

**Community-Based Hunger Prevention  
Grants Program**

**1995 - 1999: A Comprehensive Summary**

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## A Note to the Reader

This report is being submitted by the Department of Health and Family Services (DHFS) to the Governor and State Legislature, pursuant to Section 9123 (7) of 1999 Wisconsin Act 9.

The Community-Based Hunger Prevention Grants Program funded 70 projects during the 5 years they were authorized. A preliminary report covering the first 60 grants, titled *A Summary of Wisconsin's Community Based Hunger Prevention Grants Program 1995-1999*, was prepared by Jonathan Bader, Food Security Coordinator, Wisconsin Community Action Program Association (WISCAP) with funding from the Division of Children and Family Services, DHFS.

This document, *The Community Based Hunger Prevention Grants Program 1995-1999: A Comprehensive Summary* includes the previous report updated with new information on projects 61 through 70 prepared by Mr. Bader and Dr. Jane Voichick, Professor Emerita, University of Wisconsin-Madison, Department of Nutritional Sciences. DCFS staff assisted with proof-reading and word-processing services.

The enclosed report provides a complete summary of the activities, effectiveness and impact of Wisconsin's five year CBHP program to reduce hunger and food insecurity among its citizens. The availability of a single document should facilitate reading and referencing information about all of the CBHP projects.

# Contents

Foreword .....	2
Executive Summary .....	3
Section 1. Overview .....	4
Section 2. Discussion of Grant Activities .....	10
Section 3. Longevity of Grants .....	22
Section 4. Grantee Comments .....	24
Section 5. Conclusion.....	33
Section 6. Individual Project Summaries .....	34
Appendices .....	111
1. Projects Arranged by Numerical Listing.....	111
2. Projects Arranged by Type of Activity .....	115
3. Projects Arranged by Type of Organization .....	117
4. Projects Arranged by Alphabetical listing of Grantees.....	118
5. Grantee Comments - Impact of CBHP funded projects.....	120
6. Grantee Comments - Importance of CBHP funding.....	130
7. Grantee Comments - Continuation of CBHP Grants and Recommendations for Improvement.....	135
8. Grantee Comments - Local Food Security Needs.....	141

## Foreword

This document summarizes the activities of 70 Community-Based Hunger Prevention (CBHP) Projects that were funded by the State of Wisconsin from 1995 to 1999. This unique grants program was created to encourage community organizations to undertake local hunger prevention projects. The 5 year legislative authorization expired in June of 1999.

This review project had several goals:

- To collect experiences of CBHP projects for use by other community-based groups seeking ideas for replicable, effective projects to reduce hunger and improve nutritional health. The experiences of these grants may prove useful to other organizations considering community food security projects. Readers can locate projects of interest by referring to Appendix 2 (page 115) or reading the brief descriptions at the top of each page in Section 6 (page 34).
- To discover the value of the CBHP grants as a hunger prevention tool so as to better inform discussions on the future of the program. Questions the review process sought to answer included: What types of activities have been undertaken? What have projects accomplished? To what extent have they leveraged other resources or involved the private sector? What activities have continued since the end of the grant? How do grantees feel about the importance of CBHP funding? Continuation of the grants? Ways to improve them? What are communities' needs relating to food security?

To obtain information about each project I reviewed the final reports for every grant and sent questionnaires to each grantee. This was followed up in almost all cases with telephone interviews to gain a better understanding. (Grantees for projects 61-70 did not receive questionnaires due to time constraints.)

In reviewing these grants I was very impressed with the energy and creativity of community organizations of many kinds in their efforts to increase food security for low-income families. I want very much to thank the individuals in the organizations that received these grants who patiently answered my questions and provided me with numerous documents. Their names appear in Appendix 1 (page 111). I also want to thank Jackie Lawrence, Executive Director of WISCAP, for her support of the project, and Jane Voichick, Professor Emerita in Nutritional Sciences at UW-Madison for the original idea for this review and for sending me materials. Susan Dreyfus, Claude Gilmore, Valery Buechner and David Duran, in the Wisconsin Division of Children and Family Services, have been very supportive, which I appreciate. Jennifer Jones, Claude Gilmore, and Susan Cochran, DCFS, proof-read the report and provided other assistance.

Hopefully, the strategies and experiences of the organizations summarized here will prove useful to those seeking ideas for community-based hunger prevention projects, and to those involved in the on-going dialog on how to strengthen the hunger partnership between communities, government and the private sector.

Jonathan Bader  
WISCAP  
May, 2000

## Executive Summary

- The Community-Based Hunger Prevention (CBHP) Grants were enacted in 1994 by the Wisconsin State Legislature with a \$250,000 annual appropriation to encourage community-based organizations to undertake local hunger prevention projects. Legislative authorization for the grants expired in 1999. Individual grants were authorized for up to \$20,000 and could be used for a variety of local community activities. Priority was given to projects that were collaborative, leveraged other resources, and appeared likely to continue.
- Approximately \$1.25 million was awarded over the past 5 years for 70 local hunger projects. Projects leveraged an additional \$366,000 in federal matching dollars for food stamp outreach and nutrition education during that period.
- CBHP projects benefited low-income families living in at least 50 counties. Anti-hunger and/or poverty organizations received funding for 29 projects (41%); county government agencies were funded for 23 projects (33%); and organizations that serve high risk populations received funding for 13 projects (19%).
- CBHP projects leveraged significant additional financial resources from foundations, community organizations, churches, individuals, and businesses, as well as from local and federal government agencies. Many projects also received significant in-kind contributions, donations of goods and services and substantial amounts of volunteer time.
- CBHP projects involved a wide range of activities, including establishing hunger councils; improving food pantry organization; increasing access to federal and community food assistance programs; increasing the supply and distribution of food; starting community gardening projects; establishing farmers markets; promoting breastfeeding; conducting surveys and needs assessments; compiling food resource directories; undertaking hunger awareness or media campaigns; providing nutrition education; addressing the needs of at-risk individuals; as well as other innovative projects.
- The vast majority of CBHP projects met or exceeded project goals. Aspects of many projects continued with support from local agencies, private funding, additional CBHP grants and volunteer efforts. CBHP funding frequently provided a spark for local community groups to increase their anti-hunger activities. Locating ongoing funding did present a challenge to some organizations however because of limited funding options. But even when projects were not continued beyond the grant year they often made permanent changes in the local landscape and community dynamics surrounding hunger.
- Grantees' reported substantial accomplishments and significant impacts on local food security and indicated the grants were vital to their undertaking the projects. Most indicated they could not have done so without CBHP funding. Without exception CBHP grantees strongly urged continuation of this resource as a vital hunger prevention tool in Wisconsin.
- Grantees urged optional funding for 2-3 year projects to strengthen the usefulness of the grants - especially for projects involving the establishment of local hunger councils.

## Section 1 OVERVIEW

### 1.1 Background

**The Community-Based Hunger Prevention Grants (CBHP)** were created by 1993 WI Act 168, enacted on 28 March, 1994. Legislation authorizing the grants was based on the recommendations of the Legislative Council's *Special Committee on Issues Relating to Hunger Prevention*. WI Act 168 established the CBHP Grants program to further engage and support community organizations in the fight against hunger. Community-based approaches to hunger prevention offer a number of advantages that complement federal food assistance programs, including local control, flexibility to innovate, capacity to leverage private and public resources, collaborative partnerships, and the ability to focus on immediate food needs as well as on preventive strategies.

WI Act 168 appropriated \$250,000 per year to be awarded to community-based public or private non-profit organizations. Individual grants could not exceed \$20,000 per grant per year and could be used for any of the activities described below.

- To establish a community-based food distribution service network to coordinate the activities of food pantries, soup kitchens, food banks and congregate meal facilities;
- To assess local problems relating to hunger and malnutrition and evaluate existing community services to determine necessary strategies, policies, programs and other responses to meet community needs;
- To establish a community-based hunger prevention council to undertake [hunger prevention activities], which may include individuals from one or more of the following groups: low-income individuals; local government officials; members of the clergy; university or public school nutritionists and dieticians; school administrators; public health and health care professionals; community action agency representatives; food service and restaurant industry representatives; and community service organization representatives;
- To participate in federally funded food and nutrition programs;
- To integrate public and private community resources to alleviate hunger and malnutrition;
- To establish programs to enhance volunteer citizen participation in local hunger prevention activities;
- To provide outreach information and referrals to public and private food distribution, nutrition education, and hunger prevention services and programs;
- To develop nontraditional or innovative hunger prevention resources and programs, such as community gardens, agricultural gleaning, food cooperatives and buying clubs, farmers markets and community-owned and operated retail food establishments;

- To identify and target community services and programs to groups and individuals at risk of hunger;
- To provide for adequate transportation and the efficient distribution of food from all available resources;
- To coordinate community food distribution services with other community education, recreation, social and cultural programs to afford greater access to groups and individuals in need of food;
- To improve public transportation to human services agencies, food distribution service facilities and other food resources in the community;
- To establish nutrition education programs for individuals with low-incomes and special nutritional needs to enhance food purchasing and preparation skills and to increase awareness of the relationship between proper diet and good health.

## **1.2 Priorities**

The legislation stipulated that funding priority be given to projects that do all of the following: (1) utilize financial or in-kind contributions from the local community; (2) involve the planning and participation of more than one agency; and (3) appear likely to continue in operation.

## **1.3 Funding**

During the 5 years that CBHP grants were authorized \$1.25 million was awarded to 70 projects statewide. During the first 4 years, in addition to state funding, 45 of 60 projects (75%) also qualified to receive federal matching dollars for activities they undertook related to nutrition education and/or food stamp outreach.

## **1.4 Counties Served**

During the past 5 years CBHP grants have been awarded to non-profit organizations in 26 counties. In most instances grant activity centered on the county where the applicant organization was located. However, about 20% of the projects involved more than one county. For instance:

- The LaCrosse Health Department administered a project (#60) to increase awareness and participation in the WIC program in 22 counties in western and northwestern Wisconsin.
- The Great Lakes Inter-Tribal Council coordinated three projects, all involving multiple counties. One of these, the Minwanjigewin Nutrition Education Project (#10), reached 1,200 persons living on 11 reservations in 12 Wisconsin counties.

- The Wisconsin Nutrition Project conducted outreach for the Summer Food Program (#23), providing education and technical assistance to schools and community organizations in 7 counties to identify new sponsors for the program.

By conservative estimate at least 50 Wisconsin counties have directly benefited from one or more CBHP funded projects (see Figure 1, page 7). Because of the large number of community organizations and high rate of poverty in Milwaukee County 16 projects were located there. Dane County followed closely with 12 projects. Seventeen other counties had 3, 4 or 5 projects; 12 counties had 2; and 19 counties had a single project. (Figure 2, page 8, shows which projects benefited what counties). In all, fourteen projects served low-income persons in more than one county. Several additional projects were counted only in one county even though they benefited other areas because the additional counties served were not listed in the agency's final report. For instance, the Milwaukee County Department on Aging developed a video tape series on elderly nutrition (#6) intended primarily for Milwaukee County residents, but has been impressively distributed. For the purposes of this report it was counted only in Milwaukee County, but the video has been purchased by agencies in 39 other Wisconsin counties and 27 other states.

