

Alameda County

Food to Families Initiative

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



BBC's proposal, the **Food to Families Initiative (F2F)**, will increase access to healthy foods for pregnant women and their families. Youth community leaders in West Oakland and Ashland-Cherryland will run fresh produce distribution businesses that will supply local corner stores with fresh produce. Health centers will provide pregnant women with "prescriptions" for produce and cooking classes, connecting them with fresh produce easily accessible in their local corner stores. Implementing the project in West Oakland are BBC partners **Mandela Marketplace** and **West Oakland Health Council** and in Ashland-Cherryland, **the Deputy Sheriff's Activities League** and **Tiburcio Vasquez Health Center**. F2F, combined with other local initiatives, will help combat the high rates of obesity and overweight in Alameda County.

"The Safety-Net Enhancement Initiative is designed to reduce disparities and improve the health outcomes of low-income children and adults," says David D. Fukuzawa, director, The Kresge Foundation Health Program. "Our eight grantees will devote the next three years to creating new models of health-care delivery among the health and social-service agencies and institutions in their communities." The F2F Initiative provides an opportunity to assess the effectiveness of an individual- and environmental-level intervention to reduce the risk of obesity among pregnant women and their families.



The Building Blocks Collaborative 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 June 2011:

- F2F partners attended a learning community meeting for all eight grantees held by Kresge in Chicago, IL in May.
- F2F partners are working to roll out the first wave of fresh produce prescriptions, and 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.



###

For more information, visit the Building Blocks Collaborative website at: <http://buildingblockssalamedacounty.wordpress.com/> or contact Alameda County Public Health Department's Life Course Initiative Coordinator, F2F Project Manager, Jessica Luginbuhl, at: Jessica.luginbuhl@acgov.org