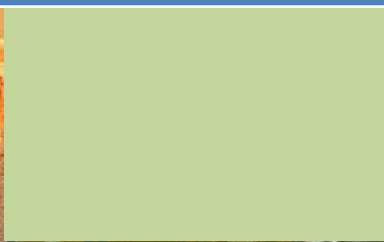




# Making the Case for Healthier Food Donations in Sheboygan County

## Food Drive 5 Toolkit



Sheboygan County  
Activity and Nutrition  
Coalition



Beyond Health  
Hastings Brown County  
"Connecting Beyond Health Care"

### 2017

Adapted with permission from July 2015  
Beyond Health: Food & Nutrition Health  
Priority-Food Drive 5 Toolkit

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## Introduction

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Hello food pantry donors and organizers,

Thank you for your interest in organizing and contributing to food drives; donations continue to be a major source of food for low income families. As we experience an increase in the number of households who are in need of emergency food, Sheboygan County has made a commitment to help stock our pantries with healthy food.

This tool kit was developed by “Beyond Health” of Brown County to assist individuals, businesses, agencies, churches, schools and other organizations in promoting their food drives. This kit has been adapted with permission for Sheboygan County. Please use the “Food Drive Five” message and resources from this toolkit to promote food donations. By using this message, every donation then contributes to supporting the health of those most in need.

For questions and further assistance in using this toolkit, please contact any of the subcommittee members listed on the last page.

Thank you again for your support. By working together we can help provide healthy and nutritious food to those in need throughout Sheboygan County!

Yours in health,

Healthy Sheboygan County 2020  
Sheboygan County Activity & Nutrition  
Coalition (SCAN) Healthy Food Pantry  
Initiative Subcommittee

Please note: A copy of this toolkit is available at [www.healthysheboygancounty.org](http://www.healthysheboygancounty.org) and [www.sheboygancountyfoodbank.com](http://www.sheboygancountyfoodbank.com)



## What You Can Do

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Did you know that people in our communities are struggling with food insecurity? It is true. 39% of individuals who use Sheboygan County food pantries have very low or low food security.

What does “food insecurity” mean? It means that individuals or families are unsure whether they will have enough food. Perhaps they are running out of food, reducing the quality of their food, eating unbalanced meals and maybe even skipping meals.

This explains why your donation of healthy food is so important; it keeps shelves stocked with nutritious food. Every donation makes a difference to our neighbors in need, no matter how big or how small.

We thank you for your generosity!

### **Here’s how you or your organization can help:**

- Commit to donating foods listed on the “Food Drive Five” poster.
- Note dates of the large food drives in Sheboygan County and plan to donate from the Food Drive 5 as often as you are able.
  - “Stamp Out Hunger”
  - Area Boy Scouts
  - Rotary Club
  - School, work and church food drives
  - Making Spirits Bright
- Start a food drive of your own and promote the Food Drive 5!
  - At work
  - At church
  - In your neighborhood
  - In your school
    - Anywhere!
  - Hand-out flyers
  - Share on social media sites, newsletters & bulletins
  - Announce in meetings
- Creative Ideas for Home and School:
  - Pantry Party (Birthday, retirement, wedding/baby showers, anniversary)
    - Ask for healthy food donations in lieu of presents on your next invitation.
  - Souper Bowl Food Drive 5
    - Collect low sodium soups and healthy crackers
  - Designate days of the week to donate a certain food
    - Whole wheat macaroni Monday
    - Tuna Tuesday
    - Wellness Wednesday
    - Tomato Sauce Thursday
    - Fruity Friday (packed in water, juice or fruit juice concentrate, dried or dehydrated)



# Food Drive 5 Tools to Print and Post

Bulletin Infographic  
(pg. 6)



Color Poster (8.5x11)  
(pg. 7)  
*\*Please contact one of the authors  
listed on the last page for 11x17 poster.*



Black & White Poster (8.5x11)  
(pg. 8)  
*\*Please contact one of the authors  
listed on the last page for 11x17 poster.*



Sheboygan County Food Pantry  
Statistics (pg. 9)



Social Media Posts  
(pg. 10)

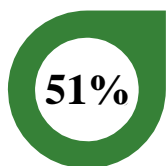


Logos  
(pg. 11)



# Donating Food?

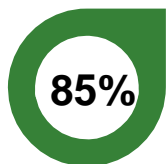
Remember the “Food Drive Five”



51% of food pantry users have gotten food from a pantry for more than two years



Less than 10% of canned soups donated in Sheboygan County are low sodium



Local research shows that over 85% of all canned fruit donated to pantries contain added sugar



Almost one out of three Sheboygan children live in poverty, well above the statewide rate.  
[City-data.com/poverty](http://City-data.com/poverty)

Please help turn your donations into foods that offer good nutrition for families.  
Remember to “FOOD DRIVE FIVE”.

