



# Indy Healthy Food Access Challenge

## **IDEATE Phase: Recap**

March 2017

### **Our starting point: 4 innovation prompts**

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The INQUIRE phase identified four more specific challenge questions to focus on, which laid the foundation for our brainstorming efforts in the IDEATE phase.



#### **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?

## Multiple in-person brainstorming opportunities were offered.

**Community Brainstorming Session: 3/5  
MLK Community Center (36 participants)**



**MBA Brainstorm: 3/10 Butler University –  
Lacy School of Business (15 participants)**



**Brainstorming w/local residents: 3/19  
Circle City Relief (~100 participants)**



**Brainstorming at Healthy Food Access  
Advocacy Day: 3/21 Statehouse (~130  
participants)**



**Innovation Furnace w/Centric: 3/24  
Neidhammer Café (~40 participants)**



**Brainstorming at Community Grown Food  
Solutions Panel: 3/26 Kheprw Institute  
(~50 participants)**



Additional brainstorming took place with the Indy Food Council on 3/21 (~ 15 participants).

# Even MORE Ideas were collected at communityINNOVATE.org

Ideas within each of the four challenge areas were posted online during the month of March. Posts consisted of either individual ideas, or a recap of an assortment of ideas taken from an in-person brainstorming event. **This resulted in a total of 67 posts and 271 ideas.** Wow!

communityINNOVATE

CURRENT CHALLENGE

OUR APPROACH

CONTACT US

## Ideas

All (67)

Food & Nutrition Education (28)

Transportation (14)

Urban Agriculture (28)

Alternative Retail Models (25)

# IDEA

MARCH 28, 2017

**FARMS & PRISONS/JAILS**

URBAN AGRICULTURE

NO COMMENT

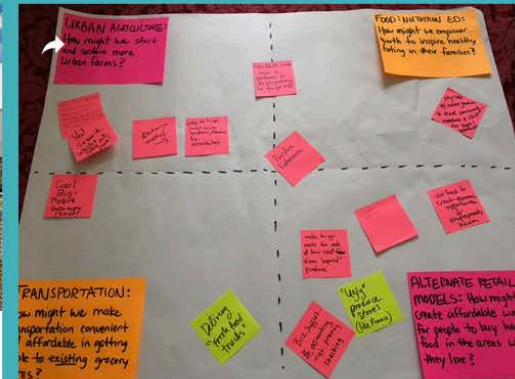
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MARCH 27, 2017

**CREATE A "HUB" – FOLLOWING  
THE DHALIA MODEL**

FOOD & NUTRITION EDUCATION,  
URBAN AGRICULTURE



MARCH 27, 2017

**COMMUNITY IDEAS**

ALTERNATE RETAIL MODELS,



## Then, we looked for trends and patterns among the 271 ideas!

All together, 271 ideas were submitted! Each and every idea was then analyzed to look for trends and patterns. Why? ***Because every voice matters.*** This was a process lead by our Lead Design Strategists from **Collabo Creative** with participation by Shellye Suttles with the **City of Indianapolis** and Stephanie Fernhaber with **communityINNOVATE**. This idea grouping will be further analyzed to create an overall “idea map,” which will serve as an inspiration starting point for the Make-a-thon in the INVESTIGATE phase.



Our next step? Creating an “idea map” and recruiting both do-ers and supporters to participate in the full day Make-a-thon as we shift into the INVESTIGATE phase!

*Thanks to our sponsors!*

