

Strategic Initiatives:
Healthy Food Access Workgroup - STRATEGY 1

STRATEGY NAME	1. Promote the Hub City Fresh Healthy Corner Store Initiative (HCF)
STRATEGY SUMMARY	1. Promote healthier food choices in the food stores and other settings in the community
OBJECTIVE	1. This strategy addresses the priorities of accessibility and affordability. It aims to support the availability of and access to affordable and healthier foods in corner stores.
MILESTONES	<ol style="list-style-type: none"> 1. Use in-store marketing methods to promote affordable and healthy food options at the participating stores in 2019. 2. Promote HCF at the New Brunswick Community Farmers Market during the 2019 market season. 3. Promote HCF at two or more local organizations/events and/or electronically by the end of 2019.
METRICS	Number of: <ol style="list-style-type: none"> 1. Stores participating in the HCF 2. Promotional materials distributed 3. Foods/beverages that are promoted 4. Promotional activities at events/organizations/websites 5. People who are aware of HCF
SHORT-TERM INDICATORS	1. Number of metrics as listed above and price assessment of healthy foods.

LONG-TERM INDICATORS	<ol style="list-style-type: none"> 1. An increased number of people will become aware of HCF and affordable, healthier food and beverage options in the area stores
ALLIANCE COLLABORATION	<ol style="list-style-type: none"> 1. Community Engagement: Promote HCF at the community events; encourage community members/leaders to support and promote HCF. 2. Agriculture & Gardens: Bring food samples to the events; cross-promote HCF at other events. 3. Food & Economic Development: Cross-promote HCF; contact Healthy Food Access Workgroup when there is a potential funding opportunity. 4. Advocacy & Policy: Look for ways to incentivize sales of healthier foods in the stores. 5. Feeding NB Network: Cross-promote HCF.

Healthy Food Access Workgroup - STRATEGY 2

STRATEGY NAME	<ol style="list-style-type: none"> 1. Faith-based Organization & Farmers Market collaboration
STRATEGY SUMMARY	<ol style="list-style-type: none"> 1. Organize joint events that bring the New Brunswick Community Farmers Market (Farmers Market) and local faith-based organizations together.
OBJECTIVE	<ol style="list-style-type: none"> 1. This strategy addresses the priorities of community engagement, accessibility and affordability. <ol style="list-style-type: none"> a. The objective is to increase access to affordable, fresh produce through collaborations between the Farmers Market and faith-based organizations.

MILESTONES	<ol style="list-style-type: none"> 1. Develop a 2019 calendar of events by May 1, 2019. 2. Hold three joint events at the Farmers Market locations during the 2019 market season. 3. Hold two joint events at the faith-based organization(s).
METRICS	<p>Number of:</p> <ol style="list-style-type: none"> 1. • Faith-based organizations contacted 2. Organizations that participated in the events 3. Nutrition, health and promotional materials distributed 4. Events jointly held 5. People attended the events 6. People reporting intentions to eat more fruits and vegetables
SHORT-TERM INDICATORS	<ol style="list-style-type: none"> 1. Sales volume on the events days versus the non-event days.
LONG-TERM INDICATORS	<ol style="list-style-type: none"> 1. Sales and/or attendance volume on the event days versus the non-event days will show: 2. Increased number of people accessing affordable fresh produce at the Farmers Market 3. Increased community engagement <ol style="list-style-type: none"> a. Number of people reporting intentions to eat more fruits and vegetables will show likely influence on long-term effects.
ALLIANCE COLLABORATION	<ol style="list-style-type: none"> 1. Community Engagement: Help promote the events in the community. 2. Agriculture & Gardens: Bring food samples to the events. 3. Food & Economic Development: Work with local restaurants/food vendors to bring prepared food to the joint events. 4. Advocacy & Policy: Have information table at the events about relevant policy/advocacy issues; we will consult with them as relevant issues arise. 5. Feeding NB Network: Contribute to develop the

	faith- based organization list.
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