

# Salem Food Policy



**Kerry Murphy**  
Healthy Lifestyles Coordinator

Currently working on her Masters degree in dietetics to become a registered dietitian. Also works with the Summer Meals Program, the Salem Backpack Program, and works as a personal trainer at the Salem YMCA.

**Russell Findley**  
Built Environment Coordinator



Graduated recently with his Masters in Landscape Architecture, with a focus on Urban Design. Started at Mass in Motion as a GIS intern. Prior to grad school, he worked for Coca-Cola as a salesman. Currently works part time for a small Architecture firm.



## What is Mass in Motion?

A statewide movement that promotes opportunities for healthy eating and active living in the places people live, learn, work and play. Works with communities, schools, childcare centers, and businesses to create changes that make it easy for people to eat better and move more. Funded in part by North Shore Medical Center and Partners HealthCare with additional support from the Massachusetts Department of Public Health.





# What are we working on?

Food Assessment

Urban Agriculture

Wayfinding

Complete Streets

Safe Routes to School



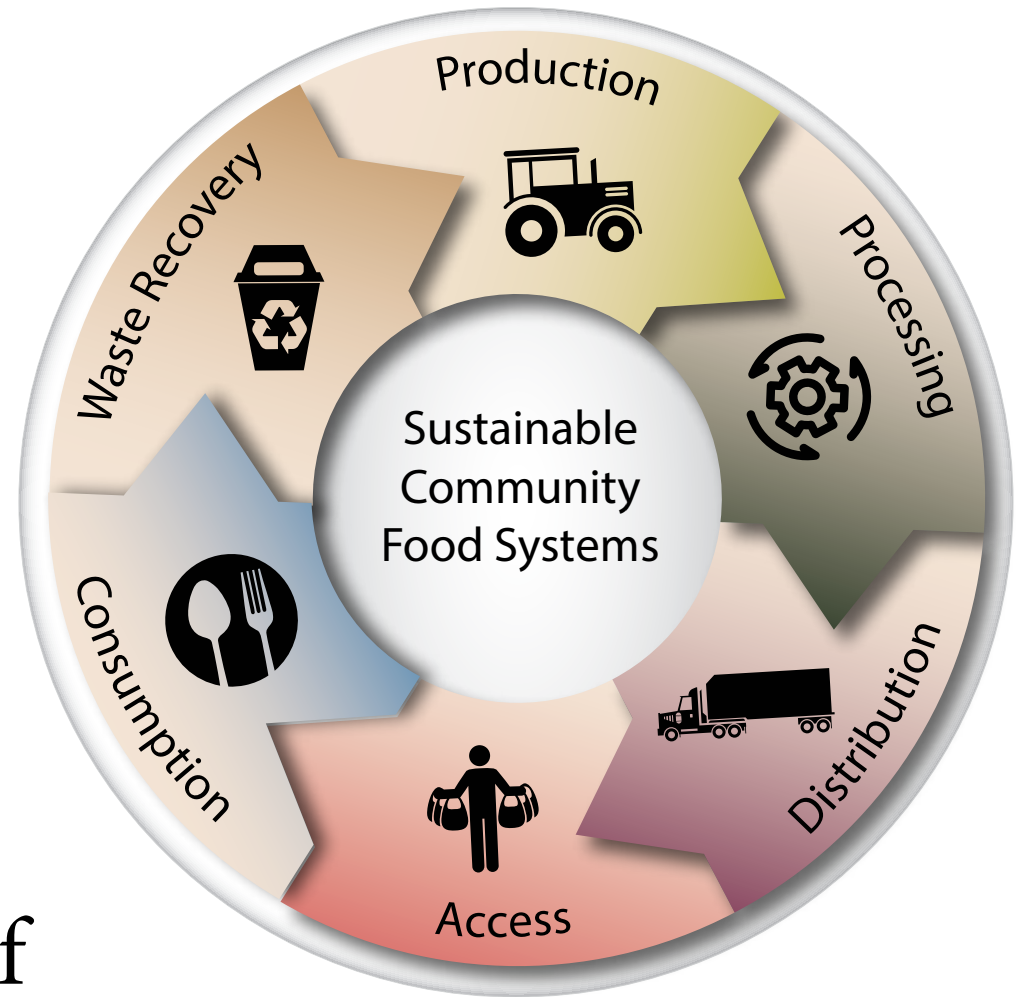
# What is a Community Food Assessment?

