

A photograph of fresh vegetables. A wooden crate in the upper left contains several green zucchini. To the right and in the foreground are several purple eggplants. The background is a dark, textured wooden surface. The text is overlaid on the lower half of the image.

# Nutrition Oregon Campaign: Hubs

Crawl, walk, run, soar

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OREGON NUTRITION DAY | APRIL 27, 2023



# Nutrition Oregon Campaign Panel

- Nutrition Oregon Campaign Hubs: Introduction and Overview
- Where the action is: hear from Campaign “Hub” coordinators
- Audience engagement, Q&A

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## Nutrition Oregon Campaign:

A statewide network of connected communities and like-minded organizations challenging the systemic factors that contribute to chronic disease risk

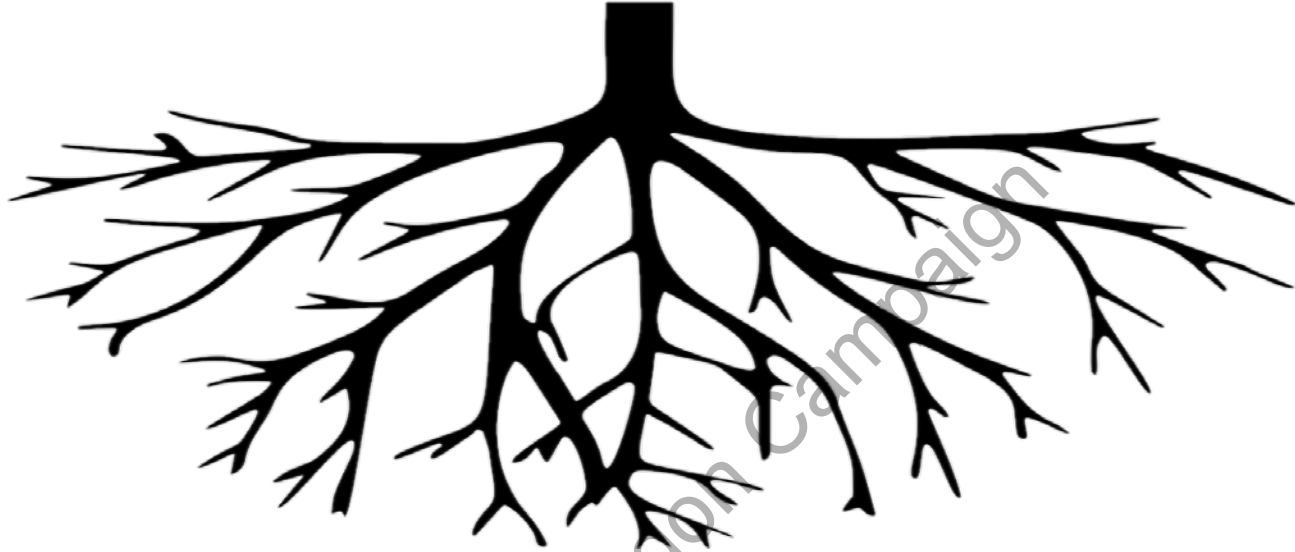
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# Vision

Fully utilize the power of nutrition to end chronic disease in Oregon for all with a specific focus on those most at risk.

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The roots of chronic disease are deep and the systems that contribute to their growth complex. No simple solution or single organization will resolve this epidemic.

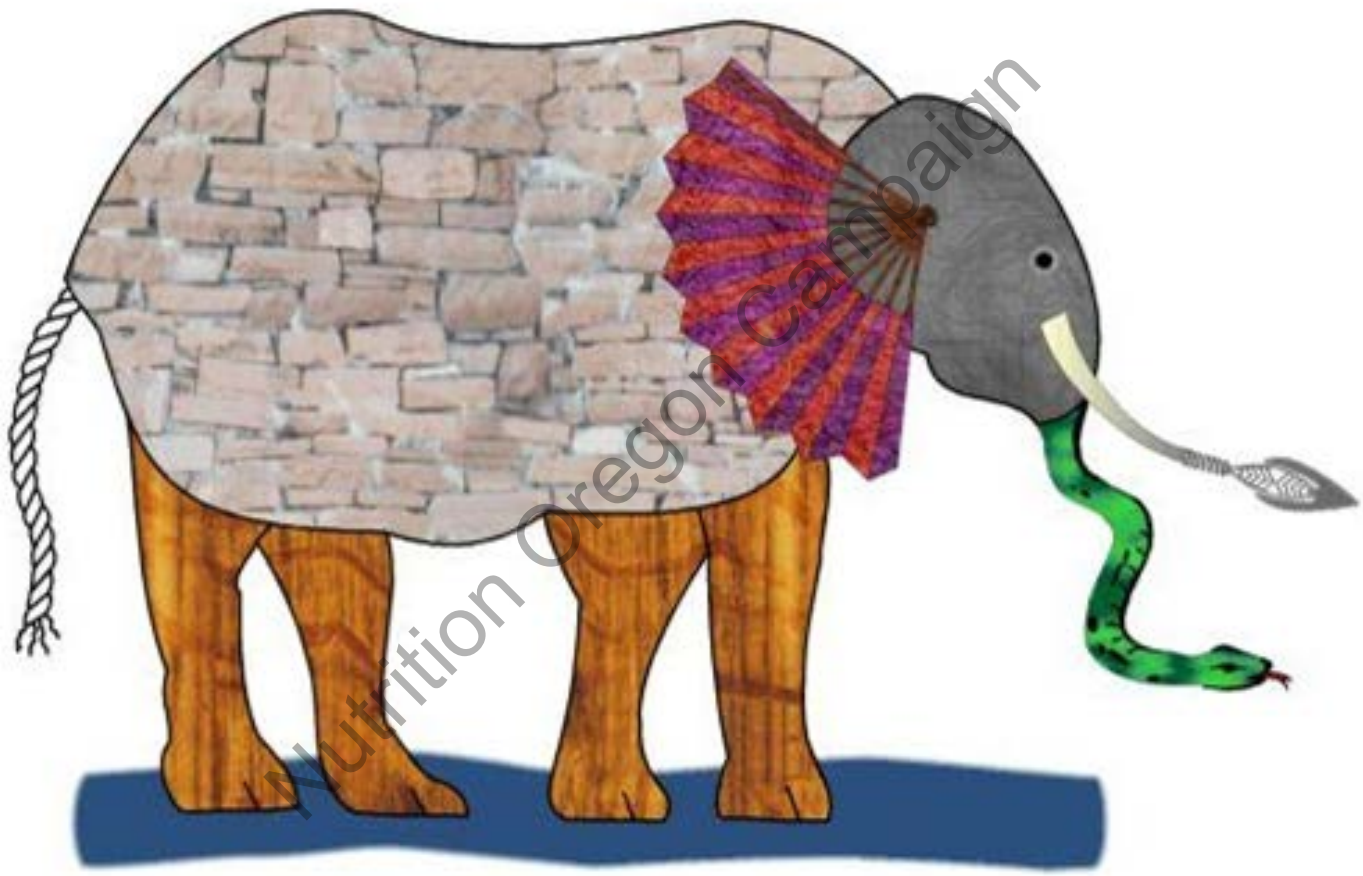


“Very real crises mark our time. And as much as we might like it otherwise, it appears that doing what we have always done, only harder, will not solve them.”

