

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



November 13, 2014
2:00 - 3:15 ET / 1:00 - 2:15 CT



Sustainable Communities
 Learning Network

Our Membership

The National Association of Development Organizations (NADO) is a membership organization for the network of over 520 **regional development organizations** (RDOs) throughout the U.S.

RDOs are **also known as** “Councils of Governments,” “Regional Planning Commissions,” “Economic Development Districts,” and other local names

Promote efforts that **strengthen local governments, communities, and economies** through regional strategies focusing on economic and workforce development, infrastructure, housing, transportation, regional planning, disaster resilience, and other areas



REGIONAL STRATEGIES. PARTNERSHIPS. SOLUTIONS.
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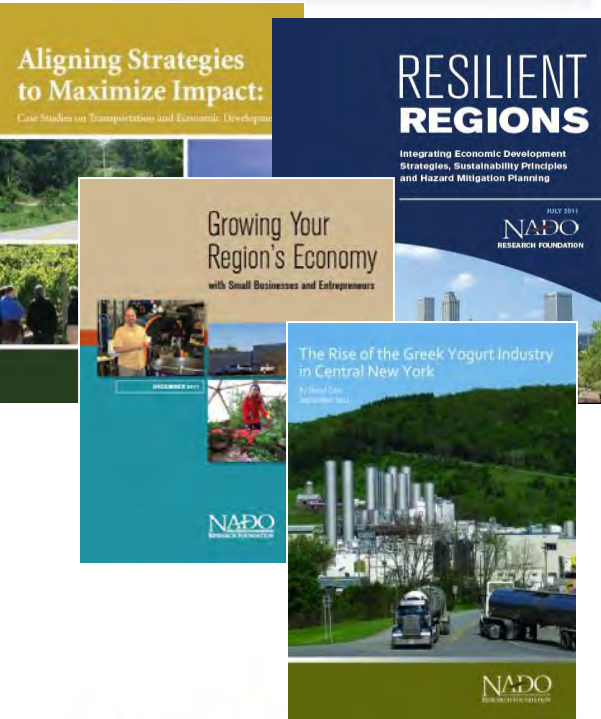
NADO Research Foundation

Founded in 1988, the **NADO Research Foundation** is the non-profit research affiliate of NADO

Shares **best practices** in latest developments and trends in small metropolitan areas and rural America through training, peer exchanges, publications, and other resources

Focus Areas:

Rural Transportation
Regional Resilience
Sustainable Communities
Capacity Building
Organizational Support



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HUD Sustainable Communities Capacity Building

Sustainable Communities
 Learning Network



NADO Research Foundation serves as one of the **capacity building** teams in the **Sustainable Communities Learning Network** providing support and technical assistance to HUD Sustainable Communities grantees and EPA technical assistance recipients

Initiative of the **Partnership for Sustainable Communities** (HUD/DOT/EPA)

Capacity building support to strengthen grantee communities to create more **housing choices**, make **transportation** more efficient and reliable, make more effective **infrastructure investments**, and build vibrant, **economically prosperous** neighborhoods, towns, and regions

Sharing lessons learned and resources to a wider audience



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NATIONAL ASSOCIATION OF DEVELOPMENT ORGANIZATIONS

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Webinar Logistics

Please type any questions you have for the speakers in the question box on the side panel throughout the presentation

The webinar is being recorded and will be posted within a day along with the PowerPoint slides on the NADO website at www.nado.org

The APA has approved 1.25 AICP CM credits

Please contact Brett Schwartz at bschwartz@nado.org if you have any questions after the presentation

Today's Presenters:

- ❖ Dr. Stacey Stockdill, CEO,
EnSearch



- ❖ Arlene Jones, Founder,
SPROUT MN Food Hub



- ❖ Kelly Coughlin, Registered
Dietitian and Certified
Diabetes Educator, Lakewood
Health System



- ❖ Ellie Lucas, Chief Campaign
Officer, Hunger-Free
Minnesota



Building a Resilient Region



**Dr. Stacey Stockdill, Consultant/Partner
Region Five Development Commission**



Building a Resilient Region



Mission Regions Guiding Principals Vision & Values

A Community-driven, University- assisted, Partnership pursuing E² (Economic Vitality and Environmental Stewardship) that improves regional quality of life.

Core Team & HUD Partner



Resilient Region Plan - WORKFLOW January 2011 through December 2013

2 year Planning Period

Education Period *

Awarded HUD/DOT/EPA Sustainable Communities Regional Planning grant January 2011.

\$825,050.00 CAT 1-2010 grantee

Regional planning
165,000 population
5 counties, 65 cities, 155 townships, 2 tribes, 1 Army

Kick off gathering

Feb 26, 2011.

300 attended

5 Workgroups meetings

March, April, May August & September 2011.

w/120+ integrated members at each meeting.
(4 workgroups; H,T,LU,ED)

Synthesize existing plans, Review TONS data, identify gaps, make recommendations

Workgroup Leaders

Work on detail regarding:

- Strategies
- Policies
- Finance Plan
- Matrix of Measures

That supports the selected scenarios & strategies

Collage of Sustainability Symposium
October 13, 2011.

*Education Period Begins w/symposium. 100+ in attendance

*Education period includes Collage of sustainability, 5 workshops with non-English speaking groups in 9/ 2011, webinars, videos, MPR radio Blogs.

