Convene
Connect
Collaborate

**Two Food Banks. 90+ Pantries. One Intention.
Working together to wipe out hunger in Denton County.**

A Human-Centered Design study completed for North Texas Food Bank and Tarrant Area Food Bank to provide background and recommendations in support of cross-county collaboration to close the meal gap in Denton County.

**Southern Methodist University
Master of Arts in Design and Innovation
February 2023**

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Working together to wipe out hunger in Denton County.

Southern Methodist University in Dallas, Texas

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Executive Summary & Key Recommendations

"Our goal is to better serve Denton County by increasing our capacity to equitably distribute nutritious food and be part of hunger-ending solutions. By listening to community stakeholders interested in reducing food insecurity, we received crucial input to guide our efforts and a clear call for immediate action. This report's recommendations for food bank and partner agency activities, combined with the engagement of the Denton community will effectively begin to alleviate hunger in Denton County."

Trisha Cunningham, CEO NTFB and Julie Butner, CEO TAFB

The Project

From mid-2022 through early in the following year, leadership and staff from the North Texas Food Bank (NTFB) and the Tarrant Area Food Bank (TAFB) worked together with a team of researchers (the "researchers") from Southern Methodist University's Master of Arts in Design and Innovation ("MADI") program to measure the scope of food insecurity in Denton County, document how well food insecure people are being served by existing partner agencies (the "pantries"), and determine whether and how related human needs are being met by the pantries and their networks. Together they sought to explore the following research question:

How might we increase our collaboration to close the meal gap in Denton County?

The researchers mapped the Denton County food distribution ecosystem and identified five themes: food supply, food delivery, pantry strength, customer engagement, community awareness and advocacy, and supportive resources (chiefly education, health care and employment) doc. They then documented the challenges found within each theme in the ecosystem to identify pantry and food network needs and opportunities. They reviewed US Census and Feeding America data to estimate food insecurity rates by municipal area and collected information regarding pounds of food distributed by food banks to pantries. Additional information regarding food intake and distribution by the largest pantries was also collected. During the course of their research, it became clear that a complete picture of food distribution in Denton County – including donated, rescued, and purchased food, and food accessed through federally funded programs - does not yet exist.

The researchers focused on documenting pantry activities, needs and capacities, backed up by a review of census-based data to develop an estimate of the scope of food insecurity. The researchers, food banks and pantries then reviewed the collected data for validation and prioritization of issues and opportunities, then developed a list of opportunities to improve the ecosystem's functioning.

From that list, the researchers recommended five immediate opportunities (the "recommendations") to be undertaken during the remainder of 2023 and the first half of 2024, to begin reducing the meal gap.

The researchers employed a method called **Human-Centered Design** (HCD), focusing on human strengths and needs, engaging people most central to the challenge at all stages of problem solving, and planning to refine ideas that emerged during the process by intentionally testing them at a small scale for continuous improvement prior to full implementation. During the last stage of the study, the researchers worked with the food banks, pantries and stakeholders to create road maps for developing and testing the recommendations before rolling them out county-wide. Participants in every stage of the process going forward are encouraged to:

Always be testing. Always be learning. Always be improving.

Poverty as a Systemic Challenge

Poverty and its downstream effects are among the most intractable of challenges. These challenges are interconnected and cannot be addressed in isolation. Poverty is the product of the systems that produce it. Reducing it – or reducing any of its byproducts such as food insecurity - requires change at a systemic level.

When taking a systemic approach, it is very easy to become overwhelmed by the complexity of the issue and lose focus on the specific objective - in this case, reducing hunger and food insecurity. Food providers who are readers of this report are encouraged to keep the main thing the main thing, i.e., to work to address poverty by carrying out interconnected activities related to reducing food insecurity.

Because **providing ever increasing numbers of donated meals is not sufficient for reducing the meal gap,** the researchers organized their work around Feeding America's three-part strategy for addressing poverty while reducing food insecurity: "**Feed the Line"** i.e., feed the hungry, "**Shorten the Line**", reduce the number of food insecure people, and "**Engage the Community**", improve their understanding of the nature and impact of persistent food insecurity. (https://www.feedingamerica.org/)

This report suggests a four-part approach to addressing food insecurity within the larger context of poverty in Denton County:

- Approach poverty as a systemic challenge.

