

HUNGER TO HEALTH

Acting Together to Address Food Insecurity

Hunger To Health Summit

November 2019

Summary Report



**HUNGERTO
HEALTH**
COLLABORATORY



The members of the H2H Collaboratory are pleased to present this Summary Report of its 2019 Summit held on November 14–15, 2019 at the Museum of Science in Boston. The Summary is presented with gratitude to the primary funder of the Hunger to Health Collaboratory, The Stop and Shop Foundation, which was joined by Bloomberg Philanthropies to support the Summit. We also acknowledge our co-hosts, The Museum of Science Boston and The Greater Boston Food Bank.

The Summary Report represents months of preparation and hours of engagement of expert and inspiring speakers, panelists, and participants. There are highlights from small group discussions where participants proposed programmatic and policy solutions for connecting food security and better health for all. We are particularly grateful to Stop and Shop Companies and Bloomberg Foundation for their support of this work.

The Hunger to Health Collaboratory (H2HC) has a mission to reduce those health consequences of hunger and food insecurity — and to support new thinking and solutions in our everyday world, as well as in times of crisis.

During the COVID-19 pandemic, the media has brought the nation closer to the reality of food insecurity and its intimate connection to health and wellbeing. While there have always been stories about the connection between nutrition and health, this crisis has raised particular concerns about people and communities that are continuously suffering from not enough food and not enough health care...or worse, no food and no health care.

Increasing awareness about health and wealth disparities during COVID-19 and the public outcry for health equity and racial justice is important. However, anyone who reads this Summary Report or has been working on these issues will appreciate that these issues are not new. More importantly, we hope every reader will take note that a dedicated group of people gathered in Boston from across the Northeast region of the United States and beyond in 2019 to exchange ideas and plan strategies to support and promote food security, health equity, and collaboration from all levels of our communities — for the long term and as we work through the current situation.

Enjoy reading...and more importantly, stayed connected to the work of the H2H Collaboratory through our new website (hungertohealthcollaboratory.org) our partner organizations, and as a participant in the 2020 Summit planned for the Fall of 2020. We look forward to hearing from you as the Hunger to Health Collaboratory continues its efforts toward lasting change.

Sincerely,
Members of the Hunger to Health Collaboratory

Babson
Boston Medical Center
C&S Wholesale Grocers
Children's Health Watch
The Greater Boston Food Bank

Health Resources in Action
McKinsey & Company
Museum of Science
Rasky Partners, Inc.
Stop & Shop

EXECUTIVE SUMMARY

The **Hunger to Health Summit: Acting Together to Address Food Insecurity** brought together over 100 individuals across sectors to collaborate around the shared goal of reducing the health consequences of hunger. Over two days, participants surveyed the current state of hunger and health policy in Massachusetts and heard from leaders in the fields of health, food security, and systems change.

- **Lauren Smith, MD, FSG** presented Collective Impact and ways to address systems change at the levels of structures, relationships, and unconscious mental models.
- **Ertharin Cousin, Stanford** discussed the possibilities and challenges of moving from hunger to health through national and international policy change.
- **Nikki Silvestri, Soil and Shadow** spoke of how to build “fertile systems” using the metaphor of soil health.
- **Maura Healey, MA Attorney General** updated participants on statewide public health efforts.



Presenters shared examples from the field, showcasing promising practices for improving health outcomes related to the social determinants of health, including food security. Presentations included:

- The Coalition to End Hunger;
- New Jersey Healthy Kids Initiative;
- Boston Medical Center;
- Community Care Cooperative;
- Aunt Bertha; and
- The Campbell Soup Foundation.

On the second day, participants worked in small groups with peers from their sector to co-design potential solutions to issues surrounding health and food insecurity. Ideas from these discussions included:

- More accessibility for federally-funded programs, such as the Supplemental Nutrition Assistance Program (SNAP);
- More opportunities to co-design solutions in multistakeholder groups emphasizing the voices of people with lived experiences;
- Nutrition incentives at the retail level to increase access to fruits and vegetables and support local/regional agriculture; and
- An overarching national plan focused on public/private partnerships.

