



Campbell's

Healthy Communities



HEALTHY COMMUNITIES CAMDEN ANNUAL REPORT

Fiscal Year 2020

Year 9 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



Collective Impact Approach



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

1

Common agenda

All participants share a vision for change that includes a **common understanding of the problem** and a joint approach to solving the problem through agreed-upon actions

2

Shared measurement system

All participants agree on how to measure and report on progress, with a **short list of common indicators** identified and used to drive learning and improvement

3

Mutually reinforcing activities

A diverse set of stakeholders, typically across sectors, **coordinate a set of differentiated activities** through a mutually reinforcing plan of action

4

Continuous communication

All players engage in **frequent and structured** open communication to build trust, assure mutual objectives, and create common motivation

5

Backbone support

An **independent, dedicated staff (with funding!)** guides the initiative's vision and strategy, supports aligned activities, establishes shared measurement practices, builds public will, advances policy, and mobilizes resources

Strategic Focus Areas



Increase access to affordable, nutritious, and fresh foods across different types of community venues and food access points

Food Access



Physical Activity

Increase opportunities for physical activity in school, after school, and throughout the community in a safe environment

Increase access to information about healthful food in a culturally appropriate manner

Nutrition Education

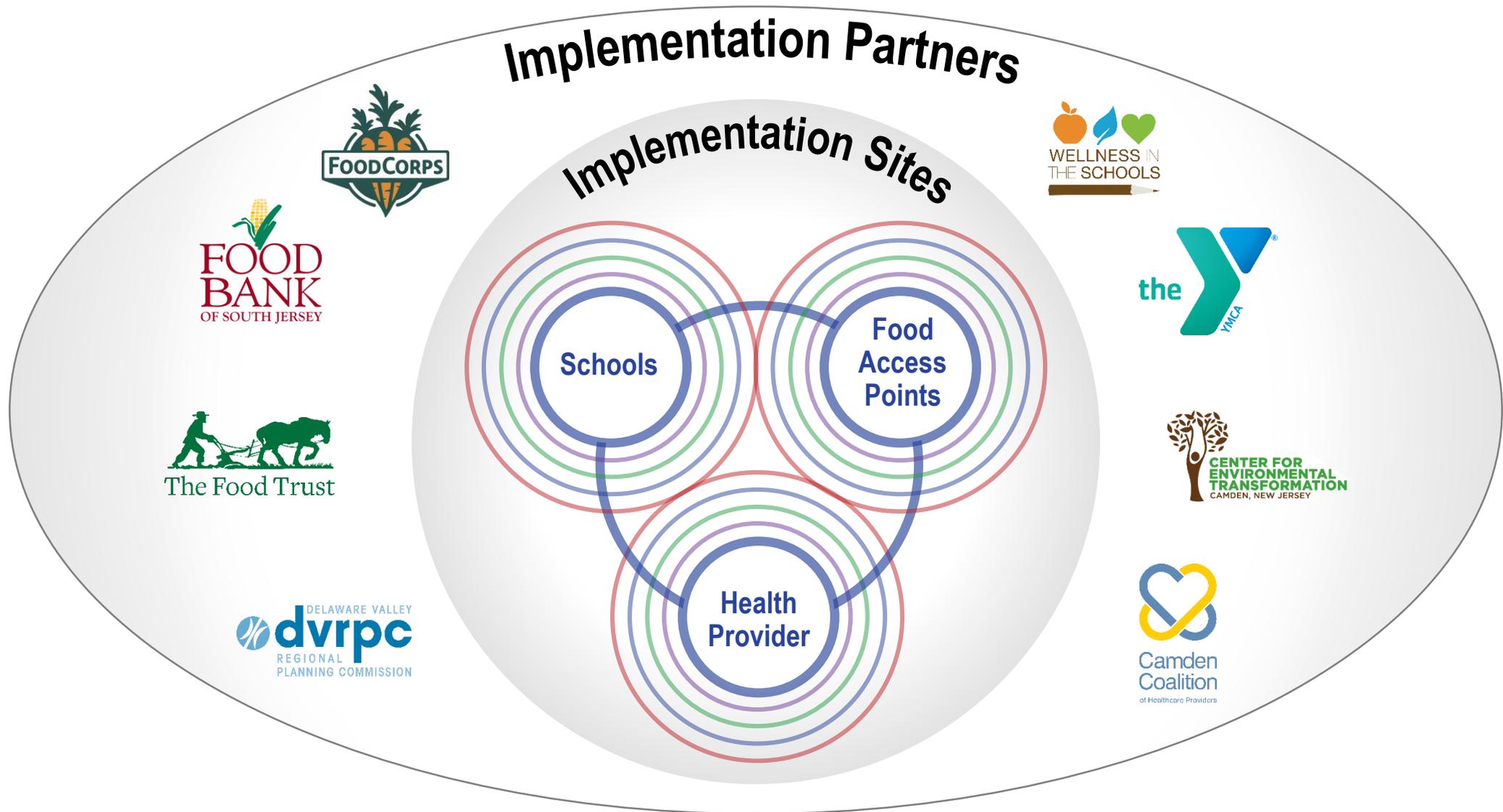


Public Will

Engage the community in the work by incorporating the "local voice," promoting equity, and co-creating strategies and implementation

