



# LEVERAGING DIRECT NEIGHBORHOOD PRESENCE TO ADDRESS SOCIAL DETERMINANTS OF HEALTH

SECOND  
HARVEST  
— food bank —



OPENDOOR  
HEALTH SERVICES

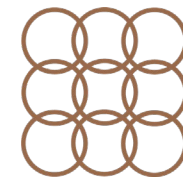
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# WHO WE ARE

**Courtney Bishop** – Community Engagement  
Manager, Open Door Health Services

**Dorica Watson** – Director of Community  
Engagement, Open Door Health Services

**Shawna Waters** – Youth Initiatives  
Manager, Second Harvest Food Bank



**OPENDOOR**  
HEALTH SERVICES



— food bank —

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# AGENDA

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- Building relationships
  - Open Door Connections
  - What makes a good partner
  - Second Harvest Big Idea
  - Brainstorm together
  - Questions
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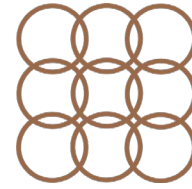


# BUILDING RELATIONSHIPS

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## OUR MISSION

TO IMPROVE THE QUALITY OF LIFE OF OTHERS.



**OPENDOOR**  
HEALTH SERVICES

*We strive to create a better life and future for others, and ourselves, by enhancing the communities where we live, work, and play.*

- Open Door is a not-for-profit, Federally Qualified Health Center operating in East Central Indiana.

Open Door provides primary, urgent, and preventive healthcare services, as well as select specialty services and social support programs.

- The ability to pay is not a barrier to care—services are offered at multiple locations in Muncie and Anderson.

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# SHOW UP AND LISTEN

Data & listening

Think about your organization's mission

Context

Tracking document

## SOUTH CENTRAL

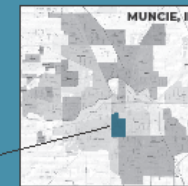
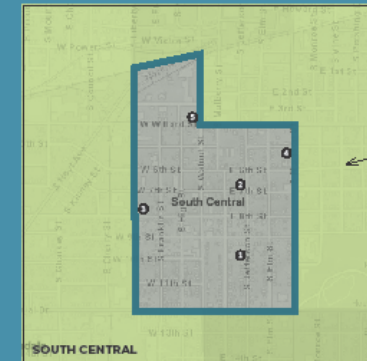
Small but mighty, the South Central neighborhood is only **220 acres**  
Approximately 1/3 of the residents are **18 & under**



Many (but not all) of the sculptures in the South Central neighborhood planters represent the animals, activities, and locations of specific things in our neighborhood.



South Central's unofficial mascot is the **THE OPOSSUM**. It's a beneficial animal who cannot get ticks, whose eating habits keep areas free of disease, and who can come back to life after appearing to be dead. You can't find another animal like them on the whole continent!



### PARKS & COMMUNITY SPACES

1. Pocket Park
2. Community Garden  
The community garden has been in continuous existence for over two decades with anyone always welcome to enjoy its produce.
3. The Hub
4. The New Norm Outreach Center
5. Family Resource Center Delaware County



For more information, contact Courtney Bishop at [clbishop@opendoorhs.org](mailto:clbishop@opendoorhs.org).  
Updated January 2024