- Focus on food distribution and alleviation of food insecurity.

- Work <u>with</u> customers to meet their food needs and connect them with local organizations to address other poverty related needs.

- Collaborate with allied anti-poverty and anti-racism efforts, to develop a social safety net focused on poverty reduction.

The Context

Denton County is made up of cities, towns, unincorporated townships, and rural areas which are home to approximately 932,000 people. 96,610 of them live with some risk of becoming food insecure, based upon their income-level and other poverty indicators. **The county-wide meal gap each year may reach as high as 22.5M pounds of food.**

Denton County added 82 people per day in 2021 (*Judge Andy Eads*), putting it in the top ten high population growth areas (*North Texas Daily*) and pantries report sharp increases in food needs during and post-COVID19. In Denton ISD, participation in the federally funded free and reduced lunch program increased 3.24% from January 2020 until January 2021, substantially more than the 0.59% increase the previous year. (*Denton Record Chronicle*)

The Meal Gap Challenge

Denton County's food distribution network provides at least 11.2M pounds of food annually (sourced from the two food banks, retail purchases and donations, and Denton County's partnership with Denton Creek Farms). A number of federal food programs – school and weekend take-home meals, seniors programs, WIC, and SNAP provide additional coverage. SNAP, by far the largest provider, covers an estimated 46% of the remaining gap or 10.4M pounds leaving a current meal gap that translates to roughly 4-5,000 unserved and food insecure people. Incorporated and unincorporated municipal areas in Denton County located north of US Hwy 380 are home to an estimated 5,000+ food insecure people and the majority of the meal gap is likely located in these areas; however, providing granular details of those numbers was outside the scope of this report and a complete compilation is recommended. Overall, the meal gap appears to be an issue of accessibility. Parts of the county **lack the nonprofit social safety net** which typically facilitates food distribution, limiting access to those able to reach far-away pantry locations.

All the pantries rely on the food banks or their own volunteers to meet the **need to transport food** from warehouses in Plano and Ft. Worth to their locations across Denton County and they all **struggle to secure protein and fresh fruits and vegetables**. Closing the meal gap – getting proteins and produce to the pantries, and getting more food to communities and rural areas where the meal gap persists - will require everyone to work together to close three core gaps:

The supply gap - Accessing more food, especially fresh produce and proteins.

The delivery gap - Developing nontraditional partnerships and assisting the existing network of food banks and pantries to extend their reach into unserved areas of the county.

The connectedness gap – Transforming the existing ad hoc network of pantries and intermediaries into a learning organization that meets regularly to address trending food insecurity challenges, works to meet specific shared objectives, and collects and shares distribution metrics.

Closing all three gaps will require expanded collaboration between the food banks, between the food banks and pantries, between the pantries themselves, and between pantries and their customers.

Recommendations: 2023-24

The researchers were tasked with collecting data regarding the actions and attitudes of people engaged in the Denton County food distribution network to support informed decision making by the food banks and pantries. All of the recommendations in this report are proposed for exploration by the network in response to problems and challenges identified. From the dozens of recommendations collected during interviews with pantry and food bank staff, the researchers recommend that the Denton food providers ecosystem work together to **prototype and test the following five high-impact interventions** as first steps toward closing the underlying gaps.

For the food banks and pantries

Work to close supply and delivery gaps (**Feed the Line):**

Recommendation One: **Build on current reporting practices** to **establish shared food intake and distribution tracking systems**, with a goal of 30-50% of partner agencies participating mid-2023**.**

Consider the following:

- Record food distributed to pantries by both banks in a shared database. Align data currently collected from pantries by the two food banks. Include data required by Feeding America and the USDA.

- Add all non-food bank food rescues, donations and purchases currently tracked by pantries; include non-food products (diapers, pet food, feminine hygiene products).

