



Welcome


Virtual Douglas County Breakfast

Behavioral health for children and youth

February 18, 2020

**The one thing we can never
get enough of is love. And
the one thing we can never
give enough is love.**

- Henry Miller -

A child with blonde hair, wearing a green patterned shirt, is holding up a large red heart with both hands. The child's face is partially visible, looking upwards. The background is a light-colored, textured surface.

Agenda

7:45 – Breakout networking (optional)

8:00 – Welcome by Robin Hill-Dunbar, The Ford Family Foundation and System of Care updates, Robert McAdam, Umpqua Health Alliance

8:10 – Sarah McGregor, Feeding Umpqua (formerly UCAN Food Bank)

8:30 – Erin Maidlow, OSU Extension and Umpqua Valley Farm to School

8:50 – Q&A Announcements

9:00 – Closing



What is System of Care?

A structured set of committees with the goal of identifying and resolving barriers. SOC Advisory Committee and SOC Executive Council

It's comprised of representatives from key stakeholder entities such as DHS, MMC, ADAPT, Juvenile Justice, the Tribe, Ford Family Foundation, etc.

Our most pressing need at the moment is for ALL of you to actively participate by submitting Barrier Forms, so we can enact change

What is a Barrier Form?

We have created a form for community partners (and those we serve) designed to collect barriers and present it to the SOC for possible resolution.

If we can't resolve the barrier we elevate the concern to the stat level SOC, where it can be reviewed for action at the state level.

We want to hear EVERY TIME a member is unable to access care they need. It helps us generate data we can act upon.

Where can I find the Barrier Form?

Barrier Submission Form (Hyperlink)

www.umpquahealth.com

Providers or OHP Members (located under both)

Scroll Down to FORMS

'Barrier Submission Form'

You will also see 'Barrier Submission Form Process' which outlines the process

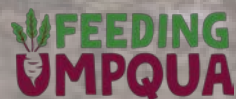


Erin Maidlow
Food Policy Committee Chair
Director, Umpqua Valley Farm 2 School

Sarah McGregor,
Food Policy Committee Chair
Manager, Feeding Umpqua

Nutrition and Food in the Umpqua

BZU Food Policy Committee



Oregon State University
Extension Service



BLUE ZONES PROJECT®





Blue Zones Project

Join the Movement for Healthier Communities



What determines our health?

20%

genetics

80%

lifestyle and environment

Life Radius

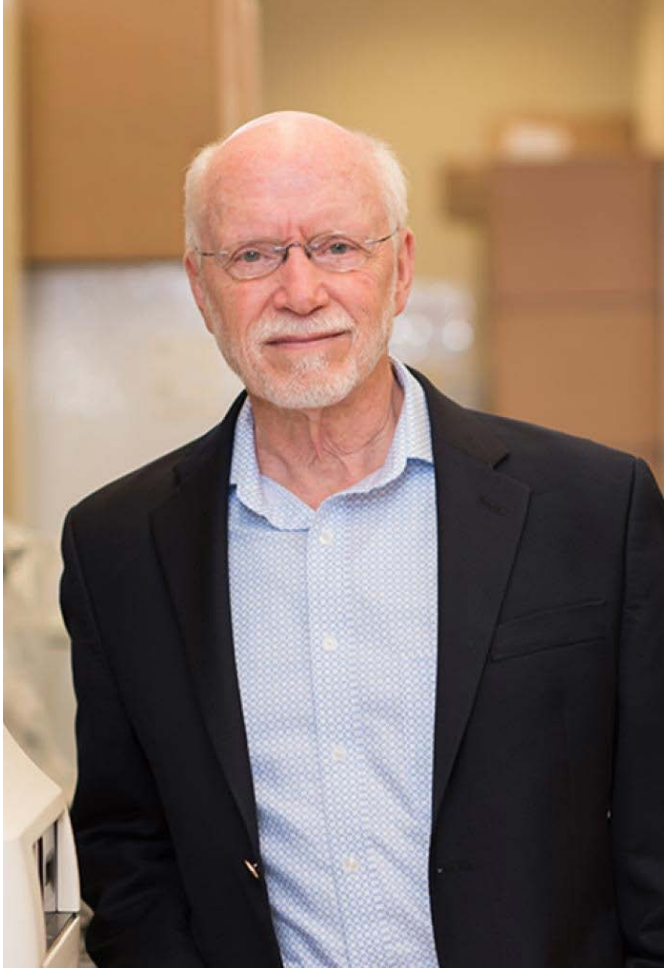
Blue Zones Project works to improve what we call the life radius, the area around a person's home where they spend **the majority of their time.**



