

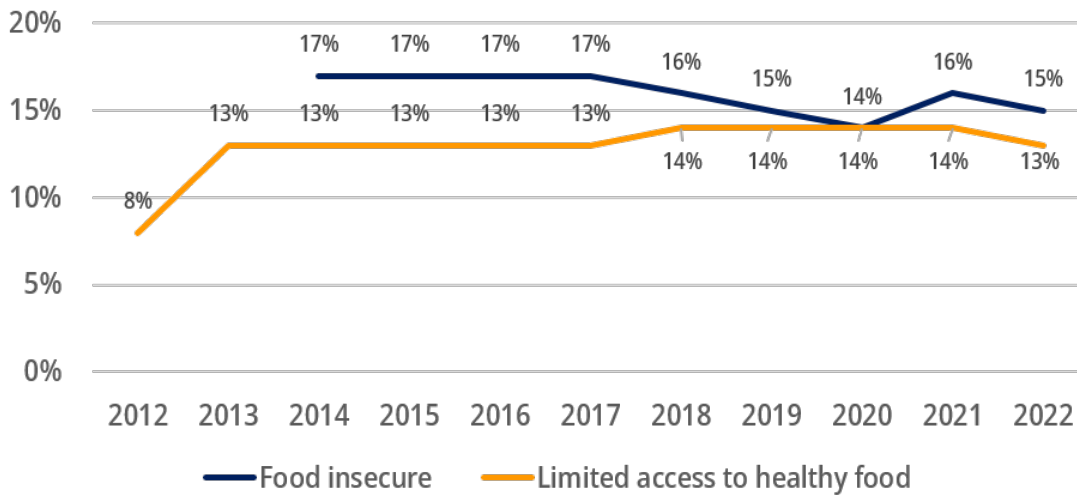


Food insecurity, hunger

Overarching goal

Decrease food insecurity and increase access and education about local foods

County Health Rankings & Roadmaps: Klamath County



Lead agency
Healthy Klamath

Baseline
The projected food insecurity rate for Klamath County, as measured by Feeding America in July 2021, is 15.9%

Benchmark
Decreased food insecurity by 2% as measured by Feeding America, which is published at healthyklamath.org

Oregon
The projected food insecurity rate for Oregon, as measured by Feeding America in July 2021, is 12.3%

United States
The projected food insecurity rate for the US, as measured by Feeding America in July 2021, is 10.2%

Objective 1

Identify strategies in remote communities to improve food security

Strategy 1

Partner with community stakeholders that have programs in remote areas to increase reach and connectivity to food

Tasks

- Collect data utilizing the Nutrition Hub and other programs in order to assess impact of current programs (Process measure: Number of surveys and qualitative interviews performed. Process target: 10 surveys or interviews conducted.)
- Create ambassador or champion program (a remote resident) with incentives for them, and have them help us collect better data to assess needs and impact. (Process measure: Ambassador materials developed. Process target: One ambassador trained or materials developed.)
- Host a FEAST or alternative event to identify key projects that meet the needs within communities. (Process measure: Number of events hosted. Process target: One event per year.)

Strategy 2

Increase access to local foods and producers

Tasks

- Provide resources for new and existing producers (financial, education, training, etc.) (Process measure: Number of resources developed and hosted. Process target: One new resource per year.)
- Assist Klamath Works with development of community garden (Process measure: Amount raised towards community garden. Process target: \$30,000.)
- Create resources about local food system, availability and guide, such as when is the peak season or in season products for Farmer's Market and types of foods, etc. Also, tips and tricks for trying new foods. (Process measure: Number of resources developed and hosted. Process target: One new resource each year.)
- Create Facebook or group for the farmers to discuss what's being grown and problem solving. (Could be Facebook or in person.) (Process measure: Number of groups facilitated or created on Facebook. Process target: One new Facebook page or group facilitated.)
- Increase free/affordable transportation to markets, such as Basin Transit Service and Quail Trail. (Process measure: Number of transportation opportunities to markets. Process target: One new transportation route to market(s).)

Objective 2

Increase education and utilization of existing resources and programs in Klamath County with campaigns at least twice annually

Strategy 1

Leverage partnerships to build awareness of local programs

Tasks

- Develop an interactive map, in partnership with IYS, of where SNAP and WIC can be used. (Process measure: Number of interactive maps developed. Process target: One map created.)
- Facilitate an EBT machine for mobile hub and Merrill market, in partnership with IYS and Merrill market. (Process measure: Number of EBT card readers in place. Process target: One EBT card reader.)
- Create "ambassadors for resources" in partnering organizations by having them commit to "spreading the word." (Process measures: Number of organizations that sign the "pledge to share". Process target: Five organizations sign the pledge.)

Strategy 2

Promotional campaign on food system

Tasks

- Create videos about food. (Process measure: Videos created, posted and shared. Process target: One new video.)
- Launch marketing campaign about where money goes when you buy local "more expensive" food. Pursue 10% commitment for purchasing locally grown food. Include double-up bucks program and that SNAP is accepted at the Farmer's Market. Break down how many meals you can get out of the fruit or vegetable you are buying at market. (Process measure: Number of materials developed and number of people engaged. Process target: 50 people engaged in campaign.)