Round 1 Consortium
December 13, 2011

Scenario's shared and chosen
200+ attended

Round 2 Consortium
May 8, 2012

*Scenario
* Policies
*Strategies
* Finance Plan
* Matrix (Measures of success)

Shared with Consortium, 200+ attended

Round 3 Consortium
June 12, 2012

Implementation Planning Consortium members commit to taking leadership on strategies. 150 attended

Celebration

August 14, 2012

Present Final Plan

Review Resilient Region Plan. Introduce CHAMPIONS 250 attended

IMPLEMENTATION PERIOD

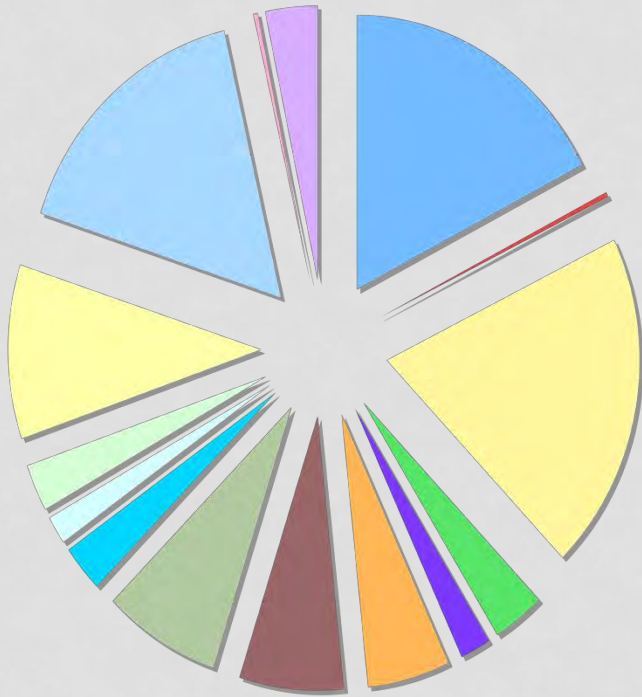
33 CHAMPIONS meet

10/23/2012, 1/15/2-13, 7/16/2013, 4/16/2013 - October 2013

3 champions per each of the 11 themes met to report on implementation of the *Resilient Region Plan*.

Over \$5million for multiple projects and \$6million affordable housing project by Oct 2013.

More than 600 engaged



No single organization or person....however innovative or influential could accomplish our goals alone.

Business	Faith-Based	Community Member	City/Township Employee
Utility	County Employee	Education, Employee	Elected Official
Federal Employee	Foundation	State Employee	Nonprofit
Student	Leech Lake Tribal	Quasi-Governmental	

11 Themes Emerged



1. Affordable Housing
2. Housing
3. Changing Populations
4. Connectivity
5. Education & Workforce
6. Energy
7. Health Care
8. Natural Resources & Development Patterns
9. Tighter Resources
10. Transportation
11. Economic Engines



Enter the champions ...

Nearly 50 cross-sector champions –
\$21 M Leveraged



See 11 Champion videos at www.resilientregion.org

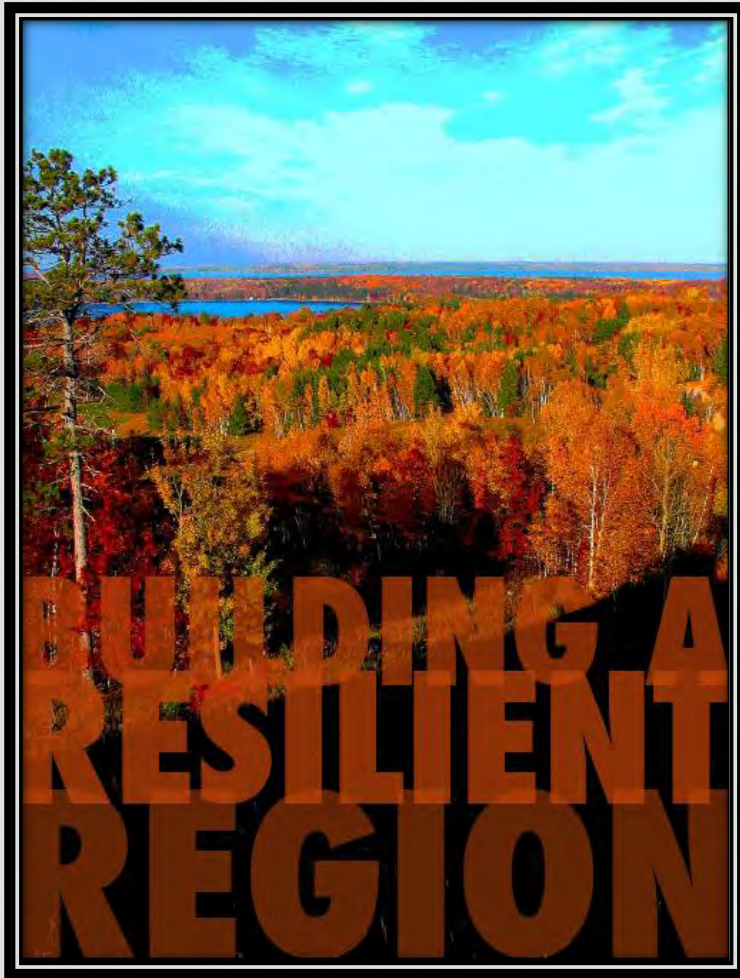
Tim Houle: <http://youtu.be/9DELc5Uc2cU> transportation video

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. 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.



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

SPROUT MN History

SPROUT MN is a truly a collaborative grassroots effort to build a rural, regional food hub to manage the aggregation, distribution, and marketing of source-identified food products from local and regional small family farms to strengthen their ability to satisfy wholesale, retail, and institutional demand.

As a theme in the Resilient Region initiative, local foods is seen as an economic engine to:

- Build and maintain small, rural family farms – keep agricultural land in agricultural production
- Keeping our food dollars local
- Continuing to protect our environment by engaging in sustainable farming practices
- Really focusing on employing communities to “know your farmer” and to tell the story
- Engage and encourage healthy outcomes for our rural citizens
- Engaging the entire region as community partners in helping to do the work

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

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

A large, modern hospital building with a mix of brick and glass facades is visible in the background under a sunset sky. The foreground is filled with tall, golden-brown reeds and a small body of water.

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.





