



**DOUBLE UP
FOOD BUCKS™**



**501c3 organization dedicated to improving
*the physical, social, and emotional well-
being of Iowans.***

Role:

- Lead organization for Iowa Double Up Food Bucks (DUFB)
- Provides technical assistance to DUFB sites
- Responsible for DUFB program funding

- Incentivize fruit and vegetable purchases
- 1:1 match of SNAP & P-EBT spending (\$10 max/day)
- Farmers markets | Grocery Stores | Farm Stands | Mobile Markets

DOUBLE YOUR EBT & P-EBT DOLLARS

Get **FREE** fresh fruits & veggies with your EBT or P-EBT Card!



BUY \$1

FRUITS & VEGGIES



GET \$1

FREE FRUITS & VEGGIES



How It Works:

1. Shop for produce
2. Buy fresh fruits and vegetables with SNAP or P-EBT card
3. Earn Double Up Food Bucks (up to \$10 per visit)
4. Use Double Up Food Bucks to purchase fresh fruits and vegetables on your next visit

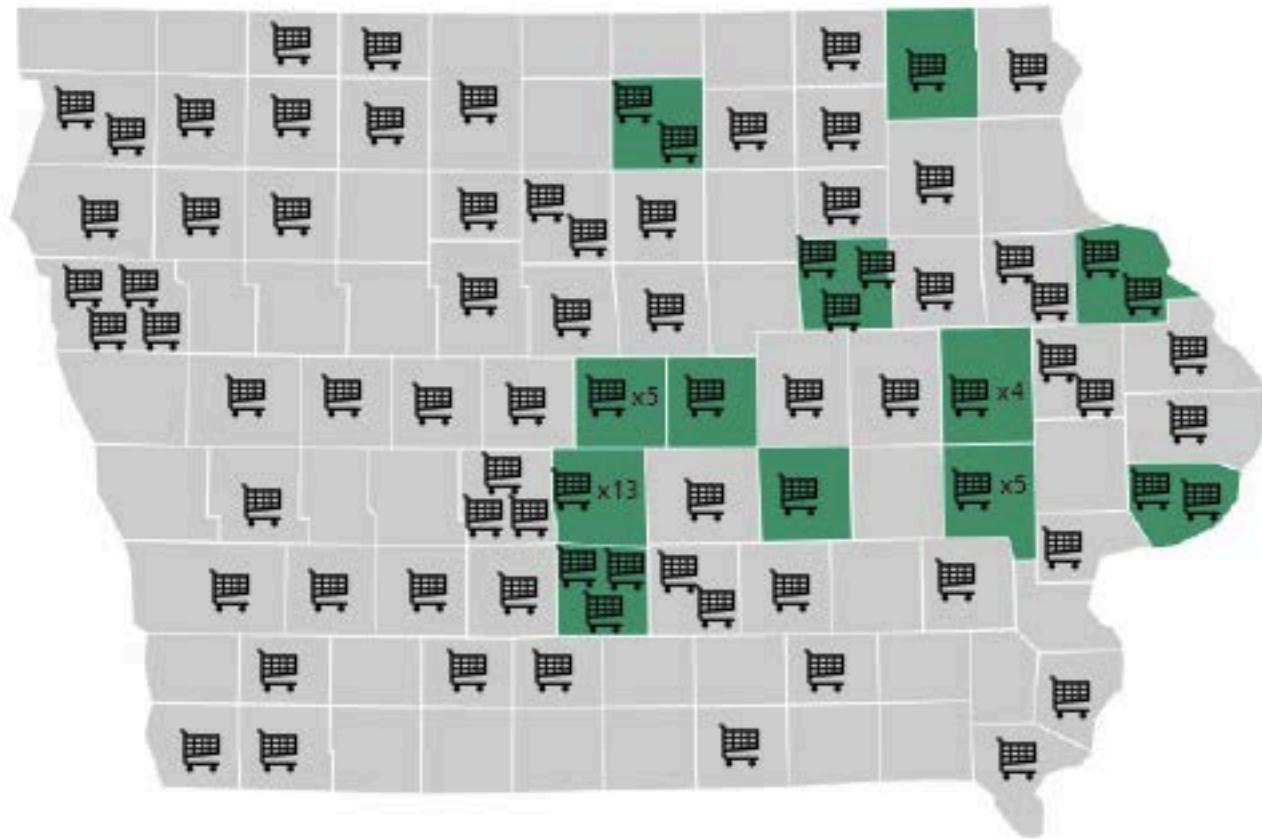


2020 Locations

24 farmers
markets

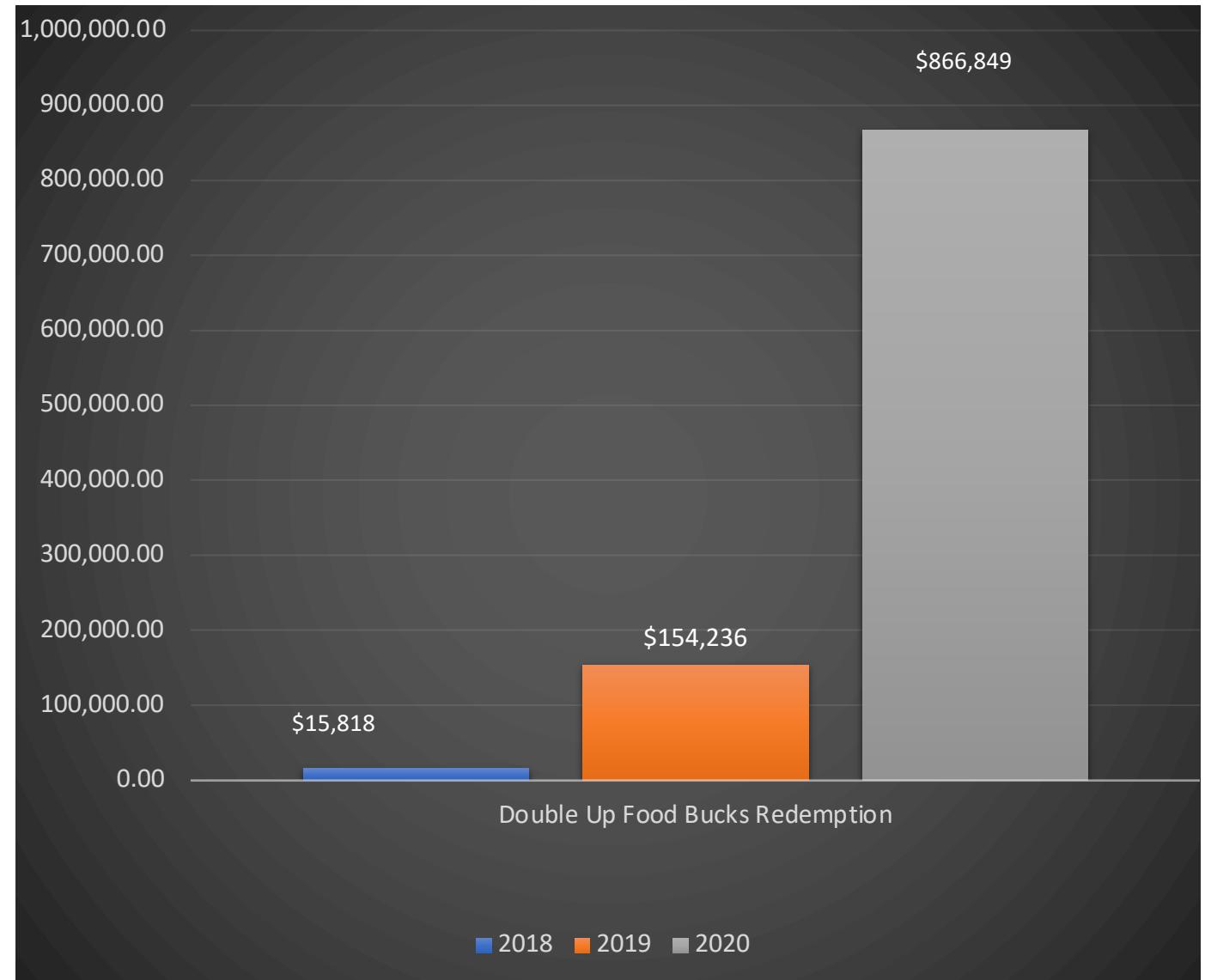
124 grocery
stores

67 counties

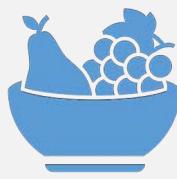


The  icons on the map represent new Double Up Food Bucks locations added with CARES Act funding in 2020. Additional state funding is required to sustain these sites after the CARES Act expires on December 31, 2020.

