

Change starts here.



# FOODBRUCEGREY.COM

A tool for building awareness of the size and scope of food insecurity.

**LIVING WAGE BRUCE GREY**

The hourly wage a worker needs to earn to cover their family's basic everyday needs:

- food
- housing
- utilities
- childcare
- transportation.

Two 25-year-old parents working full-time (35 hours a week each)  
• 7-year-old child, attends before/after school care  
• 3-year-old child, attends child care full-time, year-round

FOR MORE INFORMATION, CONTACT UNITED WAY @ 519-376-1560

| Monthly Costs: |        |
|----------------|--------|
| HOUSING        | \$1346 |
| FOOD           | \$768  |
| TRANSPORTATION | \$1080 |
| CLOTHING ETC   | \$303  |
| CHILDCARE      | \$1102 |
| COMMUNICATION  | \$155  |
| INSURANCE      | \$288  |
| OTHER          | \$1070 |

**\$18.39**  
WORKING TO THRIVE

United Way  
Bruce Grey  
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**United Way**  
Bruce Grey

**BrucePower**  
Innovation at work



**NUCLEAR  
INNOVATION  
INSTITUTE**





Our region encompasses 8,000 square kilometers, the same area as the GTA. In that area there are 22 Food Banks, 19 Meal Programs, and 15 Community Gardens. These organizations are mostly run by volunteers.





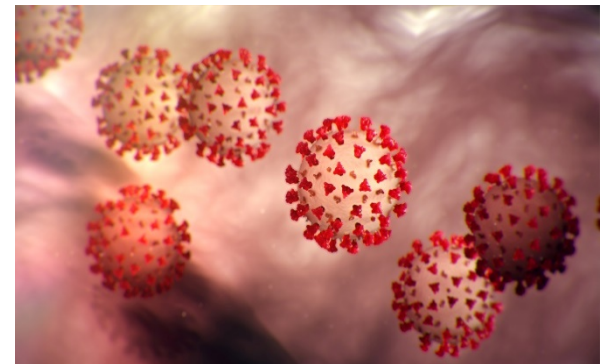
## FOOD SECURITY ISSUES IN BRUCE/GREY

### **FUNDING/RELIANCE ON SENIOR CITIZENS:**

Food Security programs are virtually all volunteer based.

The lack of multi-year funding only adds to the precariousness of the programs that can be offered in rural communities.

In addition, many of the 300 + volunteers are senior citizens, the most vulnerable age demographic for Covid-19





## FOOD SECURITY ISSUES IN BRUCE/GREY

**LACK OF CONNECTION:** Many food organizations have grown organically in isolation. Some exist in silos and as a result they do not share protocols or ideas and joint bulk purchasing is something that simply doesn't happen. Unfortunately this situation has contributed to keeping the scope of the issue out of the public's mind.

Since ideas are not shared, turnover in these organizations can lead to the loss of institutional knowledge when volunteers leave or become burnt out.



Limited resources often keeps people siloed as they are afraid to collaborate.



## FOOD SECURITY ISSUES IN BRUCE/GREY

**LOGISTICS:** With over 50 organizations, there are few mechanisms to move healthier foods quickly and efficiently. Their adhoc volunteer network is based on each organization doing their own pickup's independent of each other with senior citizens and their cars, rather than cargo trucks.





## FOOD SECURITY ISSUES IN BRUCE/GREY



Compounding the challenge to volunteers, the distances, and other transportation issues; we get lots and lots of snow in Winter making travel difficult for our volunteers.

In the summer, scorching hot weather can affect food spoilage



## FOOD SECURITY ISSUES IN BRUCE/GREY

**STIGMA & PRIVACY:** One of the benefits of living in rural Ontario is that *everyone knows everyone else and pulls together*. That is also one of the biggest problems.

For people embarrassed that they require assistance, this is a major obstacle to overcome for vulnerable people who are trying to maintain their dignity and privacy.

### STIGMA

There are many statistics that show less than 1 in 4 people who are food insecure actually use food banks:

Their reasons may include:  
Pride,  
Dignity,  
Embarrassment,  
Feel others need help more than them.

### LACK OF PRIVACY



## FOOD SECURITY ISSUES IN BRUCE/GREY

**AWARENESS** – Food insecurity is something that most people including our politicians, business leaders, and the media see solved by Food Banks. *Many believe that making a donation of some canned food is solving the problem.* We need everyone to realize hunger and food insecurity is only a symptom of poverty and the lack of affordable and safe housing.







