

# SuperShelf

Transforming food shelves to bring good food to all

## Food Justice Summit 2019

**Good Food For All: How SuperShelf Values Inform an Equity-Based, Person-Centered Approach in Food Shelves**



HealthPartners®



the  
food  
group



UNIVERSITY OF MINNESOTA



Valley  
Outreach

FOOD | CLOTHING | EMERGENCY ASSISTANCE



# Welcome!



**Anika Rychner** - Community Action Center  
Northfield

**Nora Gordon** - U of M Department of Family  
Medicine & Community Health

**Sophia Lenarz-Coy** - The Food Group

**Lyncy Yang** - The Food Group



# Today's Agenda

- Introductions
- SuperShelf Background and Values
- Shopping Activity
- Introduction to the **Intercultural Development Continuum (IDC)**
- IDC Group Activity & Discussion
- CAC Northfield: Trauma-responsive approaches
- Resources and Q&A



# SuperShelf



Transforms food shelves, creating welcoming environments for communities to access appealing, healthy food.

<https://youtu.be/6nkfKzWgMI8>



# Ground Rules and Expectations

- Be present and stay engaged
- Speak from your own experience
- Listen with an open mind
- Everyone's contributions are important!
- Ask questions...ask hard questions!
- Work towards shared purpose and understanding
- Expect to be challenged; this is personal work
- Feel free to add to the parking lot
- Others?





# Setting the Stage

# Equity Guides our Work

- Food is a basic human right
- Choice –based
- Move from Charity, to Solidarity
- How we provide access is just as important as the food we provide
- Collective action



I don't believe in charity.  
I believe in solidarity.

Charity is so vertical.  
It goes from the top to the bottom.  
Solidarity is horizontal.  
It respects the other person.  
I have a lot to learn from other people.

Eduardo Galeano



# From Charity to Solidarity

- To make that vision possible, we need to go from LEFTOVERS to LIMITLESS thinking
- Come together to create new ways of thinking and doing that address CURRENT needs; not old beliefs
- **With effort, creating systems change is possible!**





# From Charity to Solidarity

*Demographic Dilemmas of Teaching Service-Learning: Curricular Strategies for Success*

By Christine M. Cress



## CHARITY

- Giver conceives themselves as above the group they are assisting
- One-sided exchange

## SOLIDARITY

- Giver is equal to receiver
- Giver sees how their privilege is at play
- Sees themselves in the receiver
- Work towards betterment for all and personal liberation





