



LiveWell Colorado

Denver Metro Chamber of Commerce:

Health and Wellness Committee

November 2nd, 2018

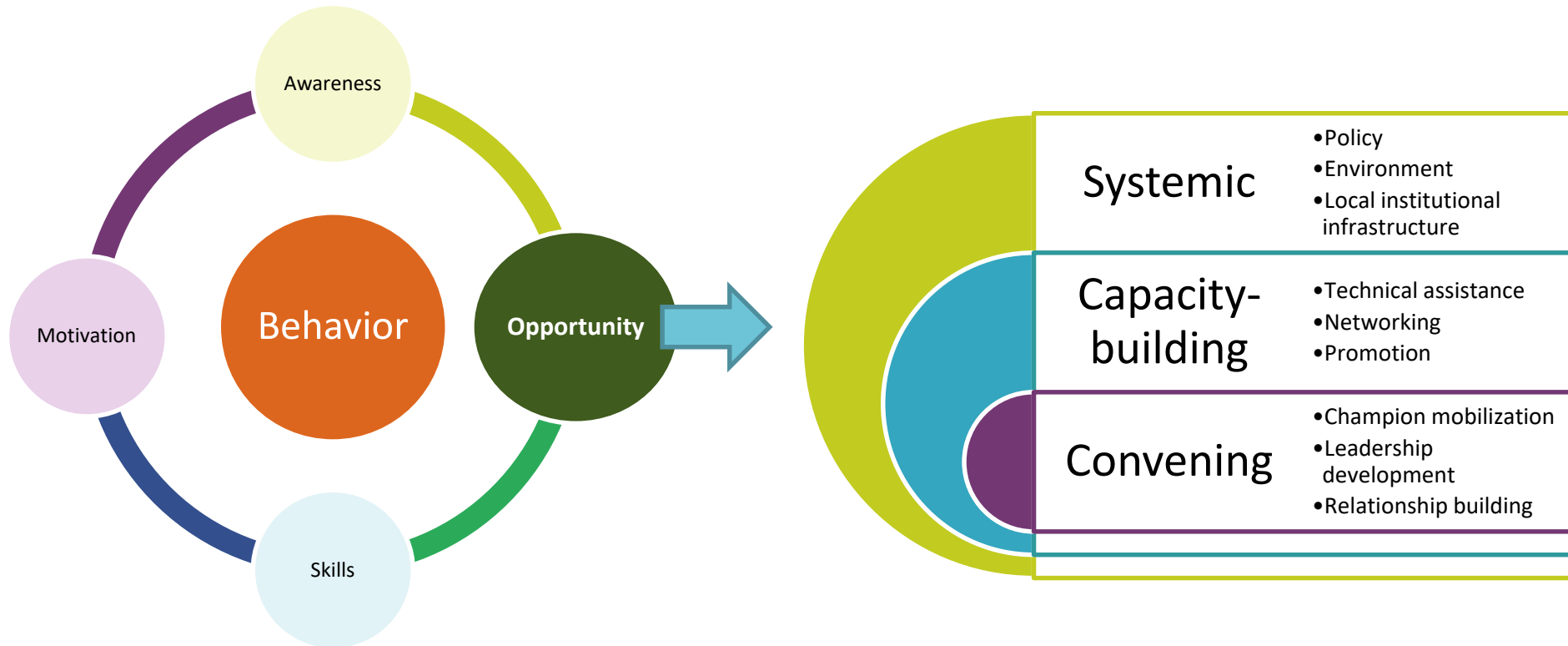
LiveWell Colorado

- ✿ Mission: Increases access to healthy eating & active living by removing barriers that inequitably and disproportionately affect low-income communities and people of color
- ✿ Vision: All Coloradans live in environments with equitable access to nourishing food and physical activity they need to be healthy
- ✿ Goals:
 - **Build a sustainable, equitable, & health-promoting food environment**
 - Advance equitable access to physical activity opportunities across Colorado schools & communities
 - Advance sustainable & equitable access to biking & walking



AMSO Theory of Behavior

Michael P. O'Donnell, MBA, MPH, PhD





Systemic Problems

- ✿ Diet is the #1 contributor to death and disease.
- ✿ Food can be a powerful promotion of health or contributor to poor health.
- ✿ “The food system—encompassing the production, processing, marketing, and purchase of food and the related consumer behaviours, resources and institutions—appears to be struggling to deliver nutritious and healthy diets in an equitable manner.” (The Lancet article)
- ✿ There is imbalance in the food system.





