

# Eat your greens!

*Planning policies to support healthy food systems*

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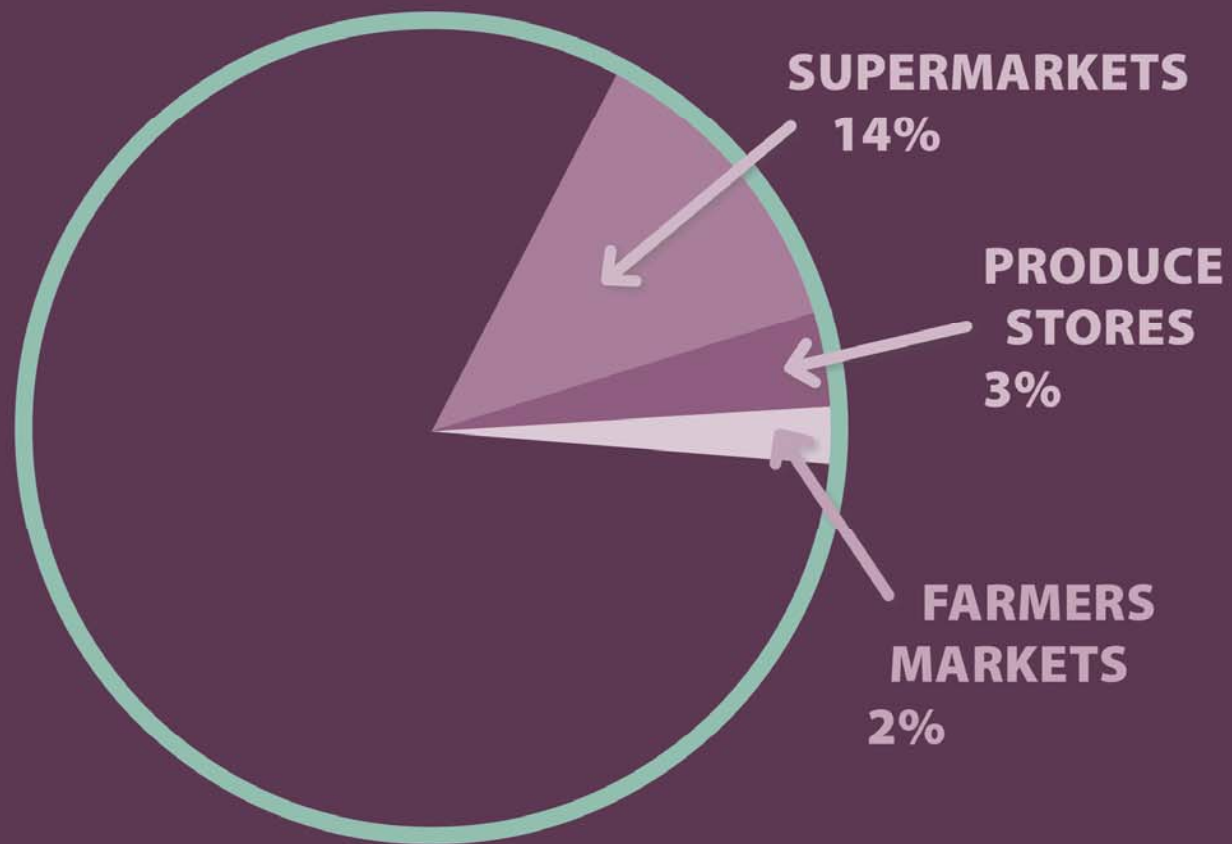
# What do land use policies have to do with food systems?



market forces + public policy =  
“food landscape”

