

# A Flavorful Pairing:

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## Nutrition Education in Food Banks



Academy of Nutrition and Dietetics  
Academy of Nutrition and Dietetics Foundation



# Future of Food Free Webinars

Month	Webinar
February	Hungry and Overweight: How is it Possible?-recorded
March	Contributors and Effects of Food Insecurity: Nutrition and Beyond-recorded
April	School Meals and Community Partnerships: Creative Solutions against Food Insecurity-recorded
May	Point A to Point B: Improving Access to Healthy Foods in Food Banks -recorded
June	A Flavorful Pairing: Nutrition Education in Food Banks
July	Ready, Set, Go: Ready, Set, Go: Preparing and Delivering Effective Nutrition Education for Audiences Facing Food Insecurity

Register at [www.eatright.org/foundation/kidseatright](http://www.eatright.org/foundation/kidseatright)



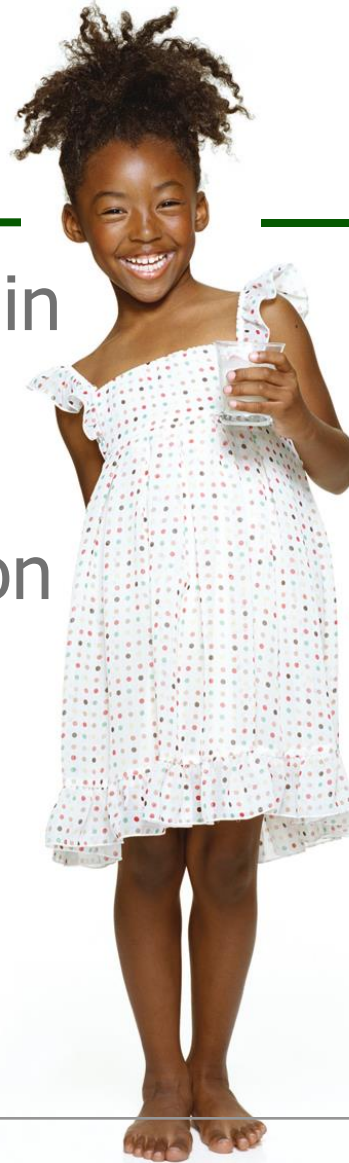
# Learning Objectives

1. Describe the purpose of nutrition education in food banks.
2. Identify at least one challenge and one opportunity for nutrition and education in food banks.
3. Identify an example of innovative nutrition education programming in food banks.

# Outline

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- Value of nutrition education in food banks
- History and future of nutrition education in food banks
- Examples of nutrition education programs in food banks



## A Message from the Academy Foundation:



“Many Americans - particularly those in poverty --are both overweight and undernourished. The solution to the riddle of obesity begins with improving diet quality. That is the dietitian's 21st Century challenge. No other health professional has the awareness, knowledge and skills to lead such a public health effort. With *Kids Eat Right* and its new *Future of Food* initiative, the AND Foundation has set a bold goal: access to quality nutrition for all families at all times.”

Robert Murray, MD  
Ohio State University

Academy of Nutrition  
and Dietetics  
Foundation  
Board of Directors

# Today's Speakers

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Michelle Berger Marshall, MS, RD  
Director of Nutrition  
Feeding America



Taryn Glidewell  
Nutrition Services Manager  
Harvesters—The Community Food  
Network







# NUTRITION EDUCATION IN THE FEEDING AMERICA NETWORK

**KIDS eat right.**

Academy of Nutrition and Dietetics  
Academy of Nutrition and Dietetics Foundation

**TOGETHER  
WE'RE**

**FEEDING  
AMERICA**

# HOW OUR NETWORK WORKS



## **DONATIONS ARE MADE**

Feeding America secures donations from the food and grocery industries, government agencies, individuals and other organizations.



## **FOOD IS MOVED**

Feeding America moves donated food and grocery products through member food banks to where they are needed most.