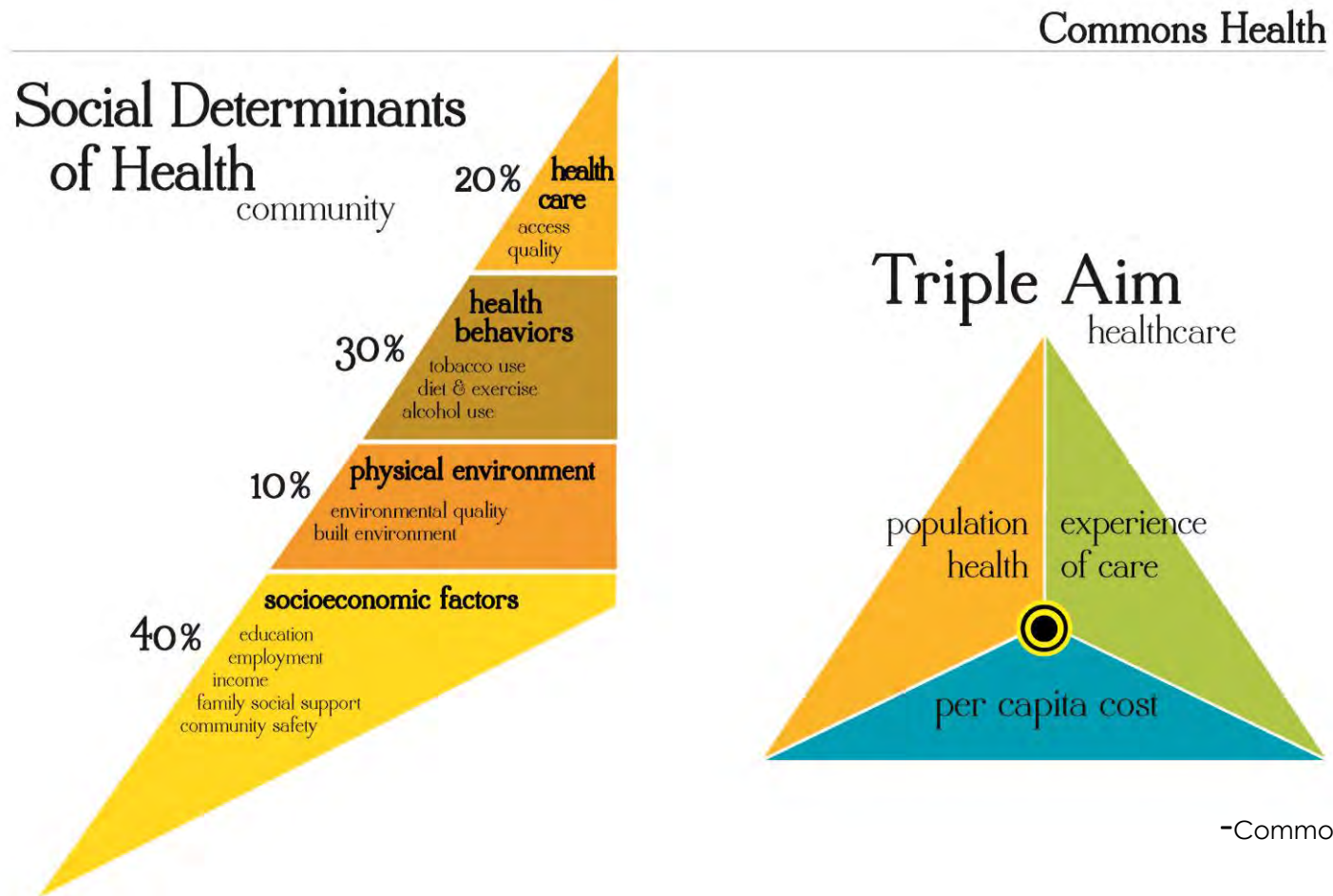
“True healthcare reform starts
in your kitchen, not in
Washington.”

– Anonymous

- According to the 2009 Economic Forum:
 - Chronic disease is the most severe threat to global economic development.



Social Determinants of Health





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”.

- Food security is built on three pillars:
 - Food availability – sufficient quantities of food available on a consistent basis.
 - Food access – sufficient resources to obtain appropriate foods for a nutritious diet.
 - Food use – appropriate use based on knowledge of basic nutrition as well as preparation skills.



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:

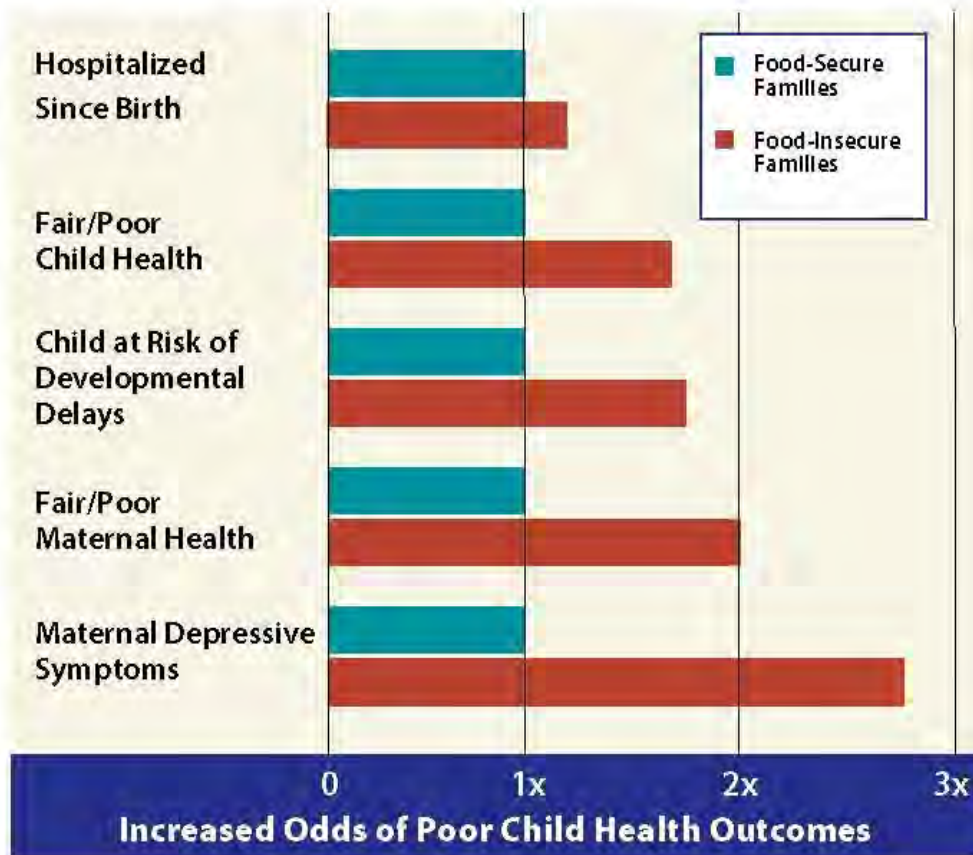
- 56 percent more likely to be in fair or poor health
- 17 percent more likely to have been hospitalized
- 60 percent more likely to be at risk for developmental delays

