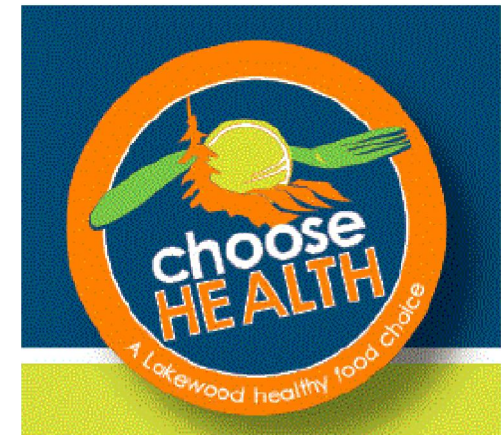


Building an Inclusive Regional Food Economy: Central Minnesota's Choose Health Program



April 30, 2015



Central Regional Sustainable
Development Partnership

UNIVERSITY OF MINNESOTA

Driven to DiscoverSM

Today's Presenters

❖ Cheryal Hills, Executive Director,
Region Five Development Commission



❖ Arlene Jones, Founder,
SPROUT MN Food Hub



❖ Kelly Coughlin, RD, CDE,
Lakewood Health System





Partners

The goal of Hunger-Free Minnesota is to increase the number of meals available to food-insecure Minnesotans.

Choose Health is one of the Hunger and Health projects funded by Hunger-Free Minnesota (initial \$25k) It was designed and is implemented by a unique public/private partnership: Region Five Development Commission (R5DC), Lakewood Health System, SPROUT, Todd County, University of Minnesota Extension, Prairie Bay and EnSearch, Inc.




History



Colleen Landkamer

Gus Schumacher
The Hagstrom Report
Tuesday, January 6, 2015 |
Volume 5, Number 1
http://www.hagstromreport.com/2015news_files/2015_0106_irs-nonprofit-hospitals-can-claim-nutrition-access-

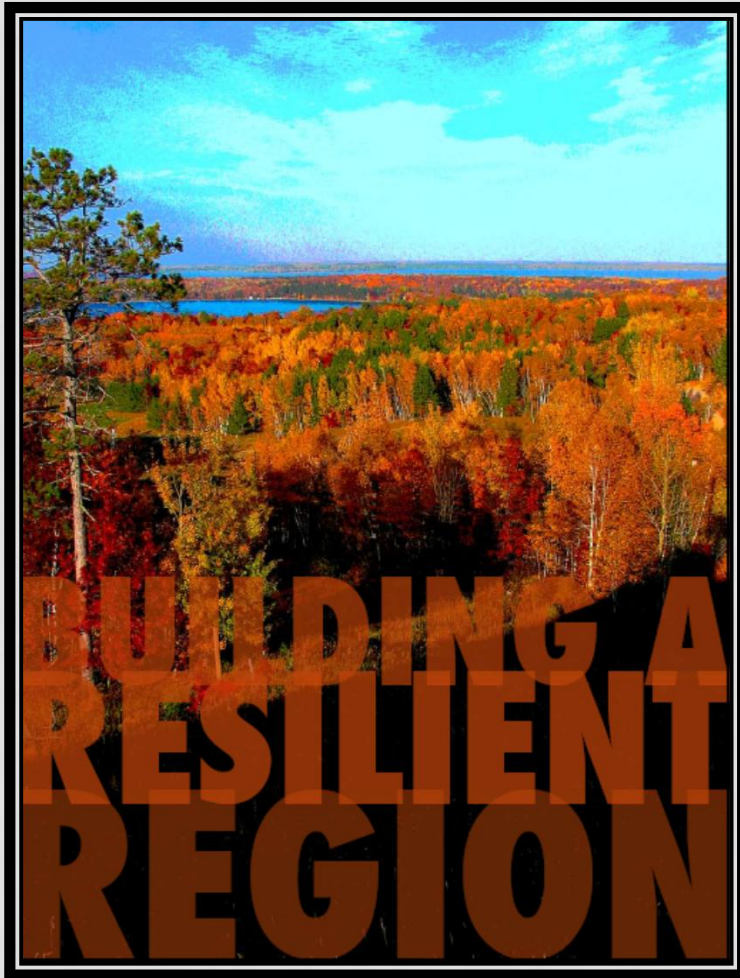


A large, modern multi-story building with a mix of brick and stone facades and large glass windows, situated behind a field of tall grasses and a body of water. The sky is overcast with soft, colorful clouds.