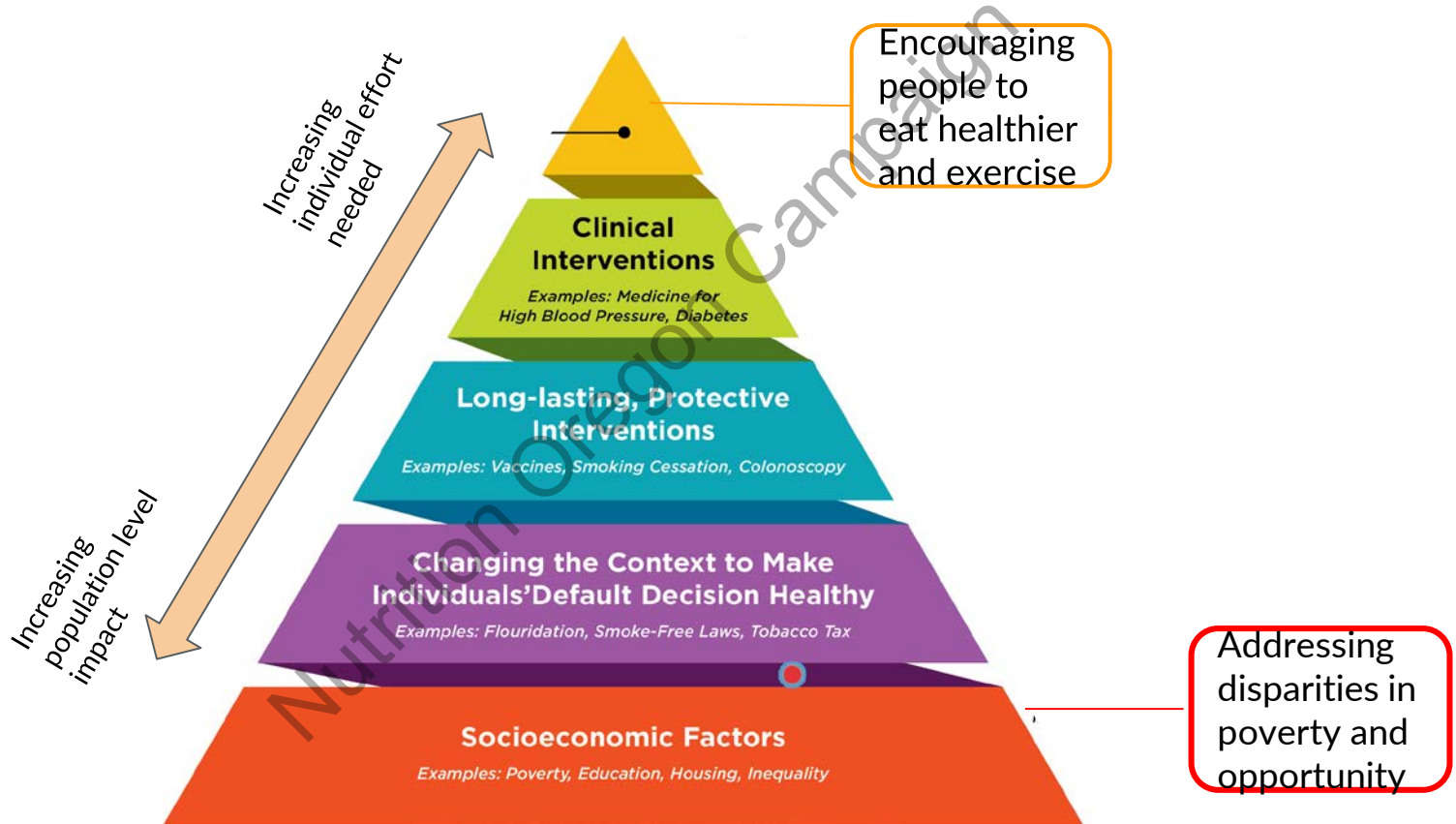
-- Charles Johnston

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# Health Impact Pyramid: Multi-Level Strategies





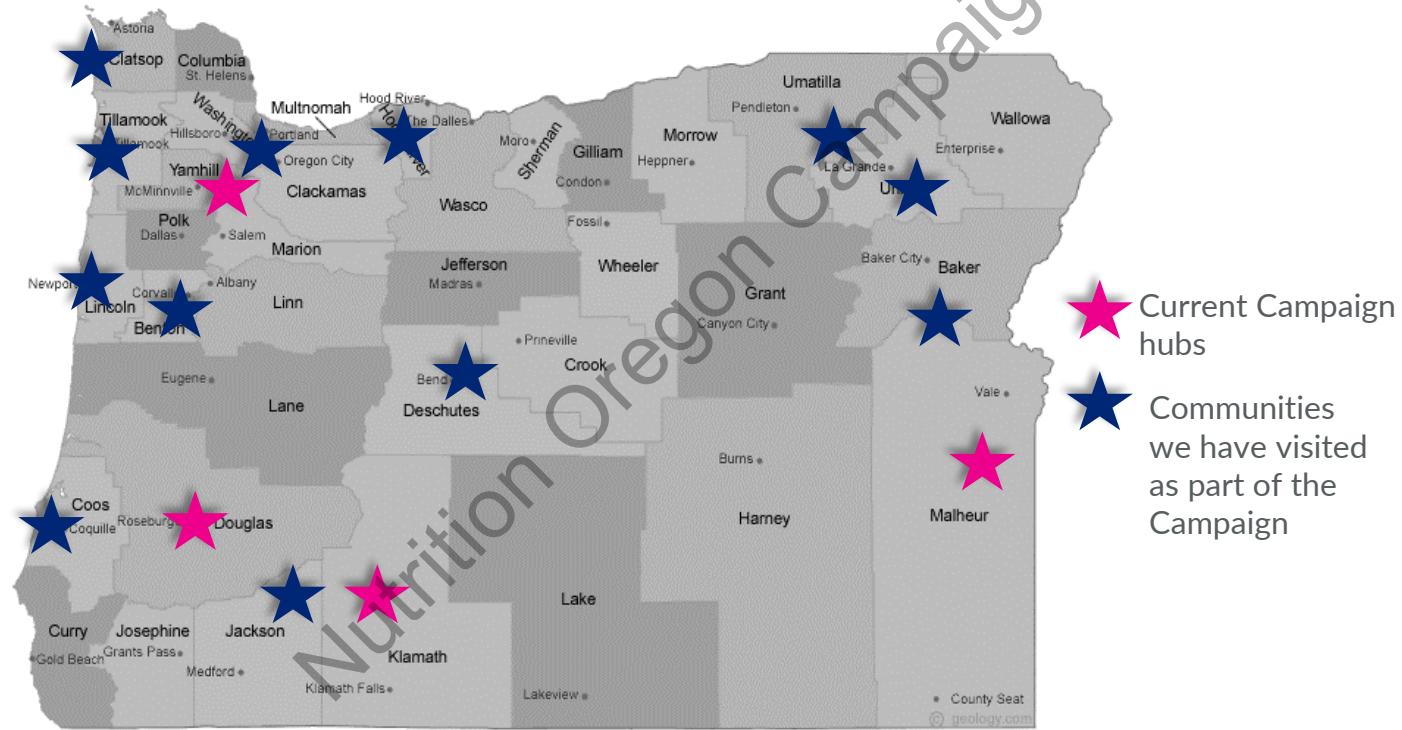


# Nutrition Oregon Campaign Hubs: The What

- **Understand what's happening:** System awareness & key existing conditions
- **Understand and Implement Systems Approach:** Shift thinking to incorporate individual and collective level outcomes for coordinated community action
- **Link and Leverage:** leaders and community practitioners build connections within the hubs
- **Community Response and Action:** translate systems awareness to establish a community action plan



