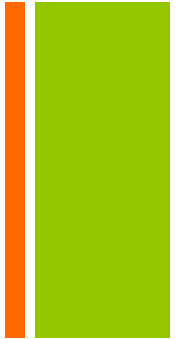


*More than a Food Drive*  
*A Collaborative Approach to*  
*Get **Health** on the **Shelves** of Food Pantries*

*Hunger and Health Summit 2017*

# + Presenters



- **Lisa Stark**

Dietetic Internship Director, Mount Mary University

- **Cindy Huber**

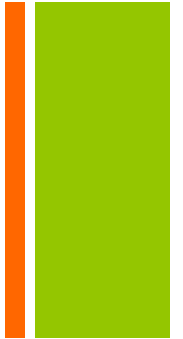
Chief Executive Officer,  
National Kidney Foundation of Wisconsin

- **Jill Herz**

FoodWise Coordinator, Waukesha County UW-Extension



# + Objectives



- Learn how *Healthy Shelves* partner organizations have aligned along a common thread of interest to launch an initiative that weaves into each organization's work
- Recognize the value of collaborating to pool limited resources to accomplish common goals
- Explore complexities of collaborative work and brainstorm solutions to create healthier food environments for food pantry clients.



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# Overview

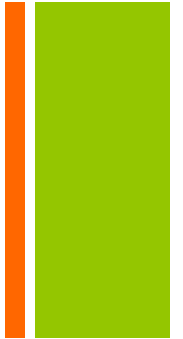
Background



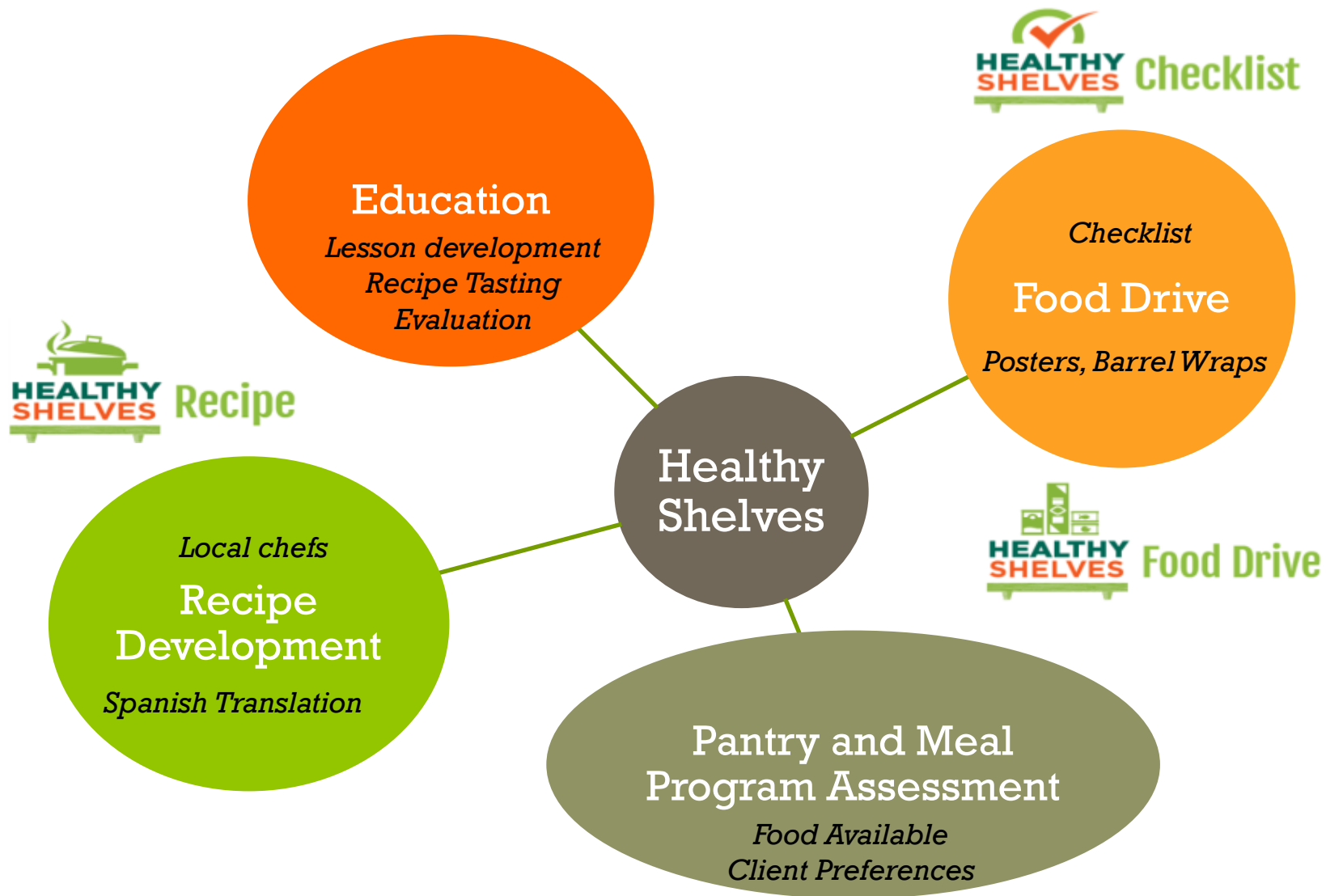
# What is [healthyshelves.org](http://healthyshelves.org)?



