Campbell’s Healthy Communities 2016-2017

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Real food that matters for life's moments
Campbell’s Healthy Communities

Our Common Agenda:
Measurably improve the health of young people in our hometown communities
Transforming Communities through Collective Impact

A long term commitment and partnership by representatives from different sectors, to work towards the same goal and understanding that solutions to social problems arise from the active and collaborative interaction from many organizations within a larger social system.

Success Principles of Collective Impact

- Common agenda
- Shared measurement systems
- Mutually reinforcing activities
- Continuous communications
- Backbone leadership organization
Strategic Areas of Focus

**Food Access**
Ensure access to affordable, nutritious and fresh foods in our communities.

**Physical Activity/Access**
Increase opportunities for physical activity in school, after school and throughout the community in a safe environment.

**Nutrition Education**
Support healthy lifestyles by educating children, parents, expectant mothers and school staff.

**Public Will**
Engage the public as a partner in the creation and sustainability of a healthy community.
Campbell’s Healthy Communities Model

Healthy Network Hubs

- Community Resource Inventory
- Portfolio of Services
- Strategic Partners
- Supportive Technology
- Measuring Impact

Schools
Food Access Points
Health Provider

Community Resource Inventory
Portfolio of Services
Strategic Partners
Supportive Technology
Measuring Impact
Healthy Communities

Camden

FY 2016 Results
Increase Access to Healthy Foods

“Because my customers want to purchase more healthy products, I have learned to display my fresh produce more attractively which increases the shelf life of the these items increase”

Hours of Food Access Activities Delivered, By Type

- Corner Store Recruitment: 62.8 hours
- Capacity Building-Food Access: 24.9 hours
- Garden Build/Maintenance: 115.9 hours
- Direct Food Distribution: 1.5 hours
Increase Access to Healthy Foods

72% of store owners surveyed reported an increase in sales of healthy products during the last month.

$5,778, or 98.9% of HeartBucks were redeemed following the nutrition education sessions and store tours.

Healthy Communities surveyed Camden residents at physician practices to shed light on food security in the city. Respondents were asked to indicate if the following quote was true for them: “Within the past 12 months, the food I bought just didn’t last and I didn’t have money to get more.”

Hunger in Camden
Increase Opportunities for Greater Access

% Child Hours Physical Activity Received, By Type

GoNoodle Physical Activity Break
Other Physical Activity
Soccer For Success

GoNoodle: 7,001 hours
Increase Opportunities for Greater Access

14 Soccer for Success sites

891 youth participating in Soccer for Success

Total Soccer For Success hours: 33,593
Increase Access to Information About Healthy Food

% Child Hours Nutrition Education Received, By Type

- Cooking Matters: [VALUE]%
- Food Demo/Tasting: [VALUE]%
- Teacher Led Nutrition Education: [VALUE]%
- Nutrition Education: [VALUE]%
- Garden-Based Nutrition Lesson: [VALUE]%
- Healthy Cooking: [VALUE]%
Increase Community Engagement

“I believe that your work in Camden exemplifies beautifully how companies can engage in and lead work at the local level in a manner that is deeply collaborative with communities and other stakeholders.”

— Alina Baciu, PhD, MPH, Senior Program Officer, Institute of Medicine, The National Academies of Sciences, Engineering, and Medicine

Leveraged Campbell’s investment with an additional $4 million:

- Bringing investment to Camden to support healthy eating and active living
- Developed partnerships with Camden City School District for district wide Health/Wellness policy implementation; Cooper Pediatrics and Cooper/Rowan University Medical School to integrate Campbell’s Healthy Communities programming into primary care
Expanding Our Impact

Healthy Communities
Norwalk, CT
2010

Healthy Communities
Snohomish County
2015

Healthy Communities
Henry County
2014

Healthy Communities
Metro Detroit, MI
2016