

# Improving Food and Nutrition Security in America: **An Opportunity for Food Retail Dietitians**



Our Foundation needs your help now more than ever.

**Donate today!**

[www.eatrightfoundation.org](http://www.eatrightfoundation.org)

*This free webinar is available to members and non-members through the generosity of a grant from Walmart through the Academy of Nutrition and Dietetics Foundation.*

---

**Academy Foundation Mission:** Through philanthropy, empower current and future food and nutrition practitioners to optimize global health.

- The Academy Foundation is an independent 501(c)3 public charity and does not receive any portion of member dues.
  - It is the only charitable organization exclusively devoted to nutrition and dietetics.
  - The success and impact of its programs and services are attributed to the generous support of its donors, which have helped the Foundation become a catalyst for Academy members and the profession to come together to improve the nutritional health of the public.
-

# Foundation Fellowship Program

- Accelerate improvements in public health
  - Create unique educational opportunities for credentialed and future practitioners at all levels
  - Expand practitioner expertise, including leadership skills
  - Demonstrate the value of credentialed practitioners and nutrition interventions in a variety of settings and areas of practice, both in the US and globally
-

# Nutrition in Food Retail Program Development Fellowship

**Food as Medicine** is a philosophy where food and nutrition aids individuals through interventions that support health and wellness.

## Focus areas include:

1. Food as preventative medicine to encourage health and well-being
2. Food as Medicine in disease management and treatment
3. Food as Medicine to improve nutrition security
4. Food as Medicine to promote food safety



Allison Yoder, MA, RDN, LD  
*Nutrition in Food Retail Program  
Development Fellow*

[www.eatrightFoundation.org/foodasmedicine](http://www.eatrightFoundation.org/foodasmedicine)

# Today's Panelists

---



**Clancy Cash Harrison**  
**MS, RDN, FAND**

Founder, Food Dignity® Project  
President, Al Beech West Side  
Food Pantry



**Laura Perdue**  
**MPH, RDN**

Chair, Legislative and Public  
Policy Committee  
Academy of Nutrition and  
Dietetics



**Jonnell Masson**  
**MS, RDN**

Dietitian Coordinator  
Harmons Grocery

---

# Disclosures

---

- **Allison Yoder, MA, RDN, LD**
    - Employer: Academy of Nutrition and Dietetics Foundation
    - The Aspen Institute Food & Society Food is Medicine Advisory Board
    - Academy of Nutrition and Dietetics' 2020-2021 Leadership Institute
  - **Clancy Cash Harrison, MS, RDN, FAND**
    - Spokesperson: American Dairy Association North East, National Dairy Council Ambassador
    - Board Member / Advisory Panel: Founder, Food Dignity ® Project, Al Beech West Side Food Pantry, Kingston, PA, Advisory PA Academy Pediatrics Food Insecurity EPIC Program, United Way Safety Net Council, Luzerne County, PA
    - Author: Feeding Baby, Book, [www.ClancyHarrison.com](http://www.ClancyHarrison.com), [www.FoodDignityProject.com](http://www.FoodDignityProject.com)
  - **Laura Perdue, MPH, RDN**
    - Chair, Legislative and Public Policy Committee, Academy of Nutrition and Dietetics
  - **Jonnell Masson, MS, RDN**
    - Dietitian Coordinator, Harmons Grocery
-

# Learning Objectives

*By the end of this webinar, you will be able to:*

1. Identify health consequences of food and nutrition security.
  2. Describe legislation and policy updates to address food and nutrition security in the United States.
  3. List resources available to food retail dietitians to connect customers with assistance programs.
  4. Demonstrate strategies to support food and nutrition security within food retail stores.
-

# Clancy Harrison, MS, RDN, FAND

## Disclosures:

### Spokesperson

- American Dairy Association North East
- National Dairy Council Ambassador

### Board Member/Advisory Panel

- Founder, Food Dignity® Project
- Al Beech West Side Food Pantry, Kingston, Pa
- Advisor PA Academy Pediatrics Food Insecurity EPIC Program
- United Way Safety Net Council, Luzerne County, PA