- Grew out of a Healthier WI Partnership Program grant
- An initiative to promote healthier food options on the shelves of local food pantries
- Provides resources and expertise to improve the quality of foods available at food pantries
- Dedicated to employers, faith communities, schools, community leaders, and *individuals* who support local food pantries



# Overview





# Healthy Shelves Resources

[healthyshelves.org](http://healthyshelves.org)



- Resources to support food drives and community service projects



- Materials developed by dietetic students and program partners

- Food Drive Shopping Lists for Distribution



- Recipes that meet Healthy Shelves criteria



+

# Partners

Why we are involved

# + Healthy Shelves Partner Organizations

- Mount Mary University Dietetics Department
- Waukesha County UW-Extension FoodWise Program
- National Kidney Foundation of Wisconsin



# + FoodWise in Waukesha County



- **Teaches** Waukesha County families with limited financial resources (FoodShare-eligible) to choose **healthful diets** and become more **food secure** by spending dollars wisely
- Supports communities in **making the healthy choice the easy choice** where people live, learn, work and play
- Addresses food insecurity in Waukesha County:
  - FoodShare use is nearly 2x the state average and 8<sup>th</sup> highest in the state (16,385 participants/month).

<http://www.waukeshacounty.gov/uwex/foodwise>



# + Making the Healthy Choice the Easy Choice



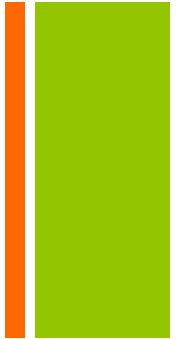
- FoodWise educators teach at 4 Waukesha County pantries, focusing on ways to use food pantry items in healthy meals
  - Mini lessons
  - Recipes and food samples

# + National Kidney Foundation of Wisconsin



- Advocates for **awareness** and **supports change** that contributes to the improvement of chronic disease management and public health in Wisconsin
- **Collaborates** in promoting programs supporting prevention and **wellness**
- Engages in **local** efforts to connect individuals and families to local **community resources** which support the prevention of chronic kidney disease

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



- One in three adults is at risk for kidney disease.
- Individuals who have **diabetes, high blood pressure** or a **family history** of these diseases are most vulnerable to develop kidney disease.
- Individuals who are **African American** are 3x more likely to experience kidney failure.
- Men and women who are **Hispanic, Asian, Native American** or **Pacific Islander** are also at risk because of the increased incidence of diabetes and high blood pressure in their communities.
- Kidney disease kills more people every year than breast and prostate cancer combined.

