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

- 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

Rise in Company Performance

Graph showing the rise in company performance from 2009 to 2015.
SOLUTIONS – AFFORDABILITY

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