- Using reports to accurately assess food insecurity and communicate impact.

- Move toward equitable distribution of food received from Feeding America, so that the percentage of food distributed in Denton County equals the percentage of the food banks' overall geographic service area represented by Denton County (a Feeding America requirement in 2023).

Recommendation Two: **Learn from already in place ad hoc redistribution activities** between the larger and smaller pantries to **create a central distribution hub**.

Consider the following:

- Determine whether the distribution hub might be shared between the two food banks, providing food resources for all Denton County pantries.

- Engage with pantries to determine the location, taking into consideration that growth and poverty are heavily impacting the northern half of the county, even though the current pantry epicenter is in southeast Denton County.

- Acquire rescued and purchased food products at scale and use these products to fill occasional produce and protein gaps in food bank distributions from Feeding America (gaps typically result from weather and supply chain issues).

- Reduce costs by distributing food from a central location in the county.

Potential distribution models:

- Determine whether the hub and spoke model in use by both food banks in other areas (notably TAFB West's centralized warehouse and Mission Market pantry) is suitable for Denton County.

- Create a retail hub (free of USDA requirements for pantry certification) to accept and distribute very large donations from Denton-based distribution centers (Sams, WinCo, Target, Morrison Mills).

- Consider whether one of the models used by other large food banks in the Feeding America network – an affiliate or branch food bank - may be of use in Denton County.

- Include cold storage capacity.

- Include 'right-sizing' capacity to transform bulk quantities into family-sized packaging (see Denton Community Food Center for a working example).

- Continue to source fresh produce from local growers (Denton Creek Farms and others) for distribution through the hub.

- Add produce distribution from the new TAFB produce packing facility.

- Reduce one-off pantry food purchases to fill gaps in produce and protein received from the food banks in favor of lower pricing through volume purchasing.

- Reduce transportation costs via more efficient bulk trucking.

For the entire food distribution ecosystem

Work to close connectedness gaps (**Shorten the Line**):

Recommendation Three: **Transform the current informal county-wide pantry network into an action-oriented, networked learning community of food providers.** (Ref. the *Denton Hunger Coalition*, an earlier network focused primarily on the city of Denton and information sharing.)

Consider the following:

- Ensure that the reach of the network is county-wide and includes staff from both food banks and cross-functional agencies (PreK-12 schools, universities, hospitals and clinics, WIC and other public agencies) currently engaged in food distribution; and

- Identify network member roles and responsibilities and establish a backbone agency or collection of agencies to ensure that the network sets goals and measures progress, as well as establishing regular communication channels.

  - Add representatives from one or more local universities (TWU, UNT, NCTC) to the current leadership (DCCC and UWDC).

Recommendation Four: **Move from individual pantry responses to data-driven multi-party / multi-pantry collaboration** to address food insecurity county-wide.

Consider the following:

- Explore partnerships between pantries to expand coverage to underserved areas, undertaking to ensure food distribution follows the customer choice model.

- Demonstrate that resources and support are available to local organizations (churches, medical centers, schools and other nonprofits) which are interested in creating a 'sticks and bricks' pantry in an underserved or unserved location.

- Address challenges for larger pantries associated with the I35 split.
  - Begin by making better use of current opportunities to increase communication and collaboration.
  - Resolve intra-food bank impediments to decision making when both service areas are impacted.
  - Resolve impediments to expansion across food bank service areas.

"Basically, we need to be able to go to one place to access all our food products. We want the two food banks to work this out."
Pantry Leader

- Explore opportunities for cross-agency, cross-platform collaboration for poverty reduction.
  - Coordinate with and support referral tracking, case management and online tools (Link2Feed, Service Insights and others) that equip customers to take their own steps toward poverty reduction (a goal of forward-thinking food banks across the Feeding America network); and
  - Explore opportunities for locating the distribution hub near (or creating it

as part of) a 'one-stop-shop' providing SNAP sign-up, WIC friendly retail and other supportive resources such as health care, adult education, and medical care.