# + Mount Mary Mission, Vision and Values

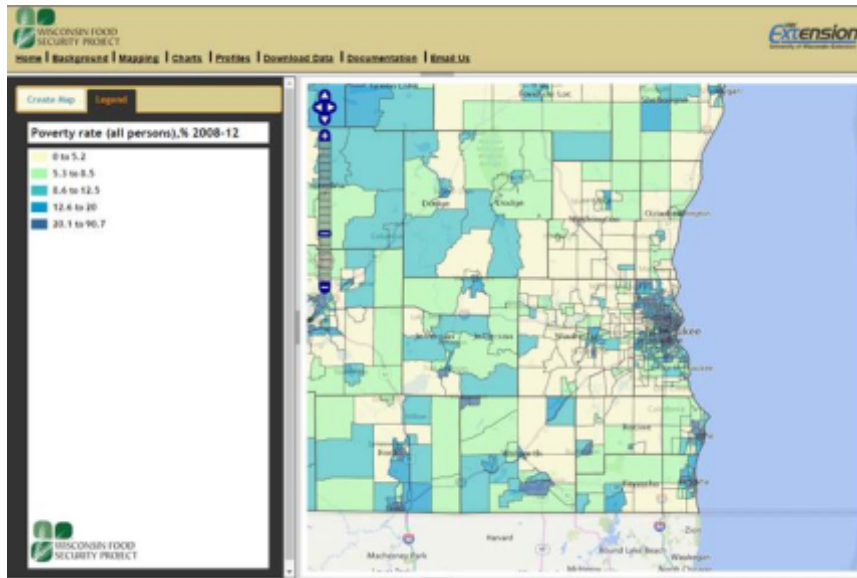


- The University encourages leadership, integrity, and a deep sense of **social justice**.
- Dietetics Programs and Mission
  - Undergraduate and Graduate Dietetics
  - **Socially minded, creative, agile, analytical** graduates
  - Concentration in **Disease Prevention & Health Promotion**
  - Accreditation Council on Education in Nutrition and Dietetics

*Educating Students to Transform the World*

[www.mtmary.edu](http://www.mtmary.edu)

# + Why involve dietetic students in Healthy Shelves efforts?



- Helps meet accreditation requirements
- Builds student skills and confidence in working with diverse audiences
- Awareness of community resources for client referral

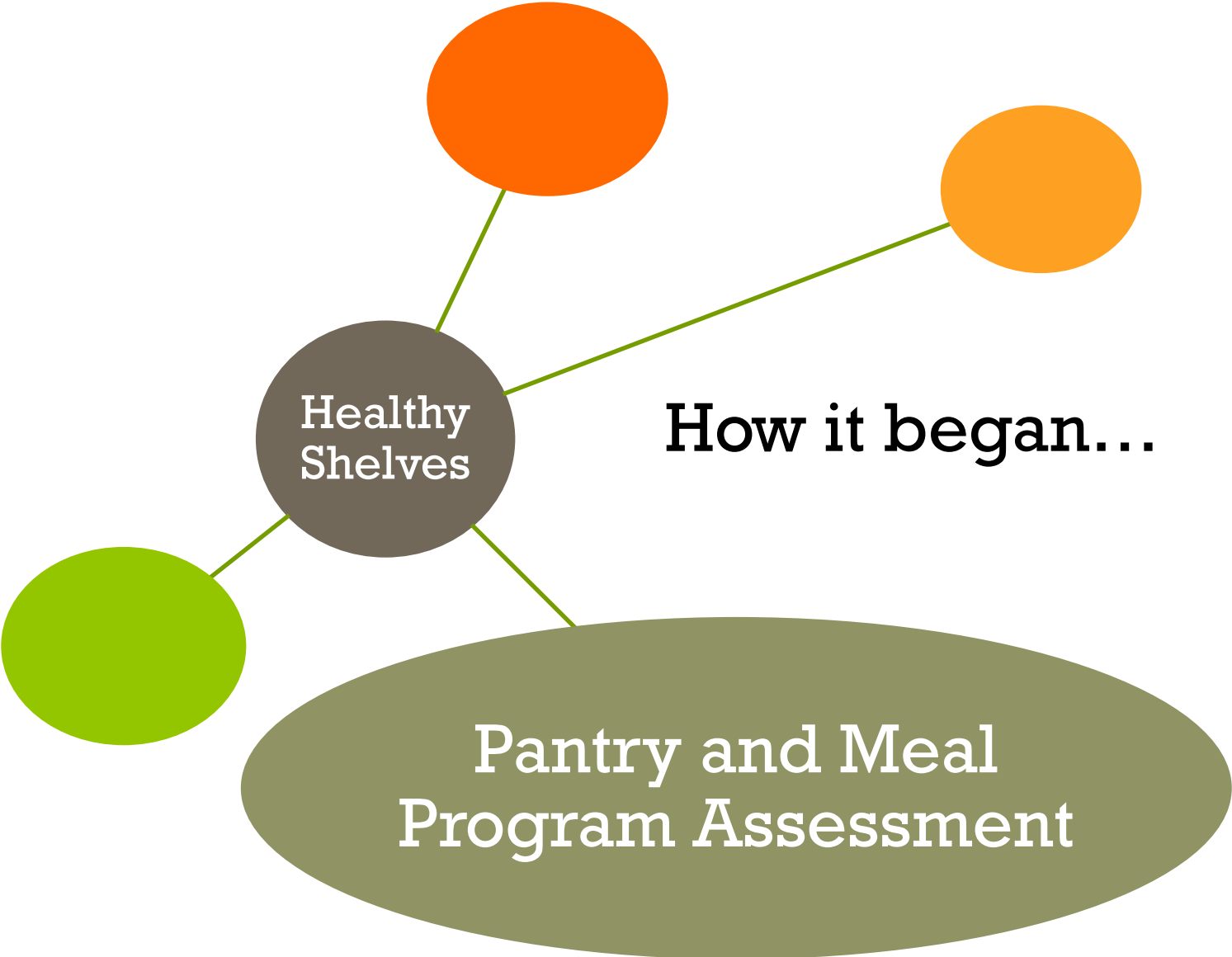
Availability and need –  
high poverty rate in SE Wisconsin

