



Fresh Bucks & Healthy Food In Schools

Briefing to the Sweetened Beverage Tax Community

Advisory Board

January 2020

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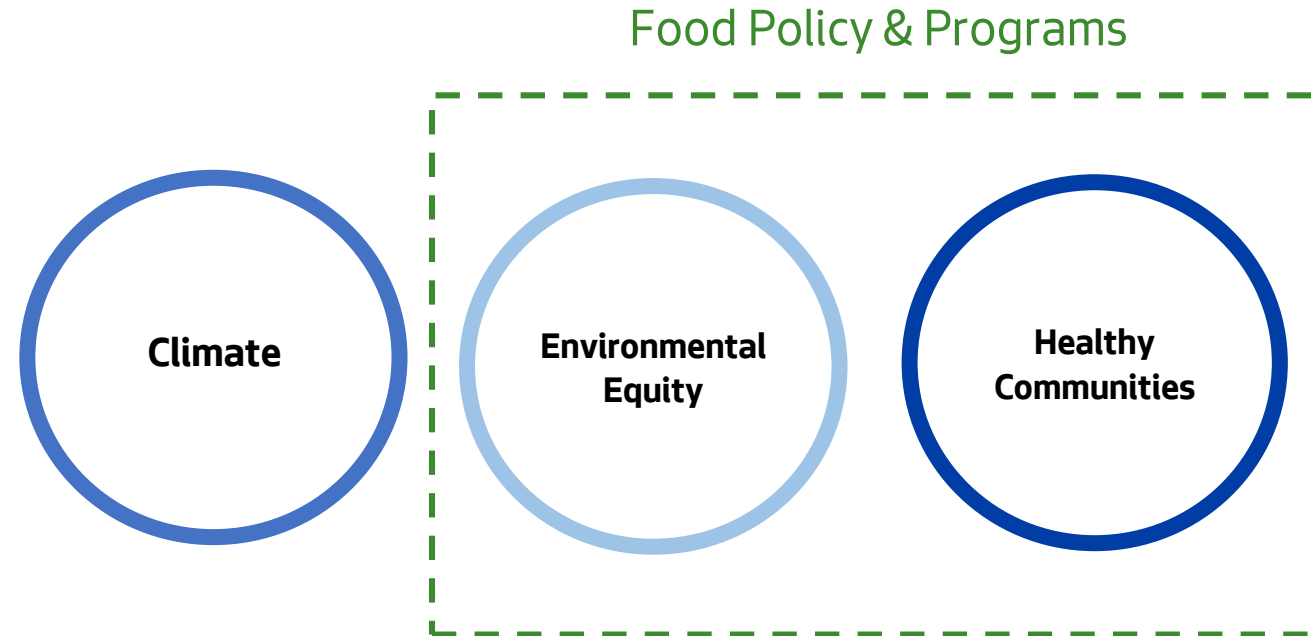


Presentation Overview

- About the Office of Sustainability & Environment
- Fresh Bucks
 - Program overview
 - 2019 Highlights
 - What's ahead for 2020
- Healthy Food in Schools
 - 2019 Highlights
 - What's ahead for 2020



Office of Sustainability & Environment Focus Areas



OSE Food Policy & Programs Work

Food Policy Strategy

Interdepartmental
Policy & Collaboration

Regional
Collaboration

State and Federal
Policy

Targeted Investments in food access

Fresh Bucks

Healthy Food in
Schools

Supporting Community-led work

SBT Community
Advisory Board

KCD-Seattle Grant
Program

What is Fresh Bucks

Fresh Bucks is a healthy food program that helps Seattle residents afford fruits and vegetables.