Lakewood Health System is an independent, integrated rural healthcare system. Founded in 1936 and located in Staples, Minnesota, we are a recognized leader in providing innovative, patient-based care including women's specialty services, senior services, surgical and outreach care. We are comprised of a 25-bed Critical Access Hospital, primary care clinics in Staples, Browerville, Eagle Bend, Motley and Pillager, and a dermatology clinic in Sartell.



Resilient Region Plan:



For More
Information:

<http://www.resilientregion.org/>

<http://www.resilientregion.org/plan/>

SPROUT MN, Building a Resilient Region through the value chain of local foods



Central Minnesota's Regional Rural Food Hub

Choose Health

Through a unique relationship between the champions of the Resilient Region project, Choose Health became a reality through:


- Sharing ideas
- Bridging the gaps between production and consumption
- Building on the momentum of the resilient region project
- Utilizing the framework of Wealthworks, to fully appreciate the economic impact of the local foods value-chain
- Phasing our growth
- Capturing our own story
- Replication
- Duplication of value chain to other economic development projects within the region and adding value



value chain

“Who” & “How” have always mattered as much as the “What”

- Inclusivity & Benefits
- Demand
- Potential for Scale
- System Change Potential
- Multiple Forms of Wealth; Built, Financial, Individual, Intellectual, Natural, Political, Social & Cultural CAPITALS.
- Ownership & Control
- Production Potential
- Competitiveness

