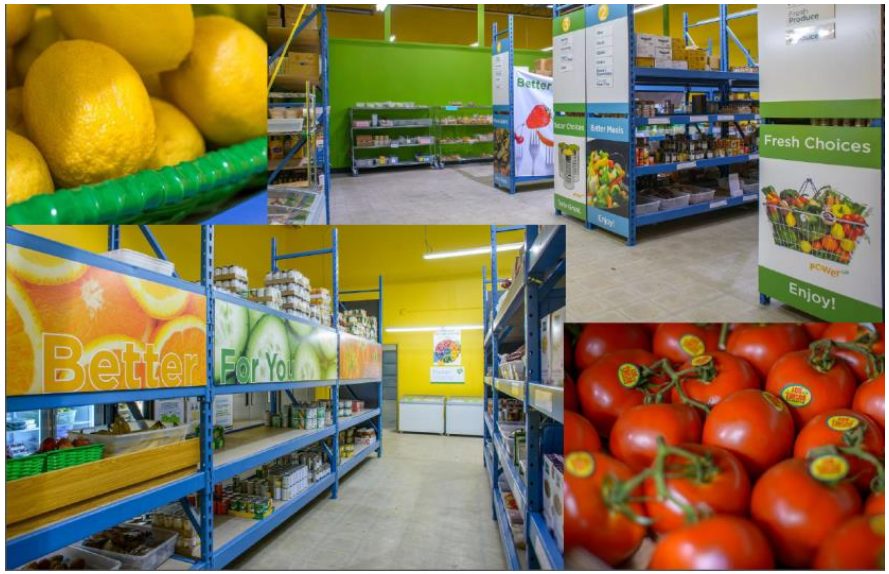
# Impacting Hunger and Health: A Partnership Approach

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the food group

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# The Problem

How do we increase the consumption of healthy food in under-resourced communities?

# Understanding the Hunger Relief System

**Hunger in America:** 1 in 6 people, 1 in 5 children, 50 million Americans

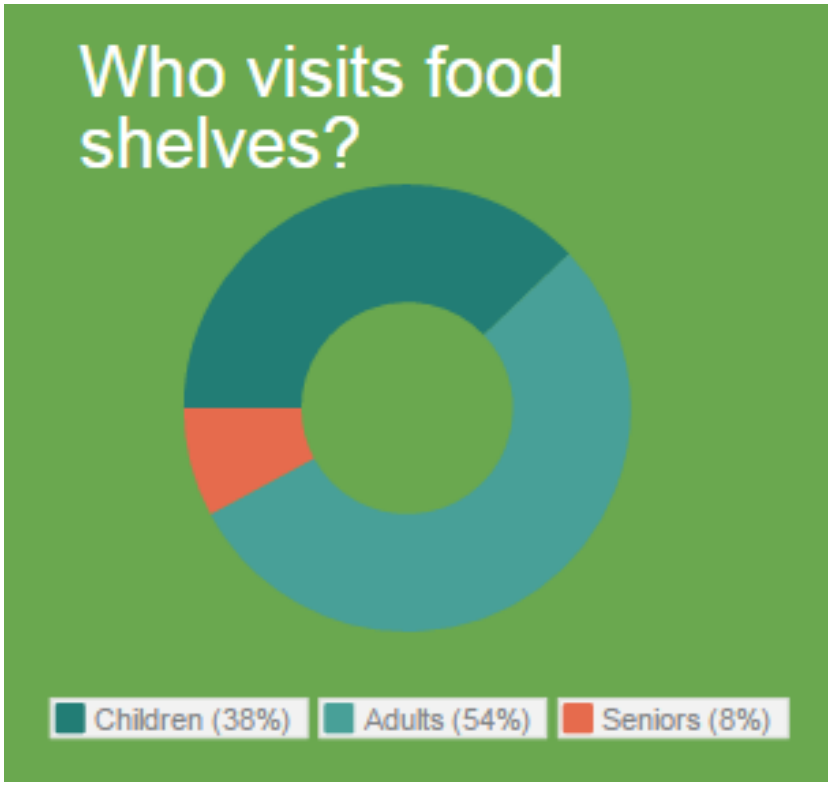
# Food Insecurity in Minnesota

**In 2014…**

- 1 in 6 children experienced hunger
- 3.34 million food shelf visits
  - Children and seniors make up almost half of visits

