



ONIE's Local Food Access Initiative

Meredith Scott, MS

University of Oklahoma Health Sciences Center - ONIE Project



Funding Disclaimer



- USDA Supplemental Nutrition Assistance Program Education
- USDA American Rescue Plan
- USDA Senior Farmers Market Nutrition Program
- USDA Regional Food Systems Partnership Grant
- USDA Gus Schumacher Nutrition Incentive Program (GusNIP)
- USDA Gus Schumacher Nutrition Incentive Program (GusNIP) Produce Prescription Grant

Acknowledgments

Diana Prieto

ONIE Project

Catherine Oberpriller

ONIE Project

Bayleigh Acosta

ONIE Project

Oklahoma Human Services

SNAP-Ed State Agency

Senior Farmers Market Nutrition Program

Hunger Free Oklahoma

Double Up Oklahoma

Oklahoma Foundation Medical Quality

OKFresh



History of OK Farmers Market Initiative

- ONIE is an established resource for SNAP accepting FMs since 2011
- Assists FMs & direct farms to accept & successfully redeem SNAP benefits
- ONIE co-hosts annual *Oklahoma Farmers Market & Agritourism Conference* since 2014 (*Oklahoma Local Ag Summit*)
- Provides year-round 1:1 technical assistance
- Provides marketing support
- Develops & distributes nutrition education materials designed to increase the sale of Oklahoma speciality crops





Creating a Welcoming Environment PSE & Capacity Building

Assistance Programs at Markets



Supplemental Nutrition Assistance Program

- Same rules as a grocery store
 - Includes plants & seeds

Senior Farmers Market Nutrition Program

- Markets and vendors must attend an annual training
- Provide \$50 EBT Card to eligible seniors

Double Up Oklahoma

- Once a market accepts EBT for at least 1 season they are eligible to accept DUO
- Provides \$1 SNAP to \$1 match up to \$20 a day

Technical Support

As of June 2024 ONIE supports **69** farmers markets, direct to consumer farmers & farm hubs.

Technical support included:

- Serving as the local connection to resources (FNS, DHS & other nutrition assistance programs).
- Annual site visits
- Fall season social media promotion
- SNAP & SFMNP trainings at vendor meetings
 - info about EBT language & machine how tos

Site visits: Annual visits allows ONIE to sustain relationships with the markets as well as offering tips for areas of improvement with signage, trainings & creating a welcoming environment.



Promotional Materials

- Signs & banners help SNAP customers navigate by providing easy-to-follow steps on how to redeem EBT benefits



Shopper Wagons



Tents & Tablecloths



T-Shirts (Green & Grey)



Tote Bags



Feather Banner

- Functional items (wagons, bags, handicap signs & token pouches) shows appreciation for SNAP customers



Aprons



A-Frame Signs



Mesh Roadside Banner



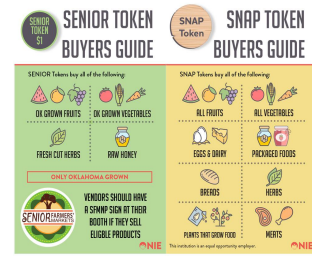
Stickers



Parking Signs



Token Pouches + Tokens



OKFresh Produce Prescription

How it Works:



\$40 IN FRESH
FRUITS &
VEGETABLES



OKFresh Produce Prescription

- Program currently in Muskogee, Miami, and Lawton
- Members have ability to use cash, credit, or SNAP for out of pocket
- 1-2 texts a week:
 - 1 market specific text
 - 1 recipe/healthy living text
- Family fun at the farmers market
- Produce specific recipe cards





Social Marketing: A Consumer-Focused Approach

Multi-Component PSE / Social Marketing Strategy



Contact Us

Meredith Scott-Kaliki - ONIE Director

meredith-scott@ouhsc.edu

Diana Prieto Marquez - Community Outreach Coordinator

diana-prietomarquez@ouhsc.edu

Catherine Oberpriller - Local Food & Nutrition Coordinator

catherine-oberpriller@ouhsc.edu



DOUBLE UP™ OKLAHOMA

A PROGRAM OF HUNGER FREE OK



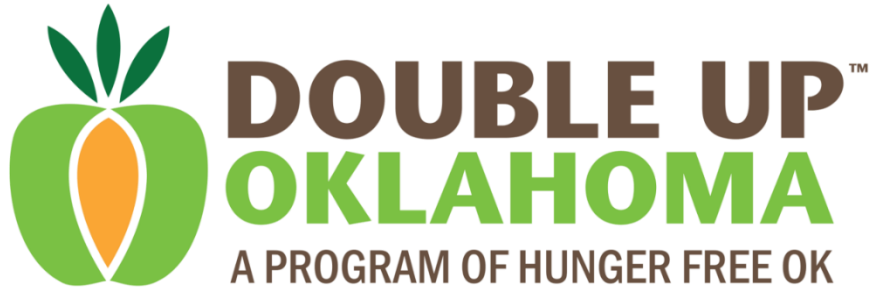


HUNGER ★ FREE
O K L A H O M A

Leveraging **the power of collaboration** to solve hunger in Oklahoma by improving systems, policies, and practices.

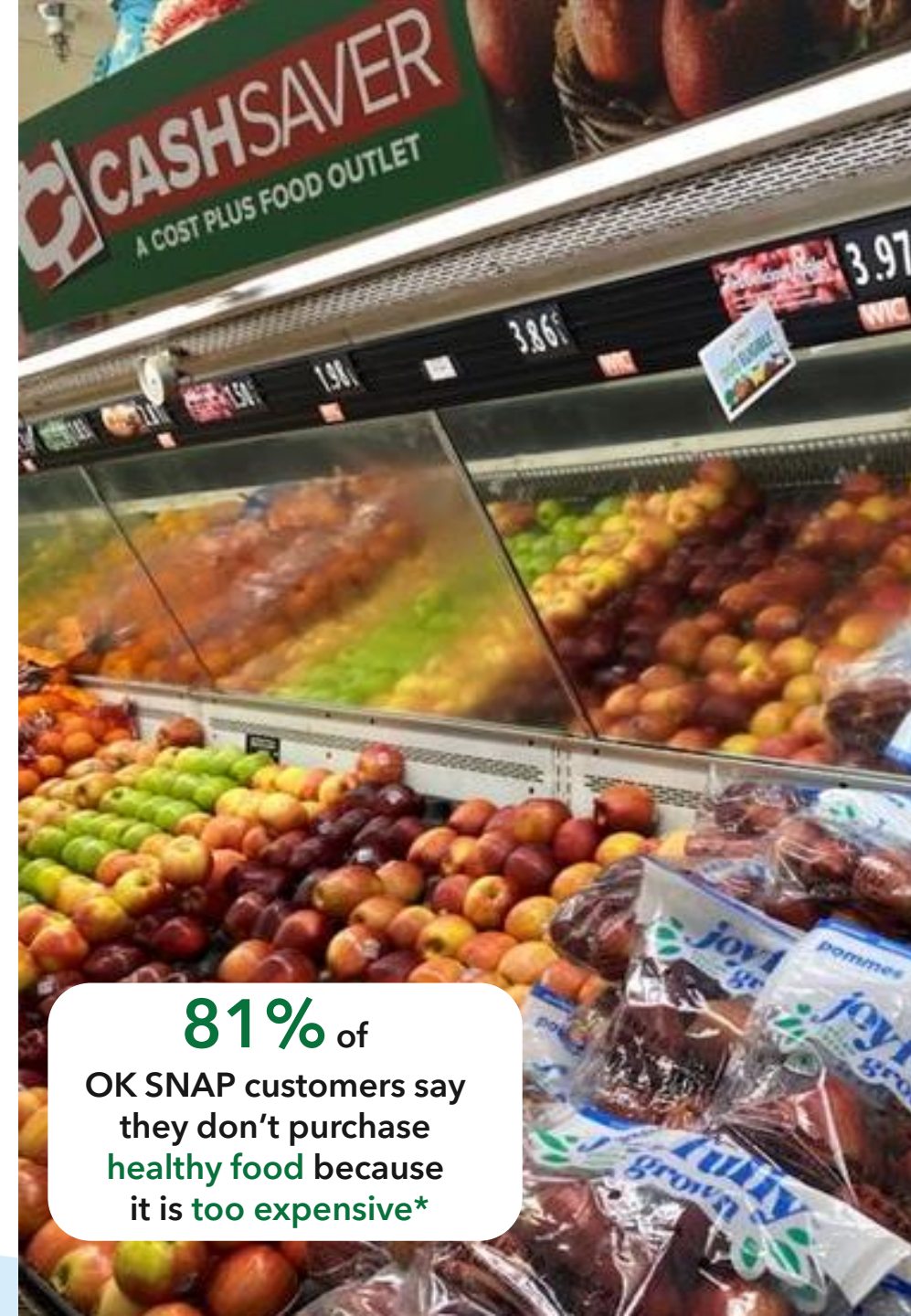
- Researching & identifying best practices
- Understanding and addressing barriers
- Advocating for policy changes
- Supporting partners to help those in need





