



2015 Management Evaluation Noteworthy Initiative

Tulare County: Network Leaders on the Move (NLOM), City of Dinabi Farmers Market Project

Impacting a rural community in Tulare County, a certified EBT accessible Farmer's Market is established in Dinuba, Ca.

A newly developed collaborative called the Network Leaders on the Move (NLOM), Tulare County Partnership first comprised by founders Kaweah Delta Health Care District, Family Health Care Network and Tulare County Health & Human Services Agency convened and conceptualized a plan to address access to fresh and affordable fruits and vegetables, provide a safe environment to enjoy physical activities as well as a comfortable and family conducive atmosphere for families to enjoy spending time outdoors. Dinuba was chosen for a number of reasons, including data that showed the obesity rates to be higher than the State average for children and adults as well as the fact that Dinuba is surrounded by food deserts. These surrounding food desert communities do the majority of their grocery shopping within the City of Dinuba.

The City of Dinuba also passed a resolution recognizing obesity as a serious public threat to the families who reside in Dinuba. NLOM found strong support for this initiative by the City of Dinuba and also the residents and businesses within the City fully supported the initiative. The accomplishment of being able to establish the EBT accessible Farmer's Market in Dinuba and increase the access to fresh fruits and vegetables in this community was exiting, as was the collaborative effort between all the agencies that were involved in assisting the market come to fruition. This story shows that partners within Tulare County including NEOP are able to form collaborations and work within communities to do strategic planning and see an idea flourish into a fully implemented plan.