



Creating a hunger-free community

Worcester County Forum on Hunger: *A Call to Action*

Ending Hunger Before it Begins

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*Working
together to
end hunger in
Oregon*

Part One

Oregon Hunger Relief Task Force

- ▶ Created by the legislature in 1989
- ▶ Resource within Government, liaison to non-profit world
- ▶ Advocate for those who are hungry or at risk of hunger
- ▶ Membership includes
 - Legislators
 - Government agencies
 - Nonprofit & faith community
- ▶ Partners have developed trust and collaboration

Media Messaging

- ▶ OHTF partners developed common “root cause” message around hunger
- ▶ Goal to move beyond charity to long-term solutions
- ▶ Came up with “Hunger is an Income Issue” and a set of talking points

Media Messaging

- ▶ Partners brought up hunger message in media interviews, focused on 1-2 talking points in their issue area
- ▶ When new hunger numbers released each fall, partners received talking points for media – good coverage!
- ▶ Summer 2002: Campaign for Governor, advance person heard “Hunger is an Income Issue”
- ▶ After election, new advance person heard “Hunger is an Income Issue”

Media Messaging

- ▶ New Governor announces Hunger Initiative to challenge every Oregonian to help solve the problem



Media Messaging

- ▶ Governor designates 2 weeks a year for Hunger Awareness: Spring and Fall
- ▶ Here: **The Food Stamp Challenge**



Act to End Hunger

- ▶ Input gathered over a 6-month period from October 2003
- ▶ Officially released in April 2004
- ▶ Listed 40 Ways in 5 Years to Make a Difference

Act to End Hunger: Four Key Components of the Plan

- ▶ Long-term actions to address root causes:
 - Family economic stability
 - Community food security

- ▶ Intermediate actions to alleviate hunger's symptoms:
 - Federal food programs
 - Emergency food services

How We Got Here

- ▶ Much of today's problems with hunger started in the early 1980's at the federal level:
 - 80% cut in subsidized housing
 - 35% cut in food stamps and child nutrition programs
 - Reap in homeless shelters, soup kitchens and emergency food boxes today