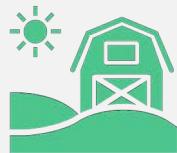
In 2020, customers have redeemed a total of **\$866,849** of **fresh produce** at participating farmers markets and grocery stores across Iowa



Win-Win-Win



Families bring home more healthy food



Farmers increase sales, farm profits



Food dollars stay in local economy, strengthening communities

Success & Challenges

Successes

- Increased Access
 - Expansion into 105 new grocery stores
 - Locations available in 76 of 99 counties
- Increased awareness, brand recognition, and utilization statewide
- 4x higher DUFB redemption at farmers markets
 - Universal currency between farmers market and grocery stores

Challenges

- Sustainability of the DUFB program in 2021 and beyond
- Making funders aware that the program is supported by a 501c3 non-profit organization, not a state entity
- Technological solution for DUFB distribution & redemption
 - Would allow for better budgeting and more participation amongst direct marketing farmers

USDA Funding Opportunity: GusNIP

USDA Gus
Shumaker
Nutrition Incentive
Program (GusNIP)

1:1 match of all
state, private, and
local dollars



State Funding 2021

- \$1M state investment in the Iowa DUFB program
- Requesting Governor & Lt. Governor place DUFB in budget recommendations
- Secretary Naig and IDALS supportive of the DUFB program
- Working relationship with Department of Human Services since 2017
- HSI seeking to have funding placed in final FY 2022 budget.



Statewide
DUFB
Sponsors

A large background image of fresh strawberries in white cardboard containers, filling the entire frame. A semi-transparent white circle is positioned on the left side of the image, containing the contact information.

**Aryn McLaren, Double Up Food
Bucks Coordinator**

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www.DoubleUplowa.org

Corporate Outreach and Communications Manager

EMILY TORIBIO



HSI: Double Up Food Bucks

- Program inception in 2019
 - 14 key store locations
- In-kind marketing support
- Expanded in 2020 with CARES Funding
 - All 106 Iowa store locations
- Continue to provide support for DUFB and HSI
 - Legislative support



Food Insecurity

- Key charitable giving initiative
 - 5210 Programming
- Food Rescue in Retail Locations
 - Supportive partnerships
- Regular Donations from Distribution Center
- Double Up Food Bucks
 - Education of program participants
 - Sustainability

Family Medicine Faculty, Broadlawns Medical Center

Dr. Dana Danley



Together a healthy community.

Dana Danley, MD

**Mission: Build a healthy
community through delivery of
accessible, cost-effective and
high quality patient care.**





Together a healthy community.

- Safety net hospital for 96 years.
- 81% of our patients do not have commercial insurance. (2019)
- Over 40 different languages spoken each week.
- Licensed Beds: 200 | Full-time Employees: 1,172 | Physicians: 107

Obesity and Diabetes

Iowa

- Adult obesity in Iowa(2018) 35%¹
- Childhood obesity(2017) 15%¹
- Diabetes in Iowa ~ 9%²

Broadlawns Family Clinic

- Adult Obesity 27%
- Diabetes 13%
- Diabetes with obesity 58%

Healthy Lifestyle

- Lifestyle Weight Management Clinic
- Health Coach- Diabetes, Obesity, Hypertension
- 5210 Healthy Choices Count
- Food Insecurity



Food Insecurity



AAP recommends that pediatricians use the Hunger Vital Sign™ to screen for food insecurity in practice. The two questions are:

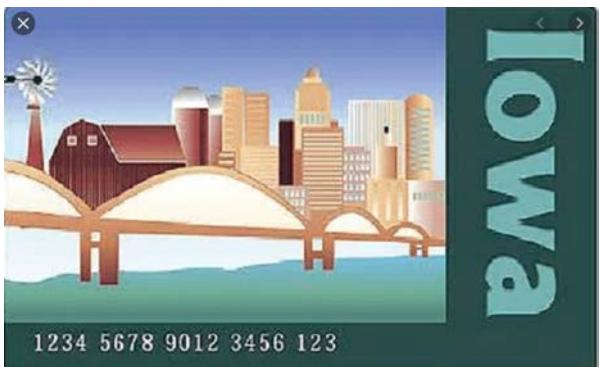
1. Within the past 12 months, we worried whether our food would run out before we got money to buy more.

often true sometimes true never true don't know/refused

2. Within the past 12 months, the food we bought just didn't last and we didn't have money to get more.

often true sometimes true never true don't know/refused

Resource Education



Supplemental
Nutrition
Assistance
Program

Putting Healthy Food
Within Reach



Spend Smart. Eat Smart. app



Never overpay at the store again! With the Spend Smart. Eat Smart. app, you'll save money on groceries using our comparison calculator to find the best bargains. Why pay more when you could get the same products for less, right?