Donate high protein foods, canned low sugar fruits, whole grains, colorful veggies and low sodium soups/stews with protein and veggies.





# Donating Food?

***Remember the “Food Drive Five”***



## **1- Protein Foods**

*Nuts, nut butters,  
canned seafood &  
poultry, canned or  
dried beans, lentils,  
low fat shelf stable milk*



## **2- Fruit**

*Canned fruits packed  
in water or juice; dried,  
dehydrated fruit,  
unsweetened fruit  
sauces*



## **3- Soups/ Stews**

*Low sodium with  
protein &  
vegetables*



## **4- Whole Grain**

*Pasta, cereal,  
crackers, brown rice*



## **5- Vegetables**

*Colorful, canned,  
low sodium*

## **Reminder: Check Expiration Dates**

*Please also consider healthy seasoning options to add flavor without added salt or sugar: i.e. garlic powder, onion powder or flakes, black pepper, cinnamon, chili powder, Italian seasoning, and other salt free seasons or seasoning mixes.*

As more families depend on pantries for a greater share of the food they eat,  
it is even more important that foods offered provide good nutrition.

**Thank you for making a healthy difference for those in need!**



# Donating Food?

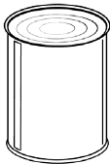
## Remember the “Food Drive Five”



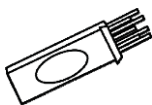
**Protein Foods-** *Nuts, nut butters, canned seafood & poultry, canned or dried beans, lentils, shelf stable low fat milk*



**Fruit-** *canned fruits packed in water or juice; dried, dehydrated fruit, unsweetened fruit sauces*



**Soups/Stews-** *Low sodium with protein & vegetables*



**Whole-Grain-** *Pasta, cereal, crackers, brown rice*



**Vegetables-** *Colorful, canned, low sodium*

Choose foods with  
low-sodium options

More nutritious  
donations needed

Choose foods with  
current expiration dates

*Please also consider healthy seasoning options to add flavor without added salt or sugar:  
i.e. garlic powder, onion powder or flakes, black pepper, cinnamon, chili powder, Italian seasoning,  
and other salt free seasons or seasoning mixes.*

Pantries have a year-round need.

Donate when you can to a nearby pantry.

Thank you for making a healthy difference for those in need!



## Sheboygan County Food Pantry Statistics

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*Below are important statistics about food pantry usage in Sheboygan County. Use these in conjunction with the social media posts on the following page to show the importance of using the Food Drive 5.*

- **Food pantry participants were asked why they did not have enough to eat:\***
  - 19% of people do not know how to make the foods provided by the pantry
  - 14% do not have a car
  - 88% said they do not have enough money for food
  - 31% indicated they have someone in their household who needs special foods due to a health condition

In Addition:

  - 56% indicated that they use FoodShare
  - 45% rely on friends or relatives for food assistance
  - 27% have attended community meals
- **The majority of food pantry users do have some income but it is not enough to cover the cost of food:\***
  - On average, a pantry customer goes to at least two pantries each month to meet their household needs for food
  - 62% of people said the pantry is where they get most of their food
  - 51% indicated they had received food from a pantry for more than two years
  - 25% of people reported income from employment
  - 41% indicated they had enough food, but not the kinds of food they like to eat
  - 31% of people responded that at times they do not have enough to eat
  - 8% of people often do not have enough to eat
  - 41% said they receive income from Social Security, Social Security Insurance, Or Social Security Disability Insurance
- **Participants were asked “What foods would you like to see more of at the pantry?\***
  - Meat- 51%
  - Fresh Vegetables- 42%
  - Fresh Fruit- 39%
  - Dairy Products- 16%
  - Milk- 18%
- **Local Food Pantry Donation Statistics as of October 2016:**
  - Less than 10% of grain donations (cereals, pastas, rice) are whole grains
  - Less than 15% of canned fruits donated are those without added sugars
  - Less than 10% of canned vegetables donated are without added salt
  - Less than 10% of canned soups donated are low sodium

*\*Source: 2015 “Food for Tomorrow” Report, United Way of Sheboygan County*



## Social Media Posts

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*Use the following posts to advertise your food drive in a variety of social media outlets.  
Make sure to attach any of the posters & bulletins with your posts.*

### **Before the Drive**

Did you know \_\_\_\_\_? **[Insert one of the statistics from the previous page.]**  
Help us help those in need in Sheboygan County! Consider donating from the Food Drive 5.  
Healthier food pantry donations= more nutritious food available for our community.  
Thank you for your support!

Did you know there are 10 food pantries associated with Sheboygan County Food Banks serving residents in Sheboygan County? Make sure their shelves are stocked! Donate to the **[insert name of food drive]** with items from the Food Drive 5 and make a nutritious difference for your neighbors! Contact the Sheboygan County Food Bank at (920) 453-0169 with questions.

