Philadelphia Urban Food & Fitness Alliance (PUFFA)

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Center for Public Health Initiatives 2008 Annual Retreat

Reconnecting Philadelphians to Food, Land and One Another
PUFFA Goals

Form a Diverse Coalition
Create a Community Action Plan
Our Road Map

- Bring People Together
  - Create a Vision & Goals
- Assess/Analyze Community & Other Pertinent Information
  - Examine Assets, Policies, & Environment to Determine Gaps
  - Collect Information
- Identify Options for Policy & System Change
  - Look at Health Equity
  - Community Impact
  - Feasibility
- Plan Together
  - Write the Plan Based on Strategic Priorities for Philadelphia
- Create a PUFFA Community Action Plan
Neighborhood Selection Criteria
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Initial Targeted Areas

Western Philadelphia
- West Phila - 19104
- West Market - 19139
- West Park - 19131
- Overbrook - 19151

South Philadelphia
- Schuylkill - 19146
- Southwark - 19147
- Point Breeze - 19145
- Passyunk - 19148

Lower North Philadelphia
- Fairmount North - 19121
- Fairmount South - 19130
- Spring Garden - 19122
- Spring Garden South - 19123

Eastern Philadelphia
- Kensington - 19125
- Richmond - 19134
- Bridesburg - 19137
Areas of Innovation (Venues)
Strategies for Implementation

• W.K. Kellogg “domains” of active living and the food system
  – **Active Living**: community design, active transportation, parks, recreation, schools
  – **Food System**: producing, processing, distributing, retailing, preparing, eating
• Ensure health equity and community impact
Strategies for Implementation

• Focus on policy and systems changes at the city and state levels
• Engage diverse groups and increase community readiness
• Pilot innovations & demonstrations before implementing city-wide
• Start in a few geographic areas in year 1 then scale up city-wide in years 2-8
How will we create our plan?

Engagement  Assessment  Collaboration  Strategy Development
The connection between health and the dwelling of the population is one of the most important that exists.”

Florence Nightingale
Thank You!

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