## **FOOD IS DISTRIBUTED & STORED**

Member food banks ensure the safe storage and reliable distribution of donated goods to local charitable agencies.



## **FOOD REACHES THOSE IN NEED**

Donations are provided to people in need at food pantries, soup kitchens, youth programs, seniors centers and emergency shelters.



# FEEDING AMERICA: OUR IMPACT



**37 MILLION  
AMERICANS**

served annually, including  
14 million children and  
3 million seniors.



**3 BILLION MEALS**  
distributed annually.



**202 FOOD BANKS**  
in our network.



**8 MEALS**

supplied for each dollar donated.



**549 MILLION POUNDS**  
of fresh produce sourced  
by our network in FY12.



**650,000 VOLUNTEERS**  
help carry out our vision  
for a hunger-free America.

# FEEDING THE NATION

PROVIDING HEALTHIER FOOD MORE OFTEN



# WE FEED THE NATION THROUGH

- **Retail Donations**
- Manufacturing Donations
- Perishable Items
- SNAP Access
- New Frontiers
- Purchased Food

# NUTRITION BANKING 1, 2

Food Banks are much more than food warehouses!



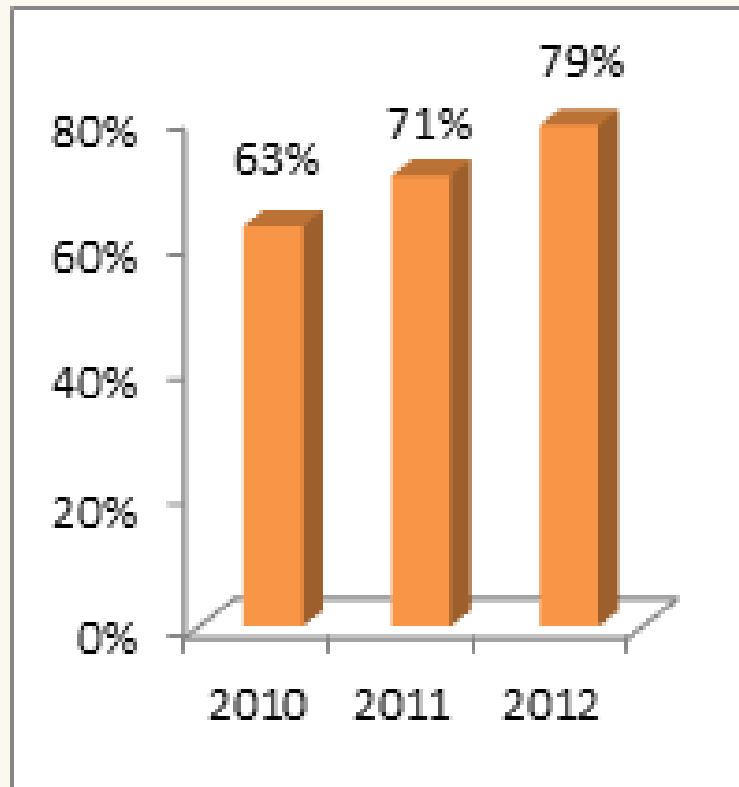
# NUTRITION EDUCATION DEFINITION <sup>3, 4</sup>

“Any combination of **educational strategies**, accompanied by **environmental supports**, designed to facilitate voluntary **adoption of food choices** and other food- and nutrition-related behaviors conducive to health and well-being. Nutrition education is delivered through multiple venues and involves activities at the **individual, community, and policy levels.**”

*Contento IR. Nutrition education: Linking research, theory and practice. Jones & Bartlett, 2007.*

# NUTRITION EDUCATION IN THE NETWORK

Percentage of Food Banks that Provide  
Nutrition Education  
(2010-2012)



**Improve Health  
and Wellbeing**

**Improve Food  
Insecurity**

**Maximize Use of  
Emergency Food**



# IMPROVE HEALTH AND WELLBEING

“With the national recognition of the **obesity crisis**, the culture is right for incorporating [nutrition education] into **our mission.**”