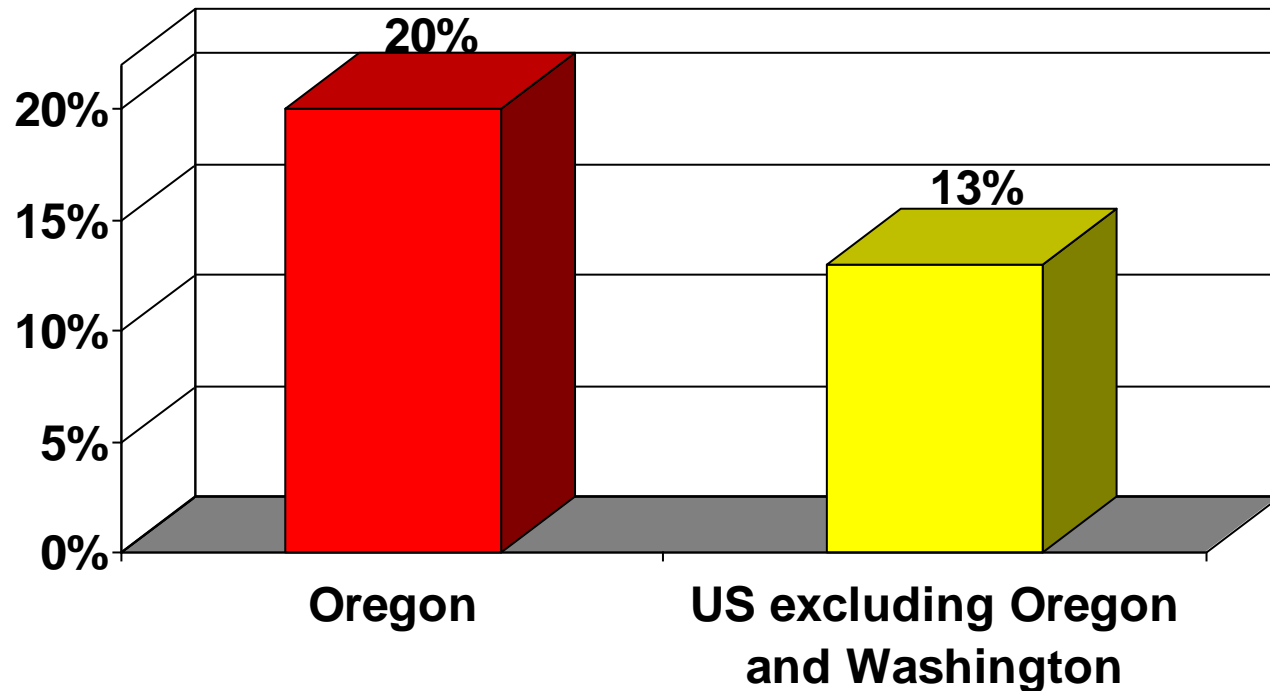
How We Got Here

2011 Federal Poverty Guidelines

Family Size	Gross Yearly Income	Approx Hourly Income	Oregon Minimum Wage
1	\$10,830	\$5.20	\$8.40/hr. (Indexed yearly)
2	\$14,570	\$7.00	
3	\$18,310	\$8.80	
4	\$22,050	\$10.60	

Food Insecurity in Near-Poor Households

% of households with income between \$16,000 and \$30,000 that are food insecure, 1999-2001



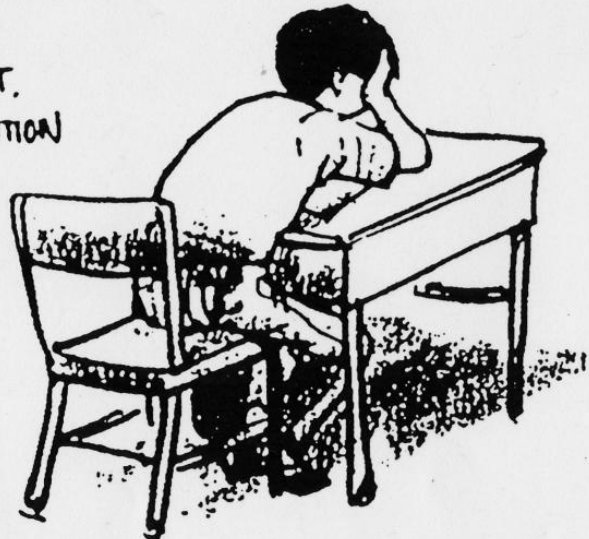
Source: "Food Insecurity and Hunger in Oregon: A New Look,"
Mark Edwards and Bruce Weber, OSU, 2003.

For Want of a Breakfast...

OLD TRUTH -
FRESH TRAGEDY

FOR THE WANT OF
THAT ATTENTION, AN
EDUCATION WAS LOST...

FOR THE WANT
OF A BREAKFAST,
A CHILD'S ATTENTION
WAS LOST...



FOR THE WANT OF
AN EDUCATION, A
CAREER WAS LOST...

FOR THE WANT
OF THAT CAREER...

