



**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:

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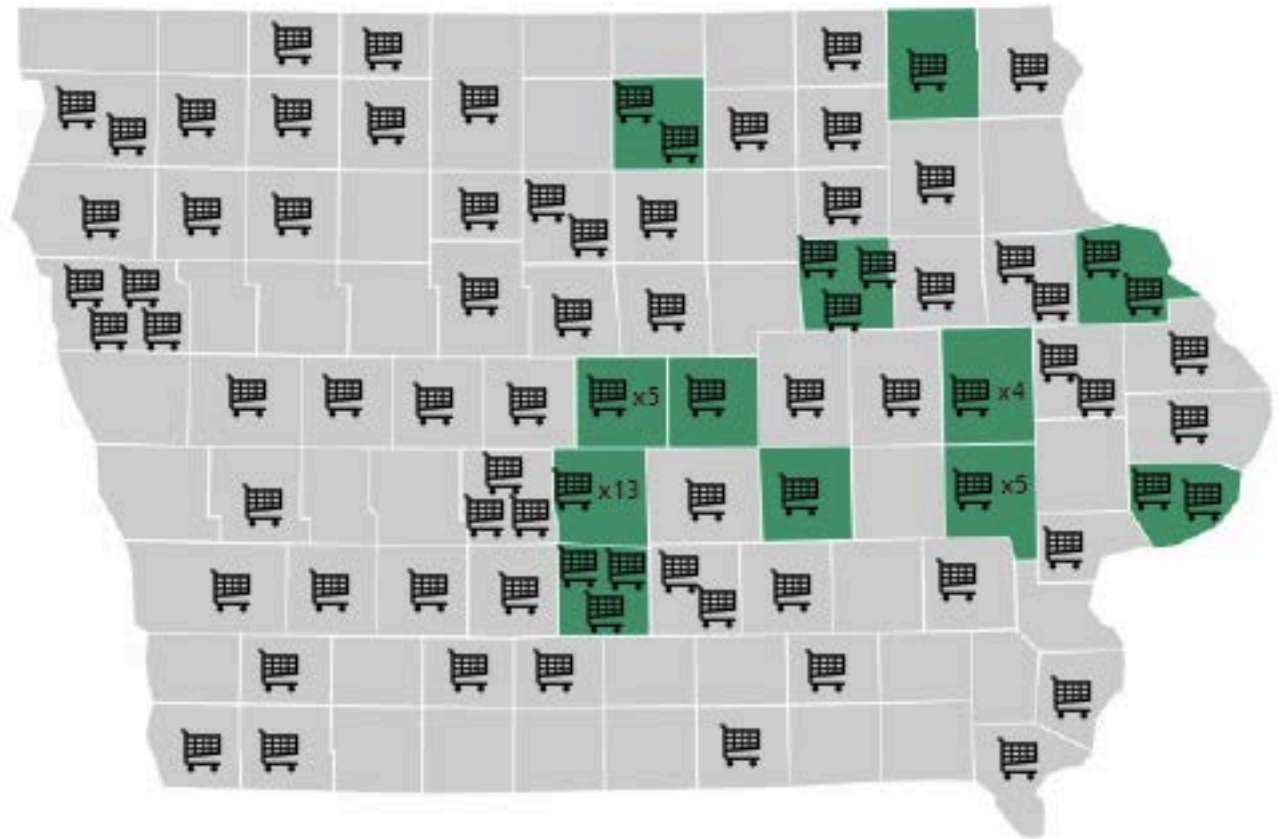
1. Shop for produce
2. Buy fresh fruits and vegetables with SNAP or P-EBT card
3. Earn Double Up Food Bucks (up to \$10 per visit)
4. Use Double Up Food Bucks to purchase fresh fruits and vegetables on your next visit





