

# communityINNOVATE

## Indy Healthy Food Access Challenge



### ALTERNATIVE RETAIL MODEL

#### SUSTAINABLE PARTNERSHIPS

##### URBAN GARDEN

- + Urban food system with UINDY and Community Health network: small-plot gardens will utilize vacant lots to produce food for local pantries and to use in student projects and research.
- + I think they should grow their own and make a community garden.
- + Grow food closer to those who don't have it.
- + Grow your own.
- + Unity Garden Model.

##### GROCERY STORE PRACTICES

- + Higher prices for fried potatoes chips, soda, etc. and cheaper fruit.
- + Price cut.
- + Optimizing inventory in grocery store based on what people buy most.
- + Lower prices.
- + Ask the people at the store if they can lower the price.

##### EDUCATIONAL INFORMATION

- + "The food artery" - publicly stationed kiosks that have meal-time updated information about food donation locations. Food insecure person can know where to get free healthy food. verification card ensures data collection for food-insecurity researchers for future improvements.

##### CHANGING EXISTING RETAIL

- + Dollar store produce site.
- + Healthy corners (Washington, DC Model) - Identify convenience stores in food deserts areas that would be able to take on providing produce to their community.

##### NEW SPACES / STORES

- + Make an old house into a cheap grocery store.
- + Utilize vacant homes/lots.
- + Kroger - more stores
- + Need to have place for baby needs - newborns.
- + Double 8 - new vendors, utilize space.

##### FOOD CO-OP

###### LOWER-LEVEL BUYING CLUB

- + Support and/or create food co-ops (Not necessarily organic/non-gmo to be more affordable)
- + We could donate food and then sell them for a much lower price or just give them out.
- + Create a CCFI network - What if we expand the concept that the Kheprw institute is doing with their community controlled food initiative.
- + Affordable co-op -- a food co-op in Indy that it is primarily mission of offering healthy and affordable food instead of focusing on only organic food to address food desert situations in rural or urban areas.

###### BRICK AND MORTAR

- + Food co-operative So-Bro/Glendale closed Marsh keystone plaza south speedway, IN. Convert to grocery and warehouse.
- + Food Co-op and double 8
- + Co-op based food sharing grocery store
- + Co-op run cafes linked w/urban farms and individual growers.
- + Co-op store + Bus + App - co op store can sell the food from the urban farm, use the food bus to expand reach, use the app to crowdsource all.
- + Re-purposing old supermarkets.

###### DISTRIBUTION

- + Coordinating sourcing in the international marketplace, as it has the highest grocery store density in Indianapolis.

###### FOOD RESCUE

- + "Ugly" produce stores (like France).
- + Make to-go meals for sale at low cost from "expired" produce.
- + Last chance produce grocery model - grocery store that partners with other grocers, farmers and distributors to give older produce a second/last chance to be procured and eaten prior being disposed of.
- + "pay what you can" dinner plan with reclaimed food.
- + Daily table format - selling food waste from grocery stores at junk-food prices.

###### FOOD PANTRIES

- + Brick & Mortar food preservation/pantry (open all day).
- + Food banks - opens up at more places.
- + More food pantries so they don't go far out.
- + Increase school food pantry programs.
- + Specialty food pantry for individuals with severe allergies and medically restrictive diets. This in order to meet dietary restrictions for people who suffer diverse diseases on top of living in a food desert area.

###### BUSINESS SUPPORT

- + Lobby for SNAP to be used as an online payment method.
- + Use food to create economic opportunities - Employment, biz, ownership, etc.
- + Need a solution with a sense of community.
- + Biz support \$ accounting, management, training, coaching.
- + Create a social enterprise HUB- To support the development of entrepreneurial efforts to combat social issues. This could provide classes/workshops, mentoring, and accelerator program, interns, financing, networking, and connects/showcases existing efforts.
- + Public private partnerships - public-private fund financing program that invest in grocery stores and other forms of healthy food retail and distribution in undeserved communities.

#### MOBILITY

##### MARKET TO PEOPLE

###### STREET MARKET

###### PERMANENT

- + Micro fruit / veggie booths - a truck with portable type stands maybe like hot dog cart loaded with fruit and veggies.
- + Food stalls/farmers market at major bus stop/centers.
- + Food stalls.
- + Youth farmer's market.
- + Farmer's fridge vending machine.