# IMPROVE FOOD SECURITY

**“I believe that along with feeding the hungry...we should be working toward helping people regain their independence and become self-reliant. Learning to eat nutritiously, especially within a limited budget, is a large part of achieving that goal.”**

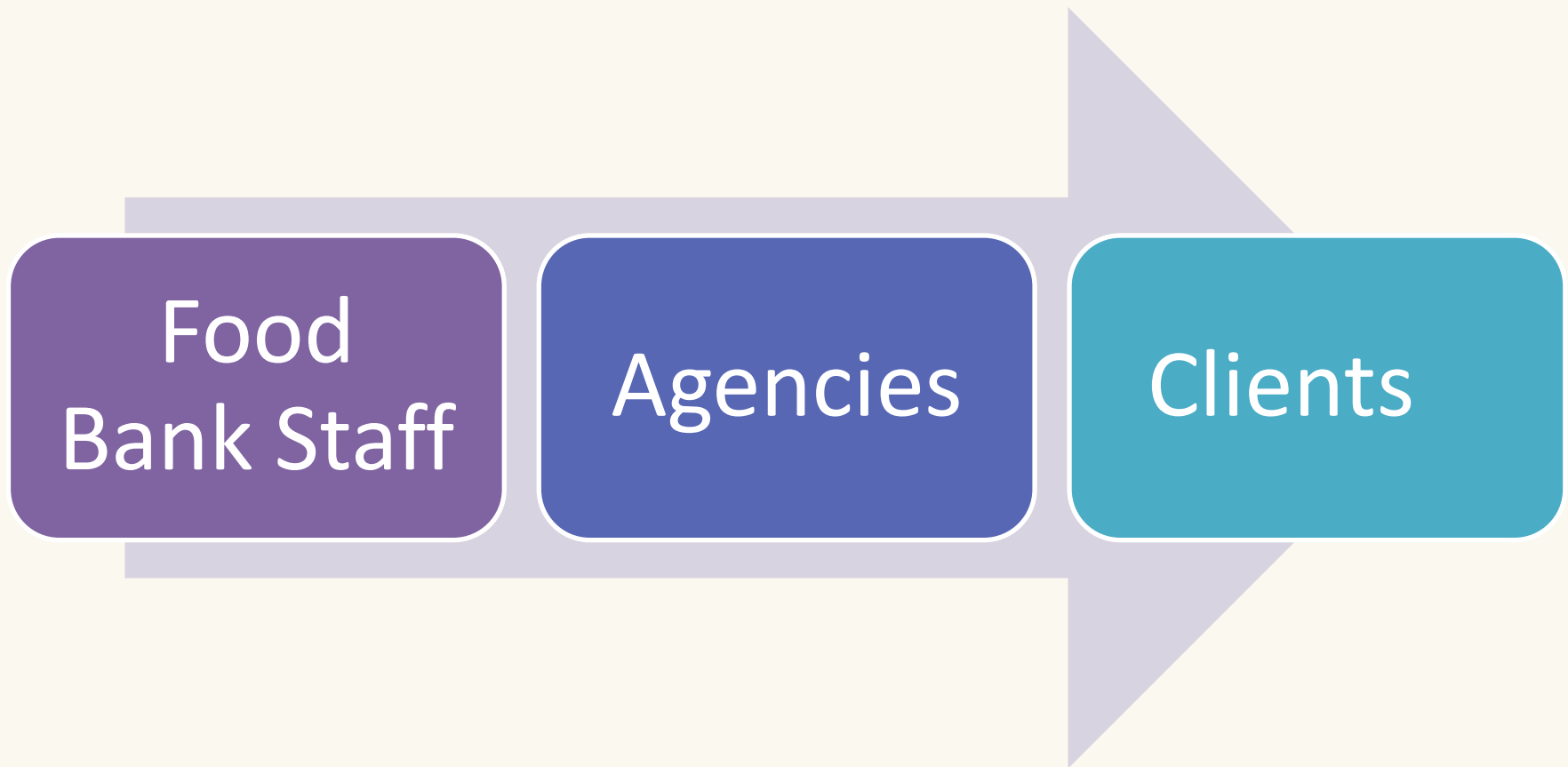


# MAXIMIZE USE OF EMERGENCY FOOD

"We are engaging in a major effort to get more **fresh produce** out to our agencies ...We are working on getting out **recipes** and **storage guidelines**, and **providing food sampling** as often as possible to **encourage higher ordering** and **consumption** of fresh produce."



