



2020 NUTRITION ANNUAL REPORT

Lowcountry Food Bank

REVIEWING 2020

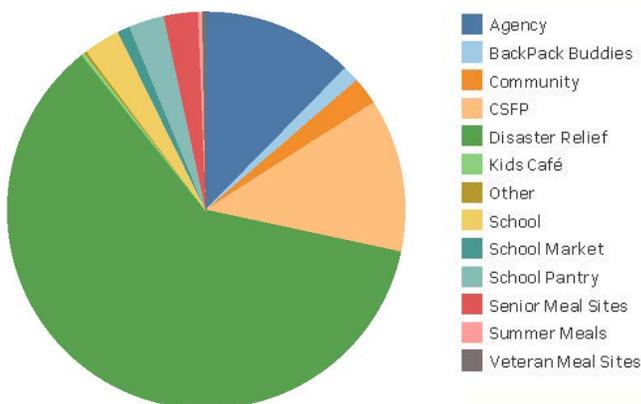
A full schedule with existing and new partners was planned for 2020 programming. Courses and tours were in full swing, and more courses, tours, and activities were booked. And then, it all came to a very quick halt, when in-person education was no longer an option. While 2020 presented a challenge for the traditional method of Nutrition

Education program delivery, it also offered the opportunity to modify delivery of education to better meet the communities' needs, build out strategies to enhance future programming, and finalize and celebrate the Lowcountry Food Bank Nutrition Policy. 2020 became a great success in a new way!

A Shift in Partnership

As was the case with all aspects of 2020, the Nutrition team looked at new ways to distribute educational resources to clients. Agency food pantries shifted to drive-thru distributions of prepacked food boxes which included nutrition education materials. These materials included handouts on food safety, convenience food makeovers, reducing food waste, recipes, tips for using brown rice, building a healthy lunch, and family mealtime strategies, as well as the Chop Chop Seasoned magazine which offers recipes, tips, and more.

Partnerships by Type



Education During COVID - Going Virtual

The Nutrition Initiatives team quickly began working at adapting lessons and acquiring tools to deploy education remotely. Collaboration was the key to success - ensuring participants could join nutrition education with ease. By the Fall of 2020, the team was offering virtual Cooking Matters at the Store Tours and 30 minute Cooking Matters at Home lessons. The virtual lessons include direct instruction with educators and engaging activities to encourage active participation. Cooking Matters in Our Community education and recipe videos were created and shared through LCFB social media and other community partners' social media sites.

NUTRITION POLICY

Developed in 2019, the Nutrition Policy was formally adopted in April 2020. The policy communicates the LCFB's commitment to procuring and distributing nutritious foods. To ensure all staff are able to act on and communicate the Policy, training was held throughout the summer and procedures were implemented by the end of August. The last step was to share with the community. In September, during Hunger Action Month, a press release was distributed and the website was updated to celebrate the LCFB's commitment to making nourishing food available for our neighbors.



Nutrition Education on the Road - Social Marketing

Through SNAP Education funding, the Nutrition Initiatives team established a social marketing campaign in early 2020. The Whoa. Go! Eat Smart! campaign nudges individuals to make smart food choices through three graphic designs. Starting as a billboard campaign, it evolved to include animated Facebook ads targeted to zip codes in low-income areas as well as magnets for participants of direct nutrition education. Year to date, social marketing has made approximately 11,681,995 impressions on the community we serve.

Take It & Make It: Children's Nutrition Education

To meet community needs of socially distanced protocols, the nutrition team utilized Cooking Matters lessons and recipes to create video lessons along with educational activity packets, and prepacked ingredients for healthy snack recipes. Children were able to follow along with the video at home or complete the activities as directed at their school or partner site. Once completed, the children were able to enjoy the delicious, healthy snack they created. Three of the six lessons were implemented in the Fall of 2020 reaching 433 children in 7 of the 10 counties that we serve. While this was a new approach to children's nutrition education, it included new elements for a fun, engaging experience.



A LOOK AHEAD AT 2021

Despite the hurdles, 2020 enabled the Nutrition Initiatives team to plan and strategize to offer programming through a variety of channels. Now, programming will be expanded for children, parents, and families to offer virtual lessons in addition to the traditional 6-week Cooking Matters

courses and Cooking Matters at the Store Tours. The team is hopeful that by the Fall of 2021, in-person programming will be able to be offered with specific safety mechanisms in place. The vulnerable populations we serve are of our utmost priority.