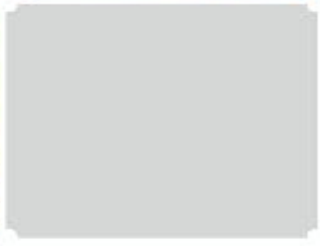
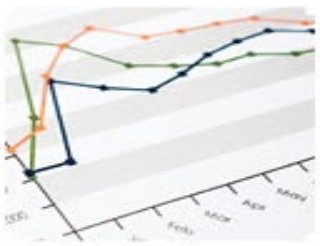


HRSA Outreach Program

Western Oklahoma Wellness

November 9, 2022



Agenda

- HRSA Outreach Program – Western Oklahoma Wellness
 - Jayme Noble – OFMQ
- Making Healthy Choices Easier
 - Hunger Free Oklahoma
 - Candace Pape-Macedo, M.A.
 - Katie Raymond, MS RD
- Questions & Closing

About WOW

- Western Oklahoma Wellness is a program to advance rural healthcare through increased access to care, education, and opportunities to reduce the onset of diabetes and other chronic conditions.
- Counties We Work In:
 - Beckham, Greer, Kiowa, Washita, Roger Mills

Funded Through HRSA

- We Work With:
 - **ONIE Project**: The Oklahoma Nutrition Information and Education (ONIE) Project promotes healthy living through innovative and creative strategies for communities, families and individuals.
 - **SWOSU Rural Health Center**: The RHC develops programs for community-based healthcare services collaborating with local pharmacies and hospitals for the advancement of the health and well-being of the medically underserved population in Oklahoma.
 - **Community Partners**: County-Specific Health Departments, State Health Department, OSU Extension, Town of Granite, Mangum Regional Hospital, Elkview General Hospital, Cordell Memorial Hospital, Roger Mills Hospital, City of Elk City
- WOW is funded through the HRSA Rural Health Care Outreach Services Program, Grant No. D04RH40277

Candace Pape-Macedo, M.A.



Candace Pape-Macedo is the Senior Manager for SNAP Programs at Hunger Free Oklahoma. She earned a bachelor's degree in Mass Communications, Speech Communications, and Business and a master's degree in Curriculum & Instruction from Southern Nazarene University. She has experience developing learning environments and building technical assistance systems and teams at the local and state level. Her role at HFO includes overseeing Oklahoma's SNAP outreach network, multi-lingual application assistance hotline, and outreach projects. With a background in public health/wellness, adult learning, and coaching, Candace leverages her experience working in state government, non-profit, and private sectors, to foster partnerships with a passion for improving health and food security. Candace enjoys gardening, nature, and spending time with her three children.

Katie Raymond, MS, RD



Katie Raymond joined Hunger Free Oklahoma in February 2019. Katie was born and raised in central Oklahoma and brings knowledge of nutrition and public health to the team. She served a year in a public school district with the national nonprofit FoodCorps, leading hands-on lessons, influencing healthful school meals, and promoting a district-wide culture of health. She spent her two years of graduate school working with the campus food pantry and food recovery programs where she worked in program coordination, community collaboration, and engaging new stakeholders. Katie loves working with Hunger Free Oklahoma to help ensure her fellow Oklahomans have access to adequate, appropriate, and nourishing food. Katie received both her BS in Human Nutrition and MS in Community Health Promotion from the University of Arkansas. She completed her dietetic internship at Vanderbilt University Medical Center.



Making Healthy Choices Easier

Improving Nutrition Security in Rural Oklahoma



Learning Objectives



Explore how food security and health intersect



Overview of federal nutrition programs that support healthier lifestyle choices



Tools, strategies, and resources to foster hunger-free communities in your area

We will share:

Presentation slides



Resource Links

Presentation Resources

Collaborate

- Join the Community Partner Network [link](#)
- School Project info [link](#)
- Library Project [link](#), [page](#)



Household Resources

- [Meals4KidsOK.org](#)
- [Grocery page](#)
- [P-EBT page](#)
- CPN hotline call form

SNAP Application Assistance Hotline
[\(877\) 760-0114](#)

English/Spanish available:
Mon-Fri 8am-8pm,
Saturday 9am-5pm,
Burmese/Zomi available:
Wed-Fri 1:30-8pm,
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Partner Resources

- Outreach material [link](#)
- Resource Primer [link](#)
- Request SNAP training [link](#)
- Event Request form [link](#)
- Referral instructions for UNITE US [link](#)



A close-up photograph of fresh spinach leaves, heavily covered in small, glistening water droplets. The leaves are a vibrant green, and the background is a dark, almost black, color that makes the green and white highlights stand out. The text "Who We Are" is centered over the image in a white, cursive font, with a thin white horizontal line underneath it.