# TARGET AUDIENCES <sup>1, 2</sup>



# VENUES



# STRATEGIES



**“Nudges”**

**Point of Service  
Education**  
(Passive & Direct)

**Workshops  
and Classes**



# TOPICS 1, 2

## General

- Basic health and nutrition
- Healthy food preparation/cooking skills
- Food safety and sanitation
- Food resource management

## Targeted

- Obesity
- Chronic disease (e.g., diabetes)
- Physical Activity
- Gardening

# POINT OF SERVICE (POS)



# POS OPPORTUNITIES AND CHALLENGES <sup>1, 2</sup>



# POS CHALLENGE

“Sometimes there will **be demonstrations of a nutrition concept** like Sugar Overload where you show the amount of **sugar in bottled beverages**. Even when those [sugar sweetened beverages] are being distributed as emergency food, we want to demonstrate that they **shouldn't purchase those items** when they are purchasing their own food.”

# RECIPE AND INFORMATION DISTRIBUTION

## 10 tips Nutrition Education Series

## eating better on a budget



### 10 tips to help you stretch your food dollars

**Get the most for your food budget!** There are many ways to save money on the foods that you eat. The three main steps are planning before you shop, purchasing the items at the best price, and preparing meals that stretch your food dollars.

#### 1 plan, plan, plan!

Before you head to the grocery store, plan your meals for the week. Include meals like stews, casseroles, or stir-fries, which "stretch" expensive items into more portions. Check to see what foods you already have and make a list for what you need to buy.

#### 2 get the best price

Check the local newspaper, online, and at the store for sales and coupons. Ask about a loyalty card for extra savings at stores where you shop. Look for specials or sales on meat and seafood—often the most expensive items on your list.

#### 3 compare and contrast

Locate the "Unit Price" on the shelf directly below the product. Use it to compare different brands and different sizes of the same brand to determine which is more economical.

#### 4 buy in bulk

It is almost always cheaper to buy foods in bulk. Smart choices are family packs of chicken, steak, or fish and larger bags of potatoes and frozen vegetables. Before you shop, remember to check if you have enough freezer space.

#### 5 buy in season

Buying fruits and vegetables in season can lower the cost and add to the freshness! If you are not going to use them all right away, buy some that still need time to ripen.

#### 6 convenience costs... go back to the basics

Convenience foods like frozen dinners, pre-cut vegetables, and instant rice, oatmeal, or grits will cost you more than if you were to make them from scratch. Take the time to prepare your own—and save!

#### 7 easy on your wallet

Certain foods are typically low-cost options all year round. Try beans for a less expensive protein food. For vegetables, buy carrots, greens, or potatoes. As for fruits, apples and bananas are good choices.

#### 8 cook once...eat all week!

Prepare a large batch of favorite recipes on your day off (double or triple the recipe). Freeze in individual containers. Use them throughout the week and you won't have to spend money on take-out meals.

#### 9 get your creative juices flowing

Spice up your leftovers—use them in new ways. For example, try leftover chicken in a stir-fry or over a garden salad, or to make chicken chili. Remember, throwing away food is throwing away your money!

#### 10 eating out

Restaurants can be expensive. Save money by getting the early bird special, going out for lunch instead of dinner, or looking for "2 for 1" deals. Stick to water instead of ordering other beverages, which add to the bill.