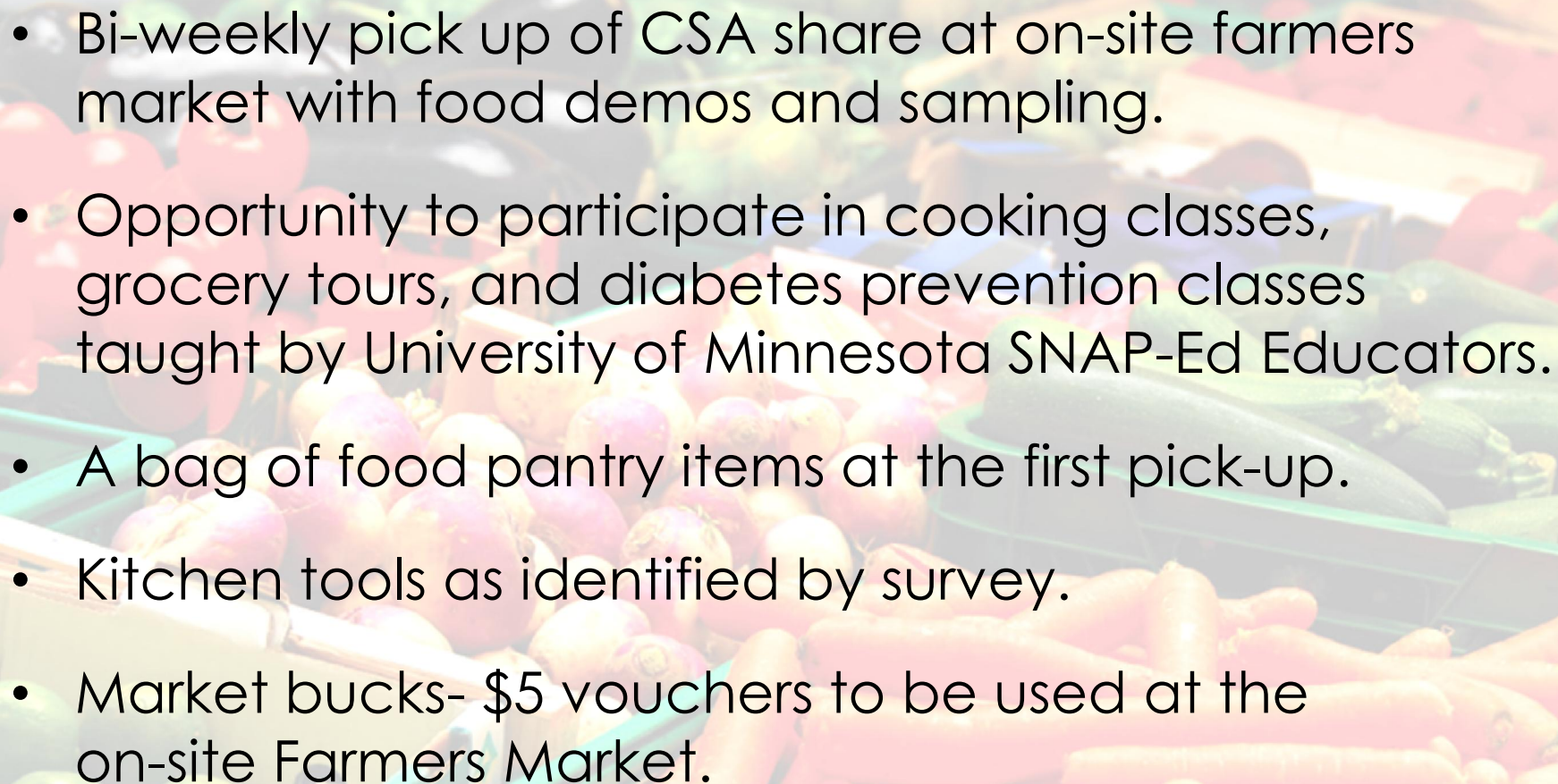


✓ Pre and post surveys for participants:

Within the past 12 months we worried about whether our food would run out before we got money to buy more.

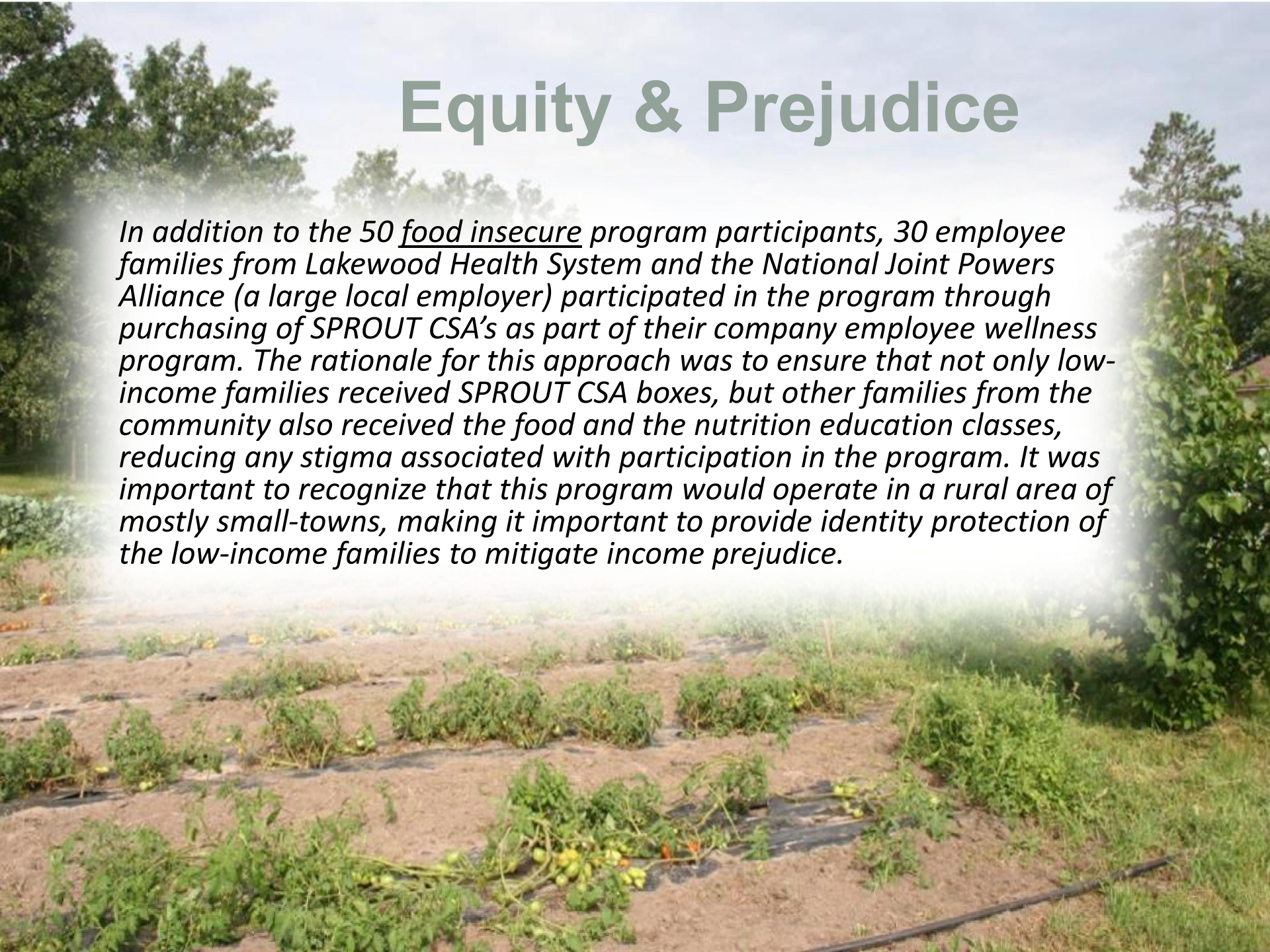
Within the past 12 months the food we bought just didn't seem to last and we didn't have enough money to get more.

