

CITY OF NORMAN HEALTHY FOOD RETAIL RESOLUTION

Definitions

For the purposes of this resolution, “food retailer” means the following:

- any food outlet operating in a fixed location, including a grocery store, dollar store, corner store, convenience store, and farmers’ market;
- a mobile food-market that regularly stops at predetermined locations on a fixed schedule;
or
- any other retailer whose business is primarily made up of sales of food and non-food grocery products intended for preparation, use, or consumption off the retailer’s premises.
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For the purposes of this resolution, “healthy food retailer” means the following:

- a food retailer as described above that stocks healthy foods and beverages and promotes, places, and prices them competitively compared with unhealthy foods and beverages.

Taskforce

The City Council endorses a Healthy Food Retail Task Force to monitor and advance the actions directed by this resolution. The Task Force shall present its findings by report to City Council.

Composition

The Taskforce shall be composed of elected officials and the directors or their designees of appropriate local agencies or departments. The City Council shall appoint one Taskforce member.

The Taskforce chair is responsible for leading the Taskforce. Taskforce members are responsible for reporting to the chair, providing support to the Taskforce, and participating in Taskforce meetings.

The Taskforce shall also include at least three community stakeholders that work on healthy food access issues. A representative from each of the following stakeholder groups shall be invited to participate in the Taskforce: Cleveland County Health Department, Norman Regional Health System, University of Oklahoma, and community advocates.

Term

The Taskforce is convened temporarily until the actions listed in this resolution are complete. The Taskforce shall hold its first meeting by July 15th, 2017 and will meet quarterly for a two year term.

Duties

The Taskforce shall do the following:

1. Develop bylaws and a work plan for the life of the Taskforce within two months of the first meeting.
2. Carry out the tasks listed in this resolution.
3. Present a report to the City Council by November 1, 2019. At a minimum, this report shall include i) a summary of the work, findings, and recommendations of each the Taskforce ii) an analysis of the work, findings, and recommendations, including a list of the most feasible recommendations; and iii) a proposal for next steps, including steps to share this information with the community.

Assessment

The Task Force will review and synthesize existing assessments of the food retail environment, such as the Food Availability and Marketing Survey, by *November, 2017*, in order to understand the food environment, including the regulatory environment.

The Task Force will share its synthesis with the City Council by November 2017.

Find

The City Council recognizes the need for residents to have physical access to healthy food retail outlets.

Scan

- Identify barriers that prevent residents from traveling to healthy food retailers from their homes, worksites, and places they visit regularly especially among community members who are enrolled in nutrition assistance benefit programs.
- Identify existing programs and policies that improve the location, number, and/or density of healthy food retailers (e.g., economic development incentives for new healthy food retailers, zoning incentives for healthy food retailers).
- Work with stakeholders to learn about and gauge interest in developing a program to improve transportation options to healthy food retailers.

Promote

- Promote existing programs and policies that improve transportation options to healthy food retailers on appropriate websites and/or in other appropriate publications.

Recommend

- Recommend public and private funding sources that can be used to address barriers to the location of healthy food retailers; support existing programs that improve the convenience of healthy food retailer locations; and/or launch and support a program to improve the convenience of the location of healthy food retailers.
- Recommend administrative actions and policies that will address barriers to the location of healthy food retailers; support existing programs that improve the convenience of healthy food retailer locations; and/or develop a program to improve the location of healthy food retailers.

Afford

The City Council recognizes the need for residents to be able to afford healthy food sold at food retail outlets.

Scan

- Determine how many eligible food retailers participate in food assistance benefits programs, such as SNAP and SFMNP.
- Identify barriers that prevent eligible food retailers from participating in food assistance benefit programs, such as SNAP and SFMNP (e.g., the administrative burden of applying).
- Identify existing programs and policies that increase retailer participation in food assistance benefit programs, such as SNAP and SFMNP (e.g., outreach to retailers).
- Work with stakeholders to learn about and gauge interest in developing a program to increase retailer participation in food assistance benefit programs, such as SNAP and SFMNP (e.g., offering technical assistance on how to fill out applications).

Promote

- Promote existing programs and policies that increase retailer participation in food assistance benefit programs on appropriate websites (e.g., chamber of commerce) and/or in other appropriate publications (e.g., business license application materials).

Recommend

- Recommend public and private funding sources that can be used to address barriers to food security; support programs that improve food security; and/or develop a program to improve food security.
- Recommend administrative actions and policies that will address barriers to food security; support existing programs that increase retailer participation in food assistance benefit programs; and/or develop a program to increase retailer participation in food assistance benefit programs, such as SNAP and SFMNP.

Results of the AFFORD section will be reported by January 2018

Choose

The City Council recognizes the need for residents to want to purchase and consume the healthy food sold at food retail outlets.

MARKETING

Scan

- Identify barriers that prevent food retailers from marketing healthy food (e.g., lack of marketing knowledge or materials, industry contracts).
- Identify existing programs and policies that improve the marketing of healthy food in retail venues (e.g., by placing healthy food at eye-level, creating a healthy checkout aisle).
- Work with stakeholders, including government attorneys, to learn about and gauge interest in developing program to improve the marketing of healthy food in retail venues (e.g., offer incentives to retailers that implement a healthy checkout aisle).

Promote

- Promote existing programs and policies that improve the marketing of healthy food in retail venues on appropriate websites and/or in other appropriate publications.

Recommend

- Recommend public and private funding sources that can be used to address barriers to marketing healthy food in retail venues; support existing programs that improve the marketing of healthy food in retail venues; and/or launch and support a program to improve the marketing of healthy food in retail venues.
- Recommend administrative actions and policies that will address barriers to marketing healthy food in retail venues; support existing programs that improve the marketing of healthy food in retail venues; and/or develop a program to improve the marketing of healthy food in retail venues.

Use

- The City Council recognizes the need for residents to be able to identify and prepare healthy food sold at food retail outlets.

SHOPPING SKILLS

Scan

- Identify barriers that prevent residents from shopping for healthy food (e.g., residents don't know how to read a nutrition label).
- Identify existing programs and policies that educate community members about healthy shopping (e.g., by operating store tour classes).
- Work with stakeholders to learn about and gauge interest in developing a program to educate community members about healthy shopping (e.g., hosting SNAP-Ed demonstrations at healthy food retail venues on a regular basis).

Promote

- Promote existing programs and policies that educate community members about healthy

shopping in retail venues on appropriate websites and/or in other appropriate publications.

Recommend

- Recommend public and private funding sources that can be used to address barriers to shopping for healthy food; support existing programs that educate community members about healthy shopping; and/or launch and support a program to educate community members about healthy shopping.
- Recommend administrative actions and policies that will address barriers to shopping for healthy food; support existing programs that educate community members about healthy shopping; and/or develop a program to educate community members about healthy shopping.
- Results of the USE section will be reported by November 2019
- The Taskforce will report back to the City Council on the results by November 2019.