### People to know

**Lezlie McCrory** Associate Pastor, Urban Light Community Church President, South Central Neighborhood Association

**Joy Rediger** Executive Director, Urban Light Community Development

**Malla Sandberg** Neighborhood Leader

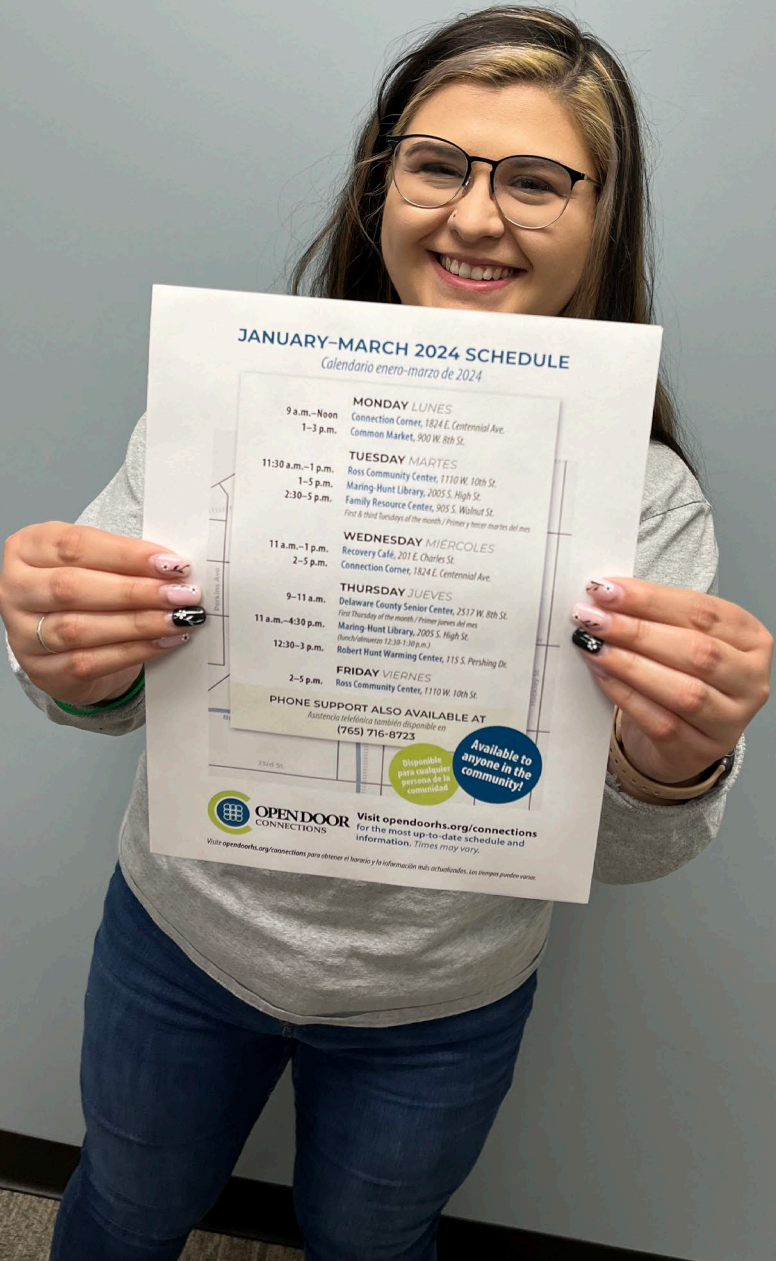
**Danny Smith** Muncie Mission & Community Leader

**Dori Taylor** Urban Light Recovery & Transitional Program

Muncie Folk Collective

### History

The arrival of the railroads and the discovery of natural gas in the area resulted in the annexation of what is now the north portion of the neighborhood in 1875. The remaining portion of the neighborhood was annexed by the city in 1905. South-Central began as a community for Muncie's manufacturing & industrial workers. The neighborhood is 220 acres in size and is located just south of the city's downtown. It is bounded by E. Willard St. on the north, Memorial Drive on the south, S. Hoyt Ave. on the west, and S. Madison St. on the east.



