
Food Security in San Francisco – The opportunity

Continuing Presentation to:

Neighborhood Services and Safety Committee
San Francisco Board of Supervisors

April 10, 2014



Outline of the Presentation

1. Summary from November meeting

- a. Review of **framework** for understanding food security and its public health and economic implications

2. Discuss priority **solutions**

- a. CalFresh (food stamps): Maximizing enrollment
- b. Seniors and disabled adults: Reducing waitlist for home delivered meals
- c. Seniors and disabled adults: Establishing city wide home delivered grocery program
- d. Children: Increasing meals during out of school time (after school & summer time)
- e. New Initiative: Healthy Food Purchasing Supplement
- f. Update on status of additional solutions (food security in SROs, shelter meals, planning, public data)

3. Summarize **opportunities** and task force **recommendations**

Food *Insecurity* in San Francisco

- Food *Insecurity* exists when the ability to obtain and prepare nutritious food is uncertain or not possible
- < 200% of poverty – highest risk for food insecurity
 - 1 in 4 San Franciscans
 - Every district in San Francisco has residents at risk for food insecurity



Framework

Food Security Rests on Three Pillars

1. Food Resources



- Sufficient *financial resources* to purchase enough nutritious food (CalFresh, WIC, SSI)

2. Food Access



- *Access to affordable, nutritious and culturally appropriate foods* (from food pantries, meal programs, food retail)

3. Food Consumption



- *Ability to prepare healthy meals* and the knowledge of basic nutrition, safety and cooking (usable kitchens, nutrition/cooking education)

Framework

Food Insecurity Results in Poor Health

- Poorer nutritional intake
- Sub-optimal eating behaviors that persist for decades after food insecurity experiences
- Extreme anxiety & distress: less bandwidth for coping with other household needs
- Higher health care costs

Framework

Nutrition Critical for Healthy Development & Aging

- Children
 - Decreased intellectual & emotional development
 - Poorer physical health: more hospitalizations (decreased employment capacity for caregivers)
- Pregnant mothers
 - Smaller, sicker babies
- Adults & Seniors
 - Physical health: Obesity, diabetes, high blood pressure, HIV
 - Mental illness: Depression, anxiety
 - Decreased capacity to maintain independence with aging

Costs passed on to:

- DPH
- SFGH
- Laguna Honda
- SFUSD
- SFPD
- DAAS
- HSA

Framework

Key Recommendations: High Impact

	RESOURCES 	ACCESS 	CONSUMPTION 
LEVERAGE	CalFresh Participation	Nonprofit Network Service Capacity <hr/> Summer and Afterschool Meal Sites <hr/> CalFresh Retail + Restaurants and WIC Vendors	Nutrition Education Including through Urban Agriculture
INNOVATE	Healthy Food Purchasing Supplement	SFUSD School Meals <hr/> Healthy Retail	Kitchens in SROs

Solutions

Commitment to Maximize CalFresh Participation

Tiana Wertheim: SF Human Services Agency

CalFresh Participation Rate

- Approximately 51,000 individuals in San Francisco currently receive CalFresh (food stamps).
- As many as 49,000 **MORE** individuals may be eligible for CalFresh, but are not enrolled.*

**CA Food Policy Advocates*



Resources

CalFresh Benefits

- The average CalFresh benefit amount for a single person is \$5 a day.
- The benefit is issued on an EBT card, like a debit card, to buy groceries at the market.
- In San Francisco the average CalFresh household receives \$238 a month for food.



Resources

The Feds/State pay for almost all of the CalFresh

- The City's General Fund pays:
 - **\$0** of the CalFresh benefit itself
 - **\$3.6M**, 15% of administrative costs.
- The Feds pay:
 - **\$97M** in CalFresh benefits
 - **\$21M** (Feds/State) , 85% of administration costs.
- TOTAL CF budget is:
 - **\$121M** = (\$3.6M + \$97M + \$21M)



Resources

CalFresh Generates Economic Activity

- San Francisco's investment of \$3.6 million generates **\$173 million of economic activity**.
 - 1.79 economic multiplier effect*
 - \$5 CalFresh benefit = \$9 economic activity
- An increase **25%** CalFresh participation would generate an additional **\$43 million** of economic activity San Francisco per year.



