

DAIRY NOURISHES LIFE

Helping people thrive at every age

WEBINAR SERIES

Reminders for today's webinar:

- Please test your computer by using the link provided in the chat window to ensure that you can hear the speakers via streaming audio
- We recommend the latest version of **Google Chrome** or **Firefox** to minimize the chance of system issues during the live webinar
- Yesterday's reminder email from National Dairy Council included:
 - A copy of the slides
 - Learning needs codes and performance indicators
- Continuing education certificates and handouts will be emailed within 24 hours

#DairyNourishesLife

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The Ethics of Hunger.

Nourishing Communities in Need

September 30, 2020

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Webinar Reminders

During the webinar

- Preferred browsers for optimal viewing and audio: Google Chrome or Firefox
- Please type questions into the chat window
- Follow along with **#DairyNourishesLife** and **#HungerActionMonth**

After the webinar

- Continuing education certificates and handouts will be emailed within 24 hours
- Webinar recording will be available next week on www.USDAairy.com

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The slides can be found as a download from the reminder email sent on September 29

The CE Certificates can be found in the post webinar email that is sent 24 hours after the webinar

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America at Hunger's Edge
The New York Times Magazine

The New York Times Magazine
September 6, 2020.
Photos: Brenda Ann Kenneally

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Today's Speakers



Clancy Harrison, MS, RDN, FAND
Founder
Food Dignity Project
Clancy@clancyharrison.com
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Jerod Matthews
Director
Dairy Supply Chain Partnerships
Feeding America
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The ultimate measure of humanity is not where we stand in moments of comfort and convenience, but where we stand in times of challenge and controversy.
—paraphrasing Martin Luther King, JR

SPECIAL REPORT: HEROES OF THE FRONT LINES
A NEW YORK TIMES MAGAZINE ARTICLE
IF YOU WANT TO FEEL LIKE YOU'RE DOING YOUR PART, THERE ARE THOSE WHO REALLY NEED IT.

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NATIONAL DAIRY COUNCIL™

Bringing to life the dairy community's shared vision of a healthy, happy, sustainable world, with science as our foundation

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Championing the wellbeing of children for over 100 years

Dr. EV McCollum

1929 Nutrition Education Program

1940 White House Conference on Children and Youth

1941 Guide to Good Eating

1971 Big Ideas

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 Cheers to 100 Years. June 2015. National Dairy Council. (2020) Retrieved from https://www.usdairy.com/news-articles/cheers-to-100-years

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Addressing food and nutrition security with dynamic partnership

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Nourishing Children & Families

Together Feeding America & the dairy community have **doubled** the amount of dairy distributed by Feeding America since 2016!

MILLION POUNDS OF DAIRY DISTRIBUTED IN THE FEEDING AMERICA NETWORK (2016-2020)

Year	Million Pounds
2016	226.1
2017	247.6
2018	275.9
2019	353.0
2020	465.0

Photo Credit: DairyMAK
 Data sourced from: Annual Fiscal Year Total Distribution of Dairy (Donated, USDA Government Programs, Purchased) Feeding America Supply Chain Research.

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COVID-19 and Food Insecurity

Jerod Matthews
 Director, Dairy Supply Chain Partnerships
 Feeding America

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Disclosures

Employee of Feeding America

Member of the Hunger Task Force for the Innovation Center for U.S. Dairy

Partner with National Dairy Council on Dairy Nourishes America



FEEDING AMERICA / 13 /

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Feeding America Network

200 MEMBER FOOD BANKS

1 NATIONAL ORGANIZATION

60K FOOD PANTRIES AND MEAL PROGRAMS

MORE THAN 40M AMERICANS SERVED ANNUALLY



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We Serve **40+ Million Americans**
including 12 Million children and 7 Million seniors



We Reach **Every County in the U.S.**



We Provide **5.1 Billion meals (FY20)**
including 1.8 Billion pounds of fruits & vegetables and 465 Million pounds of dairy

2 Million volunteers
support our mission each year

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Feeding America Food Banks Serve Every County in the U.S.