Double Up is a nutrition incentive program designed to help SNAP families supplement their grocery budget with healthier food items

\$1 for \$1 match on SNAP dollars to purchase fresh fruits and vegetables**, up to \$20 per day



81% of
OK SNAP customers say
they don't purchase
healthy food because
it is **too expensive***

*2021 Hunger Issues in Oklahoma Survey, Nov 2021

** Canned, Frozen, and Dried F/V w/o salt, fat, or sugar is also eligible at Farm Direct Firms

How DUO Works

SPEND

SNAP customers spend \$1 with their SNAP/EBT card, earn \$1 in DUO Bucks (up to \$20/day)



EARN

Receive a coupon for up to \$20 (rounded to the nearest dollar)



REDEEM

On their next visit, customers use DUO Bucks to purchase fresh fruits and veggies



DUO Locations

- 26 grocery stores across 15 counties
- 23 Farmers Market across 17 counties
- 1 mobile market serving 7 sites in Tulsa County
- AND GROWING!



DUO Outcomes

2021-2023

**Total
Redemptions**

\$7,084,907

**Total Economic
Impact**

\$8,595,891

**Estimated SNAP
users served**

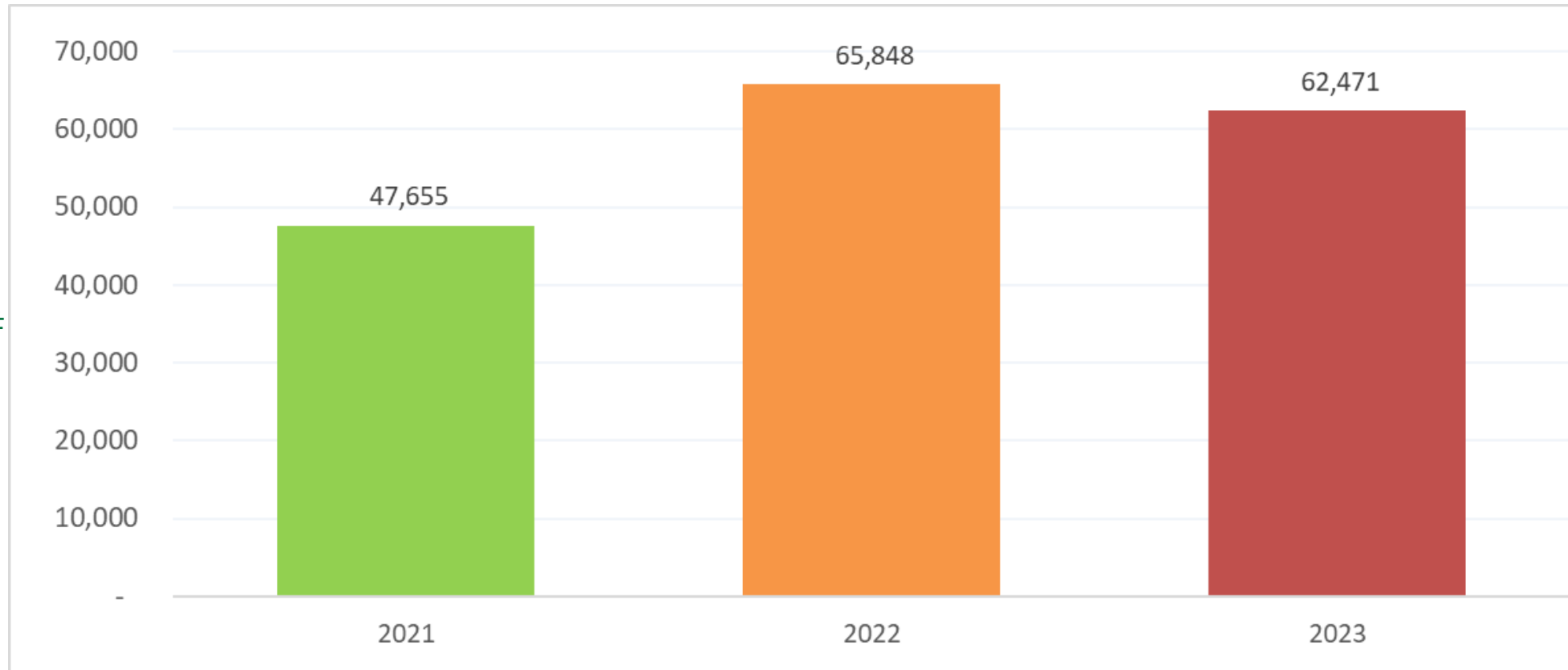
120,000+



DUO Participation in Select Grocery Stores

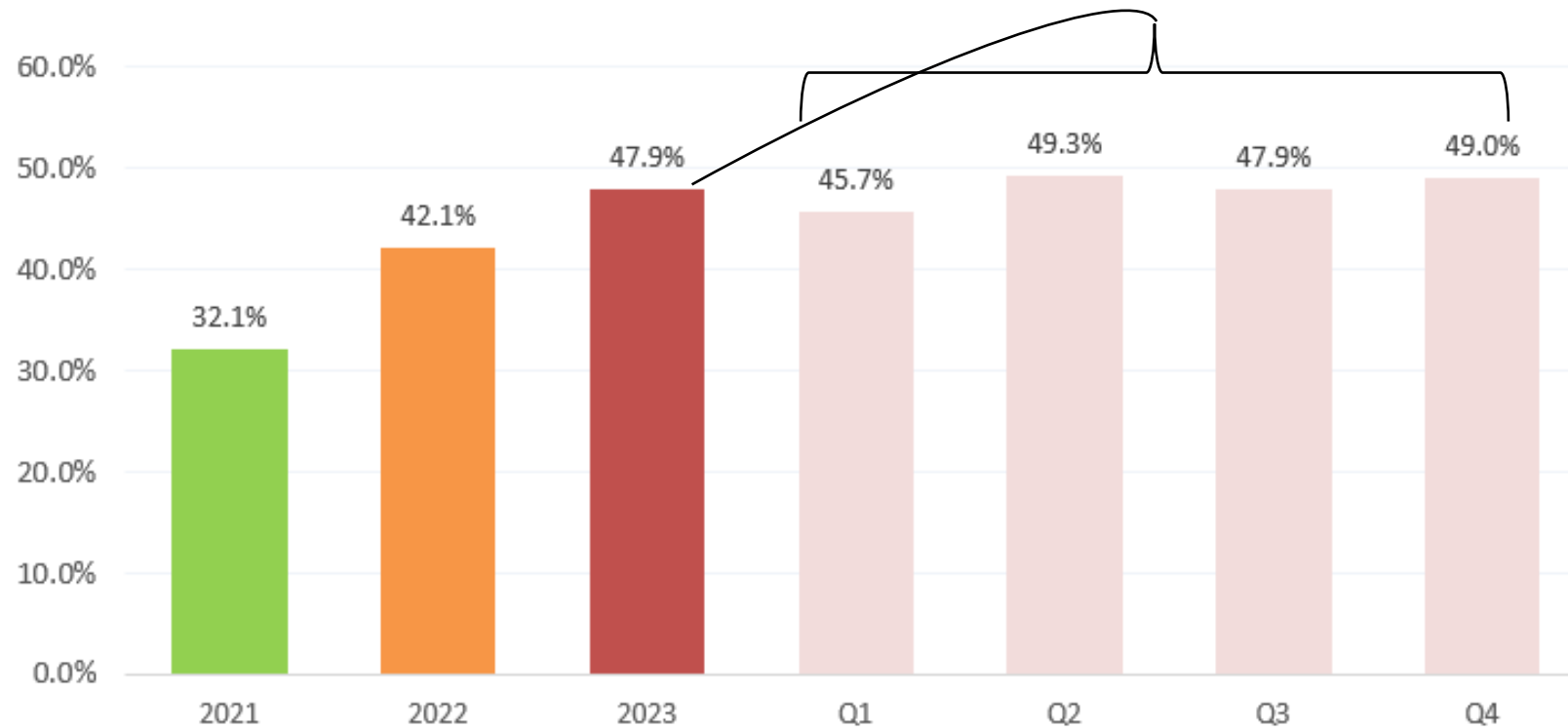
117,051 estimated unique SNAP customers in 2021, 2022 and 2023

Estimated #
of unique
SNAP users



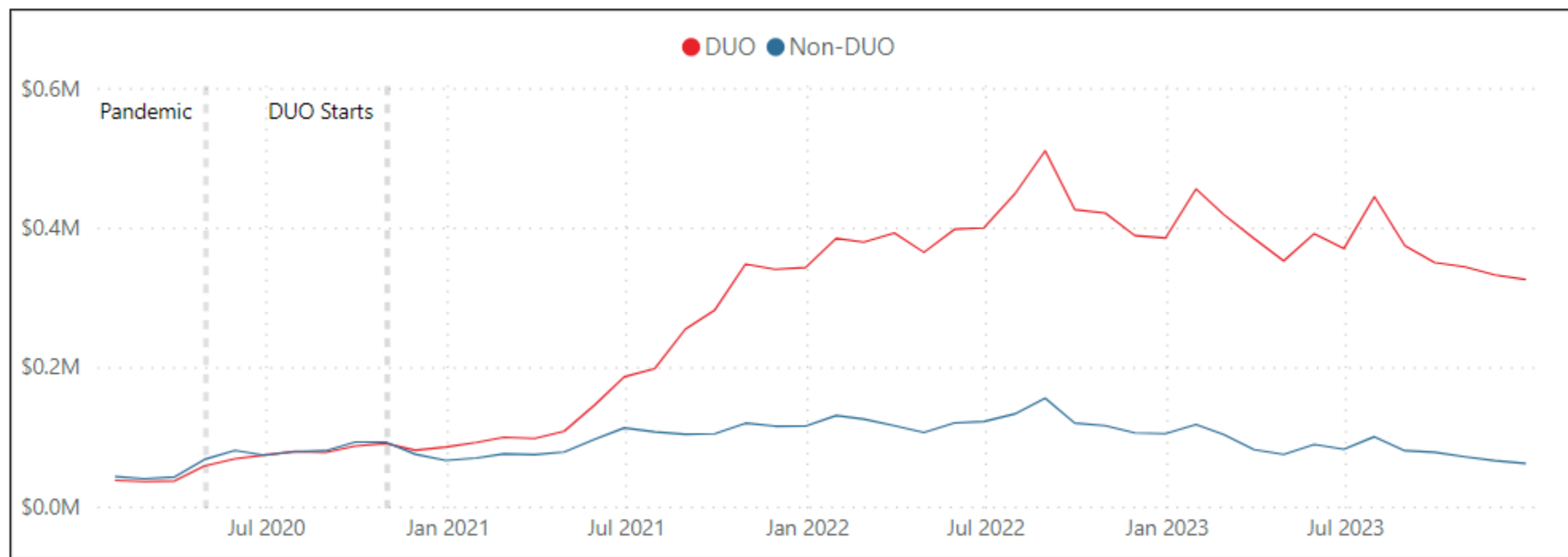
DUO Redemption

% Vouchers redeemed by year



DUO Produce Sales

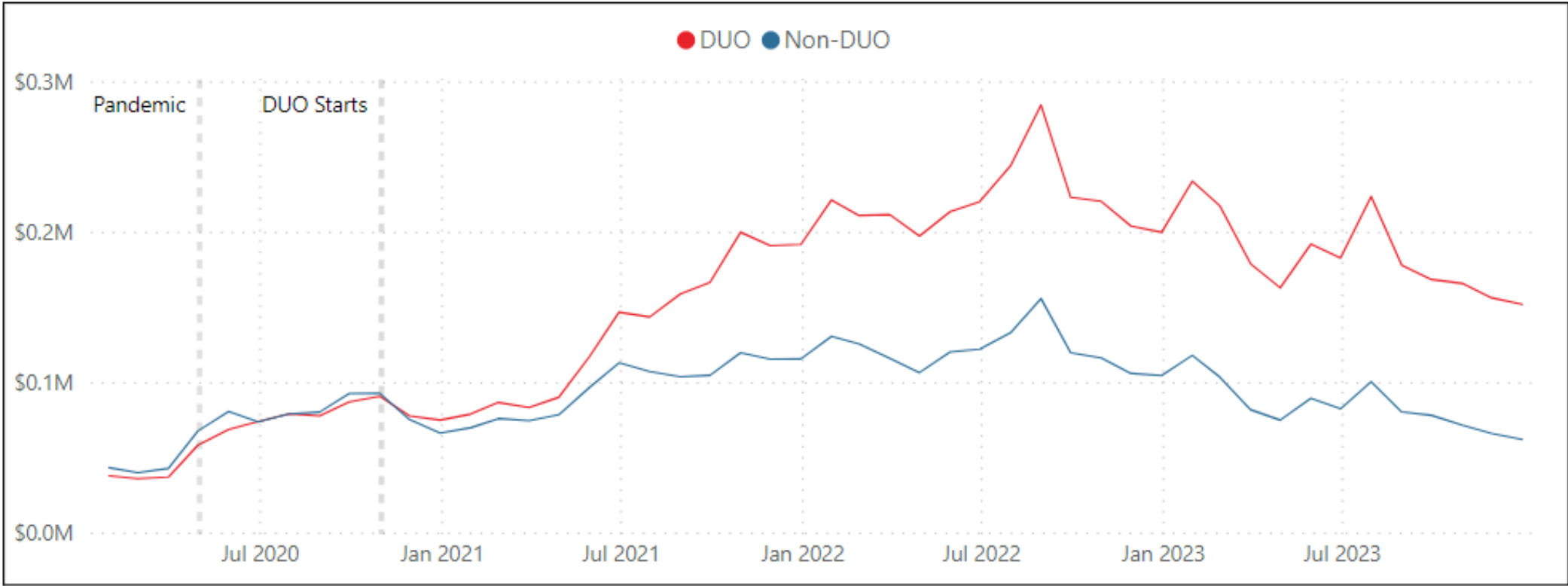
SNAP produce sales*, including DUO purchases (US \$)



