

A Recipe for Healthy Places



Addressing the Intersection of Food and Obesity in Chicago

- Build Healthier Neighborhoods
- Grow Food
- Expand Healthy Food Enterprises
- Strengthen the Food Safety Net
- Serve Healthy Food and Beverages
- Improve Eating Habits

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EXECUTIVE SUMMARY



Chicago Public Schools students enjoying a healthy lunch.

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The most effective way to address obesity and related diseases is to change the day-to-day environment so that it supports healthy eating.

Six strategies for a healthier, stronger city

Chicago has a unique opportunity to improve the well-being of its residents, expand the economy and create a healthier urban environment. By changing the way people experience and interact with food in their everyday lives, Chicagoans can help address the epidemic of obesity while improving the local economy and adding jobs. It all begins with healthy food playing a central role in the lives of individuals, families and communities.

This plan outlines six strategies that will position Chicago as a national leader in healthy food policy and programs. It addresses the obesity challenge using a hybrid strategy that combines a public health framework known as the Health Impact Pyramid, developed by the U.S. Centers for Disease Control and Prevention, with a community planning approach. Chicago’s efforts will focus on two of the pyramid’s key areas:

Changing the Context: The most effective way to address obesity and related diseases is to change the day-to-day environment so that it supports healthy eating while discouraging the consumption of unhealthy foods. The majority of this plan focuses on changing the context of our city and neighborhoods through planning and programmatic initiatives, particularly in communities with elevated risk for obesity-related diseases.

Counseling and Education: The goals of this plan cannot be met simply by changing the context of Chicago neighborhoods. A widespread campaign of education and marketing is also necessary to provide individuals with the information they need to make healthy eating choices and to reinforce their shift to healthier daily habits.

The plan's six strategies were created and endorsed through a year-long series of working group discussions and public meetings that attracted more than 400 participants. The plan distills the wisdom of community activists, nutritionists, schoolteachers, child care providers, food entrepreneurs, government officials, public health experts, foundation program officers, academics, backyard gardeners, neighborhood residents and many others.

Plan Outline

Changing the Context

1. Build Healthier Neighborhoods

Focus on communities with elevated risk for obesity-related diseases

- 1.1 Develop and analyze data on obesity-related health disparities to identify priority communities
- 1.2 Focus physical and programmatic planning in communities with elevated risk for obesity-related diseases

2. Grow Food

Create systems of productive landscapes

- 2.1 Create a system of public open spaces for large-scale food growing, job training and food-related education activities
- 2.2 Enhance and expand the existing system of community and school gardens
- 2.3 Use environmental best practices to ensure that land is safe for growing food
- 2.4 Explore strategies and partnerships to encourage the widespread use of private spaces to grow healthy food
- 2.5 Collect data on urban food production

3. Expand Healthy Food Enterprises

Support businesses and social enterprises that produce and distribute healthy food

- 3.1 Support the expansion of businesses involved in the production, processing and distribution of healthy food
- 3.2 Expand the number and variety of healthy food retail options



Preparing healthy meals at Chicago's Community Kitchens foodservice program at the Greater Chicago Food Depository.

4. Strengthen the Food Safety Net

Ensure that residents can eat well regardless of income

- 4.1 Set high nutrition standards for programs that provide supplemental food and serve meals to persons in need
- 4.2 Expand the use of LINK cards and incentive programs at retail outlets
- 4.3 Coordinate and expand food rescue and distribution networks to provide more high-quality food to more people
- 4.4 Connect more residents in need with food assistance programs

5. Serve Healthy Food and Beverages

Change the culture of eating at work meetings, festivals, sports gatherings, community activities and places of worship

- 5.1 Provide healthy food choices in public buildings and at government-supported meetings and events
- 5.2 Encourage community- and faith-based organizations, nonprofits and private companies to provide healthier food at their facilities
- 5.3 Explore opportunities to provide more free drinking water throughout the city

Counseling and Education

6. Improve Eating Habits

Help people discover appealing, nutritious foods

- 6.1 Expand nutrition education for all age groups in a variety of settings
- 6.2 Develop a marketing campaign to promote healthy eating and water consumption
- 6.3 Support a system of training and technical assistance for healthy food programming



THE HEALTHY FOOD SOLUTION

Creating healthy places to address obesity

Chicago can reap multiple benefits by implementing the six strategies outlined in this plan. It can bring new life and vitality to the city as backyards, community gardens and a system of urban farms produce vegetables, fruits and herbs that reflect Chicago's global population. It can improve the distribution of healthy food to people in need and in areas of the city where healthy food is not readily available. And by supporting small enterprises that grow, process and distribute fruits and vegetables and other healthy food, it can expand Chicago's historic role as a job-producing food innovator. All of these changes will help to address the obesity epidemic in Chicago.

To achieve these benefits, Chicagoans must reverse a cultural shift that began more than 50 years ago, when diets began changing from fresh, nutrient-rich foods to processed foods, sugary drinks and fried snacks. As jobs became more sedentary and fast-food lunches and dinners became a regular option for busy people and families, Americans became overweight and poorly nourished, even in the nation's agricultural heartland.

Obesity has become an epidemic in Chicago and across the country (see Figure 1). Obesity among American adults has doubled since 1980 and childhood obesity has tripled since the 1970s. The U.S. Centers for Disease Control and Prevention (CDC) estimated that more than 35 percent of American adults, and 17 percent of children and adolescents, were obese in 2010.¹ A report released in the fall of 2012 by the Trust for America's Health and the Robert Wood Johnson Foundation projects that 50 percent of U.S. adults will be obese by 2030.²

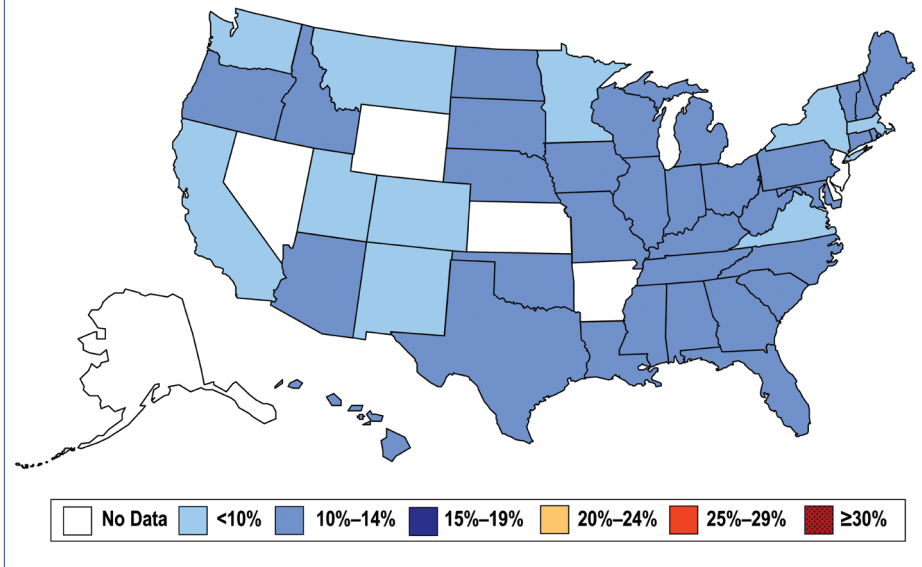
The costs are enormous. Obesity is a primary cause of medical problems including heart disease, cancer, diabetes, stroke, hypertension and asthma. It contributes to 25 percent of all U.S. health costs – about \$147 billion annually in direct and indirect expenses.³

What are healthy foods?

The U.S. Departments of Agriculture and Health and Human Services provide guidance on what Americans should include in a healthy diet and jointly publish the American Dietary Guidelines that define a healthy diet as one which:

- "Emphasizes fruits, vegetables, whole grains, and fat-free or low-fat milk and milk products;
- Includes lean meats, poultry, fish, beans, eggs, and nuts; and
- Is low in saturated fats, *trans* fats, cholesterol, salt (sodium), and added sugars."⁴

1990: OBESITY RATES AMONG U.S. ADULTS



2010: OBESITY RATES AMONG U.S. ADULTS

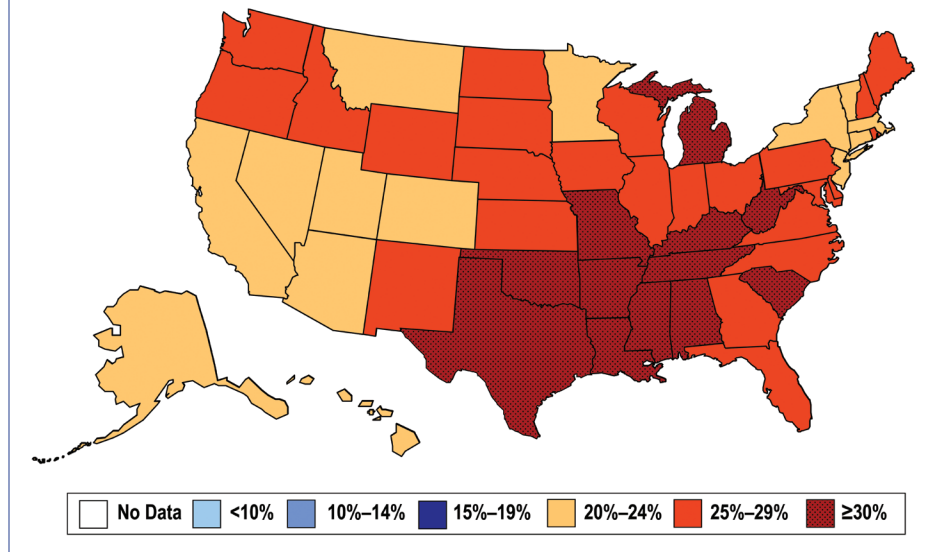


Figure 1: Obesity rates in 1990 and 2010. In 1990, adult obesity rates for all states were 10% to 19%. By 2010, all states had adult obesity rates of 20% or above, with a majority of states at 25% or above, and 12 states with rates of 30% or above. Body Mass Index (BMI) 30 or above, or 30 pounds or more overweight for a 5'4" person.