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.

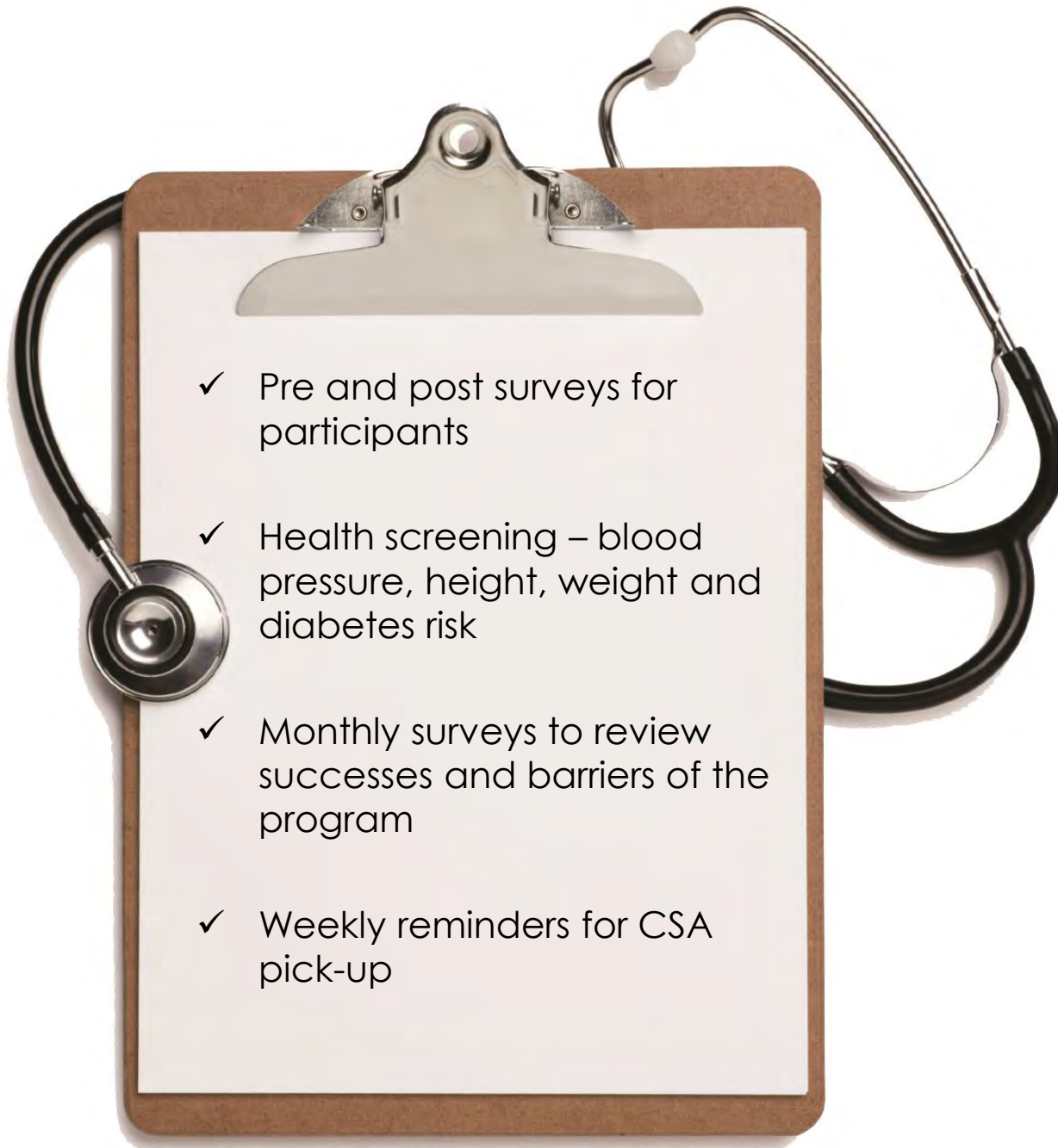


Source: Children's HealthWatch Data, 1998-2005. All increases statistically significant at $p < 0.05$.