HAWAII

ALASKA

PUERTO RICO

FEEDING AMERICA / 16 /

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Ensuring Nutritious Foods Get to The Food Insecure

- Making more fresh produce, protein and dairy available to hungry people
 - 72% of the food distributed aligns with USDA nutritional guidelines
- Bold Goal: By 2025, ensure access to nutritious food
- Opening the door to healthy eating
- Changing the layout of our food banks
- Researching nutrition, health and food insecurity

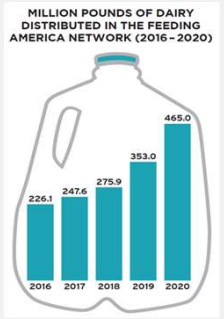


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In 2020, Feeding America Distributed 465 M pounds of Dairy

- Dairy, such as milk, cheese and/or yogurt, is **one of the top three** nutritious products requested by food bank clients.
- Dairy is often least donated
- On average, participants receive just 1 gallon of milk per person per year
- Increasing access to nutritious milk
 - Government commodity
 - Purchase partnerships
 - Donations

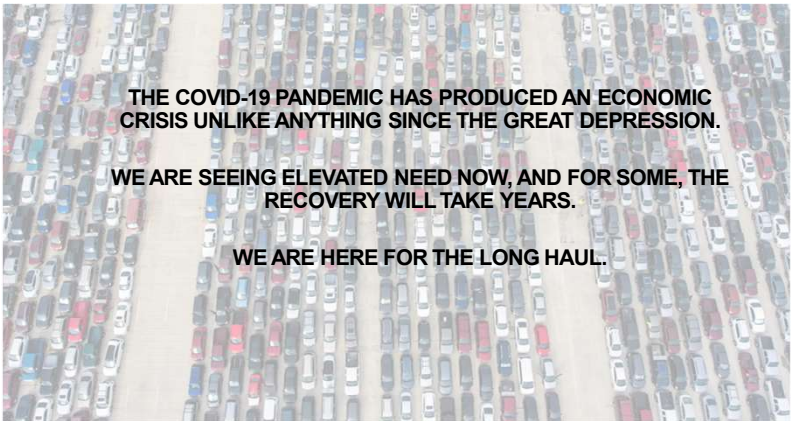


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Data sourced from: Annual Fiscal Year Total Distribution of Dairy (Donated, USDA Government Programs, Purchased) Feeding America Supply Chain Research.

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THE COVID-19 PANDEMIC HAS PRODUCED AN ECONOMIC CRISIS UNLIKE ANYTHING SINCE THE GREAT DEPRESSION.

WE ARE SEEING ELEVATED NEED NOW, AND FOR SOME, THE RECOVERY WILL TAKE YEARS.

WE ARE HERE FOR THE LONG HAUL.

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COVID-19 Impact on Hunger in America

37M

Individuals struggled with hunger before the crisis hit

The COVID-19 economic crisis may cause this figure to increase by as much as

17M

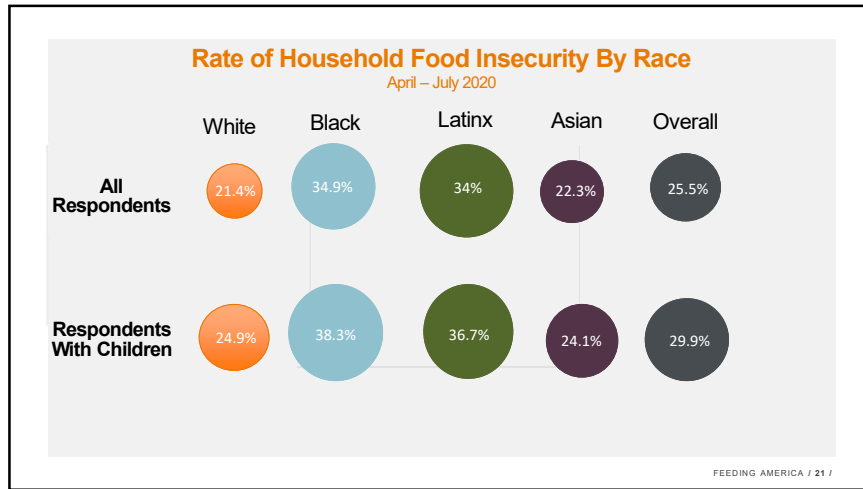
54M

individuals may struggle with hunger in the wake of this crisis, including an additional 6.8M children