*It just makes sense!*

# + Collaborators and Role

- Food pantries and food banks
- Graphic design students
- Chefs
- MMU Spanish students and high school AP Spanish students
- Schools, businesses, faith organizations
- Employees of a Local “City”
- Coalitions







# + 8 Month Food Bag Assessment by MMU - Waukesha County – 2012-2013

## FOOD PANTRY OF WAUKESHA COUNTY

\* 16,523 clients were registered in 2012



Pantry clients **self-select** food

## SALVATION ARMY

\* 3,688 people used the pantry in 2012



Sample bag prepared for family of 4



# RESULTS: Top 15 Items in Bags

<b>Product*</b>	<b>Frequency and Percent</b>
Macaroni and Cheese	65 (.03)
Tuna Light	60 (.028)
Canned Whole Kernel Corn	53 (.024)
Canned Green Beans	43 (.02)
Chicken Noodle Soup	41 (.019)
Long Grain White Rice	40 (.018)
Eggs (1 dozen)	39 (.018)
Spaghetti Noodles	33 (.015)
Cream of Mushroom Soup	30 (.014)
Canned Pears	29 (.013)
Canned Peaches	29 (.013)
Corn Flakes	28 (.013)
Vegetable Soup	27 (.012)
Peanut Butter	25 (.011)
Dried Pinto Beans	23 (.01)

\*2,176 total items

# + Sample Pantry Client Survey Topics – Build on Previous Surveys

- Satisfaction with and use of foods provided
- Health conditions and special dietary needs
- Preferences for herbs and spices
- Interest in learning about food preparation





Healthy Shelves

HEALTHY SHELVES Checklist

Food Drive

HEALTHY SHELVES Food Drive



## FOOD DRIVE Shopping List

### □ PROTEINS

- Canned chicken, tuna or salmon
- Dry or canned beans (no salt added)
- Lentils
- Nuts (unsalted or lightly salted)
- Peanut butter
- Shelf stable or powdered milk
- Soy milk

### □ SEASONINGS

- Black pepper
- Chili powder
- Cinnamon
- Garlic powder
- Italian seasoning
- Onion powder or flakes
- Seasoning mixes (salt-free)

### □ WHOLE GRAINS

- Barley
- Brown rice (no salt added)
- Bulgur
- Crackers (graham or whole grain)
- Pasta (whole grain or gluten-free)
- Popcorn (light or fat free)
- Quinoa
- Whole grain cereal (low in sugar)

### □ VEGETABLES & FRUIT

- Canned fruit (in 100% juice or light syrup)
- Canned tomatoes (diced or crushed)
- Canned vegetables (no salt added)
- Juice (100% vegetable or fruit)
- Pasta sauce
- Raisins
- Salsa
- Soup with vegetables (low sodium)



HealthyShelves.org

Wisconsin Healthy Shelves is dedicated to employers, faith communities, schools, community leaders and individuals who support local food pantries.

HealthyShelves.org content is developed through a partnership of Mount Mary University Dietetics Department, Waukesha County UW-Extension FoodWise program and the National Kidney Foundation of Wisconsin.

Revised 2/2017

Resource materials  
regularly updated  
[www.healthyshelves.org](http://www.healthyshelves.org)



# + Barrel Wraps and Posters



Developed by  
MMU Graphic Design Student  
– Concept Contest  
Prizes courtesy of CHANGE Coalition