2017-20 Food Policy Committee Priorities

1. Establish a pilot VeggieRx Program
2. Create a mobile pantry model
3. Establish a demonstration community garden on public land
4. Expand nutrition and garden education programs
5. Improve school nutrition through food waste management and the Smarter Lunchroom Scorecard
6. Conduct a food hub feasibility study





Partnership with OHSU Bob and Charlee Moore Institute for Nutrition and Wellness

- The Moore Institute provides the latest research on the Development Origins of Health and Disease
- In November '20, the Food Policy Committee and Douglas County WIC partnered with the Moore Institute to provide a Nutrition Consortium – over 50 attendees
- Consortium featured distinguished speakers from OHSU including Dr. Kent Thornburg
- The Food Policy Committee is now exploring how they can best support the spread of this important research throughout the community by engaging early education staff and medical providers – additional staff trainings, book clubs, etc.

Schools Committee:

Improving School Nutrition through Food Waste Management, the Smarter Lunchroom Scorecard, and Healthy Celebrations

- To discourage food waste and encourage students to eat more of the healthy food they were served, BZP Schools and Food Policy Committee members conducted a pre- and post-food-waste study and chose the Smarter Lunchroom Scorecard as a tool
- Eight schools participated in pre and post Smarter Lunchroom Scorecard assessments during the 2018 and 2019 school years, and all eight improved their score. The average point increase was five points [pre avg=25 (Bronze), post avg= 30 (Silver)].
- Schools are now exploring how to adopt these as policies within their school handbooks, including committing to completing the scorecard annually



Schools Committee:

Improving School Nutrition through Food Waste Management, the Smarter Lunchroom Scorecard, and Healthy Celebrations

- A Healthy Celebrations Toolkit provided by OSU Food Hero Program
- Shifting the focus of school celebrations from unhealthy food to healthy fun through activities, crafts, games and healthier snacks. Food can be included in the party but not the focus.
- BZP teamed up with Food Hero to introduce this as a policy option towards becoming a Blue Zones Approved School
- Green Elementary was the first school in the county to adopt policy in 2018 and has seen a drop in behavioral issues; has also increased the sense of equity among students with a party once/month celebrating all of the birthdays at the same time.



How we work together

	Blue Zones Project	OSU Extension	Umpqua Valley Farmers' Market	Feeding Umpqua	UCAN Head Start	UC-Veg	Umpqua Valley Farm to School	DHS	WIC
Blue Zones Project		School Garden Project Healthy School Lunchcard	VeggieRx	Outpost Mobile Food Center		Community Garden Project Veggie Rx	School Garden Project		Nutrition Consortium
OSU Extension	School Garden Project Healthy School Lunchcard		Food Hero at the Farmers' Market	Food Hero at the Farmers' Market Outpost Mobile Food Center			School Garden Project		
Umpqua Valley Farmers' Market	VeggieRx	Food Hero at the Farmers' Market		Double Up Food Bucks Food Hero at the Farmers' Market		Veggie Rx	Farm to School	Senior Farm Direct Vouchers	Farm Direct Vouchers
Feeding Umpqua	Outpost Mobile Food Center	Outpost Mobile Food Center	Food Hero at the Farmers' Market		Cooking Matters			SNAP Outreach	
UCAN Head Start				Cooking Matters			Farm to School		
UC-Veg	Community Garden Project Veggie Rx		VeggieRx						
Umpqua Valley Farm to School	School Garden Project	School Garden Project	Farm to School		Farm to School				
DHS			Senior Farm Direct Vouchers	SNAP Outreach					
WIC	Nutrition Consortium		Farm Direct Voucher						