### Author

- Feeding Baby, Book
- [www.ClancyHarrison.com](http://www.ClancyHarrison.com)
- [www.FoodDignityProject.com](http://www.FoodDignityProject.com)

# Recovering Food Elitist

---

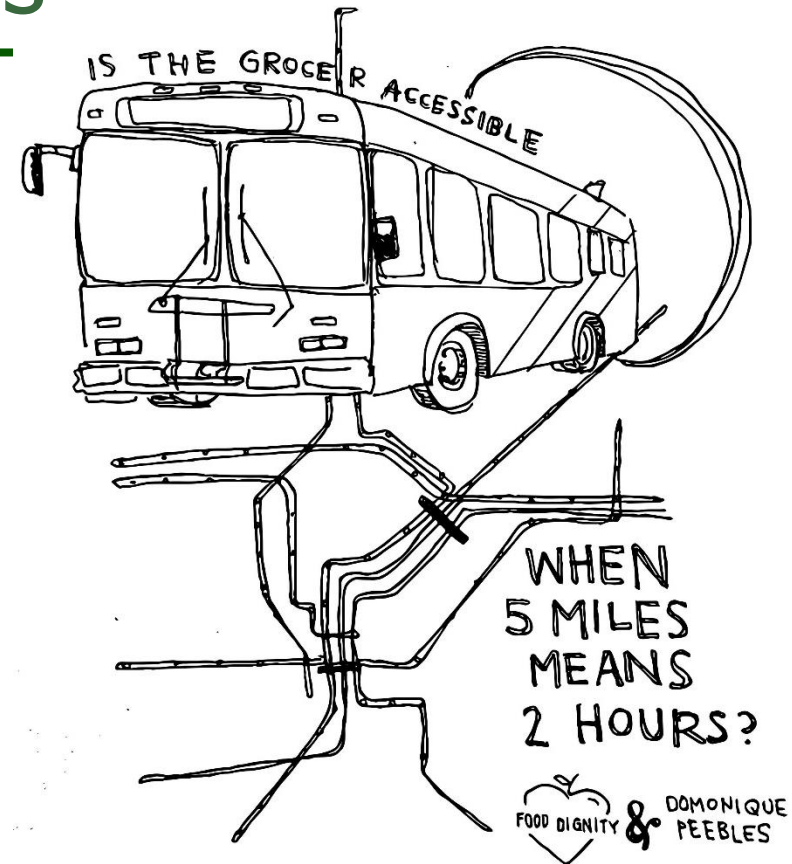
- ✓ Projected personal food experience
- ✓ Made assumptions
- ✓ Accepted misconceptions as truth



# Professional Assumptions

---

- ✓ Car access
- ✓ Types of grocery stores
- ✓ Wide variety of food available
- ✓ Client's food budgets



# New Personal & Professional Mission

---

President, Al Beech  
Food Pantry

Founder, Food Dignity  
Project



# Most people living with food insecurity are:

---

- ✓ Living in COVID-19 era
- ✓ ill (mental, physical, emotional)
- ✓ working
- ✓ looking for work
- ✓ disabled
- ✓ single mothers
- ✓ children
- ✓ elderly
- ✓ college students
- ✓ veterans



# Food Dignity® Defined

---

- ✓ Dignity
- ✓ Human right
- ✓ Empathy
- ✓ Pride
- ✓ Respect

Food Dignity® recognizes that food insecurity can affect anyone, so it does not question or judge why someone needs access.

It offers nutrient rich, desirable, and culturally appropriate food through innovative platforms that preserve dignity and honor our shared humanity.

---

# Food Security Definitions

---

## ***High Food Security***

“no reported indications of food-access problems or limitations..... access by all people, at all times to sufficient food for an active and healthy life.”

## ***Marginal Food Security***

“one or two reported indications- typically of anxiety over food sufficiency or shortage of food in the house.”

