



Hunger-Free Communities in Action



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HUNGRY FOR ACTION

OKLAHOMA'S ANTI-HUNGER
CONFERENCE 2023

#HungryForActionOK

A LOOK AT RURAL COMMUNITY IN NOBLE COUNTY, OKLAHOMA

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HUNGER FREE COMMUNITIES IN ACTION

A CASE STUDY:

PERRY, OKLAHOMA

Town Population 4,484
County Population 10,924

County Poverty Rate: 11.7%
Youth Food Insecurity Rate: 13.3%

NOBLE COUNTY FAMILY YMCA

Est. 1979

Shea Boschee
Chief Executive Officer

Caity King
Director of Strategic Advancement



Agenda

- **How we got involved in food work**
- **Partnerships and capacity building**
- **Where the work is now**
- **Where we see our coalition evolving**

Session Objectives

- **Analyze opportunities with new lenses**
- **Identifying strategies to approach the work**
- **Looking for stakeholders and community partners who want to help address community needs**

Companion Worksheet

STRENGTHENING OUR COMMUNITY

LOOKING AT FOOD SECURITY AS A WAY TO SUPPORT HEALTH & WELLBEING

Part of strengthening our community – our cause – is taking time to evaluate each program or initiative. Using the following Strategy Screen and Guided Questions, we invite you to examine a program or initiative at your organization to identify opportunities, collaborations, and areas for development, helping your community meet its needs through partnership.

I. Step 1: Strategy Screen

- A. What is the need in the community?
- B. Does it align with your mission and values?
- C. How does it align with your strategic plan?
- D. Does this leverage your strategic advantages?
- E. Do you have the resources to implement and sustain this in the short/long term?
- F. Will this position your organization for growth?
- G. What are the risks and how can you manage or mitigate those risks?

II. Guided Questions

- A. What is your framework? What are you examining and evaluating?
- B. What is your lens? What is our goal and what drivers will push us there?
- C. Who are our partners, collaborators, and advocates? Who has buy-in with our work?
- D. How is your food security work funded? What does sustainability need to look like?
- E. How does this align with the work being done within your community? How does this align with the work being done by your partners?

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What motivates you to build food security in your community?

ⓘ Start presenting to display the poll results on this slide.



ULTIMATE AIM: IMPACT STATEMENT

The YMCA strives to interrupt the cycle of poverty in Noble County by paving the way to health, education, and hope for those who live in our community.

OUR STRATEGIC ADVANTAGES


1. Our brand recognition
2. Our ability to convene and build community
3. Our welcoming and inclusive culture
4. Our history in the community
5. National resources from the YMCA of the USA

OUR STRATEGY SCREEN

1. Is there a need for it in the community?
2. Does it align with our mission and values?
3. How will it align with our strategic plan?
4. Does this leverage our strategic advantages?
5. Do we have the resources to implement and sustain this in the short and/or long term?
6. Will this position the YMCA for growth?
7. What are the risks and how do we manage or mitigate those risks?

OUR BIG QUESTIONS

1. What is the role of the Y in the community?
2. How can the Y be a catalyst for change in the community?
3. How can the Y elevate our image and impact?
4. How can the Y strengthen its philanthropic culture?



STRATEGIC PRIORITY #3

SOCIAL RESPONSIBILITY

The Y is seen as a leader in addressing important community issues.


3

STRATEGIC PRIORITIES

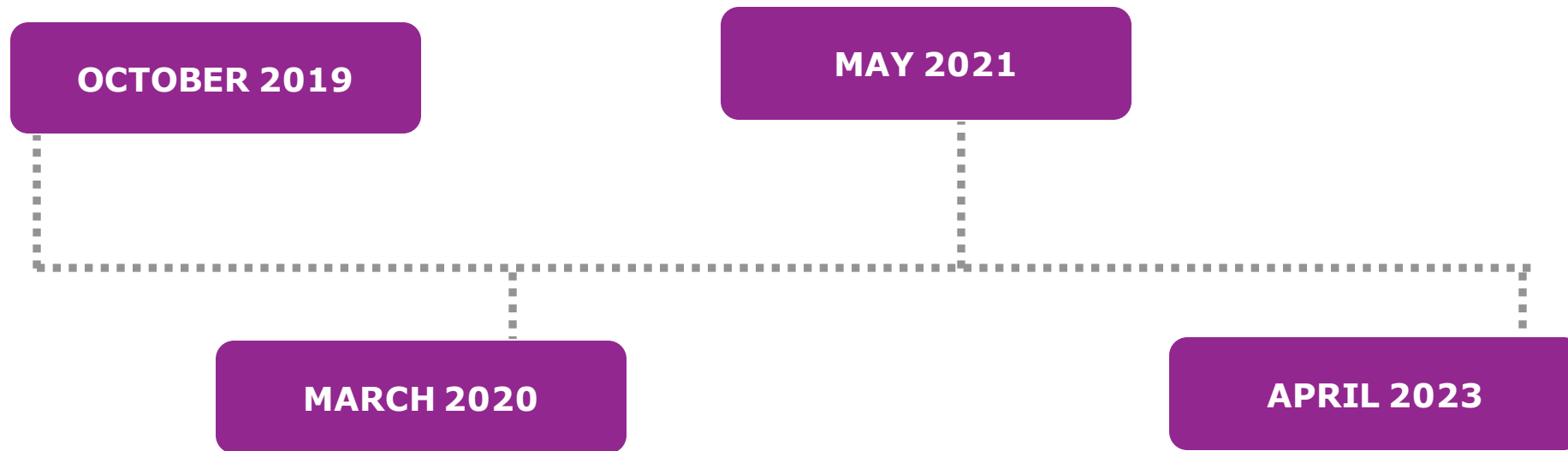
1. Find a sustainable solution to hunger in the community.
2. Become the leading provider of swim safety classes in Noble County.

