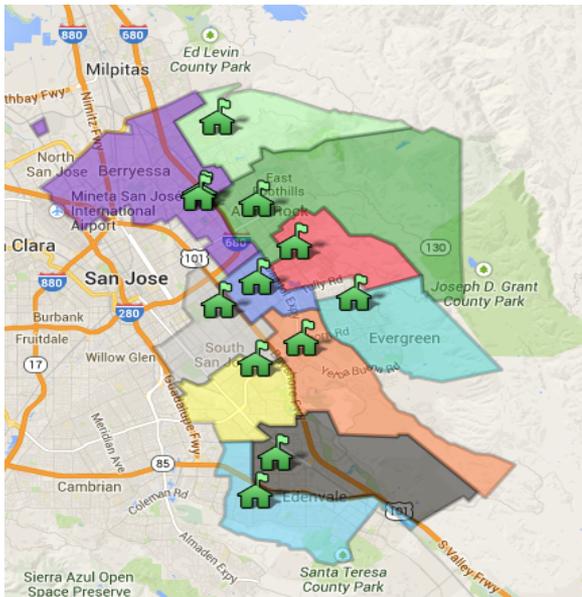


# *Healthy Food Accessibility in East San Jose Neighborhoods and the Healthy Corner Store Campaign*

Brian  
Bernadette  
Melonie  
Son  
Yan



# Background

- **Accessibility to healthy foods is important for everyone**
- **Inaccessibility to healthy foods can have compounding detrimental impacts**
  - Work productivity, physical & mental health, etc.
- **Obesity in the United States is a “public health epidemic”**
  - Linkage to other diseases
  - Shorten lifespan
  - Higher rate of childhood obesity
- **Cost**
  - \$73.5 billion/year in Medicare & Medicaid
  - \$917 million/year in public health and economic costs in Santa Clara County



# Access to Healthy Foods in East San Jose

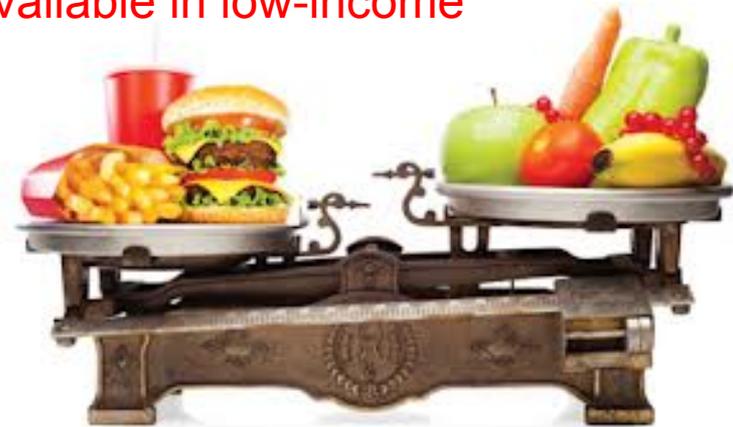
Healthy foods are not as accessible in east San Jose as compared to other South Bay regions.

- Highest concentrated poverty tracts are located in District 5 and District 7
- Primarily Latin@ and Southeast Asian communities



# Health Concerns

- **Obesity and **malnutrition** is often prevalent among low-income communities**
  - 68% of adults with a household income of \$20,000 are overweight or obese
    - Compared to 49% with \$70,000+
- **Disparities point to the need for new public health tools**
  - **Factor: Lack of fresh and healthy food available in low-income neighborhoods**



# Health Concerns

- **39% of Asian/Pacific Islander adults are overweight or obese**
  - 20% for API children
- **27% of Latin@ adults are overweight or obese**
  - Compared to 13% of non-Latin@ adults
  - 27% for Latin@ children (compared to 21% non-Latin@)
    - Nearly half are likely to develop diabetes



# Healthy Food Access

- 15% of low-income neighborhoods in San Jose live within walking distance to farmers' markets, community gardens, or community-supported agriculture drop-off sites



# Community Research and Key Questions

## •What are some of the *underlying issues behind the inequality of access, allocation, and distribution of healthy foods in East San Jose?*

- Lack of education and knowledge of healthy foods
- Healthy foods can be more expensive than fast food
- Many fast food restaurants reside in lower income neighborhoods
- It can be difficult for low income neighborhoods to access healthy foods because of the radius of accessibility
- Obesity and diabetes are alarming health issues faced by communities in East San Jose



# Different Ways to Promote Healthy Food Access

- **Support and participate with organizations who are making an impact.**

- The Second Harvest food bank is able to provide food to over 250,000 residents per month, 40% of the which is fresh produce. Many of these partners function as food distribution centers and disseminate literature about nutrition.