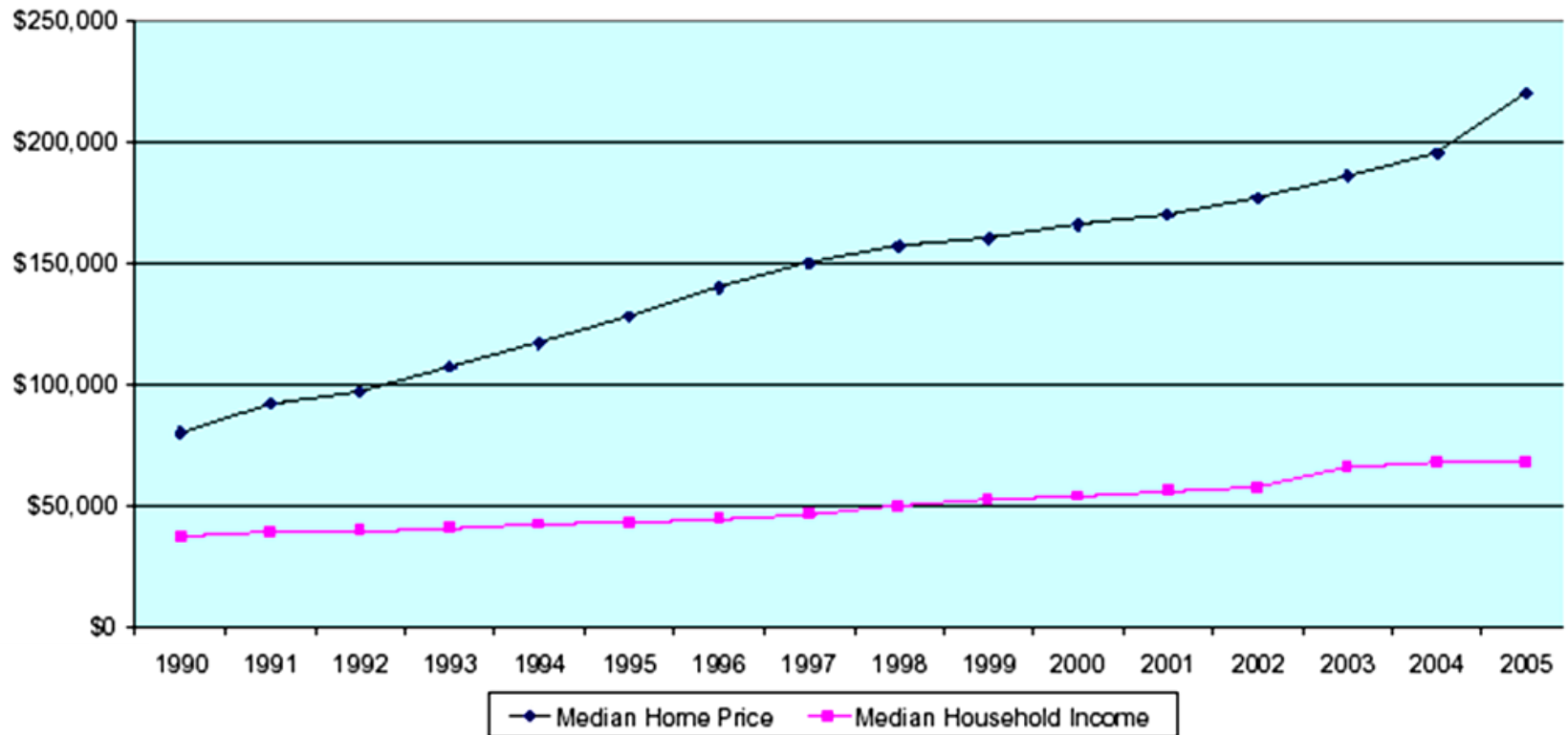
A CURE
A GIFT
A DISCOVERY
A BOOK
A SYMPHONY
AN INVENTION
A SKILL
AN INSIGHT
A LEADER
A LIFE ...

WAS
LOST.

Morrow ©
3-41

Home Prices vs. Household Income: Portland Metro Area 1990 - 2005

Changes in Housing Prices vs. Household Income in the Portland Metro Region
1990-2005



Source: Community Development Network:

Childcare vs. the Federal Poverty Level

- ▶ Federal poverty level (FPL) = based on 1950's family who spent:
 - 1/3 of income for food
 - 1/3 for housing
 - 1/3 for everything else
 - Expected one parent to stay home with children

- ▶ **CHILD CARE COSTS NOT INCLUDED IN FEDERAL POVERTY LEVEL**

Organizing from the Grassroots

- ▶ Policymakers and the media like to hear from real people and be able to connect those people and their situations to real places...
- ▶ Advocates have to be creative to have low-income and rural people be heard by policymakers

How We Did It

- ▶ Focus Groups
- ▶ Legislative Advocacy Days
- ▶ Citizens Action Network
- ▶ Food Security Chain

Food Security Chain



Food Security Chain



An important link in the food security chain is...

