Bridging the Gap

Engaging Food Bank leadership in discussion about healthy food policies

Speaker: Rebecca Tryon, MS, Certified Wellness Coach
Program Manager, CAN-Act

California Association of Food Banks State Conference 2013
Today’s Roadmap

• Why Bridge the Gap?

• Common barriers to successful conversations about healthy food policies

• Techniques to evaluate the level of readiness to implement a Healthy Food Policy (HFP)

• Framing your “ask” for optimal results
Why Bridge the Gap?

What are the reasons for developing a healthy food policy (HFP) for your Food Bank?
Why Bridge The Gap?

“People do want to be healthy. They are seeing the news about obesity/overweight. People want better health for their children and themselves. There is hope.”

– Human Resources Council Food Bank (Calaveras County)

From the 2009 Report: Banking on Better Health: California Association of Food Banks’ Nutrition Education Program
Why are conversations about healthy food policies so difficult?
"When we present a new idea, we are asking our audience to change a belief/practice...and that involves risk”

- Nancy Duarte, Resonate
Common Barriers to HFP discussions

- The “Ask” is not clearly defined
- Affected parties are not included in policy development
- Confusion about how the policy relates with the mission
- The purpose/importance of the policy is not clear
- Sensitivity of the topic; feelings of judgment
- Lack of a plan to support implementation
- Organization’s level of readiness was not considered
- Fear of loss (money, donations, relationships?)
- Historical precedent: Past policies have fizzled
Common Barriers to HFP discussions

Nobody wants to feel like this:

Or this...

And definitely not this...
Overcoming Barriers to discussing HFPs.....

Start with a “Golden Rule” question:

How would you want to be included in discussions about an important policy in your organization that affects your work?
Overcoming barriers to HFP discussions

Find a champion!
Without strong leadership your HFP will die on paper

Meet two Champions:
Kelsi - Food Service
Cari - Event Planning
Overcoming Barriers to HFP discussions

A Champion Checklist.
CAN YOU....

- Demonstrate the urgency/importance – why now?
- Create a platform for open dialogue about the policy?
- Represent your stakeholder perspective to leadership?
- Gather data, facts, or other info stakeholders will want?
- Foresee challenges and begin thinking about solutions?
- Articulate simply and clearly what you are asking?
- Tie the “Ask” to the organization’s mission and values?
- Include stakeholders in HFP implementation process?
- Create a clear communication plan with timelines?
Readiness for Change

The fine line between leading the way and leaving the pack behind....
Readiness for change: Spectrum of Options

Sometimes we want this:

When, a better approach may be this:

The type of conversation you have depends on how ready your stakeholders are.
Example: Soda Policy

**NOW**
- Soda distributed and consumed at FB and Food Pantries
- Schedule a forum to discuss a no soda policy with all stakeholders.

**Example Change**
- Environment change: soda not visible, clients must ask for it

**GOAL**
- Letter to donors/partners to reduce soda donations (voluntary)
- Soda-Free summer challenge (incl. Staff)
- 100% soda free food bank (including staff)

ONGOING DISCUSSION AND FEEDBACK
Readiness for change: Spectrum of Possibilities

Policy Type

Starting Point

Where are you now (starting point)?
Where do you want to be (goal)?
What are all possible incremental steps?
For which options is there buy-in and support?
What other considerations need to be addressed?
What is a natural first next step?

Policy Goal
Framing Your “Ask”

Build a flexible communication toolbox

The effectiveness of your communication is only as powerful as the person receiving it perceives it.
Framing Your “Ask”

Are you being S.M.A.R.T about your ask?

- Specific
- Measurable
- Achievable
- Realistic
- Time-bound
Framing your “Ask” – Getting your Audience to hear you

Match your approach with the needs of the audience

Mirror your language/terminology to that of your audience

Ask open-ended questions for better understanding

Remain objective, focus on principles

Seek first to understand, then to be understood
- Stephen Covey
Framing Your Ask
Building a Conversation Bridge

Refine and Define
*Write it Down!!*

Discussions and Feedback with Stakeholders

Disseminate, Communicate, and Collaborate

Evaluation and Assessment

Implementation Phase: Test the Policy
*Acknowledge the Effort!*
In Summary

- Involve Stakeholders in the Process
- Evaluate level of readiness
- Design a HFP that fits best for you
- Good policies include implementation plans
- WRITE IT DOWN!!!!!!!
- Be S.M.A.R.T.
- Communicate, communicate, communicate!
In Summary

“The single biggest problem in communication is the illusion that it has taken place”
- George Bernard Shaw
Thank You!!

Questions or Comments?
Thank You!!!