# OPEN DOOR CONNECTIONS

NEIGHBORHOOD-EMBEDDED  
OUTREACH WORKERS

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# OPEN DOOR CONNECTIONS

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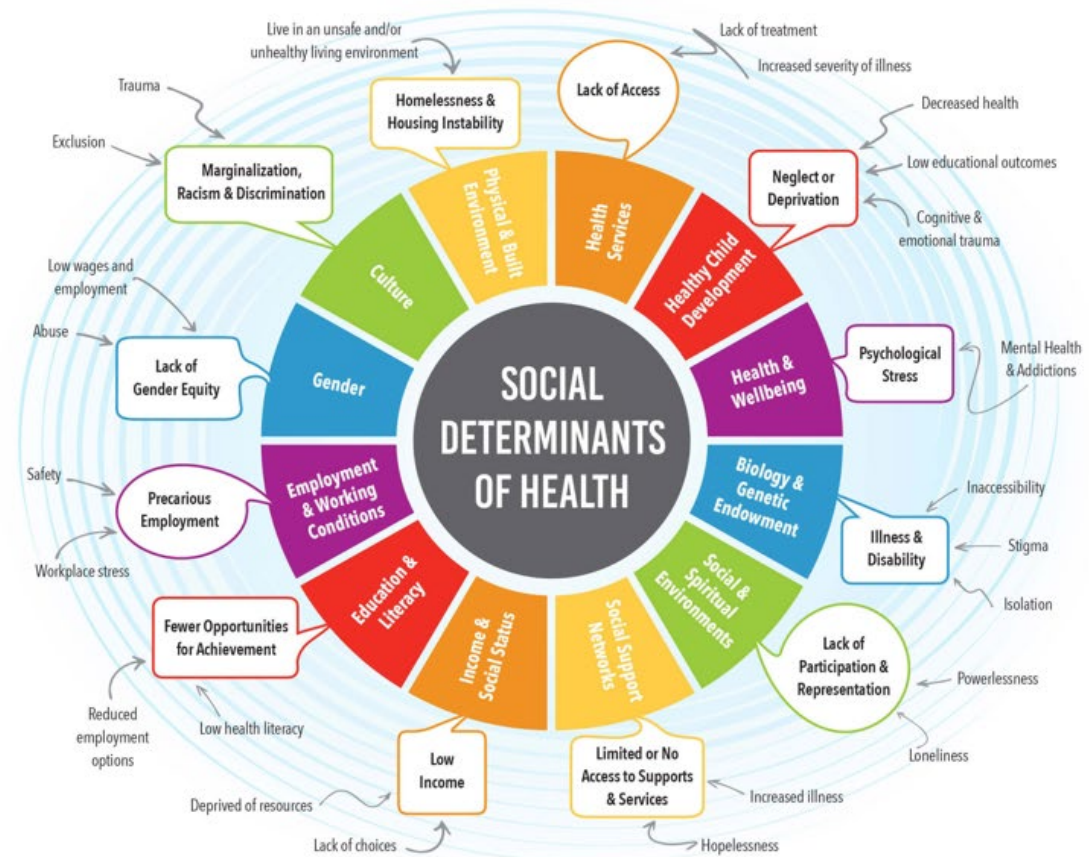
Increasing relationships & resources;  
decreasing barriers

- How it came to be
- Embedded locations

Certifications

- Indiana Navigators
  - Community Health Workers
  - THRIVE Coaches
  - Car seat safety technician
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# WHAT ARE SOCIAL DETERMINANTS OF HEALTH?



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# WHAT CAN A CONNECTIONS AMBASSADOR DO TO HELP ADDRESS SDOH?



