



Detroit Food & Fitness Collaborative

**A CALL FOR ACTION:
DETROIT FOOD & FITNESS
COMMUNITY PLAN
November 2009**



City Connect Detroit
Building new links to community solutions

**DFFC Co-Convener
Planning Phase**



City of Detroit
Department of Health
and Wellness Promotion

**DFFC Co-Convener
Planning Phase**



**DFFC Convener
Implementation**



Detroit Food & Fitness Grocery Store Tour, 2008

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To All Detroiters:

Since 2007, we have had the privilege of working with a committed group of Detroit leaders and citizens through the *Detroit Food & Fitness Collaborative (DFFC)* to create a comprehensive community plan to improve the health and wellness of Detroiters. The focus has been on increasing access to healthier, more affordable food and to better environments for exercise and play—both extremely significant to the good health of all Detroiters. We applaud and thank the hundreds of individuals and organizations that have engaged in and provided leadership to the development of this plan.

Detroit is enormously grateful to the *W.K. Kellogg Foundation* for funding, technical assistance and national leadership in the development of this plan, and for its commitment to support the implementation of targeted priorities. Detroit is one of nine communities, nationwide, funded and supported by Kellogg to develop a Food & Fitness Initiative.

A Call For Action: Detroit Food & Fitness Community Plan identifies a more healthy vision for Detroit. It includes many groundbreaking and innovative ideas developed by the community about what is needed to make that vision a reality. We need financial investors and many community partners to implement this plan. Please review it and let us know how YOU can join with the Detroit Food & Fitness Collaborative to help improve the health and wellness of Detroit citizens.

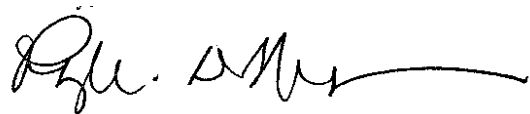
All Detroiters deserve to have healthy food and an environment for safe physical activity and play.

Sincerely,



Geneva J. Williams, Ed.D.
Co-Chair, DFFC

President & CEO
City Connect Detroit



Phyllis Meadows, Ph.D.
Co-Chair, DFFC

Associate Director, Office of Public Health Practice; Clinical Professor, Health Management and Policy, University of Michigan School of Public Health; and Senior Fellow, Health, Kresge Foundation



Former Director and Health Officer, City of Detroit
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WHY WAS THE COMMUNITY PLAN DEVELOPED?

“If you don’t know where you are going, any road will take you there.”

Lewis Carroll

Detroiters have higher rates of heart disease, diabetes and obesity than other Michigan residents (see chart below). These are conditions that public health experts closely link to low physical activity and an unhealthy diet. The Detroit Food & Fitness Collaborative (DFFC) planning process included identifying the needs of residents relative to accessing healthy, fresh and affordable food and safe environments conducive to physical activity; and what can be done to better meet those needs.

The reasons Detroiters don’t have healthy food and safe places for physical activity are complex. The Detroit Food & Fitness Collaborative (DFFC) planning process provided a needed vehicle to mobilize community leaders and citizens to thoughtfully and comprehensively examine these reasons and to come up with **policy and systems-change approaches** to create widespread and significant change and impact.

SELECTED HEALTH RELATED DISEASE DISPARITIES FOR DETROITERS

	Detroit	Michigan
<i>Heart disease death rate**</i>	313.5 (per 100,000)	240.9 (per 100,000)
<i>Diabetes* (% of people ever told they had diabetes)</i>	13.5%	9%
<i>Obesity (18 and over)*</i>	37.9%	29.2%

*MI Behavioral Risk Factor Surveillance, 2007

**Michigan Department of Health, 2008

WHAT ARE KEY HEALTHY EATING AND PHYSICAL ACTIVITY NEEDS AND BARRIERS ADDRESSED BY THE COMMUNITY PLAN?

