Food is Medicine

Transforming your food bank into a Preventative healthcare organization
Erik Talkin - CEO Foodbank Santa Barbara County
RISKS OF THE PREVENTATIVE HEALTHCARE MODEL?

- Misperception/muddying of mission
- Risk of losing existing contributors
- It is not our area of expertise or our USP.
SCOPE OF OUR DISCUSSION

WHY move to this model?
WHAT could we achieve?
WHO needs to be involved?
HOW can it be done and how can it be paid for?
Temperature Time

How much of these are you dealing with?

Starvation?
Hunger?
Malnutrition?
Food Insecurity?
THE HIDDEN FACE OF HUNGER

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MALNUTRITION

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HUNGER • POOR DIET • OBESITY

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FOODBANK NEEDS TO CHALLENGE ALL FACES OF HUNGER

HUNGER • POOR DIET • OBESITY

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ARE WE MAKING MATTERS WORSE?

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## Foods that increase Hunger

<table>
<thead>
<tr>
<th>Foods and Food Components that Increase Ghrelin</th>
<th>Foods and Food Components that Decrease Leptin</th>
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<tbody>
<tr>
<td>Trans fat</td>
<td>High fructose corn syrup</td>
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<tr>
<td>Sugar</td>
<td>Partially hydrogenated oils</td>
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<tr>
<td>Soda</td>
<td>Pastries</td>
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<tr>
<td>White bread</td>
<td>Tub margarine</td>
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<tr>
<td>Boxed macaroni and cheese</td>
<td>Cake mixes</td>
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<tr>
<td>Canned fruit in syrup</td>
<td>Frozen pot pies, waffles, pizzas, breaded fish sticks</td>
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<tr>
<td>Cracklin' Oat Bran Cereal</td>
<td>Donuts</td>
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<tr>
<td>Chips Ahoy!</td>
<td>Wheat thins</td>
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What makes us hungry?

THE INSULIN SPIRAL

1. quickly digested junk

2. spike in blood sugar levels

3. spike in insulin levels

4. makes you feel shaky & weak

5. makes you seek out food again
Blood Sugar & Foods to better manage Hunger

Low Fiber Carbohydrates = "white" foods i.e. white bread/cereals/crackers/pasta/rice/bagels, fruit juice, cake, cookies, chips

High Fiber Carbohydrates = "whole grain" bread/cereals/crackers/pasta/brown rice, fruits, and starchy vegetables (peas, potatoes, tomatoes, root veg)

Carbohydrates PLUS Protein

Carbs = Fruits, starchy veg or grains (preferably high fiber or "whole grain")

Protein = egg, meat, chicken, fish, cheese, nut butters, cottage cheese, nuts

15 to 30 minutes 1 hour 2 1/2 hours

South Schutzberger RD, CSO Santa Barbara Cancer Center

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WEIGHING THE TREATMENT

Medicinal Healthcare
(Cost $ 480 mil)

Preventative Healthcare
(Cost 10 cents)
Choose Healthy Options Program

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• Because treating the symptoms of hunger alone is not enough.

• Because focusing on nutrition has to be done in a more precise way with measurable outcomes, not outputs. This requires a new model.
OUR WHAT

Sufficient Community Buy-in & Support
- Community Program Leaders
- Community Advocates
- Food bank recognized as the leader in the nutrition space
- New Outcome-based relationship with agencies

Sustainable Sources of Income
- Earned Income
- Community Investment
- Donated
- Foodstamps
- Grown / Made By Client
- Purchased

Enough Good Food
- Grown / Made By Client
- Purchased
- Internal: Programs
- External: Agencies

Enough Education & Empowerment
- Food Literacy
- Community Nutrition Leaders
- More small farmers
- Community & Home Gardens
- Eradication of food deserts

Infrastructure in place for Community Food Security

A Food-Secure County where a sufficiency of good food helps ensure the health of everyone

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### DHHS Goals for 2020

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***Food security is the linchpin of healthful living and must be achieved to improve the health of its citizens and residents***

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DHHS Goals for 2020

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***Food security is the linchpin of healthful living and must be achieved to improve the health of its citizens and residents***
WHY US?

Nutritious food security and education is key to stop diseases of undernutrition (like anemia and rickets).

Nutritious food security and education is key to stop diseases of overnutrition (like obesity and diabetes).
WHO DO YOU NEED ON BOARD?