Policy/Infrastructure Work, Systems Change, and Process Improvement

Campbell's Partners





Healthy Communities



Camden



PROGRESS TO DATE

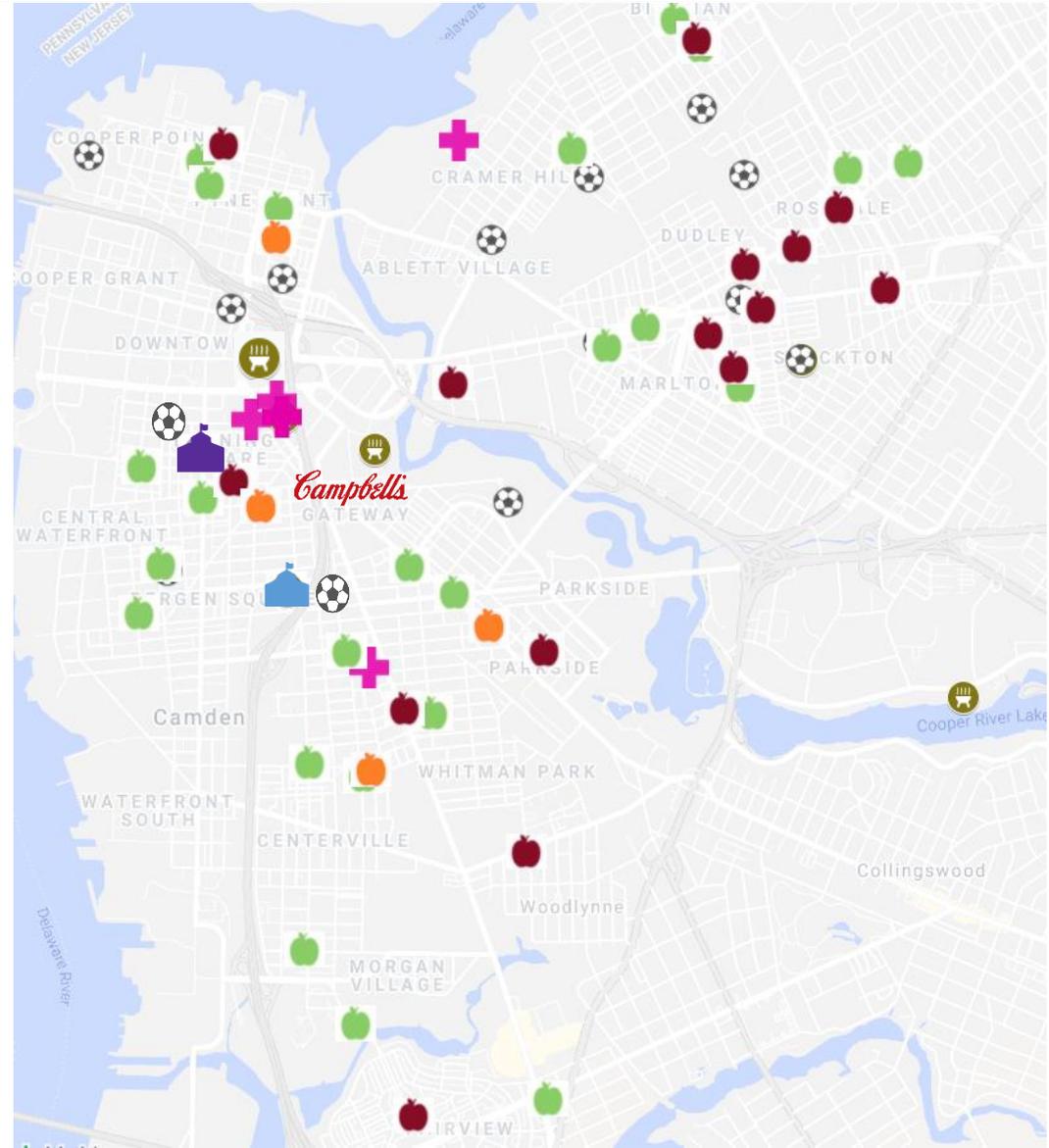
Program Footprint and Achievements



2020 Camden Program Footprint

Legend:

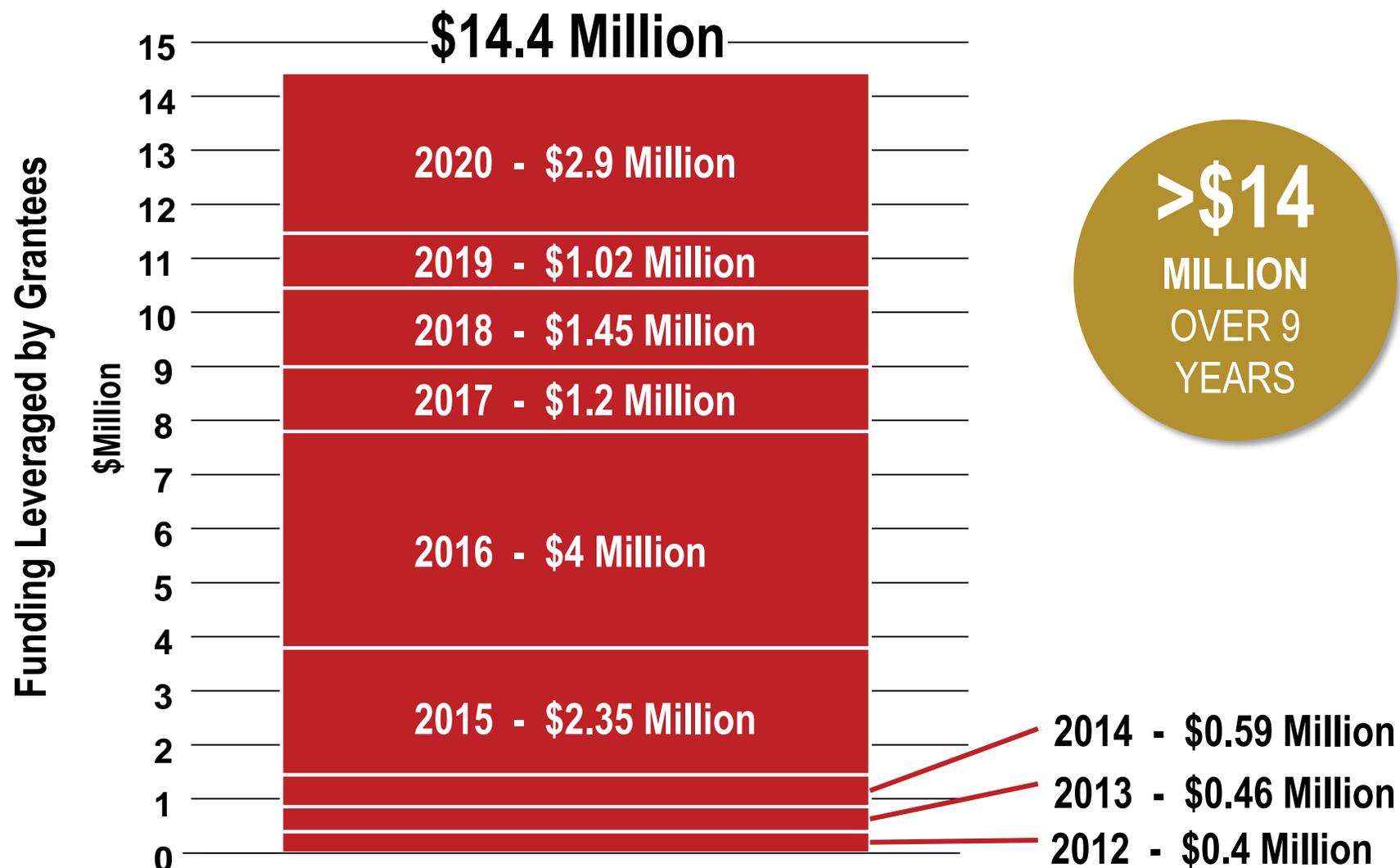
-  Healthy Corner Store with Heart Smarts program
-  Healthy Corner Store with Health Screenings
-  Healthy Corner Store
-  School with Garden
-  School
-  Soccer for Success
-  Health Care Site with Healthy Communities programming
-  Cooking Classes