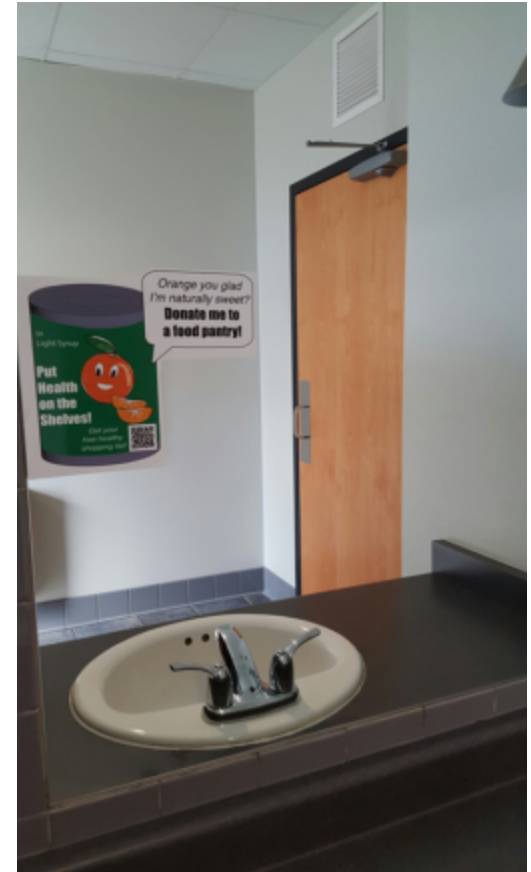


# + Window and Mirror Clings



Developed by MMU graphic design student – *guerilla marketing* project  
Prizes courtesy of CHANGE Coalition

# + Healthy Shelves Food Drive at The Sigma Group, Milwaukee





# + *Food Donor Behavior and Food Drive Inventory*

- Inventory food drive donations and compare with Healthy Shelves Checklist
- Compare inventory results with pre/post food drive employee survey results



