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| **Creating Welcoming and Inclusive Shopping Environments for Double Up Food Bucks Colorado Participants** | | | | | |
| **Why it is important:**  Incentive programs create opportunities such as: making *food affordable, building community, expanding awareness of community diversity, consumer awareness, and healthier living.* | | | | | |
| **Market appearance** | **Considering your community** | **Customer Interactions** | **Marketing and Outreach** | **Community Partnerships** | **Activities and Ideas** |
| * What do inclusive markets look like? * How inclusive are we and how can we improve?      * Are you familiar with the stigma associated with using SNAP? * What can your market do to minimize this? * Is signage easily readable and displayed? * Is your market accessible to people of all physical abilities? * What types of music, activities, etc. are included? Is there variety? * How visible are resources translated into languages represented in your community? | * What types of products are sold at the market? * How can you highlight unique products? * What languages are spoken in your community? * Who are your customers? Seniors, families, etc.      * What languages and cultural backgrounds are represented in your volunteers and market staff?      * Is your market near accessible public transportation? | * Offer cultural competency and sensitivity training to volunteers and vendors * Provide information about SNAP and Colorado hunger and health statistics to staff, volunteers, and vendors. * Encourage vendors to engage with customers about their products      * Encourage vendors to use price signs on products * Use customer surveys to share information with vendors about product availability and environment * Are vendors consistent and there on time? | * Market materials in languages spoken in your community. * Helpful tools about healthy, seasonal food, and how to make the most out of your $$ at your market.      * Represent diversity of your community on social media and websites * Display posters, do mail outs, etc. in new places. (schools, churches, etc.) * Make connections with the local small media (AM radio stations, newsletters, TV news) | * Identify partners and stakeholders that serve SNAP clientele (non-profits, community organizations, etc.) * Organize tours of the market with these partners and stakeholders * Gain feedback from community partners on inclusivity * Invite partners to table at your market * Conduct targeted outreach | * Healthy cooking demos for individuals on a budget * Distribute low-cost and culturally relevant recipe handouts * Host events that celebrate diversity throughout the year (music, art, cooking demos) * Collaborate with local SNAP office to invite them to the market * Culturally appropriate food vendors * Host kids’ activities * Have resting and sitting places |