

IDEAL STATE

IDEAL STATE - FOOD



- Access to fresh and healthy foods
- Accessible farmer's markets and stands
- Access to organic food
- Walkable food markets
- No food deserts

IDEAL STATE – INFRASTRUCTURE



- People are out exercising
- Safe spaces to do things outdoors
- Trails and sidewalks that connect to each other and other places

IDEAL STATE – CULTURE



- Kids play outside
- Social support from peers to make healthy changes
- People exercise together
- Work-life balance allows you the time to exercise and prepare meals
- There are fewer fast food restaurants

BARRIERS

BARRIERS - AFFORDABILITY



- Junk food is:
 - More accessible
 - Cheaper
- Organic food is expensive
- “Kale didn’t used to taste this much”

BARRIERS - ACCESS



- Neighborhood = access
 - Availability
 - Quality
- Transportation
- Fresh fruits and vegetables spoil more quickly

BARRIERS – CULTURE



- Food as stress relief and reward system
- Habit is hard to change
- Habits among friends and family
 - Eating
 - Physical activity
- Time
- Sedentary work
- Fat shaming → stigma

BARRIERS – FOOD LABELS

Nutrition Facts				
2 servings per container				
Serving size		1 cup (255g)		
Calories	Per serving		Per container	
	220		440	
	% DV*		% DV*	
Total Fat	5g	6%	10g	13%
Saturated Fat	2g	10%	4g	20%
Trans Fat	0g		0g	
Cholesterol	15mg	5%	30mg	10%
Sodium	240mg	10%	480mg	21%
Total Carb.	35g	13%	70g	25%
Dietary Fiber	6g	21%	12g	43%
Total Sugars	7g		14g	
Incl. Added Sugars	4g	8%	8g	16%
Protein	9g		18g	
Vitamin D	5mcg	25%	10mcg	50%
Calcium	200mg	15%	400mg	30%
Iron	1mg	6%	2mg	10%
Potassium	470mg	10%	940mg	20%

* The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

- Understanding labels
- Identifying ingredients that go by multiple names (e.g. sugar)
- What is really fresh and what is processed?
- Disconnect between package size and number of calories
- General lack of nutritional literacy
- Mistrust

SOLUTIONS

SOLUTIONS - COMMUNICATE



SOLUTIONS - TRANSPORTATION



- More bus stops
- More frequent pick up times
- Run later
- Sidewalks and trails that connect to end points

SOLUTIONS - CULTURE



- Healthy food options in neighborhoods instead of fast food
- Support from family and friends
- Shift away from emotional eating

SOLUTIONS – SCHOOL LUNCH



SOLUTIONS – WORK PLACE



SOLUTIONS – AFFORDABILITY



- Affordable food
 - Community gardens
- Affordable gyms and recreational areas