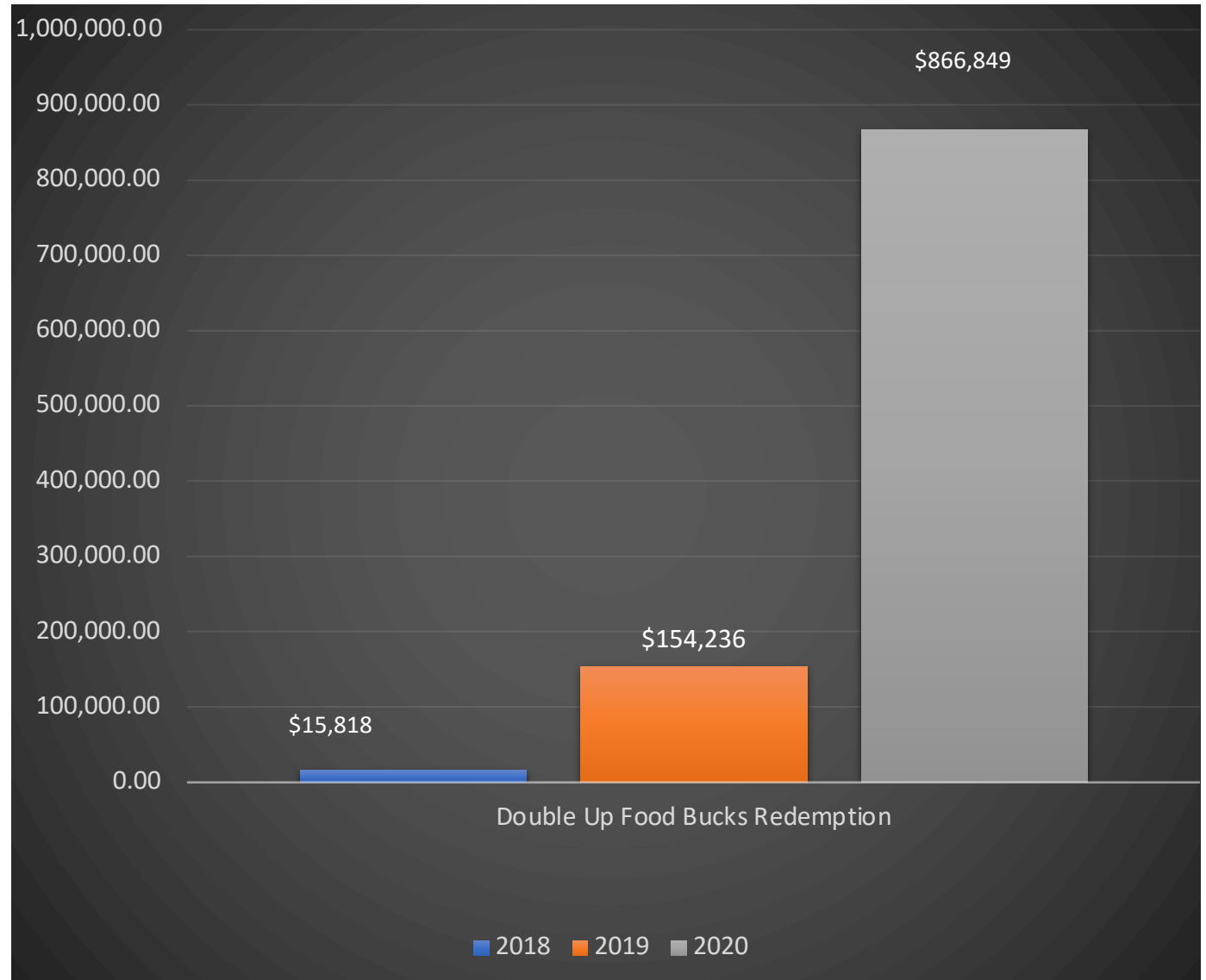
## 2020 Locations

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

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- \$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 DUFBS Sponsors

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

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**[aryn@iowahealthieststate.com](mailto:aryn@iowahealthieststate.com)**