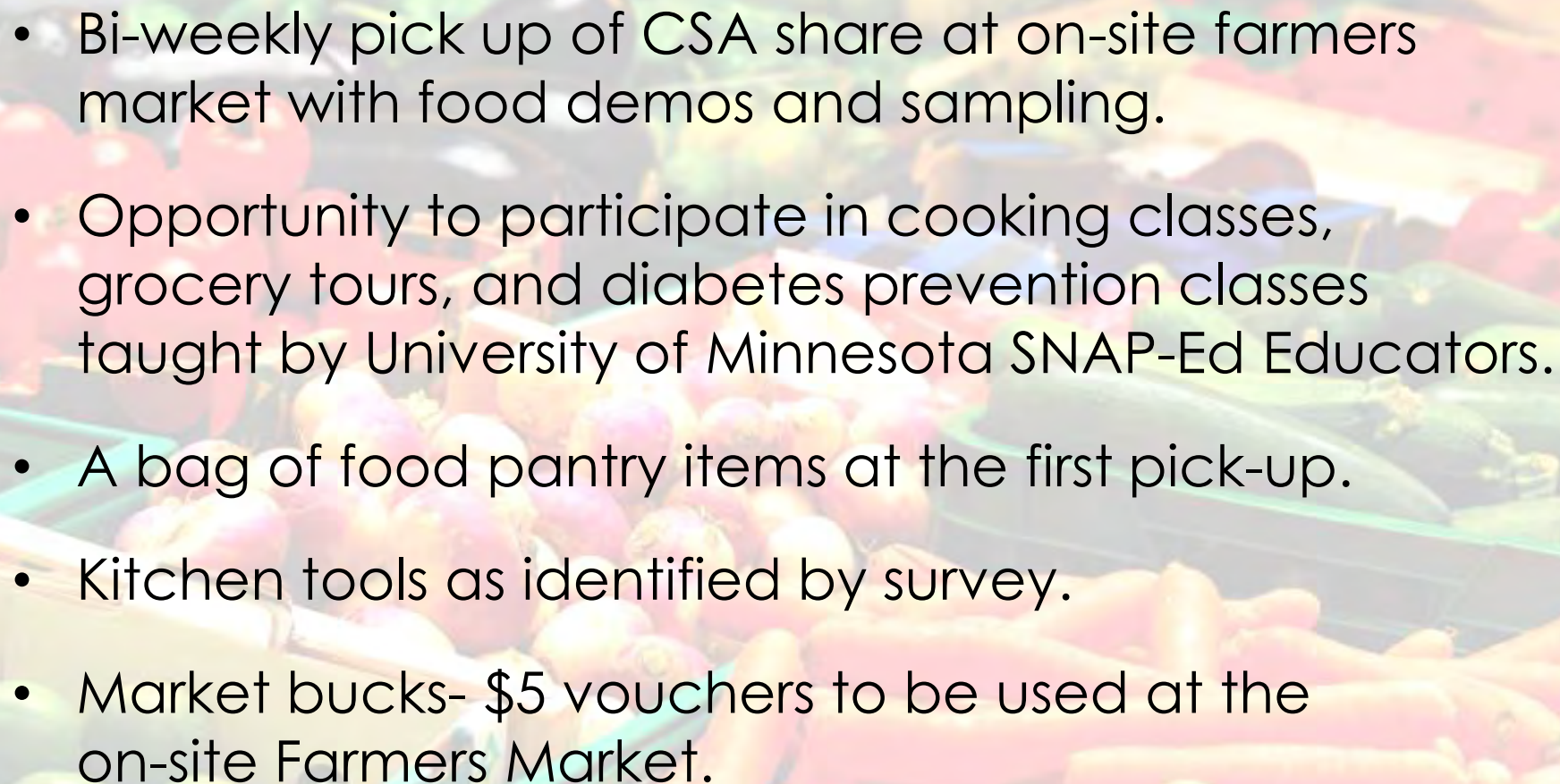
*These two statements are the first two items in the US Food Security Scale.³

- ✓ 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.





- ✓ Pre and post surveys for participants
- ✓ 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

- 
- 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.



- Next steps:
 - 25 families will receive a winter CSA once per month through March
 - Others?

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.

“We all do better when
we all do better.”

