



# 2018 HEALTHY HARVEST

## An Organic Partnership

October 24, 2018

Presented by:

- YouthCity | Salt Lake City Corporation
- Liberty Park Market | Liberty Wells Community Council
- LDS Hospital



# HELLO

## 2018 Healthy Harvest

- Stakeholders
- Brief History
- Collaboration Genesis
- The Event
- Reflections
- Moving Forward



# HELLO | YOUTHCITY

## 2018 Healthy Harvest



**LIZ ROBINSON-RICH**  
*ASSOCIATE DIRECTOR, YOUTH & FAMILY DIVISION*  
**2004-2018**

Since YouthCity's inception, Liz has been the driving force in program planning, implementation and evaluation. Since receiving her Master's Degree in Teaching in 2010, she has focused her instructional skills on YouthCity's programming, making it one of the premier programs in the state. She enjoys her time with her husband, and her daughter Sarah-Kate.



**JOHN LYMAN**  
*COMMUNITY PROGRAM MANAGER - LIBERTY PARK*  
**2009-2018**

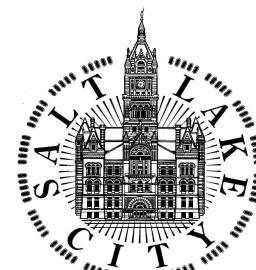
Manager of the Liberty Park program since 2009, John is committed to the surrounding community and the youth contained within it. A recent recipient of his M.Ed in Instructional Design from the University of Utah, he aims to mentor youth in new, innovative ways. He is the father of 2 young children, and plays bass in a local rock band.



# ABOUT | YOUTHCITY

## 2018 Healthy Harvest

- Established In 2000
- Youth & Family Division Of Salt Lake City Corporation
- YouthCity Is Salt Lake City's Afterschool & Summer Program For Youth Ages 8-18.
- YouthCity Is 5 Youth Programs & 3 Teen Programs
- Located In Local Recreation Centers & Parks
- Serving up to 300+ Local Youth Annually



YouthCity!



# HELLO | LIBERTY PARK MARKET

## 2018 Healthy Harvest



**VALERIE VAUGHN**  
*CO-CHAIR, LIBERTY PARK MARKET*  
*2017 to present*

A life-long native Utahn, Valerie retired and started a second career in community service. A board member of the Liberty Wells Community Council, and having helped establish several community gardens, she had the vision to start a farmers market as a way to bring the community together. When Valerie isn't exploring the world, she's hands-on every summer Friday at the Liberty Park Market.



**ANNETTE SHADE-ACCARRINO**  
*DIRECTOR, LIBERTY PARK MARKET*  
*2018*

Relocated from New York City to Salt Lake City 5 years ago, Annette brought with her 13+ years experience with a Fortune 15 Company. Focused on projects she's passionate about and using her experience to help small businesses and organizations grow! When Annette isn't in work mode, she's adventuring with her almost-5-year-old son who is growing way too fast.

# ABOUT | LIBERTY PARK MARKET

## 2018 Healthy Harvest

- Urban farmers market located in Liberty Park, Salt Lake City on Friday evenings from June through October
- Mission: to inspire and cultivate a healthy community that connects, educates and empowers our residents by connecting and providing access to our local growers, makers and businesses.
- 2017: market launched by the Liberty Wells Community Council
- 2018:
  - ❖ launched LPM's "Market Buds", an educational program designed to engage children in our local food system
  - ❖ partnered with like-minded organizations including LDS Hospital (Produce Bucks) and YouthCity (Healthy Harvest)



# ABOUT | INTERMOUNTAIN LDS HOSPITAL

*2018 Healthy Harvest*

- Established in 1905
- Produce Bucks Program Began in 2016
- Facilitated at Four Community Farmer's Markets
- Supports Intermountain Healthcare's Mission



# HISTORY

## 2018 Healthy Harvest

- YCTv Starting Filming At The Liberty Park Market In The Fall Of 2017. The First Year Of The Market.
- Participants Interviewed Our Community Council.
- Content Creation Vs. Content Consumption
- Kids Owned The Process & Made It Magical.
- Spawning A New Branch Of Our Programming.



