
Food Learning Locator

Where We Are, Where We're Going

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Slides Prepared by The Food Trust

Background

- Built by MD-based **Bainum Family Foundation** in 2017
- Originally an online tool for finding food-related education and job training programs in the DC/MD/VA area
- Site went into hibernation during COVID-19 as Bainum sought out new permanent home for the FLL
- **The Food Trust** chosen to take over the DC/MD/VA map and expand to Philadelphia (and beyond!)
- Montgomery County Food Council hired as D.C.-based partner





Audience

People (in our target geographies) who eat! But more specifically:

- **Individuals** in under-resourced areas and those who use SNAP
- **Intermediaries** (individuals/orgs connected to those individuals)
- **User organizations** who want to enter their programming on our map & join a Community of Practice
- **Organizations, funders and researchers** working on social determinants of health



Criteria

To be included on the map, items need to fall into at least 1 of the following categories:

- **Hosts nutrition education**
- **Accepts and/or distributes nutrition incentives**
- **Offers expanded fruit & vegetable options and/or farm-fresh products**
- **Offers agriculture job training**

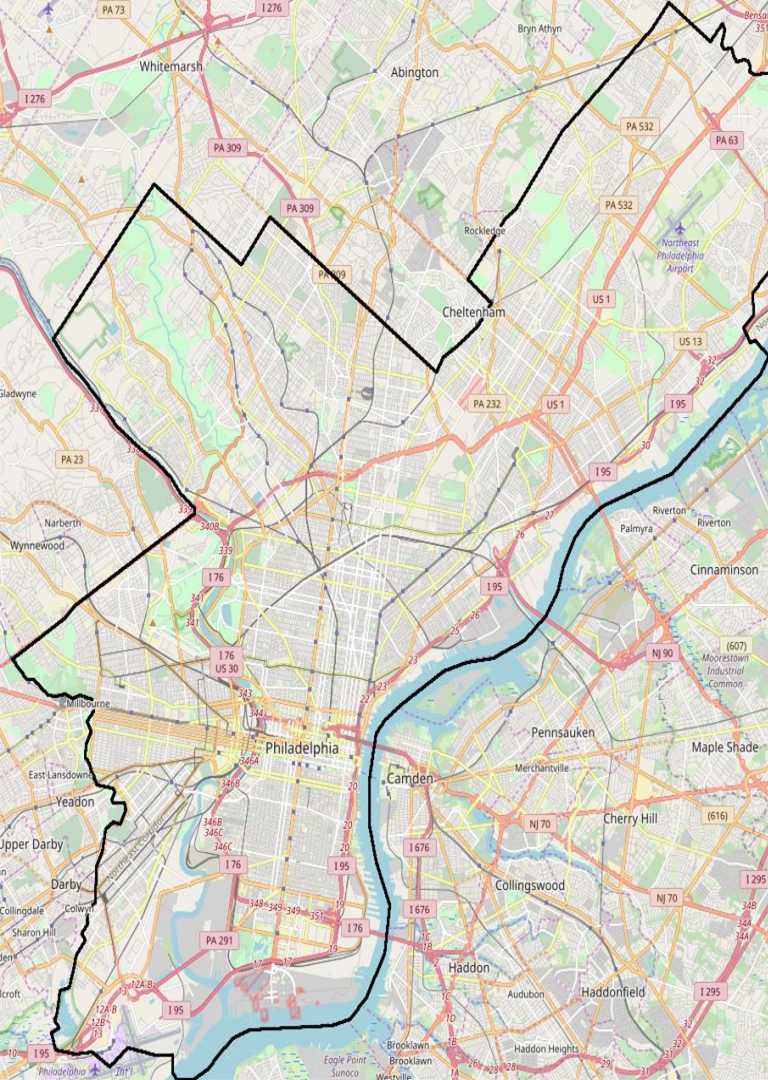
What's in a name?



"What's in a name?
That which we
call a rose
By any other name
would smell as sweet."



And does "Food Learning Locator" really work?



We need a name that's:

- Easy to understand
- Catchy (but not too cute)
- Connected to our mission
- Accurate to what's included in the map
- Related to TFT's other websites

“Food Learning Locator” fulfills some, but not all, of these basic requirements. So ...



Introducing ...



Nutrition Navigator

Get the 411 on places near you to find, afford & learn about the foods that support your health and bring you joy

#hackthefoodsystem

What's next?

Web Development

Working with Mosaic to design a new version of the website with an eye toward user experience

Relationship Building

Learning from other orgs who have similar maps; creating a meaningful Community of Practice for user organizations

Philly Map Build

Input TFT's data and bring other Philly user organizations onboard

Now

Soon

TFT Onboarding

Ensuring teams understand the goals of the map, and are ready to input their programming

Partner Onboarding

Bringing our D.C. partner onboard to manage data, add relevant user organizations and promote the map locally

Launch!

Targeting Summer 2023



Questions?