Go to [www.ChooseMyPlate.gov](http://www.ChooseMyPlate.gov) for more information.

DG TipSheet No. 18  
December 2011  
USDA is an equal opportunity  
provider and employer.

Source: ChooseMyPlate.gov



## BROCCOLI

### WHAT'S IN IT FOR YOU?

- Vitamin C to help you stay healthy
- Vitamin A for healthy vision and skin

### SERVING IDEAS

- Boil or steam broccoli in a small amount of water until tender. Add cooked garlic.
- Cut raw broccoli into small pieces and add to salads, or dip in dressing.

### STORAGE

- Store unwashed broccoli in an open plastic bag in the refrigerator for up to 5 days.

### BROCCOLI PASTA SALAD

Makes 8 Servings

#### Ingredients:

- 4 cups cooked pasta
- 2 cups cooked broccoli pieces
- 1 cup cooked carrot slices
- 1/2 cup red or green pepper strips
- 1/4 cup sliced green onions
- 1/2 cup salad dressing



#### Instructions:

Mix all ingredients together and refrigerate for about 30 minutes before serving.

**Note:** For a more hearty salad, add strips of cooked meat, cooked beans or sprinkle with grated cheese.

Adapted from: Oregon's Healthy Harvest Recipes, Oregon State University Extension Service



**food to life**  
Your Food Connection.

Funded by the U.S.D.A.'s Food Stamp Program, an equal opportunity provider and employer, through the Network for a Healthy California.



## 胡蘿蔔

### 對你有何好處呢?

#### 胡蘿蔔有:

- 維他命A促使眼睛和皮膚健康
- 鉀可使血壓達至健康水平
- 纖維可助你生長如常

#### 烹調吃法

- 於小吃時,可切成胡蘿蔔條及清淡的沙律醬或調味醬油
- 切碎的胡蘿蔔,加捲心菜,可增加色澤和味道

#### 貯藏

放胡蘿蔔入膠袋,然後可冷藏兩個星期



#### 燉壓碎火雞湯

足四碗份量

#### 菜單成分:

- 半磅壓碎火雞肉,或壓碎牛肉
- 八分一茶匙鹽
- 八分一茶匙胡椒粉
- 至十又四分之三安士濃蕃茄湯
- 碗清水
- 個中型切粒的胡蘿蔔
- 個中型切粒的地瓜
- 碗切粒的洋葱

#### 指示:

- 瘦肉,去肥,鹽及胡椒粉少許(任意)
- 加一碗清水及蕃茄湯入鍋裏,再加蔬菜
- 煮滾升五分鍾後,收火再過十分鍾
- 放入冰櫃冷藏後才進食

資訊由明尼蘇達大學提供, Simply Good Eating Recipe Cards



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Source: Second Harvest Food Bank of Santa Clara and San Mateo Counties

# RECIPES

“We develop the recipes in house when we get large shipments of certain items.... We want to make them **accessible to people who have limited food and equipment**. We also are big on the flavor profiles – understanding the **cultures of the communities** that we work with so that we can prepare recipes that are appropriate for the people in that area. We try to be mindful of recipes that will encourage people to **broaden horizons but will not be too foreign** to them.”



# DEMONSTRATIONS



# HEALTHY FOOD MARKETING



# NUDGES



Source: Oregon Food Bank



# CLASSES AND WORKSHOPS



# EVALUATION AND RESEARCH <sup>5, 6</sup>

- 47% of food banks evaluate their nutrition education programming
- New research shows nutrition education in food bank settings can improve:
  - Diet quality
  - Food Security
  - Body weight

# NUTRITION EDUCATION RESOURCES: PARTNERSHIPS 1, 2





# ROLE OF REGISTERED DIETITIANS 1

- Nutrition education support
- Developing and analyzing menus
- Advising on nutrition policies and guidelines
- And more!