Photo courtesy of  
City of Franklin Health Department

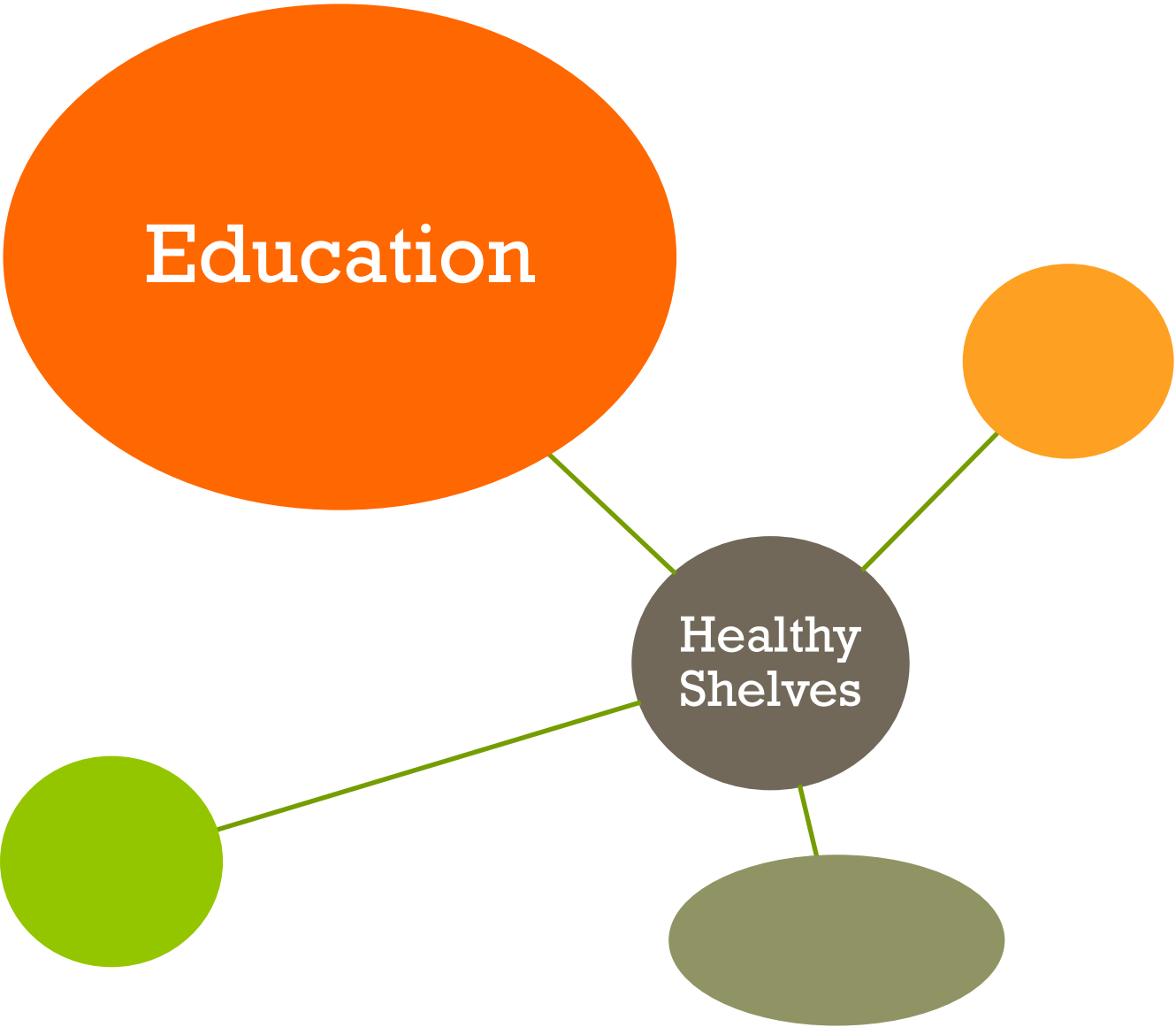




# + “Meal Packages” for Food Pantries using Healthy Shelves Recipes



Photo from Vacation Bible School Service Project Used With Permission

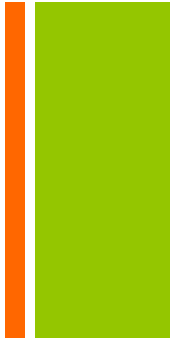


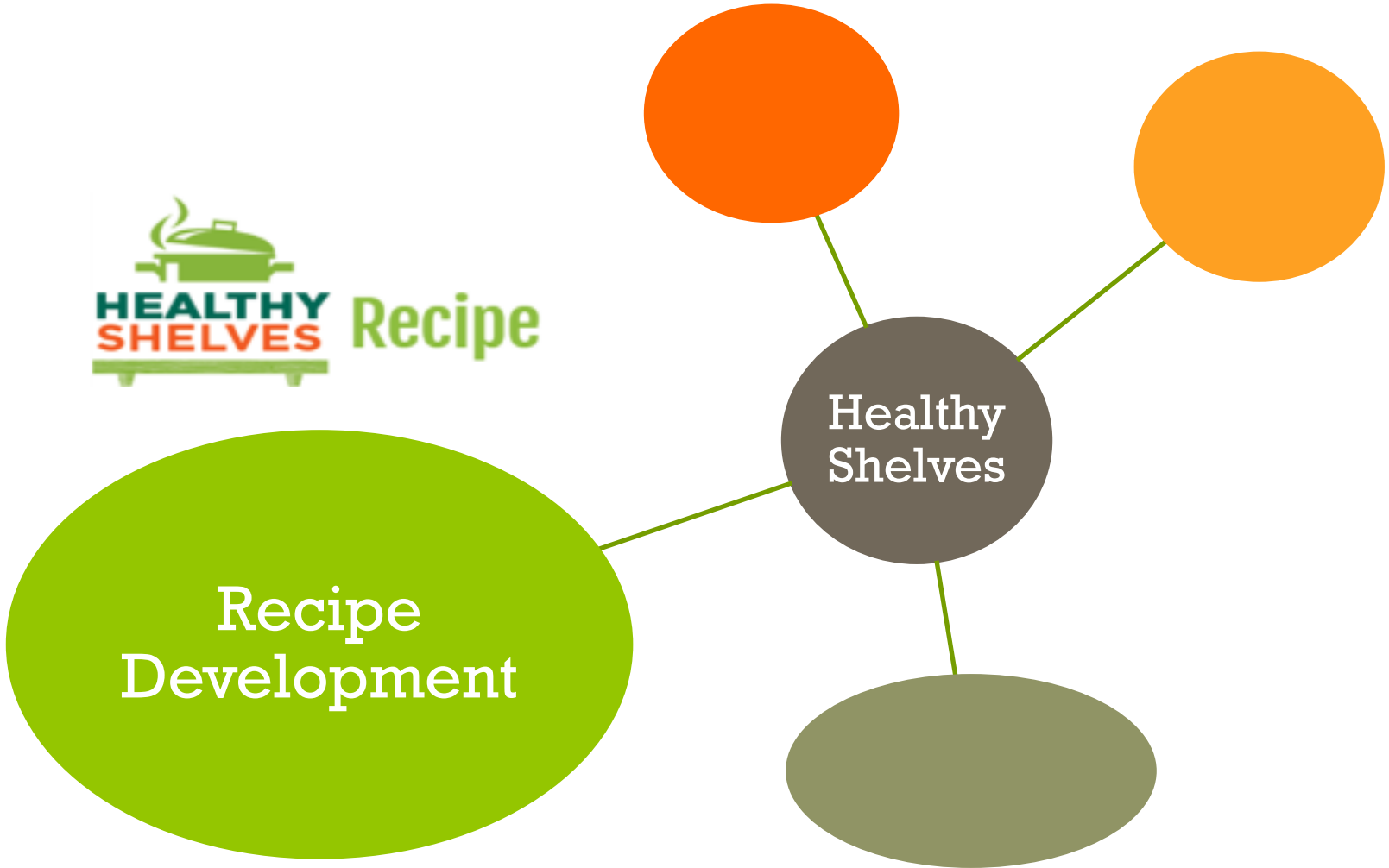
Education

Healthy  
Shelves

# + Pantry Education

- Lesson Development
  - UW-Extension delivery model and mini lessons
- Recipe Tasting
  - Client satisfaction required
- Evaluation







