More than a Food Drive
A Collaborative Approach to Get Health on the Shelves of Food Pantries

Hunger and Health Summit 2017
Presenters

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  National Kidney Foundation of Wisconsin

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Objectives

- Learn how *Healthy Shelves* partner organizations have aligned along a common thread of interest to launch an initiative that weaves into each organization’s work.

- Recognize the value of collaborating to pool limited resources to accomplish common goals.

- Explore complexities of collaborative work and brainstorm solutions to create healthier food environments for food pantry clients.
What is healthyshelves.org?

- Grew out of a Healthier WI Partnership Program grant
- An initiative to promote healthier food options on the shelves of local food pantries
- Provides resources and expertise to improve the quality of foods available at food pantries
- Dedicated to employers, faith communities, schools, community leaders, and individuals who support local food pantries
Overview

Healthy Shelves

Education
- Lesson development
- Recipe Tasting
- Evaluation

Recipe Development
- Local chefs
- Spanish Translation

Food Drive
- Checklist
- Posters, Barrel Wraps

Pantry and Meal Program Assessment
- Food Available
- Client Preferences
Healthy Shelves Resources
healthyshelves.org

- Resources to support food drives and community service projects
- Materials developed by dietetic students and program partners
- Food Drive Shopping Lists for Distribution
- Recipes that meet Healthy Shelves criteria
Partners

Why we are involved
Healthy Shelves Partner Organizations

- Mount Mary University Dietetics Department
- Waukesha County UW-Extension FoodWise Program
- National Kidney Foundation of Wisconsin
FoodWIse in Waukesha County

- **Teaches** Waukesha County families with limited financial resources (FoodShare-eligible) to choose **healthful diets** and become more **food secure** by spending dollars wisely.

- **Supports communities in making the healthy choice the easy choice** where people live, learn, work and play.

- **Addresses food insecurity in Waukesha County:**
  - FoodShare use is nearly 2x the state average and 8th highest in the state (16,385 participants/month).

[http://www.waukeshacounty.gov/uwex/foodwise](http://www.waukeshacounty.gov/uwex/foodwise)
Making the **Healthy** Choice the **Easy** Choice

- FoodWISE educators teach at 4 Waukesha County pantries, focusing on ways to use food pantry items in healthy meals
  - Mini lessons
  - Recipes and food samples
National Kidney Foundation of Wisconsin

- Advocates for **awareness** and supports change that contributes to the improvement of chronic disease management and public health in Wisconsin

- **Collaborates** in promoting programs supporting prevention and **wellness**

- Engages in **local** efforts to connect individuals and families to local **community resources** which support the prevention of chronic kidney disease

[www.kidneywi.org](http://www.kidneywi.org)
- One in three adults is at risk for kidney disease.

- Individuals who have **diabetes, high blood pressure** or a **family history** of these diseases are most vulnerable to develop kidney disease.

- Individuals who are **African American** are 3x more likely to experience kidney failure.

- Men and women who are **Hispanic, Asian, Native American** or **Pacific Islander** are also at risk because of the increased incidence of diabetes and high blood pressure in their communities.

- Kidney disease kills more people every year than breast and prostate cancer combined.
Mount Mary Mission, Vision and Values

The University encourages leadership, integrity, and a deep sense of social justice.

Dietetics Programs and Mission

- Undergraduate and Graduate Dietetics
- Socially minded, creative, agile, analytical graduates
- Concentration in Disease Prevention & Health Promotion
- Accreditation Council on Education in Nutrition and Dietetics

Educating Students to Transform the World

www.mtmary.edu
Why involve dietetic students in Healthy Shelves efforts?

- Helps meet accreditation requirements
- Builds student skills and confidence in working with diverse audiences
- Awareness of community resources for client referral

Availability and need – high poverty rate in SE Wisconsin

*It just makes sense!*
Collaborators and Role

- Food pantries and food banks
- Graphic design students
- Chefs
- MMU Spanish students and high school AP Spanish students
- Schools, businesses, faith organizations
- Employees of a Local “City”
- Coalitions
Healthy Shelves

How it began...

