

Collective Impact Initiative:
“Re-Shaping the Local Food System”

Grant: \$20,000 for 2 years
Awarded to GreenStar Community Projects
to guide the initiative





Where WE Are Now

Collectively, we narrowed the focus to *Childhood Nutrition*

Shared Vision:

“Each young person in Tompkins County (ages pre-natal to 24 years) will have their nutritional needs met. Along their educational trajectories, each child will receive sufficient education such that they are prepared by the age of 24 (when developmentally appropriate), to understand their food system and effectively engage in meeting their own nutritional needs.”



Need & Urgency in Our Community

Hunger & problems accessing healthy food persist, even in well-off Tompkins County.

- Kids facing food insecurity show disproportionately poor academic achievement, limiting their opportunities for success
- Persistent food-related stressors (eg. obesity, diabetes)
- 1,300+ **families** in chronic poverty across Tompkins County
- 40% of school-age children ready for Free & Reduced lunches
- Most vulnerable developmental ages = Prenatal to Pre-K (no school food, information available but scattered).

Composite Story: Food Access & Nutrition Education

What's it like for a child to navigate the different stages of food insecurity?

- Prenatal-toddler; Pre-K; Elementary; Middle & HS; 18-24 yrs

Throughout childhood (from prenatal-24 years), schools play moderate role in food Access:

- Breakfast, lunch for 180 days/year

Families & Communities hold the rest of the story (185+ days/year)

Together (Schools, Families, Communities) could build a plan to steer all kids to healthy food during their childhoods

Quick Wins: Structure

We built a **Steering Group**, narrowed our scope:
Identified **Childhood Nutrition** as mutual focus

Steering Group provides:

- Structure for communication, collaboration, collective planning.
- Decision-making process is underway – with Living Document to guide it. Ways to engage = Self-appointed Members, Affiliates

Steering Group Affiliates include people working in the field who do not regularly make meetings but stay engaged to inform the process (through community conversations)

Working Groups are emerging:

- *Childhood Nutrition Data* = establishing current status (from existing nutrition data), against which to measure collective progress-
- *Information Sharing & Communication is in process* to develop “digital backbone” (overlaps with Cradle to Career). Building more effective Communications platform accessible to all (Community Meals inform the process)



Quick Wins: Relationship Building for *Access to Healthy Food*

Developing cross sector approach that will address the full calendar year, building out from successful initiatives:

School Centered (Only Breakfast & Lunch Access for F&RL kids 5-18) for 180 days/year:

- Building on existing non-profit & school coalition to get healthier school snacks & lunches + soon breakfast.

Community Centered Access to Some Meals (All ages)
185+ days/year:

- Limited by location, transport, volunteers, food selection;
- Building collaborations between existing efforts (most are inadvertently siloed and/or compete for \$)

Quick Wins: Relationship Building to ***Educate Kids About Healthy Food***

How to create a community food curriculum (connecting school to community) to support each child's engagement with healthy food throughout their childhood:

Strengthening relationships with ICSD schools, Cornell, IC,TC3, CCE, etc

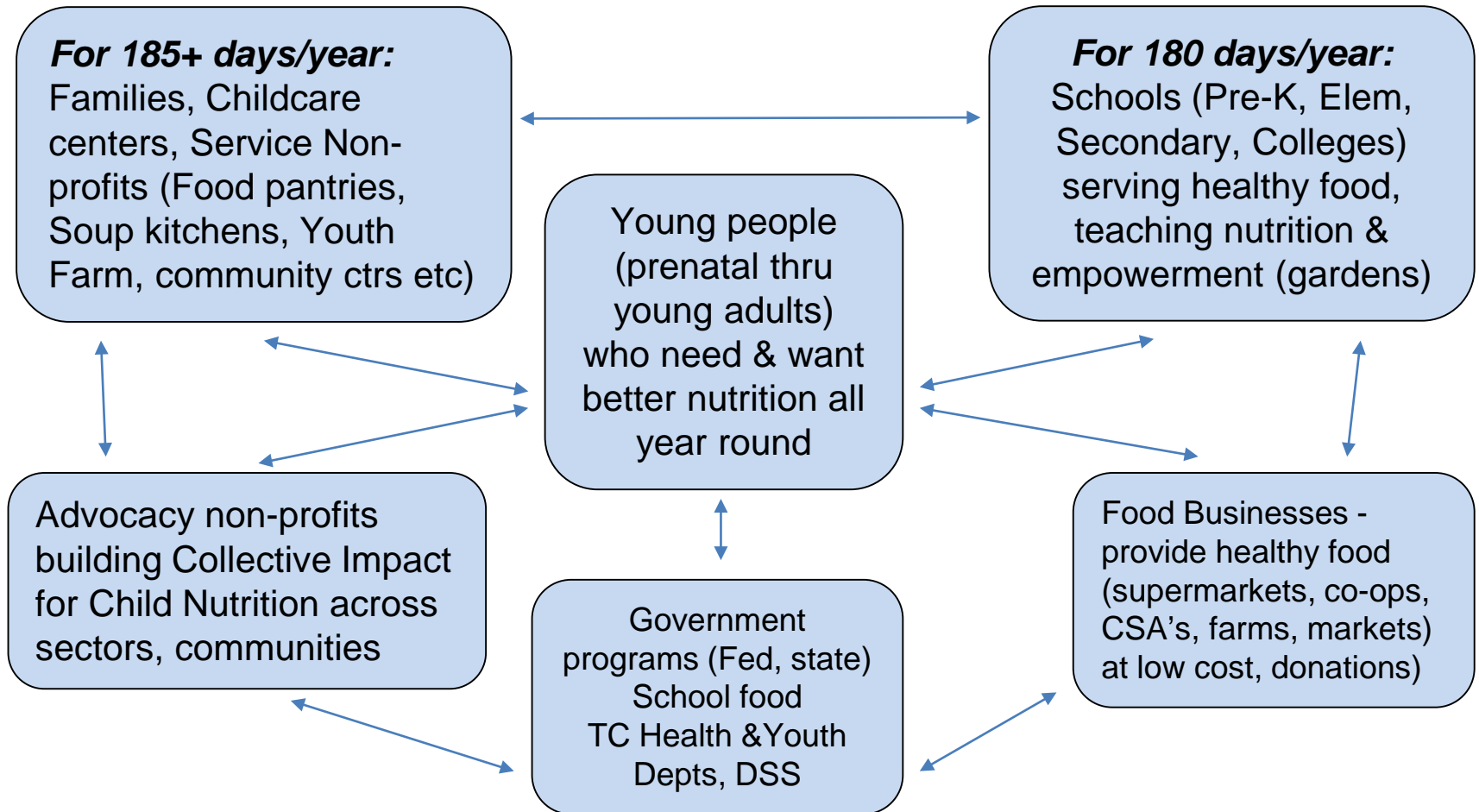
- To build Data, Information & Relationship mapping
- To help develop Shared Measurements

