STRATEGIES TO INCREASE
FOOD SECURITY AND ACCESS
TO FRESH FRUITS & VEGETABLES
IN LOS ANGELES COUNTY

Denise Gee

PHFE WIC

April 2018
About PHFE WIC and Los Angeles County

Food Insecurity

Strategies to increase food security and FV access
Together serving over 400,000+ WIC participants in over 90 WIC Centers throughout Los Angeles county.

www.LAwicdata.org
LOS ANGELES, CA — THERE ARE MORE PEOPLE LIVING WITH FOOD INSECURITY IN LOS ANGELES COUNTY THAN ANY OTHER PLACE IN THE NATION
**Food Insecurity at the County Level**

Los Angeles County is home to the largest estimated population of food-insecure people – nearly 1.5 million – a 14.7% food-insecurity rate.
Food Insecurity among Children at the County Level

The largest estimated population of food-insecure children is Los Angeles County. Nearly 600,000 children, 1 in 4, live at risk of hunger.

Source: Map the Meal Gap 2015
WIC’S ROLE WITH FOOD SECURITY

Feeding America’s ‘Map the Meal Gap’ report provides food insecurity data by county and congressional district for each state.

www.feedingamerica.org
What Health Providers Need to Know About Federal Nutrition Programs

The federal nutrition programs play a critical role in improving food security, health, and well-being.

**Supplemental Nutrition Assistance Program (SNAP)**
- Basic food assistance for Supplemental Nutrition Assistance Program (SNAP) recipients

**Special Supplemental Nutrition Program for Women, Infants, and Children (WIC)**
- Maternal, prenatal, and breastfeeding support
- Nutritional education and counseling
- Access to health care for low-income pregnant and postpartum women, new mothers, infants, and children up to the age of five years old who are at nutritional risk

Nutritionally tailored monthly food packages worth approximately $60 per month that families redeem in grocery and food stores that accept WIC.
- Breastfeeding support, nutrition services, screening, immunization, and health referrals.

Who can apply:
- Low-income pregnant, breastfeeding, and postpartum women, and infants and children up to age five deemed nutritionally at risk by a health care professional.
- Income eligibility typically at or below 185% of the federal poverty level.
- Families on Medicaid.

The **Special Supplemental Nutrition Program for Women, Infants, and Children (WIC)** provides nutritious foods, nutrition education and counseling, and access to health care for low-income pregnant and postpartum women, new mothers, infants, and children up to the age of five years old who are at nutritional risk. Research shows that WIC is effective at reducing food insecurity, improving dietary intake, addressing obesity, and improving other health outcomes.
PHFE WIC FOOD SECURITY STRATEGIES, ACTIVITIES AND PARTNERSHIPS

At the Farmers’ Market

At the WIC Center
AT THE FARMERS’ MARKET

WIC at the Farmers’ Market

WIC Farmers’ Market (FM) checks will be available to PHFE WIC families starting June 5, 2017 until all FM checks are given out.

$20 Free fruits & vegetables for WIC families*

WIC will be at the Farmers’ Markets listed below. Look for the WIC booth to pick up your WIC FM check.

* Eligible WIC families include those where a woman or child (6 months to 5 years) is participating in WIC.