# SUMMARY

- Food banks across the network provide many services beyond food distribution, including nutrition education
- Nutrition education programming offered through food banks is diverse, and reaches many audiences in different venues
- Food banks are uniquely positioned to provide nutrition education to vulnerable populations, but also face many unique challenges
- Strong partnerships are key to successful nutrition education programming

# **A Flavorful Pairing: Nutrition Education in Food Banks**

Harvesters Nutrition Education Services



# Mission Statement

Feeding hungry people today and working to end hunger tomorrow.

## Our Initiatives

Childhood Hunger

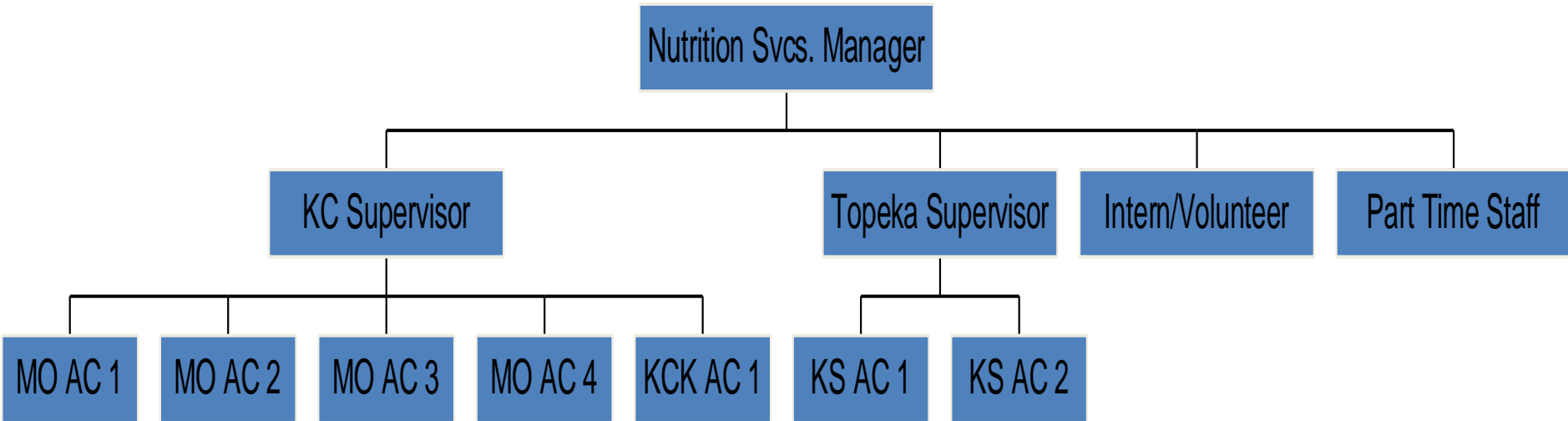
Senior Feeding

Feeding Families

Healthy Eating



# Nutrition Staff







# Our direct services to the community

- Teach RD-approved one-time or multi-session lessons, and cooking classes to low-income community agencies.
- We teach adults, school-age children, and teens in three separate curricula.
- We provide cooking equipment and take this to sites to alleviate obstacles of transportation and lack of kitchen space.
- Provide cooking demonstrations at food pantries.
- Partner with community organizations to help share resources (i.e. Beans & Greens, Extension, WIC, etc.).

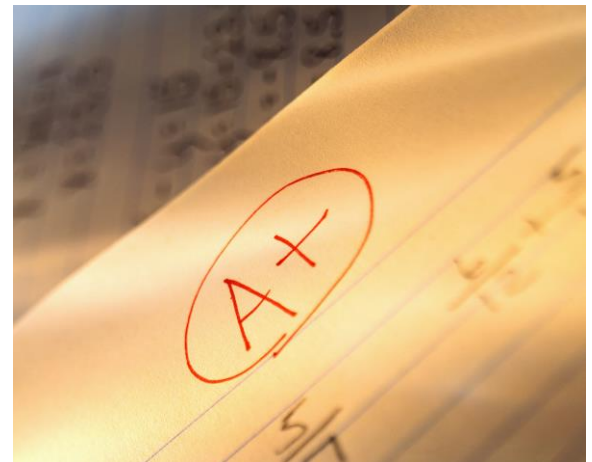
# Nutrition Programs

- Project STRENGTH:
  - Adults 18+ years old
  - 8-week class series
- Teen EATS:
  - 13-18 years old
  - 6-week class series
- Kids in the Kitchen:
  - School age children
  - Usually a 4-week class series