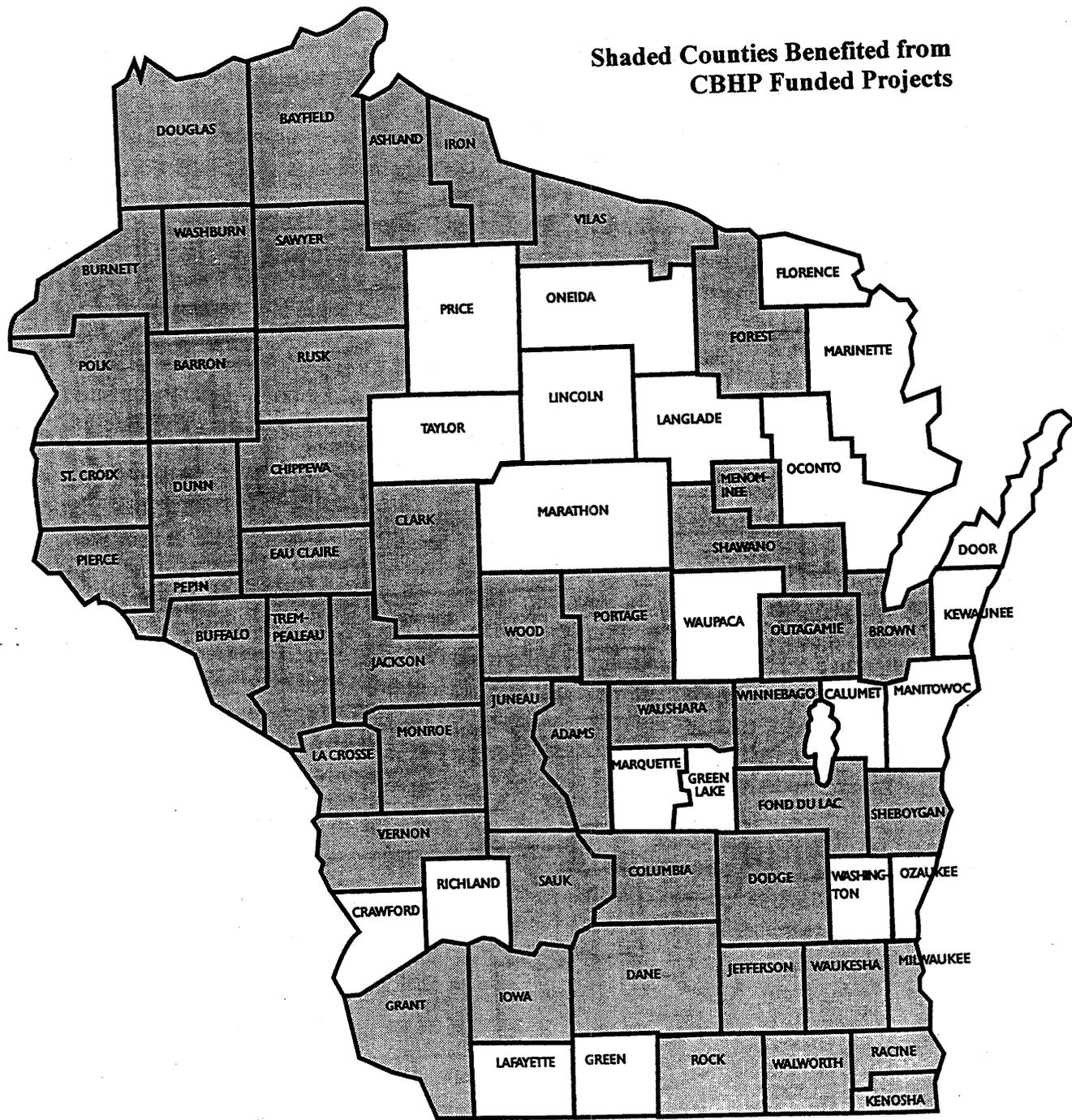
## 1.5 Recipient Agencies

Fifty different organizations throughout the state received CBHP funding. Anti-hunger and/or poverty organizations received funding for 29 projects (41% of all grants), followed by county government agencies which coordinated 23 projects (33%). Organizations serving minority communities, such as Native Americans, refugees, and Hispanic/migrant families, received funds for 13 projects (19%). The list below provides additional detail on the type of agencies receiving grants.<sup>1</sup>

Community Action Agencies	17 projects
Non-CAP Hunger/Poverty Agencies	12 projects
Public Health Agencies	11 projects
County Extension	8 projects
Refugee Serving Organizations	6 projects
Elderly/Aging Organizations	6 projects
Other Organizations	5 projects
Tribal Governments	4 projects
Hispanic Serving Organizations	3 projects
County Social Services	1 project

<sup>1</sup> The total of all agencies equals 73 because several organizations fit more than one category.

# 50 Counties Benefiting From Community-Based Hunger Prevention Grants 1995 - 1999



**FIGURE 1**

# Counties Benefiting From Community-Based Hunger Prevention Grants By Project Number 1995-1999

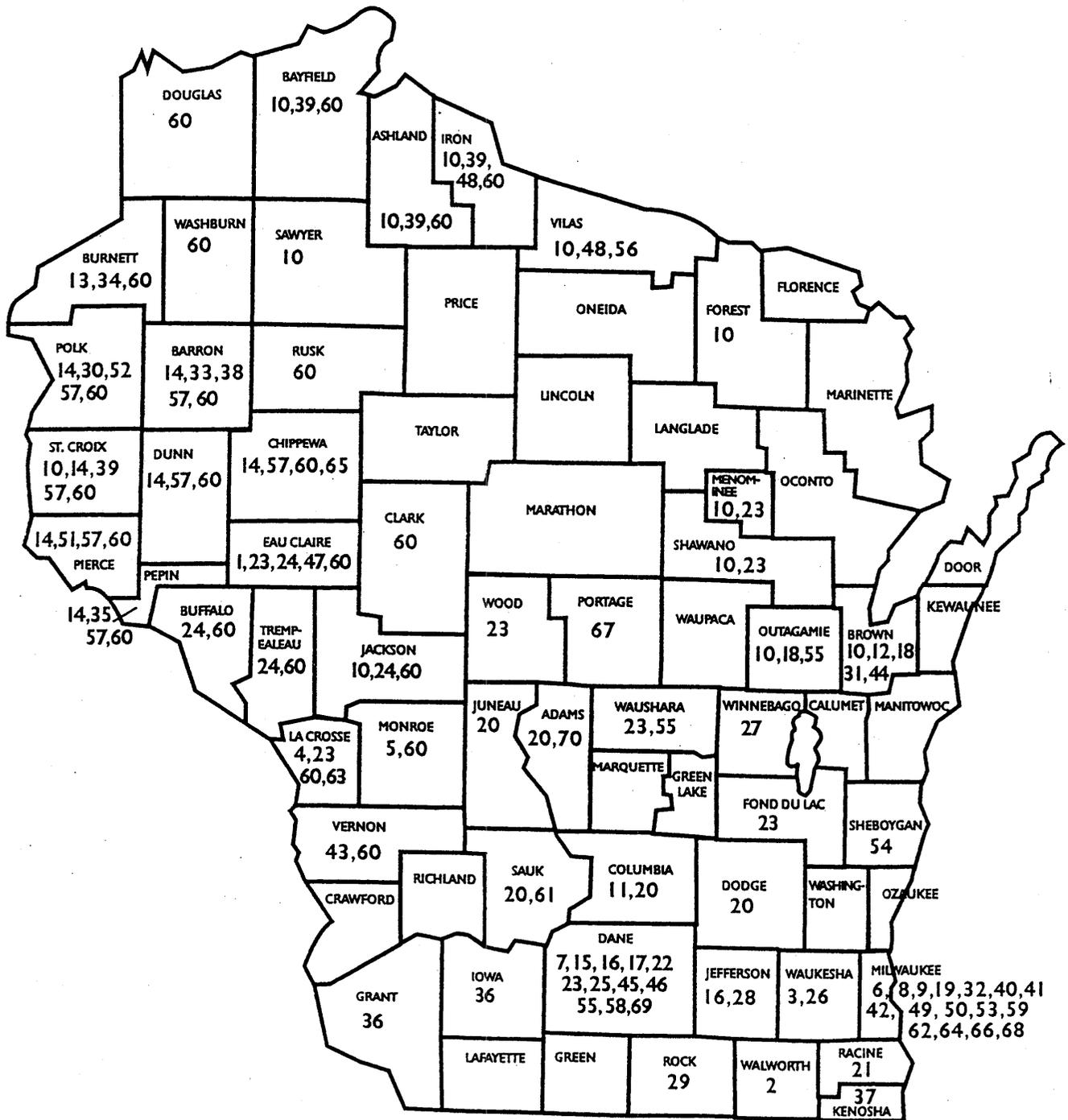


FIGURE 2

Appendix 4 (page 118) provides an alphabetical listing of all agencies that received CBHP funding.

## 1.6 Leveraging

Many CBHP projects leveraged additional resources from local businesses, community organizations, foundations, and county and federal government, which significantly increased the impact and effectiveness of the projects. Community organizations often leveraged financial assistance, but also obtained goods, services and materials, as well as volunteers and staff time. At least 40 projects obtained significant additional financial resources during or following the grant period and a minimum of 47 projects reported use of community volunteers. The following examples reveal the wide range of leveraging found among CBHP projects.

- The Gitigaan Community Garden Project (#48) undertaken by the Great Lakes Inter-Tribal Council received contributions of materials and services from numerous Lac du Flambeau Tribal agencies as well as local businesses to establish the gardens, then received volunteer help from seniors and school children to plant, maintain and harvest the produce.
- Eau Claire County Extension's Project (#1) to re-establish their hunger council and provide nutrition education to low-income families involved 23 volunteers and leveraged \$14,650 dollars of in-kind contributions of time, food, and other services from the community.
- The Wisconsin Nutrition Project (#23) identified nine Summer Food sponsors who have received \$163,000 in meal reimbursements from the USDA since 1996. This amount continues to increase by an estimated \$50,000 each year.
- Vilas County Extension's project to provide nutrition education and summer meals and establish a community garden for low-income children (#56) had extensive private sector involvement. A local camp prepared the meals, the Kiwanis Club made garden beds and installed fencing, the Master Gardener's program coordinated senior volunteers from the community who worked with youth in the garden. Supplies for the garden were provided by local greenhouses and gardening centers, and the Northwoods Children's Museum provided a place to meet during inclement weather. \$1,400 in USDA meal reimbursements were received.
- The Hunger Task Force of Milwaukee used CBHP funding to develop a business plan for a proposed farmers market and incubator kitchen (#50). They are currently seeking an additional \$750,000 in local funding to continue development of the project.

## Section 2 GRANT ACTIVITIES

This section describes some of the major activities undertaken by CBHP grantees. Most projects involved many components as part of a multi-pronged approach to hunger prevention or nutrition education. *The brief descriptions highlighted in this section were selected as examples of the type of activity being discussed, but do not include the full extent of activities undertaken by a project.* Please refer to section 6 for a more complete, one-page description of all individual grants. The major activities of grantees included the following areas:

Hunger Councils or Networks	Surveys/Needs Assessments
Food Pantry Operations/Organization	Food Resource Directories
Outreach	Community Awareness/Media Campaigns
Food Supply and Distribution	Nutrition Education
Gardening	At-Risk Populations
Farmers markets	Innovative Projects
Breastfeeding	

Appendix 2 (page 115) lists major activity areas and which projects incorporated some aspect of an activity into its goals.

### 2.1 Hunger Councils or Networks

Despite the many people in a community involved in hunger and nutrition programs, there is often minimal contact between providers, limited coordination and knowledge of other services, and lack of community wide planning. Since 1995 twenty CBHP projects established local hunger councils or networks to enhance communication and collaboration among diverse organizations in the community. These projects involved approximately 33 counties (several projects were multi-county coalitions). Councils conducted surveys, looked for service gaps, provided networking opportunities, and undertook educational or public awareness campaigns. The councils were frequently the first effort to coordinate local services and avoid duplication. Because they were collaborative in nature they built local partnerships and increased trust and cooperation among agencies. Some hunger councils received several CBHP grants to carryout later projects.

At the same time the CBHP grants were created, Bread For the World, a national anti-hunger advocacy organization, funded a state-wide project in Wisconsin to develop local hunger leaders. Teams of interested people from 16 communities around Wisconsin received intensive training under the grant, which was coordinated by UW Extension and the Hunger Task Force of Milwaukee. The Transforming Anti-Hunger Leadership (TAHL) project provided these participating communities with additional skills and ideas for local projects, and the CBHP grants provided a source of funding. As can be seen in the following descriptions CBHP funding often served as a catalyst for a wide variety of local hunger prevention efforts that continued to evolve over time.

*"The [CBHP] grant enabled us to conduct a multi-county needs assessment and form local hunger councils that started food drives and educational campaigns. As a result there is more collaboration and coordination. More information on hunger is going out to populations that wouldn't have had it before. There is more community awareness, particularly by government officials. Food pantries have increased their use of food banks. More food pantries are distributing federal commodities than before." Central WI CAC, Lake Delton*

For example:

- The 10 member Brown County Hunger Task Force was formed in 1995 with CBHP funding (#12) to connect providers, strengthen communication, and share information and resources. Client surveys and focus groups were conducted and a directory of local food resources was compiled and distributed. The Task Force obtained \$10,000 in FEMA funds to establish pantry food purchasing accounts at Second Harvest and arranged for a local trucking company to provide transportation. A 1996 CBHP grant (#31) enabled the Task Force to establish a super cupboard program that combined nutrition education and job search skills for frequent users of food pantries. One hundred persons were served the first year. In 1997 another CBHP grant (#44) established action groups to carry out hunger initiatives. Their activities included a community garden/micro-enterprise project, a farmers market, new SHARE sites, and efforts to increase participation in child nutrition programs and bring a grocery store to an underserved area of downtown Green Bay. The Task Force incorporated as a separate non-profit organization and continues its activities - including expanding community gardens and becoming a Summer Food sponsor. The Task Force has leveraged thousands of dollars from the USDA, Extension and the Community Development Block Grant (CDBG) for hunger-related purposes.
- Dane County Extension obtained CBHP funding in 1995 to develop the Hunger Prevention Council (HPC), which conducted a needs assessment of providers and low-income families in Dane County (#7). HPC provided an important forum for 10 anti-hunger organizations to share information and collaborate. Community dialog was improved through a series of public presentations on hunger and HPC's coordination of World Food Day activities. A food resource guidebook was compiled with information on 70 local programs. Strategic planning sessions were held to set priorities and a common agenda. A second CBHP grant (#46) in 1997 enabled HPC to work on issues related to local transportation and grocery store access. Data collection from food programs was improved and culminated with the publication of an annual Food Security Profile. A press conference highlighted release of the Profile and start of a food drive coordinated by the Community Action Coalition, which included corporate support. A survey of clients at 27 local pantries was also conducted. In 1997 HPC staff obtained CBHP funding (#58) to co-sponsor the 2<sup>nd</sup> year of Partner Shares - a project that helped 180 low-income people obtain fresh produce by subsidizing the purchase of shares in local CSA farms. HPC member agencies also facilitated 7 emergency food distributions in 1998 to refugee households after federal welfare reform eliminated their food stamp benefits. HPC recently released its 2<sup>nd</sup> annual Food Security Profile.

