



Feeding with Impact

Addressing obesity through
nutrition education and access
to fresh healthy produce

with

Celia Cole

CEO, Feeding Texas

and

Deanna Hoelscher, PhD, RD

Michael & Susan Dell Center for Healthy Living
UT School of Public Health



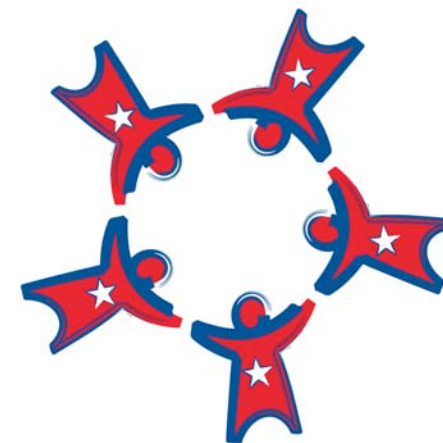
Thank you to our partners



Live Smart
Texas



LiveSmartTexas.org



**Partnership for
a Healthy Texas**

Conquering Obesity

PartnershipForAHealthyTexas.org

About our Center



We are an international leader in conducting research and providing programs that promote healthy living for children, their families and communities.

Our mission: To advance health and healthy living for children and families through innovative research, cutting edge community-based programs, and dissemination of evidence-based practices.

Our vision: *Healthy children in a healthy world*

www.msdcener.org



Our Speakers



Celia Cole

Chief Executive Officer
Feeding Texas



Deanna Hoelscher, PhD, RD, LD, CNS

Director and Professor in Health Promotion
Michael & Susan Dell Center for Healthy Living
The University of Texas School of Public Health
Austin Regional Campus





FEEDING
TEXAS™

“Feeding With Impact”

A comprehensive approach to tackle childhood obesity and move the needle on healthy eating

Overview

- 21 member food banks
- 3,000+ partner agencies (churches, food pantries, soup kitchens, children's/senior centers, schools, etc.)
- 378M lbs. of food in 2013 – enough for 315M meals
- 109M lbs. of produce – almost 30% of distribution
- Hundreds of millions of lbs. of produce still going to waste that could nourish needy Texans



One Big Goal

We seek \$20 million from the 84th Texas Legislature to increase produce distribution and scale “Feeding With Impact” programs. Feeding with Impact is a comprehensive approach to tackle childhood obesity and move the needle on healthy eating across the state.



History

- In 2001 Legislature established “Texans Feeding Texans” program (Surplus Ag Product Grant). Funding has grown from \$300K to \$2.9M biennially.
- Provides funds to offset the cost of farmers donating Texas grown surplus/unsellable produce (up to \$.10 per lb. for harvesting, packaging, storage & transportation).
- Original grant did not include specific goals related to using produce to improve health outcomes.



Feeding With Impact

- Combine free produce distribution with evidence-based programs to increase food access and food literacy, and improve health outcomes for low-income Texans.
- Reduce obesity-related health care costs to state.
- Expand Brighter Bites and other successful interventions.
- *The key to our success is **fresh produce!***



THANK YOU!

Celia Cole, CEO



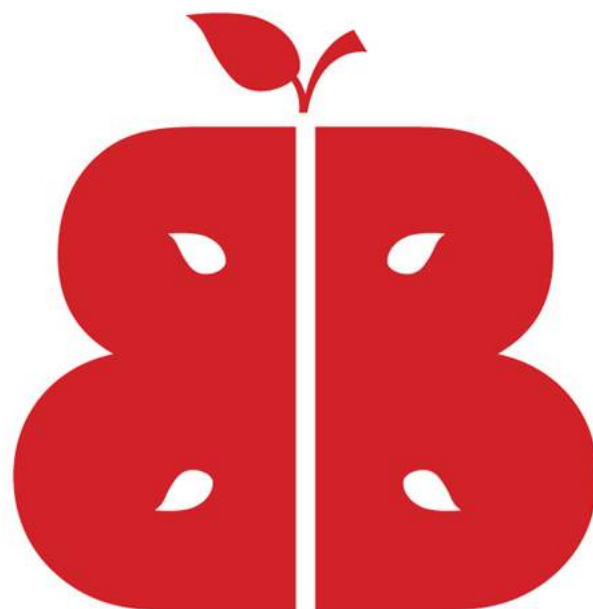
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brighterbites

www.brighterbites.org



brighterbites // Vision

Brighter Bites is the vision of Lisa Helfman, who participated in a weekly fruit and vegetable co-op and saw that her own children began to make healthier choices when surrounded by healthy options.

