

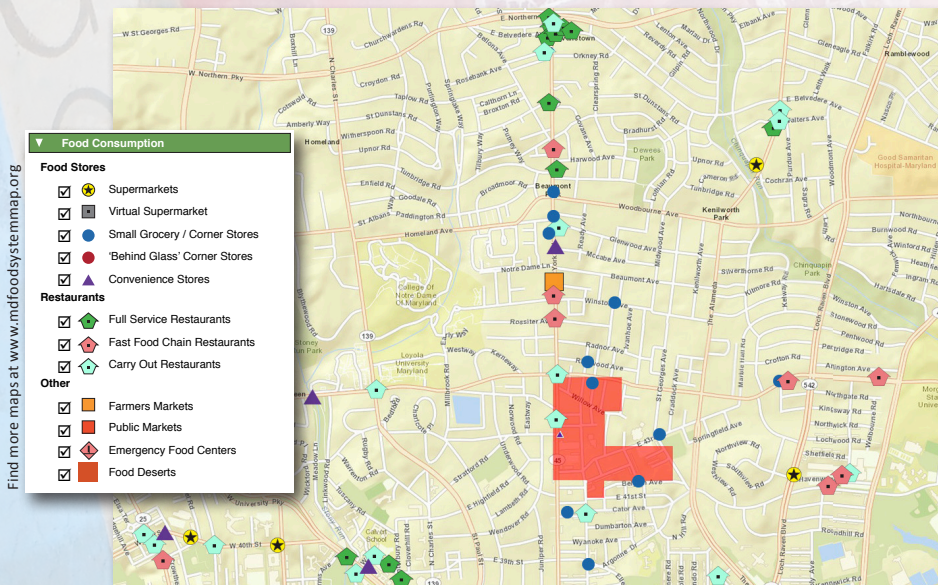
# Results from a Community Food Assessment : Greater Govans

## What is a Community Food Assessment?

A Community Food Assessment (CFA) is a collaborative and participatory process that systematically examines a broad range of community food issues and assets, to take action to make the community more food secure. CFAs discover challenges in the local food system and food environment and also identify community assets to improve these weaknesses.

## Assessment Objectives

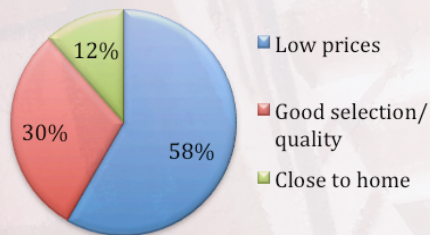
- Recognize residents' current habits regarding how and where they currently access food.
- Identify reported barriers and readiness for change at the neighborhood level.
- Describe residents' satisfaction with food available in their neighborhood.
- Gauge residents' awareness of diet and disease.



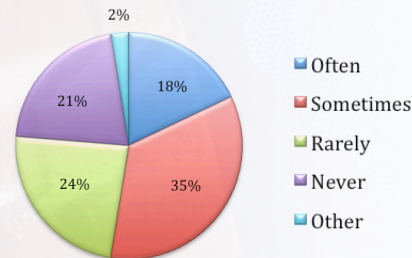
## Demographics

- Gender:
  - 45% male
  - 55% female
- Ethnicity:
  - 91% African American
  - 6% White
  - 1% Other
- Average age: 53

## Reasons for Shopping at your Supermarket



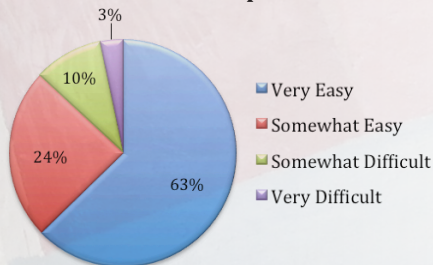
## Inability to Purchase Food



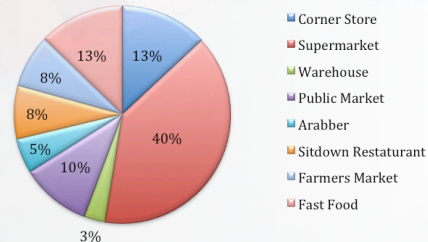
## Transportation

40% of the people surveyed walk to get to store; 40% take the bus; 37% drive; 15% get a lift and 18% use a taxi or a hack. 40% of respondents used more than one method of transportation.