Fresh Bucks Match



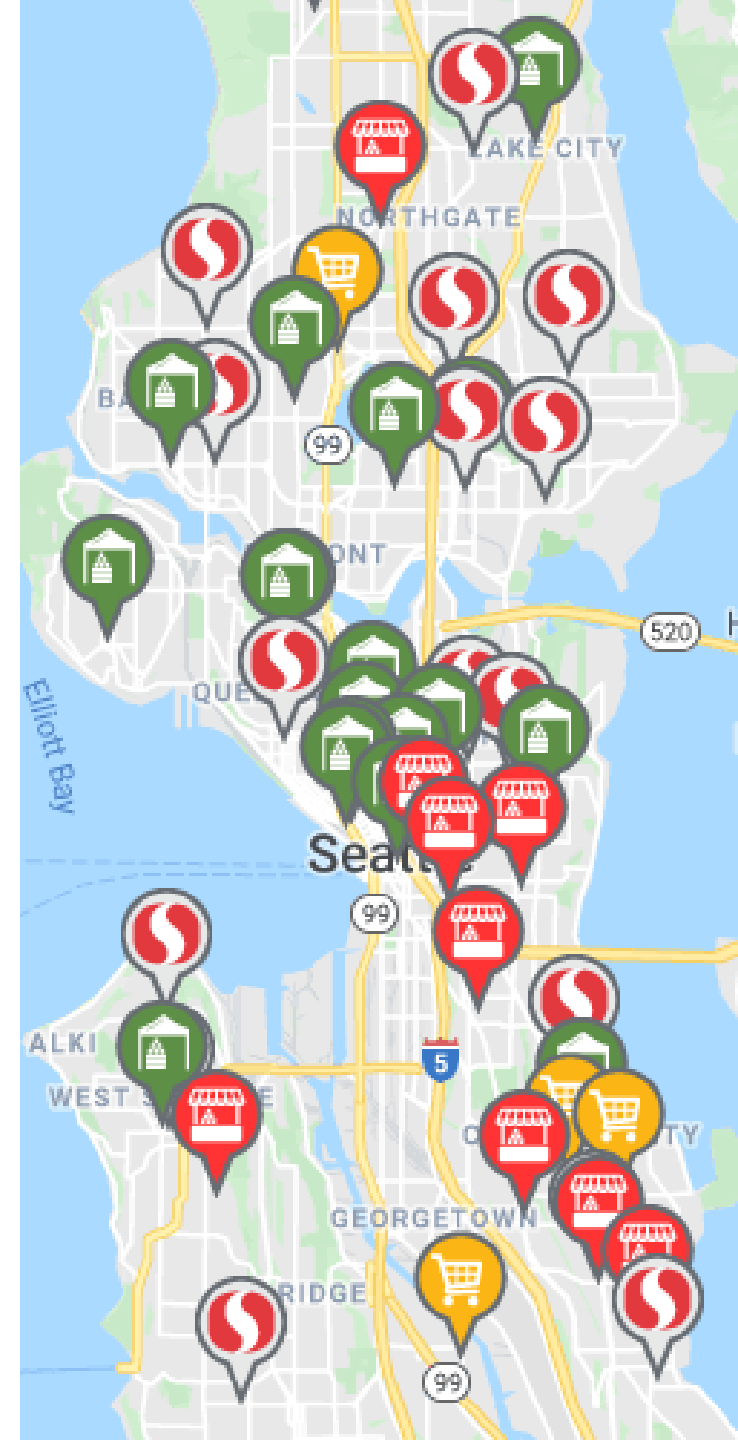