Source: Behavioral Risk Factor Surveillance System, CDC.

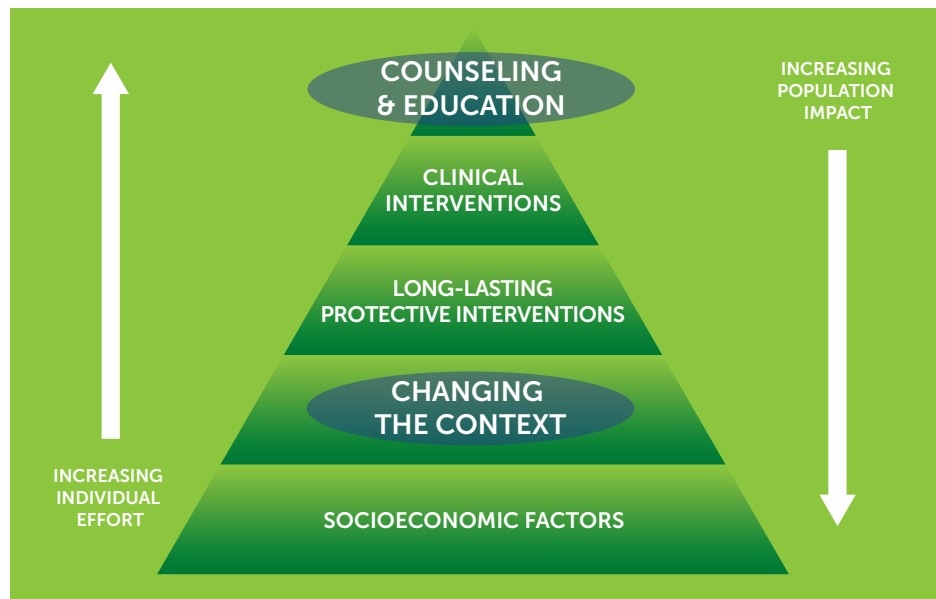


Figure 2: The Health Impact Pyramid is a framework for understanding the impact of different types of public health interventions.

Changing the Context: These efforts change the day-to-day environment so that it supports healthy eating while discouraging the consumption of unhealthy foods. A similar approach turned millions of Americans away from tobacco use and is the primary focus of this plan. This work is split into five categories:

1. *Build Healthier Neighborhoods*
2. *Grow Food*
3. *Expand Healthy Food Enterprises*
4. *Strengthen the Food Safety Net*
5. *Serve Healthy Food and Beverages*

Counseling and Education: A widespread campaign of education and marketing is also necessary to provide individuals with the information they need to make healthy eating choices and to reinforce their shift to healthier daily habits. This approach complements the work of changing the context and is organized under a sixth category:

6. *Improve Eating Habits*

Benefits to be reaped

The opportunities for Chicago are substantial. Building environments that support healthier eating can change the life trajectories of Chicago residents, away from diabetes and obesity and toward longer, more productive lives. It can improve the availability of healthy food to people at all economic levels. It can enhance the city's built environment and expand the local economy.

Chicago is already transforming its urban environment with new farms, school gardens and community gardens. This plan seeks to formalize a system of productive landscapes across the city.



OUR VISION



A community member at the Better Boys Foundation learning garden.

A healthier city begins with food

Healthy food will play a central role in the lives of individuals, families and communities in Chicago, creating a stronger city.

Backyard and community gardens, urban farms and food enterprises will support a culture that values fresh, nutritious food. Schools, community- and faith-based organizations and government will promote and model healthy eating habits while respecting cultural and ethnic differences.

Every neighborhood will include places to buy fresh fruits and vegetables, and a food safety net will ensure that residents can eat well regardless of income.

1

CHANGING THE CONTEXT

BUILD HEALTHIER NEIGHBORHOODS

Focus on communities with elevated risk for obesity-related diseases

- 1.1 Develop and analyze data on obesity-related health disparities to identify priority communities
- 1.2 Focus physical and programmatic planning in communities with elevated risk for obesity-related diseases

Targeted resources for healthier places

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In the United States, health disparities are often closely linked with social and economic disadvantage.

Health disparities are preventable differences in the burden of disease, injury and violence that communities experience. In the United States, health disparities are often closely linked with social and economic disadvantage or adverse environmental conditions.¹¹ Clear evidence exists that with appropriate focus and investment, health disparities can be eliminated while simultaneously improving the health of Americans.¹²

Obesity and other related health problems are unevenly distributed in Chicago and across the country. Numerous studies have shown that obesity, diabetes, heart disease and other illnesses are concentrated in lower-income neighborhoods and among minority populations, in particular African-American and Latino communities.

The 2004 Improving Community Health Survey by Sinai Health System profiled six Chicago community areas and found significantly higher levels of food-related diseases in poor, minority areas. About 38 percent of adults in Roseland, for instance, and 41 percent in North Lawndale were found to be overweight or obese. This was well above the 23 percent rate in wealthier Norwood Park (see Figure 3) and the national average of 24 percent.¹³

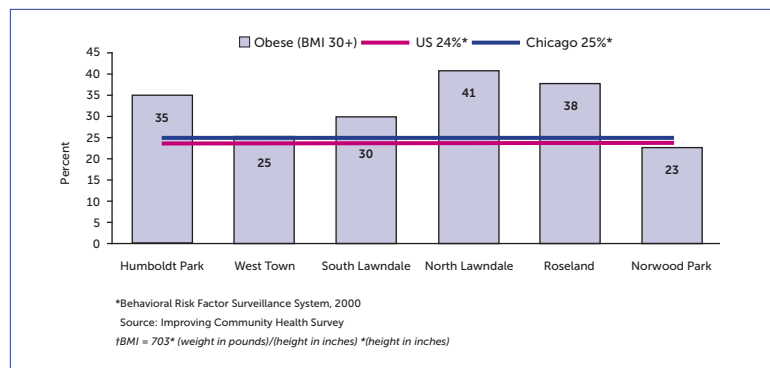


Figure 3: Percentage of adults who are obese in Chicago community areas.

Sources: Neighborhood data from Improving Community Health Survey, 2004, Sinai Health System (now Sinai Urban Health Institute); national and citywide rates from Behavioral Risk Factor Surveillance System, 2000. Body Mass Index (BMI) above 30, or more than 30 pounds overweight for a 5'4" person.

A growing body of research on obesity-related health disparities has focused on access to healthy foods. Two local examples, The Northeast Illinois Community Food Security Assessment¹⁴ (2008) and Examining the Impacts of Food Deserts on Public Health¹⁵ (2006) used similar data to analyze food access based on proximity to full-service grocery stores. Both concluded that parts of Chicago, predominantly minority and low-income areas, lack convenient access to grocery stores. The latter study popularized the term “food desert,” which has become a common label for areas with poor access to fresh food.

In 2011, the Chicago Department of Housing and Economic Development (HED) began examining potential models for measuring food access that the City could implement to better inform policy and program development. HED created a new, sustainable method for calculating food access using food retail licensing data, which are already collected by the City, rather than relying on third party sources. Known as the Grocery Location Analysis (GLA), this new method identified areas of Chicago that are located 0.5 miles or more from a grocery store larger than 2,500 square feet (see Figure 4 - left). The GLA was first used to prepare for a grocery store summit convened by Mayor Emanuel (see Work Underway in Strategy 3) and has since been used in other City programs.

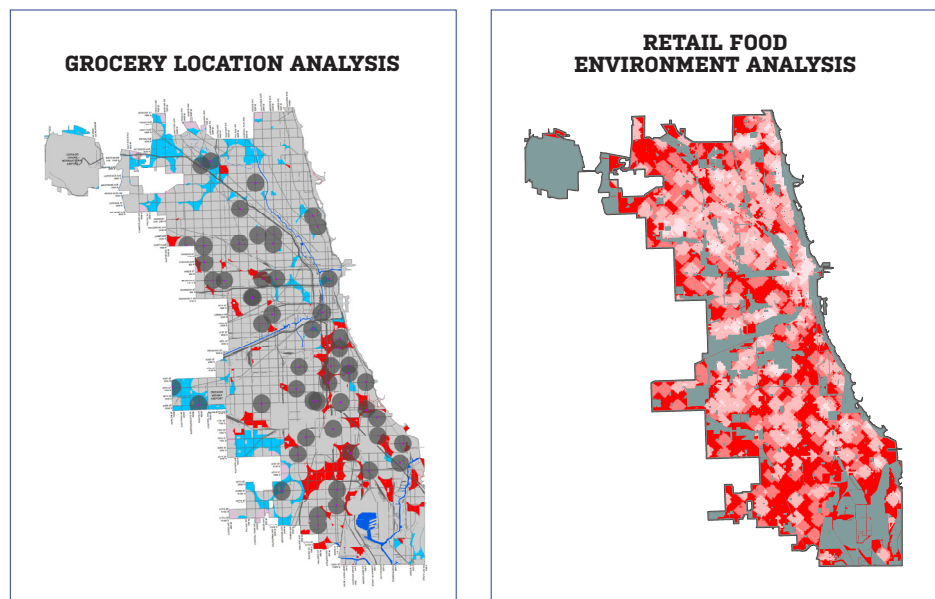


Figure 4: Two methods for measuring grocery store access. Red areas are 0.5 miles or more from a grocery location by radius (left) or by street route (right).