A collaborative and participatory process that systematically examines a broad range of community food issues and assets, so as to inform change actions to make the community more food secure.





- Includes diverse stakeholders
- A tool for community food security
- Highlights connections between various kinds of food system activities: production, processing, distribution, and consumption.



## What are the goals of a CFA?

- To improve the community's food system by ensuring that all Salem residents have access to safe, healthy and affordable food.
- Identify weaknesses in the local food system and food environment
- Identify community assets to improve weaknesses.
- Contribute to tangible actions to bring about positive change in the community's food system.



# What are the potential benefits?



Improved program development and coordination



Positive changes in public policy affecting the food system



Broader awareness and understanding of food-related issues



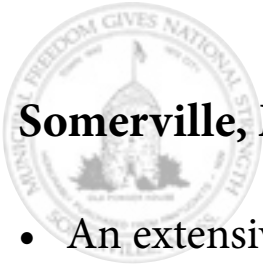
Development of new and stronger networks and coalitions.



Increased community participation in shaping the food system



Greater community capacity to create positive change



## **Somerville, MA**

# **Outcomes of Other CFA's**

- An extensive community food and nutrition resource guide listing a wide range of programs and services. Several hundred copies were distributed and the guide was posted online.
- A group of organizations including Head Start and Project Soup joined together to offer a series of cooking classes for low-income residents through the Operation Frontline program.
- A Community Kitchen Task Force is examining the feasibility of setting up commercial kitchen facilities and resident cooking programs.
- A Public Health Nutrition Task Force was formed after nine months, and now has over 20 participants. It has carried out an extensive strategic planning process and made addressing obesity its primary focus.

## **East Austin, TX**

- A new bus route that provides transportation from the Eastside to the two biggest supermarkets.
- Legislation that allows state land to be used free of charge for community gardens or farmers' markets.
- Complete renovation of a grocery store in the neighborhood.
- Establishment of a food policy council with in-kind support from the city and county.



