



Healthy Communities



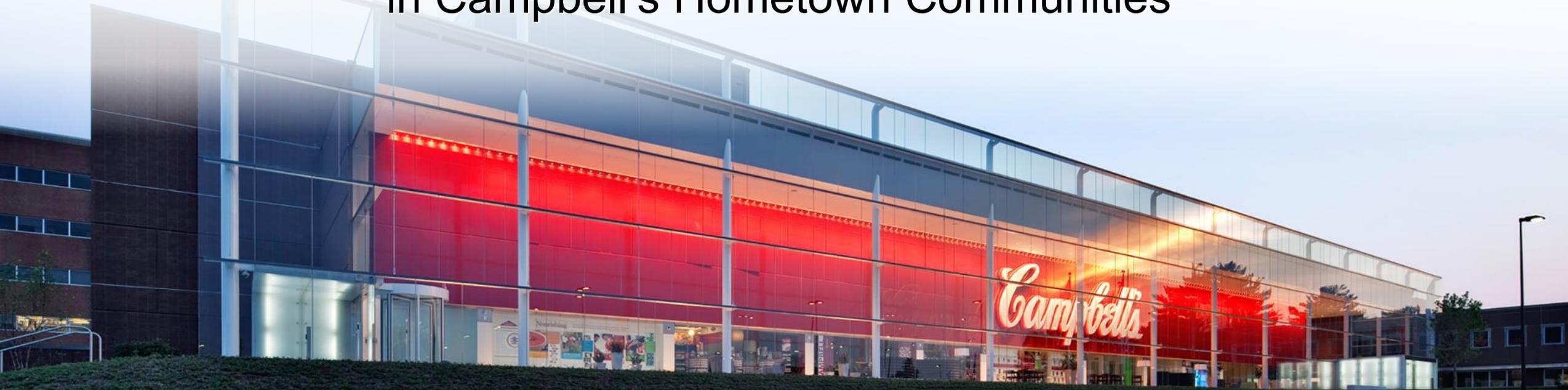
CAMDEN ANNUAL REPORT Fiscal Year 2019

Year 8 of a 10-Year Program

THE COMMITMENT

10 YEARS
\$MILLION

Campbell's Healthy Communities' Common Agenda:
Measurably Improve the Health of Young People
in Campbell's Hometown Communities



Commitment to Collective Impact

Collective Impact is:

The commitment of a group of important actors from different sectors to a common agenda for solving a specific social problem at scale

Also critical to our work is **community engagement** and **co-creation**, an example of which is our creation of a Youth Advisory Council made up of Camden High School students

Unique role of funder and backbone is played by Campbell

- 1 **Common agenda**
- 2 **Shared measurement system**
- 3 **Mutually reinforcing activities**
- 4 **Continuous communication**
- 5 **Backbone support**

Quotes from Campbell's Healthy Communities Partners:

“Knowing the mission and objectives of each individual agency has helped us to plan and write our strategic plan year after year to incorporate the strengths and expertise of each organization.”

“This leadership, support and connectivity through the backbone has helped the Y grow our work.... With support from the backbone we have been able to grow our presence and reach to help serve more youth and their families in this region and on a national level as well.”