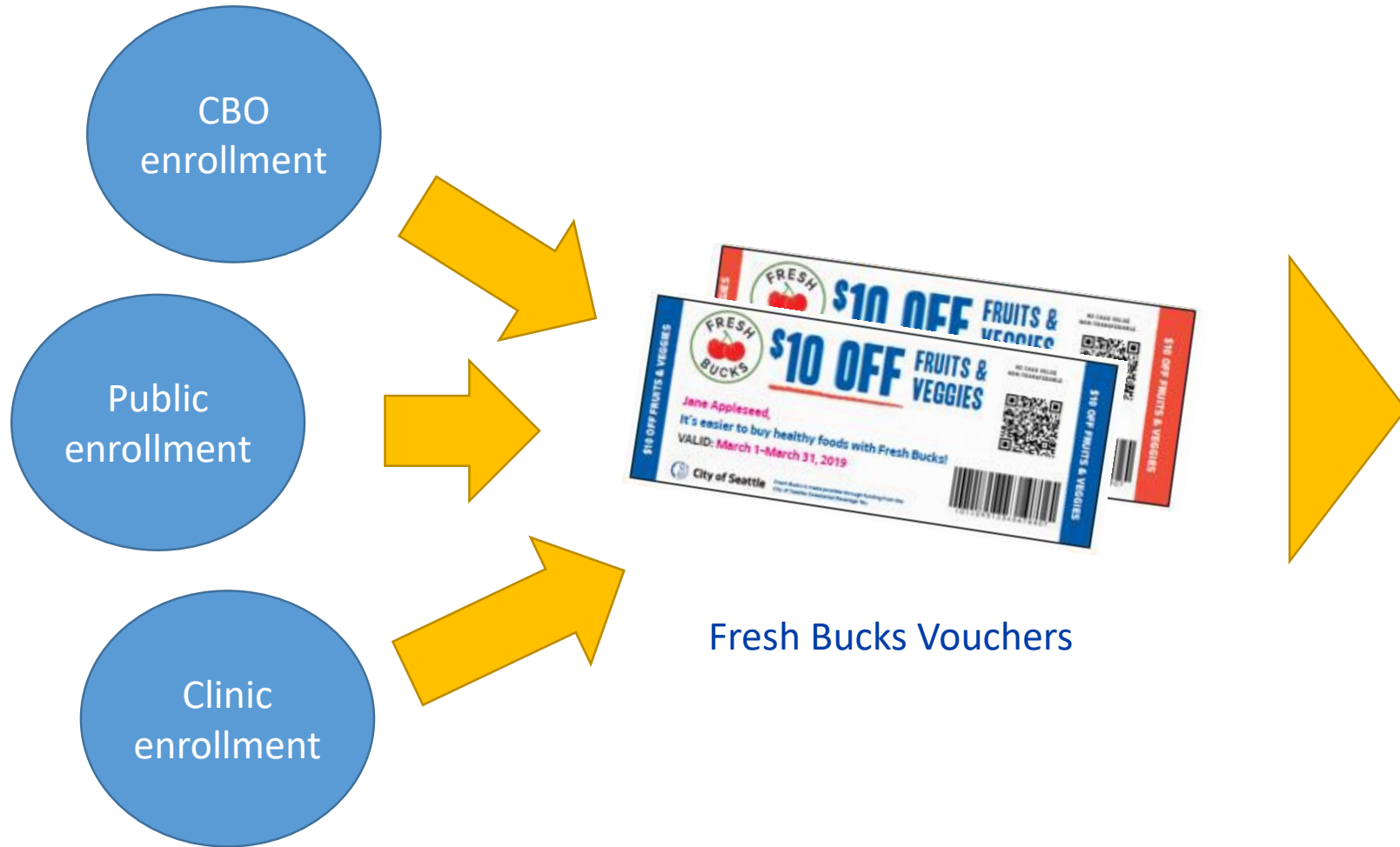
For participants who use SNAP/EBT (food stamps)

