



Communities in Action



NATIONAL ASTHMA FORUM

WASHINGTON, DC JUNE 9-10, 2011

Communities in Action-Accelerating Healthy Communities Together

Closing Speakers

Darell Hammond, *KaBOOM!*

Chuck Scofield, *Share Our Strength*



Share Our Strength

No Kid Hungry

June 10, 2011

Our Work

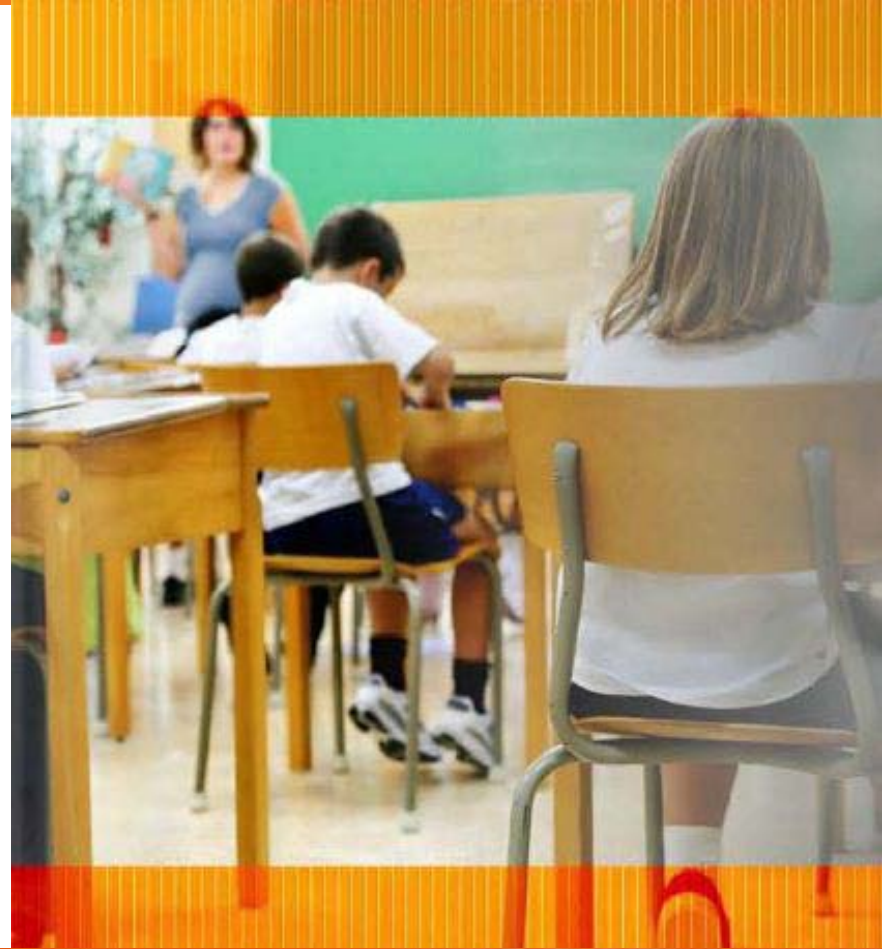
- **Fundraiser:** Since 1984, we have raised more than \$300 million through corporate sponsorships, events, and donations.
- **Grantmaker:** We have granted funds to more than 1,000 deserving organizations in all 50 states and internationally, investing in an average of 400 non-profit partners yearly.
- **Direct Service Provider:** We lead an innovative program, Cooking Matters, in 18 states with proven results to provide nutritious education to kids and their families at risk.
- **Collaborator:** We partner with and link service nonprofits, advocacy groups, chefs, nutritionists, volunteers, and the private sector to end childhood hunger.

The Crisis: Childhood Hunger

- **17 million, or one in four**, American children don't know when their next meal will come.
- **Almost one-third** are under five years old.
- **Undernourished children suffer** from impaired cognitive development and long-term emotional and health problems.

Teachers Report

- 65% of America's teachers regularly see kids who come to school hungry because they aren't getting enough to eat at home
- 61% of those teachers buy food for their classroom; an average of \$25/month
- 96% of teachers see breakfast as extremely or very important to academic achievement



Hunger in Our Schools

Share Our Strength's Teachers Report

Why Do Kids Go Hungry?

STIGMA

EDUCATION/
AWARENESS

FACILITIES/
TRANSPORTATI
ON

RED TAPE

ACCESS

POVERTY

Our Approach

Share Our Strength connects children with the nutritious food they need to lead healthy, active lives through local and national public-private partnerships

Enroll children
in effective
federal nutrition
programs



Invest in
community
organizations
fighting hunger



Teach families
how to cook
healthy meals
on a budget



End childhood
hunger in the
United States
by 2015

Systemic Change Model

Share Our Strength surrounds children at risk of hunger with nutritious food where they live, learn and play.

