

Encontrando La Comida Saludable:

Identifying Food Access Barriers for
the Adams County, Pennsylvania
Latino Community



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Special thanks to Advisor Salma Monani and Community Partner Jorge Perez-Rico.

Introduction: National Trends

- Subsidies
→ processed foods
(Harvie & Wise 2009)
- Diet-related health problems (Lang et al. 2009)
- Inequity: health & diet (Shaw 2006, Larson et al. 2011)
- Case of Latinos...

(Aizenman 2006, Haldeman 2007)



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Research Question

What are the geographic, financial and cultural barriers (if any) to healthy food access among Latino residents of Adams County?

(based on concepts in Shaw 2006)

The Adams County Picture

- Latinos=5.6% of county pop.
(US Census Bureau 2008)
- Food insecure: 20% of county
(Adams County Food Policy Council 2011)
- Obesity rate: 30% of county
(Adams County Food Policy Council 2011)
- High agricultural productivity
(National Agriculture Statistics Service 2009)
- Growing local foods
movement
(Adams County Food Policy Council 2011)



Research Methods



5 Interviews



27 Surveys



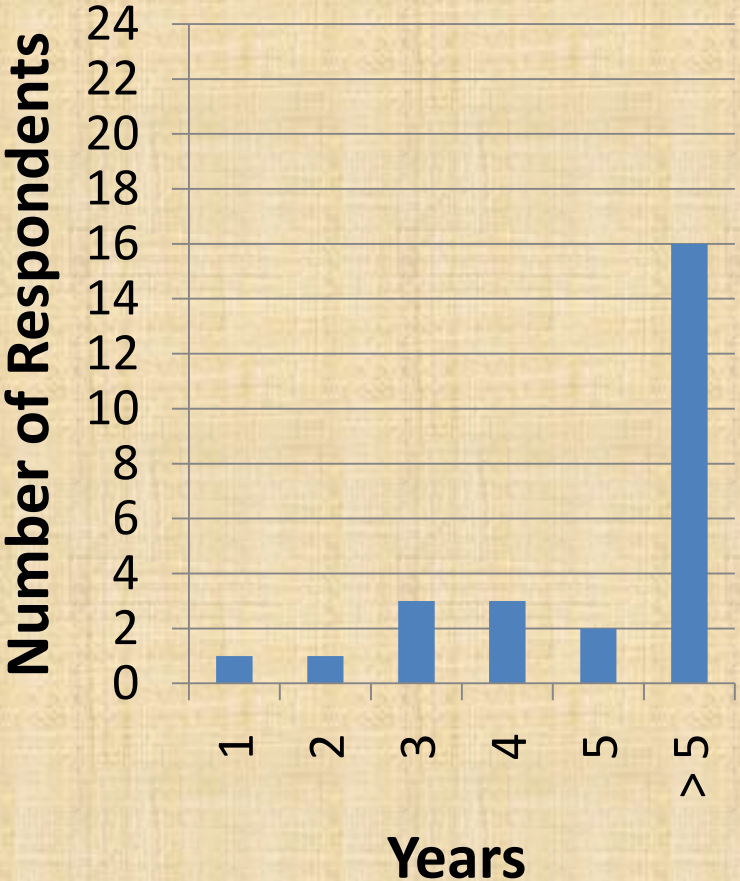
Focus Group

Interview Results

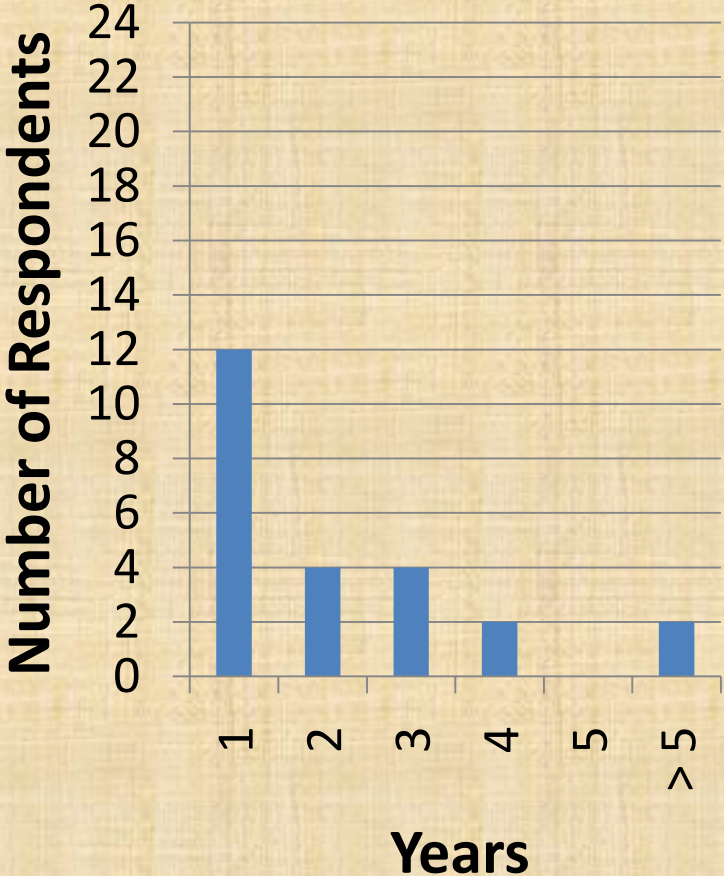


Survey Results: Demographics

How many years have you lived in Adams County?

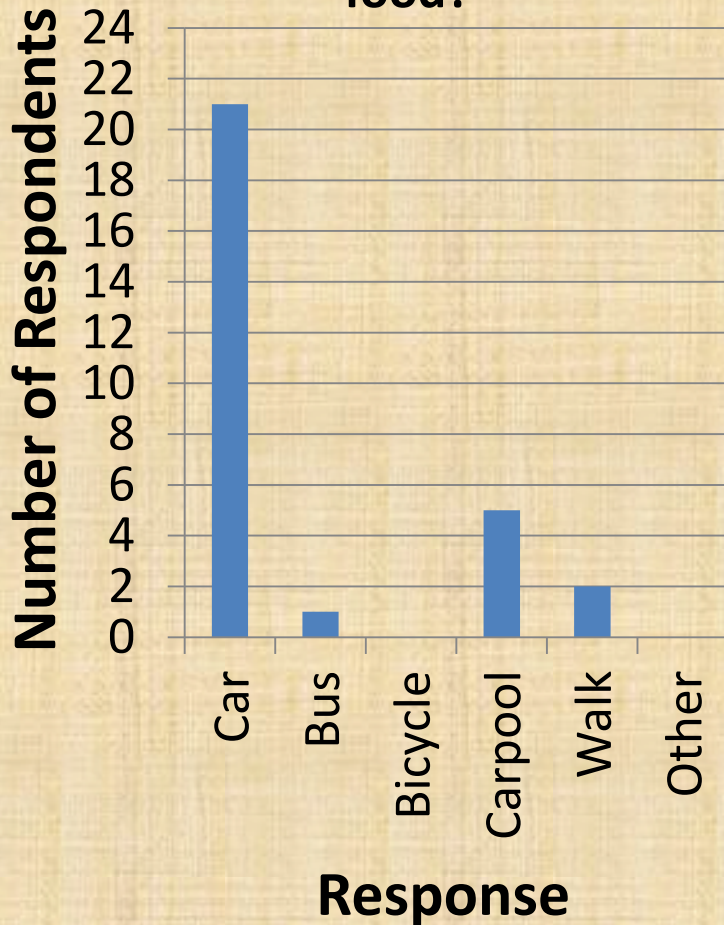


How many years have you lived in your current home?

