

Using On-Line Technology to Bring Healthy Foods to Kansas City, KS

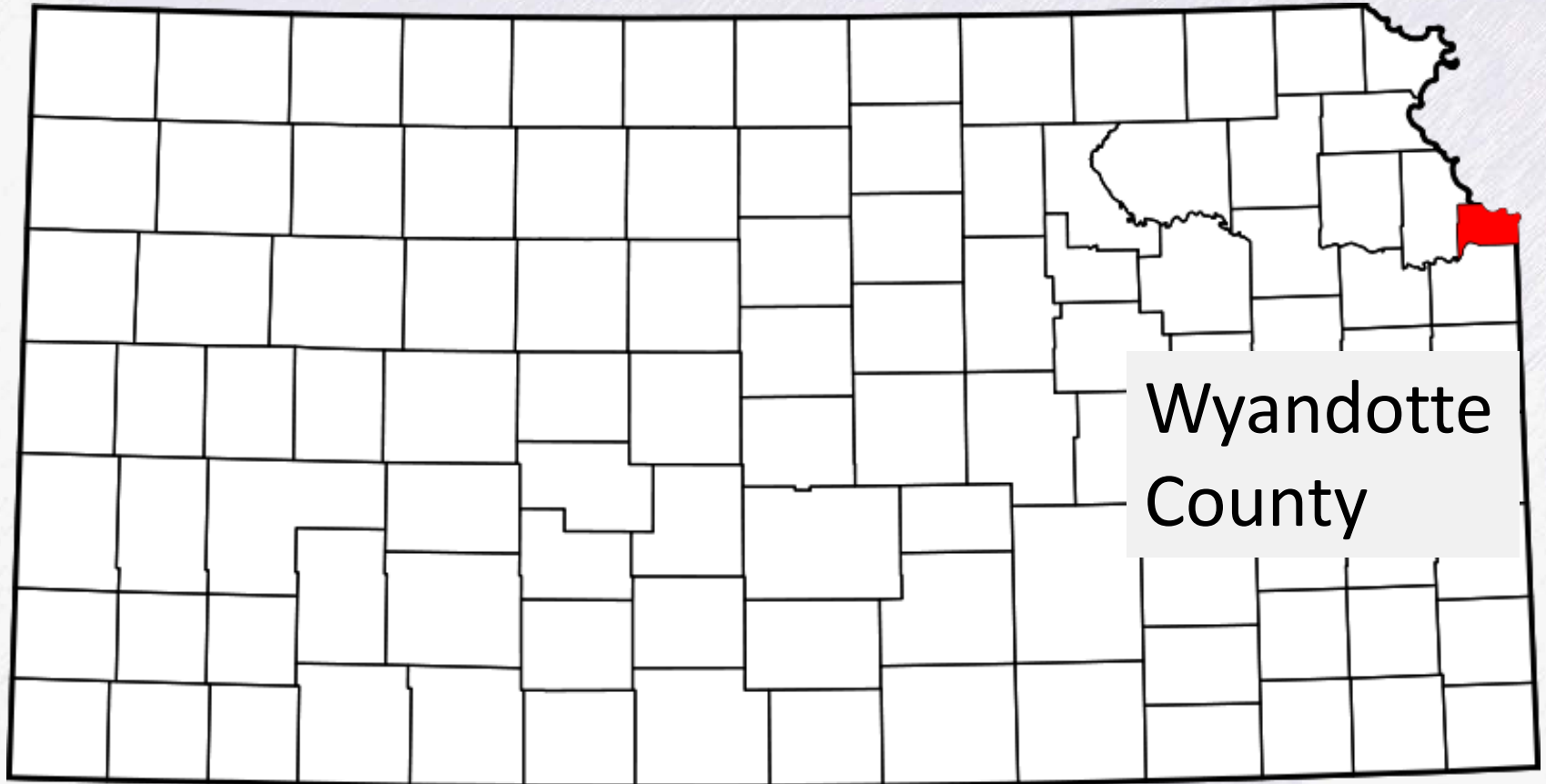
Bruce A. Chladny
County Extension Director
K-State Research and Extension –
Wyandotte County



