Katie S. Martin
April 25th, 2022
Serve as a resource for the charitable food system to:

• Increase access to healthy food
• Address root causes of hunger
• Identify best practices to reduce food insecurity
• Promote a paradigm shift towards long-term solutions to hunger

Offerings:

• Monthly newsletters
• Wednesday Webinar series
• Consulting services with a flexible fee structure

Visit foodshare.org/Institute to sign up for our updates!
“Your book brings things that we have been talking about for years into focus and gives us some actionable steps that we can take to empower our community around hunger solutions.”
Sarah Harpster, Advocacy Coordinator, Hunger Solutions, New Hampshire

“The book educates as it inspires.”
– Food Bank News
Scarcity Mentality

Individuals:
• There isn’t enough ... food, money, time, support.
• Coping strategies, focus on today.

Organizations:
• There isn’t enough ... food, money, time, volunteers, space, equipment.
• There are so many people in need ... We should just focus on providing food.
• Coping strategies: no planning, no evaluation
Abundance Mindset

Focus on strengths and assets

Letting go of egos and competition

There are plenty of resources and good ideas to go around

Reimagined Resiliency!
Defining the Problem – Solutions

Not enough food – Collect and distribute more food

Focus on Efficiency
Defining the Problem ➔ Solutions

Hunger is a complex problem ➔ Holistic, coordinated responses

- Stagnant wages
- Underemployment
- Lack of access to healthy food
- Unaffordable health insurance
- Lack of affordable housing
- Systemic inequalities
- Structural racism

- Policy & advocacy
- Collaborations & new partners
- Healthy, nutritious food
- Including those with lived experience
- Evaluating what works
- Measuring Outcomes

Efficiency ≠ Effectiveness
Key Themes

We’re doing good work, but we can do better. We can dream bigger and aim higher.

- Charity → Justice
- Pounds of food → Quality of food
- Emergency → Empowerment
- Transaction → Transformation
Paradigm Shift

Building capacity in food programs to more effectively address the root causes of hunger. The Institute partners with programs to promote:

CULTURE

CHOICE

CONNECTION

BECAUSE IT TAKES MORE THAN FOOD TO END HUNGER
Thought Exercise

Think about your best/worst customer experiences.
  • Why was it good/bad?

Think about your favorite place to shop for food.
  • How are you treated?
  • What do you feel?
  • What do you see?
What creates the guest experience?

- Facilities
- Waiting time and space
- Adequate signage
- Human Connection
- Dignified Choice
- Process

… We can do better
The Language we use

• Strength-based
• Welcoming signage
• Intake process
• Person-centered
• Customers, guests, neighbors
• Use the languages spoken by your guests
• Reducing stigma

… We can do better
Survey of 1,000 Connecticut Residents, spring 2021

<table>
<thead>
<tr>
<th>Concern</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Don’t want to rely on a food pantry because they want to support themselves</td>
<td>69%</td>
</tr>
<tr>
<td>Worried they have too many personal assets to qualify</td>
<td>49%</td>
</tr>
<tr>
<td>Don’t know when food pantries are open</td>
<td>48%</td>
</tr>
<tr>
<td>Would feel embarrassed to use a food pantry</td>
<td>42%</td>
</tr>
<tr>
<td>Worried others would find out if they use a food pantry</td>
<td>40%</td>
</tr>
</tbody>
</table>
Things to Consider:

Hours of Operation and Wait Times

- How long do people wait to receive food?
- Where do they wait?
- What paperwork do people need?
- How many days and hours per week?
- Comfortable seating area
- Limited wait time

... We can do better
Continuum of Offering Choice

- **None**
  - “Traditional” food pantry model. Bags or boxes are packed in advance, and everyone receives the same items.

- **Limited**
  - Choice between 2 types of boxes or prepacked bags and then choice of a few items.

- **Modified**
  - Clients can choose from a menu OR clients tell volunteers what they want, and the volunteers select and bag the food.

- **Full**
  - Food pantry designed like a mini supermarket. Guests select and touch their own food OR can order online like a grocery store.
Benefits of Client Choice

• Increases dignity
• Reduces food waste
• Tailored to clients’ needs and desires
• Reduces stigma
• Places our customers/guests first
• Builds equity
• Opportunities to build community
• Reduces barriers between giver and receiver
• Hybrid models in response to COVID

... We can do better
Promoting Health Equity

• Increasing access to healthy perishables
• Local produce from BIPOC farmers
• Culturally preferred and meaningful food
• Creating “nudges” for healthy behavior
Supporting Wellness at Pantries
Created in 2016

- Simple
- Intuitive
- Transparent
- Capture all food groups found in food pantries
- Create “nudges” for healthy behavior

Panel of nutrition experts and food bank staff

Focused on what is practical for food banks and pantries

More info at healthyeatingresearch.org
**Important Notes**

- SWAP aligns 100% with the HER nutrition guidelines.

- SWAP is a suite of tools and resources to implement the HER guidelines in food banks and food pantries.

- SWAP can help put the HER guidelines into action.
### Tools available:

- Pantry Shelf Tags and Posters

### Supporting Wellness at Pantries (SWAP™)

Please see Instruction tab below for a step-by-step guide for using this tool.

Rank foods using SWAP™ by entering the name, food group and nutrition information from the food label. The system will automatically rank the food as green, yellow or red.

