



Alameda County Food to Families Initiative



The **Alameda County Building Blocks Collaborative (BBC)**'s proposal to the **Kresge Foundation** was selected as one of eight national recipients for the Safety-Net Enhancement Initiative. The three-year \$750,000 grant, funds an innovative project to improve the health of Alameda County residents.



BBC's winning proposal, **Food to Families (F2F)**, is a multi-sector partnership among five organizations. Alameda County Public Health Department is the grant lead and has four partners, two community-based organizations and two health centers. **Mandela Marketplace** and **West Oakland Health Council** are rolling out the grant in West Oakland, while the **Deputy Sheriffs' Activities League** and **Tiburcio Vasquez Health Center** are implementing the grant in Ashland-Cherryland. F2F is supported by the Kresge Foundation through December 2013.

F2F's goals are: 1) to transform the food landscape in the two communities, 2) to increase local economic and employment opportunities for young adult residents, and 3) to enhance perinatal clinical services by connecting women to the improved food environment. Long-term, F2F also aims to reduce the risk of overweight and obesity among pregnant women and their families by increasing access to and consumption of fresh produce.



F2F health centers provide pregnant women with fresh produce prescriptions that connect them with local food access points as well as healthy living classes, which include exercise, cooking, and stress reduction components. Young adults in West Oakland manage the produce supply business at participating corner stores in their community and will promote produce sales. Young adults in Ashland-Cherryland grow produce and distribute community sustained agriculture (CSA) food boxes. **F2F** also contains a mini-grant component, which funds innovative, locally defined community-based projects that align or build on foundation of F2F and the Building Blocks Collaborative Bill of Rights and will enhance **F2F**. **F2F** was created collaboratively, driven by neighborhood data, and designed to support on-going community efforts to further health equity and to address the needs of these two communities.

The Building Blocks Collaborative (BBC) is a partnership of multi-sector community and governmental organizations working to improve health through social and environmental change, convened by Alameda County Public Health Department. The Kresge Foundation is a \$3.1 billion private, national foundation that seeks to influence the quality of life for future generations by creating access and opportunity in underserved communities, improving the health of low-income people, supporting artistic expression, increasing college achievement, assisting in the revitalization of Detroit, and advancing methods for dealing with global climate change.



F2F Progress, as of August 2012:

- F2F partners have successfully rolled out the first wave of fresh produce prescriptions (109 women and their families enrolled in Ashland-Cherryland and West Oakland).
- Partners are working on many aspects of the grant, including: conducting community food assessments, creating youth trainings, developing clinical protocols, constructing produce consumer trainings, and developing the produce prescription.
- The second round of F2F mini-grants are being implemented in both communities. The mini-grants fund innovative, locally defined community-based projects that align or build on the foundation of F2F and the BBC Bill of Rights and will enhance F2F.



###

For more information, visit the Building Blocks Collaborative website at: <http://buildingblocksalamedacounty.wordpress.com/> or contact Alameda County Public Health Department's F2F Project Manager, Rachel P. Paras, at: Rachel.Paras@acgov.org or F2F Advisor, Jessica Luginbuhl at Jessica.Luginbuhl@acgov.org.