# Student Recipe Development Requirements

- 6<sup>th</sup> grade reading level or below
- Meet Dietary Guidelines for Americans
  - Limits on salt and added sugar\*
  - Focus on whole grains and food groups
- Accommodate limited cooking abilities and equipment
- Versatile to substitute least expensive produce option (canned, frozen, fresh)
- Use less familiar health-promoting foods and/or overabundant donations and government commodities

\*Use Healthy Food Bank Hub Criteria



## Pumpkin and Bean Soup

**SERVING SIZE:** 1 cup  
**SERVINGS:** 8  
**PREPARATION TIME:** 10 minutes  
**COOK TIME:** 30-35 minutes

**INGREDIENTS:**

- 1 can (14.5 oz.) chicken broth
- 1 can (15 oz.) white beans
- 1 can (15 oz.) pumpkin puree
- 1 can (12.5 oz.) chicken breast or 2 cups diced, cooked chicken (optional)
- 1 cup onion, chopped or 1/3 cup dried, minced onion
- 1 cup celery, chopped or 1 teaspoon celery seed
- 1/2 cup water
- 1/2 teaspoon dried basil
- 1 (12 oz.) package frozen mixed vegetables or 1 can (15 oz.) corn

**DIRECTIONS:**

1. In a large pot, cook broth, celery and onion over medium heat for 8 minutes.
2. Drain and rinse beans.
3. Add beans, pumpkin, water, basil and chicken with liquid to pot. Bring to a boil over medium-high heat. Stir often.
4. Add canned or frozen vegetables and cook over medium heat for 15-20 minutes.



**NUTRITION FACTS:** (With canned chicken)

Amount Per Serving	
<b>Calories</b>	<b>153</b>
<b>Total fat</b>	1g
Saturated fat	1g
<b>Cholesterol</b>	19mg
<b>Sodium</b>	471mg
<b>Total Carbohydrate</b>	19g
Fiber	7g
Total Sugar	4g
Includes 0g of Added Sugars	
<b>Protein</b>	15g
<b>Phosphorus</b>	178mg
<b>Potassium</b>	668mg

**EQUIPMENT NEEDED:**

- Large pot
- Stirring spoon
- Can opener
- Stove top or hot plate

Recipe submitted by Mount Mary University Dietetics Department

Additional recipes available at: [healthyshelves.org](http://healthyshelves.org)

# + Process of Recipe Development and Publishing



- Experimentation at home
- Experimentation in MMU food lab
  - Taste testing
  - Critique and refinement with local chefs
  - *More taste testing*
- Client satisfaction testing at food pantries
- Highly rated recipes posted at [www.healthyshelves.org](http://www.healthyshelves.org)



# + Recipe Translation – Another Collaboration

- Translation - Wauwatosa West High School AP Spanish students
- Back-translation - MMU Spanish majors
- Instructor and faculty oversight

Photo from  
National  
Spanish Honor  
Society,  
Wauwatosa West  
High School,  
Multicultural Fair



What have you done to encourage the availability of healthier food items at food pantries in your community?

How have you analyzed or evaluated your efforts?

- + What successes have you had locally providing recipes or taste testing at pantries?

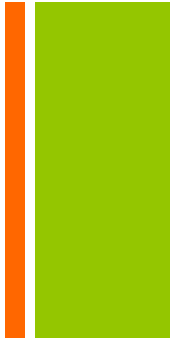
## Discussion





# Benefits?

It's a **win-win** for all!



## ■ Media recognition – Who doesn't want a healthy community?

- <http://www.tmj4.com/news/local-news/local-food-bank-hopes-to-offer-healthy-shelves>
- <http://www.usatoday.com/story/life/food/nancy-stohs/2016/09/13/think-about-food-you-donate/90134602/>
- <http://www.mysouthnow.com/story/news/local/franklin/2017/02/09/franklin-health-dept-sets-new-years-resolution-donating-healthy-food/97284044/>



# Benefits?

## Collaborators Meet Goals

- Schools and faith organizations
  - Awareness
  - Service learning
- High School and College Students
  - Educational and learning needs
  - Increased skills and confidence
- Businesses
  - Pride in making an impact
  - Giving back to community
  - Employee Health
    - Use of Healthy Shelves shopping list





# Collaborators Meet Goals and Improve Food Quality at Pantries



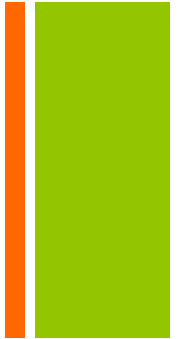
- City of Franklin Health Department
  - Health Priority: Appropriate and Adequate Food; Essential Service #10 – Research
  - Increased food drive donations by 20% and established a baseline (50%) for ‘healthy food’ donations.
  