- ✓ Health screening – blood pressure, height, weight and diabetes risk
- ✓ Monthly surveys to review successes and barriers of the program
- ✓ Weekly reminders for CSA pick-up
- ✓ TA and referral service to families – Todd County Public Health

- 
- Bi-weekly pick up of CSA share at on-site farmers market with food demos and sampling.
 - Opportunity to participate in cooking classes, grocery tours, and diabetes prevention classes taught by University of Minnesota SNAP-Ed Educators.
 - A bag of food pantry items at the first pick-up.
 - Kitchen tools as identified by survey.
 - Market bucks- \$5 vouchers to be used at the on-site Farmers Market.

Equity & Prejudice

In addition to the 50 food insecure program participants, 30 employee families from Lakewood Health System and the National Joint Powers Alliance (a large local employer) participated in the program through purchasing of SPROUT CSA's as part of their company employee wellness program. The rationale for this approach was to ensure that not only low-income families received SPROUT CSA boxes, but other families from the community also received the food and the nutrition education classes, reducing any stigma associated with participation in the program. It was important to recognize that this program would operate in a rural area of mostly small-towns, making it important to provide identity protection of the low-income families to mitigate income prejudice.



Choose Health is a success because...



Unique Community Collaboration and Partnerships,
knowing your farmer, telling the story, healthy outcomes,
greater access to healthy food, and strengthening the
economic value chain

**Choose Health = Community
Economic Development =
Healthy, Resilient
Communities**



Arlene showing off the early season
CSA in June



U of M Extension Educator
demonstrating an apple romaine salad



Food security is defined as, “When all people at all times have access to sufficient, safe, nutritious food to maintain a healthy and active life”.

Minnesota Food Charter - a roadmap to healthy, safe and affordable foods for all Minnesotans – mnfoodcharter.com



WHY WE'RE CONCERNED

The cost of obesity and related chronic diseases is worrisome.

HUNGER

35M VISITS TO FOOD SHELVES

More than twice the number of Minnesotans visited food shelves in 2013 than 13 years ago.



20% OF FAMILIES WITH CHILDREN in Minnesota face hunger or food insecurity.

ECONOMIC IMPACT

\$2.8B OBESITY-RELATED HEALTHCARE COSTS PER YEAR

\$17B LOST PRODUCTIVITY

Lost productivity and absenteeism due to unhealthy workers/year.