Connect to resources



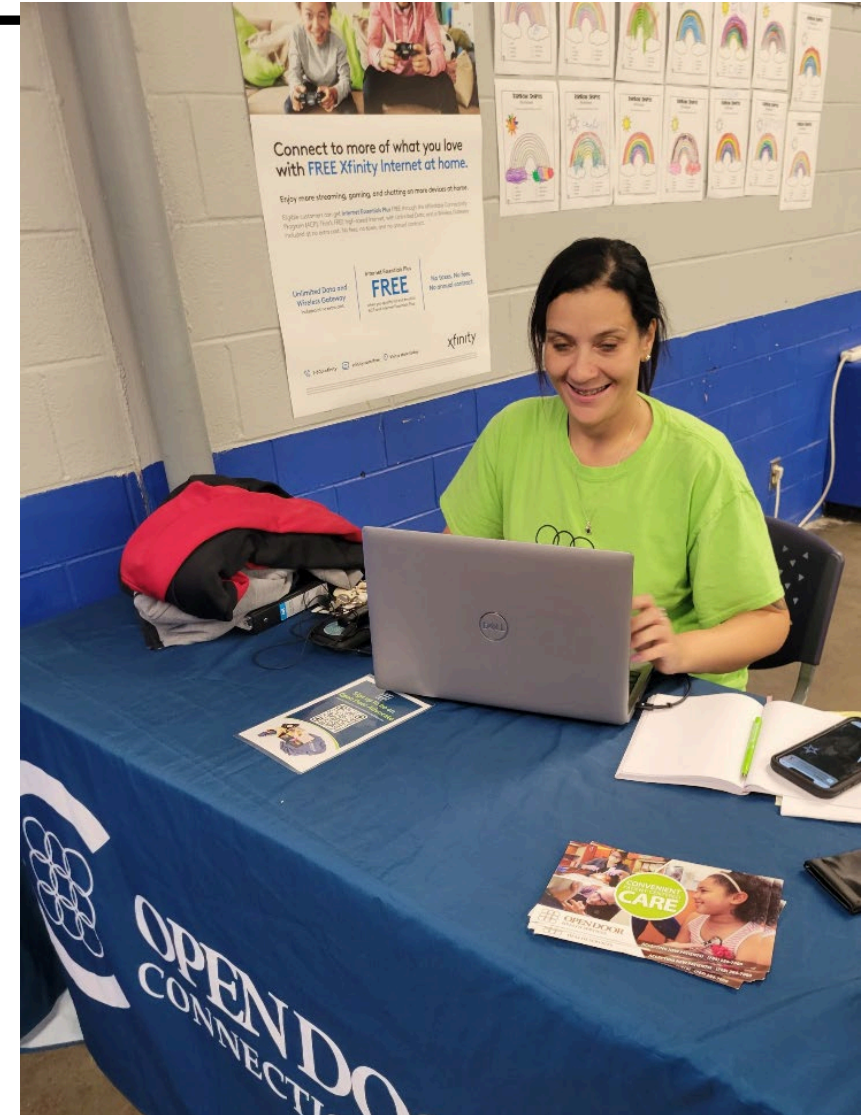
Schedule appointments



Insurance enrollment



Job connection





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WHAT  
MAKES A  
GOOD  
PARTNER

Buy In

Values are aligned

Connected to the needs of  
people

They are trusted

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A collage of fresh produce including apples, lettuce, onions, tomatoes, carrots, and a carton of eggs. The produce is arranged around a central white text box. The text box contains the words "SECOND HARVEST" in green, uppercase letters, followed by "— food bank —" in orange, lowercase letters. Below this is the slogan "Help for Today. Hope for Tomorrow." in green, italicized, lowercase letters.

# SECOND HARVEST

— food bank —

*Help for Today.  
Hope for Tomorrow.*

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# OUR PURPOSE



- Two Core Focus Areas

1. We provide **help for today** by feeding neighbors and meeting their **immediate needs**. Through a variety of initiatives and strategic partnerships, we see that food and other resources get into the hands of those who need assistance.
  2. We provide **hope for tomorrow** by addressing the root causes of resource **insecurity**. We collaborate with an extensive group of partners to shorten the line of need.
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1 "Overall" refers to all individuals, including children, regardless of race or ethnicity.

### 2021 Food Insecurity In Indiana



FOOD INSECURE POPULATION IN INDIANA

FOOD INSECURITY RATE IN INDIANA

ESTIMATED PROGRAM ELIGIBILITY AMONG FOOD INSECURE PEOPLE IN INDIANA

**730,480**



61% Above SNAP threshold of 130% poverty

39% Below SNAP threshold of 130% poverty

AVERAGE MEAL COST IN INDIANA

**\$3.17**

ANNUAL FOOD BUDGET SHORTFALL

**\$409,377,000**

1 "Overall" refers to all individuals, including children, regardless of race or ethnicity.