# Areas of Focus for Salem CFA

Food Security



Food Waste



Food Access

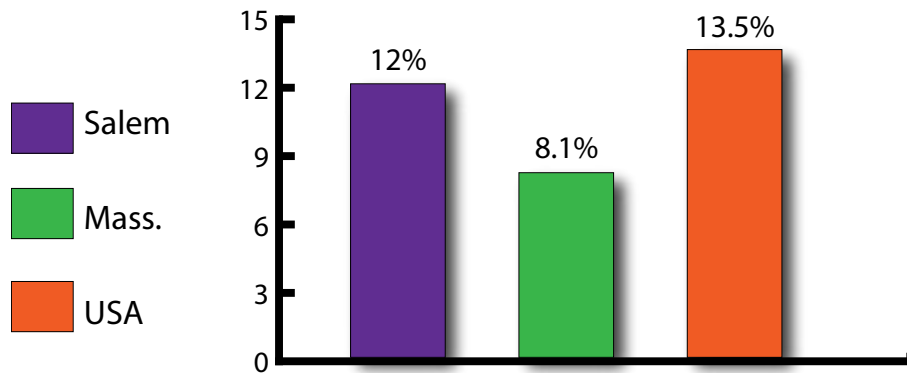


Urban Gardening

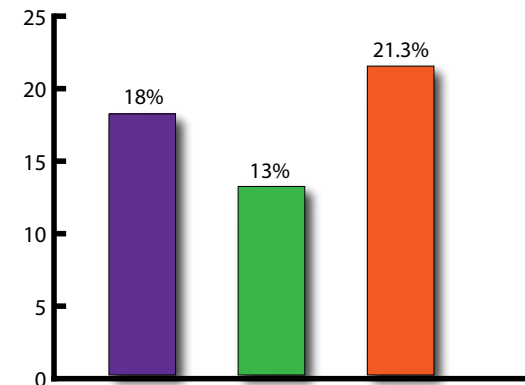




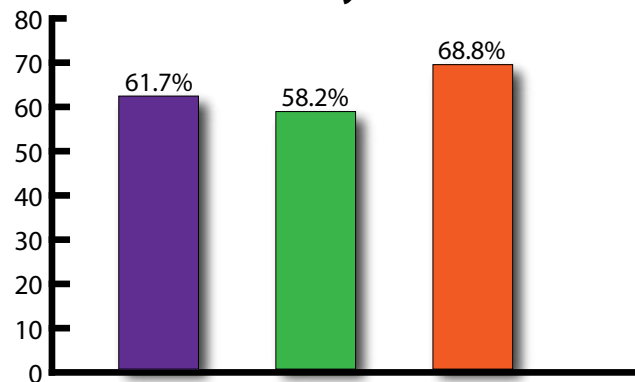
# Food Security



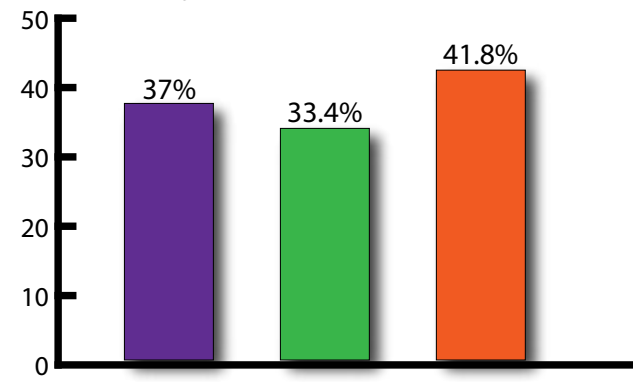
Poverty Level