## 2.2 Food Pantry Organization

Twenty-four projects involved efforts to improve the organization or capacity of local food pantries. This was sometimes accomplished through establishing local food pantry networks. Activities included sharing strategies for food drives, collaborating on food drives or fund-raising, providing technical assistance to pantry staff on food safety, nutrition and food assistance programs, linking pantries with food banks or food purchasing cooperatives, establishing hotlines, accessing federal commodities, and conducting volunteer recruitment campaigns. These projects have increased the effectiveness and quality of pantry operations.

- In Barron County (#38) a network of 9 local food pantries was established to increase networking among local providers. The improved communication has increased food sharing and cooperation among pantries, increased use of food vouchers, improved pantry participation in Extension's Food and Nutrition Program (FNP), increased the distribution of food program information and referrals to other programs, increased community donations of food and grocery products, and coordinated media support for food drives. As a result of the network several additional pantries may begin postal food drives.
- The Portage Food Pantry used CBHP funding (#11) to reorganize. They conducted a client survey to determine the most desirable foods and areas of concern in pantry operations. The pantry joined Second Harvest to save on food purchasing, identified 15 new volunteers through an outreach effort, coordinated services with 8 other local pantries, and increased referrals to WIC, Extension and other programs. Consultations with Extension improved the nutritional quality of food purchases and contacts with local food retailers increased the variety of food available in the pantry. Outreach efforts in the community increased the number of households served monthly to 63 - a 66% increase. They also began a monthly community meal program that serves 55-90 people.
- Several projects worked to increase the number of food pantries ordering food from Second Harvest Food Banks (#12, #14, #20) to increase the purchasing power of food pantries. The Community Action Coalition for South Central Wisconsin used CBHP funding (#16) to establish a food pantry network in Jefferson County in 1995. The network, which meets quarterly to share information, has increased food sharing among pantries, increased the information given to clients and added federal commodities to the donated food. The network places bulk orders for food through CAC twice yearly, totaling \$7,000, which saves on food purchasing costs. CAC also obtained \$14,000 in FEMA funds between 1996 and 1997 for network pantries.
- Hunger Task Force of Milwaukee obtained a CBHP grant to computerize operations of FOODLINE (#42), Milwaukee's only food assistance referral service, which handles over 17,000 calls annually. Funding was used to purchase 7 computers to automate the service which maintains detailed records on thousands of clients, as well as 130 emergency food providers. One third of all persons using emergency food programs in Milwaukee use FOODLINE. The software is also helping to better understand when and where there is increased demand for emergency food and who is utilizing the service.

## 2.3 Outreach for Federal or Community Food Programs

Fifty-three CBHP funded projects conducted outreach for a variety of federal or community-based food assistance programs. Programs targeted by CBHP funded grants included food stamps, WIC, School Breakfast, Summer Food, Elderly Nutrition Programs, food pantries, free meal sites, and food buying clubs like SHARE, Food Fair, Fare For All, and Partner Shares. Grantees employed a range of strategies to increase participation including: identifying new program sponsors, coordinating outreach campaigns to contact potential participants, engaging more service providers in making referrals, conducting media campaigns, developing and distributing materials containing program information, establishing or upgrading telephone hotlines or referral services, and establishing new programs. These activities are especially beneficial because increased use of federal food assistance programs not only fights hunger and undernutrition, but also brings additional federal dollars to the individual, the sponsor and/or the community. Increased use of community-based programs on the other hand often draw additional money and resources from local government, businesses, the religious community, foundations and individuals.

- Independent Living, Inc. in Madison used CBHP funding (#17) to provide nutrition education to the elderly and to improve the services of the Meals On Wheels (MOW) Program by setting up their own meal preparation facility. They also hired a driver to help with the home delivery of meals. Following the conclusion of the CBHP grant the MOW Program delivers 130 meals five times/week to home bound seniors - an increase of 160%. They have also just received a grant to explore the feasibility of a breakfast MOW program.
- The Wisconsin Nutrition Project's outreach campaign (#23) increased participation in the Summer Food Program (SFSP) by involving 13 new schools and community organizations in 7 counties. SFSP provides federal reimbursements for meals served to children in economically distressed areas during the summer when there is no access to school meals. New sponsors identified by the grant served a daily average of 612 children in the summer of 1996. This increased to over 900 children a day during the summer of 1998. Since 1996 these new sponsors have received a total of \$163,000 in federal reimbursements.
- Several local hunger councils created with CBHP funding have subsequently undertaken efforts to increase the number of schools offering the School Breakfast Program (SBP), to help ensure children begin school ready to learn. Such expansion efforts are important because Wisconsin ranks last among states in SBP availability. NOURISH in Racine (#21) helped establish a School Breakfast Program in 1998 at Winslow Elementary that serves 100 children a day. The Waukesha County Nutrition Coalition (#26) successfully collaborated with the school board to establish 2 School Breakfast Programs.
- The Brown County Task Force on Hunger (#44) worked with several neighborhood centers to set up 2 new SHARE sites (food buying cooperatives). These sites serve a combined 80-100 persons each month. Efforts to increase School Breakfast participation were not as successful, but the Task Force became a sponsor for the Summer Food Program in 1998. They established 3 Summer Food sites in high poverty areas of Green Bay, which served 5,000 breakfasts to needy children, and received over \$6,000 in federal meal reimbursements.

## 2.4 Food Supply and Distribution

CBHP funding supported 15 projects that included efforts to increase the supply of emergency food through food drives, gleaning of perishable food from fields and farmers markets, or recovery of prepared foods from restaurants or cafeterias. Many of the gardening projects discussed later in the section also increased the availability of food - often through food pantries or meal sites.

- Adams County Extension coordinated a project (#70) that utilized volunteers to glean peas, beans and sweet corn from the fields of commercial vegetable growers during the summer. The produce was preserved using the school district's kitchen, then distributed through the local food pantry. Community gardens were started in 6 low-income neighborhoods for use by local families. Gardeners throughout the county were encouraged to plant additional rows of vegetables and donate them to the food pantry.
- One activity of the Sheboygan County Interfaith Organization (SCIO) (#54) was organizing an emergency food drive for an area pantry, which ran out of supplies. The drive collected 120 cases of food. A "Tree of Hope" campaign collected non-food items needed by low-income families from congregation members. SCIO pastors donated \$1,000 to establish a Hmong food pantry so refugee households could obtain culturally appropriate foods.
- Waukesha County Extension helped form a local hunger task force (#26) which, among other activities, obtained 200 pounds of donated produce weekly from local gardeners, recovered 2,000 pounds of food from area restaurants, and coordinated food drives that collected 4,000 pounds of food. They also received \$11,000 in CDBG funding for hunger-related activities.

Thirty-two projects responded to the immediate food needs of low-income families by distributing food through food pantries or serving meals to needy families as part of their grant activities.

- Second Harvest of Wisconsin combined nutrition education, recreation, and meals for children in their "Kids Café" project (#41). In the first 6 months of 1998 they served over 1,100 meals utilizing 4,000 pounds of food. On one day alone during a city-wide holiday in June they provided meals to over 600 low-income children.
- Vilas County Extension served an average of 35 children three times a week as part of their "Food, Fun and Fitness" program (#56) combining gardening, nutrition education and summer meals for low income children in Eagle River.
- The Hmong-American Friendship Association (HAFA) in Milwaukee utilized funding in 1996 to establish a Hmong food pantry and provide nutrition education (#32). HAFA distributed 28,430 pounds of food through their food pantry to 1,112 low-income families with the help of 10 volunteers. Over \$3,600 was raised from Second Harvest and Hunger Task Force of Milwaukee to purchase culturally appropriate foods. The food pantry operation expanded the following year and in 1998 they provided nearly 8,000 units of food to over 1,600 low-income people - approximately 80 each week.

## 2.5 Gardening

Research has documented that the quality and variety of produce is often poor in inner city grocery stores compared to the suburbs, although the cost may be 20%-25% higher. Rural areas experience a remarkably similar situation. In addition, local food pantries often don't carry fresh fruits and vegetables. For this reason, community gardens are especially valued because they provide a local source of fresh, nutritious produce that can be grown directly by low-income families or distributed through food pantries or meal sites. Eleven CBHP projects established a garden or obtained donations of fresh produce from local gardeners<sup>1</sup> to increase the availability of fruits and vegetables. Some projects used gardens as an opportunity to provide nutrition education to children.

- An outstanding example of a successful community garden is the Field of Dreams Project in Kenosha (#37) coordinated by Kenosha County Extension. The project utilized over 400 volunteers to grow fresh produce on 15 acres of donated land for use by food pantries, soup kitchens, elderly meal programs, community centers and nursing homes. Thirty-five tons of vegetables were grown by the project, totaling 250,000 individual servings. A rental garden was also started, which enabled 40 families to grow their own produce. The community donated equipment, plants, land and countless hours of volunteer help. Following the end of the grant period the project received \$32,000 in foundation funding, and won the *Hometown Pride Award* from Midwest Living Magazine as an exceptional volunteer project that has made the community a better place to live.

## 2.6 Farmers Markets

Closely related to community gardens are farmers markets, which also increase the supply of fresh produce - often locally grown. Farmers markets have the additional advantage of providing nutritious food through "non-emergency" channels while generating revenue for local farmers, many of whom may be low-income themselves. Seven grants involved efforts to establish or expand farmers markets in low-income areas or increase access by low-income people.

- A Portage County Health Department project (#67) undertook an outreach campaign to inform low-income families about food assistance programs, and also provided vouchers to 400 households that could be redeemed at a local farmers market for \$20 worth of fresh produce.
- A project of the Hmong American Friendship Association (HAFA) in Milwaukee (#68) co-located a food pantry and farmers market at their new building to make fresh produce more available to low-income area residents who use their services, and generate income for farmers. Food was distributed to over 6,000 people. HAFA also held 13 workshops on farming to encourage Hmong families to start small businesses as farmers market vendors. Fifteen families became farmers market vendors.
- The Hunger Task Force of Milwaukee used CBHP funding (#62) to establish a farmers

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<sup>1</sup> In several instances CBHP funding established a local hunger coalition which later undertook a gardening project.

market association in Milwaukee to increase community awareness, increase sales in low-income areas, provide technical assistance to vendors, and develop 3 new farmers markets in underserved neighborhoods.

## **2.7 Breastfeeding**

Breastfeeding provides the optimal nourishment for infants at about 5% of the cost of bottle-feeding, saving families \$1,000 to \$2,000 a year. Unfortunately, breastfeeding rates are lowest among low-income families who could benefit most. Five CBHP projects involved efforts to promote breastfeeding.

- The Polk County Health Department's "Best Start Nutrition Project" (#30) received funding to improve infant nutrition by providing lactation support services to low-income women experiencing problems with breastfeeding, and to establish a lactation council to support breastfeeding education. The project received referrals from local hospitals and clinics and served 74 women. Several seminars and in-services were attended by 62 professionals interested in learning about the issue. As a result of the project 2 hospitals implemented breastfeeding friendly policies. Breastfeeding initiation rates have improved from 46% to 54% since the grant.
- With the implementation of welfare reform more mothers are entering the workplace within several months after giving birth, which often interrupts breastfeeding. Few employers have policies that support nursing mothers in the workplace. The Sauk County Health Department carried out a project (#61) to encourage local businesses that employ low-income women to establish breastfeeding friendly workplaces. Businesses were encouraged to take specific steps, including: setting-up a room where mothers can use a breast pump (milk is stored for later use), reviewing work hour accommodations, supplying information on lactation, food, health and social service resources, and referring new mothers to lactation consultants.

## **2.8 Surveys and Needs Assessments**

Twenty-three CBHP funded projects involved surveying providers and/or clients. Feedback from client surveys gave organizations better information on who is using food assistance programs, what services low-income households did and did not utilize, and what their needs and concerns were. Client surveys were also used to decide appropriate topics for educational programs. Surveys of providers were used to solicit concerns, discover what local resources were available, and determine technical assistance needs. Surveys were also conducted to evaluate client satisfaction and project effectiveness.