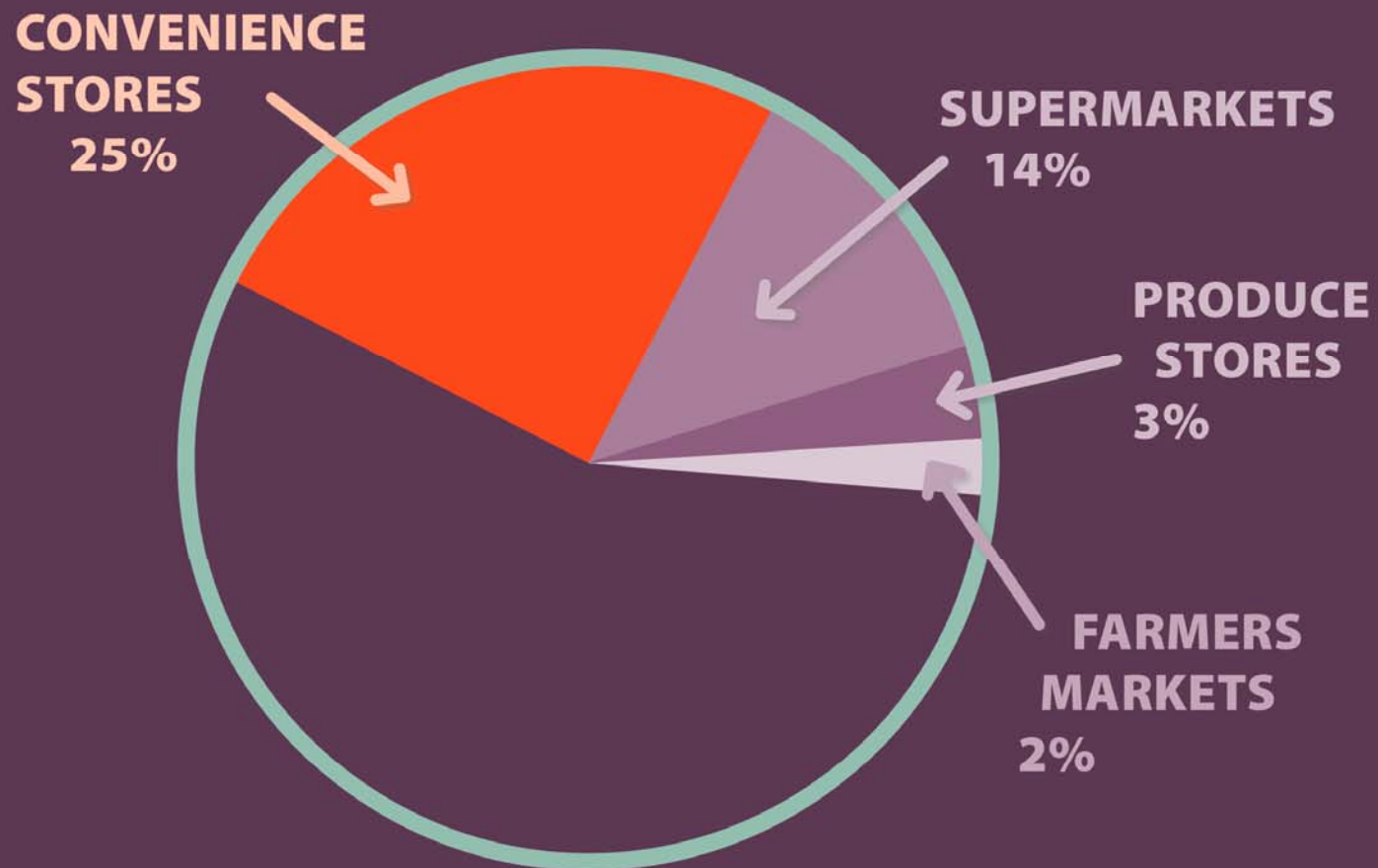


# CA's Food Retail Environment



Source: CA Center for Public Health Advocacy, <http://www.publichealthadvocacy.org/searchingforhealthyfood.html>

