

Weighing In Quarterly Meeting







Children's Mercy KANSAS CITY

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Overview of How Healthy Foods Fit Into the Food Security System

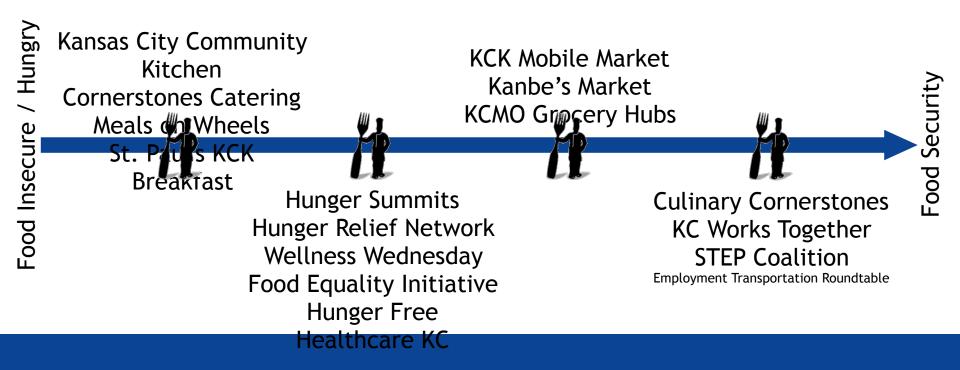
Beau G. Heyen







Service Continuum





Intersection of Hunger and Health



Health & Hunger

Historically, food pantries have focused on filling empty stomachs with whatever food is available. Much of this food tends to be highly processed and full of fat, sugar & sodium. Easily accessible, non-nutrient dense food may temporarily alleviate hunger pangs, but ultimately can contribute to chronic disease such as obesity, diabetes and heart disease.

The opposite of hungry isn't full; it's healthy!





Food Security

In the United States, our primary concern is of food insecurity, not actual hunger. In other words, people in the U.S. are not dying due to lack of sufficient energy (calories) as is commonly shown with starving children in developing countries. In the U.S. people are struggling with **food security** and a paradox of being *overfed, yet undernourished* (malnourished) – more accurately described as **nutrition insecurity**.

Food security definition: when all people at all times have access to sufficient, safe, nutritious food to maintain a healthy and active life.

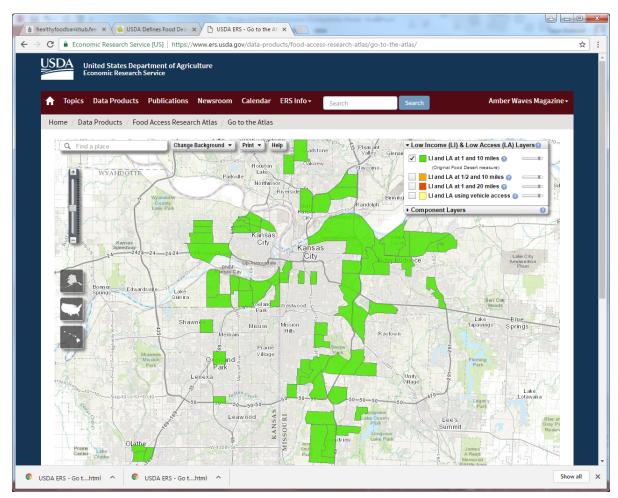


Food Desert

A **food desert** exists when particularly nutritious food is difficult to obtain due to availability, affordability, distance, or number of supermarkets in a given area, urban or rural.



Food Deserts in Kansas City area





The Stark Reality:

- 1 in 7 people struggle with hunger and miss an estimated 67.6 million meals every year.
- 1 in 5 children struggle with hunger.
- 49 percent of households who need food have at least one person who has worked in the last year.
- 16 percent of clients report they are responsible for grandchildren in the household.
- This is why Harvesters is here.



Who We Are:

Mission

We feed hungry people today and work to end hunger tomorrow.



• Vision

That everyone in our community will have access to enough nutritious food to maintain a healthy lifestyle.

Who We Serve:



Who We Serve:

- Harvesters distributes more than 46 million pounds of food annually to more than 620 nonprofit agencies in 26 counties:
 - 10 northwestern Missouri counties
 - 16 northeastern Kansas counties.

