

LOCAL FOOD SYSTEMS CHANGE: CHIP 2021-2023 Wins & an Opportunity



**Franklin Regional
Council of Governments**

**Community Health
Improvement Plan
Network Meeting**
May 31, 2023

COMMUNITY HEALTH IMPROVEMENT PLAN (CHIP)

The Franklin County/North Quabbin CHIP Network has been active since 2016.

- Long-term, multi-sector effort to improve community health and health equity
- Planning process driven by the results of our region's community health needs assessment (CHNA)
- Wrapping up a 3-year cycle



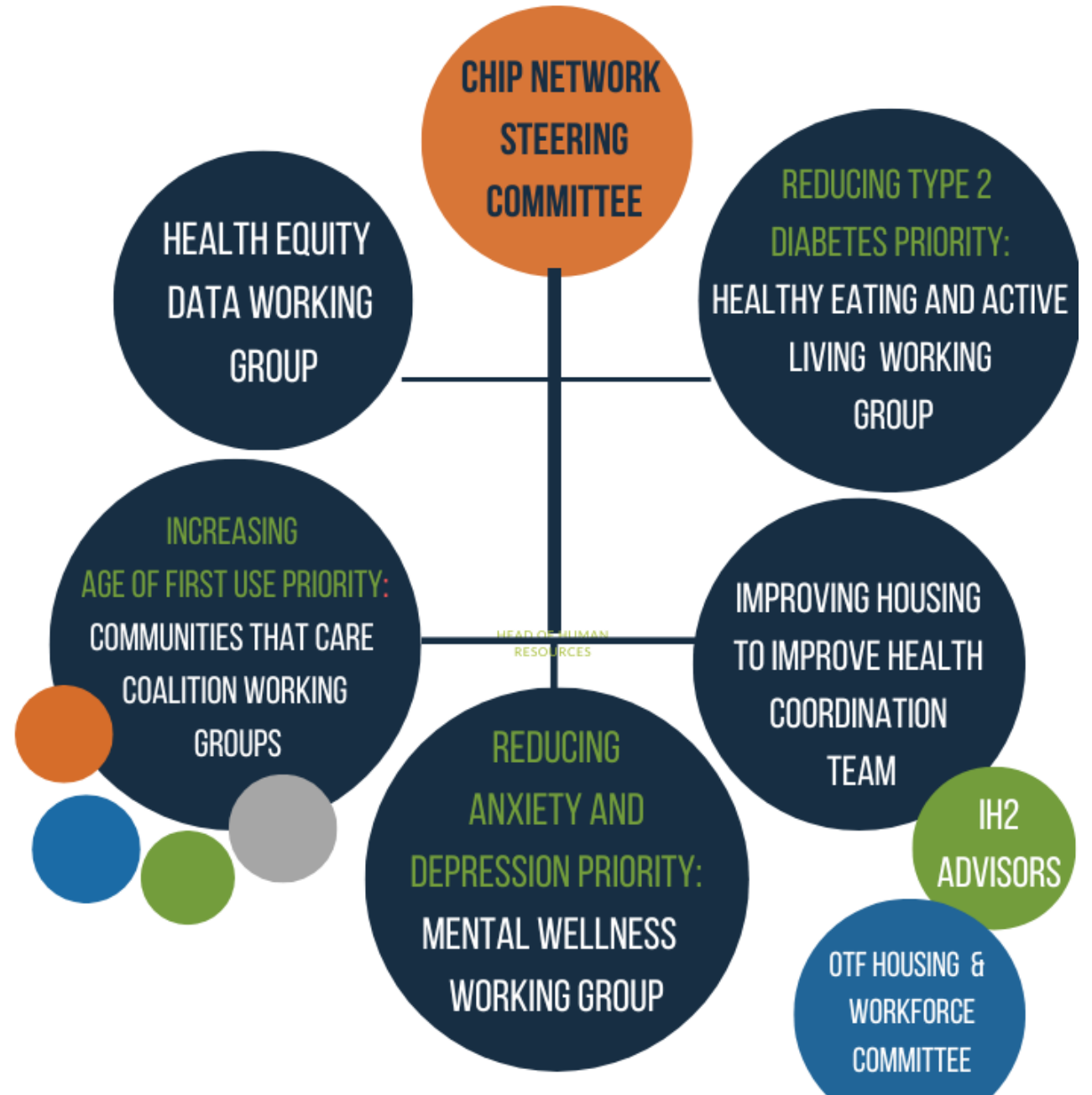


Healthy Eating/Active Living Working Group:

Policies, systems, and environmental changes that make healthy choices easier

Convenes quarterly – Next meeting is 6/14/3, 10-11:30AM

Contact Rachel Stoler - rstoler@frcog.org



STRATEGY: EXPAND MOBILE FOOD MARKETS

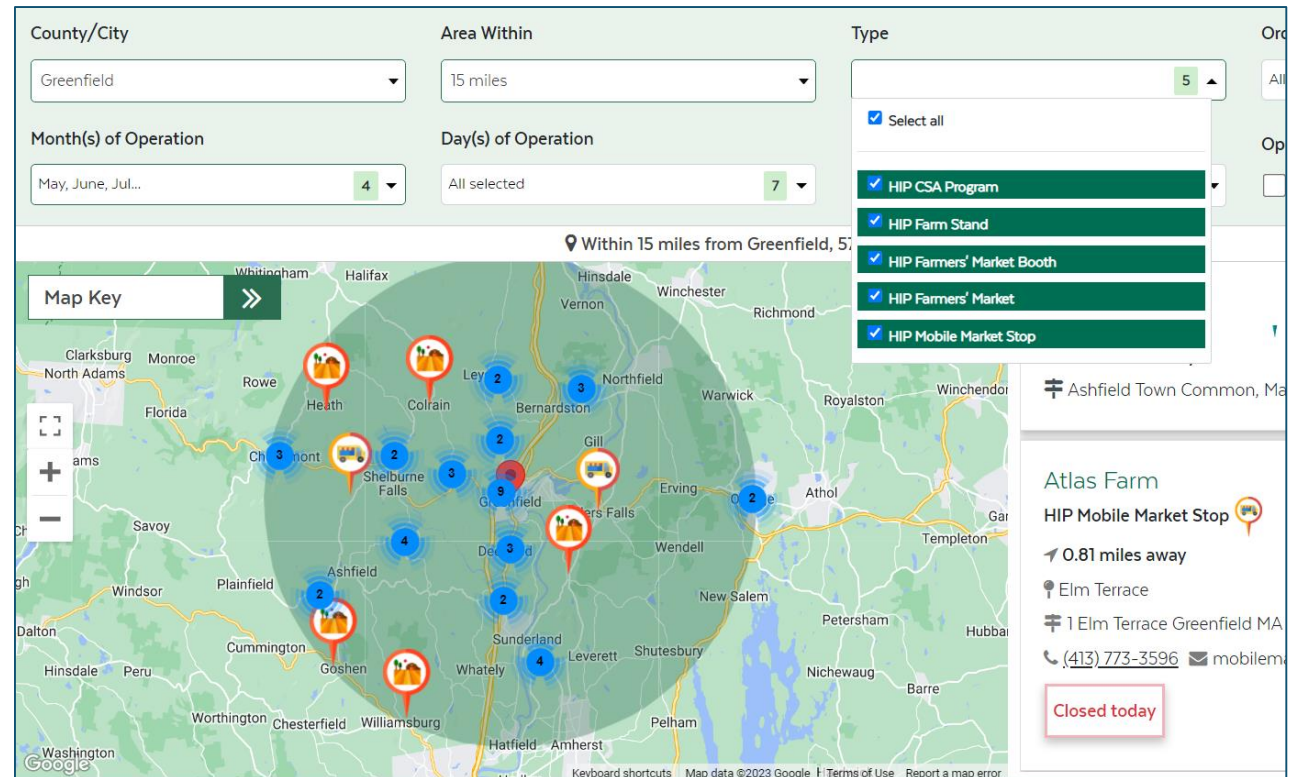
- Increase availability of healthy options near places where key populations live, work and play
- Build community and strengthen social connections
- Local economic and workforce development
- Increase access to Healthy Incentives Program (HIP)



The Atlas Farm Mobile Market (Mercado en Movimiento) is a refurbished bus! Contact Meghan Williams: mobilemarket@atlasfarm.com

HEALTHY INCENTIVES PROGRAM (HIP)

- People enrolled in SNAP have up to \$80/month to spend on produce at eligible farm stores, stands, and markets
- 33 HIP vendors in Franklin County (+10 since 2019!)
- Delivery, mobile, and umbrella models have further expanded access



The DTA Finder is a useful online tool for finding HIP vendors statewide. <https://dtafinder.dtadash.ehs.mass.gov/hip/>
CISA also offers a HIP locations mapping tool for our area: <https://www.buylocalfood.org/hip-map/>
Contact Clarissa Adan: Clarissa@buylocalfood.org