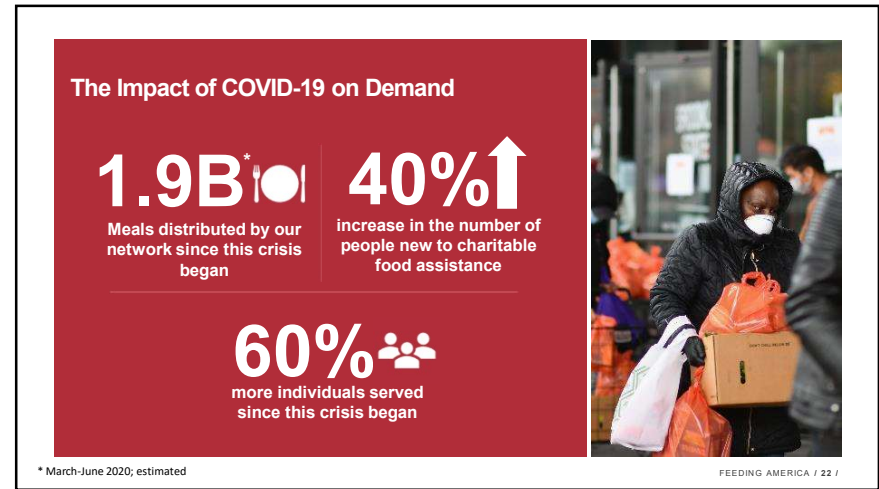
Expect heightened need to last for many months – more likely years based on 2008-09 Recession’s impact on food insecurity rates

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Our Response During COVID-19: Immediate Priorities

In the earliest days of the crisis, our immediate focus was on:

- Scaling food distribution safely to meet the growing need and navigate limited distribution channels.
- Transporting and delivering food to a growing number of people.
- Securing resources to support our network.
- Addressing challenges including the use of volunteers.

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Our Response: Long-Term Priorities

The pandemic demands that we see hunger relief in a new light and meet the need in new ways. Our long-term priorities include:

- Continuing to meet rising demand and feed people struggling with hunger.
- Advocating for policies that result in more food for people in need.
- Address disparities to ensure all people have access to enough food.
- Increasing our network's capacity to best serve their communities.

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The Ethics of Hunger

Clancy Harrison, MS, RDN, FAND

Twitter: @ClancyCHarrison
 FB: Clancy Harrison
 #FoodDignity

#DailyNourishesLife

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Recovering Food Elitist

"Food Snob"

Simple Approaches to Raising a Healthy Baby & Creating a Lifetime of Nutritious Eating


CLANCY CASH HARRISON, MS, RD, LDN

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Al Beech
 West Side
 Food Pantry

President
 &
 Nutrition
 Coordinator

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My professional mission turned **right-side up** during Community Voices Project.



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I made assumptions

Most people who are food insecure are:

- working
- looking for work
- disabled
- ill
- single mothers
- elderly
- college students
- veterans
- COVID - 19
- people who cannot leave their home


UC Davis and Center for Poverty Research (2018).

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I saw my assumptions in the hunger crisis.

If we assume a person's ability to food access and do not ask the right questions, we potentially:

- Encourage the stigma associated with food assistance programs.
- Exacerbate existing chronic diseases.
- Perpetuate the cycle of poor food access.
- Increase the risk of 10 major chronic diseases.
 - Diabetes
 - Obesity
 - Asthma
 - Chronic Obstructive Pulmonary Disease
 - Hepatitis
 - Stroke
 - Coronary Heart Disease
 - Arthritis
 - Hypertension/High Blood Pressure
 - Chronic Kidney Disease



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Hunger is ethics.

FOOD Dignity®

Challenge the Stigma. Change the Culture.



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Ethics of Hunger

Make evidence-based practice decisions, taking into account the unique values and circumstances of the patient/client and community, in combination with practitioner's expertise and judgment.

Code of Ethics for the Nutrition and Dietetics Professionals, 2018



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I assumed people had access to a car or public transportation.



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Food Access Inequalities: Transportation



- Food Insecure (FI) households are more likely to rely on someone else or alternative forms of transportation.
- Households are ~2.2 miles from the nearest SNAP-authorized supermarket but the usual store is 3.8 miles away.
- Shopping is most likely included in a multiple trip (school, work, someone else's schedule).