Who We Are

Hunger Free Oklahoma (HFO)

Leverages the **power of collaboration** to solve hunger in Oklahoma by improving systems, policies, and practices.



Our Partnerships

**State
Agencies**

**Tribal
Nations**

**Community
Orgs**

Networks

**Food
Banks**



Training and
Assistance



Mapping
and Data



Piloting
Interventions



Facilitating
Collaboration



Developing
Networks



Testing
Resources



Oklahoma's Community Partner Network

*Seeking trusted
organizations
in every county*

Some CPN Projects



Health Departments



Public Schools



Libraries



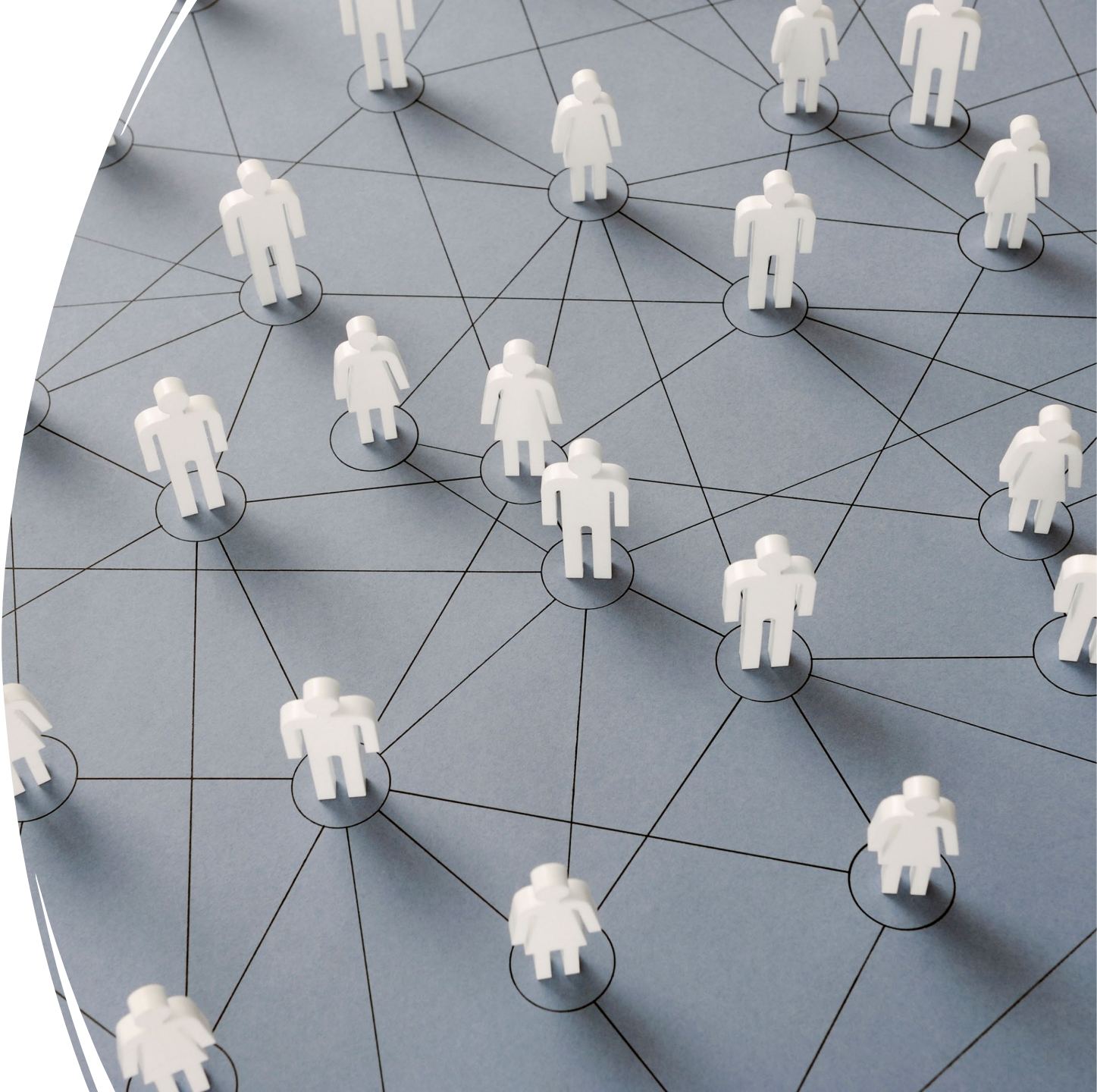
Food Pantries



Hunger Free Communities



Health Systems



SNAP in Schools Program

Purpose: Distribute SNAP and food resource material in public libraries

7 School Districts



**OKLAHOMA
Education**





Hunger & Health

Explore how food security and health intersect

USDA Definition

Household-level economic and social condition of limited or uncertain access to adequate food