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Who We Are



Wyandotte
County



Who We Are

157,500 total population

24% are African American

26% are Latino American

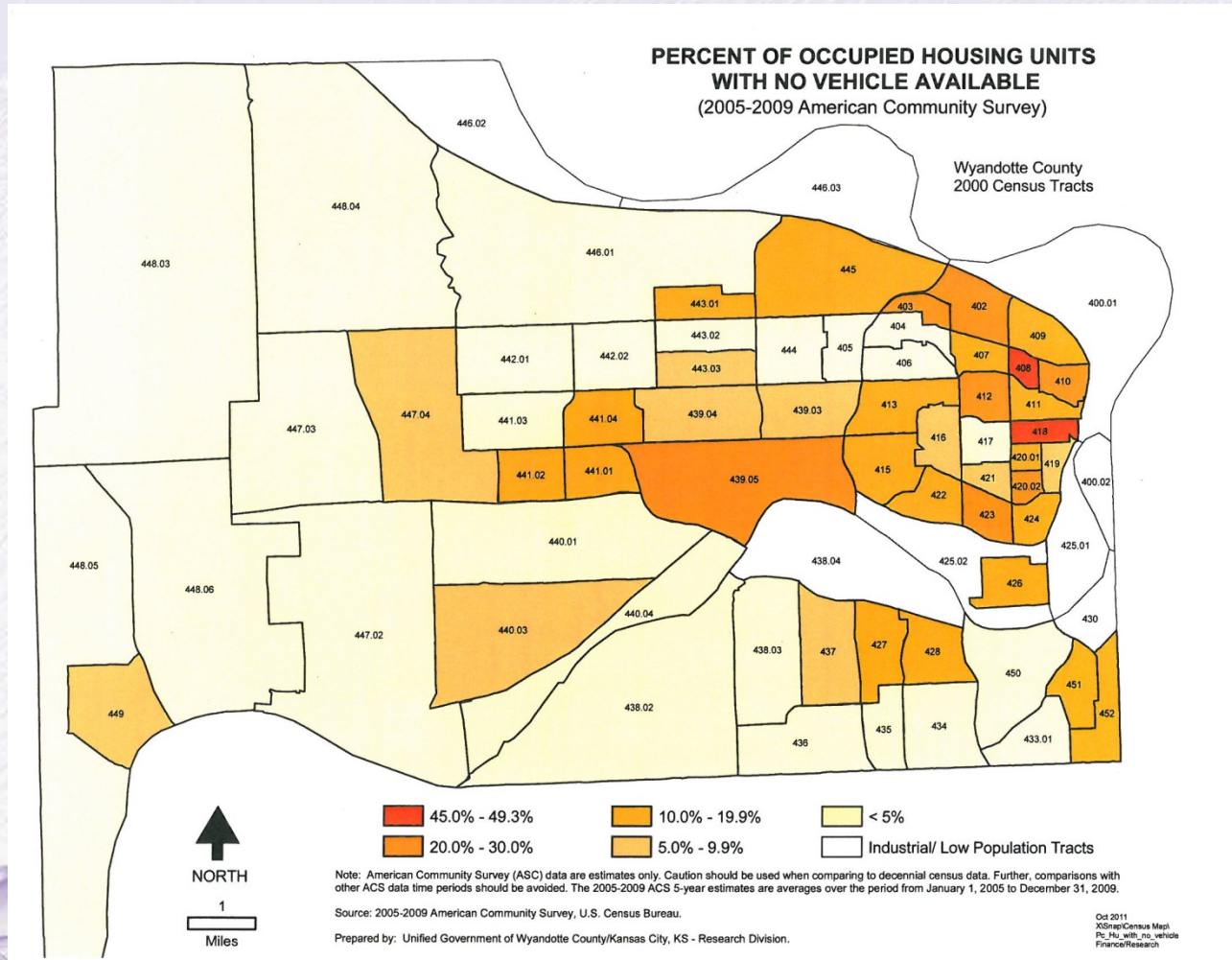
161% increase in Latinos and 200% increase in refugees over the past 10 years

