A state-based model to end hunger by 2015: No Kid Hungry Colorado

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Share Our Strength[®] is launching No Kid Hungry[®] Campaigns public-private partnerships at the state or city level — to develop and implement measureable plans to end childhood hunger. Campaigns have three primary goals: 1) Improve access to public and private programs that provide food to families and their children who need but are not receiving it; 2) Strengthen community infrastructure and systems for getting healthy food to children; and 3) Improve families' knowledge about available programs, healthy food choices and how to get the most from limited resources. One such campaign, No Kid Hungry Colorado, is bringing the nutrition and anti-hunger community together to ensure that kids not only have access to nutritious, affordable food, but that families, kids and program staff have the knowledge to make healthy food choices.

In November 2009, Governor Bill Ritter signed an Executive Order creating the Colorado Campaign to End Childhood Hunger. In September 2011, Governor John Hickenlooper issued an Executive Order continuing the campaign under its new name, **No Kid Hungry Colorado**. The campaign, a collaboration of the Governor's Office, Share Our Strength, and Hunger Free Colorado, is spearheading the effort to end childhood hunger in Colorado by 2015.

The Campaign has created an aggressive five-year plan with 10 practical objectives:

- Provide children access to healthy meals during the summer.
- Ensure that all children have access to a nutritious breakfast.
- 3. Support families with the ability to purchase and acquire food to prepare at home.
- 4. Ensure the nutrition and health of pregnant and postpartum women, infants and young children.
- 5. Support child care providers' ability to provide healthy meals and snacks.
- 6. Help afterschool programs provide children with good nutrition and healthy snacks.
- Encourage children and families to make healthy food choices through nutrition education.
- 8. Ensure access to high-quality nutritious food in lowincome communities and schools.
- 9. Ensure families can access food from food banks and food pantries.
- 10. Improve the economic security of working families.

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Share Our Strength: provided grants for initiatives and campaign start-up, expanded their Cooking Matters nutrition education across the state, and connected national resources and branding.

Hunger Free Colorado: grassroots outreach and marketing, mapping and research, and programming technical assistance.

Governor's Office:

Methods

No Kid Hungry Campaigns develop short- and long-term plans for increasing participation in federal food and nutrition programs. Plans identify measureable goals and campaign partners hold themselves publicly accountable for reaching those goals.

Results

As a result of the No Kid Hungry Colorado efforts, Colorado organizations and agencies served a record number of summer meals to children in 2010 — an increase of 26 percent over 2009. Schools also served 17 percent more school breakfasts in October 2010 compared to the previous year.

Discussion

No Kid Hungry Campaigns such as No Kid Hungry Colorado may provide effective models for combating hunger, reducing obesity and improving health.







Key Local Partners:





identified grant monies to fund expansion, launched state-wide campaigns and Executive Orders for



making childhood hunger a state priority, and issued press-releases for campaign initiatives and successes.

Other Supporting Partners:

Colorado Children's Campaign Colorado Department of Agriculture **Colorado Department of Education** Colorado Department of Human Services

Colorado Department of Public Health and Environment

Colorado Health Foundation

The Denver Foundation

Denver Public Schools

Family Resource Center Association

Food Bank for Larimer County

Greater Denver Ministerial Alliance

Individual Donors

Kaiser Permanente

Pueblo City Schools

USDA, Food and Nutrition Services, Mountain Plains Region

The Wal-Mart Foundation Western Dairy Association

FIRST YEAR CAMPAIGN PRIORITIES

Summer Meals

When school is out for summer, children who receive schools' free or reduced price lunches may not have access to meals. Increasing participation in the Summer Food Service Program (SFSP) is a top priority for Colorado. These new initiatives continue throughout the state:

- A Web site *SummerFoodColorado.org* with a unique mapping feature to help families locate summer meals close to their homes. Also included downloadable promotional materials available for all summer meals sites to customize, such as business cards, posters and yard signs.
- A bilingual hotline to help families find their closest summer meals sites.
- Outreach materials with program information, such as a postcard sent home with every student across the state and business cards sent to organizations that serve low-income populations. (see below)
- Automated calls recorded by the governor that direct families to the Summer Meals Hotline and Web site.
- The campaign maps summer meals sites across the state to identify gaps in services, conducts grassroots outreach to recruit additional sites and sponsors, and provides financial support to sites that are starting or expanding summer meals programs.