## FOOD SECURITY ISSUES IN BRUCE/GREY

**FOOD BANKS** are only part of the solution. Many people do not know that, clients typically in some communities:

- Will only get food for 3 or 4 days,
- Many are limited usually to one visit per month
- The hours are limited to only a few hours per week or month,
- Many newcomers are not even aware of the food banks because of the lack of signing or cannot access because they work when the food bank is open
- Clients still have to prove they are “poor enough”,
- Choices are limited,
- Due to limited hours, fresh fruits and vegetables are not always available.
- Volunteers often have pre-conceived ideas of “deserving” and “undeserving” clients

**Food banks do great work but they are only part of the solution.**



## WHAT WE ARE TRYING TO DO ...

We are trying to collaborate with Food Banks, Community Meal programs, Community Gardens, and other community partners. Our goal is to facilitate collaboration while maintaining the dignity and respect of the clients.





**A tool was needed** that could help to tie everything together. Something easy to use, something that decision makers could go to for up-to-date information, something that was readily accessible to the media and the public.

There was a tool already, the bi-annual Hunger Reports.

The problems with the Hunger Reports were:

- It was only produced every other year, so the data was old even when the reports were first released.
- The reports were not readily accessible to everyone.
- Not every organization participated in the data collection

**Something better was needed ...**

## Food Insecurity in Grey Bruce

### LOCAL RATES OF FOOD INSECURITY

Overall, Grey Bruce is above the provincial rate of household food insecurity (15%).

Although most food insecure households are employed, 70% of households reliant on social assistance are food insecure.



**\$217.99 +6.7%**

# 20%

OF GREY BRUCE HOUSEHOLDS ARE FOOD INSECURE



### COST OF LIVING IS RISING

In Grey Bruce, the 2019 Nutritious Food Basket reveals that a reference family of four requires \$217.99 each week to meet basic food needs, a 6.7% increase from 2018.

### FOOD INSECURITY HAS COSTLY AND LASTING IMPACTS TO HEALTH

As the severity of food insecurity increases, health care costs rise, up to 121% higher.

Childhood experiences of food insecurity increase risks of asthma, depression, and suicidal ideation in adolescence and early adulthood.

Adults living in food insecure households account for more than 1 in 3 hospitalizations due to mental health problems.

Health Care Costs      Hospitalization



**121%**



**1 in 3**



## A better tool was needed ...

An idea from the United Way of Bruce Grey was brought to the Nuclear Innovation Institute. The Nuclear Promise X (NPX) actualized and actioned the concept and with subsequent support from Community Foundation Grey Bruce and Bruce Power, they developed **FoodBruceGrey** in only 6 weeks.