HEALTH

60% OF DEATHS IN MINNESOTA ARE DIET-RELATED

The majority of deaths are from diet-related illness, like stroke, cancer, diabetes, and heart disease.



2:3 MINNESOTANS ARE OVERWEIGHT OR OBESE

Many low-income Minnesotans are obese with other diet-related problems, including 1 out of 3 young children.

HEALTHY FOOD ACCESS



MINNESOTA HAS FEWER SUPERMARKETS per capita than most states, ranking in the bottom third of states nationwide.

NEARLY 900K MN RESIDENTS including over 200,000 children, live in lower-income communities with insufficient grocery store access.

What Does the Hunger Vital Sign Tell Us?

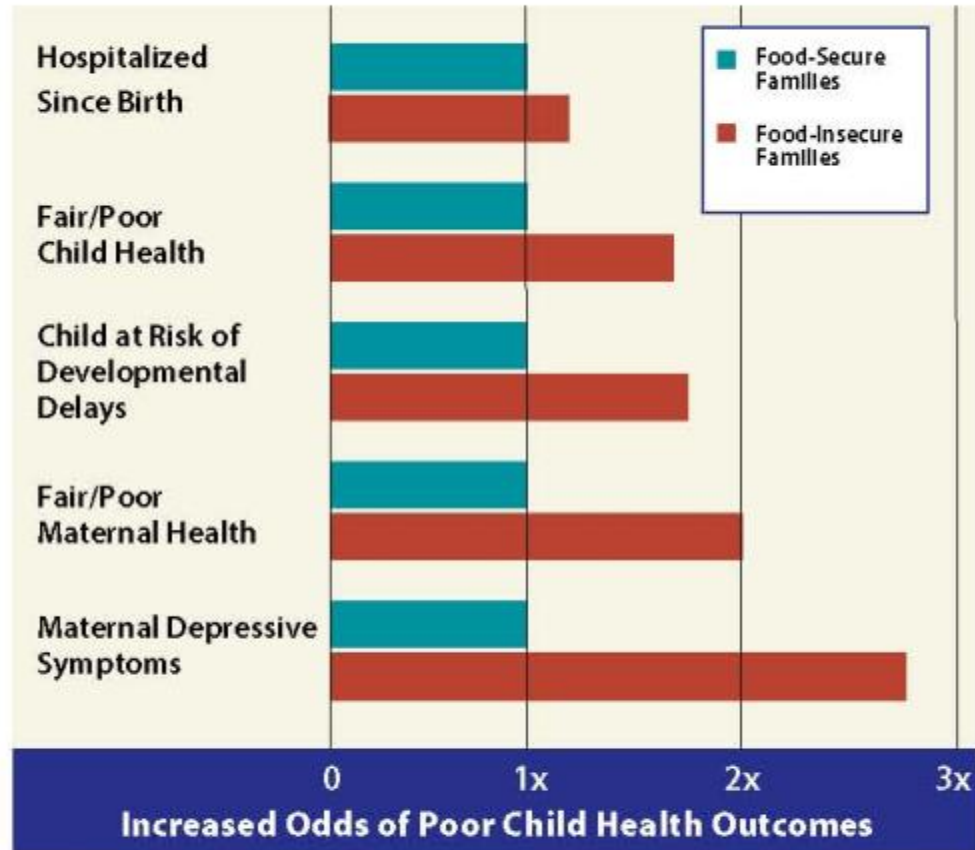
When compared to children under the age of four who screened as food secure using the Hunger Vital Sign, young children screening as at risk of food insecurity using the Hunger Vital Sign were:

- 56 percent more likely to be in fair or poor health
- 17 percent more likely to have been hospitalized
- 60 percent more likely to be at risk for developmental delays

Compared to mothers screened as food-secure, mothers screening as at risk of food insecurity were:

- Almost twice as likely to be in fair or poor health
- Almost three times as likely to report depressive symptoms

Figure 1: Families at risk of food insecurity had worse child health outcomes and worse maternal mental and physical health.