### 2022 Food Insecurity In Indiana



FOOD INSECURE POPULATION IN INDIANA

FOOD INSECURITY RATE IN INDIANA

ESTIMATED PROGRAM ELIGIBILITY AMONG FOOD INSECURE PEOPLE IN INDIANA

**950,220**



65% Above SNAP threshold

35% Below SNAP threshold of 130%

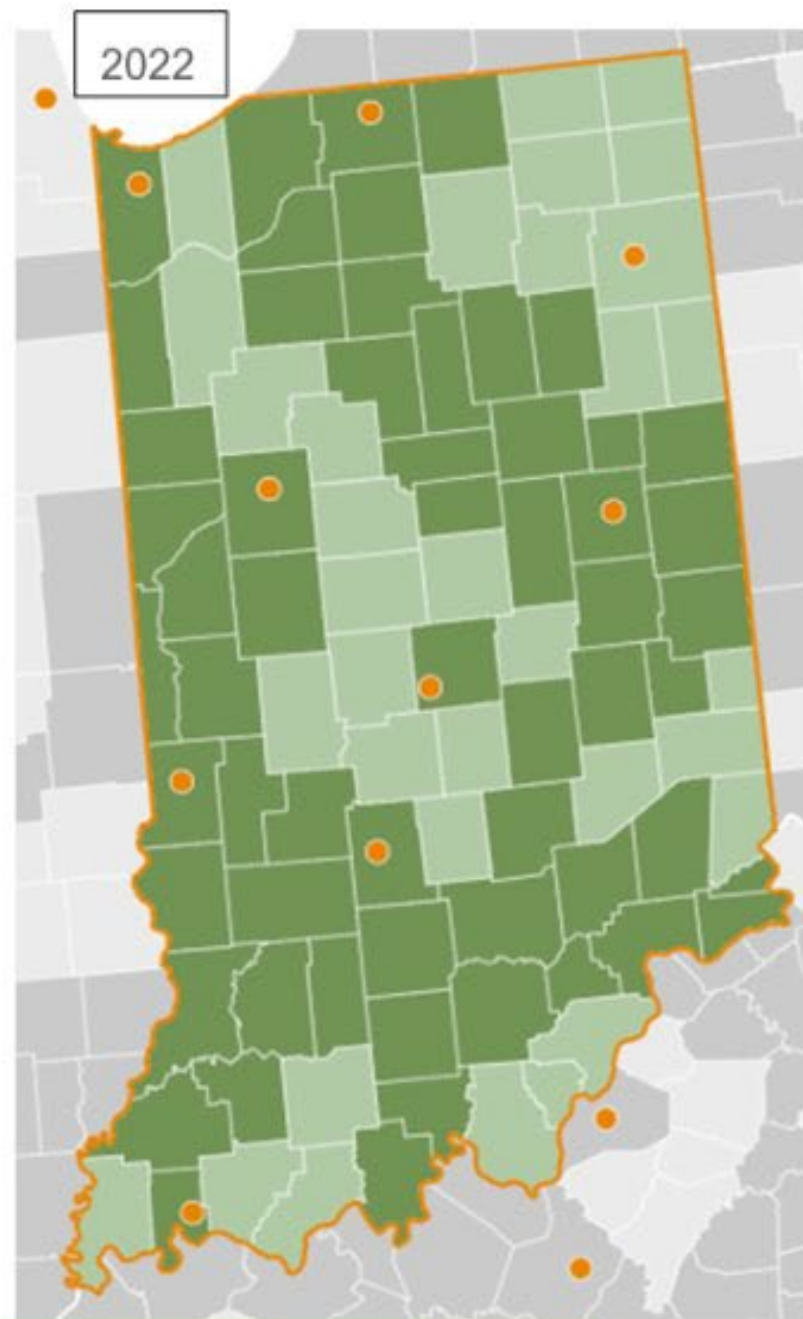
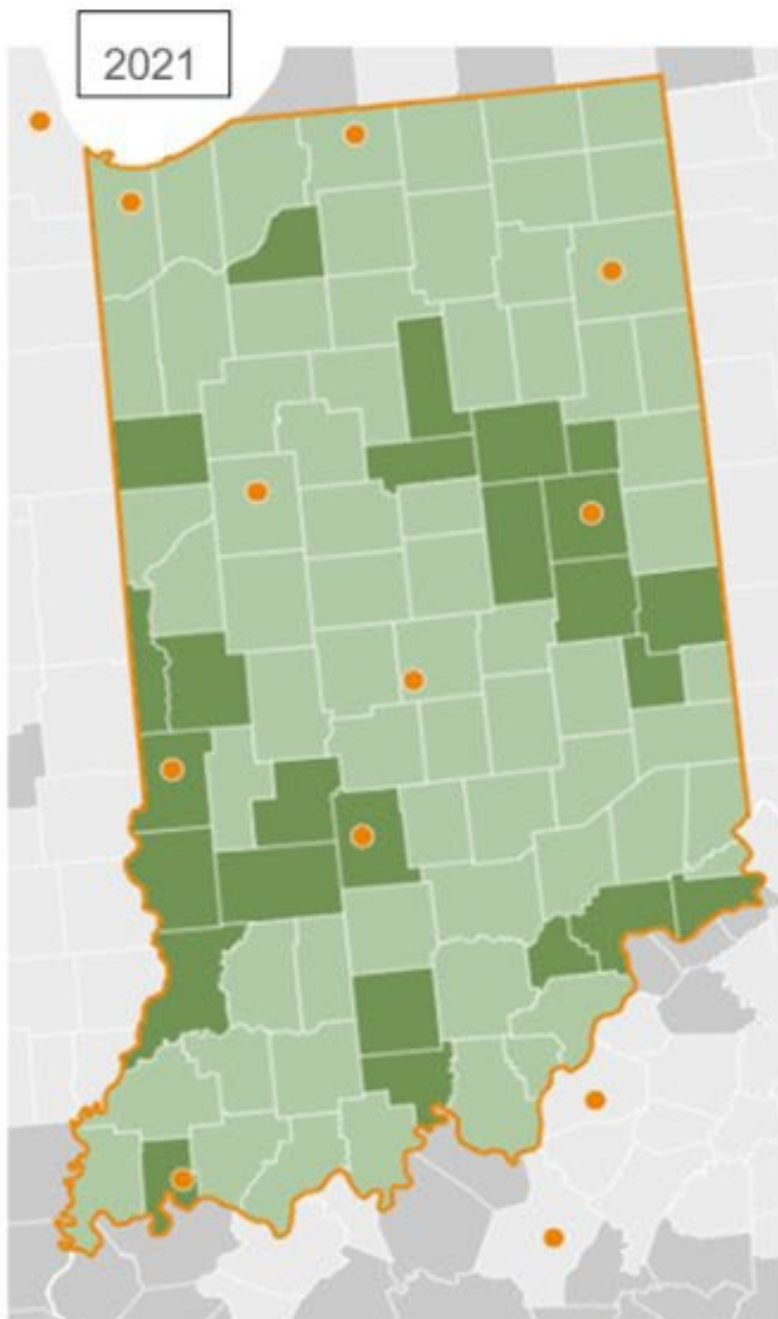
AVERAGE MEAL COST IN INDIANA

