PUBLIC HEALTH POLICY CHANGE

BUILDING EFFECTIVE AND SUSTAINABLE LOCAL GARDENS TO PROMOTE PUBLIC HEALTH – PART II

MARCH 20, 2012

The legal information and assistance provided in this webinar does not constitute legal advice or legal representation.
Public Health Policy Change Webinar Series

• Providing substantive public health policy knowledge, competencies & research in an interactive format
• Covering public health policy topics surrounding Tobacco, Obesity, School and Worksite Wellness, and more
• Two Wednesdays a month from 12:00 p.m. to 1:30 p.m. Central Time
  (Please note the April 3 webinar will be held from 2-3:30 p.m. Central Time).
• Visit http://publichealthlawcenter.org/ for more information

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Introductions

Debbie Hornor
Community Obesity Policy Manager
American Heart Association
Introductions

Coletta C. Barrett
RN, FAHA, Vice President, Mission
Our Lady of the Lake Regional Medical Center
Introductions

Nadja Berneche
Program Director
Gardening Matters
Introductions

Judith Collier-Reid
National Consultant
Teaching Gardens
American Heart Association
WEBINAR OBJECTIVES

Part I

・ Discuss role of local gardening efforts in promoting public health and reducing obesity.

・ Identify policy and legal issues impacting local gardening efforts.

Part II

・ Distinguish between different types of local gardening efforts.

・ Describe key elements needed to establish local gardens.
COMMUNITY GARDENS AND PUBLIC HEALTH

Nadja Berneche
Program Director, Gardening Matters
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www.gardeningmatters.org
Gardening Matters Mission

Gardening Matters grows the success and sustainability of community gardens by supporting the gardeners that make them happen.

We connect gardeners with resources, training, and networking opportunities, provide public education, advocate for supportive community garden policies, and build community and regional collaboration for the Good Food movement. We embrace home gardening and community gardening as a vital part of a diverse, community-based food system.
What we know about gardens and healthy eating habits

People who garden (or who live with someone who gardens) tend to eat more fruits and vegetables on a daily basis.

In a survey in Flint, Michigan, while only 17.8% of respondents from non-gardening households ate fruits and vegetables at least 5 times a day, that number rose to 32.4% in households with a gardener. The same study showed that gardeners also tend to eat one more serving of fruits or vegetables per day than non-gardeners (Alaimo et al., 2008).
What we know: Access

Community gardens provide access to fresh, traditional produce and nutritionally rich foods in low-income neighborhoods, where nutritious food is much less available than in other areas.

A study of all food stores in three low-income zip codes in Detroit found that only 19%, or fewer than one in five stores, carried a minimal 'healthy food basket' [of] products based on the food pyramid” (Pothukuchi 2003).
What we know: food budget

- Gardeners can save significant amounts of money on produce.

One project estimated that community gardeners saved between $75 and $380 in food costs every season (adjusted for inflation from 1994 to 2011) (Hlubik et al., 1994; Armstrong, 2000).
Garden Sustainability as a 3-legged stool

Water
Land
People
Water access

- Neighboring building with host spigot (can purchase a simple water meter to connect to meter and pay for water)
- Hydrants (Usually must be located on the same side of the street; access dependent on municipal policies)
- Water barrels that city will fill on regular basis
- Rain barrels that can catch water from nearby structures
- Permanent water infrastructure (expensive; best for more permanent land arrangements)
Long-term lease agreement for land

• Faith-based institutions
• Community-supported housing
• Community-based organizations
• Other privately-owned land
• Corporate land
• Publicly-owned land
  • Parks, dependent on parks policies
  • Tax-forfeited land
  • Right-of-ways
• Land Trusts
People

- Leadership Team with defined roles
- Consensus-Based Leadership vs. Project-Managed
- Strong relationships with surrounding community
- Partnerships that can amplify shared goals and create synergy in the community
Case Study: International Outreach Church Community Garden

- Almost 100 plots on nearly 1 acre on church grounds
- Started with goal to provide opportunity for those without means to produce their own food
- Began with vision of parishioners, who took it to church leadership
- Significant community outreach to neighboring families
- Russian, Kenyan, Latino, and African-American gardeners—almost all are on food assistance programs
Case Study: Glendale Townhomes

- Minneapolis Public Housing Site with more than a dozen families participating
- Very diverse community, including many new immigrants
- Start-up planning included a workshop interpreted in three languages
- Building partnerships between social services, property management, and residents was key in overcoming barriers to new immigrant residents
- Now: On-site Farmer’s Market, will expand next year
How can organizations support community gardens?

Provide…

• Secure land for gardens
• Meeting space
• Liability insurance
• Communication infrastructure (website, email address, contact phone number that can be answered)
• Infrastructure start-up funding (shed, fencing, compost, etc)
• Venues to celebrate and eat together
• Evidence that what gardeners are doing matters (research)
• Expertise
• Outreach assistance
• Community publicity
Proud gardeners
Resources

- Gardening Matters
- Multiple Benefits of Community Gardens
- Gardening Matters’ Community Garden Start-Up Guide
- Local Food Resource Hubs Program
- American Community Gardening Association
- Community Garden Policy Guide
  (Public Health Law Center)
SCHOOL GARDENS

Judith Collier-Reid, National Consultant, Teaching Gardens, American Heart Association
TEACHING GARDENS

OVERVIEW
Growing Healthy Behaviors

Teaching Gardens is a partnership with Kelly Meyer – philanthropist, environmental advocate and fundraiser.
Why Teaching Gardens?