MEASURABLE OUTCOMES

1. A food security solution will be established in the community with a focus on serving healthy meals to children.
2. Build community awareness about the importance of water safety by providing education and teaching essential water safety skills.



OUR FOOD SECURITY WORK TIMELINE



Framework: Examine and Evaluate
Lens: Our goal? Our drivers?
Partnerships and Collaboration

Programmatic Operations
Initiatives
Community Perspective

OCTOBER 2019

MAY 2021

MARCH 2020

APRIL 2023

Framework
Lens
Partnerships & Collaboration
Programmatic Operations
Initiatives
Community Perspective

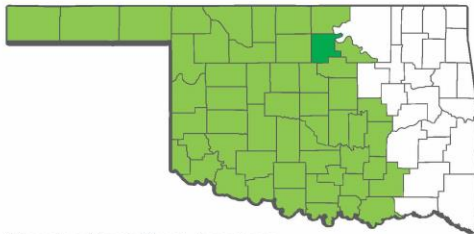




In Oklahoma, 594,140 people live with hunger, including 208,110 children.

**In Noble County
1,520 people live with hunger.**

530 children are food insecure and 12.4% of seniors live in poverty.



County Meal Cost Average

\$3.02

County Population

11,411

County Food Insecurity Rate

13.3%

Food Distribution in
Noble County

150,434
Pounds Distributed

125,362
Equivalent Meals Distributed

\$224,146
Retail Value of Food

The information in this document is provided by Feeding America's Map the Meal Gap Data, the USDA and reporting by the Regional Food Bank of Oklahoma and its partner agencies. Questions? Contact us at info@rfbo.org. Data is from July 1, 2019 to June 30, 2020.



405-972-1111 | info@rfbo.org | rfbo.org



Food Security Landscape

July 1, 2019- June 30, 2020

The Regional Food Bank of Oklahoma Programs in Noble County

Food for Kids

Backpack

115 served at 4 school sites

Billings Elementary
Frontier Elementary
Morrison Elementary
Perry Elementary

Summer Feeding

130 served at 1 site

Noble County Family YMCA

Food for Seniors

Commodity Supplemental Food Program

24 served at 1 site

Perry Food Pantry

Food for Communities

Food Pantries

7,351 served at 2 sites

Hilltop County Church
Perry Food Pantry

OCTOBER 2019

MAY 2021

MARCH 2020

APRIL 2023

Framework
Lens
Partnerships & Collaboration
Programmatic Operations
Initiatives
Community Perspective

- Starting our Strategic Planning process
- Beginning our Food Security work



- Leveraging partnerships & relationships to meet the needs of our community

OCTOBER 2019

MAY 2021

MARCH 2020

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NOBLE COUNTY FAMILY YMCA

BRIGHTSPOTS

COMMUNITY IMPACT 2022

THE TIM HIGHT FOOD PROGRAM: INCREASING ACCESS & FOOD SECURITY SOLUTIONS FOR NOBLE COUNTY

TOTAL NUMBER OF MEALS & SNACK SERVED

20,234

NOBLE COUNTY YOUTH FED

153

POUNDS OF NUTRITION PROVIDED IN NOBLE COUNTY

30,351

Y CLUB
AFTERSCHOOL

FEEDING, TUTORING, MENTORING, AND GUIDING OUR HIGHEST NUMBER OF STUDENTS YET TO THEIR GREATEST POTENTIAL ON-SITE AT PERRY ELEMENTARY!