Examples of specific program achievements:

- Created the largest citywide network of healthy corner stores in New Jersey
- Launched city-wide after school sports program, Soccer for Success
- Added salad bars, monthly food tastings, and healthy menu changes across the 3 Camden KIPP schools
- Incorporated food insecurity screenings into hospital intake processes
- Expanded offerings of “Cooking Matters” nutrition and culinary classes

Additional Funding Raised for Camden as a Result of our Work



Healthy Corner Store Initiative



- **42 corner stores** actively enrolled. This represents ~40% of corner stores in Camden, making it the largest citywide network of healthy corner stores in New Jersey, and a model being replicated throughout the state



- 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 (99% redemption rate annually)**
 - 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***



- 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 "healthy food prescription" program for SNAP-eligible patients in 2019



→ **Sales of fresh fruits and vegetables increased by 165%**

* Data from last time store owners were surveyed (FY2019)

** 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 model** as new programs are created in other U.S. communities



- 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



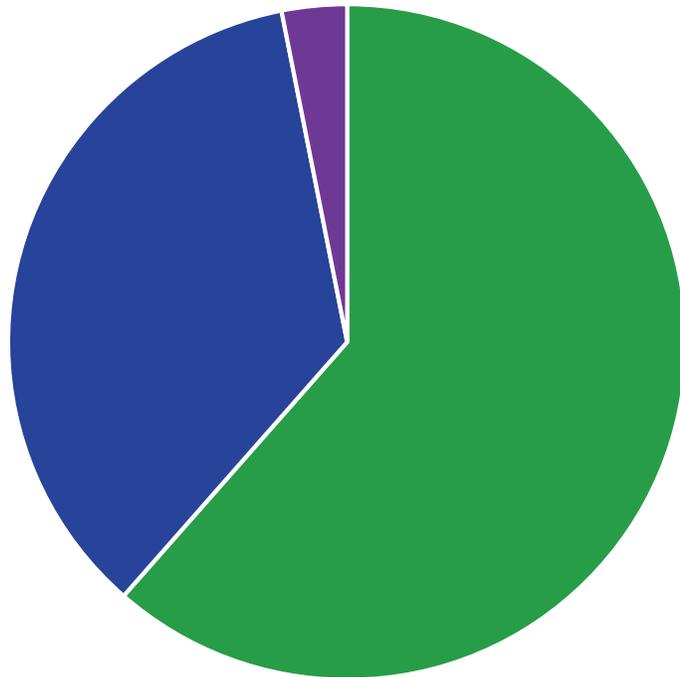
Fiscal Year 2020 RESULTS

August 2019 – July 2020

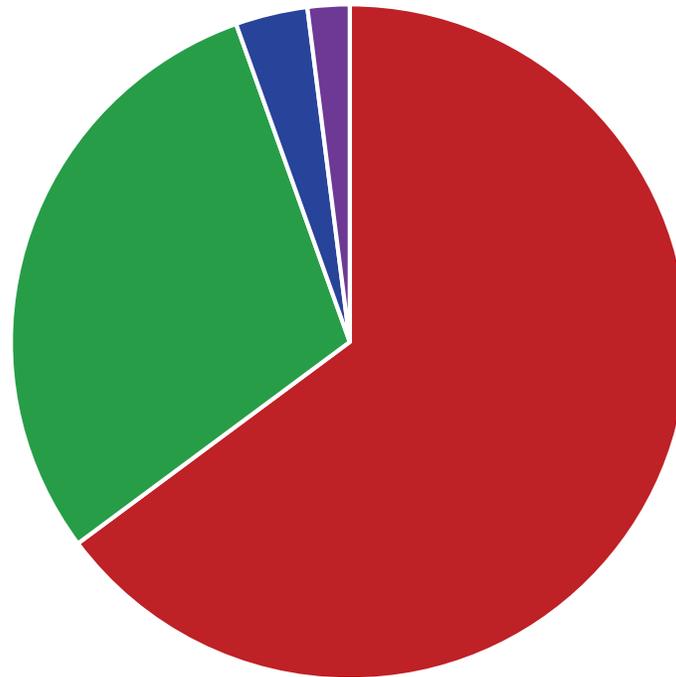
Summary of Activities, Participants, and Time