- Agencies include:
 - Pantries
 - Shelters
 - Kitchens







FEEDING AMERICA

Hunger in America 2014

Report for Harvesters - The Community Food Network



A Report on Charitable Food Distribution in 2013



Hunger in America Report Health Findings 2014



Two prevalent preventable diet-related diseases are shown above. Once diagnosed, a vicious cycle occurs. Medication and medical care costs decrease the amount of money available for food. Many times individuals focus on *quantity* of free food over nutritional *quality* thus perpetuating the unhealthy cycle.



Hunger in America Report Coping Mechanisms 2014



HARVESTERS COMMUNITY FOOD NETWORK

What Agencies Are Asking For More:

Fresh fruits and vegetables 52%

Protein food items like meats 48%

Dairy products

47%



Additional Food Items Desired by Agencies:

- Allergen friendly
- Low-sodium
- No added sugar
- Whole grain



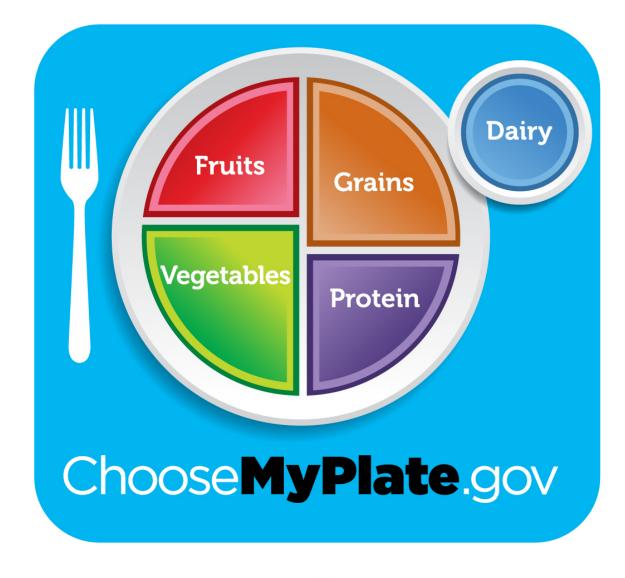
Promoting Healthy Eating:

- Nutrition Services teaches more than 10,000 children, teens and adults about preparing healthy meals and snacks on a budget.
- Nutrition Services also reaches out to clients at food pantries and mobile distributions providing recipes and tastings.











Harvesters' Response to the Need:

- Mobile Food Distributions
- Supporting existing pantries to increase pantry access and client dignity
- Offering more produce to all agencies (17M lbs. annually)
- Health Care Setting pantry pilot
- Diabetes Research

- Recipe Distribution
- SNAP Outreach
- Increased infrastructure:
 - Cooler space
 - Clean Room
 - Refrigerated Trucks
 - Refrigeration for Pantries
 - Shorter Life Span on Produce and Education
 - Nudges and Healthy Pantry Support



Harvesters' Response to the Need:

- Coordinate nurse screenings at agencies
- Healthy Cooking Classes for Kitchen staff and volunteers
- Education to volunteers and donors on need for healthy items
- Healthy Food Drives
- Plant A Row
- Milk to MyPlate

- Pantry and Kitchen consulting on health initiatives
- Webinars for agencies with ADA, AHA, and other providers
- Focus Group with partner agencies to find out capacity and readiness for more
- Hunger Vital Signs training for Healthcare providers



AS MEDICINE EVERYDAY

FOOD

Reclaim Your Health With Whole Foods

JULIE BRILEY, ND & COURTNEY JACKSON, ND



Stay Connected:

www.harvesters.org

www.hungerandhealth.feedingamerica.org





Thank you!

Taryn Glidewell -Nutrition Services Manager





Food Equality[~] Leading the "Free From" **Food Access Movement** I'M IN NEED I CAN HELP





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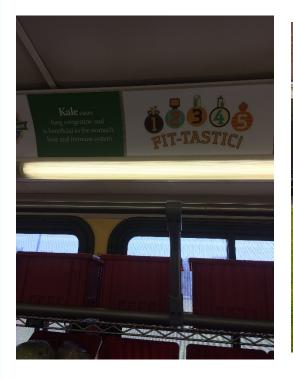


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TMC Mobile Market Route Spring 2018 Schedule