For all of Denton County

Work to engage the entire community to generate resources to close all three gaps. (**Engage the Community**)

Recommendation Five: **Participate in a 'neighbors helping neighbors' public awareness campaign** regarding poverty and food insecurity.

- Engage and inform elected officials.
- Engage and inform food bank customers and supporters.

A road map for prototyping each of the five interventions is included in Appendix One.

Additional Recommendations

In addition to these five recommendations, the researchers documented several **opportunities for the food banks to make distribution easier** for agency partners including technical support for online data use; regular contact with food bank CEOs; and opportunities to connect with each other.
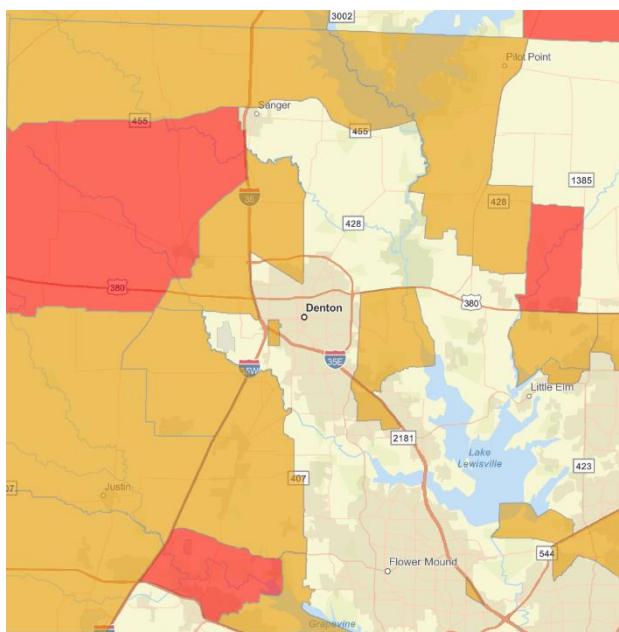

Figure 1. The Emergency Food Assistance Program (TEFAP) Map Projecting Hunger Risk Areas in Denton County

The following graphic illustrates the overall strategy for a county-wide collaboration to begin closing the meal gap during 2023 and mid-2024.

Figure 2. Initial Prototypes Recommended for Expanding Collaboration to Close the Meal Gap

Build on existing best practices among the large pantries to implement system-wide tracking of all food sources and distributions.

FOOD SUPPLY

1

Engage the entire community and its resources in understanding the cause, scope, impact and persistence of the meal gap.

COMMUNITY AWARENESS & ADVOCACY

5

FOOD DELIVERY

CUSTOMER ENGAGEMENT

2

3

4

Shorten the distance between food supplies and meal gap locations by creating a shared local distribution hub.

PANTRY STRENGTH

Address the meal gap as a systemic issue with multi-pantry multi-party collaborative responses.

SUPPORTIVE RESOURCES

Expand the current network into a formal collaborative and learning community.

1 Establish shared food intake and distribution tracking systems

2 Construct a shared local distribution hub with cold storage and packaging capacity

3 Formalize and strengthen the current informal county-wide pantry network to become the Denton County Food Distribution Network

4 Move from independent localized responses to a shared understanding of trencs and multi-party / multi-pantry collaboration

5 Participate in a 'neighbors helping neighbors' public awareness campaign regarding poverty and food insecurity.

Appendix One: Prototype Instructions and Road Maps

Researchers Note: This guide was developed by Katie Krummeck and is shared with permission from Ms. Krummeck.

Designing a Prototype

Prototypes are quick experiments designed to test the assumptions behind the idea you generated. Your goal is to learn more about your idea, not to validate your idea as correct. Good prototypes ask specific questions and create activities to help you find the answers to those questions.

When designing your prototype, think of all the ways you can test your assumptions without spending a lot of money or using a lot of resources. Good prototypes are small. Once you launch an initiative at scale, you have less room to pivot or change course.

Good prototypes should not feel risky. By starting small, you are engaging a group of trusted individuals to give you honest feedback before you scale your idea to the whole group.