###### POP-UPS

- + Fresh produce pop-up.
- + Pop-up shops options where people go friendly (churches, community centers, etc)
- + Rural pop-up stands
- + Pop-up farmers market twice a month.
- + Pop-up stores

###### PICK UP

- + Grocery pick-up at central location

###### MOBILE MARKET

- + Increase farmers markets or mobile food trucks.
- + Gardens on the go.
- + "The cool bus" - retired school bus outfitted as mobil grocery store that follows a route through local food deserts. It is stocked with healthy organic options and fresh inventory.
- + Mobile markets.
- + Include prepared foods in the mobile also.
- + Food trucks.

###### TRANSPORTATION

- + MEET = mentoring, equipping, education, transportation. Teens paired up with a driving mentor towards gaining their drivers license, while practicing to drive, teens could run grocery delivery services for people with no transportation in desert areas.
- + Have a bus to take them to Goodwill and back to their house.

###### FOOD CO-OP

###### BRICK AND MORTAR

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- + Re-purposing old supermarkets.

###### DELIVERY

###### EXISTING STORES DELIVERY

- + More delivery options from groceries.
- + Walmart could deliver.

###### ELDERLY DELIVERY

- + Grocery delivery to elderly

###### CO-OP DELIVERY

- + Co-op with delivery service.

###### STYLE OF DELIVERY

- + Peapod style delivery to rural areas.

###### AFFORDABLE DELIVERY

- + You can get delivery to be free.
- + Affordable delivery service.

###### AFFORDABLE MEAL KITS

- + Using Blue Apron model create affordable meals with easy to follow directions. These ready to cook meals can either be delivered or picked up at a local hub.

OPORTUNITY SPACE

CENTRAL CHARACTERISTIC OF IDEAS

MAIN CONCEPT OF IDEAS

MAIN CATEGORY OF IDEAS

SUB CATEGORY 1

SUB CATEGORY 2

# communityINNOVATE

## Indy Healthy Food Access Challenge



# URBAN AGRICULTURE

## MOBILITY

### MARKET TO PEOPLE

### DISTRIBUTION

- + Pop-up stand markets.
- + Rural pop-up stands.
- + Centralized distribution center to spur economic viability.
- + Way to link small scale gardens/ farmers to distributors. exchange method.
- + Mobile fresh markets.
- + Co-op store + Bus + App - co op store can sell the food from the urban farm, use the food bus to expand reach, use the app to crowdfund all.
- + Urban farms - Local food places agree to buy some veggies or fruit from people that grow the plants in the back yard with the agreement of giving a percentage to a food bank.
- + Assign people to grow different veggies or fruit. Have "trading days / local farmer markets"

## SUSTAINABLE PARTNERSHIPS

### COMMUNITY GARDEN INITIATIVES

#### EDUCATIONAL

- + Create a program with kids and teens.
- + Kids are teachers of change: teaching children how to garden. They sell the fresh produce, earn school money for continued farming and other needs as well as teaching the children.
- + Urban food system with UINDY and Community Health network: small-plot gardens will utilize vacant lots to produce food for local pantries and to use in student projects and research.

#### DONATION MODELS

- + Have a farm where people can have the food from it for free.
- + Edible sidewalks.
- + Plant fruit and nut trees at parks, people have food available for free and volunteers could take the some to food banks.
- + Food Ministry Network - launch an urban/community garden in partnership with community organizations, the produce will be distributed throughout the community by volunteers.

#### COORDINATED SUPPORT

- + Involve neighborhoods in taking turns to maintain or harvest the crops.
- + Grow food closer to those who don't have it.
- + Provide neighborhood community farming areas with master gardener to teach farming techniques, shared resources (like water, tools, seeds, etc) and assign garden plots.

#### APPS (TECH) SUPPORT

- + App for community gardens that works for volunteer managers as well for the community to use. This creates a mini "social network" for the garden.

### HOLISTIC

- + Create a "HUB" - following the Dhalia Farms and Gardens model - The Dhalia campus for health and well-being is a partnership in between mental health center and community centers.

### DIRT THERAPY

- + Dirt therapy with veterans as farmers.
- + Dirt therapy to convert vacant city properties into urban farms.
- + Farms & prison/jails - people who just got out of prison could contribute to plant and take care of urban farms, learning new skills and contributing to the community.

### INPUT

#### TOOLS

- + I would partner with local stores to provide equipment, seeds, etc. at a reduced price.
- + Garden tool lending library - gathering spare tools by donation, and coordinated by volunteers.

