# Community Health Improvement Plan Priority Area: Food Insecurity

| **Overarching Goal**: Decrease food insecurity and increase access/education about local foods.  **Benchmark:** Decrease Food Insecurity by 2% as measured by Feeding America (on Healthyklamath.org) | | | | | | |
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| **Objective 1: Helping to improve food security in our county.** | | | | | | |
| **Strategy 1: Identify/Develop educational materials to distribute among partners, community stakeholders, and clients** | | | | | | |
| **Tasks:** | **Process Measures** | **Process Target** | **Oct-Dec 2023** | **Jan-March 2024** | **Apr-June 2024** | **July- Sept 2024** |
| -Collect education materials for distribution amongst partners via Harvest Boxes (make these materials sharable amongst programs) | Number of materials included |  |  |  |  |  |
| **-**Getting into the schools; being able to host/partner for food engagement/culinary programming within the schools; (KU Catering, Sprague River; OSU Ext.) | Number of schools with culinary programs |  |  |  |  |  |
| **-**Mapping out resources currently offered throughout the county (Google Maps - show partners). | Number of resources identified |  |  |  |  |  |
| **Strategy 2: Enhance distribution system for Outreach & Awareness efforts in food desert territories** | | | | | | |
| **Tasks:** | **Process Measures** | **Process Target** | **Oct-Dec 2023** | **Jan-March 2024** | **Apr-June 2024** | **July- Sept 2024** |
| **-**Videos about food (Discover Klamath agritourism can we add to KCEDA’s project?) | A video that covers each part of the food system | 5 videos |  |  |  |  |
| **-**Distribution of signage and fliers out to food desert territories | Identifying a regular route for distribution with a schedule | Monthly delivery to identified outlets |  |  |  |  |
| **-**Building out food access materials to distribute: ex ”What can your SNAP get you?” | Identifying SNAP eligible markets and creating resources with an overview | Creating a resource that covers each assistance program and where they can use it (3 programs/3 resources) |  |  |  |  |
| **Objective 2: Creating a culture of valuing local food in our community.** | | | | | | |
| **Strategy 1: System to nurture New Producers/Small Growers** | | | | | | |
| **Tasks:** | **Process Measures** | **Process Target** | **Oct-Dec 2023** | **Jan-March 2024** | **Apr-June 2024** | **July- Sept 2024** |
| Fund a person who could write grants & give resources to farmers (potentially through OSU Ext.) | Connect with community orgs to develop a fund to allocate to growers |  |  |  |  |  |
| **-**Gardening education distribution; and a collaborative way for people to sell excess produce, utilize the tabling at the farmers market to spread awareness | Determine the needs of the market |  |  |  |  |  |
| -Support the Klamath Falls Farmers Market and Klamath Grown Online Market through marketing and building awareness | Regular promotion of both markets on various platforms |  |  |  |  |  |
| **Strategy 2: System to nurture small businesses sourcing local** | | | | | | |
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| **Tasks:** | **Process Measures** | **Process Target** | **Oct-Dec 2023** | **Jan-March 2024** | **Apr-June 2024** | **July- Sept 2024** |
| **-**Find your Farmer; Supportive of the efforts & attendance | Promoting event through all orgs and high attendance |  |  |  |  |  |
| -Collaborate on a plan for local food delivery | Identify issues and needs to make delivery route successful |  |  |  |  |  |
| **-**Support in the creation of a campaign to identify a “local food businesses” in our community | Creating a plan for identifying a local food business ie. requirements, vetting process |  |  |  |  |  |