South Carolina Statewide Food Day Planning Webinar
June 23, 2014
2:00 – 3:00pm ET

*As soon as possible following the webinar, slides and meeting notes will be sent to all registrants via e-mail.
Using GoToWebinar

• During presentations, please type any questions into the box in your dashboard, and we’ll address them at the end.
• Notes will be taken during this session; slides and notes will be sent to all webinar registrants.

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Agenda

• Welcome and Introduction
  • Emily Caras, Food Day Project Coordinator
  • Molly Hubbard, Food Day Intern
• Presentations
  • Dana Mitchel, Lowcountry Food Bank
  • Lucie Kramer, Boeing Center for Children’s Wellness
  • Sara Litwin, Charleston Trident Dietetic Association
  • Brendan Buttimer, Hub City Farmers’ Market
• Questions and Discussion
Contact Information

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Food Day Intern (through July 25th)  
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Twitter: @FoodDay2014, #FoodDay2014  
Facebook: https://www.facebook.com/FoodDayEatReal  
Website: www.FoodDay.org
Food Day Overview

• Every October 24, thousands of events all around the country bring Americans together to celebrate and enjoy real food and to push for improved food policies. Food Day is a day to resolve to make changes in our own diets and to take action to solve food-related problems in our communities at the local, state, and national level.

• Food Day 2013:
  • 4,700 events - twice as many as in Food Day’s first year in 2011
  • Jack Johnson supported Food Day on tour
  • Big Apple Crunch in New York reached 1 million
  • 20,000 people took the “Food Literacy Quiz”
  • 100+ local volunteer coordinators

• Food Day 2014 focus areas:
  • Food education and food literacy
  • Food access and justice for food and farm workers
Resources on FoodDay.org

- Posters, logos, and promotional materials such as brochures and one-pagers
- Film Screening Guide, suggested reading list, and fact sheets to learn more about the issues
- **National map to register events** and organizing guides
- Cookbook with healthy tasty recipes
Savannah Food Day Festival
Savannah, GA

• Organized by Well FED
• Drew around **15,000 participants**
• Emceed by **Food Network chef Ben Vaughn**, host of the show Health Inspectors
• Live music, exhibitors, vendors, and dozens of free workshops
• **Mayor Edna Branch Jackson** presented **Food Day founder Michael F. Jacobson** with her official Food Day proclamation
Last year, the MUSC Urban Farm hosted a successful Food Day that included a farm tour, cooking demo and fun activities for the whole family!

The South Carolina Hospital Association joined with the Alliance for Nutrition and Activity to show their commitment to creating a healthier work environment by pledging to host healthier meetings.

In 2013, the GrowFood Carolina, the College of Charleston Office of Sustainability, local farmers and Aramark partnered to serve an all local lunch on Food Day.
Lowcountry Food Bank
Cooking Matters at the
Store® Day

Dana Mitchel, RD
Lowcountry Food Bank Nutrition Educator
No Kids Hungry Strategy

Connect kids in need with nutritious food and teach their families how to cook healthy, affordable, delicious meals.

Access

Education

Success:
All kids have the healthy food they need every day.
Education

Cooking Courses
- Six weeks, two hours a week
- Taught by volunteer chefs & nutrition educators
- Specialized curricula for adults, families, kids and teens
- Hosted at community sites

Grocery Store Tours
- One time event lasting 1.5 hours
- Taught by community agency staff & others
- Specialized curricula for adults and WIC parents
- Hosted anywhere people shop for food
Educational Tools

• Where to find them: www.cookingmatters.org/educationaltools
Grocery Cost Seen as a Barrier

While families are largely satisfied with the **variety 61%** and **quality 64%** of healthy grocery items available to them, only **30%** are satisfied with **price**.
Food Skills Can Help

Low-income families that regularly plan meals, write grocery lists and budget for food.

Make healthy meals more often (5+ times a week) than those who don’t.

Source: Share Our Strength’s Cooking Matters
Cooking Matters at the Store
Cooking Matters at the Store: It All Starts with the Cart

Interactive, guided grocery store tour that teaches basic nutrition and food shopping skills to empower low-income families to stretch their food budgets so their children can get healthy food at home.

The research-based, guided tour focuses on how to:

- Compare Unit Prices
- Identify Whole Grains
- Identify 3 Ways to Buy Produce
- Compare Food Labels

89% of grads report saving money 5 weeks post-tour
Overview

- Facilitator-led in-store tour
- 60 to 90 minutes
- $10 Challenge
- Materials:
  - Facilitator guide with talking points and tips
  - Participant guide with recipes, shopping tips and handouts, and reusuable grocery bag
The Key Ingredients

**Stores:** Skill-based education is most effective when it is based on how people really live and eat.

**Participants:** Mothers of kids under six are the most critical audience for education on cooking and shopping.

**Tour Leaders:** The training we provide helps any enthusiastic individual learn how to teach the key skills during a tour.

**Materials:** Participant and Tour Leader materials are available in English and Spanish.
Materials, Resources, and Support

- **Free tour materials** for participants and facilitators in English and Spanish
- Communication templates for stores, partner organizations, recruitment, press releases
- **Online Learning Space** for training and connecting with peers
- **Salesforce database** to track tours and tour leaders
- Evaluation to track impact
- Partnership promotion
Thank You!

If you have any questions please feel free to contact me at:

• dmitchel@lcfbank.org
MUSC Boeing Center for Children’s Wellness

Lucie Kramer, MS, RD
Robert Stevens, CSP, Ph.D.

Lucie M. Kramer, MS, RDN
BCCW’s Mission and Vision

• MISSION: To reduce childhood obesity in the state of South Carolina by creating healthier school environments through innovative wellness initiatives.

• VISION: A South Carolina where our children are healthy and active, avoiding the unhealthy lifestyles that lead to obesity.
Our Signature Programs

• **Docs-Adopt©**
  • Matches physicians or practices with individual schools
  • Physicians join school wellness committee
  • Physicians are encouraged to help the committee complete the MUSC BCCW School Wellness Checklist

• **MUSC BCCW School Wellness Checklist©**
  • Action guide for implementing evidence-based strategies to improve overall school health environment
  • Basis of an annual contest that leads schools to make nutrition and PA changes
  • Qualifying schools get money that they can use towards wellness projects of their own choosing
“Docs-Adopt School Health Initiative”
Implement a regular fresh fruit/veggie tasting event and link it to nutrition education through provision of nutrition facts for tasted item

Parents encouraged to send healthier items to school for parties

Start a (food-based) school garden project in your school

Schedule field trips to visit local farms, restaurants, and/or the farmers market

3 points for using the garden as a classroom to teach about nutrition
Brendan Buttmer
Hub City Farmers’ Market
Questions and Discussion