HEAL
Healthy Eating Active Living
Sponsored by Parkview Health and St. Joseph Community Health Foundation
Food Insecurity

Nationally

- 42 million people (13%) live in food-insecure households
- 13 million children may not know where they will get their next meal (1 in 6)
- 5 million senior citizens face hunger in our country
- 84% of households report buying the cheapest food to provide enough to eat
- 63% of senior households are forced to choose between food and medical care

feedingamerica.org
Locally (Allen County)

- 54,110 residents are identified as food insecure (15%).
- 54% of the Food Insecure population is eligible for WIC and SNAP nutritional assistance. (29,219 people).
- 21% are children under the age of 18 (11,363 children).

*U.S. Chamber of Commerce Foundations states that the health of a community is driven by environment and zip code.*
Poverty and Health

Health.gov
Infographic at www.eatright.org
Academy of Nutrition and Dietetics
Data

• Healthy Incentive Pilots significantly increase consumption among SNAP participants per a USDA Healthy Incentives Pilot Controlled Trial 2016

• Closed 20% of the gap relative to recommendations and increasing dietary quality

*Am J Clin Nutr 2016;104:423-35*
**Program Goals**

- Improve the amount and quality of fresh and healthy food intake in identified populations.
  - HEAL Farm Markets
  - Our Healing Kitchen
- Remove barriers (transportation and financial) from accessing healthy foods.
  - Market Locations (food desert areas)
  - Match WIC and SNAP (doubling purchases)
- Provide linkage to Health and Nutrition education.
  - Our HEALing Kitchen Classes
  - Food Demonstrations and Recipe Distribution
2017 Strategies

• Support at least 40 seasonal farm markets
• Match SNAP, WIC/Senior Produce Vouchers
• Average $10 worth of fresh produce with WIC, SNAP, and matching dollars
• Support 40 “Our HEALing Kitchen” class sites, 500 participants
• Build relationships with trusted community champions
2017 Data

- Number of Markets: 45
  - Goal was 40
- Total Number of Customers: 1806
  - 1243 in 2016
- Average Purchase: $14.50
  - Goal was $10
- Total Sales: $26,206
  - $14,485 in 2016
- Total Voucher and SNAP Match: $11,680
  - $6,647 in 2016
# HEAL Market Comparison

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<th>Sales</th>
<th>Cash</th>
<th>SNAP Tokens</th>
<th>SNAP Match</th>
<th>WIC Vouchers</th>
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<td>$9,846.00</td>
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**Customer Comments**

- South Side: “Thank you for your help with our family; it means a lot to us!”
- McCormick: “This is great for all people of need. Thank you to WIC and your company for your care for people. God bless.”
- Main Street: “Great opportunity to get fresh fruit and veggies.”
- State Street: “This is a huge help!”
- Alisha said, “I love the low prices.”
- Kayla said, “Nice selection!”
HEAL Markets:

• Patrons spent a total of $11,680 of their own SNAP and WIC.

• 89% of HEAL patrons surveyed said they consume more produce due to HEAL markets matching.

• 81% of surveyed HEAL market patrons rated the importance of the matching dollar program as a “5” being very important.

• 89% surveyed HEAL patrons said that buying fresh food at low prices at a HEAL market increased their hope in the neighborhood. (spiritual health)
Our HEALing Kitchen

Program Goals:

- Identify and develop relationships with strong, trusted community champions.
- Support at least 40 “Our HEALing Kitchen” class sites, reaching over 500 men, women, and children.
Our HEALing Kitchen Results

2017 Data

- Total Community Partners: 35
  - 15 Churches
  - 16 Social Service Nonprofits
  - 4 Government Agencies
- Total Number of Classes: 46
- Total Number of Participants: 512
- Consumption Increases:
  - Fruit: 1 cup to 1.3 cups (daily)
  - Vegetables: 1 cup to 1.5 cups (daily)
- Knowledge Increase:
  - Average Pre-Survey Score: 81%
  - Average Post-Survey Score: 93%
• “I am trying food that I would have never eaten before.”
• “I learned to pre-plan meals in advance. I shop differently, eat more fruit and vegetables and drink more water.”
• “Our picky eater son would not eat veggies, but he promptly ate and enjoyed the roasted vegetable medley - even the beets!”
• “Our family has bonded more over meals.”
• “It helped me heal a broken heart”
• “We used to eat out a lot, now we cook at least 4 nights a week.”
• “I started not salting my food so much.”
• “I never had Kale in a salad but liked it.”
• “The kids in my group went home and looked at the sodium content of their favorite snack food and they discussed how amazed they were with the amount of salt present in their favorite chips.”

• “In the Boys and Girls Club’s OHK class, it was amazing to see how this organization was able to teach much more than just cooking. The kids learned basic math skills and measurements that many of them didn’t previously understand. Additionally many of the kids tried produce and foods that they had never tasted or seen.”

• Countless stories told of weight loss, lowered blood pressure and lowered cholesterol

• Bonding and a deep sense of community happening at the grass roots level
Observations

Our HEALing Kitchen:

• Class participants consumed nearly \(\frac{3}{4}\) cup more of fruits and vegetables from start of class to end (33% increase)

• 70% said they felt more confident in at least one category of cooking and nutrition knowledge

• Many participants lost weight and had more energy after taking the class.
Meet Me at McCormick

https://photos.app.goo.gl/88KqCpHNs7X9jB1J3
Questions?