



Creating a Healthy Future

We create health for people, communities and the planet through love, healing food and empowering the next generation.

Founded 2007
Budget \$2.5 million
33 staff, 1,000+ volunteers



CLIENT PROGRAM OVERVIEW

Medically tailored organic meals for people living with a serious illness

- Up to 24 weeks of meals for everyone in the family
- 4 complete dinners, a pint each of soup and salad, a healthy dessert delivered once/week
- Nutrition education at intake, Healing Foods Basics DVD, Nutrition Bites
- Weekly connection with Delivery Angels
- Healthy Transitions Program after meals end

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CLIENT PROGRAM GOALS

- ♥ Relieve stress and improve quality of life
- ♥ Reduce isolation and help patients feel connected and cared for
- ♥ Prevent or address malnutrition to support healing
- ♥ Educate about healthy eating
- ♥ Improve eating habits




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CLIENT PROGRAM

Who We Serve

- 72% Women
- 64.5% Seniors 60+
- 74.6% <300% Federal Poverty Level
- 67.4% Living Alone
- 41.7% Other cancer
- 25.5% Breast cancer
- 32.9% Non-cancer Patient Illness




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Quality of Life

I have a lack of energy	Intake 55.2%	Completion 33.9%
I have enough social interaction with others	Intake 41.6%	Completion 58.2%
I am able to work	Intake 13.6%	Completion 32.2%
I am able to enjoy life	Intake 33.0%	Completion 50.8%
I am enjoying the things I usually do for fun	Intake 16.6%	Completion 30.3%
I am content with the quality of my life right now	Intake 18.1%	Completion 34.5%



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Addressing Malnutrition

33% of clients gained weight.

78.5% of clients reported that their weight moved in a positive direction.

- 80.4% said "I ate more because I had prepared meals."
- 84.5% said "The meals helped me feel better physically."
- 83.6% said "The healthy meals helped me recover more quickly."



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Healthy Eating Habits

Share Eating More

Vegetables	56.6%
Fruit	47.6%
Whole Grains	38.8%
Fish	38.3%

Share Eating Less

Fast Food	60.2%
Processed Food	63.4%
Sugar	62.8%
Red Meat	49.5%



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Healthy Eating Habits

- 40.6% say "Members of my family improved their eating habits as a result of receiving the meals."
- 50.9% say "I feel extremely confident making a meal from scratch."
- 72% say "I changed my eating habits for the better."
- 73.2% say "I learned about nutrition & healthy eating."

Clients reported a small but statistically significant increase in the amount of organic food they are purchasing. If they aren't purchasing more, cost is the overwhelming reason cited.



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YOUTH PROGRAM OVERVIEW

- ♥ Volunteer as primary gardeners and chefs supported by staff and adult mentors
- ♥ Nutrition, food systems, work-ready and values curriculum ½ hour per day
- ♥ Client visits
- ♥ Leadership pathway
- ♥ Volunteer & paid work experience
- ♥ 32% involved 1-4 years



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YOUTH PROGRAM GOALS

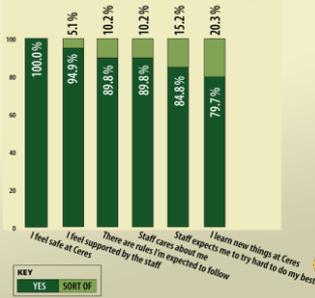
- ♥ Learn to grow, cook and eat healthy food
- ♥ Understand the impact of food choices
- ♥ Improve eating habits
- ♥ Access agency / power to make a difference
- ♥ Experience community / expand capacity for compassion
- ♥ Increase self-esteem and self-confidence
- ♥ Develop leadership
- ♥ Gain work-ready and job skills



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Providing a Safe Place to Learn & Grow

% of youth at Ceres who say...



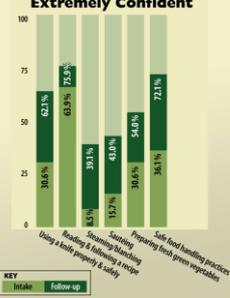
KEY
YES SORT OF



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Cooking & Eating for Health

% of Youth Who Feel Extremely Confident



KEY
Intake Follow up



YOUTH OUTCOMES

Data collected between Jan 2012 and Apr 2014, USDA Grant

- 54%** Eat 6+ servings of fruits/vegetables per day compared to 22% of California teens eat 5+ servings per day
- 77%** At least somewhat confident they can prepare a healthy meal from scratch
- 16%** More teens say "I can work with someone who has different opinions"
- 28%** Say most important skills they've gained are responsibility and communication
- 23%** Say most important thing they've learned – importance of community