1,000+
VOLUNTEER SERVICE HOURS

95+
COMMUNITY VOLUNTEERS

266
KIDS ENGAGED IN CHARACTER-DRIVEN YOUTH SPORTS

GROWING A WELCOMING COMMUNITY, FOR ALL.

726 FAMILIES

2,722 INDIVIDUALS

REACHING MORE NEIGHBORS THAN EVER BEFORE.

FINANCIAL AID PROVIDED TO FAMILIES & INDIVIDUALS
\$191,495

POWER SCHOLARS ACADEMY
HELPING 1ST-6TH GRADERS MAKE ACADEMIC GAINS OVER THE SUMMER WHILE HAVING FUN

72%	OF STUDENTS BEHIND GRADE LEVEL, 72% GREW MORE THAN 2 MONTHS IN ACADEMIC PERFORMANCE IN MATH SKILLS
80%	OF STUDENTS BEHIND GRADE LEVEL, 80% GREW MORE THAN 2 MONTHS IN ACADEMIC PERFORMANCE IN LITERACY
88%	88% OF FAMILIES REPORTED THAT THEIR STUDENTS GAINED CONFIDENCE, GREW MORE EXCITED ABOUT LEARNING, AND DEVELOPED PROBLEM SOLVING SKILLS
94%	94% OF FAMILIES REPORTED THAT THEIR STUDENTS MADE GAINS IN MATH AND READING SKILLS OVER THE SUMMER, ENTERING THE SCHOOL YEAR MORE PREPARED

OCTOBER 2019

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Hunger Free Community Perry

- Perry Food Pantry
- Regional Food Bank of Oklahoma
- Malzahn Family Foundation
- Perry Public Schools
- Noble County Family YMCA

BUILDING A NET THAT WORKS

Vision Statement

Community advocates addressing hunger in Perry through sustainable partner networks.

Mission Statement

Building a system of community collaboration to strengthen food security and create an accessible, equitable, and resilient food system in Perry.

Grocery Resources



Local food pantry and assistance options

Learn about DUO for SNAP Households

Add Tribal option if Available -link to call forms



OKLAHOMA FOOD RESOURCES

NEED URGENT FOOD HELP? CALL 2-1-1

SNAP | Supplemental Nutrition Assistance Program

- Available to all ages
- Apply by calling toll-free 877-732-3263
- Learn more: www.ok.gov/okdhs/food

WIC | Special Supplemental Nutrition Program for Women, Infants, & Children

- Available to pregnant, postpartum, & breastfeeding women & children under 5 years
- Eligibility based on food insecurity
- Learn more: www.ok.gov/okdhs/wic

DUO | Double Up Oklahoma

- Available for those participating in SNAP
- Applies to groceries & grocery orders
- Receive SNAP benefits up to \$100 extra on food purchases
- To find a site or learn more: www.doubleupok.com

Summer Meals

- Free meals available to all children 18 years
- No registration or enrollment
- Find a site or learn more at: www.ok.gov/okdhs/summermeals

Free and Reduced-Price School Meals

- Monthly cash apply at their school
- Application determines eligibility for free or reduced-price school meals at other locations like 2-1-1

P-EBT | Pandemic Electronic Benefits Transfer

- Helps provide food assistance due to pandemic-related school closures
- May be available to low-income students who received free or reduced-price meals
- Learn more: www.ok.gov/okdhs/pebt

For mobile access to this information, use your smartphone camera to scan the QR code on the grocery sack or visit: MLU.FindFoodResources.org

Food for Kids

School Meal Application Forms

Find Free Meals (Ages 18 and under)



After School Meal information

Senior Nutrition

FIND FOOD RESOURCES

Hunger-Free Noble County | HUNGER-FREE OKLAHOMA

SUMMER MEALS IN NOBLE COUNTY

	2019	2020	2021	2022
Total meal sites	2	6	5	13
Total meal served	9,595	52,816	53,725	58,232
Total number of sponsors	2	5	5	5
County-wide student enrollment	2,148	2,110	2,110	2,046
Meal sites per 1,000 students	0.9	2.8	2.36	4.88

PERRY PUBLIC SCHOOLS



School Meal Forms

- Processed 200 school meal forms (3 days into school)

Direct Certification



- 186 students receive free school meals because their household is receiving SNAP benefits
- 150 additional students receive free school meals because the household receives Medicaid