The lack of consistent access to enough food for an active, healthy life



Categories of Food Security



Reliable access to affordable, nutritious food

Food resources available to implement dietary guidelines

Anxiety over food sufficiency or shortage of food

May result in **med scrimping** or **psychological distress**

Reduced quality, variety, or desirability of food

May result in imbalances due to food supply

Disrupted eating and reduced food intake

May result in physical hunger or weight loss due to lack of food

Oklahoma Landscape

14.6% Overall Food Insecurity Rate | **16% Rural** vs. **13% Urban**

Ranked **47th in the nation** by America's Health Rankings

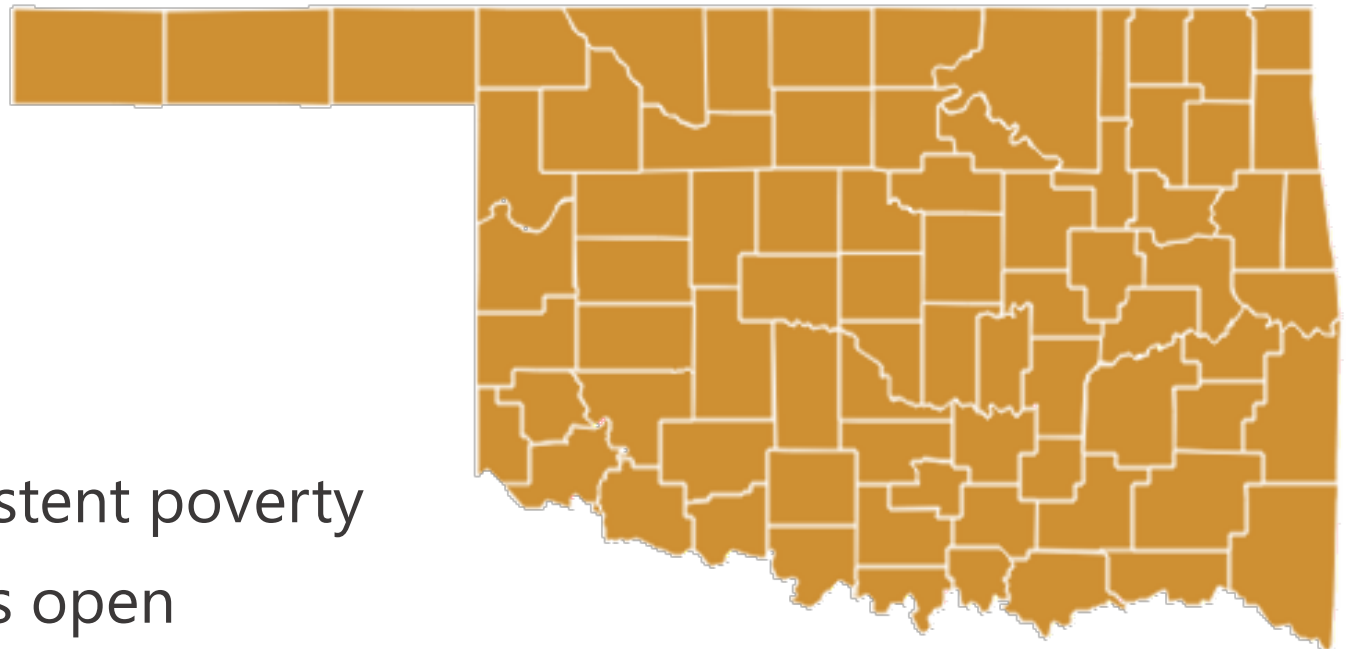
1 in 7 Households

1 in 6 Seniors

1 in 5 Children

Rural Communities:

- More likely to experience persistent poverty
- Struggle to keep grocery stores open
- Higher transportation barriers