In late 2011, HED and Metro Chicago Information Center began developing a new tool based on work in other cities that will provide a more nuanced analysis of the retail food environment. This method, which is still being developed, uses store size to account for variations in the level of service provided by retail outlets and measures distance to grocery locations along the existing street network (see Figure 4 - right).

As the framework for A Recipe for Healthy Places was developed, HED and the Chicago Department of Public Health (CDPH) began incorporating local health and food insecurity data into these analyses. Where localized obesity data were not available, diabetes rates were used as a proxy. These data were layered over Chicago community area boundaries and analyzed to identify neighborhoods with elevated risk for obesity-related diseases (see Figures 5 and 6). This combination of place-based analysis to identify priority community areas, followed by planning and program development, will guide many of the recommendations in this plan.

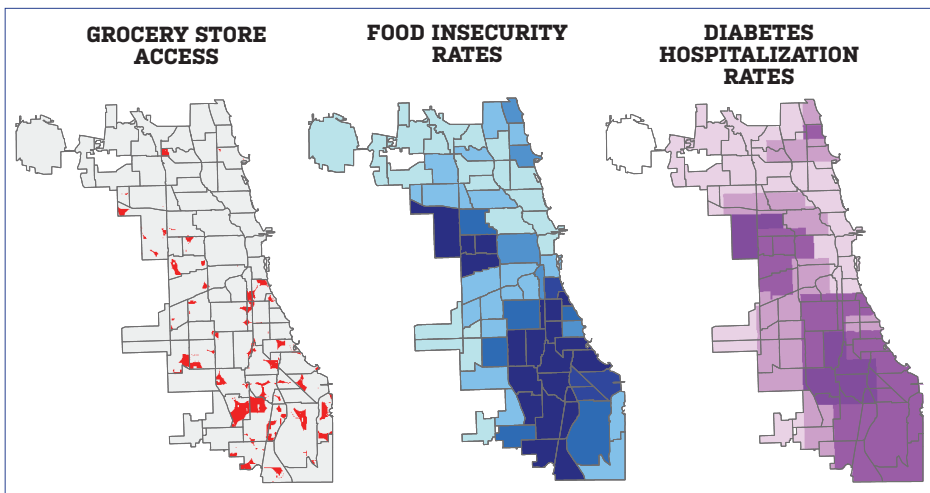


Figure 5: Food access and related issues in Chicago communities.

Map Notes: Areas shown in red have low-income populations that are more than 0.5 miles from a retail store that sells food and is more than 2,500 square feet in size; darker blue areas have higher food insecurity rates; and areas that are darker purple have higher rates of diabetes hospitalization. Data were provided by HED, CDPH and the Greater Chicago Food Depository.¹⁶

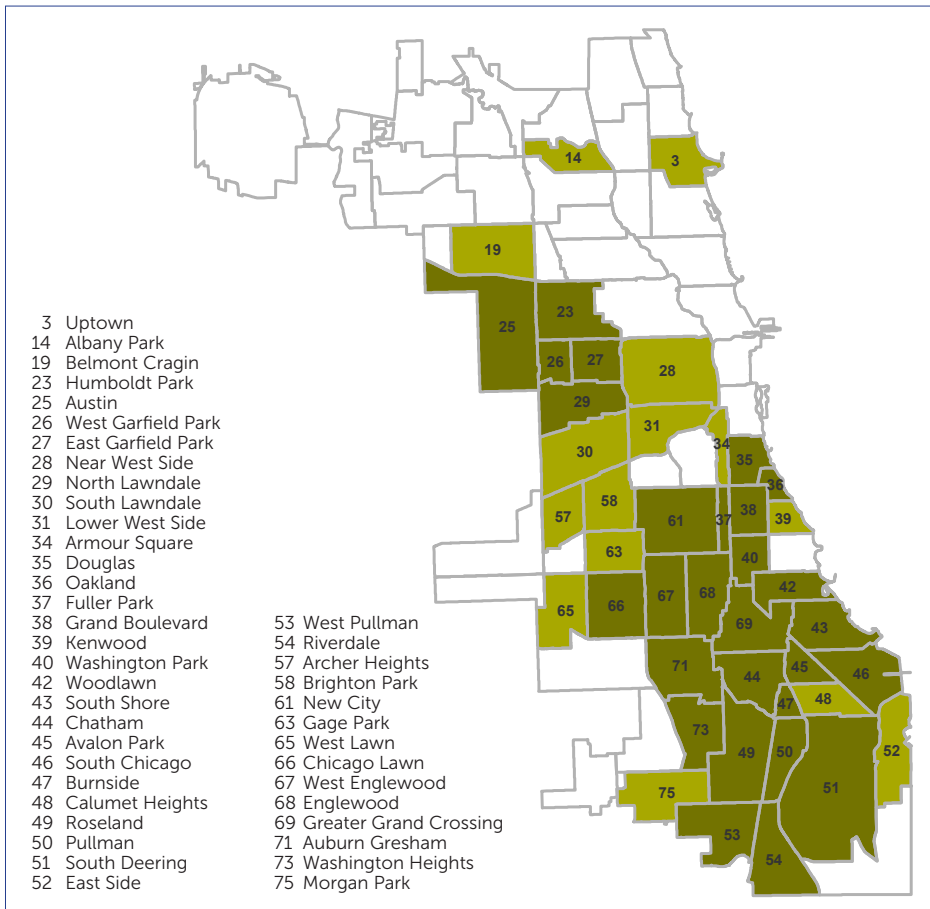


Figure 6: Community areas with elevated risk for obesity-related diseases

Map Notes: HED analyzed the following criteria to identify community areas with elevated risk for obesity-related diseases: 1) low-income population more than 0.5 miles from a food retail store greater than 2,500 square feet in size; 2) food insecurity rate greater than 20%; and 3) diabetes hospitalization rate greater than 20%. Community areas shown in dark green meet all three criteria; community areas shown in light green meet two criteria.

Work underway: Changing the neighborhood context

Green Healthy Neighborhoods (GHN) is a planning initiative led by the City of Chicago that uses a place-based approach to address urban issues. GHN partners include the Chicago Metropolitan Agency for Planning and local neighborhoods including Englewood, Washington Park, West Englewood, Woodlawn and parts of New City and Greater Grand Crossing (see Figure 8). GHN has engaged residents and organizations in a year-long process to create a land-use strategy that includes recommendations for urban agriculture districts, large lot housing sites for existing residents and retail nodes. This area of the city has experienced population loss and disinvestment and has a concentration of vacant land. It is also an area that has low food access, and high food insecurity and diabetes rates.

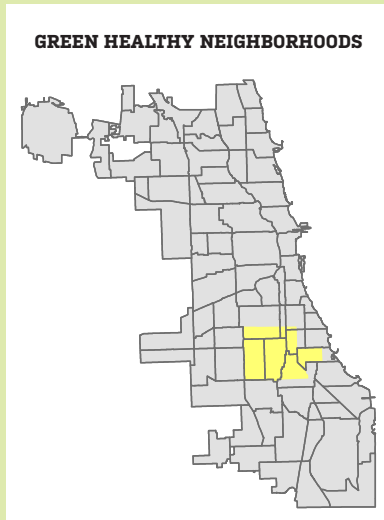


Figure 8: Green Healthy Neighborhoods project area in yellow.

Leadership

The Chicago Department of Housing and Economic Development (HED) and the Department of Public Health (CDPH) will lead this work, with assistance from the Chicago Metropolitan Agency for Planning (CMAP). Partners will include nonprofit civic and neighborhood organizations, health care institutions and private businesses.

Recommendations

1.1 Develop and analyze data on obesity-related health disparities to identify priority communities

The City of Chicago has community area data that include information about the health of individuals, safety, socioeconomic factors, business composition and housing. However, more localized health-related data need to be collected. These data will be used to identify community areas with elevated risk for obesity-related diseases and be made publicly available.

1.1.1 Map the locations of food retailers. HED will continue to collect data and refine methods to measure the retail food environment in Chicago. These data will be used to identify areas that are not served by food retailers and that lack healthy food outlets based on City and third party data. Health inspection data will be used to classify retailers to determine which stores sell produce and, if so, how many varieties.

1.1.2 Enrich ongoing food access studies with qualitative data. During the working group meetings many researchers suggested that their work would benefit from more qualitative data. These additional data could include examining the shopping patterns and behaviors of Chicago residents as well as the quality and cost of food items in stores. Researchers, universities and other food- and health-focused organizations should continue to collect and analyze these qualitative data to enrich ongoing food access studies.