# Nutrition Oregon Campaign Hubs: The Where



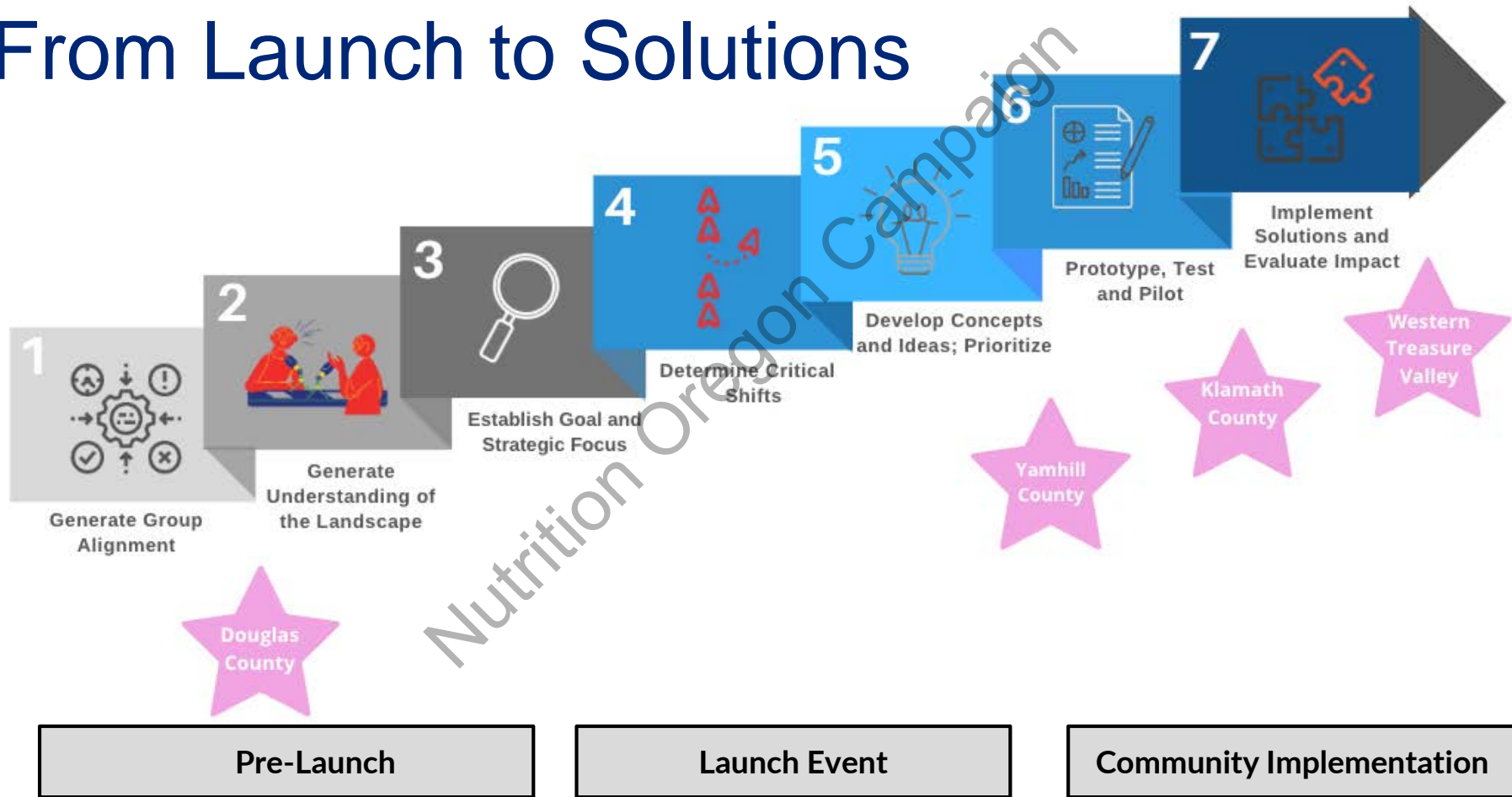


# Moore Institute: Campaign “Backbone” and Support to Community Hubs

- Coordinator and project seed funding
- Support collaborative capacity and development
- Translation and application of science
- Development of tools and communication materials
- Assistance in cultivating financial support for projects
- Facilitation, technical assistance and process design



# Hub Stages of Development: From Launch to Solutions



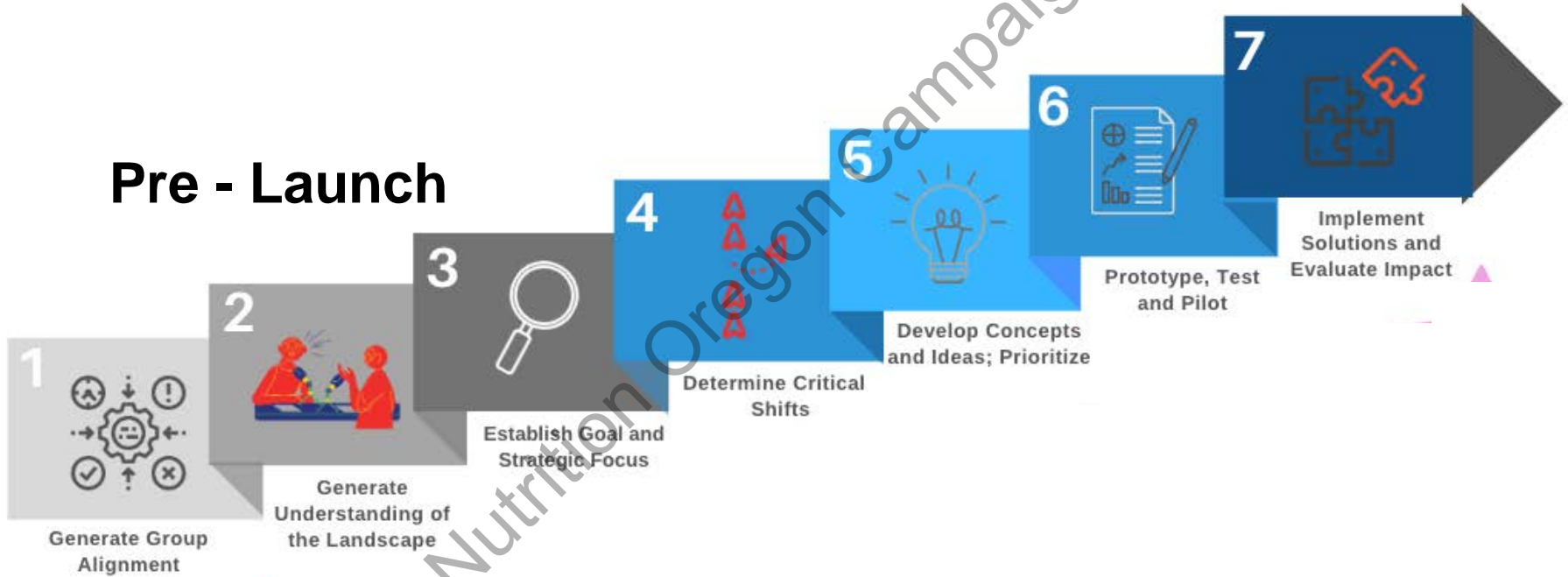


**DOUGLAS COUNTY**  
Pre-launch

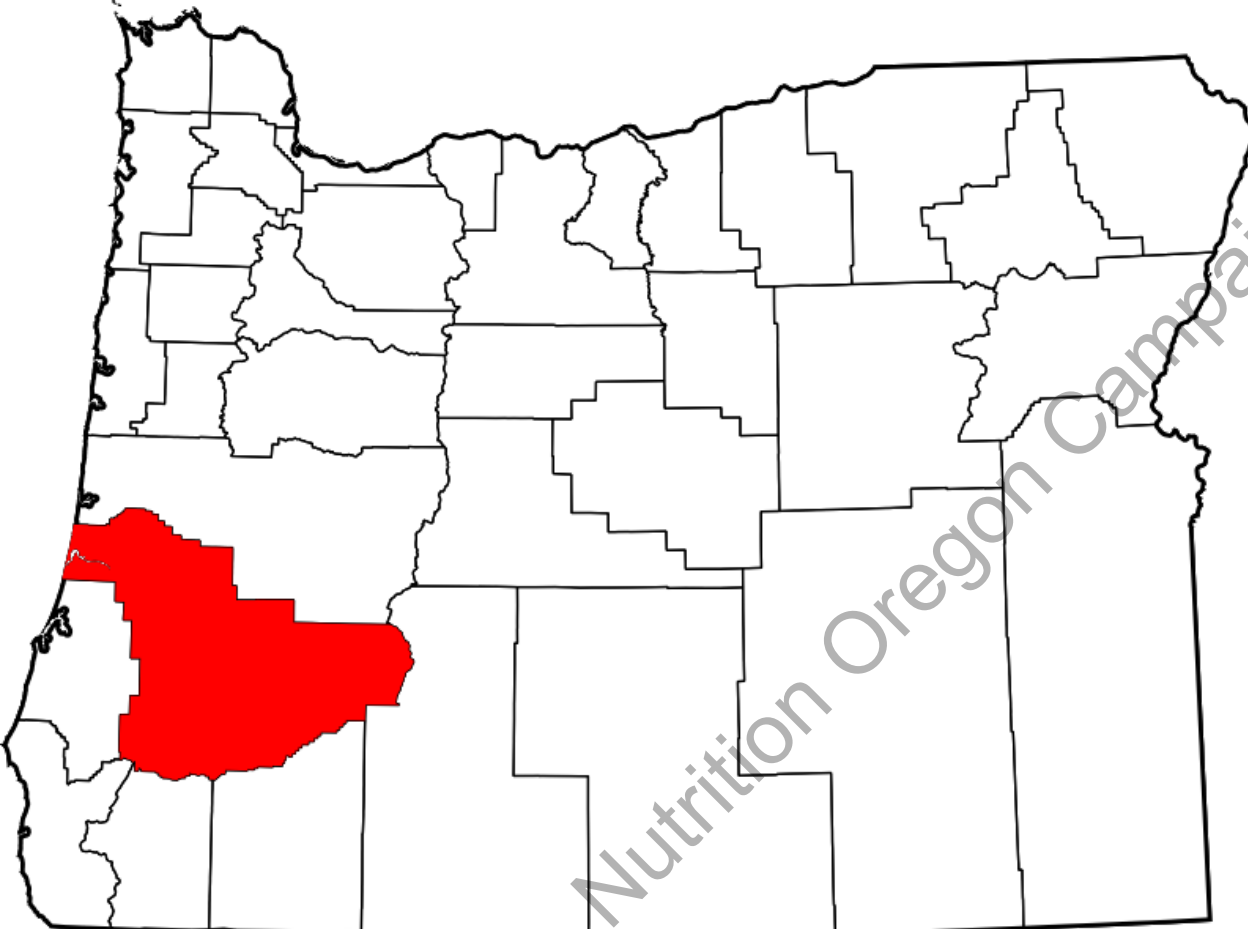
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# Hub Stages of Development: From Launch to Solutions