Nutrition Insecurity



Health: Exacerbates chronic issues and increases healthcare costs

Academics: Contributes to lower scores and graduation rates, and greater behavior and social problems

Children: Lowers birth-weights, delays development, and decreases language acquisition

Workforce: Weakens labor force, increases anxiety and stress, and decreases household stability

Food Insecurity & Health

Lower food security associated with higher probability of:	Oklahoma's Ranking
Arthritis	34 th
Asthma	42 nd
Cancer	23 rd
COPD	44 th
Diabetes	42 nd
Heart Disease	43 rd
Hypertension	41 st
Kidney Disease	46 th
Obesity	41 st
Stroke	41 st

Rural Americans are **more likely to die**

from heart disease, cancer... chronic lower respiratory disease, and stroke than their urban counterparts.



Nutrition Security

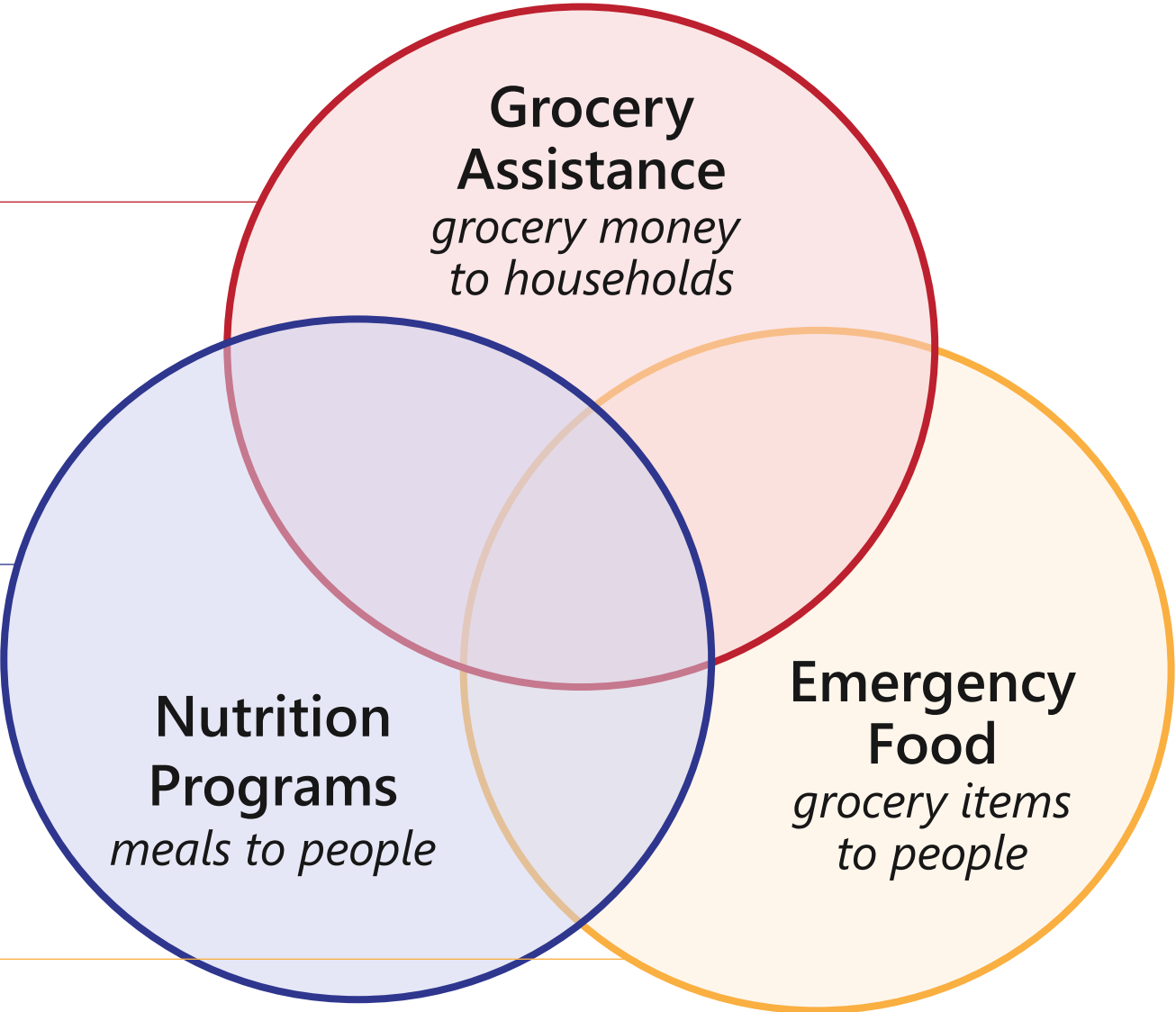
Overview of federal nutrition programs that support healthier lifestyle choices

