



2020 COHORT

Community Design Apprenticeship Program

Redesigning Healthy Food Access in
Normandy and Wellston, MO

Equity



Creative Reaction Lab dedicates this book to the six young leaders that challenged the status quo of racial inequities by showing up everyday as decision-makers and Redesigners for Justice™ for their communities. They are the architects of change that we need in our education and health systems, media and technology outlets, government agencies and public service institutions. We need to follow them in designing healthy and racially equitable communities. It truly was an honor learning and unlearning alongside them.

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About Creative Reaction Lab (CRXLAB)

Creative Reaction Lab's mission is to educate, train, and challenge Black and Latinx youth to become leaders designing healthy and racially equitable communities.

We're challenging the belief that only adults with titles (e.g. mayors, CEOs, etc.) have the power and right to challenge racial and health inequities.

However, we are conscious that it's not just the work of the people that have been historically underinvested to dismantle oppressive systems.

Therefore, we are rallying an intergenerational movement of Redesigners for Justice™.



About the Community Design Apprenticeship Program (CDAP)

Creative Reaction Lab created the Community Design Apprenticeship Program (CDAP) to educate and train Black and Latinx youth — who have been directly impacted by the criminal justice system — to become civic leaders addressing hyperlocal racial and health inequities (e.g. limited healthy food access, housing displacement, and mass incarceration).

From February to October 2020, six Community Design Apprentices addressed the challenge of food

access in the Normandy and Wellston areas within the St. Louis Promise Zone. During this 9 month-long program, Apprentices were trained in Creative Reaction Lab's Equity-Centered Community Design and Community Organizing frameworks, provided funding and a supportive community to design and implement a civic intervention in collaboration with community members.

Creative Reaction Lab's Equity-Centered Community Design framework is a unique creative

problem solving process based on equity, humility-building, integrating history and healing practices, addressing power dynamics, and co-creating with the community. This process focuses on a community's culture and needs so that they can gain tools to dismantle systemic oppression and work towards a future of sustained community health, economic opportunities, and social and cultural solidarity for all.

**Meet the
2020 CDAP
Apprentices!**



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LAB

WE'RE
HELPING
TOMORROW'S
LEADERS
DESIGN
EQUITY-
TODAY.

JOIN
COMM
MOVE

creative P
[illegible]





Deja Brown (She/hers)

Deja is a St. Louis native. Her drive to create change is based on the idea that avenues untraveled present themselves when you step out of your comfort zone. If you have any questions about accentuating your natural given beauty, look no further. Deja is a beauty expert and will ensure that you learn all the necessary tools to accentuate your natural given beauty. Ten years from now, Deja hopes to create meaningful change and give back to the youth in the community.

DEJA
BROWN





HANNAH PRICE



Hannah Price (She/hers)

What inspires Hannah? Acts of kindness are what gets her mind circulating. Florida native Hannah believes that everyone deserves to have their basic needs met. In her

spare time, Hannah enjoys reading and dancing. In the future, you will find Hannah living without reservation, giving advice on her areas of expertise - nails and skincare.



Reina Stovall (She/hers)

Reina is inspired by the way in which her family maneuvers life. One day, she hopes to create change by serving her community. Originally from North St. Louis and currently living in Florissant (North County), as a chef and food lover, Reina understands the importance that healthy food access has on the overall wellbeing of bodies. When she's not filling up stomachs with nutritious meals, Reina can be found listening to music and dancing. In the future, Reina hopes to be a powerhouse through the creation of her own business that manifest jobs and opportunities for others.





I WILL MAKE

St. Louis, MO

BETTER BY

Staying involved as much as I
can with the youth in historically
underinvested communities.

SHARE YOUR PLEDGE AT WWW.CREATIVEACTIONLAB.COM & [#DESIGNTOBETTER](https://twitter.com/DESIGNTOBETTER).

**ASHLEY
COLEMAN**



Ashley Coleman (She/hers)

It takes more than one person to make change. Ashley strives to create a more equitable world using this ideology as the starting blocks for the impact she hopes one day to achieve. A North County (St. Louis) native turned South City (St. Louis)

community member, Ashley is the go to for anything hair related. Aside from her kids, she is passionate about styling hair and hopes to one day use her skills in the field to create a better community.