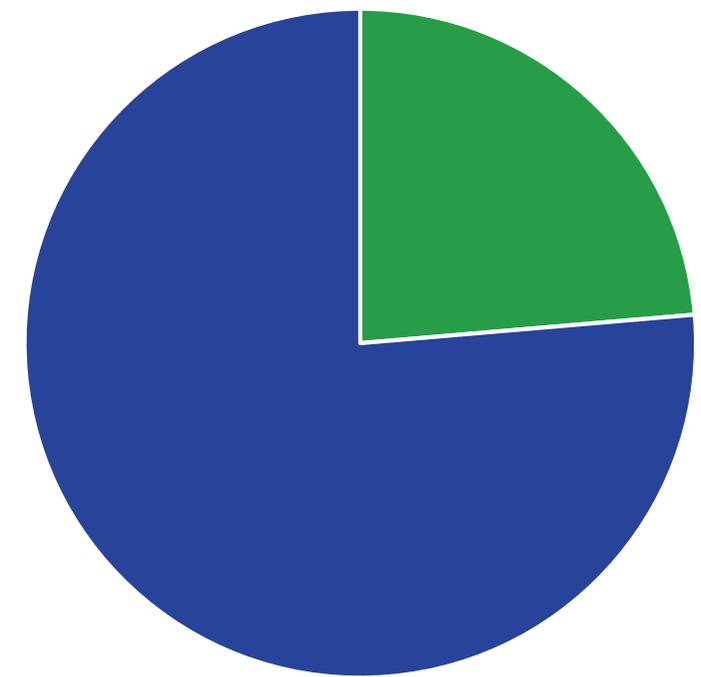
Activities*
1,191



Participants
11,570**



Time (Minutes)*
1,098,933



■ Food Access ■ Nutrition Ed ■ Physical Activity ■ Policy/Infrastructure

* Activities data not collected for Food Access; Minutes data not collected for Food Access or Policy/Infrastructure
** Best estimate of unduplicated participants

Activities and time (minutes) were lower this year due to decreased programming in March-July because of COVID-19. # of participants reached increased due to the greater reach of food access activities from March-July.



