

Group 4
Project Proposal

Richmond Food Asset Map (RFAM)

Grocery & Specialty Markets

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Introduction

Our team of UBC student volunteers will aid the development of an online food asset map for the Richmond community. A food asset is a place where people can grow, prepare, share, buy, receive or learn about food. (see *fig. 1*) This map aims to be a current, dynamic and user-friendly tool for community members and agencies to locate food assets in an effort to increase awareness of different types of retail locations in Richmond (Romses, 2017).

Our efforts will focus specifically around gathering and updating information about *Grocery Stores/Supermarkets* and *Specialty Stores*. Once we have compiled their locations and contact information a RFAM coordinator will integrate this data into the web application. Grocery stores are stores typically chain-owned and offer a wide selection of fresh, dried, frozen and packaged food from Canada's Food Guide, as well as non-food household items. Whereas, specialty food stores are those that specialize in selling a specific type of food or cultural food but may not sell choices from the four main food groups under Canada's Food Guide (Romses, 2017).

The city of Richmond is a coastal city located in the Metro Vancouver area in the province of British Columbia (Richmond.ca, 2018). It has a population of just under 219,000 people, and the highest immigrant population in Canada. The total visible minority population makes up roughly 76.3% of the community - the largest visible minority group being individuals identifying as Chinese at 53% of the total population (Statistics Canada, 2017). Households with income under \$40,000 made up approximately 38.5%, and 25% of Richmond's children live in poverty. Additionally, 38% of Richmond's population have not been educated past

high school. Only 20.9% of families in Richmond reported consuming more than five servings of fruits and vegetables per day (BC Community Health Profile, 2014).

Significance

It is important to recognize that health inequities stem from factors that are systemic, avoidable and outside the control of the people affected. Practitioners, policy makers, and community stakeholders are particularly concerned with the gap in health status for certain populations. People with low incomes tend to have poorer health than people with high incomes. A key to reducing health inequities is to create more equitable conditions and opportunities for everyone (vch.ca, 2017). With the launch of the Richmond Food Asset Map (RFAM), Richmond will be one step closer to facilitating community food security for its residents. Community food security can be defined as all individuals in a community have access to affordable, safe and nutritious food that meets their dietary needs and food preferences for an active and healthy life (FAO, 2014).

Potentially this tool can also be used by local government or Richmond community partners to view and use community food assets strategically (e.g. estimating the proximity to nutritious and/or affordable food to different vulnerable populations).

Objectives.

The goal of this project is to improve access to healthy, local, affordable food for all. Enhancing access for individuals to participate in the activities of

neighbourhood food networks and other community-based food programs, particularly for the vulnerable and isolated groups such as those that suffer from poverty. The RFAM we are helping to create is a compass for the residents of Richmond to access the food that fits their budget and nutritional needs.

Our specific project objectives include:

1. Gathering and updating information about current grocery stores and specialty markets in Richmond to be used in the RFAM as of March 5th, 2018.
2. Obtaining feedback from community partners and/or VCH staff who may use the map

Methods

In this study, we will work with VCH, a health authority that provides health care services for residential families in Vancouver, Richmond and other coastal communities in BC (VCH.ca, 2017).

In order to fulfill Objective 1 we will update the current list of grocery stores and specialty stores (i.e. produce grocers) through an excel spreadsheet that has been provided to us by our community partners at Vancouver Coastal Health. We will conduct online research, through google maps, Richmond City Hall and the Richmond Chamber of Commerce websites to gather appropriate geographic and contact information. Additionally, we will contact the current list of grocers through phone or email to ensure they are still operating and at the same location. To expand and update the current RFAM we will add any new grocery stores to the list . If we are unable to find grocers' information through online

search, we will then be contacting them about consent approval. After updating the excel spreadsheet, our community partners will input spreadsheet data that we have collected into the RFAM.

To achieve our feedback objective, we will be interviewing three community members from agencies that serve families, as well as, interested community partners and organizations (e.g. Richmond community centres or family services of greater Vancouver). Public Health Dietitians Anne Swann and Rani Wangsawidjaya will assist us in contacting appropriate participants.

