

Topic: **FOOD SECURITY**

Vision: Expand community gardens, free/reduced grocery, greater (and safe) access to grocery, carpool program to grocery store, and a food resource fair (including where to obtain, connecting with community for transportation options, cooking/nutrition education, and SNAP pre-screening/registration.)

Empathy Mapping:

- Headaches
 - Affordability
 - Navigating systems (SNAP)
 - Schedules/accommodations (work/pay)
 - Location/accessibility
 - Lack of knowledge of food population
 - Cultural barriers
 - Disconnect between reality/expectation
- Jobs to be done
 - Social media campaign (quick/affordable)
 - Transportation/shuttle/carpool
 - Public Outreach (partner w/community spaces for physical locations)
 - Collaborate with grocery to reduce waste; redistribute to insecure
- Dreams
 - Community gardens
 - Improve transportation in community (everyone has access to healthy food within 15 mins, and is affordable)
 - Education (grocery self efficacy)
 - Free kitchen appliances(giveaway)
 - Instacart for free community-initiate, partner with people to buy groceries for people who can't get there

Resource Mapping:

- Providing a service
 - Insurance companies
 - Rotary club
 - Funding
 - Non-profits
 - Tax write off for volume donations
 - Grants/private funding for large corporations
 - "Round-up" program for spare change or grocery for LOCAL programming
 - University of MD/other educational institutions
 - Farmers/amish
- (CONTD)

- Improving individual and community health
 - Cultural impacts i.e. will they feel respected-
 - Reduce healthcare costs
 - Reduce stress/improve mental health
 - Local resources:
 - SMCHD/Hub-Neighborhoods/our neighbors
 - Human Services/Social services (DHS/DSS)
 - CSM, St. Mary's College of MD, UMD
 - Libraries/schools (public, private, and charter)
 - Hospital(s)
 - Department of Public Works
 - Newsletters
 - Soup kitchens
 - USDA
 - Trusted community member(s)
- Notes
 - Corporate grocery stores may experience revenue cuts or increase in business
 - Local grocery improve revenue
 - Political tensions→ Misinterpretation of program→ Argue that it strengthens local community and builds community by ensuring food security and reducing missed work days due to illness (*circle back to education*)

Community Context:

- Mindfulness when collaborating with groups (potentially avoid polarizing groups (gaps?))
- Address distrust between religious groups/ethnic groups and “authority”
- Keep political movement to minimum, when necessary
- Business development/economic development zoning
- Department of Public Works/land usage growth__[margins/marginalized/management?] to address transportation needs
- Demographics:
 - ANYONE IN NEED
 - Rural/suburban
 - Cardependent
 - Not dependant on income/SES
 - **9.1% food insecurity rate**
 - Racial/ethnic considerations
 - Could be divided by zip codes or other geographic border

Game Plan:

- Ongoing tech integration
 1. Community needs survey (online and print):
 - a. Distribute via health department, hospital, social services, mail, community centers (3 oaks) and shelters
 2. Stakeholder meeting and town hall meeting for relevant parties and community members
 3. Application for grants/connect with for-profit corporations, letters of support/donation request
 - a. Annual private donations?
 4. Secure sites (rec & parks) and professionals to provide education
 5. Outreach and advertising
 6. Recruitment of volunteers (public and partner orgs)
 7. Coordinate and finalize partners/transportation services (rideshare/shuttle services)
 - a. The fair is 4 times a year- seasonal
 - b. Ongoing services and resources