

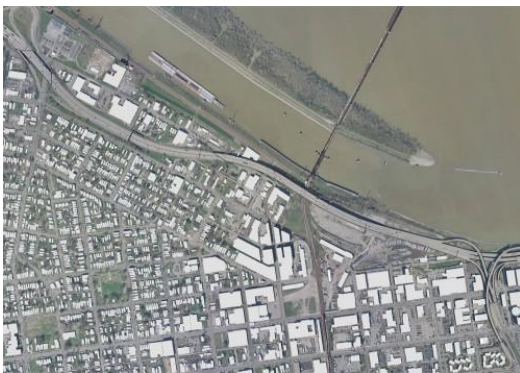
LIFEZONE INITIATIVE ENVISIONS A HEALTHY LOCAL FOOD ECONOMY

The CDC has given approval for a new addition to the LPPW stable of strategies for creating a healthier Louisville.

The LIFE Zone project is designed to create a more integrated food economy in Louisville. That means more food will be grown and processed locally, eliminating transportation and storage costs and bringing fresher, healthier food to Louisville's consumers. The LIFE



Zone (Local Integrated Food Economy) will be a planned development district in the Shippingport/Portland neighborhood located just west of downtown along the Ohio River (see map below). Special permits and incentives will be given to businesses and non-profit organizations involved in the production, processing and distribution of healthy food. The zoning category will allow uses such as greenhouses and distribution facilities.



Portland is currently considered a "food desert" and is plagued by high unemployment, disinvestment and poor health outcomes. It is one of the LPPW target neighborhoods.

LPPW would like to welcome newly-hired LIFE Zone Project Manager **Robert Klump**, an urban planner with a background in business and real estate. **Sarah Fritschner** will also be working with the LIFE Zone development in an expansion of her role as Farm-to-Table manager coordinator. Some of the specific goals of the project are:

- Establish a local food economy website to connect producers, consumers, retailers and distributors.

- Work with the Food Policy Advisory Council to define local food and create a local food designation to identify businesses that provide local foods.
- Relocate three greenhouses to the LIFE Zone to produce food for consumption in and near the LIFE Zone.
- Work with the local non-profit group SEED Capital to provide technical assistance to local and regional farmers. The goal is to provide technical assistance to 10 family farmers and three entrepreneurs involved in growing the local food economy.

LOUISVILLE YOUTH ADVOCATES ARE TRAINED AND READY TO GO



A new group of youth advocates is working for policy change that they hope will increase access to healthy food, boost exercise opportunities and improve safety in west Louisville neighborhoods.

The Louisville Youth Advocates is comprised of approximately 50 young people ages 12 to 18 and supervised by staff of the YMCA of Greater Louisville with funds from the LPPW grant. They attended a policy advocacy training in June, and have had follow-up leadership development meetings in July (shown with YMCA team leader **Sasha Belenky** in photo above). They are assigned to one of five newly-hired coordinators to learn about policy development and advocacy. Their survey of 553 people in their communities and churches identified primary health and community priorities. The top concerns:

- More fresh fruits and vegetables at corner stores
- Community centers more accessible to youth
- Fix up/tear down abandoned homes

“I have complete confidence that policy makers will be receptive to the Louisville Youth Advocates,” said coordinator **Lynette Ponder**. “The youth in the organization are extremely knowledgeable and are excited about being advocates.”



RESTAURANT VISITORS GIVE THUMBS UP TO MENUS SHOWING CALORIE COUNTS

Six restaurants now have new menus posted to show the calories counts of all food and drink items. Yang Kee Noodle and five of six J. Gumbo's have taken the lead in the program and so far the customer reaction has been

favorable. **Dan Huckestein**, owner of Yang Kee Noodle, said he's been getting emails from customers for years requesting more information about the nutritional value of the menu items at his Oxmoor Center store. Recent data indicate up to 83 percent of Americans favor menu labeling and Americans eat out an average of four times per week. "We believe our customers are among those who prefer being knowledgeable about their selections," said Huckestein.

Look for the Healthy Hometown Restaurant decal in locally-owned restaurants that are participating in the menu labeling program.

ACTIVE DESIGN WORKSHOP SHOWS HOW WALKING, BIKING CAN BE INCLUDED IN CONSTRUCTION PROJECTS

Dr. Karen Lee, the Built Environment Director in New York City and a mentor for the LPPW project, came to Louisville in June to discuss New York's Active Design Guidelines. The workshop, attended mostly by planners, builders and architects, showed how building construction and community design can incorporate ways to encourage – rather than discourage – walking, biking, stair-climbing and other physical activities.



The workshop was presented in conjunction with the Urban Design Center's Sustainable City series. "Dr. Lee's presentation really underscored the severity of the obesity problem we face as a nation," said **Jon Henney**, of Gresham, Smith and Partners (shown in picture above). "The workshop challenged me as a planner and designer to be more conscious of the relationship between community design and public health."

THIRD HEALTHY IN A HURRY STORE COMING SOON



A new Healthy in a Hurry store will open this month on 18th and Oak Street in the California neighborhood. The Farm Boy store is being renovated and reopening as a corner store after many years of disuse. The plans call for a third of the store's inventory to be fresh fruits and vegetables. "It is expected to have the most produce of all the stores we've worked with so far," said YMCA team leader **Mike Bramer**.