---

# Food Security Definitions

---

## ***Low Food Security***

“reports of reduced quality, variety, or desirability of diet. Little or no indication of reduced food intake”

## ***Very Low Food Security***

“ reports of multiple indication of disrupted eating patterns and reduced food intake.”

---

# COVID-19 Impact Food Insecurity Rates

---

**35.2 M People → 50 Million People**  
**11 M children → 17 Million Children**

## ESTIMATED PROGRAM ELIGIBILITY AMONG FOOD INSECURE PEOPLE IN THE UNITED STATES



<b>32%</b>	Above Other Nutrition Program threshold of 185% poverty
<b>19%</b>	Between 130%-185% poverty
<b>49%</b>	Below SNAP threshold 130% poverty

# PreCOVID-19 at Al Beech Food Pantry

---



# COVID-era at Al Beech Food Pantry

---

150 people -> 2,000  
people

A month's worth of  
food GONE within  
2-3 hours!



# Correlation between food insecurity, poor health and downstream societal ills.

## **Development**

brain and cognitive  
school readiness  
and academic  
physical, mental  
and social

## **Health conditions**

obesity  
anemia  
asthma  
diabetes  
oral health

## **Performance**

student  
absenteeism  
lost productive  
time at work

## **Society effects**

health costs  
inequalities  
missed economic  
and creative  
contributions

---

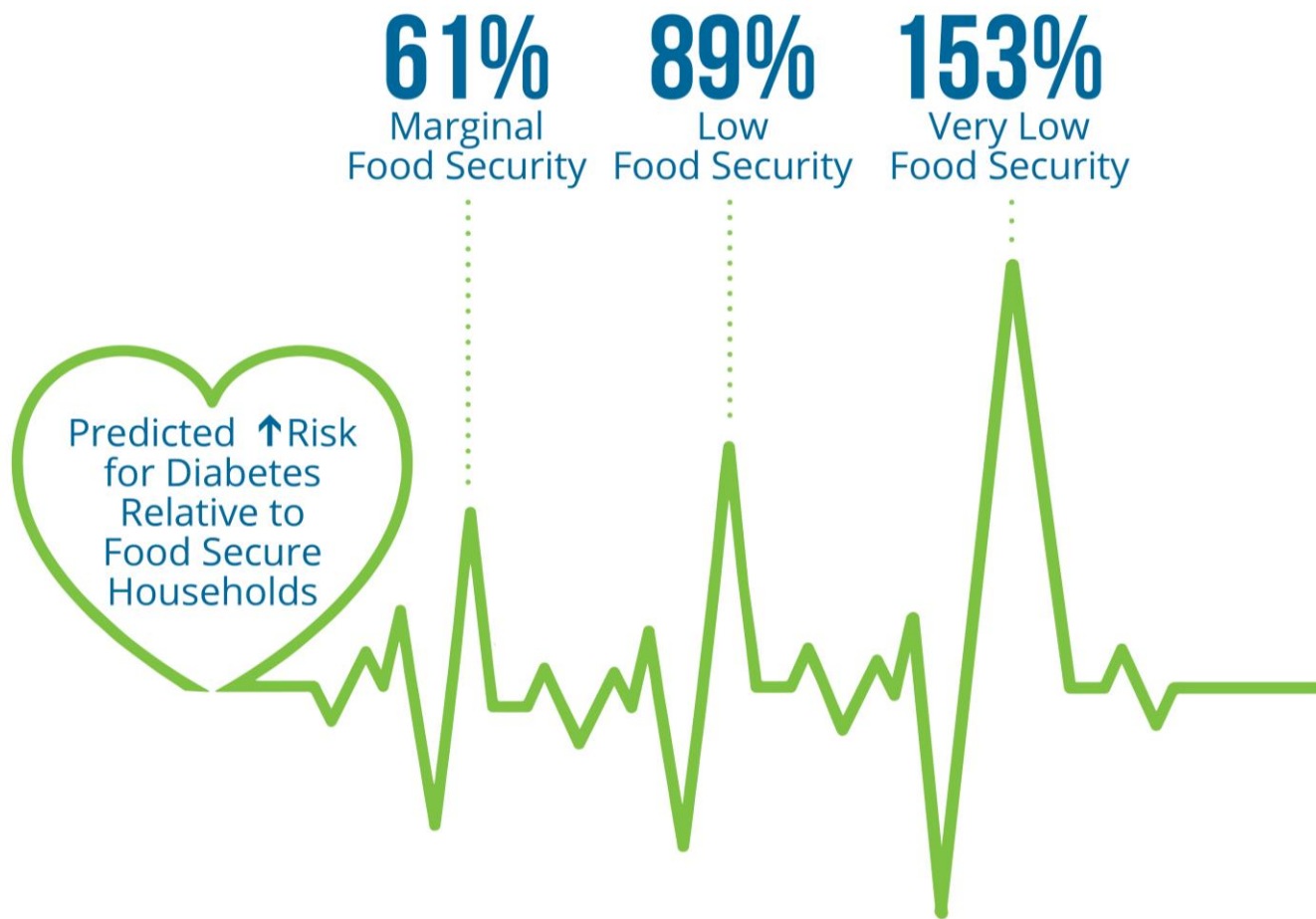
*Clancy*  
HARRISON



- Hepatitis
- Stroke
- Cancer
- (CHD)  
Coronary Heart Disease
- Asthma
- Diabetes
- Arthritis
- Hypertension  
High Blood Pressure
- Chronic Kidney Disease
- (COPD)  
Chronic Obstructive Pulmonary Disease

Source: USDA, Economic Research Service

ClancyHarrison.com



Source: USDA, Economic Research Service Calculations Using National Health Interview Survey Data 2011 - 2015.

# Medical Coping Strategies with FI

Medication -skipping, taking less, delay filling prescription, not taking with food

