Chartering Worcester’s Success

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Problem
The city of Worcester, MA is subject to health issues due to economic instability and low access to affordable healthy food. Urban farming has the ability to solve this, but the city does not have an effective policy.

What is the Solution?
To create a food charter which is a strategic plan that will guide decision-making, and collaboration between:
1. Agencies
2. Organizations
3. Policy makers
4. Other Public and Private entities

Objectives and Outcomes
Provide a starting point to:
1. Increase supply of healthy food in Worcester as well as:
2. Increase economic incentives for companies, businesses, and city residents to urban farm
3. Decrease the amount of diet related food health issues of city residents

How do we create the Food Charter?

1) Data Collection
   • Food charter events
   • Focus Groups
   • Interviews
   • Online Forums

2) Drafting

3) Present to
   • Mayor
   • Chief of Staff
   • Head of REC
   • Head of Chamber of Commerce

4) Implementation

References


CHA Survey: Percent Survey Respondents Citing Community Aspects that Make it Harder to be Healthy, Greater Worcester Area, 2012

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Background
- 25.6% of residents consume recommended amounts of fruits/vegetables
- 61-63% of adults in the city are overweight or obese
- 40% of stores lack healthy food options
- 100,000 people experience food insecurity throughout the year (13% of Worcester County Pop.)