Pantry and Meal Program Assessment
8 Month Food Bag Assessment by MMU - Waukesha County – 2012-2013

FOOD PANTRY OF WAUKESHA COUNTY

* 16,523 clients were registered in 2012

SALVATION ARMY

* 3,688 people used the pantry in 2012

Pantry clients self-select food

Sample bag prepared for family of 4
## RESULTS: Top 15 Items in Bags

<table>
<thead>
<tr>
<th>Product*</th>
<th>Frequency and Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Macaroni and Cheese</td>
<td>65 (.03)</td>
</tr>
<tr>
<td>Tuna Light</td>
<td>60 (.028)</td>
</tr>
<tr>
<td>Canned Whole Kernel Corn</td>
<td>53 (.024)</td>
</tr>
<tr>
<td>Canned Green Beans</td>
<td>43 (.02)</td>
</tr>
<tr>
<td>Chicken Noodle Soup</td>
<td>41 (.019)</td>
</tr>
<tr>
<td>Long Grain White Rice</td>
<td>40 (.018)</td>
</tr>
<tr>
<td>Eggs (1 dozen)</td>
<td>39 (.018)</td>
</tr>
<tr>
<td>Spaghetti Noodles</td>
<td>33 (.015)</td>
</tr>
<tr>
<td>Cream of Mushroom Soup</td>
<td>30 (.014)</td>
</tr>
<tr>
<td>Canned Pears</td>
<td>29 (.013)</td>
</tr>
<tr>
<td>Canned Peaches</td>
<td>29 (.013)</td>
</tr>
<tr>
<td>Corn Flakes</td>
<td>28 (.013)</td>
</tr>
<tr>
<td>Vegetable Soup</td>
<td>27 (.012)</td>
</tr>
<tr>
<td>Peanut Butter</td>
<td>25 (.011)</td>
</tr>
<tr>
<td>Dried Pinto Beans</td>
<td>23 (.01)</td>
</tr>
</tbody>
</table>

*2,176 total items
Sample Pantry Client Survey Topics – Build on Previous Surveys

- Satisfaction with and use of foods provided
- Health conditions and special dietary needs
- Preferences for herbs and spices
- Interest in learning about food preparation
Healthy Shelves

Food Drive
Barrel Wraps and Posters

Developed by
MMU Graphic Design Student
– Concept Contest
Prizes courtesy of CHANGE Coalition
Window and Mirror Clings

Developed by MMU graphic design student – guerilla marketing project
Prizes courtesy of CHANGE Coalition
Healthy Shelves Food Drive at The Sigma Group, Milwaukee
**Food Donor Behavior and Food Drive Inventory**

- Inventory food drive donations and compare with Healthy Shelves Checklist

- Compare inventory results with pre/post food drive employee survey results

Photo courtesy of City of Franklin Health Department
“Meal Packages” for Food Pantries using Healthy Shelves Recipes

Photo from Vacation Bible School Service Project Used With Permission
Healthy Shelves

Education
Pantry Education

- Lesson Development
  - UW-Extension delivery model and mini lessons

- Recipe Tasting
  - Client satisfaction required

- Evaluation
Student Recipe Development Requirements

- 6th grade reading level or below
- Meet Dietary Guidelines for Americans
  - Limits on salt and added sugar*
  - Focus on whole grains and food groups
- Accommodate limited cooking abilities and equipment
- Versatile to substitute least expensive produce option (canned, frozen, fresh)
- Use less familiar health-promoting foods and/or overabundant donations and government commodities

*Use Healthy Food Bank Hub Criteria
Process of Recipe Development and Publishing

- Experimentation at home
- Experimentation in MMU food lab
  - Taste testing
  - Critique and refinement with local chefs
  - More taste testing
- Client satisfaction testing at food pantries
- Highly rated recipes posted at [www.healthyshelves.org](http://www.healthyshelves.org)
Recipe Translation – Another Collaboration

- Translation - Wauwatosa West High School AP Spanish students
- Back-translation - MMU Spanish majors
- Instructor and faculty oversight

Photo from National Spanish Honor Society, Wauwatosa West High School, Multicultural Fair
What have you done to encourage the availability of healthier food items at food pantries in your community?

