

Marin Food Policy Council

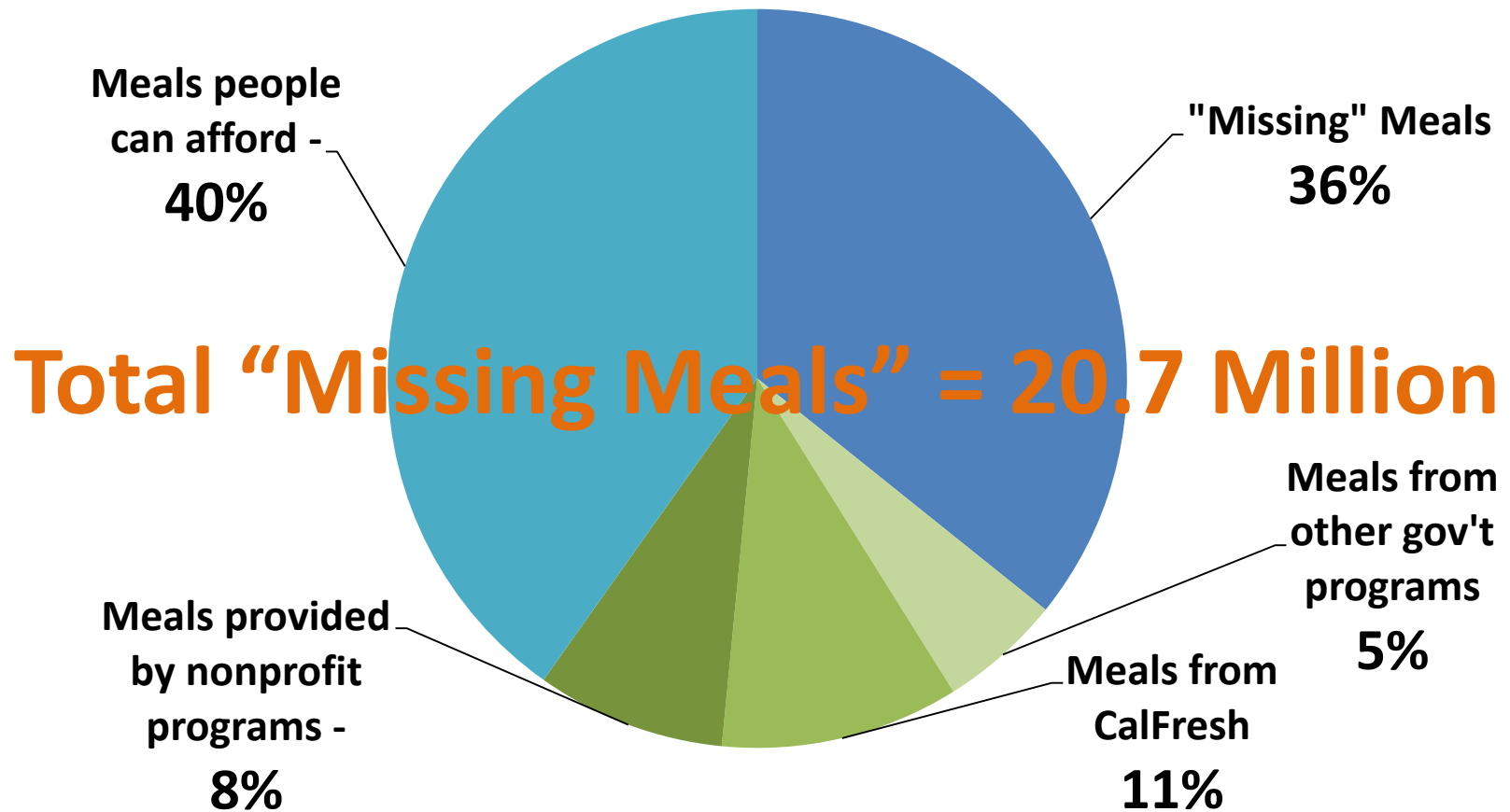
December 17, 2013



**SAN FRANCISCO FOOD BANK
MARIN FOOD BANK**

Marin's Missing Meals

Total meals needed by low-income residents
($<185\%$ FPL) = 58 million meals a year



Alliance to Transform CalFresh

- Vision: Transform CalFresh, reduce hunger
- Goal: Statewide participation of 75% by 2016
- Strategy: Advocate for:
 - Uniform policies, processes & standards that guarantee consistent and excellent access to CalFresh in all counties
 - Modern operations that provide excellent customer service (same-day, no wrong door, tell your story once, integrated)
 - Integration with health care to maximize health/nutrition nexus – currently this is top priority

Example: Model County Plan

- **Leadership & Accountability:**
 - Data-driven
 - Collaborative with stakeholders
- **Initiatives for Action:**
 - Streamline business processes (integration with Medi-Cal and Same Day Service)
 - Reduce churn
 - Conduct strategic in-reach, esp to Medi-Cal (tell story once)
 - Target outreach to hard-to-reach populations
- **Advocate:**
 - To state: Simplification (align w/ Medi-Cal, expand electronic/telephonic abilities)
 - To county: Full administrative funds match (+ extra)

Collaboration

- Frame understanding and support with data: landscape of need; scope and scale of current programs;
- Identify best opportunities for addressing needs (most people or most vulnerable);
- Develop goals and measurement tools/metrics;
- Elevate to policy makers (BOS resolution, e.g.)

Food Security Rests on Three Pillars

1. Food Resources



- Sufficient *financial resources* to purchase enough nutritious food (from income, CalFresh, WIC, SSI)

2. Food Access



- *Access to affordable, nutritious and culturally appropriate foods* (from food pantries, meal programs, food retail)

3. Food Consumption



- *Ability to prepare healthy meals* and the knowledge of basic nutrition, safety and cooking (usable kitchens, nutrition/cooking education)

Data - District 1 (Richmond)

Excerpt from Food Security Task Force Report

**DISTRICT 1
DEMOGRAPHIC INFORMATION**

Population (Estimates)	
Seniors - 60+	15,738

Income and Poverty (Estimates)	
Median Income by Household	\$74,668 (5th highest)
All residents below 200% of poverty level*	24.6%
Residents below 100% of poverty level**	10%
Seniors (65+) below 200% of poverty level ^o	34.2%




PROGRAMS AND SERVICE COVERAGE

Food Resources	
CalFresh - All individuals receiving	1,958 (4% of all cases Citywide); 8th highest

Food Access	
On-site Lunch (City funded) # of meals/day; 5 days/week - Seniors	276 (3rd highest)
Home-delivered Meals (City funded) # of meals/day; 6 days/week - Seniors	261 (6th highest)
Food Pantries	2 pantries, 1,610 served (2.3% of residents)

Scope

Key Recommendations: High Impact

	RESOURCES 	ACCESS 	CONSUMPTION 
LEVERAGE	CalFresh Participation	Nonprofit Network Service Capacity <hr/> Summer and Afterschool Meal Sites <hr/> CalFresh Retail + Restaurants and WIC Vendors	Nutrition Education Including through Urban Agriculture
INNOVATE	Healthy Food Purchasing Supplement	SFUSD School Meals <hr/> Healthy Retail	Kitchens in SROs

Solutions

Questions?

For more info, contact:

Teri Olle

415.282.1907 x230

tolle@sffb.org



**SAN FRANCISCO FOOD BANK
MARIN FOOD BANK**