

Passaic County Food Policy Council

Highlight Achievements

Strategy	Achievements
Bring more full-service grocery stores and healthy corner stores to underserved neighborhoods	<ul style="list-style-type: none"> • PCFPC hosted a mayoral candidates forum in 2014 to highlight issue of food desert/food swamp in Paterson. • UWPC awarded by Together North Jersey to conduct a retail food survey of Paterson’s 1st Ward; report is available on TNJ website. • PCFPC formed work group to create a buying club for corner stores, schools & others to obtain local wholesale produce.
Institutions & Workplaces adopt healthy food procurement practices	<ul style="list-style-type: none"> • With funding from NJ Prevention Network, UWPC and the Passaic County Public Health Partnership conducted environmental scan of health practices at institutions and employers. • PCFPC implemented “Healthiest Workplace in Passaic County” challenge campaign with 12 employers.
Add more farmers markets & community gardens	<ul style="list-style-type: none"> • UWPC made grant to Paterson Habitat to build homeowner gardens & conduct education workshops. • UWPC partnered with Food Corps to build 3 pre-school gardens.
Increase household skills in cooking & good nutrition	<ul style="list-style-type: none"> • Leveraged corporate philanthropy dollars to implement the Family Table cooking class with 100 families. • UWPC made grant to Center for Family Resources to conduct cooking demonstrations/food tastings at local WIC site. • Several FPC members hold cooking classes, food tastings & give recipe cards at their programs.
Increase access to school breakfast.	<ul style="list-style-type: none"> • PCFPC hosted 2 half-day conferences about the federal school meals programs for local school professionals. • PCFPC members lead and support a Paterson school breakfast campaign leading to implementation of breakfast after the bell. • PCFPC held movie viewing/advocacy event in Clifton; recruited committee members for school breakfast committee in Clifton. • PCFPC formed Child/School Nutrition working group.
Increase public messages of healthy eating & nutrition	<p>UWPC designed/implemented “Healthy Food is Affordable” advertising & social media campaign in Paterson, with support from Bank of America.</p>