The Future of Food In Schools

Rounding Out What's Already Being Done in the School Cafeteria

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Society for Nutrition Education and Behavior

brighterbitess

THE PRODUCE MOMS
What is Food Insecurity?

The U.S. Department of Agriculture (USDA) defines food insecurity as a lack of consistent access to enough food for an active, healthy life. It is important to know that though hunger and food insecurity are closely related, they are distinct concepts. Hunger refers to a physical sensation of discomfort, while food insecurity refers to a personnel, physical sensation of discomfort, with the food resources for food at the household level.

Prevalence of Food Insecurity and Very Low Food Security

Note: Food insecurity includes low and very low food security.

Prevalence of Food Insecurity by State Levels 2016-18

Obesity = Health Risk + Top Health Risk

Food Insecurity Associated with Health Risks

- Increased Odds of Poor Child Health Outcomes
- Child at Risk of Developmental Delays
- Hospitalized in Child’s Lifetime
- Fair/Poor Child Health in Child’s Lifetime

- Obesity Epidemic in Children and Adults
  - Significant increasing linear trend from 1999-2000 through 2015-2016
  - NOTES: all estimates for adults are age adjusted by the direct method to the 2000 US Census population using the age group 20-39, 40-59, and 60 and over.

- Source: childrenshealthwatch.org
Food waste refers to the decrease in the quantity or quality of food resulting from decisions and actions by retailers, food service providers and consumers. Food is wasted in many ways:

- Fresh produce that deviates from what is considered optimal, for example in terms of shape, size and color is often removed from supply chains.
- Foods that are close to, at or beyond the “best before” date are often discarded by retailers and consumers.
- Large quantities of wholesome edible food are often unused or left over.
- Post-harvest food loss at the retail and consumer level.

What is Food Waste?

Sustainability is a catalyst/movement in food marketing to reduce food waste.
An Interconnected Web

Not a True Food Desert

Lack of Equity in Food Distribution and Access

Generational Lack of Access –

Food Protection is in Abundance

Low-income, Minority Populations Most Affected

Food Insecure are Also the Ones Struggling with Obesity and Other Chronic Diseases

Lack of Demand –

Resulting in lack of intake (even when there is access)

School Meals

• Backpack Programs

• FFVP

Rounding Out What's Already Being Done in the School Cafeteria

School Meals / Lunchboxes

(such as Brighter Bites)

Community Feeding Programs

• School Meals

• School Meals
How the Playbook is Disrupted

Critical Concern Post-COVID 19 Schools

+ Salad Bars
  + Individually Wrapped Foods
  - Everything Brown Bagged

- No School Cafe Operations
- No Aftercare Feeding Programs
- Very Low Food Security
- Adult and Child
- Low Food Security
- Child
- Food-Insecure Households

Prevalence of Food Insecurity

U.S. Households (with Children) Food Security Status of Adults and Children


- White: 6%
- Black: 7%
- Hispanic: 1%
- Other: 86%

Food-Insecure Adults Only

Food-Insecure Households

Low Food Security, Children and Adults

Very Low Food Security, Children

Food-Secure Households

Prepared Foods

Sliced Fruits

Sandwiches

Salad Bars

Critical Concern Post-COVID 19 Schools

How the Playbook is Disrupted
To inspire everyone, especially children, to eat more fruits and vegetables.

**Mission:**

To inspire everyone, especially children, to eat more fruits and vegetables.

First and only consumer brand focused on driving the sales and consumption of fresh produce.
Everywhere the Population Is

The Produce Moms® Ecosystem

USA Grown. Emerging Global Presence. The Produce Moms® has followers in all 50 states and over 30 countries around the world.

Top Followers by Country:
1. United States
2. Canada
3. Mexico
4. Australia
5. United Kingdom
6. United States (International)

Top Followers by States:
1. California
2. Texas
3. New York
4. Florida
5. Illinois
6. Virginia
7. Pennsylvania
8. Ohio
9. Washington
10. Colorado

70,000+ Unique Monthly Visitors
COVID-19 Pivot
The Produce Moms®

• Virtual Salad Bars
• Virtual Continuing Education for School Foodservice – The Produce Moms® Digital Culinary Training is approved by SNA for 1 credit hour CE.
• Political Action to protect fresh produce volume and variety as well as STUDENT CHOICE in food despite removal of salad bars
• Working with private sector to empower growers of specialty crops
• We are involved in educating the GIG ECONOMY via substitution guides on how to select-store-serve fresh produce via partnership with Produce Marketing Association & other industry leaders

Digital Culinary Training is approved by SNA for 1 credit hour CE.

Why We Do It
The Produce Moms Content is fact-based and focused on nutrition and agriculture

✓ Less than half of US children eat the advised amounts of fruits and vegetables
✓ Three out of every ten children in the US are obese and have a 30% chance of developing Type 2 diabetes
✓ There is widespread lack of understanding regarding how food impacts health

The Produce Moms curriculum promotes scratch cooking in school meals
The Produce Moms focuses the fact that all produce is good for you
The Produce Moms helps develop strategies to increase produce consumption in volume and variety
Increasing whole fruit intake: 50%
Increasing vegetable or bean/pea intake: 83%


Mary Jane White, The Produce Moms Reader

I love your recipes and healthy tips. I look forward to them.

Linda York, Founder Sticky Lickits

The Produce Moms in the most authentic, unbiased ambassador for companies that truly want to make a difference by supporting healthy eating with produce.

83%
Increasing vegetable or bean/pea intake

50%
Increasing whole fruit intake

The Produce Moms®

Media, Education and Partnerships to Drive Change
The Produce Moms® and Brighter Bites

Program Partners
What Brighter Bites Does

• We provide 20-25 pounds of fresh produce to families weekly and teach them how to use it, what they consume, and how to use it.
• We track what they take home and what they consume.
• We intend to improve health outcomes and our research proves this.