- Among other activities the Burnett County Health Department (#34) surveyed 117 local residents to discover what nutrition education topics they were most interested in and how they preferred to learn. As a result of the survey Extension conducted 6 nutrition education classes in areas of expressed interest that were attended by 57 county residents.
- Pierce County Public Health formed a Hunger Prevention Council (#51) which conducted 3

surveys: (1) to assess and compare food pantry facilities and practices; (2) to assess food pantry usage, rules and training needs; and (3) to survey 500 low-income residents. Results were compiled and presented at a Hunger Council meeting. Based on survey responses in-service training was offered on welfare reform, volunteer recruitment, fund-raising, food selection, food safety and record keeping. Each in-service session was attended by a variety of food pantry workers and citizens.

- Sheboygan County Interfaith Organization (SCIO) conducted a survey of 277 low-income households to assess client needs and improve pantry services as one of their CBHP activities (#54). They discovered that pantries may need to extend evening hours to accommodate working families; that uniform food packages aren't meeting the needs of larger households; and that 25% of pantry clients require special dietary foods that aren't generally available in pantries. SCIO also determined the types of food that families prefer and topics of interest for nutrition education. These areas of concern have become the focus of SCIO's continuing efforts to improve the local food pantry network.

## **2.9 Food Resource Directories**

Surveys of low-income households show that people often aren't aware of the services and programs available in their communities. In many cases even food assistance providers are unaware of other complementary hunger or nutrition programs in their area. Food resource directories are one means of bringing information about different programs together in a single publication for easy distribution and reference. Resource directories may contain information on food stamps, WIC, elderly meal programs, school food programs, food pantries, free meal sites, SHARE sites, and nutrition education resources. Clients and service providers use the directories to obtain information about program eligibility, locations, and hours of operation. Even the process itself of collecting information enhanced levels of cooperation and collaboration among agencies, and increased agency knowledge about available programs. CBHP funding helped community coalitions in 22 projects develop and distribute local food resource directories as part of a broader community strategy.

- One activity of Community Action Inc., of Rock/Walworth (#2) was the formation of a hunger coalition, which developed a food resource guide. The guide was distributed to 35 Walworth county agencies to improve client referrals to food programs. The guide continues to be updated.
- In Winnebago County, Advocap established a hunger coalition, which, among other activities, prepared and distributed 3,000 copies of a "Nutrition and Resource Guide" to low-income households (#27). The guide is updated regularly.
- Sheboygan County Interfaith Hunger Coalition (#54) combined information about food, housing and utility assistance into a step-by-step guide and distributed 5,000 copies. They also incorporated food resource information into a cookbook containing recipes, meal traditions, cooking instruction and information on special diets.
- As part of a broad 7 county effort West CAP updated information on food assistance

programs for use in their computerized CIS database to improve client referrals in their service area in northwestern Wisconsin (#57). During the grant period 550 food stamp referrals were made. Comprehensive resource directories are being prepared in several counties.

## **2.10 Community Awareness and Media Campaigns**

Because families that are food insecure often go unnoticed, a primary concern of community hunger projects is increasing local awareness that many low-income people are at nutritional risk. Campaigns may include efforts to increase general awareness of hunger as a local problem, increase the level of community support for hunger programs through donations, public policy, or volunteerism, or increase awareness about the availability of specific programs, like food stamps or WIC. Twenty-nine projects involved some community awareness or media campaign.

- The LaCrosse Health Department coordinated a public awareness campaign in 22 counties in western Wisconsin to increase participation in WIC by low-income mothers, infants, and young children (#60). Outreach kits were sent to over 600 day care providers, more than 900 clergy, over 300 employers, and 45,000 families through the public schools. Press releases and PSAs were distributed to scores of radio stations, television, and newspapers. A display panel with brochures was developed and placed in 110 grocery stores. The project significantly slowed the decline in WIC participation. Forty-two percent of WIC projects saw increased enrollments. An estimated 1,462 more people were enrolled in WIC following the campaign compared to projected enrollments if pre-campaign trends had continued.
- Central Wisconsin CAC in Lake Delton coordinated formation of local coalitions in their 5 county service area (#20). Individual groups engaged in a wide range of public awareness activities including a "shopper's challenge" involving local celebrities, hunger month declarations by 3 County Boards, and a "food service fair" with information on food programs that was attended by over 200 people. Local hunger councils coordinated media publicity and coverage of World Food Day activities and several counties distributed food resource information.

## **2.11 Nutrition Education**

Research has shown that many low-income families often eat higher cost fast foods rather than prepare meals from scratch; don't prepare nutritionally balanced meals; and shop at neighborhood stores where selection and quality are poor, but prices are high. The nutrition education components of CBHP grants focused on teaching limited resource families practical skills to improve their nutritional health and stretch their budgets. Extension's Food and Nutrition Program (FNP) staff are an excellent local source of such skills and were frequently CBHP grantees or partners with grantees. In total, 49 projects incorporated some aspect of nutrition education and/or budgeting workshops into their grant objectives. Topics included: basic nutrition and cooking, shopping and menu planning utilizing low-cost but nutritious foods, budgeting, and special diets. Information was imparted through a variety of techniques, including workshops, home visits, display boards, field trips, and cooking demonstrations. Many

grants also developed educational materials, including videos, brochures, resource guides, and cookbooks. Some projects incorporated nutrition education with parenting or job skills, and several adapted nutrition information for non-English speakers, such as Hispanic or Hmong families.

- As part of a broader effort to improve the nutritional health of migrant workers United Migrant Opportunities Services (UMOS) conducted 22 nutrition workshops (#55) during the late summer at 11 migrant camps throughout the state. In all 351 persons attended sessions on how to purchase and prepare healthy foods using traditional foods favored by migrant families.
- Wisconsin Coulee Region CAP incorporated nutrition education into workshops on parenting for limited resource families at the Families First Resource Center (#43) in Vernon County. The project offered 2 evening series of classes and 27 afternoon sessions. In addition to over 30 topics on parenting, nutrition topics included: healthy eating, nutritional shopping, healthy food and weight, healthy eating on the run, low fat cooking, balanced diets, nutritious snacks, heart healthy recipes, and teaching and tasting at the table. They also expanded their food and nutrition books. In all 93 families (139 individuals) were served.
- The LaCrosse Health Department used food demonstrations, interactive displays and classes to provide nutrition and food preparation information to more than 3,600 people (#4). Displays were developed and exhibited at numerous locations including elderly meal sites, WIC, food pantries and free meal sites. Six workshops were held for Hmong households on how to use unfamiliar western foods, and three sessions were conducted for JOBS participants on price comparison, label reading, food safety and using rice. Follow-up surveying showed many participants benefited from the sessions.
- The Great Lakes Inter-Tribal Council (GLITC) (#10) expanded the activities of their Minwanjigewin Project - a nutrition education effort for Native American families. The project held training sessions for Community Nutrition Associates (CNAs) on many nutrition and food safety topics, and included presentations on food stamps and the Summer Food Service Program. CNAs conducted nutrition sessions on all 11 reservations involving over 1,200 adults. Participants said they planned to change their cooking or eating habits based on information they received in the sessions. Stories and recipes were also collected for a traditional foods cookbook, and 50 elders and WIC participants participated in a tour of Waswagoing that featured stories on harvesting and preparing traditional foods like wild rice. Ninety women attended a gathering that included a Native Foods Seminar.

## **2.12 At-Risk Populations**

Certain groups are at increased risk of hunger or undernutrition in Wisconsin including children, elderly, African American, Native American, Hispanic/migrant, Hmong, and ex-offenders. Thirty-seven projects focused completely, or in part, on the hunger and nutrition-related needs of these groups.

- The Great Lakes Inter-Tribal Council (GLITC) received CBHP funding for 3 projects that

benefited Native American families throughout the state. One project, the Gitigaan Project (#48), established a community garden at Lac du Flambeau and Bad River reservations. The gardens received broad community support, including tribal departments and local businesses, and involved elders and children who helped to plant and harvest the produce. Garden vegetables were distributed to seniors, schoolchildren, and local households. At Lac du Flambeau some produce was also canned. In all, 425 people from both reservations received fresh produce during the summer. Planning is underway at both locations for next year.

- The Coalition of Wisconsin Aging Groups (CWAG) undertook an outreach project (#25) to increase awareness of food assistance programs among providers and volunteers in the Dane County Aging Network and among low-income elderly. The project provided hundreds of consumer education brochures to the network, including a guide to area food pantries. Presentations were made at major elderly nutrition sites and other locations where elderly gather, and materials sent to the local media. Information was also provided on SHARE and Food Fair. CWAG's own benefit specialists received training on food stamp eligibility to encourage more applications by low-income elderly households.
- When the refugees lost food stamp eligibility due to welfare reform, the Hunger Prevention Council of Dane County and United Refugee Services followed up on a CBHP funded survey of local refugee families (#15) that showed significant levels of food insecurity. HPC members raised \$27,000 in contributions from individuals, foundations, churches and government to purchase culturally-appropriate foods. In 1998 70,000 pounds of rice, 4,000 pounds of meat and 10,000 pounds of fresh produce were given out during 7 emergency food distributions. Sixty to 160 households were served at each distribution until state-funded food stamps became available.

### **2.13 Innovative Projects**

Many projects contained innovative or unique approaches to addressing hunger at the community level. Several are described below:

- The "Neighbor-To-Neighbor" project (#38) in rural Barron County trained volunteer leaders to provide assistance to community members who were at nutritional risk. Volunteers provided assistance with transportation, food shopping, cooking, budgeting, and nutrition education. Numerous community agencies have made referrals, including postal carriers, police, social service workers, food pantry volunteers and others. Thirty-six referrals have been received and half have been assigned a "neighbor". The project has continued following the end of the grant.
- The "Partner Shares" project in Madison (#58) has helped 180 low-income people obtain fresh, locally grown produce by subsidizing their purchase of shares in Community Supported Agriculture (CSA) farms. Typically, community members purchase shares of a CSA farmer's harvest at the beginning of the growing season, and in turn, the farmer distributes the weekly harvest equally to all shareholders. Through Partner Shares low-income households pay 30% of the share cost with the remainder paid by community

contributions. In 1998 Partner Shares subsidized the purchase of 7,800 pounds of produce for low-income people living in 26 households and 7 agency supported homes. The value of subsidized shares was \$13,500.

- Milwaukee Public Marketplace and Kitchen Incubator project (#50) utilized CBHP funds to develop a business plan to establish a year-round enclosed farmers market in a low-income area of Milwaukee. Inner-city residents normally have limited access to affordable, high quality produce, but the public market will increase the availability of fresh produce through "non-emergency channels" while supporting local farmers. The project also featured an attached commercial kitchen so small scale entrepreneurs would have access to a food processing facility for preparing food-related products for the retail market. HTFM has received \$1.2 million and is seeking an additional \$3.8 million to complete development.

### Section 3 LONGEVITY OF PROJECTS

Most CBHP projects were funded for 1 year, although changes in funding cycles shortened rounds 3 and 5 into nine month projects. Funding priority was given to projects that *"appear likely to continue in operation after the grant period"*. The "ongoingness" of a project, however, depended on whether other sources of funding could be obtained.

In spite of short-term CBHP funding, and the challenges facing community-based organizations for foundation or private funding, reports from grantees reveal that many were able to continue significant parts of their activities. This occurred most often when a local agency, like County Extension, Aging, or Family Resource Centers - which are funded by relatively stable sources - adopted specific project activities. Some activities continued on a volunteer basis. Section 6, page 34, contains more details on later developments in individual projects.

- The Wisconsin Coulee Region Community Action Program's project (#43) which integrated nutrition education with parenting classes has continued because the activities of the Family Resource Center in Vernon County are supported by a family preservation and support grant. Over 80 evening and afternoon classes are offered annually. In the first nine months of 1998, forty-six families attended.
- In Barron County a CBHP project (#33) established the Hunger Prevention Council (HPC) in 1996 and developed a senior nutrition education plan. The Office on Aging and UW Extension are supporting implementation of the senior nutrition education plan using materials developed under the grant, and are reaching 400 persons each month. HPC continues to meet on a volunteer basis with 15 active members. A Council sponsored meeting on School Breakfast was the catalyst for a new program at Chetek Elementary. HPC also coordinated an October 1998 hunger banquet for up to 100 youth to increase hunger awareness and generated interest by Master Gardeners to begin a "Plant-A-Row" project that grows fresh produce for food pantries. HPC members also updated the Food Resource Directory.