Percentage Use of Public Assistance



Overweight/Obesity Rate



Childhood Obesity



43.6% of Salem public school students are classified as “economically disadvantaged”



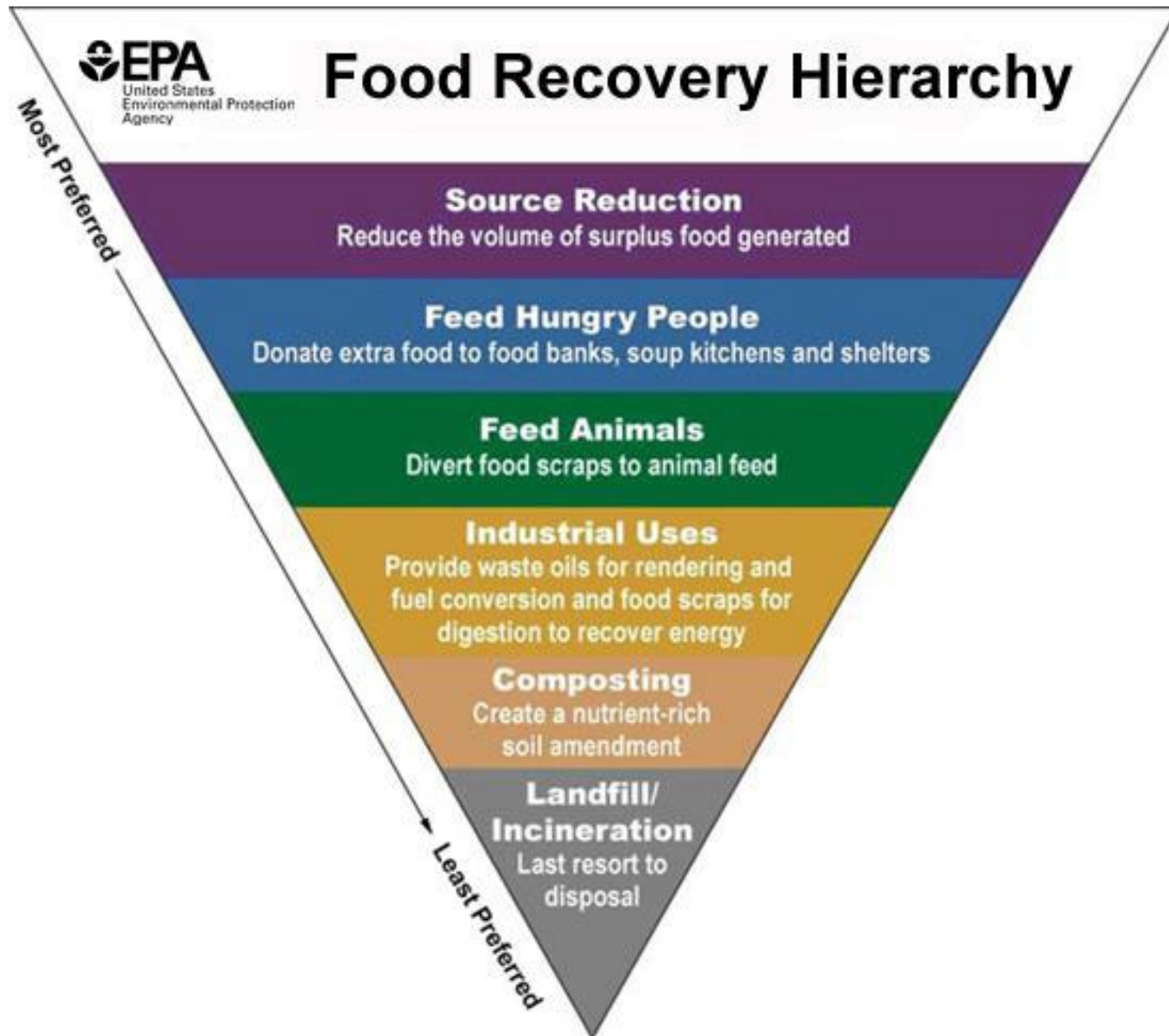
Diabetes-related ER visits are about 10% higher in Salem than the state average