Forgoing or postponing preventative or needed medical care

Skip food for needed for medical diets, dilute formula, purchase low cost foods

Making trade-offs between food and other basic needs

---

# Participation Hesitation



- Don't qualify
- Stigma
- Treatment by staff or volunteers
- Racism
- Office/work hours
- Lack of knowledge
- Technical difficulties
- Transportation

# Levels of Collaboration =



## Collective Efficacy

Collective efficacy is the capacity to make the changes necessary to better health and healthcare.

---

# Tips for Self-Collaboration

- ✓ Be the student.
- ✓ Seek to understand before being understood.
- ✓ Be willing to be wrong so you can be right.
- ✓ Define success from the client's point of view, not yours.
- ✓ Step back for a clear view.
- ✓ Put yourself in unfamiliar situations.

We are the experts in food and nutrition but we are not the experts in someone's life.

---

# Are we asking the right questions?

---

## The Hunger Vital Sign

1. "Within the past 12 months we worried whether our food would run out before we got money to buy more."
2. "Within the past 12 months the food we bought just didn't last and we didn't have money to get more."

Often true, Sometimes true, Never true

---

# Coding for Food Insecurity

---

ICD-10-CM Diagnosis Code Z59.4  
(lack of adequate food and safe drinking water)

ICD-10-CM Diagnosis Code Z59.5  
(extreme poverty)

---

# Start where your customers are.....

Poverty	Middle Class	Wealth
Food: Did you eat?	Food: Did you like it?	Food: Presentation?
Time: decisions based on survival	Time: future is Important	Time: decisions made on tradition
Education: not a reality	Education: to climb the ladder	Education: necessary for connections