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

# Participant quotes about Harvester's Nutrition Programs

- "I have been happier following and sticking to my smart goals.(Yea me)"
- "I am now drinking more water and walking more each week. Eating fruits and vegetables daily."
- "I have lost weight!!! Had a great time in learning."
- "Actually trying new foods has been an accomplishment"
- "A plus"
- "Started to walk more (love it)."





# Nutrition Class Topics

- Diabetes 101
- Healthy Desserts
- Meatless Meals
- MyPlate and Portion Control
- Home Food Safety and Dented Cans
- Reading Food Labels and Smart Shopping
- Eating for Prevention
- Healthy Eating Messages and Media
- Choosing Healthy when Eating Out
- Physical Activity
- Seasonality of Foods
- Eating a Rainbow
- And more...



# Unique opportunities

- Provide series of community-based classes.
- Every class provides a hands-on cooking component.
- We write/edit most of our curricula annually.
- Regular recipe testing, costing, and analyzing for many programs.
- Participants take home cookbooks. All recipes cost less than \$3 per person, utilize ingredients that are easily accessible, are easy to make, nutritious, and taste delicious.



# Challenges

- Poor attendance
- Lack of participant continuity – they are very transient
- Lack of client transportation
- In the Kids classes, we have a wide variety of ages and abilities in the same room
- Engaging people who cannot attend a class
- Clients' erratic employment and living situations

# How we've grown!

Five years ago we only had two programs,  
now we have:

- Newsletters
- Recipe distribution
- Food demonstrations at pantries
- Spanish translation
- Teen curriculum
- One-time classes
- More staff at expanded locations

# Nutrition Education Resources

- Academy toolkits and resources:  
[www.kidseatright.org/volunteer](http://www.kidseatright.org/volunteer)
- MyPlate curriculum and resources:  
[www.choosemyplate.gov](http://www.choosemyplate.gov)
- National Dairy Council:  
[www.nationaldairycouncil.org](http://www.nationaldairycouncil.org)  
[www.fueluptoplay60.com](http://www.fueluptoplay60.com)
- CDC online resources:  
[http://www.cdc.gov/healthyweight/healthy\\_eating/recipes.html](http://www.cdc.gov/healthyweight/healthy_eating/recipes.html)

# Nutrition Education Resources, More

- University of Nebraska, Lincoln Extension  
<http://lancaster.unl.edu/food/>
- Oregon State University  
<http://extension.oregonstate.edu/catalog/pdf/em/em8763-e.pdf>
- University of Minnesota Extension  
<http://www1.extension.umn.edu/family/health-and-nutrition/for-families/home-cooking/the-recipe-box/>
- Iowa State Extension's Online Store "Spend Smart. Eat Smart."  
<https://store.extension.iastate.edu/ItemDetail.aspx?ProductID=12906>

# Nutrition Education Resources, More

- Share Our Strength Cooking Matters:  
<http://cookingmatters.org/>
- Share Our Strength Shopping Matters:  
[http://join.strength.org/site/PageNavigator/SOS/SOS\\_of\\_shoppingmatters\\_home](http://join.strength.org/site/PageNavigator/SOS/SOS_of_shoppingmatters_home)
- Great SNAP ED resources-Seasonal calendar:  
<http://snap.nal.usda.gov/resource-library/nutrition-through-seasons/whats-season-season>
- SNAP Ed recipe finder:  
<http://recipefinder.nal.usda.gov/>


# Nutrition Education Resources, More

- National Institutes of Health Viva Bien:  
<http://publichealth.brown.edu/ICHP/live-well-viva-bien.php>
- Food Bank of NYC CookShop Program:  
<http://www.foodbanknyc.org/our-programs/nutrition-and-health-education/cookshop>



# Find your Local Food Bank

**FOOD BANK  
LOCATOR**



**1 in 6  
Americans  
Face Hunger**

**Feeding America's network feeds over 37 million Americans every year.**

Sign up. Stay informed. Make a difference.