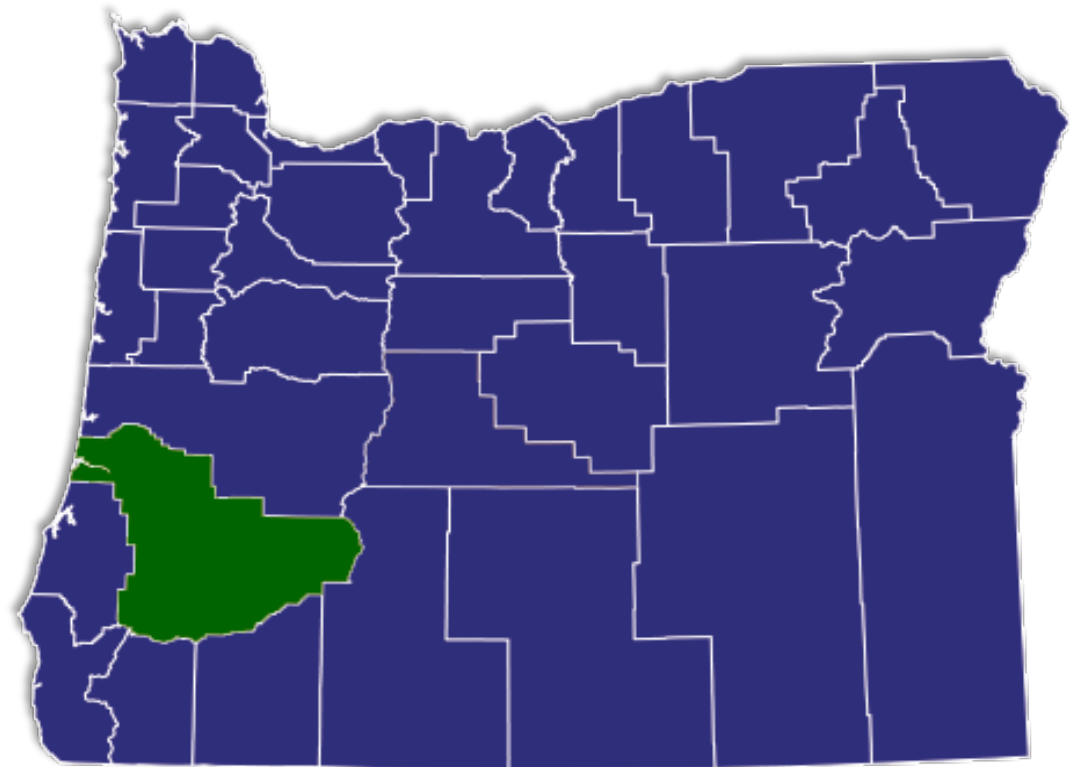
Community Garden Project
Cooking Matters
Double Up Food Bucks
Farm Direct Voucher
Farm to School
Food Hero at the Farmers' Market
Healthy School Lunchcard
Nutrition Consortium
Outpost Mobile Food Center
School Garden Project
Senior Farm Direct Vouchers
SNAP Outreach
Veggie Rx



