

Sustainable Program Design: Utilizing Community Strength to Build Effective Programming

2022 RURAL CHILD HUNGER SUMMIT



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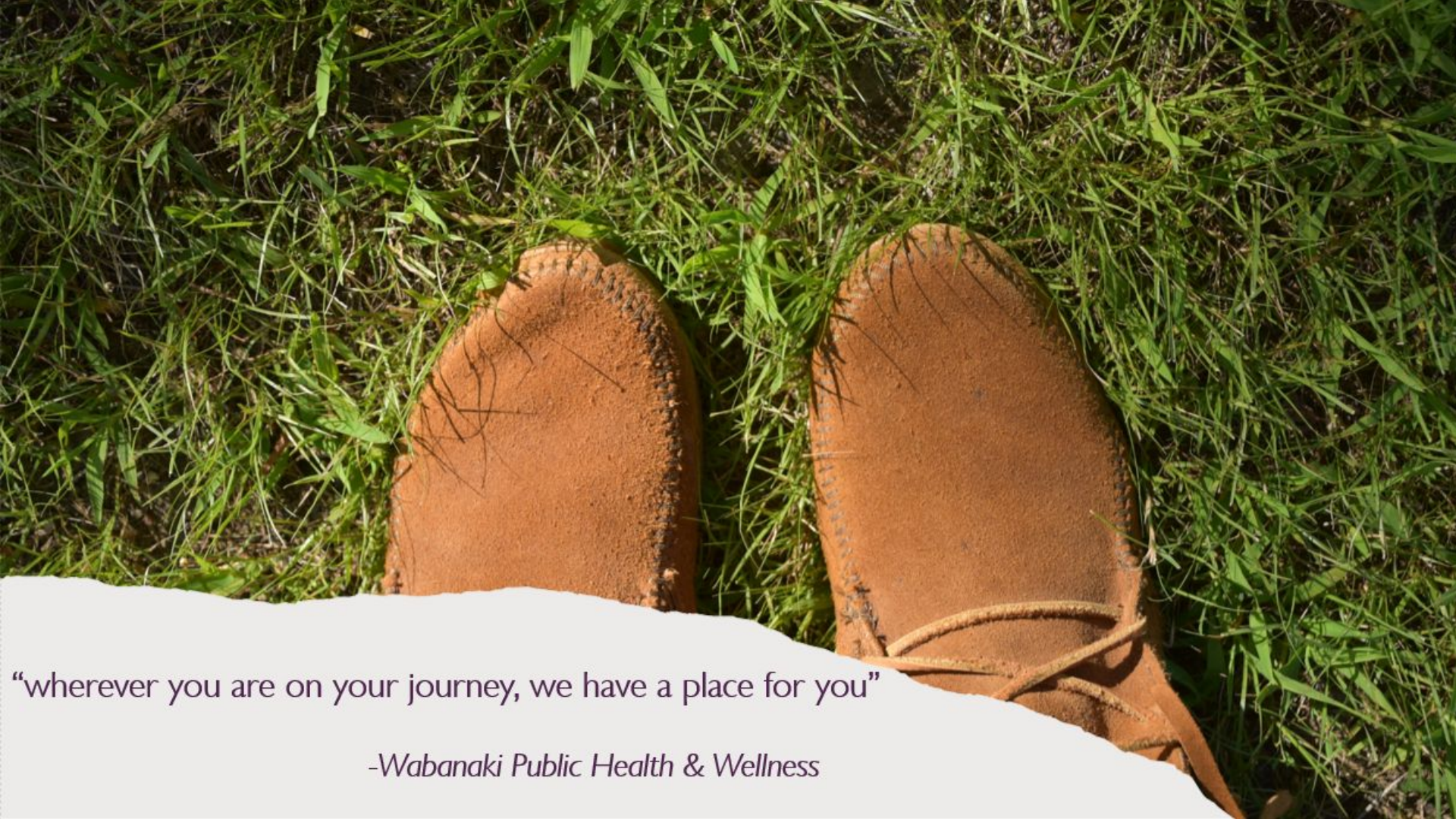




Healing

The importance of culture, self-determination and a sustainable tribal public health system





“wherever you are on your journey, we have a place for you”

-Wabanaki Public Health & Wellness



Historical Trauma

the collective emotional and psychological injury both over the lifespan and across generations, resulting from a cataclysmic history of genocide

Dr. Maria Yellow Horse Braveheart



Generational Strength
the power held by our ancestors and
passed to us, resulting in a deep
knowing on how to connect and
how to heal, providing us all we need
to thrive

Wabanaki Public Health & Wellness



Division of Community & Land Wellness

- Nutrition & Obesity Prevention
- Food Sovereignty & Food Security
- Environmental Health



Our sacred medicines

"In some Native languages the term for plants translates to those who take care of us."

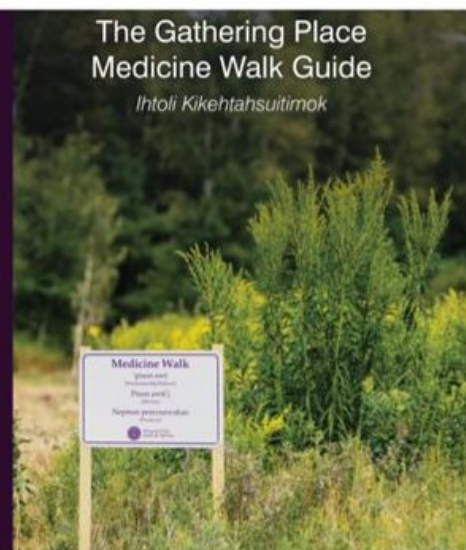
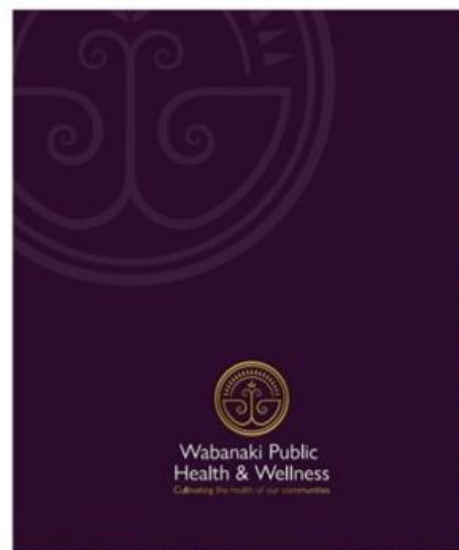
Robin Wall Kimmerer, Braiding Sweetgrass















“The Western culinary diet has never really taken the time to learn this vast amount of botany around us and all these plants that are so giving to us, so if you look at the world through an Indigenous lens, you’re going to see so much food and medicine and shelter and crafting in just the plant life around you.”

Sean Sherman, The Sioux Chef



Kci Woliwon



Building Sustainable Programs in Rural Communities



Perry County, Kentucky



Photo credits: John Doll , Jenny Williams, & Cris Ritchie

Perry County, Kentucky

Population = 28,473

- 23% are under 18 years of age

White, non-Hispanic = 94.9%

Households with broadband = 73.5%

SNAP recipients = 27.5% of population (in March 2022)

Food insecurity rate (overall) = 20.8%

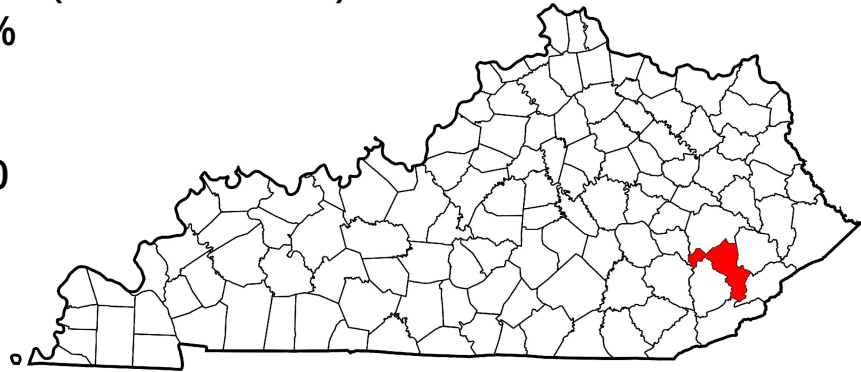
Child food insecurity rate = 26.2%

Median household income = \$33,640

Poverty rate (all) = 22%

Poverty rate (<18 yrs.) = 32%

Children living in low-income
households (<200% FPL) = 59%



U.S. Census Bureau. (2021). *Quickfacts*. <https://www.census.gov/quickfacts/>

Kentucky Center for Economic Policy. (2021). <https://kypolicy.org/tracking-snap-in-kentucky/>

Kentucky Youth Advocates. (2019). *2021-Perry.pdf* (kyyouth.org)

Feeding America. (2021). *Map the meal gap*. <https://map.feedingamerica.org/>



- Land area = 339.67 miles²
- Farm area = 16,352 acres
 - (~8% of land area)
- Farm operations = 63
 - (117% increase since 1997)

Photo credits: Holliday Farm & Garden and Second Chance Homestead

U.S. Census Bureau. (2021). *Quickfacts*. <https://www.census.gov/quickfacts/>

U.S.D.A. (2017). *Census of agriculture*. <https://www.agcensus.usda.gov/>



Health Outcomes

Prevalence of diabetes = 15% of adult population

Prevalence of hypertension = 44% of adult population

Prevalence of obesity = 47% of adult population

Adults eating recommended fruit & vegetable intake = 10%



Partnerships are Key!



Perry County Farmers Market



Focus shift beginning in 2015:

- Market Manager
- Structure
- Healthy Food Access
 - SNAP
 - FMNP
 - KY Double Dollars
 - Credit/debit



Increasing food access
& farmer incomes:

- Carrot cash
- Diabetes Dollars
- Fresh Rx
- Pop-up Markets



Fresh Stop Market – Year #1



Fresh Stop Market – Year #2

Adapt to the Community:

- Location
- Producers
- What's in the shares
- It takes a village
- Shareholders & outreach



Fresh Stop Market – Beyond

“We are so thankful for the bags! The kids loved the fresh veggies and being able to help fix new dinners. It helped make mealtime family time.”

–Mom/Fresh Stop Shareholder



How do we expand our reach?

- PARTNERSHIPS!
 - Catholic Church
 - Hazard Perry Co. Community Service
 - Save the Children
 - ARH (local hospital)

Photo & story credit: Perry County Save the Children

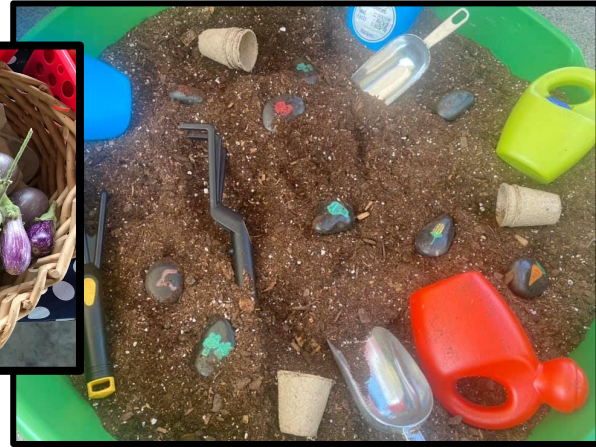
Fresh Stop Market – Beyond

Indicator	2021	2020	2019	2018
Number of Markets	6	6	5	7
Total number of shareholders	84	71	44	64
Percentage of shareholders who are low-income	60%	62%	23%	20%
Percentage of food justice shareholders	6%	4%	5%	3%
Average number of shareholders each market	50	38	22	21
Total number of shares purchased	300	237	115	148
Total number of vendors	8	12	6	13
Total dollar value of purchased food	\$6,231	\$5,835	\$2,760	\$3318

Crockpot Meal Kits

"I would never have used turkey for chili if I hadn't had this opportunity." – Mom/meal kit recipient





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Sinton ISD

Food Service Program





Knowing your community





Community Engagement



Celebrations

- Increased meal participation
- Diversified pandemic meal services
- No Kid Hungry Grant
 - Fresh fruits & vegetables
 - Nutrition snack bags
 - Emergency meal services



Grant Opportunities

- USDA
- TDA
- NKH
- Other



Reduce Stigma

- All menu lines have a reimbursable meal option
- Menu variety
- Incorporate favorite a la carte items with reimbursable meal option once in a while

We can break the stigma.



Community Representation

- School Health Advisory Council (SHAC)
- School Wellness Committee and Subcommittees
- Local School Wellness Plan





Employee Care

- May 6, 2022: National School Lunch Hero Day
- September: National Food Service Employee Day
- March: Employee Appreciation Day
- Fun, Spontaneous, Endless opportunities



Replication possibilities

- Research grant opportunities
- Survey parents
- Survey students
- Community stakeholder conversations