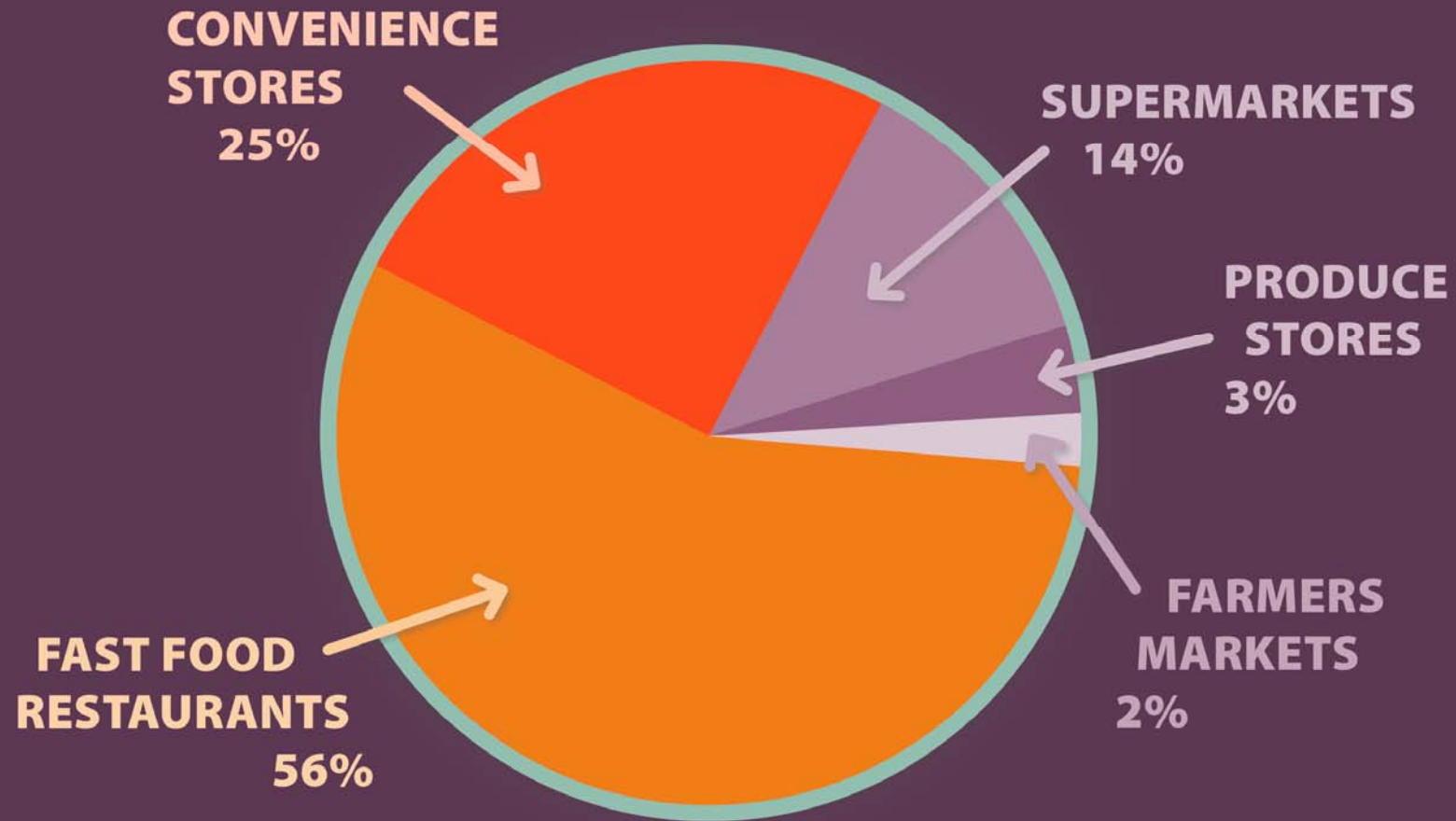
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