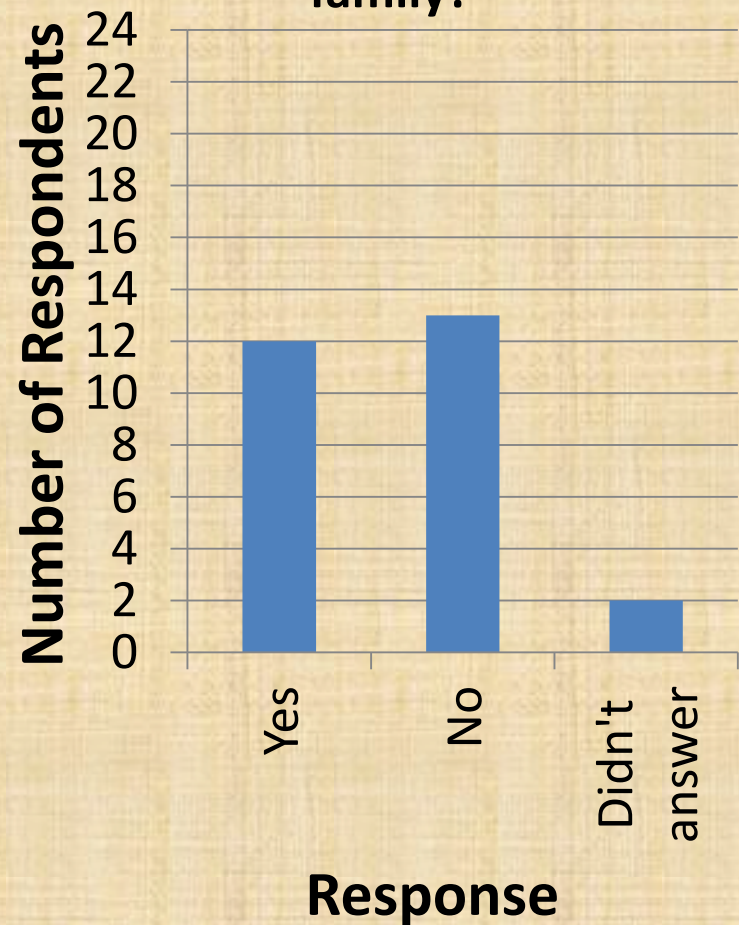


Survey Results: Convenience

What types of transportation do you use regularly when you shop for food?

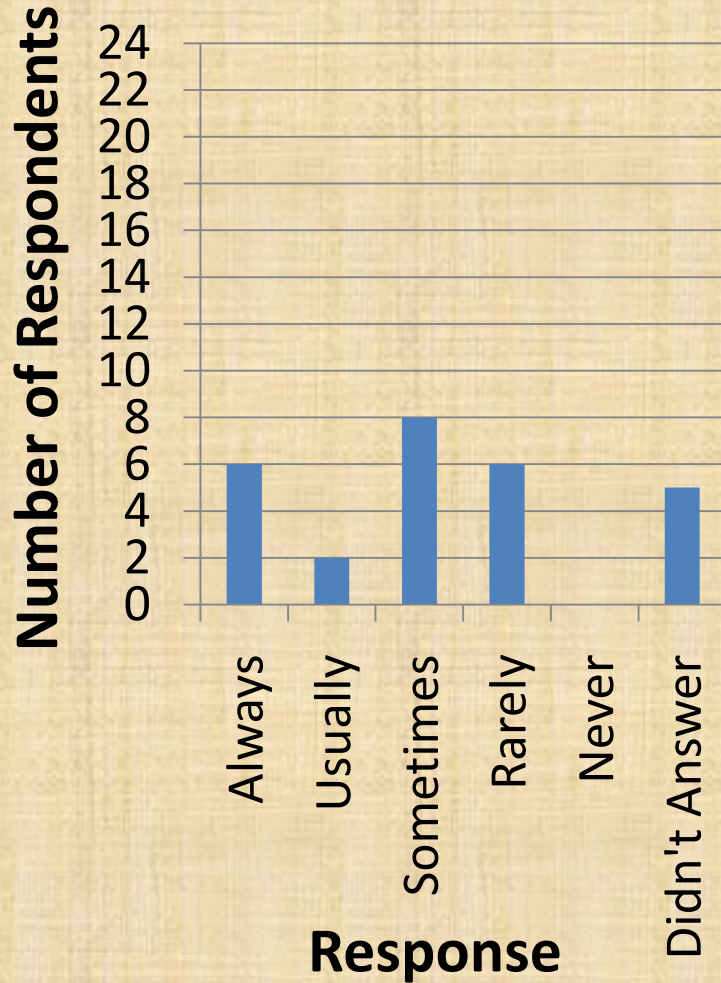


Do you think that you have enough time during the week to buy food for your family?