Fostering Nutrition Security

Reoccurring, Allows for Choice,
Benefits Local Economies

Social Programming,
Structural

Immediate, Flexible



A photograph of a woven basket filled with fresh groceries. The basket contains several lemons, a bunch of bananas, a bunch of leeks, and some leafy green herbs. The background is slightly blurred, showing a kitchen counter and cabinets. The text "Grocery Assistance" is overlaid in a white, cursive font across the center of the image.

Grocery Assistance

Supplemental Nutrition Assistance Program



SNAP



Largest nutrition assistance program



Improves health outcomes



Lowers healthcare costs



Helps the economy

Double Up Oklahoma

Find locations at doubleupoklahoma.org



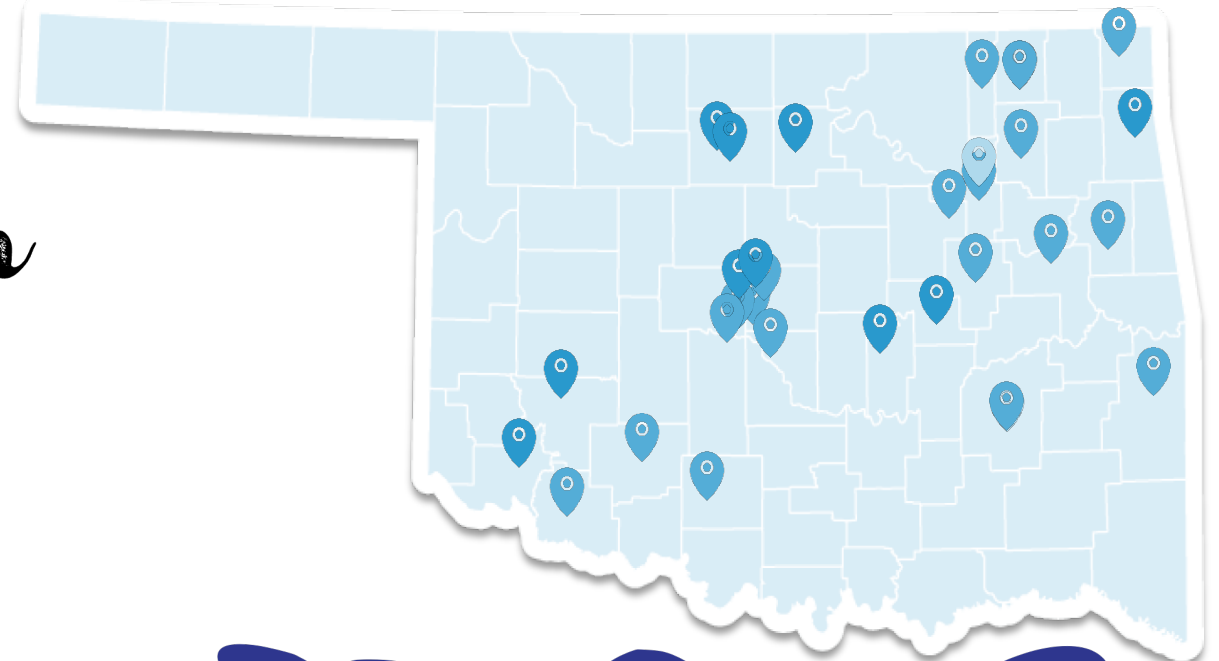
\$1 in SNAP



\$1 in DUO Bucks
(Up to \$20/day)



On Qualifying
Produce



In the first year of evaluation:

103% increase in produce purchases with SNAP

270% increase when factoring in DUO

Overall, produce sales increased at a significantly higher rate than just DUO purchases

DUO



Special Supplemental Nutrition Program for Women, Infants, and Children



For pregnant, postpartum, and breastfeeding people & children <5



Works concurrently with SNAP, when eligible



Citizenship status not factored in determination



WIC offices in every county



Food Distribution Program on Indian Reservations

- May be more accessible than SNAP retailers in rural location
- Income similar to SNAP but cannot use at the same time



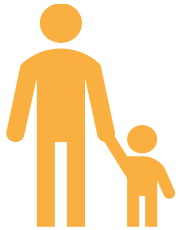
Pandemic & Summer Electronic Benefits Transfer