In some instances a new source of funding was obtained to continue grant activities, often from a foundation. For instance:

- Second Harvest's Kids Café Project (#41) combined a weekly meal program with educational and recreational activities for low-income children in Milwaukee in 1997 with CBHP funding. The project continued in 1998 with a \$10,000 grant. During the first 6 months of 1998 1,126 meals were served.
- The Wisconsin Nutrition Project obtained funding from Kraft Foods, Inc. to continue Summer Food Service Program (SFSP) outreach activities in 1997 and 1998 after the CBHP project ended. In 1997 WNP revised the state-wide outreach manual on SFSP and identified 10 new Summer Food sponsors as a result of these efforts.
- Kenosha County Extension received \$32,000 in funding from the UW-Madison and a private foundation to expand the "Field of Dreams" community gardening project.

Some hunger prevention councils created with CBHP funding undertook new activities beyond the initial project, further increasing the value of the start-up grant. Some councils received additional CBHP funding to support new projects.

- The Brown County Task Force on Hunger obtained several CBHP grants to expand their activities. In 1998 the Task Force obtained \$4,000 from Extension's Urban Initiative to expand their community garden project to over 70 families. Drawing on this success they obtained \$2,000 in CDBG funding for 1999 and \$60,000 from Urban Initiatives for Extension to expand community gardens in a 5 county area. The Task Force is exploring the feasibility of establishing a shared-use kitchen to aid low-income entrepreneurs in making value-added food products. The council became a Summer Food sponsor in 1998, and served 5,000 meals to low-income children in Green Bay that year.
- The Waukesha County Nutrition Coalition obtained \$11,000 in Community Development Block Grant (CDBG) funding to implement several hunger projects - including a food pantry network, expanding a food recovery effort and beginning a community gardening project.

Twenty CBHP grants established hunger councils or networks serving 33 counties. The councils are still operating in about 2/3 of these counties. However, even when hunger councils have not continued to meet, usually due to a lack of funding for a coordinator, certain activities have continued to receive energy and attention by former council members. The local landscape and community dynamics are often permanently changed as a result of these projects.

- Community Action Inc. (CAI) continued to coordinate meetings of the Hunger Prevention Coalition in Walworth County for a year after the CBHP grant ended, but did not have sufficient staff funding in 1997. CAI remained in contact with many coalition members and updates the Nutrition Resource Guide. Referrals among 35 local agencies have improved because of the project. CAI also obtained funding from the Hedberg Foundation and the Green Bay Packers to continue the breakfast program, begun with CBHP funding, for 39 homeless children at Twin Oaks.
- Advocap, Inc. in Fond du Lac, could not continue to coordinate the local Hunger Prevention Coalition when replacement funding could not be identified. Nevertheless, the food resource guidebook created by the Coalition continues to be updated and used, local collaboration among area hunger agencies has improved, and a weekend meal delivery pilot project, a need identified by the Coalition, was implemented by Advocap in 1998.

In a few instances no aspect of a CBHP project continued - primarily because of an inability to locate ongoing funding, but sometimes this was because the project had accomplished its goals and didn't need to continue. Some grantees expressed the desire that CBHP funding be changed to support project activities for a longer period - especially when forming a hunger council. This is discussed in further detail in the next section.

## Section 4 GRANTEE COMMENTS

Of the fifty different organizations that received CBHP funding forty-three had completed at least one project by October 1998 when surveying was completed. These organizations were asked a series of questions about their projects and the CBHP grants program itself. The remaining 7 organizations were first-time grantees (round 5) who had not yet completed their project at the time of surveying, and were not sent questionnaires.

### 4.1 Impact of the Grants

Organizations were asked, "What was the impact of your project on local food security or nutritional health?" A sample of their comments follow. Overall, grantees reported significant accomplishments with limited resources and most felt their project had a positive and enduring impact on their communities. Refer to Appendix 5 (page 120) for the complete comments of all grantees.

*"The CBHP-funded video was intended to demonstrate the good components of nutritional health for the elderly. It has had a positive impact. It reinforced what people know and provided additional reinforcement on some newer nutritional concepts such as 5-A-DAY. To date the tape series has been viewed by about 5,000 elderly people at 50 sites in Milwaukee. Agencies in 39 other Wisconsin counties and 27 other states have also obtained copies." (6) Milwaukee County Dept of Aging, Milwaukee*

*"The project supported community garden projects at 2 Native American Reservations. At Bad River 12% of the community received produce through the community garden project and at Lac Du Flambeau 18% of the community was served. In all more than 400 people received fresh produce from the gardens supported by the grant. The project was very popular with the tribal youth. At Lac du Flambeau people preserved food and already are planning for next year. Many community agencies and groups provided materials, support and time." (48) Great Lakes Inter-Tribal Council, Lac du Flambeau*

*"Our project involved establishing a farmers market, providing nutrition education and farming workshops to Hmong refugees and expanding our food pantry. The project did have a huge positive impact on the community by helping refugees find jobs and obtain enough food for their families. Low-income residents from the LAND and MIDTOWN neighborhoods now shop at our farmers market with WIC coupons and food stamps. Our food pantry received \$3,000 worth of food from Second Harvest, \$2,675 from Hunger Task Force in federal FEMA funds, and 3,000 pounds of donated produce from the farmers market vendors. During the program period we distributed 7,977 units of food through the food pantry to 1,686 families and provided nutrition education to 264 families. 117 families attended farming workshops and 5 former W-2 recipients became farmers market vendors." (49) Hmong American Friendship Association, Milwaukee*

*"The Greens project distributed 4,000 pounds of locally grown produce to 24 food pantries, meal programs, and shelters in the inner city. Extension FNP staff conducted demonstrations for food stamp eligible persons at these sites on how to prepare and preserve the produce. A wide range of ethnic and age groups participated. In all 425 people participated in the project and took home the prepared or preserved produce they made. Sites and participants indicated the training sessions were very beneficial in promoting nutrition education for persons who would not otherwise receive it." (53) Second Harvest of Wisconsin, Milwaukee*

## 4.2 Importance of CBHP grants

Grantees were asked, "How important was the CBHP grant to your hunger or nutrition project?" Virtually all responded that CBHP funding was vital. Many indicated they could not have undertaken their hunger prevention activities without it. Refer to Appendix 6 (page 130) for complete comments by all grantees. Examples include the following:

*"The CBHP grant was the foundation. Without the initial grant the coalition wouldn't have had the impetus to implement the survey findings. The coalition needed funding for a staff person to provide leadership and coordination because community organizations were stretched to the limit. This has enabled the coalition to make a difference." (3) (26) Waukesha County Extension, Waukesha*

*"We were thrilled to get the grant. The grant was critical. We couldn't have done the project without it." (6) Milwaukee County Dept of Aging, Milwaukee*

*"Vital, especially as start-up funding. The money is spent in the community, it is tailored to local needs. There are big differences between counties and there needs to be funding for local projects - seed money is important. A tremendous amount of networking has occurred as a result of the grant." (21) Racine County Project Emergency/NOURISH, Racine*

*"The grant was crucial to the project because it enabled staff to develop outreach materials and contact potential Summer Food sponsors. Without outreach funding, valuable food programs go underutilized and organizations miss out on opportunities to draw federal resources that relieve hunger and help their communities." (23) Wisconsin Nutrition Project, Madison*

*"None of these activities would have been possible without the CBHP grant. We needed funding for a staff person to focus on hunger issues because existing staff are already wearing many different hats. Benefits to the community are substantial. The existence of the Neighbor-To-Neighbor Program grew entirely out of the first CBHP funded project and now entirely depends on volunteers and in-kind time and contributions. None of this would have been possible without the CBHP seed money. I can't tell you how important these grants are, how important it is to get these projects going. The grants set up the projects so the community can continue them." (33) (38) Barron County Office on Aging, Barron, Barron*

*"The CBHP grant enabled the garden project to hire staff to provide coordination and promote it to the community. This increased community involvement and made the project more visible which in turn resulted in more support and more funding. It also enabled us to obtain needed equipment. We wouldn't be where we are today without the grant." (37) Kenosha County Extension, Bristol*

*"The CBHP grant was crucial to making this program a success. From this grant we were able to hire a part-time bi-lingual staff, organize vendors, produce bilingual materials, form collaborations with the community and most importantly increase access to food in the Hmong community. The grant played an important part in helping W-2 and low-income families. Thank you very much for this grant." (49) Hmong American Friendship Association, Milwaukee*

*"HTFM would like to acknowledge that development of this project would not have been possible without the initial \$20,000 grant from the Board on Hunger. This funding has helped HTFM to recruit qualified staff and generate interest in the project. The Community Food Center, as projected, will have a significant impact on food security in Milwaukee's inner city. Through provision of high quality food*

*sources and the development of employment opportunities, more inner city residents will be able to access fresh food for themselves and their families." (50) Hunger Task Force of Milwaukee, Milwaukee*

### 4.3 Continuation of CBHP Funding

Legislative authorization for CBHP expired in June 1999. At the time of surveying the future of CBHP was uncertain, so recipient organizations were asked: "*Should the CBHP grants be continued? Why?*" Agencies overwhelmingly supported continuation of the grants for the following reasons.

- *Grants support local empowerment* - Grantees said local control of projects is vital because it increases agency commitment and involvement and enables community organizations to utilize their knowledge and resources in developing hunger prevention projects that fit local needs.
- *Grants support community-level hunger projects.* Grantees valued community projects because they engaged broad groups of people in identifying needs, creating solutions, strengthening communities, changing local dynamics, encouraging innovation, increasing private sector involvement, and creating new linkages. They also increase levels of trust, coordination and collaboration among agencies.
- *Grants are a vital source of hunger prevention funding* - While resources are given directly to low-income individuals through food assistance programs, grantees expressed concern that there are few government funding resources for community organizations to fight hunger, especially in rural areas. The CBHP grants are appreciated as bringing seed money for hunger prevention projects to all regions of the state.

A sampling of comments appear below. Complete comments by all responding agencies are located in Appendix 7 (page 135).

*"Definitely. The grants have supported local food security efforts in Waukesha. Community-based organizations need funding because they can produce more global benefits, projects can reach large numbers of people. Local coalitions can help improve the efficiency and networking among numerous organizations and double the effectiveness because more people are reached. They utilize the resources that people have." (3) (26) Waukesha County Extension, Waukesha*

*"Yes. The grants have provided valuable seed money to improve food security networks in communities. LaCrosse has benefited twice. Local control of hunger initiatives is critical. A local project fits the community, it isn't generic." (4) (63) LaCrosse County Health Dept, LaCrosse*

*"Yes. So much of food provision is done by small community organizations. Funding is needed to support more collaboration and coordination of services." (27) Advocap, Inc., Fond Du Lac*

*"Yes. The grant funded projects use the talents and interests of community members in working to tackle hunger and nutrition issues specific to the project's location. Projects build on local skills and interests." (30) Polk County Health Dept, Balsam Lake*

*"It would be fabulous if they were continued because people are getting more creative in using them. The grants gave our coalition the collateral with which to leverage further community support. Financing local initiatives is important because it helps to attract other funds and people. And when there is local control for a project people make a deeper commitment. It means the people who live there decide what is important." (31) (44) Brown County Hunger Task Force, Green Bay*

#### 4.4 Improving the Grants

Organizations were asked, *"How could the CBHP grants be improved?"*. Specific suggestions for improvement were received from 23 grantees. Appendix 7 (page 135) contains complete comments.

- **Grants should offer multi-year funding (18 mos. to 3 years)**

The single most frequent comment by far, made by 12 agencies (almost half of all commenting agencies) was that CBHP grants should offer funding that extends beyond 1 year. Most recommended that funding should be available for between 18 months and 3 years. Many organizations expressed frustration, especially those working to establish local hunger councils or networks, that 1 year was not sufficient time to complete the groundwork of communication and trust-building necessary to fully develop effective coalitions. Others felt it required more time to establish a track record of accomplishments necessary to obtain other funding. Some experienced significant progress that could not be sustained with a short initial funding commitment.