Sitting over 50% FRP for the whole district

- Area eligible for other child nutrition programs

SNAP PARTICIPATION

Year	Cases	Persons	Monthly Average Cases	Monthly Average Persons	SNAP Gap
2018	833	1,838	597	1,288	29.2%
2019	765	1,657	561	1,199	24.6%
2020	809	1,751	569	1,198	35.1%
2021	802	1,714	607	1,265	29.6%
2022	838	1,792	2,022	4,016	Data not yet available

2 Years of DUO in Perry

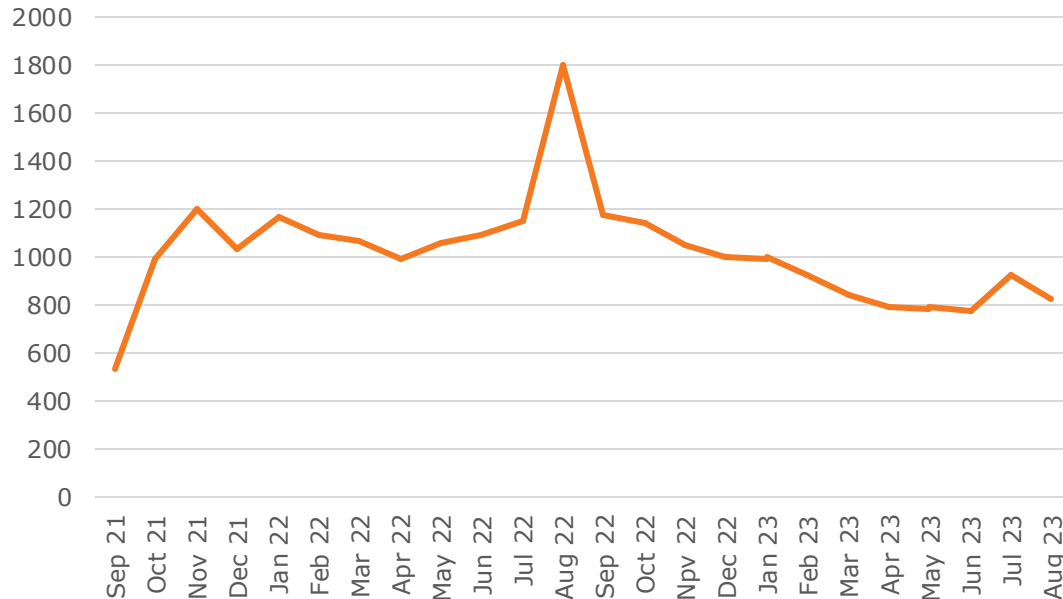
(09/2021 - 09/2023)

Unique SNAP households issued DUO coupons: **10,446**

Overall redemption rate, based on dollar value: **32.6 %**

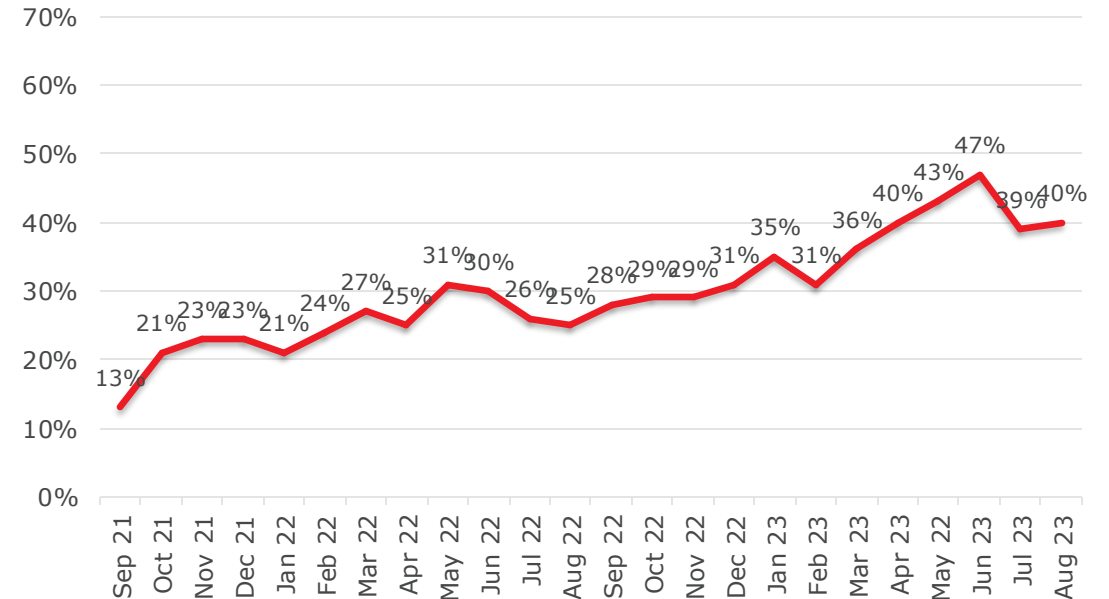
DUO dollar value redeemed: **\$279,390**