Resources

*Economic Research Service of the US Dept of Agriculture

Getting Clients on CalFresh: Challenges to Enrollment

- Paperwork/Hassle
- Don't realize they are eligible
- Immigration/Deportation fears
- Cultural and logistical challenges
- Stigma



Resources

Keeping Clients on CalFresh: Close the back door

Churn: Approximately 25% of cases that are discontinued reapply within 3 months (1,125+ cases). A majority of these clients are discontinued due to noncompliance with paperwork.

SOLUTIONS:

- **Reduced required paperwork**: Recent State legislation reduced reporting requirements by half.
- **Launched Text Reminders**– So far, we've sent 168 texts, 51% called to remedy before discontinued.



Resources

New Strategy:

Outbound recruitment of targeted individuals

Reach out to individual people instead of waiting for them to come to us.

Target:

- **Medi-Cal**
 - 9,000 clients under 130% FPL and not on CalFresh
- **Free School Meals:**
 - 11,000 students on Free School Meals are not enrolled in CalFresh but are categorically eligible



Resources

What is Community Outreach?

- Eligibility Workers and CBOs provide application assistance:
 - Where: SROs, CBOs, Shelters, Senior Centers, Schools, WIC offices, Community Clinics, Hospitals, community events, etc.
 - Targeted neighborhoods , languages
 - Recruitment: CBOs and public agencies work together to recruit prospective applicants
- Application assistance= Helping clients complete paperwork and gather supporting documentation.



Resources

How You Can Help: Approve Budget Requests

With the approval SFHSA's Supplemental Budget and FY '14-'15 Budget Request we will be able to:

- Create **2 Outreach Teams of Eligibility Workers**
 - Need position authority to hire 1st team now
 - Need \$142K GF Share and position authority to hire 2nd team in FY'14-'15
- **Contract with CBOs** to provide application assistance at community venues and to targeted individuals
 - Need \$55k General Fund Share



Resources

HOW YOU CAN HELP:

CalFresh Awareness Month, May 2014

- **Leverage your resources** to give **media attention** to CalFresh, particularly addressing misconceptions
- **Host an outreach event** in your District or invite CalFresh to join an event



Resources

Improving food security for seniors and adults with disabilities

Linda Lau, RD: Department of Aging and Adult Services

DAAS Nutrition Programs for Seniors & Adults with Disabilities

- DAAS Mission: “To promote well-being and self-sufficiency among individuals, families and communities in San Francisco.”
- Overview: DAAS Nutrition Programs (current capacity, needs and costs)
 - Congregate Meals
 - Home Delivered Meals
 - Home Delivered Groceries



Access

Congregate Meals Program Overview

- Meals served to seniors (60+) at **43** community-based centers throughout San Francisco with **10 different types of meals**: American/Western, Chinese, Filipino, Japanese, Kosher, Latino, Russian, Southern Cuisine, Samoan, and vegetarian. Of these, **17 sites** also serve Adults with Disabilities.
- Provide tasty & nutritious meals to meet 1/3 of Dietary Ref. Intake
- Provide participants opportunities for activities and socialization



Congregate Meal Program Eligibility & Requirements

- **Senior:** Age 60+ or the spouse or domestic partner of the senior regardless of age
 - Nutrition education provided 4 or more times a year
- **Adult with Disabilities:** Age 18-59 with disabilities
 - Sites target to serve low income population, but no income requirements. Participants have opportunities to donate toward the meal.
- **Currently serve:** 3,450 meals daily to seniors & adults w-disability