• Health intervention at school leads to healthy behaviors in kids
• Provide hands-on nutrition education
• Studies show individuals who participate in a gardening initiative are more likely to consume fruits and vegetables
• Teach responsibility, leadership, team building, environmental awareness, math/problem solving skills, confidence and self esteem
Growing Healthy Behaviors

Teaching Gardens Program Elements

➢ Grow a garden
➢ Hands-on learning experience
➢ Interactive elementary school curriculum
➢ Challenge students to make small changes to improve their health
➢ Measure program success
School Application Key Components

• Designate a school-level contact to serve as the lead Teaching Gardens School Champion (separate volunteer role from the TG Market Champion)
• Build and maintain a Teaching Garden
• Integrate the gardening & nutrition education curriculum
• Communicate with and share success stories with AHA
• Commit to maintaining a Teaching Garden
• Help recruit at least one lead volunteer
Planning for a Successful Garden

• School identifies School Garden Committee (be sure to include AHA volunteers)
• Teaching Garden Activation Kit Binder delivered to school
• AHA hosts Teaching Gardens Orientation with school lead(s), Market Champion and AHA staff
• School Pre-Survey completed
• Committee plans for Plant Day
• School conducts internal staff training
Plant Day

- School-wide kick off event and garden installation
- Led by Garden Committee
- Invite parents, volunteers, media, funder/sponsor, community leaders
- School may want to consider a Prep Day prior to Plant Day to assemble boxes or prep garden for planting
Harvest Day

• School invites parents to attend
• Others invited to participate include: media, community leaders, funder/sponsor representatives
• Garden volunteers teach students how to pick, wash and eat the crops
Prepare for Replanting or Summer Maintenance

• Depending on climate the garden may be made ready for the next planting or may have beds cleaned out if no garden will be in place in the summer months
• Teaching Garden Committee identifies caretakers to water and weed garden
• Plan for Fall Harvest Day or Fall Plant Day (if not growing over summer)
TG Activation Kit Binder

- Sections within the binder:
  - School Activation Kit
  - Parent & Community Resources
  - School Garden Manual
  - Lesson Plans/Curriculum
  - Garden Journal
Sample Teaching Gardens Maps

**Mandatory Components**
- Instructional Area
- Storage Area
- Water Source/Sink
- Compost Area

**Optional Components**
- Benches/Tables
- Annual Flowers/seeds/bulbs
- Rain Gauge/Weather Features
- Birdbath/Fountain
- Weather Station
- Perennials/bulbs/seeds
- Wind Sock
- Tool Shed/Compost Bins
- Insect loving plants
- Butterfly Garden
Map A

Note: This Teaching Garden would cover approximately 955 square feet.
EMPLOYER SPONSORED GARDENS

Coletta C. Barrett, RN, FAHA, Vice President, Mission, Our Lady of the Lake Regional Medical Center
OLOL Teaching Garden

A gift to the Franciscan Missionaries of Our Lady
March 2012
Our Mission

Inspired by the vision of St. Francis of Assisi and in the tradition of the Roman Catholic Church, we extend the healing ministry of Jesus Christ to God’s people, especially those most in need.

We call forth all those who serve in this healthcare ministry, to share their gifts and talents to create a spirit of healing - with reverence and love for all of life, with joyfulness of spirit, and with humility and justice for all those entrusted to our care.

We are, with God’s help, a healing and spiritual presence for each other and for the communities we are privileged to serve.
Corporate Support

American Heart Association

My Heart. My Life.

HEALTHY Lives
A Service of the Franciscan Missionaries of Our Lady Health System
Ready for Change

What is the member's readiness to change?

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% Coached Members in Stage
SpiritLink
OLOL Employees United Through Fellowship

Community Engagement
Mission Services
Spiritual/Liturgy
Team Member Garden
Family Fun
OLOL Teaching Garden
Steps to Implementation

• Create a garden purpose statement
• Identify garden planning team & garden support structure
• HR and Risk Management review
• Market garden to team members
• Recruit lead gardener and volunteer gardeners
• Blessing of the Garden
• Education plan for team members and their families
OLOL Teaching Garden

Before

After
Planting Begins…

• FMOL Sisters

• Administrative Leaders

• Lead Gardener and Planting Team

• Team Members
Blessing of the Garden

We are, with God’s help, a healing and spiritual presence for each other and for the communities we are privileged to serve...
East Baton Rouge Community Assessment

- Low Birth Weight (11.9%)
- Low High School Graduation Rate (60%)
- Large Uninsured Population (25%)
- High Unemployment Rate (6.2%)
- High Crime Rate (16x US avg.)
Community Assessment

• National League of Cities Policy Assessment
• Community Health Living Index
• Community Health Needs Assessment
• Recovery District Authority policy on blighted property
• BREADA – policy on “food stamps”
To the next 100 years...
Questions

www.publichealthlawcenter.org

Network for Public Health Law: Same Network, New Look

The Public Health Law Network has a new name, brand and Web site!

- A refocused name: A subtle name change to “The Network for Public Health Law” places an emphasis on “network” and the importance of connecting and collaborating.
- Renewed visuals: A fresh brand identity conveys an effective, practical approach to public health law.
- Easy-to-use Web site: Take a tour through the new Web site at www.networkforplh.org to enjoy its clean design, creating features and simpler navigation.