**Currently…**

- 1 in 5 families with children in MN face hunger




Statistics and Charts from Hunger Solutions, www.hungersolutions.org

# Health and Hunger in the past 5 years

## 5 years ago…

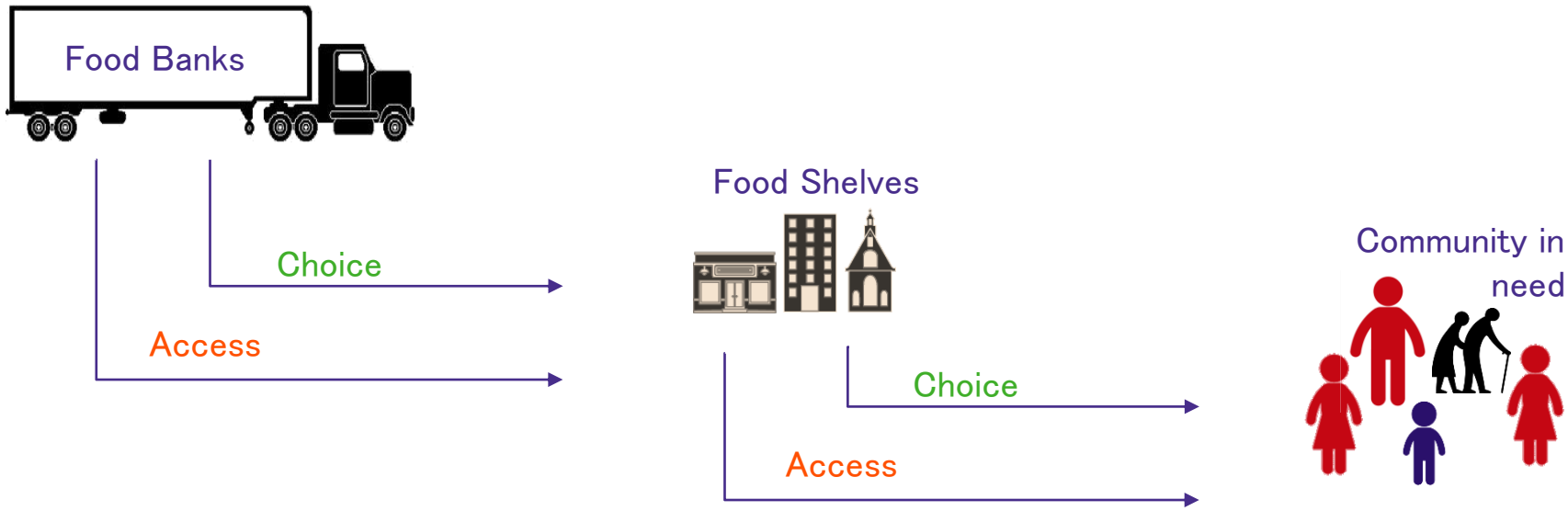
- Standard food drive = ramen noodles, spaghetti o's, mac and cheese
- Only quantity of food mattered

## Currently…

- 38% of food shelves report having a healthy food policy
- 59% of food shelves report that "quality" is a main determinant of purchasing

# The Solution

1. Increase access to healthy food
2. Influence behavior choices



# Increasing Access and Influencing Choice – Food Bank Level

## Increasing Access

- Standard produce items
- Herbs and Spices
- Whole grain items

## Influencing Choice

- Nutrition ranking system
- Subsidize healthy items
- Push healthy items in communication materials