LIVE

- **FOOD STAMPS**
- Food pantries and shelters
- Food for pregnant women, infants and preschool kids (**WIC**)
- Fresh-food markets and stores
- **NUTRITION EDUCATION**
- Earned Income Tax Credit (EITC)
- Temporary Assistance to Needy Families (TANF)



LEARN

- Nutritious, high-quality **BREAKFAST** during school
- Nutrition education

PLAY

- Nutritious, high-quality meals when school is not in session, including **AFTERSCHOOL SNACKS** and **SUMMER MEALS**)
- Fresh-food markets and stores
- Community gardens

No Kid Hungry State-Based Campaign Model

Share Our Strength brings together key stakeholders from the private, public, and nonprofit sectors around a common table to map out comprehensive plans to end childhood hunger in those states.



Programmatic Priorities in Every State

ENSURE ACCESS TO

+

**INCREASE UTILIZATION
OF**

+

**RAISE PUBLIC
AWARENESS ABOUT**

- **SNAP (food stamps)**
- **Summer Food Service Program**
- **School Breakfast**
- **WIC (Special Supplemental Nutrition Program for Women, Infants and Children)**
- **Afterschool snack and meal programs**
- **Nutrition Education**

Colorado – Since Nov 2009

LIVE

- **SNAP (FOOD STAMPS):**
Conducting outreach for the first time
- **WIC:**
Assessing feasibility of transferring WIC benefits to EBT cards
- **NUTRITION EDUCATION:**
170 classes in 2010 (35% increase), serving 2,135 people (37% increase)



