



2011-2015 New Mexico Plan to End Hunger



New Mexico Collaboration to End Hunger
January 2011

Executive Summary

As of fall 2010, more than 50 million Americans, a third of them children, do not have reliable access to the food they need to lead healthy, active lives. That means that one in every seven of our neighbors are struggling with hunger, right here in New Mexico. Nearly one in every four New Mexicans 18 years and younger are classified as “food insecure.” Our neighbors aren’t hungry because we lack food or because of a lack of food and nutrition programs. They are hungry because they lack access to those programs.

Executive Summary

The New Mexico Collaboration to End Hunger (Collaboration) is comprised of over 80 partners from both the public and private sectors. The partners' work in both programming and policy over the past four years has helped over 28,000 New Mexicans move out of food insecurity.

New Mexico was the worst in the nation in food insecurity when the Collaboration was formed in 2007 and now is ranked 12th worst according to USDA's state food insecurity report (11/2010).

Executive Summary

The Collaboration leveraged its successful efforts of the past four years by hosting six Community Meetings statewide in fall 2010 to gain input for this Plan. In addition to gaining input, the objectives of the meetings were to: 1) increase awareness of local hunger, 2) increase understanding of the Collaboration, and 3) engage local partners and other stakeholders in developing effective strategies to end hunger in their community and across New Mexico. The following Plan reflects the knowledge gained from these meetings and the experiences of the past four years of work to end hunger in New Mexico. The Partners listed in the Tactics of the Plan are not a complete list of organizations working to end hunger in New Mexico. It is just a beginning list and should be viewed as such.

2011-2015 Goals

Goal 1: Increase food stamp participation (SNAP) by all eligible New Mexico residents to 80% by the end of 2015.

This represents an 18% increase in eligible New Mexicans receiving benefits from the current 66% ($14\% \text{ divided by } 80\% = 18\%$)

Goal 2: Decrease the percent of food insecure children in New Mexico from the current rate of 24% to 15% by the end of 2015.

This represents a 38% decrease from 136,000 children to 84,600 children.

Goal 3: Decrease the percentage of food insecure seniors in New Mexico from 8.82% to 6% by the end of 2015. This represents a 33% decrease from 30,500 seniors to 20,750 seniors.

2011-2015 Goals

Goal 4: Identify high impact community models in New Mexico to study and identify the effective elements to replicate in other New Mexico locations.

Goal 1

Goal 1: Increase food stamp participation (SNAP) by all eligible New Mexico residents to 80% by the end of 2015.

This represents a 18% increase in eligible New Mexicans receiving benefits from the current 66% (Data is from USDA, November 2010, *SNAP Participation Rates in 2008* report)

Strategy 1.1: Enable food insecure New Mexicans that are eligible for SNAP to apply for benefits *where they are*: e.g., food pantries, churches, schools and remotely.

Tactic 1.1.1: Re-vamp the Food Stamp Working Group (FSWG) with New Mexico Center on Law & Poverty as the lead of this group. The FSWG should include both private organizations (e.g. Policy non-profits, food pantries and food banks) and HS's Cabinet Secretary and ISD management and staff. Meetings should be held on a regular basis to set goals for each year of this Plan.

Collaboration partners: New Mexico Center on Law & Poverty, other organizations?

Goal 1

Strategy 1.2: Increase SNAP and FDPIR (Food Distribution Program on Indian Reservations) outreach activities to eligible New Mexicans so that each person has the ability to purchase and acquire food to prepare at home.

Tactic 1.2.1: The FSWG will review available USDA grants for food stamp outreach at the beginning of each year and co-apply with HSD for each grant. When awarded, community groups should work with HSD to provide SNAP outreach and help eligible New Mexicans apply for benefits.

Collaboration partners: HSD, members of FSWG.

Tactic 1.2.2: The Collaboration's staff will provide support to the FSWG to provide a network of volunteer organizations to help with SNAP outreach activities.

Collaboration partners: FSWG and Collaboration staff

Goal 1

Strategy 1.3: Direct communications efforts to food insecure New Mexicans on how to apply for SNAP benefits.