1.1.3 Collect local obesity-related health data. CDPH will expand its collection of individual health data and refine methods to provide more obesity-related health statistics. The department has been successful in collecting local obesity and diabetes data for adults and children by partnering with local institutions and organizations, including Chicago Public Schools. Currently, the department is finalizing a large-scale survey which will include obesity-related indicators and be used to develop a greater understanding of the health of Chicagoans.

1.2 Focus physical and programmatic planning in communities with elevated risk for obesity-related diseases

After identifying community areas with elevated risk for obesity-related diseases, the City of Chicago will focus planning activities and resources on those communities. Local land-use plans focus on the physical aspects of communities like housing, retail, transportation and open spaces. In priority areas, these plans and resources will include strategies designed to address the causes and symptoms of health disparities, using evidence-based research and best practices encouraged by the U.S. Centers for Disease Control and Prevention (CDC).

1.2.1 Involve public health professionals and incorporate obesity prevention strategies into community planning efforts. HED and CDPH will incorporate public health issues and strategies into local land-use planning projects. These will be based on current health interventions and recommendations being made by the CDC and other organizations focused on obesity prevention.

1.2.2 Incorporate Health Impact Assessments (HIA) into local planning and development projects. HED will incorporate HIAs into the process of developing local land-use plans and projects in priority communities. The purpose of an HIA is to give policymakers evidence-based recommendations for consideration before they adopt a policy or decide to build a project. HIA recommendations can provide practical strategies for increasing health benefits and minimizing the adverse health effects of a project. CMAP is considering incorporating HIAs into regional planning efforts and project development. The City of Chicago is working with CMAP to coordinate these efforts.



GROW FOOD

Create systems of productive landscapes

- 2.1 Create a system of public open spaces for large-scale food growing, job training and food-related education activities
- 2.2 Enhance and expand the existing system of community and school gardens
- 2.3 Use environmental best practices to ensure that land is safe for growing food
- 2.4 Explore strategies and partnerships to encourage the widespread use of private spaces to grow healthy food
- 2.5 Collect data on urban food production

A city filled with food gardens

By developing a system of farms and gardens, the City can change the environment of neighborhoods.

Chicago is known for its systems of boulevards, parks, lakefront and evolving riverfront. To change the context of neighborhoods, especially those with elevated risk for obesity-related diseases, Chicago can expand upon this heritage by adding another large-scale urban asset: a system of food gardens and farms. By developing a system of farms and gardens, the City can change the environment of neighborhoods – exposing residents to food production, creating opportunities for employment and job training, and creating opportunities to participate in trainings, work days, tastings and other food-related activities.

Earlier related planning

A system of farms and gardens is not a new idea. At the beginning of the last century, famed landscape architect Jens Jensen, General Superintendent of the precursor to the Chicago Park District, called for the creation of a system of additional parkland that would include hundreds of communal kitchens and municipal and school gardens.¹⁸ Though his vision was not fully realized, food gardens were developed throughout the 20th Century in Chicago, on parkland and by neighbors, with both governmental and nonprofit assistance. During World War II, Chicagoans planted thousands of “Victory Gardens” to grow food and show support for the war effort. In the post-war years and in response to the decline of some urban areas, neighborhood residents, block clubs and community-based organizations reclaimed vacant lots and other empty spaces by planting community gardens.

NeighborSpace was created in 1996 as an implementation mechanism of the CitySpace plan to provide a management and maintenance system for these small, isolated public spaces, which are the most difficult for a government agency to manage. Most recently, NeighborSpace expanded its scope to include urban farms, becoming the owner of the Honore Street Farm in West Englewood, which is operated by local nonprofit Growing Home.

Work underway: Supporting spaces for food growing

Over the last 10 years, sites have been developed as urban farms and food-production centers through partnerships with the City and organizations like the Resource Center, Growing Home and Growing Power (see Figure 9). Each of these nonprofit organizations has a social mission that includes human development as well as food. Most existing urban farm sites have been developed on previously City-owned vacant lots that were selected based on compatibility with surrounding and future land uses. These sites and the experience of their operators represent a strong foundation for building Chicago's system of productive landscapes.

Urban Farms

- The Resource Center operates the 1.5-acre Perry Street Farm, which may become part of a seven-acre park centered on the historic Raber House at 5760 S. Lafayette Avenue. That farm is now leased to the Washington Park Consortium, which has a maintenance agreement with the Resource Center to farm and manage the property.
- Growing Home has two farms and a market garden in Chicago that provide job training and work experience for ex-offenders and others with barriers to employment. The Wood Street Farm, which opened in 2006 in West Englewood, has multiple hoop houses, facilities to prepare produce for market and a weekly farmstand.
- Growing Power is one of the nation's pioneering urban farm enterprises. Headquartered in Milwaukee, Wisconsin, it has operations in Chicago and is working with the Chicago Park District to develop the South Chicago Farm on future park land, which will be part of the 10-acre Park #503 being developed at 90th Street and Green Bay Avenue.
- The Chicago Botanic Garden's Windy City Harvest (WCH) has launched a USDA-funded program to develop new urban farm incubator sites and create industry-specific certificates in local food entrepreneurship, aquaponics, composting, value-added products and other topics. The initiative builds on WCH's agricultural training programs including the Cook County Vocational Rehabilitation Impact Center (VRIC), which provides transitional jobs for VRIC graduates.
- The City will provide site preparation for the 2.2-acre Kedzie Urban Farm near Kedzie Avenue and Franklin Boulevard, which will be operated as a joint venture by Heartland Human Care Services, Greater Chicago Food Depository (GCFD) and NeighborSpace. The land will be transferred to NeighborSpace and Heartland will provide job training, manage the farm and sell the produce to GCFD for distribution through its network of food pantries.
- The one-acre Eat to Live Urban Farm in Greater Grand Crossing will be a partnership between the Center for Urban Transformation, Angelic Organics Learning Center and NeighborSpace. After environmental remediation and site preparation, the farm will be used for job training, education and production growing at grade and in hoophouses.

Community gardens

- One Summer Plus – a specialized program within the Chicago Department of Family and Support Services' One Summer Chicago youth summer jobs and activities program – provided 100 young people from schools with high concentrations of youth at risk of violence with the opportunity to work and receive hands-on mentoring. Part of the work experience included helping to maintain school gardens during summer break.
- The nonprofit Chicago Rarities Orchard Project will bring about 70 apple, peach and cherry trees to a triangle of land at Milwaukee Avenue and Logan Boulevard in Logan Square. The City transferred the land and will support the build-out process and the site will be owned by NeighborSpace.

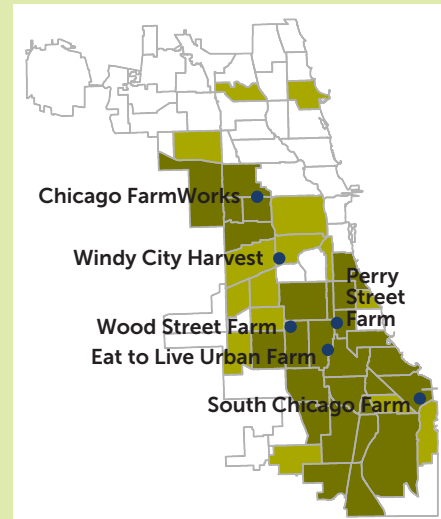


Figure 9: Existing urban farms sites are the foundation of a system of productive landscapes.

Leadership

The Chicago Department of Housing and Economic Development (HED), Chicago Park District and nonprofit NeighborSpace will lead this work. Partners will include citywide and neighborhood nonprofit organizations.

Recommendations



There are opportunities to create urban agriculture districts that could be located, designed and managed in a way not yet seen in urban America.

2.1 Create a system of public open spaces for large-scale food growing, job training and food-related education activities

Urban agriculture is gaining acceptance as a viable use of space in urban neighborhoods. In 2011, the City Council amended the zoning ordinance to formalize urban agriculture and community gardens as approved land uses, providing clear guidelines on their size and where they can be located (see *Work Underway* in Strategy 3).

Today, enough sites have been and are being developed that a system approach to urban agriculture is appropriate, particularly in communities that are disproportionately impacted by obesity-related diseases. The most obvious benefit is that fresh produce would be available nearby. In communities with abundant vacant land, there are opportunities to create urban agriculture districts that could be located, designed and managed in a way not yet seen in urban America.

Components of the system are already being developed. The City of Chicago and the Chicago Park District are working with urban growers and community organizations to develop commercial scale urban agriculture sites. There are currently three models for developing these spaces:

- Public-private partnerships – The City of Chicago, through a joint venture with a community organization (or land trust like NeighborSpace) and an urban grower, will develop City-owned vacant land.
- Farms in parks – The Chicago Park District will work with organizations to identify space in existing or planned parks to be dedicated for food production by an urban grower or via a system of allotment gardens.
- Urban agriculture districts – The City of Chicago will work with local communities with large amounts of vacant property to identify districts focused on growing and producing food. These districts may include multiple farm operators and uses on adjacent or scattered sites.

2.1.1 Identify spaces for large-scale urban agriculture through community land-use plans.

The development of large-scale urban agriculture projects requires coordination with neighbors and community-based organizations. HED will work with residents and community organizations to identify land in neighborhoods that can be prepared for commercial-scale food production through a local planning process. The process will involve finding suitable vacant land, willing community partners and an organization to maintain and operate the site.