#### WATER

- + Ensure water source for urban gardens.

#### SEEDS

- + Start a seed donation program with farms.

#### LAND

#### COMMUNITY AREAS

- + Rent a place and start a community garden there.
- + Collaborate with IPS to identify locations where farms could be placed.
- + What if apartment complexes dedicated "greenspace" to community gardens to help provide supplemental fresh food to tenants.
- + Indy food council allows people to apply to farm a vacant city-owned lot.

#### PRIVATE RENTS TO COMMUNITY

- + Increase access to real estate for farms, blight.
- + On empty lots would talk to owner to have a community farm until the land is sold.
- + A website, a way to rent out extra space in your house for urban farms.
- + Set aside public areas for urban gardening like in european garden. find rentable green space.
- + Food plots -
- + South Indy quality of life plan - looking to partner with community members/business who have land that could be use for urban agriculture, and we plan to educate community residents on how to prepare healthy food.

### SUPPORT

#### FINANCIAL

- + Harness community donations.
- + Revolving loan funds.
- + Utilize available fundings.
- + Raise money and rent a bigger place with the money we earned.
- + Share financial opportunities/ job creator opportunities to encourage participation.
- + Tool loan programs for initiating community gardens
- + Financing source - A "microloan" program aimed to boosting small and new farms.

#### CENTRALIZED COORDINATION

- + Work with a) Indy food council, b) Urban farms organization c) Growing places Indy
- + Community food HUBS
- + Replicate the Uniti Garden Model - it offers free gardening classes to show how to cook healthy and sve your harvest. Classes are free for kids and adults on gardening and more.

#### BUSINESS

- + Create a social enterprise HUB- To support the development of entrepreneurial efforts to combat social issues. This could provide classes/workshops, mentoring, and accelerator program, interns, financing, networking, and connects/- showcases existing efforts.

#### EDUCATION

- + Ask a person who owns a farm if they could help us make a farm if we help them.
- + More incubator networks, i.e. Purdue Extension
- + Offer paid training for urban farmers
- + Provide information to those interested in farming in areas where food is compromised - get input from community.
- + Educate for success.
- + Connect urban farming to workforce development for youth & adults.
- + Healthy food preparation and how to save for the future when food is in abundance.

OPORTUNITY SPACE

CENTRAL CHARACTERISTIC OF IDEAS

MAIN CONCEPT OF IDEAS

MAIN CATEGORY OF IDEAS

SUB CATEGORY 1

SUB CATEGORY 2



# TRANSPORTATION

## SUSTAINABLE PARTNERSHIPS

### DRIVERS LICENSE SUPPORT

- + Drivers license support.
- + "Get your drivers license" support somehow.
- + MEET = mentoring, equipping, education, transportation. Teens paired up with a driving mentor towards gaining their drivers license, while practicing to drive, teens could run grocery delivery services for people with no transportation in desert areas.

### PARTNERSHIP WITH RIDE SHARING SERVICES

- + Have a taxi or uber that we would rent.
- + VUBER "volunteer UBER" - people that volunteer to help like UBER but it is VUBER.
- + Affordable transport maybe partner with LYFT or UBER.
- + A discount program when using a taxi to and from grocery stores.
- + UBER type app w/local grocers that are piloting online ordering w/at-store pick up.
- + Transportation assistance - Provide general credit to EBT/Snap assistance user for transportation to grocery providers. This credit could be used in partnership with blue Indy, Uber/Lyft and general public transportation.
- + Hitchhiking for food - a person, the rider, in a food desert notifies an app that they are looking to go to the grocery store within a certain time period. Another individual, the driver, inputs into a navigation app that they are going to the same grocery store. The app notifies the driver a pick up request and the drivers accept to take the person to the grocery store for a small fee.

### BUSINESS SUPPORT

- + Create a social enterprise HUB- To support the development of entrepreneurial efforts to combat social issues. This could provide classes/workshops, mentoring, and accelerator program, interns, financing, networking, and connects/- showcases existing efforts.

## MOBILITY

### MARKET TO PEOPLE

#### DELIVERY

- + Deliver "fresh food trucks"
- + Cool Bus - Mobile grocery (SNAP)
- + Bicycle delivery
- + Delivery service for elderly at low cost
- + Co-op store + Bus + App - co op store can sell the food from the urban farm, use the food bus to expand reach, use the app to crowdsource all.