## Ease of Transportation



## Average Monthly Spending at Food Stores



In the pring of 2013, 156 people were surveyed for this report

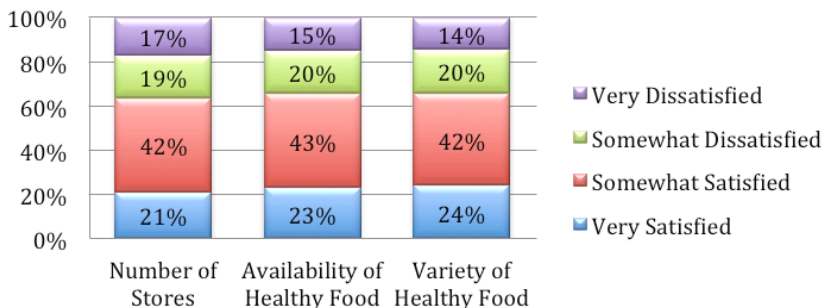
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## Reported Barriers

to accessing healthy foods:

- Rent (26%)
- Utilities (21%)
- Transportation (19%)
- Medical bills (14%)
- Child support (1%)

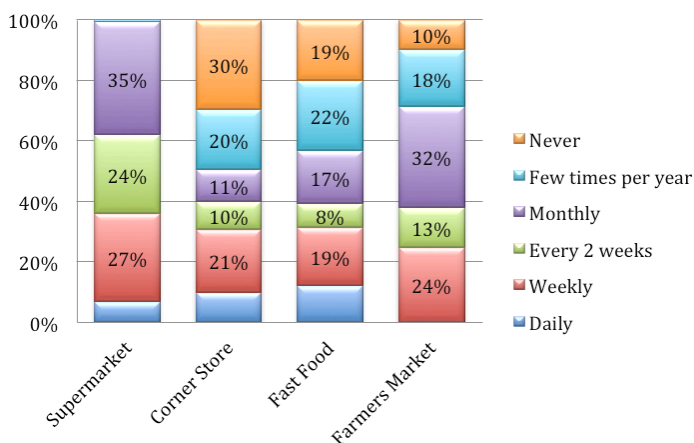
## Satisfaction with Neighborhood Stores



## Availability of Foods

- 27% of respondents said they could not find fresh fruits in their neighborhood;
- 30% said they could not find vegetables and
- 29% could not find fresh meat.
- 18% could not find fresh fruit, vegetables and meat in their neighborhood

## Frequency of Shopping Trips



## Ready for Change

**When respondents were asked what they would change about the food in their neighborhood, responses included:**

- “We need more unprocessed foods, organic food and ethnic food”
- “Expired food is sold, we need to change that”
- “More selection, better prices”
- “A closer store instead of having to take the bus”
- “Make fresh fruits and vegetables available at convenience stores”

- “More organic choices and easily accessible like regular products”
- “Broader choice of food, focus more on organic/health food”
- “Community gardening”
- “Lower prices and variety”
- “More low sodium options”
- “Increase access”
- “Very great having farmers market and hope they will stay because it is convenient, good prices, tasty”

**When asked what they would like to change about the way they eat, Govans residents said:**

- “Eat less salt”
- “More health conscious by reading labels”
- “Eat better quality of food”
- “Eat a better variety”
- “Eat less, cut out soda”
- “Stop impulse eating”
- “68% of respondents are interested in learning to cook healthier”
- “Would like to balance my meals”