Fresh Bucks Vouchers / Rx

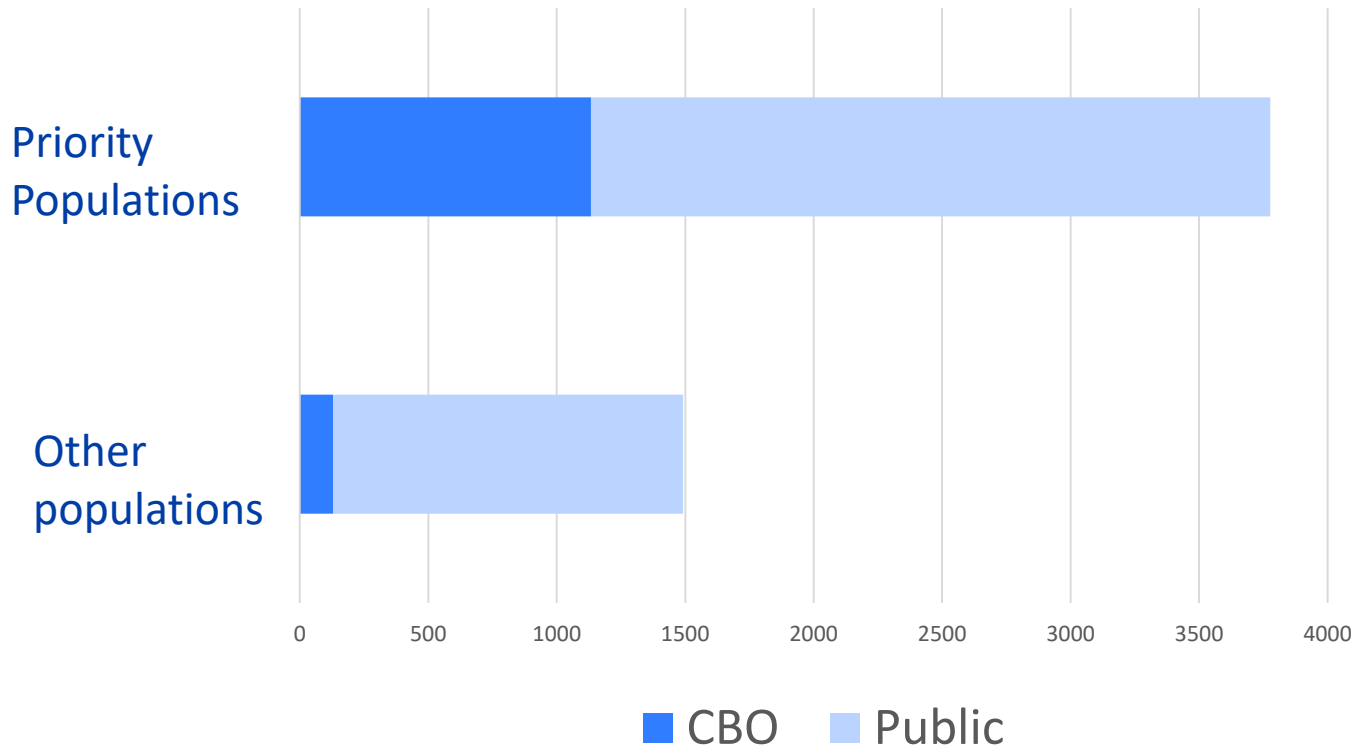


For eligible and enrolled customers (Seattle residents with income \leq 80% AMI)

Fresh Bucks Vouchers



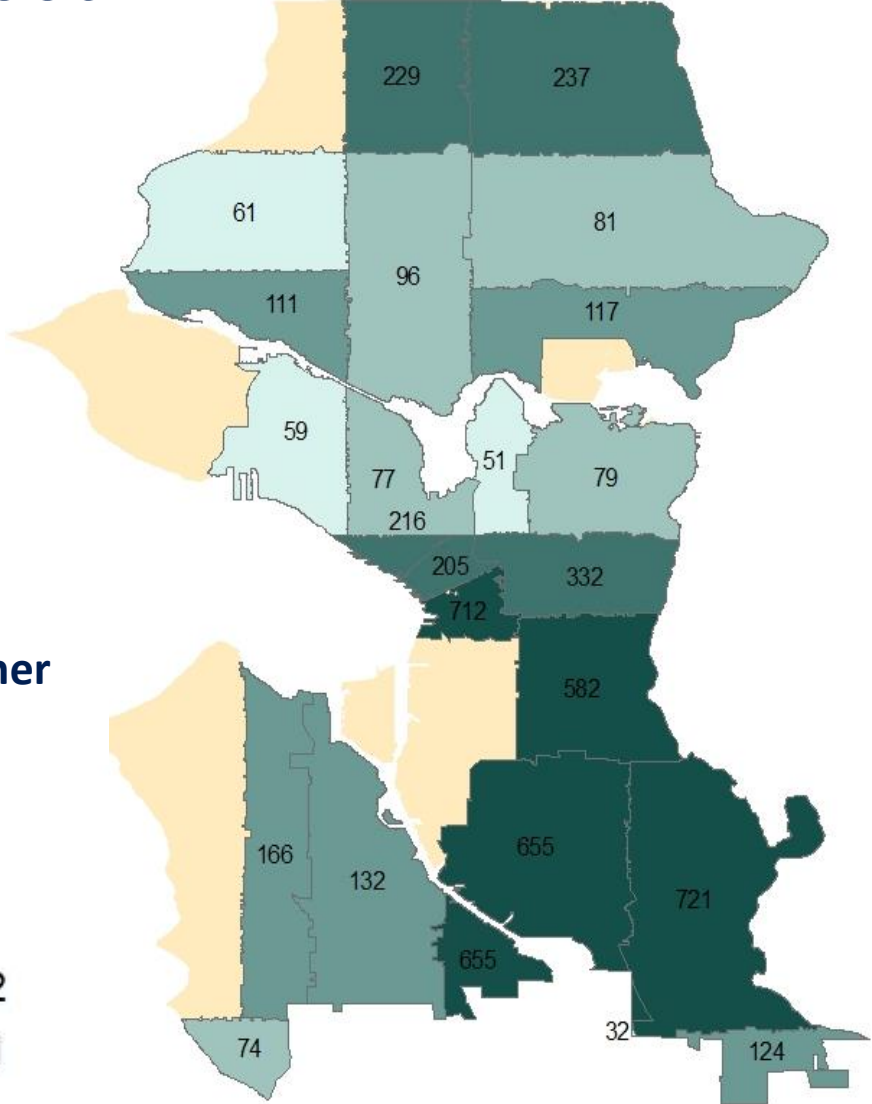
Fresh Bucks Voucher enrollment by priority community



