

Agenda

- Welcome
- Background & Screening
- Veggie Rx
- Subsidized CSA
- Mobile Healthy Food Pantry
- Q&A



Our Speakers

Lynn Knox Statewide Health Care Liaison, Oregon Food Bank





Sarah Sullivan
Executive Director, Gorge Grown
Food Network





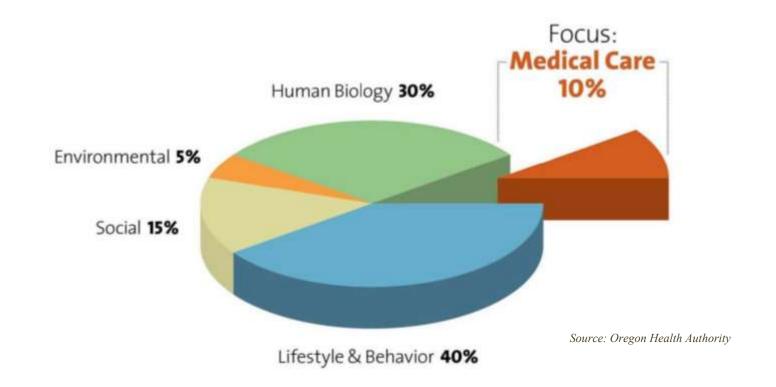


Philip Yates
Nutrition Programs Director,
ACCESS Food Share



Social Determinants of Health

Narrow Focus = Deficient Results





Health System Cost Driver: Diet-Related Disease

- 51% of Oregon's children qualify for Free & Reduced Lunch
- 71% of Medicaid population is food insecure (2014 MBRFS)
- CDC says 86% of Health Care costs due to diet-related chronic disease
- 72% learn about new resource with post screening assistance (according to preliminary evaluations)

Motivated System - Metrics





Try Nutrition First!

High correlation between food insecurity, which = poor diet and:

- Poor child physical & mental development
- Depression & ADHD in all ages
- Cancer, Hypertension, High Blood Pressure, Obesity, and Diabetes
- Poor academic performance & childhood behavior problems
- Problems in pregnancy with smaller, sicker babies
- Seniors who are food insecure have a decreased capacity to maintain independence.



First Thing's First

- Assess your population
- Targeting special assistance and interventions, depending on setting, 30-65% screening positive
- Positives most motivated to act, 78% screened and assisted with resources find something new
- 60% of over 60 not even on SNAP
- Drive people to existing resources before developing new ones, efficient use of limited resources, avoid duplication and learn about gaps and weaknesses in existing resources
- Clinicians need food insecurity info for accurate diagnosis & treatment

Simple Screening & Intervention Quickly Spreading in Oregon

TOOLS: 1 page overview, 2 validated questions, 1 page EHR ready local resource handout in many languages, ICD codes, EHR support

MODEL: On-going written screening integrated into clinic flow Results to clinician for exam Resource handout in AVS Immediate review with patient by staff, intern, or volunteer

FOLLOW-UP: phone check-in a week later, provider check-in at next visit, review handout for other possible actions



Screen for Food Insecurity

For each statement, please tell me whether the statement was "often true, sometimes true, or never true" for your household:

(Any patient answering with a 1 or 2 response is considered food insecure)

- A. Within the past 12 months we worried whether our food would run out before we got money to buy more. 1. often true
 2. sometimes true 3. never true 4. don't know or refused
- B. Within the past 12 months the food we bought just didn't last and we didn't have money to get more. 1. often true 2. some-times true 3. never true 4. don't know or refused

NOT ENOUGH FOOD FOR YOUR FAMILY? NEED HELP COOKING/SHOPPING FOR HEALTHY FOOD ON A BUDGET?

You might qualify for SNAP (Supplemental nutritional Assistance Program, formerly known as Food Stamps)

Go to http://www.oregon.gov/dhs/assistance/pages/foodstamps/foodstamps.aspx or call 211*

If you are pregnant or have children under five, you may qualify for WIC (The Special Supplemental Nutrition Program for Women, Infants, and Children)

- Go to http://jacksoncountyor.org/hhs/Public-Health/Women-Infants-and-Children
- Or call 541-774-8203 and schedule an appointment

If you are a senior 60+, you may qualify for a senior food program: Call Peggy at 541-774-4309

Most farmer's markets accept SNAP & WIC, several will add to SNAP dollars so you can buy more!

http://rvgrowersmarkets.com/ (find market near you that takes SNAP/WIC/Senior Direct

There may be a food pantry in your neighborhood where you can get a box of food for free!

Go to http://www.accesshelps.org/Page.asp?NavID=420 or call 541-774-4336

Summer meals for kids Go to http://www.summerfoodoregon.org/ or call 211*

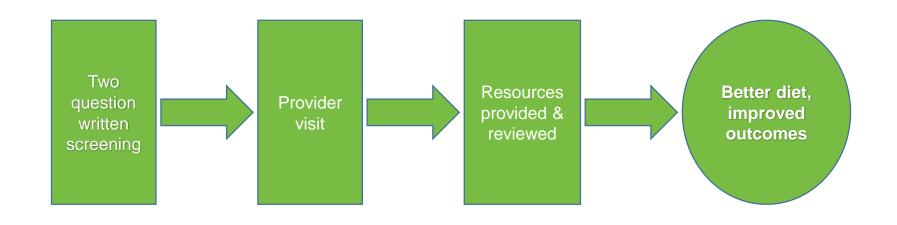
Volunteer, learn how to garden and take some produce home with you!

ACCESS Food Share Gardens, 541-779-6691 ext. 309



Flexible Implementation

- 1. Stand Alone: Add questions <u>in writing</u> to check-in process or give to patients in exam room. Then, provide food insecure patients with resource handout and have someone <u>review it with them and connect to new resources.</u>
- 2. Integrated: Questions added to comprehensive health assessment with resource information & supported follow-up for the food insecure

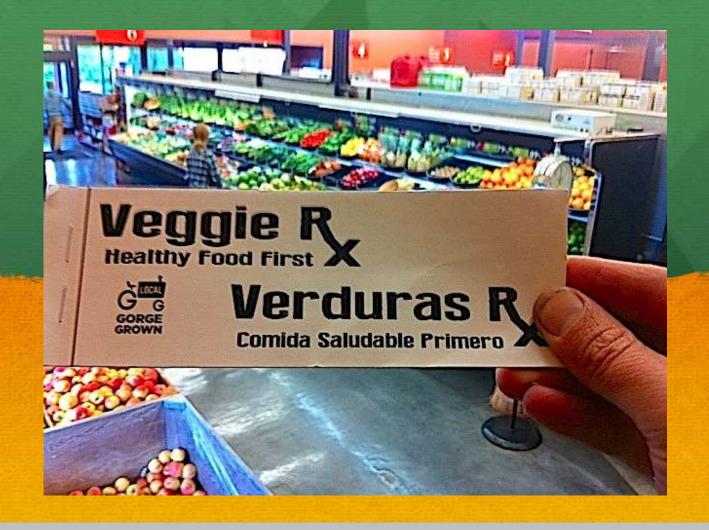




Current Status

- About 280 clinics & hospitals screening, plus Head Start & WIC
- Urban & Rural Success
- Now an Oregon Performance Improvement Metric, model screening process developed by CCO TAG





Veggie Rx of the Columbia River Gorge A Project of Gorge Grown Food Network



Our Mission

To build a resilient and inclusive regional food system that improves the health and wellbeing of our community

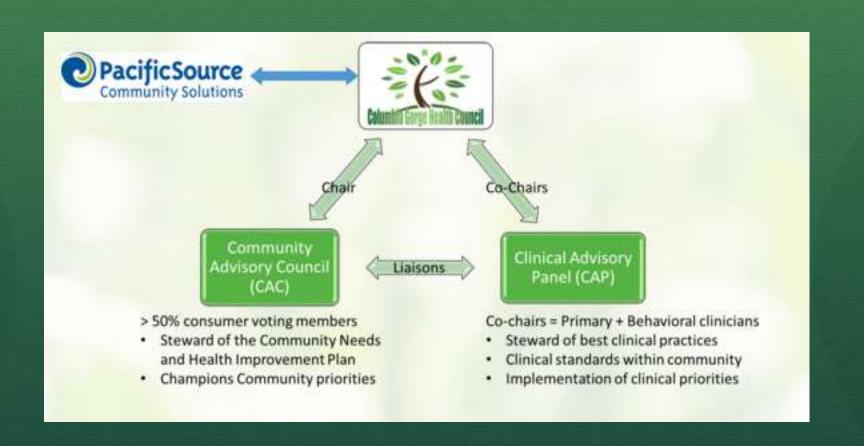




To build a resilient and inclusive food system that improves the health and well-being of our community.

541-490-6420

Linking our food system with healthcare



Community Health Improvement Process

- Identified communities top needs
- 40 stakeholders collaborated
- The top two needs identified by community members in the Social Determinants of Health category were food insecurity and affordable housing.
- Set common agenda for organizations region-wide

Assessing Hunger



BASIC FINDINGS:

- •1 in 3 worry about running out of food
- •1 in 5 run out of food
- •1 in 7 skip meals

Food assistance programs are not enough

High Level of Food Insecurity

Households
 on SNAP, WIC
 and/or School
 Lunch
 programs still
 experience
 HIGH levels
 of Food
 Insecurity

	Surveyed Population	SNAP/WIC/Free Lunch
Ran out of food	22%	34%
Went without a meal	15%	24%
Went without a meal so children can eat	10%	18%
Children went without a meal	3%	5.5%

Veggie Rx Program

2 Question Screen for Food Insecurity @ clinics & agencies

Participants refill prescriptions If Sometimes or Often, provide 10 - \$2 veggie vouchers

Markets and Grocers send vouchers to Gorge Grown for payment Gorge Grown Tracks Results

Clients use at Farmers Markets and Grocery Stores Vouchers are individually numbered for tracking

Building the Network

	# of Veggie Rx distribution partners	\$ of Veggie Rx distributed to partners	# of Veggie Rx retail partners
Phase 1 (Aug - Sep)	5	\$8,000	10
Phase 2 (Oct – Mar)	40	\$62,000	30

Distribution in 5 counties of the Gorge:

Clinics / Health Departments / WIC / OCDC Headstart / DHS / Senior Services / Social Workers Housing Authority / Hospitals

Veggie Rx Redemption Partners

All 10 Gorge Farmers' Markets during market season

Hood River: Rosauers, Mercado Guadalajara, Farm Stand, Mother's

The Dalles: Grocery Outlet, La Michoancana

Goldendale: Holcomb's Sentry Market, Grist Mill

Stevenson: A & J Select Market

Carson: Carson General Store

White Salmon: Harvest Market (Thriftway), Dickey Farms

Klickitat: Canyon Market

Odell: Mid-Valley Market, Cody Orchards Farm Stand

Parkdale: McIsaac's Market, Kiyokawa Family Orchards

Cascade Locks: Columbia Market

Dufur: Kramer's Market

Maupin: Maupin Market

Data from Aug 15 – March 16

- Number of Veggie Rx recipients: 2500+
- Average # of people per household: 3
- # of people screened: 6,905
- # of positive screenings: 2,314 (33%)
- Average redemption rate: ~75% up to
 98%

Snapshot: Screening and Redemption

Distribution Site	Amount Distributed	Amount Redeemed	% Redeemed	% Positive Screenings
One Community Health Hood River	\$4,320	\$3,018	70%	15%
One Community Health The Dalles	\$4,900	\$3,094	63%	23%
Hood River County Health Dept	\$9,880	\$7,658	78%	30%
North Central Public Health Dist	\$5,000	\$3,122	62%	50%
Klickitat County Health Dept White Salmon	\$6,080	\$4,764	78%	66%
Klickitat County Health Dept Goldendale	\$2,300	\$1,164	51%	
Klickitat County Senior Services White Salmon	\$2,020	\$1,932	96%	26%
Klickitat County Senior Services Goldendale	\$2,400	\$2,130	89%	55%
Skamania County Senior Services	\$2,160	\$1,196	55%	90%
Skamania County Health Dept	\$2,180	\$1,710	78%	61%
Skamania County DSHS	\$3,020	\$2,562	85%	99%
Klickitat Valley Health Clinic	\$2,060	\$1,694	82%	69%
Mid Columbia Housing Authority	\$1,000	\$468	47%	
Providence Internal Medicine Clinics	\$1,600	\$1,462	91%	
Providence Family Medicine Clinic	\$1,600	\$1,334	83%	
The Next Door	\$500	\$330	66%	
MCMC	\$5,000	\$3,696	74%	
Evergreen Family Services	\$1,200	\$658	55%	100%
Mid- Columbia Children's Council	\$4,740	\$3,090	65%	
CORE Evaluation Groups	\$800	\$556	70%	
Deschutes Rim Clinic	\$1,500	\$350	23%	
Oregon Child Development Coalition	\$1,280	\$386	30%	
OSU Cooking Class	\$380	\$264	69%	
	\$69,100	\$48,556	70%	31%

Note: This does not include all distribution sites.

Supporting our local farmers and economy





Over 75,000 to local farmers and groceries in < 1 year

Community Meals



Community Health Worker Outreach

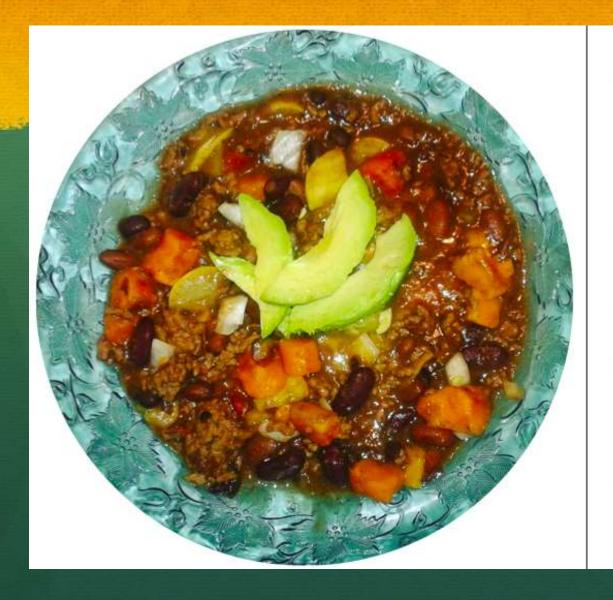


-Photovoice Evaluation-Community-based, participant-centered



"I feel so blessed to have the Veggie Rx Program. Every week my family and I go to the White Salmon Farmers' Market to use our vouchers.

My 9 month old is so excited to eat all the new fruits he sees there. He can eat half a pint of blueberries! "



"I feel better
[emotionally] when I
have fresh fruits and
vegetables."

"My child *cries when the* fridge is empty. It's a lot of stress for me."

"My kids are free to be kids."

After a cold, "my kid went back to school *quicker*."



Diet & Nutrition

"What I really love is to *eat the rainbow*. I love a big salad with every color in there."

"Fresh fruit is expensive. And you can't find coupons for them."

"I'm setting an example for my kids."

What Did We Learn from Focus Groups?

Use of Veggie Rx vouchers saw improvements in:

Diet & Nutrition

- Fresh produce is now affordable
- Fresh produce is being consumed by participants AND their families AND friends AND neighbors

Physical Health

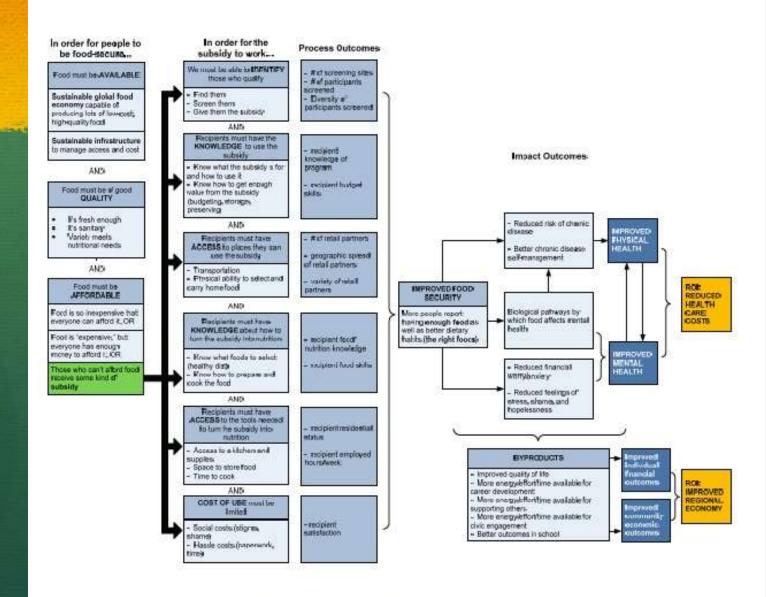
- Participants "feel better"
- Better selfmanagement of diabetes
- Consumption of fresh produce improved weight control

Mental Health

- Symptoms of ADHD and anxiety are more manageable
- Participants report improved stress levels

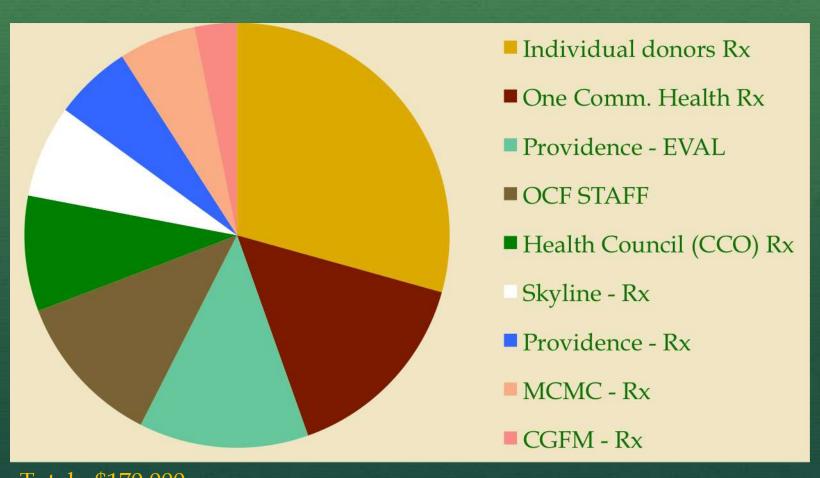
Financial Health

- Vouchers supplement household income leading to reduced stress for the head of household
- Use of vouchers stimulates economic growth in the region



Logic model was developed in collaboration with Hannah Cohen-Cline at CORE.

Funding Aug '15 - Now



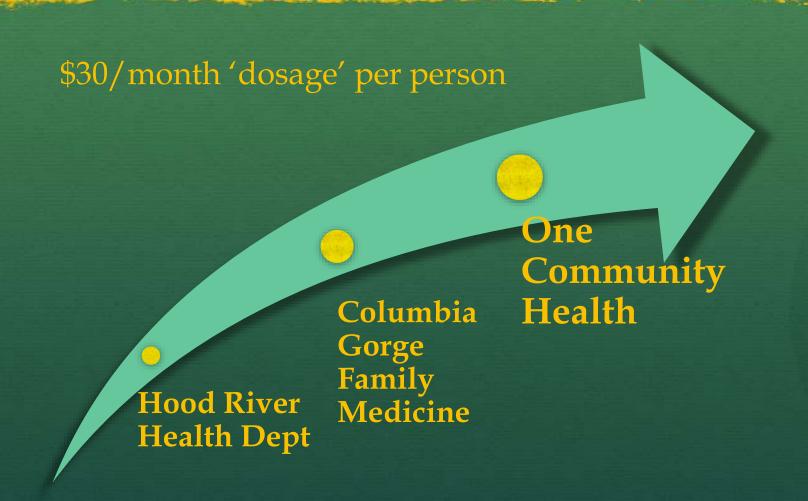
Total ~\$170,000

Rx = Vouchers

Challenges

- Long term funding
- Tracking vouchers: Need a card or scanner system
- Transportation to farmers markets
- Stigma/Shame
- Funders want in-depth quantitative data
- Funders want to end hunger in a short period of time; hunger is chronic

Who's on board now?



Regional Food Security Coalition



Empowering Veggie Rx Recipients



Culture of Health Prize





Our Vision

We envision a healthy, selfsufficient Columbia River Gorge where our food is produced with integrity and is valued, abundant, and accessible to all.



Thank you!



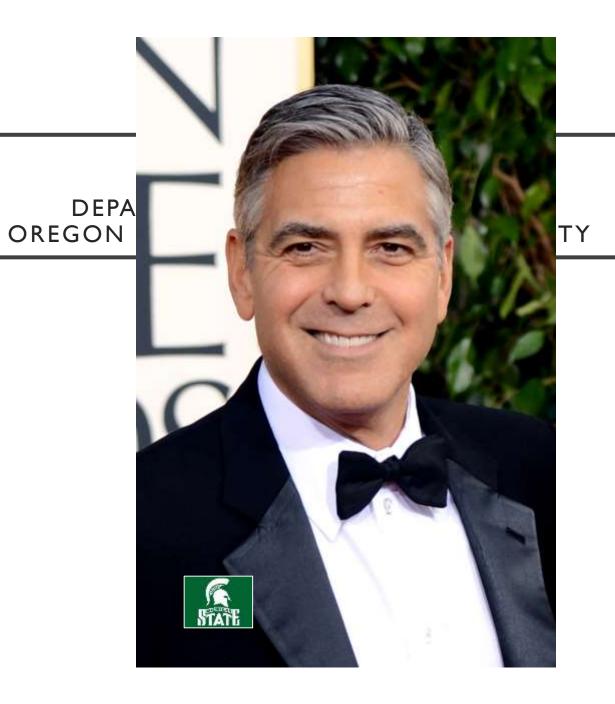
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CSA PARTNERSHIPS FOR HEALTH



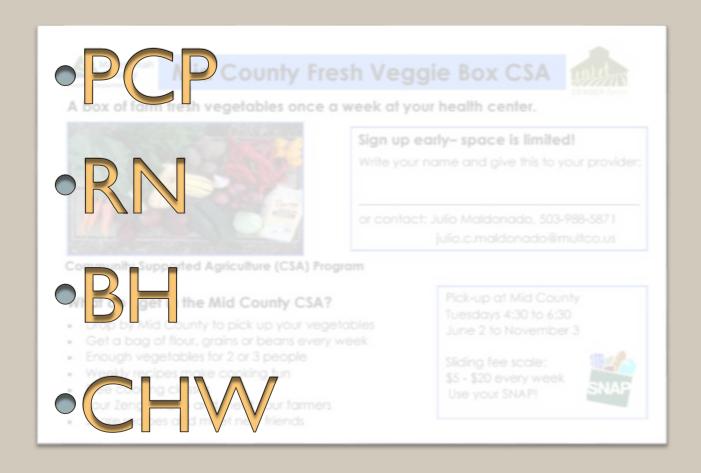








CSA REFERRALS









- Sugar Snap Peas, ½ Ib
- Russian Frills Kale, I Ib
- Pink Beauty Radishes, ½ lb
- Hakurei Spring Turnips, I Ib
- Red Pak Choi, I head
- Baby Fennel, 3 bulbs
- Fresh Garlic, 1/2 lb
- Garlic Scapes, ½ lb
- Oregano, 1/4 ounce
- Red Quinoa from Bob's Red Mill



- Basil, 2 ounces
- Summer Squash Mix, 2 lbs
- Eggplant, I lb
- Tomatoes, I lb
- Red Onions, ½ Ib
- Broccoli, ½ lb
- Chard, I lb
- Asian Plums, 1/2 lb
- Red Early Potatoes, 2 lbs
- Lentils from Bob's Red Mill



- Chard, I bunch
- Carrots, I lb
- Red Beets, I Ib
- Green Kohlrabi, ½ lb
- Purple Potatoes, 2 lb
- Delicata Squash, 3 lbs
- Cucumbers, I Ib
- Sweet Peppers, ½ Ib
- Mild Habenero Peppers, 4 ct
- Red Onions, I Ib
- Inchelium Red Garlic, I head
- Cornmeal from Bob's Red Mill





GRILLING **VEGETABLES**

1. FIRE UP THE GRILL

When hot, move the coals to one side or turn off one burner. You want a hot section and a



4. AVOID FALLS

To prevent small vegetables from falling through the grate, you can put them on a skewer or use a grill pan with



5. BRUSH WITH OIL

A thin layer of oil prevents sticking. Also add salt, herbs or spices. Another option is to marinate your vegetables in the refrigerator.

2. CUT YOUR VEGETABLES

Cut to the same thickness. About 1/2 inch thick is usually good. Cut lengthwise or at an



3. PRE-COOK, IF NECESSARY

Read more about pre-cooking on the other side of the sheet.



6. START HOT, FINISH WARM

Place vegetables for a few minutes over the heat to brown, then finish cooking on the other side of the grill. Turn them frequently. Vegetables are finished cooking when tender, usually in 5-15 minutes.





STORING FRUIT AND VEGETABLES

WASH BEFORE EATING

Wash your produce under running water and gently rub to loosen dirt. Do not use soap. Use a colander for delicate produce and a brush for tough produce. If your produce should be stored dry, wait to wash it until you prepare your meal. Washing produce reduces the risk of foodborne illness especially when eating uncooked food.

		D	

Refrigerate these fruits and vegetables in a plastic bag or container that is slightly open to prevent condensation.

COLD MOIST

Refrigerate these vegetables in a plastic bag or container with a bit of moisture, like a damp paper towel.

ROOM TEMP

Store these fruits and vegetables out of the sun and in an open container.

FRUIT	KEEPS FOR	COLD COLD ROOM DRY MOIST TEMP	NOTES
Apples	weeks	•	
Berries	3-5 days	•	Soak in vinegar water to prevent mold
Cherries	3-7 days	•	
Figs	2-3 days	•	
Grapes	5-7 days	•	
Melons	5-7 days		Ripen at room temp
Peaches	3-5 days	•	Ripen at room temp
Pears	5-7 days		Ripen at room temp
Plums	3-5 days	•	Ripen at room temp



VERDURAS ASADAS

1. ENCHMOBIA PARRILLA

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4. EVITAR CAÍDA

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5. PROTE CON ACEITE

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2. CORTO LAS VERDURAS

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3. PRE COCER, SI NECESARIO

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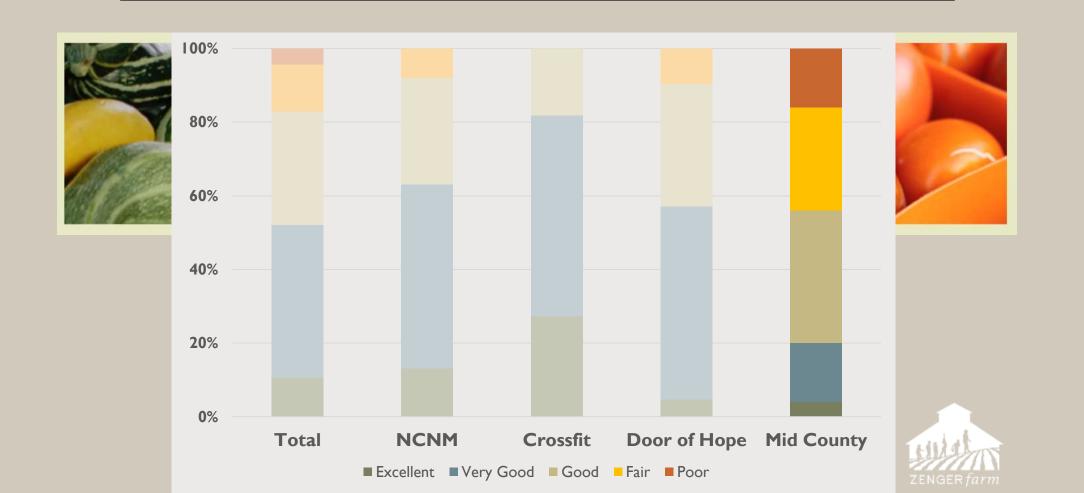


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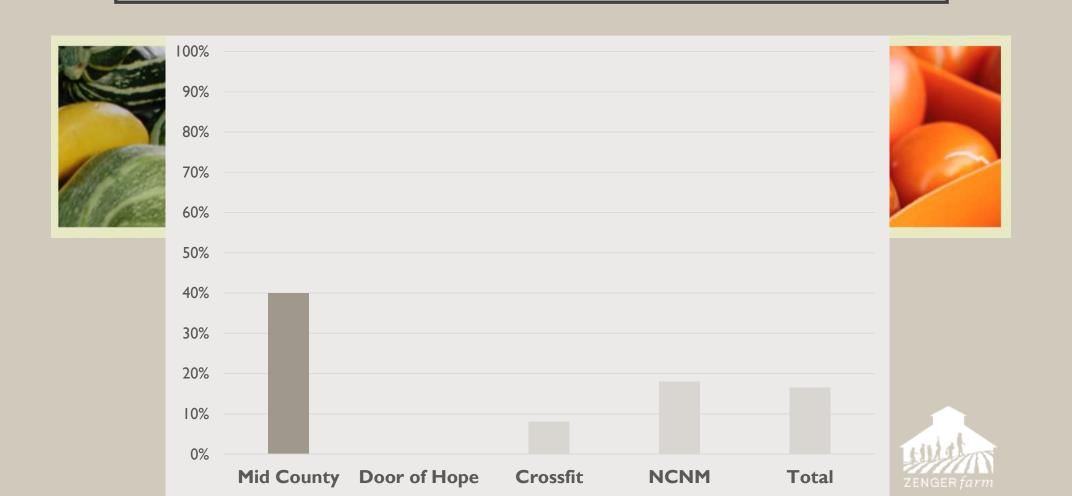
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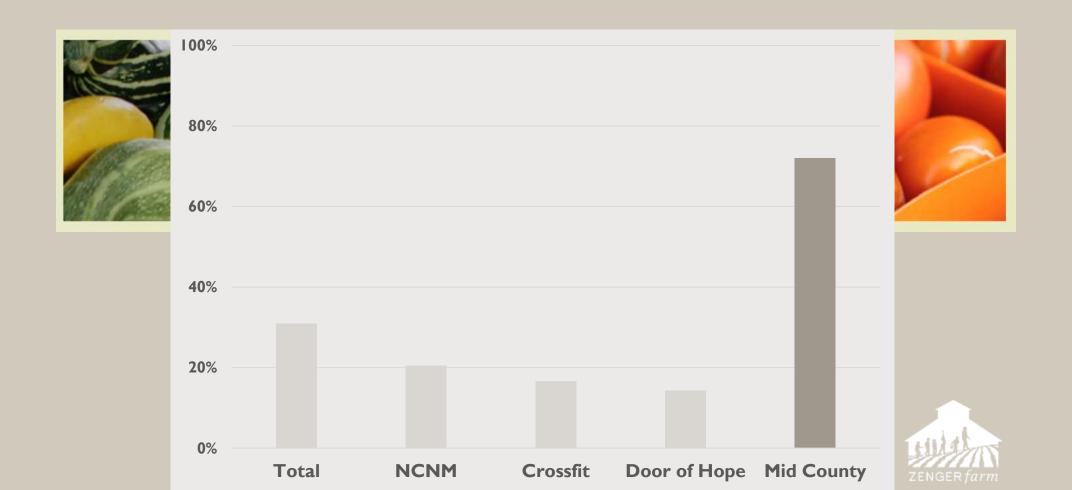
PERCEPTION OF PERSONAL HEALTH AT BASELINE



PROPORTION OF MEMBERS REPORTING FOOD INSECURITY AT BASELINE

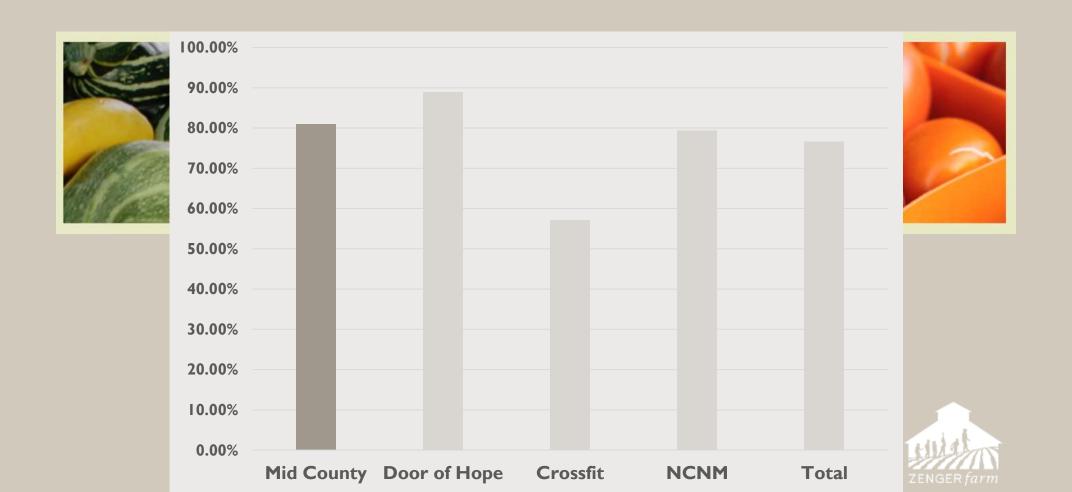


MOTIVATION TO JOIN: IMPROVE MY HEALTH

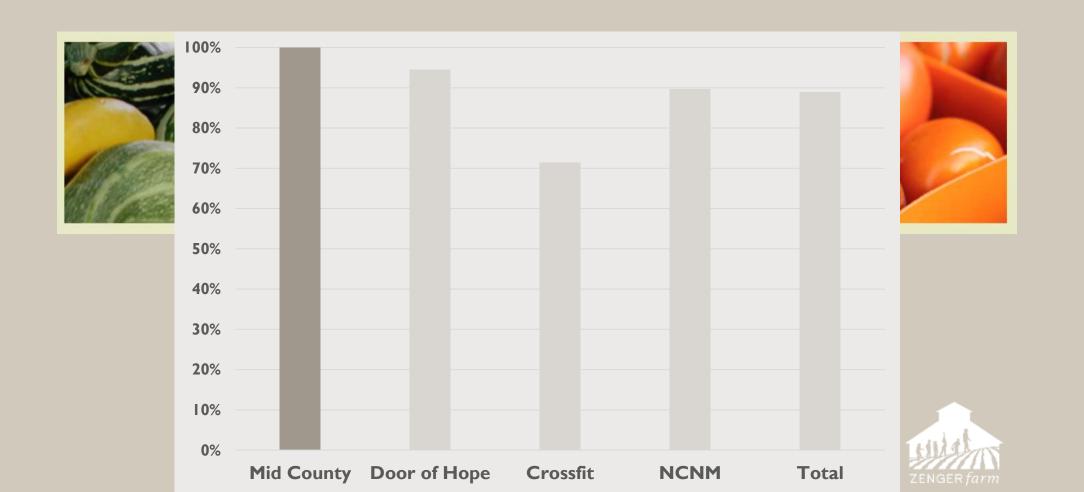




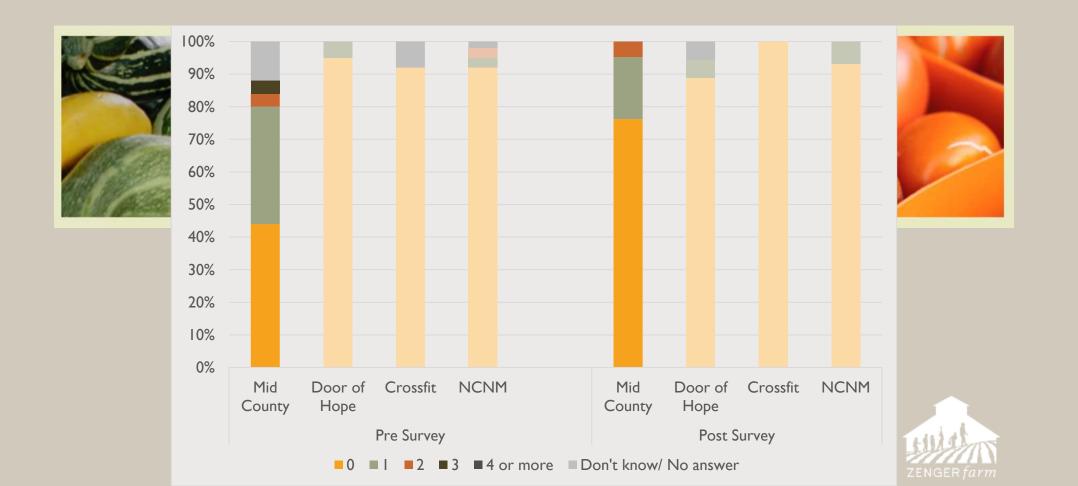
PROPORTION OF MEMBERS REPORTING BETTER HEALTH BECAUSE OF THE PROGRAM



EATING A GREATER VARIETY OF VEGETABLES



NUMBER OF SUGAR-SWEETENED BEVERAGES CONSUMED DAILY: PRE- AND POST-INTERVENTION







CSA PARTNERSHIPS FOR HEALTH







A GUIDE AND TOOLKIT

Primary Roles and Responsibilities



	Clinic	Farm
Planning		
Marketing		
CSA Operation		
Pick-up		
Education		
Community Activities		
Evaluation		

Coordinating with Your Farmer



- Sign-up Process for CSA
- Marketing Plan
- Sales Plan
- Subsidy Details
- Participation Details
- Plan for Unclaimed Shares
- Pick Up Logistics

Memorandum of Understanding



- Liability
- Media Strategy
- Goal/Minimum Participants
- CSA Details
- Marketing
- Workshops/Demos
- Evaluation

CSA Partnerships Timeline for Organizations



- November
 - Identify farm
- December
 - Organizational needs assessment
- January
 - MOU/Define roles
- February
 - Begin marketing
- June-November
 - CSA season
- November
 - Evaluation



















Sustainability?

Individual & Group Investment

Proposed Future Definition: Health-Related Services



 Flexible services are cost-effective services offered instead of or as an adjunct to covered benefits (e.g., home modifications and healthy cooking classes).



 Community benefit initiatives are community-level—as opposed to member-specific—interventions such as investments in care management capabilities and provider capacity.

Proposal: Consider health-related services in medical component of rate development instead of administrative component



Address social determinants of health and health equity

 Through an enhanced rate setting methodology and new contracting strategies, promote CCO and provider use of health-related services, including flexible services and community benefit initiatives aimed at addressing the social determinants of health.



ACCESS Mobile Healthy Food Pantry

presented by **Philip Yates**







What is a Mobile Pantry Truck?



Awning, generator, power outlets, internal lights and steel shelving

Modeled after a Pepsi truck, 10 bays with sliding doors



Cooking Skills Demonstrations

(Over 90 volunteer Cooking Skills Educators trained)



Sites (100-120 annually)

Food pantries & grocery stores

Grower's markets

Local businesses

Schools & senior centers

Community events

Groups

Staff meetings

Inspiring people to eat more fresh fruits, vegetables, whole, and local foods

Expanding the reach of current food skills education

Supporting an informed consumer community

Growing our local food economy

Creating a sustainable volunteer program



Prevalence of Chronic Disease among food pantry clients

Health

Food pantry recipients suffer from diet-related diseases, such as high blood pressure and diabetes, at a higher rate than the general public. Aside from the increased costs related to poor health, the highest source of family debt continued to be medical bills (39%). However, 52% of households say they were able to prepare healthier meals because of food they received at a pantry.

- 27% of households have at least one member with diabetes (of those households, 37% have a member aged 65+)
- 12% of Oregonians have been diagnosed or are undiagnosed with diabetes
- 48% of households have at least one member with high blood pressure (of those households, 34% have a member aged 65+)
- 32% of Oregon adults have been told by a health care professional they have high blood pressure

(2015 Oregon Hunger Factors Survey)

Partners

- AllCare Health (funding aligns with CHIP priorities)
- OSU Extension (dietary/nutrition expertise)
- La Clinica Health (location, health insurance info)
- Rogue Community Health (location, health insurance info, blood pressure testing)
- ACCESS (program coordination, cooking demonstrations, referrals, dietary info and support)







Client Referral

IS THERE SOMEONE IN YOUR FAMILY WITH HIGH BLOOD PRESSURE, DIABETES OR OTHER HEALTH ISSUES REQUIRING A SPECIAL DIET?

ARE YOU INTERESTED IN HEALTHIER FOOD FOR YOUR FAMILY?

- FREE HEALTHY FOOD-Emergency food to help manage your special diet
- FOOD DEMONSTRATIONS-Food tasting and recipes using fresh ingredients

Referring Organization:

Health Centers, CCOs, YMCA, Pantries, Hospitals

Referring Provider:

ACCESS Healthy Mobile Pantry, in partnership with Allcare, La Clinica, Rogue Community Health and OSU Extension
Service, will be distributing free healthy emergency food and providing nutrition Information to low income families here in the Rogue Valley

Please call **ACCESS at 541-774-4321** for more Information and bring this card with you when you come to the pantry.

<u>Where</u>: La Clinica Wellness Center, 730 Biddle Rd, Medford <u>When</u>: 2nd Friday of every month, 10:00 am to Noon

Directions

La Clinica Wellness
Center is located
next to Sizzler, on
Biddle Rd between
Market St and
Superior Court.



<u>Where</u>: Rogue Community Health, 19 Myrtle Street, Medford <u>When</u>: 4th Friday of every month, 10:00 am to Noon

Directions

Rogue Community
Health is located on
Myrtle St, right off
the intersection of
Crater Lake Ave and
East Main.



Sponsored by:







Measuring the Impact

- Number of regular clients using the Mobile Healthy Pantry
- Cost of running program
- Surveys to measure the increase in fruit & vegetable consumption
- Measuring health improvement for Health Center clients



What More Can A Clinic or Hospital Do?

- Cooking & smart shopping classes
- Gardening classes & assistance
- Diabetes clinic/pantry partnerships
- On-site produce distributions
- Veggie Rx programs
- Convening of human services & health care communities to address social determinants of health





Possible New Funders for Food Assistance and Nutrition Education Initiatives

Local Hospital Community Benefit Funds

CCO Incentive Fund Grants

Grants from Health Insurers, Kaiser, Anthem, Blue,

Providence, Pacific Source...

Medical Equipment Companies

Electronic Health Record Providers

Condition specific Medicaid billing (flex funds)



Questions?

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