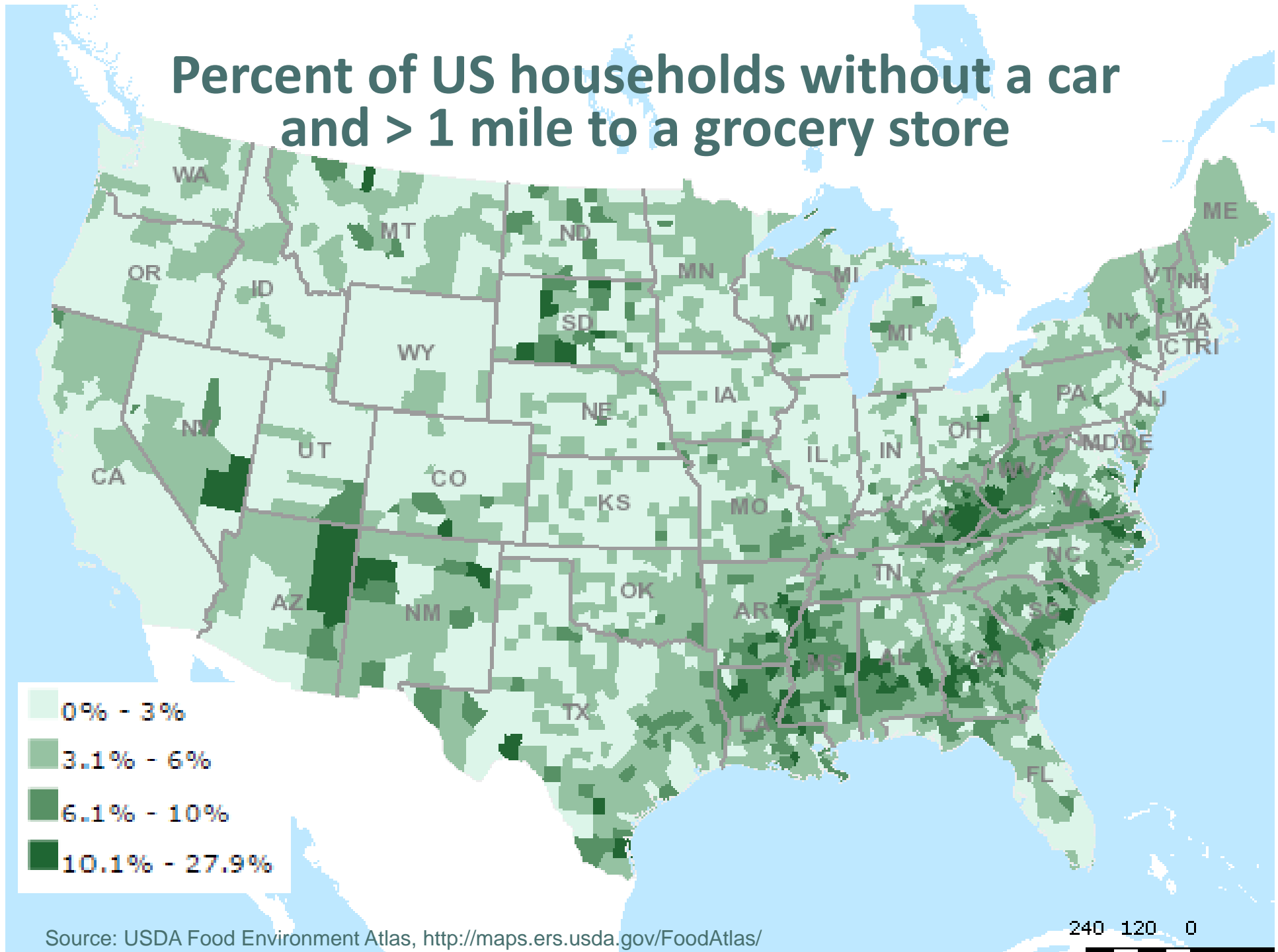


