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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
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