*"Absolutely, they [CBHP grants] should be continued. However, hunger councils and networks are difficult to maintain without funding and require a funding commitment over a longer period. CBHP grants should have different funding periods depending on the project objectives. Some projects can be completed in 1 year, but for projects that establish hunger networks we should look at a 3 year time frame." (20) Central Wisconsin CAC, Lake Delton*

*"Yes. The CBHP grants provide a valuable opportunity and funding to start-up services to prevent hunger and food insecurity that normal program budgets cannot allow as program funding tightens (WIC, MCH, etc.). An improvement would be to make the grant a two year funding cycle. This allows time to fully implement and have time for evaluation and fine-tuning - which makes the projects ultimately more effective." (29) Nutrition Health Associates, Janesville*

*"The grants have been beneficial to Dane and Jefferson Counties, but they should not be continued in their present form. The grants need to provide funding for longer periods, such as 3 years. It is a waste of money and resources to establish a program and then cut it off because not enough time was provided. It often takes longer than one year to establish a program or network and still have time to identify replacement funding." (16) (23) CAC for South Central Wisconsin, Madison*

*"It would be most helpful if agencies were allowed to request an extension of 6 months to 1 year on grants received. We would then have funds to completely develop and respond to needs and changes identified in the original proposal. Our community has dramatically changed this year because of the W-2 program." (54) Sheboygan County Interfaith Organization, Sheboygan*

## Other Comments On Improvements

Increase individual grant size or total CBHP funds available	2
Projects should be replicable	2
Greater emphasis on measurable outcomes	2
Facilitate more communication among CBHP grantees	2
Reduce administrative paperwork	2
Projects must be realistic and manageable	1
Place greater emphasis on effective vs. innovative projects	1
Projects should be sustainable	1
Greater emphasis on private sector involvement	1
Funding for food purchases & pantry infrastructure	1
Orientation for new grantees	1
Provide report writing guidelines	1

## 4.5 Local Food Security Needs

Grantees were asked "What are the most important needs in your community relating to food security? Their responses are grouped by major topic. Most organizations expressed concerns in a number of different areas. Use of three periods (...) indicates a highlighted comment is an excerpt from a longer statement. Full comments are in Appendix 8 (page 141).

- **Education and Outreach** - Agencies indicated families need information about available resources and nutrition education to learn more about cooking, shopping, budgeting, and nutrition.

*"... Many low-income people especially need to learn budgeting skills and strategies, such as frugal shopping, managing money, cooking from scratch instead of eating higher cost fast foods and using convenience stores." (33) (38) Barron County Office on Aging, Barron*

*"... Families also need education on how to shop, how to use food wisely, and nutrition. This can be combined with education on parenting skills and nurturing." (5) Wisconsin Coulee Region CAP, Westby*

*"Outreach is the most important need because, with W-2, even clients who know of available programs doubt that they qualify anymore." (13) (34) Burnett County Health Dept., Siren*

- **Emergency Food** – Agencies reported that food pantries need more funding, more food to help with increased demand, and better quality food - especially produce, foods for special diets, culturally appropriate food for Hmong and Hispanic, more gardens attached to food pantries, technical assistance for pantry staff, more volunteers, case management of clients to provide more in-depth assistance, more multi-service food pantries, transportation issues (so clients can get to pantries and to get food to pantries), extended hours for working families, and more non-food items like diapers and personal care supplies.

*"More food is needed for pantries and money for actual food purchases. Access to food pantries is a big problem in rural areas. Also pantries need more volunteers and training on pantry operations." (14) (57) West CAP, Glenwood City*

*"Fund more food resources - unrestricted resources. We need to keep the pantries full. Funding is needed for diapers and formula as well as non-food items like soap, toothpaste and toiletries." (55) United Migrant Opportunities Services, Milwaukee*

*"Small communities often do informal case management, referring food pantry clients to additional services and resources. Urban communities need to do more case management of clients, but volunteers are hard to find. Food pantries should be located where clients can access more services such as energy, housing, medical, social security, etc. Minnesota has more multi-purpose pantries." (16) (28) CAC for South Central Wisconsin, Madison*

- **Federal Food Programs** - More outreach to eligible participants, more sites for these programs, greater support for federal food programs.

*"Low-income people need better information, we need to connect more people to food resources in their community. There must be more support for outreach to children and parents to increase participation in Summer Food, School Breakfast and After-School programs like the Child and Adult Care Food Programs (CACFP). There need to be more sites/locations offering these programs." (8) Social Development Commission, Milwaukee*

- **Non-Emergency Food** - Increase access to food through "normal" channels especially in inner cities and rural areas - such as grocery stores, farmers markets, community gardens, and buying clubs.

*"There is a lack of access to affordable, nutritious food through "normal food channels" such as grocery stores and farmers markets. There isn't enough fresh produce available in the inner city. We need more community gardens connected to food pantries. We also need more jobs that pay living wages." (42) Hunger Task Force of Milwaukee*

*"The neediest areas have a lack of access to grocery stores - particularly if the family has no transportation or has unreliable transportation..." (22) Madison Dept of Public Health, Madison*

*"We need to foster more partnerships that leverage a household's resources with community resources to increase access to food - such as leveraged buying clubs. These programs help ensure food security with dignity and reduce the need for emergency food." (23) Wisconsin Nutrition Project, Madison*

- **Food System** - There needs to be more locally grown, less processed foods, more sustainable agriculture, and more gardening by/and for low-income persons.

*"...If food security is seen as meeting a broader mission that incorporates access, affordability, and availability of nutritious, culturally appropriate foods, and that shows concern for the sustainability of agricultural and food systems, then there is much needed to improve food distribution and transportation*

*systems. Programs such as Partner Shares, which link sustainable producers and low-income consumers, support a food system that is just, sustainable, and equitable. These programs are difficult to implement and less cost effective (as measured by number of people fed and calorie value of the food) but they provide examples of programs that attempt to bring sustainable agriculture and food security closer together." (58) WI Rural Development Center, Mount Horeb*

*"...Healthy, culturally appropriate food that is more available locally. More access to locally produced, less processed food." (39) Great Lakes Inter-Tribal Council, Lac du Flambeau*

- **Needs of Ethnic Groups** - Hmong and Hispanic concerns were especially highlighted, including needs for culturally appropriate foods in pantries, more outreach, education, greater community support.

*"There needs to be more sensitivity among the pantries and the community to the food needs of minority populations - especially the Hmong. Pantries do not distribute culturally appropriate foods, there are no elderly Hmong participating in the elderly nutrition programs..." (27) Advocap, Inc., Fond Du Lac*

*"The community where La Causa is located is in a very impoverished community therefore food security is a major issue for our families. Many are below the poverty level and often have a shortage of food in their homes. In fact 72% of the families we serve in the Center earn less than \$16,000 a year (the federal poverty level for a family of 4). Each year the Center refers hundreds of families to food pantries and to the SHARE program to assist them with their needs. Unfortunately we have a big job ahead of us to break the cycle of poor nutrition but I believe it can be done." (59) La Causa Inc. Family Resource Center, Milwaukee*

- **Elderly Nutrition** - Concern was expressed about elderly at-risk of hunger, especially home-bound seniors.

*"Many seniors are at nutritional risk because they live on limited incomes, are unlikely to ask for help, may require expensive medications, special diets or have handicaps, and often live alone. We need to increase community awareness of these elderly nutritional risks and of available resources..." (33) (38) Barron County Office on Aging, Barron*

- **Child Nutrition** - Needs included: improved access to federal food programs, especially during the summer and increased support for breastfeeding.

*"Our county doesn't have complete "census blocks" of poverty to qualify for programs serving the limited resource families. Instead these families are scattered throughout the county in pockets of poverty usually determined by low rental rates. We have a heavy tourist driven economy, which means parents are usually working in the summer when school is out and their children are home often without supervision. Summer Feeding Programs are needed where these pockets exist to assure children are nourished. Because of the distance for traveling, centralized meal programs are not effective. We need to expand our food pantry networks and feeding program to meet our community needs." (56) Vilas County Extension, Eagle River*

**Working Families and W-2** - Greater access to food pantries and other programs, more

resources in general are needed because fewer families are receiving cash assistance and food stamps.

*"Improved access to emergency food for working families. Many hunger and nutrition resources are only open during limited weekday hours. You can't apply for food stamps after 4:30 p.m. The food pantry is open from 10 am till 1 p.m. Hunger and nutrition resources need to be more available to working families..."* (4) (60) LaCrosse County Health Dept, LaCrosse

*"Welfare reform has had an impact - fewer families receive cash assistance. Some families won't apply for assistance, and others don't qualify for benefits and they need affordable food..."* (5) Wisconsin Coulee Region CAP, Westby

- **Rural Issues** - Concerns included: limited funding opportunities, and limited access to food pantries, grocery stores, federal food programs, and social services in rural areas. Transportation is a big issue as well as the quality and price of food in local stores. Also problems related to seasonal and part-time employment.

*"There isn't enough funding to conduct anti-hunger work in our area. There are no big foundations, not many funding sources for food security work. There isn't much culturally-appropriate food for immigrants at the food pantries. Rural grocery stores are small, food is expensive, lacks variety and produce is very poor quality. Some people must drive considerable distances to shop so access to transportation is also a problem."* (24) Western Dairyland EOC, Independence

*"Four of 5 counties in our service area include the Dells. Homelessness and hunger related to seasonal tourism is a big problem. Food pantries need on-going training on food safety particularly for recovered food. Transportation is a big problem in the rural areas..."* (20) Central Wisconsin CAC, Lake Delton

- **Community Issues** - Grantees expressed a need for more local hunger councils to provide coordination, facilitate cooperation and develop community partnerships. Community development was mentioned, more awareness of hunger as a local issue, more community involvement, and reduced stigma associated with food programs and poverty programs.

*"...Every county should have a hunger council because every region has a unique combination of concerned organizations. When councils are county specific there is more buy-in and involvement by participants. But without sufficient funding we can't maintain the same level of community awareness, we have less impact. More people could become involved."* (20) Central Wisconsin CAC, Lake Delton

*"...Another problem is that people often look down on those who use nutrition resources, like food stamps or food pantries. This must change. The community must be more accepting of people who need assistance. Many of us are only a paycheck away from this situation ourselves."* (4) (60) LaCrosse County Health Dept, LaCrosse

- **Jobs/Housing** - Families need living wages and better employee benefits, especially health care. There is the continuing problem of no benefits with part-time or seasonal employment. Adults often gain full-time employment by combining multiple part-time jobs, but don't

receive benefits. Families need affordable housing.

*"Personal income is insufficient; families lack adequate resources to purchase the food they need." (9) (41) (53) Second Harvest Food Bank of WI, Milwaukee*

*"Lack of affordable housing decreases the money available for food." (7) Dane County Extension, Madison*

*"Families in Southwestern Wisconsin are mostly dependent on farm, retail and tourism jobs. There is very little industry. People often hold 2 or 3 part time jobs, often at minimum wage with no medical insurance and no child care. The result is no money left over for food. These issues must be addressed." (36) Southwest Wisconsin CAP, Dodgeville*

## Section 5 CONCLUSION

The review of 70 CBHP grants has found that low-income families living in at least 50 Wisconsin Counties have benefited from the state's commitment of \$1.25 million over the past 5 years. Community organizations have leveraged an additional \$366,000 in federal matching dollars for food stamp outreach and nutrition education during the period.

Funded projects have undertaken a wide range of local hunger prevention activities, including establishing hunger councils; improving food pantry organization; increasing access to federal and community food assistance programs; increasing the supply and distribution of food; starting community gardening projects; establishing farmers markets, promoting breastfeeding, conducting surveys and needs assessments; compiling food resource directories; undertaking hunger awareness and media campaigns; nutrition education; addressing the needs of at-risk individuals; as well as other innovative projects.

Community groups have leveraged significant financial resources from foundations, community organizations, churches, individuals, and businesses, as well as from local and federal government agencies. Many projects also received significant in-kind contributions, donations of goods and services and substantial amounts of volunteer time.

The vast majority of projects met or exceeded project goals with limited funding. Aspects of many projects have continued with support from local agencies, private funding, additional CBHP grants and volunteers. Projects often served as a catalyst for local community groups to increase their anti-hunger activities. Even when projects were not continued they often produced permanent changes in the local landscape and the community dynamics surrounding hunger.

Organizations report that the CBHP grants were vital to their projects and most indicated they could not have undertaken them without CBHP funding. Grantees strongly urged continuation of this funding resource as a vital hunger prevention tool in Wisconsin. They also urged optional funding for 2 or 3 years - especially for projects that establish local hunger councils. Organizations in rural areas expressed appreciation of the grants as a way of providing hunger prevention funding to all areas of the state.

The grants are a unique and effective partnership of community groups and state government. I offer several additional thoughts on ways to improve the grants: (1) Encourage projects that create job opportunities, or which generate income for limited resource families. (2) Encourage more projects that involve planning for community building or development. (3) Extend CBHP funding to 2 or 3 years for projects that warrant longer development time and place a greater emphasis on projects with a sound on-going funding strategy. (4) Work with Wisconsin's business and religious communities to increase the level of resources available to community organizations and place greater emphasis on proposals that aggressively leverage other resources. (5) Provide grantees with simple, uniform grant reporting guidelines so the value and impact of these projects can be easily documented.

## Section 6 SUMMARIES OF INDIVIDUAL PROJECTS

The following pages contain brief summaries of the activities undertaken by individual projects. They are organized numerically beginning with the earliest grants awarded. Each page contains the project name, the applicant organization, the dates of the grant and a single paragraph description of the proposal. The *Results* section summarizes the project's activities and the section headed *Developments Since the Grant Ended* is self explanatory. (Projects 61-70 do not include a section on *Developments Since the Grant Ended* because projects had just been completed at the point that summaries were being prepared). Readers should find enough detail to help them understand the general activities of the project, but should contact grantees directly if they have additional questions not answered by the narrative.