# CA's Food Retail Environment



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# Percent of US households without a car and > 1 mile to a grocery store



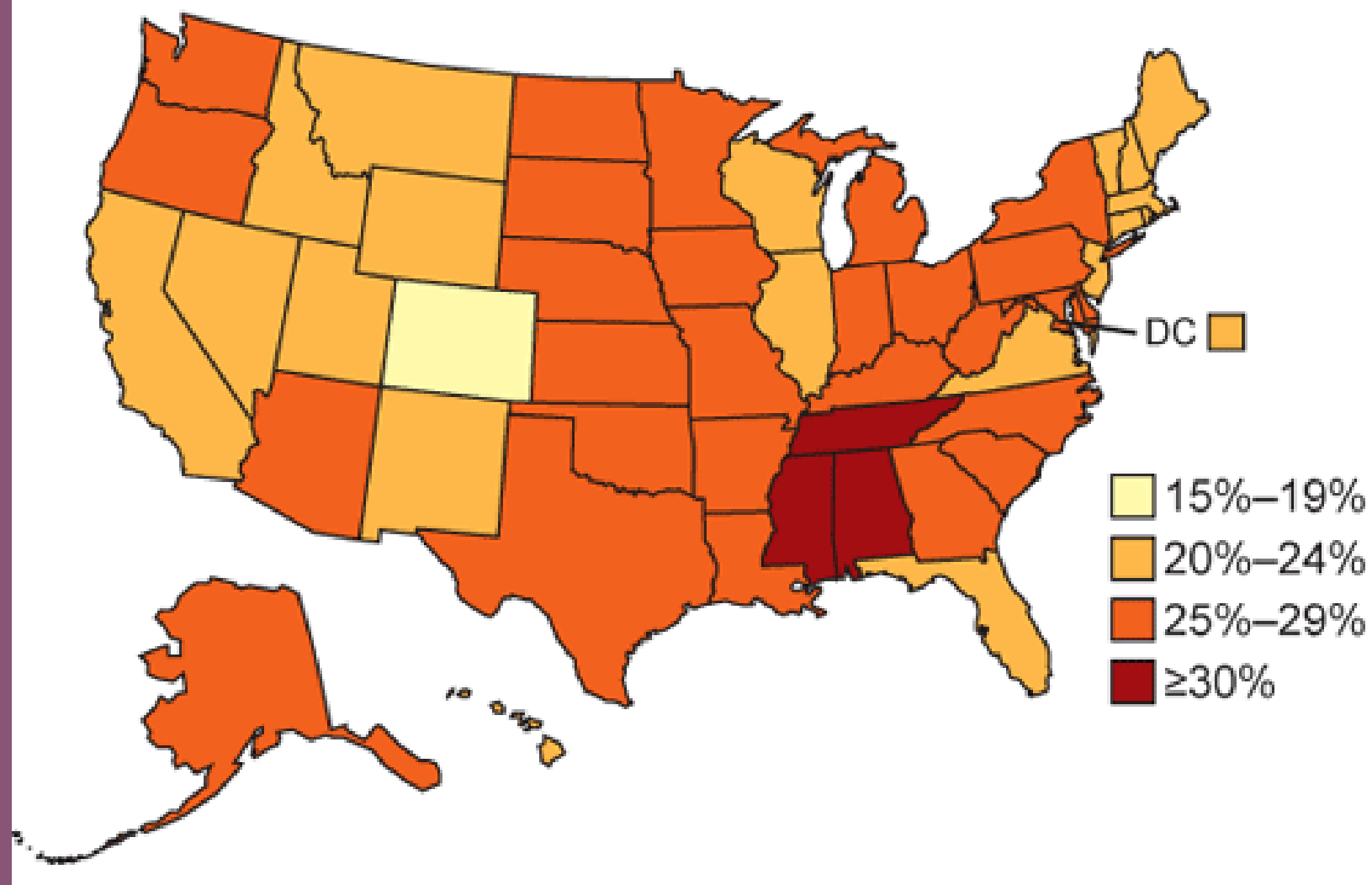


The Contiguous United States  
Visualized by distance to the nearest McDonald's

Created by Stephen Von Worley  
<http://www.weathersealed.com/tags/maps/>  
Location data courtesy of AggData  
<http://www.aggdata.com/>



## The Prevalence of Obesity (BMI $\geq 30$ ) Among U.S. Adults, 2007



# Policy can reverse these statistics

Supermarket proximity is associated with a better diet.

Limited access to fast food for schoolchildren is associated with better diet.

Healthy Eating Research Brief 2008; Davis & Carpenter 2009; Active Living Research Brief 2007



The New York Times

September 10, 2009

OP-ED CONTRIBUTOR

## Big Food vs. Big Insurance

By MICHAEL POLLAN

“Promoting the concept of a “foodshed” — a diversified, regional food economy — could be the key to improving the American diet. “

# Step 1

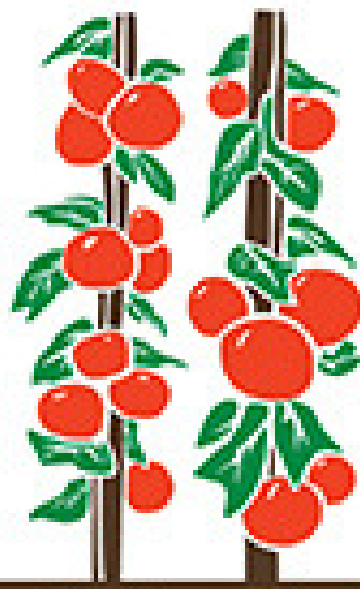
## Laying the Groundwork



# Building relationships & Collaborative Partnerships



**oakland**  
**FOOD POLICY**  
**COUNCIL**



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promoting an equitable & sustainable food system