Good prototypes take place in the real world. Be sure to take your small-scale prototype to real stakeholders to try out.

Prototyping is different than piloting an idea. Prototyping is about answering questions about the idea itself and how it will impact the stakeholder. Piloting is about figuring out how an idea will work once it is at scale.

Creating a Hypothesis

Use this stem to create your main research question (this is your hypothesis):

Will (*doing this thing*) help *(these end users)* to be better able to (*achieve this outcome*)?

Testing a Prototype

Be sure to design your prototype around the questions you are trying to answer. Think carefully about who will test your prototype. Think about the stakeholder groups you need to engage. Identify and plan to engage stakeholders who are most often under-represented in the conversation or in solving the problem.

Make a plan for what will happen, what you need and who will help you test your prototype.

Questions to Ask Yourself

What will you do?

Where and when will you do it?

Why are you going to try this? What do you want to know/find out/hope to discover?

Who will do it with you?

Who will test it with you?

What do you think they will say or discover?

Reflecting While Prototyping

As you test your prototype and interview participants, be sure to take time to reflect and analyze the prototype itself. What worked? How well are the things that worked likely to expand and grow into a full solution? What didn't work? What will you do to make changes?

After you test your protype, interview your participants to ask them what they liked, what they didn't like and how the experience made them feel.

Ask them to think about the prototype as a solution that you implement in the future. Would they enjoy participating? Why or why not? Would this solution solve a problem they face? Why or why not? Would this solution meet a need they have? Why or why not? Be sure to ask them if there is anything else they would like to share. Based on what you learn from your participants, make iterations to your prototype and try again. Prototyping should be a rapid process of quick, low investment experiments.

What new questions arose for you during the test of your prototype? What will you do to learn the answers to those questions? What ideas came up for you as you were testing your prototype and talking to your stakeholders? How might you incorporate those ideas into the next iteration of your prototype? Think about how your prototype will meet the needs of your stakeholders. How might you better address their needs?

What challenges or problems did you encounter?

How might you address them?

Telling Your Story

Who did you meet?

What did you notice?

What did you create?

What did you change?

What did you learn?

How will you implement?

Use a chart like this to graph your outcomes (graphing helps stimulate your creativity):

What worked well?	What didn't work well?
What new ideas do you have?	**What questions do you have?**

PROTOTYPE 1.a: FOOD INTAKE DATABASE

1.a REPORT RECOMMENDATION

Establish **shared food intake and distribution tracking systems.**

2023-24 OBJECTIVE
30% of pantries reporting all intake by EoY 2024
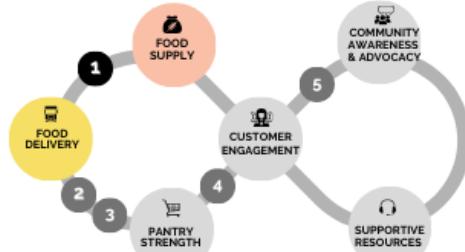
PROTOYPING CONSIDERATIONS
- Data entry demands for pantries operating in lo-fi or no wi-fi environments
- Volunteer experience level for data entry requirements
- Public access to dashboards; public portal
- Interoperability with other databases and reporting systems
- Feeding America and USDA reporting requirements for food banks

BE SURE TO INCLUDE
- Food acquired through Feeding America's Meal Connect store donations
- Food acquired through local donations (retail, faith community, Scouts etc.)
- Food acquired through local purchases (retail, produce from growers (DCF)
- Relevant aspects of how pantries like Denton Community Food Center, Christian Community Action and Heart of the City use their data to understand food intake patterns and trends
- Denton County Public Health Office WIC and other supportive resources
- Data from cross-functional organizations that also provide food (schools, medical facilities, etc.)
- Providers that are not part of a food bank network (Meals On Wheels, Metrocrest)
- Municipal governments and staff, especially Denton County Commissioners Court
- Local colleges and universities pantries and information management divisions