Lisa thought if she could have this success in her own home, she could she replicate it for underserved families living in food deserts where access is limited and health outcomes are poor.

The Plan:

- Bring the co-op where the children already are – **SCHOOLS**
- Educate the kids in the classrooms and their parents through take-home information on the language of nutrition
- Provide a weekly fun food “experience” to the children and their families
- Measure outcomes to determine the impact



brighterbites // Vision

Lisa contacted the top industry leaders to launch her program

- **THE FORMULA & RESEARCH** – Dr. Shreela Sharma, an Epidemiologist focused on childhood obesity at the UT School of Public Health in Houston, led the team for program development, evaluation and building the evidence-base for Brighter Bites.
- **THE SCHOOLS** – Mike Feinberg, Founder of KIPP, pledged a school to Brighter Bites that had a 93% reduced/free lunch program population.
- **THE DISTRIBUTOR** – Brian Greene, President of the Houston Food Bank, offered HFB as the food distributor.
- **THE PARTNERS** – American Leadership Forum Medical Class IV and colleagues at Texas Children’s Hospital volunteered as a set of experts to formulate and support the program.



brighterbites // Formula

Produce Distribution + Nutrition Education + Fun Food Experience *(all three done on a weekly basis for continuity)*

- Implemented in 8 week increments (8 weeks in the fall, spring and summer). A minimum of 8 weeks of implementation is needed for impact.
- 50+ servings of produce sent home with the children at no cost to their family.
 - Two grocery bags filled with a balance and variety of seasonal fruits and vegetables such as spinach, tomatoes, kale, pears, apples, pineapples, plums, oranges, carrots, broccoli, cucumbers, bell peppers, potatoes and avocados.
 - Why 50 servings? Provides two servings of fruits and vegetables per day per person in a family of four.
 - By partnering with food banks and utilizing a high percentage of donated or reduced cost food, the weekly produce allotment costs about \$2-\$3/family and weighs about 30 lbs.



brighterbites // Formula

- Nutrition and Physical Education curriculum implemented in the classroom
 - The CATCH (Coordinated Approach to Child Health) program is available from preschool through middle school as well as for after school programs.
 - Weekly nutrition education and physical activity are built-in to their current curriculum
- Bilingual nutrition education handbooks and recipes are sent home with the parents.
 - Easy-to-use parent handbooks contain information on various topics targeting healthy eating for the whole family.
 - Healthy recipe ideas for the produce are given out in the bags including those sampled at the distribution.
- Fun Food Experience is provided to children and families during produce pick-up time.
 - Brighter Bites staff and volunteers interact with children and families to create excitement around eating fresh fruits and vegetables.
 - Food samples of recipes from produce items in the bag are provided.
 - A positive buzz is created around healthy eating and spreads through the school and at home.



brighterbites // Strategy and Implementation

- Partner with schools and locations that provide children's programming, starting local and then reaching out nationwide with the replicable model.
- Multiple institutions in low income communities have committed to implementing the Brighter Bites Program (HISD/Houston Independent School District, DISD/Dallas Independent School District, KIPP Houston Schools, Uplift Education Charter Schools, YMCA, Yes Prep, Head Start).
 - Currently 21 locations in Houston and 9 locations in Dallas
- Brighter Bites has scaled implementation from a 150 student pilot program to over 5,000 students currently receiving the program.
- In addition to the target families, Brighter Bites will also provide the produce to the teachers and school staff to create an entire new culture within each school.