# HISTORY

## 2018 Healthy Harvest



- Commit to Health Grant was Awarded to Salt Lake City in Spring of 2018
- Implementation Began in June Of 2018 at All 8 YouthCity Locations.
- Sites Saw an Immediate Increase in-
  - Healthy Snack Components
  - Healthy Incentives
  - Intentional Instruction
  - Staff Modeling
  - Smart Purchasing Practices
  - Parental Involvement



# HISTORY

## 2018 Healthy Harvest



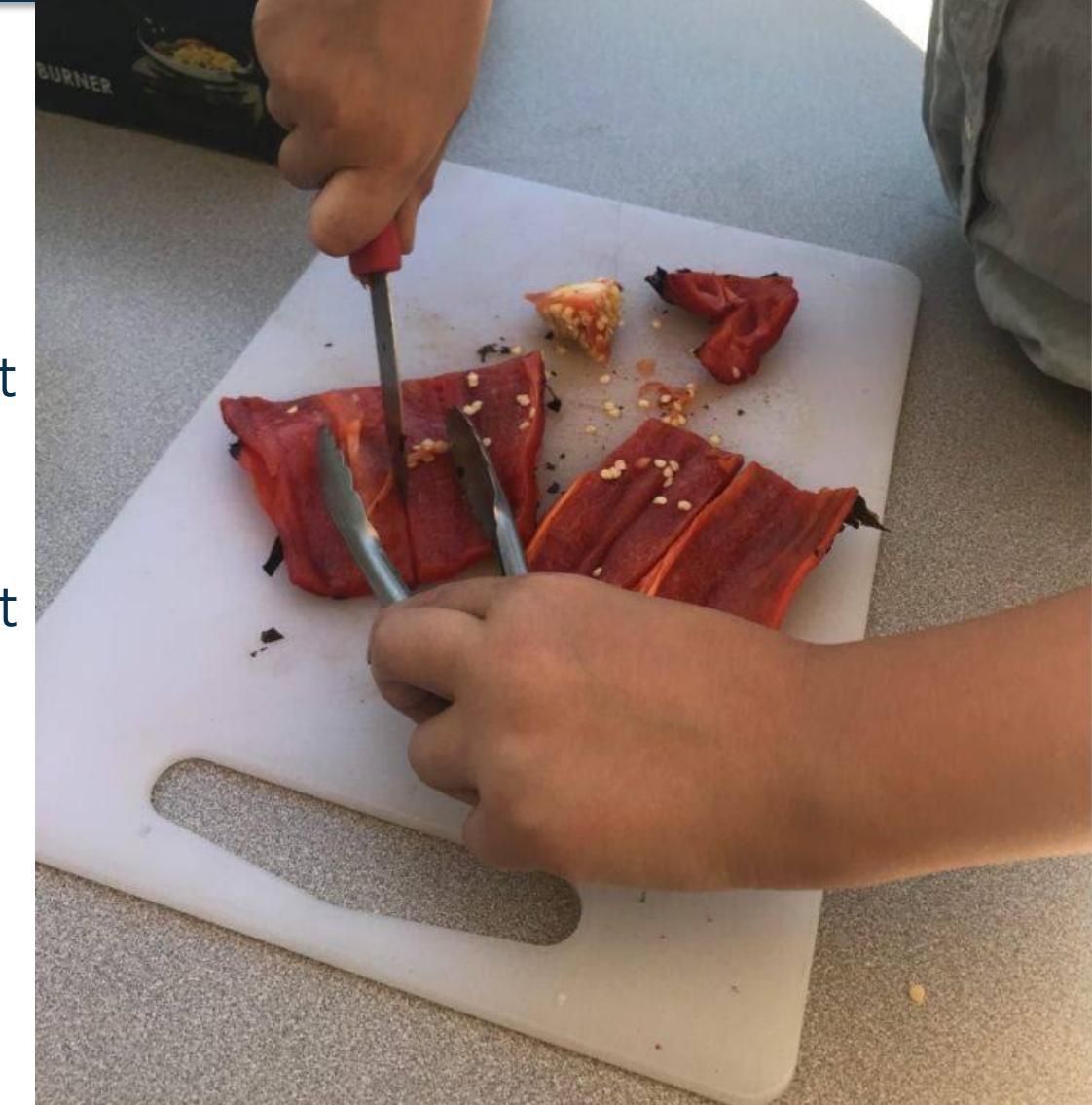
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# COLLABORATION

## 2018 Healthy Harvest

- Youthcity Began Exploring Community Partners To Help Create A Big Launch Event To Celebrate The Commit To Health Grant.
- Thought About Hosting A Family Fun Run, But Logistically This Was Too Hard.
- We Explored Working With Other Partners But Liberty Park Market Was The Best Fit As It Is Located In Liberty Park, Provides Multiple Opportunities For Families & Supports Our Community.