Building relationships between Community Centers, Schools, Afterschool & Day care programs – who's interested in generating shared curricula for healthy food?

Exploring relationships with housing communities that have community gardens and interested in helping build community food curriculum



Who WE Are: Providers of healthy food (for all stages);
Educators (from schools, family, community initiatives)
who empower kids to grow and eat healthy food



To map our collaboration, we will use Hot Potato Press
www.hotpotatopress.org

Mapping Possible Collaboration

- Form CI Collaborator list into visual map (by sector & community)
- Do sample networking thru this slide (click out from sector – to organization – to individual) & show organizations represented + profiles + community stories. Keep asking who's missing.
- Describe how to be involved without being present at Steering Group meetings (cultural mechanisms)



What Mutually Reinforcing Activities are being implemented?

CICN is building towards Mutually reinforcing activities

Our Common Agenda is emerging:

From that, an Action Plan for Childhood Nutrition

- Beginning to align with AYR's new Action Plan and anticipate working with food-related components of other initiatives (eg. URO, MBK, CCE, school initiatives like Farm-to-Table)
- Then Mutually Reinforcing Activities from that Action Plan (starting in 2017)



Communication Methods

- Email, FB, phone, In person (eg. Classrooms, Food Lines, Community Centers, Homes)
- hotpotatopress.org – food networking for all voices: Re-structuring website to network personal stories, profiles, stats, link to other initiatives
- Community Meals led by community hosts in-home, or in larger gatherings –
- Steering Group mtgs = network nodes present at meetings, or interacting from wherever they are



How are Voices of Lived Experience Being Incorporated?

- Fundamental tension betw who's there & who's not:
 - Who can afford to be at the meetings (\$, time)?
 - Who is comfortable joining (race, class, place, etc)?

So far this is what is helping shift ownership:

- Board members & employees with direct experience
- Stipends for meetings (less successful: power dynamic)
- Citizen journalism for Hot Potato (great but scarce)
- Personal stories for Hot Potato profiles (next step)





What have WE learned so far?

- There is a great willingness to work on this, strong community interest, and impatience to move forward
- Poverty stressors make it hard to meet in one place & time
- It's a challenge to build trust across historically alienated communities – social nodes are missing, divisive structure
- Despite awesome efforts, both the schools and the community organizations remain siloed, they need more coordination, \$, feet on the ground
- At all levels we need more effective communication, more empowerment, better coordination
- Time-consuming to establish a Collective Impact focus, shared visions and a process that collectively contributes to success





Next Steps for this initiative

Reaching the Common Agenda

“All participants have a shared vision for change including a common understanding of the problem and a joint approach to solving it through agreed upon actions” (FSG, 2011).

Timeline (some steps occur simultaneously):

- . CICN is working from a Shared Vision (living document):
 - . - Working towards a common understanding of the problem - across sector, community, race, class, place:
 - . - Continue to forge and/or strengthen connections to share collaborative leadership of the food empowerment effort.
 - . - Connect and align action steps (eg with Schools, gov, CradletoCareer, etc)
 - . - Next up, develop Shared Measurements
 - . - Then our Action Plan, including Mutually Reinforcing Activities.

~ We are building a team process to help kids thrive, starting with what they eat!