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YOUTH OUTCOMES Alumni 2+ Years Later

- 47%** are cooking from scratch 4+ days a week
- 78%** say diet consists of mostly fresh whole foods
- 60%** continue to be involved in community
 - ♥ 95% say time at Ceres was key influence
- 58%** working or studying in fields related to our work
 - ♥ 78% say time at Ceres was key influence



NUTRITION EDUCATION OVERVIEW

- ♥ Nutrition for Wellness – free classes twice monthly at two community health centers
- ♥ Sonoma County Public Libraries – annual contract for 11+ classes
- ♥ Ceres Classes
 - ♥ Healthy Eating Basics
 - ♥ Healthy Eating Essentials
 - ♥ Cooking Classes
- ♥ Healthy Transitions Program



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NUTRITION FOR WELLNESS PROGRAM

- ♥ Classes taught at the clinic
- ♥ Clinic promotes classes and providers refer patients
- ♥ Classes are billed as medical visit or are funded through grant
- ♥ Taught by certified nutrition educators with standard curriculum
- ♥ Classes include food demo and tasting, in some cases eating a meal together



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NUTRITION FOR WELLNESS TOPICS

- ♥ Love up Your Heart
 - ♥ Best Proteins for a Healthy Heart
 - ♥ Heart Healthy Fats
 - ♥ Anti-Inflammatory Foods
 - ♥ Packaged Food Ingredients
 - ♥ Lower Inflammation with Herbs
 - ♥ Heart Healthy on a Budget
- ♥ Manage Your Sugars
- ♥ You are What You Digest
- ♥ De-Stress Your Life



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West County Health Centers
Caring for our Communities
a **california** **healt** center

Vision
Healthy communities building relationships and partnerships that support health and wellbeing for all people.

Mission
West County Health Centers, Inc. provides comprehensive, quality and accessible health care services to the communities of Western Sonoma County.

Values
We are a cohesive team of health care providers, support staff and volunteers dedicated to wellness, compassion, affordability and excellence of care.
We believe in non-judgmental and equal care for all members of our diverse community.



- **Clinical Sites:**
 - Russian River Health Center – Guerneville
 - Dental Clinic - Guerneville
 - Occidental Area Health Center
 - Sebastopol Community Health Center
 - Gravenstein Community Health Center
 - Teen Clinic – Forestville
 - Graton Labor Center Outreach – Graton
 - Forestville Wellness Center
- **Number of Staff and Providers**
 - 270+ employees in seven locations; 170 FTEs
 - 30 medical providers, 2 dentists, 30 behavioral health specialists and 3 psychiatrists



23

West County Health Centers



MEDICAL CONDITIONS	# OF PATIENTS
Asthma	900
Diabetes	790
HIV/AIDS	275
Hypertension	2,008
Heart Disease	573
Depression	1,725
Behavioral Health Disorders	3,766
Substance Abuse	895



2014 Class Schedule

WEDNESDAYS 9:00AM TO 12:00 PM

SUBJECT	DAYS	10:00-11:00	11:00-12:00
Whole Food Diet	W	10:00-11:00	11:00-12:00
Eating on a Budget	W	10:00-11:00	11:00-12:00
Eating on the Go	W	10:00-11:00	11:00-12:00
What's In That Can?	W	10:00-11:00	11:00-12:00
Heart Health	W	10:00-11:00	11:00-12:00
Anti-inflammatory Foods & Herbs	W	10:00-11:00	11:00-12:00
Healthy Way to Dinner	W	10:00-11:00	11:00-12:00
Immune Supporting Foods	W	10:00-11:00	11:00-12:00
Restoring the Gut Tract	W	10:00-11:00	11:00-12:00
Healthier Holidays	W	10:00-11:00	11:00-12:00

Whole Food Diet on a Budget

Managing healthy, affordable food choices on a budget is a challenge for many. Learn how to shop smart, cook smart, and eat smart to save money and improve your health.

Eating to Manage Your Blood Sugar

Learning how to balance your blood sugar is critical for overall health. Discover how to choose the right foods and portion sizes to keep your blood sugar in check.

Heart Health: Fats & Carbs

Learn how to choose the right fats and carbohydrates for your heart health. Discover the benefits of healthy fats and how to choose the right carbs.

What's In That Can?

Learn how to read food labels and understand the ingredients in your food. Discover how to choose the best products for your health.

Elimination Diet

Learn how to use an elimination diet to identify food sensitivities and allergies. Discover how to choose the right foods for your health.

Restoring the Gut Tract

Learn how to restore your gut health and improve your overall health. Discover how to choose the right foods for your gut.