Source: Children's HealthWatch Data, 1998-2005. All increases statistically significant at $p < 0.05$.

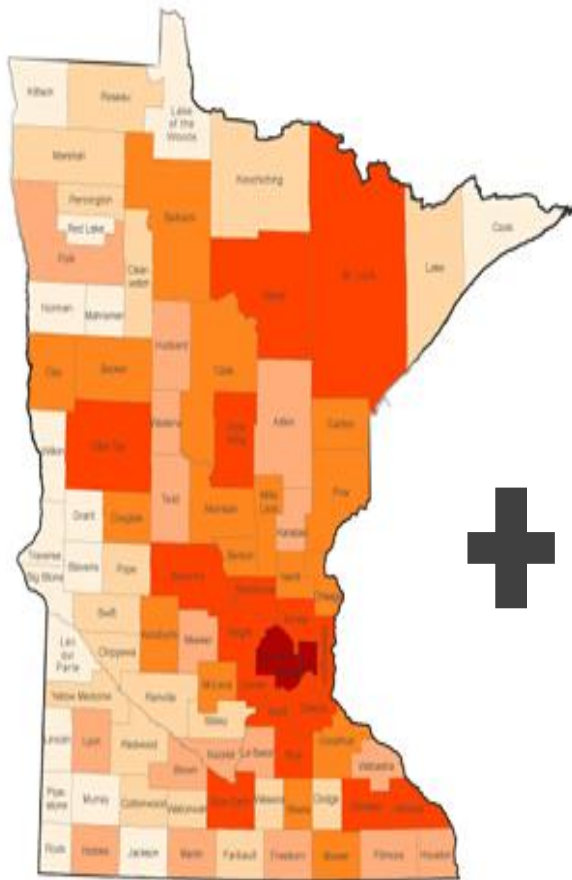
*These two statements are the first two items in the US Food Security Scale.³

Cost of Hunger in Minnesota

In a cost-benefit study conducted in 2010 by the Food Industry Center at the University of Minnesota's College of Applied Economics, it was reported that the effects of hunger annually cost the Minnesota economy \$1.26 billion in health care and education costs that were avoidable through adequate nutrition. A national study in October 2011 by the Center for American Progress and Brandeis University put the cost at \$1.9 billion.

Hunger-Free Minnesota

A coalition fighting hunger where we live



STATEWIDE



**DATA
for
Strategic Decisions**



Non-for-Profit

- MN Food Banks
- TCHI
- GTCUW & UW Associates
- MPR
- Hunger Solutions Minnesota
- Children's Defense Fund
- Share Our Strength
- Midwest Dairy Council