## Pre - Launch







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## Douglas County Facts

**Population: 111,201**

**Median Household Income: \$51,168**

**Food insecurity: 14%**

**Poverty: 17.5%**

**Low Birth Weight: 7%**

Data from U.S. Census and OR Hunger Task Force

# Douglas County Hub

partner organization: Thrive Umpqua



## PROPOSED GOAL

**We commit to improving lifelong health and well-being for this generation and the next by increasing rates of healthy birth weight babies to 100% in Douglas County by 203\_ .**

# Thrive Umpqua Timeline of Activities

Nov 2020

Virtual Nutrition and Wellness Consortium Forum in Douglas County - Introduction to DOHaD

May-Oct 2022

DC invited to participate as a hub community; conversations with local partners to determine organizational home and collab. opp w/ Klamath

Feb 2023 - Present

Interim PC identified and MOU signed; LT development, small round of stakeholder interviews to test resonance with LBW goal

Jan-May 2022

Ongoing Professional Development opportunities for providers: Headstart All Staff Meeting, 5-week virtual Book Club on Nutrition in the Womb

Jan 2023

Hub Leadership Team formed as a subcommittee of TU Food System Committee; LT kick off meeting

May 2023

Community kick off events to present the science and map root causes that impact this goal and current assets/gaps in County

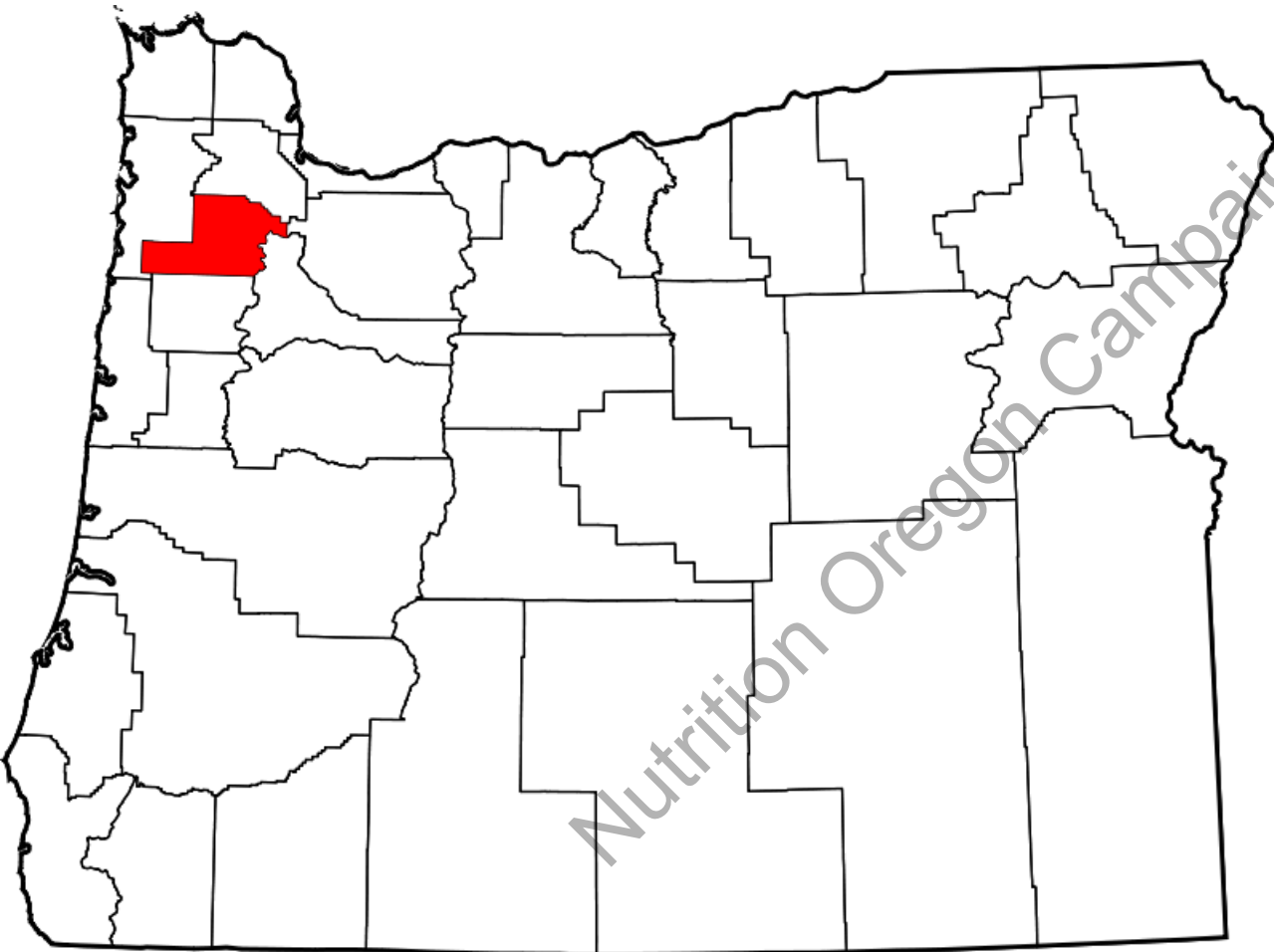


**YAMHILL COUNTY**  
Project pilot and  
implementation

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# Hub Stages of Development: From Launch to Solutions





## Yamhill County Facts

**Population:** 107,722

**Median Household  
Income:** \$77,256

**Food insecurity:** 10%

**Poverty:** 11%

Data from U.S. Census and OR Hunger Task



# Yamhill County Hub

partner organization: Yamhill County Public Health Dept.

## GOAL

Co-create a culture that values nutrition to ensure that 100% of Yamhill County residents can acquire and enjoy food that meets their cultural needs.





# Our Critical Shifts

- Stable Supply and Demand for Nutritious Food
- Reducing Stigma for Accessing Food Support Services
- Affordable/Healthy Housing
- Health and Nutrition Literacy
- Food Access for Those with Limited Transportation



# Un Mañana Más Saludable

- Created from Health and Nutrition Literacy Group
- Collaboration between Moore Institute and Familias en Acción
- Nutrition education designed for Latina women of childbearing age
- Abuela, Mamá y Yo curriculum taught to home visiting providers in county
- 9-course virtual cooking class taught in Spanish

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# Food Access for Those With Limited Transportation

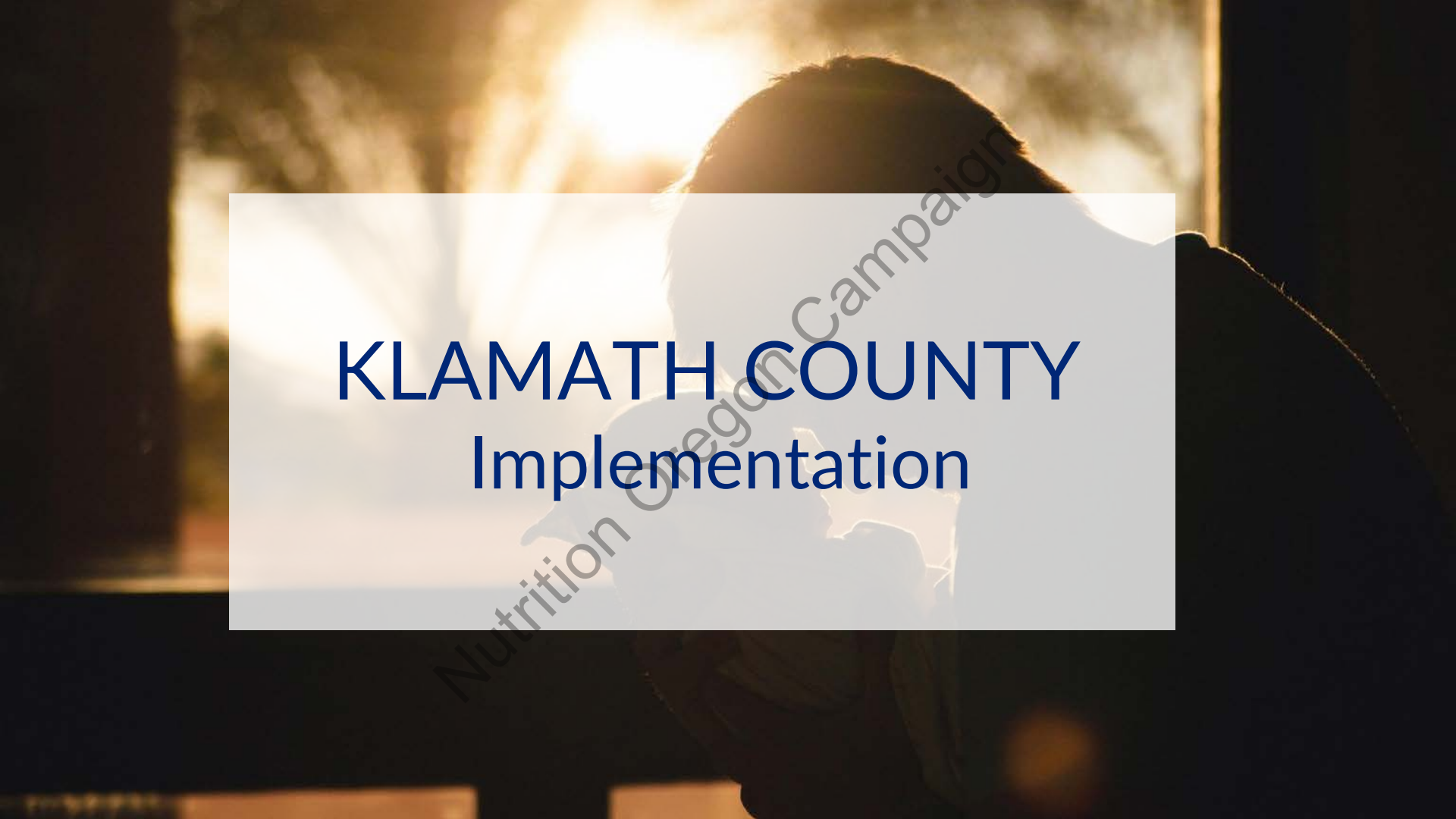
- Mobile food pantry focused on west valley food deserts
- Ongoing conversations with community partners in attempt to weave this work into Community Health Improvement Plan
- Multiple meetings with Yamhill Community Action Partnership and Grand Sheramina Food Pantry
- Survey out to gauge community interest
- Hoping to pilot within the next 9 months-1 year