Anti-inflammatory Foods & Herbs

Discover how to use anti-inflammatory foods and herbs to reduce inflammation and improve your health. Discover how to choose the right foods for your health.

Healthy Way to Dinner

Learn how to make healthy dinner choices that are easy to prepare and delicious. Discover how to choose the right foods for your health.

Immune Supporting Foods

Learn how to choose the right foods to support your immune system and improve your health. Discover how to choose the right foods for your health.

Heart Health: Fats & Carbs

Learn how to choose the right fats and carbohydrates for your heart health. Discover the benefits of healthy fats and how to choose the right carbs.

Restoring the Gut Tract

Learn how to restore your gut health and improve your overall health. Discover how to choose the right foods for your gut.

Healthier Holidays

Learn how to make healthier holiday choices that are easy to prepare and delicious. Discover how to choose the right foods for your health.

Eating for Better Health

Structure

- Billable Medical Visit with Medical Provider and Nutrition Expert
- Patients check their own vitals
- Check-Ins: patient goals, what they are working on and how it's going, what they've learned
- Expert instruction with cooking/prep demo
- Share food and check out on new plans

Challenges

- Balancing information and experience, keeping programming new
 - Best attendance has been in the initial 12 months after changes in programming
- Separate location from PC sites
- Attendance ebbs and flows
- Collaborative Medical Provider Involvement/Passion has ebbed and flowed

How We Do It

Community Programs

Serving North Bay

- Client Organic Meal Delivery & Nutrition Education
- Youth Development & Food System Education
- Community Nutrition Education Classes

National Affiliate Program

- 13 communities trained across US and Denmark
- Ongoing Support & Training

Policy & Systems Change

- Research to prove the case
- Networking & coalition building

NATIONAL AFFILIATE PROGRAM

Successfully replicated in 13 communities since 2010

- Licensing agreement
- 4-day training
- Operations manual
- Integrated database system
- Ongoing mentoring and support calls

USA

Denmark

Affiliates:

- Santa Cruz, CA
- Eugene, OR
- Geneva, IL
- Grand Rapids, MI
- Nashville, TN
- Hartford, CT
- Willits, CA
- Buffalo, NY
- Aarhus, Denmark
- Ceres Inspired:
 - St. Helena, CA
 - Bay Village, OH
 - Summit, NJ
 - Charleston, SC

How We Do It

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FOOD, HEALTH & ENVIRONMENT

- 42 million Americans are nutrition insecure - linked to \$77 billion in health care costs
- 60% of deaths (1.5 million annually in the US) related to poor diets; 11 million globally
- 40% of children in the US with pesticide levels that could impact brain development
- Conventional agriculture a leading cause of climate disruption – regenerative systems part of the solution

What We Know – The Issues



1 in 3
People enter the hospital malnourished



92%
77%
Older adults with at least one chronic disease
Older adults with at least two (NCOA)



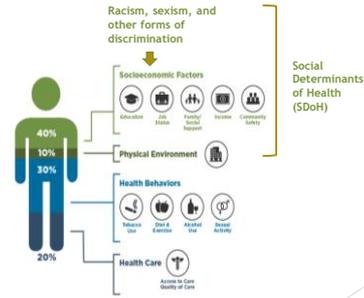
86%
Portion of healthcare spending attributed to individuals with chronic health conditions [CDC]



57%
Predicted rise in chronic illnesses by 2020 [WHO]



Source: National FIMC www.fimcoalition.org

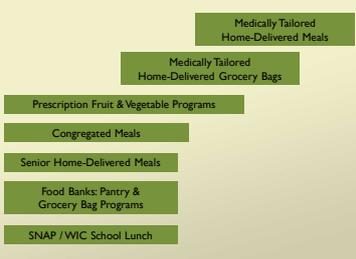


Source: Institute for Clinical Systems Improvement, Quality Report
Clinical Risk: Solving Complex Problems (October 2016)
Adapted from The Bringsgaard Group

Food as Medicine Continuum of Care

↑ Intensity of illness & Symptoms

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What We Know – How Medically Tailored Meals Can Help



Source: National FIMC www.fimcoalition.org

PROVING THE CASE - CURRENT RESEARCH

- California Congestive Heart Failure Nutrition Pilot for Medi-Cal Patients
- Kaiser Permanente Hospital Congestive Heart Failure Discharge Study
- Smart Box Pilot – Nutrition Education & Food Access Intervention for Patients at Risk for Heart Attack or Stroke