35% of children live in poverty

About 1 in 4 does not have health care insurance



Who We Are



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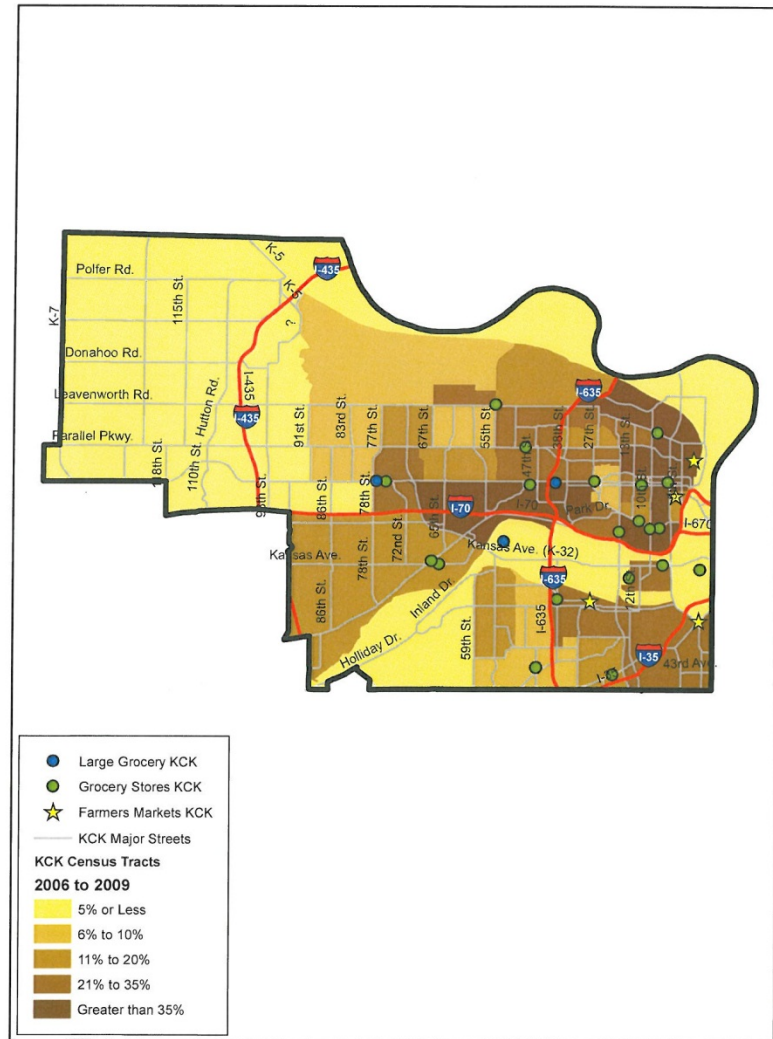
Looked at 6 U.S. Census Tracts (402, 403, 407, 408, 409, 410)

595 of 2,894 Occupied households have no vehicle available

1,439 total population in this group

County wide: 5,361 out of 58,640 households or 14,056 people have no vehicle available

Kansas City, Kansas
Poverty Rate by Census Tract and Area Grocery Stores



Our Solution

- On-line ordering system (Baltimore, Maryland Model)
- Funding sources: KC Healthy Kids / LISC
- Additional support: Free KC



The Process

- Community Interests Survey
- Raise an Awareness
- Form partnerships (HyVee, Hometown Grocers, Housing Authority, Community Health Clinic, Neighborhood Associations)



How the System Works

- Ordering
- Payment
- Delivery



Our Challenges

- Community Needs a Real Store
- Payment of Delivery Fee
- Funding for Project

