



## Making an Impact

Making an Impact  
with Food Insecure  
Populations



## Future of Food Free Webinars



Month	Webinar
March 24, 2014	Making an Impact with Food Insecure Populations
April 29, 2014	Successful Synergies

Archived Recordings for Public Viewing:

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

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



## Learning Objectives



1. Name at least three obstacles food insecure families commonly encounter.
2. Identify at least one strategy to make nutrition messages fit their needs.
3. Describe how the Healthy Food Bank Hub can be used as a professional resource to those working with food insecure populations.

## Outline

- Obstacles food insecure families commonly face
- How to make nutrition messages impactful
- Helpful resources on the Healthy Food Bank Hub



## A Message from the Academy Foundation:



Kathy McClusky, MS,  
RD, FADA

Academy of Nutrition  
and Dietetics  
Foundation  
Board of Directors  
Chair, 2013-2014

"Thanks for joining us for this Future of Food webinar. Most of us entered dietetics to "make a difference" in some way. As Registered Dietitian Nutritionists we can definitely make an impact on the lives of food insecure families. To do this however, we need to understand the reality they face every day trying to prioritize a very limited amount of money to be sure they can provide healthy food for their families. Our messages must fit their needs as they are, not as we think they might be. With the right tools, we can change lives for the better."

## Today's Speakers



Kim Prendergast, RD, MPP  
Consulting Project Manager for  
Feeding America Diabetes Initiative  
and  
Executive Director  
MetroWest Free Medical Program



Alison Kaufman, MS, RDN, LDN  
Director of Hunger and Nutrition  
Jewish Family & Children's Service of  
Greater Boston



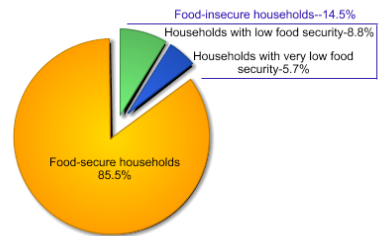
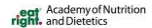
## Food Insecurity<sup>1</sup>



Inability to consistently access nutritious and adequate amounts of food necessary for a healthy life.



## U.S. households by food security status, 2012<sup>2</sup>



Source: Calculated by ERS using data from the December 2012 Current Population Survey Food Security Supplement.

## Obstacles to a Healthy Diet



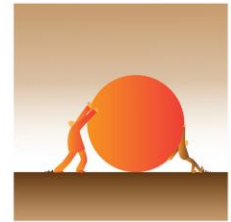
- Not enough income to purchase food
- Limited access to healthy foods
  - Shopping in local stores that have limited food choices
  - Relying on food pantries or meal programs that offer limited food choices
- Lack of planning for shopping/meal planning
- Lack of skills/interest in cooking
- Not enough time for shopping/cooking



## Underlying Obstacles



- Lack of motivation to change eating habits or health behaviors
- Lack of motivation to try new foods or introduce new foods to their children
- Holding on to sense of control

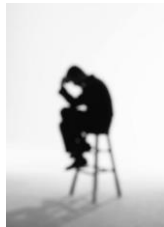


These obstacles may be more difficult to overcome for people experiencing food insecurity compared to the average American.

## Case Study 1: Food Pantry Client



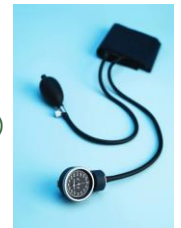
- 34 year old African American man
- Unemployed; out of benefits
- Lives with his wife and 20-month old daughter but worried about eviction
- Relies on the weekly food pantry and evening meal
- Obese with hypertension; family history diabetes
- Recent tobacco use
- Has Medicaid and a doctor
- Can't afford anti-hypertensive medication



## Case Study 1, Cont'd



Health Screening Results:  
 Blood pressure: 146/92  
 Total cholesterol 246 (non-fasting)  
 Glucose 108 (non-fasting)



Nutritional Evaluation:  
 Diet is excessive in calories, saturated fat and sodium  
 Insufficient consumption of fruits and vegetables  
 Diet is low in fiber, calcium, and many micronutrients

## Possible Messages for Jim



- Stop smoking
- Increase physical activity
- Lose weight
- Increase fruit and vegetable intake
- Decrease saturated fat intake
- Decrease salt
- Limit fast food
- Limit processed and packaged foods
- Switch to low-fat dairy



Don't be a "finger-pointer!"

