

brighterbites



How it all started...

For several years, Lisa Helfman and her family took part in a weekly **fruit and vegetable co-op**, and she watched her children's eating habits dramatically transform. So much so that her little boy turned down a piece of cake at a birthday party, asking instead for the **blueberries** he'd grown fond of eating at home.

She thought she may be on to something and wondered if she could replicate the same **behavior change** that she saw in her young son in **underserved neighborhoods** where access to fresh foods is low and childhood obesity rates are high.

The Need

- **Three out of ten children** in the U.S. are **overweight or obese**, with higher rates among low-income, minority populations.
- This generation of children will have an average **5 years' lower life expectancy** as compared to their own parents due to obesity.
- **Annual healthcare costs** for one obese child with Medicaid is about **\$6700**.
- Many Americans live in **food deserts**, or areas with limited access to fresh foods.
- National data indicates that **less than half of children eat the recommended amount of fruits and vegetables** daily.
- **Prevention is the key.** Eating a diet high in fruits and vegetables can prevent obesity.
- To sustain lifelong healthy eating behaviors, we need to **increase access to healthy food AND food literacy** among populations at highest risk for obesity.

... the time for action is now

The Big Idea

Produce
Distribution



Nutrition
Education



Fun Food
Experience

Fill the Plate



Bring fresh produce to where kids already are.

Educate



Teach kids and families healthy ways to use the food.

Make it Great



Create a fun food experience for everyone involved.



Measure Outcomes to Determine Impact



From Source to School to Home here's how we do it...

Produce
Distribution



Nutrition
Education



Fun Food
Experience



1. Engage
Communities



2. Select
Variety



3. Load Up!



4. Bag
Produce



5. Teach Brighter
Choices



6. Sample
& Share



7. Take Home
the Fun



8. Replicate

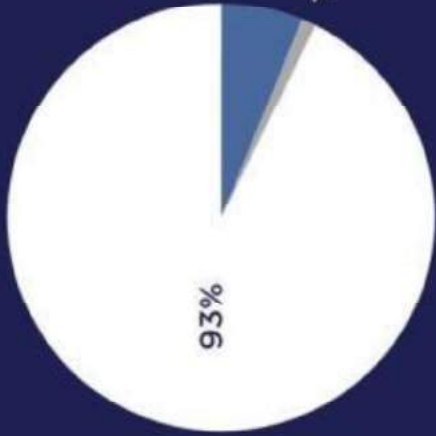


Impact

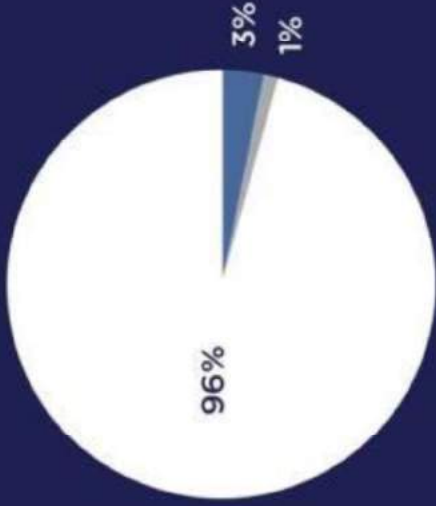
1. **Effectiveness** / Addressing the last mile by actually delivering fresh healthy food to underserved children and their families, while educating them on how to eat healthier and having them consume it.
2. **Family Savings** / Taking advantage of partnering with private corporations and non -profit food banks for distribution in order to provide families a ‘risk free’ trial to practice cooking and eating healthy foods with their children.
3. **Building Demand, Changing Behavior** / Tracking the efficacy of the program in regards to health, shopping/eating habits, and parent participation in schools, and proving that we’re having sustainable impact.

EFFECTIVENESS

VEGETABLES



FRUITS



- Ate All or Most
- Ate Half
- Ate Less than Half

(n=4,415 families)

FALL 2015

Reported Family Consumption

(Houston, Dallas, and Austin)

93% of families reported that they ate all or most of the vegetables.
96% said they ate all or most of the fruit.

FAMILY SAVINGS



(n=4,415 families)

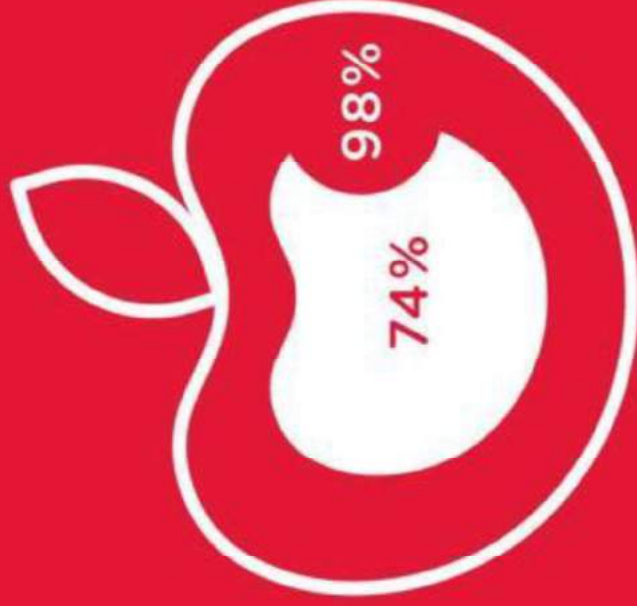
FALL 2015

Average Weekly Savings on Grocery Bill

(Houston, Dallas, and Austin)

Weekly Cost per Family: **\$0**, Weekly Savings per Family: **\$34.30**

BUILDING DEMAND



(n=678 families)

2014-2015 SCHOOL YEAR

98% of parents in Houston reported that their children **ate more fruits and vegetables** while participating in Brighter Bites.

Of those, **74%** said they were able to **maintain that increased level** after the Brighter Bites season ended. *Holy guacamole, these habits stick!*

TASTY-MONIAL

“Brighter Bites made me cook things I wouldn’t have bought for fear of wasting money if my children didn’t like it.”



Measurable Impact

spring/summer 2016	Houston	Dallas	Austin	TOTAL
Sites	52	30	14	96
Families served	6,200	4,480	1,800	12,480
Volunteer hours per site per week (avg.)	16.3	11.1	16.5	14.6
Lbs distributed	1.36M	1.09M	403k	2.86M
- Growth vs. YA	+47%	+12%	-	+50%
BB % FB Produce	7.8%	9.3%	12.3%	8.8%
BB Ops Staff (ft/pt)*	7/8	4/5	3/0	14/13

* headcount is current

Brighter Bites difference

- Very few existing non-profit initiatives that target both **increasing food access** and **food literacy**
- Addressing the **last mile** by delivering fresh healthy food to underserved children, and **educating families** on how to eat healthier
- **Increasing Parental Engagement** in the academic lives of their children
- **Strong research, data and evaluation** platform that asks and answers important questions to move the **scientific dialogue** forward in childhood obesity prevention
- **Engaged founders as advocates** for Brighter Bites
- **Strong partnerships** with public (USDA, TDA, CATCH), private (Sysco, H-E-B), and non-profit (food banks, UTHealth) sectors
- National attention garnered from USDA/FNS relationship, Partnership for a Healthier America, Produce Marketing Association, Congressional testimony

Our Partners

