

2021 NUTRITION ANNUAL REPORT

Lowcountry Food Bank

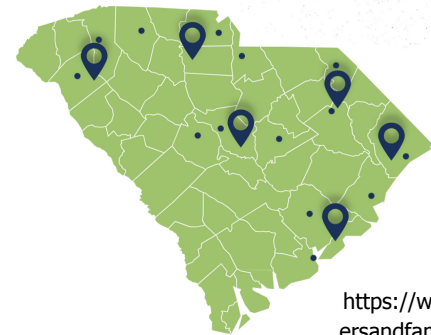


2021 REFLECTION

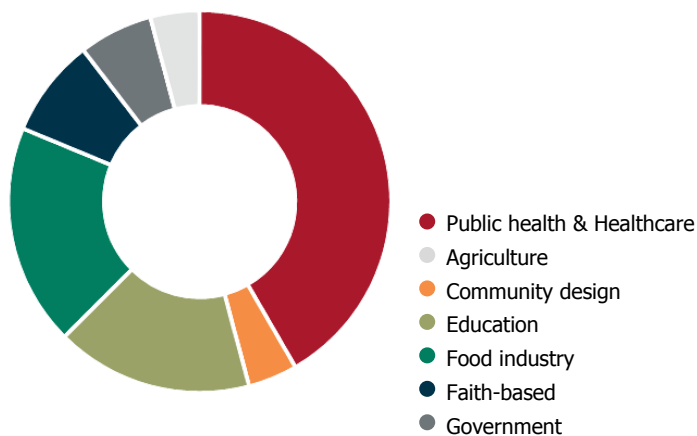
While 2021 presented continued challenges related to the COVID-19 pandemic, the Nutrition Team entered the year with the determination to empower our neighbors and strategize with community partners. We had new tools, methods, and strategies to educate our neighbors including Cooking Matters at Home and Kids in the Kitchen, and we, once again, offered in-person store tours and six-week interactive courses.

SC Center for Fathers and Families

In the Fall of 2021, the three SNAP Education implementing agencies for South Carolina – SC DHEC, Clemson Youth Learning Institute (CYLI) and Lowcountry Food Bank – partnered with the South Carolina Center for Fathers and Families to integrate two nutrition education lessons into their state-wide men's health curriculum. As a result of this multi-sectoral state level partnership, South Carolina fathers were empowered to make healthier food choices when shopping and preparing meals for their families as part of a holistic approach to help fathers live healthy, productive lives.



<https://www.scfathersandfamilies.com/find-a-program/>



Coalitions

As part of the SNAP Education plan, the Nutrition team engages with active coalitions to address community and state level environmental and systemic changes. These coalitions include members from diverse public and nonprofit organizations with a common goal - improving nutrition, food access, and physical activity in the communities they serve. The Nutrition team engaged in 11 coalitions across 6 counties that include a wide range of influential sectors (see legend on left). Coalitions collaborated to increase access to fresh fruits and vegetables, bring awareness to food insecurity's influence on health, and partner healthcare systems with food access.

LCFBeWell

LCFBeWell, adopted in 2017, is an initiative aimed at improving and maintaining LCFB employees' overall health and well-being. The program consists of information sessions, activities and challenges, and communication that is planned and coordinated to influence employee well-being. In 2021, LCFBeWell offered employees semi-monthly newsletters, two competitive challenges, and additional activities covering topics such as nutrition, movement, hydration, disaster preparedness, budgeting, and overall healthy lifestyles.

Direct Education & Sampling

This year, the Nutrition team offered both virtual and in-person nutrition education programming to engage individuals and families living on a limited budget in preparing, selecting, and eating delicious meals. Direct education was delivered in the form of Cooking Matters courses, Cooking Matters at the Store tours, and Cooking Matters at Home single session lessons. Lowcountry Food Bank provides take-home groceries or grocery store gift cards to each participant or family in our Cooking Matters classes to bolster food security and give participants an opportunity to practice preparing the recipes they learned in class. Along with offering interactive classes and tours, our Nutrition team implemented Cooking Matters in Your Community recipe sampling and education outreach at our Fresh for All, Mobile, and Fresh Xpress produce distributions. Samples highlight ingredients regularly found in food pantries in an easy to prepare, healthy recipe.

20
Cooking Matters
Courses

64
Store Tours

103
Cooking Matters at
Home Sessions

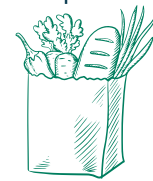
910
Direct Education
Participants

1,231
Volunteer & Intern
Hours

4,968
Meals through
Take-Home
Groceries & Samples

33%
Produce in Take-
Home Groceries
& Samples

60%
Take-Home Groceries
& Samples included
Foods to Encourage



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Social Marketing

SNAP Education funding enables the Nutrition team to employ a social marketing campaign - Whoa. Go! Eat Smart! This campaign, through repeated impressions, nudges individuals towards making smart food choices. In 2021, the campaign expanded from billboards and social media in SNAP-eligible communities to include posters and yard signs that partner food pantries can incorporate into their environments. Throughout 2021, the Whoa. Go! Eat Smart! campaign has reached an estimated 26,731,243 impressions across the lowcountry service area.

SHIFTING INTO 2022

In 2021, Lowcountry Food Bank worked diligently to meet the needs of the community by offering online programming, expanding healthcare partnerships, and using data and mapping tools to inform where the need for improved access to healthy food and accompanying nutrition education is greatest in our service area. 2022 will be a time to build upon these strategies while expanding our in-person programming and continuing to evaluate our impact in the community. Together with our agency and community partners we work to create environments that empower our neighbors with knowledge, tools, and skills to create healthy lifestyles.