Congregate Meal Sites – More Than a Meal



Health Promotion & Physical Fitness



Food Pantries

Social Activities



Home-Delivered Meal Program (HDM) Overview

For Seniors:

- 1 or 2 meals delivered daily, 5 or 7-days a week
- 7 agencies offer **8 different types of ethnic meals**: American/Western, Chinese, Filipino, Japanese, Kosher, Latino, Russian and modified diets
- One meal provides 1/3 of Dietary Reference Intakes (DRI)
- Currently serve average 4,189 meals daily

For Adults with Disabilities:

- 1 meal delivered daily, 7-days a week, by 3 meal providers
- One meal provides 1/3 of DRI for adults
- Currently serve average of 295 meals daily



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Home-Delivered Meal Program Eligibility & Requirements

- **Senior (age 60+) or adult (18-59) with disabilities, homebound** due to physical or mental disability, has lack of support network and has no safe, healthy alternative for meals
- Nutrition education provided, and nutrition counseling available for participants on modified diets
- Target to serve low income consumers, but no income requirements. Majority clients served in FY 12-13 are <100% FPL. Participants given opportunities to donate.
- Annual comprehensive in-home assessment & quarterly re-assess client for eligibility.
- Emergency meals (funded with local \$): income <300% federal poverty level

NOTE: 2014 FPL for family of 1 = \$11,670; 200% FPL = \$23,340

Home-Delivered Meal Program Serve Diverse Consumers



Laurie, age 106. Move to SF from Midwest in 1940



Harold, age 84. Grew up in SF Mission District.
Worked in San Francisco's shipyard

Home-Delivered Meal Program Serve Diverse Consumers

Jimmy, age 70
Double amputee &
veteran



Ro, age 78



Harry, age 90 & his 86 years
young partner/caretaker



Meals for Seniors & Adults with Disabilities: Needs Assessment Overview

DAAS 2012 Nutritional Needs Assessment Findings for Seniors (60+) 0-199% Federal Poverty Level (FPL):

- 126,635 Average Daily Meals **Needed**
- 42,389 Average Daily Meals **Provided** (public & private programs)

One-third to one-fourth of seniors and adults live < 200% FPL (2014, 200% FPL =\$23,340 for family of 1)

- 33% of seniors age 60+ (52,332)
- 38% of senior age 65+ (40,603)
- 26% of adults age 18-59 (142,271)



Access

Home-Delivered Meal Program Needs

- **231** people (154 seniors, 77 disabled adults) currently on DAAS HDM waiting list despite providers over serving contracts (by total of 367,200 meals in FY12-13)
- Currently 42 days average wait before receiving HDM



Access

Home-Delivered Meal Program: Recommendations to address HDM needs

To reduce the wait time and serve HDM clients within 30 days and emergency clients within 2-5 days:

- **Develop city-wide campaign** to highlight hunger in SF & **raise funds** from across SF to expand food programs
- Make sure adults leaving SF hospitals are offered the **SF Transitional Care Program** to qualified consumers
- Use **Community Living Funds** for emergency meals when appropriate
- Develop **business collaborative** that allows various payers/health plans to purchase meals for their clients
- Advocate for **state & federal policy changes** that promote food security for seniors & adults w/disability
- Report out to the FSTF average wait for HDM service quarterly
- **Conduct additional analysis** to more accurately identify extent of HDM need

Home-Delivered Meal Program: Estimated Cost

Estimated cost to serve **231** new unduplicated high risk adults is **\$1.3 Million, or average \$3,663 annually per consumer**

- MANNA (CBO in Philadelphia) research showed nutrition services:
 - 30% monthly savings (or \$12,638) in overall healthcare costs
 - 40% monthly savings (or \$87,198) in inpatient costs
- FY 12-13 Senior meals, DAAS leveraged:
 - 18% federal & state funds (\$1.617M),
 - 51% provider contributions (not mandated & not sustainable)
 - 5% participant contributions
 - Additional in-kind services (friendly visitors, grocery shoppers, etc.)



