

Healthy Food Financing Initiative

Mass in Motion Action Institute
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HFFI: What is it?

“HFFI is a viable, effective, and economically sustainable solution to the problem of limited access to healthy foods and can achieve multiple goals: reducing health disparities and improving the health of families and children; creating jobs; and stimulation local economic development in low-income communities”

- *The Food Trust*

Why We Need Healthy Food Financing:

The Problem in
The U.S.

30.5% Children ages 10-17 who are overweight or obese

2x Likelihood of children from poor families being overweight

23.5 million Americans in low-income communities without supermarket access

52% Higher obesity prevalence in neighborhoods with only convenience stores vs. only supermarkets

9.7% Unemployment rate in January 2010

Case Study: Pennsylvania

Results from Pennsylvania
FFFI

88 New or improved grocery stores
in underserved communities

400,000 Residents with increased access
to healthy food

5,000 Jobs created or retained

\$540,000 Increase in local tax revenue from
a single store in Philadelphia

\$190 million Total project costs resulting from
\$30 million in state seed money

MA Grocery Access Task Force

- Convened by the Massachusetts Food Association, the Massachusetts Public Health Association, The Boston Foundation, and The Food Trust – met in 2011-2012
- The Task Force was made up of representatives from public health organizations, the grocery industry, foundations, and public health and economic development agencies at the state and local levels
- Developed policy recommendations to support supermarkets and other fresh food retail in underserved areas across the state

Task Force Recommendations included three major areas:

- **Planning and development** - adopt food retailing as a priority during the planning process at the state, regional and local level
- **Financing** - Creation of a fresh food financing fund
- **Community partnerships** – State and local government should target new and existing resources to support supermarkets and other food retailers that partner with community-based organizations during the development process

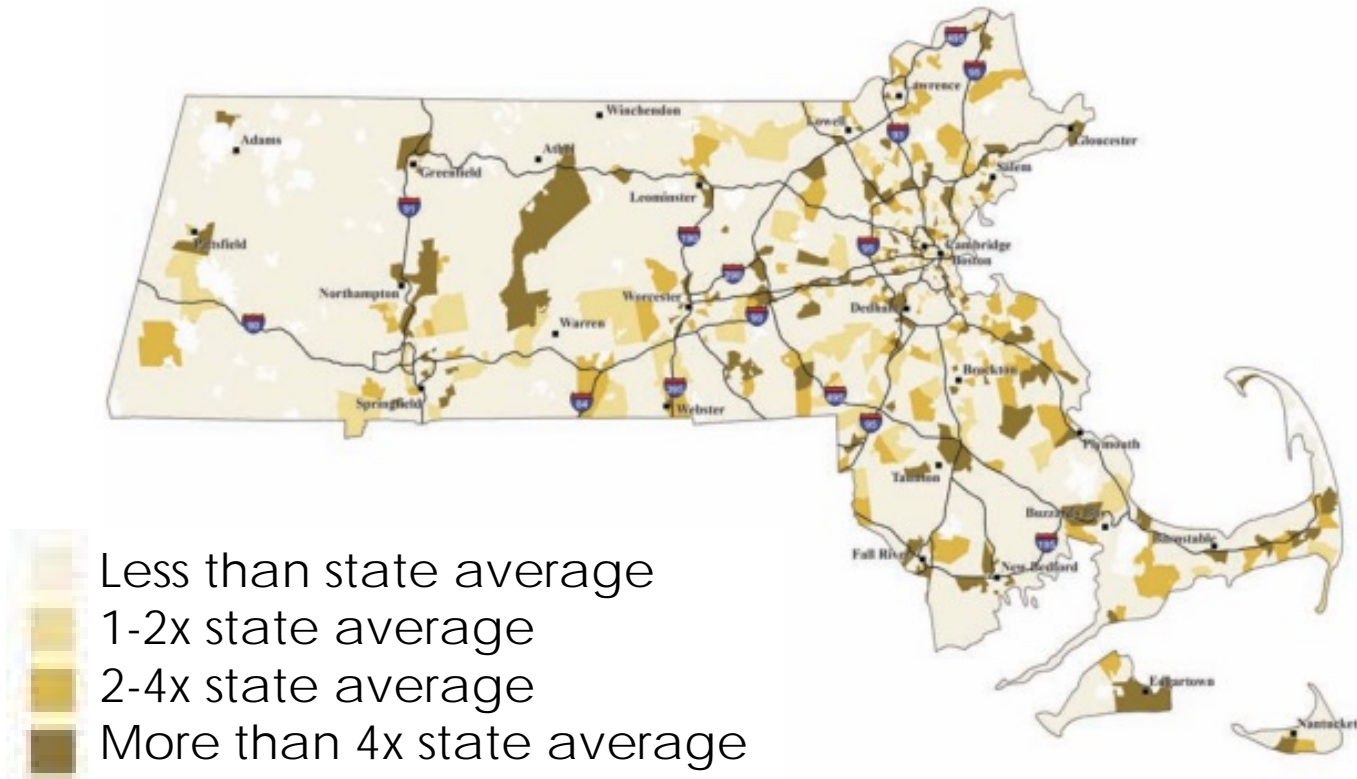
What HFFI Can Do:

- Decrease travel time and transportation costs associated with accessing healthy foods outside of the community
- Reduce rates of diabetes, obesity, and other health issues
- Support healthy food innovations
- Assist retailers with store development and renovations
- Provide economic opportunities for residents through added jobs