**303-669-2254**

**[www.DoubleUpIowa.org](http://www.DoubleUpIowa.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.**







- 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

## Broadlawns Family Clinic

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

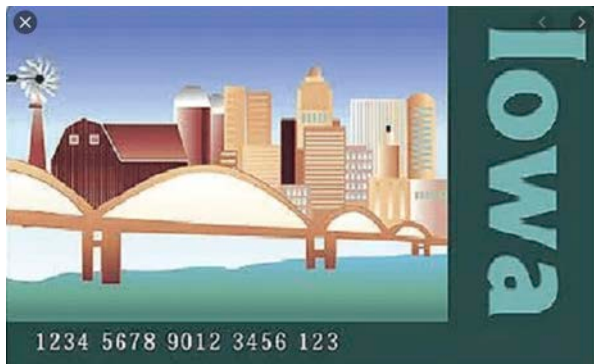
# Resource Education



**BUY \$1** → **GET \$1**

**FRESH FRUITS & VEGETABLES**

**FREE FRUITS & VEGETABLES**



Putting Healthy Food  
Within Reach



**Calabacín**

**Diversión en el parque**  
Visite un parque mientras el clima sigue siendo agradable. Si los senderos, lagunas y juegos no son suficientes para mantenerlo ocupado, construya un fuerte con palos grandes contra un árbol caído o roca grande. En las zonas de pasto, construya un rido con hierba fresca cortada, hojas y ramas. Encuentre más cosas que hacer en un parque en [www.traveliowa.com/#999Parks](http://www.traveliowa.com/#999Parks)

**Duplique su dinero**  
Puede duplicar su dinero, hasta \$10 por día, para frutas y verduras frescas en los mercados de agricultores, Fairway y cooperativas de alimentos. Encuentre lugares donde puede duplicar su dinero (Double Up Food Bucks) en <http://www.iowaeatSmart.com/resources/communities/double-up-food-bucks/>

**Calabacín**  
Fuel your fun  
Eat fruits and veggies.

**Pasta con carne y queso**

**Ingredientes**

- 1 libra de carne molida sin grasa
- 1 cebolla pequeña, picada (1 taza)
- 1/2 taza de ajo en polvo o
- 1 taza de ajo picado
- 1 calabacín pequeño, picado (1 1/2 tazas)
- 1 taza de 24 onzas de salsa de tomate para pasta
- 1 taza de queso mozzarella rallado
- 1 taza de condimento italiano
- 1/2 taza de hojuelas de chile rojo (opcional)
- 1 caja de 16 onzas de pasta tipo rotini
- 1/2 taza de queso cheddar rallado

**Instrucciones**

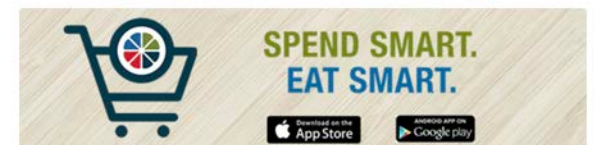
- 1 En una sartén grande, cocine la carne, la cebolla, el ajo y el calabacín a fuego medio-alto hasta que la carne se dore y se rompa en trozos. Escorra la grasa.
- 2 Agregue la salsa de tomate, el condimento italiano y las hojuelas de chile rojo (opcional). Caliente hasta hervir y luego cocine a fuego medio bajo por 15 minutos. Agregue una pequeña cantidad de agua para formar más salsa, si lo desea.
- 3 Cocine la pasta en agua hirviendo de acuerdo con las instrucciones del paquete.
- 4 Escorra la pasta y agregue a la salsa de carne en la sartén.
- 5 Agregue el queso y cocine hasta que el queso se derrita.

Adaptado de [www.foodhero.org](http://www.foodhero.org).

**Pick a better snack™**



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 recipe 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](http://www.foodbankiowa.org/gethelp)

**Des Moines Area Religious Council (DMARC) Food Pantries:**  
(515) 277-6969 or [dmarcunited.org/food/pantry-locations](http://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](mailto: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](http://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](http://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/humansciences/nutrition-education](http://www.extension.iastate.edu/humansciences/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**  
2309 Euclid Avenue  
Des Moines, IA 50310  
Phone: (515) 286-3695

##### Northside Food Pantry

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



#### Near Broadlawns East University Clinic:

##### Salvation Army Citadel (East)

1216 East 25th Court  
Des Moines, IA 50317  
Phone: (515) 266-3156

##### Catholic Charities Outreach Center

1815 Hubbell Avenue  
Des Moines, IA 50316  
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

#### 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.

2.1.1



# 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\\_D  
TM.ExploreByLocation](https://nccd.cdc.gov/dnpao_dtm/rdPage.aspx?rdReport=DNPAO_DTM.ExploreByLocation). Accessed 18 Oct
2. “Diabetes Data.” [Tracking.idph.iowa.gov](https://tracking.idph.iowa.gov),  
[tracking.idph.iowa.gov/Health/Diabetes/Diabetes-Data](https://tracking.idph.iowa.gov/Health/Diabetes/Diabetes-Data).

Executive Director , Freight House Farmers Market

Lorrie Beaman