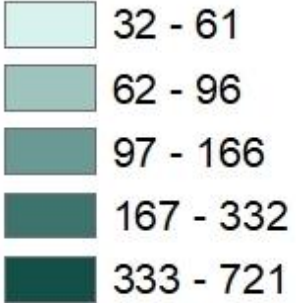
Priority populations were determined by a 2018 Racial Equity Toolkit:

- Black/African American
- Hispanic/Latinx
- Native American/Alaska Native
- Native Hawaiian/Pacific Islander
- People who speak a primary language other than English

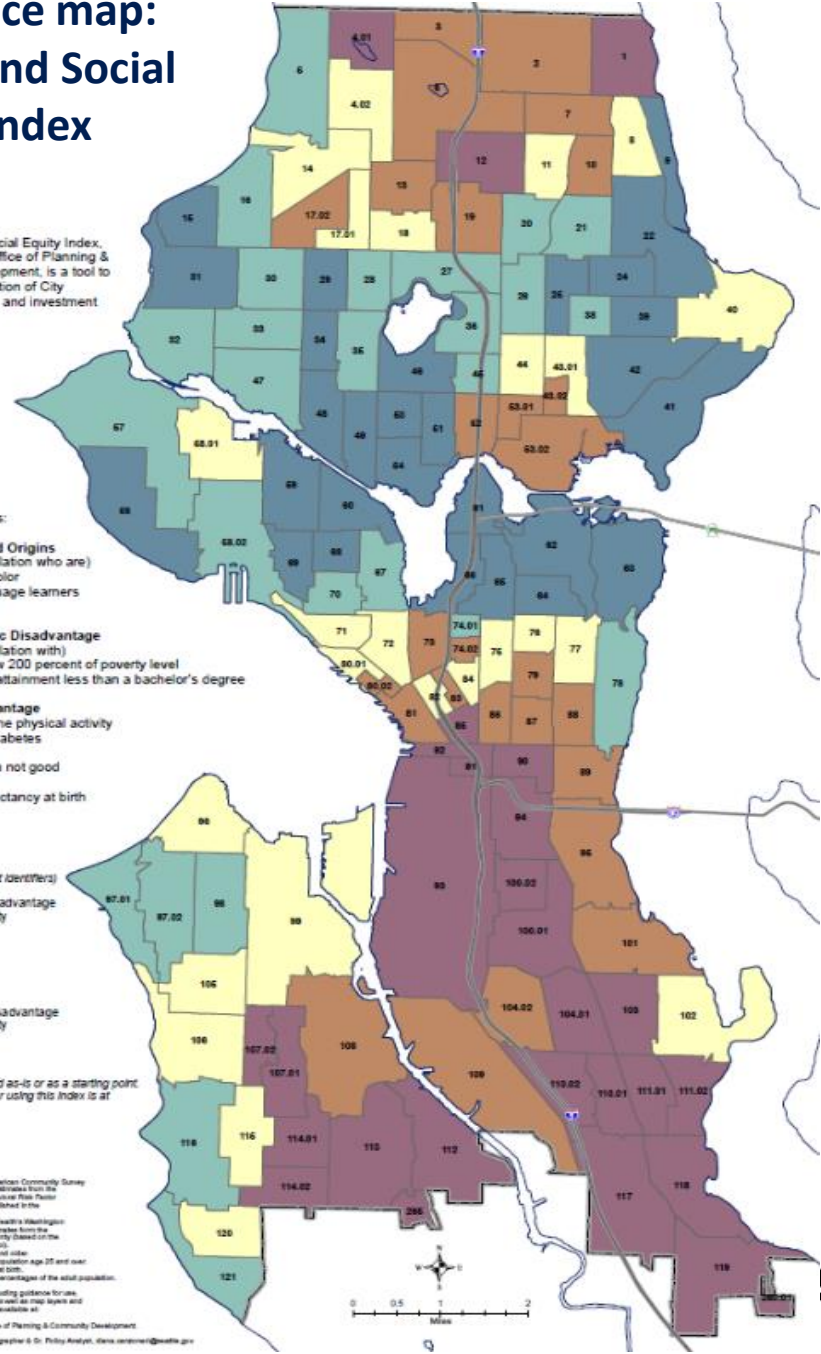
Fresh Bucks Voucher Enrollment by Neighborhood