Rebecca Tryon, MS
rebecca@can-act.net
www.can-act.net
(530) 759-0875
Nutritional Quality of Emergency Foods: Policy & Practice

Tia Shimada
California Food Policy Advocates

Research Funded by the Robert Wood Johnson Foundation
Healthy Eating Research Program

4.23.2013
cfpa.net
Presentation Overview

CFPA

Policy Convening

Key Findings & Recommendations

www.cfpa.net
California Food Policy Advocates

Advocacy to improve the health & well-being of low-income Californians by ↑ access to nutritious, affordable food

Advocates + Academics →
Policy-oriented research & research-based policy

Food Security:
Anti-Hunger & Health | Quantity & Quality

www.cfpa.net
CFPA’s Role in RWJF Studies

Review results: surveys, inventory analysis, interviews

Draft policy & practice implications

Convene key stakeholders

Discuss results

Debate implications

Policy Recommendations

Write & vet report

www.cfpa.net
Alignment on Healthier Foods

Client Preferences

Food bank commitment

Researcher & advocate support

www.cfpa.net
Federal Food Distribution Programs

Convening

- Two primary drivers (market, customers)
- No legislated standards
- Recent improvements, remaining challenges

Recommendations

- Align program with Dietary Guidelines
- Note: USDA soliciting input
Commercial Food Donations

Convening

- Addressing needs of all stakeholders: donors, food banks, clients
- Nutrition policies (largely informal)

Recommendations

- Explore changes to tax benefits
- Feeding America: donor incentives & perceptions
- Formal written policies (donations, purchases, etc.)
Classifying Inventory

Convening

• Existing systems: support nutrition-related goal setting, help measure success
• Challenges: mixed loads, limited resources

Recommendations

• Feeding America: best practices & resources to network, metrics include nutritional quality
Considering Your Next Steps

- Public Policy
- Organizational Policies & Practices

Distributed Food

Current

Healthier

www.cfpa.net
Thank You

• What questions do you have?
• What are your thoughts on next steps?
Study reports available at:
http://cwh.berkeley.edu/

Tia Shimada
tia@cfpa.net
510.433.1122 ext. 109
NUTRITION QUALITY OF EMERGENCY FOODS: HIGHLIGHTS OF RECENT STUDIES

CONDUCTED BY UC BERKELEY CENTER FOR WEIGHT AND HEALTH

FUNDED BY THE ROBERT WOOD JOHNSON FOUNDATION HEALTHY EATING RESEARCH PROGRAM

Presenter: Michelle Ross, MPH

April 23, 2013
PRESENTATION OVERVIEW

CWH emergency food research

RWJ emergency food studies

Key findings of RWJ studies
Evaluation of Impact of a “No Soda and No Candy” Donation Policy & pantry client preferences
- Food Bank of Central New York

TA & Evaluation of MAZON CA Healthy Eating Initiative
TA & Evaluation of MAZON Healthy Options, Healthy Meals Initiative

Robert Wood Johnson- Healthy Eating Research Grant
- National survey of Feeding America food banks
- Case studies of 6 California food banks
- Policy convening by California Food Policy Advocates
Study 1 with Feeding America

National online survey of 202 food banks

Study 2 with 6 CA Food Banks

4 years of inventory analysis

Interviews with key staff

Study 3 with 29 CA food pantries

Client preferences survey

Interviews with directors

Observations of inventory

RWJ EMERGENCY FOOD STUDIES
DONATIONS ↓, GOVERNMENT FOODS ↑ AS % OF TOTAL INVENTORY

- Purchased, 9%
- Government, 24%
- Donated, 67%

2007:
- Purchased: 9%
- Government: 24%
- Donated: 67%

2008:
- Purchased: 7%
- Government: 30%
- Donated: 62%

2009:
- Purchased: 8%
- Government: 35%
- Donated: 57%

2010:
- Purchased: 11%
- Government: 35%
- Donated: 54%
PROPORTION OF FOODS FROM SOURCES

- Fruits & Vegetables: 73%
- Beverages: 50%
- Grains: 53%
- Dairy: 49%
- Meat, Poultry & Fish: 59%
- Snacks: 85%
- Miscellaneous Foods: 99%

Colors:
- Purchased
- Government
- Donated
SUBSTANTIAL INCREASE IN FRUITS & VEGETABLES, MOSTLY FRESH
HEALTHFUL VS. LESS HEALTHFUL FOODS

1. Grains, Dairy, Meat/Poultry/Fish from govt
2. Insufficient details
3. Sweetened beverages and snacks from donations
4. Still contribute substantial calories
5. Challenge to discourage these types of foods
CLIENTS WANT HEALTHFUL FOODS

Lowest priority

- Sweet snacks
- Salty snacks
- Sugar-sweetened beverages

Highest priority

- Fresh eggs and milk
- Fresh fruits
- Fresh meat, poultry, fish
- Fresh vegetables
ARTICLES & REPORTS