* Seasonally-adjusted and including all DUO purchases

The DUO Spillover Effect

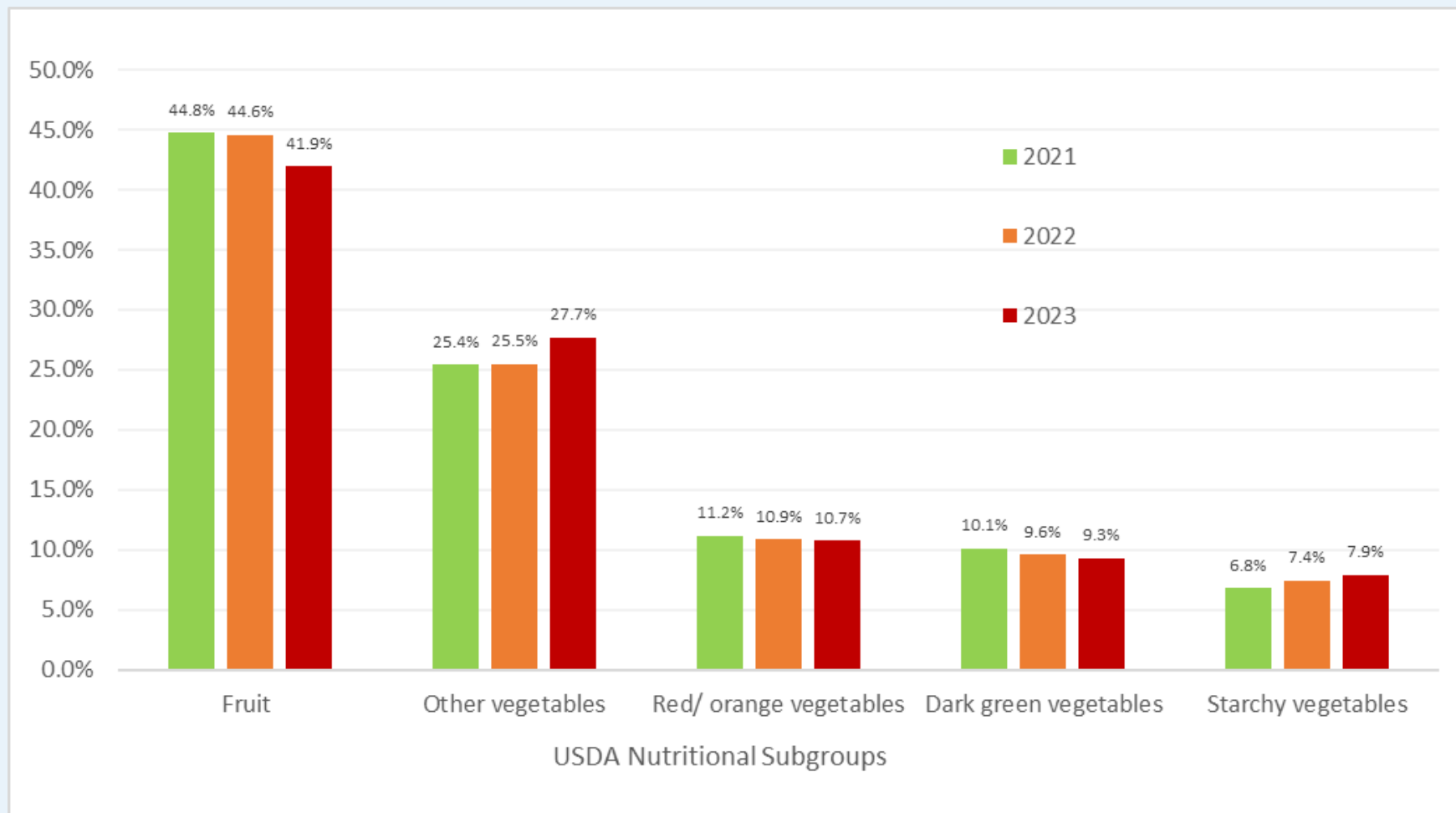
SNAP produce sales*, excluding DUO purchases (US \$)

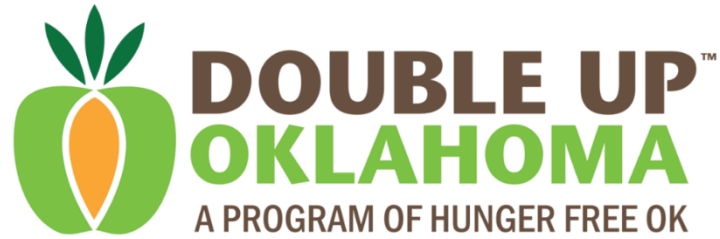


* Seasonally-adjusted and including all DUO purchases

How DUO is Spent

% of
produce
purchased





Leslie Young
Senior Program Manager
Leslie.Young@hungerfreeok.org

Ahmed Omar
Senior Operations Specialist
Ahmed.Omar@hungerfreeok.org

Richard Comeau
Chief Program Officer
Richard.Comeau@hungerfreeok.org



FOOD ACCESSIBILITY

Presented by:

Katelynn Braswell - Community Health Worker



OKLAHOMA
State Department
of Health



Community Health Worker

We are trusted members of the community!

I am a District 2 Community Health Worker at the Canadian County Health Department..

We have been placed as connectors between the Public Health system and the community.

I have an agency view to SoonerCare so I can sign clients up for insurance.

I also make sure they know of local resources in the area!

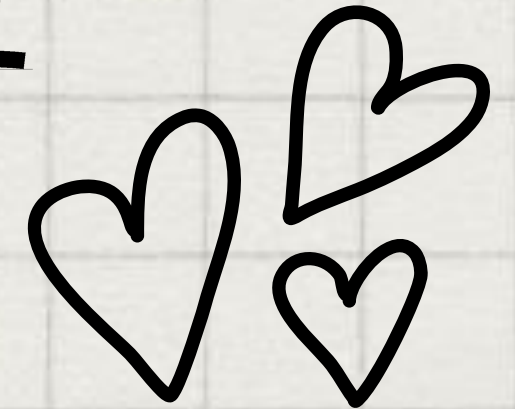
I can help them create applications for SNAP benefits, point them in the direction of food banks, help with rent or utilities, clothing closets, or even if someone is in need of help from Domestic Violence situations making sure they are connected with local Advocacy Centers.



