

Food and Fitness Community

(Title and Location): Health for Oakland People & Environment (HOPE), Oakland, California

Your name, title, affiliation and email

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Project Vision: The HOPE Collaborative envisions vibrant Oakland neighborhoods that provide equitable access to affordable, healthy, locally grown food; safe and inviting places for physical activity and play; sustainable, successful local economies—all to the benefit of the families and youth living in those neighborhoods.

Project Emphasis area (i.e. local food promotion, increase physical activity environments etc)

Access to affordable local healthy food and safe space for physical activity and play are means to address social and health equity, support families and children, and build community. Focus on creating retail stores and distribution centers

Summary of Your Participation (i.e. advisory role, subject expertise, planning committee, project coordinator etc) with Food and Fitness Community/ Collaborative for 2008-2009.

- Member of the Steering Committee- Present
- Member of the original group writing the Kellogg Grant
- Co-Chair of the Food Action Team-Present

The Food Systems Action Team uses the existing Oakland Food System Assessment along with other data to identify existing and potential new local programs, services and policies that improve access to quality, fresh foods in all neighborhoods

Important project accomplishments or products:

- Feasibility study investigating northern California farmers' interest, capacity, and challenges to participating in the Oakland local food system. UCCE Alameda County Extension provided reference information and advice.
- Meta Analysis. UCCE Alameda County Extension provided information about food security work done in Oakland in 2000.
- Focus group and listening sessions done with community participation
- Charettes
- Neighborhood Surveys
- HOPE surveyed the produce quality, availability and price in grocery stores in or near the micro zones
- HOPE director did a GIS map of the micro-zones on the Oakland flatlands

Projects or project components pending or underway:

Vacant land inventory in the Oakland flatlands

Individual and group bluebook assignments. Blue book assignments are an assignment the HOPE staff gave to action team members asking them two questions:

- 1) The story the HOPE data HOPE tells regarding food access, accessing a safe and attractive environment and local sustainable economic development in the Oakland micro-zones.
- 2) A statement that shows how it is possible to implement HOPE's vision with practices, policies and advocacy to have the outcome of increased access to fresh, healthy affordable food linked to increased opportunities for a safe built environment and sustainable local economic development.

HOPE staff provided a "toolbox" defining features they want to see in the Blue Book assignment. It is optional to work as a group or individually. The assignment is optional for team members. Work on the Blue Book assignment was done in team meetings.

Challenges:

The Blue Book is an attempt to bring thoughts of the group together but the very short timeline that was given was not realistic for the assignment and may not be as successful in bringing the vision together from team members as it could be with better communication and planning.

The vision HOPE has for Oakland's food system is stated by the leaders. This vision is missing pieces that it needs to be a functional urban food system such as urban, sustainable agriculture.

The initial vision remains vague and stated by the leaders. This makes it difficult to develop an approach for the vision. The initial vision and framework as stated by leaders could influence resident input.