**\$3.54**

ANNUAL FOOD BUDGET SHORTFALL

**\$633,214,000**

*Map the Meal Gap* is made possible by funding from the [Conagra Brands Foundation](#) and by in-kind support in the form of local food price data from NielsenIQ. Senior hunger estimates are made possible by funding from the Enterprise Rent-A-Car Foundation. We are grateful for the continued partnership with [Futureman Digital](#) to design and continue developing the interactive map. We are also grateful for contributions from members of Feeding America's [Technical Advisory Group](#), Feeding America National Office staff and by [We All Count](#).



**Food Insecurity Rates**



# HUNGER VS. FOOD INSECURITY

## WHAT'S THE DIFFERENCE?



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**Hunger** is the short-term need and feeling of discomfort when your body needs to eat.

**Food insecurity** is the long-term effects of going without consistent, healthy food. Simply put, you feel hunger in the moment. Food insecurity is when you don't always have access to enough nutritious food.

# OTHER SCHOOL PROGRAMS

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- Backpack Programs
  - Summer Feeding Programs
    - Others?
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# Presenting...

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# Big Idea Design

SECOND  
HARVEST

— food bank —

## Connect

Connect families, school staff, and community partners

## Engage

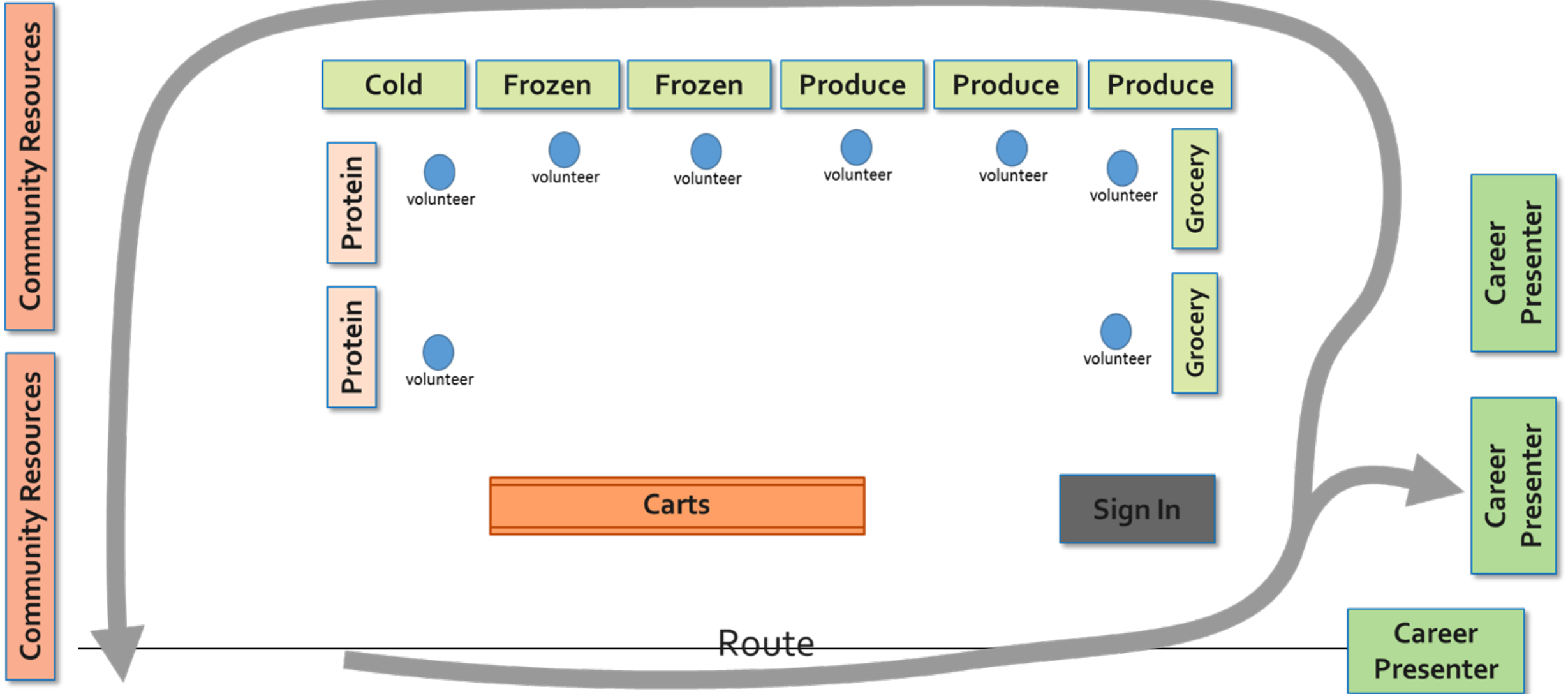
Encourages engagement and establishes schools as a broader community resource hub

## Sustain

Creates long term impact through relationship building



# Event Layout









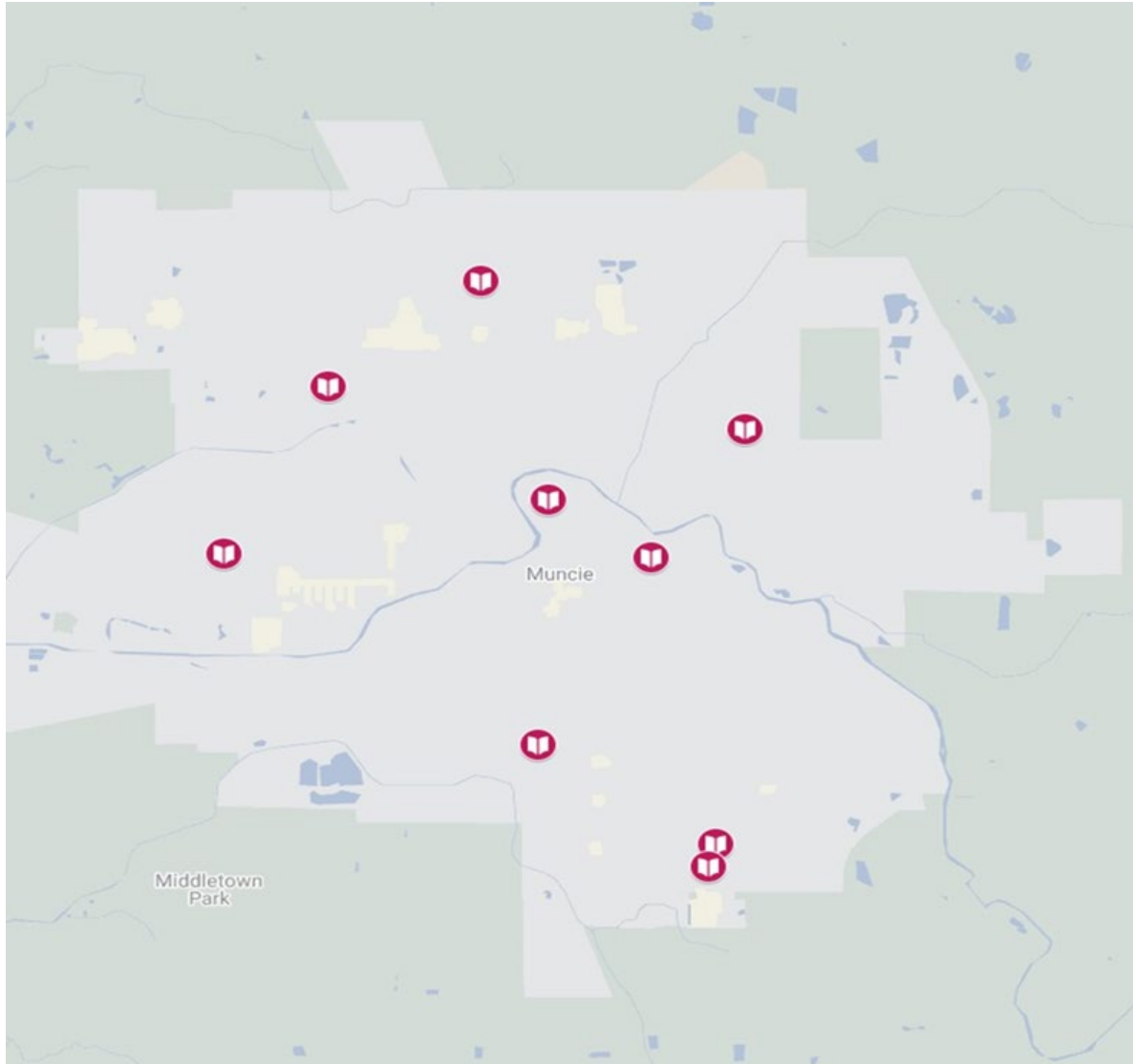
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**JJ's Bakery**  
**Mini Apple Pies**  
Made with Real Fruit  
6 INDIVIDUALLY WRAPPED PIES LIGHTLY OILED  
1.2 OZ. (37g) PIES  
NET WT. 7.2 OZ. (204g)