a program of UCAN

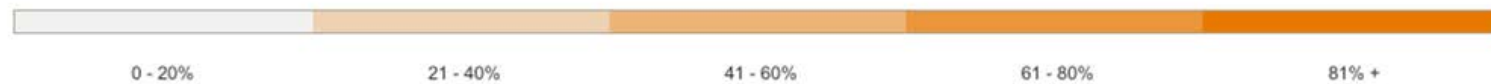
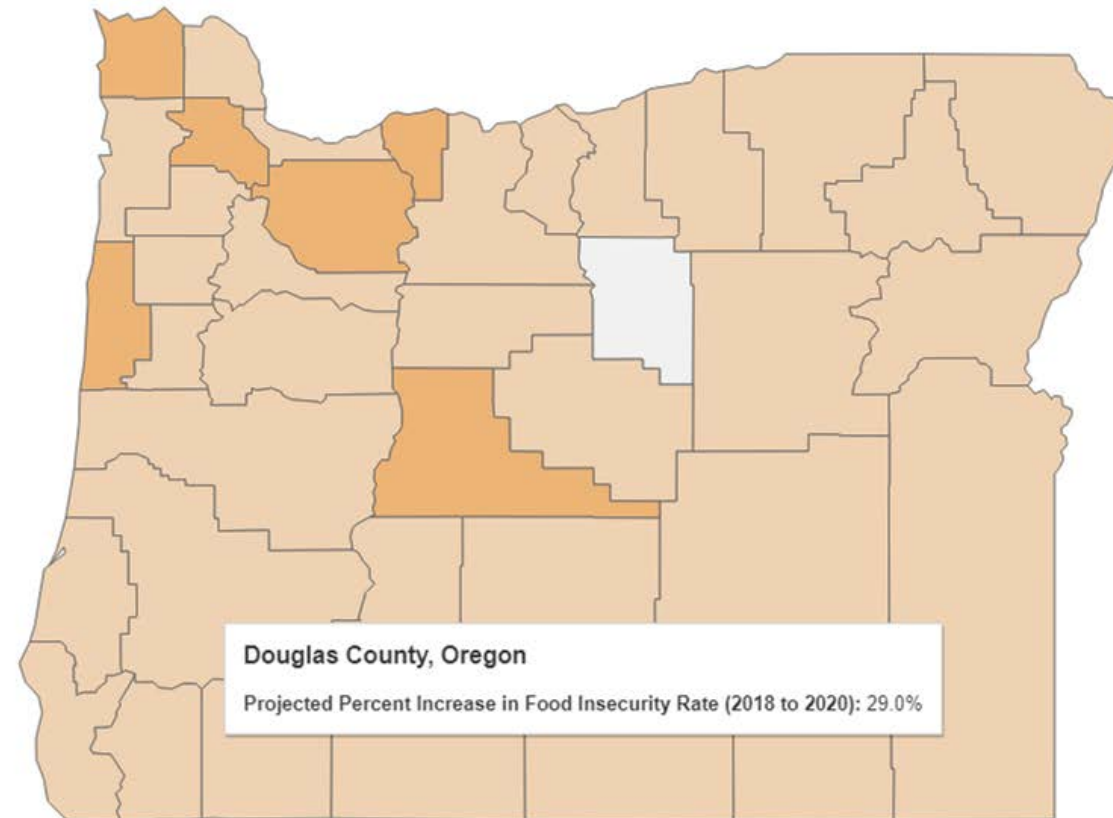
Food Insecurity in Douglas County

- According to the 2018 Feeding America Map the Meal Gap data, we have the 8th highest rate of food insecurity in Oregon
 - 14.7% overall (15,870 people)
 - 22.6% child (4,760 children)
- Last year, Feeding Umpqua distributed over 2 million pounds of food
- Every month, approximately 18,000 people utilize the emergency food network
- Nearly 1/4 of the population of this County are served every year





Projected Percent Increase in Food Insecurity Rate (2018 to 2020)



Projected Percent Increase in Food Insecurity Rate (2018 to 2020)



The UCAN Food Bank is part of a statewide Network of 21 Regional Food Banks that represent every county in Oregon and Clark County, Washington.

We come together as a formal network to collaborate, share resources and problem solve in order to most effectively and equitably serve our neighbors in need.





