A Flavorful Pairing:

Nutrition Education in Food Banks
## Future of Food Free Webinars

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Register at [www.eatright.org/foundation/kidseatright](http://www.eatright.org/foundation/kidseatright)
Learning Objectives

1. Describe the purpose of nutrition education in food banks.

2. Identify at least one challenge and one opportunity for nutrition and education in food banks.

3. Identify an example of innovative nutrition education programming in food banks.
Outline

• Value of nutrition education in food banks

• History and future of nutrition education in food banks

• Examples of nutrition education programs in food banks
A Message from the Academy Foundation:

“Many Americans - particularly those in poverty --are both overweight and undernourished. The solution to the riddle of obesity begins with improving diet quality. That is the dietitian's 21st Century challenge. No other health professional has the awareness, knowledge and skills to lead such a public health effort. With Kids Eat Right and its new Future of Food initiative, the AND Foundation has set a bold goal: access to quality nutrition for all families at all times.”

Robert Murray, MD
Ohio State University

Academy of Nutrition and Dietetics
Foundation
Board of Directors
Today’s Speakers

Michelle Berger Marshall, MS, RD
Director of Nutrition
Feeding America

Taryn Glidewell
Nutrition Services Manager
Harvesters—The Community Food Network
HOW OUR NETWORK WORKS

DONATIONS ARE MADE
Feeding America secures donations from the food and grocery industries, government agencies, individuals and other organizations.

FOOD IS MOVED
Feeding America moves donated food and grocery products through member food banks to where they are needed most.

FOOD IS DISTRIBUTED & STORED
Member food banks ensure the safe storage and reliable distribution of donated goods to local charitable agencies.

FOOD REACHES THOSE IN NEED
Donations are provided to people in need at food pantries, soup kitchens, youth programs, seniors centers and emergency shelters.
FEEDING AMERICA: OUR IMPACT

- **37 MILLION AMERICANS** served annually, including 14 million children and 3 million seniors.
- **3 BILLION MEALS** distributed annually.
- **202 FOOD BANKS** in our network.
- **8 MEALS** supplied for each dollar donated.
- **549 MILLION POUNDS** of fresh produce sourced by our network in FY12.
- **650,000 VOLUNTEERS** help carry out our vision for a hunger-free America.
FEEDING THE NATION

PROVIDING HEALTHIER FOOD MORE OFTEN
WE FEED THE NATION THROUGH

• Retail Donations
• Manufacturing Donations
• Perishable Items
• SNAP Access
• New Frontiers
• Purchased Food
NUTRITION BANKING \textsuperscript{1, 2}

Food Banks are much more than food warehouses!
“Any combination of educational strategies, accompanied by environmental supports, designed to facilitate voluntary adoption of food choices and other food- and nutrition-related behaviors conducive to health and well-being. Nutrition education is delivered through multiple venues and involves activities at the individual, community, and policy levels.”

NUTRITION EDUCATION IN THE NETWORK

Percentage of Food Banks that Provide Nutrition Education (2010-2012)

- 63% in 2010
- 71% in 2011
- 79% in 2012

Improve Health and Wellbeing

Improve Food Insecurity

Maximize Use of Emergency Food
IMPROVE HEALTH AND WELLBEING

“With the national recognition of the obesity crisis, the culture is right for incorporating [nutrition education] into our mission.”
IMPROVE FOOD SECURITY

“"I believe that along with feeding the hungry...we should be working toward helping people regain their independence and become self-reliant. Learning to eat nutritiously, especially within a limited budget, is a large part of achieving that goal."
MAXIMIZE USE OF EMERGENCY FOOD

“We are engaging in a major effort to get more fresh produce out to our agencies ... We are working on getting out recipes and storage guidelines, and providing food sampling as often as possible to encourage higher ordering and consumption of fresh produce.”
TARGET AUDIENCES 1, 2

Food Bank Staff  Agencies  Clients
VENUES
STRATEGIES

“Nudges”

Point of Service Education (Passive & Direct)

Workshops and Classes
TOPICS 1, 2

General
• Basic health and nutrition
• Healthy food preparation/cooking skills
• Food safety and sanitation
• Food resource management

Targeted
• Obesity
• Chronic disease (e.g., diabetes)
• Physical Activity
• Gardening
POINT OF SERVICE (POS)

Healthy Food Marketing  
Recipes & Information  
Demonstrations
POS OPPORTUNITIES AND CHALLENGES \(^1, 2\)
“Sometimes there will be demonstrations of a nutrition concept like Sugar Overload where you show the amount of sugar in bottled beverages. Even when those [sugar sweetened beverages] are being distributed as emergency food, we want to demonstrate that they shouldn’t purchase those items when they are purchasing their own food.”
RECIPE AND INFORMATION DISTRIBUTION

10 tips to help you stretch your food dollars

Get the most for your food budget! There are many ways to save money on the foods you eat. The three main steps are planning before you shop, purchasing items at the best price, and preparing meals that stretch your food dollars.