Strategic Focus Areas

**Food
Access**



**Physical
Activity**

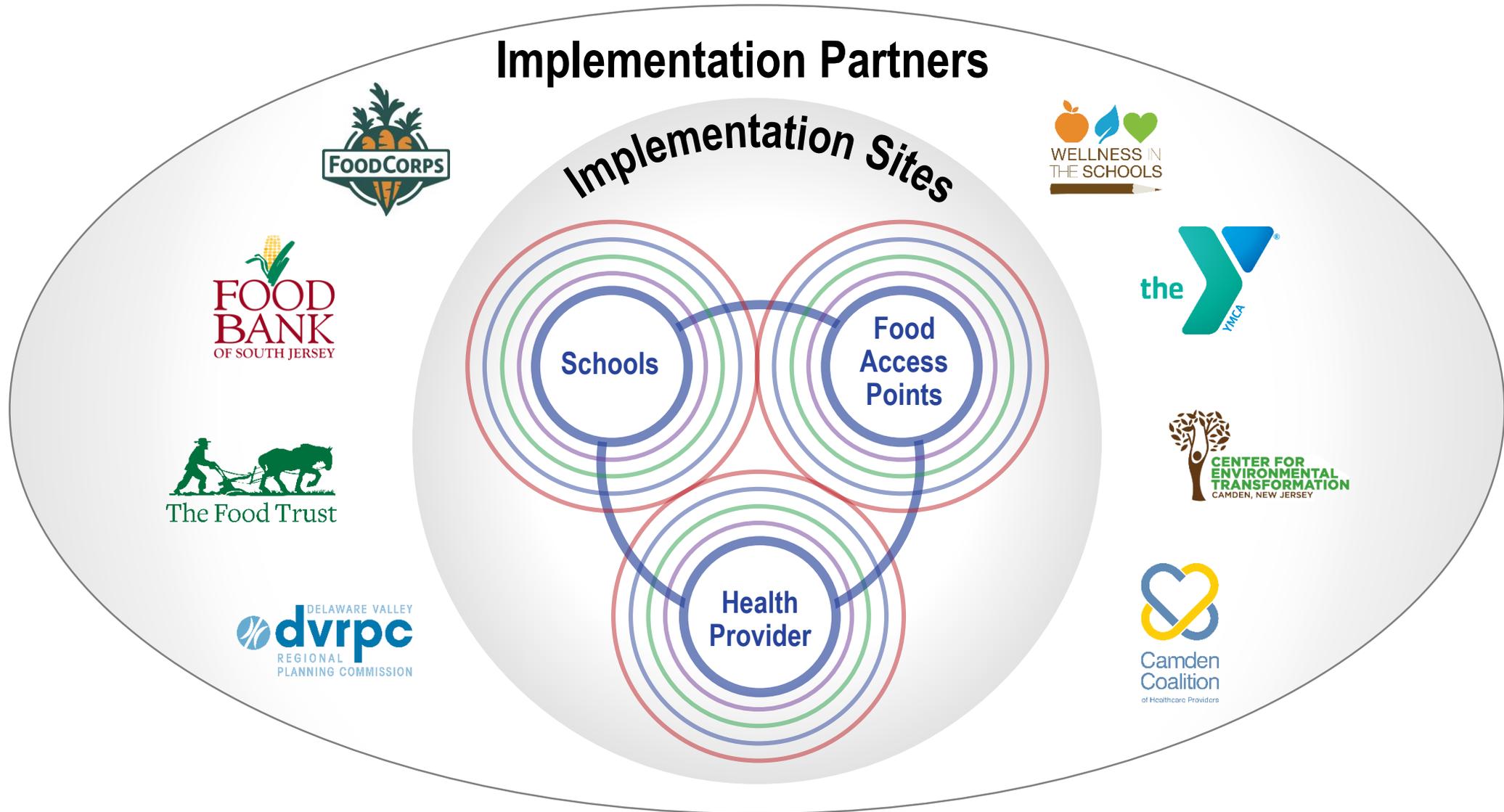
**Nutrition
Education**



**Public
Will**

Systems Change, Policy/Infrastructure Work, and Process Improvement

Partners





Healthy Communities



Camden



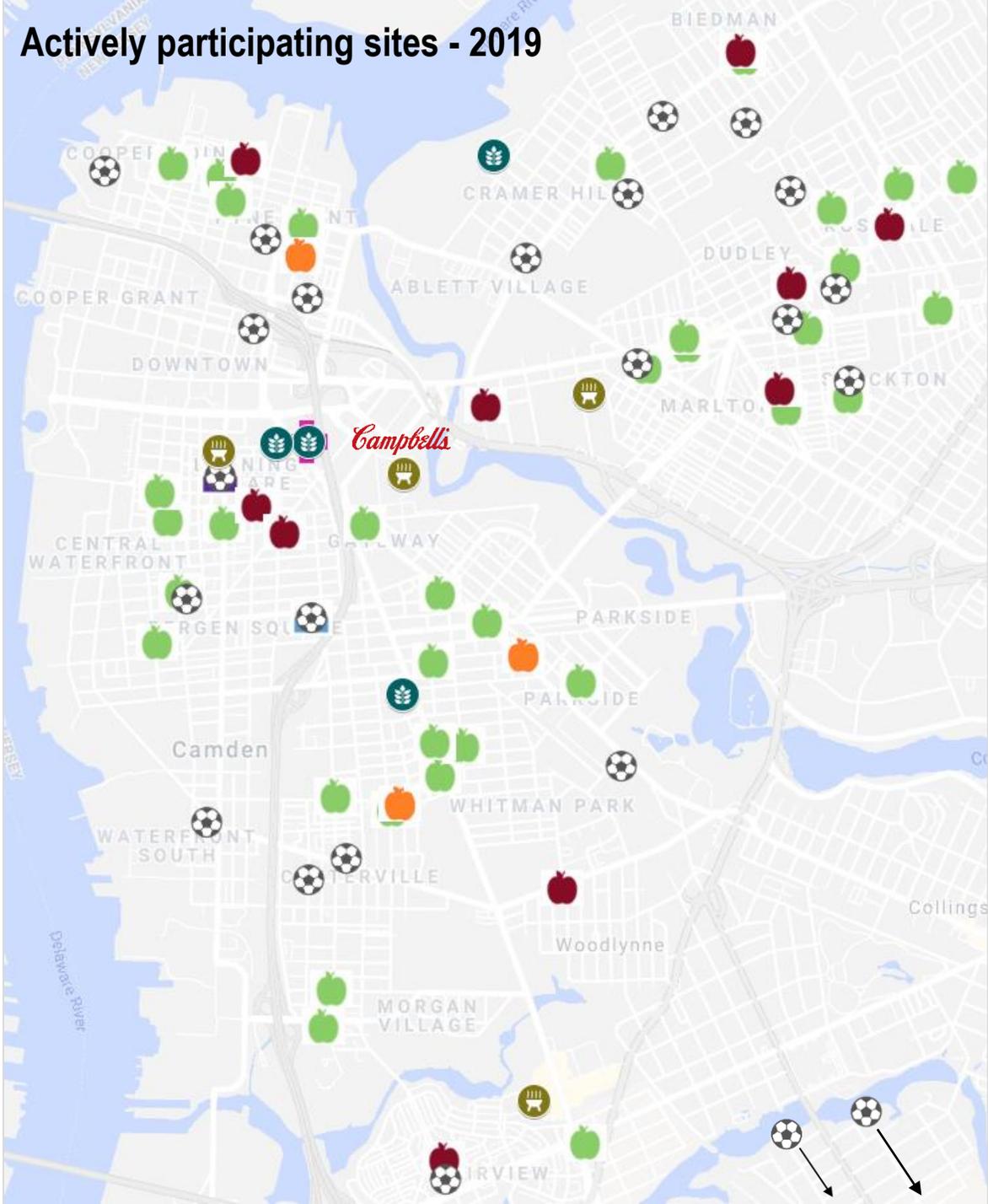
PROGRESS TO DATE

Program Footprint

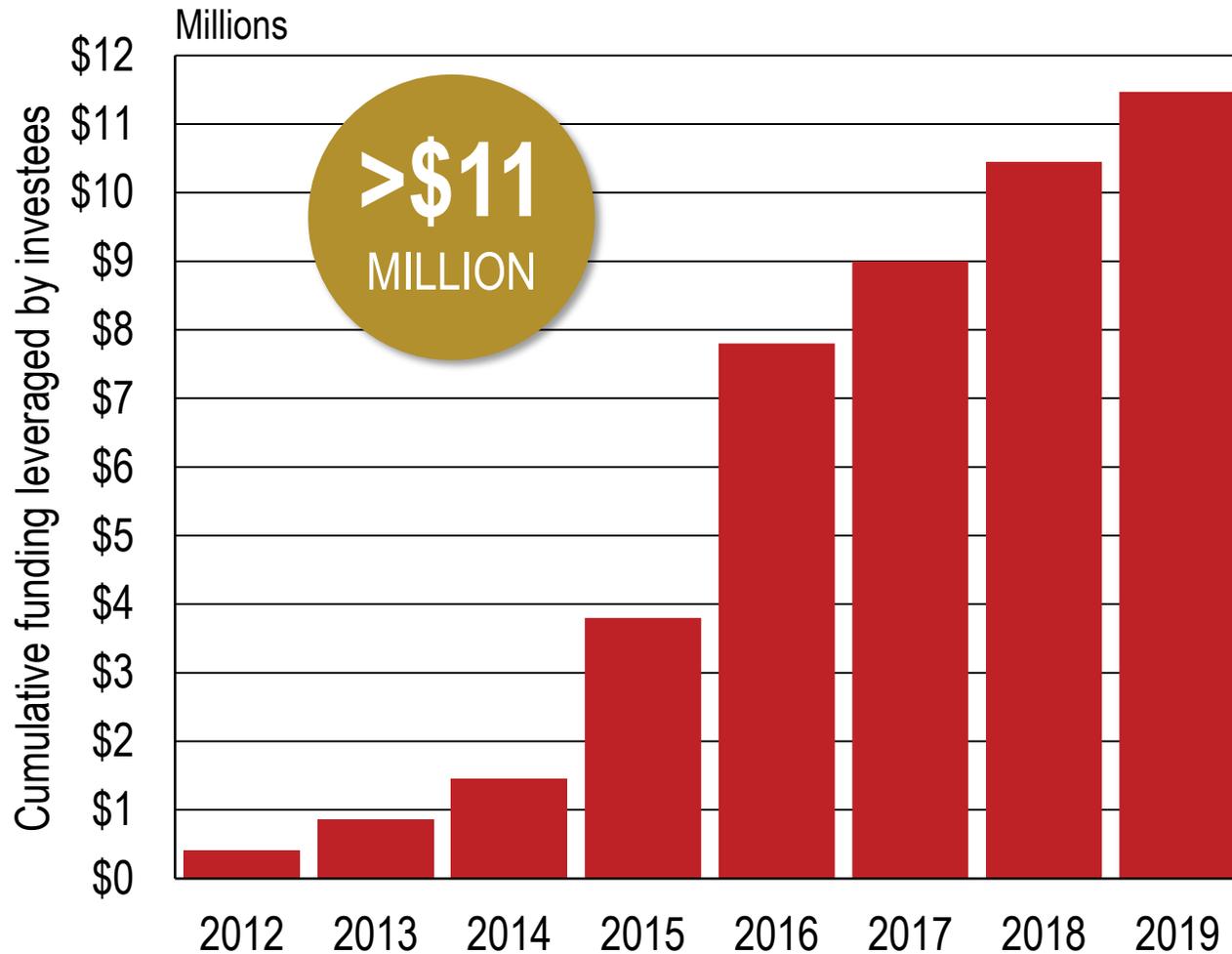
Legend:

-  Healthy Corner Store with Heart Smart program
-  Healthy Corner Store with Health Screenings
-  Healthy Corner Store
-  School with Garden
-  School
-  Soccer for Success
-  Health Care Site and Food Bucks Rx
-  Food Insecurity Screenings
-  Cooking Classes

Actively participating sites - 2019



Additional Funding Raised for Camden as a Result of our Work



Campbell's \$50,000 investment in technical assistance to prepare applicants for the competitive BUILD Health Challenge grant process resulted in a **\$250,000** grant for Camden focused on addressing food insecurity



“Campbell hosted several workshops at their Headquarters, orienting interested parties to the BUILD Health application and ethos. It is because of this generous effort, that PBCIP was able to meet like-minded cohorts and further developed one unified – and ultimately successful - proposal.