The DFFC conducted a comprehensive *environmental assessment* that identified community needs and barriers to healthy eating and engaging in physical activity. Those addressed by the Community Plan include:

FOOD SYSTEMS: Eating healthy requires access to and the consumption of healthy, fresh food, including fruits and vegetables. This food is often not available to or affordable for many Detroiters because of the following key barriers:

- An insufficient number of grocery stores located in Detroit.
- Limited public transportation options, including inadequate or no bus services for many areas of the city and the lack of a light rail system. (One-fifth of all Detroit households do not have cars.)
- Insufficient household resources to support healthy food choices.
- Locally grown, produced and processed foods are not often available to Detroit residents.
- Limited healthy, freshly prepared foods provided to students at schools.
- A lack of awareness among Detroiters about the importance of eating healthy food, and how to buy and prepare it.

PHYSICAL ACTIVITY AND ENVIRONMENT: Achieving good health requires people to engage in adequate levels of physical activity. The built and natural environments we live in can enhance or prevent this. Significant barriers to enhancing, promoting or even allowing Detroit citizens to participate in physical activity are:

- A lack of access to recreation centers and parks due to inadequate upkeep and staffing, physical safety concerns, program expense/declining funding, and closures.
- Crime.
- Blight that includes thousands of vacant lots, unsafe vacant properties that attract criminal activity, broken sidewalks, loose dogs, unattended yards and poor lighting.
- Too few green, walking and biking spaces and paths.
- Environmental pollution (including incinerator, diesel fumes on truck routes, brownfields, no vehicle emissions testing/standards, waterways, illegal dumping).
- Limited public transportation options.
- School grounds and facilities are not readily available for community use during nonschool hours.

WHO DEVELOPED THE COMMUNITY PLAN?

The Detroit leaders and citizens engaged in the DFFC are dedicated, knowledgeable and caring people who generously gave their time and talent to develop the Plan. They wanted to make sure it was on target, and responsive to the needs of all Detroiters. Concerned community residents, youth and leaders from all sectors and geographic areas of the city stepped up to the plate to research, assess, identify and provide insight about what needs to be done in Detroit.

Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it's the only thing that ever has.

Margaret Mead

The following are key groups that have been involved in developing and/or influencing the DFFC Community Plan.

- **Steering Committee:** Provided overall leadership and decision-making for the development and implementation of the Community Plan.
- **Community Residents/Citizens:** Identified priorities for the Community Plan and implementation.
- **Food Systems, Physical Environment and Schools Workgroups:** Researched and developed goals, objectives and actions steps for the Community Plan.
- **Grassroots Community Engagement Workgroup:** Designed and implemented grassroots activities, community forums and town meetings.
- **Implementation Design/Structure Team:** Designed the structure for the Detroit Food & Fitness Initiative implementation phase.
- **Evaluation Workgroup:** Provided guidance and ideas for the evaluation of the planning process, and worked with the project evaluator.
- **Youth Workgroup:** Engaged as partners and leaders through a youth development model that incorporated active, service learning.
- **Full Collaborative:** A broad group of stakeholders and partners, committed to DFFC vision and goals, provided ongoing feedback and advice.
- **DFFC Staff:** Provided staff leadership and support (research, analysis, meeting management, communications, etc.).
- **Others:** Provided support and input from other partners including: grocery store owners, technical assistance experts, the project evaluator, and foundations.

Note: see pages 16-18 for list of participants.

GRASSROOTS COMMUNITY ENGAGEMENT

Nearly 900 Detroit residents, including over 100 Detroit youth, helped to prioritize Food & Fitness goals and objectives developed through the planning process. Through a series of community meetings and surveys, neighborhood residents told us what was most important to them.

Community Meetings

Over 220 children and adults attended four community events to learn about and help prioritize Detroit Food & Fitness goals and objectives, with 84% voting on those most important to them. Participants used an electronic polling device, and a nine-point scale to vote on the goals and objectives. Meetings were held across the city at host locations, including Samaritan Center, Focus: HOPE, American Serbian Memorial Hall, and Western International High School.



Community Surveys

In total, 691 surveys were collected during a two-month process. Survey respondents used a four-point scale to convey their views on the importance of proposed goals and objectives for Detroit Food & Fitness.

