

Lead Agency: Health Department

Program Contact: Sonia Manhas

Program Offer Type: Innovative/New Program

Related Programs:

Program Characteristics: One-Time-Only Request

Executive Summary

This program offer would provide funding to increase the availability of healthy, affordable, culturally relevant food at neighborhood based stores, particularly those serving immigrant and refugee communities as well as African American, African, and Latino customers.

Program Description

Based on the success of our Healthy People Healthy Places initiative, the project will work with neighborhood retailers to employ strategies that are based on policy, systems, environmental changes to address the barriers that currently prevent neighborhood stores from offering healthy foods, such as whole grains, low-fat dairy, and fresh produce. Continuing the success of our Healthy Retail Initiative, the decision to work with neighborhood retailers to improve access to healthy foods has two main benefits: it puts healthy options in stores that are easily accessible for neighborhood residents and it supports the current small-business economy. The goal of the proposed project is to increase the availability of healthy, affordable, culturally relevant food at neighborhood based stores, particularly those serving customers in historically underserved neighborhoods of Multnomah County.

Performance Measures

Measure Type	Primary Measure	Previous Year Actual (FY11-12)	Current Year Purchased (FY12-13)	Current Year Estimate (FY12-13)	Next Year Offer (FY13-14)
Output	Number of neighborhood retailers in Healthy Retail Network	14	22	22	28
Outcome	Public exposure to "Healthy Options Here"	0	0	0	25

Performance Measure - Description

- 1) Number of neighborhood retailers in Healthy Retail Network. Partners will be tracked by number of partnerships established/strengthened through recruitment/outreach/educational efforts.
- 2) Public exposure to "Healthy Options Here: It Starts Here" media campaign. Exposure will be tracked by number of stores with branded marketing materials as well as visits to campaign website.

Legal/Contractual Obligation**Revenue/Expense Detail**

	Proposed General Fund	Proposed Other Funds	Proposed General Fund	Proposed Other Funds
Program Expenses	2013	2013	2014	2014
Contracts	\$0	\$0	\$75,000	\$0
Total GF/non-GF:	\$0	\$0	\$75,000	\$0
Program Total:	\$0		\$75,000	
Program FTE	0.00	0.00	0.00	0.00
Program Revenues				
Total Revenue:	\$0	\$0	\$0	\$0

Explanation of Revenues

This program offer is funded with \$75,000 one-time only county general fund.

Significant Program Changes

Last year this program was: