



Expanding the Food Hubs program by Addressing Root Causes of Food Insecurity 2023-2026

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MPH 661

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The Scope of the Health Problem

-Food insecurity is defined as a lack of consistent access to enough food for every person in a household to live an active, health life, (Feeding America, 2022).

-38 million people, including 12 million children experience food insecurity in the United States (USDA).

-The projected rate of food insecurity for Norfolk, Virginia is 14.6% for 2021, and 12.5 % in 2019. The projected child food insecurity rate is 22.8% as opposed to 19.3% in 2019.



Target Population

Increase of food insecurity among families with children and communities of color.

African American and Hispanic families face higher rates of food insecurity due to systemic racial injustices.

Almost 50% of Norfolk consists of individuals who are Black (40%) or Hispanic (8.6%) (Census 2020).



Significance

Individuals that are food insecure are at a disproportionate risk of developing chronic diseases such as, type 2 diabetes, cardiovascular disease, hypertension, and mood disorders (Decker, Dominic, and Flynn, 2018).

Children living in food insecure homes are also more likely to develop obesity and face developmental problems than children who live in food secure homes (Healthy people 2020).





Health Disparities and other Contributing Factors

Food insecurity is complex and multifactorial, it includes behavioral, social, cultural, environmental, and economic factors.

Driving factors include:

- Educational attainment
- Income
- Access to healthcare
- Environmental/Physical factors



Evidence-based Best Practices



Foodbank/ Food
Pantries



SNAP E&T



Child Nutrition
Reauthorization Act





Program Description

Target	Target population: African American and Latino families
Reduce	Why: Reduce food insecurity and empower individuals to be more self-sufficient
Provide	How: Provide a space that enhances the shopping experience and will have multi-purpose spaces to bring in community partners and resources
Have	The goal is to have 2 more Food Hubs by 2026 in Norfolk. One in Calvert Square and Oakleaf Forest public housing complexes.



Mission Statement

The mission is to provide low-income neighborhoods in Norfolk, Virginia with Food Hubs that immediately addresses food insecurity and provide additional resources that combat the root causes of food insecurity which will empower individuals to become self-sufficient.



Goals and Objectives



Goal 1- Constantly increasing and providing healthy, quality produce to low-income neighborhoods.

Objective 1: Identify local farmers, and community stakeholders that aid in provision of quality produce, food items and necessary toiletries.

-Objective 2: Diversify the produce and food options to cater to diets that will assist chronic disease management and prevention

-Objective 3: Obtain funding for quality produce and other food items that will need to be purchased to ensure quality is always upheld

Goal 2- Provide resources that contribute to root cause issues such as housing, education, and healthcare.

-Objective 1: Identify and collaborate with community organizations to promote food security and physical health outcomes, such as partnerships with local YMCA or recreation centers

-Objective 2: Enroll at least 30% of clientele that measure below the state poverty level into a training program that will increase their current income and skill set.

-Objective 3: Collaborate with local community colleges and other higher educational institutions to provide financial aid to provide educational opportunities for participating clients.

Goals and Objectives



-Goal 3 increased awareness and education about the root causes and health disparities

associated with food insecurity.

-Objective 1: Advocate for federal and state programs that are pivotal to providing food for families.

-Objective 2: Distribute evidence-based materials, that have been developed through a culturally sensitive lens, to the community partners and clientele

- Objective 3: Collaborate with higher education partners and healthcare providers

to implement comprehensive solutions to identify and combat structural racism that contributes to health disparities.

-Goal 4 increased number of Food Hubs

Objective 1: Add 2 more Food Hubs in Norfolk, Virginia by the end of the

program.

-Objective 2: Map food insecurity and health disparities data

Implementation Plan for Goal's 1&2



Activity	Target Date	Anticipated results of product	Resources	Lead person/Organization
Identify local farmers and develop agreements/terms for purchases produce	June 2023	An agreement will be drawn to ensure fresh produce from local farmers to Food Hub. Ensuring the goal of always having quality produce is met.	Staff to write contracts, Higher education personnel to draft contracts,	Program manager
Gather information about participants via survey to understand frequency of chronic health conditions	June 2023	Objective 2 will be accomplished through this activity. Understanding the chronic illnesses will help us negotiate with local farmers and diversify food options cater to the different dietary needs of participants with chronic illness	Staff time, Volunteers, Higher education personnel, technology	Higher education personnel/ partners
Strategize ways to obtain funding	June 2023	Food Hubs will be able to operate efficiently and effectively	All staff time, funding strategy, volunteers, technology/software	Program manager

Activity	Target Date	Anticipated results of product	Resources	Lead person/Organization
Provide an assessment that would identify and pair participants with training programs that suits their interest.	Starting July 2023 and occurring monthly with new clients.	Enroll 30 % of participants into training programs by the end of the first year. Increase skill set and financial standing of participants.	Skill assessment, Volunteers, Staff, Higher education personnel,	The Foodbank of Southeastern Virginia, Feeding America, Volunteers
Encourage participants to enroll in training or educational programs that would assist with improving their socioeconomic status	Starting July 2023, occurring at every opening of Food Hubs	Encourage a change in mindset toward root cause of food insecurity, especially emphasizing the link between education, socioeconomic status, and food insecurity.	Educational materials/brochures, Volunteers and Staff	The Foodbank of Southeastern Virginia, volunteers
Share and educate participants on surrounding root cause work resources	Starting July 2023, occurring at every Food Hub distribution	Ignite participants interest in the root causes of food insecurity, and hopefully change their perspective.	Educational materials/brochures, Volunteers and Staff	The Foodbank of Southeastern Virginia, volunteers