2.1.2 Develop City land for urban farms.

HED and the Chicago Park District will assess the environmental condition of City-owned sites, implement remediation plans and prepare the site for management by partner organizations. Preparations may include the installation of an engineered barrier, site improvements (e.g. fencing, sidewalks, vegetation, parking lots) and water infrastructure. Once the site is prepared, the City will lease or grant access to the land or convey the land to NeighborSpace or the Chicago Park District.



Farmer training at the Growing Home organic urban farm.



Hoop houses at Arturo Velasquez Institute.

2.4 Explore strategies and partnerships to encourage the widespread use of private spaces to grow healthy food

Comments at the Recipe for Healthy Places public meetings demonstrated strong interest in food gardening among Chicagoans, but many interested people have little or no experience with gardening. While there are many organizations and businesses that provide technical assistance and services to assist private gardeners, there is a lack of coordination among these resources. Nonprofit organizations dedicated to supporting gardening should investigate strategies to coordinate and expand offerings including workshops, informational networks and promotions, and partnerships with businesses to encourage more gardening on private property.

2.5 Collect data on urban food production

This plan uses rough estimates of food gardening activity because no reliable and consistent measures exist. Two current projects will provide improved knowledge: 1) NeighborSpace and DePaul University's Steans Center for Community-Based Learning are conducting an inventory of community gardens and their food yield in 2012 and 2013; and 2) University of Illinois researchers have completed an analysis of Google Earth images to estimate agricultural production in backyards and other private land in Chicago.¹⁹ Universities and nonprofits should continue to collect this and other relevant urban food production data over time.

3

EXPAND HEALTHY FOOD ENTERPRISES

Support businesses and social enterprises that produce and distribute healthy food

3.1 Support the expansion of businesses involved in the production, processing and distribution of healthy food

3.2 Expand the number and variety of healthy food retail options

An economic development opportunity



Neighbor Carts sell fresh produce in underserved areas of the city.

As the Midwest’s population and business hub, Chicago already captures powerful economic benefits from the food industry, ranging from corporate headquarters of international firms to hundreds of companies involved in the processing, distribution and sale of food products.

A separate planning effort called Chicago Sustainable Industries (CSI) is focused on the manufacturing sector in Chicago, including the food sector. Unlike CSI, A Recipe for Healthy Places is focused on small-scale food enterprises that sell primarily fruits and vegetables or healthy foods, or that provide jobs, training or economic development opportunities in neighborhoods with elevated risk for obesity-related diseases.

An example of a neighborhood food-business opportunity is at the Kennedy King College campus in Englewood, which includes a state-of-the-art commercial kitchen that serves as a classroom and food-business incubator. The incubator hosts a handful of entrepreneurial ventures such as Soul Vegan, which prepares packaged meals for sale at local and chain grocery stores including Treasure Island and Whole Foods Market. The company has 15 employees and hopes to expand to more stores and provide healthy vegan food service to local schools.

In parts of the city, a significant drop in population and changes in shopping patterns have left some formerly vibrant retail corridors vacant. This lack of a retail environment has left residents, particularly in impoverished neighborhoods, unserved by food stores as well as retail outlets that provide other day-to-day necessities such as banks, pharmacies and hardware stores.²⁰

The Department of Housing and Economic Development (HED) is embarking on a citywide retail study that seeks to look strategically at neighborhood and regional retail development. The goal of this study is to increase overall retail service and spending within the city and increase retail offerings, including healthy food, particularly within underserved neighborhoods.

The recommendations in this section create roles for the private and public sectors so that Chicago can create healthy food enterprises that employ residents in priority neighborhoods. The focus will be on developing small businesses that sell fruits and vegetables, add healthy food retail options or otherwise change

the context of neighborhoods that are in need of more economic development opportunities. The goal is to provide investment and opportunity for these businesses to succeed, from conception through incubation to self-sufficiency.

Work underway: Food-related economic development



The Glenwood Sunday Market in Rogers Park.

Grocery stores

Since Rahm Emanuel took office, the City has secured commitments for 17 new or planned groceries in areas that have been poorly served. The new outlets include discount retailers WalMart, Aldi and SaveALot as well as full-service chains such as Roundy's, which is opening Mariano's Fresh Markets in Bronzeville and South Chicago. The City also worked with existing stores, including Walgreens, to add produce and other fresh choices at 19 locations.

Corner stores

Chicago's Healthy Places project piloted a corner store initiative with business owners and consumers to add healthier food choices in three neighborhoods. Facilitated by the Consortium to Lower Obesity in Chicago Children in partnership with local community development organizations, the project helped stores add produce and other healthy offerings in high-visibility locations within the store.

Small business support

The City uses its Small Business Improvement Fund to provide small businesses with grants for building repairs. Food-related grantees include The Plant, an incubator for food businesses, and Phoenix Bean Products, a tofu and soy-products maker.

Modernizing regulations

The City Council began addressing food-related regulations in 2011 when it approved the urban agriculture amendment, which clarified the rules guiding urban farms and community gardens. In June 2012, the City Council approved new licensing regulations for non-motorized mobile produce vendors, with a requirement that some of the vending be in underserved neighborhoods.

Mobile vending and delivery

Fresh Moves uses a converted CTA bus to bring fresh produce into underserved West Side neighborhoods, stopping at 16 locations each week. A 2012 grant from the U.S. Department of Agriculture will allow the organization to add a second bus to serve additional neighborhoods. Neighbor Capital, a privately-funded social impact business, launched Neighbor Carts under new licensing regulations to sell fresh fruits and vegetables on mobile produce carts throughout Chicago, including under-resourced neighborhoods. Neighbor Capital secured funding from the City to train new vendors and also engaged Streetwise, a local homeless services nonprofit, to recruit, screen and provide job readiness support to Neighbor Cart candidates.

Farmers' markets

The City of Chicago Farmers' Markets program, administered by the Department of Cultural Affairs and Special Events, launched five new markets in 2012 in underserved areas of Austin and Humboldt Park. Each of the new markets includes healthy cooking demonstrations and on-site nutritionists and accepts LINK cards.

4

STRENGTHEN THE FOOD SAFETY NET



Chicago Public Schools offer healthy foods for lunch.

Ensure that residents can eat well regardless of income

- 4.1 Set high nutrition standards for programs that provide supplemental food and serve meals to persons in need
- 4.2 Expand the use of LINK cards and incentive programs at retail outlets
- 4.3 Coordinate and expand food rescue and distribution networks to provide more high-quality food to more people
- 4.4 Connect more residents in need with food assistance programs

Addressing food insecurity and health



The supplemental food system is a crucial element that lies at the intersection of poverty, food and health.

Improving socioeconomic factors is one of the most effective ways to improve the health and wellness of Chicagoans. While reducing overall poverty is beyond the scope of this plan and will remain a core objective of the City in other initiatives, the supplemental food system is a crucial element that lies at the intersection of poverty, food and health.

Supplemental food programs range from free breakfast at public schools to home delivered meals for seniors. They include nutrition assistance programs administered by state and local government agencies as well as Chicago’s network of community-based food pantries and soup kitchens.

The majority of the City’s supplemental food programs are consolidated within the Department of Family and Support Services (DFSS), which partners with the Greater Chicago Food Depository (GCFD), Catholic Charities and others to help bring healthy food to Chicagoans of all ages. Many of DFSS’ programs focus on getting healthy food to individuals and families in need as quickly as possible, while others are one component of a broader service approach in coordination with supportive and educational programs. DFSS’ programs that provide food include home delivered meals and Golden Diners for seniors, summer nutrition sites for children and youth, emergency food boxes, mobile food pantries, food to homeless shelters and the comprehensive early childhood program Head Start. In total, these programs provide well over 10,000,000 meals each year to individuals and families in Chicago.

Another important part of the food safety net is the school meal program. Eighty-five percent of Chicago Public School (CPS) students qualify to receive free or reduced-price school lunches, which are a crucial source of nutrition for these children. With more than 70 million lunches and breakfasts served each year to over 400,000 CPS students, the school meal program plays an influential role in children’s lives and can have a profound effect on student health, academic performance and general well-being.



Chicago Department of Family and Support Services' Home Delivered Meals program delivers 65,000 meals every week to Chicago senior citizens at their homes.

The food safety net is also composed of citywide and community-based organizations that provide food through pantries, soup kitchens and shelters. For example, more than 400 organizations representing a total of 650 programs in Cook County tap into the centralized resources of GCFD, which captures and distributes large streams of produce, surplus commodities, milk, meat and non-perishable foods like cereal and canned fruit. GCFD distributed 64 million pounds of food last year, reaching an estimated 678,000 individuals. Some surplus-food providers also have independent arrangements with produce vendors, grocery stores, restaurants, community gardens and other sources.

The majority of these programs are funded through the U.S. Department of Agriculture Food and Nutrition Service (FNS). Other vital FNS-funded food assistance programs include the Supplemental Nutrition Assistance Program (SNAP – formerly known as food stamps); the Women, Infants and Children (WIC) food program; The Emergency Food Assistance Program (TEFAP); the Commodity Supplemental Food Program (CSFP); and the Child and Adult Care Food Program (CACFP).²¹

Increased pressure on the system

The weak economy over the past five years has put great pressure on the supplemental food system. As in many cities across the country, Chicago has a growing population that is “food insecure.” According to data analyzed by Feeding America and GCFD, about one in five residents within the city are not sure where their next meal will come from.²² In some Chicago neighborhoods this number reaches well over 35 percent of the population (see Figure 10). Participants in the Recipe for Healthy Places planning process reported that demand at food pantries and other outlets often exceeds supply and that imbalances in the availability of surplus food across the city create disproportionate shortages in some communities. At the same time, food assistance programs such as SNAP and WIC are facing major budget reductions.