<table>
<thead>
<tr>
<th>Food Name</th>
<th>Food Group</th>
<th>Saturated Fat (g)</th>
<th>Sodium (mg)</th>
<th>Sugar (g)</th>
<th>Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABC Creamy Peanut Butter</td>
<td>Protein</td>
<td>2.5</td>
<td>140</td>
<td>3</td>
<td>Yellow</td>
</tr>
<tr>
<td>Solid White Tuna (Bumblebees)</td>
<td>Protein</td>
<td>0</td>
<td>140</td>
<td>0</td>
<td>Green</td>
</tr>
<tr>
<td>Fruit, mixed in light syrup</td>
<td>Fruits and Vegetables - Added Sugars</td>
<td>0</td>
<td>15</td>
<td>11</td>
<td>Yellow</td>
</tr>
<tr>
<td>Spaghetti Sauce- Ragu mushroom</td>
<td>Fruits and Vegetables - Added Sugars</td>
<td>0</td>
<td>470</td>
<td>10</td>
<td>Yellow</td>
</tr>
<tr>
<td>Chunky Beef Stew (Castlerberg’s)</td>
<td>Mixed Dishes / Combo Meals</td>
<td>6</td>
<td>970</td>
<td>4</td>
<td>Red</td>
</tr>
<tr>
<td>Dairy pure 2% reduced fat milk</td>
<td>Dairy - Total Sugars</td>
<td>3</td>
<td>130</td>
<td>12</td>
<td>Green</td>
</tr>
<tr>
<td>Ground coffee</td>
<td>Beverages</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>Green</td>
</tr>
<tr>
<td>Rice- Gulf Pacific Brown Rice</td>
<td>Grains: Whole Grain</td>
<td>0</td>
<td>10</td>
<td>0</td>
<td>Green</td>
</tr>
<tr>
<td>Yogurt</td>
<td>Dairy - Total Sugars</td>
<td>0</td>
<td>55</td>
<td>16</td>
<td>Yellow</td>
</tr>
</tbody>
</table>

#### Using the SWAP System to rank foods

<table>
<thead>
<tr>
<th>FOOD</th>
<th>FOOD GROUP</th>
<th>AUTOMATIC RANK</th>
</tr>
</thead>
<tbody>
<tr>
<td>AGAVE</td>
<td>CONDIMENTS</td>
<td>NOT RANKED</td>
</tr>
<tr>
<td>ALFREDO SAUCE</td>
<td>CONDIMENTS</td>
<td>NOT RANKED</td>
</tr>
<tr>
<td>ALMOND BUTTER</td>
<td>PROTEIN</td>
<td></td>
</tr>
<tr>
<td>ALMOND MILK</td>
<td>NON-DAIRY ALTERNATIVE</td>
<td></td>
</tr>
<tr>
<td>ALMONDS</td>
<td>PROTEIN</td>
<td></td>
</tr>
<tr>
<td>ANCHOVY</td>
<td>PROTEIN</td>
<td></td>
</tr>
<tr>
<td>ANGEL FOOD CAKE</td>
<td>DESSERTS</td>
<td>RED</td>
</tr>
<tr>
<td>APPLE CRISP</td>
<td>DESSERTS</td>
<td>RED</td>
</tr>
<tr>
<td>APPLES</td>
<td>FRUITS</td>
<td></td>
</tr>
<tr>
<td>APPLESAUCE</td>
<td>FRUITS</td>
<td></td>
</tr>
<tr>
<td>APRICOTS</td>
<td>FRUITS</td>
<td></td>
</tr>
</tbody>
</table>
How the Institute at CT Foodshare can support you:

- Tools to facilitate conversations with stakeholders
- Small group calls to share strategies
Role of Volunteers - Who are we serving?

- Training and orientation
- Designate a greeter
- Shifting power
  - Guests as volunteers
- Trauma-informed
- Reinforce your values & mission:
  - Huddles before distributions

... We can do better
<table>
<thead>
<tr>
<th>Continuum of Referrals and Connection</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>No Info</strong></td>
</tr>
<tr>
<td>There is no information about community resources available to neighbors at the pantry. The focus is on providing food.</td>
</tr>
<tr>
<td><strong>Passive</strong></td>
</tr>
<tr>
<td>The pantry provides passive referrals. For example, there is a bulletin board or table for brochures of community resources; minimal engagement between staff/volunteers with neighbors; limited connection to community organizations.</td>
</tr>
<tr>
<td><strong>Warm</strong></td>
</tr>
<tr>
<td>Pantry gathers information about community resources and staff/volunteers provide warm referrals and connections to multiple agencies with 1-2 follow ups to see if the referral was successful. The pantry may host community agencies on-site to help enroll neighbors in community programs.</td>
</tr>
<tr>
<td><strong>Wrap-Around Services</strong></td>
</tr>
<tr>
<td>The pantry has trained staff/volunteers that are knowledgeable about community programs and provides wrap-around services to build stability and economic mobility. Trained staff meet with guests to identify goals and areas for connections. The pantry hosts on-site classes or workshops. Computers are available for neighbors to search for needed community resources.</td>
</tr>
</tbody>
</table>
Community Food Hubs

Community Partnerships & Wraparound Services

• Healthy cooking classes
• Health care navigation
• Financial assistance
• Advocacy
• Housing navigation
• Free tax preparation
• Goal setting & coaching
• Behavioral health
• Job search, resumes
• Fitness classes
• Continuing education
Advocate for systems change

- Create time and space to connect
- Invite those with lived experience to share
- Advisory Groups
- Identify common challenges
- Raise collective voices
- Empower community advocates
- Increase awareness of structural inequities
- Calls to Action
How will you reinvent the way you tackle hunger?

• Don’t get intimidated, just get started
• Take one step
• Big goals require big changes
• If not now, when?
• If not you, who?
Thank you!!

Visit Institute’s website:
www.foodshare.org/Institute

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