Participants stressed the importance of the Collaboratory's role in convening, information sharing, and public awareness.

The **Hunger to Health Summit: Acting Together to Address Food Insecurity** was held on November 12 and 13, 2019 at the Museum of Science Boston. This convening brought together over 100 individuals across sectors to collaborate around the shared goal of reducing the health consequences of hunger.

Participants included clinicians, health teams, medical organizations, ACOs, health



ABOUT THE SUMMIT

systems, insurers, foundations, health advocates, community-based organizations, community leaders, and local government. They had the chance to hear from experts in the work of systems change, health, and food security, and to explore promising practices from around the region.

SUMMIT GUIDING PRINCIPLES

- **Approach** hunger to health through a holistic lens
- **Affirm** that current efforts are making a difference now
- **Co-design** our own experiences at the Summit
- **Respect** diverse perspectives
- **Encourage** collaboration, partnership and action
- **Engage** each others' full selves and our organizations
- **Work** towards the development of systems-level solutions

ABOUT THE COLLABORATORY

The **Hunger to Health Collaboratory (H2HC)** is a group of cross-sector stakeholders committed to reducing the health consequences of hunger. We aim to build alliances with others who believe that health begins with reliable access to inexpensive, nutritious food. Together, we are contributing our organizational expertise to accelerate the impact of sustainable initiatives.

Collaboratory members are motivated by concerns that many families and individuals do not have reliable access to affordable, healthy food and suffer preventable health consequences. The Collaboratory is committed to promoting policies that advance

sustainable food access and healthcare, convening cross-sector organizations to foster collaboration, and advocating for systems-level approaches to address the social determinants of health.

For more information, visit the Collaboratory at: hungertohealthcollaboratory.org

**HUNGERTO
HEALTH
COLLABORATORY**

COLLABORATING FOR LARGE-SCALE SYSTEMS CHANGE

Highlights from the Keynote Presentation by Dr. Lauren Smith, Co-CEO, FSG

Dr. Lauren Smith drew on her experience as a physician and leader in the fields of social impact and health equity, offering the summit invaluable insights into the many layers of change at play in addressing food insecurity and health.

Dr. Smith began with comments on the interplay between food insecurity and health, and the ways that the body, the person, and social factors intersect. She made the case for long-term, large scale collaboration to change the policies, practices, power dynamics, and mental models that hold hunger and food insecurity in place and explained the ways that the collective impact model can be used to accelerate systems change.

SELECTED QUOTES

"There's a discourse that attributes poor health outcomes to poor choices: 'Make better choices and your health will be better.' But we know that the choices you make happen in context, and contexts constrain our choices. Upstream social and structural factors — housing discrimination, racism, etc. — affect community conditions which then affect behaviors and food choices."