Consider making a healthy difference for those in need this month. Check out the items to consider donating from the Food Drive 5 for the **[name of food drive]**, and thank you for your contribution!

The **[name of food drive]** needs your help! Purchase foods from the Food Drive 5 and know that your donation is not only providing food, but important nutrition for Sheboygan County residents.

One meal can make all the difference. As more Sheboygan County residents rely on food pantries to feed their families, it is vital the donated food is also nutritious. Please consider donating from the Food Drive 5 to **[insert name of food drive]**. Thank you!

### **Day of the Drive**

Today is the day! Remember to drop off your donations to the **[insert name of food drive]**. Haven't shopped yet? For a few pennies more, consider buying some of the suggestions from the Food Drive 5 to make your donations as healthy as possible for our neighbors!

### **After the Drive**

Thank you to all of those who donated to the **[insert name of food drive]**! Because of your donations, we contributed \_\_\_\_\_ number of items to local pantries! Because of your commitment to healthy food, Sheboygan County residents will be able to eat nutritious meals when they use local pantries.

The **[insert name of food drive]** was a tremendous success! With over \_\_\_\_\_ number of items donated, our pantries are now well-stocked. Didn't get to drop off your items? Here are some other local pantries that will benefit from your donations year-round. **(Refer to the Sheboygan County Food Pantry listing on page 12 of this toolkit for suggestions.)**



## Logos

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*Use the versions of the logos below when promoting the Food Drive 5 message.*

Food Drive 5 Print



Food Drive 5 Web



Healthy Sheboygan County 2020



*\* If you are unable to edit the logos above in PDF format, please contact one of the authors listed on the last page for electronic copies.*



## Sheboygan County Food Pantry Listing

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*Please consider donating to a pantry near you!*

PANTRY	ADDRESS	PHONE
The Sheboygan Food Pantry	1946 N. 15 <sup>th</sup> Street	920-452-4737
St. Luke United Methodist	623 Ontario Avenue	920-458-3461
The Salvation Army	710 Pennsylvania Avenue	920-458-3723
St. Peter Claver Catholic Church	1439 S. 12 <sup>th</sup> Street	920-457-9408
North Side Christian Food Pantry	2133 N. 22 <sup>nd</sup> Street	920-458-7070
St. Mark Lutheran Church	1019 N. 7 <sup>th</sup> Street	920-458-4343
Calvary Lutheran Food Pantry	2132 N. 27 <sup>th</sup> Street	920-458-4822
Sheboygan Falls Food Pantry	529 Giddings Avenue	920-917-2235
Plymouth Food Pantry	2225 Eastern Avenue	920-893-2989
Random Lake Area Interfaith	310 Center Avenue	920-447-2293



## Helpful Links

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*Use the links below and on the following page to connect with local, state, and national resources about food drives, food security statistics, and much more.*

### **County (Local)**

- **Sheboygan County Food Bank**  
[www.sheboygancountyfoodbank.com](http://www.sheboygancountyfoodbank.com)

Their mission is to feed the hungry through supporting and improving the food distribution system and guide individuals seeking assistance to appropriate resources to meet their other basic needs.

- **University of Wisconsin-Extension's FoodWise Program**  
<http://fyi.uwex.edu/foodwise>

Program works with community partners to enhance environments that support healthy eating and physical activity for Food Share- eligible households through educational programs and community initiatives. Information on programs and Sheboygan County food security data is available.

- **Healthy Sheboygan County 2020**  
[www.HealthySheboyganCounty.org](http://www.HealthySheboyganCounty.org)

Find out what initiatives local community partners are involved in to improve overall health for local residents.



## Helpful Links - Continued

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### **State**

- **UW-Extension Safe & Healthy Food Pantry Project**  
<http://fyi.uwex.edu/safehealthypantries>

Developed to assist food pantries in how to improve on nutritional quality & safety of food inventories. The guide below shows the latest research, ways to assess current practices, and develop a plan to make food available at food pantries nutritious.

- **Wisconsin Community Health Improvement Assessment & Plans 2020**  
[www.dhs.wisconsin.gov/chip/index.htm](http://www.dhs.wisconsin.gov/chip/index.htm)

Visit the Wisconsin Department of Health Services (DHS) website to learn more about the CHIP process across the state, including the different health priorities & corresponding state statistics.

- **Healthy Shelves**  
[www.healthyshelves.org](http://www.healthyshelves.org)

More information regarding healthy donations to food pantries and recipes! Developed through a partnership of Mount Mary University Dietetics department, Waukesha County UW-Extension FoodWise program, and the National Kidney Foundation

### **National**

- **Food Research & Action Center (FRAC)**  
[www.frac.org](http://www.frac.org)

Leading national, non-profit organization that works to improve public & private policies around the issues of hunger and under nutrition in the U.S. Provides research, statistics, and trainings on these issues.