Tuesday

9:00 am-10:00 am Jackson County Courthouse 415 East 12th St., KCMO

11:00 am-12:30 pm Don Bosco (1st & 3rd Tues) 309 Benton Blvd, KCMO

11:00 am-12:00 pm Sam Rodgers (2nd & 4th Tues) 825 Euclid Ave., KCMO

1:00 pm-2:00 pm Sam Rodgers – Cabot 2121 Summit St., KCMO

2:30 pm-3:30 pm KCATA – Employees Only

5:30 pm-6:30 pm Don Bosco (2nd & 4th Tues) 309 Benton Blvd., KCMO

Wednesday

9:30 am-10:30 am Westport House 4020 Mill St., KCMO

11:00 am-12:00 pm MCC-Penn Valley 3201 SW Trfwy., KCMO

1:30 pm-2:30 pm Partners in Primary Care 301 E. Armour Blvd., KCMO

3:00 pm-4:00 pm Linwood YMCA 3800 E. Linwood Blvd., KCMO

Thursday

8:30 am-9:30 am Southeast Community Center 4201 East 63rd St., KCMO

10:00 am-11:00 am Palmer Center 218A N. Pleasant St., Independence, MO

12:30 pm-2:30 pm Schools - KCPS

3:00 pm-4:00 pm School – KCNA

Friday

9:00 am-3:00 pm Community Health Education: Collaborative Programming

9:00 am-1:00 pm TMC Lakewood (First Fridays) 7900 Lee's Summit Rd., KCMO

-

*HHMM does not operate on Mondays







Double Up Food Bucks March 29, 2018 Weighing In Quarterly Meeting



Double Up Food Bucks A NATIONAL MODEL FOR HEALTHY FOOD INCENTIVES





Families bring home more healthy food

Farmers make more money

More food dollars stay in local economy, strengthening communities



Double Up Heartland

Farmers Markets

How the Incentive Works

- SNAP tokens are purchased with an EBT card at participating farmers market information booth.
 SNAP tokens can purchase any SNAP eligible item at the market.
- Double Up Food Buck (DUFB) tokens are given as a match (\$25 per day). DUFB tokens can purchase any fresh vegetables and fruits at the market.
- Customer shops!



Double Up Heartland

Grocery Stores

How the Incentive Has Worked

- Customer buys LOCALLY GROWN, fresh vegetables and fruits with their SNAP EBT card.
- For every \$1 of locally grown, fresh vegetables and fruits bought, the customer would get \$1 of DUFB (up to \$25 per day). The earned \$1 would be tracked on a store account/loyalty card or given in the form of a voucher.
- The earned DUFBs can be spent on ANY fresh fruits and vegetables.



Double Up Food Bucks 2017 Year 2

- During 2017, 144 locations participated in DUFB from Salina to St Louis, St Joseph to Pittsburg.
- The following table summarizes the number of locations in each geographical area:

Type of Location	St Louis Metro	Central and Southern MO	West Central Missouri	KC Metro	Eastern Kansas
Farmers Markets	6	13	6	21	20
Grocery Stores	62	0	0	15	1
Total Locations	68	13	6	36	21



Double Up Food Bucks 2017 Results from Year 2

Area	# of Locations	# of SNAP transactions	Amount of SNAP Transactions	DUFB Incentive Distributed	DUFB Incentive Redeemed	% Redeemed
St Louis FM	6	483	\$10,362	\$9,361	\$8,420	90%
St Louis Grocery	62	850,620	\$40,758,249	\$19,861	\$14,196	71%
C & S MO FM	13	4851	\$114,644	\$87,520	\$80,855*	92 %
WC MO FM	6	352	\$6,477	\$5,934	\$5,273	89 %
KC FM	21	10,368	\$166,209	\$146,335	\$136,460	93%
KC Grocery	15	448,389	\$17,629,430	\$76,950	\$16,545	22%
E KS FM	20	2,070	\$38,683	\$37,336	\$31,709	85%
E KS Grocery	1	662	\$138,873	\$1,349	\$1,307	97 %
TOTALS	144	1,317,3786	\$58,862,927	\$384,647	\$294,774	77%



Double Up Food Bucks 2017

Crucial Elements for Success

- IT/Point of Sale Systems have to be in place and working well.
- Training of people implementing the program needs to be clear and continuous.
- Communication to SNAP customers is critical: awareness, how the program works, status of earned and redeemed.
- Fresh vegetables and fruits (preferably a variety) need to be available.



Double Up Food Bucks 2018

Looking Forward



- In 2018, we are expecting 148 locations to offer the program.
- 12 are new!
- Additional locations may be added during the summer.

