Sustainable Program Design: Utilizing Community Strength to Build Effective Programming

2022 RURAL CHILD HUNGER SUMMIT

SPONSORED BY:

NO KID HUNGRY

Save the Children

LAND O'LAKES INC.
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
**SAMAQAN NINHKUK**

Tribe working to open this well for community drinking water. The water will be tested. It will be opened when tests come back clean and safe to drink.

Wolivox
“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%

• Land area = 339.67 miles$^2$
• 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


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

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

“I would never have used turkey for chili if I hadn’t had this opportunity.” – Mom/meal kit recipient
For more information, contact:

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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