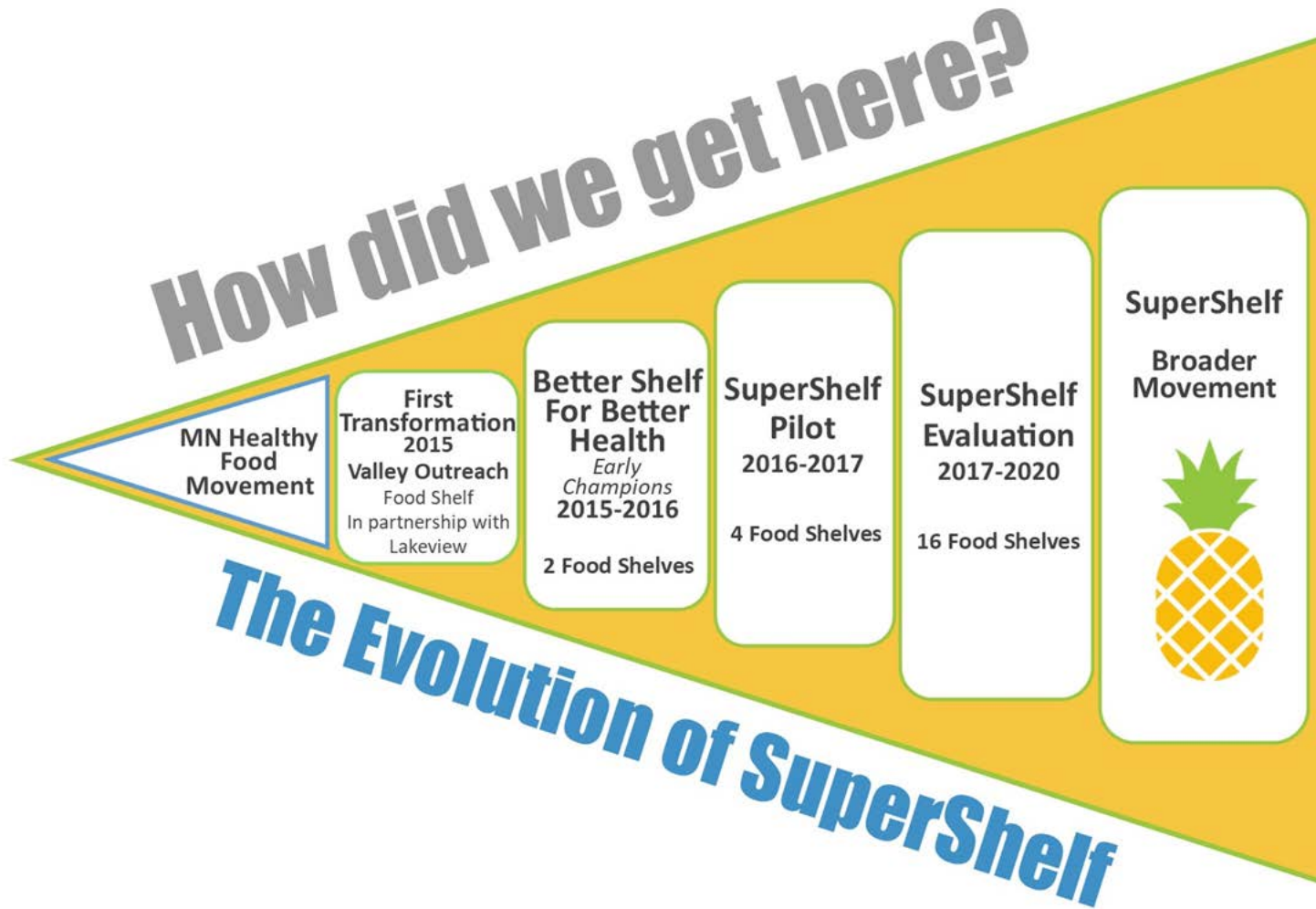
# SuperShelf Values & Equity

# Our Vision

A transformed  
food system where  
**all people thrive**



# Collective Movement Forward

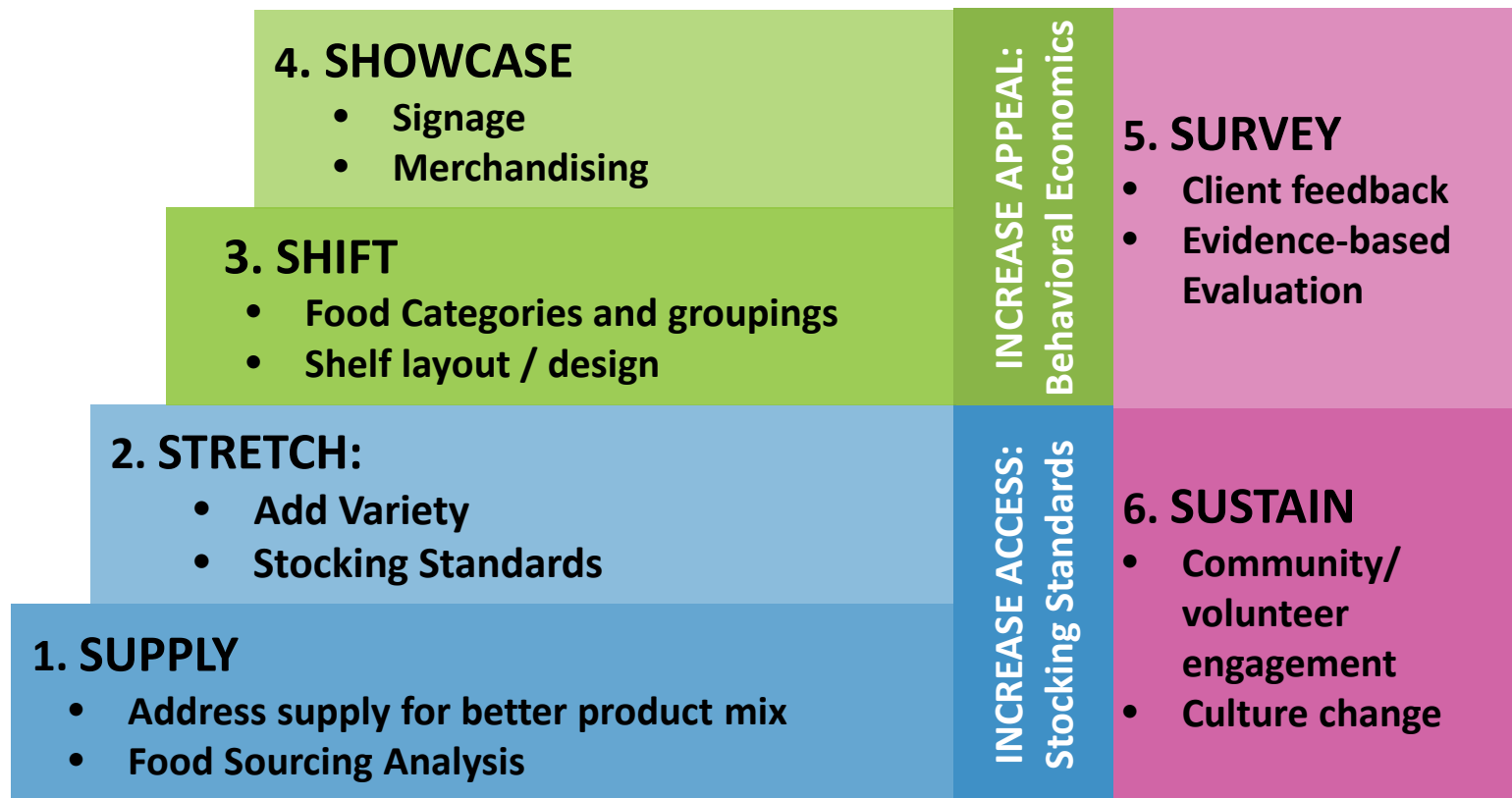


# SUPERSHELF NETWORK

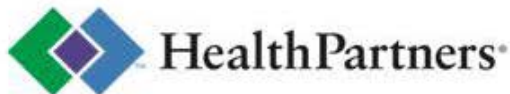
ChannelOne  
WhiteBear  
FoodShelves  
FoodBank  
HungerSolutions  
FFEN  
FoodGroup  
Northfield  
ValleyOutreach  
Medicine  
SuperShelf  
Minnesota  
University  
Heartland  
Extension  
Health  
DHS  
HealthPartners  
Ramsey  
SecondHarvest  
SHIP  
Community

We are stronger together!

# Six Steps to SuperShelf Systems Change



Foundation- SuperShelf Values: Good Food, Respect for All, Collaborative Partnerships, Evidence-based Practices, and Systemic Thinking





# What is SuperShelf?

## What SuperShelf Is

6 step method to transformation  
Consult/coach-based approach=best results  
Systems change  
Network of partners / collection initiative  
Collaboratively led  
  
All about choices and variety  
Client centered/client-informed  
Values-based  
Equity focused  
Culturally competent

## What SuperShelf Is Not

Tool kit  
Just increasing access to healthy food  
  
Signage  
The NIH study exclusively  
A project of the UMN or one organization  
  
Rules / beliefs / judgements  
Reinforcing good vs. bad food  
Micronutrient based  
One size fits all approach  
The only way



# SuperShelf Consultants

- Every SuperShelf works with a local consultant to transform
- Walk alongside manager to provide coaching and consultation for methods
- Consultants from: UMN Extension, local public health, and food banks
- Change-agent
- We have to do this work together!