Economic Research Service (ERS), U.S. Department of Agriculture (USDA). Where Do Americans Usually Shop for Food and How Do they Travel to Get There? <https://www.ers.usda.gov/publications/pub-details/?pubid=79791>

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Food Access Inequalities: Transportation



- Travel time is longer
- Limited # of bags on public transportation
- More planning is required
- Various routes and stops



<https://www.healthypeople.gov/2020/topics-objectives/topic/social-determinants-health/interventions-resources/food-insecurity#23>

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I assumed people had access to a traditional grocery store.

By 2021, Dollar stores are expected to grow to 38,000.

The Quantum Pulse, Dollar Store Report, 2019.

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I assumed the grocery store would sell a large variety of fresh produce, wholesome dairy, lean meats, and whole grains.

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Food Access Inequalities: Neighborhoods

- People living in urban areas, rural areas, and low-income neighborhoods may have limited access to full-service grocery stores.
- Convenience stores and small independent stores are more common in food deserts than full-service grocery stores.
- Convenience stores may have higher food prices, lower quality foods, and less variety of foods than grocery stores.

Economic Research Service (ERS), U.S. Department of Agriculture (USDA). [Food Access Research Atlas](https://www.ers.usda.gov/data-products/food-access-research-atlas/). <https://www.ers.usda.gov/data-products/food-access-research-atlas/>

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I assumed people could afford the food I recommended.

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Food Security Definitions

High Food Security

“no reported indications of food-access problems or limitations..... access by all people, at all times to sufficient food for an active and healthy life.”

Marginal Food Security

“one or two reported indications- typically of anxiety over food sufficiency or shortage of food in the house.”

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Food Insecurity Definitions

Low Food Security

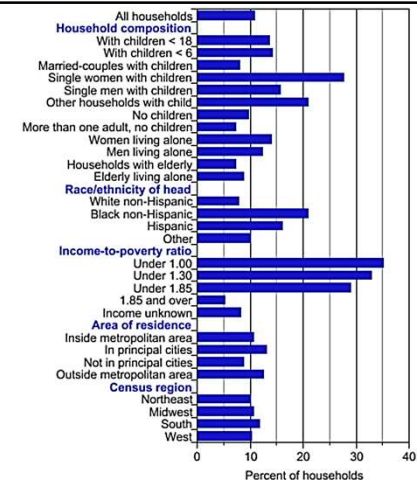
“reports of reduced quality, variety, or desirability of diet. Little or no indication of reduced food intake”

Very Low Food Security

“ reports of multiple indication of disrupted eating patterns and reduced food intake.”

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Prevalence of Food Insecurity, 2018



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Source: USDA, Economic Research Service, using data from the December 2018 Current Population Survey Food Security Supplement.

Food Access Inequalities: Racial Breakdown

- 24% of Black Americans, 17% of Latinx, and 13% of Asian Americans do not own a car.
- Food stores in Black communities and Latinx communities are often further away and have fewer high-quality options.
- 8% of Black Americans have a grocery store in their census tract (compared to 31% of White Americans).

Alliance to End Hunger, Hunger is a Racial Equity Issue 2017
Food Trust, The Grocery Store Gap 2010

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Pre-COVID 19 Food Insecurity Rates in U.S.

ESTIMATED PROGRAM ELIGIBILITY AMONG FOOD INSECURE PEOPLE IN THE UNITED STATES



37 M people
11 M children

Feeding America 2017

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Projection via Feeding America

Table 1. Food Insecurity Projections by Scenario

	Scenarios		
	A	B	C
Unemployment rate increase (% pts)	1.1	4.5	7.6
Poverty rate increase (% pts)	1.5	2.6	4.8
Food insecurity rate increase (% pts)	1.0	3.0	5.2
Increase to number of food-insecure individuals	3.3 million	9.9 million	17.1 million

Source: Calculations by Dr. Craig Gundersen with data from the 2014 to 2018 Current Population Survey, December Supplement.