# Creating a Better Shelf for Better Health

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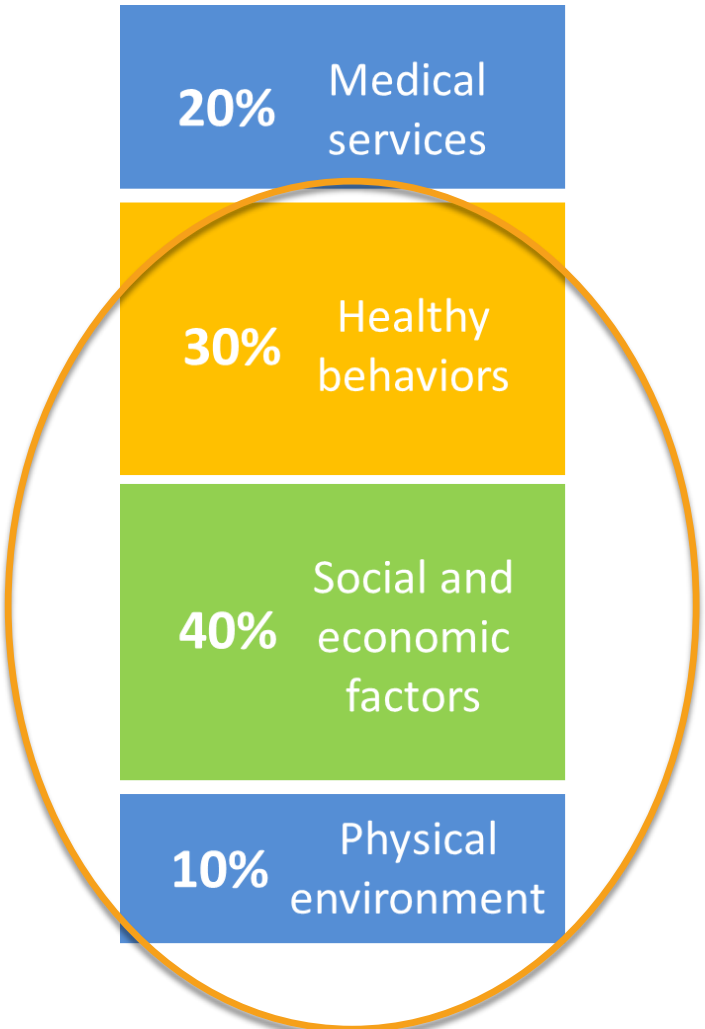
# Improving Community Health




- Health is more than health care
- Improving health means partnership with our members, patients and community
- Food shelves serve a critical population. At Valley Outreach:
  - **88%** get half or more of their fruits and vegetables from the food shelf
  - **98%** interested in healthy eating

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# Better Shelf for Better Health

Partnership Project-*2013 to present*

- Valley Outreach
- Lakeview Foundation/PowerUp

Goals:

- Increase access to healthy foods
- Influence food choice

Additional Partners:

- The Food Group
- Washington County Public Health
- U of M Extension
- Second Harvest Heartland and others

# Food Shelf Systems Change

**Increase Access to Healthy Foods. Influence Food Choices.**

1. **Shopping Lists:** Set nutrition priorities. Shift categories.
2. **Layout and Promotion:**
   - Apply "food marketing" principles.
   - Better foods first and visible and emphasized
3. **Education:** Positive, empowering messages
4. **Inventory:** Change sourcing, donations and storage