## Understanding Obstacles



## Jim's Biggest Concerns:

- Impending eviction
- Feeding his daughter
- If his car will survive the New England winter
- Getting a job



## Jim's Motivations:

- Getting his blood pressure under control
- Avoiding the need for another medication
- Being healthy for his daughter and teaching her good health habits

## Case Study 2: Food Pantry Client



- 31 year old woman
- Family history Type 2 Diabetes
- Very thin
- Depression
- Seeking new physician and therapist
- Living with a friend
- Dental problems, affects chewing
- Nausea and abdominal pain related to insomnia and depression
- Tobacco use



## Case Study 2, Cont'd



## Health Screening Results:

Blood pressure: 92/58

Total cholesterol 138

Glucose 84



## Nutritional Evaluation:

Diet is insufficient in calories, protein, fruits and vegetables, dairy, and micronutrients and is high in carbohydrates, sugar, and salt. Amanda eats few regular meals and, instead snacks throughout the day. She admits to drinking 3-4 cans of mountain dew per day.

## Possible Messages for Amanda



- Stop smoking
- Shift to 4-6 small meals per day
- Consider adding nutritional supplements
- Increase fruit and vegetable intake
- Increase protein intake
- Limit soda
- Decrease sodium



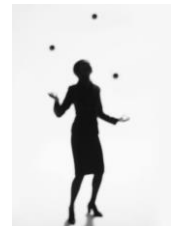
Don't be a "finger-pointer!"

## Understanding Obstacles



## Amanda's Biggest Concerns:

- Getting a new therapist
- Her tooth pain
- Getting dentures
- Finding a new place to live



## Amanda's Motivations:

- Finding foods to eat to help with the nausea and stomach pain
- Avoiding diabetes

### Tips for Addressing Obstacles



- One size doesn't fit all
- Determine what will motivate the client
- Find healthy behaviors to reinforce that they are currently doing
- Limit suggestions to one manageable change that they can make that will improve their current situation
- Ask about where client shops, how often they shop, who does the cooking, etc.
- Ask about the ability to walk, exercise
- Don't make assumptions about access to a kitchen, "I know you are worried about eviction. Are you still able to cook in the kitchen in your apartment?"

### Tips for Group Education



- Make it interactive
- Involve participants with questions and solicit their input on recipes or shopping habits to get feedback on the level of your education messages
- Assume that there are some good cooks in the group
- Include food tastings whenever possible
- Share recipes and tips about how to alter recipes based on what's available
- Giveaways of kitchen gadgets, herbs, spices, & condiments are welcomed

### Cultural Competency<sup>3</sup>



- Be aware of how your cultural background, experiences, attitudes, values, and biases influence your nutrition counseling
- Be sensitive to cultural heritage and the importance to clients on their food habits
- Understand food selection, preparation, and storage with a cultural context
- Be willing to ask questions about cultural traditions and food preferences and engage clients in conversation, motivating them to identify ways to improve their health

### Overcome One Obstacle at a Time



- Understand obstacles
- Understand underlying obstacles
- Choose 1-2 positive actions that will help client address their biggest concerns



### Healthy Food Bank Hub<sup>4</sup>

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



**Public Website:**

- Food Insecurity
- Nutrition
- Health
- Role of Food Banks



### It's a Success!



**Launched:** October 21, 2013

#### Primary Target Audiences

Registered dietitians  
Health professionals  
Food banks and agencies  
Professionals working with individuals who are food insecure