# Food Negotiation Occurs with Surplus

*The lived experience of wealth ...*

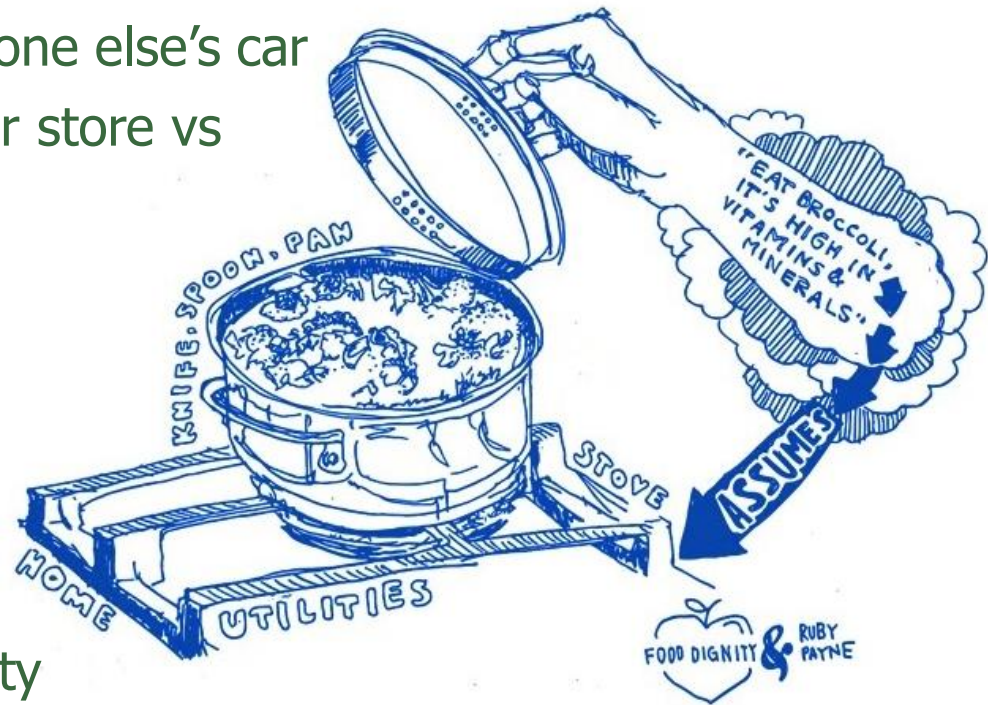


*... and food*



# Challenges

- ✓ Transportation- taxi, bus, someone else's car
- ✓ Location of grocery store (Dollar store vs full-service grocery store)
- ✓ Cooking equipment
- ✓ Cooking skill
- ✓ Medical Dx
- ✓ Affordable childcare
- ✓ Affordable housing
- ✓ Safe places for recreation/activity



## Resource: Food Access Research Atlas (USDA)

### Provides:

- ✓ Food access
  - ✓ Poverty rates
  - ✓ Median family income
  - ✓ Estimates access by race
  - ✓ Estimations of number of housing units receiving SNAP benefits that are more than 1/2 mile, 1, 10, or 20 miles to nearest store
-

## SNAP: A Public-Private Partnership

- ✓ 248,000 retailers participate in U.S.
  - ✓ \$56 Billion redeemed in 2019- big box stores, supermarkets, specialty stores, farmers markets, and convenience stores.
-

# Prescribe Food Assistance

People consume more milk, vegetables, and whole grains in the following programs:

- ✓ **SNAP (Supplemental Nutrition Assistance Programs)**
  - ✓ **National School Lunch Program**
  - ✓ **The National School Breakfast Program**
  - ✓ **Afterschool Snacks and Meals**
  - ✓ **The Summer Food Service Program**
  - ✓ **WIC** (Special Supplemental Food Program for Women, Infants, and Children)
-

# SNAP/WIC- Where do you fit in?

- ✓ Customer service bias training?
  - ✓ Refer/Educate/Assist with application
  - ✓ SNAP
    - SNAP information line is 1-800-221-5689
    - See online application for SNAP available for residents in <http://www.fns.usda.gov/snap/apply>
  - ✓ WIC
    - Locations: Find WIC near you [https://www.fns.usda.gov/contacts?f\[0\]=program%3A32](https://www.fns.usda.gov/contacts?f[0]=program%3A32)
    - WIC eligibility screening tool <https://wic.fns.usda.gov/wps/pages/preScreenTool.xhtml>
-

# Levels of Collaboration =



## Collective Efficacy

Collective efficacy is the capacity to make the changes necessary to better health and healthcare.