ROBERT BECKLES



Robert Beckles (He/his)

If your interests involve social justice concepts or sexual health topics, then sitting down with Robert might be the best avenue to expand your knowledge. Eager to combine his

interest with his profession, Robert envisions himself working as a social worker within the legal field – public interest sector. Originally from Ferguson and now a resident of The

Grove, Robert believes that there is knowledge everywhere that is just waiting to be absorbed.





Kristin Brown (She/hers)

Born and raised in St. Louis County, nothing inspires Kristin more than making her community better by shining light on injustices. Ten years from now, she hopes to have made her mark in the journalism world as a reporter bringing forth change. The one word that drives Kristin on her journey of manifesting a better world is her son.

KRISTIN
BROWN



Racial Consciousness Building and Self Identity Reflection

During the first part of CDAP, the Apprentices focused on building an awareness of self, including exploring social identities, leadership styles, and values. To help define their role in creating equity, the Apprentices take a look at the various ways in which they hold power and build

humility by identifying their unseen areas for growth.



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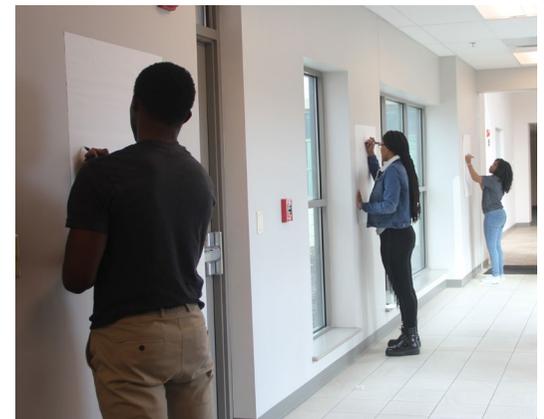
Reina Stovall
she/her

Crayola
Super
Tips
Washable Markers
100 Colors!

CRANBERRY ORANGE JUICE
Nutrition Facts
Serving Size 8 fl oz (240 mL)
Amount Per Serving
Calories 100

Play-Doh





Language Setting

Throughout CDAP, the Apprentices created working definitions based on their lived experiences to guide their equity- and community-centered creative problem solving process.

FOOD JUSTICE

Mobilizing historically underinvested communities with the tools to increase their ability to produce and consume healthy food*, advocate for food reform, create culturally responsive food policies, and restore balance between healthy food* literacy and agriculture.

FOOD APARTHEID

Places characterized by the inability of local community to access affordable, healthy foods* because of the historic and systemic undervaluing and underinvestment in the people living in these communities.

HEALTHY FOODS

Responsibly produced foods – with little to no preservatives – that make you feel energized, replenished, and restored.

“

Doing something on
your own terms and
excelling at it.

”

“

Overcoming mental
imprisonment.

”

Liberation Is...

Defined by the 2020 Community
Design Apprenticeship Program

“

**Breaking the cycle of
generational trauma.**

”

“

**Not having to
diminish any part
of yourself to be
respected and
represented.**

”

“

**Becoming who you
want to be while
being yourself through
the process.**

”

Community Research

Researching and Ideating Approaches with Diverse Co-Creators

Prior to prototyping, the Apprentices spent time working with diverse co-creators to conduct community research, define community needs and assets, and ideate possible approaches to addressing the issue.

using several research methods, including secondary research, photo survey, direct engagement with community on-the-ground and via social media, and meeting with local activists and field experts.

Apprentices gathered information about local healthy food access



Who do we need to reach?







BEVERLY, A SITUATIONALLY APATHETIC RESIDENT, NEEDS TO FEEL PERSONALLY MOTIVATED WHEN ACCESSING HEALTHY FOOD BECAUSE HISTORICALLY, THEIR OPINIONS HAVE NOT MATTERED & THEREFORE, THEY ACCEPT WHAT'S AVAILABLE TO THEM.