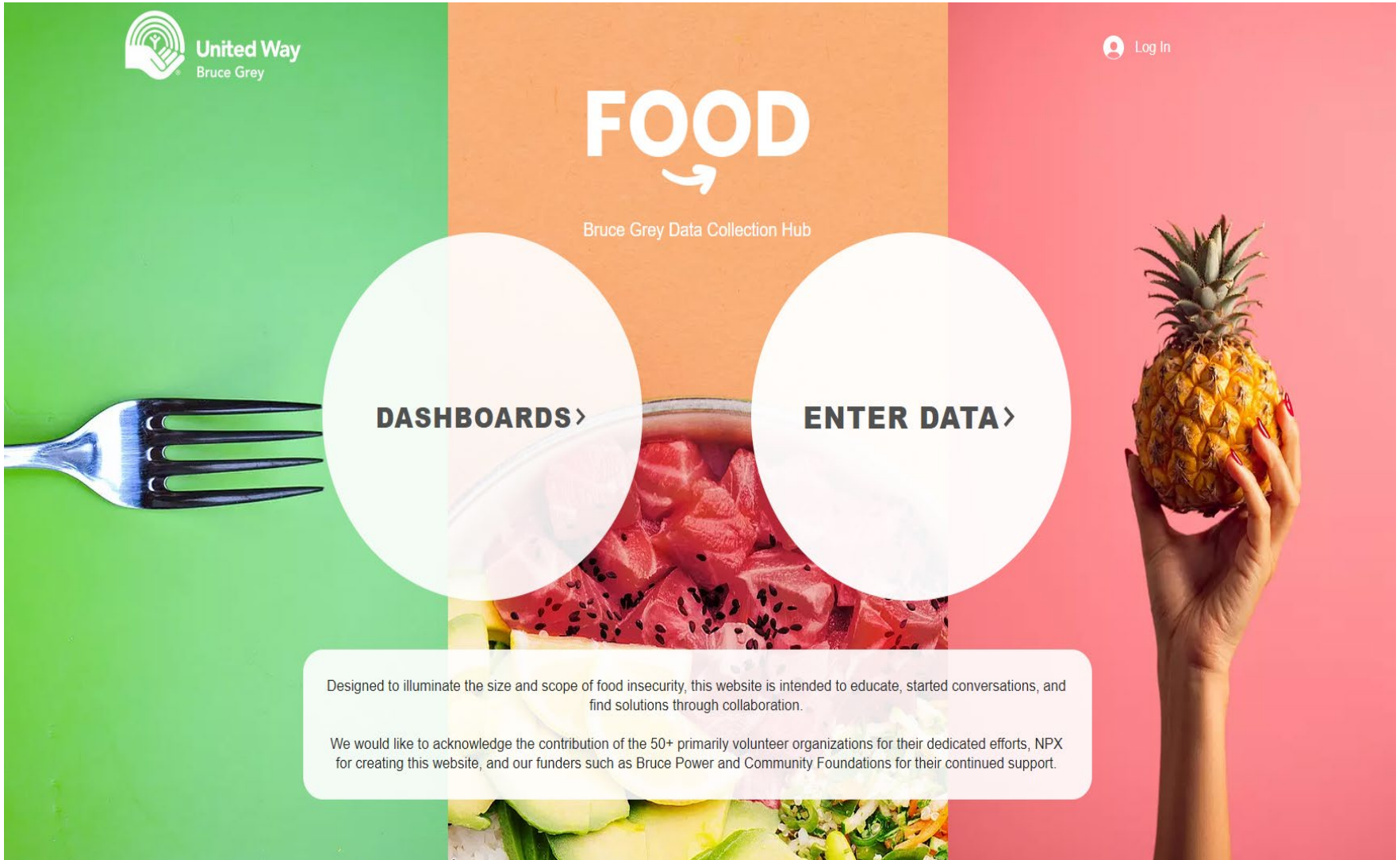
### NPX created a tool:

- That shows the **size and scope of food insecurity issue** in Bruce/Grey
- With **clear and concise** data graphics
- That was **easy to use** and made **use of the data already being collected** for the over-stretched volunteers, many of whom are unfamiliar with computers
- That is **available immediately** to any level of government, the media, the organizations themselves, and the public.
- That allows the **start of conversations** on who is hungry in our communities.

Change starts here.



# This is that tool



## FOOD

Bruce Grey Data Collection Hub

 Log In

**DASHBOARDS >**

**ENTER DATA >**

Designed to illuminate the size and scope of food insecurity, this website is intended to educate, started conversations, and find solutions through collaboration.

We would like to acknowledge the contribution of the 50+ primarily volunteer organizations for their dedicated efforts, NPX for creating this website, and our funders such as Bruce Power and Community Foundations for their continued support.



Identifying Information

First Name  Last Name  Email Contact

Organization Name   Don't see your organization?

Month of Report

Month  2021

Data Submission

Total Number of Households  Number of Seniors  Number of Adults  Number of Children

Amount of Food Distributed

Weight of Food  Weight Unit

Source of Primary Income (Please enter number of households for each)

Ontario Works  Disability  OAS/GAINS/ CPP/ CPPD  Employment Insurance  Working

Number of Volunteer Hours

Number of Hours

Fresh Produce Donations Received

Amount from Private Gardens  Weight Unit

Amount from Farms/Orchards  Weight Unit

Amount from Grocery Stores  Weight Unit

Food Rescue from Corporate Sources

Amount of Rescued Food  Weight Unit

## DATA ENTRY SCREEN: FOODBANK

- ✓ Designed to use whatever data the food organizations were already collecting.
- ✓ Each group is encouraged to collect all of the data points.
- ✓ Food banks collect the most data as they usually have “intake forms”
- ✓ Data is easy to enter and literally takes just a few minutes.

Change starts here.



# Meal Programs

Select Meal Distributor

Clear All Filters

Clear

All

Select Relative Date Range

Last 21 Months

1/23/2020 - 10/22/2021

Total Meals Distributed

271063

Programs Logging Meals in This Period

13 out of 15

Avg Number of Meals per Day

1/1/2020 10/22/2021

419

Meals Distributed Over Time



Notes

Please note that the BPAFL program in Wiarnton is on hiatus. The Meaford Frozen Meal Program and Gilles Hache program have both suspended operations.