Food Access



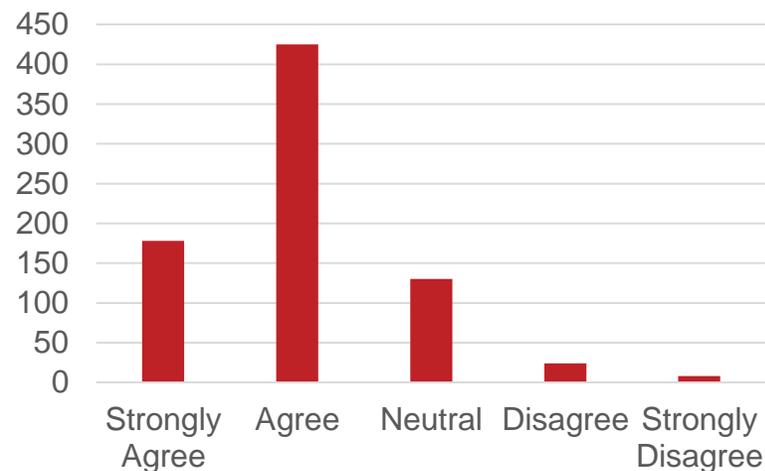
58 total food access sites

8,227 estimated unduplicated participants

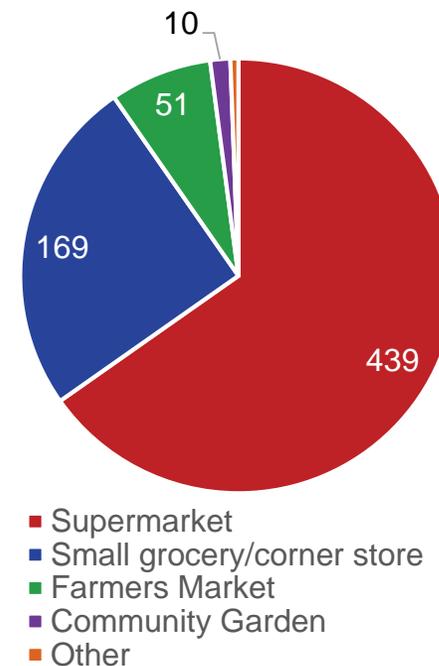
9 new food access sites/venues created

129 new healthy foods offered at food access sites

Survey question:
"It is easy to buy fresh fruits and vegetables in my neighborhood"
N = 765



If yes, where?



- Over 45,000 healthy food vouchers (Heart Bucks + Food Bucks + Food Bucks Rx) were redeemed
- In Fiscal 2020, an estimated 130,000 (unduplicated) individuals passed through the Camden corner stores that are part of the Healthy Corner Store Initiative



Highlight: Food Distribution at KIPP Schools during COVID-19



- When schools suddenly shut down in March of 2020, Healthy Communities partners came together to help the KIPP schools in Camden become a food distribution hub
- In addition to continuing to provide meals for students (including through delivery), KIPP became a designated food pantry, partnering with Healthy Communities partners FoodCorps and the Food Bank of South Jersey to provide shelf-stable foods and organic produce to the community at no cost





Nutrition Education



732 activities/sessions led

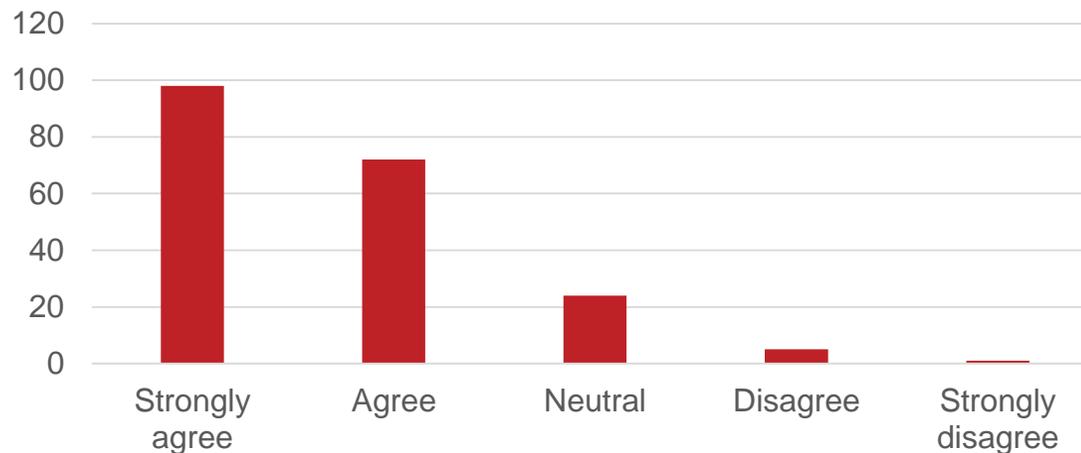
3,774 estimated unduplicated participants