KATRINA, A BUSY, LOCAL-ORIENTED OLDER WOMAN WITH A LIMITED BUDGET NEEDS TO FEEL THAT HER TIME AND MONEY IS WELL SPENT BECAUSE SHE'S SEEKING QUICK, AFFORDABLE HEALTHY FOOD OPTIONS TO MEET HER FAMILY'S NEEDS WITHIN HER HISTORICALLY-UNDERINVESTED COMMUNITY.



AUDIENCE PERSONA >> Beverly DEJECTED* A COMFORTABLE RESIDENT THAT ACCEPTS WHAT'S AVAILABLE TO THEM

PORTRAIT 	QUOTES "I eat what I can afford. I'm poor." "I'm not going anywhere else after work. I'm tired. Everything I need is here." "You don't want my opinion, it doesn't matter anyway."	CARES ABOUT • BEING ABLE TO GET FOOD AS LONG AS IT'S AVAILABLE • NOT HAVING TO GO FAR TO GET WHAT THEY WANT • Existing Routine
CHALLENGES/OBSTACLES • FIXED MINDSET HISTORICALLY HAD NO POWER TO A • FEELING LIKE THE	WANTS/NEEDS • consistent, affordable, fresh, quality food • variety of food • For their existing routine to not be disturbed	

*MAKES SAD, *DEPRESSED OR DESPIRITED



AUDIENCE PERSONA >> Katrina Antoinette WOMAN << A busy, local-oriented mother >>

QUOTES "I buy what my kids like to eat... I'm not going anywhere else when I get off, I'm tired. Everything I need is here." "I eat what I can afford. I'm poor." "I'm a manager so I get food at work." "I am here every morning on the bus, before I get my day started."	CARES ABOUT Family being fed, but within a tight budget Cares about minimizing the amount of time they spend shopping for food
CHALLENGES/OBSTACLES Income restrictions preventing access to better healthy food options Not having access to proper transportation Limited number of convenient options within the neighborhood (ex. a store closed down) to point A to point B Having to rely on public transportation to get to the closer option that doesn't have near food options	WANTS/NEEDS Better access to transportation More food options that are healthy in the community Better job opportunities in the community