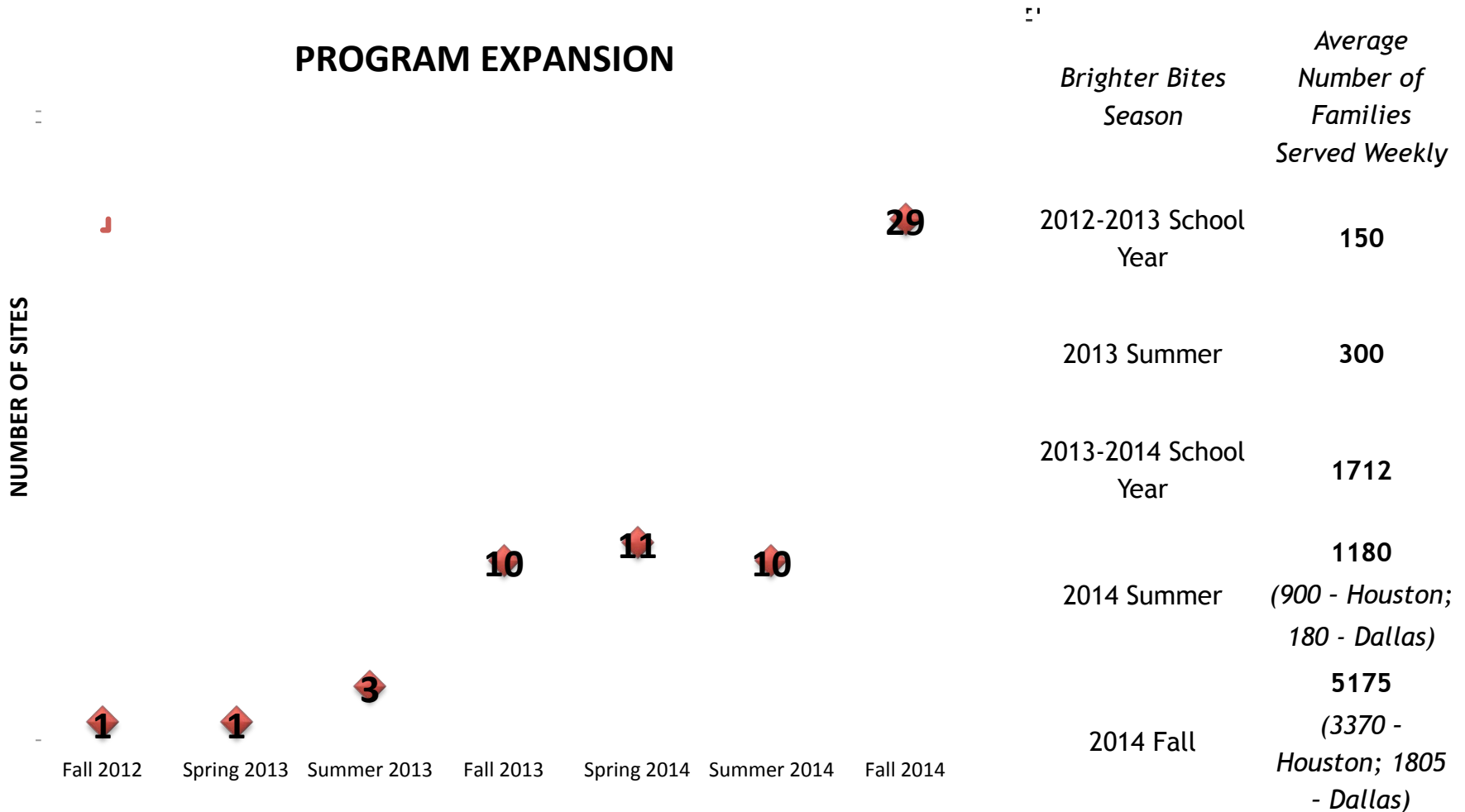
brighterbites // CATCH Implementation

- Brighter Bites ensures that all participating elementary schools have:
 - CATCH curriculum manuals (K-5)
 - CATCH PE Equipment and activity boxes
 - CATCH Coordination Kit
- Coordinates and funds CATCH trainings for participating schools.
- Ongoing support: Brighter Bites assists school staff in:
 - Identifying a CATCH Champion
 - Forming a campus CATCH committee
 - Implementing CATCH Coordination Kit Themes
 - Planning and participating in CATCH Family Fun Nights



brighterbites // Strategy and Implementation

PROGRAM EXPANSION





brighterbites // Evaluation and Outcomes

- Process evaluation and parent surveys are collected every 8 weeks across **all** Brighter Bites sites.
- Includes annual program cost data across **all** Brighter Bites sites.
- Outcomes evaluation is ongoing and will be completed by May 2015 (n=700 parent-child dyads, 12 school sites)
- Measured outcomes for Brighter Bites children and parents include:
 - Increased preference and willingness to try new fruits and vegetables
 - Increased consumption of fresh fruits and vegetables
 - Decreased consumption of energy-dense, nutrient-deficient, processed foods
 - Increased parent confidence and skill to provide opportunities for their children to eat more fruits and vegetables
 - Decreased prevalence of overweight and obesity among children measured by BMI