- Bridget Phifer, PBCIP Executive Director”

Healthy Corner Store Initiative

- **44 corner stores** actively enrolled. This represents ~40% of all corner stores in Camden, making it the largest citywide network of healthy corner stores in New Jersey



- Store owners receive technical assistance to help them better **source and merchandise fresh food**, as well as wraparound services to **promote healthy living**:
 - Heart Smarts nutrition education lessons, with **Heart Bucks coupons to spend on heart healthy foods**
 - Heart Smarts participants report **improved access to and knowledge of healthy foods**
 - Innovative partnership with County Health Department offering **health screenings**

Corner Store Highlights

- **83%** of surveyed storeowners reported an **increase in sales of healthy items**

EARN
\$2 in Philly Food Bucks for every \$5 you spend with your ACCESS card.

SAVE
money on fruits and vegetables with Philly Food Bucks all season long!

To learn about the Food Trust's Food Bucks Network, visit thefoodtrust.org/foodbucks

Earn free fruits and vegetables!

WANT TO EARN MORE FOOD BUCKS?
For every \$5 you spend with your EBT card (food stamps), earn \$2 in Food Bucks and save money on fresh fruits and vegetables all season long.

Good only for fruits and vegetables. Not redeemable for cash. No change given.

10000000



- The NJ Dept. of Health approved **Healthy Corner Store and Heart Smarts** programming as **SNAP-Ed eligible activities**
- Local CDFI* **FINANTA** partnered to launch a **corner store affinity group** aimed at helping store owners thrive

- Fayer's market became a redemption site for new "healthy food prescription" program for SNAP-eligible patients



Sales of fresh fruits and vegetables increased by 165%

\$2

Eat fresh!

The Food Trust
THEFOODTRUST.ORG

FOOD BUCKS

FRUIT AND VEGETABLE COUPON

\$2

PART OF THE FOOD TRUST'S FOOD BUCKS NETWORK

\$2

* Community Development Financial Institution

Soccer for Success

- Started in the fall of 2012 with less than 50 kids in a single charter school in North Camden
- Now serves over **900 kids per year**, partnering with **over 20 different program sites**
- Over **4500 Camden kids have participated** since the program's inception
- 13th program in the nation (now there are 425), making the Camden program an **early leader and role-model** as new programs are created



- Soccer for Success in Camden has grown to be more than just an after-school soccer program, with **additional programming such as nutrition education and taste tests, Saturday family play events, and sports science lessons**