# Yamhill County Community Health Assessment/Community Health Improvement Plan



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A silhouette of a person holding a baby is centered against a bright, hazy sunset background. The sun is low on the horizon, creating a warm, golden glow. The person and baby are dark against the light background. A semi-transparent white rectangle is overlaid on the center of the image, containing the text.

# KLAMATH COUNTY

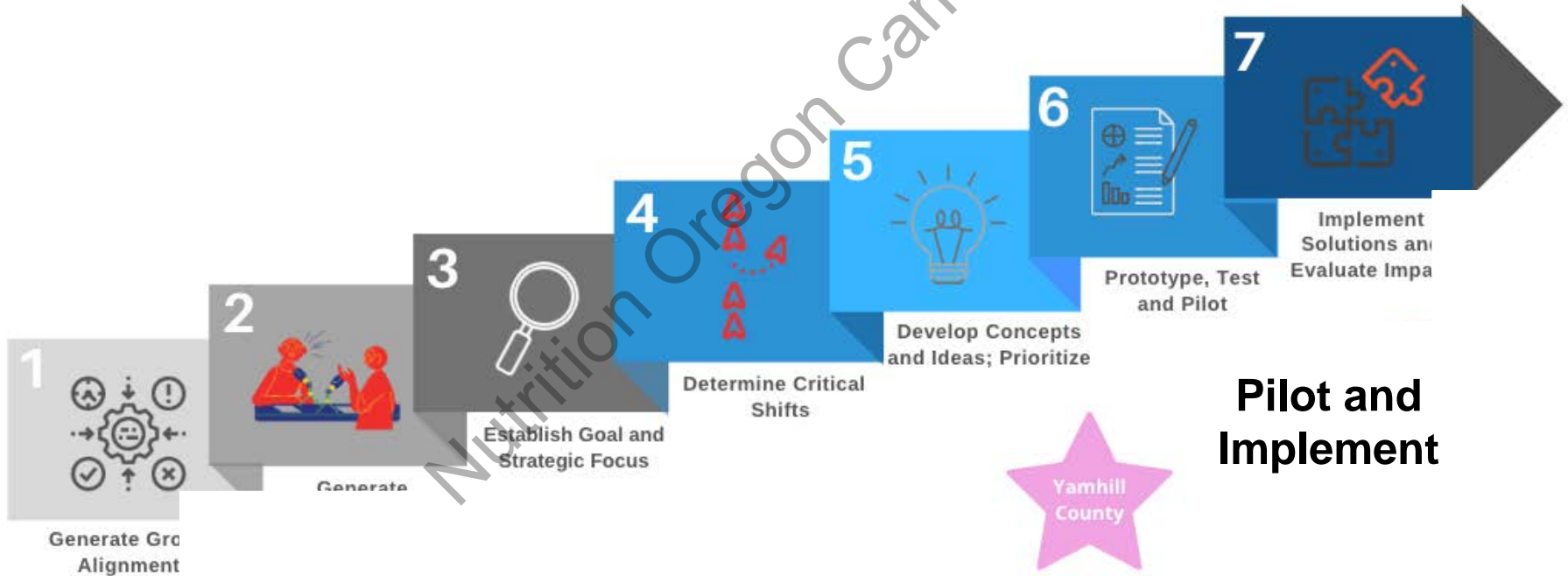
## Implementation

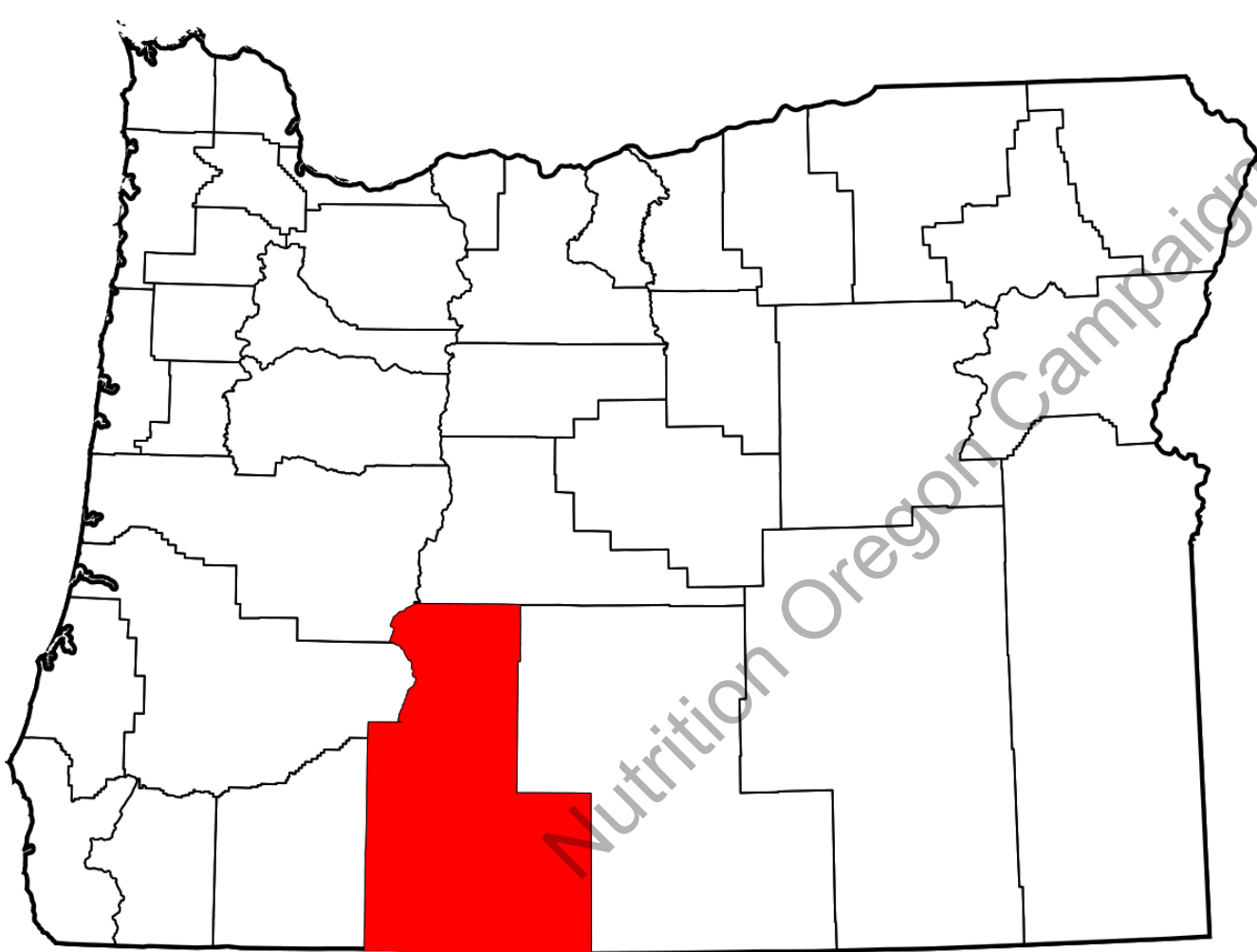
Nutrition Oregon Campaign





# Hub Stages of Development: From Launch to Solutions





## Klamath County Facts

**Population:** 69,413

**Low Birth-Weight Rate:** 8%

**Median Household Income:** \$46,721

**Food insecurity:** 14%

**Poverty:** 20.5%

Data from U.S. Census and OR Hunger Task Force



# Klamath County Hub

partner organization: Healthy Klamath



## GOAL

Reduce rates of low birth weight babies to under 5% (below statewide average) by 2029.