1. Plan, plan, plan!
   Before you head to the grocery store, plan your meals for the week. Include meals like stews, casseroles, or slow-cooks, which "stretch" expensive items into more portions. Check to see what foods you already have and make a list for what you need to buy.

2. Get the best price!
   Check the local newspaper, online, and at the store for sales and coupons. Ask about a loyalty card for store savings at stores where you shop. Look for specials or sales on meat and seafood—often the most expensive items on your list.

3. Compare and contrast!
   Locate the "Unit Price" on the shelf directly below the product. Use it to compare different brands and different sizes of the same brand to determine which is more economical.

4. Buy in bulk!
   It is almost always cheaper to buy foods in bulk. Smart choices are family packs of chicken, steak, or fish, and larger bags of potatoes and frozen vegetables. Before you shop, remember to check if you have enough freezer space.

5. Buy in season!
   Buying fruits and vegetables in season can lower the cost and add to the freshness! If you are not going to use them right away, buy some that are old and ripen.

6. Convenience costs...go back to the basics!
   Convenience foods like frozen dinners, pre-cut vegetables, and instant rice, oatmeal, or grits will cost you more if you were to make them from scratch. Take the time to prepare your own—and save!

7. Easy on your wallet!
   Certain foods are typically low-cost options all year round. Try beans for a less expensive protein food. For vegetables, buy carrots, green beans, or potatoes. As for fruits, apples and bananas are good choices.

8. Cook once...eat all week!
   Prepare a large batch of favorite recipes on your day off (double or triple the recipe). Freeze in individual containers. Use them throughout the week and you won’t have to spend money on take-out meals.

9. Get your creative juices flowing!
   Spice up your diet—use them in new ways. For example, try lemon chicken in a stir-fry or over a garden salad, or to make chicken chili. Remember, throwing away food is throwing away money!

10. Eating out!
    Restaurants can be expensive. Save money by getting the early bird special, going out for lunch instead of dinner, or looking for "$2 for $5 deals". Stick to water instead of ordering other beverages, which add to the bill.

Source: ChooseMyPlate.gov

BROCCOLI

What’s in it for you?
- Vitamin C to help you stay healthy.
- Vitamin A for healthy vision and skin.

Serving Ideas:
- Boil or steam broccoli in a small amount of water until tender.
- Add cooked garlic.
- Cut raw broccoli into small pieces and add to salads, or dip in dressing.

Storage:
- Store unwashed broccoli in an open plastic bag in the refrigerator for up to 5 days.

BROCCOLI PASTA SALAD
Makes 8 Servings

Ingredients:
- 4 cups cooked pasta
- 2 cups cooked broccoli pieces
- 1 cup cooked carrot slices
- 1/2 cup red or green pepper strips
- 1/4 cup sliced green onions
- 1/2 cup salad dressing

Instructions:
- Mix all ingredients together and refrigerate for about 30 minutes before serving.

Note: For a more hearty salad, add strips of cooked meat, cooked beans or sprinkle with grated cheese.

Source: Second Harvest Food Bank of Santa Clara and San Mateo Counties
“We develop the recipes in house when we get large shipments of certain items.... We want to make them accessible to people who have limited food and equipment. We also are big on the flavor profiles – understanding the cultures of the communities that we work with so that we can prepare recipes that are appropriate for the people in that area. We try to be mindful of recipes that will encourage people to broaden horizons but will not be too foreign to them.”
DEMOnstrations
HEALTHY FOOD MARKETING
NUDGES

Source: Oregon Food Bank
CLASSES AND WORKSHOPS

Kids Eat Right Webinar, May 2013
EVALUATION AND RESEARCH

• 47% of food banks evaluate their nutrition education programming

• New research shows nutrition education in food bank settings can improve:
  – Diet quality
  – Food Security
  – Body weight
NUTRITION EDUCATION RESOURCES: PARTNERSHIPS 1, 2
ROLE OF REGISTERED DIETITIANS

• Nutrition education support
• Developing and analyzing menus
• Advising on nutrition policies and guidelines
• And more!
SUMMARY

• Food banks across the network provide many services beyond food distribution, including nutrition education

• Nutrition education programming offered through food banks is diverse, and reaches many audiences in different venues

• Food banks are uniquely positioned to provide nutrition education to vulnerable populations, but also face many unique challenges

• Strong partnerships are key to successful nutrition education programming
A Flavorful Pairing: Nutrition Education in Food Banks

Harvesters Nutrition Education Services
Mission Statement

Feeding hungry people today and working to end hunger tomorrow.

Our Initiatives

Childhood Hunger
Senior Feeding
Feeding Families
Healthy Eating
Nutrition Staff

- Nutrition Svcs. Manager
  - KC Supervisor
  - Topeka Supervisor
  - Intern/Volunteer
  - Part Time Staff
    - MO AC 1
    - MO AC 2
    - MO AC 3
    - MO AC 4
    - KCK AC 1
    - KS AC 1
    - KS AC 2
Our direct services to the community

- Teach RD-approved one-time or multi-session lessons, and cooking classes to low-income community agencies.
- We teach adults, school-age children, and teens in three separate curricula.
- We provide cooking equipment and take this to sites to alleviate obstacles of transportation and lack of kitchen space.
- Provide cooking demonstrations at food pantries.
- Partner with community organizations to help share resources (i.e. Beans & Greens, Extension, WIC, etc.).
Nutrition Programs

• Project STRENGTH:
  – Adults 18+ years old
  – 8-week class series

• Teen EATS:
  – 13-18 years old
  – 6-week class series

• Kids in the Kitchen:
  – School age children
  – Usually a 4-week class series

www.harvesters.org
Participant quotes about Harvester’s Nutrition Programs

• “I have been happier following and sticking to my smart goals. (Yea me)”
• “I am now drinking more water and walking more each week. Eating fruits and vegetables daily.”
• “I have lost weight!!! Had a great time in learning.”
• “Actually trying new foods has been an accomplishment”
• “A plus”
• “Started to walk more (love it).”
Nutrition Class Topics

• Diabetes 101
• Healthy Desserts
• Meatless Meals
• MyPlate and Portion Control
• Home Food Safety and Dented Cans
• Reading Food Labels and Smart Shopping
• Eating for Prevention
• Healthy Eating Messages and Media
• Choosing Healthy when Eating Out
• Physical Activity
• Seasonality of Foods
• Eating a Rainbow
• And more…
Unique opportunities

• Provide series of community-based classes.
• Every class provides a hands-on cooking component.
• We write/edit most of our curricula annually.
• Regular recipe testing, costing, and analyzing for many programs.
• Participants take home cookbooks. All recipes cost less than $3 per person, utilize ingredients that are easily accessible, are easy to make, nutritious, and taste delicious.
Challenges

• Poor attendance
• Lack of participant continuity – they are very transient
• Lack of client transportation
• In the Kids classes, we have a wide variety of ages and abilities in the same room
• Engaging people who cannot attend a class
• Clients’ erratic employment and living situations
How we’ve grown!

Five years ago we only had two programs, now we have:

• Newsletters
• Recipe distribution
• Food demonstrations at pantries
• Spanish translation
• Teen curriculum
• One-time classes
• More staff at expanded locations
Nutrition Education Resources

- Academy toolkits and resources: www.kidseatright.org/volunteer
- MyPlate curriculum and resources: www.choosemyplate.gov
- National Dairy Council:
  - www.nationaldairycouncil.org
  - www.fueluptoplay60.com
- CDC online resources: http://www.cdc.gov/healthyweight/healthy_eating/recipes.html
Nutrition Education Resources, More

• University of Nebraska, Lincoln Extension
  http://lancaster.unl.edu/food/

• Oregon State University
  http://extension.oregonstate.edu/catalog/pdf/em/em8763-e.pdf

• University of Minnesota Extension
  http://www1.extension.umn.edu/family/health-and-nutrition/for-families/home-cooking/the-recipe-box/

• Iowa State Extension’s Online Store “Spend Smart. Eat Smart.”
  https://store.extension.iastate.edu/ItemDetail.aspx?ProductID=12906
Nutrition Education Resources, More

• Share Our Strength Cooking Matters: http://cookingmatters.org/
• Share Our Strength Shopping Matters: http://join.strength.org/site/PageNavigator/SOS/SOS_ofl_shoppingmatters_home
• Great SNAP ED resources-Seasonal calendar: http://snap.nal.usda.gov/resource-library/nutrition-through-seasons/whats-season-season
• SNAP Ed recipe finder: http://recipefinder.nal.usda.gov/
Nutrition Education Resources, More

• National Institutes of Health Viva Bien: http://publichealth.brown.edu/ICHP/live-well-viva-bien.php

• Food Bank of NYC CookShop Program: http://www.foodbanknyc.org/our-programs/nutrition-and-health-education/cookshop
Find your Local Food Bank

www.feedingamerica.org/foodbank
Contact info

Taryn Glidewell, Nutrition Services Manager
816.929.3084
tglidewell@harvesters.org
Kids Eat Right Toolkits

Healthy Breakfast. Everywhere You Go.
Presentations for elementary, middle, high school students and adults

Healthy Snacking. In a Nutshell.
Presentations for adults, adult athletes, parents, teachers/schools, coaches, elementary students, teens, teen athletes, and worksites

Family Champions. One Change at a Time.
Three interactive parent workshops including cooking activities. Available in English and Spanish!

Presentations for teens and adults

Myth Busters. For Parents.
Presentation for parents

Hunger in Our Community. What We Can Do.
Presentations for adults and teens

Healthy Eating. From the Ground Up.
Presentations for elementary students, teens, and adults

Join: Kidseatright.org/volunteer
Promote: Kidseatright.org
Questions?

View recorded webinars and register for future webinars at www.eatright.org/foundation/kidseatright

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References