Implementation Plan for Goal's 3&4



Activity	Target Date	Anticipated results of product	Resources	Lead person/Organization
Provide data to stakeholders and all community organizations on the root causes	Annually	Describe the problem and reveal significance so that they may continue create solutions and continue to fund efforts to combat food insecurity.	Technology, software, posters, brochures, executive summaries,	Higher Education partners, Feeding America
Educate all staff and volunteers that shows how root causes directly correlate with health disparities	Annually	Inform and raise awareness about food insecurity within the community to ignite their interest and begin to change perspectives.	Informational packets, posters, deliverables	The Foodbank of Southeastern Virginia, Higher Education personnel
Create educational materials to deliver at every Food hub location	Every Food Hub distribution	Have tangible evidence and information for all participants to educate and raise awareness	Brochures, Educational deliverables,	The Foodbank of Southeastern Virginia, Higher Education personnel

Activity	Target Date	Anticipated results of product	Resources	Lead person/Organization
Have 2 additional Food Hubs in Norfolk by 2026	End of 2026	Provide wrap around services and healthy food options to individuals living in a food desert and most impacted by food insecurity.	Funding, Staff, Volunteers,	The Foodbank of Southeastern Virginia, Norfolk Housing Redevelopment Authorities.
Conduct a SWOT analysis to evaluate impact and improve the Food hub program.	December 2024 December 2026	Develop a plan for improvement and expansion to determine influencing factors and impact of the program.	Staff, Technology, evidence-based practices, literature reviews, data from existing Food Hub programs	The Foodbank of Southeastern Virginia, Higher education personnel.

\$3.8 million Budget



Food Hub Expansion Program	Resource Allocation
Staff salaries	\$650,000
Technology	\$100,000
Software programs	\$25,000
Marketing	\$300,000
Educational deliverables	\$200,000
Renovation for Food Hub to operate	\$500,000/ Food Hub
	\$1,000,000
Materials	\$350,000
Research	\$100,000
Food costs	\$900,000
Food Hub operation costs (Utilities, facility upkeep etc..)	\$200,00

Logic Model



INPUTS (RESOURCES NEEDED)	ACTIVITIES (PROGRAM EVENT STRATEGIES)	OUTPUTS (PRODUCE OF THE ACTIVITY)	OUTCOMES (INTENDED EFFECTS: SHORT-TERM, MID-TERM, AND LONG-TERM)
<ul style="list-style-type: none"> -Facility space for the operation of Food Hub -Funding sources -Staff for screenings -Volunteers for screenings -Community Support- Higher educational partners -Community Support- neighboring organizations -Literature Review -Evidence based best practices computation and analysis -Community engagement and involvement -Technology/ computer software's -Food Hub implementation toolkits -Root work causes partnership toolkit 	<ul style="list-style-type: none"> -Market the Food Hub facility and program -Screen individuals for food insecurity -Screen individuals for likelihood to participate in root cause work -Enroll individuals in programs associated with root cause work -Screen individuals for SNAP E&T -Collaboration with higher education partners, farmers, local grocery stores -Finance the operational cost to sustain the Food Hub -Finance purchase of software to collect data -Train and compensate staff and volunteers for facilitation of the Food Hub -Survey satisfaction of the diversity of food and toiletries -Survey satisfaction with the root work resources -Survey satisfaction of the program overall -Launch two new Food Hub facility program sites -Provide curriculum that address behaviors and stigmas from participating in the Food Hub program -Conduct evaluation of the program with participants 	<ul style="list-style-type: none"> -Distribute 500,000 pounds of healthy, nutritious foods by the end of the first year -Reach 500 clients who are food insecure -Reach 1500 clients for each Food Hub by the end of the expansion -Provide additional training for staff and volunteers with a focus on nutrition education, cultural competency, and root cause work -Meals provided -Individual enrolled and utilizing root cause work programs and resources 	<ul style="list-style-type: none"> -Families access to healthy food options -knowledge and awareness of root causes associated with root causes -combat stigma and evoke positive attitudes toward charitable food systems -Increase food security by 50% in the areas of the two new Food Hubs -Decrease stress and adverse mental health of families that were food insecure -Increase completion of workforce and educational programs -Employment and income rate increase -Reduce healthcare cost and burden of disease -Reduce food related chronic diseases -Better quality of life

Evaluation design

This portion of the presentation is to explain how we will evaluate the success of the expansion effort.

- Formative indicators
 - Number of meals provided
 - Number of participants enrolled in programs/resources provided
 - Number of community resources provided for root cause work.
- Summative outcome measurements
 - Pounds of food distributed
 - Families that report better quality of living after utilizing root cause resources
 - Surveys to assess participants awareness and knowledge of healthy food and its association of food insecurity
- Summative impact measurements
 - Percentage of participants that completed programs
 - Percentage of participants that reported increase in yearly income
 - Decrease prevalence of food insecurity in Norfolk, Virginia.



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