Tactic 1.3.1: Create a SNAP media plan that includes traditional and non-traditional communication to reach New Mexicans who are eligible for SNAP benefits. Include billboards, newspaper, websites – including www.endNMhunger.org, all New Mexico health and human services agencies, church bulletins and school handouts. *Collaboration partners: Collaboration staff writes plan, Share Our Strength provides best practice support*

Goal 2

Goal 2: Decrease the percent of food insecure children in New Mexico from the current rate of 24% to 15% by the end of 2015.
This represents a 38% decrease from 136,000 children to 84,600 children. (Data is from Annie E. Casey's *Kids Count* annual report.)

Strategy 2.1: Increase participation in summer meal programs.
(In 2009, only 34.3% of eligible children participated in the summer meals program in New Mexico.)

Tactic 2.1.1 In summer 2011, increase summer meal participation by 3% by developing and implementing an outreach and marketing plan to increase awareness about summer food and Intergenerational Summer Food Program (ISFP) among families and communities.

Collaboration partners: CYFD, The Storehouse, Adelanté, Rio Grande Food Project, PED, New Mexico Alliance for Children, Grant County Volunteer Center and champions at each ISFP site

Goal 2

Tactic 2.1.2: In summer 2011, increase the number of children reached through ISFP to 8,000. The 2012 ISFP goal is to feed 10,000 children. The goal for 2013 is 11,500, goal for 2014 is 13,000 and in 2015 the goal through ISFP is to feed 15,000 children.

Collaboration partners: listed in 2.11

Tactic 2.1.3: Expand the summer meals CYFD hotline (800-EATCOOL) and the Collaboration's website where families can find out about summer meals sites near them.

Collaboration partners: CYFD, Collaboration staff

Tactic 2.1.4 Conduct extensive outreach to organizations through CYFD and ISFP to ensure there are enough sites offering summer meals in high-need communities.

Collaboration partners: CYFD, Collaboration staff and Share Our Strength (SOS)

Goal 2

Tactic 2.1.5: Provide start-up grants to organizations wanting to start or expand summer meals programs, including ISFP.

Collaboration partners: SOS directed through Collaboration staff

Goal 2

Strategy 2.2: Ensure that all children have access to a nutritious breakfast by expanding the School Breakfast program funded by USDA so that 90% of New Mexico schools participating in the National School Lunch Program (NSLP) will also serve breakfast by the end of 2015.

Tactic 2.2.1: Work with PED to identify all schools participating in the NSLP that also serve breakfast. Create a list of all schools serving both and those that do not and place in a list serve.

Collaboration partners: PED, SOS and Collaboration staff

Tactic 2.2.2: Adapt Hunger Free Colorado's and SOS's "School Breakfast Challenge" program (including cereal box and inserts, mentors, etc.) to New Mexico's needs. Begin program in fall 2011.

Collaboration partners: Hunger Free Colorado, SOS, PED, Adelanté and Collaboration staff

Goal 2

Tactic 2.2.3: Collaborate with Albuquerque Public Schools (APS) to develop several pilot school sites to test the School Breakfast Challenge program in spring 2011.

Collaboration partners: APS Foundation, APS, Collaboration staff

Tactic 2.2.4: Based on promotion need, partner with target schools to begin the School Breakfast Challenge program in fall 2011.

Collaboration partners: Hunger Free Colorado, SOS, PED, Adelanté and Collaboration staff

Tactic 2.2.5: Communicate benchmarks and successes of program to key stakeholders including State agencies, legislators and USDA.

Collaboration partners: SOS and Collaboration staff

Goal 2

Strategy 2.3: Improve participation in other key programs, including the Special Supplemental Nutrition Program for Women Infants and Children (WIC), the After School Snack Program, the Child and Adult Care Food Program (CACFP), and the Earned Income Tax Credit (EITC).

Tactic 2.3.1: Increase WIC participation by eligible New Mexico mothers by 5% before the end of 2015 by working with DOH to create and execute an outreach plan.

Collaboration partners: DOH and Collaboration staff

Tactic 2.3.2: Increase participation in the After School Snack Program by eligible providers by 3% per year for all five years through 2015 by working with CYFD to create a plan of action.