Brighter Bites has provided over 240 schools and camps across Houston, Dallas, Austin, NYC, Washington, DC, and Southwest Florida.

Brighter Bites has provided 275,000+ cumulative families (representing 53,000 individuals) and provided over 27 million pounds of produce and millions of nutritional education pieces.

Brighter Bites has provided over 27 million pounds of fresh produce to families weekly and teach them how to use it.
The Brighter Bites Mission:
To create communities of health through fresh food.
Produce Distribution Fresh Fruits and Veggies are sourced and selected for distribution.

Load Up Staff load pallets of produce on to the trucks for hundreds of families.

Bag The Produce Staff, parents and community volunteers unload, divide and prepare bags.

Nutrition Education Teach Brighter Choices Recipes and Education Materials Sample "brighter bites" for families to prepare and parents.

Take Home Each family goes home with 50-60 servings of fresh produce at no cost.

Everywhere The Population Is where you need to be for distribution and selected and sourced fresh fruits and veggies.
Why We Do It
The Produce Industry is a Mission-Driven Industry

✔ Less than half of US children eat the advised amounts of fruits and vegetables
✔ Three out of every ten children in the US are obese and have a 30% chance of developing Type 2 diabetes
✔ There is widespread lack of understanding regarding how food impacts health

Brighter Bites provides 50 servings of produce weekly
Brighter Bites intends to improve health outcomes and reduce chronic diseases related to obesity
Brighter Bites simultaneously targets food access and food literacy

Brighter Bites is Evidence Based
Increased Consumption

98% of families eat more fruits and vegetables during the program
96% of those maintain increased consumption
Families consume 19 additional servings two years after the program
Children enrolled in Brighter Bites consume more fruits and vegetables served at school lunches, according to a plate waste study

Sharma et al., Preventive Medicine, 2016, vol 91:8-17
Marshall et al., Preventive Medicine Reports, accepted
Sharma et al., Journal of Nutrition Education and Behavior, September 2019
Research published in Preventive Medicine showed that families participating in Brighter Bites reported:

- two-fold increase in cooking meals from scratch, and a significant increase in eating meals together and serving more produce as part of those meals
- two-fold increase in using nutrition labels to guide grocery purchases
- and a significant decrease in added sugars consumed among children

Brighter Bites is part of the SNAP-Ed toolkit as an approved evidence-based intervention.

All feedback is used for ongoing Family Feedback.
Site Surveys with Program Staff
Tracking Databases

Real-time monitoring of KPIs verify program dosage, reach, fidelity, acceptability at each site.

All feedback is used for ongoing program improvement.

Family Engagement

Data Driven

Tracking Databases
Site Surveys with Program Staff
Family Feedback

- Two-fold increase in cooking meals from scratch, and a significant decrease in added sugars consumed among children
- Two-fold increase in using nutrition labels to guide grocery purchases

Data Driven Brighter Bites

Research published in Preventive Medicine showed that families participating in Brighter Bites reported:

Dietary Behavior Change

Brighter Bites is Evidence Based
Brighter Bites tracks KPIs to measure the program’s dosage, reach, fidelity, and acceptability across all sites.

UTHealth School of Public Health researchers analyze the data collected by Brighter Bites staff.

Parents respond to surveys about how the program impacts their home food environment.

We research related topics, including school plate waste and gut microbiome.

Brighter Bites Parent

Brighter Bites made me cook things I wouldn’t have bought for fear of wasting money if my children didn’t like it.
93.5% of the families were food insecure -- a 22% increase since fall 2019.

○ 93.5% of the families were food insecure -- a 22% increase since fall 2019.

○ 41% of the families reported a decrease in fruit and vegetable intake as compared to prior to COVID-19.

○ COVID-19 rapid response survey of Brighter Bites families’ food security and dietary behavior (n=1048)

— "It’s been difficult to find fresh produce in the stores.
— "That food is scarce, and when there is some the price is high,
— "I’m worried because I’m not giving enough vegetables and fruit
— "I’m feeling because I’m not working.
— "I feel worried because my husband only works 3 days, and I’m not working either since my children are in school and I’m not working.
— "I’m not giving enough vegetables and fruit
— "I feel worried because my husband only works 3 days, and I’m not working because my baby was just born, so there are 4 children and 2 adults and I’m short of food and diapers for my baby, but working because my husband only works 3 days, and I’m not working either since my children are in school and I’m not working.

Rapid Response Survey
COVID-19
• $25 produce vouchers bi-weekly to every Brighter Bites household for fruit and vegetable purchases at H-E-B, Winn-Dixie, and 99 Cents stores, impacting more than 15,000 families

• 50,000 Produce boxes per week on behalf of USDA Farmers to Families Food Box Program in all six cities

• Health literacy enhancements on social media, website, and other digital modalities.

• App in development to make nutrition education information available to Brighter Bites families and others in app store

The support from our local community organizers and non-profits, such as Brighter Bites, makes the tsunamis of life easier to endure. We at Brooklyn Borough Hall stand with those who are helpers of the helpless and as Brighter Bites makes the tsunamis of life easier to endure, we applaud Brighter Bites for their hard work, service and generosity.

Brooklyn Borough President Eric Adams

COVID-19 Pivot

Brighter Bites

$25 produce vouchers bi-weekly to every Brighter Bites household for fruit and vegetable purchases at H-E-B, Winn-Dixie, and 99 Cents stores, impacting more than 15,000 families

Food Box Program in all six cities

50,000 Produce boxes per week on behalf of USDA Farmers to Families
Program Partners

Thank You! Questions?

Contact Us:

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Program Partners

Brighter Bites