



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

Title

Engage community residents, local government, and community-based organizations in the development and sustainability of a healthy community.

Intervention Summary

Dinuba successfully opened a certified farmers market (FM) in June of 2014, creating an important venue for healthy food access and safe havens for families to enjoy physical activity. In order for the market to become sustainable in the community of Dinuba, the Network Leaders on the Move, Tulare County Partnership (NLOM) collaborated with *Cultiva La Salud* to provide a spokesperson and local government training for residents. The trainings provided residents with tools and useful techniques needed to inspire them in the delivery of positive messaging for their communities.

Description of Barriers Encountered and Identified or Proposed Solutions

During the 2015 FM season an *Awareness Campaign* was launched by the NLOM collaborative to address the low redemption rates of Electronic Benefit Transfer (EBT) food stamps. Families were unaware of the benefits of using their EBT card to obtain market match. A family who receives EBT could purchase \$10 dollars and receive an additional \$10 dollars free to purchase more fruits and vegetables. The Dinuba Residents Leaders (DRL) took to the streets to hand deliver a brochure developed by NLOM that explained the benefits, as well as the use of the Senior and Women Infant & Children (WIC) fruit and vegetable vouchers. At the market, DRL were on hand to explain the benefits to participants. One certified farmer said, "families really understood how to use their EBT and market match this year, I didn't have to explain it to anyone." Clearly, the *Awareness Campaign* worked.

Future Directions/Sustainable Success

In 2014, EBT sales were \$200 this year the total sales were \$980, which is an 88% increase from last year! Our short term goal is to continue to increase the usage of EBT sales in farmer's market, and to educate the community about healthy options when purchasing food with their EBT card. Our long term goal is to incorporate a physical activity component to individuals purchasing food in their local farmer's market or grocery store by doing more outreach of "Bailoterapia" classes in the community. We will continue to collaborate with NEOP and partners to foster a healthy environment for the residents of Dinuba.

Contact information about this Narrative

Local Health Department Grant Name: Tulare County

Grant #: 13-20494

Author's Name: Eustolia Zamora-Bonilla

Phone: 559-624-2758

Email: ezamorab@kdhcd.org

This material was produced by the California Department of Public Health's Nutrition Education and Obesity Prevention Branch with funding from USDA SNAP-Ed, known in California as CalFresh. These institutions are equal opportunity providers and employers. CalFresh provides assistance to low-income households and can help buy nutritious food for better health. For CalFresh information, call 1-877-847-3663. For important nutrition information, visit www.CaChampionsForChange.net.