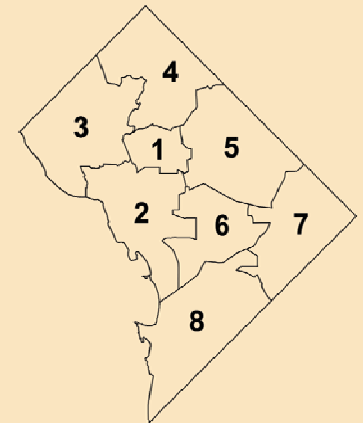
Step

12

Assess



## Measuring access to healthy food





Step

123

Adopt

# Update Plans and Policies

Support access to and long-term tenure of land for local food system activities



# Set standards and priorities for improving food access in underserved neighborhoods



# Comprehensive Plans



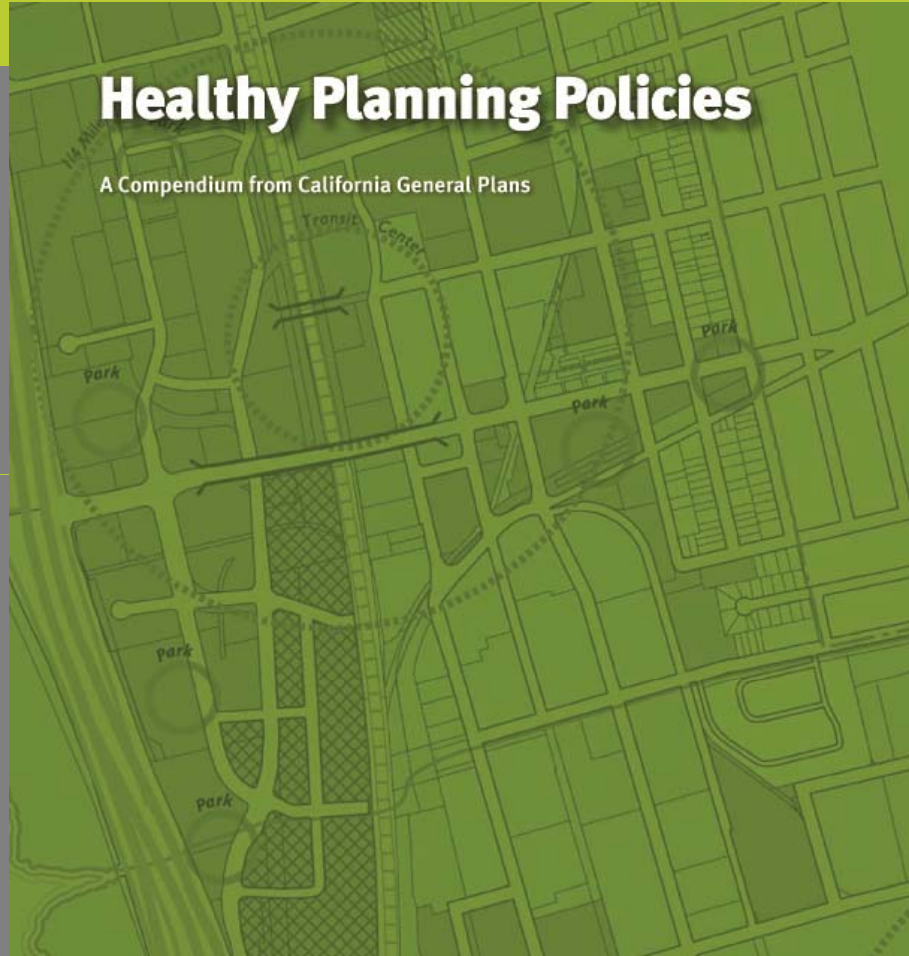
“The Blueprint  
for Future Development”

Statement of development policies



# Healthy Planning Policies

A Compendium from California General Plans



# Types of healthy general plan policies, by location

| Anderson | Azusa | Chula Vista | Marin County | Oakland | Paso Robles | Richmond | Riverside County | Sacramento | San Francisco | Santa Rosa | Solano County | Sonoma County | Union City | Ventura | Walnut Creek | Watsonville |
|----------|-------|-------------|--------------|---------|-------------|----------|------------------|------------|---------------|------------|---------------|---------------|------------|---------|--------------|-------------|
|----------|-------|-------------|--------------|---------|-------------|----------|------------------|------------|---------------|------------|---------------|---------------|------------|---------|--------------|-------------|

## Physical Activity

|                       |   |   |   |   |   |   |   |   |   |   |   |   |   |  |   |   |   |
|-----------------------|---|---|---|---|---|---|---|---|---|---|---|---|---|--|---|---|---|
| Bicycle Facilities    | ■ | ● | ■ | ● | ■ | ● | ■ | ■ | ● | ■ | ● | ■ | ● |  |   | ■ |   |
| Pedestrian Facilities | ■ | ● | ■ | ● | ■ | ● | ■ | ■ | ■ | ■ | ● | ■ | ● |  | ■ | ■ | ■ |
| Parks and Recreation  | ■ |   | ■ | ■ |   |   | ● | ■ | ■ | ● | ● | ■ | ■ |  |   | ■ | ■ |
| Joint Use             |   |   |   |   |   |   | ■ | ■ |   | ■ | ● | ■ |   |  |   |   |   |