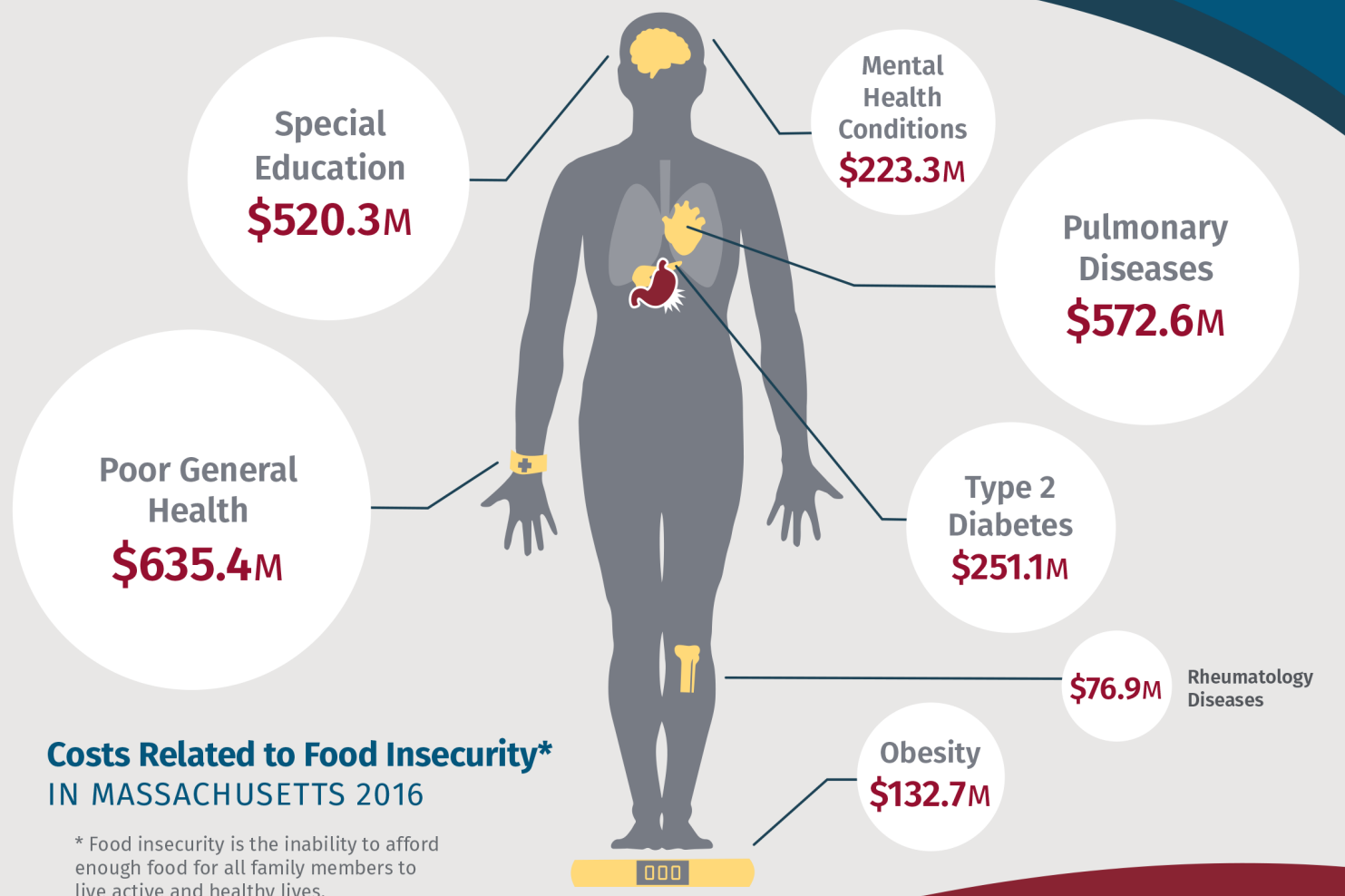
"Collective impact is focused on changing systems — groups of interacting, interdependent components — informed by root causes. Collective impact has five basic conditions: 1) A Common Agenda, 2) Shared Measurement, 3) Mutually Reinforcing Activities, 4) Continuous Communication, and 5) Backbone Support."

"Systems change is shifting the conditions that hold the problem in place. It's not about working around, it's getting underneath to talk about root causes."

"Issues of equity are baked into the structural underpinnings of food insecurity. It is not random where there are grocery stores and where there are not. That is deeply connected to biased patterns of redlining and investment. I challenge you: think about whether approaches you are looking at have an equity awareness built into them to avoid inadvertently contributing to disparities."



An Avoidable \$2.4 Billion Cost FOOD INSECURITY AND HUNGER IN MASSACHUSETTS



What If Massachusetts could eliminate food insecurity?

A conservative \$2.4 billion per year would be saved in treating medical issues that are directly linked to food insecurity. Improving food security among Massachusetts residents would reduce healthcare costs for individuals, families, and the Commonwealth.

CHANGING FOOD POLICY TOGETHER

Highlights from the Keynote Presentation by Ertharin Cousin
Visiting Scholar, Center on Food Security & the Environment, Stanford

Ertharin Cousin reflected on her experience as executive director for the World Food Program and her domestic leadership roles in the food access field to describe health challenges related to food insecurity and ways in which cross-sector collaboration can address them.

SELECTED QUOTES

"Ending hunger and malnutrition is achievable in our lifetime. We have the tools. What we lack is the concerted public will. We lack a commitment to collective, sustained action — to do the work, to drive the policies, and to ensure that needed investments are made to get it done."