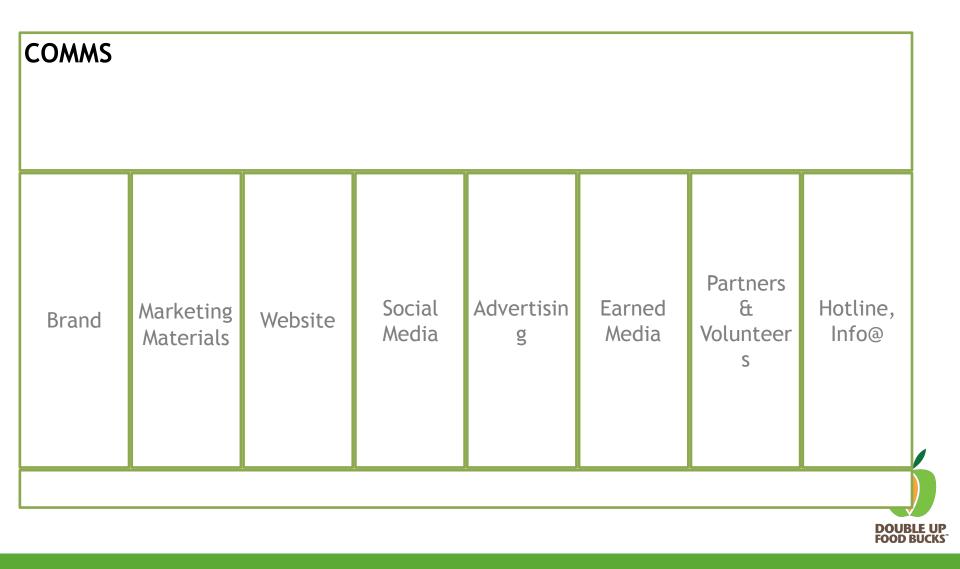


Double Up Food Bucks 2018 Looking Forward

- Grocery store model is changing in the larger chains:
 - Customer buys fresh vegetables and fruits with their SNAP EBT card.
 - For every \$1 of fresh vegetables and fruits bought, the customer gets \$1 of DUFB (up to \$25 per day).
 - The earned DUFBs can be spent on fresh fruits and vegetables.
- Depending on usage, the time frame to earn may need to be limited. Redemptions will still be year round.
- The grocery stores will still be encouraged to support locally grown produce and to call attention to it in their stores.



Double Up Heartland COMMUNICATIONS AND OUTREACH



Double Up Heartland Signage



DOUBLE UP FOOD BUCKS

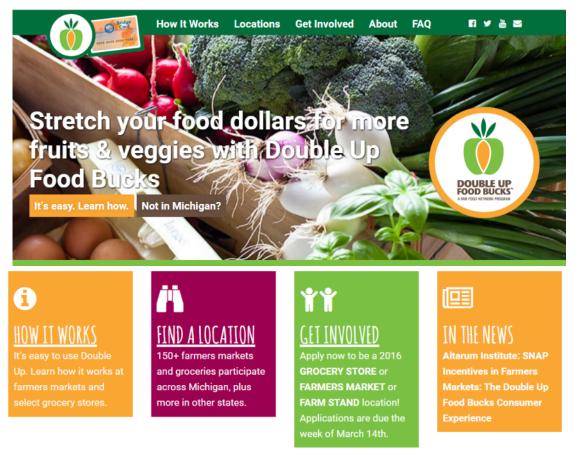
Double Up Heartland

Brochures - In print and online





Double Up Heartland Website







www.DoubleUpHeartland.org

Double Up Heartland

Getting the Word Out...

Your Organization Can Help!

- Please help us get the word out about this program by:
 - Requesting for printed brochures and handing them out to the people you work with that might benefit from the program.
 - Include graphics from our website in communications you have with clients and consumers (newsletters, waiting rooms/lobby tv, emails, etc.)
 - Verbally encourage your clients/consumers to try the program out. If there are questions, call 913 701-8286



Double Up Heartland

QUESTIONS?