California Congestive Heart Failure Nutrition Pilot

- ♥ 3 year \$6 million study funded by the state
- ♥ 6 medically tailored meal providers, 6 counties
- ♥ 1,000 Medi-Cal patients with congestive heart failure
- ♥ 3 months of 100% nutrition plus nutrition education
- ♥ Goals:
 - ♥ Demonstrate that investing in food improves outcomes and lowers healthcare costs
 - ♥ Policy change making this intervention a reimbursable part of Medi-Cal



The Intervention

- Home-Delivered Medically Tailored Meals (MTM)**
 - 12 weeks of complete nutrition, home delivery
- Community-Based Medical Nutrition Therapy (MNT)**
 - Four Medical Nutrition Therapy sessions, 2 in-person
- Wellness Checks & Client Engagement**
 - Monitoring and maintenance of client engagement



Early Observations

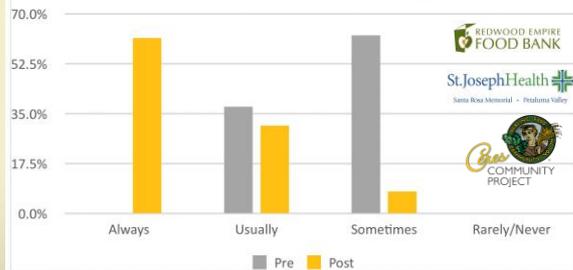


Smart Box Pilot – Reducing Heart Attack/Stroke

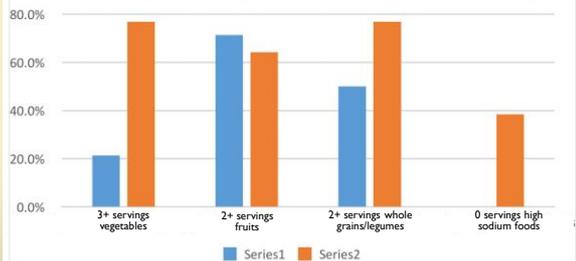
- Low-income primarily Latinx residents with high/very high blood pressure and/or diabetes
- Weekly class for 12 weeks taught in Spanish at local elementary school with childcare; entire family welcome
- Families receive 5 prepared meals/week for each family member + groceries and recipes
- Followed by monthly class/support group for 12 months
- Pre/post survey and health screenings



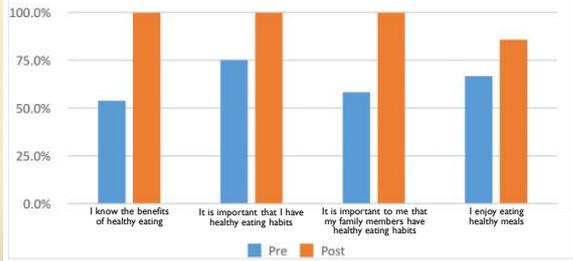
Would You Say You Have Enough to Eat



Consumption Changes - Recommended Daily Servings



Attitudes about Healthy Eating: Share who Agree



Policy & Systems Change

- Networking & Coalition Building Projects

- With Marin Food Now - established food quality guidelines including language about environmental nutrition
- With CCOF and Health Care without Harm - workshop at 2019 Root Cause Coalition Conference on the importance of organic and sustainable food standards for FIM interventions
- With UC Davis – written into NIH grant to study plant forward whole food diets for diabetes
- With CCOF supporting Roadmap to an Organic California project



Support for Organics



References

- "A human rights approach to the health implications of food and nutrition insecurity," Ana Ayala and Benjamin Mason Meier, Public Health Reviews (2017) 38:10
- "Food in the Anthropocene: the EAT Lancet Commission on healthy diets from sustainable food systems," January 16, 2019, www.thelancet.com
- "Meeting Individual Social Needs Falls Short Of Addressing Social Determinants Of Health," Health Affairs Blog, January 16, 2019, DOI: 10.1377/hblog20190115.234942
- The Power of our Food Choices, Ceres Community 2016, www.ceresproject.org/PDF/PowerOfFoodChoices.pdf



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- Examining Health Care Costs Among MANNA Clients and a Comparison Group, Journal of Primary Care & Community Health, June 3, 2013, Jill Gurvey et al.
- Comprehensive and Medically Appropriate Food Support Is Associated with Improved HIV and Diabetes Health, Journal of Urban Health, February 2017, vol 94, Issue 1, Kartika Palar et al.
- Meal Delivery Programs Reduce the Use of Costly Health Care in Dually Eligible Medicare and Medicaid Beneficiaries, Health Affairs, vol 37, No 4, April 2018, Seth A. Berkowitz et al.
- Small Intervention, Big Impact: Health Care Costs Reduction Medically Tailored Nutrition, Project Angel Heart, <https://www.projectangelheart.org/about-us/impact/>



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