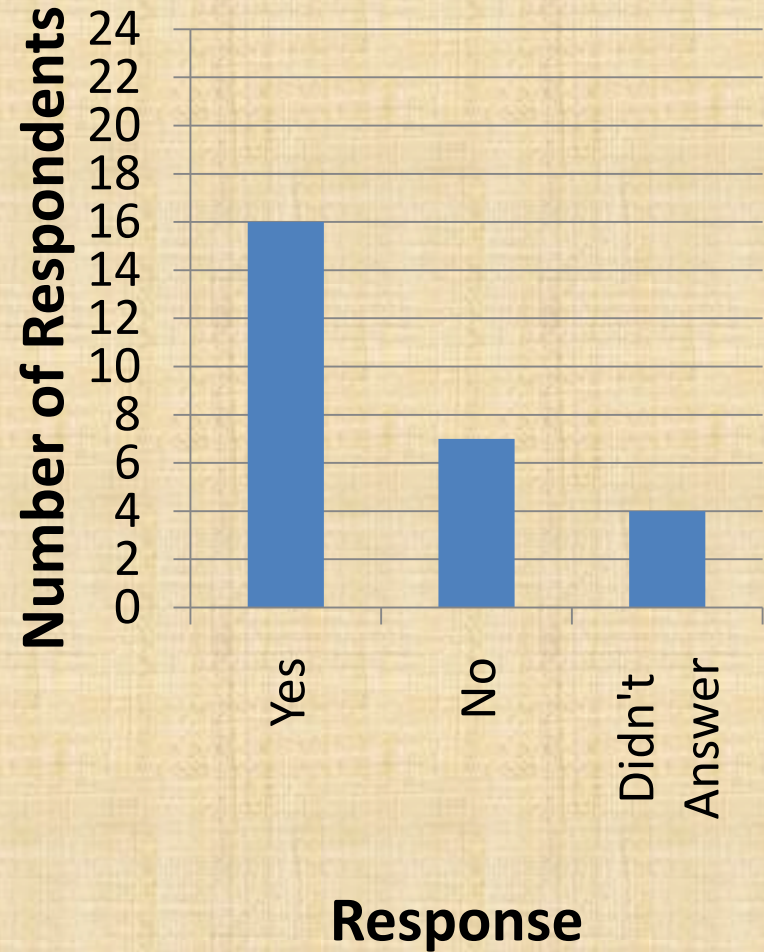


Survey Results: Financial

How often do you think that your family is able to afford the food that they need?