Money for groceries



On EBT card



For eligible children



During summer or COVID school closures

EBT





Child Nutrition

Meals at School

NSLP & SBP

School Meal Forms



Determine eligibility for free or reduced school meals and other benefits



Direct certification with SNAP and other programs



Impacts school funding and other programs like afterschool, summer, and universal free meals

Breakfast After the Bell

Benefits include:

- Improved academic performance
- Better behavioral outcomes
- Fewer referrals to nurse's or principal's office
- Higher attendance and graduation rates

Breakfast After the Bell increases access and participation

Afterschool & Summer Meals

Schools and community organizations in eligible areas

After school, on weekends, during holiday breaks, and throughout the summer months

No-cost meals and snacks to children and teens ages 18 and under

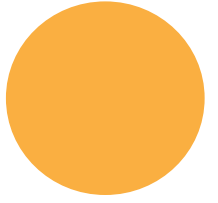
Located at schools, parks, libraries, community centers, etc.

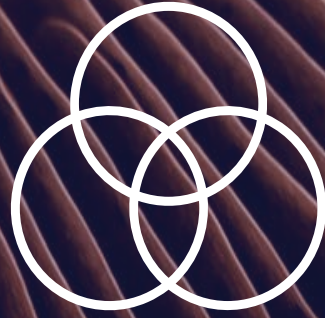


CACTFP &



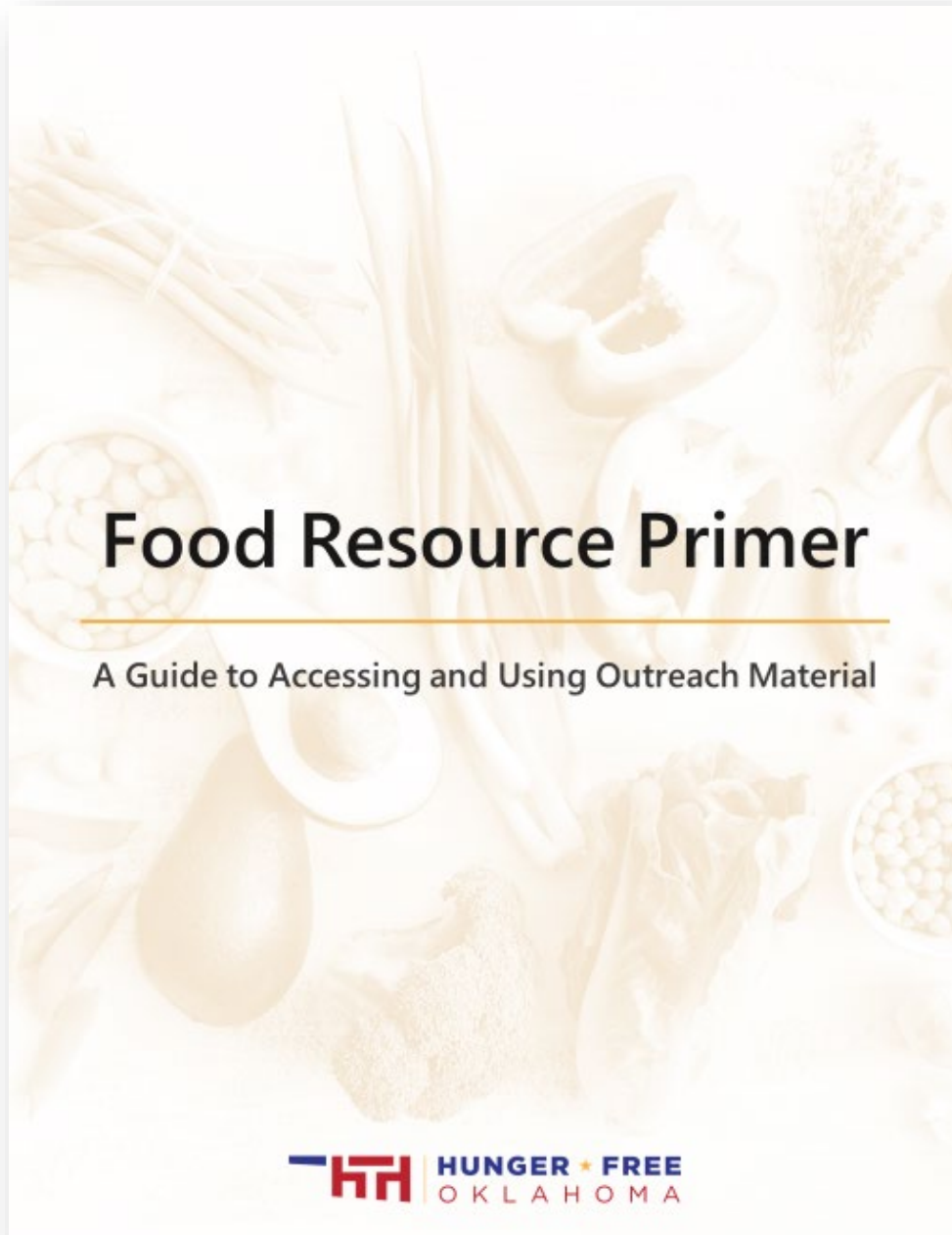
**FOOD FOR
THOUGHT OK**
FOOD, FRIENDS & FUN





