



LONDON FOR ALL

A ROADMAP TO END POVERTY



Food Security

7.11 Build on research on “food deserts” (areas of the city with little or no access to grocery stores) and support business models that address them (e.g. markets, fresh food in convenience stores, etc.)

The Healthy Kids Community Challenge (HKCC)

The Healthy Kids Community Challenge is an initiative funded by the Ontario Ministry of Health and Long-Term Care to support the well-being of children. The challenge focuses on promoting healthy eating, physical activity, and healthy behaviours for children under the age of twelve, using social media marketing tools, training, and funding for community projects. Forty-five communities across Ontario were chosen to participate in the challenge over the three year funding period.

London and Middlesex were both chosen to be a part of this initiative to help children lead healthier lives. The Human Environments Analysis Laboratory (HEAL) worked with the HKCC to execute their goals of the challenge in the most efficient and effective way. A community needs assessment was created by the HEAL for both London and Middlesex in order to gain a greater understanding of the individual neighborhoods and townships as well as the communities as a whole.

Thirteen neighbourhoods were chosen based off a priority designation made by the Child and Youth Network (CYN) London representing 78 elementary schools in the city. The funds available through this initiative help the CYN create a greater impact in the London community.

Priority Neighbourhoods: Argyle, Carling, East London, Glen Cairn, Hamilton Road, Highland, Huron Heights, Medway, Southcrest, West London, Westminster, Westmount, and White Oaks.

The Healthy Kids Community Challenge needs assessment – published April 2016 - contains an overall Community Needs Assessment for London, and the 13

neighbourhood-level CAN's as well. The community needs assessment can be found here: https://issuu.com/wrroberts/docs/london_cna_final_final

London Good Food Box

Priority neighbourhoods have been identified as having minimal access to fresh produce, yet an increased access to less healthy food, such as junk food. Due to these neighbourhoods historically being considered food deserts, both adults and children may have negative attitudes towards fruit and vegetables and may be reluctant to try new produce items. There is a need to better inform residents about the health benefits of vegetables and fruit, as universal encouragement of vegetables and fruit consumption normalizes positive behaviours. Individuals and families in low-income neighbourhoods, as low-income populations have higher rates of obesity and consume less vegetables and fruit. There is a knowledge gap about available programs to influence healthy eating behaviors with children and their families. Therefore, an opportunity exists through promotion of, and participation in Food Box programs.

There are financial barriers for residents of low-income neighbourhoods that impact buying fresh vegetables and fruit. However, neighbourhood Food Box programs can collectively purchase and deliver fresh produce to neighbourhood depots through collaborative purchasing. Through community initiatives, neighbourhoods can organize and participate fully in Food Box programs.

The Good Food Box Program has grown from 2 to 14 host sites across the City of London. An average of 350 boxes are ordered every month and participants are receiving about \$15-\$20 worth of fresh produce for only \$10. Preliminary evaluation results show that this program is providing the opportunity for families to purchase fresh fruits and vegetables that were seen as too expensive before.

“All About Food” – Neighbourhood Mapping

Through the Child and Youth Network (CYN) 6 neighbourhoods were identified in 2018 for neighbourhood mapping for low or no cost food sources such as food cupboards; community gardens; and community kitchens. The 6 neighbourhoods identified are:

- Family Centre Westmount
- Glen Cairn Community Resource Centre
- South London Neighbourhood Resource Centre
- Northwest London Resource Centre
- Argyle Family Centre
- Crouch Neighbourhood Resource Centre

The Old East Village Grocer

The Old East Village Grocer (OEVG) is dedicated to bringing fresh, affordable and healthy food and grocery items to the East London community. The store is an employment training platform for individuals with disabilities or barriers to employment. As an ATN initiative, the store and its training programs are designed to integrate clients into the workforce. This grocery store offers quality products at prices the community can afford.