-Paul Wellstone

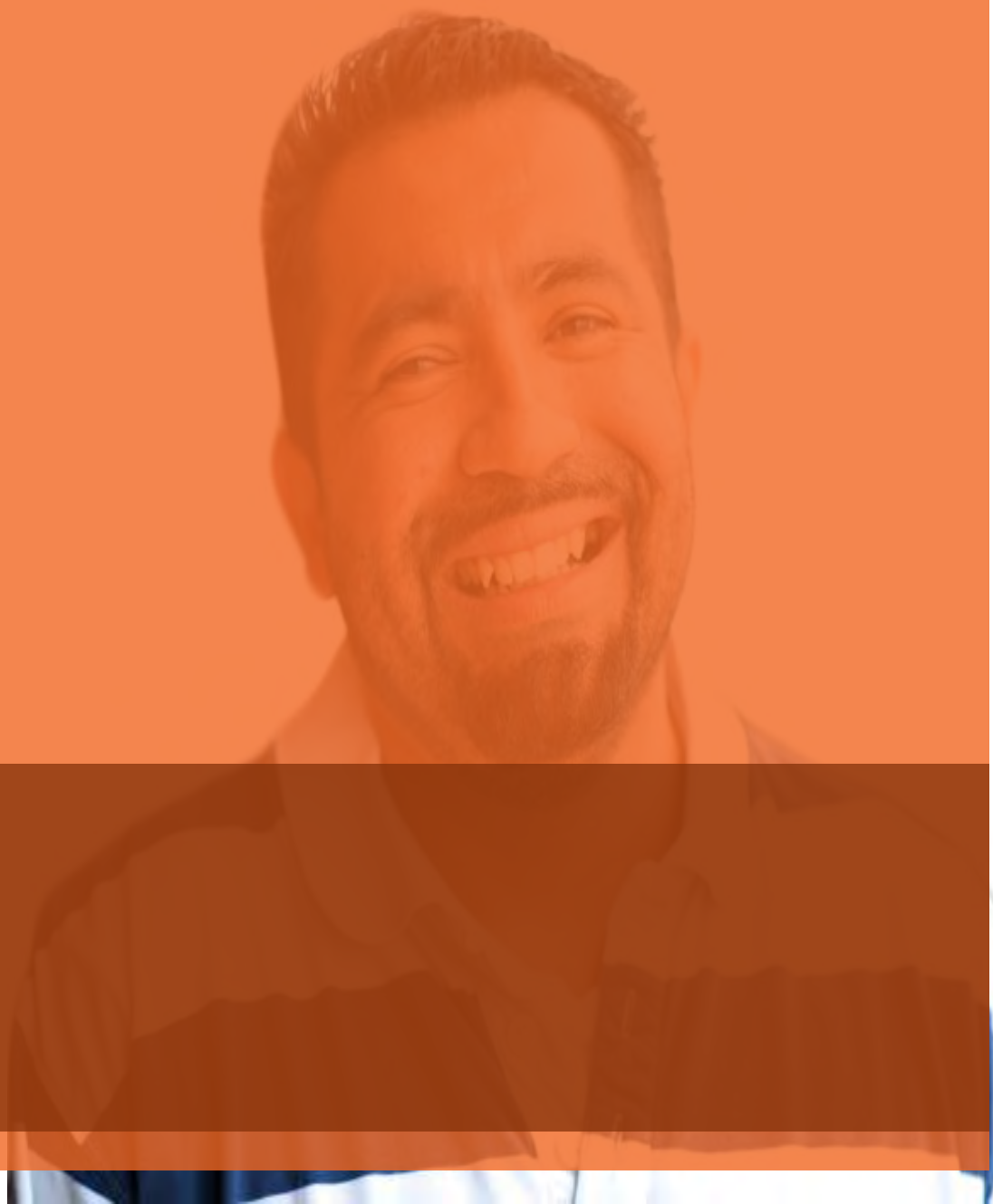




HUNGER-FREE
MINNESOTA

NADO Webinar

November 13, 2014



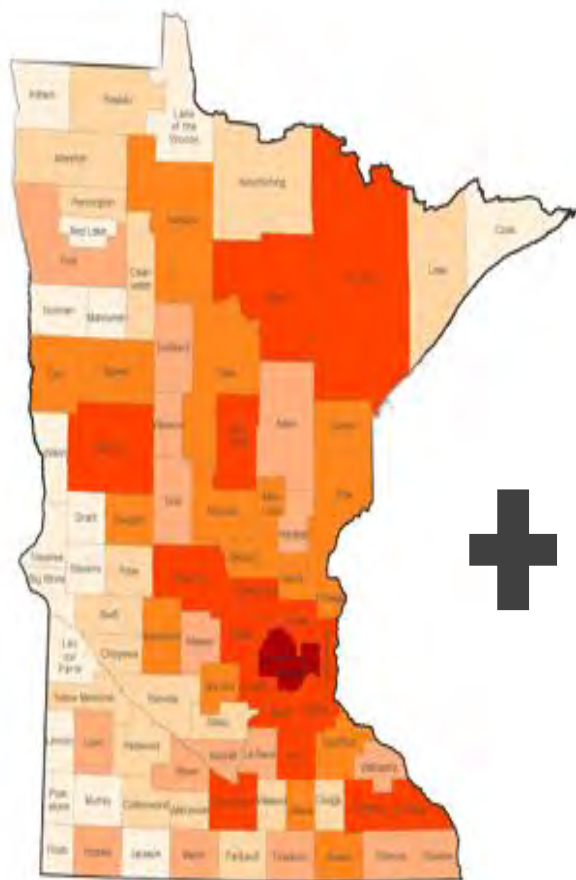


Our Collective Goal: 60 Million Meals

Collaborative to close the missing meal gap in Minnesota

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

ACTION PLAN

TARGETS:

10
Million Meals

30
Million Meals

20
Million Meals

EMERGENCY
FOOD SYSTEM

SNAP

Agricultural Surplus

Retail
Food Rescue

Prepared
Food Rescue

Food
System Capacity

OUR
INITIATIVES:

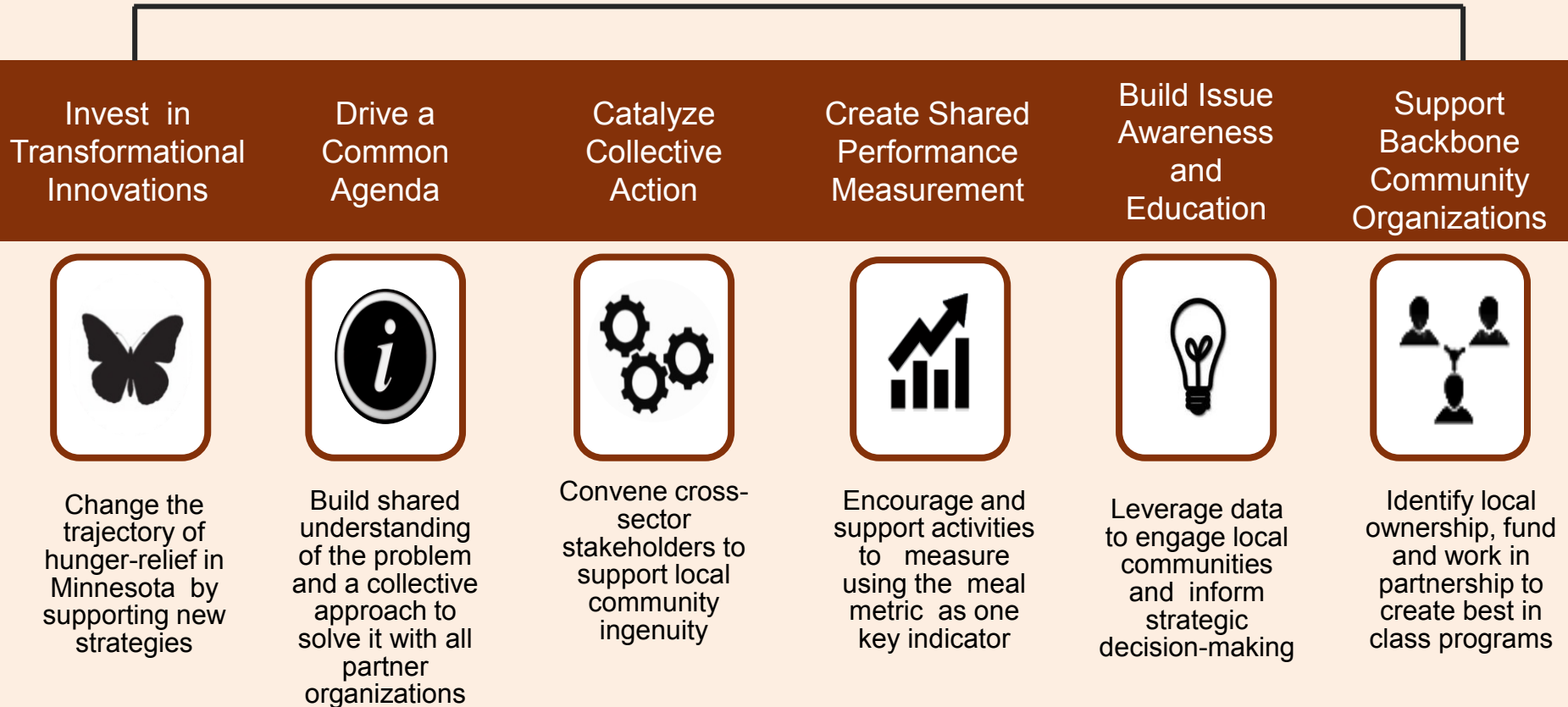
CHILD HUNGER

School Breakfast
After-School Meals
Women, Infants, &
Children Program

SNAP Demand
Generation

Hunger-Free Minnesota

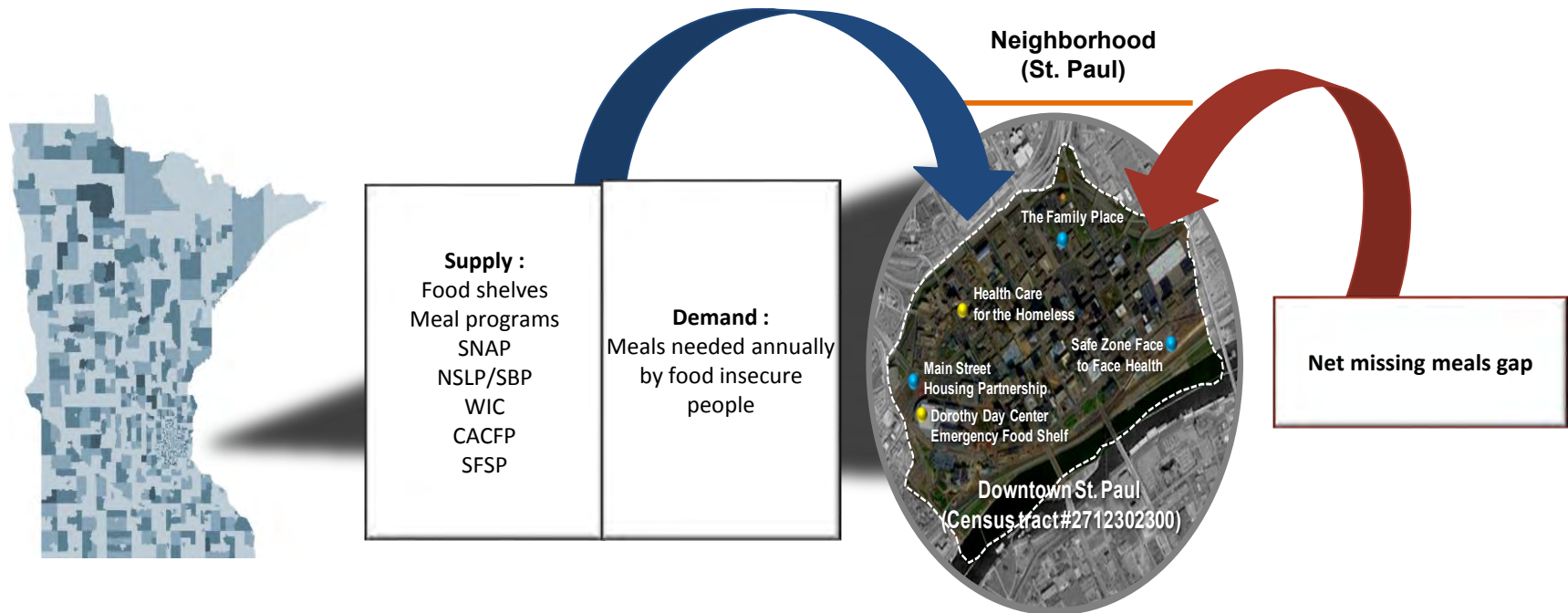
Our Collective Impact Model



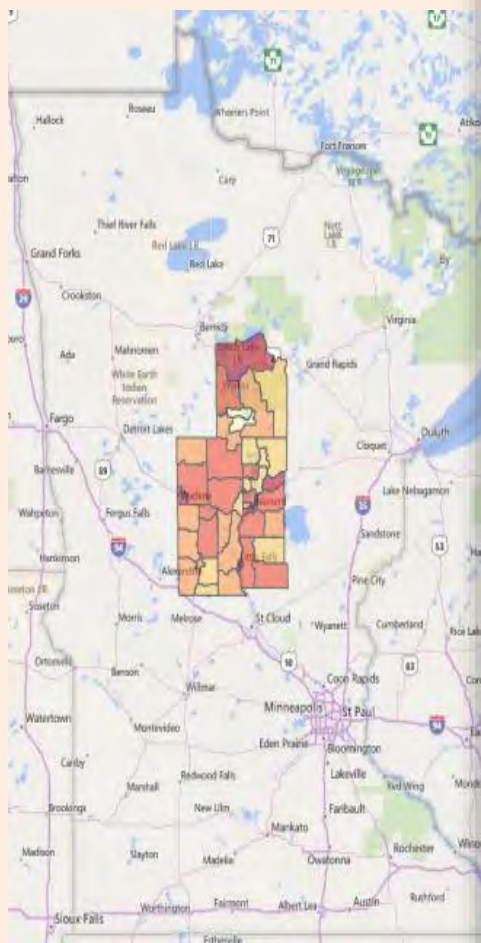
Community Close-Up

Data Maps Missing Meals at the Neighborhood Level

- Partnered with Boston Consulting Group to map missing meals for every census tract in Minnesota
 - **Supply:** Calculated supply of emergency food and government programs
 - **Demand:** Calculated the number of meals needed annually by food insecure people
 - **Net:** Calculated net missing meals gap for each neighborhood