WHILE CONSIDERING THE FOLLOWING
- Begin by merging all applicable data currently collected by the two food banks.
- ·Add all non-food bank donations and purchases, tracking both food and non-food products (diapers, pet food, feminine hygiene products).
- Use the database to accurately assess food intake and the insights it provides re food insecurity; communicate the food network's impact on reducing the meal gap.
- Move toward equitable distribution of food received from Feeding America
- Exercise caution regarding implicit biases and equity in data collection

POTENTIAL LEADERSHIP AND WORKING GROUP MEMBERS
- Backbone organization leadership and NTFB/TAFB leadership (update them regularly)
- Faculty and students from UNT Computer Science and College of Visual Arts and Design (Interaction Design)
- Trent Smith, CCA; Tom Newell, DCFC; David Swain, NTFB; Nate Starmer, TAFB; Anne Readhimer, NTFB

PROTOTYPE 1.b: FOOD DISTRIBUTION DATABASE

1.b **REPORT RECOMMENDATION**
Establish **shared food intake and distribution tracking systems**

2023-24 OBJECTIVE
50% of pantries using Service Insights by EoY 2024
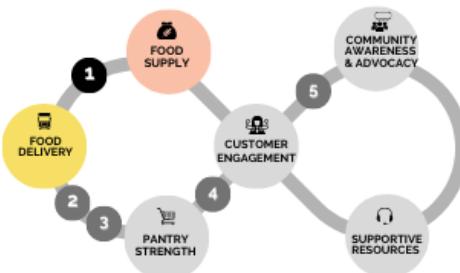
PROTOYPING CONSIDERATIONS
- Data entry demands for pantries operating in lo-fi or no wi-fi environments
- Volunteer experience level for data entry requirements
- Customer access to technology and experience level for data entry requirements
- Using technology to promote personal agency
- Public access to dashboards; public portal
- Interoperability with other databases and reporting systems

BE SURE TO INCLUDE
- Opportunity to test Feeding America's Service Insights software (NTFB volunteered to conduct demos of software capabilities and use)
- Early adopters especially Button Memorial UMC
- Municipal governments and staff; Denton County Commissioners Court
- Local colleges and universities
- Other organizations focused on anti-racism, anti-poverty efforts
- Equipping customers and pantries with cards and QR codes
- Feeding America and USDA reporting requirements

WHILE CONSIDERING THE FOLLOWING
- Meeting client needs and keeping questions simple (and limited)·
- Using the database to accurately assess food insecurity and communicate the food network's impact on reducing the meal gap.
- Grant opportunities for improved data collection (opportunity to seek county-wide master grant)

POTENTIAL LEADERSHIP AND WORKING GROUP MEMBERS
- Backbone organization leadership and NTFB/TAFB leadership (update them regularly)
- Denton Community Food Pantry, Button Memorial UMC, Salvation Army, WIC
- Advertise demos of software at monthly pantry gatherings of the two food banks and at bi-weekly DCCC calls

PROTOTYPE 2: DISTRIBUTION HUB

2
REPORT RECOMMENDATION
Construct a **decentralized distribution hub**

2023-24 OBJECTIVES
Conduct design research, complete architectural programming, secure funding, begin construction by BoY 2024
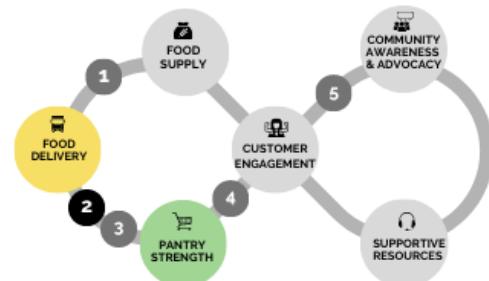
IMPORTANT PROTOYPING CONSIDERATIONS
- Moving from "split" model to "shared" model (with FA approval for revised local agreement)
- Reducing travel time for pantries (food banks deliver, additional intake requires trip to FW, Plano)
- Pantries' transportation and loading equipment varies; pallets may be too big for small pantries
- Schedule and volunteers determine pantry capacity to participate in MealConnect
- Smaller producers' connections to food banks
- Funding for construction and for ongoing operating costs; value engineer net savings