# Key Shifts

- **Community wide nutrition campaign:**
  - Strategy:
    - Leverage organizations to support a community campaign focused on communicating the importance of nutrition for pregnant women and (new) families.
- **Increase and expand Community Health Workers:**
  - Strategy:
    - Invest in CHW and lay professionals that have training in DOHad/nutrition education at any site that engages with pregnant women.
    - Curriculum to support provider understanding and prepare them to share messaging.
- **Unified data collection:**
  - Strategy:
    - Unified data collection shared across all providers to assess barriers and how best to coordinate prenatal care and education.
- **Community connections and social support for moms and families**
  - Strategy:
    - Centering pregnancy groups convened off-site of hospitals



# Community Wide Nutrition Campaign

## Core Message: Healthy Body, Healthy Baby, Healthy Life

### Key messages:

**#1 :** Women who are supported in eating a nutritious diet are more likely to give birth to babies built to thrive.

- Good nutrition during critical periods of development supports development of the structure and function of the body's organs and systems.

**#2:** A healthy environment and access to nutritious food will help children succeed in life, giving them a firm foundation as the next generation of parents.

- Our overall health as an adult is shaped during the earliest moments of life.

**#3:** Health is passed from one generation to the next: my health shapes the health of my future children and grandchildren.

- Today's children will be tomorrow's parents.

**#4:** When we support pregnant women and young children in eating nutritious diets we create vibrant communities for all.

- While women provide the environment for the developing baby, the community provides the environment for the mother.



# Community Wide Nutrition Campaign



## HEALTHY FOOD BEFORE AND DURING PREGNANCY LEADS TO HEALTHIER BABIES

During pregnancy, a baby gets food not only from what mom eats while pregnant, but also from the foods she ate before pregnancy.

Developing babies use healthy food to grow and build strong hearts and brains. If babies don't have enough nutrition, their organs will not be as robust. This leads to a higher risk of diabetes and heart disease as adults.

This information is provided by Healthy Klamath and the Nutrition Oregon Campaign. For more information, or to learn about steps you can take to support healthy nutrition for moms and young kids in your community, visit [healthyklamath.org](http://healthyklamath.org). To learn more about the Nutrition Oregon Campaign, visit [www.ohsu.edu/school-of-medicine/moore-institute/nutrition-oregon-campaign](http://www.ohsu.edu/school-of-medicine/moore-institute/nutrition-oregon-campaign).

## HEALTHY BABY HEALTHY BODY HEALTHY LIFE

Nutrition during pregnancy and early life sets later life chronic disease risk

## OUR HEALTH AS ADULTS IS SHAPED DURING OUR EARLY LIFE

The time from the beginning of pregnancy to age two is the most important time for growth and development. This is when the risk for chronic diseases like diabetes and heart disease is formed.

During this time, good nutrition can build a strong base for a child's future adulthood. Children who start life with healthy foods and a supportive family grow up to do better in school, and live a healthier life.



When we support pregnant women and young children in eating nutritious foods, we create healthy communities for us all.

## THE HEALTH OF PARENTS TODAY AFFECTS THE HEALTH OF FUTURE GENERATIONS

Today's children will be the parents of tomorrow. Supporting our children to grow into healthy adults will help ensure our communities can thrive.

Women may be the ones who give birth, but it is up to us all to ensure they have access to healthy foods and a supportive community.







# Community Wide Nutrition Campaign



## Development of Professor Patti!

- Highlights 12 main points that everyone needs to know about DoHaD
- Provides recognition and relatability to a very scientific topic.
- Can be used and understood by anyone!





# What is next?

- **Nutrition Oregon Campaign Klamath County Curriculum**
  - Developing a curriculum for lay health workers
    - 4 Modules
      - Pre-Module: Developmental Origins of Health and Disease
      - Module 1: Prepping your body for pregnancy and 1st trimester
      - Module 2: 2nd Trimester
      - Module 3: 3rd Trimester
      - Module 4: Breastfeeding and postpartum nutrition
    - Facilitated hybrid trainings
    - Pre and post training evaluation of information learned, and curriculum feedback
    - Sustainability:
      - Curriculum and resources will be housed on Healthy Klamath and be linked to from other partner websites.