**Special Components**  
24 captivating pages  
"Featured" section  
Resource sharing  
Phase 2 expansion (spring 2014)

**To Date**  
>6K unique visitors  
>3min avg visit duration  
**Highest Viewed Pages:**  
Tools & Resources  
Nutrition Education

Resource Sharing is Key<sup>4</sup>

**Currently 133 Tools and Resources**

- Healthy Food Distribution
- Healthy Recipes
- Innovations and Partnerships
- Nutrition Education

Healthy Food Bank Hub Resources<sup>4</sup>

- Every resource posted underwent a rigorous vetting process according to a set of criteria
  - Recipes met 10 nutrition and ease of use criteria
  - Handouts met criteria using a new tool called Developing and Assessing Nutrition Education Handouts (DANEH)
- Visit the Healthy Food Bank Hub to download and use

Nutrition Criteria<sup>5</sup>

Nutrition Criteria	Rationale
Main ingredient is one of the following: whole grain, vegetable, fruit, lean protein, or low-fat/skim or non-fat dairy.	Ideally, this criterion would be for <i>all</i> ingredients; so whenever possible, switch whole grains for refined, lean proteins for higher fat proteins, and low fat/skim or non-fat dairy for higher fat dairy.
Saturated + trans fat is less than 10% of calories.	This is the recommendation in the Dietary Guidelines for Americans to promote heart health.
Added sugar is 4% of calories or less.	Based on 2400 calorie USDA food pattern, which allows 14% of calories to be from solid fats and added sugars. After subtracting 10% of calories for saturated + trans fat allowance, 4% of calories remained for added sugar allowance.
Sodium is less than 30% Daily Value for meals.	Using the limit of 2,300 mg per day, this is 690 mg for each meal.
Sodium is less than 10% Daily Value for side dishes or snacks.	Using the limit of 2,300 mg per day, this is 230 mg for each side dish or snack.

Ease of Use Criteria<sup>6</sup>

Each recipe must:

- Include yield or serving size, ingredient list, and easy to follow instructions.
- Be written below a 6th grade reading level.
- Contain nine ingredients or fewer. This includes all ingredients, except water.
- Include only commonly found ingredients.
- Require zero or few electric kitchen tools.

Sample Recipe<sup>7</sup>

## Apple Glazed Sweet Potatoes

*So easy, just simmer sweet potato slices in juice and serve.*

## Makes 4 servings.

½ cup per serving.

Prep time: 10 minutes

Cook time: 30 minutes

## Ingredients

2½ cups unsweetened 100% apple juice

½ teaspoon ground cinnamon

¼ teaspoon salt

2 pounds sweet potatoes (about 4 small potatoes), peeled and thinly sliced

## Preparation

1. Combine apple juice, cinnamon, and salt in a large skillet. Add sliced sweet potatoes and bring to a boil over high heat.

2. Reduce heat slightly and simmer potatoes, stirring occasionally, for 20 to 25 minutes or until potatoes are tender and juice has been reduced to a glaze. Serve while hot.

## Nutrition Information per serving:

Calories 208  
Carbohydrates 50 g  
Dietary Fiber 5 g  
Protein 3 g  
Total Fat 0 g  
Saturated Fat 0 g  
Trans Fat 0 g  
Cholesterol 0 mg  
Sodium 200 mg

Nutrition information per serving:  
Calories 208, Carbohydrate 50 g, Dietary Fiber 5 g,  
Protein 3 g, Total Fat 0 g, Saturated Fat 0 g,  
Trans Fat 0 g, Cholesterol 0 mg, Sodium 200 mg

## In summary, we hope you:



- Use the Healthy Food Bank Hub to connect your clients with the resources that will help them lead healthier lives by visiting [www.healthyfoodbankhub.org](http://www.healthyfoodbankhub.org)
- Submit tools and resources for the Hub to [nutritionhub@feedingamerica.org](mailto:nutritionhub@feedingamerica.org)



## Thank you!

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



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