

Amendments to Scope of Services: Orange County Food Council 2017 - 2018 Fiscal Year

Amendments to Scope of Services

- The only change to the Scope of Services agreement for the Orange County Food Council's 2017-2018 fiscal year is applied to Goal area 3. The original version of this goal is highlighted and the amended version is written in black text below. This goal area had to be amended due to a lack of funding for the Healthy Corner Store initiative.

Goal 1. Action Plan development

The Action Plan will be developed in 2 parts. Part one will be an internal document that helps guide the council's priorities, task and action timelines, and works within the council's existing by-laws and decision making structure. The second part of this Action Plan will function as a public document that incorporates some of the data from the quantitative and qualitative Baseline Community Food Assessment the council conducted with the Center for Health Promotion and Disease Prevention. This Action Plan will be a working document that is updated and reviewed by the council on a continual basis. The plan will include four main steps 1) Identified issues in the county/regional food system 2) method for prioritizing issues and actions 3) Identify and list strategic partners, stakeholders, and decision makers 4) List tactics for addressing priority issues.

Goal 2. Strategic Outreach & Engagement

The Orange County Food Council will continue to work with the Family Success Alliance to convene organizations located in or around Zones 4 and 6 that are addressing food access, childhood nutrition, and other food related issues and services. FSA hosts regular meetings with Zone Navigators, which serve as a direct connection between families and resources. The council will create opportunities for Zone Navigators from Zones 4 and 6 to learn more about food-related organizations and food resources in the region. We will expand on and update the "Orange County Food Access Map" created by a food access working group assembled by the Inter-Faith Council for Social Services in 2016 (attached in appendix). The updated version will have three new components that include 1) Summer meal sites for students eligible for or participating in the free breakfast and free and reduced lunch program 2) Updated list of emergency food pick up locations and services 3) List of corner stores with healthy retail options-this item is being developed along with **Goal 3**.

Goal 3. We will convene a workgroup to develop and implement a **healthy retail program** working in corner stores in Family Success Alliance Zones 4 and 6 to address food insecurity in food deserts where our most vulnerable residents live by providing equipment, signage, and marketing to increase access to healthy foods. We will base the program on the *North Carolina State Healthy Food Small Retailer Program* recently funded by the North Carolina General Assembly (one current OCFC member, Dr. Molly De Marco is an advisor to that program). The

workgroup will bring together the Orange County Health Department (Ashley Mercer is a OCFC member and on staff with the health department), the Family Success Alliance, and UNC's Center for Health Promotion & Disease Prevention (Dr. De Marco is a OCFC member and leads the *Healthy Food for All* study that is piloting healthy retail programs in rural Orange County) along with interested residents and corner store owners or staff. We will develop an application (see Appendix for the application from the state program, which we will model our's on), conduct outreach with corner stores to identify two stores willing to participate in each zone (using the map being further developed in **Goal 2** and information FSA staff gather on which stores residents frequent most often), assist store owners to determine needed equipment and provide technical assistance for them to accept SNAP and WIC if they do not already. We will develop and test messages to encourage healthy eating working directly with the populations who frequent the stores. The Center for Health Promotion & Disease Prevention will provide evaluation support for the success of the program.

Food Council's goals in partnership with the Orange County Board of Health and the [BOH 2016-2018 strategic plan](#) include but may not be fully limited to:

1) Work with the Board of Health Strategic Plan Manager to research successful models and policies that address food access issues through healthy corner store programs and improve healthy food access in "food deserts" using the [USDA definition](#). The Food Council will also help draft policies with the BOH Strategic Plan Manager and the BOH Physical Activity and Nutrition Sub-Committee if a policy proposal is considered a necessary next step.

This goal area will include but not be limited to:

- Research policy alternatives that seek change in food policies that provide incentives and help subsidize purchasing healthy, fresh foods. Focus on policies that are not proscriptive but empowering.
- Increase potential to coordinate across sectors and with more regional food groups and organizations.
- Help educate Orange County residents and community members about existing services that increase healthy food access and the barriers that limit healthy food access.

2) Designated OCFC members will give a presentation on the state of food access and food security in Orange County to the Board of Health on either October 25 or November 29.

3) Research successful "soda tax" and healthy eating incentive programs and policies with the Board of Health Strategic Plan Manager and, if deemed appropriate, help draft a policy proposal.

The Food Council will be using this [Race Equity and Social Justice Toolkit](#) for areas 1 and 3.

Goal 4. Collaborate with other food councils in the state

The council coordinator will schedule meetings with at least two other North Carolina Food Councils to share success and challenges of operating as conveners to strengthen local food systems. Over the past five years, numerous food councils have formed across the state. There are now over 30 active food councils in North Carolina. They do not all look the same in how they are structured, but they all share the purpose of acting as conveners of disparate groups that come together to achieve common goals

centered around food – be it nutrition, access, economic development, sustainability, etc. When brought together in the same room, these different groups find that many of their individual efforts help accomplish the goals of another group (Ex. A public school's desire to serve local, fresh food in the cafeteria can work in concert with a farmer's desire to sell more of their product locally and survive as a family farm. The gap in the supply chain of scaling up produce grown by local farmers to supply that school with enough product could be filled by a local entrepreneur). The new-ness of the food council model in this state means that the learning curve is steep, and the various councils have much to learn from each other to capitalize off of other's successes and anticipate pitfalls. We plan to collaborate with other councils to engage in this learning process and better serve the residents of Orange County. Learning best practices and collaborating with other regional resources will help OCFC better accomplish all of the mentioned program goals.

c) Describe the community need or problem to be addressed in relation to the [Chapel Hill Human Services Needs Assessment](#), [Orange County BOCC Goals and Priorities](#), [Town of Chapel Hill Council Goals](#), [Carrboro Board Priorities](#), or other community priorities (i.e. Council/Board Goals). Reference local data (using the provided links, i.e. Chapel Hill Human Services Needs Assessment) to support the need for this program.

Orange County has over 15,000 residents living in low-income/low food access areas with 15.4% of residents experiencing food insecurity. The rate is even higher among children in Orange County (20.1%). There is a disparity between north and south Orange County with children receiving Free and Reduced Price Lunch (43% vs. 28%). A further challenge to our county food system is that the average age of a farmer in Orange County is nearing retirement age (58.6 years). (*US Census; US Ag Census data*) These statistics provide evidence of community need for all four of our proposed goals.