Collaboration partners: CYFD and Collaboration staff

Goal 2

Tactic 2.3.3: Improve communications to all licensed childcare providers and child care licensing staff in New Mexico so that they become aware of CACFP through 2015.

Collaboration partners: CYFD, non profit organizations and Collaboration staff

Tactic 2.3.4: Create and execute a communications plan so that all low-wage workers in New Mexico become aware of the Earned Income Tax Credit (EITC) and food assistance programs.

Collaboration partners: Non profit organizations including UNM, CNM, NM Center on Law & Poverty, Prosperity Works and Collaboration staff

Goal 2

Strategy 2.4: Encourage children and families to make healthy food choices through nutrition education.

Tactic 2.4.1: Increase participation in SNAP to 80% and FDPIR by 3% per year through 2015 by linking applicants to benefits *where they are*, e.g. schools, churches, online and food pantries.

Collaboration partners: HSD, FSWG, Chapter Houses, John Hopkins and iAct

Tactic 2.4.2: Increase participation in nutrition education classes statewide by 5,000 children and adults in the next five years.

Collaboration partners: New Mexico Alliance for Children and Cooking with Kids

Goal 2

Strategy 2.5: Ensure families can access food from food banks and food pantries in all New Mexico communities.

Tactic 2.5.1: Expand the number of mobile food pantry trucks and deliveries statewide.

Collaboration partners: New Mexico food banks and food pantries

Tactic 2.5.2: Determine communities where food availability is not meeting community needs(utilizing Missing Meals report data by county) and publish a report so that resources can be matched to needs.

Collaboration partners: Food pantries and food banks and their networks with support from the Collaboration staff

Goal 3

Goal 3: Decrease the percentage of food insecure seniors in New Mexico from 8.82% to 6% by the end of 2015. This represents a 33% decrease from 30,500 seniors to 20,750 seniors. (Data is from Meals On Wheels national report.)

Strategy 3.1: Increase participation in senior meal programs supported by the State of New Mexico and USDA. This includes the Commodity Supplemental Food Program (CSFP) and the Senior Farmers Market Nutrition Programs through the New Mexico Department of Health. CSFP is considered a sister program to WIC, though now primarily provides monthly food and nutrition services to seniors. 16,778 total seniors, moms and children are served monthly via three regional non-profits and via mobile pantries in parts of 24 counties.

Goal 3

Tactic 3.1.1: Promote awareness of senior food programs through the Collaboration's website: www.endNMhunger.org, all New Mexico health & human services agencies, Bread for the World, Meals on Wheels, Lutheran Advocacy Ministries, NM Association of Food Banks and Comfort Keepers. Provide printed materials and email to these organizations.

Collaboration partners: listed in this Tactic, Collaboration staff coordinates communications

Tactic 3.1.2: Promote awareness of Child and Adult Care Food Program (CACFP) through the Collaboration's website, all New Mexico Health & Human Services agencies, Meals on Wheels, Volunteer Center of Grant County and other senior organizations.

Collaboration partners: CYFD, ALTSD, AAA's, Collaboration staff

Goal 3

Strategy 3.2: Increase the number of senior food boxes distributed statewide by 10% per year through 2015.

Tactic 3.2.1: Create a development plan and fundraise to increase support to partner organizations that provide senior food boxes.

Collaboration partners: AAAs, Comfort Keepers and Collaboration staff

Strategy 3.3: Increase the number of seniors receiving home delivered nutritious meals statewide by 10% per year for five years through 2015.

Tactic 3.31: Identify three additional communities in New Mexico with local support to add a Meals on Wheels program. Develop a business plan and fundraise to increase support to partner organizations in these communities.

Collaboration partners: Albuquerque Meals on Wheels, Collaboration staff

Tactic 3.32: Consider alternative models to senior home delivery and adapt to New Mexico communities that cannot support a Meals on Wheels program.

Collaboration partners: Volunteer Center of Grant County, Taos Community Foundation

Goal 4

Goal 4: Identify high impact community models in New Mexico to study and identify the effective elements to replicate in other New Mexico locations.