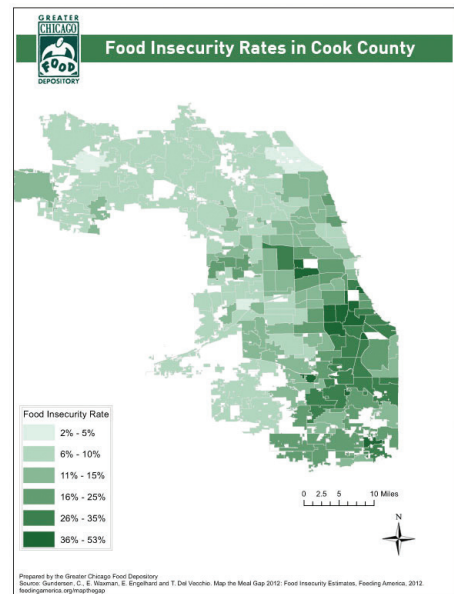


Figure 10: The Greater Chicago Food Depository's map demonstrates higher rates of food insecurity in south and west Cook County, including Chicago.

Another ongoing challenge is ensuring that individuals and families are able to quickly and easily connect with food assistance programs. The registration systems for SNAP (accessed in Illinois with a LINK card) are complex and understaffed, which tends to discourage consistent use by eligible individuals. At the same time, not all food retailers, particularly outdoor outlets that require wireless technology such as mobile carts and farmers' markets, accept LINK cards due to the difficulties and cost of obtaining and operating equipment.

Despite decreased resources, the City and organizations across Chicago are working to protect and improve the food safety net. Many agencies are expanding their use of fresh fruits and vegetables and other healthy ingredients such as whole grains, low-fat proteins and low-sugar foods and drinks. The following recommendations seek to build on these efforts.

Work underway: More fresh produce



The Greater Chicago Food Depository provides fresh produce to hundreds of hungry people across the city every week.

Mobile pantry

The Department of Family and Support Services' (DFSS) Family Nutrition Program provides fresh fruits and vegetables, in addition to shelf stable products, to more than 20,000 families each year through a mobile pantry that sets up at community partner sites and DFSS facilities across the city.

Homeless shelters and food pantries

DFSS' food program for homeless shelters provides fresh fruit and vegetables on a bi-weekly basis. At the Greater Chicago Food Depository, fresh produce has grown to 34 percent of all distributions, exceeding a goal of 30 percent.

Women, Infants and Children (WIC) Food Centers

The Chicago Botanic Garden's Windy City Harvest program, which offers a nine-month professional certificate in sustainable urban agriculture with City Colleges of Chicago, distributes fresh produce grown by its students to five WIC Centers in Cook County, including three in Chicago.

Farmers' markets

The Department of Family and Support Services partners with Experimental Station, a nonprofit organization with its own farmers' market in Woodlawn, to provide the necessary equipment and staff to accept LINK cards at key City farmers' markets. The City has increased the number of farmers' markets that accept LINK in each of the past three years to a total of fifteen.

Double value incentive coupons

Experimental Station developed the Double Value LINK Up Illinois program that gives LINK users up to \$25 in dollar-for-dollar incentives. The program was available at 13 markets in 2011, adding \$43,000 to the buying power of consumers using a LINK card, and expanded to 20 markets across the city in 2012 with support from the Wholesome Wave Foundation.

Leadership

The Chicago Department of Family and Support Services (DFSS), Chicago Public Schools (CPS), Greater Chicago Food Depository (GCDF) and Catholic Charities will lead this work. Partners will include additional citywide and neighborhood nonprofit organizations, foundations and private businesses.

Recommendations

4.1 Set high nutrition standards for programs that provide supplemental food and serve meals to persons in need

Many supplemental food programs administered by the City and its sister agencies are held to nutrition standards set by federal and state funding agencies, but have not fully incorporated best practices for healthy eating beyond these regulations. Others operate with few restrictions on what types of food should be offered.

4.1.1 Develop stronger nutrition standards for supplemental food programs administered by the City. DFSS will engage nutrition, procurement and other experts to conduct program-by-program analyses of nutritional standards and make recommendations that take into account program models, target populations, regulations and cost.

4.1.2 Support the continued adoption of health-promoting nutrition standards for school meals. While the federal government is primarily responsible for setting nutrition standards for school meals, additional improvements at the local level are possible. In 2010, CPS updated its nutrition standards for school meals by adopting the HealthierUS School Challenge gold level criteria. Moving forward, schools should be encouraged to implement strong school wellness policies and participate in Go for the Gold to ensure a healthy school environment (see Strategy 5).

4.1.3 Develop goals to add healthy options. Citywide providers and food pantries should continue to assess the amount and quality of healthy food choices and develop aspirational guidelines that encourage a shift to more healthy options. These goals should be met using existing sources of food and at a reasonable cost.



There are significant untapped streams of surplus food not being captured.

4.2 Expand the use of LINK cards and incentive programs at retail outlets

Many retail outlets across Chicago accept LINK and Women, Infants, and Children (WIC) program benefits, however, many more do not, particularly those that operate outdoors. Citywide and community nonprofit organizations should provide technical assistance, training and grants to expand the availability of LINK equipment at retail stores, mobile vendors and farmers' markets. Find additional support for incentive programs to attract more LINK-card users, seniors and WIC recipients to healthy food outlets.

4.3 Coordinate and expand food rescue and distribution networks to provide more high-quality food to more people

Meeting the higher guidelines recommended in 4.1 would be easier if the quantity and quality of available food were increased and food rescue networks were more efficiently coordinated. There are significant untapped streams of surplus food not being captured, either for lack of an agreement with the potential provider or because the food is coming from diverse

5

SERVE HEALTHY FOOD AND BEVERAGES

Change the culture of eating at work meetings, festivals, sports gatherings, community activities and places of worship

- 5.1 Provide healthy food choices in public buildings and at government-supported meetings and events
- 5.2 Encourage community- and faith-based organizations, nonprofits and private companies to provide healthier food at their facilities
- 5.3 Explore opportunities to provide more free drinking water throughout the city

Setting the table for healthy eating



Healthy vending selections are available at the Chicago Park District.

Modeling good eating habits across a broad range of venues will be an essential element of changing the food context in Chicago. Public agencies can play a leadership role by requiring high nutritional standards for the food served at their meetings, at public gatherings and in government facilities. Partners in the nonprofit and private sectors may also institute their own standards or adopt guidelines that encourage healthier food and beverage choices in their programs or facilities.

Many sets of healthy food standards for meals, snacks and vending have been created by health organizations, governments and industry associations. To assist with implementing specific nutrition guidelines, educational materials and toolkits are also available for organizations that are interested in adopting healthier practices. Several examples of healthy food guidelines have been instituted in Chicago to date – including healthy vending standards for City and Park District vending machines, and the YMCA of Metro Chicago’s healthy nutrition standards for their after-school programs. These models help provide a roadmap for others seeking best practices and lessons learned.

But even as some major institutions have developed and implemented healthy standards, there remain thousands of independent or smaller programs serving foods that are less healthy. Community events, church dinners and afterschool programs serve tens of thousands of meals each week and represent a significant potential source of healthier meals and snacks. During the Recipe for Healthy Places planning process, numerous organizations expressed interest in improving their offerings, learning from other examples, and using existing guidelines and resources.

Work underway: Healthy food choices



Students and teachers celebrate Go for the Gold at Abraham Lincoln Elementary School.

Chicago Public Schools Go for the Gold!

Chicago Public Schools (CPS) is a leader in promoting school wellness through its Go for the Gold initiative. Go for the Gold is a partnership of Chicago Public Schools and Healthy Schools Campaign with the USDA Midwest and the Illinois State Board of Education. The primary goal is to have one hundred CPS schools make healthy changes to meet the high standards for school food, physical activity and nutrition education set by the HealthierUS School Challenge, a key element of First Lady Michelle Obama's Let's Move initiative, by May 2013. Since its launch in 2010, more than 100 schools have achieved national recognition for school wellness practices or are well on their way to doing so. These schools have figured out how to incorporate nutrition education into the curriculum, provide more physical education classes, bring back recess and more.

Chicago Park District vending and snacks

The Chicago Park District has implemented nutrition standards for vending machine snacks, with per-serving limitations on calories, sodium, fat and sugar. More than 100 of the Chicago Park District's vending machines sell only healthy snacks and food served at functions must also meet certain nutritional requirements that promote healthier choices. The City of Chicago will be implementing healthier vending machines and will invite other employers to do the same through a Healthy Vending Challenge.

Public drinking fountains

The City recently added free water refilling stations at Midway and O'Hare Airports to encourage water consumption. These stations allow travelers to empty their reusable or plastic water bottles before entering security and then refill them on the other side.

Afterschool programs

The YMCA of Metropolitan Chicago has set a goal that all meals and snacks will meet the criteria of the Alliance for a Healthier Generation.²³ Those guidelines limit calories, fat, sugar and sodium while encouraging a mix of fruit and vegetables, whole grains, low-fat dairy and protein. In 2013, the Department of Family and Support Services will encourage its afterschool program agencies to adopt the Alliance's nutritional standards.