Feedback will be gathered through evaluation forms provided to us by our community partners. (see *fig.3*) In the evaluation forms, we will be asking about the difficulty in utilizing RFAM, usefulness of the map and how we can improve it. After receiving feedback, we will be collating the results and utilizing that information to create our final report and presentation. Creating key points on where we can further improve the RFAM and what we can do to achieve these changes.

Outcomes

We will be regularly updating our blog over the next 3 months. We will have the excel documents completed and submitted to the public dietitians between Feb. 26 - March 5. On March 12, evaluation interviews will take place. On March 26, we will be having an infographic project presentation on UBC campus. Lastly, the final project report will be completed by April 8 and submitted on Canvas.

References

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Appendix

Vancouver Food Asset Map Glossary

Food Asset: a place where people can grow, prepare, share, buy, receive or learn about food. Community organizations and schools are included because they are places where community members can get support with learning and health or connect with others in their community.






Vancouver Neighbourhood Food Networks		
Vancouver Neighbourhood Food Networks	Coalitions of grassroots organizations working together to advance food security at the community level. They support initiatives that engage communities and enrich the local food system.	
Free or Subsidized Grocery Items		
• Free Grocery Items	Free grocery items for individuals facing food security challenges, e.g. food banks	
• Subsidized Grocery Items	Grocery items available at a lower cost than retail grocery stores.	
• Low Cost Markets: Mobile/Curb Side/Pop Up	Non-permanent or seasonal markets that sell fruits and vegetables at a lower price than most grocery stores.	
Free or Low Cost Meals		
• Free Meal	Free prepared meals/snacks are provided by various organizations and groups in the community	
• Low Cost Meal	Low cost prepared meals/snacks are provided by various organizations and groups in the community	
• Low cost/Free Meal	Both low cost and free prepared meals/snacks are provided by various organizations and groups in the community	
Grocery or Small Retail Stores or Markets		
• Grocery Stores	Stores that offer a wide selection of food and non-food household products.	
• Small Retail Stores	Stores that offer a limited selection of food and non-food household products. May specialize in foods from a geographical location or a type of food, e.g. Philippines, produce.	
• Public Markets	Markets that include fresh fruits, vegetables, and other products from farms.	
• Mobile or Seasonal Markets	Non-permanent or seasonal markets that include fresh fruits, vegetables, and other products from farms.	
Kitchens or Food Programs		
• Kitchen Access	Kitchens available for use by community members or agencies.	
• Community Kitchen Programs	A group of individuals led by a facilitator, who meet regularly to cook meals and may participate in menu selection, shopping, preparation & cooking. Provides an opportunity for socialization and skill/knowledge-building.	

Fig. 1. Definitions presented in this proposal have been taken from this glossary obtained in a meeting with a VCH

City of Richmond Map

Welcome to the City of Richmond
British Columbia, Canada



Fig. 2. (Richmond.ca, 2018)

Richmond Food Asset Map - Evaluation form Feb 20 2018

Richmond Food Asset Map Evaluation for Public Health Staff and Community Partners

Date (month and day): _____, 2018

Time: _____

Location: _____

Evaluation Questions:

(For each question please check "✓" yes, no, or not sure. Provide written response under comments.)

Yes ✓	No ✓	Not Sure ✓	Comments
<p>1. Before now did you know how to find food assets in your community? e.g., free or low cost meals or groceries, food banks, community gardens, and community kitchens?</p> <p>(If yes, what resources do you use to find food assets?)</p>			
<p>2. Was the Food Asset Map tool easy to use? If not, why wasn't it easy to use?</p>			
<p>3. Were the instructions on how to use the Map easy to follow? If not, what was difficult to follow?</p>			
<p>4. Was the information provided about the assets easy to understand? If not, what information was difficult to understand? (Please include the asset(s) in your response).</p>			
<p>5. Is there anything that needs to be added or changed to make it easier for you to find food assets in Vancouver?</p>			

Thank you for your feedback.

Fig. 3.