First Name

Last Name

Email

☒ Yes, I would like to receive communications from Feeding America

## Food Bank Locator

Search by Zip Code  or State Select a State

[See All Food Banks.](#)

• <a href="#">Alabama</a>	• <a href="#">Hawaii</a>	• <a href="#">Michigan</a>	• <a href="#">North Carolina</a>	• <a href="#">Texas</a>
• <a href="#">Alaska</a>	• <a href="#">Idaho</a>	• <a href="#">Minnesota</a>	• <a href="#">North Dakota</a>	• <a href="#">Utah</a>
• <a href="#">Arizona</a>	• <a href="#">Illinois</a>	• <a href="#">Mississippi</a>	• <a href="#">Ohio</a>	• <a href="#">Vermont</a>
• <a href="#">Arkansas</a>	• <a href="#">Indiana</a>	• <a href="#">Missouri</a>	• <a href="#">Oklahoma</a>	• <a href="#">Virginia</a>
• <a href="#">California</a>	• <a href="#">Iowa</a>	• <a href="#">Montana</a>	• <a href="#">Oregon</a>	• <a href="#">Washington</a>
• <a href="#">Colorado</a>	• <a href="#">Kansas</a>	• <a href="#">Nebraska</a>	• <a href="#">Pennsylvania</a>	• <a href="#">West Virginia</a>
• <a href="#">Connecticut</a>	• <a href="#">Kentucky</a>	• <a href="#">Nevada</a>	• <a href="#">Puerto Rico</a>	• <a href="#">Wisconsin</a>
• <a href="#">Delaware</a>	• <a href="#">Louisiana</a>	• <a href="#">New Hampshire</a>	• <a href="#">Rhode Island</a>	• <a href="#">Wyoming</a>
• <a href="#">District of Columbia</a>	• <a href="#">Maine</a>	• <a href="#">New Jersey</a>	• <a href="#">South Carolina</a>	
• <a href="#">Florida</a>	• <a href="#">Maryland</a>	• <a href="#">New Mexico</a>	• <a href="#">South Dakota</a>	
• <a href="#">Georgia</a>	• <a href="#">Massachusetts</a>	• <a href="#">New York</a>	• <a href="#">Tennessee</a>	

[www.feedingamerica.org/foodbank](http://www.feedingamerica.org/foodbank)

# Contact info

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816.929.3084

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# Kids Eat Right Toolkits

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## **Healthy Breakfast. Everywhere You Go.**

Presentations for elementary, middle, high school students and adults

## **Healthy Snacking. In a Nutshell.**

Presentations for adults, adult athletes, parents, teachers/schools, coaches, elementary students, teens, teen athletes, and worksites

## **Family Champions. One Change at a Time.**

Three interactive parent workshops including cooking activities. Available in English and Spanish!

## **Family Meals. Anytime. Anyplace.**

Presentations for teens and adults

## **Myth Busters. For Parents.**

Presentation for parents

## **Hunger in Our Community. What We Can Do.**

Presentations for adults and teens

## **Healthy Eating. From the Ground Up.**

Presentations for elementary students, teens, and adults

**Join: [Kidseatright.org/volunteer](https://kidseatright.org/volunteer)**

**Promote: [Kidseatright.org](https://kidseatright.org)**

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# Questions?



View recorded webinars and  
register for future webinars at  
[www.eatright.org/foundation/  
kidseatright](http://www.eatright.org/foundation/kidseatright)



This document was developed with an educational grant from the National Dairy Council®

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