Child care centers

The Chicago Department of Public Health, with support from the Department of Family and Support Services, recently developed enhanced nutritional standards for childcare centers licensed by the City; trainings were conducted for both licensed and home-based centers.

5.2 Encourage community- and faith-based organizations, nonprofits and private companies to provide healthier food at their facilities

The City and its partners should develop and promote a program that encourages nonprofit organizations, faith-based organizations and businesses to adopt healthy standards for food and beverages served in their facilities.

5.2.1 Establish and publicize healthy food guidelines for community organizations, faith-based and nonprofit groups, sports teams and private companies. CDPH will provide easy-to-use guidelines and technical assistance on how to improve nutrition with minimal or no increase in costs and encourage private companies to institute healthy food programs in company cafeterias, at pilot locations or company-wide. For example, a Healthy Vending Toolkit developed by CDPH and the Consortium to Lower Obesity in Chicago Children provides a step-by-step guide to implementing a healthy vending plan.

5.2.2 Improve food options at community-based activity programs for children, adults and seniors. City agencies and other program funders will encourage grant recipients to provide healthier food choices and discourage the use of unhealthy foods and candy as rewards for good behavior or at fundraisers. Possible strategies may include incentives or preference to applicants that improve nutritional choices.



Water is the natural, healthy alternative to sugar-sweetened beverages.

5.3 Explore opportunities to provide more free drinking water throughout the city

Water is the natural, healthy alternative to sugar-sweetened beverages. Getting people to drink more water and less sugary, calorie laden beverages can be a powerful weight loss strategy and, according to the Surgeon General, drinking water, specifically fluoridated tap water like Chicago's, can also improve oral health.²⁴ These concepts are reflected in a new federal mandate to improve water access in schools, particularly during meals. The City of Chicago will partner with sister agencies and public interest groups to explore the issues around expanding access to, and improving the infrastructure of, free tap water in public places such as parks, schools, plazas and lobbies in public buildings.

6

IMPROVE EATING HABITS



Healthy messaging from Blue Cross Blue Shield of Illinois.

Help people discover appealing, nutritious foods

- 6.1 Expand nutrition education for all age groups in a variety of settings
- 6.2 Develop a marketing campaign to promote healthy eating and water consumption
- 6.3 Support a system of training and technical assistance for healthy food programming

Information to create healthier places

Simply telling people to eat better and exercise more has not been enough to reverse the growing problem of obesity. That is why the bulk of this plan focuses on the higher-impact strategy of changing the context for food consumption. But comprehensive public health interventions work at multiple levels of the Health Impact Pyramid to maximize synergy and impact. Education and marketing about healthy food choices are essential elements of creating consumer demand and supporting the context-changing components of this plan.

Strong education campaigns, combined with other policy, systems and environmental initiatives, have helped create positive health outcomes in other areas of public health. While a coherent set of government policies is needed to discourage unhealthful practices and provide incentives for healthier choices, these policies must be publicized and reinforced with educational programming and awareness campaigns to help individuals make healthy choices.

Work underway: Education and marketing

There are many examples of nutrition education programs and healthy food campaigns already active in Chicago that can become part of a larger, unified effort.

Truck Farm Chicago, in partnership with Seven Generations Ahead, launched in 2011 as a mini-farm planted in the back of a biodiesel-fueled pickup truck. This garden-on-wheels is a traveling educational project that connects kids to food and health. More than 60 schools, parks, community centers and festivals requested visits in the pilot year.

Learning Gardens were launched in 2012 at six Chicago Public Schools, using fruit trees, raised vegetable beds and specially trained teachers to foster improved student health and encourage outdoor activity. Participating schools are Ruiz, Burr, Lavizzo, Woodson South and Sir Miles Davis Magnet elementary schools, and Benito Juarez Community Academy High School.

Real Men Charities connects African American chefs to schools in Englewood where they lead nutrition education, cooking demonstrations and farm field trips. The organization also offers cooking and healthy eating workshops for parents and community members and is currently developing an urban garden.

Catholic Charities expanded its summer food program in June 2012 to include three educational components: 5-4-3-2-1 Go!®, MyPlate, and the ABC's of Fitness. Five nutrition aides and 20 teen health educators worked with nine Women, Infants and Children Centers, two outreach sites and six Summer Lunch program mobile food trucks. More than 12,000 children in the Summer Food Program learned about the importance of healthy lifestyles through interactive nutrition lessons and opportunities to get active.

Cooking Matters empowers families at risk of hunger with the skills, knowledge and confidence to make healthy and affordable meals. With the help of volunteer culinary and nutrition experts, families learn how to select nutritious and low-cost ingredients and prepare them in ways that provide the best nourishment possible. Classes include practical nutrition information and food preparation, budgeting and shopping, and are offered at local schools, clinics, community centers and other locations. All participants receive recipes, educational materials and a bag of groceries to practice what they've learned.

Afterschool and summer youth development programs offer a unique, community-based setting for young people to engage in nutrition education and food production activities. For example, the Gary Comer Youth Center provides young people with the opportunity to grow fruits and vegetables on the Center's 8,000-square-foot rooftop garden and 1.75-acre youth education garden, learn cooking skills and sell the produce. The Chicago Department of Family and Support Services supports this and other programs that focus on nutrition education and food growing, including Chicago Botanic Garden, UNO, Student Conservation Association and McCormick Boys & Girls Club.

Chicago Partnership for Health Promotion, in collaboration with Chicago Public Schools, implements a "Food of the Month" program at over 50 elementary schools. Schools enrolled in the OrganWise Guys program receive training and materials to promote nutritious eating and include taste tests of the food of the month. This initiative has significantly expanded students' preferences for a variety of fruits and vegetables including spinach, squash and cabbage.

Parents United for Healthy Schools/Padres Unidos para Escuelas Saludables (Parents United) is a coalition of more than 40 parent and community organizations dedicated to bringing opportunities for healthy eating and physical activity to Chicago schools, particularly those in Latino and African-American communities with elevated risk for obesity-related diseases. Parents United provides intensive training for parent leaders, giving them the knowledge and skills they need to advocate for school and district environments that promote healthy eating and active lifestyles.

Leadership

The Chicago Department of Public Health (CDPH), Department of Family and Support Services, Chicago Public Schools (CPS) and Chicago Park District will lead this work. Partners will include citywide and neighborhood nonprofit organizations and private businesses.

Recommendations

6.1 Expand nutrition education for all age groups in a variety of settings



Food choices are rooted in the culture of the individual and his or her family, so education cannot be packaged in a one-size-fits-all format. Food and culture are intertwined and the promotion of healthy eating must include culturally-friendly options. Information must be tailored to target audiences based on culture, ethnicity, age, income, neighborhood and location of shopping options. This work will be led by CDPH, with assistance from partners such as nonprofit civic, neighborhood, academic and faith-based organizations.

6.1.1 Utilize ethnically and culturally appropriate curricula to promote healthy food choices. Different strategies will be appropriate for various populations, ages, and racial and ethnic groups, so it is important to provide recipes that build on ingredients and cooking methods familiar to targeted participants. Showing how traditional recipes can be adapted to include less fat and sugar and more healthy ingredients, and offering incremental solutions that are feasible and realistic for working families to adopt will be part of this work.

6.1.2 Partner with faith-based institutions. Many churches, mosques and synagogues are interested in food's connection to health and many have kitchens or serve food. CDPH will explore ways to improve regulations to allow for the broader use of faith-based kitchens, as well as work with partners to create educational programs that include tastings, cooking demonstrations and healthy menu options for worship-day celebrations.

6.1.3 Expand the use of kitchen facilities at Women, Infants and Children (WIC) Food Centers. WIC Food Centers are a good resource for healthy foods and many have working kitchens that can be used for cooking classes and demonstrations.

6.1.4 Provide taste tests and engage students at CPS schools. It is important that students take an active role in decision making for healthier lifestyles. As schools promote healthy options in their cafeterias, they should provide nutrition education, taste tests and cooking demonstrations to introduce new foods and healthier preparation methods. CPS is working with CDPH and community partners on these activities and is seeking opportunities to provide training and materials to students, dining staff and teachers.

6.1.5 Bring healthy food demonstrations and displays to consumers. The city's numerous community gardens and urban farms offer opportunities for farm tours, cooking demonstrations and school field trips. Educational programming can also be provided at food-related locations, in particular grocery stores, farmers' markets, senior centers and food pantries.



Healthy baking lessons at Robert R. McCormick Boys and Girls Club.



Healthy Places' public education initiative.

6.2 Develop a marketing campaign to promote healthy eating and water consumption

The food and beverage industry spends roughly \$11 billion a year on advertising, mostly for products that Americans already consume in excess, including convenience foods, candy, snacks and soft drinks.²⁵ To counteract this constant promotion of unhealthy foods and beverages, Chicago must institute a creative and widespread marketing campaign that will gain the attention of consumers and provide encouragement as they make changes in their food and fitness habits. CDPH will work with media and advertising professionals to mobilize these strategies.

The campaign should reinforce the recommendations in this plan while reflecting the cultural diversity of the city, and use all forms of media from billboards, newspapers and flyers to web sites and social media.