- **My Plate**  
[www.choosemyplate.gov](http://www.choosemyplate.gov)

Discover what makes up a balanced meal, along with recommendations for healthy nutrition from the USDA (United States Department of Agriculture).





## 10 Most Unwanted



**STOP!** Don't donate these foods to the pantry.

1. Home-canned or home-preserved foods
2. Home-prepared meals or desserts
3. Spoiled foods
4. Rotten fruits and vegetables (or those on their way out)
5. Opened packages of food
6. Foods in crushed, dented, rusted containers
7. Foods past their 'Best By' date
8. Foods past their 'Use By' date
9. Packages of food that are dirty or soiled
10. Foods not from a retail business

## **Background and Purpose:**

### **Healthy Sheboygan County 2020**

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Healthy Sheboygan County 2020 (HSC2020) is a community-based initiative formed in 1993 which is designed to make positive changes in the health status of Sheboygan County by 2020. The diverse membership, which includes public health, local health care agencies, schools, businesses, and community representatives, all work together to achieve the ultimate goal of the community living better, longer lives.

#### **Community Health Improvement Plan Process: HSC2020's Role in Community Health Improvement Plan**

The Sheboygan County Community Health Improvement Plan is part of the ongoing effort put forth by Healthy Sheboygan County 2020 and Sheboygan County Health and Human Services, Division of Public Health to improve the health and quality of life in our community. The intention of Healthy Sheboygan County 2020 and this Health Improvement Plan are to increase community awareness of Sheboygan County's public health issues, establish or build upon existing community partnerships focused on improving the health of our community while reducing fragmentation of present coalitions, and to engage residents to take responsibility in adopting a healthier lifestyle.

#### **Planning Process**

The HSC2020 community health improvement planning process follows the work of the 2012-2014 Community Health Improvement Plan developed by the HSC2020 Steering Committee, and the Sheboygan County Activity and Nutrition (SCAN), Health Literacy, Mental Health, and alcohol, tobacco and other drug abuse (ATODA) community action committees. Committee members designed a new plan based on the changing environment and the findings of the most recent community health assessment. The following are key steps that were taken to develop the 2015-2017 Community Health Improvement Plan (CHIP) priorities.

#### **Community Health Assessment (CHA)**

In 2014, Healthy Sheboygan County 2020 partnered with Aurora Health Care, Sheboygan County Health and Human Services, Division of Public Health, Lakeshore Community Health Care, St. Nicholas Hospital, United Way of Sheboygan County and UW-Extension of Sheboygan County to complete the 2014 Community Health Assessment. This included key informant interviews, county health survey and secondary data report—click below to view.

- [Key Informant Interview Report](#)
- [County health survey](#)
- [Secondary Data Report](#)



## **Background and Purpose:**

### **Healthy Sheboygan County 2020-Continued**

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#### **Community Call to Action**

- Over 110 participants representing health care systems, human services agencies representing various populations within the community, public safety, education and private/corporate employers
- Assisted by an external facilitator, the group spent a significant amount of time in smaller discussion groups that were tasked with identifying and discussing and prioritizing aspirational visions for the health of Sheboygan County, the systematic changes that will help to achieve those visions, restricting factors, and measures of progress and success.

#### **Health Priorities**

Overwhelmingly, the Leadership Council membership agreed the 2015-2017 Community Health Improvement Plan should continue to build on the work accomplished by the Community Health Coalitions (CHC) in the particular areas of:

- Mental Health
- Substance Abuse
- Physical Activity and Nutrition

In addition to these areas, the following areas emerged as themes in each of the mental health, ATODA and physical activity and nutrition health priority areas.

- Education/Prevention
- Access to Services
- Coordination/Continuity of care
- Health Literacy
- Well County Initiative

#### **Health Priority: Activity and Nutrition**

##### **What are our goals for Physical Activity and Nutrition?**

1. To achieve Sheboygan Well County Designation from the Wellness Council of America (WELCOA) by December 31<sup>st</sup> 2020. Well County designation requires a minimum of 20 organizations that collectively employ at least 20% of the community's workforce, to achieve Well Workplace status.
2. Youth will be empowered with skills and habits that support an ongoing, active lifestyle by participating in physical activity program(s) that result in an increase of youth who report being physically active for 60 minutes 5 days each week.
3. Increase percentage of Sheboygan County adults who consume at least 2 servings of fruits a day on average to 62% and those who consume at least 3 servings of vegetables a day on average to 28% by 2018.



# Beyond Health: Food & Nutrition Priority

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### **Brown County**

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**Public Health**  
Sheboygan County  
Division of Public Health



**Sheboygan County  
Activity and Nutrition  
Coalition**