### PEOPLE TO MARKET

#### PUBLIC BUS

##### ROUTES

##### FREQUENCY

- + The indy go bus routes will be expanding over the next year.
- + Buses run regularly.
- + Frequency of bus routes - make staggered.
- + Bus 24/7 easier access
- + More frequent bus routes.
- + Fix bus lines.

##### DROP OFF SPOT

- + Bus drop off needs to be near walmart front entrance (not across the street)
- + Combine transit stops and shopping grocery stores.
- + Bus stops closer to store.
- + Move cross walk to bus line. Bus line time line.
- + Direct bus service to grocery stores/walmart

##### FREE SERVICES

- + Free bus tickets.
- + If show grocery store receipt from that day you get free transportation on Indy Go.
- + Give people free bus passes or make grocery bus passes (3 times a month).

##### TECHNOLOGY

- + Bus stop shopping w/qr code scanning.
- + Free transportation.

#### SHOPPING CARTS

- + Carts that you keep.
- + Own cart
- + "light weight shopping cart" - it is personal, easy to carry in the bus, with cooler drawer for meat and frozen food. All terrain wheels to easily pull up and push down in the bus with their groceries.
- + I would create shopping cart that I can carry in the bus.

#### CARPPOOL

- + Community carpool - find a safe way to do so w/registration/ID
- + Carpool to and from.
- + Coordinate with neighbors with cars to carpool to grocery stores and pay for gas.
- + People pre-order to the store, items are sent to a location to be picked up. Let people contribute to cover pick-up and transportation cost. Pay it forward.
- + Sell grocery carts for pedestrians to use.

#### BIKES

- + We could stop and leave a bike.
- + "Shared Cart" similar concept to blue indy but with low speed vehicles, a fleet of 10 carts per neighborhood where people could rent it to go to the nearest store.
- + Motorized bicycle with big basket.
- + Making community bikes with baskets.

#### BUS SHUTTLE

##### LOGISTIC COORDINATION

- + "IUPUI ENACTUS" Utilize technology to create routes for the existing transportation owned by community centers/churches to transport residents from desert areas to small businesses with healthy food. The transportation would go along the route one-time a week.

##### GENERAL

- + Have a bus pick people up and bring them to a grocery store.
- + Shuttles to and from bus stops.
- + 1st of the month - bus shuttle.
- + Have a bus to take people to grocery store and pick them up in 45 min.
- + Grocery bus w/ place to put stuff (memphis example) mini bus every 2 hours, pick up at double 8
- + Free shuttle to grocery stores w/strict rules.
- + Nutrition shuttle - create a system similar to senior communities that provide bi-wkly or montly transportation to and from grocery areas. A different store each week.

##### PARTNERSHIP

##### CHURCH

- + Use church shuttle to drive people to stores on weekdays.
- + Church assistance - 1/2 church 1/2 person
- + Church van/buses

##### GROCERS

- + The grocers can offer a dedicated bus to/from their stores.

##### ORGANIZATIONS

- + CICOA: provide transportation in central Indiana, they also have othe alternative transportation.

##### SCHOOL

- + Re-route school buses to get people to grocery stores after dropping off the kids at schools.
- + Utilization of unused or retired school or city buses for mobile markets.

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# FOOD AND NUTRITION EDUCATION

Youth specific

## EARLY FOOD & NUTRITION EDUCATION IN SCHOOL SETTING

### CONTENT TO TEACH

#### RISK AND BENEFITS

- + To be aware of the effect food-healthy & unhealthy has on a person.
- + Teaching them at a young age what's the right and wrong foods to eat.
- + be sure to highlight not just the benefits, but the negative consequences of an unhealthy diet (not just obesity).
- + Tell kids how important it is.
- + By telling their parents how important it is for them to live long.
- + Teaching youth how their food can heal and treat their body. Understanding the effects of food on certain organs, reproduction and their future families could have major impact.

#### HOW TO PREPARE FOODS

- + Full coverage instruction growing choosing/buying, preparing, preserving and keeping food.
- + Teach youth about preparing meals without electricity & gas.
- + Plant the idea of growing food.
- + South Indy quality of life plan - looking to partner with community members/business who have land that could be use for urban agriculture, and we plan to educate community residents on how to prepare healthy food.