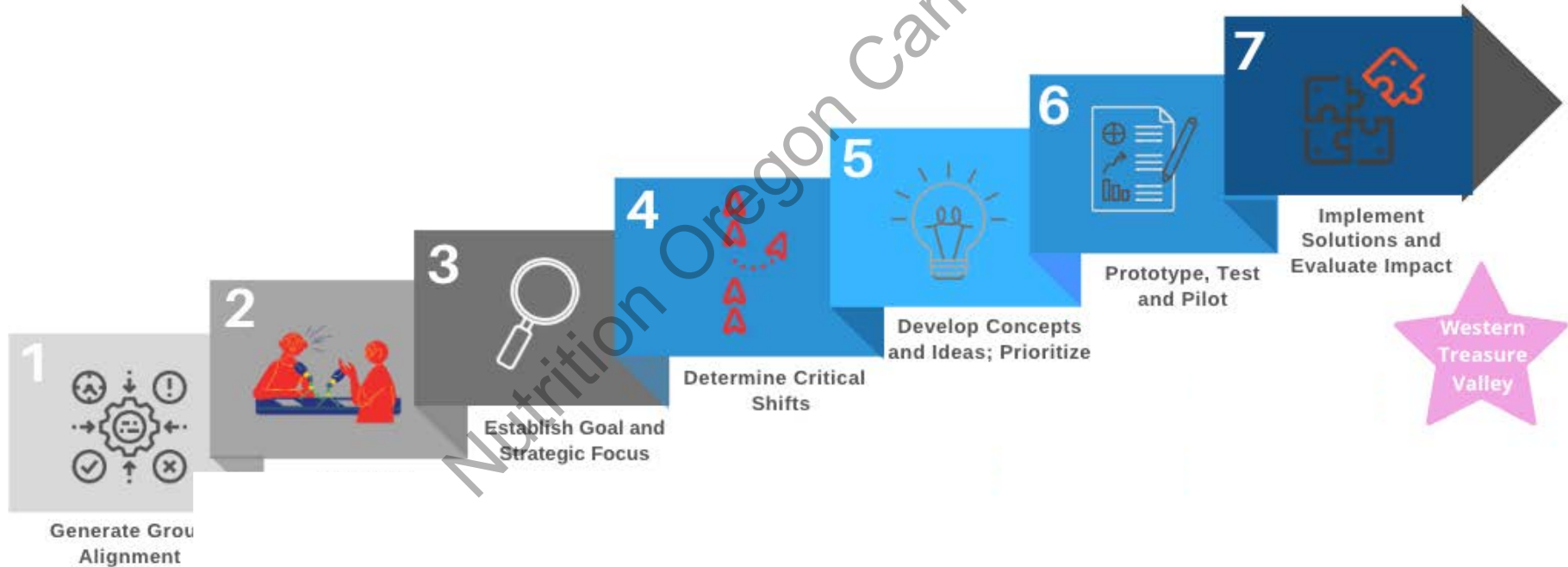
# WESTERN TREASURE VALLEY

## Accelerated growth



# Hub Stages of Development: From Launch to Solutions

Accelerate and Scale





# Ontario Facts

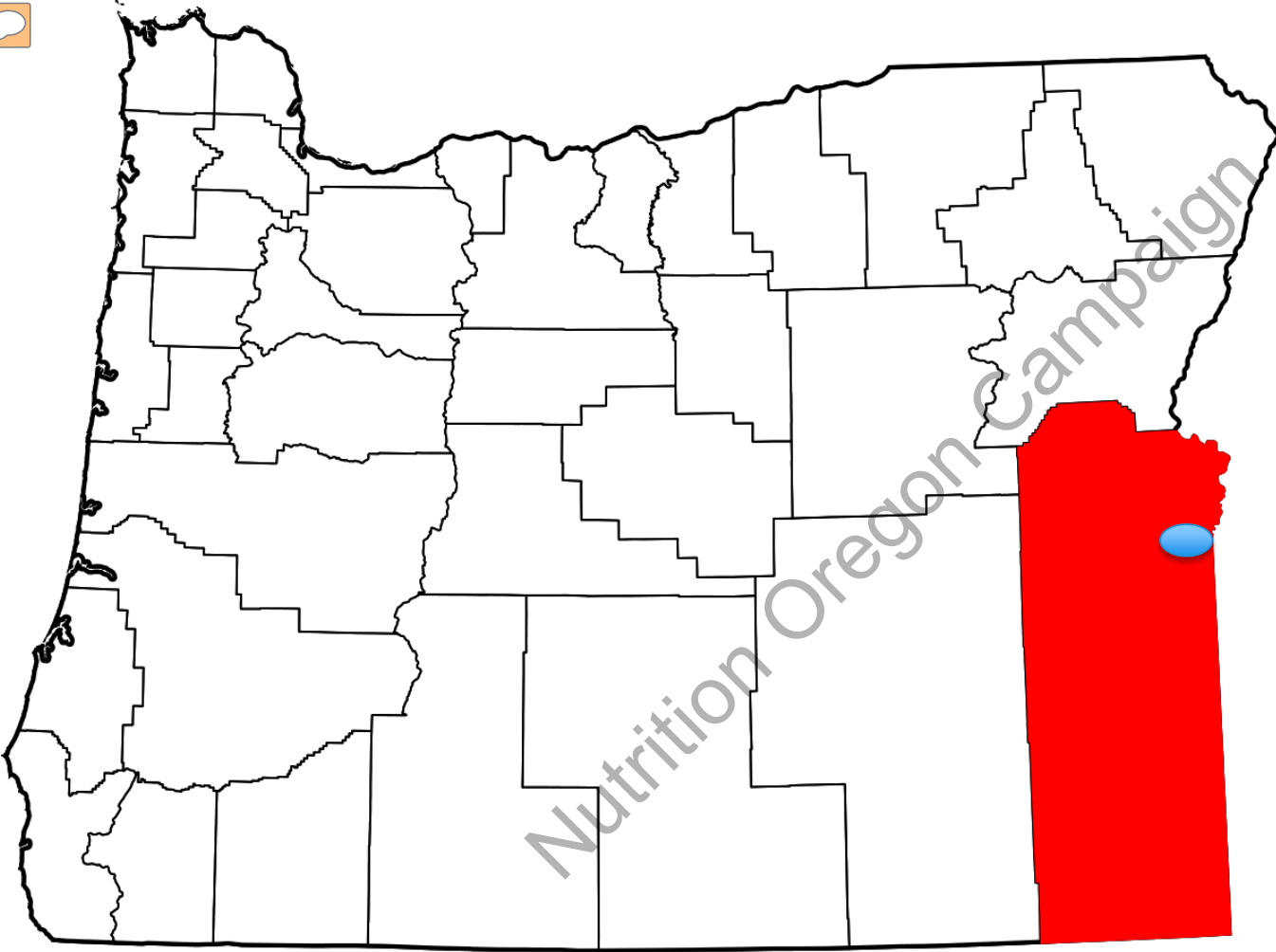
**Population:** 11,645

**Demographics:**  
51% of Ontario  
Population identifies as  
Hispanic/Latino

**Median Household  
Income:** \$42,568

**Food insecurity:**  
13.9% (Malheur  
County)

**Poverty:** 21.4%



Data from U.S. Census and OR Hunger Task Force





# Western Treasure Valley Hub (Ontario)

Partner organizations: Valley Family Health Care and Oregon Food Bank Southeast Oregon Services



## GOAL

All people in the Western Treasure Valley have access to the resources they need to enjoy a healthy and nutritious diet for themselves and their families. We commit to 100% of community members being food secure by 2030.





# Strategies to Achieve Goal

- Concept idea: Include place based food access solutions (i.e. community food center/community gardens) within all new affordable housing developments
- Formed relationships with local developers & city leaders.
- Added additional food systems actors to WTV Hub
- Identified a potential community kitchen building co-located on a campus with affordable housing and local health clinic
- Applied for & awarded USDA Regional Food Systems Planning grant



# Reimagining Food Access Solutions in Ontario

- Opportunity to partner with Oregon Food Bank be the backbone org for a larger warehouse & Community Food Center to provide wrap-around services for vulnerable community members
- Larger warehouse for capacity to store more food for our service area!
- Shared use community kitchen for education, food business incubator
- Onsite food pantry for increased food access
- Indoor and outdoor gathering spaces to cultivate community
- Retail opportunities for local producers & food businesses

# WTVFS Partnership Timeline of Activities

## Nov-Dec 2021

Partnership & Project Team formed; Partnership structure, group norms, & decision making process established

## April 2022

PC hired; Communications streamlined; MOUs signed; Existing food systems training resources & Partnership learning needs identified.

## June-July 2022

Food Hub WG formed & consultant interviews complete. Education & Engagement WG designs strategy for inclusive community engagement.

Nov Dec Jan Feb Mar Apr May June July Aug Sept Oct

## Jan 2022

Project Coordinator job description developed & position posted; MOUs drafted; Education & Engagement WG formed

## May 2022

Partnership Food Systems Training Event; Food Hub Consultant RFP drafted for community food center feasibility study

## Aug-Oct 2022

Food Hub Consultant hired, series of community engagement activities (FEAST) planned.



# WTVFS Partnership Timeline of Activities

## Nov 2022-Feb 2023

Gather community input through series of community led workshops (FEAST, DEI, collective impact planning); Identify gaps in baseline & secondary data.

## June-Aug 2023

Partnership recommends actions to build future capacity for sustainable food systems development & prioritizes strategies. Potential fundraising strategies/funders identified.

## March-May 2023

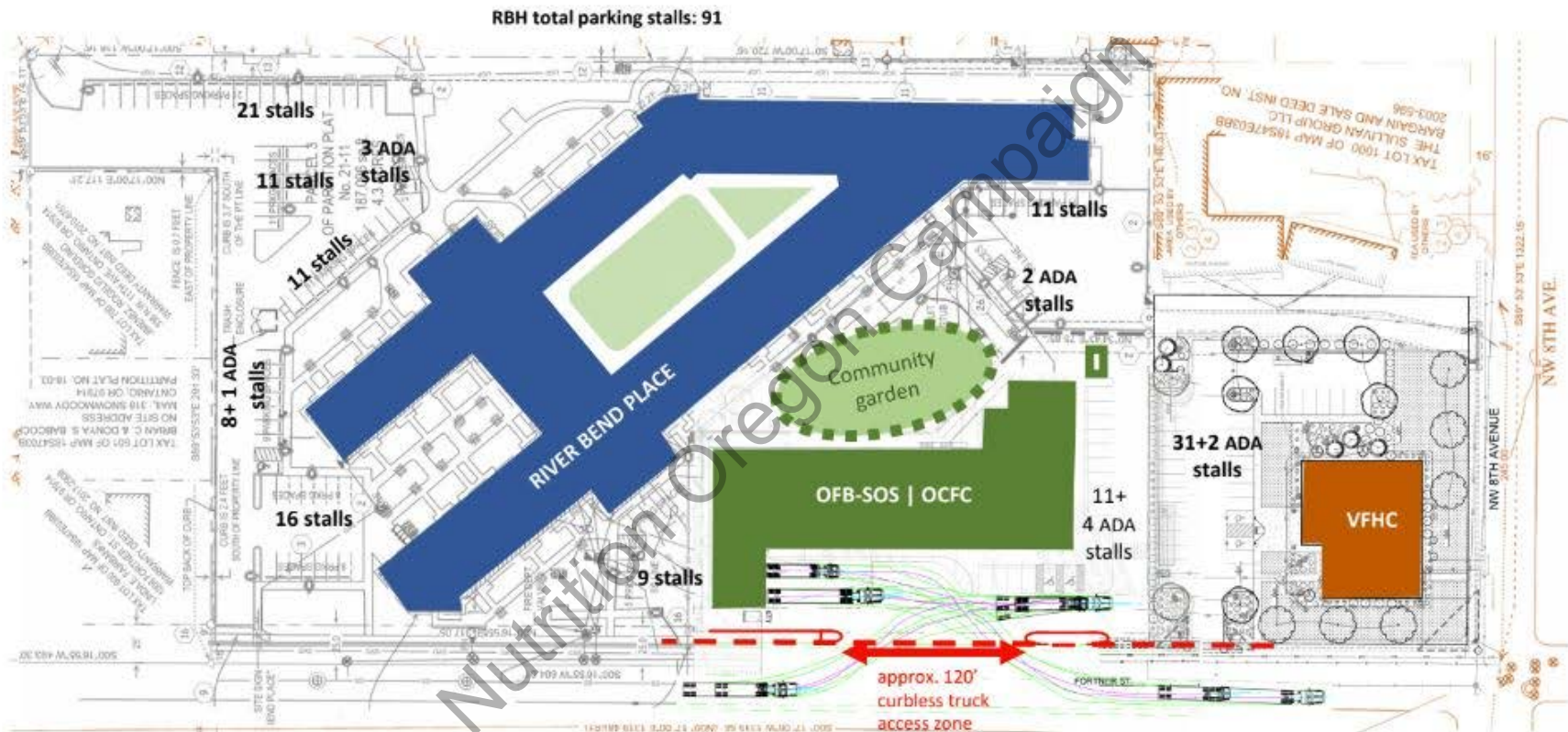
Feasibility study complete. Community input used to develop action plans