Results: The campaign increased the number of summer meals sponsors from 55 to 63 and opened 106 more sites, a 52 percent increase from 2009. The impact was immediate. By the end of the summer, schools, agencies and public and private organizations had served almost a million free summer meals, an increase of over 26 percent from 2009.*



In 2009, only six children ate summer meals for every 100 who ate a school lunch, a statistic that ranked Colorado 47th out of all states for participation in summer meals programs.

* In 2010, the SFSP served 970,854 summer meals compared to 767,892 in 2009.

Nutrition Education

Share Our Strength's Cooking Matters[™] empowers families at risk of hunger with the skills, knowledge and confidence to make healthy and affordable meals. With the help of volunteer culinary and nutrition experts, course participants learn how to select nutritious and low-cost ingredients and prepare them in ways that provide the best nourishment possible to their families. Cooking Matters is nationally sponsored by the ConAgra Foods[®] Foundation and Walmart. For more information, visit CookingMatters.org.

Cooking Matters supports the work of No Kid Hungry Colorado by providing:

- 6-week cooking and nutrition courses
- Statewide expansion of services, from 18 counties in 2009 to 26 counties in 2010
- SNAP, WIC and TEFAP education, helping families make the most of their food benefits
- Produce and Health Fairs, providing free fresh produce and health resources to lowincome neighborhoods on Fridays during the summer
- The Healthy Pantry Project, educating food pantries how to give their clients the most nutritious food available

Results: Cooking Matters Colorado taught more than 2,000 low-income families how to stretch their food dollar and make healthy choices through Cooking Matters courses. Access to fresh and affordable produce was increased for more than 4,255 families in low-income neighborhoods through weekly Produce and Health Fairs. Ten food pantries began offering more nutritious choices to clients through the Healthy Pantry Project.

In 2010, participants in *Cooking* Matters for Adults courses reported a 57% increase in thinking about healthy food choices when deciding what to feed their families.



School Breakfast

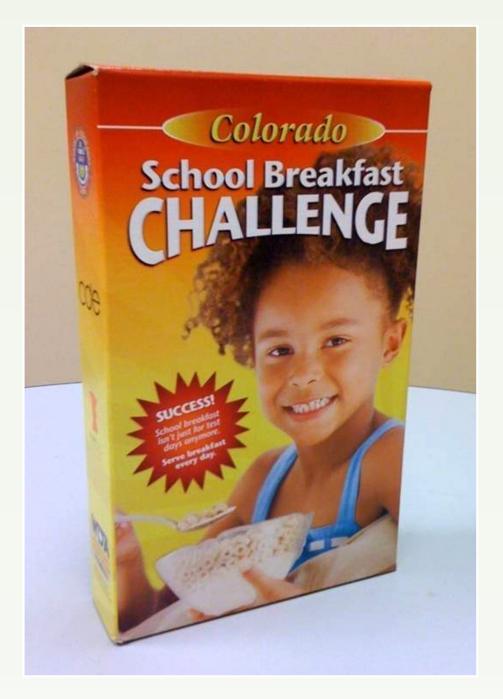
Hunger Free Colorado launched a statewide School Breakfast Challenge to involve school principals in a contest to increase breakfasts served. A how-to guide was included in this innovative marketing campaign with tips and success stories to inspire schools. Some highlighted examples:

- Sample Breakfast Menus
- Addressing Common Concerns of Teachers and Staff
- Communicating with Parents and Students

Models for Serving Breakfast

- Breakfast in the Classroom
- Grab and Go Breakfasts
- Breakfast after First Period
- Breakfast on the Bus
- Vending Machines

Results: Schools served 17 percent more school breakfasts in October 2010 compared to the previous year, and identified school breakfast champions across the state. An even greater increase is expected for 2011.



Despite the many benefits of the School Breakfast Program, less than 38% of children who were eating free or reduced-price school lunch were participating, ranking Colorado 44th among states in

breakfast participation in 2009.