Got Fruit? How About Vegetables?

You’re the Cure—Increase Access to Fruits and Vegetables in Your Community
Got Fruit? How About Vegetables?
Lesson Overview

Welcome
• EmPowered To Serve and the ETS Health Check
• Program Topic and Urgent Community Need

Got Fruit? How About Vegetables?
• Call to Action: You’re the Cure—Increase Access to Fruits and Vegetables in Your Community

Closing Thoughts
What is ETS?  
*EmPowered To Serve*

EmPowered To Serve is a movement sweeping our nation to improve the health of multicultural communities

- We unite as the ETS megacommunity to make healthy change happen in diverse communities across the country.
- Learn More at EmPoweredToServe.org.

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The AHA’s 2020 Goal

- Improve heart health of all Americans by 20%.
- Reduce deaths from heart diseases and stroke by 20%.
ETS Health Check

Blood pressure and weight check

• Starting point for you
• Optional and anonymous, no name

Why check blood pressure?

High blood pressure (HBP) is a risk factor for heart disease, the No. 1 killer worldwide.

HBP is also a risk factor for stroke, the No. 2 killer worldwide.

Why worry about being overweight?

Nearly 70 percent of adults are either overweight or obese.

Being obese puts you at a higher risk for heart disease, stroke, HBP, diabetes, and more.
Fruits and Vegetables

Fruits and vegetables are key to good health:
- High in vitamins, minerals, and fiber
- Low in saturated (bad) fat

They’re juicy, crunchy, colorful, taste good, and are fun to cook with and eat!

The American Heart Association recommends eating a diet that focuses on healthy food choices including a variety of fruits and vegetables.
Program Objectives

At the end of our time together, you’ll be able to:

• Talk about what other communities are doing to increase access to fruits and vegetables.
• Join local, state, and national levels advocacy efforts.
• Discuss steps that our group can take to make fruits and vegetables more readily available.
Access to quality fruits and vegetables is VITAL for good health, including reducing the risk of chronic diseases such as heart disease and obesity.
Not Everyone Has Access

Low income and low access at 1 and 10 miles (original food desert measure)

What is a Food Desert?
A city neighborhood or country town without ready access to fresh, healthy, and affordable food.
Limited Store Options

• In many urban and rural communities, corner stores, convenience stores, bodegas, and gas stations are the only nearby places to buy food.

• They may have limited or no quality fruits and vegetables to buy.

• These produce items may be very expensive.
Getting Better Access

AHA advocates for policies that:

• Raise public awareness about the importance of a healthy, balanced diet and lifestyle.
• Increase the availability and use of fruits, vegetables, and other nutritious foods.
Point #2

Other communities have increased access to fruits and vegetables—we can, too.

We’ll look at three examples:

• Community efforts
• State policy changes
• Federal advocacy impacts
Community Efforts
Get Healthy Philly

Philadelphia, PA
Make farm-fresh food more available in neighborhoods where fast food and junk food dominate the market.

• Sets up farmers’ markets in communities that did not before have access to fresh fruits and vegetables

• Gives families on Supplemental Nutrition Assistance Program (SNAP or food stamps) incentives to buy healthy food at farmers’ markets—called Philly Food Bucks
Philly Food Bucks

• For every $5 in food stamps spent at the farmers’ market, consumers get a $2 coupon good for fresh fruits and vegetables.

• Many of the farmers’ markets, including 10 new ones opened with funding from the city, are in low-income neighborhoods.

• The program is also keeping local farms boosting the income of local farmers.
State Policy Changes
*Make a Real Difference*

**Alaska**
Governor increases funding for obesity prevention and control:

- Puts locally grown vegetables from the Alaska Farm to School program into more schools
- Allows electronic benefit transfer such as WIC EBT cards at farmers’ markets

**Mississippi**
Governor signed bill establishing Farm to School Council:

- Makes it easier for schools to purchase locally grown fruits and vegetables
- Improves quality of food served in schools
- Strengthens local economy
Federal Advocacy Impacts

To Protect Access

• You’re the Cure advocates from CO, KS, MN, NE, OR, and TX met with Congress.
• Urged their Members of Congress to protect the Fresh Fruit and Vegetable Program.
• Encouraged continued funding providing snacks of fresh fruits and vegetables to low-income schools across the country.
Sample Resources

The American Heart Association offers targeted tools

- Healthy Workplaces Food and Beverage Toolkit
- Voices for Health Kids—Healthy Food Options Could be Just Around the Corner Toolkit

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Changing Workplaces

• Offers suggestions for vending machines, snacks, or catered special events
• Helps you to promote making healthy changes
• Offers easily modifiable guidance to fit the needs of your office or organization
Voices for Healthy Kids

- Kids eat better when there are policies that increase their access to healthy foods.
- Voices for Healthy Kids actively supports policy changes where children live, learn, and play.
What types of things might we do as a community to increase access to fruits and vegetables?
You’re the Cure – A Community of Advocates
Point #3
Join You’re the Cure: Volunteer, Advocate, and Take Action

As a united community, we can make a difference.

• We can push for healthy changes in our community and influence those who decide about the supply of fruits and vegetables to our community.

• You’re the Cure offers structure and guidance, gives direction, provides updates, and connects you to AHA state contacts.

Let’s Get Heard!
www.yourethecure.org

Offers info about how to engage at community, state, and federal levels

• Provides updates on how to make a difference on issues that matter to you—and to all of us as a united community voice
Let’s Be the Cure

Let’s figure out what issues as a group we want to identify as our key actions.

• Get engaged with You’re the Cure.
• Share our stories online.
• Recruit five friends to join You’re the Cure.
• Respond to action alerts.
• Ask friends to respond to action alerts by sharing on Facebook and Twitter.
Things We Might Do

Potential Ways to Increase Access to Fruits and Vegetables

1. Organize a farmers’ market.
2. Start a community garden.
3. Teach families how to grow container gardens.
4. Petition local grocery stores/corner stores to carry more fruits and vegetables.
5. Have a parent coalition meet with an after-school or daycare site and request fruits or vegetables be served as the snack.
6. Organize a letter-writing campaign and set up meetings with state leaders. For example, ask for funding to host a farmers’ market in an underserved community.
7. Get everyone to sign up for “You’re the Cure” and send a note to their Congressperson that says our kids need healthy meals at school.
Call to Action

• You’re the Cure—Increase Access to Fruits and Vegetables in Your Community
• Share what you learned with 5 friends. Ask them to join you in being an active community voice!
Create a Culture of Health

Commit to take action:

• Go to EmPoweredToServe.org.

• Use My Life Check® to check your progress.

Join Us for more ETS Programs.

ETS Health Lessons

- Own it
- Don't Go Breakin’ Your Heart
- Produce-ing Health
- Make Life Sweet—Not Your Drinks
- Let’s Get Physical
- Keep the Beat
- Secrets of the Heart
- Don’t Miss a Stroke
- Got Fruit? How About Vegetables?
- Taking “Fit” to the Streets
- Just What the Doctor Ordered
- Clear the Air
Wrap-Up

We appreciate your thoughts!

• Post what you liked best online at: http://community.empoweredtoservec.org/home
Help create a sustainable culture of health:

- Unite with others to drive lasting (sustainable) positive change.
- Learn ways to improve community beliefs and behaviors (culture) about health.
- Share best practices and develop strategies that promote sound body, mind, and spirit (health).

EmPoweredToServe.org
We are EmPowered To Serve

...Serve our health, serve our community

The American Heart Association requests that this document be cited as follows:
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