GREAT FALLS FARMER'S MARKET

- First market in our area to become a HIP vendor & until June 2023, the only physical site accepting HIP in Turners Falls
- Supported by the Town of Montague in various ways throughout its history; formally and fiscally sponsored by the town in 2023.
- Contact Annie Levine:
greatfallsfarmersmarketturners@gmail.com



2023 Great Falls Farmer's Market

Saturdays
9:00am – 1:00pm
May – October
Rain or Shine

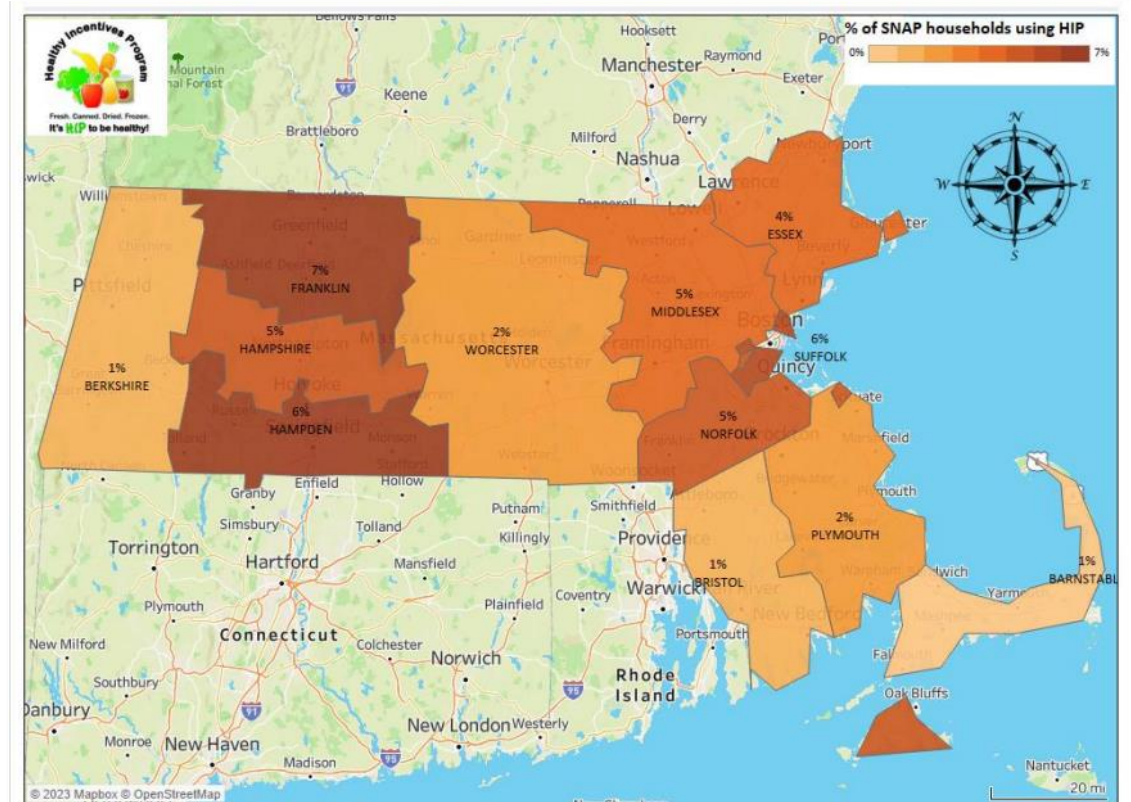
At Peskeompskut Park,
Avenue A & 7th St,
Turners Falls

SNAP/HIP accepted

For questions/comments, please contact:
greatfallsfarmersmarketturners@gmail.com

A CHALLENGE AND AN OPPORTUNITY

- Only 7% of Franklin County households that have access to HIP are using it (537 of a possible 7675 in March 2023.)
- With more HIP farmers markets and mobile market stops in our region this summer, how much can we increase that percentage in the next few months?



Heatmap showing percentage of SNAP households that used HIP in March 2023

SMALL GROUP WORK OPTIONS:

Strategies for building a neighborhood customer base at one of these Atlas mobile market stops

Greenfield: Oak Court, Elm Terrace, Leyden Woods, Greenfield High School

Montague: Downtown Turners Falls, Millers Falls

Strategies for increasing activity at farmers' markets in Turners Falls now that there are 2 weekly options on Avenue A at Peskeomskut Park

Great Fall Farmers' Market
Saturdays 9am-1pm

Atlas Mobile Market
Thursdays 4-5:30pm

Strategies for getting more Franklin County residents to use the HIP program

Only 7% of SNAP households used HIP in April 2023.

Lots more places and ways to use HIP this summer!