Hunger-Free Resources










Tools, strategies, and resources to foster hunger-free communities



Resource Guide

- When and how to use resources
- Links to digital resources and where to order copies

Ways to Use the Material

 <p>Share on Social Media</p> <p>Post the digital files as images on your social media sites. Link out to supporting webpages or larger versions of the resource.</p>	 <p>Hang in High-Traffic Areas</p> <p>Put up flyers and posters in lobbies, waiting areas, places people stand in line, etc.</p>	 <p>Add it to Your Workflow</p> <p>Include in screening and intake procedures and staff/volunteer onboarding.</p>
 <p>Add to Resource Lists</p> <p>Include links to digital files on online lists of helpful resources.</p>	 <p>Pair with Other Info</p> <p>Include digital links on websites, in emails, newsletters, list-servs. Include with intake information and when sharing other services.</p>	 <p>Place in Signature Lines</p> <p>Add digital files as images to the end of your email signature. Rotate based on time of year or current need.</p>
 <p>Share Printed Material</p> <p>Hand out flyers, bookmarks, rack cards, and postcards at outreach events.</p>	 <p>Place at Entrances and Exits</p> <p>Put stacks of resources at doors and other high-traffic areas.</p>	 <p>Create Resource Packets</p> <p>Put together useful resources for staff to use. Include with other information in take-home packets for clients.</p>

Did we miss something? Share your ideas here!

How to Use the Guide

Key Messaging

The key messaging box offers important talking points to help you share this information with others

Materials Available

Pictures of available resources

Scan to Request

QR code to an online order form

Click for Digital

Links to digital files of resources

Suggested Uses

Ideas for how to use print materials or digital files

When to Use

When during the year to use/offer the resource

Additional Tools

Other tools and services to help connect people to food resources

Screen Often

National Strategy on Hunger, Nutrition, and Health

Pillar 2: Integrate Nutrition and Health

B. Screen for food insecurity and connect people to the services they need.

White House | September 2022

Within the past 12 months:

- Worried food would run out before able to buy more
- Food bought didn't last and no money to get more






Don't Know/Refuse | Never True | **Sometimes True | Often True**

Positive for
Food Insecurity
=
Sometimes or **Often**
for **EITHER** statement



Expanded Screening

In addition to food security screening, keep an eye out for households who:

-  Income, living situation, or family structure has recently changed
-  Might be in the income range
-  Medicaid/Sooner Care
-  WIC or Head Start
-  Free or reduced school meals