# Food Lists: Before and After

## Family of 4

**NO Substitutions (unless approved by staff)**

| | | | |
|---|---|---|---|
| 1 | Pancake Mix | 3 | Macaroni & Cheese |
| 1 | Pancake Syrup | 2 | Spaghetti Sauce |
| 1 | Baking Ingredients | 3 | Canned Tomatoes |
| 1 | Oil | All Can Use | *(Produce on Back Wall)* |
| ~~0~~ | Large Family Items | 3 | Fun Foods |
| | *If okayed by staff:* Special Diet | 4/kid | Kids Snacks |
| 2 | Cold Cereal | 2/kid | Kids Beverages |
| 1 | Hot Cereal | | *If okayed by staff:* Diapers/Baby Food |
| 1 | Juice | 3 | Personal Hygiene |
| 1 | Shelf Stable Milk | 1 | Laundry **-OR-** Dish Soap |
| 1 | Peanut Butter | 1 | Feminine Hygiene Products |
| 1 | Jelly | See Signs | Complementary Items (Extras) |
| 4 | Ramen/Dry Soups | 1 | Granola Bars |
| 2 | Meal Soups (Non-Condensed) | 1/adult | Single Serve Beverages |
| 7 | Soup (Condensed) | 1 | Toilet Paper |
| See Sign | *(Bakery on Back Wall)* | 1 | Paper Products |
| All Can Use | *(Produce on Back Wall)* | See Sign | Bread |
| 3 | Helper Meals **-OR-** Sides | | *If okayed by staff:* Pet Food |
| 3 | Canned Meals | 2 | Small Meats |
| 3 | Canned Meats | 1 | Large Meats |
| 3 | Beans (dry or canned) | 1 | Frozen Bonus |
| 5 | Canned Vegetables | See Sign | Produce Bonus |
| 3 | Canned Fruits | 2 | Milk |
| 1 | Beverages | 1 | Margarine |
| 1 | Stuffing **-OR-** Potatoes | 1 | Dozen Eggs |
| 2 | Rice | See Sign | Deli Items (closed cooler) |
| 4 | Miscellaneous Foods | All Can Use | Produce Items (open cooler) |
| 1 | Crackers | *Please remind clients:* • *Bonus Fridays* • *Bring Back Bags* | |
| 2 | Dry Pasta | *Thanks!* | |

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## Family of 3 - 4

No Substitutions (unless approved by staff)

| FRUITS AND VEGETABLES | |
|---|---|
| 2 | Frozen Fruit **-OR-** Vegetables |
| All You Can Use | Fresh Produce (Shelf and Cooler) |
| 5 | Canned Vegetables |
| 2 | Canned Corn **-OR-** Potatoes |
| 1 | Canned Pumpkin/Sweet Potatoes |
| 4 | Canned Fruit |
| 1 | Dried Fruit |
| 2 | Spaghetti Sauce |
| 4 | Canned Tomatoes |

| DELI AND DAIRY | |
|---|---|
| See Sign | Deli Items |
| See Sign | Yogurt/Cheese |
| 1 | Margarine/Butter |
| 2 | Milk |

| PROTEIN FOODS | |
|---|---|
| 1 | Dozen Eggs **-OR-** Egg Substitute |
| 1 | Large Meat |
| 3 | Small Meat |
| See sign | Frozen Bonus |
| 3 | Canned Meat/Fish |
| 1 | Peanut Butter/Nut Butter |
| 3 | Canned Beans |
| 1 | Dry Beans |

| GRAINS | |
|---|---|
| 4 | Pasta |
| 3 | Rice or Other Grain |
| 4 | Cereal or Oatmeal |

| OTHER "COMBINATION" FOODS | |
|---|---|
| 6 | Condiments/Flavoring |
| 2 | Baking Supplies |
| 5 | Sides (Mac & Cheese/Stuffing/Helpers) |
| 8 | Soups/Canned Meals |

| HOUSEHOLD SPECIFIC ITEMS | |
|---|---|
| See Client Form | Special Diet Items |
| See Client Form | Pet Food |
| See Client Form | Baby Food/Formula/Diapers |

| SNACKS AND BEVERAGES | |
|---|---|
| 5 | Large Snack Items (Popcorn/Crackers/Granola Bars) |
| 2 | Large Beverages (Juice, Coffee, Tea, Water) |

| BREAD AND BAKERY | |
|---|---|
| See Sign | Bread and Bakery Items |

| PAPER AND HYGIENE | |
|---|---|
| 1 | Laundry Soap **–OR-** Dish Soap |
| 5 | Assorted Paper or Hygiene Products (No more than 2 of any one item) |

