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
# Challenge: Social Determinants of Health

## Health Factors: What are the Principal Drivers?

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

<table>
<thead>
<tr>
<th>Category</th>
<th>County</th>
<th>Margin of Error</th>
<th>Top U.S.</th>
<th>Maryland</th>
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</thead>
<tbody>
<tr>
<td>Uninsured</td>
<td>11%</td>
<td>11-12%</td>
<td>6%</td>
<td>7%</td>
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<td>Primary care physicians</td>
<td>1,910:1</td>
<td>1,030:1</td>
<td>1,140:1</td>
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<td>Dentists</td>
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<td>1,280:1</td>
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<td>Mental health providers</td>
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<td>330:1</td>
<td>460:1</td>
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<td>Preventable hospital stays</td>
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<td>44-47</td>
<td>35</td>
<td>47</td>
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<td>Diabetes monitoring</td>
<td>82%</td>
<td>81-84%</td>
<td>91%</td>
<td>85%</td>
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<td>Mammography screening</td>
<td>61%</td>
<td>59-63%</td>
<td>71%</td>
<td>64%</td>
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</table>
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 not-withstanding, 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

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

Source: ERS, USDA Food Access Research Atlas
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-NCPHP 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

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
Solution: Economic Development Corporation Emphasis
Status: On-going

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

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