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# A FEARLESS FOOD FIGHT

Helping to Address Food Insecurity in Arkansas

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# Arkansas & food insecurity

- **Leading the nation in:**
  - Overall food insecurity
  - Senior food insecurity
- **Contributing factors:**
  - Food “deserts”
  - Transportation
  - Social issues



# Keeping people healthy

- Blue & You Foundation for a Healthier Arkansas
- Affordable Care Act (ACA)
- Mission of the Blues
- Value-based care





# Nutrition: Impacts on health

- **Lifelong effects –**
  - Developmental delays, higher health risks, chronic conditions, mental health
- **Benefits of good nutrition –**
  - Disease prevention & healing properties



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# Addressing the need

- Supporting grassroots efforts and increasing the scale
- Educating and directing
- Feeding the hungry





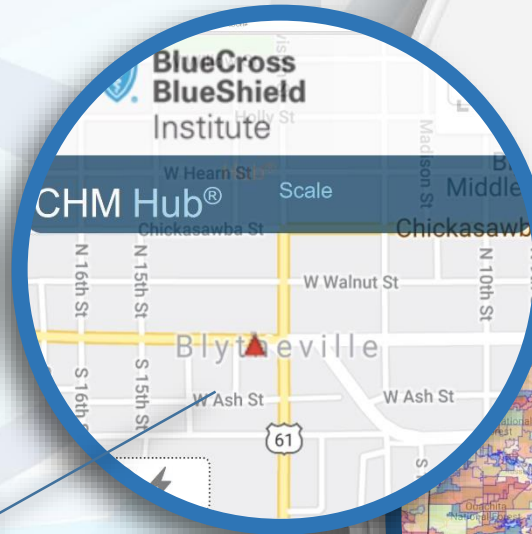
# Supporting grassroots efforts & increasing scale

- **Funding:**
  - \$3.8 million+
  - 352 food/nutrition-related causes
- **Projects:**
  - Mobile produce markets
  - Backpack programs
  - Cooking Matters
  - Gleaning



# Educating & directing

- Social workers
- Community Health Management Hub



Blytheville grocery stores



Arkansas "food deserts"



# Feeding the hungry

- Collaboration
- Commitment of resources
- Fearless Food Fights



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# Feeding the hungry: Collaborators

- **Hooten's Arkansas Football**
  - High School Pep Rallies with a Purpose
- **The Pack Shack**
- **Other collaborators**
  - Customers
  - Schools, colleges and universities
  - Faith-based organizations
  - Healthcare systems
  - Local government



**hootens.com**



 **THE PACK SHACK**



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# Fearless Food Fights: Impact

- **Connected local people with local purpose**
  - **In 2018:**
    - 29 Fearless Food Fight events
    - 3,900 participants
    - 115 food banks & pantries
- **Feeding food-insecure Arkansans**
  - More than 1.1 million meals in 2018 – surpassing goal by 400,000+



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# Fearless Food Fights: Impact

- **One community's story**
  - Waldron, Arkansas



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# Fearless Food Fights: Leading change

- Raising awareness
- Developing advocacy “voice” paired with action
- Laying groundwork for “next steps”
  - Education on:
    - Healthy eating
    - Food shopping skills
    - Cooking healthy
  - Identify and aid at-risk members through predictive models



# Goal: A healthier Arkansas



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# THANK YOU



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