---

# Power of Influence

---

- ✓ Focus on what you want, not what you don't want.
- ✓ Come from a place of abundance.
- ✓ The more you empower other people, the more powerful you become.
- ✓ Every word is an act of creation or destruction.



# Effective Collaboration

---

- ✓ Be a connector of resources
- ✓ Don't start something new, strengthen another program by adding your expertise
- ✓ Know pain points
- ✓ Racially inclusive
- ✓ How can you connect your outcomes to their mission?



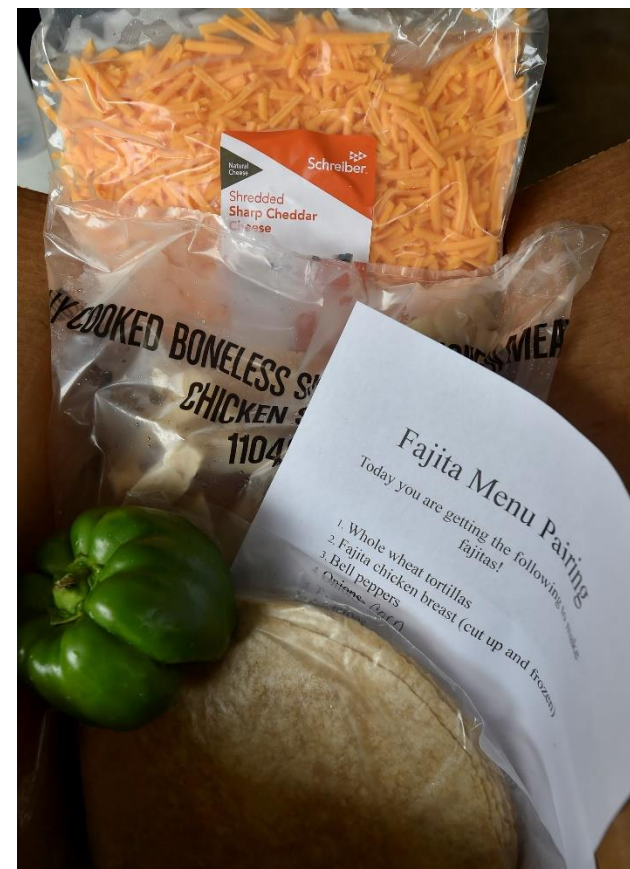
# Healthier Food Retail

Provides guidance for public health practitioners on how to develop, implement, and partner on initiatives and activities around food retail to improve access, availability, and affordability of healthier foods and beverages.



# What can you do?

- ✓ Be visible in the store when SNAP benefits are released each month
- ✓ Promote bus routes to your store
  - ✓ Senior apartments
  - ✓ WIC agencies
  - ✓ Housing authorities
  - ✓ Other non-profits in area
- ✓ Meal kit ideas
  - ✓ Store promotions
  - ✓ WIC approved foods



# Collaboration with Local Professionals

---

- ✓ Guidance Counselors/Nurses
- ✓ WIC RD
- ✓ Physicians
- ✓ Feeding America Food Bank
- ✓ School food service director
- ✓ Director for Faculty Development and Diversity
- ✓ HBCU (Historically Black College/University)
- ✓ Interns/Service Learning Programs



# Understand Barriers

---

- ✓ Individual Barriers
  - ✓ Shame
  - ✓ Resources
  - ✓ Childhood experiences
  - ✓ Knowledge
- ✓ Community Barriers
  - ✓ Transportation
  - ✓ Technology challenges
  - ✓ Time/Work



# Action Items

---

- ✓ Survey the people you serve to discover information and barriers (great marketing material)
  - ✓ Adapt nutrition education strategies to bust barriers (transportation, working equipment, types of food retail, food assistance applications/identification)
  - ✓ Help with food assistance applications
  - ✓ Email [Clancy@ClancyHarrison.com](mailto:Clancy@ClancyHarrison.com) for a barrier question bank and food assistance promotion handouts for customers
  - ✓ Join us on the Food Dignity® Podcast
-