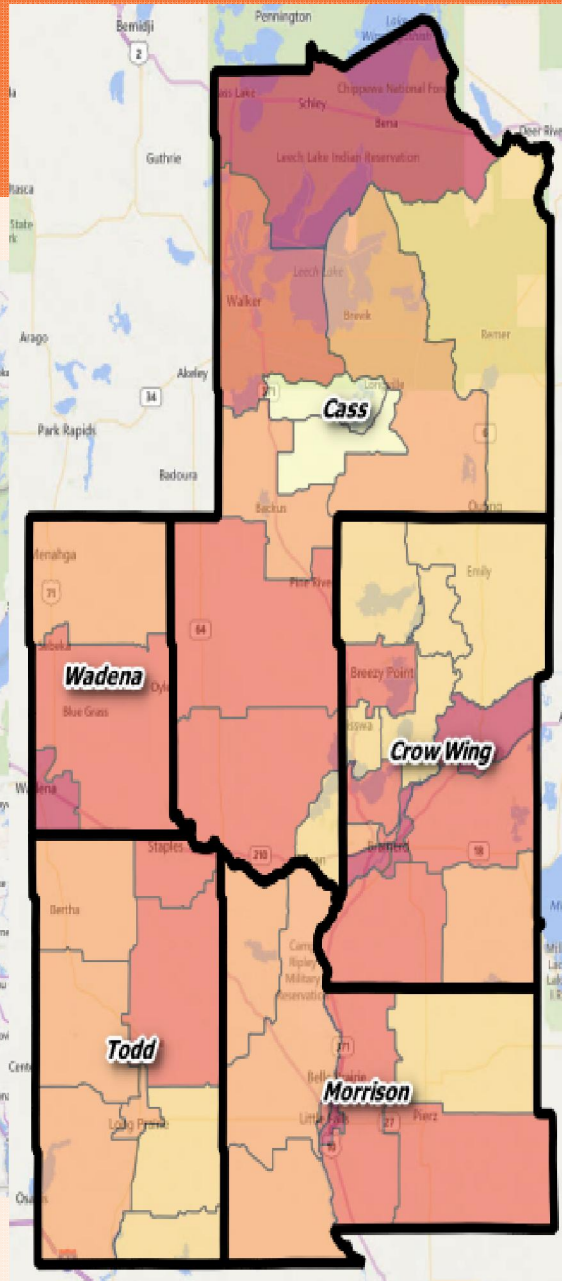
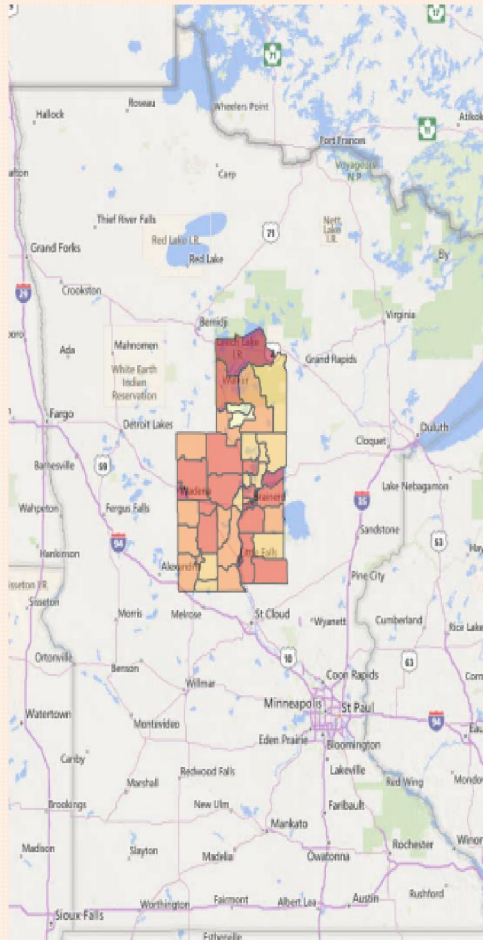
Foundations/Corporations

- General Mills
- Cargill
- UnitedHealth Group
- Boston Consulting Group
- Hormel Foods
- Blue Cross Blue Shield
- Land O'Lakes

Government

- MD Human Services
- MD Health
- MD Education
- MD Agriculture

5 County Map



Hunger-Free Minnesota

	Missing Meals	% Food Insecure
Cass	617,590	12.4%
Crow Wing	1,323,430	12.1%
Morrison	645,272	11.1%
Todd	455,957	10.5%
Wadena	278,870	11.5%

Grand Total 3,321,119

NUMBER OF MISSING MEALS



Recent report findings



Choose Health: December 2014 Update

A health and hunger project funded by Hunger-Free Minnesota
In partnership with: Region Five Development Commission, Lakewood Health System, SPROUT, Todd County, University of Minnesota Extension, Prairie Bay, and EnSearch



<http://www.resilientregion.org/cms/files/Choose%20Health%20Project%20Update%202%20FINAL.pdf>

Choose Health - *Home Run!*

- Cross-Sector Partners
- Committed Leadership
- Greater Minnesota Pilot
- Replication Potential

Novel Approach - Intersection of:
Hunger/Health & Economic Prosperity



“WE”

CAN have it all.....it's what “we” do.



The Choose Health Short video

<https://www.youtube.com/watch?v=EZ72rPKgOAw>

Resilient Region – Local Food video

<https://www.youtube.com/watch?v=7axBvi1x42I&feature=youtu.be>

More on Choose Health

<http://www.resilientregion.org/healthcare/>

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