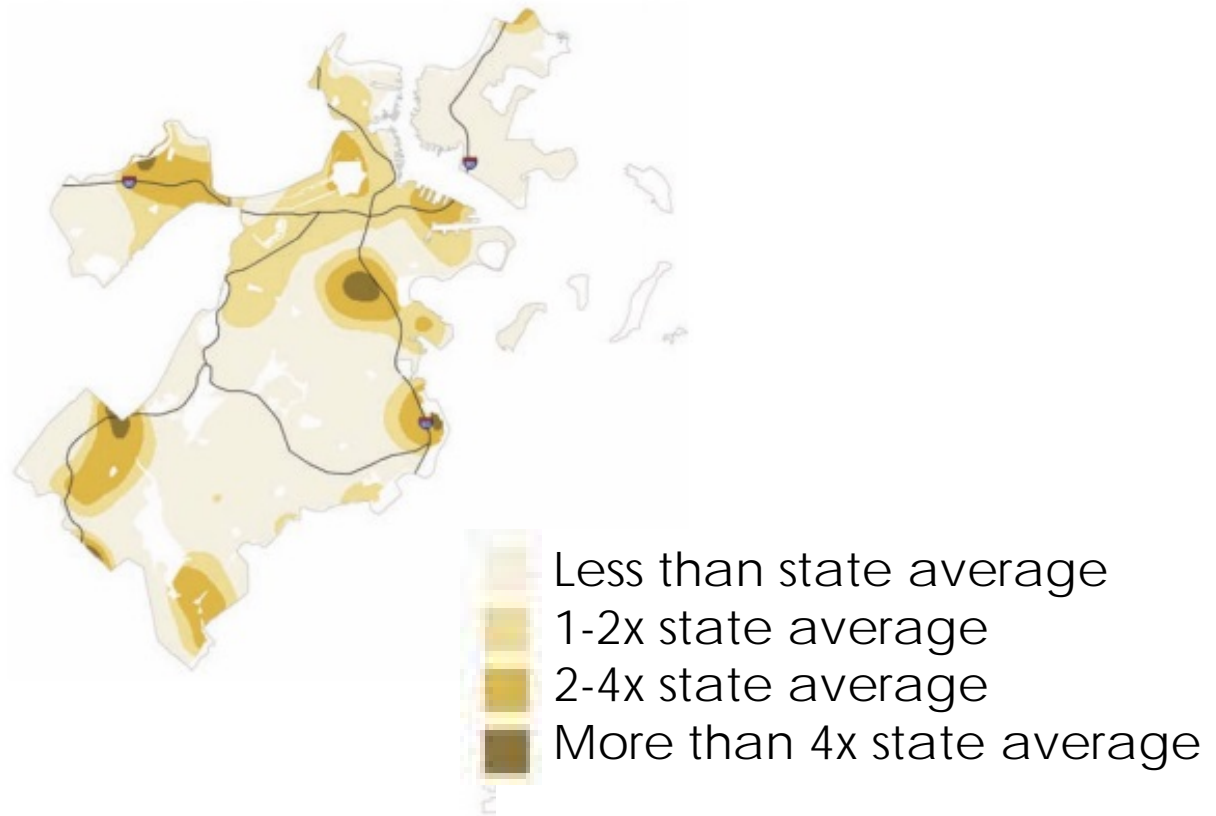
Why HFFI is Needed in MA

- MA has fewer supermarkets per capita than almost any other state
- Uneven distribution of existing supermarkets across the state
- MA spends \$1.8 Billion on treating obesity-related diseases per year
- One-third of MA schoolchildren are overweight or obese by the first grade
- Many MA communities with poor access to supermarkets also have a high incidence of diet-related deaths

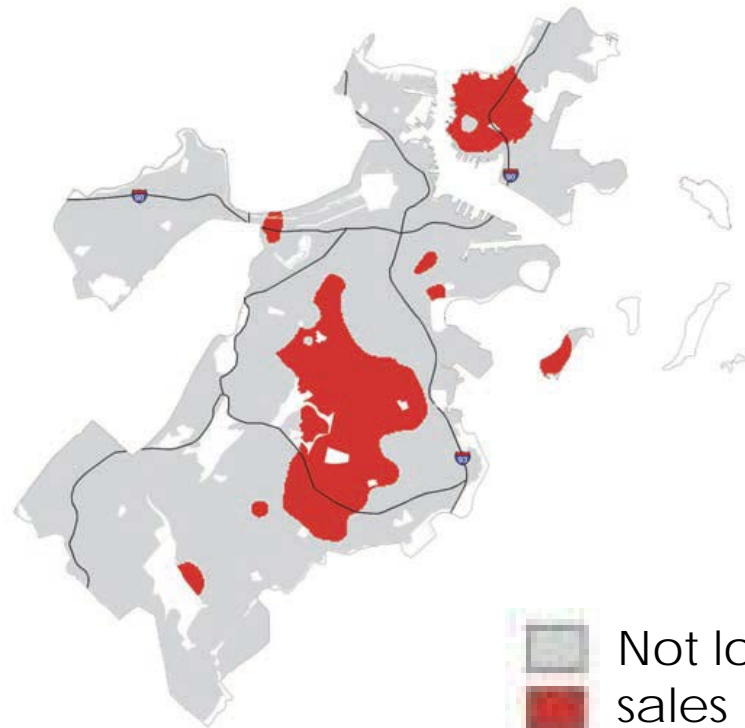
Supermarket Sales & Total Population: MA



Supermarket Sales & Total Population: Boston



Low Supermarkets Sales & Low Income: Boston



Not low income & low sales

Low income & low sales

What you can do: Taking Action

- Get involved in the Healthy Food Access Working Group
- Send a postcard to your legislator about why you support this initiative
- Educate others in your organization about why this initiative helps to reduce inequities and improve health
- Become a community leader for HFFI