HOW DO WE KNOW IF CLIENTS NEED RESOURCES?

FROM THE PRAPARE FORM SCREENING TOOL

14. IN THE PAST YEAR, HAVE YOU OR ANY FAMILY MEMBERS YOU LIVE WITH BEEN UNABLE TO GET ANY OF THE FOLLOWING WHEN IT WAS REALLY NEEDED?



CHECK ALL THAT APPLY.

YES NO FOOD

YES NO CLOTHING

YES NO UTILITIES

YES NO CHILD CARE

YES NO MEDICINE OR ANY HEALTH CARE (MEDICAL, DENTAL, MENTAL HEALTH, VISION)

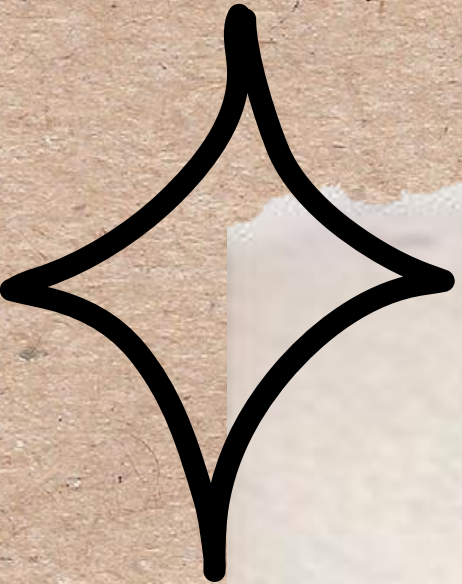
YES NO PHONE

YES NO OTHER (PLEASE WRITE):


I CHOOSE NOT TO ANSWER THIS QUESTION



Food Accessibility



So how are we addressing Food Accessibility issues at the local county level?



As stated on the previous slide we make sure to make sure clients have ample access to food resources in our local communities.

I noticed that for some of our counties that are considered "Food Deserts" we had no options to help them.

I reached out to the Regional Food Bank of Oklahoma to initially see if we could get a couple boxes for our mobile unit to bring out to clients in need.



They offered me something much better than that and a partnership was created!



Regional Food Bank of Oklahoma Partnership

We have joined in the fight to address food insecurity in the State of Oklahoma.

Currently, we are able to order Food Boxes from the Regional Food Bank of Oklahoma each month, these are boxes full of non perishable food items such as pasta, shelf stable milk, cereal, etc. This is so important to us, so we can address food insecurity immediately.

We may have a client who can't get into a food pantry because of transportation issues, or we have clients who just need food to hold them over until their SNAP benefits get turned on or until their WIC Benefits begin. Sometimes it just helps them save their cash for that month and they can use that to go towards gas, utilities, rent or which bills they might be short on.

We recognize that people should not have to choose between eating or having a place to live.

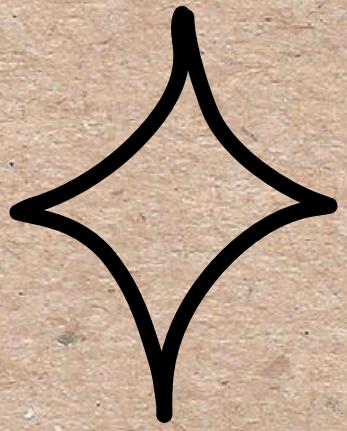


WHICH OF OUR COUNTIES HAS THE FOOD BOX PROGRAM?

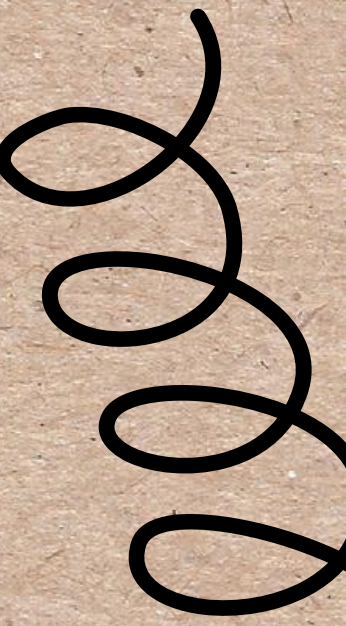


Candaian County (Yukon & El Reno)

Garfield County



MOBILE UNIT

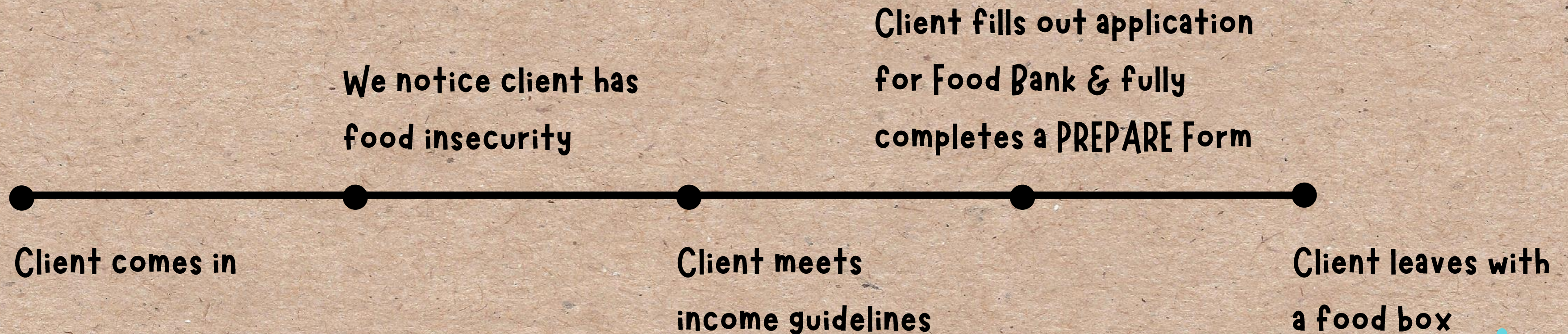


We have a Mobile Unit that can help us to bring food boxes to some of our other counties if they identify food needs there as well.

We have 8 counties that we serve in our District!



WHAT DOES THIS LOOK LIKE IN OUR CLINIC?





EMPLOYEE FOOD BOX PROGRAM



Employee's who income qualify are able to get food boxes.

We recognize that also our employees are apart of the communities we serve, and if they are in need of food services they should be able to have access to those as well especially from their own workplace.

Employee's fill out a confidential Smart Sheet to request food assistance, this form goes directly to me only and I help them discreetly get help. Whether that means leaving food box(es) in their office, or meeting them in the morning before anyone else comes in our after work once everyone has left.

There is also a spot for Employee's to request help from a CHW to reach out to them for more resource help.

I keep this very discreet, I would never want our employees to feel like anyone is looking down on them or letting people they work with knowing their personal financial matters.



WHAT DOES THE FORM LOOK LIKE FOR EMPLOYEES?



2. Employee Name: *



Enter your answer

3. How many boxes are you requesting? *

Enter your answer

4. Did you fill out the income required form, from the food bank? *

Enter your answer

5. Do you want a CHW to talk with you privately about other resources you may need? *

Enter your answer





HOW CAN YOU HELP?



Get with your local Health Department!

See what resources they offer for clients whether it is WIC, Immunizations, Child Guidance, Social Work, Family Planning etc. Most of our Districts have Community Health Workers.

Do you know who your CHW's are for your counties?

These are the people who are out in the communities with the people who are in need and they have extensive knowledge of the resources in their area.

