



Creating Policy, Systems, Environmental Change: Success Story and Lessons Learned

Title

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

Intervention Summary

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 to 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.

Description of Barriers Encountered and Identified or Proposed Solutions

The NLOM Committee faced the challenge of recruiting partners to address the planning of the Farmer's Market. The group formed a smaller task focused group after receiving training from the Centers for Collaborative Planning. Once the smaller group of task focused individuals was formed, duties were established for each member and with those assignments the group could move forward with planning and implementing the Farmer's Market.

Future Directions/Sustainable Success

This year's Farmer's Market was a pilot project and was a success. After the Market closed for the season, NLOM continued to meet to discuss the successes and the barriers and it was agreed that the efforts should continue and the Farmers' Market should be carried forward to future years. For the summer of 2015 the market will run for 6 weeks as was the same for this pilot year project. The City of Dinuba includes a farmer's market as part of their city plan that ensures full support for the future. The committee is in the process of researching funding sources to supplement future activities and leadership training for residents involved in supporting the farmer's market to sustain it for years to come.

Contact information about this Narrative

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