



City of Rialto Healthy Communities Initiative

Healthy Rialto was established in 2008 as an initiative to enrich and empower the lives of Rialto residents. By providing innovative and proactive solutions so that everyone who desires to get fit, stay healthy, and support safe environments.



Rialto Certified Farmer's Market

Established in 2012, the Rialto Certified Farmers' Market provides the community with accessible and affordable locally sourced healthy food options including produce (fruits and vegetables), nut/seeds, pure raw honey, free range cage free eggs, and more. The vendors are comprised of local farmers and businesses encouraging:

Sustained economic growth in the city of Rialto



Nourishing communities with affordable healthy food options



Slowing the increasing prevalence of obesity and chronic diseases



Serving all income levels, bringing the community together



Market Match Program

Market Match is California's healthy food initiative program which matches customers' federal nutrition assistance benefits such as CalFresh and WIC at farmers' markets and other farm - direct sites. Market Match empowers low-income patrons to make healthier food choices by overcoming financial barriers. The program supports local economic development and civic engagement.

Market Match provides matching funds so that patrons are able to purchase even more fruits and vegetables. For example, a shopper who spends \$10 of CalFresh benefits at the farmer's market gets an additional \$10 to spend on fresh produce.



Goals and Objectives

Promote Market Match Program

Evaluate access to food sources and identify areas of need

Create social media marketing campaign highlighting healthy habits

Develop virtual Walk-a-Thon to increase resident's physical activity

Intervention Impacts

Total CalFresh Distributed: \$8,888

Total Market Match Distributed: \$3,482

New Market Match Customers: 142

Market Match Repeat Customers - 240

Social Media Increase - 99%



Recommendations

Health inequities are defined as the differences in health status between different population groups which stem from the social conditions in which people are born into, grow, live, and work over time. Healthy Rialto is taking the steps to increase the health of the population. Partnering with the school district, health/fitness center, and senior center will further enhance their efforts as they make Rialto healthier.