# COLLABORATION

## 2018 Healthy Harvest

- After meeting with LP Market we realized our two organizations have shared goals & objectives & there was real possibility for a long term partnership.
  - Scheduled exploratory meetings in July 2018
  - Agreed to partner & identified the date of Friday, Sept 21.
  - Continued to have weekly meeting leading up to the event.
- Topics Included-
  - Marketing
  - Market Sponsor & Vendor Support
  - Activities For Kids & Families
  - Costs

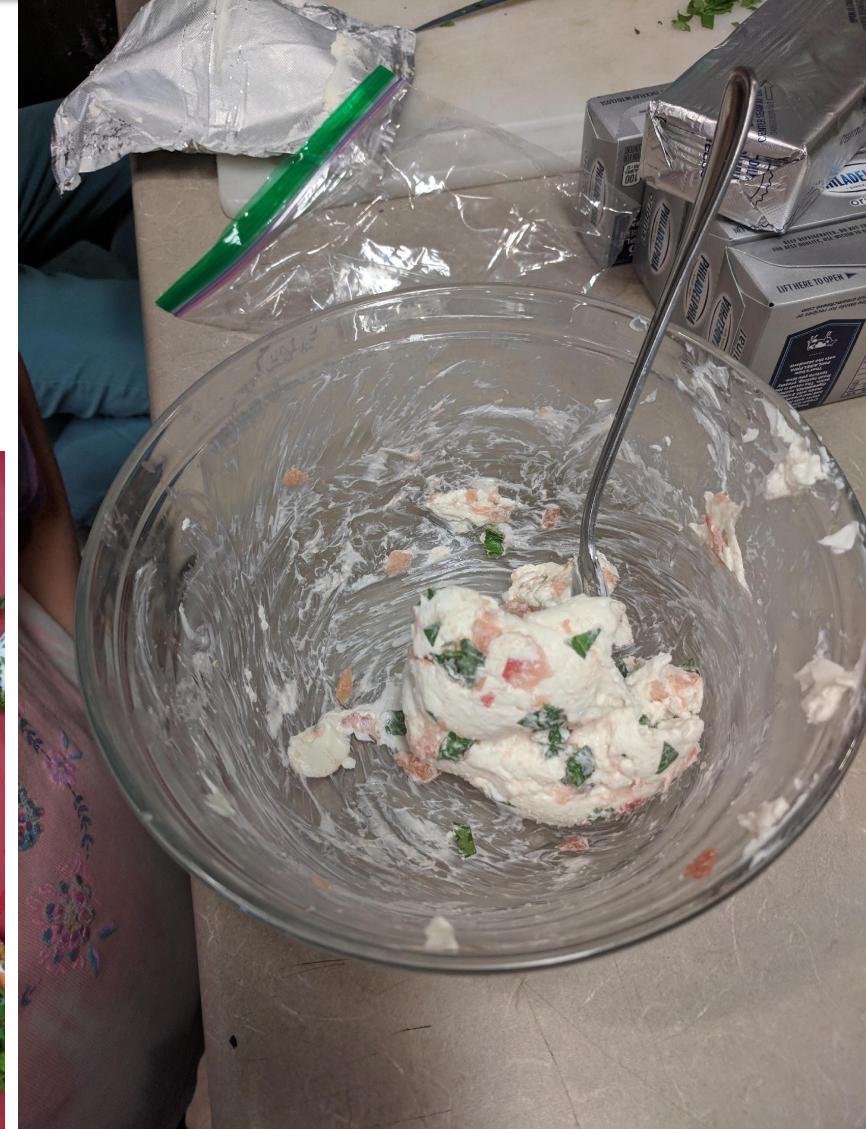


# OUR EVENT | PLANNING

## 2018 Healthy Harvest



- Tasty Bites Cooking Competition Began On Sept 6
- Held At All 5 Locations
  - Tomatoes & Whole Grains (Foods Of The Month)
  - Cook With Fresh Ingredients That Can Be Found At The Market
  - Create A Recipe
  - Prepare 150 Tasty Bites
- Invitees
  - Parents
  - City Dignitaries
  - Afterschool Stakeholders