Number of Voucher Customers



Reference map: Racial and Social Equity Index



2019 Highlights - Fresh Bucks

- Developed Fresh Bucks Vouchers eligibility, enrollment, and distribution system to expand Fresh Bucks to include people in the food security gap.
- Led with racial equity in enrollment by contracting with 7 community-based organizations rooted in and serving communities disproportionately impacted by food insecurity and diet-related disease, resulting in **73%** of Fresh Bucks customers coming from these communities.
- Nearly doubled the amount of Fresh Bucks benefit in the community. From roughly \$1.5 million in 2018 to **nearly \$3 million** in 2019.

Looking ahead to 2020 - Fresh Bucks

- 2020 budget provides a significant increase in Voucher benefits - 7,500 customers will be enrolled during the enrollment period
- Refined Voucher enrollment system and created new partnerships based on community feedback
- Community and clinic enrollment is underway (lottery application will be available March 2-31)
- Taking steps to move to electronic benefits
- Aligning Fresh Bucks match with statewide SNAP match benefits



“I am eating more fruits and vegetables now more than ever. If I did not have these coupons I would not be eating hardly any fresh fruits and vegetables at all because they are too expensive. Whoever is doing this program, I thank them. I hope this program continues.”

-Client with several significant health conditions



Healthy Food in Schools

- Fresh Fruit and Vegetable Snacks in Elementary Schools
- High school snack pilot
- New work in 2020



2019 Highlights - Elementary

- Served 10 additional Seattle elementary schools to the FFVP program – resulting in **6,800 students across 18 schools** being served a daily fruit or veggie snack, an increase in 3,498 students from last year
- Strengthened local and WMBE sourcing contract provisions for 19-20 school year

“We love it. We love the fruit and veggie program. We are excited to get to keep it. We have been really impressed with the quality. It’s a healthy option. We are totally into it.”