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Home Delivered Groceries - Overview

Community-Based Organizations partner with SF-Marin Food Bank to provide and deliver supplemental food bags to at risk seniors and adults with disabilities.



Home Delivered Groceries: Needs Assessment Overview

- Total DAAS annual FY 13-14 funding = \$240,197, serve 483 unduplicated clients (average \$497/person annually)
- Three HDG models:
 - **HDG:** Weekly Supplement Food Bag to eligible seniors who need supplemental food & meet eligibility requirements
 - **SRO Food Outreach:** Weekly food bag to 5 SROs in Chinatown
 - **Groceries for Food Network Program:** Bi-monthly food bag delivery + community service connections for clients in OMI, Park Merced & Bayview neighborhood
- DAAS met with CBOs in Feb. 2014 & conducted survey to identify HDG needs & methods to develop cost effective citywide model



Access

Home Delivered Groceries: Needs Assessment Overview

DAAS' survey of CBOs in February 2014 showed:

- 10,030 adults (74% seniors, 26% disabled adults) identified to be eligible for and in need of HDG
- The supplemental Food Bag increases client's access to healthy food. A Food Bag usually includes fresh produce, staple items (rice, bread, pasta, etc.) and some protein items (eggs, poultry, etc.)



Access

Home Delivered Groceries: Recommendations & Cost

- Find resources to expand HDG to target high risk seniors and adults with disabilities. Estimated annual cost to serve **10,030** unduplicated consumers is **\$3.17 million**. This is **\$316 a year/client**.

Each Food Bag results in 6-7 X food value for participant

2. DAAS work with CBOs to improve HDG intake & referral process & outcome documentation



Access

Out of School Time Meals

Heather Tufts, MEd: Department of Children, Youth and their Families

Orla O’Keeffe: San Francisco Unified School District

Out of school time meals

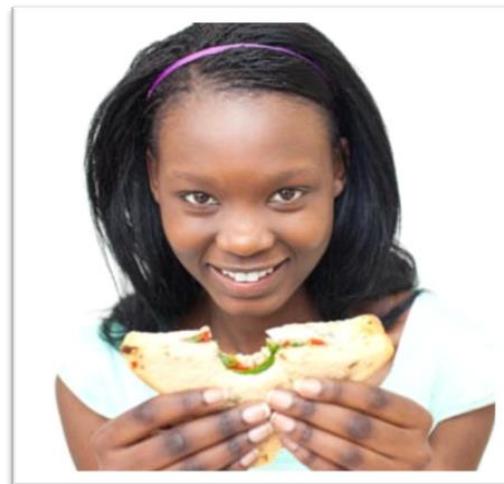
- What are out of school time meals?
- Why are out of school time meals important?
- Number of meals served in San Francisco?
- Next steps and the Vision to support *Ending Hunger in San Francisco by 2020*



Sponsors: DCYF, SFUSD, CBOs

Importance of Out of School Time Meals

- “Hunger and *food insecurity* can negatively affect overall health, cognitive development, and school performance.” Center for Disease Control
- Relieves families’ stress (limited time, strained budgets)
- Federal and state funding is available for child nutrition
 - Allows local funds to be **significantly** leveraged



Access

No Food= Behavioral Challenges



From October 2013 until Feb 1st, 2014, **Columbia Park Clubhouse Director** compiled data on youth who had disciplinary issues in the Clubhouse and discovered the following:



- 42** Total Incidents
32 youth= 9-12 years old
8 youth= 6-7 years old
2 teens
- 95%** Reported being hungry
- 21** Had not eaten since 7:30am
- 40/42** Consumed a meal that was offered on spot
- 26** Don't consume snack provided due to multiple reason

Afterschool Snack and Summer Meals in San Francisco

- Approximately 72,000 youth ages 5-17 living in San Francisco (based on 2010 census data)
- SFUSD has 57,000 students and ~34K qualify for free/reduced meals