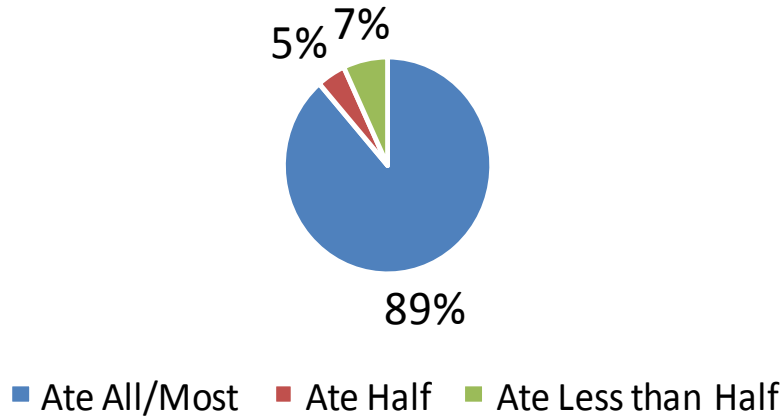
brighterbites // 2013-2014 Results

- At baseline (n=340 parent-child dyads):
 - **42%** of the study sample of children in the 1st grade are overweight or obese.
 - Children are consuming, on an average per day, **1.3 servings of fruit**, and **0.6 servings of vegetables** (excluding potatoes and french fries which was 0.2 servings), and only **0.5 serving of whole grain foods**.
 - **25%** of the children's calories are coming from sugary beverages

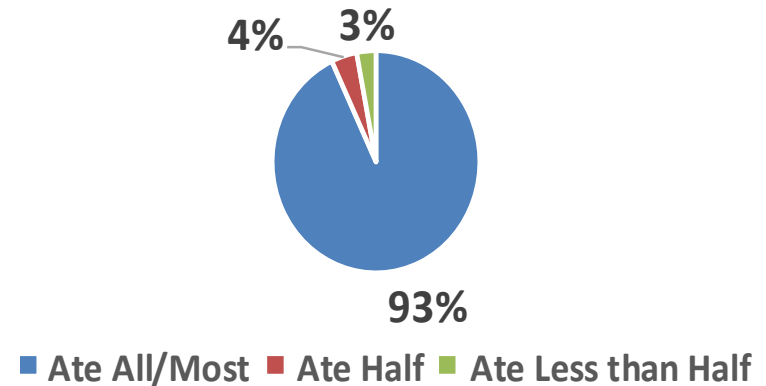


brighterbites // 2013-2014 Results

Brighter Bites Vegetables Consumed



Brighter Bites Fruit Consumed



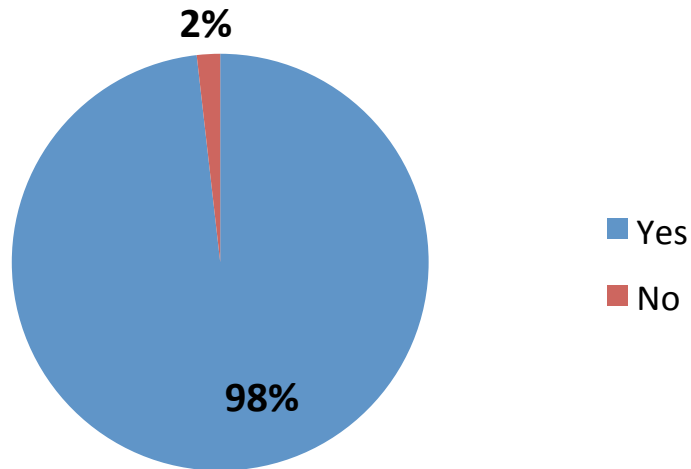
Parent reported effectiveness of **Brighter Bites** program components

	Fall 2013 % Effective (N=462)	Spring 2014 % Effective (N=417)
Effectiveness of fruits in weekly bags	90.3	98.1
Effectiveness of vegetables in weekly bags	85.8	95.7
Effectiveness of classroom curriculum (CATCH)	76.8	94.4
Effectiveness of parent booklet	78.2	91.4
Effectiveness of weekly recipe demonstrations	77.4	91.0
Effectiveness of weekly recipe cards	79.5	92.5