## Healthy Food Access

|                                    |  |  |   |   |  |  |   |   |   |   |   |   |   |  |  |  |   |
|------------------------------------|--|--|---|---|--|--|---|---|---|---|---|---|---|--|--|--|---|
| Agricultural Preservation          |  |  |   | ■ |  |  | ■ | ■ |   |   |   | ■ | ■ |  |  |  | ■ |
| Local Food                         |  |  |   | ■ |  |  |   | ■ |   |   |   | ■ | ■ |  |  |  |   |
| Urban Agriculture                  |  |  |   |   |  |  | ■ |   |   | ■ | ● |   | ■ |  |  |  | ■ |
| Farmers' Markets                   |  |  | ■ | ■ |  |  | ■ |   |   |   |   | ■ |   |  |  |  | ■ |
| Healthy Food Retail                |  |  |   |   |  |  | ■ | ■ | ■ |   | ● | ■ |   |  |  |  | ■ |
| Emergency Food and Food Assistance |  |  |   | ■ |  |  | ■ |   |   |   |   |   |   |  |  |  | ■ |



"Health Explicit" policy language includes health rationale



"Health Implicit" policy language does not include specific health rationale

Step

1234

Implement





Create a targeted **grocery** attraction and improvement strategy

Help with **location and expansion**, and **streamlining fees and permitting processes**, provide **grants/loans**





# Outreach to small markets

Offer incentives and assistance:  
façade improvements; infrastructure; business  
planning, WIC/Food Stamp participation; link to  
distribution channels





# Plan for urban agriculture

Zone for gardens as defined and allowed use  
**Comprehensive planning** and redevelopment  
opportunities  
Require developers to **provide set-asides**