The following appendices may be useful in locating particular projects.

- Appendix 1 (page 111) contains a numerical listing of grants and who was contacted for this report, including general phone number.
- Appendix 2 (page 115) organizes the grants by type of activity undertaken. For instance, someone interested in Summer Food would find that 4 projects involved some aspect of that program. Judgements are subjective and not all projects were equally involved in each activity type. In one project, for example, nutrition education may have been the primary focus, while in another project it may have been one part of broader activity.
- Appendix 3 (page 117) provides details on projects undertaken by specific types of organizations. Someone interested in learning about projects in which Extension was the applicant organization, for instance, can look here.
- Appendix 4 (page 118) provides an alphabetical listing of applicant organizations and the projects they carried out if the reader is looking for a specific agency.

**Project:** Nutrition Education, Outreach & Networking (1)  
**Agency:** Eau Claire County Extension, Eau Claire  
**Grant Period:** 1/95 to 12/95

**Description:** The project will hire a consultant to collaborate with Extension to develop and distribute educational materials on nutrition, food preparation, meal planning and food safety. Reinstated the Eau Claire Hunger Prevention Council, update/expand resource guide for referral for food assistance. Provide outreach information, nutrition education programs to increase awareness of the relationship between diet and health. Materials will be distributed at food pantries, soup kitchens, WIC sites and other locations serving low-income clients.

**Project Results:** *The Hunger Council* - The Eau Claire County Hunger Prevention Council (HPC) was re-established and met bi-monthly with the goal of networking, developing partnerships, avoiding duplication of services, and increasing public awareness of hunger. It increased to 25 members during the grant period. The council sponsored a World Food Day teleconference site attended by 40 people, a soup and bread line, and organized a panel of agencies involved in fighting hunger, which was attended by 150 people. The council also obtained media coverage of hunger issues and sponsored World Food Day activities in 1996.

*Resource Directory* - HPC was instrumental in creating the "Peoples Guide to Food Assistance" Directory. 500 directories were provided to local agencies serving low-income families and 3,500 one page flyers listing food assistance resources were provided for distribution to low-income clients. The guides will be updated annually by Eau Claire County WIC Program.

*Nutrition Education* - The project also developed and distributed 6 brochures titled What You Need To Know and Favorite Recipes. Nutrition professionals and low-income families were consulted during preparation of the brochures. 10,000 copies of each brochure were distributed at food pantries, social services and WIC clinics. Feedback showed that 42% of those contacted found them useful. Clientele have requested easy-to-read brochures on the following topics: food for children; hamburger, potatoes, vegetable dishes, pasta and noodles, low sugar/low salt meals and roasts. The project involved 23 volunteers and leveraged \$14,650 dollars of in-kind contributions of time, food, and other services.

**Developments Since the Grant Ended:** HPC has continued to meet regularly into 1998 and grown to 31 members. They have actively worked to increase hunger awareness by encouraging broader community involvement and increased media coverage of events. For instance, the Coalition held a \$13/day nutrition challenge to raise funds and demonstrate the difficulties of obtaining adequate nutrition on limited food stamp benefits. HPC also coordinates activities on the UW Eau Claire campus during the annual Hunger and Homeless Week. The nutrition brochures developed by the project have been adapted by state UW Extension staff for use by family living programs in other counties. WNEP continues to provide nutrition education at the St. Francis food pantry - a need identified during the original project. In 1998 the Coalition identified several goals, including (1) beginning an HPC library containing grant proposals and reports; (2) holding a meeting with clients who use food assistance programs; (3) organizing a food preservation event so food recipients can freeze locally grown produce; and (4) continuing to update the food assistance resource.

**Project:** The Walworth County Hunger Prevention Project (2)  
**Agency:** Community Action Inc. of Rock/Walworth, Delavan  
**Grant Period:** 1/95 to 12/95

**Description:** Form a local Hunger Prevention Coalition and develop a survey to identify community needs. Develop a resource manual on nutrition/food assistance for agencies and clients. Expand school breakfast program at a local shelter during the summer to serve all children, not just school-age children. The project will reach approximately 5,000 low-income households. Develop menus emphasizing nutrition, and curriculum for nutrition education.

**Project Results:** *Hunger Coalition:* The Walworth County Hunger Coalition was formed with the active participation of 11 organizations, including food pantries. The group worked to identify existing food resources and barriers to those resources, identified those at risk of hunger. The Coalition also assisted in the development and implementation of a county needs assessment and provided information to the public regarding available food programs.

*Hunger/Nutrition Resource Guide:* The Hunger Coalition identified and surveyed local organizations involved in hunger/nutrition related services. Responses were incorporated into the Resource Guide, which was published and distributed following the end of the grant period to about 35 community agencies serving low-income families. The guide is helping area agencies make more efficient referrals for food assistance. Staff from Community Services became better informed about the food/nutrition resources available locally and improved their ability to refer the 16-20 requests they receive each month for food assistance.

*Summer Breakfast:* Between May and August the project provided over 600 breakfast meals to 44 homeless children residing at Twin Oaks. Beside breakfast meals the children also participated in 12 nutrition education sessions. The children received materials on healthy eating, saw videos, and participated in role playing activities that stressed positive eating. The Health Specialist provided parents with short newsletters on health and good nutrition.

**Developments Since the Grant Ended:** The Hunger Prevention Council continued to meet into the fall of 1996, but has since discontinued because of a lack of funding for staff time. CAI remains in contact with many coalition members, including representatives of the local food pantries. They have also continued to update the Nutrition Resource Guide to improve referrals to food assistance programs. CAI received additional funding from the Hedberg Foundation (\$2,000) and the Green Bay Packers foundation (\$2,000) to continue the breakfast program at Twin Oaks during the year which provides breakfast meals to 39 children.

**Project:** The Waukesha County Nutrition Coalition (3)

**Agency:** Waukesha County Extension, Waukesha

**Grant Period:** 1/95 to 12/95

**Description:** Organize a community “nutrition coalition”, to include members from UW Extension and all county nutrition-related programs. Continue efforts begun by Waukesha County Task Force on Nutrition, which had previously conducted a survey of available programs and undertaken a community needs assessment.

**Project Results:** *Hunger Coalition:* A coordinator was hired and four committees were formed to address the priority areas of: funding, structure, public relations and outreach. The Coalition now monitors emerging hunger issues, receives community input, prioritizes needs, develops action plans and encourages referrals. Training was offered to Coalition members, including a Strategic Planning and Leadership series for 60 participants. Twenty food service providers received training on the “Guide to Human Services” Directory to improve interagency referrals. A workshop was conducted on fundraising and grant writing for 25 participants. A food safety and sanitation training was held for volunteers at elderly meal sites and food pantries. Coalition meetings have increased interagency awareness. Over 400 First Call For Help Information sheets were given to food providers, and 53 human resource directories were distributed.

*Expand food assistance services* - The Coalition identified underserved communities and developed a priority schedule to address needs. They collaborated with the Dept of Aging and Meals on Wheels to establish meal delivery in New Berlin in 1996. Nutrition education was increased at La Casa and the Women’s Center.

*Communications* - Monthly news releases were distributed on nutrition programs. An article on nutritional needs during the holidays was featured in the Milwaukee Journal Sentinel. A resource library has been developed for use by coalition members.

**Developments Since the Grant Ended:** The Coalition remains active and meets regularly. It has expanded membership to 25 agencies. In 1996 they received a CBHP grant to support an expansion of their activities. This included development of a Food Assistance Directory, a resource library, development of a Coalition video and a networking system for various food assistance agencies, including quarterly meetings among food pantries. Coalition members have worked on school breakfast expansion, and direct provision of food to needy families. The Coalition also received \$11,000 in CDBG funding to implement several hunger projects. (See #26 for additional details).

**Project:** LaCrosse Nutrition Network Project (4)

**Agency:** LaCrosse County Health Dept

**Grant Period:** 1/95 to 12/95

**Description:** Conduct a nutritional needs assessment of low-income households, assess existing community resources, implement a computerized referral system and expand the nutrition education program (FNP) to reach 300 more low-income households. An estimated 500 households will be surveyed to assess their knowledge and use of nutrition assistance resources.

**Project Results:** *Needs Assessment* - A two-part community needs assessment was conducted of providers and low-income households. In part one, 16 nutrition programs in the county were surveyed. The results were used to develop a reference guide of area nutrition programs for providers' use and a brochure for use by low-income clients. The reference guide was distributed to 46 health and human service agencies. In part two, 410 surveys were completed by low-income consumers to determine access to food, knowledge and use of area food programs, and nutrition information. The feedback has guided development of nutrition education.

*Computerized Referral Network* - Ten planning meetings were held with 46 LaCrosse area providers to develop a strategy for implementing a computerized referral database to enhance families' access to local services. A specialized software was selected to organize information on local community programs. Once operational, family information is entered into the computer, which then lists the programs the household is eligible for. Applications for specific programs can be completed with information already entered, and the application mailed or faxed to the service provider. The planning group is seeking additional funding to implement the project. United Way funding and AHEC have already provided computers for several agencies.

*Nutrition Information* - Food demonstrations, interactive displays and classes provided practical information on nutrition and food preparation to 3,609 people. Walk-by displays were developed and staffed by FNP staff at the Salvation Army, senior meals sites, Immunization Clinics, Supper's on Us, WIC, and WAFER food pantry and included topics on using rice, beans, turkey and quick meals. Six classes were held for Hmong families participating in WIC, with topics on milk, venison and squash. JOBS participants attended 3 sessions on price comparison, label reading, food safety and using rice. A follow-up phone survey showed a significant number of participants had benefited from the programs.

**Developments Since the Grant Ended:** Networking among human service agencies provided the impetus to form the LaCrosse Hunger Task Force which continues to meet monthly. Representatives attended a hunger leaders workshop in Madison to gain additional information and leadership skills. The Task Force, which has grown to 40 persons, identified two goals: (1) developing a community garden; and (2) increasing community awareness of hunger. In 1998, they raised \$6,000 in community contributions and obtained two city blocks for a garden. Low income persons can work in the garden for a share of the harvest. The Salvation Army then distributes leftover produce to local food pantries. During the summer, 5,000 pounds of fresh produce was harvested. Later in the summer the Task Force asked local gardeners to donate excess produce from home gardens to the project.

Members of the Task Force have also conducted several hunger surveys, increased media coverage of hunger and prompted a LaCrosse foundation to fund a hunger study in a low income neighborhood. Unfortunately, not enough funding was available to continue development of the computerized referral network. However, funding was located to develop a computer referral network of housing and energy programs utilizing the project model. Eligibility information for WIC and food stamps has been incorporated into this network. Three computers are now in use at community locations. Nutrition education classes continue at pre-grant levels, but Extension uses displays and other materials that were developed with CBHP funding.

**Project:** Family Nutrition Network (5)  
**Agency:** Wisconsin Coulee Region CAP, Westby  
**Grant Period:** 1/95 to 12/95

**Description:** Project to provide input for local planning on nutritional health for low-income individuals. Increase awareness of low-income households regarding connection between proper nutrition and good health. Conduct a needs assessment. Conduct classes on nutrition education for parents and children and hold educational seminars for JOBs participants. Involve local community agencies in broader issues of hunger prevention.

**Project Results:** *Nutrition Education* - Classes on nutrition education were provided to a diverse group of persons attending 6-week parenting classes (25 families). Referrals came from Coulee CAP, Human Services, JOBs, the courts, WIC, probation and parole, Extension, Teen Health Services, New Horizons, churches and schools. Participants received a manual listing community services, including food assistance programs. While parents attended classes Girl Scout volunteers helped with the children and organized food related activities. Nutrition education classes were also held for 36 families in Work First seminars, mostly food stamp and AFDC recipients. Attendees received information on shopping, budgeting, food resources and nutrition through videos, instruction and handouts.

*Needs Assessment* - Nearly 500 needs assessment surveys were distributed to low-income families, the public, officials and service providers. 139 responses showed the greatest concerns were: (1) the high cost of adequate food; (2) the need to learn good eating practices; and (3) the inadequate amount of food stamp allotments. CAP staff also conducted group discussions to gain insight into needs, service gaps, and potential solutions. A report was submitted to the Family Preservation and Support Committee.

*Increase involvement of broader community in hunger prevention* - The project mobilized community resources in Monroe County including 2 elementary schools and the Congregational Church, which donated meeting space. Two hundred dollars were raised and local businesses and organizations donated \$200 in goods & services. Seven agencies provided information for the classes. Food drives were held with volunteers from 2 schools, the Boy Scouts, and the Sparta Chamber of Commerce, which sponsored a food drive at the theater and the Postal Service campaign. Coulee CAP donated space and assistance to SHARE and coordinated local observances of the National Hunger Awareness week with a Tomah food pantry.