Healthy Communities



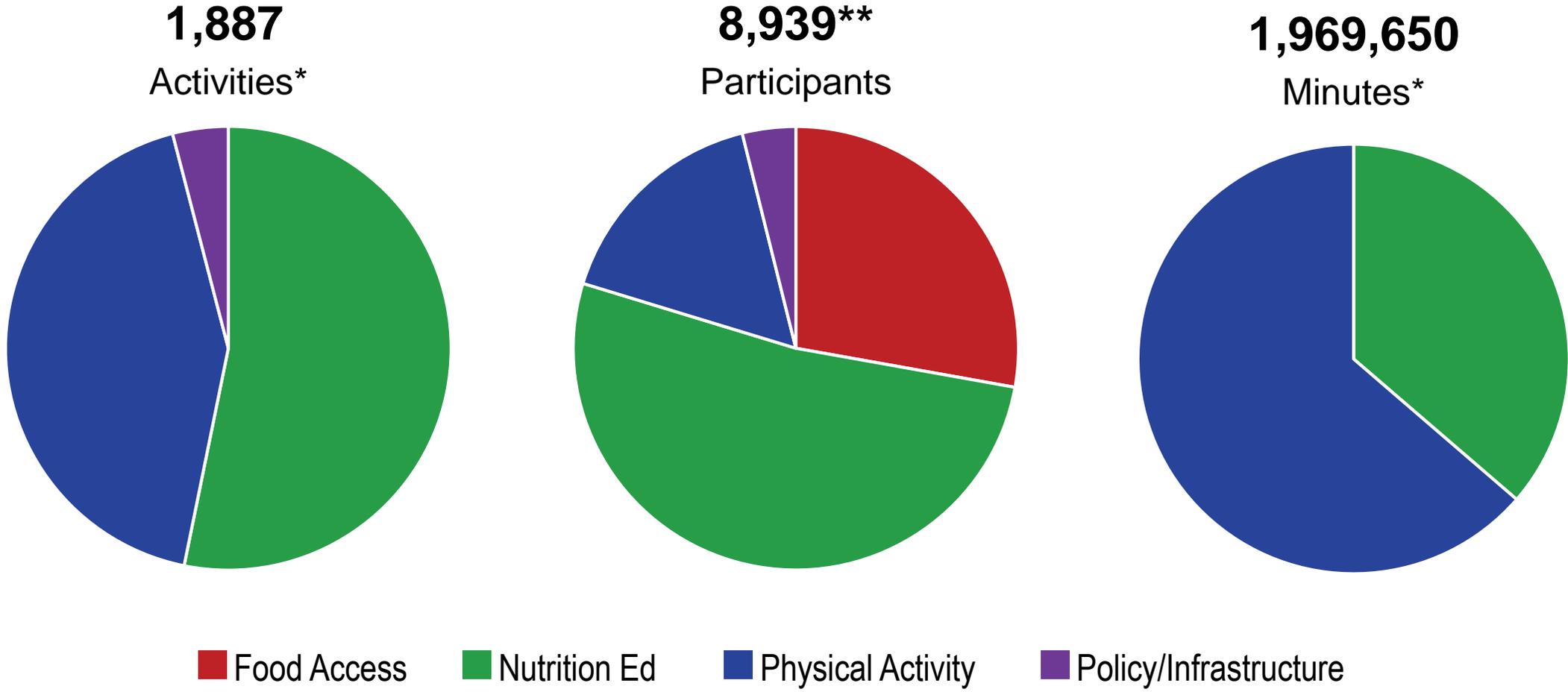
Camden



Fiscal Year 2019 RESULTS

August 2018 – July 2019

Summary of Activities, Participants, and Minutes



* Activities data not collected for Food Access; Minutes data not collected for Food Access or Policy/Infrastructure