Good Earth . Good Food . Good Life

Contacts:

Donna E. Field Martin, AICP, MPH DUFB Heartland Principal Investigator Senior Public Health Planner Mid-America Regional Council <u>dmartin@marc.org</u> 816 701-8369

Jen Marsh DUFB Program Manager, KC Cultivate KC Jennifer@cultivatekc.org 913 831-2444



and Families

Strong Families Make a Strong Kansas



MID-AMERICA REGIONAL COUNCIL



Connecting Health Care and Healthy Food Access: Lessons Learned from the Food Rx



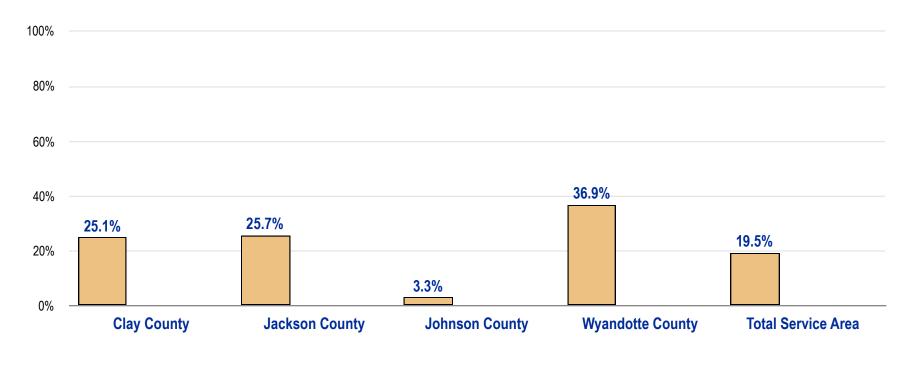




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"Often" or "Sometimes" Worried About Whether Food Would Run Out

(Johnson & Wyandotte Counties, Kans. and Clay & Jackson Counties, Mo., Parents, 2015)





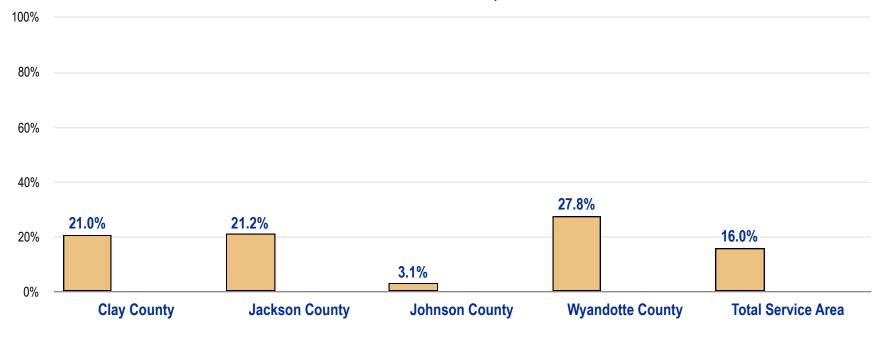
- Notes:
 Children's Mercy Hospital Community Health Needs Assessment, 2016. www.childrensmercy/About.Us/Community_Health_Assessment
 - Asked of all respondents about a randomly selected child in the household.

Source: • 2015 PRC Child & Adolescent Health Survey-Kansas City, Professional Research Consultants, Inc. [Items 326-333]

"Often" or "Sometimes" The Food Didn't Last and Didn't Have Money

(Johnson & Wyandotte Counties, Kans. and Clay & Jackson Counties, Mo.,

Parents, 2015)





- Notes: Children's Mercy Hospital Community Health Needs Assessment, 2016. www.childrensmercy/About.Us/Community_Health_Assessment
 - Asked of all respondents about a randomly selected child in the household.

Source: • 2015 PRC Child & Adolescent Health Survey-Kansas City, Professional Research Consultants, Inc. [Items 326-333]