	Average Daily Participation (DCYF)	Average Daily Participation (SFUSD)	Still collecting ADP from CBO's	Total
Afterschool Snack	1,050	5,450	Next Steps	6,500
Summer Lunch	5,200	3,335	Next steps	8,535



Access



DCYF's Summer Meal Efforts

DCYF is the Largest Summer Meal provider in San Francisco

- Receive federal reimbursement per lunch to cover cost of meals, delivery, staff, and outreach
- 5,200 lunches per day during the summer
 - “Open Sites”- any child can come, eat and leave (no paperwork)
 - 85 Sites- can serve more youth but not more sites
 - 147 applications for Summer 2014

Outreach

- Brochure with all Lunch sites listed (DCYF, SFUSD and other CBO sponsors)
- Fliers/Events
- Posted on dcyf.org, Sfkids.org and ELC

Collaboration

- Collaborate with current sponsors (SFUSD and other CBO's) to expand the number of sites served and identify neighborhood needs

Administration

- Engage state and local organizations that support new sponsors and costs.



Access

How can you help increase Summer Lunch in San Francisco?

In May, DCYF will have a complete list of all sites in San Francisco (including DCYF, SFUSD and CBO's); brochures and fliers will be developed for organizations to distribute.



Help promote the open sites serving summer lunches by:

- Distributing the brochures/fliers
- Encouraging attendance through speeches
- Sharing that dcyf.org and sfkids.org have a complete list of sites.





Largest public food program in the City of San Francisco

- 33,000 meals and snacks daily
- 4 food providers
- 18 delivery routes
- 114 schools



- Children need more than a snack – supper can sustain them though their afternoon activities
- SFUSD is transitioning from snack to supper
- Freshly prepared – offer healthy proteins, whole wheat grains, fresh vegetables, fresh fruit, and milk
- \$3.16 federal reimbursement rate to cover cost of meals, delivery, additional staff hours, custodial services



Access

- Added supper at Balboa (HS) , Marina (MS), and Glen Park (ES) before spring break
- 11 more schools by June 2014
- 58 schools starting in the fall of 2014
 - Approximately 6,000 suppers a day
 - ExCEL After School Programs
 - EED Out of School Time Programs
- **Future vision – all qualified after-school programs, not just ExCEL and EED**



Healthy Purchasing Supplement

Hilary Seligman, MD MAS

Center for Vulnerable Populations at San Francisco
General Hospital

UCSF, Division of General Internal Medicine



Resources

Demonstration Project: Local Fruit & Vegetable Voucher

UCSF's Center for Vulnerable Populations (Seligman)

- Low income women with children
- Targeted neighborhoods: BVHP & Mission
- Vendors highly supportive: *all* except one participated
- Participants highly enthusiastic
 - Used the vast majority of the voucher money available
 - Improved dietary intake (both the participants & their children)

FIRST DAY TO USE	LAST DAY TO USE	

10000

Pay to the order of:

Kind to buy:

ANY FRESH OR FROZEN FRUITS AND VEGETABLES WITHOUT ADDED SUGAR OR SALT, INCLUDING HERBS AND PRE-PACKAGED.

EXACT PURCHASE PRICE

|

MUST NOT EXCEED \$10.00

ATTACH ITEMIZED RECEIPT OR CIRCLE ITEMS PURCHASED

Submit voucher to:
Voucher Program
Box 1364
San Francisco, CA 94143

UCSF In collaboration with SF City and County Department of Public Health Nutrition Services

AUTHORIZED SIGNATURE (SIGN AT PURCHASE)