***Good Food***

***Respect For All***

***Collaborative Partnerships***

***Evidence-based Practices***

***Systemic Thinking***



# Good Food

We believe reliable access to healthy, appealing and culturally appropriate food will promote overall health in our communities.



- Healthy food, emphasize whole foods
- Appealing food
- Culturally appropriate food
- Client Centered = Health Centered

➤ **Promotes overall health**



# Respect for all

We believe client-centered, welcoming, and positive approaches create dignified experiences that further equity in our communities.



- Client-centered / Client choice
  - Welcoming respectful environment
  - Trauma-informed perspectives
  - Positive approaches
- **Helps to create dignified experiences**



# What is Client-Centeredness?

- Informed by participants
- Participants are given leadership roles and/or decision-making rights
- Shift away from what is most convenient for an organization to what is most convenient for those served



# Collaborative Partnerships

We believe mutual trust and fully-engaged partners build strong, connected communities working toward sustainable systems change.

- Mutual trust
- Fully-engaged partners
- Collaboration over competition



➤ **Builds strong, connected communities**



# Evidence-based Practice

We believe excellence comes from thoughtful, rigorous evaluations, and replicable solutions.



- Thoughtful and rigorous evaluations
  - IRB approved *and* community-based
- Replicable solutions
  - Focus on what community needs, not what is easy to evaluate

➤ **Drives us to excellence**



# Systemic Thinking

The food system is complex, interconnected and dynamic; We believe action at all levels is critical for transformational change.



- Innovation and Creativity
- Working toward sustainable systems change
  - Everything is on the table!
- **Continual improvement and transformation of our food system**



## Equality



The assumption is that **everyone benefits from the same supports**. This is equal treatment.

## Equity



**Everyone gets the supports they need** (this is the concept of "affirmative action"), thus producing equity.

## Justice



All 3 can see the game without supports or accommodations because **the cause(s) of the inequity was addressed**. The systemic barrier has been removed.





# Food Shelves: Then and Now

## THEN

- Provided food for acute, emergency needs
- Power disparities, polarized mindset = perpetuation of system-wide inequities
- Distrust between “giver” and “receiver”
- Any food is good enough; should be grateful for what they get

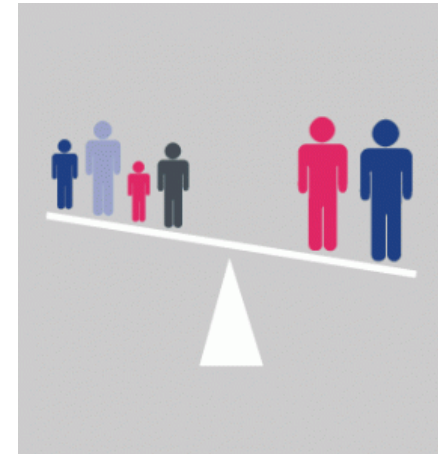
## NOW

- Fills an ongoing food need
- Harder for families to make ends meet each month
- Population and needs are changing
- Shift to operating from place of abundance (vs. scarcity)
- Create dignified, welcoming experiences with culturally appropriate choices
- Lead with respect for all



# Disparities and Power

- “Eating is an agricultural act.” – Wendell Berry
- Eating is also a cultural and political act.
- Food shelves are cultural and political spaces which require close examination of how disparities and power can manifest and interact





**SuperShelf**



**Let's Go Shopping!**  
**Client Shopping Experience**

# Traditional Food Shelf Instructions

- Imagine you are a client shopping at this food shelf today.
- **You are a household of 2 and you get a total of 10 lbs. to choose from.**
  - Each food item is labeled with its standard package weight as it would be in the food shelf
  - Some items have “limits” noted in RED.
- “Shop” for the items you want by writing them on your sheet as we go.
- We will “check out” at the end!





