



# Values-Driven Policy and Investment in Prince George's County to Promote and Expand Healthy Food Options

"Putting Our Best Food Forward: A Sea of Possibilities"  
Maryland Association of Counties  
August 16, 2018

Values-Driven Policy and Investment in Prince George's County  
to Promote and Expand Healthy Food Options

**A Few of the Top Challenges:**

Social Determinants of Health  
Health Care Costs for County Employees  
Food Deserts

**A Few of the Ongoing Solutions:**

Healthy Vending Options  
Healthy Options Food Truck Program  
Funding for Targeted Programs/EDC Emphasis

## Health Factors: What are the Principal Drivers?

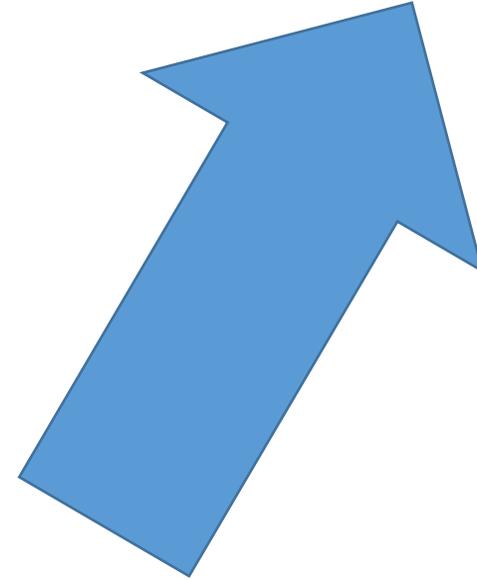
- Prince George's is #22 of 24 in Clinical Care

Category	County	Margin of Error	Top U.S.	Maryland
Uninsured	11%	11-12%	6%	7%
Primary care physicians	1,910:1		1,030:1	1,140:1
Dentists	1,650:1		1,280:1	1,320:1
Mental health providers	890:1		330:1	460:1
Preventable hospital stays	46	44-47	35	47
Diabetes monitoring	<u>82%</u>	81-84%	91%	85%
Mammography screening	<u>61%</u>	59-63%	71%	64%

## 2018 County Health Rankings: Conclusions

- Health Outcomes and Health Factors continue to languish in the third quartile.
- County's ranking is disproportionately impacted by underperformance in clinical care and health behaviors, i.e., overweight/obesity.
- Significant sector underinvestment notwithstanding, life expectancy continues to rise.

Employee & Retiree  
Health Care Costs:  
FY 2019: \$104 million



# Challenge: Food Deserts/Access to Healthy Food

**Healthy Food for All Prince Georgians**  
An assessment of access to healthy food  
in Prince George's County, Maryland

Accessibility

Affordability

Cultural Variety

Customer Service

Quality Assurance

**Prince George's County Food System Study**  
November 2015

The Maryland-National Capital Park and Planning Commission  
Prince George's County Planning Department  
www.pgplanning.org

Map 10: Low income and low access areas (food deserts) at 1 to 10 miles



Source: ERS, USDA Food Access Research Atlas

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**A Few of the Ongoing Solutions:**  
Healthy Vending Options  
Healthy Options Food Truck Program  
Funding for Specific Programs &  
Economic Development Corporation Emphasis

## Solution: Healthy Vending Options in Prince George's County

Status: Implemented



CB-26-2017 requires healthy food and drink options in vending machines on all County property, including libraries.

Spurred by this legislation, M-NCPPC took separate action to implement same regulations at all Montgomery and Prince George's County sites (including office building, recreation centers, etc.).

- Sets limits for ALL products: amount of trans-fat per serving; sodium per package; size & calories in beverages, etc.
- Establishes requirements for healthy options
- Requires at least 50% of items meet healthy options requirements
- Requires healthy option items to have best location & lowest prices within each vending machine

## Solution: Healthy Vending Options in Prince George's County

Status: Implemented

### Key to Success: A Strong Coalition



**Health Care Providers** such as Kaiser Permanente and Blue Cross

**Advocacy Organizations** such as Sugar Free Kids, American Heart Association, PGC Food Equity Council

**County Agency Directors** such as PGC Memorial Library System, Human Resources, Health Department, etc.

**Poised and Passionate Youth Advocates**

## Solution: Prince George's County Healthy Options Food Truck Program

Status: Concept Phase



**Background:** Food Truck Hub Oversight Committee created with the larger legislative package establishing food truck & hub licensing, regulation, etc.

Values demonstrated via first clause: “Whereas, the Food Truck Hub Program was created to increase access to health food options for residents and employees, to better-serve food deserts and underserved areas...”

### **Potential Incentives for Food Trucks which meet healthy menu guidelines for food and drink options:**

First choice of location at a Food Truck Hub or special event.

Expedited permitting process.

Reduced fees for permits and licenses.

Complimentary truck decal identifying vendor as offering Healthy Menu options.

Complimentary assistance from County nutritionist or dietitian.

Complimentary two-month membership to the DMV Food Truck Association.

## Solution: Targeted Funding to Promote Healthy Options

Status: On-going



PRINCE GEORGE'S COUNTY  
FoodEquityCouncil

Founded in 2013; County Council targeted non-departmental grant funding to FEC in FY19 and FY20 as other grant funding to FEC decreased.



SNAP to Health Program – established by CB-37-2014 to support SNAP/EBT acceptance and processing at farmers' markets in PGC and offset costs; Council added funding in FY20 Budget



MD Money Market Program matches SNAP, WIC, etc. at Farmers' Markets; Council added funding in FY20 Budget

# Prince George's Economic Development Food Desert Initiative



## Food Desert Relief Plan Agenda

- Primary Causes of Food Deserts

### Food Desert Relief Action Plan:

- Targeted Locations in Food Deserts to place Emerging Grocers
- Develop List of Emerging Grocers
- Assess Emerging Grocers for Relief Criteria
- Develop “Emerging Grocer Selling Story”
- Meet with Principals of Emerging Grocers
- Close Deals with Emerging Grocers

### Community Based Solutions



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