"Deficiencies in nutrition are creating a crisis in our health system: Globally, 1.9 billion people are overweight and 650 million suffer from obesity. 160 million Americans are obese or overweight. This results in asthma, diabetes and other diseases, compromising the health of billions of people. This has global impact of \$3.5 trillion annually. Diabetes care in the US alone costs \$327 billion annually."

"I am working on clawing back the idea of 'food as medicine.' We need 'food as health.' We need to invest in providing food before the onset of disease. I believe that those of us who have voice must build awareness of the solutions, not just the problems."

"Nothing sustainable happens in a silo. No one actor delivers outcomes or impact. Moving from hunger to health is a complex journey involving diverse actors, skillsets, networks, and resources. Any success we create on this road from hunger to health will require widening the circle, crowding in new activists, financiers, consumers. Unity of mission is only the beginning. Unity of action is progress. Unity in achieving our shared goal is the success."



EXAMPLES FROM THE FIELD

COALITION TO END HUNGER

www.coalitiontoendhunger.org

Coalition to End Hunger started in 2016 to study the underlying causes of hunger in Western Massachusetts. The Coalition meets monthly, and is based on a collaborative impact model with social services, political leaders, businesses, and community folks. The Coalition has three core strategies: developing a network of integrated services, supporting changes to state policies and health systems, and increasing understanding and addressing stigma around food insecurity.

COMMUNITY CARE COOPERATIVE

www.communitycarecooperative.org

Community Care Cooperative (C3) is an accountable care organization (ACO) representing half of the health centers in Massachusetts. The aim is to improve lives and reduce the use of medical care by addressing social determinants of health. C3 is engaged in:

- Providing technical support and assistance for screening;
- Building the capacity of health centers;
- Advancing food security and nutrition through regional partnerships; and
- Co-designing solutions with organizations and social services.

AUNT BERTHA

www.auntbertha.com

Aunt Bertha is a "social care network." that connects people to services and programs. Food is the second most searched for topic. Health insurance companies, health systems, and community organizations also use Aunt Bertha to connect and coordinate. Aunt Bertha is part of the Texas Model Community initiative, which brings together people across social sectors to create a robust care ecosystem. We steward social care data to inform investment and resource decisions.

NEW JERSEY HEALTHY KIDS INITIATIVE

www.njhki.rutgers.edu

At the Rutgers Medical School's community health center, over half of pediatricians were not implementing screening questions about hunger. New Jersey Healthy Kids Initiative started educating pediatricians and staff on screening and referrals. Referrals were documented. If answers were positive, a community health worker helped those families connect to resources. As a result, the numbers of pediatricians always screening increased from 3% to 30%, with less than 20% never screening.

BOSTON MEDICAL CENTER

www.bmc.org

Boston Medical Center uses the evidence-based THRIVE tool to address hunger to health. THRIVE is a checklist developed by Dr. Thea James. The tool is patient-centered and screens for multiple domains. ICD10, the code for food insecurity in electronic medical records, can now be entered with one click, which supports sustainability. We have a delivery system for emergency response. We are expanding access to fresh fruits and vegetables through the Fresh Truck and running a medically tailored meal program.

CAMPBELL SOUP FOUNDATION

www.campbellsoupcompany.com

Campbell Soup Foundation has four strategic areas: food access, public will, nutrition education, and physical activity. It has leveraged the Campbell investment to bring in other funders and cross-sector partners. The Healthy Corner Store Initiative has 123 stores enrolled in two dozen cities. Partnerships with county health department to incentivize screenings, increased screenings over 100%. FreshRx nutrition education class with prescription for fresh produce redeemed in corner stores.

FOOD INSECURITY IS AN URGENT MATTER OF PUBLIC HEALTH

Highlights from the Presentation by Maura Healey, MA Attorney General

Massachusetts Attorney General Maura Healey connected food security to the rights to which the people of MA are entitled, described her office's efforts to address social determinants of health, and expressed gratitude to the summit participants.