This program partnership with the Regional Food Bank has extended to other counties in the State as well so make sure to check if it is available at your local health department.

If it is not available at your local health department, on the Regional Food Bank's website you can put your zipcode in and it will populate all of their food banks in the area!

Any questions?



Food Accessibility Panel

Lauran Larson, MPS
Lead Wellness Coordinator



Definitions

Food Insecurity	A lack of consistent access to enough food for every person in a household to live an active, healthy life. (USDA)
Nutrition Insecurity	A lack of consistent and equitable access to healthy, safe, affordable foods essential to optimal health and well-being. (USDA)



What Causes Food Insecurity?

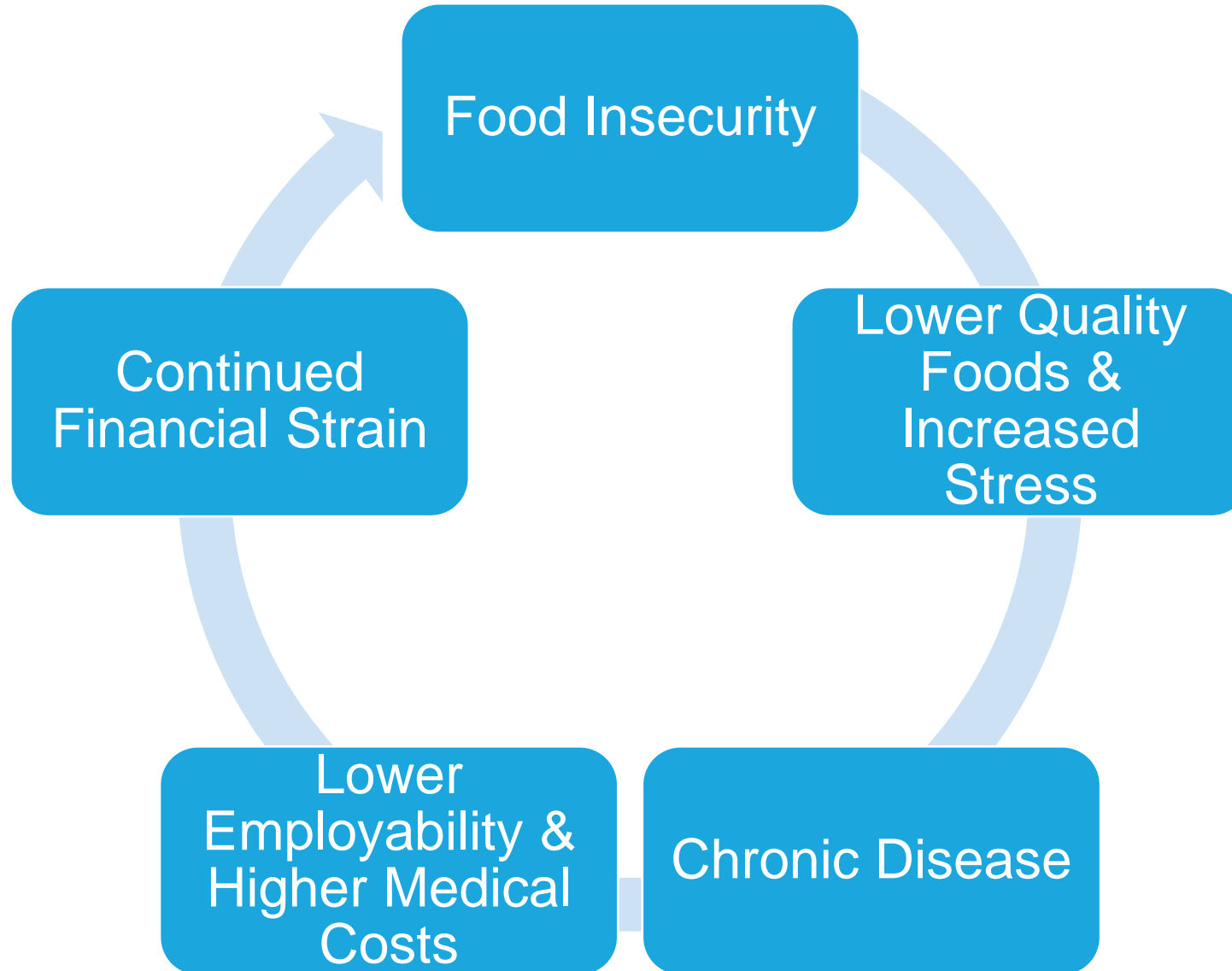
To put it simply, people cannot afford or access healthy foods.

There are many causal factors including...

- Poverty
- Unemployment
- Disability
- Lack of access
- Lack of transportation
- Limited time and resources