**kidfresh**  
**Real Fruit Pops**  
strawberry  
NO ARTIFICIAL FLAVORS  
8 FRUIT ICE POPS  
(2.8 FL. OZ. (81mL))

# MUNCIE COMMUNITY SCHOOLS BIG IDEA SITES

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- East Washington Academy
- Grissom Elementary
- Longfellow Elementary
- Muncie Central High School
- North View Elementary
- Northside Middle School
- South View Elementary
- Southside Middle School
- Westview Elementary



## **Reports from Parents/Guardians**

- 72% of MCS families surveyed reported a stronger relationship with the school as a result of their attendance at the Big Idea events.
- 75% of MCS families surveyed reported a decrease in their level of food insecurity as a result of the Big Idea initiative.
- 60% of MCS families surveyed reported relief on their household budget constraints as a result of non-food resource support received at the events.
- 43% of MCS families surveyed reported improved attendance at work and school as a result of the resource support received at the events.

n=103 (representation from all MCS schools)

# Anecdotal Data



**School Staff** – Teachers/Principals/Social Workers report that the event allows for conversations and engagement that would not be possible. The event allows for a time to share important details about the family's circumstances which makes it possible for the school to support the family. It is a way to put the pieces of the puzzle together.

**Volunteer Group** – Local groups or churches that commit to the school report how powerful the relationships are with the families. Consistent volunteers allow for the relationships to form. The groups look forward to seeing the families and getting to know them a little more with every event.

No significant learning occurs without a significant relationship  
- James Comer-



# Community Resources & Career Fair

## Community resource examples

- Financial institutions
- Libraries
- Medical facilities
- Child focused programs
- Civic organizations arts and music groups

## Career examples

- Plumbers
- Mechanics
- Chefs
- Entrepreneurs
- CDL drivers
- Police Officers
- EMTs
- Doctors
- Dentists
- Nurses





The collaboration between Second Harvest Food Bank and Open Door Health Services works to leverage relationships. Relationships with the families **AND** within the community.

- The events bridge the trust gap between families and service agencies by engaging with families where they work, live, and play (and learn).
- The events provide a dedicated time and place for the organizations to have intentional time with families.



LET'S  
BRAINSTORM  
TOGETHER

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# QUESTIONS & FOLLOW UP

- Courtney Bishop –  
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- Dorica Watson – dnwatson@opendoorhs.org
- Shawna Waters – swaters@curehunger.org