Resulting Impact

- 75% of all U.S. farms gross only \$50,000/yr. and account for only 4% of product sales
- 12% of Americans suffer from hunger
- Only 1 in 10 adults eat the recommended number of serving of fruits and vegetables
- 37% of Americans are obese; the estimated annual medical cost of obesity in the U.S. is \$147 billion
- More than 65% of our SNAP-authorized stores in Colorado are convenience, dollar, or drug stores





LiveWell's Food Systems Approach

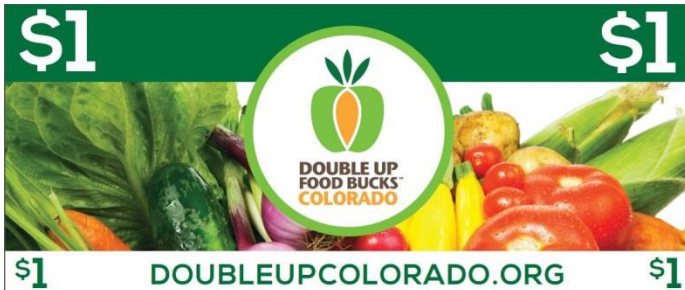
1. Incentivize healthy food availability for consumers that face disproportionate barriers to access.
[Double Up Food Bucks]
2. Strengthen healthy, local food procurement at institutions in Colorado.
[Local Procurement Colorado (LoProCo)]
3. Support opportunities for Colorado growers that promote healthy and sustainable food production and distribution.
[Food Policy Network]

Elevate public awareness and engagement around the inequities in our current food system

Influence public policy to address inequities in the food system



Double Up Food Bucks



How do you eat "in season"? By using locally grown food harvested now! Learn how buying produce in season benefits your plate & your wallet w/these tips & recipes from our friends at Cooking Matters. <https://clk2.me/04WGy>

Aug 29, 4:05 PM

Text message



Double Up Digest



Want to Get Additional Updates and Tips from Double Up?

Provide your mobile phone number at doubleupcolorado.org/contact

SNAP EBT Machines: When Technology Sets You Back!



We want to acknowledge what a confusing and frustrating summer it has been regarding technology! While markets have long faced challenges with machine quality and consistency, this summer was one for the record books! Starting with the scare around the Novo Dia machines and now a whole slew of challenges with FIS and their VeriFone 610 machines specifically, many of our partners have been affected...which means many SNAP recipients face a cumbersome process (manual vouchers!) or give up on the program all together. Despite many frustrations, all of our partners have found ways to keep accepting SNAP and Double Up, donating many, many hours of their time to this issue. Thank you for your tenacity, everyone!

We here at LiveWell continue to work with national partners as well as the CO Department of Human Services to identify and pursue permanent, long-term solutions - so that access to no-cost EBT technology through one uniform program is the norm for all direct market operations. This is a long-term strategy, however, and we know markets are in need of immediate solutions!

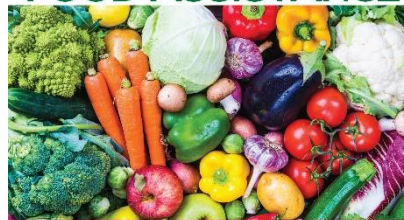
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Published by Dave Thatcher (?) · August 13 ·

Tamara Anne shares with New America reporter Jennifer Oldham during a trip to the farmer's market: "My teenager said to me recently: 'Hey, Mom, I want you to know I really like fruit more now.' Tamara is one of 5,755 federal-food-assistance recipients who, in 2017, used the program to buy Colorado-grown fruits and vegetables in 96 locations across the state. On top of that, the purchases support local farmers, many of whom grapple with drought and rising costs. Read the entire article for more.
<https://www.newamerica.org/.../edit.../power-local-push-produce/>

NEWAMERICA.ORG
The Power of the Local Push for Produce
A program that allows federal food aid recipients to double the amount the...

4,425 People Reached 63 Engagements 96 Clicks [Boost Again](#)

GET FREE FRUITS & VEGETABLES WITH YOUR SNAP/FOOD ASSISTANCE



TEXT YOUR ZIP CODE TO
1-844-383-2399
FOR A LOCATION NEAR YOU
VISIT DOUBLEUPCOLORADO.ORG
OR CALL: 720-573-3632



Questions

