

RICHMOND FOOD ASSET MAP

Low Cost Meals

Background ³

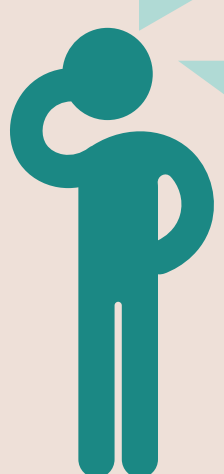
Vancouver Coastal Health has partnered with multiple community organizations to create a set of **Food Asset Maps** for the Great Vancouver Area.

The Goal of these Maps are to:

- Help community members locate **Food Assets**
- Support community members dealing with **Food Insecurity**
- make it easier for community member to use food assets strategically

What are Food Assets?

They are places where people can grow, prepare, share, buy, receive or learn about food. ³

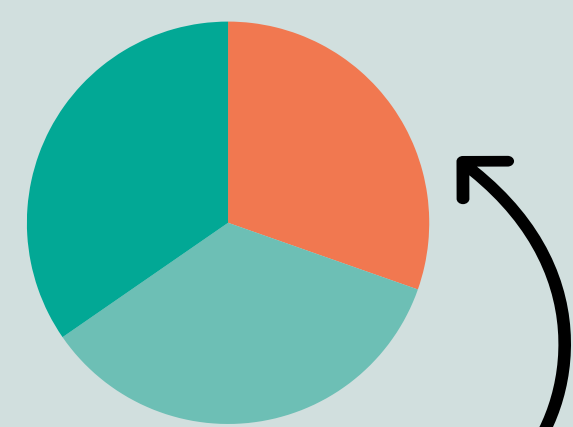


What is

Community Food Security?

It means that all community residents have safe, nutritious and sustainable food. ³

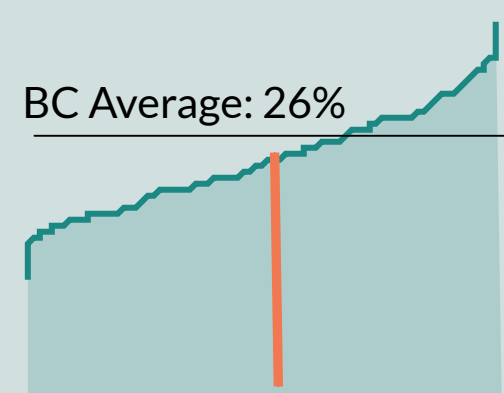
Richmond Facts



30% Households have annual income under \$40,000 ¹



1 in 4 children live in poverty ²



25% of the age 18-39 population have 5+ serving of fruit and vegetables everyday ⁴

2nd

Highest visible minority population in Canada ²

What is our goal?

- Identify Low Cost Meals
- Enter new assets into the map
- Assess the clarity and the ease of use of the Map



3

What have we done?

- Identified and organized data of 16 Low Cost Meals food assets
- Tried map with 2 community members