CMH Food RX

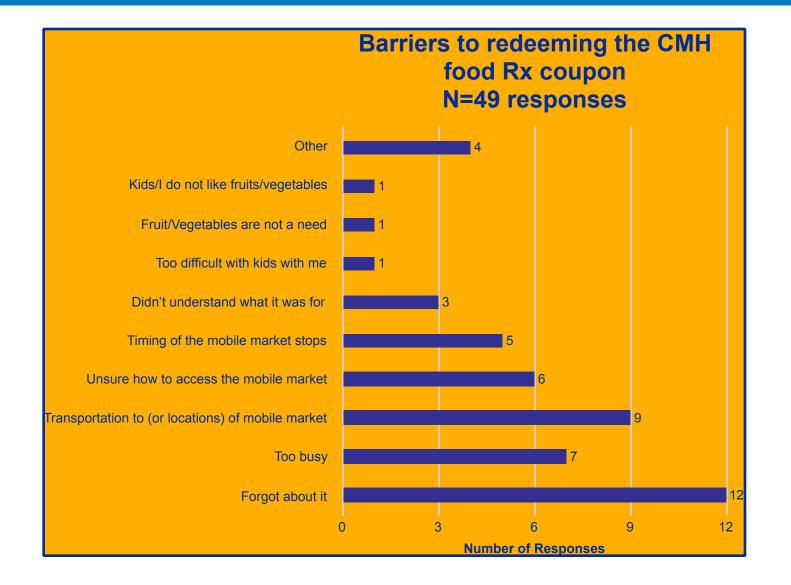
- 2-question Food Insecurity Screening within Primary Care Clinics
- "Ordering" of Food Rx
 - \$5 coupon to TMC
 Healthy Harvest Mobile
 Market
 - Schedule of market stops
 - Fit-Tastic! tip sheet on fruits and veggies



Results of Food RX

- 150 given at 2 WIC clinics
- 462 given at CMH Clinics
- Less than 5% of people redeemed the coupon across the two settings





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What advice do you have for us? What ideas?

- More mobile market stops (times and locations)
- Rx to grocery store
- Increase the coupon \$
- Better explain the RX

- Nutrition Education (broadly)
- Information about food resources
- Providing non-perishable food bags
- Connecting to programs like WIC or SNAP onsite
- Community garden onsite







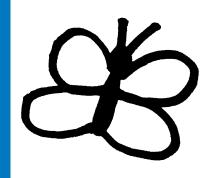
Access to Health Food-Panel Discussion

Panelists:

- Emily Brown, Food Equality Initiative
- Emily DeWit & Emily Meissen-Sebelius, CMH
- Taryn Glidewell, Harvesters
- Beau Heyen, Nourish KC
- Max Kaniger, Kanbe's Market
- Doug Langner, Bishop Sullivan's Place
- Donna Martin, Double Up Food Bucks
- Justin Moss, TMC Healthy Harvest Mobile Market









Healthy Lifestyles Initiative (HLI)

Early Childhood



Healthy Schools

Mother and Child Health Coalition

Other



Children's Mercy



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Healthy Lifestyles Initiative-New Materials



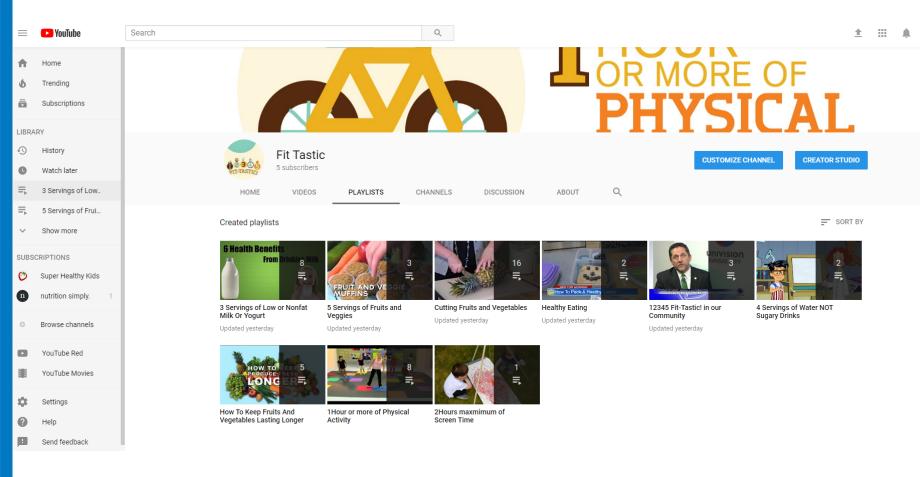


Available in English & Spanish

- Tips for choosing, storing & preparing
- Chronic disease prevention
- Healthy recipes
- Activities & brain breaks for kids