** Best estimate of unduplicated participants



Food Access

106

total food access sites

2,818

estimated unduplicated participants

13

new food access sites/venues created

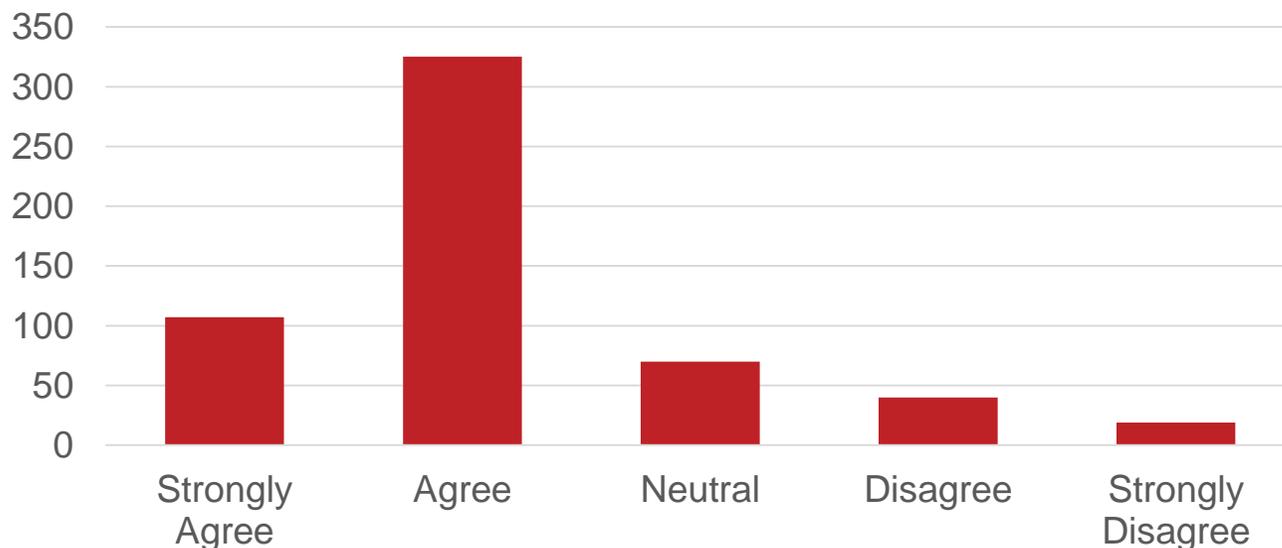
131

new healthy foods made accessible



It is easy to buy fresh fruits and vegetables in my neighborhood*

N = 561



* Baseline data (new survey question introduced this year)



Highlight: Higher Engagement at Cafeteria Tastings



- Increased students' participation in tasting/demos in the cafeteria from **50% to 90%**
- The increase of kids trying the foods at tastings is attributed to:
 - Active teacher buy-in
 - Live cooking demos
 - Complementary nutrition education that they received



