Reaching Out or Reaching In?
Empowering the Community to Reach into Your Food Bank

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Foodbank of Santa Barbara County
foodbankers aka us

volunteers aka them

clients aka other people
The Statistics

- 14 months
- 1 FTE
- 6 Committees
- 46 Nutrition Advocates
  - One leader at a time
- Range of jobs
  - Nutrition education/food literacy training
  - CalFresh
  - Sign-in
  - Set-up, clean-up food distribution
- 1 campaign completed
- Special trainings attended
The Benefits and ... 

• Food security (really!)
• Volunteer and community relationships
• Capacity building
• Reduce complaints/squabbles about unfairness
• ...lots of work and lots of patience as we learn together
“now that we (advocates) have created the Nutrition Advocacy Committee our voices are being heard our opinion matters in the community”

“I have done a lot of changes in my family...(Healthy School) Pantry has taught me to eat healthy and my son has asthma and is obese he has lost weight...it is a lot”
Active in the Community – Maricruz Acosta

“I got involved with the Nutrition Advocacy Committee, why? Because I love to help families and it is something different but I enjoy it”

“I am better and more active”

“I hope for my community to loose their fear and shyness (of participating) and to get involved in the Foodbank”
Empowering the Community - Beatriz Hosp

“I wish everyone to know that they have skills but you have to find those skills within yourself and that you have the power for self-sufficiency”

“I want to empower the community to use the resources the (Foodbank) provides to educate themselves”
Magdalena Berumen

• Outreach Manager
Passion For Produce

A community-based approach to peer nutrition education and produce distribution
Responding to a Community Health Crisis

2005 client input:
- Price was the primary barrier to accessing fresh produce
- The number #1 way to improve community nutrition was improving food quality at our food bank and member agencies
- Fresh fruits and vegetables were the most requested food items to improve nutrition
- More than 60% of respondents were interested in:
  - Recipes for healthy meals
  - Healthy cooking classes
  - Fruit and veggie tastings
  - Nutrition classes
Prioritizing Produce

- Our food bank is a primary source of healthy foods in our clients’ diets
Passion For Produce: It starts with your staff
Agency Engagement is Key
Program Development: Community knowledge is essential

- Bilingual, bicultural staff
- Creation / adaptation of literacy level appropriate materials
- Appealing healthy recipes
- On-going community feedback on what works
Training Nutrition Ambassadors: A focus on empowerment
A Network of Program Partners

- Churches
- Schools
- Farm labor camps
- Low-income housing complexes
- Family resource centers
Nutrition Ambassador Training

- Six class sessions:
  - Program overview
  - My Plate
  - Reading nutrition labels
  - Food safety
  - 5210 (Healthy living)
  - CalFresh outreach / advocacy

- Program implementation
Celebrating Our Ambassadors:

“No one ever asked me to be a leader before”
Nutrition Classes

Topics include:
- Calories and portions
- Healthy fats
- Whole grains and fiber
- Sugars
- Diabetes
- Affordable proteins
- Food safety
- Calcium
- Salt and sodium
- Dairy products and saturated fats
- Fruits and veggies – Eating a rainbow
- Reading and understanding food labels
Cooking Demonstrations

- Healthy recipes
- Remaking favorites
- Food tastings
- Bilingual recipe cards
Produce Distribution

- Market-style distribution
- Client choice
- Tip cards
- Nutrition facts labels
- Presentation matters!
Curriculum Materials

- Bilingual Spanish / English
- Basic literacy level
- Colorful and appealing presentation
- Based on USDA-approved materials
- Adapted to our local community

Healthy Protein Smoothie

A great combination of berries mixed with the healthy protein of tofu and almonds makes for a delicious healthy treat.

- 1 cup light (no-sugar/reduced sugar) fat-free vanilla yogurt
- 1 cup skim milk, vanilla almond milk or soymilk
- 1 banana
- 3" cube of soft tofu
- 2 cups berries

Put yogurt, milk, banana, tofu, and into blender and blend until smooth. Add berries and blend again until consistency is reached.

Be Active!

- Exercise with a friend so you can motivate each other.
- Play with your children at least 30 minutes a day.
- You can break up your physical activity in 10 or 15 minute sessions during the day. Move to reach at least 30 minutes a day for adults and 60 a day for children.
- Do activities that you enjoy! That way, it is likely that you will continue doing them!
- Stretch before going to bed in order to have more energy when you wake up in the morning.

Arroz Integral a la Mexicana

**Ingredientes:**
- 1 Cucharadas aceite oliva
- 2 dientes de ajo, picaditos
- 1 taza arroz integral
- 1 taza tomates, en cubos
- 1 cebolla, en cubitos
- 2 tazas caldo o agua
- Orégano, comino, cilantro a gusto

**Preparación:**
Enjuague arroz en un colador de baño de agua fría hasta que el agua salga clara. Caliente el aceite y tostó el ajo por dos minutos. Agregue la cebolla, ajo y especias y sazone por 5 minutos. Agregue el caldo y tomates y lleva a hervir. Cuando hierva, báñe el fuego y cubra por 35-40 minutos o hasta que se evapore todo el agua.

¡Coma más frutas!

- Agregue manzanas o plátanos a sus cereales favoritos.
- C coma fruta fresca de postre, como manzanas, peras al horno, o ensalada de frutas.
- Aproveche las frutas congeladas para hacer licuados de fácto fácil y rápidamente.

- Beujeas frutas que no tengan azúcar o jugo adicional.
- Varie los colores en las frutas para aprovecharse más de sus nutrientes diferentes.
Physical Activity
Program Impact

- Participant survey data shows a significant change in knowledge and behaviors
- People are making healthier food choices

<table>
<thead>
<tr>
<th>Passion For Produce Participant Feedback</th>
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<tbody>
<tr>
<td>Since you started participating in P4P, have you...</td>
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<tr>
<td>Increased your consumption of fruits/vegetables?</td>
</tr>
<tr>
<td>Adopted healthier cooking habits - for example, cooking with less oil?</td>
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<tr>
<td>Started reading nutrition labels at the grocery store?</td>
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<tr>
<td>Reduced the portion sizes of the meals you prepare at home?</td>
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<tr>
<td>Decreased the amount of soda you and your family drink?</td>
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- We are now tracking changes in physical activity levels and weight loss as well
Making a Difference at Many Levels

- Individual
- Family
- Neighborhood
- Workplace
- Local political participation
- Statewide policy advocacy
Hi, my name is Lois Smith. I've been coming here for the Passion for Produce Program from the very beginning, and I've been learning how to eat differently and healthier. I found that I've been losing weight since I've been eating more vegetables, more fruits, learning to portion, and how to cook with produce. So, I went to my doctor, and got on the scale, and I had lost over 7 pounds, but I know it’s been over 10 pounds now, which I’m really happy about. I am doing it on my own now, by eating healthier and learning about different foods. There’s foods here I’ve never had before - didn’t even know what they were - and they showed me how to use them. And I’ve learned to like different foods, and also to use different types of seasoning, without using salts and sugars. And so I’m learning to eat healthier. And I’m happier. I’ve lost a size - at least one size down in my clothes. I’m able to walk and move better than I have in along time. What really made me happy was I got to touch my toes! And it makes a big difference. A lot of people take it for granted, but when you can’t reach your toes and your feet to put your shoes on, it’s really uncomfortable. I really appreciate this program. Without this program, I probably wouldn’t have learned to eat healthier.
Community Impact

- Together, we are sowing the seeds of a healthier future for our community