- Four organizations took the lead in collecting over 400 surveys from local residents using face-to-face methods: Black Family Development, Inc.; CHASS/REACH Detroit Partnership; Focus: HOPE; and Rebuilding Communities, Inc./Warren-Conner Development Coalition.**
- Over 150 surveys were collected through a variety of emails to local community organizations, block clubs, and collaborative member organizations.**
- A DFFC Youth Workgroup member took the initiative to survey her peers, collecting over 100 surveys from Detroit's youth and young adults.**

HOW HAVE DETROIT'S YOUTH BEEN INVOLVED?

DFFC Youth Workgroup

Thirty (30) Detroit youth regularly participated in the Detroit Food & Fitness Youth Workgroup. Sessions included conversation and active, service learning projects that were primarily coordinated and facilitated by *City Year Detroit* and *The Greening of Detroit*. Guest presenters and speakers included local city leaders and local experts. Topics included cooking and food access, recreation and the built environment, the influence of the media on food and fitness issues in Detroit, urban agriculture, and team building.

When asked: “If you had a magic wand and could make one change about food or recreation in Detroit, what would that change be?” youth responded with great insight.—Here’s what they said:

Lower the price of food	Homeless shelters would serve healthy food
More recreation centers and encourage people to use them	There would be more vegetarian soul-food restaurants
Build a path (walking, cycling, etc.) around the whole city like at Kensington Metropark	Turn all vacant open spaces in the city into productive gardens
Put bike lanes everywhere	Turn the old Tiger Stadium into a winter theme park
Healthy eating is more affordable	Create a committee at the city level to focus on urban gardening/agriculture
Educate about portion sizes and nutrition education	Provide cooking education
Create exercise classes using classical music	Schools all have required physical education at every grade level
DPS school meals are healthier and locally produced as much as possible	Lower the price of exercise equipment

Detroit Food & Fitness Youth Members Cooking



DOES THE COMMUNITY PLAN BUILD ON DETROIT AND REGIONAL ASSETS?

The Detroit Food & Fitness Initiative will build upon many food system and physical activity/environment resources in the region to advance the Community Plan. Examples include:

- **Eastern Market**
- **Community and urban garden movement**
- **Major emergency food and food rescue resources**
- **Michigan's position as the second most agriculturally diverse state in the country (California is first)**
- **155 independent grocery stores**
- **18 recreation centers**
- **360 parks on over 6,000 acres of land (33 parks being rebuilt under the auspices of the Youth Sports and Recreation Commission)**
- **Downtown park areas Campus Martius and Chene Park; and state-of-the-art YMCA**
- **A green trail/greenway network**
- **Detroit RiverWalk**
- **Detroit Public Schools' large, open playgrounds**
- **Neighborhood-based revitalization efforts (The Skillman Foundation's Good Neighborhoods Initiative, Community Foundation for Southeast Michigan's Detroit Neighborhood Fund, Knight Foundation's North End Project, NEXT Detroit, etc.)**

Detroit Trails and Greenways



Source: Detroit Trails and Greenways

Detroit's Eastern Market



WHAT IS THE COMMUNITY PLAN?

A Call For Action: Detroit Food & Fitness Community Plan addresses key barriers to healthy eating and engaging in physical activity. It includes a vision, overarching strategies, goals and objectives, and activities to overcome those barriers.

A Policy and Systems-Change Focus is at the Center of the Plan

Highlights:

- Laws and policies that encourage community gardening and urban farming, including allowing vacant lots to be transformed into community gardens.
- School wellness policies that ensure children and youth are provided healthy, freshly prepared, and locally grown/produced food; and opportunities for physical activity and exercise in school.
- Systems changes that result in more full service grocery stores in Detroit, and food systems that expand access to locally grown food.
- Partnerships with local and state food policy councils to coordinate local policies and food systems components.
- Public transportation systems that facilitate residents' access to fresh, healthy food and engagement in physical activity.
- Law enforcement practices that promote community safety and enable crime-free environments for physical activity and recreation.
- Municipal policies that ensure secure sidewalks and built environments.
- A physical infrastructure system that includes biking and walking paths throughout Detroit.
- Collaboration, resource sharing and linkages among public, private and nonprofit recreation organizations.