LA COUNTY FARMERS’ MARKETS

Baldwin - 16014 Clark Ave, Baldwin, 90274

Monday 9am - 12noon

Adams & Vermont - St. Agnes Church, 430 W Adams Blvd @ Vermont Ave, LA, 90003

Monday 9am - 1pm

La Crescenta - 1835 S La Crescenta Blvd @ 10th St, LA, 91050

Monday 9am - 12noon

East Hollywood - 5440 Hollywood Blvd LA, 90028

Monday 9am - 1pm

Echo Park - 1550 Logan St @ Mandeville Cyn, LA, 90026

Monday 9am - 1pm

Montecito Park - 310 S Rehaman Ave, Montecito Park, 90041

Monday 9am - 1pm

Pomona Valley - 46th St & S Powered Ave, Pomona, 91766

Monday 9am - 1pm

Culver - 7079 Park Plaza Dr @ Town Center Dr, Culver, 90230

Monday 9am - 1pm

Huntington - 1300 S Van Ness Ave @ Holiday Park Church, Gardena, 90249

Monday 9am - 1pm

West Covina - W Cymbris Ave, West Covina, 91790

Monday 9am - 1pm

East Los Angeles - 4510 E 3rd St across from Silverlake Park, LA, 90022

Monday 9am - 1pm

Crenshaw - 3501 W 110th St. Culver City, 90230

Monday 9am - 1pm

Alhambra - 100 S 2nd St, Alhambra, 91801

Monday 9am - 1pm

ORANGE COUNTY FARMERS’ MARKETS

Placentia - 150 S Yorba Linda Blvd, Placentia, 92870

Monday 9am - 1pm

Downtown Anaheim - 205 W Center Dr @ Pomona Blvd @ Lemon St, Anaheim, 92805

Monday 10am - 1pm

Cerritos - 19710 Park Plaza Dr @ Town Center Dr, Cerritos, 90703

Monday 9am - 1pm

Downtown Santa Ana - 222 W 6th St, Santa Ana, 92701

Monday 9am - 1pm

FM checks are available on a first come, first served basis. While supplies last. One per family.

For the most current FM information:

Visit: phfehic.org

Call: 888-942-2229

Follow us on: Facebook

Text: 91097

Availability of Farmers’ Market (FM) checks and market locations are subject to change.

PHFE/FM/FW 2017-41

The recipient is hereby notified that

PHFE/FM/FW 2017-41

The recipient is hereby notified that
PHFE WIC FMNP REDEMPTION RATES

At the farmers' market

- 2012: 55.5%
- 2013: 50.0%
- 2014: 85.0%
- 2015: 91.5%
- 2016: 87.5%
- 2017: 91%
AT THE FARMERS’ MARKET

“I feel like I’ve won the lottery”
AT THE FARMERS’ MARKET

785 families applied for CalFresh!
SPECIAL OCTOBER 2017 MARKET MATCH PROMO FOR PHFE WIC FAMILIES

Special Match on:

- FVC
- CalFresh (EBT)
- Cash

Up to $20/family/FM day

↑ FM customers
↑ FVC redemption
↑ CalFresh sales
↑ FV purchases/consumption
↑ CalFresh & Medi-Cal enrollments (n=53)
## AT THE WIC CENTER

Visit any of the WIC centers listed below on select Saturdays from 9:00am-2:15pm (walk-ins welcome).

<table>
<thead>
<tr>
<th>Region</th>
<th>City/Neighborhood</th>
<th>WIC Center Address</th>
<th>Saturdays Open</th>
</tr>
</thead>
<tbody>
<tr>
<td>Northeast</td>
<td>Culver City</td>
<td>6200 Hollywood Blvd, Culver City, 90232</td>
<td>Mar 17</td>
</tr>
<tr>
<td>Los Angeles</td>
<td>Hollywood</td>
<td>5840 Santa Monica Blvd, Los Angeles, 90401</td>
<td>Mar 17</td>
</tr>
</tbody>
</table>

### During 13 special enrollment events at WIC (from Dec. 2017-Feb. 2018):
- 219 families applied for CalFresh
- 40 families applied for Medi-Cal
- 129 families received individual case assistance
- 347 families received DPSS/DSS information

695+ WIC families assisted!
• Weekday DPSS Eligibility Workers assist families at WIC with CalFresh & Medi-Cal enrollments

• Promote:

WIC + CalFresh Better Together
AT THE WIC CENTER
JOINT WIC & DPSS OUTREACH

FEB 21
WIC, Cal-Fresh and Medi-Cal Enrollments in Norwalk
Public · Event · by PHFE WIC Program (Official)

43 CalFresh enrollments
5 Medi-Cal enrollments
52 case assessments
165+ families assisted
(11am – 6pm)
Los Angeles County WIC Eligible Non-Participants (ENPs)
Children and Infants Enrolled in CalFresh, March 2016

40,000+

40,910 in total

WIC ENPs per ZIP Code
- 0 - 106
- 107 - 286
- 287 - 577
- 578 - 1,303
WIC + CalFresh = Better Together!

Food secure families

Healthier eating & living

Reaching eligible non-participating families

Happier, less stressed families

DESIRED OUTCOMES

WIC + CalFresh = Better Together!
SOME THINGS WE’VE LEARNING...

• WIC can play an important role with supporting food security
• On-site FM check distribution leads to successful FM seasons
• Creating opportunities to partner and integrate services benefit WIC families
• WIC + CalFresh = Better Together!
• Agencies need each other
Text message from a WIC mom
11/2/2017  8:14:34 PM

“Dear WIC thank you for doubling the ebt in October. Landon was able to try many more fruits and vegetables than usual!”

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