

# Indy Healthy Food Access Challenge

## **INQUIRE Phase: Recap**

February 2017

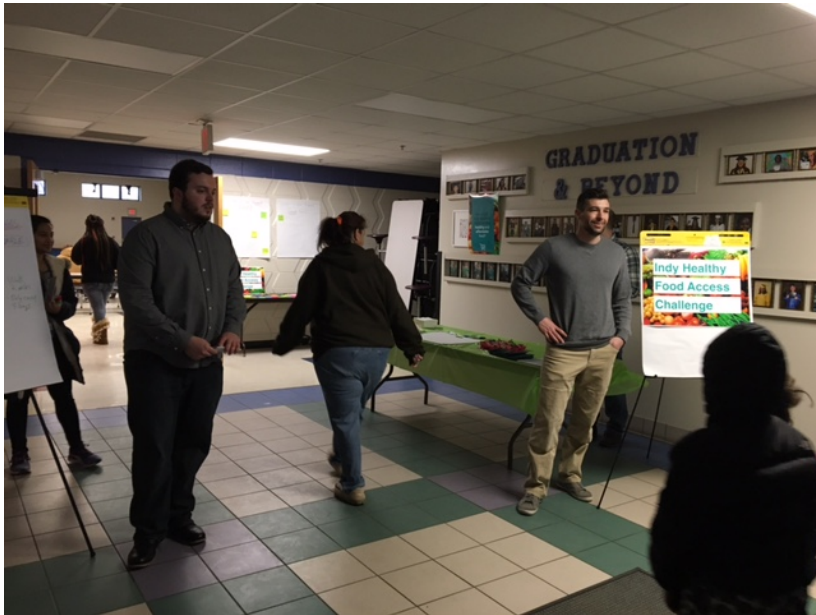
First, we gathered insights.

### **Kick-off Panel & Discussion: 2/8, Christian Theological Seminary**

This Panel & Discussion introduced a variety of voices from within the community, and touched upon root causes, existing efforts, and challenges within food access. Panelists represented the City of Indianapolis, Brookside Community Church & Food Co-op, Flanner House, and the Purdue Extension.

The panel and discussion was facilitated by **Collabo Creative**, with key takeaways shared on communityINNOVATE's website. Multiple resource tables were set up. There were **65 participants**.





## Community Listening Session: 2/12, Shepherd Community Center

With the intention to gain more understanding, **we engaged and talked with approximately 300-400 local residents** regarding food challenges, preferences and workarounds as they entered the Shepherd Community Center for a community breakfast and workshop service.

The session was facilitated by **Ritech Solutions** with assistance from **IUPUI ENACTUS** students. Key takeaways and reflections were shared on communityINNOVATE's website.

## Insight Posts: 2/1-2/28, communityINNOVATE website

Experiences, stories, existing research and local initiatives were submitted online as key “insights” during the month of February.

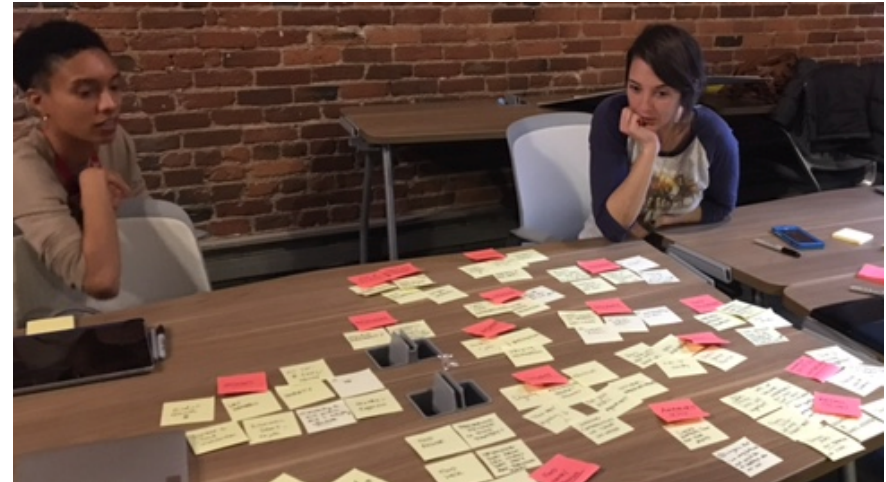
communityINNOVATE

0 Howdy, communityinnov  
CURRENT CHALLENGE OUR APPROACH CONTACT US

## Then, we looked for trends and patterns.

### Preliminary analysis

A team consisting of our Lead Design Strategists from **Collabo Creative**, Shellye Suttles with the **City of Indianapolis**, and Stephanie Fernhaber with **communityINNOVATE** met to analyze all the insights and identify what preliminary trends and issues seemed to be emerging.