How have you analyzed or evaluated your efforts?

What successes have you had locally providing recipes or taste testing at pantries?

Discussion
Benefits?
It’s a **win-win** for all!

- Media recognition – Who doesn’t want a healthy community?
Benefits?
Collaborators Meet Goals

- Schools and faith organizations
  - Awareness
  - Service learning
- High School and College Students
  - Educational and learning needs
  - Increased skills and confidence
- Businesses
  - Pride in making an impact
  - Giving back to community
  - Employee Health
    - Use of Healthy Shelves shopping list
Collaborators Meet Goals and Improve Food Quality at Pantries

- City of Franklin Health Department
  - Health Priority: Appropriate and Adequate Food; Essential Service #10 – Research
  - Increased food drive donations by 20% and established a baseline (50%) for ‘healthy food’ donations.

- The Sigma Group, Milwaukee
  - 2nd Healthy Shelves food drive: Over 80% of foods met checklist criteria

- Food Pantries
  - Changes in food purchases
  - Change in client food requests and selections
Sample MMU Intern Reflections

- “I have learned that in order to make an impact, it is important to develop relationships with other organizations in the community.”

- “I feel comfortable tailoring the conversations to the interests and questions of the group.”

- “…I also feel like I can think critically on the spot when asked questions.”

- “…It also gave me a good idea of what kinds of questions to be prepared for once I am a practicing dietitian.”

- “Overall, I feel more comfortable and confident in presenting nutrition education in groups, understanding others' backgrounds…”
What challenges have you encountered in your food pantry work locally?

What tips or tricks can you share?

Discussion
Challenges and Lessons Learned

You can’t have a friend, until you meet a stranger.

- Today, many organizations AND individuals care about the health and wellness of people in their community.

- Don’t ignore partners who don’t have ‘food’ in their title or mission statement.

- Small doesn’t mean no resources or ideas.

- Never underestimate the networks and connections of any individual.
Challenges and Lessons Learned

*Accounting firms aren’t the only organizations who have a “tax season”.*

- Every organization has a cycle of activity, so learn about your partners.
- Timing is everything, even for good ideas.
  - Partner events and work schedules
  - Pantry hours
  - FoodWIse nutrition educator schedules
  - Dietetic students’ class schedules
  - Academic calendar requires 4-6 month lead time
Challenges and Lessons Learned

Be flexible and adaptable.

- Pantry clients aren’t one-size-fits-all
  - Environment
  - Transportation
  - Needs and desires

- Evaluation of nutrition education, and recipe sampling is challenging
  - Brief interaction time

- Optimal pantry size for labor and other resources required
  - 40+ clients during a 2-hour period

- Community impact can only happen when people respect and listen to each other.
Challenges and Lessons Learned

There isn’t always an *App for That.*

- Flexibility and creativity can’t be ordered from your phone.
- Solutions in local communities require patience and perseverance.
- Listen and learn from the people you are trying to help.
- Take time to reflect with your partners.
- Don’t be afraid to have only one or two priorities at a time.
Opportunities to Partner with Us!
How You Can Help!

- Recipes: test or contribute
- Like us on Facebook: https://www.facebook.com/healthyshelves/
- Create ‘new’ news when you introduce the Healthy Shelves Food Drive Shopping List
  - Seasonal themes available
- Inspire a local employer, school or church to conduct a Healthy Shelves
  - Pre- and post item donation survey
  - Expert help is a phone call or email away
- Surprise your food pantry clients with Healthy Shelves recipe taste tests
  - Healthy Shelves can’t wait to share your pictures and client, staff, or volunteer stories!
What ideas or suggestions do you have for Healthy Shelves?

How can we help YOU?
Questions? Ideas? Thoughts?