Foodstamps, WIC, DHS

Name/Role: *Phenée Cowger*
Location: *Salem*



A broken link in the food security chain is...

not understanding the hidden needs of people living among prosperity.



Un eslabón importante en la cadena de seguridad de comida es...

Nombre/Parte: *Irma Aguilar*
Sitio:

yo tengo la seguridad que cada día yo y mis hijas tendremos algo de comer gracias a que mi esposo se preocupa y trabaja para que nosotros la tengamos

Key Elements in Oregon's Successes

- ▶ Put Family Economic Stability first
 - Targeted policy issues with biggest impact
 - Allowed for broader advocacy base
 - Increased supporters in Oregon
 - Increased political opportunities
 - Identified the Task Force as a key community player

Key Elements in Oregon's Successes

- ▶ Task Force as a collaborator and key community partner
 - Assisted the Governor in planning and carrying out events, and sharing info about hunger reduction
 - At Governor's Hunger Summit, businesses and foundations asked what they could do
 - Developed the "Act to End Hunger" with many players in 4 main area

Key Elements in Oregon's Successes

- ▶ Task Force as facilitator and bridge for providers, clients and advocates
 - Assisted problem resolution in areas such as food stamp access, utilization, etc.
 - Task Force did not align with any particular group, dedicated to finding best possible resolution
 - Promoted system changes and impact areas that decreased hunger
 - Maintained momentum and high profile on hunger issues using diverse legislative agenda, looking at contributors to poverty and hunger

How Oregon Responded

- ▶ Since 2000, food stamp participation has almost *doubled*
- ▶ Oregon serves about 80% of those eligible
- ▶ Brought in \$192 million in 1999
- ▶ Now over \$1 billion per year



How Oregon Responded

▶ Child Nutrition

■ Summer Food Program Outreach

- Meals served increased from 962,019 in 2003 to 1,840,016 in 2010 (90% +)

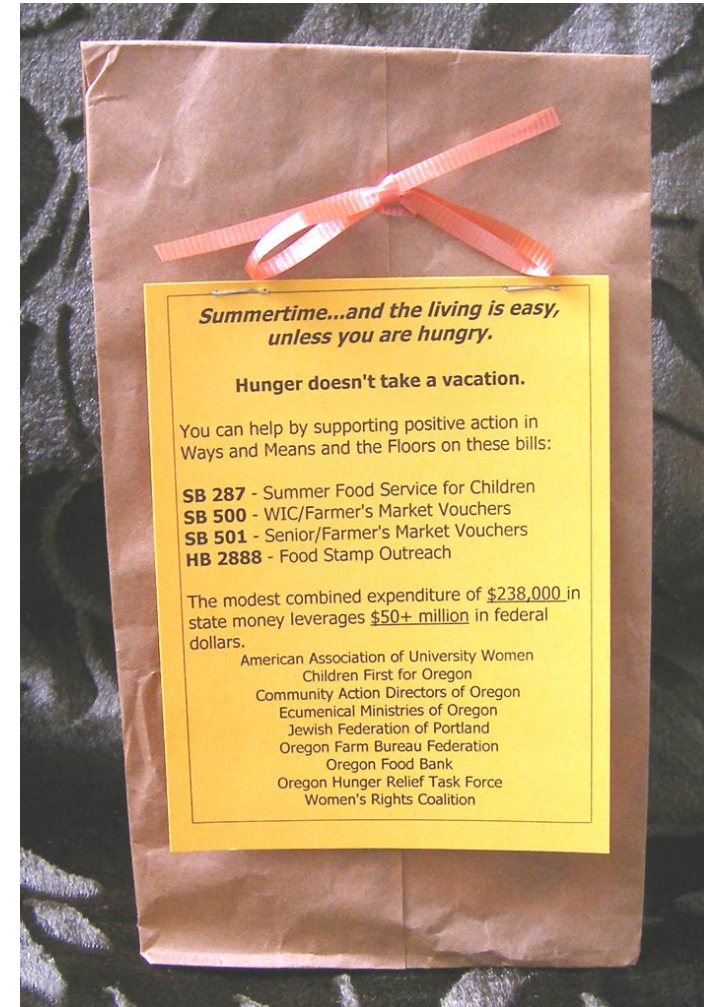
■ After-School Meal and Snack Outreach (pilot state)