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Pre-COVID 19 Food Pantry 2019



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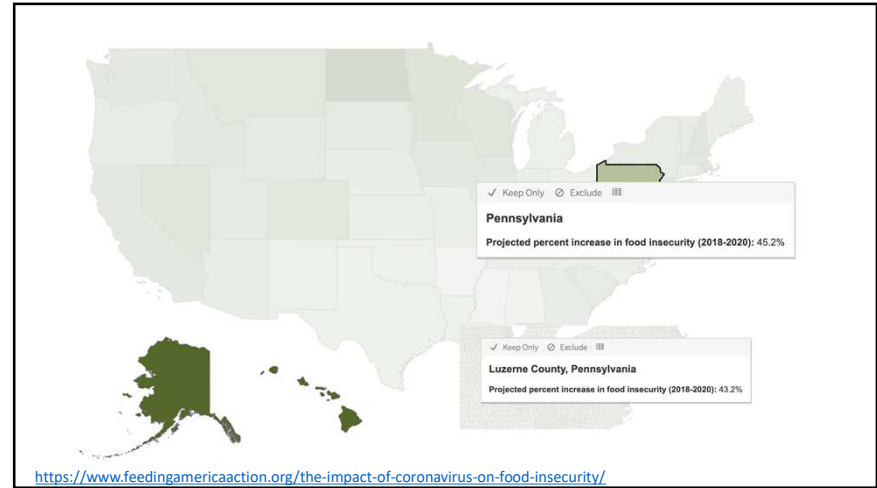
COVID 19 Impacts at Pantry

Compared to March 2019: Increase 1700%

A month's worth of food GONE within 3 hours!



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Situational Food Insecurity



- loss of job
- working hours cut back
- medical expenses
- affordable childcare
- affordable housing
- natural disasters (Harvey, Irma, Maria, COVID-19)
- death of family member
- college student

The face of hunger is constantly changing in U.S.

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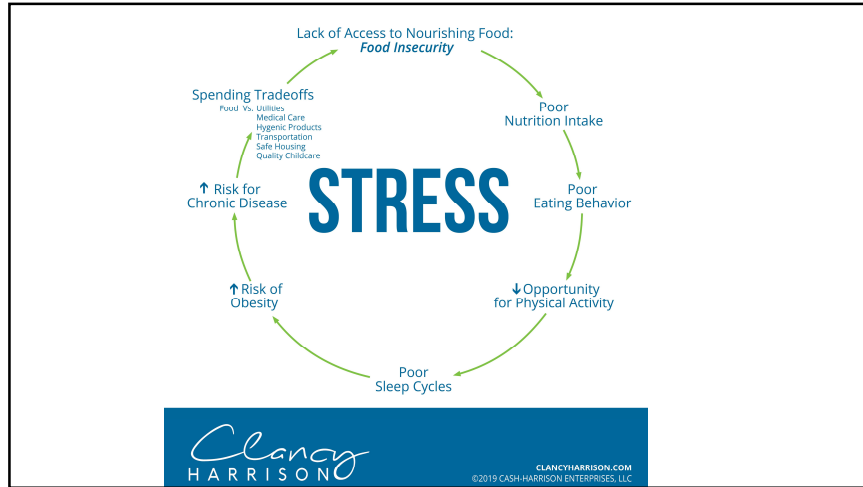
"It's a feeling that one is not worth food."

-college student (JAND, 2019)



JAND, 2019.

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Food Assistance Participation

59% households with food insecurity participated in at least 1 of the 3 major federal food assistance programs.

- SNAP (food stamps)
- School Feeding Programs
- WIC (Women Infant & Children)

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https://www.ers.usda.gov/webdocs/publications/84973/err237_summary.pdf?v=42979

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Non-participation

- Don't qualify
- Stigma
- Treatment by staff or volunteers
- Office/work hours
- Lack of knowledge
- Technical difficulties
- Transportation
- Racism

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What you do matters!

Recognize

Educate

Collaborate

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Ethics of Hunger

Act in a caring and respectful manner, mindful of individual differences, cultural and ethnic diversity.

Promote fairness and objectivity with fair and equitable treatment.

Code of Ethics for the Nutrition and Dietetics Professionals, 2018

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Are we asking the right questions?

Healthcare professionals can improve patient outcomes by satisfying the basic need of food access.

.....but we must ask the right questions.



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Incorporate the Hunger Vital Sign

1. "Within the past 12 months we worried whether our food would run out before we got money to buy more."
2. "Within the past 12 months the food we bought just didn't last and we didn't have money to get more."