# OUR EVENT | EXECUTION

## 2018 Healthy Harvest

- YouthCity Provided Two Nutrition/STEM Booths About Hidden Sugar In Soda & Snacks
- YouthCity Provided An Information Booth About YouthCity Program & Commit To Health Grant
- Kids, Teen, Parents & Staff Were Given Tokens To Redeem For A Meal From Food Trucks
- Vendors-
  - Café India
  - Inspire Roots Pizza
  - Raclette Machine
  - Made in Brazil
  - Qtpies
  - Top Crops - Urban Farms
  - Stagl Organics



# OUR EVENT | INCLUSIONS

2018 Healthy Harvest



- YouthCity Paid For Food Truck Meals From Commit To Health Grant
- LDS Hospital Provided Produce Bucks
- YouthCity Purchased Liberty Park Market Canvas Tote Bags For All Kids



COMMIT  
TO HEALTH



# REFLECTIONS

## 2018 Healthy Harvest

- Continued Trips To The Market
  - Parents & Kids Now Feel Comfortable Visiting The Market.
- Kids Are Applying Knowledge From Commit To Health To Real Work
  - Exploring Urban & Rural Gardening



COMMIT  
TO HEALTH

Healthy  
Harvest

# REFLECTIONS

## 2018 Healthy Harvest

- YouthCity Will Explore Ongoing Programming With LDS Hospital About Health & Wellness
- YouthCity Will Explore Inviting Local Farmers & Vendors To Meet With YouthCity Programs To Talk About Their Career & Year Round Growing Process

ATTACHMENT TO PLACE



# SYMBIOSIS

## 2018 Healthy Harvest

- YCTv helped the farmers & small business owners tell their stories
- Kids feel a sense of safety attending the market as they have made connections
- Kids feel a deeper sense of place within Liberty Park
- Parents now incorporate a trip to the market every Friday after YouthCity ends.
- Creating connections with the community.

CONNECTIONS TO COMMUNITY



# THE DETAILS

## 2018 Healthy Harvest

- Wellness
  - Bike Valet
  - Music
  - Yoga
  - Waking Around the Park & Market
  - Being outside

- Partners
  - IHC & LDS Hospital
  - Vendors
  - Community Council
  - Liberty Park Market
  - YouthCity
  - NRPA

ACCESS TO HEALTHY RESOURCES



### YOUTHCITY COMMIT TO HEALTH HEALTHY HARVEST 2018 BUDGET

<u>Vendor</u>	<u>What for?</u>	<u>Amount</u>
Café India	Meal Ticket	\$287.50
Inspire Roots Pizza	Meal Ticket	\$460.00
Raclette Machine	Meal Ticket	\$406.00
Made in Brazil	Meal Ticket	\$156.00
Qtpies	Meal Ticket	\$35.00
Top Crops - Urban Farms	Veggies For Kids	\$30.00
Stagl Organics	Veggies For Kids	\$150.00
Bread Riot Bakehouse	Tasty Bites Cooking Contest	\$17.50
Amazon	Face Painting Supplies	\$120.00
Liberty Wells CC	Tote Bags	\$375.00
Dollar Tree	Scavenger Stuff	\$76.00
Office Max	Paper For Marketing	\$17.29
	Total	\$2,130.29
	Allocated Funds for Event	\$2,500.00
	Balance	\$369.71

# THE OUTCOME

*2018 Healthy Harvest*



## PARTNERSHIPS

A key ingredient for a recipe of increased access to healthy foods + nutrition education



*COMBINED RESOURCES = GREATER IMPACT*



# GROWING OUR PARTNERSHIP

*2018 Healthy Harvest*



## 2019 THOUGHT STARTERS:

- Regular YC events at LPM (i.e. annual, monthly, etc)
- Continue with YCTv program at LPM
- YouthCity's ongoing participation in LPM's Market Buds program
- LPM seasonal ingredients for program snacks, meals, etc.

SHARED VISIONS



# THANK YOU

for committing to  
the health of our  
community!