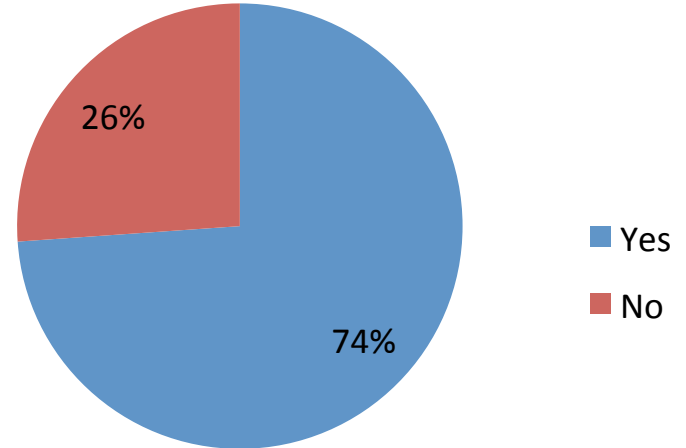


brighterbites // 2013-2014 Results

While participating in Brighter Bites, did you notice an increase in the amount of fruits and vegetables your family ate?



If yes, then was your family able to maintain that level of fruit and vegetable intake after the program ended?



98% of parents reported that their children ate **more fruits and vegetables** while participating in Brighter Bites. Of those, **74%** said they were able to maintain that increased level **even after the Brighter Bites season ended.**



brighterbites // 2013-2014 Results

	FALL 2013	SPRING 2014
Cost of produce per family per week	\$2.01	\$3.32
Average weekly family <u>savings</u> on grocery bill	\$40.11	\$33.42

Parents were asked what they spent on an average grocery bill **before** starting Brighter Bites, and then what they spent on average **during** the program. The average family estimated a weekly savings of **\$40.11** during the Fall 2013 semester in Houston, and **\$33.42** in the Spring 2014 semester.



brighterbites // Parent Testimonials



“Brighter Bites is an excellent program because it reaches a lot of people. It has definitely served my family so my kids will like more fruits and vegetables.

- Mom/Volunteer

“The program is awesome because it’s nice to help and be helped at the same time. With the fresh produce I receive, I can cook for my whole family and everybody is happy!”

- Mom/Volunteer

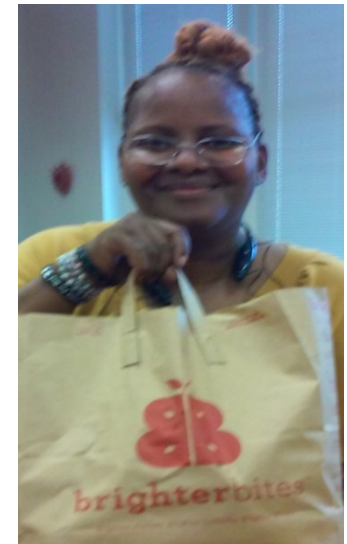


“I really like the program because it helped me to show my kids and the whole family how to eat a more balanced diet.”

- Mom/Volunteer

“We can’t wait for you to come back so we can try more new things.”

-Grandmother/Volunteer





brighterbites // Food Sample





brighterbites // Distribution





brighterbites // The Brighter Bites Team

=

Lisa Helfman, JD

Shreela V. Sharma, PhD, RD, LD

Christine Markham, PhD

Houston Team

- Mike Pomeroy, MPH— Program Director
- Thatianne Moreira, PhD—Program Coordinator
- Emily Kelley, MA—Program Coordinator
- Molly Martin—Program Coordinator
- Christina Blick—Program Coordinator

Dallas Team

- Alicia Farhat, MPH, RD, LD—Program Manager
- Meredith Spence—Communications Specialist
- Kristin Michalewicz, MS, RD, LD—Program Coordinator
- Jacqueline Noyola—Program Coordinator

PARTNERS



www.brighterbites.org



— *the better we* —

NOURISH

— *the brighter we* —

FLOURISH

..... **brighterbites™**

Thank You!



Questions?

Today's webinar was recorded and will be available online at
youtube.com/msdcenter



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