How the Douglas County Emergency Food System Works





Emergency Food Assistance Map





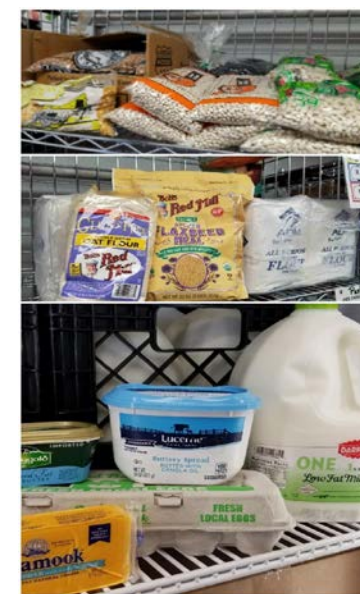
Outpost Mobile Food Center



Serving: Camas Valley, Days Creek,
Diamond Lake & Elkton

Stats: May 2019 – Jan 2021

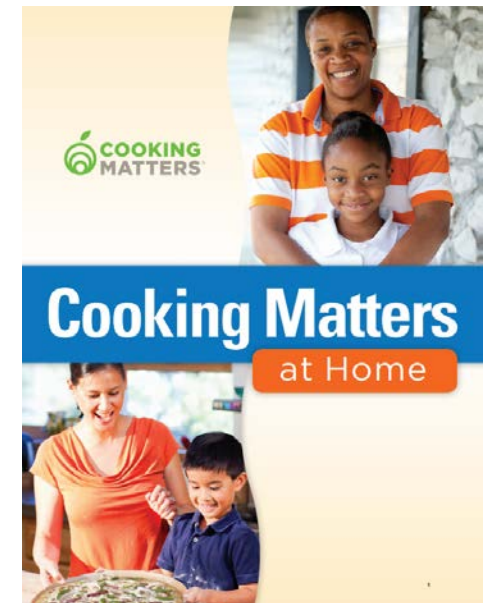
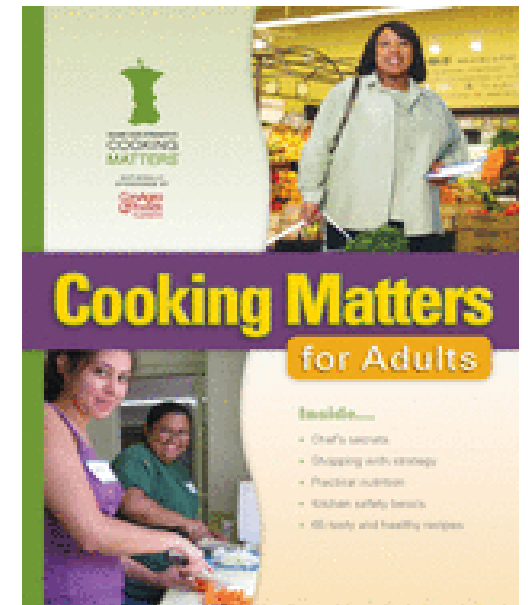
- 1,105 individuals
(438 households)
have been served
- 9% of households have someone
identified as Diabetic
- 25% of our clients are children
- Over 32,000 lbs. of produce
distributed (29 lbs./person)



Share Our Strength's Cooking Matters™ Overview

Free Cooking and Nutrition Education Classes

- Cooking Matters for Adults:
 - 6-week course
 - Class is once a week, 2 hours per class
 - Hands-on cooking for participants
 - Participants receive a bag of free groceries at the end of each class to practice skills at home
- Cooking Matters at Home:
 - Virtual class for online learning
 - Can be taught as a series or as a one-off
 - Recipe demonstration by chef instructor
 - Classes last 1 hour
 - Participants receive a bag of groceries or a gift card to Sherm's after the class





Farmers' Market

Free Kids Passport Program

Food Hero at the Farmers' Market is a joint project of Feeding Umpqua and OSU - Douglas County Extension Service.

COVID Adaptation:

- Only worked with Umpqua Valley Farmers' Market
- Meal Kits for families with a recipe, featured fruit/vegetable, and fun activities for kids
- Additional partnership with Umpqua Valley Farm to School to highlight a farmer's business every week.
- In 2020, 454 families received a kit and 905 children participated

We're out at Umpqua Valley Farmers' Market for our #FeatureFarmer event with #FoodHero and Champion Club Farms! Come out for your free bag of salad greens and send us pics of what you create to be featured on our social media!



Oregon State University
Extension Service





Help Support Access to Healthy, Local Food this year!

Feeding Umpqua & Umpqua Valley Farmers' Market are teaming up to raise money to support two great programs.

Name: _____

Address: _____

City: _____

State _____ Zip: _____

Phone: _____

Email: _____

Enclosed is my donation for: \$ _____

I would like my donation to support:

☐ Food Hero at the Farmers' Market

☐ Double-Up Food Bucks (SNAP Match)

Please make checks payable to: Feeding Umpqua, 280 Kenneth Ford, Roseburg, OR 97470

To make a donation with a credit card, please call 541-672-3421

We do not sell or share any donor information • Donations are tax deductible



Farmers' Market Operates Year-round, 9 AM – 1 PM
First United Methodist Church, Roseburg







VeggieRx – Produce Prescription Program

2018-2020 Outcomes

- 148 participants enrolled (62% completed program post-survey & biometrics)
- 36% of participating households had children
- 55% lowered Body Mass Index
- 74% reported eating more F&V as a result of the program
- 40% reported a reduction in food insecurity

