LIVE WELL COMMUNITY MARKET PROGRAM ORIENTATION

Ariel Hamburger, M.P.H., M.A.
WHAT IS THE PROGRAM

LIVE WELL COMMUNITY MARKET PROGRAM

Improve and promote access to healthy affordable foods, increase availability of fresh produce, redesign markets, and connect with community stakeholders to build a healthier food environment in San Diego.
PROGRAM PROCESS

1. Identify market
2. Meeting & Market Assessment
3. Program Orientation
4. Co-Build a Market Plan with Achievable Goals
5. Work Together to Make Improvements
6. Special Event to Highlight Healthy Changes
7. Recognition & Share Successes
8. Re-Evaluate for Continued Progress
Relationship building is key to success

Determine preferred form of communication

Be persistent AND flexible

Understand their competing priorities and multiple daily requests

You are providing a joint public health and economic development intervention

Smaller quantity, but higher quality will garner greater success

Economic development partners can be great assets

Partner with others who are already in the same retail environment as you