# Laura Perdue, MPH, RDN

## Disclosures:

Chair, Legislative and Public Policy Committee  
Academy of Nutrition and Dietetics

# Academy's Strategic Impact Areas

---

- Prevention and Wellbeing
  - Health Care and Health Systems
  - Food and Nutrition Safety and Security
-

# Academy's Strategic Impact Areas

---

Food and Nutrition  
Safety and  
Security



Photo Credit: Pixabay

# Impact of Pandemic on Nutrition Security

---

- Food Insecurity Increases
- Flexibilities and Resources Needed
- Supply Chain Disrupted
- Disproportionate Impact on Communities of Color



## Racial and Ethnic Health Disparities and Chronic Disease Issue Brief



## *Racial and Ethnic Health Disparities and Chronic Disease Brief*

# Food Assistance Programs

---



## WIC

Special Supplemental  
Nutrition Program for  
Women, Infants,  
and Children



## School Nutrition Programs



## SNAP

Supplemental Nutrition  
Assistance Program

---

# Increase Access to Online Benefit Redemption

---





GusNIP



# Focus on Nutrition Education

# Political Opportunities in the 117<sup>th</sup> Congress

---

- Administrative
  - Budget Reconciliation/Stimulus
  - Fiscal Year 2022 Allocations
  - Child Nutrition Reauthorization
  - Farm Bill Preparation
-

# Get Engaged!

---

Join the Academy's  
Nutrition Security  
Advocacy Group

[ecampbell@eatright.org](mailto:ecampbell@eatright.org)



# Jonnell Masson, MS, RDN

## Disclosures:

Dietitian Coordinator  
Harmons Grocery

# Get Involved

---

How One Retail Chain is Impacting Food Insecurity

**HARMONS**  
NEIGHBORHOOD GROCER®

---

# Community Partnerships



Photo courtesy of the Utah Food Bank

- **Direct Food Donations**
  - Food Rescue Program
- **Sponsorships**
  - Mobile School Pantry
  - Night at the Warehouse
  - Double your Dollars
- **Volunteer Hours**

# Shopper Involvement

- Year-round food drop-off in stores
  - Fundraisers
    - Give a Gobble
    - Change Round Up
  - Local radio station food drive
  - Food drive with set bags to purchase
-

# Grants

- Grant for cooking classes
    - County Health Department
  - Double Up Food Bucks (planning stage)
    - Fair Food Network
    - <https://fairfoodnetwork.org/>
-

# Dietitian Services and Programs

- Dietitians Choice shelf-tag program
- Store Tours
- Web Site Content
- Counseling
- Community Presentations
- Community Events



## YOU CAN FREEZE THAT?

April 27, 2020 | Created by Genevieve Daly, RDN, CD

As we all continue adapting to making fewer trips to the store for our groceries, many of us have experienced the struggle of using food before it goes bad and cooking more meals at home than we may be accustomed to. At this point, many of us have well stocked pantries, however our freezers can be a bit harder to use effectively. Although frozen meals may seem like a decent option to have on hand for nights that you don't feel like cooking, they're often bulky and not the best use of space. Here's a beginner's guide to home freezing your own groceries to help assist you in meal prep and reduce food waste in your household.

## NUTRITION FOR HEALTHY AGING

Jonnell Masson, MS, RD  
Harmons Grocery



# Internal Initiatives

- Wellness program
  - Associate discount on groceries
    - Additional discount on salad bar purchases
  - Fruit in the breakroom
  - Dietitian communications promoting budget ideas and recipes
  - Free nutrition counseling appointment annually
-

## Starting Points

- Assess what your company is already doing
  - Involve your team
  - Pitch ideas to your boss and/or the board with the benefits that are important to them
  - Make connections
    - Your state's AND conference
    - Retail dietitian events
    - Join a DPG
-

# Starting Points

- Counseling
- Store tours
- Volunteer

May 2017 Issue

Helping the Food Insecure  
By Kayla Castleberry, BS, and Marianna Wetherill, PhD, MPH, RDN-AP/LD  
*Today's Dietitian*  
Vol. 19, No. 5, P. 36

*Here's how to identify food insecure clients and get them the assistance they need.*

"You should eat fish twice per week to get your omega-3s."