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

LOW

HIGH



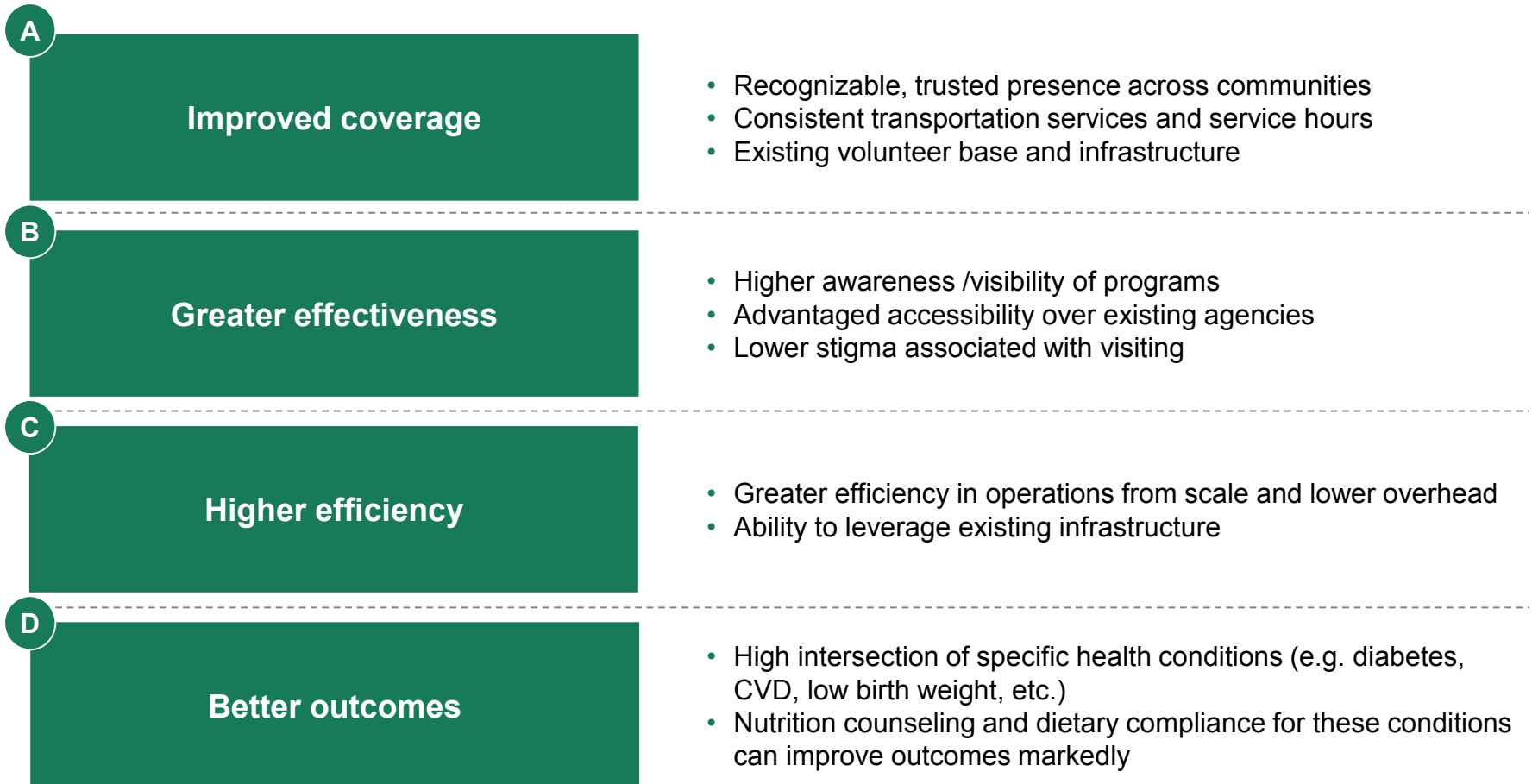
Cost of Hunger in Minnesota

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.

BCG hypothesis:

Healthcare Systems are an advantaged but under-utilized channel for hunger relief in Minnesota

Healthcare systems are an advantaged channel to address hunger due to:



Hunger & Healthcare Intersection

- Analysis of integration between healthcare & hunger-relief
- Collaboration could result in 30-45 million meals per year
- Healthcare delivery system covers state geographically
- Direction connection to addressing poor diet and nutrition
- Institutional capacity & capability can address target population
- Channel can provide services: screening, counseling, referrals
- Channel can provide meals, food or federal program enrollment

Portfolio of Healthcare-related projects

Examples include:

- Hennepin County Medical Center
 - Expansion of Therapeutic Food Pharmacy Program
- NorthPoint Health and Wellness Center
 - Launch mobile pantry for low-income seniors with dietician
 - Conduct screenings and health assessments
- Second Harvest North Central Food Bank
 - Cass Lake Food and Tribal Health Services Collaboration
- Open Door Health
 - Bridge to Benefits screening for SNAP benefits

Choose Health - *Home Run!*

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

Thanks for joining us! Any questions?

Please type any questions you have for the presenters in the question box on the side panel

Dr. Stacey Stockdill, CEO, EnSearch

Arlene Jones, Founder, SPROUT MN Food Hub

Kelly Coughlin, Registered Dietitian and Certified Diabetes Educator, Lakewood Health System

Ellie Lucas, Chief Campaign Officer, Hunger-Free Minnesota