Unique SNAP Households per month



Note: Summer EBT issued July/Aug 2022

Percent redeemed per month based on dollar value



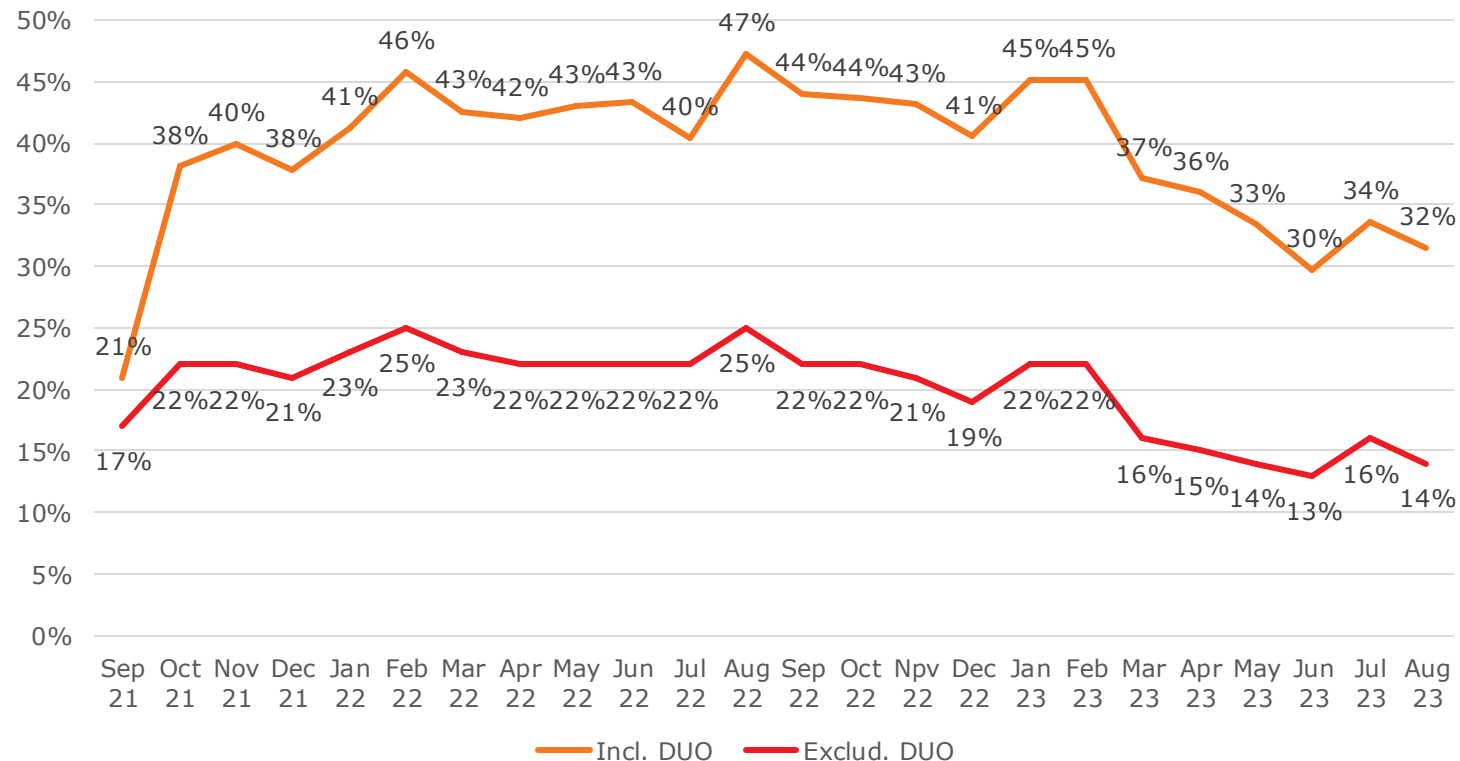
2 Years of DUO in Perry

(09/2021 - 09/2023)

Average SNAP Produce Purchases of Total Store Produce Sales

Including DUO: 39%

Excluding DUO: 20%



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What questions do you have for us?

ⓘ Start presenting to display the poll results on this slide.

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What step will you take next?

ⓘ Start presenting to display the poll results on this slide.



THANK YOU

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Collaborative Learning in ACTION!

Don't forget to visit the
debrief boards between sessions!

Share what you learned and
resources that might help others.



Scan to Give Session Feedback

...and find lots of other resources!



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