

**Sustainable Food Policy Board
Access and Wellness Production Committee**

Objective	Phase I (2010)	Phase II (2011)	Phase III (2012)
Public Awareness <i>Engage and Educate the Community in a more effective way.</i>	<ol style="list-style-type: none"> 1. Determine how the City and County are spending media funds to promote healthy eating and lifestyles 2. Research best practices nationwide 3. Coordinate with “Buy Local” campaign 	<ol style="list-style-type: none"> 1. 	
Elimination of Food Deserts <i>Implement market incentives to increase access to healthy, locally, and organically produced food in food deserts</i>	<ol style="list-style-type: none"> 1. Research best practices nationwide 2. Assess current efforts in Austin/Travis County and identify relevant stakeholders (e.g. HHSC, USDA, THI, Share our Strength) 	<ol style="list-style-type: none"> 1. Contact and meet with stakeholders <ol style="list-style-type: none"> a. What is working? b. How can we help? c. What are the barriers to access? d. Data collection 2. Define “access” / “food desert” in Austin/Travis 3. Locate and collect data on food security status in Austin / Travis County 4. Map food security status in Austin / Travis County 	<ol style="list-style-type: none"> 1. Submit proposals for market incentives to City and County (E.g. D.C. Healthy Corner Store Program) 2. Seeking funding from City and County as well as community support for nonprofit solutions (E.g. community food center)
Empowering Stakeholders <i>Connect local farmers with hunger relief organizations</i>	<ol style="list-style-type: none"> 1. Compile list of local farmers 2. Contact local farmers regarding hunger relief meeting 3. Contact CAFB about a slot at its Spring conference 	<ol style="list-style-type: none"> 1. Facilitate roundtable with hunger relief agencies and local farmers, possibly at CAFB agency conference in Feb/March 2. Follow up: <ol style="list-style-type: none"> a. Keep lines of communication open b. Address issues and pursue ideas generated by the discussion 	