–Principal, Dearborn Park Elementary

2019 participating elementary schools

Beacon Hill International

Broadview -Thomson

Dearborn Park International

Graham Hill

Hawthorne

Highland Park

John Muir

Leschi

Licton Springs K-8

Lowell

Madrona

Maple

Northgate

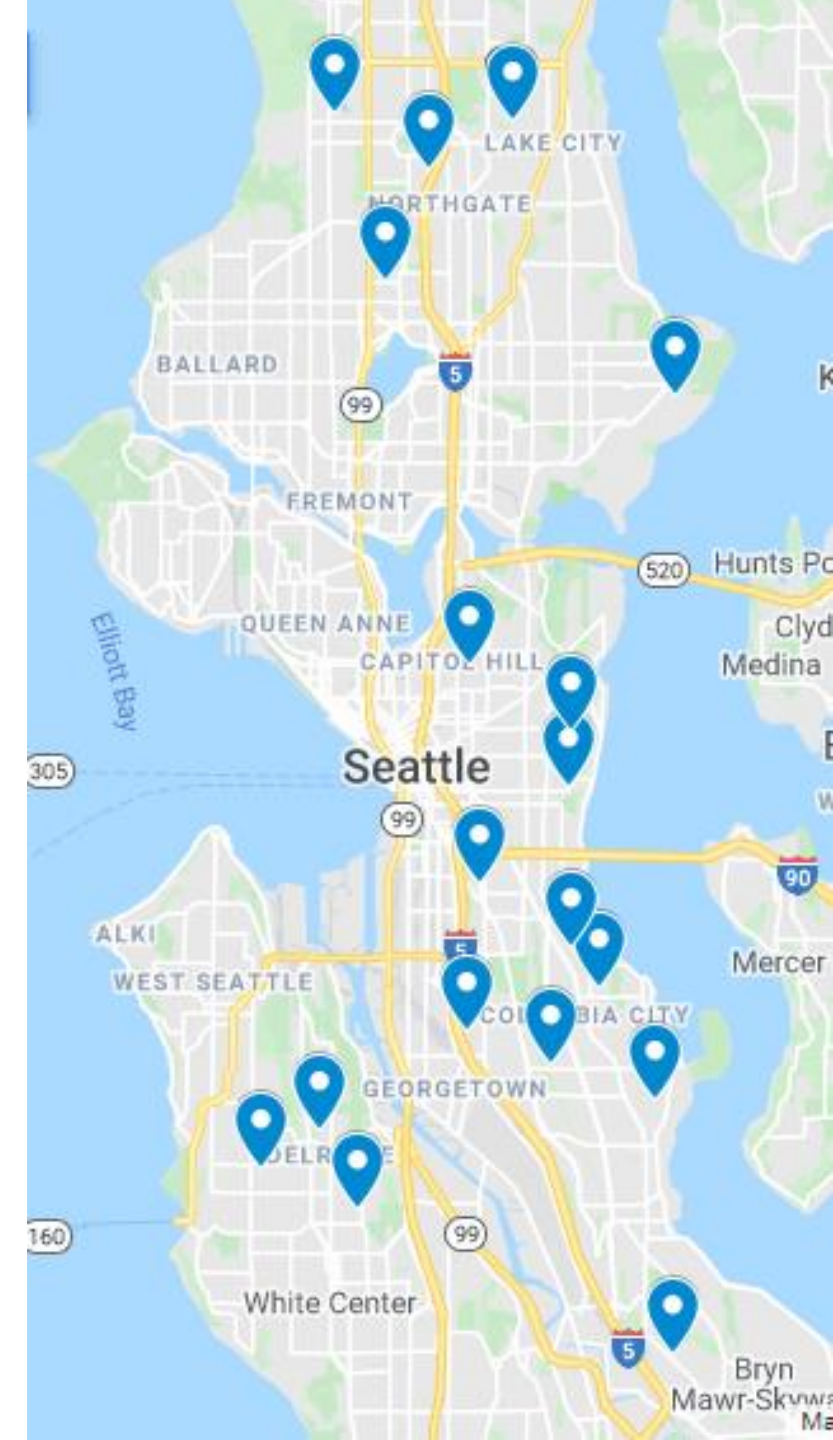
Olympic Hills

Rainier View

Roxhill

Sand Point

Sanislo



“I wanted to personally thank you....and invite you to visit Lowell Elementary to see how amazing this program is here and see how grateful we are for your snacks!”