- **Support and participate health campaigns.**

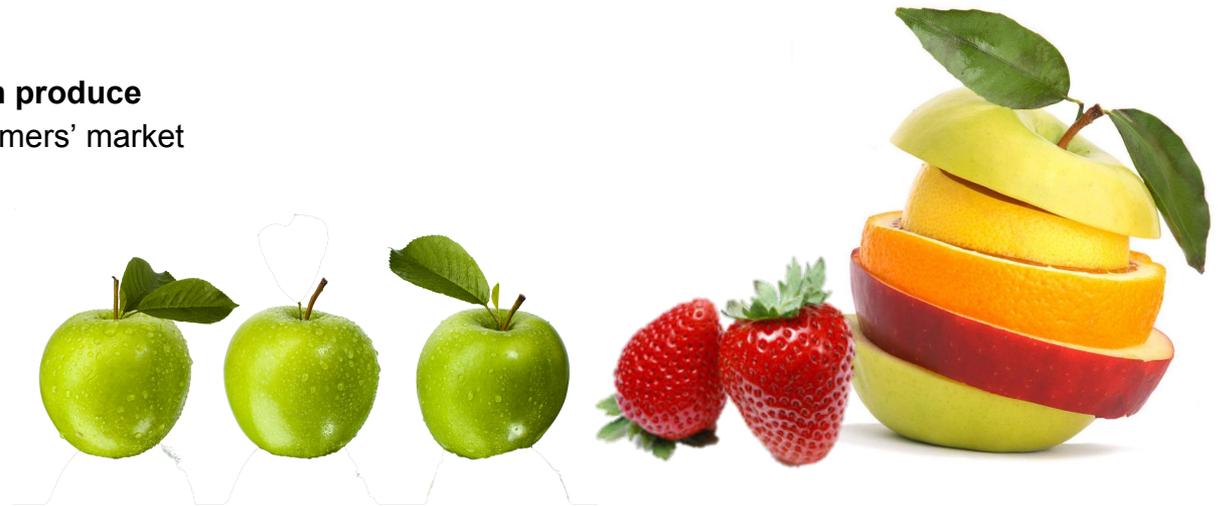
- The “Let’s Move” campaign, sponsored by Whole Foods Market, United Fresh, Food Family Farming, and the National Fruit & Vegetable Alliance, allows for school districts to apply for salad bars to be established in school cafeterias.

- **Advocate for policies that make accessing and selling healthy foods easier.**

- Support research showing how healthy eating and healthy retail can stimulate economic activity.

- **Promote alternative sources of fresh produce**

- Such as community gardening or farmers’ market



# The Healthy Corner Store Campaign

- **Launching in Santa Clara County in 2014**
  - Partnership between the Health Trust and Enterprise Foundation
- **Have local corner stores offer fresh fruits, vegetables, dairy and whole grain items, and assist customers in identifying which products are healthy food options.**
- **Target corner stores in low income communities where often times corner stores can be a convenient food source.**
- **Partnering with corner stores can be an effective strategy to improve healthy food access in underserved communities.**
- **Research has found most corner store owners are willing to introduce healthy inventory, but they need support, simple steps to follow, and profitability.**
- **Small investments in equipment can significantly increase a corner stores' capacity to sell healthy products.**



# The Healthy Corner Store Campaign

- **The campaign would support, assist and incentivize corner store owners to participate in the campaign.**
  - Recognition for participating
  - Technical assistance
  - Financial support (to purchase equipment such as refrigeration, shelving, produce baskets, etc)
  - Significant marketing, redesign, and infrastructure assistance
- 95 Corner Stores are in San Jose
- 37% are in East San Jose



## **San Jose City Council Approved to:**

- Allocate \$250,000 towards the Health Trust's Corner Store Program
- This program is a three-year, \$1.3 million effort
  
- 50 corner stores in low-income neighborhoods will be offered the opportunity to participate during the first 3 years.