PROBLEM STATEMENT

Prototyping and Intervention Development

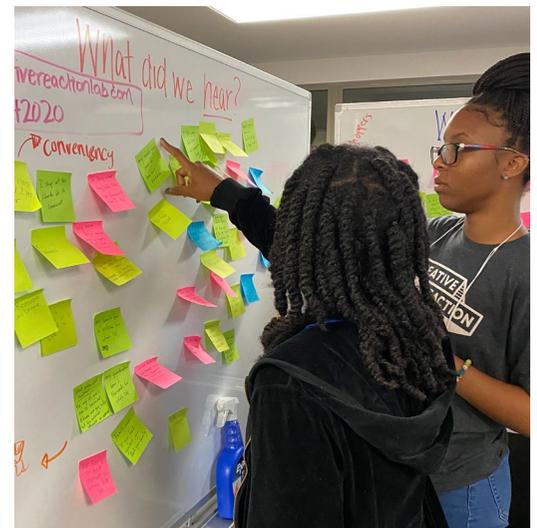
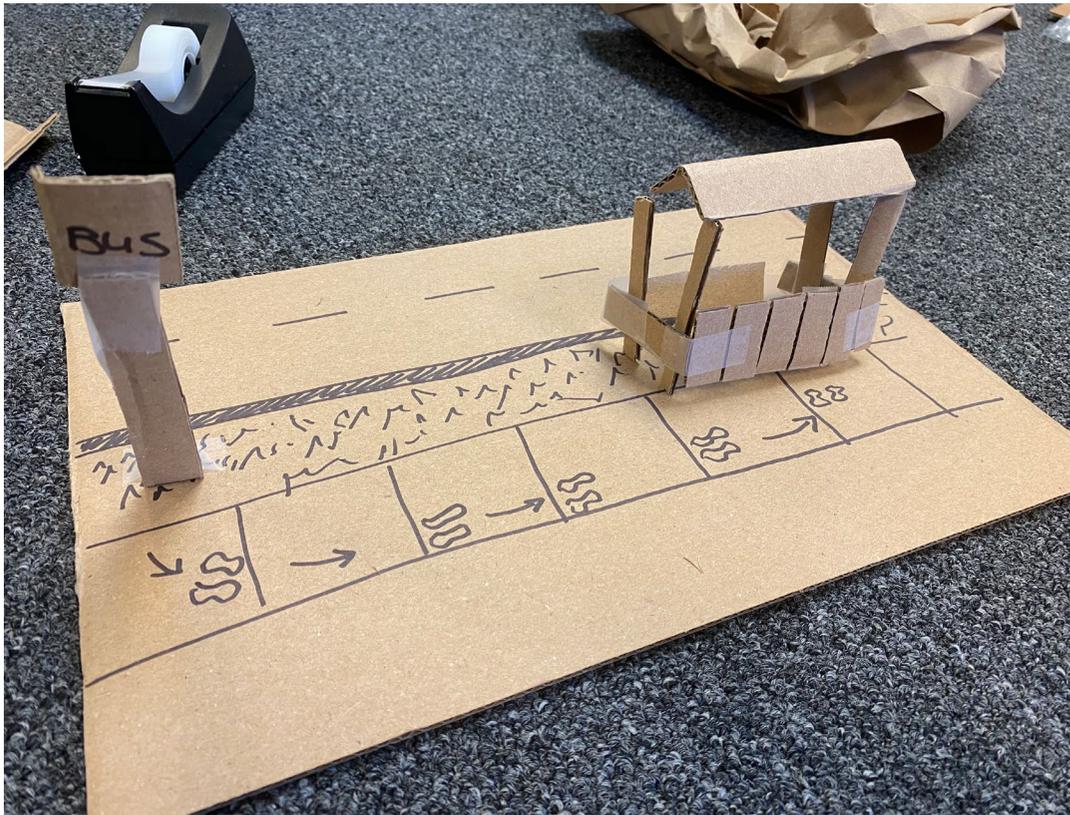
Blessed and Highly Flavored Healthy Food Boxes

Over the course of 7 months, the Apprentices continued to ideate interventions for healthy food access and settled on the idea of food box distribution. They used an iterative design process that called on residents' input to determine the

direction of their prototype, including the box style and distribution route. With support from St. Louis Metro Market, they sourced original recipes from Normandy and Wellston residents and used the recipes to determine the box ingredients. Ultimately, the

intervention that came about was the **Blessed and Highly Flavored Healthy Food Boxes**.







Exploring Food Justice with Residents

The Apprentices held a pop-up event on October 5, 2020 where they engaged with people in the Wellston and Normandy areas and distributed the **Blessed and Highly Flavored Healthy Food Boxes**. During the pop-up, the Apprentices engaged 24 community members between 1:45 PM - 4:45 PM CST. Twelve community

members were from the 63121 area zip code, which includes a large majority of the Normandy neighborhood and directly adjacent to the Wellston area. Of the 24 healthy food boxes distributed, 12 were delivered through walk-ups and 12 through drive through.



BLESSED
AND HIGHLY
FLAVORED

2020
Community
Design
Apprenticeship





CDAP - Pop Up Event ZI... 🔍

1 view

SHARE EDIT

10/5 Zip Codes

- 📍 63113
- 📍 63121
- 📍 63093
- 📍 63121
- 📍 63121
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- 📍 63121



Graduation and Developing the Equity Manifesto

Celebrating the accomplishments of the Apprentices as they transitioned into Redesigners for Justice™, Creative Reaction Lab held the program graduation from October 9th to October 12th. Apprentices created a video and letter to the residents of Normandy and Wellston

to recap the goals and outcomes of their work. In addition to activities around personal branding and leadership, the cohort defined their own Equity Manifesto.