Vision

OVERALL VISION: In 10 years, Detroiters will live in a vibrant city that supports families, children and the entire community by promoting and celebrating a way of life that is characterized by healthy food, physical activity and healthy play.

- **FOOD SYSTEM VISION:** Detroit is part of a vital, integrated, sustainable local food system, where food is produced, processed, distributed, consumed, and recycled in ways that support: (a) community and environmental health; (b) equitable food access and security; and (c) neighborhood and economic development.
- **PHYSICAL ACTIVITY AND ENVIRONMENT VISION:** Detroit's spaces are designed and built to promote and support: (a) optimal physical, mental, community, and environmental health; (b) physical activity; (c) motorized and non-motorized accessibility; and (d) an integrated and thriving local food system.

Overarching Strategies

- Link to and build upon existing physical activity/environment and food system movements.
- Identify and maximize opportunities for job creation.
- Mobilize grassroots community residents for policy work, with special focus on young people.
- Incorporate health education into the work on nutrition, food purchasing and cooking skills, physical activity, and racial/ethnic health disparities.
- Link with Detroit schools.

Goals and Objectives:

Numerous goals and objectives were developed. All are important in addressing the barriers to healthy eating and engaging in physical activity. *Priority goals* and *objectives* were selected to be addressed first.

FOOD SYSTEMS:

PRIORITY GOAL: Improve access to and consumption of fresh, healthy, and affordable food in Detroit.

PRIORITY OBJECTIVES:

- A. Increase the capacity of vulnerable Detroit families to access and purchase healthy, fresh food.
- B. Increase the number of neighborhoods that have access to full service, quality grocery stores.
- C. Expand access to food that is grown, raised, or processed in Detroit and/or locally.
- D. Advocate for Detroit schools to offer healthy, freshly prepared, and locally grown/produced food in schools.
- E. Advocate for new zoning laws that limit fast food restaurants in neighborhoods.
- F. Strengthen Detroiters' knowledge about, and opportunities to buy, prepare and eat healthy food.

OTHER *FOOD SYSTEMS* GOALS AND OBJECTIVES:

Goal 2: Support local and state food policy councils to help end hunger and bring fresh, healthy, affordable food to all neighborhoods.

Goal 3: Increase the capacity to grow food in Detroit.

- A. Support laws and policies that encourage community gardening and urban farming.
- B. Assist organizations that teach Detroiters how to garden and farm in the city.

Goal 4: Expand public transportation to make it easier to access fresh, healthy food.

- A. Advocate for express bus routes to Eastern Market from all Detroit neighborhoods and to set up bus routes to full service grocery stores.
- B. Advocate for buses to be better able to handle wheelchairs, grocery carts, strollers and luggage.

Goal 5: Influence health insurance companies to lower health care costs for people who lead healthier lives.

Goal 6: Increase the number of jobs in the local food system by promoting the development of food related businesses.

- A. Promote urban agriculture as an economic development tool.
- B. Create and advance a program to develop and maintain new food related businesses in Detroit.
- C. Connect residents to jobs with food distributors, grocery stores and other food system employers.

Goal 7: Increase the number of restaurants that include nutrition information on menus and offer more healthy food and drink choices.

PHYSICAL ACTIVITY AND THE ENVIRONMENT:

PRIORITY GOAL: Increase physical activity and recreation in Detroit.

PRIORITY OBJECTIVES:

- A. Increase community policing and other crime prevention programs.
- B. Design and build accessible and safe streets and sidewalks for walkers and bikers, using Complete Streets guidelines.
- C. Increase Detroit schools' support for community health.
- D. Locate recreation centers and/or parks within two miles of every home.
- E. Establish a vibrant park, green space and recreation system in Detroit.
- F. Create more than 50 miles of biking and walking paths across the city.

OTHER *PHYSICAL ACTIVITY AND THE ENVIRONMENT* GOALS AND OBJECTIVES:

Goal 2: Improve public transit in Detroit.

- A. Advocate for public officials to expand the hours of bus service, make buses safer, and increase the number of bus stops.