# Welcome to Traditional Food Shelf

Please be respectful of other families!

Don't take more than what you need!

**Maximum of 10 lbs!**



Peanut Butter 10 oz <b>LIMIT 1</b>	Jelly 14 oz <b>LIMIT 1</b>	Tuna 10 oz <b>LIMIT 1</b>	Mac & Cheese 7 oz <b>LIMIT 2</b>
Ramen noodles 4 oz <b>LIMIT 2</b>	Mushroom Soup 16 oz	Chicken (frozen) 10 oz <b>LIMIT 1</b>	
Toasty O's Cereal 14 oz	<b>SWEETS &amp; BAKERY</b> Pie, Cookies, Donuts, Sweets <b>Unlimited! Take all you want !</b>		MILK ½ Gallon <b>LIMIT 1</b>
Rice 16 oz	Pinto Beans 16 oz	Pancake Mix 10 oz <b>LIMIT 1</b>	Syrup 12 oz <b>LIMIT 1</b>
Canned Jalapeños 6 oz <b>Limit 1 only!</b>	Taco Spice 1 oz	Oil 24 oz <b>LIMIT 1</b>	



# Bread & Buns

**Unlimited!**

Pasta  
18 oz

**LIMIT 1**

Rice-a-Roni  
10 oz

Rolled Oats  
12 oz

Nut mix  
8 oz

Fruit cup  
8 oz

Mustard  
10 oz

Tea  
2 oz

Peaches  
15 oz

**LIMIT 1**

Pears  
15 oz

Corn  
15 oz

Green  
beans  
15 oz

Tomatoes  
15 oz

Bananas

**Unlimited!**

Apples 1lb. bag

**LIMIT 1**

Salad Greens

**Unlimited!**

Carrots  
1 lb. bag

**LIMIT 1**

Onions  
2 lb. bag

**LIMIT 1**





## Let's “check out!”

- A staff member will review your basket to make sure you are within 10 pounds.
- Thanks for coming to Traditional Food Shelf!





# SuperShelf

## Shopping Instructions

- Assume your household size is a family of 2
- Each category of food is numbers with a quantity you take select within that category
- You can mix and match within categories
- All numbers listed on the shelf are for your household size to choose from.





**SuperShelf**

# **Welcome to SuperShelf!**

We're glad you're here!

Please let us know if we can help you find anything.





Apples

Salad

Carrots

Bananas

Onions

**Produce:** Choose all you can use!

Green Beans

Corn

Diced Tomatoes

Peaches

Pears

**Canned Fruits & Veggies:** Choose up to 6

Rice

Bread Loaf

Toasty O's Cereal

Rolled Oats

Pasta

**Grains:** Choose up to 6

Tuna

Chicken

Peanut Butter

Pinto Beans

**Proteins:** Choose up to 4

**MILK**

Dairy  
Choose 1





Oil

Taco spice

Jelly

Jalapeños

Mustard

Cooking & Baking: Choose up to 4

Mushroom  
Soup

Ramen  
Noodles

Rice-a  
Roni

Mac &  
Cheese

Meals and Sides: Choose up to 4

Bakery &  
Sweets

Nut mix

Fruit cup

Tea

Snacks and Beverages: Choose up to 2





**SuperShelf**

## Let's “check out”

- Did you have any questions while shopping?
- Thanks for visiting us!



# Let's compare experiences

- Reflect on your Traditional Food Shelf experience
  - How did it feel?
  - What types of food did you end up with?
  - What else did you notice?
- Reflect on your SuperShelf experience
  - How did it feel?
  - What types of food did you end up with?
  - What else did you notice?
- How were your food choices different between the methods? How were you influenced in each example?