SELECTED QUOTES

"Everyone in the state should have the right to grow up healthy, without food insecurity, regardless of zip code, race, or socioeconomic status. Health disparities start early on."

"Our constitution enshrines the right to education. How can we expect our young people to learn in a classroom when they are hungry?"

"In the spirit of partnership, my office has joined with Moving Massachusetts Upstream, or MassUp. We are working to address health-care costs and reduce disparities across the

state. We are working to reduce policies that act as barriers to addressing social determinants of health."

"It is heartbreaking to go around the state and encounter kids who are hungry and housing insecure. I want to thank each of you for doing this profoundly important work!"



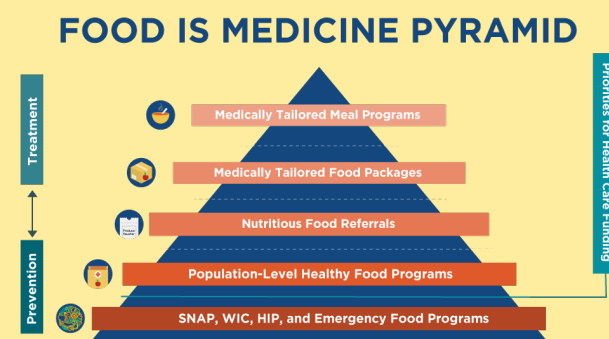
FOOD IS MEDICINE MA

Representatives from the **Food Is Medicine Massachusetts** (FIMMA) Coalition shared their recommendations for addressing gaps and challenges in the state's food as medicine services. The recommendations focus on:

- Provider knowledge and screening;
- Robust patient referrals;
- Availability of services in the community;
- Sustainable funding to reach scale; and
- Leadership engagement and system transformation.

The Coalition's task forces lead state-wide efforts to accelerate research on nutrition services and to define and set standards

for food as medicine interventions so that providers understand what to look for, who is eligible, and the kinds of support available.



Learn more at <https://foodismedicinema.org>



CO-DESIGNED SOLUTIONS

ORGANIZING PRINCIPLES FROM SUMMIT DISCUSSIONS

These strategies are derived from participant contributions at the Hunger to Health Summit. Themes of health equity, sustainable funding, and inclusion echoed throughout the two-day event. H2HC's actions for 2020 should advance equity by:

- Supporting a national, cross-sector system that addresses the social determinants of health, including advocating for policies that incentivize institutions (such as retailers, payors, etc.) across levels and lead to sustainable funding; and
- Ensure that individuals and families with lived experiences are central to the development of solutions.

"This is bigger than any single one of us, any one of our solutions. We have to do it together to really effect change." — Summit Participant

PROPOSED ACTION PLANS

The following actions were derived from the action planning discussions at the Summit. Many of the proposed solutions complemented each other and focused on shared themes. At the end of day one, summit participants selected the solutions that they felt had the most promise.

The top three solutions are outlined below, with concepts from complementary solutions incorporated to strengthen the original solutions, and an additional solution included that draws on the summit principles to highlight the need for cross-sector work to address mental models and other factors perpetuating gaps between food access and health.



ENHANCING & NORMALIZING SNAP ENROLLMENT

This strategy would reposition SNAP to make it more accessible.

- This would include eradicating and/or minimizing the barriers to enrollment, such as work requirements, paperwork, etc. Addressing current disincentives built into the program, such as the SNAP cliff effect, through graduated step-down programs would also help to ensure that the program supports long-term wellbeing.
- Stigma is often a barrier for individuals and families to enroll in federal programs, including SNAP. A public awareness campaign could circulate factual, educational messages about food insecurity and federal nutrition programs, including SNAP. Rebranding SNAP as MassFresh or another name that speaks to results, rather than emphasizing that it is an 'assistance program' would also help build momentum and begin addressing some of the factors driving stigmatization of SNAP.

NUTRITION INCENTIVES AT THE RETAIL LEVEL

This strategy would advocate for nutrition incentives at the retail level to expand access to healthy produce in grocery stores and corner stores.