Six major themes were identified:

Nutrition and  
education

Urban and  
community  
gardens

Resources  
(time, family  
support, etc.)

Limited retail  
options

Transportation  
challenges

Food waste and  
resources

### Issue Prioritization Session: 2/24, Indy's Kitchen



Participants were asked to **identify issues to prioritize** within each theme. Also, new issues could be posted.

This session was facilitated by **Collabo Creative**. There were **36 participants**.

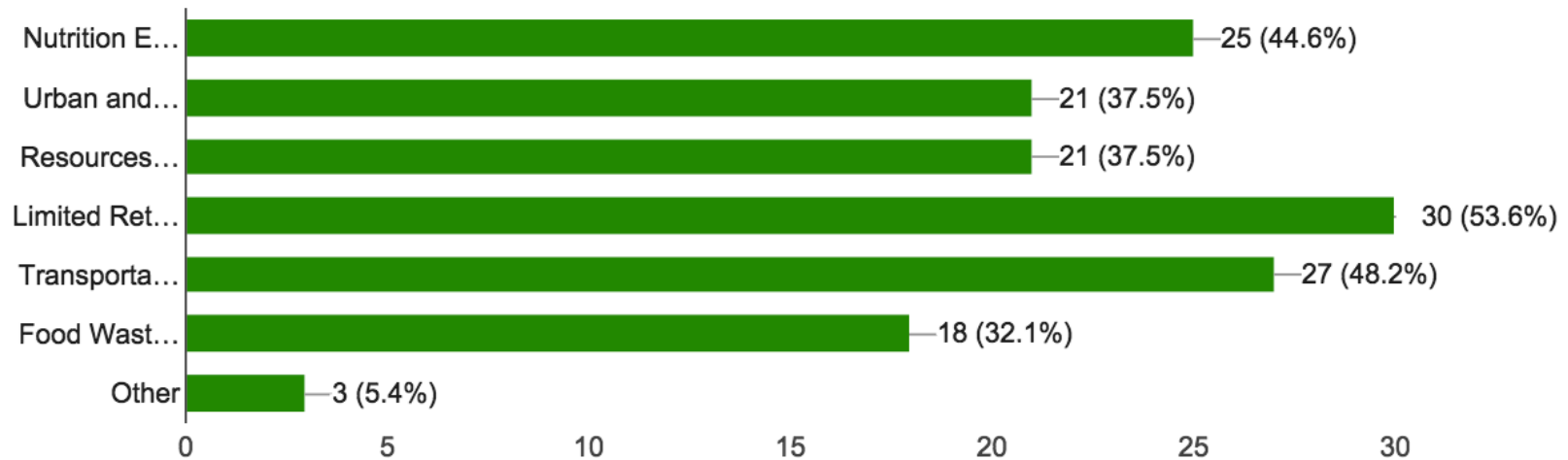
## 10-Second Survey: 2/25, communityINNOVATE email list

A brief 10-second survey was conducted through the communityINNOVATE email list to further identify which themes the community felt should be prioritized as we moved forward. Our goal was to focus on no more than four areas, in order to keep the scope of the challenge manageable.

There were **57 responses**.

Which of the following underlying issues should be prioritized as we aim to improve access to healthy and affordable food in Indianapolis? Select up to three.

(56 responses)



## This led us to identify four challenge areas to focus in on.

---

The Lead Design Strategists from **Collabo Creative** then synthesized the results from the survey and Issue Prioritization Session to propose four specific challenge statements to move forward with into the IDEATE phase. These were finalized after consulting with the rest of the team, and rolled out to begin brainstorming in March!



### Urban Agriculture

How might we start and sustain more urban farms?



### Food & Nutrition Education

How might we empower youth to inspire healthy eating in their families?



### Transportation

How might we make transportation convenient and affordable in getting people to existing grocery stores?



### Alternative Retail Models

How might we create affordable ways for people to buy healthy food in the areas where they live?

---

*Thanks to our sponsors!*