# **Cultural Competency: Navigating Cultural Difference**

# Cultural Difference

- Cultural differences among people in food shelves
- Cultivating and applying an equity lens is crucial to the work
- Hunger is intersectional and different systems impact outcomes





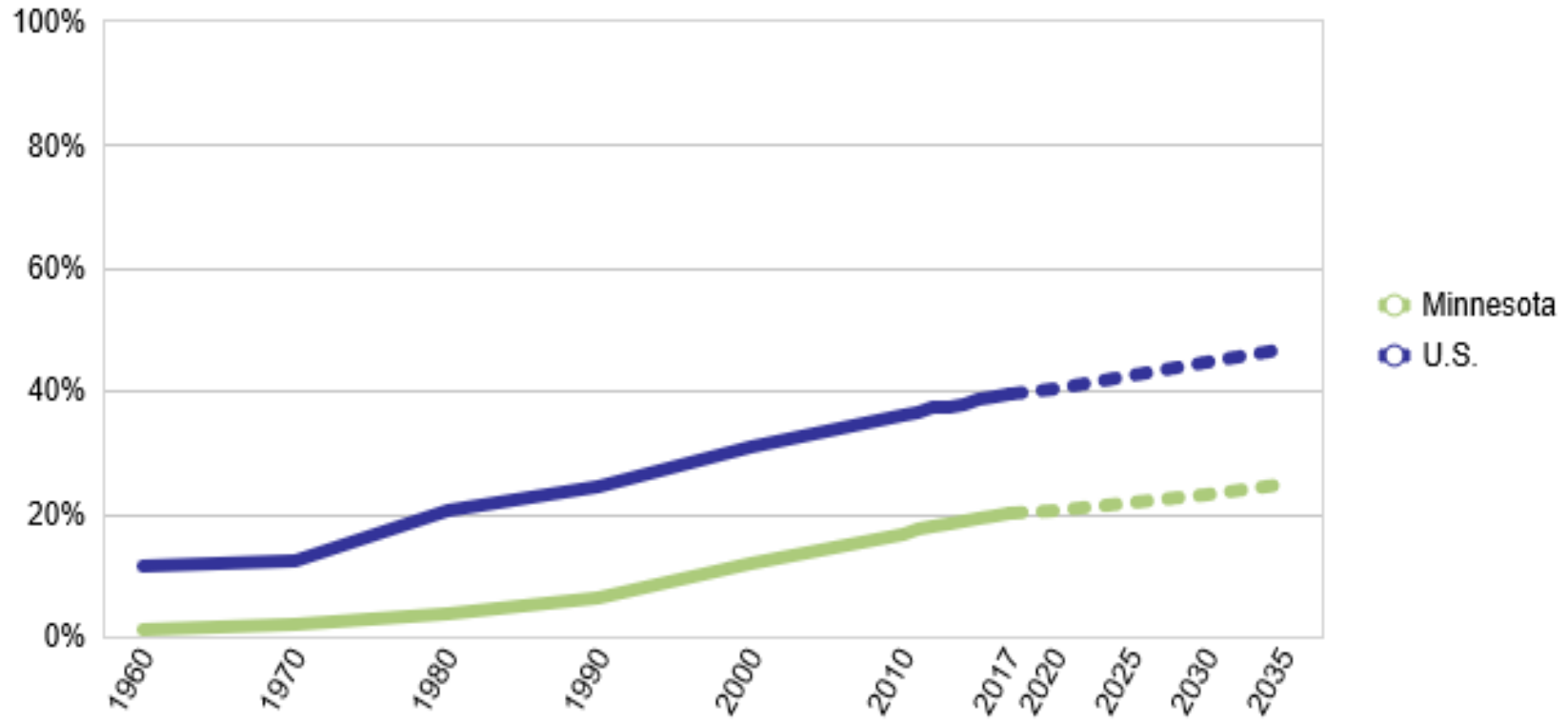
# Demographic Changes in Minnesota:

- Urban counties increasing in population
- Aging population
- Racially and ethnically diversifying population
- Demographics of people experiencing disability