-Principal at Lowell Elementary



2019 Highlights - High Schools

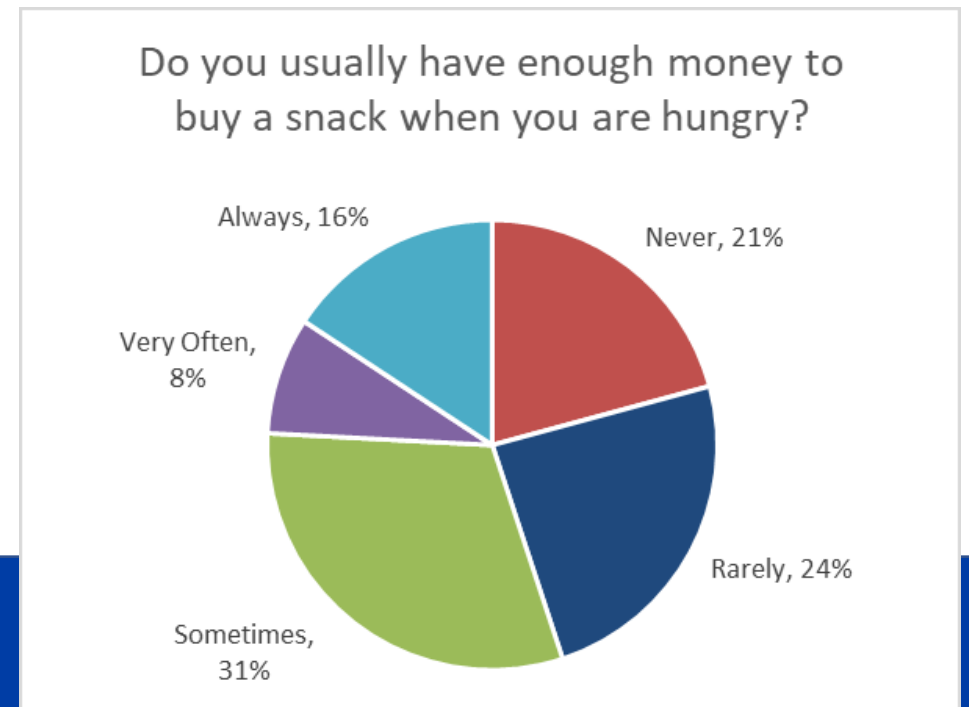
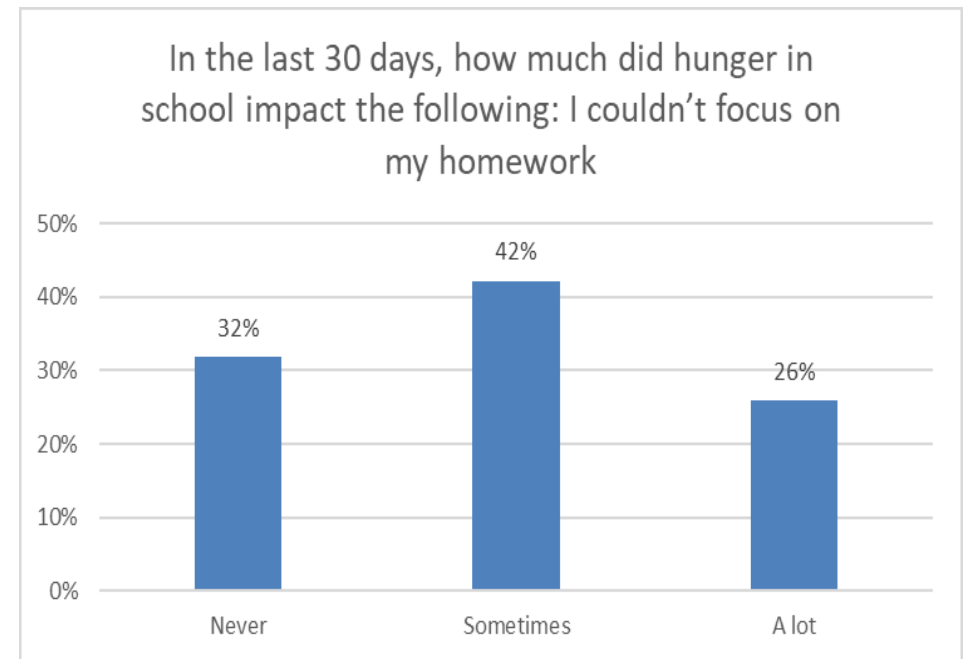
- Partnered with FEEST to develop a snack program model
- Launched a High School Snack Pilot, making fruits and vegetables available to **1,078** students at Chief Sealth High School

“I liked the effort put in to make sure students were taken care of. It makes a really big impact on student’s education – you want to know that the school is inclusive for you. It has started giving people more reasons to like the school. It’s started bringing in a more happy community.”

-Rey, 10th grade

Chief Sealth HS Survey and Interview Results

- 100% of students interviewed want to see the pilot continued
- Students report the program has had a positive impact on their ability to learn and strengthened the Chief Sealth community



Looking ahead to 2020 - Healthy Food in Schools

- Continuing elementary snack program
- Extending the Chief Sealth pilot through 2020 and piloting at one additional high school
- Working with SPS to develop a plan to install water filling stations in SPS schools, in accordance with CAB recommendations
- Contracting with a consultant to develop a scratch cooking assessment for SPS

Questions?

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