"I recommend eating a diet focused on fresh fruits and vegetables in a variety of colors."

"Try switching to whole grain products."

How many times have nutrition professionals made these broad recommendations without giving much consideration to the practical limitations some patients may face in achieving these goals? Roughly one out of eight (12.7%) American households is food insecure,<sup>1</sup> which is defined as a "household-level economic and social condition of limited or uncertain access to adequate food."<sup>2</sup> Food insecurity can result in psychological distress and physical health consequences, including obesity, diabetes, and hypertension. To make recommendations compassionately tailored to patients affected by food insecurity, nutrition professionals must develop the personal awareness and professional skills necessary to identify those who are food insecure while understanding how food insecurity shapes patient behaviors and health risks.



FROM THE ACADEMY  
Position Paper

## Position of the Academy of Nutrition and Dietetics: Food Insecurity in the United States

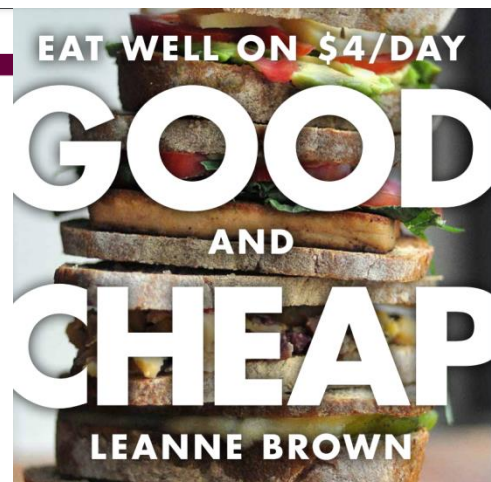
### ABSTRACT

It is the position of the Academy of Nutrition and Dietetics that systematic and sustained action is needed to achieve food and nutrition security in the United States. To achieve food security, effective interventions are needed, along with adequate funding for, and increased utilization of, food and nutrition assistance programs; inclusion of nutrition education in such programs; strategies to support individual and household economic stability; and research to measure impact on food insecurity- and health-related outcomes. Millions of individuals living in the United States experience food insecurity. Negative nutritional and non-nutritional outcomes are associated with food insecurity across the lifespan, including substandard academic achievement, inadequate intake of key nutrients, increased risk for chronic disease, and poor psychological and cognitive functioning. Registered dietitian nutritionists and nutrition and dietetics technicians, registered, play key roles in addressing food insecurity and are uniquely positioned to make valuable contributions through competent and collaborative practice, provision of comprehensive food and nutrition education and training, innovative research related to all aspects of food insecurity, and advocacy efforts at the local, state, regional, and national levels.

J Acad Nutr Diet. 2017;117:1991-2002.

### POSITION STATEMENT

It is the position of the Academy of Nutrition and Dietetics that systematic and sustained action is needed to achieve food and nutrition security in the United States. To achieve food security, effective interventions are needed, along with adequate funding for, and increased utilization of, food and nutrition assistance programs; inclusion of nutrition education in such programs; strategies to support individual and household economic stability; and research to measure impact on food insecurity- and health-related outcomes.



# Contact Information

---

Jonnell Masson, MS, RDN

[JonnellMasson@HarmonsGrocery.com](mailto:JonnellMasson@HarmonsGrocery.com)



## Questions?

Please use the Chat Box in WebEx to submit your questions for the presenters.

---

Thank You!

[www.eatrightfoundation.org/foodasmedicine](http://www.eatrightfoundation.org/foodasmedicine)

---