- **SENIOR MANAGEMENT/BORAD ‘CHANGE CHAMPION’**
- **DEVELOPMENT** - new funding can steer the organization
- **COMMUNITY LEADERSHIP** - from Promotora to teens
- **NUTRITION CHAMPION** - staff/volunteer or board
- **HEALTHCARE PARTNERS** - we draw people, we get stats
- **AGENCY COALITIONS** - focused and accountable

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YOU CAN END HUNGER
and transform the health of Santa Barbara County through good nutrition.

WE CAN HELP YOU
THE PATH TO A HUNGER FREE SB COUNTY

Food Literacy in Preschool
Part of solving nutrition problems in SB County, and getting kids to want to learn about what we have an abundance of – fresh produce. This has begun at the preschool level where fruits are featured. Our FIT program is designed to get into low income preschools and teach basic food literacy involving the tastes and textures and smells of fresh produce.

Kid's Farmer's Market
This interactive program opens at 10 farmer's markets with more on the way. We set up a farmer's market with produce from the Foodbank at Boys & Girls Clubs and YMCA's in low income areas. The children get to pick a bag worth to bring home. They then visit with local grocers to learn about produce and how it's grown. Through both hands on and hands on instruction, children learn where their food comes from and how the food and the skills to reach their families. It's a powerful tool for change.

Feeding America
We are members of Feeding America, the nationwide network of 38 Foodbanks. Farmer's markets & mobile food pantries
To ensure the Foodbank can reach underserved rural areas and food deserts across our county, we have regular Mobile Farmers' Markets and Food Pantries which go out and set up displays at food produce and staple food items to 14 acres of high need. This helps our county strong and ensures that our communities are not left out.

Backpack Program
Children in rugged and/or farm regions benefit from receiving fresh, healthy food and produce, which they take home with them on the weekend. They continue to grow in stature and keep kids healthy and growing on the weekends. When Monday morning comes around, they bring back the backpack to school. Nearly 100 kids at 10 schools benefit from this food program.

Healthy School Pantry
We partner with schools across SB County to help students set up a pantry program taking place at the end of the school day which distributes healthy food to families. Provides practical food literacy and cooking insecurity, and general health and nutrition activities that help make food and meals more accessible to families.

Feeding America Benefits
With the help of the Foodbank, SB County had over 50,000 federal stamping orders that would have costed over $300 million in economic activity. The benefits, called CalFresh in California, were implemented because the process is very complex, requiring fingerprinting and lengthy interviews. That is why Foodbank staff and volunteers were there to help, working with clients to ensure they get the most out of the program. In the last year alone, we have brought in $2,373,055 in CalFresh benefits and over $1.80 for every dollar invested in the program.

Backyard Bountiful
The welcome to hunger begins in your own backyard. Our annual volunteer program encourages volunteers to pick produce from local areas, providing thousands of pounds of fresh produce in our program. For a list of first food email: jami@foodbankofsb.org

Brown Bag Program
With an annual income to money being low in poverty, the Brown Bag Program is a lifeline, providing bags of produce and fresh produce in 14 acres of high need. This helps our county strong and ensures that small communities are not left out.

Grow Your Own Way
These days we’re all about empowering people to help themselves, and where better than food for the skills and mindset to grow more of their own. From small bags to the most abundant with food to make healthy choices and avoid the chance of becoming unhealthy, we want people to take pride in the little pieces of growing space, however small, and appreciate the money and adding the better produce they will produce.
HOW CAN WE MEASURE THE HEALTH OUTCOMES?
Kid’s Farmers Market Fruit and Veggie Checklist

Please fill out the following checklist and return it with your child’s permission slip by the first day of class. By filling out the checklist you are helping make the Kid’s Farmers Market Program better. Think about how you and your family usually do things. There are no right or wrong answers.

Fill-in one circle (face) for each question:

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PROGRAM EVALUATION

FOOD BANKS SHOULD MEASURE:
Attitudes and behaviors toward healthy eating using simple questionnaires

HEALTHCARE PARTNERS SHOULD MEASURE:
Anthropometrics & Biochemical Measures

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HOW ARE WE GOING TO PAY FOR THIS?

EXISTING ‘HUNGER’ DONORS - teaching people to fish

VISIONARY DONORS - want to invest in a positive picture of lasting change

FOUNDATIONS THAT ‘DON’T FUND FOODBANKS’ - waking up to our huge potential strategic change

GAME CHANGER GRANTS - regional collaborative granting to move the needle on key healthcare goals.
ACTION STATIONS
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