While you're here, make sure to check out our recipes page: there are so many to choose from you'll never hear, "we're having that again?" from your family. Also find information on produce so you'll know what's in season and how to pick the freshest ingredients. Now that's smart.

Download our FREE app from Apple's App Store or Google Play.

Resource Education



FOOD WHEN YOU NEED IT POLK COUNTY FOOD RESOURCES

FIND LOCAL ORGANIZATIONS OFFERING SUPPORT



211 is free and available to help connect you with local resources.

- Dial 2-1-1 to chat live with local operators who can help 24/7/365
- Text your zip code to 89821 to chat live with a 211 Operator 24/7
- Download the 211 Iowa app for iOS or Android

Food Bank of Iowa: (515) 564-0330 or www.foodbankiowa.org/gethelp

Des Moines Area Religious Council (DMARC) Food Pantries:
(515) 277-6969 or dmarcunited.org/food/pantry-locations

APPLY FOR ASSISTANCE



SNAP provides monthly funds for the purchase of groceries. To learn more or apply: Call 1-855-944-FOOD (3663) or email FoodAssistanceOutreach@iowafba.org

WIC (Women, Infants and Children) provides resources for low-income pregnant, breastfeeding and postpartum women, as well as infants and children up to age five. To learn more or apply: Call (515) 282-5800 or visit: www.idph.iowa.gov/wic

Double Up Food Bucks gets you FREE fresh fruits and veggies with your EBT or P-EBT Card! Available at over 100 Iowa locations including Farmer's Markets and all Hy-Vee and Fareway Stores. More information: www.doubleupiowa.org

USDA School Nutrition provides meals to students. Call the hotline, operated by Hunger Free America, at 1-866-3-HUNGRY (1-866-348-6479) or 1-877-8-HAMBRE (1-877-842-6273) (for Spanish).

Buy. Eat. Live Healthy. is a free nutrition and cooking program offered by Iowa State University Extension and Outreach. Visit: www.extension.iastate.edu/humanities/nutrition-education



FOOD DELIVERY

Project Zume provides emergency food support, call (515) 957-2900.

The Area Agencies on Aging offers home-delivered meals for vulnerable adults age 60+ and adults with disabilities, call 866-468-7887.



FOOD PANTRIES

There are many Food Pantries/Mobile Food Pantries and Soup Kitchen/Meal Sites throughout Polk County. Some may require an ID and limit the number of visits an individual may make. It's best to call ahead to confirm hours before you visit.

Near Broadlawns Main Campus:
Polk County River Place Food Pantry

Northside Food Pantry
3010 6th Avenue
Des Moines, IA 50313
Phone: (515) 286-2220

Near Broadlawns East University Clinic:

Salvation Army Citadel (East) **Catholic Charities Outreach Center**
1216 East 25th Court 1815 Hubbell Avenue
Des Moines, IA 50317 Des Moines, IA 50316
Phone: (515) 266-3156 Phone: (515) 262-7290

Near Broadlawns Cityville Clinic:

Bidwell Riverside Center
1203 S.E. Hartford Avenue
Des Moines, IA 50315
Phone: (515) 244-6251, ext. #213

211

Other Food Pantries:
To find other food pantries or meal sites near you call 2-1-1 to chat live with local operators who can help 24/7/365.



Next Steps

- IDPH project- Hypertension diagnosis/treatment and health care disparities, including food insecurity
- Iowa Medical Society- Hypertension
- Study of other public health systems
- Public gardens, on-site cooking classes, writing prescriptions for healthy food from on-site pantry

- 1.“DNPAO Data, Trends and Maps: Explore by Location.” Centers for Disease Control and Prevention, Centers for Disease Control and Prevention, nccd.cdc.gov/dnpao_dtm/rdPage.aspx?rdReport=DNPAO_DTMD.ExploreByLocation. Accessed 18 Oct
- 2.“Diabetes Data.” tracking.idph.iowa.gov/Health/Diabetes/Diabetes-Data.

Executive Director , Freight House Farmers Market
Lorrie Beaman