Often true, Sometimes true, **Never true**

<http://www.childrenshealthwatch.org/wp-content/uploads/2014/04/Hunger-Vital-Sign-2-page1.pdf>

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Code for Food Insecurity

ICD-10-CM Diagnosis Code Z59.4
(lack of adequate food and safe drinking water)

ICD-10-CM Diagnosis Code Z59.5
(extreme poverty)



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Screen for FI in a sensitive manner

- Screen everyone about FI
- Decide how to screen (verbally or written)
- If verbally, consider asking when the child is not in the room
- Screen in private (away from other staff)
- Normalize
- Use family's preferred language



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Screen for FI in a sensitive manner

- Inform the person that most people need help
- Talk positively about nutrition assistance programs
- Be clear that you are making a recommendation
- Use posters and brochures on food assistance programs
- Share personal stories (if applicable)



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Meet people at their starting point.

Dietitians are experts in food and nutrition, but we are not experts in personal hardships that our clients face.

We will never be able to help people unless we understand the **WHY** behind choices.



The Food Dignity Solution
A Checklist To Improve Access To Food

- Location of grocery store
How many miles from home?
- Type of grocery store in community
Large box store | Local farmer's market | Convenience store
- Reliable Transportation
Car | Bus Route | Bike | Walking
- Working Kitchen Equipment
Stove | Refrigeration | Can Opener
- Help with application for food assistance
SNAP | WIC | School breakfast & lunch

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ClancyHarrison.com

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New Nutrition Educational Solutions



- Take an asset based approach
- Get specific with your questions
- Ask the same question in different ways without pressure
- Connect through stories/situations
- Let people know they are not alone

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Grocery Store Talking Points/Solutions

- What is your favorite store to buy food at?
- What is the closest store from where you live?
- I know a lot of my clients rely on a dollar store for their food. Do you ever find yourself in a pinch and running into a dollar store for convenience?
- I love the 10 for \$10 sales at the grocery store. Do you find the sales helpful?

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Transportation Solutions

- Brainstorm light weight food items that the family loves.
- Discuss reusable bags b/c they are larger than the plastic bags at the store.
- Can you provide a bus route to stores in your area that accept WIC/SNAP?



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Kitchen Equipment Talking Points

- What are your favorite ways to cook food?
- I run into so many problems with kitchen equipment in my home. Do you have the same issue?
- What is working?
- What is not working?



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Long-Term Food Solutions

Participants consume more milk, vegetables, and whole grains in the following programs:

- **SNAP Supplemental Nutrition Program**
- **National School Lunch Program**
- **The National School Breakfast Program**
- **Afterschool Snacks and Meals**
- **The Summer Food Service Program**
- **WIC** (Special Supplemental Food Program for Women, Infants, and Children)



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Food Assistance Food Assistance Solutions

- Can you provide a list of local, state, national food assistance resources?
- Can you provide
 - a list of items needed to apply for the programs?
 - eligibility requirements?
 - application assistance- technology help?
 - the paper application if available?



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Food Assistance Food Assistance Solutions

Can you provide recipes that include ingredients from the food pantry?

#EatUp Recipes collected by Leslie Bonci

Recipes #EatUp

These recipes utilize the foods available in the boxes that guests receive. Several dietitians and organizations were gracious enough to contribute their creativity and compassion. We care. For more info visit www.clancyharrison.com

Grains/Carbohydrates
egg noodles, baked rice, corn muffin mix, macaroni & cheese, potato flakes

Also breakfast cereals

Fruits and Vegetables
carrots, corn, mixed veggies, pasta sauce, apple sauce, peaches

Meat/Protein
ground beef, baked fish, salmon, egg powder, beef stew, chicken noodle soup

Also peanut butter and powdered milk



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Benefits of food assistance programs

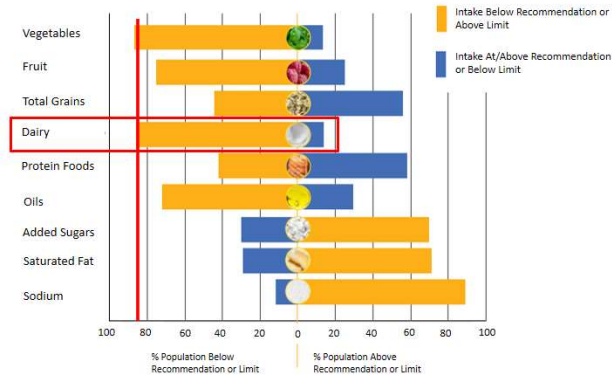
- Reduce food insecurity
- Improve health outcomes
- Confidence in feeding family
- Improved health/nutrition intake
- Less stress
- Peace of mind
- Stimulate economic growth (SNAP generated \$56 Billion in retail U.S. revenue 2019)
- Behavior of kids
 - Academic- better outcomes/job placement/higher degree
 - Sleep/Energy
 - Health