# Better Shelf: Before and After

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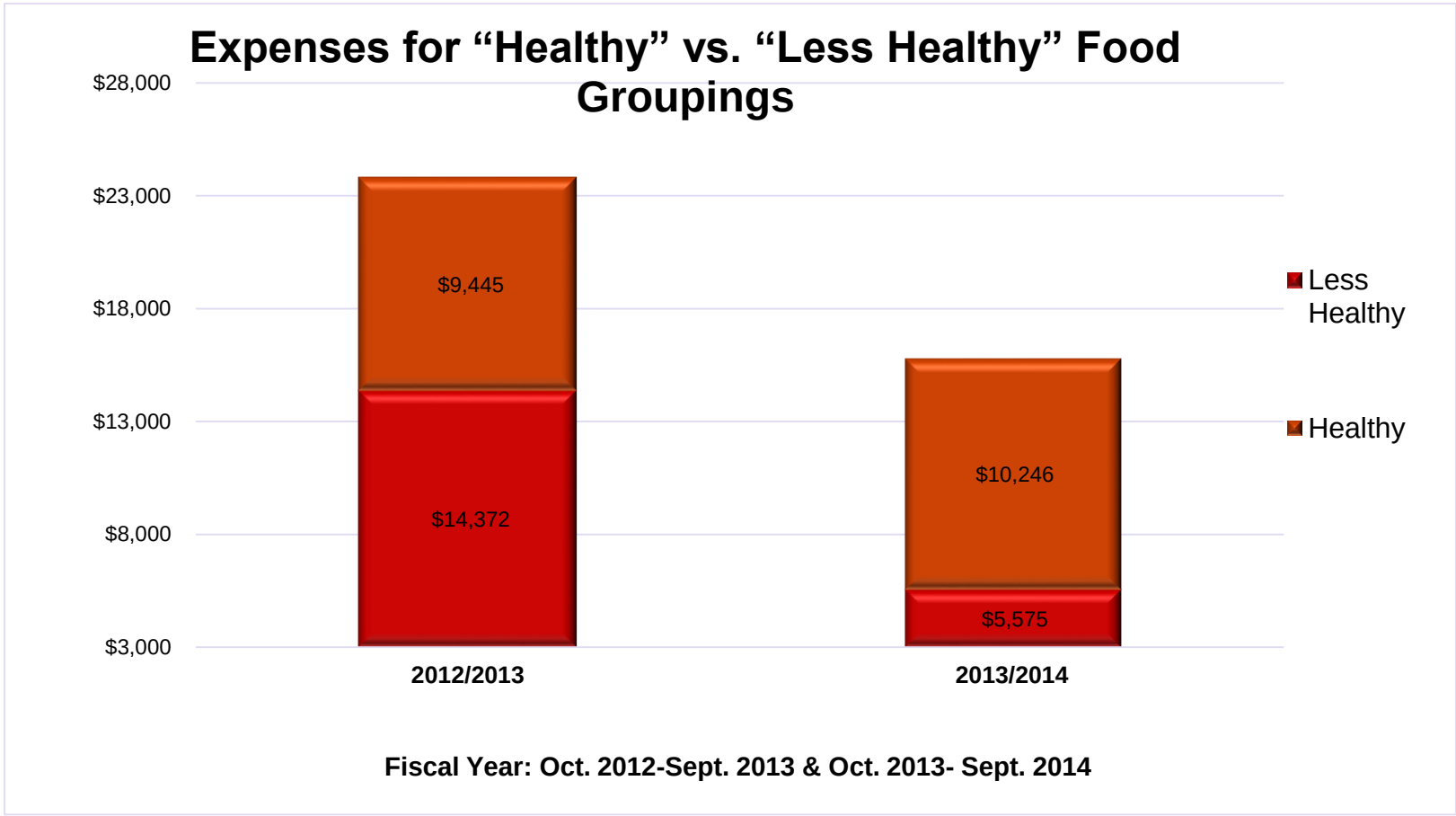
# Results and Sustainability

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# Better Shelf for Better Health: New and Future Partner Projects

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# Next Steps

- Train SNAP Ed workers to be healthy food shelf resources
- Fund environmental change at the food shelf level
- Study impacts of environmental changes on food choice in a food shelf

# Questions and Discussion


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