## Sept- Oct 2023

A Western Treasure Valley Food Systems report will summarize the work & outcomes of the Partnership & plans for future implementation and construction (break ground 2024)

Nov Dec Jan Feb Mar Apr May June July Aug Sept Oct





# What's Ahead

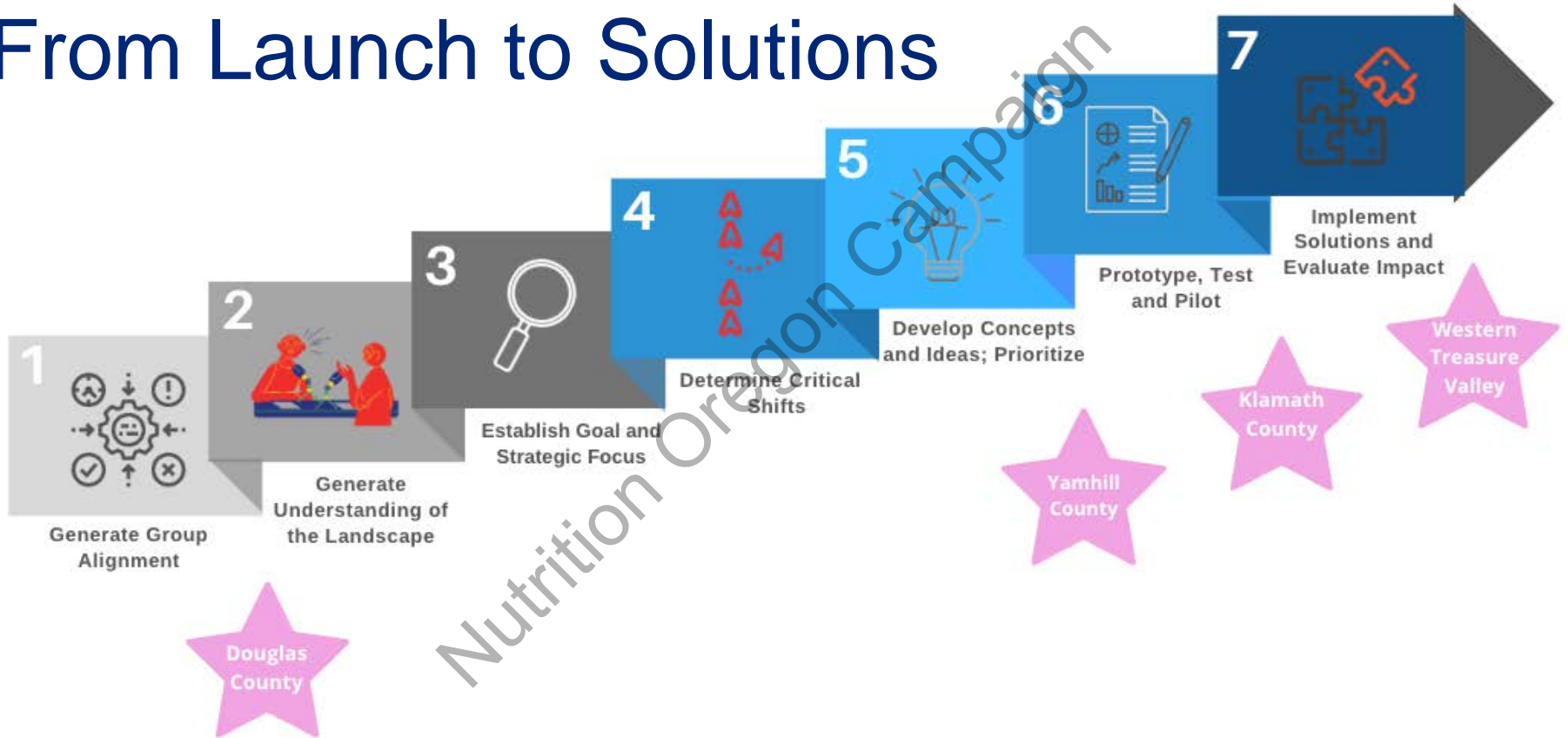


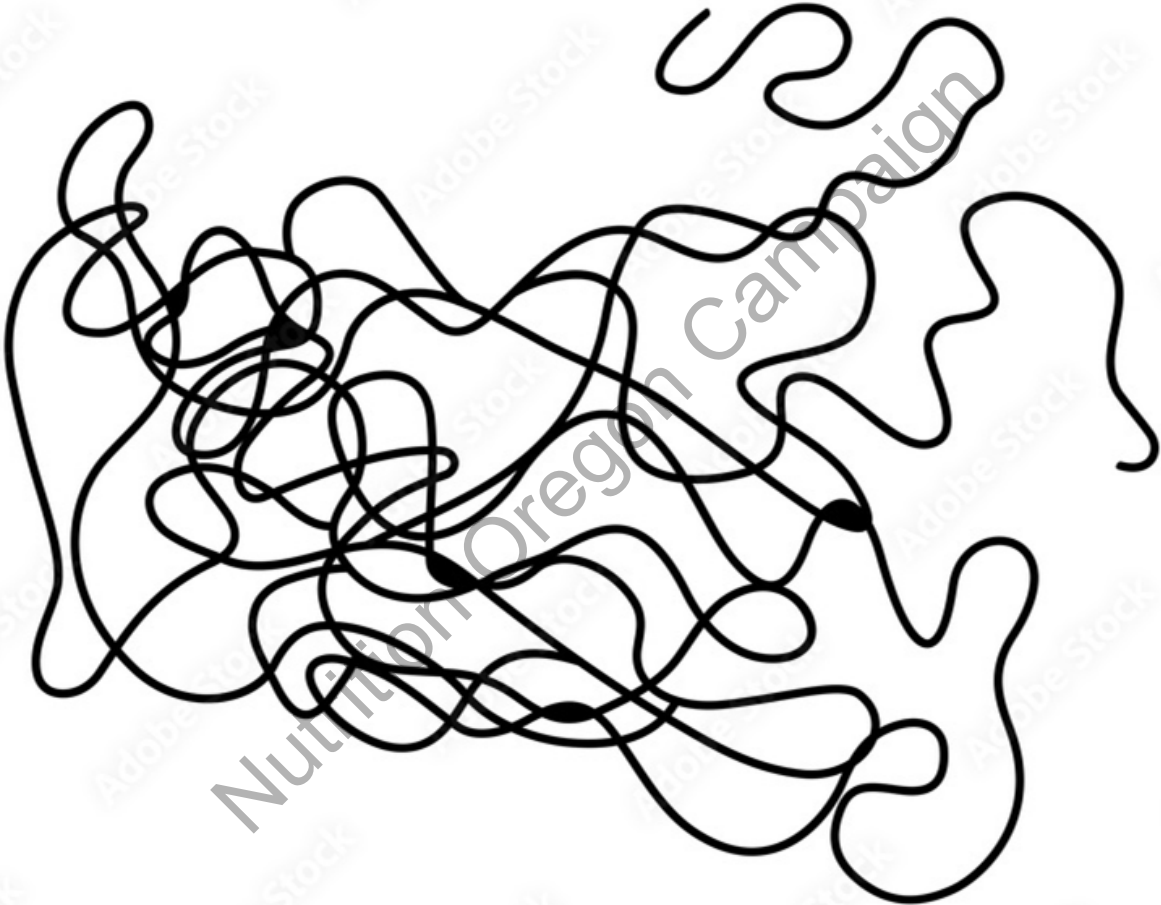
- Determine what late stage NOC partnership looks like with the WTV/Ontario Hub
- Determine governance structure for the Community Food Center- there is a desire to keep programming decisions community led
- Opportunities to support additional food systems related projects





# Hub Stages of Development: From Launch to Solutions





# Audience Questions

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- Pellentesque mollis nunc id eleifend convallis.
- Pellentesque molestie lacus id tincidunt.
- Pellentesque commodo justo sed magna.
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amet, eam cu quem  
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—Quotation Credit

“Lorem ipsum dolor sit  
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invidunt perfecto.”

—Quotation Credit



A scenic view of a cable car overlooking a forested hillside with modern buildings. The cable car is suspended from a cable and is moving towards the left. The hillside is covered in dense green trees. In the background, there are several modern buildings with glass facades. The sky is clear and blue.

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“Lorem ipsum  
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## Simple



"Right" recipe, gives same result every time

## Complicated



Formula needed, but results can be repeated and are predictable based on experience

## Complex



No right recipe or formula; deeply impacted by outside influences; experience helpful but doesn't guarantee success

Nutrition Beyond Campaign