

Healthy Eating Action Plan (as of 12.30.10)

Goal: Increase fruit and vegetable consumption, decrease sugar-sweetened beverage consumption and decrease energy dense food consumption

Recommended Strategy #1: Improve the availability and access of affordable healthier foods, including F+V and water, in local retail venues in underserved areas.

Team Leader: TBD

Committee Members: TBD

Target: Increase # of retail venues in underserved Nebraska communities that sell healthier foods.

Priority Activities	Potential or Designated (preferred) Leaders, Partners & Participants	Resources Needed	Date of Initiation	Measurement Milestones (baselines and targets)	Progress
Assess the food environment using community food assessment instruments to determine adequacy of healthy food accessibility, availability, and affordability and then develop a report that states the public health need; demonstrates the relationship between health, income, and access at the community level; and provides recommendations for improving the community food environment.	DHHS/NAFH: pool resources and examples of community food assessment tools Community: Community scans/NEMS Local health depts. Cultural centers NE Dept. of Ag – State and regional offices in Lincoln, Omaha and G.I. UNL - Extension.	GIS office Existing data sources: Food Atlas: http://www.ers.usda.gov/foodatlas/ Map: population, SNAP/WIC retailers, ethnic food retailers, mortality rates etc. F&V Indicator Report NEMS, ENACT for community projects Consider incorporating data collection questions from Rec. Comm. Strategies (S2/M2)	Fall 2011	# of community assessments performed # of reports produced	TBD

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Urge store owners (with an emphasis on SNAP/WIC stores) to foster a healthier food environment.	DHHS/NAFH: promote and engage other state-level partners regarding activity Local health depts. NE Grocers Assn. NE Petroleum Assn. SNAP and SNAP-Ed (Nutrition Ed. Prog) WIC WIC retailer group	Examples include, but are not limited to - stocking and promoting healthier foods, reduced-price campaigns, taste testing of products, collaborative purchasing strategies, link with local farmers' markets producers, and assisting small store owners to equip their locations to accept Supplemental Nutrition Assistance Program (SNAP) benefits. State - Provide training and education protocol Community level - Local trainings NEP to do taste testing, tours, and in-store events Work within the assets of the community and retail outlet to enhance their business plans	July 2011 – DCHD Year 1 initiated	# of stores stocking healthier foods # of stores conducting price-reduction strategies # of stores offering taste testing # of SNAP retailers licensed (store density)	
Initiate a marketing campaign to communicate healthy food access in a community by promoting/branding stores that have healthy foods.	DHHS/NAFH: pool resources and examples of communication tools WIC DCHD – Healthy Store Project UNL - Extension	Brand stores Provide communication pieces for in-store and community promotion Build off of WIC successes to change package – F&V sales 54321Go!	Year 1 initiated	# of stores participating in promotion/program	
Initiate a targeted WIC Farmer's Market Program in Nebraska.	State WIC	Application was submitted Fall 2010 and accepted; award is pending available funds	TBD	Redemption rates for WIC FM Coupons	