CM branded & unbranded

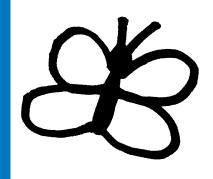
New YouTube channel







01000



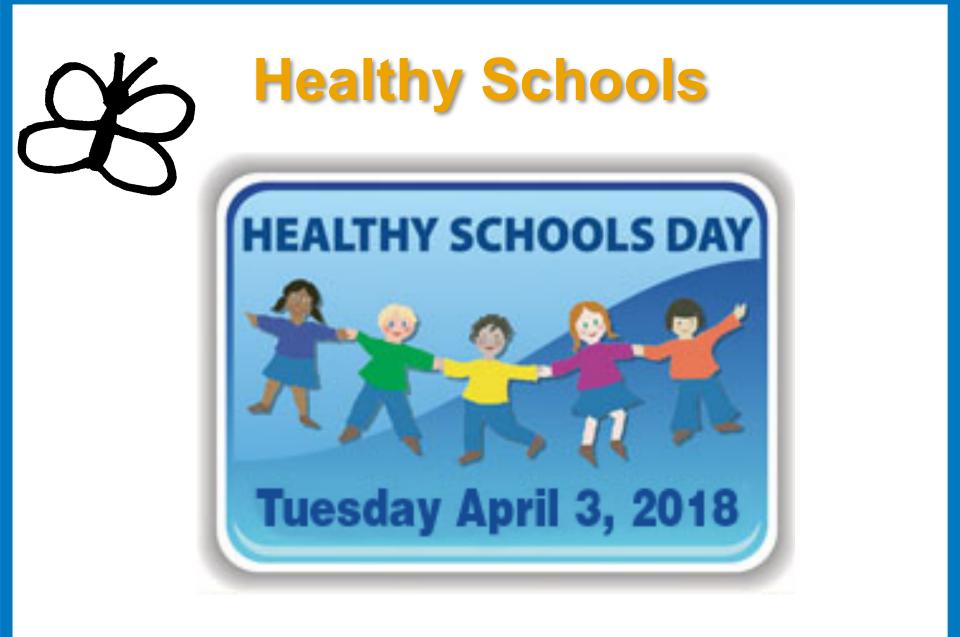
Early Childhood







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Mother & Child Health Coalition Presents

Matters, Measures and Momentum: Addressing Infant Mortality in the Kansas City Region

Sponsored by Mother & Child Health Coalition with support from Children's Mercy-Kansas City





This forum will spotlight experts on trends and contributing factors, and stimulate strategies to reduce infant mortality in the Kansas City region. Participants will be introduced to The Infant Mortality Dashboard—a user-friendly tool capturing Kansas City area data—AND participate in the development of an action agenda to improve perinatal and infant outcomes.



FRIDAY, MAY 11, 2018 8:30 A.M. – 3:00 P.M.

4.0 CEs available

Registration will begin at 8:00 a.m. Lunch will be provided. Please pre-register here: <u>https://www.surveymonkey.com/r/MMM051118</u>

Delta Athenaeum 900 East Linwood Boulevard Kansas City, MO 64109

Arthur R. James, MD, is a general obstetrician and gynecologist and associate clinical professor in the Department of Obstetrics and Gynecology at The Ohio State University Wexner Medical Center.



Keynote Speaker: Dr. Arthur James



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E-WIC rollout







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kchealthykids

- Reduce KS sales tax on food
- Efforts in MO to re-establish Senior Farmers' Market Nutrition Program & WIC Farmers' Market Nutrition Program
- Fare Food Shopping
- Farm Bill

For more information contact: Ashley Jones-Wisner at ajwisner@kchealthykids.org







AMERICAN NURSES

CREDENTIALING CENTER

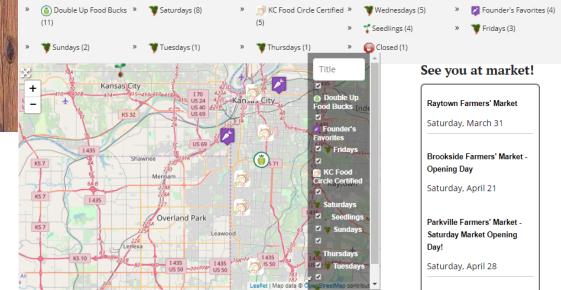
RANKED IN 8 SPECIALTIES

2013-14

Farmers' Market Season is Almost Here!