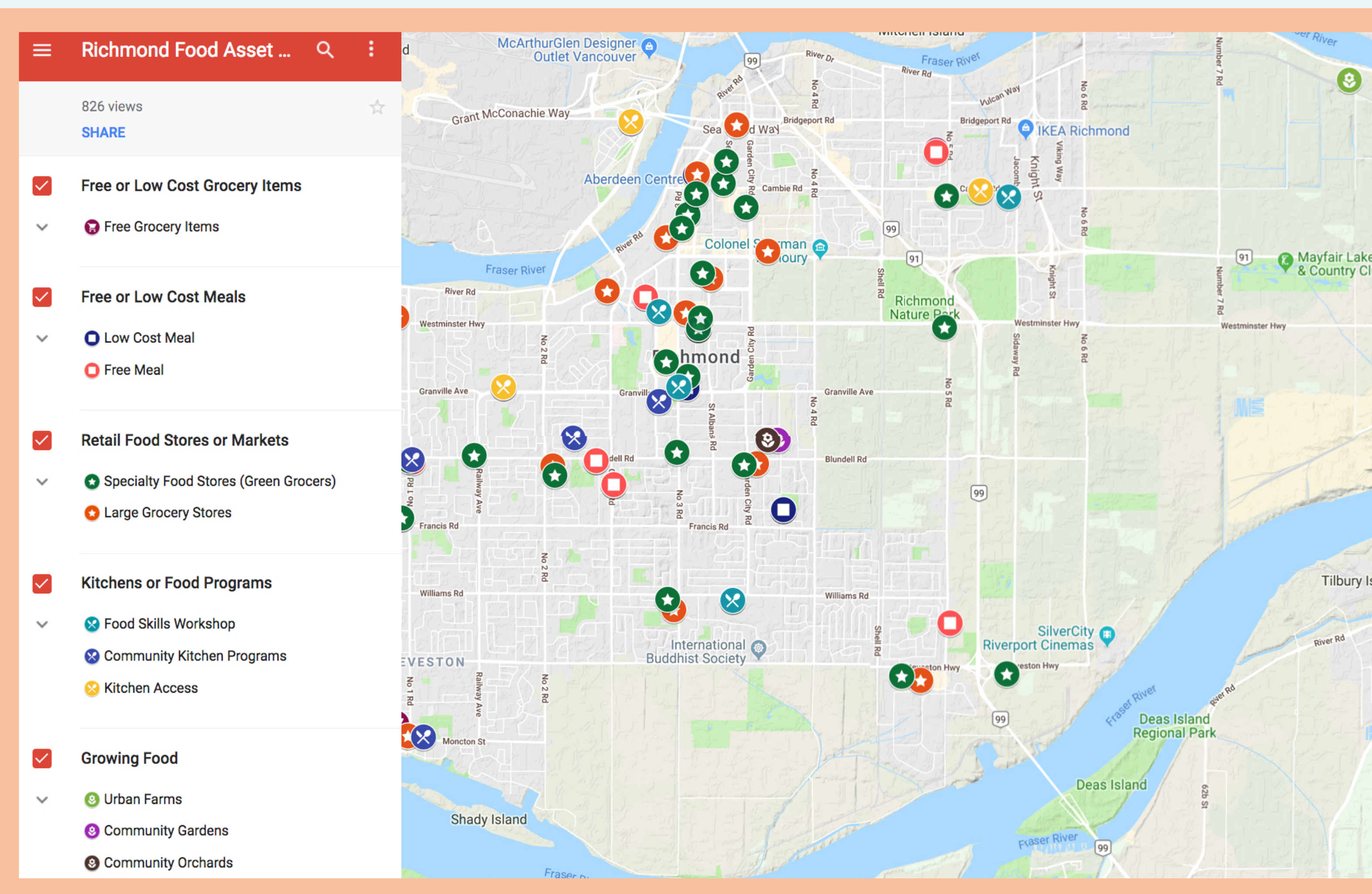


Figure 1. Richmond Food Asset Map - Home Page

https://www.google.com/maps/d/u/0/viewer?mid=10Pc_IJ_yoytHv5ME63NnXhdRDOA&ll=49.18608210000002%2C-123.13365700000003&z=11

What Users Think

We interviewed 2 community members for their comments on the map.

Good Things



Inclusive Categories



Complete Navigation after Introduction



Detailed Information



Good For At-Home Meal Planning

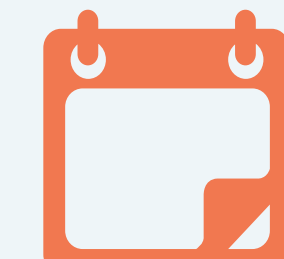
To Be Improved



"What About Richmond East?"



Confusing Symbols



Outdated Information



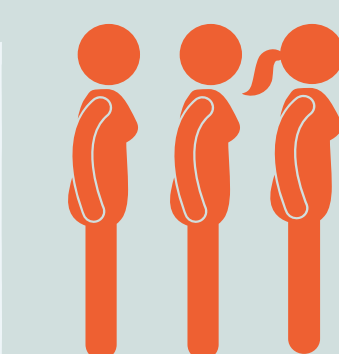
Can't Use On The Go

Challenges Along The Way

5



It is hard to get in touch with the key person in some corporations.



Some businesses identified as food assets are concerned that promoting end-of-day discounts would affect normal sales

Our Suggestions

6



User Friendliness:

- More DIRECT and SIMPLE
- Interactive Guidelines
- Increase Language Options
- Hard Copy for non-computer users



Content and Designs:

- Update information regularly
- Brief info pop-ups for each assets
- Smartphone friendly versions
- Figurative Legend Icons / Color-coding

What's Next?

7

- ☒ = Perform a larger scale User
- ☒ = Testing with stakeholders and
- ☐ = the general public

Upgrade map according to suggestions gathered from User Testing



Make Food Asset Map for Burnaby, Surrey, etc to cover the whole Great Vancouver Area!

Reference

1. City of Richmond. (2017, October). Income Hot Fact. Retrieved November 21, 2018, from <https://www.richmond.ca/discover/about/demographics.htm>
2. Swann, A., Choy, N., & Lai, I. (2018, September 19). LFS 350 Community Project - Richmond Food Asset Map. Lecture presented at LFS 350 Community Project - First Project Meeting in Vancouver Coastal Health, Richmond.
3. Vancouver Coastal Health. (n.d.). Food Asset Map - Vancouver Coastal Health. Retrieved November 25, 2018, from <http://www.vch.ca/public-health/nutrition/food-asset-map>
4. Vancouver Coastal Health, Fraser Health, & My Health My Community. (2015). My Health, My Community Neighbourhood Data Atlas. Retrieved November 21, 2018, from <https://www.fraserhealth.ca/legacy/Maps/MHMCAtlas/atlas.html?detectflash=false>