Arkansas & food insecurity

- Leading the nation in:
  - Overall food insecurity
  - Senior food insecurity

- Contributing factors:
  - Food “deserts”
  - Transportation
  - Social issues
Keeping people healthy

- Blue & You Foundation for a Healthier Arkansas
- Affordable Care Act (ACA)
- Mission of the Blues
- Value-based care
Nutrition: Impacts on health

- Lifelong effects –
  - Developmental delays, higher health risks, chronic conditions, mental health

- Benefits of good nutrition –
  - Disease prevention & healing properties
Addressing the need

- Supporting grassroots efforts and increasing the scale
- Educating and directing
- Feeding the hungry
Supporting grassroots efforts & increasing scale

- Funding:
  - $3.8 million+
  - 352 food/nutrition-related causes

- Projects:
  - Mobile produce markets
  - Backpack programs
  - Cooking Matters
  - Gleaning
Educating & directing

- Social workers
- Community Health Management Hub

Arkansas “food deserts”

Blytheville grocery stores
Feeding the hungry

- Collaboration
- Commitment of resources
- Fearless Food Fights

Arkansas BlueCross BlueShield
Helping to Address Food Insecurity in Arkansas
Feeding the hungry: Collaborators

- Hooten’s Arkansas Football
  - High School Pep Rallies with a Purpose
- The Pack Shack
- Other collaborators
  - Customers
  - Schools, colleges and universities
  - Faith-based organizations
  - Healthcare systems
  - Local government

A FEARLESS FOOD FIGHT
Helping to Address Food Insecurity in Arkansas
Fearless Food Fights: Impact

- Connected local people with local purpose
  - In 2018:
    - 29 Fearless Food Fight events
    - 3,900 participants
    - 115 food banks & pantries

- Feeding food-insecure Arkansans
  - More than 1.1 million meals in 2018 – surpassing goal by 400,000+
Fearless Food Fights: Impact

- One community’s story
  - Waldron, Arkansas
Fearless Food Fights: Leading change

- Raising awareness
- Developing advocacy "voice" paired with action
- Laying groundwork for "next steps"
  - Education on:
    - Healthy eating
    - Food shopping skills
    - Cooking healthy
  - Identify and aid at-risk members through predictive models
Goal: A healthier Arkansas
THANK YOU