The app is showing data from 100% of the operating meal programs, currently 6 programs have not re-opened because of Covid-19. Please note April 2020 starts at 2,000 meals, the total number of meals, and the average number of meals per day.

Change starts here.



Clear All Filters



## Food Rescue Diverted from Corporate Sources

Select Organization

Clear

All

Select Relative Date Range

Last 21 Months

1/23/2020 - 10/22/2021

Total Kilograms of Food Rescue Diverted

94,634.92

Meal Programs / Food Banks Logging Data in This Period

31 out of 35

### Food Rescue Diverted from Corporate Sources Over Time

Meal Programs Food Banks





Change starts here.



# Food Banks

Select Food Bank

Clear All Filters

Clear

All



Select Relative Date Range

Last 24 Months

12/3/2019 - 12/2/2021

Kilograms of Food Distributed

262730

Total Households Assisted

26599

Food Banks Logging Data in This Period

19 out of 20

Food Distributed over Time



Households Assisted over Time





# Food Bank Demographics

Clear All Filters

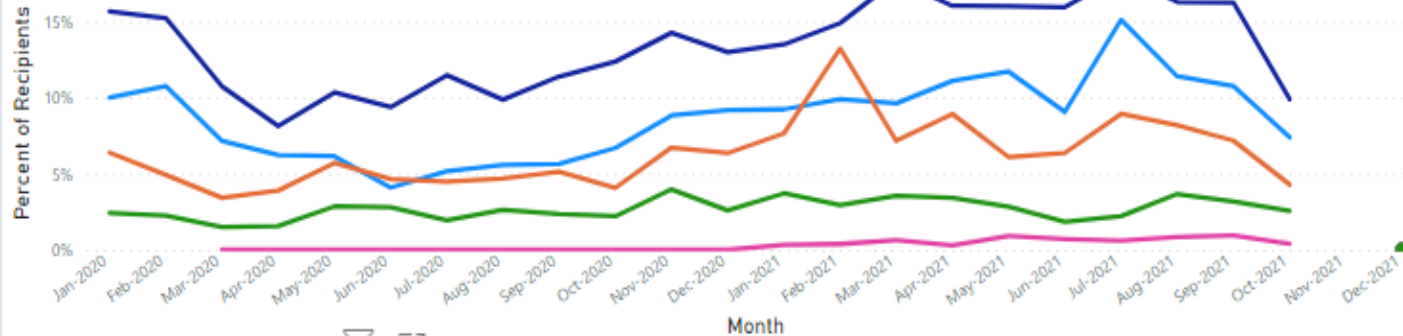
Clear

Select Food Bank

All

## Income Sources of Recipients

● Ontario Works 
 ● Ontario Disability 
 ● OAS/GAINS/CPP/PPD 
 ● Working 
 ● Employment Insurance



## Notes

Please note that for the current month, there is sometimes a delay in having all foods reporting their data.