# Action Component

The “Healthy Corner Store” campaign is sponsored by the Health Trust and the Enterprise Foundation, the program implementation grantee



The enterprise foundation requested us to do “cost analysis” research that will provide an incentive for corner store owners to sell healthy foods: *that selling healthy foods can be just as profitable, and possibly even more so, than selling unhealthy foods*



**HEALTH**Trust



# Action Component

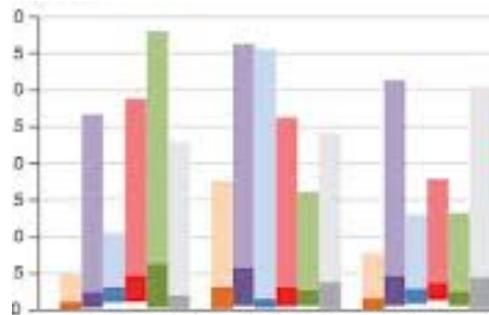
## Cost Analysis components:

- Determining how profitable selling unhealthy foods are
- Determining how profitable selling healthy foods are
- Presenting evidence that selling healthy foods can be just as profitable if not more than selling unhealthy foods. For instance, selling 1 apple is as profitable as selling 3 bags of 4 oz potato chips



# Action Component

- **Our Action:** Researching how profitable it is to sell healthy foods
- i.) Determine the “top 10” selling fruits and vegetables in Latino American and Asian American communities
- ii) Determine local vendors that provide the highest quality and lowest cost sale of these items in small and bulk quantities
- iii) Determine the selling price of these items
- iv) Determine the profitability of selling these items
- v) Develop a chart that highlights these findings
- vi) Provide recommendations



# Take Aways

- Access to healthy foods is important for everyone, but the issue is more severe in low-income communities. Increasing access to healthy foods will promote physical health, mental health, workforce productivity, and quality of life.
- There are many underlying issues behind the access and consumption of healthy foods. These can include, accessibility, affordability, education, etc.
- Partnering with corner stores can be an effective strategy to improve healthy food access in underserved communities.
- There are different ways to support the cause. These can include supporting and participating with organizations who are making an impact, supporting and participating in health campaigns, advocating for policies that make accessing and selling healthy foods easier, and promote alternative sources of fresh produce.
- Strengthen collaboration with Health Trust and relevant organizations to sustain the impact of this project.

# References

## Slide 1

- RAND Research Highlight, “Preventing Obesity and its Consequences.”
- Goldman D, Michaud P-C, Lakdawalla D, Zheng Y, Gailey A, and Vaynman, I, “The Fiscal Consequences of Trends in Population Health,” National Tax Journal, Vol. 63, No. 2.”

## Slide 2

- High-poverty Census tracts are those identified in the Santa Clara County 2010 Health Profile Report, Santa Clara County Dept. of Public Health
- County of Santa Clara - A Health Profile for the City of San Jose (2010)

## Slide 3

- Policy Link - Access to Healthy Food and Why It Matters: A Review of the Research

## Slide 4

- The Latino Report Card
- County of Santa Clara - A Health Profile for the City of San Jose (2010)

## Slide 5

- The Health Trust’s Healthy Food Resource for Santa Clara County

## Slide 6

## Slide 7

# References

## Slide 8

- County of Santa Clara - A Health Profile for the City of San Jose: Focusing on Obesity (2010)

## Slide 9

- The Health Trust of Silicon Valley, Eat Well; <http://healthtrust.org/our-work/eat-well/>
- The Health Trust of Silicon Valley, Food Trust's Healthy Corner Store Model, "*Philadelphia's Healthy Corner Store*" Initiative <http://healthtrust.org/wp-content/uploads/2013/08/hcsi-y2report-final.original.pdf>
- City of San Jose Memorandum. Council Agenda: 6-11-13 Item: 3.8 <http://sanjoseca.gov/DocumentCenter/View/18226>

## Slide 10

- The Health Trust of Silicon Valley, Food Trust's Healthy Corner Store Model, "*Philadelphia's Healthy Corner Store*" Initiative <http://healthtrust.org/wp-content/uploads/2013/08/hcsi-y2report-final.original.pdf>
- City of San Jose Memorandum. Council Agenda: 6-11-13 Item: 3.8 <http://sanjoseca.gov/DocumentCenter/View/18226>