6.2.1 Develop marketing themes and build on current efforts. Material from the 2012 Healthy Places campaign could be adapted to develop new materials for audiences across the city. New-media tools such as Facebook and Twitter should reinforce these messages and highlight people and places that are contributing to the healthy lifestyle culture or changing their own habits.

6.2.2 Engage grocery chains as partners. Include point-of-sale messages that promote healthy food such as signage in shopping carts and on shelves, healthy food tastings and video messages at the cash registers.

6.2.3 Recruit community partners to adapt and promote the healthy food messages. Schools, community organizations, faith-based institutions and art centers may adapt healthy food messages for local audiences using school marquees, murals, theaters, cooking demonstrations and street festivals as vehicles to spread the word.

6.3 Support a system of training and technical assistance for healthy food programming

Americans looking to make positive changes to their lifestyle face a bewildering and often conflicting array of recommendations and materials about improved eating and fitness habits. To streamline these messages, the Consortium to Lower Obesity in Chicago Children (CLOCC) developed a public education campaign, *5-4-3-2-1-Go!*[®] to encourage daily habits of five servings of fruits and vegetables, four servings of water, three servings of low-fat dairy, two or less hours of screen time and one or more hours of physical activity. CLOCC has trained hundreds of organizations to use the message in a variety of settings and provides sample presentations, scripts, activities, promotional resources and training for implementation. *5-4-3-2-1-Go!*[®] along with other complimentary recommendations such as USDA's MyPlate, can be used to help clarify healthy lifestyle messages for children and families.

This work will be led by CDPH, with assistance from other City or sister agencies and other nonprofit organizations.

6.3.1 Create educational templates and other tools. Existing nutrition educational tools may be adapted for use with Chicago audiences. It is important to define specific target audiences and develop materials that are appropriate in terms of age, culture, language and other considerations.



Intergenerational gardening: Better Boys Foundation youth program teams up with participants at the Central West Regional Senior Center.

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One successful model is the use of community health workers, or "promotores," who are typically neighborhood women trained to bring specific information to their peers.

6.3.2 Develop a cadre of food ambassadors and community educators.

CDPH and partners will adapt best practices from the public health and community organizing spheres to recruit and train people who can provide educational materials and technical assistance to neighborhood residents, community organizations and private companies. One successful model is the use of community health workers, or "promotores," who are typically neighborhood women trained to bring specific information to their peers. Several local programs already use promotores, including the Chicago Partnership for Health Promotion, the Community Health Network, Erie Family Health Center and Sinai Health System.

6.3.3 Use culinary arts programs as a teaching resource.

Chicago is home to many public and private culinary arts training programs that could become partners or trainers for healthy food cooking demonstrations. The programs could help develop a portable demonstration kit that includes appropriate foods, kitchen tools and tables with overhead mirrors. For example, Healthy Schools Campaign holds an annual contest, Cooking up Change, which engages Chicago high school culinary students to make healthful school meals with the guidance and expertise of Chicago chefs.

Pre-Planning Workshop

A pre-planning workshop was held in July 2011 to announce A Recipe for Healthy Places and solicit initial feedback. During the workshop, the Chicago Departments of Housing and Economic Development, Public Health, and Family and Support Services came together to present their current work on healthy food access for the first time. Heather Wooten from ChangeLab Solutions presented food-related plans from across the country and break out groups identified issues to be addressed in the plan, including:

- Measuring food access
- Growing and distributing food
- Supporting food enterprises
- Building community linkages and public awareness

Based on feedback from the pre-planning meeting, the following values were established for the planning process:

- Involve communities and organizations from across the city, especially those disproportionately affected by obesity
- Respect cultural and ethnic differences
- Ensure transparency and collaboration

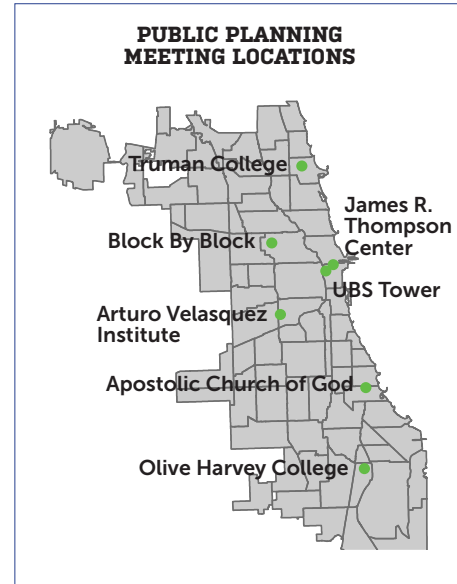


Figure 11: The planning and working group meetings were held in downtown Chicago while the town hall meetings were held in five neighborhoods across the city.

Planning Workshop

In October 2011, a planning workshop outlined the public input process and timeline for the plan. City staff presented feedback from the pre-planning meeting and highlighted the Public Health Department's focus on addressing obesity through food access and the built environment. Dr. Angela Odoms-Young from the University of Illinois at Chicago presented an overview of research on the relationship between health and food access and participants were given a synthesis of food plans from Chicago and around the country.



A planning meeting in October 2011 outlined the process and timeline for developing A Recipe for Healthy Places.

Working Groups

During the fall of 2011 and winter of 2012, multiple working groups met to begin developing recommendations for the plan. Meetings were held on October 24 and December 5, 2011 and January 12, 2012 for the Production, Retail Distribution, Supplemental Food, Consumption and Measurement working groups. On March 7 and April 27, 2012, a Public Engagement working group, comprised of volunteers from the other working groups, met to give guidance on the upcoming town hall meetings.

Town Hall Meetings

In the spring of 2012, five town hall meetings were held across Chicago to solicit feedback from community members and other stakeholders. The meetings took place on April 28 in Roseland, May 5 in Uptown, May 8 in Woodlawn, May 12 in South Lawndale and May 14 in Humboldt Park. Draft strategies and recommendations from the working groups were presented and discussed at each meeting. All of the materials were made available in both English and Spanish and two of the meetings were conducted with real-time Spanish translation.

Final Planning Meeting

In July 2012, a final stakeholder meeting was held to present the plan and discuss implementation. City staff presented the draft strategies and recommendations, and Heather Wooten from ChangeLab Solutions discussed implementation strategies and examples from other jurisdictions.

Draft Plan

A draft of the plan was posted online for public comment in October 2012.

Chicago Plan Commission

When A Recipe for Healthy Places is completed, it will be submitted to the Chicago Plan Commission for adoption as City policy. An official plan influences:

- Policies and programs developed by City agencies for land use, social services and health messaging
- Recommendations for the nonprofit and for-profit sectors to undertake in partnership with each other and/or local governments
- Priorities for public and philanthropic funding

Presentations and meeting summaries were posted at healthyplaceschicago.org throughout the process.



A Recipe for Healthy Places working groups met to share ideas and formulate recommendations.

This plan was supported by Healthy Places, an initiative of Healthy Chicago. Healthy Places was a collaborative effort between the Chicago Department of Public Health and the Consortium to Lower Obesity in Chicago Children at Ann & Robert H. Lurie Children's Hospital of Chicago. It was funded by the Centers for Disease Control and Prevention's Communities Putting Prevention to Work initiative, Cooperative Agreement Number 1U58DP002376-01. Contents are solely the responsibility of the authors/organizers and do not necessarily represent the official views of the Centers for Disease Control and Prevention.

A Recipe for Healthy Places plan participants

The following individuals and organizations participated in one or more of the public meetings held to develop the plan and/or provided comments on the draft plan:



- Simone Alexander, *Enlace Chicago*
- Olivia Alferro, *Workforce Language Services*
- Whitney Allen, *Marillac Social Center*
- Enrique Alonso, *Catholic Charities*
- Sherri Ambrose, *U of I Extension*
- Emily Anderson, *Feinberg School of Medicine*
- Lindsey Arenberg, *Seven Generations Ahead*
- Ramona Arezaga
- Andrea Arnold, *IFF*
- Rafael Arredondo, *Windy City Harvest*
- Jose Arrom, *CEED@Chicago*
- Blanca Aviles
- Maria Ayala, *Southeast Chicago Development Commission*
- Jamie Bachmann, *US Department of Health and Human Services*
- Maria Raquel Banda, *El Valor*
- Ramona Baptise, *Chef in the Hood*
- Anna Barnes, *CLOCC*
- Patrick Barry, *CLOCC, Food Plan Writer*
- Olga Batista, *SGA Youth and Family Services*
- Shilpa Bavikatte, *United Way of Metropolitan Chicago*
- Sarah Beck, *Metro Chicago Information Center*
- Adam Becker, *CLOCC*
- H Beechie, *Perfect Life Fitness and Nutrition*
- Margo Bell, *Stroger Hospital of Cook County*
- Daryl Bell
- Pete Bemonda
- Jillayne Benjamin, *Common Threads*
- Pamela Bergdall, *Institute of Cultural Affairs*
- Ranjana Bhargava, *Indian Cooking Class*
- Brian Blackmore, *Chicago Theological Seminary*
- Christina Blackstun
- Daniel Block, *Chicago State University*
- Megan Blumenshine, *Casa Central*
- Ed Boone, *CLOCC*
- Mary-Scott Boria, *Associated Colleges of the Midwest*
- Joe Bowura, *WorkForce*
- Martha Boyd, *Angelic Organics Learning Center*
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