Resources

Vouchers support healthy food purchases

Most purchased fruits and vegetables among voucher participants



Voucher Systems

- Reach into populations that aren't reached in existing programs
 - Ineligible for CalFresh, school meals, services for seniors, etc.
- Support local food vendors
 - Most money spent in low-income neighborhoods
 - \$1 of SNAP benefits generates \$1.79 local economic activity
 - Higher turnover of perishable product allows for stocking of greater variety and higher quality produce
- Supports healthy eating habits in recipients
 - Low-income populations have difficulty affording fruits and vegetables
 - Fruits and vegetables essential for staying healthy



Resources

Models from other cities

- Similar programs in many communities across the US now
 - Wide variability in scope, structure, and cost

Program	Annual Participants	Benefit Amount	Annual Benefit Cost
Double Up Food Bucks	90,000	\$1 for \$1 match ; \$20 cap / market day	\$750,000+
DVCP (all)	39,000	Varies by program (matching incentive)	\$620,000+
Healthy Incentives Pilot (USDA)	7,500	\$0.30 match per \$1 spent; \$60 cap / month	\$260,000
FVRx	1,570	\$1 / person per day for 4-6 months	\$135,000
VeggieRx	525	\$1 / person per day for 16 weeks	\$59,000
Market Match at PCFMA	2,500	\$5 match / \$10 spent / market day	\$50,000



Proposal

- SF create the first city-wide voucher program to support fruit and vegetable intake
- Population
 - Start with SSI Recipients: not reached by **CalFresh**
 - Easily scalable to other populations
- All voucher money must be spent at SF stores
- Public-private partnership
 - City supports
 - ❖ Administration and infrastructure
 - ❖ Cash value of some vouchers
 - Private donations
 - ❖ Cash value of some vouchers



Resources

Estimated costs

- Cost of the voucher (weekly \$10 per voucher):
 - 1000 people: \$ 520,000 per year (demonstration project)
 - 10,000 people: \$5,200,000 per year
 - 25,000 people: \$13,000,000 per year
- Program operations
 - Labor: 1.5 FTE's for 1,000 enrollees, 2.5 FTE's for 25,000 enrollees
 - Explore electronic voucher methods
- Economic multiplier (\$1.79) = \$23.27 million economic activity

Estimated
demand among
SSI recipients
<200% FPL =
25,000



Resources

Food Security by 2020: Additional Resolution Action Items

Please see accompanying memo for status updates on:

- Increasing nutrition standards in shelter meals
- Improving food security of residents living in SROs
- Measuring and sharing food security data through Open Data initiative
- Integrating food security into citywide planning

Food Security Task Force Recommendations

Teri Olle – SF and Marin Food Bank

Chair, San Francisco Food Security Task Force

Food Security in SF by 2020: Key Recommendations

1. To maximize resources from CalFresh:
 - Invest in outreach teams to enroll target eligible San Franciscans in communities
 - *Approve and/or fund outreach staff requests for HSA*
 - “Close the back door” (reduce churn) to maintain stability and reduce cost
2. To ensure food security for vulnerable seniors and adults with disabilities:
 - Institute policy committing to a maximum waitlist of no more than 30 days for home delivered meals; in emergencies, wait shall be no more than 2-5 days
 - Allocate adequate funding to meet home delivered meal policy
 - Conduct analysis of anticipated growth and funding required
 - Increase funding to grow home delivered grocery program into citywide program at DAAS-recommended service level

Food Security in SF by 2020: Key Recommendations (2)

3. To increase children's access to out of school time meals:
 - Promote existing summer lunch and after school programs

4. To boost nutrition for lowest income San Franciscans with Healthy Food Purchasing Supplement:
 - Fund demonstration project
 - Facilitate future development, innovation and public-private investment

Questions?

Presenters:

- Dr. Paula Jones, SFDPH
- Tiana Wertheim, SFHSA
- Linda Lau, RD - DAAS
- Heather Tufts, MEd - DCYF
- Orla O’Keeffe, SFUSD
- Dr. Hilary Seligman, UCSF/SF General Hospital
- Teri Olle, SF-Marín Food Bank