Goal 3: Increase transportation choices in Detroit.

- A. Support policies and efforts to build a light rail system on Woodward Avenue.
- B. Support policies and efforts to create a regional rail system that connects to Detroit Metropolitan Wayne County Airport.

Goal 4: Involve residents in planning for new parks, recreation centers and programs, and other large scale developments.

HOW WILL THE COMMUNITY PLAN BE IMPLEMENTED?

Many individuals spent countless days researching, assessing, analyzing and defining the vision, strategies, goals and objectives outlined in the DFFC Community Plan. Each of the goals and objectives reflect an important change needed to help Detroiters improve their health. As the DFFC moves from developing the plan to implementing it, investors/funders will be sought to support all goals and objectives. Most immediately, the *priority goals* and *objectives* (noted earlier) will be the focus.

GLEANERS FOOD BANK will be the Convener of the DFFC going forward. Gleaners does exemplary work in Detroit, and the DFFC is extremely pleased that this very able organization will take on this important leadership role. A hallmark of the DFFC has been broad community collaboration and engagement, and that will continue during the implementation process. More complete implementation details and next steps are under development and will be announced.

A DFFC Steering Committee, comprised of Detroit residents, and leaders from public, private and nonprofit organizations, will provide overall Community Plan guidance and oversight. Community members and groups will be engaged to advance and implement targeted activities related to food and physical activity/environment in communities and school settings. A broader group of public, private, and nonprofit stakeholders will also participate as a Collaborative to provide ongoing feedback and advice.

The *W.K. Kellogg Foundation*, which spearheaded and funded the Detroit Food & Fitness Initiative, has invited the DFFC to submit a proposal for three-year funding. This funding would help advance and implement several of the Community Plan priority goals and objectives. If approved, Kellogg funding will bring greatly needed resources to implement and continue to support this critical work in Detroit.

Highlights of implementation activities submitted in the proposal to Kellogg are:

Creating Healthy Community Food Environments

To increase the capacity and ability of vulnerable Detroit families to access and purchase healthy, fresh food, the DFFC will take action to strengthen public systems and policies, such as:

- Increasing cash benefits for fresh, local food purchases (Food Stamps/SNAP, WIC and Project Fresh), and connecting food systems efforts with federal policy by developing a Healthy Food Systems Innovation Fund.
- Examining state guidelines to determine the costs (consequences) and benefits of only allowing stores that carry fresh produce to accept Food Stamps/SNAP and WIC.
- Supporting the new Detroit Food Policy Council.

To expand access to food that is locally grown, raised, or processed, systems-change activities will include:

- Repairing breaks in the local food distribution system and connecting food outlets to products that are grown, raised, and/or processed within 200 miles of Detroit.
- Creating an effective, efficient network of alternative food outlets such as farmers markets, co-ops, and mobile food trucks that sell locally grown, produced, and/or processed foods.
- Strengthening and expanding the Michigan Neighborhood Food Movers Program.

Creating Healthy Community Food Environments—continued

To improve school food systems and policies, actions will be taken to encourage Detroit schools to provide healthy, freshly prepared, and locally grown/produced foods, including:

- Supporting the Detroit Public Schools and Food System Economic Partnership’s Farm-to-School efforts to bring fresh fruits and vegetables into the school lunch menu; and participation in the school food improvement movement through School Food FOCUS.
- Advocating/organizing for federal legislation that requires School Wellness Plans—set to expire in 2010; and the upcoming Child Nutrition Act renewal.
- Developing and maintaining school-based gardens/greenhouses that can be used to provide food for school and community meals; math, science and health lessons; exercise; and job training.

To strengthen Detroiters’ knowledge about, and opportunities to buy, prepare and eat healthy food. At the systems-level, DFFC will work to build commitment and capacity in health-centered programs and facilities to serve health food (such as nursing homes and hospitals).

