

EAST HARLEM RESEARCH ACTION WORKSHOP (EHRAW) 2015 PROJECT - MARCH 9, 2015

GROUP/TOPIC	TITLE	TEAM MEMBERS	SUMMARY
#1 GENTRIFICATION	Implications of a Changing Food Environment in East Harlem	Tiffany Collings, Harry Friedman, James Garcia (CB 11), Edna Lam, Johnny Rivera (Harlem RBI), Annette Slonim (Edible Schoolyard)	The group will track changes in the East Harlem food environment in order to see how these changes potentially impact NYCHA residents. The questions the group would like to answer are: <ol style="list-style-type: none"> How has the food environment changed in East Harlem since 2008, and how does this changing food environment impact NYCHA resident? How will the rezoning of East Harlem, which allows for more residential and commercial spaces, further affect the food landscape for NYCHA residents? Based on the findings, what food-related policies can we suggest ensuring food security for all East Harlem residents?
#2 YOUTH	Youth Food Educators: Counter-Marketing Campaign in East Harlem	Krystle Edwards, Maxine Getz (Horticultural Society), Rosa Marruffo, Kim Valenza	This group will assist in the development of the YOFE Program recently funded by the Levitt Foundation. The group will focus on: <ol style="list-style-type: none"> A systematic literature review that addresses the following two questions: <ol style="list-style-type: none"> What types of programs have used young people to challenge messages from food industry? What is known about their impact? What is known about preparing young people to become effective food counter-marketers? Creation of a guidebook on how to best train East Harlem youth to engage their community around food marketing and nutrition through outreach and education
#3 FOOD DISTRIBUTION	Food Distribution as a Constraint in the Decision of East Harlem Retailers to Sell Fruits and Vegetables	Alison Conforti, Megan McKeever, Melissa Sacco, Apoorva Srivastava	The group will examine how distribution decisions – that of transport, labor, costs, and collaboration – pose as facilitators or barriers in the purchase of fruits and vegetables by retailers. By exploring this question, and assessing all the factors and actors in the scope of work defined herein, they hope to give recommendations for a food distribution system that is appropriate from the retailers’ perspective and enables them to supply fruits and vegetables in East Harlem.
# 4 COOKING	Cooking Class Pilot Project	Kate Masuch, Tawnya Manion (SMART), Judy Chang (DPHO)	The questions the group would like to answer are: <ol style="list-style-type: none"> What does a successful, culturally accessible community-led cooking class for adults in East Harlem look like?



			<ol style="list-style-type: none"> 2. What are the types of cooking classes now available in East Harlem? 3. What are the perceptions of cooking class managers, “positive deviants” and EH residents on the characteristics of “desirable”(not quite effective but maybe engaging?) cooking programs?
#5 LA MARQUETA	Space of Our Own - Community Revitalization Plan for La Marqueta	Daisy Bugarin, Sara Gatanas (Urban Garden Center), Joseph Lin, Sophie Rand	The group will explore the cultural barriers to healthy food access. They will make recommendations that will outline how the diversity of East Harlem can be engaged as both business owners and consumers at La Marqueta.
#6 SCHOOL FOOD	The Universal Free School Lunch in NYC Pilot Program: An Analysis of Community Engagement and Overall Effectiveness	Alicia Fanelli, Mindy Huber, Daniel Vallée	<p>This project has two goals:</p> <ol style="list-style-type: none"> 1. Measuring the level of community awareness (i.e., parents/guardians and students) of the free lunch program and the 2014 changes in rules? 2. Understanding the overall effectiveness of the pilot by comparing two different middle schools. By “effectiveness” the group will refer to the (a) effectiveness in increasing overall attendance of free lunch, and (b) other important factors influencing the robustness of programs (e.g., degree and scope of communication, changes to delivery and nutritional quality, and changes in student perception about the stigma of school lunch
#7 SCHOOL FOOD	School Food Distribution: Beyond Breakfast and Lunch	Annie Denenberg, Leah Feder, Lisa Herron (Mount Sinai), Paola Sanchez (Corbin Hill Food Project)	<p>In an effort to improve East Harlem’s access to healthy and local foods and assess the existing and potential use of schools as food distribution sites, the group will conduct an assessment of how the CHFP farm share model is being implemented with their EH school partners.</p> <p>The questions the group would like to answer are:</p> <ol style="list-style-type: none"> 1. Are schools viable distribution sites for food? What are the existing models for using schools as distribution points? What are the benefits and limitations of these models? 2. How can we increase awareness of and access to fresh produce for SNAP-eligible residents via schools? 3. What are some best practices that other schools could follow in order to replicate and scale this distribution method? How can other distributors build partnerships with schools?



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