fork.*

Learn more about the Food Equity Council:

Email: info@pgcfec.org

Website: www.pgcfec.org

Twitter: @pgcfec

Facebook: www.facebook.com/pgcfec

Instagram: @pgcfec

Join us for a meeting!

FEC meets monthly on the 4th Tuesday, 5:30-7:30 over Zoom or in-person at the Cottage City Town Hall