- 90% increase by 2010



Measuring Success

- Summer's Coming Campaign
 - Legislation stuck in Ways & Means Committee
 - Partisanship rampant
 - Bag Campaign:
“Summertime...and the living is easy...unless you're hungry.”
 - Inside: “Don't be penny-wise and pound-foolish” (with a wedge of pound cake)



How Oregon Responded

- ▶ Emergency Food Programs
 - Regional network that works together
 - More state \$\$
 - Some CDBG money for warehouses
 - Expansion into new communities



How Oregon Responded

- ▶ Other root cause work
 - Refundable Child Care Tax Credit
 - \$23 million total
 - Refundable Earned-Income Tax Credit
 - Approximately \$6 million expansion
 - Affordable Housing Tax Credit
 - Higher minimum wage
 - Indexed for inflation

Measuring Success

- 2007 Legislative Accomplishments:
 - \$25.8 million for family supports in TANF
 - \$26 million for affordable housing
 - Payday and other consumer loans capped at 36%



Measuring Success

- ▶ 2007 Legislative Accomplishments:
 - Expanded coupons for WIC / Senior Farm Vouchers
 - \$2 million to bolster the Oregon Food Bank's statewide network



Measuring Success

'08 Legislative Session

Have a Heart...
Help Oregon Thrive!



Measuring Success



Be Oregon's Valentine!



Oregon thrives when:

We are able to afford housing and still have money for food, medicine, and other necessities.

Our children have a home, three square meals, and a good education so they can succeed in school and in life.