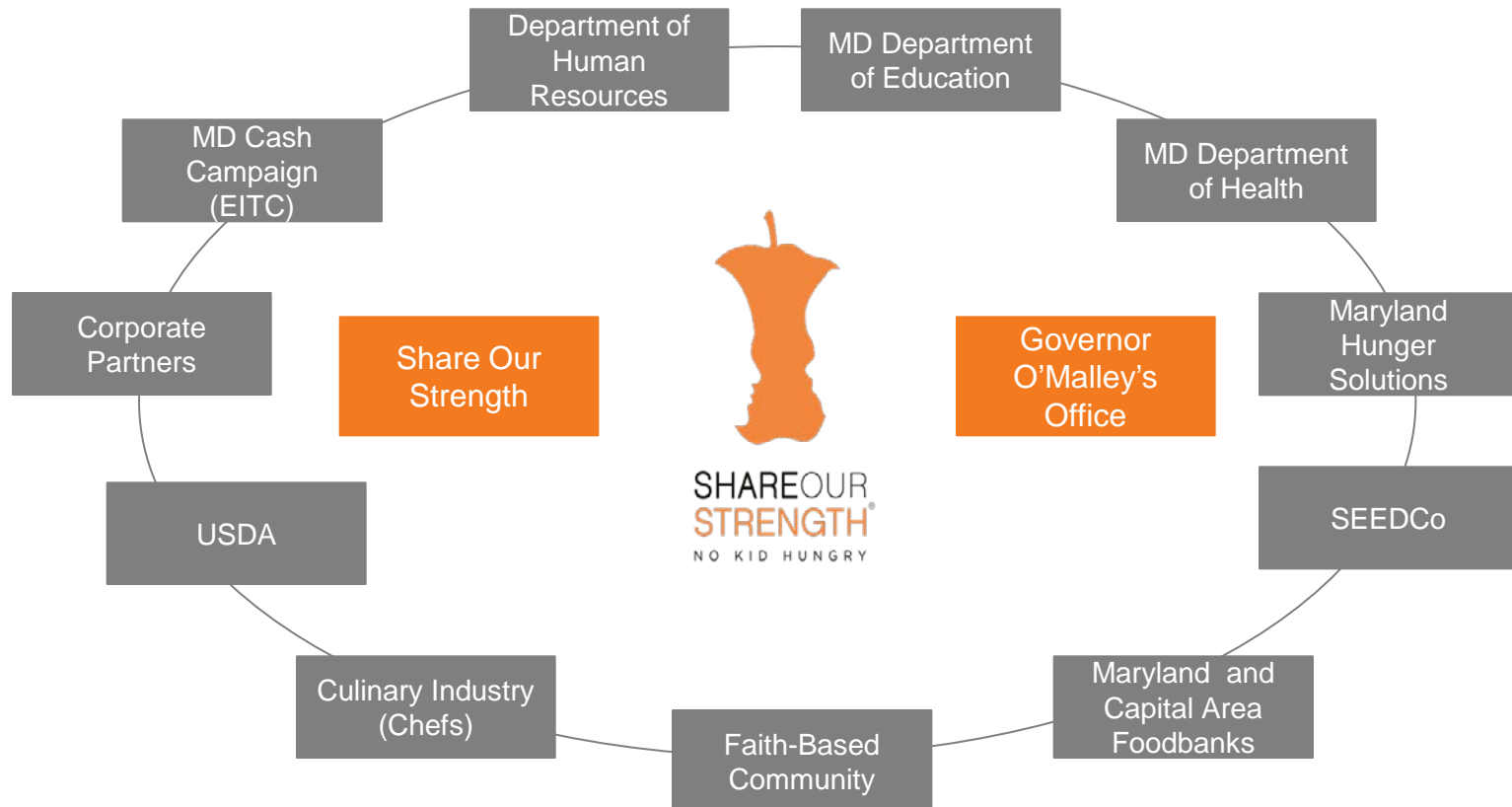
LEARN

- **BREAKFAST:**
More than 130,000 additional breakfast meals served in Oct 2010 compared with Oct 2009

PLAY

- **SUMMER:**
Increased # meals by 26% in 2010 over 2009, thanks to 52% increase in meal sites

Key Players in Maryland Partnership



Communication

- Launched NoKidHungryMD.org website
- Governor's press conference celebrating anniversary
- Printed One-year Accomplishments document
- Governor's State of the State address
- Site visits to schools and other events



"Poverty is complex; feeding a child is not.
It's time to roll up our sleeves and put an
end to childhood hunger."
- Billy Shore, Founder and CEO

Partnership to

**End
Childhood
Hunger**

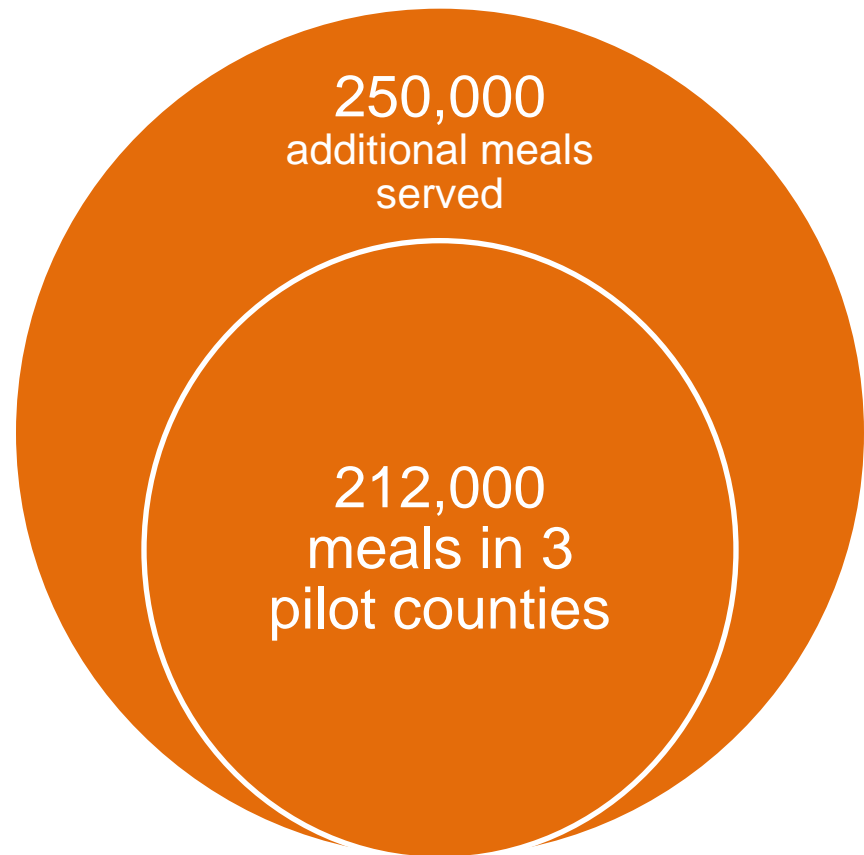
in Maryland

Spotlight on Maryland Summer Meals

By the numbers

- **850,000** students statewide
- **230,000** eat free and reduced-price lunch (on an average day)
- but **ONLY 56,000** receive summer meals.

In response, Share Our Strength and our partners launched an outreach campaign in 3 pilot counties, resulting in...



Results by the numbers

Nationwide, summer
meals participation
declined

A large, solid orange arrow pointing downwards, indicating a decline.