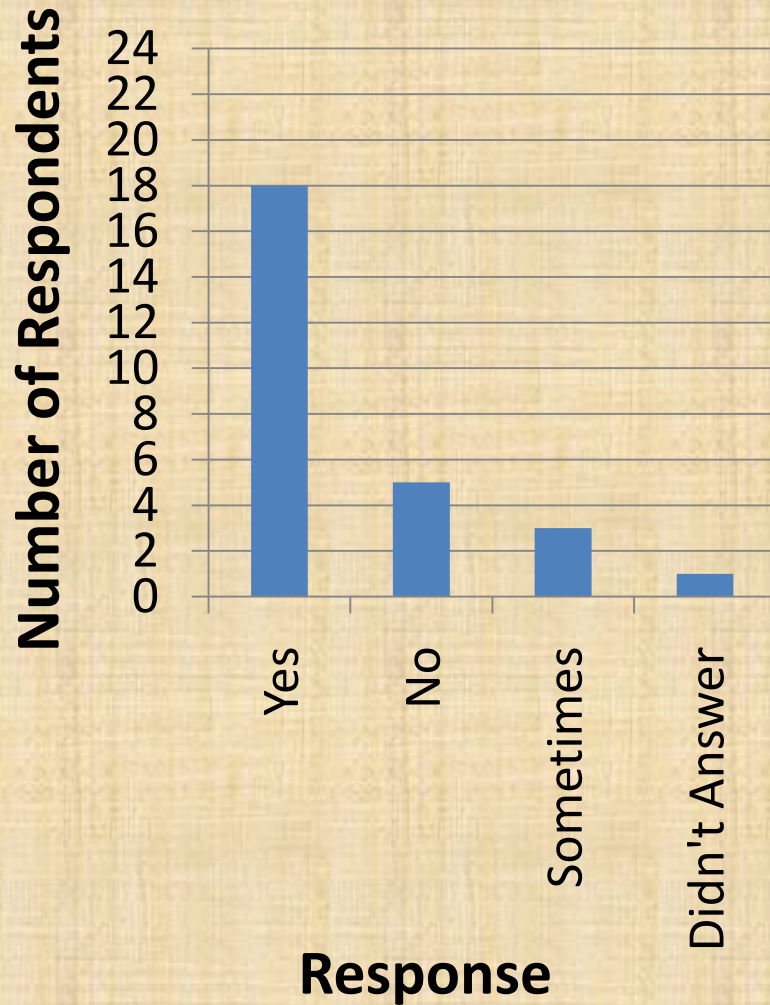


Do you think that your family gets the food they need regularly?

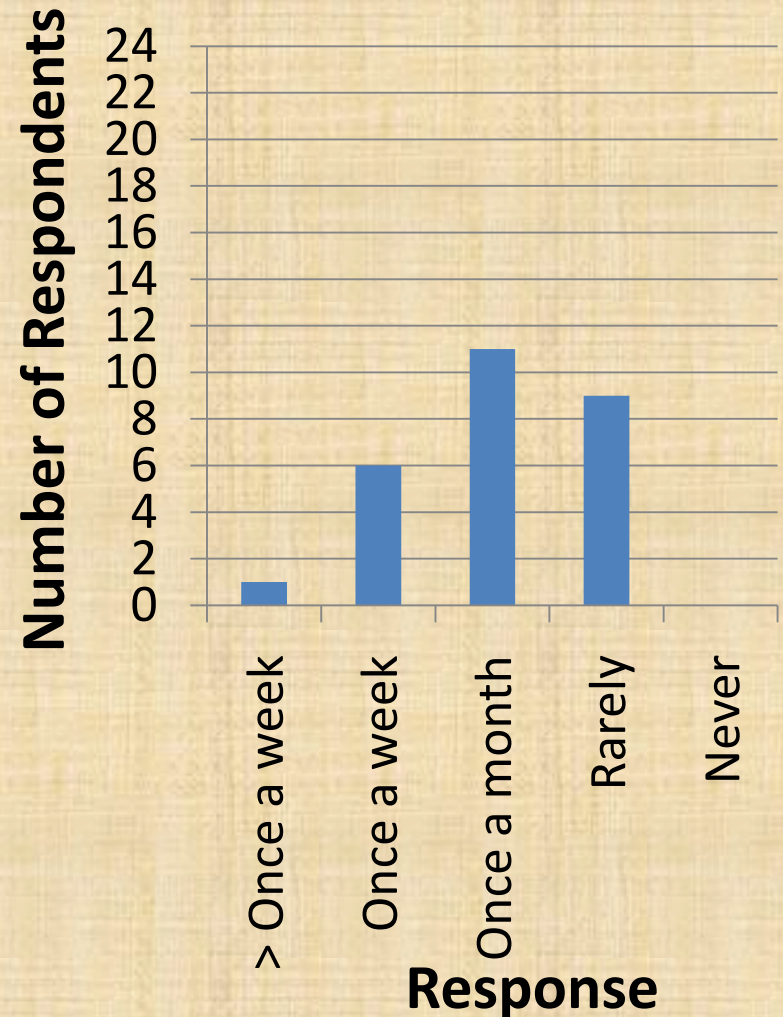


Survey Results: Health

Do you think that your family eats a healthy diet?



How often do you eat at fast food restaurants?



Focus Group Results

- Importance of whole foods
- Knowledge of healthy vs. unhealthy foods
- Availability of ingredients



Discussion: The Good News

- Mexican culture: importance of whole foods
- Strong knowledge of healthy diet
- Availability of cultural foods
- Little evidence of serious hunger problems



Discussion: The Challenges

Key Issue:
Cultural
barriers



FROM: WAL-MART STORES, INC.

Recommendations

- Room for improvement:
 - Maintaining cultural traditions in family life
 - Increased interaction and understanding between cultures
- Barriers less prevalent/significant than expected
- Room for future research...

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