# Plan for farmers' markets

Zone for markets as defined and allowed use

**Comprehensive planning** and **redevelopment** opportunities

Streamline fees and **permitting**



# Mobile Vending

Incentivize healthy vending

Restrict unhealthy vending

Support small-scale entrepreneurs



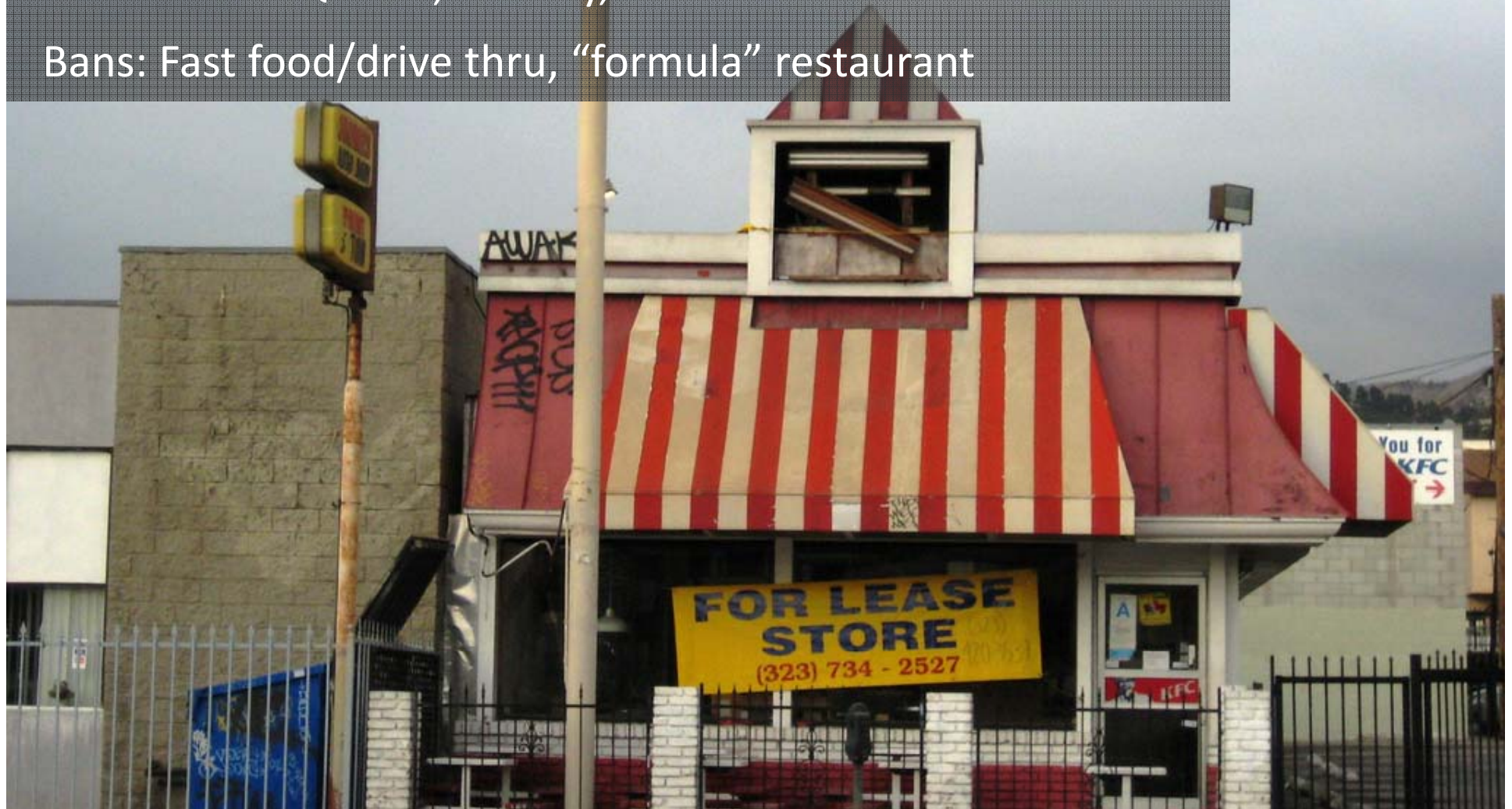


Create a **balanced** food environment

Zoning can be used to restrict fast food outlets

Restrictions: Quotas, Density, Distance

Bans: Fast food/drive thru, "formula" restaurant





# Resources



# Fact Sheets

phlpnet.org | nplanonline.org October 2009








Photo by Lynda Davidson

## Creating a Healthy Food Zone Around Schools


### A Fact Sheet for Advocates

*This fact sheet answers common questions about NPLAN's Model Healthy Food Zone Ordinance, which was developed to help communities limit children's access to the kinds of foods most likely to contribute to childhood obesity.*


Many schools are surrounded by fast food restaurants, which provide students with easy access to unhealthy foods and undermine schools' efforts to offer nutritious meals. Prohibiting fast food restaurants from locating near schools is one strategy to help reduce childhood obesity and support schools striving to improve students' health. NPLAN has developed a model ordinance that creates a "healthy food zone" by restricting fast food restaurants near schools or other areas children are likely to frequent.

**Why would a community enact a "healthy food zone" ordinance?**

Childhood obesity is epidemic in the United States. Over the last 25 years obesity rates in children and teens have tripled.<sup>1</sup> Today 16.3 percent of children and adolescents ages 2 to 19 are obese, and 31.9 percent are obese or overweight.<sup>2,3,4</sup> Recent studies show that if this trend continues, today's young people may be the first generation in American history to live sicker and die younger than their parents' generation.<sup>5</sup> At least one study has shown that students with fast food restaurants within a half-mile of their school are more likely to be overweight than students whose schools are not near fast food restaurants.<sup>6</sup>




public health law & policy




NATIONAL POLICY & LEGAL ANALYSIS NETWORK  
TO PREVENT CHILDHOOD OBESITY

# Model Policies








NATIONAL POLICY & LEGAL ANALYSIS NETWORK  
TO PREVENT CHILDHOOD OBESITY



public health  
law & policy

## Establishing Land Use Protections for Community Gardens

October 2009

[www.nplan.org](http://www.nplan.org) | [www.phlpnet.org](http://www.phlpnet.org)

# What is a model policy?

- A tool that provides a strong starting place
- A living document
- A set of questions





# Our Approach to Model Policy

| Criteria   | Process  | Features  |
|--|--|---|
| <ul style="list-style-type: none"><li>- Legally sound</li><li>- Strong</li><li>- Realistic</li></ul> | <ul style="list-style-type: none"><li>- Survey of existing policies</li><li>- Analysis of legal and policy issues</li><li>- Expert review &amp; revision</li></ul> | <ul style="list-style-type: none"><li>- Comments to explain important provisions or options</li><li>- Tailored to community's needs</li></ul> |

# [www.healthyplanning.org](http://www.healthyplanning.org)

## **Economic Development and Redevelopment**

*A toolkit for building healthy, vibrant communities*

## **How to Create and Implement Healthy General Plans**

*A toolkit for building healthy, vibrant communities*

## **General Plans and Zoning**

*A toolkit for building healthy, vibrant communities*

## **Joint Use of School Facilities**

*A toolkit for building healthy, vibrant communities*