**Developments Since the Grant Ended:** Coulee CAP has continued efforts to link nutrition education with workshops on nurturing and parenting skills. In 1996, they received a federal grant to establish the Families First Resource Center in Vernon County. Eight-week classes were provided in both Vernon and Monroe Counties, which combined budgeting, food buying, and nutrition education with sessions on general parenting skills and nurturing. Coulee CAP also provided input on food security issues at local planning meetings. A CBHP grant in 1997 helped to continue the nutrition education sessions at the Resource Center in Vernon County. Presently, nutrition education activities at the Resource Center are supported by a Family Preservation and Support grant that Coulee CAP receives. The initial grant has increased community awareness of hunger, which is reflected in the increased levels of support each year for food pantries.

**Project:** Older Adult Hunger Education Prevention Video Education Project (6)  
**Agency:** Milwaukee County Dept on Aging, Milwaukee  
**Grant Period** 1/95 to 12/95

**Description:** Establish a nutrition education program for low-income older individuals with special nutrition needs to increase awareness of relationship between diet and health. Hire video consultant to develop seven education videos on proper diet and nutrition. Videos will be distributed for viewing at 33 elderly nutrition sites in Milwaukee county, food pantries, clinic waiting rooms, community meal sites. Approximately 45% of the 4,200 older adults registered in this program are low-income.

**Project Results:** An advisory committee of 6 agencies decided the nutritional topics and reviewed video scripts. The following topics were chosen: Food Labels; Food Safety; 5-A-Day; Meal Planning; Healthy Snacking; Saving Time and Money; and Exercise. Channel One, a private video production firm, was contracted to write the scripts and shoot the videos. Except for the narrator, real people and locations were used, involving about 50 volunteers as actors. The committee reviewed all scripts and video drafts. Each video can be shown as part of the sequence or viewed separately. The videos are also ethnically diverse and culturally sensitive. Copies are being distributed to UW-Extension and to other Aging Agency Nutrition Directors. A press release is planned for later in the spring. The tapes might be translated into Spanish. The video tapes have been shown at 50 sites in Milwaukee County including 27 Congregate Meal sites, as well as day care centers, and health dept centers. At least 5,000 people in Milwaukee have seen the tapes.

**Developments Since the Grant Ended:** Milwaukee County Dept on Aging has made the tapes available to other agencies for \$50 to cover the cost of duplication and mailing. The series was shown at a meeting of the Wisconsin Nutrition Directors, which generated orders for the tapes from Area Aging Agencies and health departments in 39 counties. The tapes were also shown at the National Association of Meals Conference in New Mexico in the fall of 1996, which has generated considerable national interest. To date agencies in 27 states have obtained copies of the tape series, including New York, which ordered copies for 22 counties, and South Carolina, which ordered a copy for every county in their state. So far 160 full sets have been duplicated and distributed in Wisconsin and nationwide. New orders continue to be received.

**Project:** Hunger Prevention Council of Dane County (7)  
**Agency:** Dane County Extension, Madison  
**Grant Period:** 1/95 to 12/95

**Description:** Hire a coordinator to establish a community-based hunger prevention council. The council will develop a survey to assess existing services, share results with community providers, develop a resource/referral guidebook for clients, hire consultant to design manual, hire clerical assistant for support activities and identify food security needs of the community.

**Project Results:** *Hunger Council* - The Hunger Prevention Council of Dane County (HPC) was established to assess food resources in the county, conduct a needs assessment and coordinate anti-hunger efforts by member agencies.

*Needs assessment* - HPC staff conducted five focus groups with food stamp recipients, WIC clients, food pantry clients, transitional housing residents, and low income persons. A mapping project plotted the location of low-income neighborhoods, grocery stores, food assistance programs, transportation routes, food pantries, schools, free meal sites, elderly meal sites, homeless shelters, etc. The mapping will help identify underserved areas. Results also showed that 60% of food assistance programs had increased demand for services. Low-income persons frequently cited transportation to grocery stores and food pantries as a problem. There was also concern that high housing costs reduce the amount of money for food, and that more job training was needed. The data from surveys, maps and focus groups is being compiled and HPC has scheduled a planning meeting for June 1996 to discuss final results and the appropriate forum for sharing information with the public.

*Develop a resource guidebook* - HPC developed a survey to better understand the food resources available to low-income families. It was circulated to 175 food assistance and nutrition education agencies on program scope, eligibility, referral and contact information. Responses were received from 70 organizations, which were entered into the Resource Guidebook. Publication is scheduled for summer 1996. HPC will distribute the completed guidebook to community agencies.

**Developments Since the Grant Ended:** HPC continues to meet regularly to provide a forum for hunger issues in Dane County. The guidebook was published and copies distributed to area providers. A strategic planning workshop was conducted to identify problems, goals, and priorities. In 1997, a coordinator was hired with CBHP funds (# 46). Since the conclusion of the 1995, grant HPC has published 2 food security profiles of Dane County (1997, 1998); conducted a survey of food pantry clients (1997); coordinated a project to provide emergency food to 60-100 area refugee families who lost food stamps due to welfare reform (1998); and co-sponsored Partner Shares, a project to help low-income families gain access to fresh, locally grown organic produce by participating in CSA farms (# 58). Six public presentations, including World Food Day events in 1996 and 1997, have been attended by 120 persons.

**Project:** First Call For Help - Coordinated Community Food Project (8)  
**Agency:** Social Development Commission, Milwaukee  
**Grant Period:** 1/95 to 12/95

**Description:** Collaborative effort coordinated by SDC to upgrade the existing First Call For Help information and referral system. Partners will include the Hunger Task Force of Milwaukee and the United Way. The upgrade will involve purchasing computers and software, entering and updating food resource information into computer system to enable volunteers to provide information to clients with greater efficiency, and increasing the number of people receiving food assistance information.

**Project Results:** *Computer Upgrade of Emergency Food Referral System.* First Call For Help (FCFH) handles over 60,000 requests for assistance from the community annually - 47% of which are referred to emergency food providers. To facilitate referrals the project purchased 6 computers and Iris software to manage data on clients and emergency food providers. Staff began inputting information on 3,500 community food resources (food pantries, meal sites) and 25 volunteers are being trained on use of the new software. SDC also utilized temporary employees from the Department of Corrections to staff the line. Some of these individuals were hired by SDC for permanent employment.

*Increase emergency food referrals by 10%* - Hunger Task Force of Milwaukee has conducted workshops for 40 food pantry representatives on the First Call For Help/Pantry Intake procedures. HTFM works with food pantries to encourage use of the FCFH line. 6,000 brochures were produced and printed for distribution to schools, churches, hospitals and other area service providers promoting the use of community hotlines. In 1995 FCFH handled 60,388 calls for assistance. During the review period the number of processed calls declined 2.5%. SDC sought funding to complete the program start-up.

**Developments Since the Grant Ended:** SDC continued operation of FCFH until July 1996, but was unable to identify sufficient ongoing funding. When FCFH was being discontinued the Hunger Task Force of Milwaukee (HTFM) established Food Line to respond to community requests for emergency food assistance. Many of the volunteers from FCFH continued to provide assistance through Food Line. HTFM applied for CBHP funds in 1997 to automate Food Line and provide more efficient services (# 42). Food Line continues to provide services.

**Project:** Nutrition Demonstration and Education Project (9)  
**Agency:** Second Harvest Food Bank of WI, Milwaukee  
**Grant Period:** 1/95 to 12/95

**Description:** Hire a nutrition educator from UW Extension-Milwaukee to conduct daily nutrition education classes for pantry/meal site program staff and volunteers. Classes will involve cooking demonstrations. Staff will develop a Food Safety and Storage Manual for use at approximately 900 meal sites and as a handout to clients at the food pantries.

**Project Results:** *Demonstration Kitchen* - Second Harvest purchased food preparation and storage equipment to establish a nutrition kitchen at the food bank. A nutrition educator from UW Extension conducted food preparation demonstrations for representatives of emergency feeding programs who come to the food bank. Daily nutrition education, totaling 11,256 contacts, was provided to volunteers and staff of food pantries, free meal sites and residential meal programs. Providers represented diverse ethnic groups, including Caucasian, African American, Hispanic, Asian/Pacific Islanders and American Indian. The project also distributed recipes and nutrition education materials to providers for dissemination to clients. The grant enabled Second Harvest to provide 16,305 pounds of food to Extension for use in meal preparation demonstrations at the food bank and other emergency meal sites. Meals included fresh fruits and vegetables, high protein products, and refrigerated and frozen products.

*Manual* - One thousand copies of *Food Safety and Handling Guides* were produced and distributed to Second Harvest's statewide network of pantries and free meal sites. The guide book will also be used in safe food handling seminars conducted locally. The project also developed signage identifying healthy food choices for display at Second Harvest and safe food handling reminders for distribution to food providers.

**Developments Since the Grant Ended:** Second Harvest has continued to hold food preparation demonstrations using the nutrition kitchen since the grant ended. Twice a month a nutrition educator from Milwaukee County Extension conducts one hour food demonstrations utilizing foods commonly available at the food bank for 10 to 25 pantry staff. Second Harvest is preparing to advertise these sessions so interested persons can time their visits to the food bank accordingly. Second Harvest is exploring holding quarterly nutrition education classes for staff and clients of free meal sites. The Food Safety Guide developed under the grant continues to be distributed. Once a month Second Harvest hosts a Chat Room where on average 15-25 emergency food providers access manuals and other materials on food safety and handling and can receive technical assistance from staff. Second Harvest later received CBHP funding for their "Kids Café" project (#41) that combined recreation, nutrition education and meals for low-income children in Milwaukee. Their "Greens Project" (#53) hired a nutrition educator to work with clients at emergency feeding sites on how to preserve and store fresh, locally grown collards, greens, and other produce for use over the winter.

**Project:** Minwanjigewin Project (10)

**Agency:** GLITC, Lac du Flambeau

**Grant Period:** 1/95 to 12/95

**Description:** Expand current activities of Minwanjigewin Project pilot program funded by USDA and FCS. The Minwanjigewin Project employs Community Nutrition Assistants (CNAs) to carry out project activities. GLITC will hire a coordinator for activities beyond the scope of the above project. This includes outreach for food stamps, nutrition education programs at elder sites, budgeting and cooking classes with a focus on utilizing traditional native foods. Anticipate the project will reach 772 low-income households on the 11 reservations.

**Project Results:** *Native Foods* - A project assistant was hired. Tribal dieticians, CNAs, WIC participants and others contributed 100 stories and recipes for a traditional foods cookbook to include original artwork and photos of contributors. About 50 elders and WIC participants participated in a tour of Waswagoing that featured stories on harvesting and preparing traditional foods like wild rice. Ninety women attended the first Inter-Tribal Women's Health Gathering which included a Native Foods Seminar that related traditional stories pertaining to food and health, and discussed changes in Native American diet.

*CNAs* - Two CNA training sessions were held on food safety and sanitation, basic nutrition, how to conduct a food demonstration, and marketing strategies. Participants also heard presentations on food stamps and the Summer Food Program, and learned about sodium, high blood pressure and label reading. By December 1995 CNAs had conducted nutrition sessions averaging 30 minutes in all 11 reservations and had contacted over 1,200 adults. Virtually all participants said they would use the information and planned to change their cooking or eating habits.

*Other Activities* - The Project Assistant (PA) held meetings on SHARE with several tribes. Forest County Potawatomi started a site in December, which sold 104 food packages. Lac du Flambeau plans to start a site. The project coordinator discussed Summer Food sponsorship with several tribes and distributed several hundred food stamp outreach materials to Red Cliff Reservation. She also conducted an inventory of food program participation at each tribe. The PA attended health fairs at four tribes and gave out healthy snacks for children. A Minwanjigewin brochure was produced and distributed to CNAs and tribal dieticians. A 4-page newsletter with information on food buying, budgeting, and federal food programs was distributed to WIC clinics and Commodity Food Distribution sites.

**Developments Since the Grant Ended:** In 1996, to sustain the activities of the Minwanjigewin Project, staff sought to establish the first Tribal Family Nutrition Program (FNP) in Wisconsin, and perhaps nationwide. The plan included participation by the Bad River, St. Croix, Stockbridge-Munsee and Lac du Flambeau reservations and communities. GLITC obtained CBHP funds in 1997 (#39) to support the FNP program at the Bad River and St. Croix reservations and to expand it to Red Cliff. The project did reach tribal members with informative, enjoyable messages related to food and nutrition through displays, brochures and newspaper articles. Over 180 educational presentations were made, and 1,300 individuals participated in the learning experiences. A third CBHP grant (#48) in 1997 sustained a community garden at Lac du Flambeau and established a new one at the Bad River reservation.