

Cumberland County Food Security Council

Review of Progress to Date

August 2013

Formation and Organization

May – August 2011

- Preliminary organization and establishment of operating principles
- Research and Learning
 - Food security/policy councils across the country
 - Best practices, red flags
 - Local Efforts – State, County and Community

Goal and Strategy Identification

September – November 2011

- Reviewed goals and recommendations of the Coalition to Promote Food Security
- Surveyed FSC members
- Identify opportunities for the FSC to either undertake new work or support the work of others

Campaign to Promote Food Security in
Cumberland County

Coalition Report
2010

Campaign Goals

- **Address the economic and environmental systemic issues that limit food access to vulnerable populations.**
- **Influence public policies and programs at the community, regional, state, and national levels that affect food access for vulnerable populations.**
- **Maximize the efficiency, effectiveness, transparency, and availability of the Emergency Food Distribution System.**
- **Enable expansion of innovative, community-based initiatives that increase food access for vulnerable populations in a sustainable way.**
- **Increase overall capacity for Cumberland County to respond to food access issues.**
- **Raise the visibility of the ongoing problems around hunger and lack of food access among vulnerable populations in Cumberland County.**

Goal and Strategy Identification

September – November 2011

- Articulated three distinct goals for the FSC:

Improve the food security of vulnerable populations in Cumberland County by **strengthening and supporting a communication network** of providers and community partners across the food system.

Move the community to action by **raising the visibility and awareness** of the ongoing problems related to hunger and food access in Cumberland County.

Increase access to food – preferably healthy and local - for vulnerable populations in Cumberland County by **building/expanding community capacity**.

Goal and Strategy Identification

September – November 2011

Identified short- and long-term strategies:

Short-term

- Establish a food security website
- Host focused roundtables/forums
- Utilize FSC regular meetings as a communication tool
- Increase local storage capacity (Lake Region food hub as a replicable model).

Long-term

- Launch marketing and multi-media campaigns to inform and educate
- Public component of web site
- Increase transportation and local processing options
- Increase stigma-free opportunities for people to access food in their communities.

Work Plan Development & Implementation

December 2011 – February 2012

Established Food Hub and Communications Subcommittees

- Work plans
 - ✓ *Definition of success*
 - ✓ *Key audiences*
 - ✓ *Key partners*
 - ✓ *Potential metrics*
 - ✓ *Resource requirements*
 - ✓ *Timeline*
- Review and Discussion by full FSC

Work Plan Development & Implementation

December 2011 – November 2012

Established Food Hub and Communications Subcommittees

Evolution of Ideas:

Community Capacity

Increase Storage Capacity



Food Hub



Food Hub Feasibility Study



Community Conversation Series

Communications Network

New Food Security Web Site



Build upon/connect existing resources



Dashboard



Listservs



Database



Indicators



Internal Ex

Lake Region Conversation Series

March 2012 – June 2013

Strengthen and build a communication network of providers and community partners across the food system:

- Emergency Food Providers
- Farmers/Agriculture
- Service Community
- Educators
- Advocates
- Faith Community
- Local Government Reps
- Business Leaders

Move the community to action by raising visibility and awareness of the issue of hunger and food access

- ✓ Increased common understanding of the issue
- ✓ Voiced concerns, perceptions
- ✓ Acknowledged gaps in knowledge and services
- ✓ Identified possible action steps – ways to work together

Increase access to food – preferably healthy and local – by building/expanding community capacity

Lake Region Conversation Series

September 2012 – July 2013 & 

Progress Consistent with FSC Goals

Work Groups

- Education/Prevention
- Data/Advocacy/Communication
- Cooperative Buying/Collective Resource Development

Fall Pantry Fair to Integrate Goals

Communication Subcommittee

- **Dashboard (Established Domain)**
 - Shared Database to Monitor Effort
 - Agreed Upon Need Indicators
 - Revisited Process for Identifying Strategic Initiatives
- **Listservs**
 - Food Security Council
 - Cumberland County Food Security:
list@ccfoodsecurity.org
- **Created Consensus Process for Policy Endorsements**

Self Assessment of Food Security Council

- What are most important FSC achievements to date?
- What has FSC uniquely been able to do?
- What collaborations resulted from or were enhanced by your participation in FSC?
- Has FSC added value to the efforts to increase access for vulnerable people in Cumberland County?

Are there other reflective questions you would like to discuss?