### COOKING CLASSES

#### KIDS COOKING

- + Teach kids to cook with basic healthy food
- + Volunteer chefs teaching kids to cook while they help at their local shop - like a chef training.

#### COMMUNITY FAMILY COOKING

- + Hands-on cooking healthy meals to take home, plus nutrition education for the whole family.
- + Parent/children cooking classes at school.

### SCHOOL PRACTICES

#### GARDENS

- + Grow a school garden that can be used as a tool to teach science, math, art, etc.
- + Kids are teachers of change: teaching children how to garden. They sell the fresh produce, earn school money for continued farming and other needs as well as teaching the children.

#### CURRICULUM MODIFICATION

- + Home ec classes inspiring youth.
- + Modified nutrition education in elementary schools/hs.
- + Students having try & tell show. try a new healthy food and tell the class your experience.
- + Start up home ec classes in certain schools again.
- + Nutrition education in school curriculum.

#### STUDENT INVOLVEMENT IN LUNCH PREPARATION

- + Make lunch a class at school. Lessons are recipes/preparing lunch each day. Homework is teaching family.
- + Involve students on preparing their own food.

#### PROVIDE HEALTHY FOOD

- + Send food home to students.
- + require schools to provide fresh fruits and veggies at school.
- + "fruit snack" provide fresh fruit for morning snacks.

#### CLUB / CLASSES

- + I would create a parent-children cooking day at school.
- + Start a club at school.
- + Incorporate cooking classes/urban farming into after school activities and weekend community programs.
- + Farm to school program so kids and parents can shop together healthy.

### PROGRAMS / METHODS FOR TEACHING

#### MENTORING

- + Collaborate with big brothers and sisters to form on food and food preparation during mentorship.
- + Older adults mentor teens as gardeners to do programming for younger kids.
- + MEET = mentoring, equipping, education, transportation. Teens paired up with a driving mentor towards gaining their drivers license, while practicing to drive, teens could run grocery delivery services for people with no transportation in desert areas.

#### GAMIFY / ENTERTAINMENT

- + Incorporate augmented reality game to more youth to support food and nutrition education (Ruth Lilly education center)
- + Colorful food challenge
- + Make it about knives and fire and dirt and cool things
- + Video / examples of unhealthy food
- + Basketball and rec. center for kids at the school
- + Play cafe w/indoor garden to teach community members a skill for hope and opportunities

## FOOD & NUTRITION EDUCATION NON-SCHOOL SETTING

### COMMUNITY GARDENS

#### AWARENESS THROUGH TECH FOR COMMUNITY GARDENS

- + App for community gardens that works for volunteer managers as well for the community to use. This creates a mini "social network" for the garden.

#### EMPOWER KIDS THROUGH GARDENING

- + Taste table at local gardens.
- + Neighborhood based instructors.
- + Grow food closer to those who don't have it.
- + Gardens.
- + Community gardens reaching kids: kids stopping by and learning about where food comes from.
- + Urban food system with UINDY and Community Health network: small-plot gardens will utilize vacant lots to produce food for local pantries and to use in student projects and research.
- + Replicate the Uniti Garden Model - it offers free gardening classes to show how to cook healthy and save your harvest. Classes are free for kids and adults on gardening and more.

### WAYS TO ASSIST

- + Specialty food pantry for individuals with severe allergies and medically restrictive diets. This in order to meet dietary restrictions for people who suffer diverse diseases on top of living in a food desert area.
- + Collaboration with local registered dietitians/nutritionist to provide free/low cost medical nutrition therapy to underserved populations with limited access to health care.

### FOOD RESCUE OPPORTUNITIES

- + Create an annual "food resource guide" and distribute at churches, community centers, libraries, etc.
- + "pay what you can" dinner plan with reclaimed food.

### AFFORDABLE MEAL KITS

- + Using Blue Apron model create affordable meals with easy to follow directions. These ready to cook meals can either be delivered or picked up at a local hub.

## SUSTAINABLE PARTNERSHIPS

### FARM INTERNSHIPS

- + High school student "urban farmer" trainer.
- + Internships through city.

### RETAIL

- + Increase the junk food price so healthy food is more affordable.
- + point of sale > education classes or food experiences.
- + Implement healthy food and nutrition practices in already existing after school care, adding cooking, budget, shopping. Involving healthcare professionals, chefs, fitness, college professional, athletes could share experiences on growing up in lacking food access areas.

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