Support
Black
Leaders
Researchers

Black

Researchers for
social
equity with
the St. Louis
Flourish team

Black







To the Residents of Normandy and Wellston

A Letter from the
2020 Community
Design Apprentices

*To the residents of Normandy, MO
and Wellston, MO:*

Back in February 2020, Creative Reaction Lab chose six Black young leaders from various parts of St. Louis to address the topic of limited healthy food access in the Normandy and Wellston communities under the Community Design Apprenticeship Program (CDAP).

Our cohort spent the past nine months engaging with you – the community members – to learn about what barriers and opportunities existed to improve access to healthy food in Normandy and Wellston. *We canvassed your neighborhoods, stores, and other resources, learned about the*

unwillingness to invest in typically Black neighborhoods, and implement prototypes in various locations in the Normandy and Wellston areas. Engaging with you led us to receive feedback on recipe and design ideas, history of grocery stores in the area, what interventions you would like to see within your own neighborhoods, how many resident access various food sources, how people transport themselves to obtain food and your opinions on the quality of food that is readily available to you.

Our cohort learned about the framework of Equity-Centered Community Design, which is how

community stakeholders work together to formulate approaches to community issues with equity and community voices centered. We challenged existing definitions of food deserts, healthy food, liberation and food justice. We also heard from food justice leaders like Quinton Ward (St. Louis Metro Market), Jeremy Goss (Link Market) and Tosha Phonix, food justice organizer with the Missouri Coalition for the Environment. While all of them pushed us, Tosha challenged our foundation by informing us that “It’s not food deserts because deserts are a natural process. These are food apartheid. These were designed and designated to be of a certain type of

*area and to impact certain people.”
With all of your thoughts, wants,
and feedback in mind, we designed
the Blessed and Highly Flavored
Food Boxes. On October 5, 2020, we
presented our Blessed and Highly
Flavored Food Boxes to Normandy
residents at the Beverly Hills
Supermarket. Within four hours, all
23 of our original prototype food
boxes were dispersed.*

*The 2020 Community Design
Apprenticeship Program cohort
would like to offer a sincere thank you
to everyone who provided feedback
of any kind, for allowing us into your*

*communities and for working with
us throughout this entire process.
We could not have done this work
without your hospitality, insight and
partnership.*

With love,

*Deja Brown, Ashley
Coleman, Reina Stovall,
Hannah Price, Robert
Beckles and Kristin Brown*



WE'RE
HELPING
TOMORROW'S
LEADERS
DESIGN
EQUITY-
TODAY.

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OUR YOUTH-LED,
COMMUNITY-CENTERED
MOVEMENT.

Reaction Lab educates, trains, and
empowers Latinx youth to become leaders of
equitable communities. Will you
join us?

VISIT US AT WWW.CREATIVEREACTIONLAB.COM

**Equity Manifesto
Developed by the
2020 Community
Design Apprentices**

**We are powerful,
unstoppable, young Black leaders,
advocates, and redesigners for
racial equity within the St. Louis
Promise Zone.**

**We strive to create
equitable communities
where Black and Brown
people can connect and
be themselves.**

**As Equity Designers, we will
break generational curses by
challenging the status quo.
We will work together to invest
in historically underinvested
communities, create
equity-centered designs and
push for change.**

As Design Allies, we will challenge the status quo and advocate for equitable education and resources for young people. Additionally, we will push for safe places for ALL non-white, low-income St. Louis residents seeking support.

Special thanks to everyone who made CDAP possible!

SPONSORS



Missouri Foundation for Health



PHOTOGRAPHY

Primary Photographer:

Deanna Cheeks

Additional Photography:

Isabelle Yisak, Meredith Seigfried
Antionette Carroll

SUPPORT

Co-Lead Facilitators:

Isabelle Yisak, Antionette Carroll

Additional Staff Support:

Amarachi Onyema, Meredith Seigfried,
Nora Garcia, Autumn McMillan, AJ Foster

Mental Health Support:

Kacie Smart, MA, LPC

We would also like to thank the national and local speakers that supported the Community Design Apprentices through their equity-centered and creative journey.

VIDEOGRAPHY

Videographer: Mike Pagano



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