Salem ranks 9% higher than the state average in all measures of cardiovascular disease, and has the second highest rate of the 8 North Shore towns and cities served by Salem Hospital



# Food Waste





# Food Access

## How to define “Access” to Healthy Foods?

**Availability**- Proximity, location, culturally appropriate food, quality.

**Affordability**- Cost, Incentives

**Education**- Simplified, nutrition technical messaging, translations.

### Massachusetts Food Access Data



Cost of living is **32%** higher than the national average.



Groceries are **16%** more expensive than the national average.

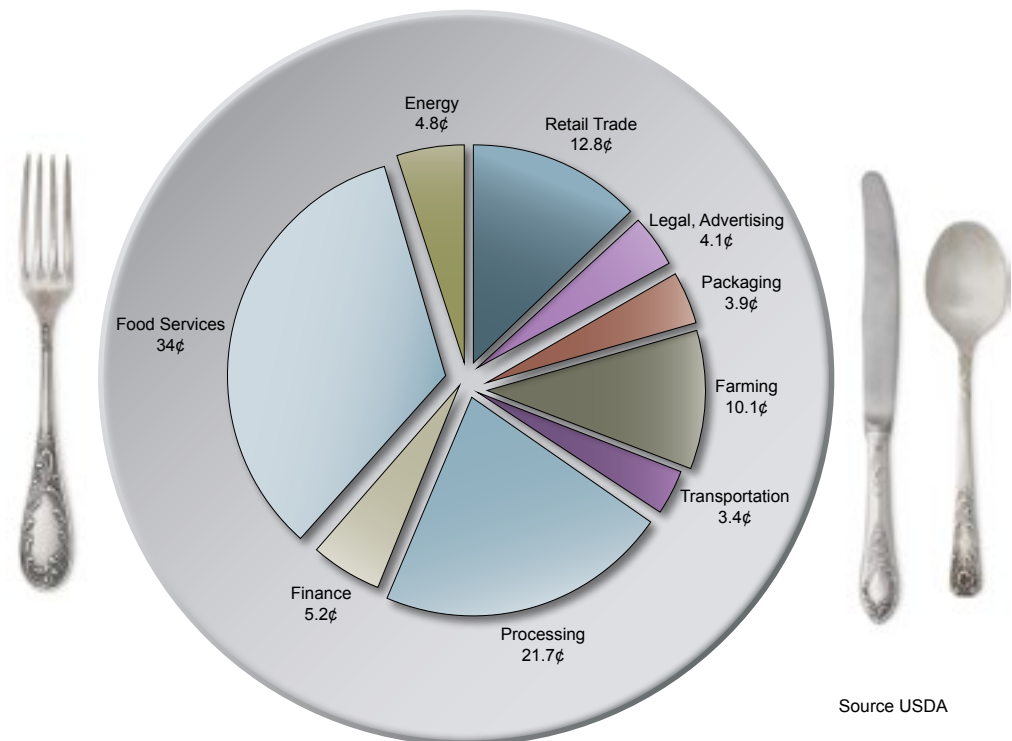


**13%** of people use food banks or pantries.



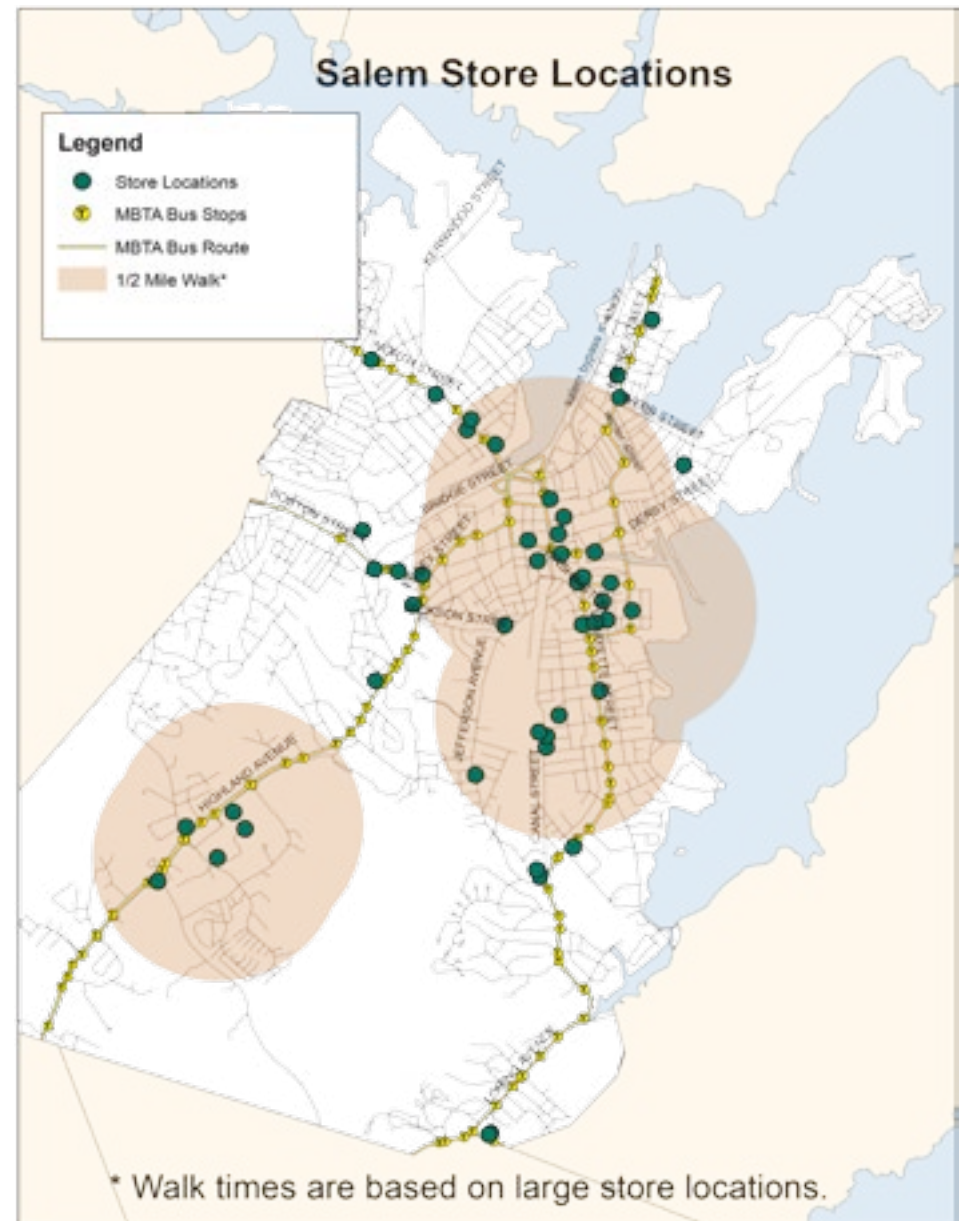
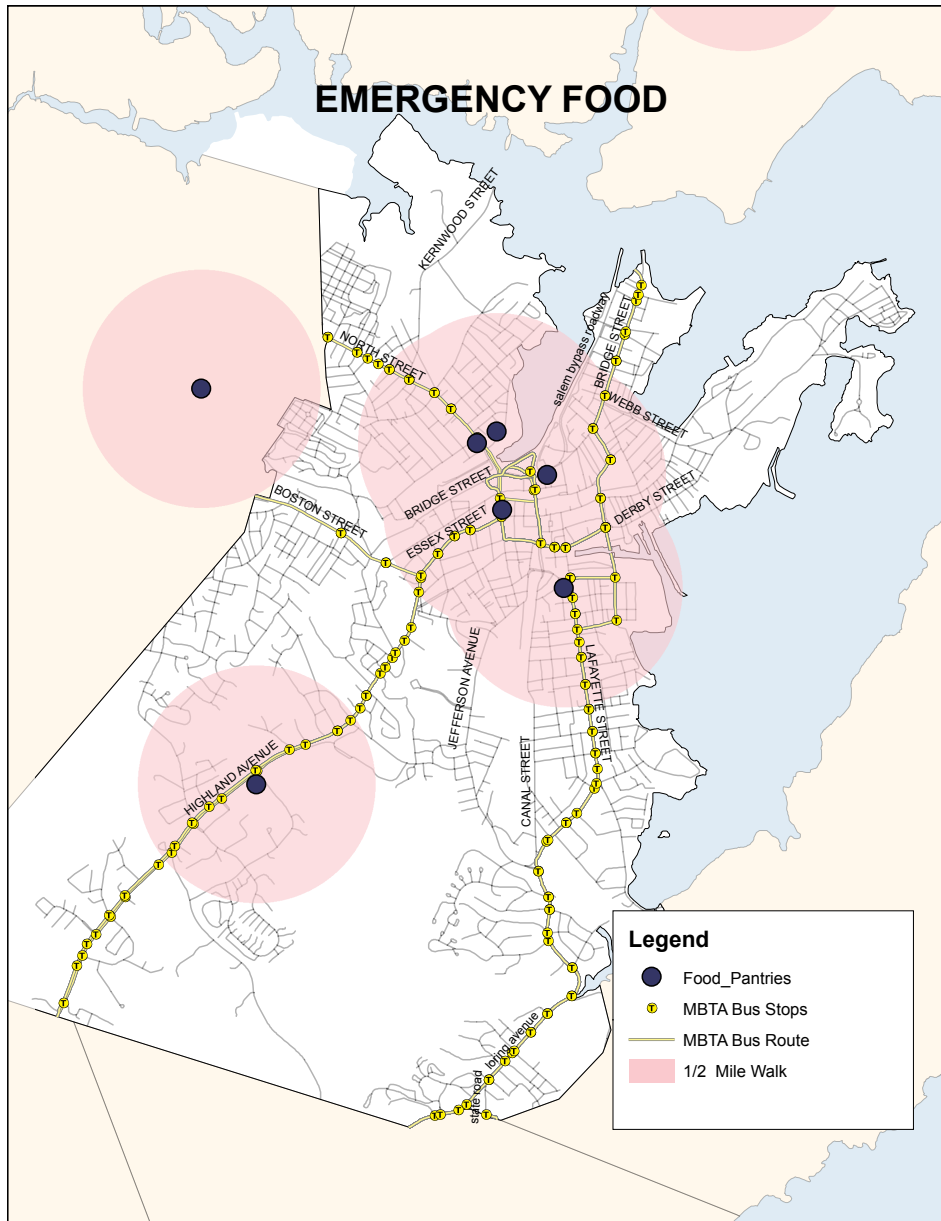
**17%** of children are food insecure.