## Select Relative Date Range

Last 24 Months

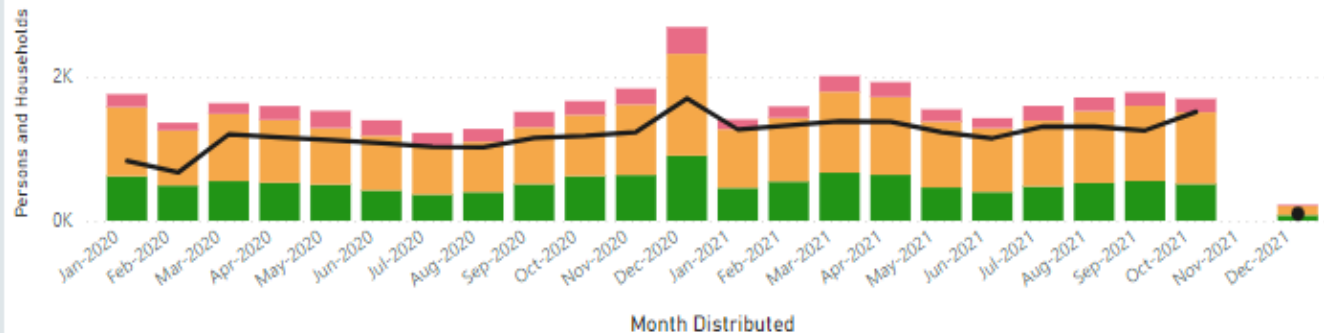
12/3/2019 - 12/2/2021

Total Community Members Assisted

**36441**

## Community Members Assisted

● Children 
 ● Adults 
 ● Seniors 
 ● Households





# Fresh Produce

Clear All Filters



Select Relative Date Range

Last  Months

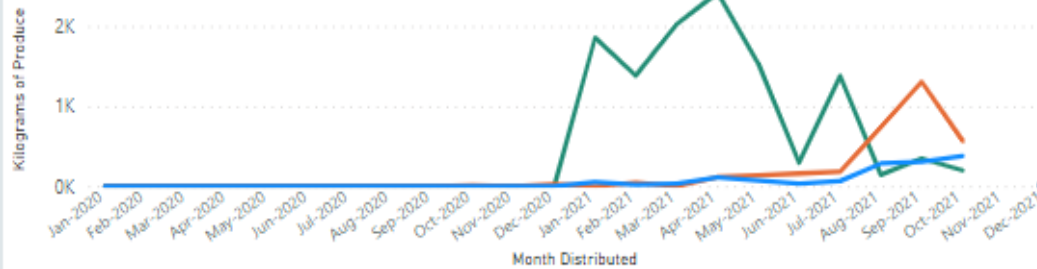
12/3/2019 - 12/2/2021

Kilograms of Produce Distributed

16205

Kilograms of Fresh Produce Distributed to Food Banks and Meal Programs over Time

Original Source: ● Grocery Stores ● Private Gardens ● Farms and Orchards



Notes

We are working to ensure that all community gardens are part of this network.

Select Community Garden

Clear

All

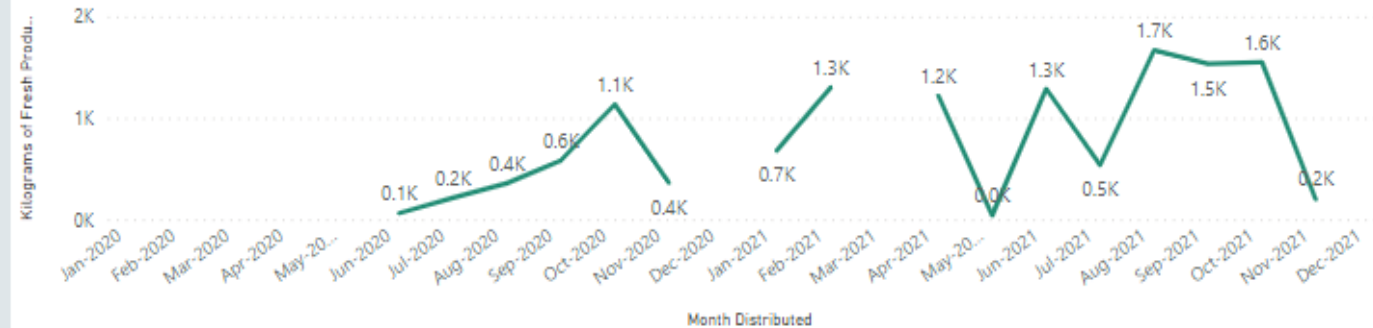
Kilograms of Produce Distributed

12731

Organizations Logging Produce in This Period

10 out of ...

Kilograms of Fresh Produce Distributed by Community Gardens over Time



Change starts here.