5 Clinic Locations have participated: Evergreen Family Medicine, Aviva Health (FQHC), South River (FQHC)

Expanded from 8 week to 24 week program



VeggieRx – Produce Prescription Program

Nutrition Education and Healthy Options

- Weekly nutrition education table at Farmers Markets with healthy recipe samples/demos and resources, Farmers Market Tours
2020 COVID-19 adaptation: farmers market shopping tour & recipe demo video
- Tasty Fresh Tuesdays at Downtown Market where Corner Market Transformation occurred, new produce cooler is now well-stocked and maintained
- \$15,865 in vouchers redeemed at Farmers Markets & Downtown Market corner store

"My blood sugar (A1c) went down from 11 to 5.3 and lost 32 lbs. :)"
"I had more energy from eating better."
"It gave me a reason to get out of bed on Saturdays."

healthy**living**

Wednesday, July 3, 2019 | A9



Registered dietitian Jenny Wood rearranges food last Saturday in the Downtown Roadway Market on Southeast Jackson Street to make healthier choices more prominent and easily accessible to customers.

Convenient health food

Downtown Market gets a boost from Blue Zones to promote better food choices to customers

Blue Zones
The new downtown Roadway Market is trying to make more convenient for customers and encouraging them to buy more fresh fruits and vegetables instead of sugar-filled snacks and drinks.

Blue Zones volunteers spent the last Saturday in the Downtown Market on Southeast Jackson Street on Saturday, June 23, helping rearrange the food sections so that the more nutritious foods were more readily seen and more appealing when a customer enters the store.

Jenny Wood, a registered dietitian and a clinical dietitian at CHI Mercy Medical Center volunteered her time to help rearrange the displays so people will realize that the food is available.

"It's so wonderful to be able to make healthier food choices so much easier," Wood said. "I've first time I came to the store to work, I was surprised that there was a lot of healthy food. But it was all hidden so you had to go to the back to find it. Now it's right in the front and easier to see. I want to help people realize that there are more choices."

The owner of the store, Bill Singh, who has had the store in Southeast Roadway for four years, decided to augment the food offerings in the store by providing more items similar to what you would find in a grocery store. Singh wants to try to meet the needs that have been expressed by downtown residents.

"We hope they walk in here and see some of the healthy stuff and the produce," Singh said. "We want to highlight it when you walk in here. We're helping people eat better. We always ask people what do you need, what do you want to see here?"

Blue Zones volunteers added some signage on the outside and inside of the store to let people know that the healthy selections are available.

Register Dietitian Jenny Wood rearranges food last Saturday in the Downtown Roadway Market on Southeast Jackson Street to make healthier choices more prominent and easily accessible to customers.

Blue Zones, who has worked at the store for a year said she was happy to see the store stock items more like a grocery store than a convenience store.

"There's no grocery stores and when I saw the store, I was happy that this store opened, we had to go all the way across town for anything," Singery said. "Everything in the store is customer-oriented."

Isabelle Palumbo of Blue Zones Project Tampa and Downtown Roadway is convinced a food store where it's difficult to buy affordable, good quality produce, and Blue Zones wants to help change that.

"We just want to support him because in his mind that could be considered a big thing, but we want to let him know that the community is proud behind him making these changes," Palumbo said.

Palumbo says the store is working toward getting Blue Zones approved. Grocery stores can get certified by making changes to their stores to make shopping to make the healthy choice.

Register Dietitian Jenny Wood can be reached at 541-952-4242 or a mail at bluezones@bluezones.com.

Researchers say Zika virus is still spreading

Double Up Food Bucks

- EBT use increased 58% in 2020
- \$12,136 in Double Up Food Bucks were distributed



What can I buy with FOOD BUCKS?



FRUIT • VEGETABLES • MUSHROOMS • BEANS • HERBS • VEGGIE STARTS • NUTS

Any variety of fresh, dried, or frozen fruits and vegetables *without* added sugars, fats, oils, or salt.
Includes mushrooms, cut herbs, dried beans, vegetable starts and nuts.

You can still use your SNAP benefits for other fresh food items,
such as meats, cheeses, eggs and bread.