Get Help Applying for SNAP



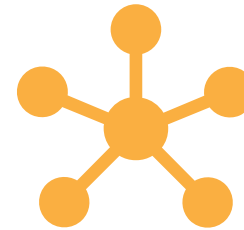
Available year-round



20 Minutes



4 Languages



More Resources



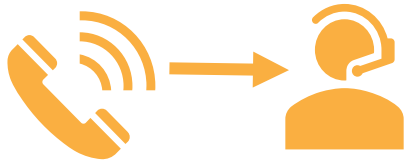
6 Days:
Monday -Saturday

OK SNAP Application Assistance Hotline

Get help applying for SNAP



Supplemental Nutrition Assistance Program



Toll-Free Number

(877) 760-0114



Peer Referral



Be A Neighbor



Self-Referral

Join CPN to get a call request form to share

Locate a Summer Meal Site



Available seasonally

Meals4KidsOK.org

Summer Meals helps connect kids aged 18 and under to meals while school is out

Enter zip code to see meal locations in your area

The screenshot shows the website's interface. At the top left is the logo "FOOD FOR THOUGHT OK". To the right are navigation links for "Locations", "FAQ", and "Contact". A search bar contains the text "Perry, OK 73077, USA". Below the search bar are two buttons: "All locations" (which is underlined) and "Open now". The main content area displays a list of meal locations. The first entry is "Noble County Family YMCA" at "401 N 7TH ST · PERRY · 0.1mi" with the note "MEALS ENDED SEP 30". The second entry is "Perry Lion's Park + YMCA Meal Site" at "1324 CEDAR STREET · PERRY · 0.6mi" with the note "MEALS ENDED AUG 11". To the right of the list is a map showing the location of the Noble County Family YMCA marked with a red pin. An orange arrow points from this pin to the detailed information on the right side of the image.

Noble County Family YMCA

[Website](#)

MEALS ENDED SEP 30

Grab-and-go / parent pick up

401 N 7TH ST

PERRY, OK

0.1 miles away

[Get directions](#)

Choose a location to view address, serving times, directions, and more

Completing School Meal Applications



Available August -May

Free & Reduced-Price School Meal Forms



All students encouraged to re-apply through their school each year



Can be used to connect families to other food resources like SNAP/WIC



Determines meal pricing, eligibility for benefits like P-EBT and area eligibility



Presentation Resources

Collaborate

- Join the Community Partner Network [link](#)
- School Project info [link](#)
- Library Project [link](#), [page](#)

Household Resources

- Meals4KidsOK.org
- [Grocery page](#)
- [P-EBT page](#)
- CPN hotline call form



SNAP Application
Assistance Hotline
[\(877\) 760-0114](tel:877-760-0114)

English/Spanish available:

Mon-Fri 8am-8pm

Saturday 9am-5pm,

Burmese/Zomi available:

Wed-Fri 1:30-8pm

Saturday 1-5pm

Partner Resources

- Outreach material [link](#)
- Resource Primer [link](#)
- Request SNAP training [link](#)
- Event Request form [link](#)
- [About UNITE US-OK](#)
- [To Join UNITE US](#)
- Referral instructions for UNITE US [link](#)

Call to Action

Screen Regularly for Food Insecurity

Raise Awareness/Normalize Conversations about Food Resources

Connect others to the SNAP Hotline and tools

Invite peers to connect with Hunger-Free Community tools and projects



Connect Form

Wrap Up

Connect Form

Resource Links

Organization and contact information

Organization Name *

County where organization is located *

Your Name *

Email *

Phone Number:

Please indicate which referral platforms your organization uses:

Areas of interest

Join HFO newsletter

Joining the Community Partner Network

Talk about options

Connecting HFO to a school partner

Connecting HFO to a library partner

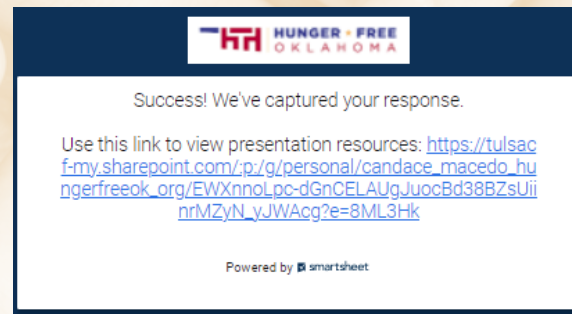
Please select any programs that you are interested in learning more about:

Questions/Comments/ideas to keep the conversation going

Presentation:

Send me a copy of my responses

Submit



Presentation Resources

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SNAP Application Assistance Hotline (877) 760-0114

English/Spanish available: Mon-Fri 8am-8pm, Saturday 9am-5pm, Burmese/Zenit available: Wed-Fri 1:30-6pm, Saturday 1-5pm



Before you go, please use the link in the chat to complete your connect form and access key resource links.

Katie Raymond, MS RDN

OKC Regional Program Manager

405-403-1923

katie.raymond@hungerfreeok.org

Candace Pape-Macedo, MA

Senior Manager of SNAP Programs

405-420-6658

candace.macedo@hungerfreeok.org



HUNGER ★ FREE
O K L A H O M A

HungerFreeOK.org

@HungerFreeOK



Questions?



Upcoming Events

- WOW Consortium Meeting
 - Tuesday, December 13th (2-3pm)
 - Microsoft Teams
- Webinar Series
 - All new webinar series coming January 2023!

For more information on WOW and to join our consortium:

Email jnoble@ofmq.com