BE SURE TO INCLUDE
- Leadership from large, medium and small food pantries
- Municipal and county elected officials
- Local county producers, growers and community gardens
- Food bank staff who interact with national retailers and manufacturers

WHILE CONSIDERING THE FOLLOWING
- Engage with pantries to determine the location (possible DCFC addition; DCFC cannot staff; also consider location in county and unserved NE and NW quadrants where growth is happening: does distribution hub need to be located at current or future epicenter?)
- Potential distribution center models
  - Hub and spoke (ex. TAFB West)
  - Retail hub
  - Affiliate Food Bank or Branch Food Bank
- Refrigerated storage and 'Right-sizing' capacity to transform bulk quantities into family-sized packs
- Additional sources: produce, protein, Denton County retail distribution centers
- Reductions in higher-priced one-off purchases
- Dual use tracking

POTENTIAL LEADERSHIP AND WORKING GROUP
- NTFB/TAFB CEOs
- DCCCC contact for funding
- NTFB/TAFB senior staff, Serve Denton, Denton Creek Farms, pantry leadership
- Engage Brian Greene, Houston Food Bank for consult re his experiences with distribution hubs

PROTOTYPE 3: FORMALIZED COUNTY-WIDE NETWORK

3 **REPORT RECOMMENDATION**
Transform the current informal county-wide pantry network into an **action-oriented formal network of food providers.**

2023-24 OBJECTIVES
Agreements to participate, roles and responsibilities, meeting cadence, key action items by EoY2023

IMPORTANT PROTOYPING CONSIDERATIONS
- Include following the Collective Impact model as part of the prototype
- Collective unifying vision and language
- Shared goals, objectives and success metrics (reporting to govt. agencies) to prioritize action
- Previously established agreements, partner investments, and patterns of cooperation
- Ways to involve end-users and collectively document and share learnings
- Prior networks such as the Denton County Hunger Coalition,
- Current offerings and gaps (including trauma informed practices)
- Ownership, trust building, tools (toolkits, guidelines)

BE SURE TO INCLUDE
- Formation of a backbone organization for network leadership (UNT, DCCC, UWDC, food banks)
- Decision makers and staff at: food banks, pantries, Denton County, United Way
- Local producers, growers and community gardens
- Food bank staff who are responsible for national retailers and manufacturers and local retail distribution centers
- Denton County Public Health Office WIC and other supportive resources
- Data from cross-functional organizations that also provide food (schools, colleges, universities, medical facilities, etc.)
- Providers that are not part of a food bank network (Meals On Wheels, Metrocrest)
- Municipal governments and staff

WHILE CONSIDERING THE FOLLOWING
- Ensure the reach is county-wide and includes staff from food banks, pantries and cross-functional agencies (Shiloh Field Garden, faith-based orgs. pantry leadership, refugee services, universities, hospitals, PreK-12 schools, homeless coalition, faith-based and civic orgs, SNAP, WIC, childcare/child development centers, landlords, AgriLife, other CBOs, local government)
- Identify roles and responsibilities and establish a backbone agency

POTENTIAL LEADERSHIP AND WORKING GROUP
- NTFB/TAFB staff
- DCCCC, UWDC, NTFB/TAFB senior staff, Serve Denton, Denton Creek Farms,
- Interfaith Ministries of Denton, Texas Health Resources, Lovepacs, TWU, UNT

PROTOTYPE 4: MULTI-PANTRY COLLABORATION

4

REPORT RECOMMENDATION
Move from independent localized responses to a shared understanding of trends and **multi-party / multi-pantry collaboration**