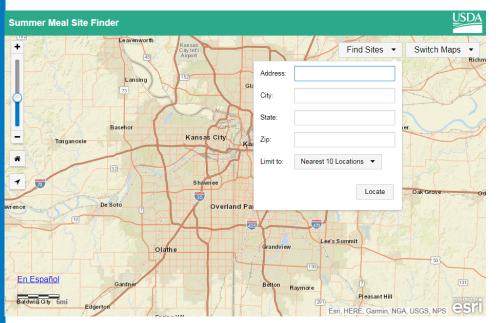
- Most Farmers' Markets in the KC area start up in April or May
- Use interactive map at <u>kcfarmersmarkets.org</u> to find markets near by

Filter by Market Days/Features



USDA Feeding Sites In Kansas City Area

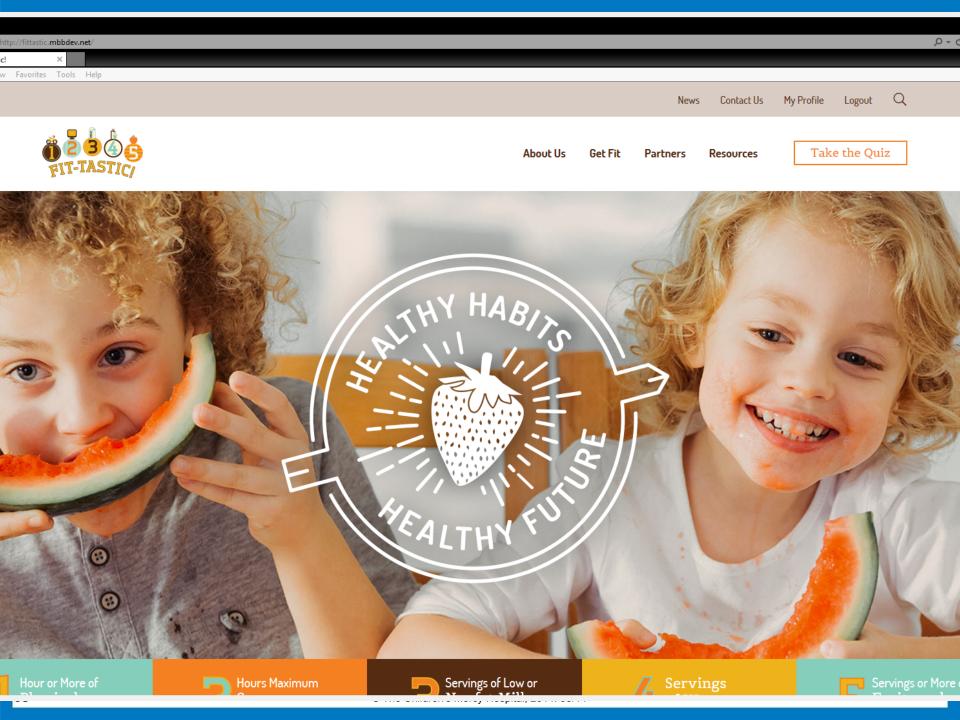
Free meals provided for all kids 18 years and younger, throughout the summer while school is out of session



- Federally funded program that operates in neighborhoods where the majority of families live in poverty
- Every kid, regardless of financial background, is invited!
- Visit <u>fns.usda.gov/summerfoodrocks</u> to use the mapping tool to find USDA summer feeding sites near by
- Note: Feeding sites will only show up on map when searched for during summer months







Upcoming Meetings

Healthy Schools Working Group April 11th, 2018 from 2:30-4:00 p.m. Don Chisholm first floor conference room

Early Childhood Working Group

April 26th, 2018 from 1:00-2:30 p.m. Location TBD

in leiu of the next Weighing In Quarterly Meeting

June 27-28, 2018 Kauffman Foundation Conference Center







SAVE THE DATE

CONFERENCE GOALS

- Bring together regional stakeholders from diverse sectors to share knowledge about and discuss the "Factors of Health" - socioeconomic factors, physical environment, health behaviors, and health care - that influence childhood obesity
- Amplify regional evidenced-based practices, community-based efforts, and policy strategies that address the "Factors" of Health" in an effort to promote and sustain healthy lifestyles of the region's children
- · Recognize opportunities to leverage the systems of obesity to further programs and policies that aim to address the "Factors of Health"

WHO IS THIS FOR?

Community-based organizations **Community Health Centers** Health Departments Early Childhood and After School Providers School Communities Health Care Professionals

Food System Professionals **Parent and Youth-based Organizations Parks and Recreation Planners and Providers** Policymakers **Public Health Professionals Researchers and Academics**

For more information, contact HRSA at HRSAORORegion7@hrsa.gov















