



GREATER CLEVELAND FOOD BANK NUTRITION INITIATIVE

MISSION: To ensure that everyone in our communities has the nutritious food they need every day.

WHAT WE FUNDED: We provided support to increase the Food Bank's infrastructure capacity for fresh food by increasing additional cold storage space to provide fresh produce as well as other nutritious cold and frozen perishable foods; to expand distribution methods for nutritious perishable foods; and to provide nutrition education for its member agencies in Cuyahoga County.

WHAT IS THE NEED? There is a relationship between fruit and vegetable consumption and obesity: 7 out of 10 states with the highest rates of obesity were also in the bottom 10 for adult fruit and vegetable consumption. With 65% of adults either overweight or obese, Ohio ranked 13th in the country for obesity and 34th in fruit and vegetable consumption.

WHY WE FUNDED THIS WORK: The Healthy People strategy seeks to reduce obesity by supporting efforts to provide healthier food choices. The Food Bank's commitment to changing the content of the food that they provide and the magnitude of their reach – 800+ partner organizations and programs serving more than 247,000 people annually — allows them to significantly impact the content of food being served throughout Cuyahoga County.



Healthy People

Program Strategy Overview

We catalyze and sustain opportunities to improve community health by promoting the health home model of care and reducing obesity.

OUTCOMES:

- Record attendance at Agency Nutrition Conferences indicate agencies' increasing interest in the health and nutrition of their clients.
- Piloted more intensive nutrition education classes to understand how they could impact agencies and their clients.
- Graduated eight Nutrition Ambassadors to teach clients about healthy eating and lifestyles.
- Observed a real openness to new programs and ideas for distributing more nutritious perishable foods from agencies and programmatic partners.
- Annual increases in the distribution of healthy and nutritious food.

LESSONS LEARNED:

- People want fresh fruits and vegetables!
- Evaluate your current programs, and constantly explore ways to expand or be creative within them. Be open to adapting, evolving and "right-sizing" to increase and improve programs and services.
- Cultural competence matters — show how to cook, eat and serve nutritious food in ways that respect clients' identity and culture.