Clear All Filters



# Volunteering (All Sectors)

Clear

Select Organization

All

Select Relative Date Range

Last 24 Months

12/3/2019 - 12/2/2021

Total Hours of Community Volunteering

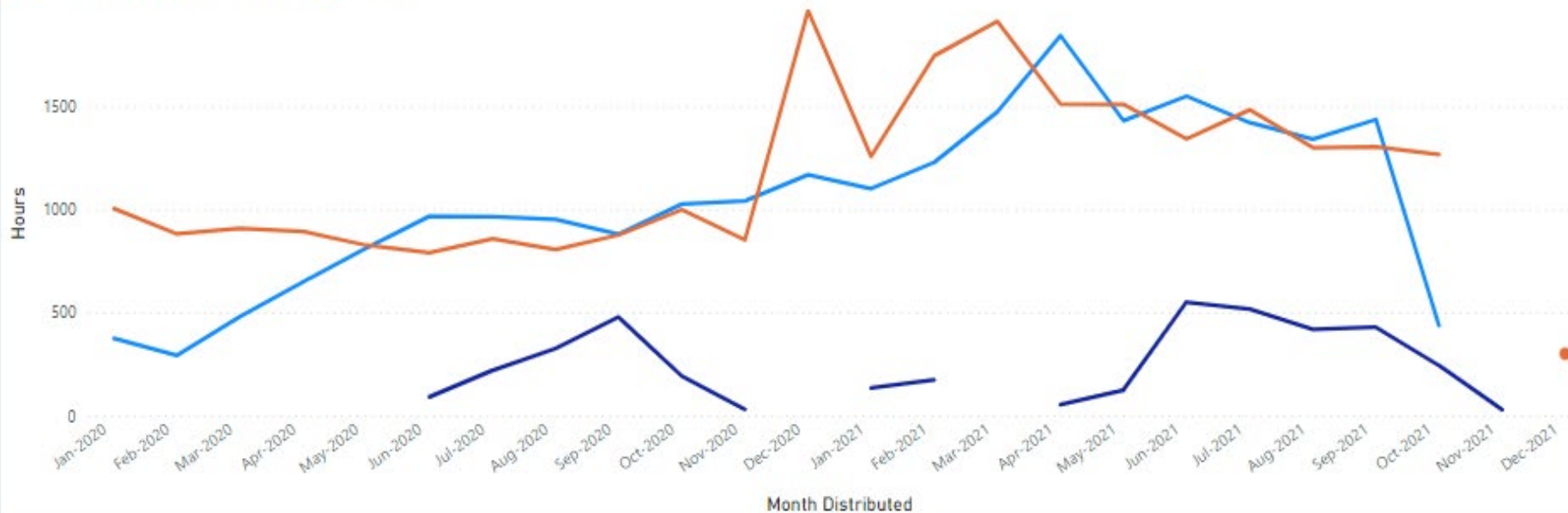
53450

Organizations Logging Data in This Period

42 out of 51

## Volunteer Hours

Meal Programs Produce Distributors Food Banks





## Finding Local Data During COVID-19: Bruce Grey Tracks Food Insecurity

Posted on December 17, 2020  
By Natasha Pei

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At the best of times, good local population-level data is difficult to find to inform poverty reduction efforts. With the added pressures of COVID-19, it is critical now more than ever to understand the changing face of poverty – who is in need, to what extent, what supports are available, and whether people are able to and accessing those supports. However, common data challenges roundtables face include:

- Inability to disaggregate data by local geographic region
- Inability to disaggregate data by target demographics
- Delays in data release (out-of-date data sets)
- Representativeness of the sample group
- Confidentiality
- Expense
- Non-collection (ex. hidden homelessness; lack of surveys)

In the midst of a pandemic, when access to census data is unrepresentative of current realities and changes are occurring rapidly, how do we find good data to guide service and program delivery and uncover policy implications? In Bruce Grey, the response is local data sharing amongst community partners and service agencies.

A new "Food Bruce Grey App" is capturing and sharing back food collection and distribution statistics, user demographic information and volunteer efforts across the region.



## THE REACTION TO THIS UNIQUE TOOL

- The Tamarack Institute has featured FoodBruceGrey.com drawing attention at a national level.
- TVO profiled the tool when it spotlighted the Chesley Baptist Church's weekly hot meal program.
- Windsor/Essex is working with NPX on creating their own version. Edmonton is also looking at creating a version.
- The Food App was the focus of attention at the *Global Food Security* conference at Centennial College.
- Every Mayor, Chief, MP, and MPP has received an invitation to use this tool. In addition all local media outlets have also received instructions on using this tool.
- Presentations have been made to local service clubs, municipal counsels, and other groups interested in building awareness of Food Insecurity.



## THE DATA IS ALREADY MAKING A DIFFERENCE!

- The data was used to identify the number of children in each community for several local support projects.
- Several food organizations are using the data to support grant applications.
- The Town of Saugeen Shores, Southgate, West Grey, Chatsworth and Arran-Elderslie have created permanent links on their website to FoodBruceGrey.com to highlight Food Insecurity in their community and to help foster solutions.
- Many food organizations are using the data and their graphs for their board reports and for local media.





## Challenges and Goals

- We need the continued support all organizations in the collection of data and the sharing of knowledge and resources.
- To convince the remaining food organizations to share their data and to continue to educate decision-makers on the importance of this issue.
- Expanding Food Rescue to more communities.
- To use the data from this tool to support programs, educate, and to be able to provide tangible ways to measure the impact of those programs helping to “BREAK THE CYCLE” and find solutions to Food Insecurity.
- Raise awareness of other food related resources such as [Foodthoughts.ca](https://www.foodthoughts.ca)

Change starts here.



# THANK-YOU

Any Questions?