<https://www.cbpp.org/research/food-assistance/snap-boosts-retailers-and-local-economies>



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Top 3 Food Categories Missing From Diet: Veggies, Dairy, & Fruit



2015-2020 Dietary Guidelines for Americans
Dietary Intakes Compared to Recommendations. Percent of US Population Ages 1 & Older Who Are Below, At or Above Each Dietary Goal

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Milk's Nutrition Profile is Tough to Match

- Milk is leading food source of 3 out of 4 nutrients of public health concern. (Ca, K, vitamin D)
- Milk & milk products are recommended as a part of a healthy eating pattern.

1 CUP OF MILK IS EQUIVALENT TO **NINE ESSENTIAL NUTRIENTS** and **EIGHT GRAMS OF PROTEIN**

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ClancyHarrison.com

National Health & Nutrition Examination Survey 2003-2006, Nutrients 2013
NHANES 2003-2006, Nutrients 2012
Dietary Guidelines for Americans, 2015-2020

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You have the power to make dry milk powder trendy, fun, unique, and a super food.

1/3 CUP DRY MILK POWDER

Clancy HARRISON

9 ESSENTIAL NUTRIENTS including **8 GRAMS OF PROTEIN**

= 9 GREAT TO ADD TO CASSEROLES, SOUPS, AND HOT MILK TO BOOST NUTRITION

ClancyHarrison.com

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Benefits of Milk Powder

- Long shelf life
- Easy to add to recipes
- Increases nutrition in foods
- Free at most food banks



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Tips to Boost Nutrition with Dry Milk

- Cooked cereals: add 1/2 cup dry milk to each cup of cereal before cooking
- Mashed potatoes: add 1/4 cup dry milk for each cup of potatoes
- Meatloaf, hamburger, taco meat: add up to 1 cup of dry milk per pound of meat
- Quick breads: add 1/4 cup milk powder to each cup of fluid liquid



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Tips to Boost Nutrition with Dry Milk

- Puddings, gravies, and sauces: add 1/2 cup milk powder to each cup of liquid
- Baked Beans: mix in 1/2 cup dry milk powder before baking
- Canned soup: add 1/2 cup nonfat dry milk powder per serving



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Plant + Dairy = Win-Win

- Affordable
- Tasty
- Nutrient dense
- Easy/low skill level cooking
- Convenient
- Accessible



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Ethics of Hunger

Collaborate with others to reduce health disparities and protect human rights.



Code of Ethics for the Nutrition and Dietetics Professionals, 2018

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Know the barriers

- Survey your participants
- Individual Barriers
 - Shame
 - Resources
 - Childhood experiences
 - Knowledge
 - Racism
- Community
 - Transportation
 - Technology challenges
 - Time/Work
 - Structural Racism

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Consider new partnerships

- Local food bank RD
- Grocery store RDs
- Social Workers
- Employers – retail, hospitality, healthcare
- Summer meal sites/YMCAs
- Community RDs and social workers
- School guidance counselors and nurses
- Free medical clinics
- Medical schools?
- WIC RD
- Fresh Food Farmacy (GHP)
- Director of Diversity
- University Interns/service learning
 - RD students, community rotation, nursing students, public health



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Follow Up – Document- Track

- Screen for food insecurity again and again
- Address concerns from prior appointment unique to the person
 - Transportation
 - Receiving food assistance yet?
 - Taking medications as directed?
 - Following medical meal plan?
 - How has their food access improved?

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Your Next Action Steps



- Survey your patients to discover information and barriers.
- Make a list of 3 or more local food relief organizations in your area. (HINT- local WIC RD has a list)
- Set up 1 meeting with one of the organizations on your list to consider for a new partnership.
- Promote food and nutrition programs and encourage participation- you can use your list!

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Join the Food Dignity® Project for ongoing tools and resources!