259,773 minutes received

80% of people tried the new food they were offered
N=5,081

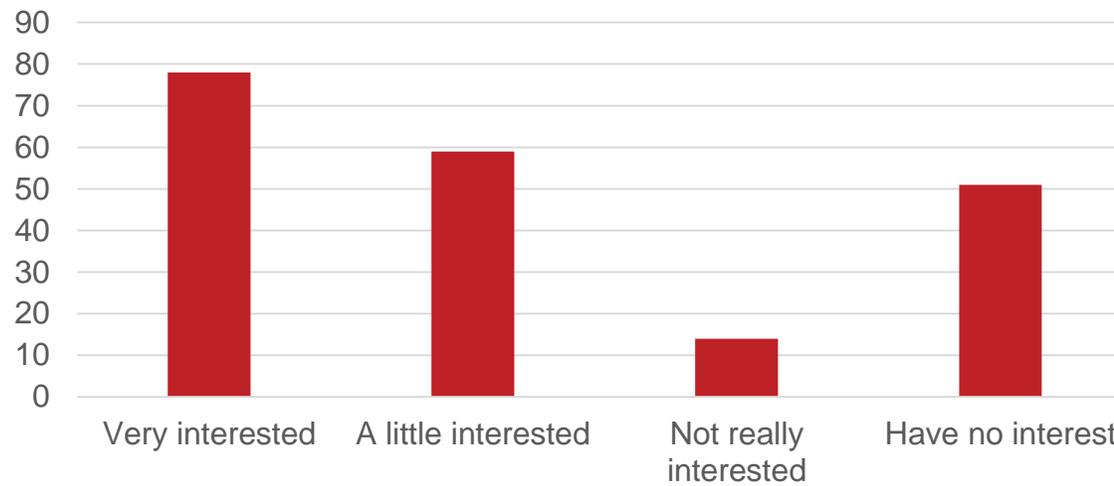
Survey question: "I have a better understanding of how to eat healthy"**

N = 200



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

N = 155



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



Highlight: Cooking Matters Goes Virtual During COVID-19



Healthy Communities partner, Food Bank of South Jersey, successfully transitioned flagship nutrition education program *Cooking Matters* into an online format

“

The Health and Wellness team [at the Food Bank of South Jersey] created the adaptation of Cooking Matters for Kids, Cooking Matters for Teens, and Cooking Matters at the Store for virtual delivery. The rapid development of the highly engaging online program allowed continuity of services by Food Bank South Jersey and assisted families during the unprecedented consequences of COVID. The adaptation was then used by NJDOH SNAP-Ed for statewide delivery.

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Physical Activity



422

activities/sessions led

437

estimated unduplicated participants

839,160

minutes received

3

new safe spaces to play created

8

new opportunities for physical activity created





Highlight: Securing Mini Pitch Projects for Camden Parks



- When the Target Corporation decided to fund “mini pitches” in the region, the Greater Philadelphia YMCA used their Healthy Communities Soccer for Success programming to bring the project to Camden, resulting in new safe spaces to play in the city
- Thanks to leadership from the YMCA and the relationships they built through Healthy Communities, 3 “mini pitches” were created in Camden, valued at >\$180,000 in donated park renovations





Public Will

>100

events/meetings that engaged the community in the work

>140

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

75%

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





Highlight: Student-led Mini Grant process



Camden Youth Advisory Council

MINI-GRANT CALL FOR APPLICATIONS



- The Campbell's Healthy Communities "Camden Youth Advisory Council" spent the year leading a grant application process from start to finish in order to support their city
- Campbell's Healthy Communities provided the grant funding for the Youth Advisory Council to allocate
- First, the council did research (including a Camden walk audit) to determine 3 priority areas:
 - Safe streets
 - Healthy food access
 - Parks and green space
- Next, they developed the call for proposals, including adding a requirement that all proposals promote a positive view of Camden
- Finally, they evaluated proposals and made funding recommendations, selecting 5 nonprofit organizations to receive grants to improve the city of Camden

Program Flexibility to address the COVID-19 Pandemic



- Major programmatic pivots were made in March 2020, including in some cases, ceasing certain types of programming all together
- As the funder, Campbell allowed grantees full flexibility to repurpose grants to adjust programming and to respond to immediate needs in Camden
- About \$40,000 in grant funds was repurposed for emergency COVID relief efforts such as:
 - Mini grants to Corner stores to support their needs during COVID-19
 - Supporting faith-based organizations' food insecurity efforts in Camden
 - Expanding food production in gardens to feed the local community
 - Other emergency food relief efforts
- Overall, Healthy Communities partners came together and did a fantastic job supporting each other and adapting to meet the needs of the Camden community

“

It goes without saying, that this has been an extraordinary year filled with unprecedented challenges. We are proud of the work done by all Healthy Communities partners in demonstrating ingenuity, creativity, and agility to our individual and collective responses.

- Healthy Communities Program Partner

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Healthy Communities



Camden