2023-24 OBJECTIVES
Create a coalition to work together to address under-served and unserved quadrants of NE and NW Denton County
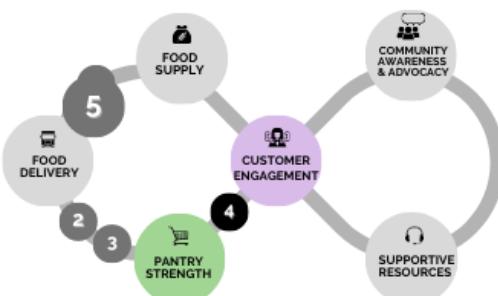
IMPORTANT PROTOYPING CONSIDERATIONS
- Connecting stakeholders to one another formally and informally (smaller pantries and informal distribution networks exists but are under-the-radar and do not know about resources available); include call for partners in county-wide awareness campaign
- Making sure the need is understood (scope and causes)
- Recognizing and honoring that stakeholders and pantries are underpinned by a variety of cultural / organizational models and paradigms
- Equalizing pantries' access to larger more powerful stakeholders
- Leveraging individual pantry resources for collective impact
- Are formal documents and procedures required? What are the barriers to participation?
- What passions and resources exist in the two quadrants that might help address needs?
- Are there jurisdictional restrictions?

BE SURE TO INCLUDE
- Pantry and food bank staff; peer-to-peer mentorship
- Municipal and county elected officials, government staff, health and social services, school districts, faith communities, local leaders (formal and informal), adjacent CBOs
- Food insecurity, food justice, and health experts and advocates

WHILE CONSIDERING THE FOLLOWING
- Explore partnerships between pantries to expand coverage to underserved areas,
  - Demonstrate that resources and support are available to local organizations
- Address challenges for larger pantries associated with the I35 split
  - Make better use of current opportunities
  - Resolve intra-food bank impediments to decision making across service areas.
  - Resolve impediments to expansion across food bank service areas.
- Explore opportunities for cross-agency collaboration for poverty reduction.

POTENTIAL LEADERSHIP AND WORKING GROUP
- NTFB/TAFB and pantry staff
- Local organizations and leadership - North Texas Collegiate Academy, Denton County, Metrocrest Services, Foundation Communities, Society of St. Vincent de Paul

# PROTOTYPE 5: PUBLIC AWARENESS CAMPAIGN

REPORT RECOMMENDATION
Participate in a 'neighbors helping neighbors' **public awareness campaign** regarding poverty and food insecurity

2023-24 OBJECTIVES
Identify objectives, determine messaging, select media and media markets, conduct campaign by EoY 2023
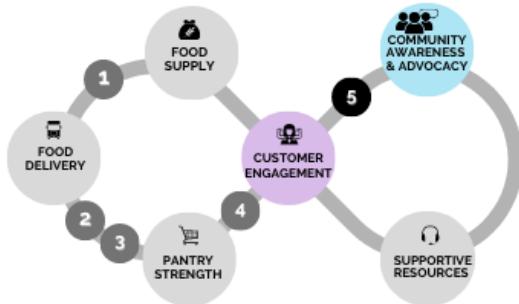
IMPORTANT PROTOYPING CONSIDERATIONS
- Including perspectives of the food insecure; taking care to not disempower customers
- B-Including best practices in public communications
- Reframing unhelpful dominant mental / cultural models
- Utilizing a mix of online and offline communication modalities and channels
- Growing existing nonprofits - landing page for volunteers, donations, and resource sharing
- Strengthening media relationships
- Will increased awareness help Denton County residents be inspired to act? (Denton County helping Denton County)
- How does the collaborative want people to give - donations? Money? Time? What is needed?
- Making a call to action
- Understanding of root causes and putting a 'face' on hunger in Denton County
- Consider "Someone cares...it's you."
- Providing templates, logos, captions to local pantries
- Data tracking - reach, shared social media networks, zip codes reached, volunteer increases

BE SURE TO INCLUDE
- Municipal and county level officials
- Adjacent nonprofit service / resource providers
- School districts, colleges and universities
- Food insecurity, food justice, and health experts and community advocates

WHILE CONSIDERING THE FOLLOWING
- Engage and inform elected officials.
- Engage and inform food bank customers and supporters.

POTENTIAL LEADERSHIP AND WORKING GROUP
- NTFB/TAFB and pantry staff
- City of Denton, Denton County
- Local organizations and leadership