Breakdown of Food Costs  
(per \$1)





# Food Access

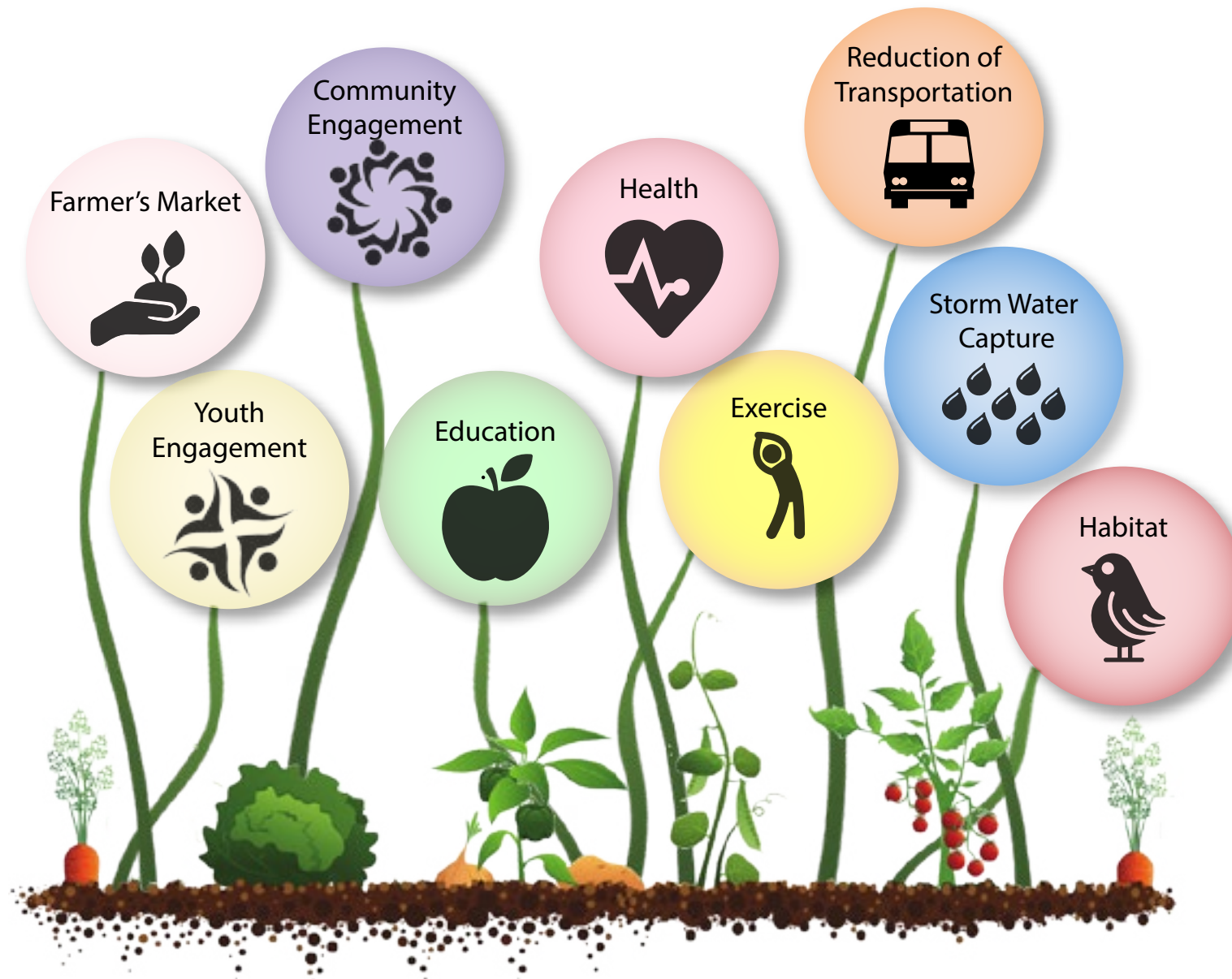


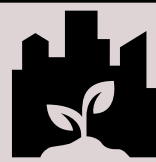




# Urban Gardening

## Benefits of Urban Gardening





# Salem Greenspace







# Surveys



**Community Nutrition**

**Emergency Food**



**Retail Stores**

**Restaurants**



## Why form a Food Policy Council?

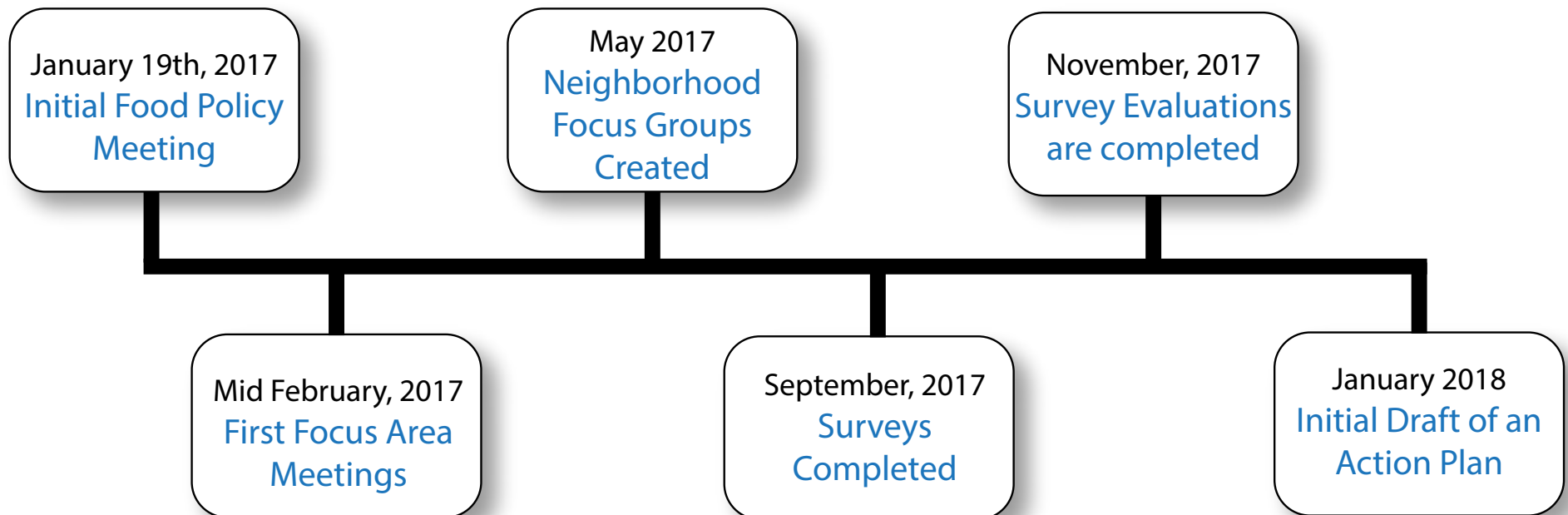
- Community participation helps ensure that the assessment will reflect community concerns and goals, generate meaningful results, and lead to positive and lasting changes.
- Council members will be asked to evaluate the needs and opportunities in the Salem food system, as well as make recommendations for improvements in the current food system

## Food Policy Council Responsibilities

- Provide information and share expertise, creativity and connections.
- Assist with promoting and administering community food system surveys.
- Think strategically to identify present and future challenges and opportunities.
- Recommend improvements to current food system based on research and survey data
- Attend bi-monthly Council meetings



# Time Line





*Thank  
you*