- The Sigma Group, Milwaukee
  - 2<sup>nd</sup> Healthy Shelves food drive: Over 80% of foods met checklist criteria
  
- Food Pantries
  - Changes in food purchases
  - Change in client food requests and selections



**FOOD**Pantry  
OF WAUKESHA COUNTY  
End hunger. Start here.



# Sample MMU Intern Reflections



- “I have learned that in order to make an impact, it is important to develop relationships with other organizations in the community.”
- “I feel comfortable tailoring the conversations to the interests and questions of the group.”
- “...I also feel like I can think critically on the spot when asked questions.”
- “...It also gave me a good idea of what kinds of questions to be prepared for once I am a practicing dietitian.”
- “Overall, I feel more comfortable and confident in presenting nutrition education in groups, understanding others' backgrounds...”

+ What challenges have you encountered  
in your food pantry work locally?

What tips or tricks can you share?

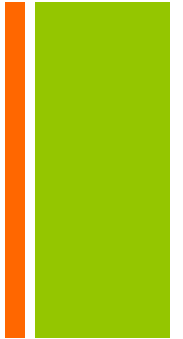
# Discussion



# Challenges and Lessons Learned

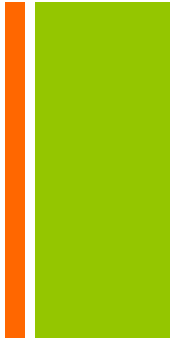
*You can't have a friend, until you meet a stranger.*

- Today, many organizations AND individuals care about the health and wellness of people in their community.
- Don't ignore partners who don't have 'food' in their title or mission statement.
- Small doesn't mean no resources or ideas.
- Never underestimate the networks and connections of any individual.





# Challenges and Lessons Learned



***Accounting firms aren't the only organizations who have a "tax season".***

- Every organization has a cycle of activity, so learn about your partners.
- Timing is everything, even for good ideas.
  - Partner events and work schedules
  - Pantry hours
  - FoodWise nutrition educator schedules
  - Dietetic students' class schedules
  - Academic calendar requires 4-6 month lead time

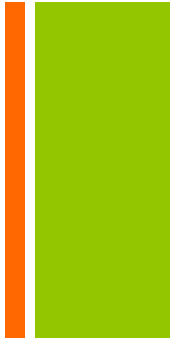




# Challenges and Lessons Learned

***Be flexible and adaptable.***

- Pantry clients aren't one-size-fits-all
  - Environment
  - Transportation
  - Needs and desires
- Evaluation of nutrition education, and recipe sampling is challenging
  - Brief interaction time
- Optimal pantry size for labor and other resources required
  - 40+ clients during a 2-hour period
- *Community impact can only happen when people respect and listen to each other.*

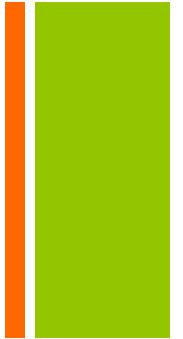




# Challenges and Lessons Learned

**There isn't always an *App for That*.**

- Flexibility and creativity can't be ordered from your phone.
- Solutions in local communities require patience and perseverance.
- Listen and learn from the people you are trying to help.
- Take time to reflect with your partners.
- Don't be afraid to have only one or two priorities at a time.



+ Opportunities to  
Partner with Us!

# + How *You* Can *Help!*



- Recipes: test or contribute
- Like us on Facebook:  
<https://www.facebook.com/healthyshelves/>
- Create 'new' news when you introduce the *Healthy Shelves Food Drive Shopping List*
  - *Seasonal themes available*
- Inspire a local employer, school or church to conduct a Healthy Shelves
  - Pre- and post item donation survey
  - *Expert help is a phone call or email away*
- Surprise your food pantry clients with Healthy Shelves recipe taste tests
  - *Healthy Shelves can't wait to share your pictures and client, staff, or volunteer stories!*

What ideas or suggestions  
do you have for *Healthy*  
+ *Shelves?*

How can we help  
YOU?

+ Thoughts?

Questions?

Ideas?