2.5%

A large, solid orange arrow pointing upwards, indicating an increase.

17.4%

MD's participation rate in summer
meals increased significantly from
July 2008 to July 2009

**Maryland had the second highest improvement rate
*across all states.***

2011 Maryland Summer Meals Plan

- Postcards sent home in the backpacks of 442,000 kids in areas with open sites
- Business cards, posters, campaign signs distributed around the state
- PSA's and radio buys throughout the state
- Governor's Office for Children operating a summer meals hotline, and the partnership website directs visitors to a searchable database of sites
- Planning summer kickoff event and site visits



FREE Summer Meals
for children and teens

COMIDAS DE VERANO GRATIS
para niños y adolescentes

nokidhungrymd.org / 1-877-731-9300



Maryland's Summer Food Service Program provides **FREE MEALS** for children and teens when school is out.

To find a summer meals site close to you, call the toll free number below or log on to the summer meals website.

El Programa de Servicios Alimentarios de Verano de Maryland provee **COMIDAS GRATIS** para niños y adolescentes cuando termina la escuela.

Para encontrar un lugar de comidas de verano cerca de usted, llame al número gratuito que está abajo o ingrese al sitio web de comidas de verano.

SODEXO
FOUNDATION
FOOD SERVICE PROGRAM

Walmart

nokidhungrymd.org
1-877-731-9300

**SHARE OUR
STRENGTH**
TO END HUNGER

EDUCATION
FOR ALL CHILDREN

**PARTNERSHIP TO
END CHILDHOOD HUNGER
IN MARYLAND**

MARYLAND
State of Maryland

Maryland Hunger Solutions
Working together to end hunger and food insecurity

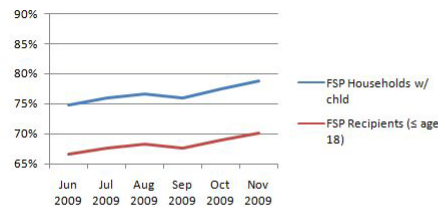
Measuring Success

Case Study: Maryland Dashboard

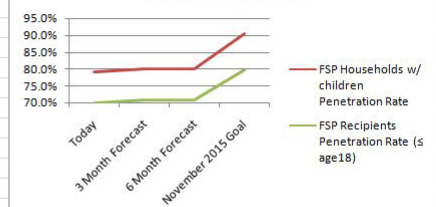
CGI has partnered with Share Our Strength to provide strategic investments and expert advice to track our progress on programmatic priorities

- Monthly reports to the Governor's Delivery Unit
- Quarterly Hunger Stock Take meetings (state stat)
- Plan to hire independent evaluator

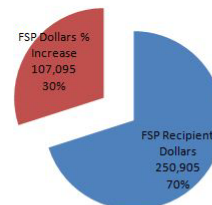
Penetration Trend Analysis



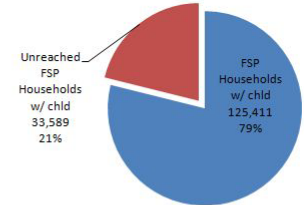
2015 Projection



FSP Recipients ≤ age 18 Comparison



FSP Households w/ Children Comparison



ESTIMATION MODULE

Household	6. age 18)		
6 Month Ince	104%	6 Month Increase Percentage	0.98%
3 Month Ince	0.98%	3 Month Increase Percentage	0.90%
Today	79.0%	Today	70.0%
3 Month Fore	80.0%	3 Month Forecast	70.8%
6 Month Fore	80.0%	6 Month Forecast	70.8%
November 2	90.5%	November 2015 Goal	79.7%



Value Proposition Panel

Darell Hammond, *KaBOOM!*

Chuck Scofield, *Share Our Strength*

Dr. Stephen Teach, *Children's National Medical Center*

Sarah Gill, *Centers for Disease Control and Prevention*

Dr. Tyra Bryant-Stephens and Charmane Braxton, *The Community Asthma Prevention Program, The Children's Hospital of Philadelphia*

Making the Pitch

“For \$_____ per year (MY COSTS) we will dramatically improve asthma outcomes for _____ (MY POPULATION OF FOCUS) by achieving _____, _____, and _____ (MY HIGH VALUE OUTCOMES).”

Question: In which ways will you contribute to the AsthmaCommunityNetwork.org online resources?

- 1. Write a blog**
- 2. Start a discussion forum**
- 3. Register to become a Mentor for other programs**
- 4. Co-lead a webinar discussion**
- 5. Upload resources from my program to the Online Resource Bank**
- 6. Other**

Gratitude