The Cycle of Hunger and Health



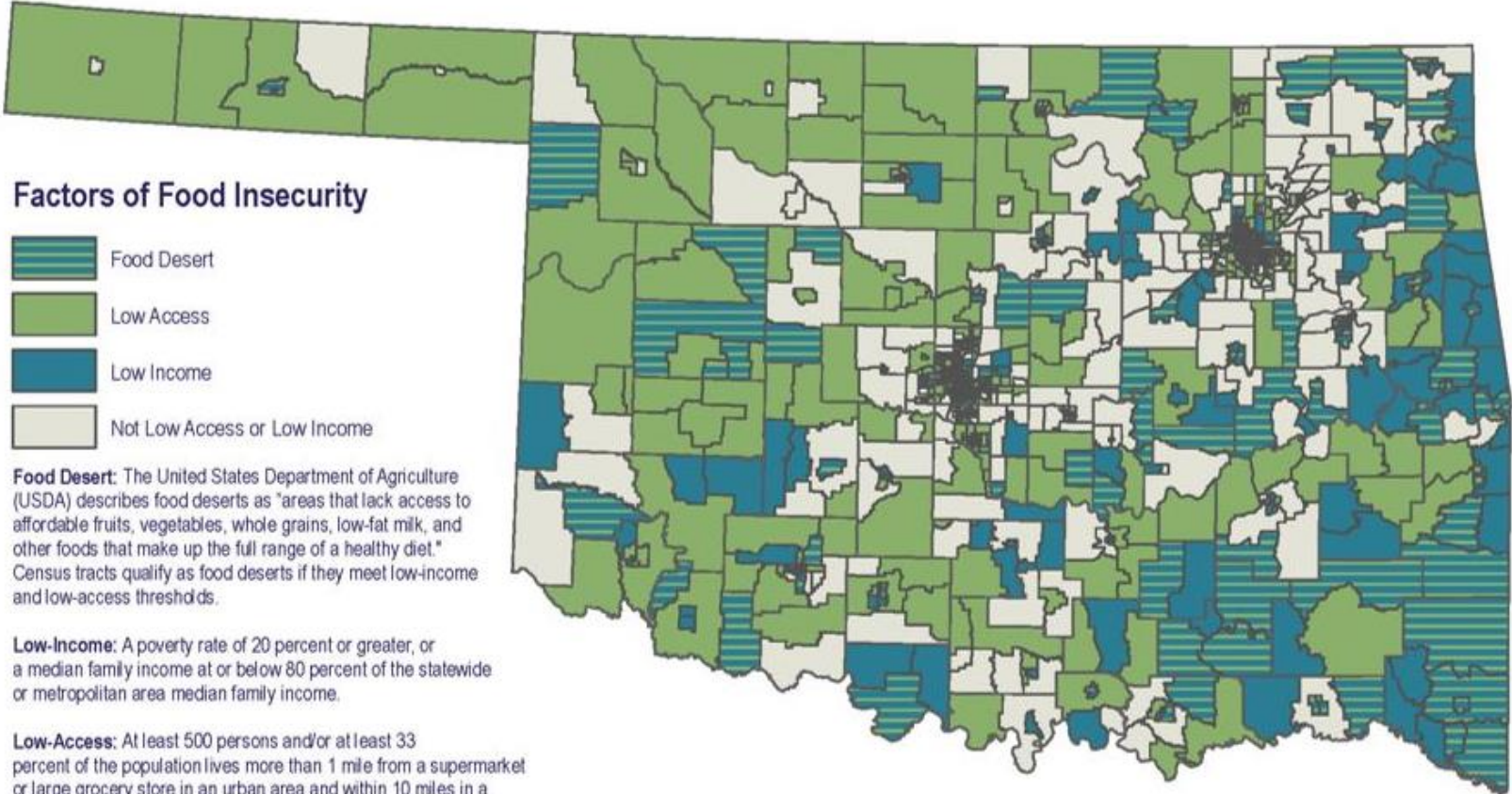
Hunger and Obesity

How can limited access to foods cause an increased risk of obesity?

- Inconsistent food access leads to overeating during abundance and storing calories as fat.
- Dependence on cheap, calorie-rich foods lacking essential nutrients promotes weight gain.
- Anxiety from food insecurity triggers emotional eating and weight gain.
- Prolonged food insecurity can affect the metabolism.
- Food insecurity perpetuates the cycle of hunger and health due to limited resources for healthy living.



Food Access and the Food System



Factors of Food Insecurity

-  Food Desert
-  Low Access
-  Low Income
-  Not Low Access or Low Income

Food Desert: The United States Department of Agriculture (USDA) describes food deserts as "areas that lack access to affordable fruits, vegetables, whole grains, low-fat milk, and other foods that make up the full range of a healthy diet." Census tracts qualify as food deserts if they meet low-income and low-access thresholds.

Low-Income: A poverty rate of 20 percent or greater, or a median family income at or below 80 percent of the statewide or metropolitan area median family income.

Low-Access: At least 500 persons and/or at least 33 percent of the population lives more than 1 mile from a supermarket or large grocery store in an urban area and within 10 miles in a rural area.

Data Source: Economic Research Service (ERS), U.S. Department of Agriculture (USDA). Food Access Research Atlas
<https://www.ers.usda.gov/data-products/food-access-research-atlas>

Year of Data Used: 2019



Projection/Coordinate System: USGS Albers Equal Area Conic



Disclaimer: This map is a compilation of records, information and data from various city, county and state offices and other sources, affecting the area shown, and is the best representation of the data available at the time. The map and data are to be used for reference purposes only. The user acknowledges and accepts all inherent limitations of the map, including the fact that the data are dynamic and in a constant state of maintenance.

Created: 04.05.2022

Created By: Community Analysis and Linkages



Lack of Healthy Food Access and Affordability

Challenges related to access to healthy foods in Oklahoma

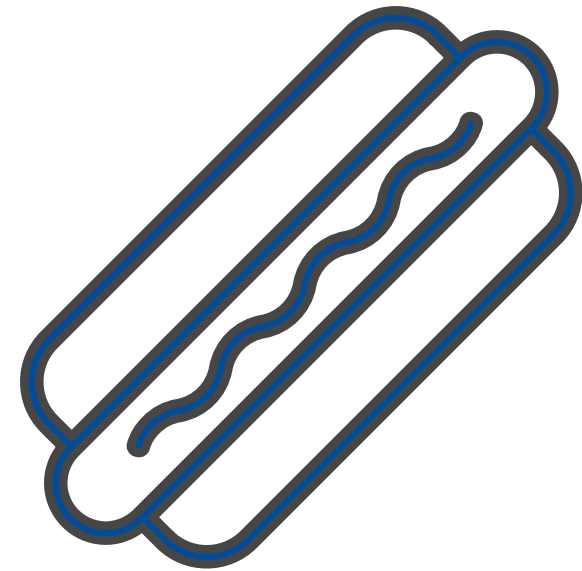
- Rurality and poverty

The affordability of nutritious food options

- Prices generally higher in smaller communities

Food deserts and food swamps

- Highly processed, convenient, low nutrient foods have become a norm



What is being done to address the issue?



Key Partners

State Level

State Agencies

Advocacy
Organizations

Regional

Food Banks

Tribal Nations

Local Level

Food Pantries

Community Based
Organizations

Health Systems

Education and Early Care

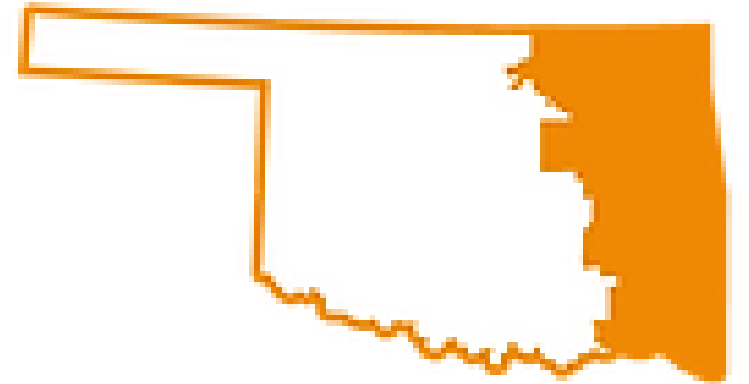
Universities, Faith Based Organizations, Veterans Organizations, Companies

And more! **All organizations** can play an active role in reducing food insecurity!



The Charitable Food System

- Oklahoma has two Feeding America affiliated food banks.
- The Regional Food Bank of Oklahoma distributes food to a network of more than 1,300 community-based partner agencies and schools in 53 counties
- The Food Bank of Eastern Oklahoma has 427 agency partner programs and serves the other 24 counties.
- The food banks have a variety of unique programs that serve communities, kids, seniors, and aim to increase nutrition in the charitable food system



Community-Clinical Linkages

- Health care providers **screen** clients for food insecurity and other social needs
- They act when patients answer "yes"
- They maintain knowledge on local programs that can assist with social needs
- There is a push for medical providers to be able to bill for these services.

There is a great deal of shame involved in asking for help around food, but when your doctor tells you to go get healthy food from a food pantry, it proves to be a very effective way to get someone to walk through the food pantry door.