Text Dignity to 44222



with *Clancy HARRISON*
CHALLENGE THE STIGMA. CHANGE THE CULTURE.

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The Dairy Community's Commitment to Fighting Hunger

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Raising Gallons



USDairy.com @NiDairyCouncil #DairyNourishesLife

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Raising Gallons

Visit milklife.com/give to donate nutrient-rich milk to people in need in your community

JOIN US IN FIGHTING HUNGER IN YOUR COMMUNITY DURING HUNGER ACTION MONTH

Food banks are experiencing a significant increase in need for nutritious foods, like milk, to help make sure millions of people have access to the food they need.

got milk?

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COVID-19 has impacted every facet of the food system


Closure of **schools** across the U.S. reduced channel that ~30 million food-insecure children rely on for nutritious meals every day



Restaurant service is limited, so Americans are eating a lot more at home



Loss of **jobs** has challenged millions of additional Americans with food insecurity – putting pressure on food banks to serve many more clients/families

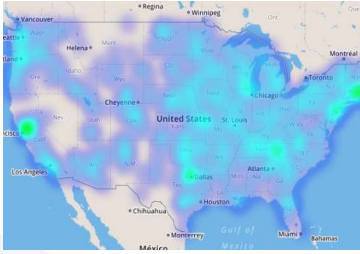


US Dairy | @NIDairyCouncil | #DairyNourishesLife | NDC

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Providing Support For School Meals During COVID-19

\$10 M+ raised supporting **8,500 schools**



www.GENYOUthNow.org/donate or Text SCHOOLS to 20222 for a one-time \$25 donation

TO SERVE MEALS OUTSIDE THE CAFETERIA, SCHOOLS ARE REQUESTING FUNDING FOR:

22%	SANITATION
28%	TRANSPORTING OR SERVING FOOD
23%	COLD STORAGE
11%	STIPENDS
9%	FOOD PREPARATION
5%	OTHER

Type of equipment requests made through GENYOUth's COVID-19 Emergency School Meal Delivery Fund

US Dairy | @NIDairyCouncil | #DairyNourishesLife | GENYOUth's School Nutrition Report, September 2020 | NDC

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Local Efforts with Food Banks & Schools Across the United States




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Despite food insecurity and job loss, people still care about where their food comes from and its impact on the planet

- 50%** of consumers say pandemic has made them more aware of the environment ^{*1}
- 82%** of youth agree that sustainability was important to them before COVID ^{*2}
- 44%** of youth feel that sustainability is now even more important post COVID ^{*2}
- 88%** of consumers want to see companies take the lead in developing more sustainable packaging solutions ^{*3}

US Dairy | @NIDairyCouncil | #DairyNourishesLife | Source: 1. Kearny Consulting, 2. Ypulse, 3. The Hartman Group | NDC

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UNDENIABLY DAIRY

DID YOU KNOW, PRODUCING A GALLON OF MILK IS GETTING GREENER

America's dairy farmers are committed to feeding people while taking care of the planet.

19% less GHG emissions

21% less land used

30% less water used

From 2007-2017

Justin L. Cooper, Roger A. Coffy, The effects of improved performance in the U.S. dairy cattle industry on environmental impacts between 2007 and 2017, Journal of Animal Science, Volume 98, Issue 1, January 2020, 162291, https://doi.org/10.1093/jas/skz291

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U.S. Dairy is an environmental solution

2050 environmental stewardship goals for air, land & water

- Become **carbon neutral or better**
- **Optimize water use** while maximizing recycling
- **Improve water quality** by optimizing utilization of manure and nutrients

AIR

LAND

WATER

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Conclusion

- COVID-19 has put focus on hunger in America and now 1 in 4 children may experience food insecurity in 2020.
- As health and wellness professionals, we all have a role to play.
 - Raising awareness on the impact of food insecurity and health
 - Screening for food insecurity again and again
 - Connecting people at risk with resources and support
- Fight hunger in your community by visiting milklife.com/give to ensure your local food banks can provide nutrient-rich milk to your neighbors in need.
- Join us on this journey to become an environmental solution to the challenges of nourishing a growing global population and protecting the earth's natural resources.

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Questions?

Please enter your questions into the chat window.

Continuing education certificates and handouts will be shared via email within 24 hours of the webinar's conclusion.

The full webinar recording will be available next week on USDairy.com.

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