- This program would create opportunities for individuals on SNAP to purchase fresh fruits and vegetables in retail settings, through double-up bucks or funding to cover a percentage of produce purchases.
- Retail-level nutrition incentives could be based off of the Healthy Incentives Program (HIP). HIP is a reimbursement program for individuals and families on SNAP to purchase local produce from farmers markets. For example, in MA, more than 39,000 households participated in HIP in the program's first year of operation, and earned approximately \$4.2 million in incentives. More than 200 farms and farmers markets participate in HIP.

"Which solutions move us toward the goal of putting ourselves out of business? We need to put people who cannot put food in their hands back in power." — Summit Participant

A HEALTHY FOOD NEW DEAL

This strategy would create a pool of funding, drawing on investment from (potentially) new revenue sources and sustained by cost savings as we address the social determinants of health. The \$2.4 billion currently spent on healthcare costs in Massachusetts could be invested in a Massachusetts Food Trust to create jobs and generate income so that people can buy their food at supermarkets and corner stores.

Principles:

- Market based, to stimulate economic growth and employment.
- Entrepreneurial, builds on existing public and private partnerships.
- Leverage community knowledge, listen to those with lived experience.
- Address inequities in society.

BRIDGE HEALTHCARE TO SOCIAL SERVICE ORGANIZATIONS

This strategy would support efforts to shift mental models around how we value different workers in the health system, enabling us to close the referral loop and support integration between health systems and food banks and affordable housing communities.

"Food insecurity is rooted in poverty. We need to collaborate not just around food, but with players in housing, childcare, and other areas." — Summit Participant

- Improve data sharing and connectivity, to collect information and advocate across sectors and collaboratively to get at income inequality and poverty.
- Facilitate overall data-informed insights.
- Inform delivery service models to improve/refine offerings and outcomes as a continuum of care.
- Identify/adjust the root causes associated with and between healthcare and social service organizations.
- Data gathering must be based on universal metrics.
- Ensure universal data sharing with personalized care for individuals and empathy in that process.



THE JOY & IMPACT EQUATION

NETWORKS TO ADVANCE FOOD SECURITY & HEALTH EQUITY

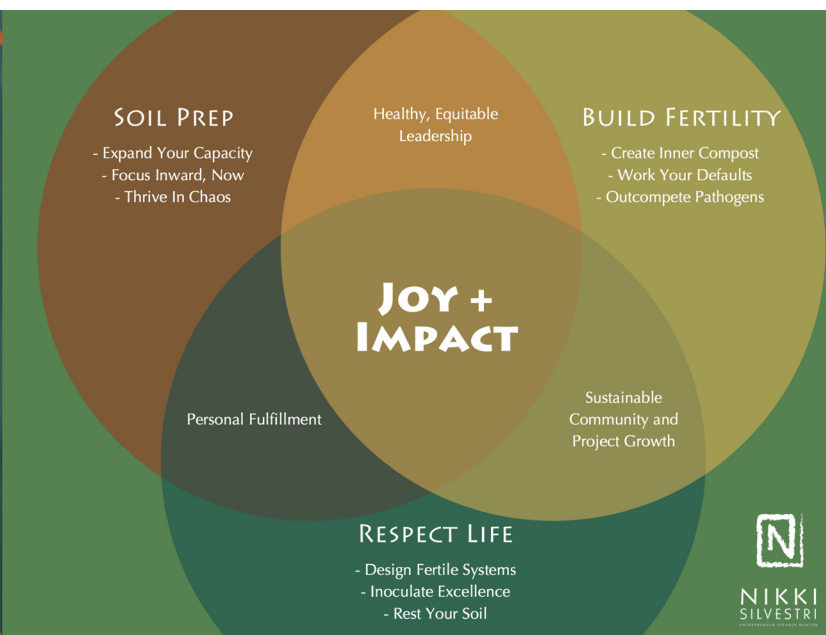
Highlights from the Keynote Presentation by Nikki Silvestri
Founder & CEO, Soil and Shadow

Nikki Silvestri shared her experience of striving to address specific issues (climate change, building healthy food systems) without working on the ecosystem, context, and challenges that surround those specific issues. She offered the concept of soil fertility as a metaphor for more sustainable ways working.

generate the output and the outcome that you wanted with co-benefits that you couldn't have dreamed of."