–Kate Leone, Chief Government Relations Officer, Feeding America

1



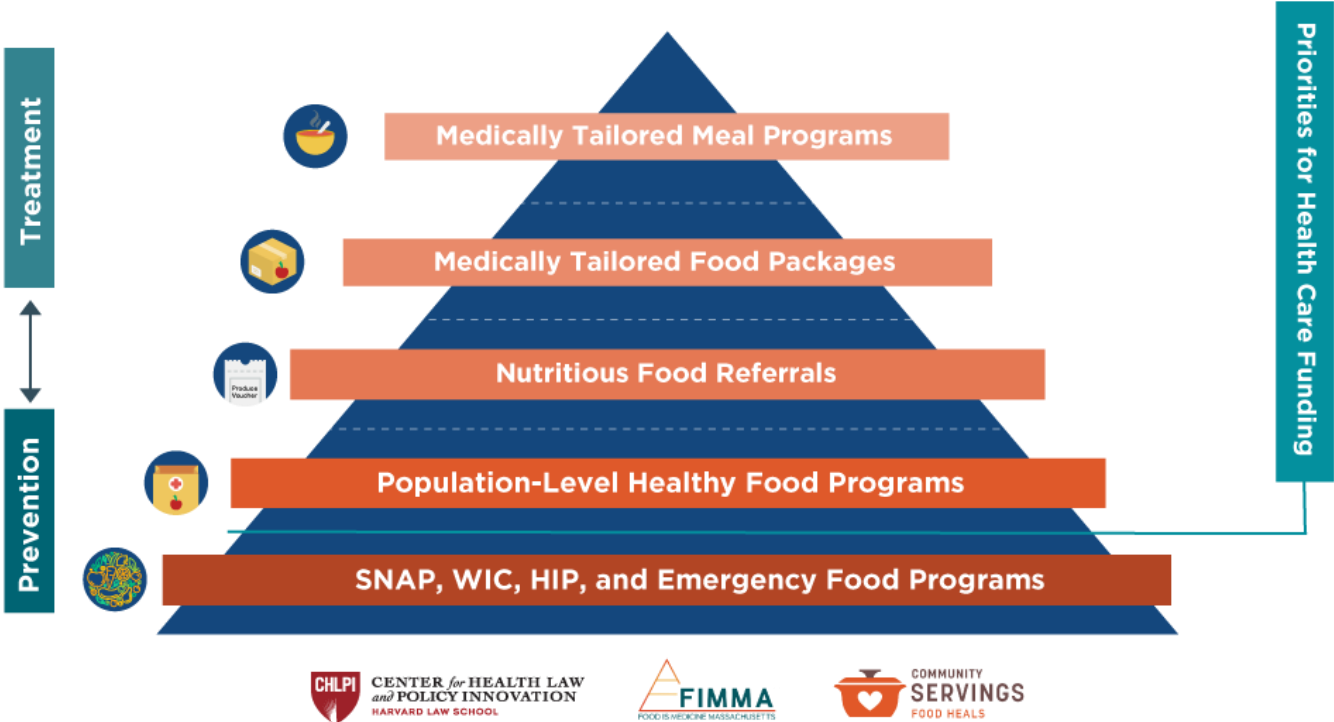
Pilot and Special Programs

Food is medicine

- Produce prescription programs ([Fresh RX](#), [OK Fresh](#), and others)
- Medically tailored meals

The Oklahoma Food is Medicine Coalition is uniting stakeholders behind the common goal of increasing flexible funding pathways for these programs

FOOD IS MEDICINE PYRAMID



How can you address Nutrition Insecurity?

- Encourage healthy food donations to food pantries
- Volunteer at pantries
- Reduce stigma for those in need
 - If you hear negative comments, refute them
- Promote federal food programs
 - The charitable food system cannot handle the hunger crisis alone
- Build demand for nutritious foods by purchasing them
 - Ask for healthy options if a store isn't selling them
- Build the case to establish a grocery store where one does not exist.
 - This takes years of grassroots work, but it is okay to dream big
- Support local agriculture
 - Shop at a farmers market, support community gardens



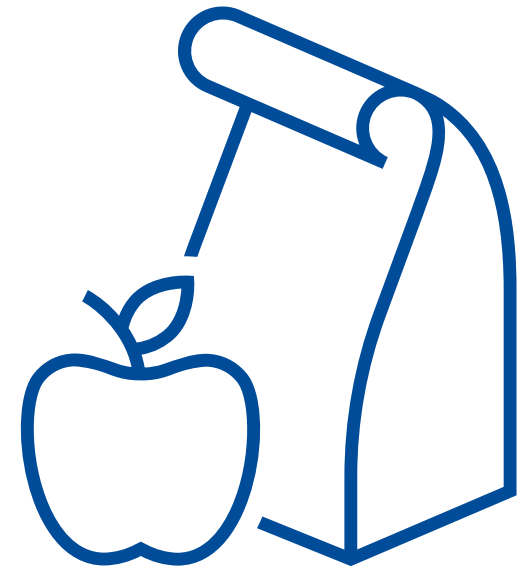
Ideas for Schools and Early Childhood

Schools

- Adopt wellness policies that support and encourage enrollment in federal programs
- Increase access to breakfast (Example: Breakfast in the Classroom)
- Become a USDA Summer Food Service Program site
- Become an Afterschool Meal Program through the CACFP
- Adopt backpack programs and on-site food pantries
- Screen families for food insecurity and provide resources

Early Childhood

- Participate in federal programs (CACFP)
- Adopt wellness policies which support good nutrition practices
- Promote Breastfeeding
- Provide resources



Ideas for Communities

- Build grassroots support for new emergency or permanent food pantries in areas with no access
 - Example of Town of Jones food pantry at City Hall
- Promote federal programs (display Hunger Free OK flyers)
- Promote healthier food retail environments
 - Advocate for grocery stores in areas of Low Income and Low Access
 - Unique example: [Tulsa dollar store zoning](#)
 - Integrate food policies into urban planning (example: zoning for corner stores, grocery stores, farmers markets)
- Support urban agriculture (example: community gardens, backyard gardens)
- Promote affordable housing
- Create/Engage with food policy councils
- [Procure healthier foods](#): large-scale healthy food purchasing and procuring local foods (Example: Adopting healthy food service guidelines)



Emergency pantry at Jones City Hall 15

Ideas for Higher Education

- Create food pantries or grocery distributions
- Food recovery programs (Example: donate leftover catering foods)
- Promote enrollment in federal programs
 - SNAP application assistance
 - Widely advertise federal programs (Example: if a student shows an EFC of \$0, automatically promote programs)
- Meal swipe donation programs
- Partner with community resources wherever possible to address overall needs
- Reduce stigma to increase utilization of services
- Address transportation barriers (safe ride services)
- Finally (if applicable): Conduct research on food insecurity and identify possible solutions



Some sources of many:

<https://www.communitycommons.org/collections/Innovative-Initiatives-on-College-Campuses-Addressing-Food-Insecurity>

<https://frac.org/blog/reducing-food-insecurity-among-college-students>



Ideas for Congregations

Many faith-based organizations are considered anchor institutions, by providing social services such as hosting food pantries accessible by members and the public.

- Out of 200 food banks and 60,000 local food pantries, kitchens, shelters, and meal programs associated with Feeding America, 55% are faith based.¹
- If your congregation is in an area of extremely limited resources, please consider becoming a food pantry for your community.
- Promote healthy donations to the pantry through flyers and regular communications. Lists of healthy shelf stable items help!
- Partner with local grocery stores for donations of overstocked wholesome foods.
- A faith-based location can serve as a summer school feeding site.



Ideas for Businesses

- Meet the needs of your employees
- Donate to charitable food assistance programs – *Dollars go further than foods donated due to purchasing agreements food banks have*
- Conduct fundraising campaigns – Food banks can create matching donation campaigns where your dollar can go twice as far
- When conducting food drives, use healthy donation lists to solicit healthier donations
- Allow employees to volunteer on the clock or arrange volunteer days. Food pantries and banks are often understaffed or rely on volunteers. *Volunteering makes for great team building!*
- Where applicable, align worksite nutrition policies with federal food service guidelines. Procuring healthy foods in large quantities drives demand for more nutritious foods



Questions?

Lauran.Larson@health.ok.gov