



Indy Healthy Food Access Challenge

IDEATE Phase: Recap

March 2017

Our starting point: 4 innovation prompts

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



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!



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