Creating Opportunities for Active Living in the Natural and Built Environment

To secure Complete Streets legislation and implementation, DFFC will:

- Continue to work with Healthy Kids/Healthy Michigan Coalition on state-level policy and systems-change efforts.
- Advocate for City of Detroit Planning Department and Commission, and Department of Public Works to incorporate Complete Streets principals when streets are repaired, modified, or created.
- Promote greater Detroit school participation in the Safe Routes 2 Schools program, and coordination and incorporation of Safe Routes 2 Schools corridor/infrastructure improvements with the city’s abandoned structure demolition.
- Support community policing and crime prevention programs, such as Crime Prevention Through Environmental Design, through neighborhood activism.

To support implementation of the City of Detroit Non-Motorized Master Plan and the Department of Recreation’s Master Plan, to create a vibrant park, green space and recreation system in Detroit, DFFC will:

- Advocate for the location of recreation centers and/or parks within 2 miles of every home.
- Work with community members and city departments to eliminate barriers (safety, accessibility, maintenance, cost) to community use of parks, trails, and recreation facilities.
- Participate with Detroit Greenways Coalition, and other efforts, to transform and turn vacant lots and abandoned railways into parks, gardens, and greenways; and create more than 50 miles of interconnected biking and walking paths across the city.

DETROIT FOOD & FITNESS STEERING COMMITTEE MEMBERS

<p>Tonya Allen The Skillman Foundation</p>	<p>Phyllis Meadows University of Michigan School of Public Health; and The Kresge Foundation <i>(formerly City of Detroit Department of Health and Wellness Promotion)</i> Co-Chair, DFFC</p>
<p>Ashley Atkinson The Greening of Detroit Co-Chair, DFFC Youth Workgroup</p>	<p>Sharon Milberger Henry Ford Hospital</p>
<p>Penny Bailer City Year Co-Chair, DFFC Youth Workgroup</p>	<p>Kami Pothukuchi Wayne State University Department of Geography and Urban Planning</p>
<p>Maggie Desantis Warren Conner Development Coalition Co-Chair, DFFC Grassroots Community Engagement Workgroup</p>	<p>Jane Shallal Associated Food and Petroleum Dealers Co-Chair, DFFC Food Workgroup</p>
<p>Susan Goodell Forgotten Harvest Co-Chair, DFFC Food Workgroup</p>	<p>Alberta Smith Plump City of Detroit Department of Health and Wellness Promotion Co-Chair, DFFC Built Environment/Physical Activity Workgroup</p>
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<p>Robert McGranaghan The Detroit Community-Academic Urban Research Center</p>	<p>Calvin Trent City of Detroit Department of Health and Wellness Promotion</p>
<p>Randy McNeil <i>Consultant (formerly Youth Development Commission)</i> Co-Chair, DFFC Built Environment/Physical Activity Workgroup</p>	<p>Geneva J. Williams City Connect Detroit Co-Chair, DFFC</p>

Other individuals that served on or significantly participated in the Steering Committee were Nancy Cappola, Wayne County (formerly); Edward Egnatios, The Skillman Foundation; Jim Fuqua, YMCA of Metropolitan Detroit; Eunice Moore, Detroit Public Schools (formerly); Jane Morgan, JFM Consulting Group (project evaluator); William Ridella, City of Detroit Department of Health and Wellness Promotion; Laurie Ryan, City Connect Detroit; and Kathryn Underwood, City of Detroit Planning Commission.

DETROIT FOOD & FITNESS WORKGROUPS MEMBERS AND OTHER KEY PARTICIPANTS

Food Systems Workgroup

Susan Goodell, Forgotten Harvest-*Co-chair*

Jane Shallall, Associated Food and
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Ashley Atkinson, Greening of Detroit

Theresa Bass, Black Family Development

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Maggie Desantis, Warren Conner
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DeWayne Wells, Gleaners Community Food
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Dan Carmody, Eastern Market Corp.

Maggie DeSantis, Warren Conner
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Jim Fuqua, YMCA

Susan Goodell, Forgotten Harvest

Robert McGranaghan, Detroit Community
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Randy McNeil, Consultant (formerly Youth
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Sharon Milberger, Henry Ford Health System

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Detroit Community Gardeners



City Connect Detroit
Building new links to community solutions