



Arkansas
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A FEARLESS FOOD FIGHT

Helping to Address Food Insecurity in Arkansas

Presented by: Curtis Barnett
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Arkansas & food insecurity

- **Leading the nation in:**
 - Overall food insecurity
 - Senior food insecurity
- **Contributing factors:**
 - Food “deserts”
 - Transportation
 - Social issues



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Keeping people healthy

- Blue & You Foundation for a Healthier Arkansas
- Affordable Care Act (ACA)
- Mission of the Blues
- Value-based care



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Nutrition: Impacts on health

- **Lifelong effects –**
 - Developmental delays, higher health risks, chronic conditions, mental health
- **Benefits of good nutrition –**
 - Disease prevention & healing properties



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Addressing the need

- Supporting grassroots efforts and increasing the scale
- Educating and directing
- Feeding the hungry



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Supporting grassroots efforts & increasing scale

- **Funding:**

- \$3.8 million+
- 352 food/nutrition-related causes

- **Projects:**

- Mobile produce markets
- Backpack programs
- Cooking Matters
- Gleaning



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Educating & directing

- Social workers
- Community Health Management Hub



Blytheville grocery stores

Arkansas “food deserts”



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Feeding the hungry

- Collaboration
- Commitment of resources
- Fearless Food Fights



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Feeding the hungry: Collaborators

- **Hooten's Arkansas Football**
 - High School Pep Rallies with a Purpose
- **The Pack Shack**
- **Other collaborators**
 - Customers
 - Schools, colleges and universities
 - Faith-based organizations
 - Healthcare systems
 - Local government



hootens.com



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Fearless Food Fights: Impact

- **Connected local people with local purpose**
 - **In 2018:**
 - 29 Fearless Food Fight events
 - 3,900 participants
 - 115 food banks & pantries
- **Feeding food-insecure Arkansans**
 - More than 1.1 million meals in 2018 – surpassing goal by 400,000+



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Fearless Food Fights: Impact

- **One community's story**
 - Waldron, Arkansas



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Fearless Food Fights: Leading change

- Raising awareness
- Developing advocacy “voice” paired with action
- Laying groundwork for “next steps”
 - Education on:
 - Healthy eating
 - Food shopping skills
 - Cooking healthy
 - Identify and aid at-risk members through predictive models



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Goal: A healthier Arkansas



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THANK YOU



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