"Soil Preparation means expanding your capacity, focusing inward beginning right now, and finding ways to thrive in chaos."

"Spiritual ecology and culture convening: What are the mystic origins of our work? How do we cultivate awe and wonder? How do we protect our imaginations in the face of insurmountable problems?"



SELECTED QUOTES

"Building fertility is about integrating discomfort in your work, embracing diversity and allowing for the kind of friction that creates resilience, trusting in your team, and upholding a strengths-based approach. This creates a system in which you can grow initiatives and projects."

"Respecting life is about having just enough direction to be co-creative, but not so much so as to be controlling. When you share intention in a co-creative relationship, you

GOING FORWARD

NEXT STEPS FOR COLLECTIVE ACTION ON HUNGER TO HEALTH

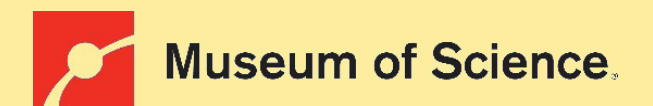
CONSIDERATIONS FOR THE COLLABORATORY

- Practitioners and community organizations working on food access/health in the northeast could benefit from annual or biannual convening opportunities to exchange lessons learned and co-create innovations.
- It would be invaluable to have a centralized hub for information sharing.
- There is a need to bring together a wide range of organizations to contribute to building public awareness, for example around SNAP stigma.
- It would be helpful to further define the role of the Collaboratory in relation to other groups (e.g., Food as Medicine Collaboration, Hunger-Free Alliance, Feeding America).

WHO ELSE SHOULD BE INVOLVED?

- People with lived experience participating in meaningful ways
- Faith-based organizations
- Transportation sector
- Other social service organizations
- Grassroots and community groups
- Academia and medical schools
- Public school systems
- Advocacy groups like Healthcare For All
- Dietitians
- For-profit sector
- Media
- Technology companies
- Elected Officials
- More funders

2019 COLLABORATORY MEMBERS



CONVENING SUPPORTERS

STOP & SHOP

In 2018, Stop & Shop's Family Foundation announced a four-year \$4.5 million dollar commitment to catalyze The Hunger to Health Collaboratory, a leadership initiative dedicated to reducing the health consequences of hunger. As a founding member and the premier funder of the Hunger to Health Collaboratory, Stop & Shop continues to demonstrate its commitment to addressing the long-term impacts of food insecurity by raising awareness, building actionable partnerships, and supporting the on-the-ground work of organizations healing their communities through nutritious food.

In addition to sponsoring the Hunger to Health Collaboratory, Stop & Shop is a long-time supporter of The Greater Boston Food Bank, where they contribute both food and financial support to end hunger in Eastern Massachusetts. Both of these partnerships aim to transform hunger and health outcomes in communities across New England.

BLOOMBERG PHILANTHROPIES

In 2016, Bloomberg Philanthropies, founded by entrepreneur, philanthropist and three-term mayor of New York City Michael R. Bloomberg, announced a \$50 million gift to the Museum of Science, Boston. This gift provided an endowment to support and ensure the longevity and stability of the Museum's Education Division, now named the William and Charlotte Bloomberg Science Education

Center in honor of Michael Bloomberg's parents. It also provided funds to develop and implement a plan to preserve the Museum's written history; research, design, pilot-test, and disseminate a computer science curriculum and activities; create and distribute world-class exhibits and programming; and cultivate and produce high quality food science initiatives.

THE FOOD INITIATIVE

The Food Initiative through this endowment uses food as an entry point to facilitate formal and informal STEM learning experiences that span a range of fields from sustainability, climate change, biological science, and nutrition to public policy, culinary arts, and the humanities.



Left to right: Catherine D'Amato (Greater Boston Food Bank), Stacey Wiggins (Stop and Shop), and Annette Sawyer (Museum of Science)



This report was prepared for the Hunger To Health Collaboratory by Cambridge Concord Associates, a mission-driven consulting practice specializing in strategic planning, governance assessment and design, evaluation, and one-to-one leadership support and development.

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