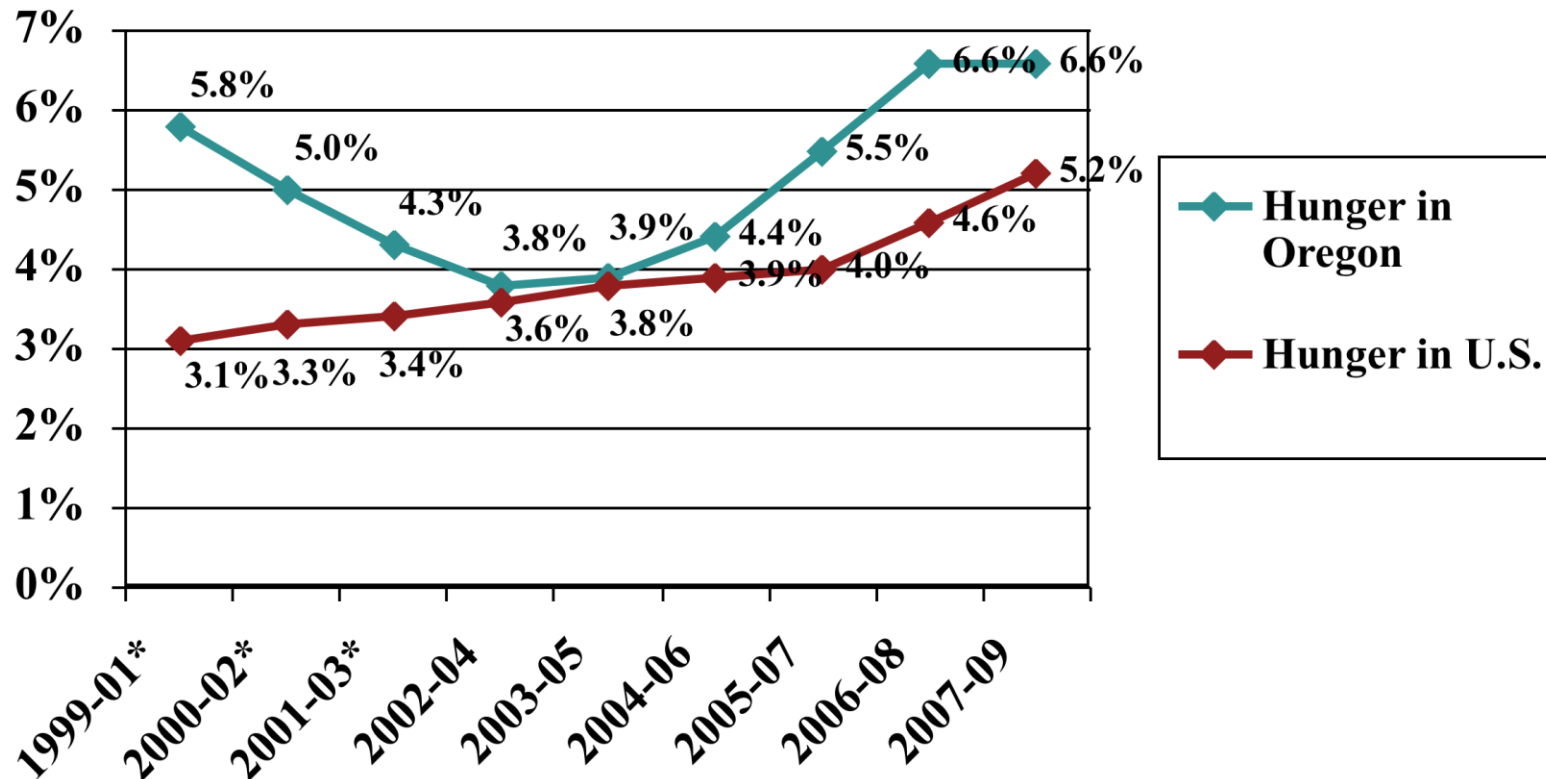
We have enough good nutritious food so we can be healthy, strong, and productive.

This session, help all Oregonians thrive by passing the following 5 bills:

- ♥ **HB 3601** - Promote Farm-To-School programs in Oregon.
- ♥ **SB 1073** - Preserve existing subsidized affordable housing and support strategies to end homelessness.
- ♥ **SB 1090** - Establish fair and affordable standards for home mortgage loans to lower income families.
- ♥ **HB 3614** - Simplify and publicize health insurance programs for children.
- ♥ **SB 1061** - Help seniors and people with disabilities access facilities in their communities and stay close to their families.

*The Oregon Hunger Relief Task Force
thanks you for your support!*

Hunger* Trends in Oregon and U.S., 1999-2009



Source: "Household Food Security in the United States, 2005" USDA.

*Indicates that difference between Oregon rate and that of the U.S. is statistically significant at .05 level

Lessons Learned: Success Factors

- ▶ Defined hunger in a larger context:
 - Aligned hunger with its root cause, poverty
 - Framed poverty through Family Economic Stability
 - More community partners
 - Larger advocacy base
 - Increased political advocacy opportunities/support

Lessons Learned: Success Factors

▸ Collaboration

- Task Force model: state legislators, state agencies, and nonprofits
- Oregon Food Bank model: regional food banks meeting quarterly
- Task Force coordinated when opportunity presented
- The Act to End Hunger engages all

Ending Hunger Before it Begins



*Oregon's Call to Action
2010 - 2015*

For More Information

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