Strategy 4.1: Utilize the notes from each of the six Community Meetings held in fall 2010 to identify the high impact models across New Mexico.

Tactic 4.1.1: Work with each of the three communities to record their high impact models.

Collaboration partners: Volunteer Center of Grant County, Taos Community Foundation, Adelante, The Storehouse and Rio Grande Food Project

Tactic 4.1.2: Create a training program and schedule for other New Mexico communities that want to adopt the high impact models.

Collaboration partners: Collaboration staff would develop

Tactic 4.1.3: Identify effective elements of high impact community models and place in a case study format.

Collaboration partners: Collaboration staff would develop

Goal 4

Strategy 4.2: Among high impact models identified, include models that are developing and systematizing a food recovery network, developing local food policy councils and creating a food transportation network.

Tactic 4.2.1: Identify key organizations and facilitate a “Transportation Task Force” statewide in 2011.

Collaboration partners: Collaboration staff will convene this Task Force

Tactic 4.2.2: Continue to support and work with partner organizations whose mission is to improve food policy both in New Mexico and nationally.

Tactic 4.2.3: Communicate frequently on important policy initiatives to partner organizations.

Collaboration partners: Farm to Table, FRAC, New Mexico Center on Law and Poverty, New Mexico Voices for Children

Goal 4

Strategy 4.3: Document the existing New Mexico food system and identify gaps by using existing data and resources.

Tactic 4.3.1: Through the Collaboration's and partners' communications network, send out a communication to have organizations self-identify and report back on their food systems work.

Collaboration partner: Collaboration staff will communicate and record information

Tactic 4.3.2: Convene a meeting in 2011 of all organizations doing key food systems work. The outcome of the meeting would be to determine what primary data is required to document New Mexico's food system.

Collaboration partner: Collaboration staff will convene

Tactic 4.3.3: Publish a report in hard and electronic forms and communicate a comprehensive food systems report to all key stakeholders.

Collaboration partners: UNM, Collaboration staff will compile and communicate the report

Goal 4

Strategy 4.4: More fully develop and help systematize a food recovery network, first in Albuquerque and then statewide.

Tactic 4.4.1: In 2011, complete a business plan for an Albuquerque Food Recovery Network.

Collaboration partners: Adelanté, The Storehouse

Tactic 4.4.2: Raise funding for the Albuquerque Food Recovery Network.

Collaboration partners: Adelanté, The Storehouse, Collaboration staff

Tactic 4.4.3: Test the model in greater Albuquerque area in 2011.

Collaboration partners: Adelanté, The Storehouse

Tactic 4.4.4: In 2012, develop a “How to create a food recovery network” document and training and meet with key partners in interested New Mexico communities.

Collaboration partners: Adelanté, The Storehouse, Collaboration staff

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*Thank you for your work to end hunger in
New Mexico!*

Collaboration's website: www.endNMhunger.org

Collaboration's resource line: 800-363-6648

Addendum

Acronyms used in this Plan

- AAA – Area Agencies on Aging
- ACCION – 501 (c)(3) micro-lending organization
- ACF – Albuquerque Community Foundation
- ALTSD – New Mexico Aging & Long-Term Services Department
- CNM – Central New Mexico University
- Collaboration – New Mexico Collaboration to End Hunger
- CYFD – New Mexico Children, Youth & Families Department
- DOH – New Mexico Department of Health
- EBT – Electronic Billing Transfer
- FRAC – Food Research Action Center
- HSD – New Mexico Human Services Department
- ISFP – Intergenerational Summer Food Program
- NM – New Mexico
- NMCF – New Mexico Community Foundation
- NMDA – New Mexico Department of Agriculture
- NMDOT – New Mexico Department of Transportation
- NMEDD – New Mexico Economic Development Department
- NMSU – New Mexico State University
- PED – New Mexico Public Education Department
- Plan – New Mexico Plan to End Hunger
- SNAP – Supplemental Nutrition Assistance Program (formerly known as food stamps)
- SOS – Share Our Strength
- UNM – University of New Mexico
- UNM's RSLP – University of New Mexico's Research Service Learning Program
- USDA – United States Department of Agriculture
- WIC – Women, Infants and Children