

## Healthy Eating Strategies (2014 -2018)

Challenge	What is the Solution?	What is The Health Trust Doing?	Goal
<p>Individuals that don't eat enough healthy food are more likely to be overweight or obese, have chronic conditions, or be hungry.</p> <p>Access to affordable, quality, healthy food is not the same in all communities.</p> <p>Communities with more Latinos, and low-income communities, have fewer healthy options.</p> <p>For individuals that are homebound or extremely low income, there are insufficient safety net programs to meet food access needs.</p> <p>Individuals do not know enough about eating healthy or where to find healthy food in their community, and how to prepare those foods.</p>	<p><b>Expand Healthy Food Enterprises</b></p>	<p><b>Small Farmers' Markets/New Models:</b> Expanding, small, community operated Certified Farmer's Markets in San Jose</p> <p><b>Fresh Carts Silicon Valley:</b> Training residents to own and operate mobile produce vending carts.</p> <p><b>Healthy Corner Store Campaign:</b> Providing technical and financial assistance to corner store owners to source, sell, and market healthy foods.</p>	<p>All residents in Santa Clara County and Northern San Benito County access and consume affordable, quality, nutritious food.</p>
	<p><b>Strengthen the Safety Net</b></p>	<p><b>Food Access Plan:</b> Understanding food access needs and identifying policy recommendations for addressing barriers with emphasis on older adults and homeless populations.</p> <p><b>Providing Food to the Food Insecure:</b> Operating Meals on Wheels program to deliver hot meals and groceries to homebound, elderly or disabled adults. In partnership with Second Harvest's Produce Mobile, distributing produce to low-income families in East San Jose. Providing supplemental groceries to individuals that are HIV+.</p>	
	<p><b>Grow Food</b></p>	<p><b>Public-private urban agriculture model:</b> Increasing utilization of vacant land in San Jose for urban agriculture purposes</p> <p>Increasing capacity of residents to grow and sell produce in low-income neighborhoods</p> <p><b>Silicon Valley Health Corps:</b> Growing and distributing food to low income families.</p>	
	<p><b>Serve Healthier Food and Beverages</b></p>	<p><b>Increasing Healthy Food Consumption in Schools:</b> Linking Let's Move Salad Bars to Schools, with school lunch food procurement and classroom education.</p>	
	<p><b>Education and Awareness</b></p>	<p><b>Media and Marketing Campaign:</b> Developing CreaTV show promoting healthy food access and providing health information. Launching <i>Good to Go</i> campaign promoting new healthy food enterprises.</p> <p><b>Nutrition Education:</b> Delivering USDA funded nutrition education targeting SNAP eligible adults and children and Silicon Valley HealthCorps member led garden-based nutrition education.</p>	