Nutrition Education

1,002

activities/sessions led

5,257

estimated unduplicated participants

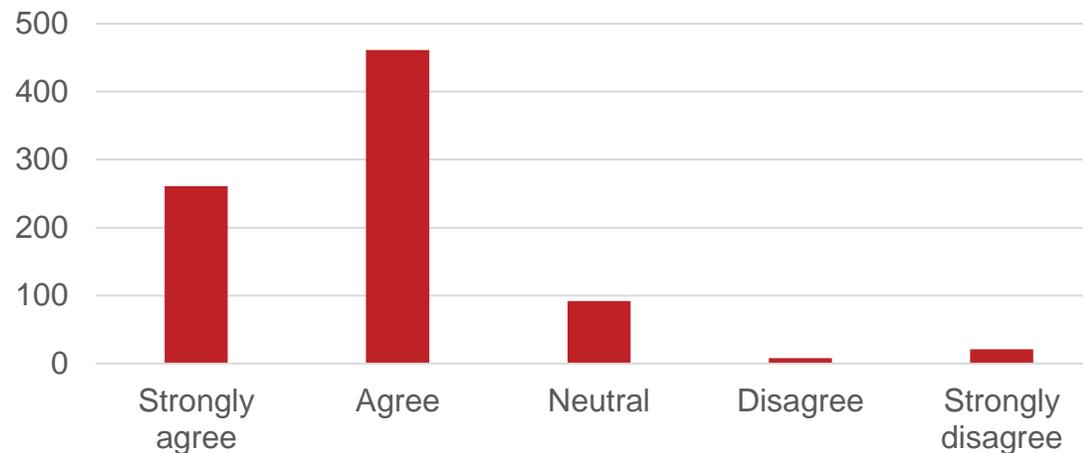
715,860

minutes received



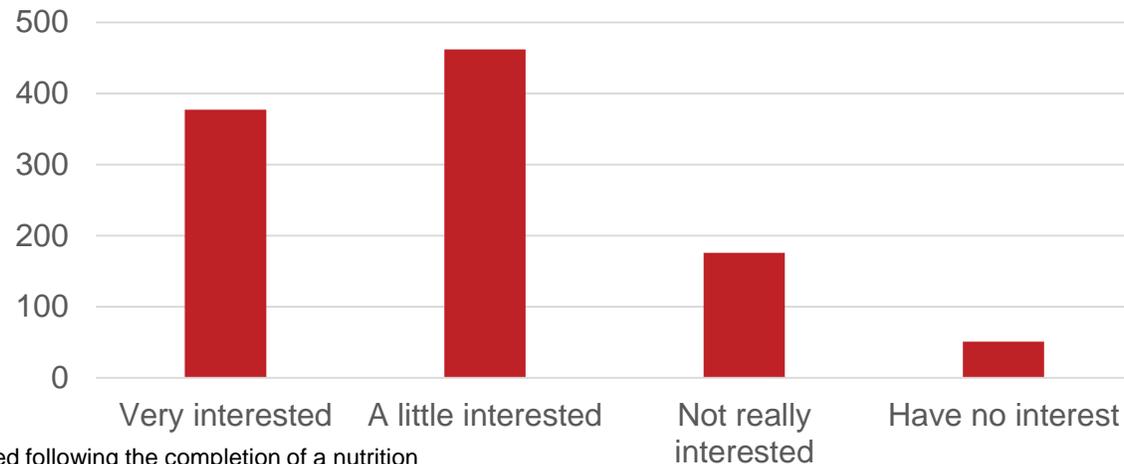
“I have a better understanding of how to eat healthy”**

N = 760



How interested are you in choosing healthy food and drinks*?

N = 1,066



* Question asked following the completion of a nutrition education program or lesson

Highlight: Education Tied to Fruit and Vegetable Program

Campbell's Healthy Communities partners took over distribution of the USDA Fresh Fruit and Vegetable Program at our local school site. This allowed partners to visit 8-10 elementary school classrooms per week, providing education and messaging about the current fruit or vegetable, and then finding ways to incorporate the produce into cafeteria menus.

 **Food and Nutrition Service**
U.S. DEPARTMENT OF AGRICULTURE

[CONTACT US](#) [REPORT FRAUD](#) [ASK THE EXPERT](#) [USDA.GOV](#)

[HOME](#) [DATA & RESEARCH](#) [GRANTS](#) [NEWSROOM](#) [OUR AGENCY](#) [PROGRAMS](#)



Fresh Fruit and Vegetable Program

FFVP promotes fresh fruits and vegetables in high need elementary schools throughout the United States.





Physical Activity

809

activities/sessions led

1,661

estimated unduplicated participants

1,253,790

minutes received

4

new safe spaces to play created

8

new opportunities for physical activity created



Highlight: National Recognition of the YMCA's Soccer for Success Program in Camden



The Greater Philadelphia YMCA was:

- Selected by US Soccer Foundation (USSF) to be consultants and a model organization in the development of YMCAs' urban soccer programming across the nation
- Recognized on USSF's website and social media for playing an integral role in expanding the foundation's mission of spreading the game of soccer in southern NJ
- A lead organization utilizing USSF's new resource hub for coach development and administrative processing in running Soccer for Success
- Co-presenter with Campbell at the 2019 National Urban Soccer Symposium in Washington DC





Public Will

>200

events/meetings that engaged the community in the work

1,500

young people engaged through leadership activities, events, or other convenings

68%

of participants agreed or strongly agreed that they felt their voice was heard during our programs



Highlight: Menu Change with the Youth Advisory Council

- Our Camden Youth Advisory Council focused this year's work on the changes they want to see in the school cafeteria
- They met with cafeteria staff, surveyed classmates, and ultimately put together a report outlining their concerns and recommendations
- Next they are meeting with the head of food service and nutrition for the district to follow-up on their proposed changes

Improving School Lunch



Why aren't students eating their lunch?

I like the appearance of food.

- 61% disagree or strongly disagree

I like the temperature of foods served.

- 42% disagree or strongly disagree

I have enough time to eat lunch comfortably.

- 47% disagree or strongly disagree

There are food options reflective of my culture.

- 55% disagree or strongly disagree





Real food that matters for life's moments