# Persons of Color as a percent of the total population

Minnesota and U.S., 1960-2035



Compiled by  
Compass

Sources:

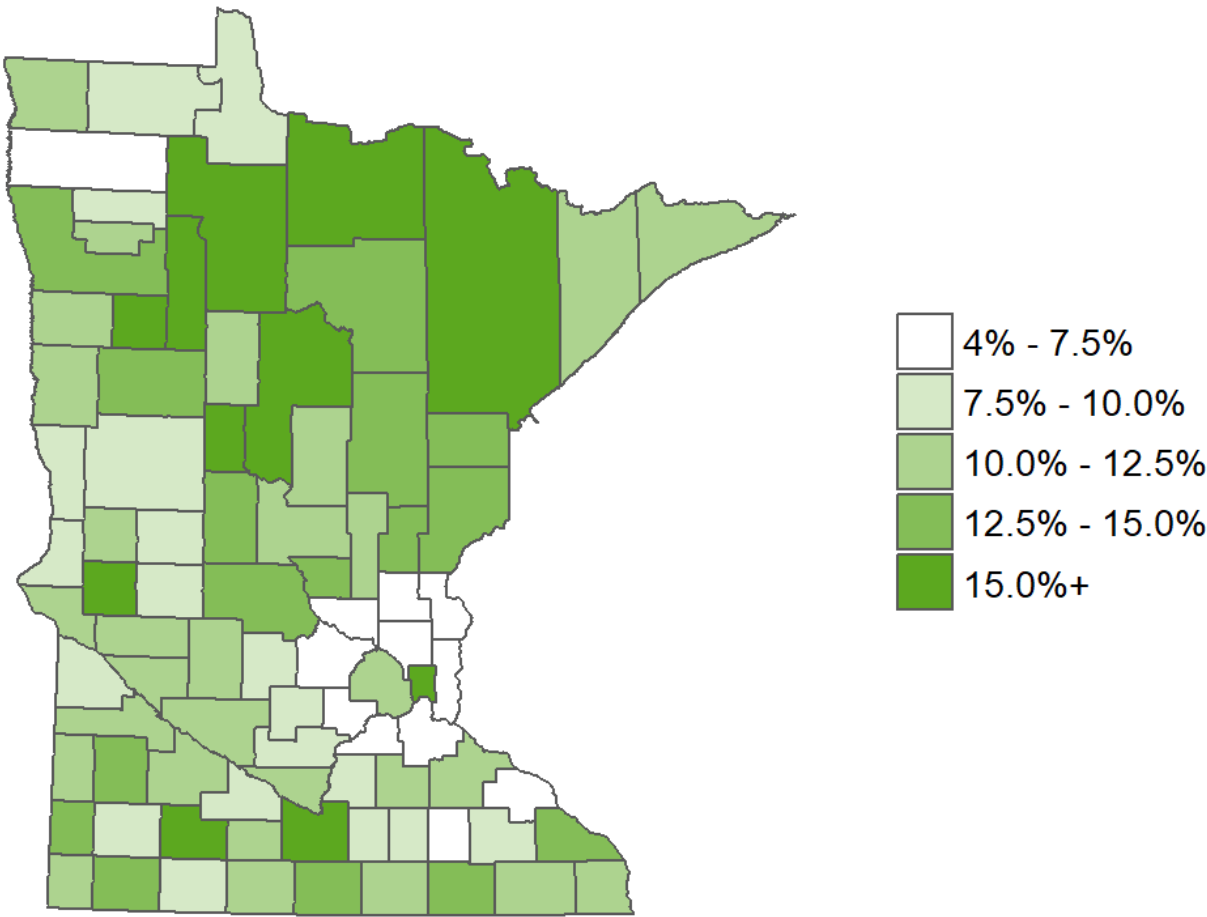
U.S. Census Bureau, Decennial Census and Population Estimates.

Minnesota State Demographic Center.

U.S. Census Bureau, Population Projections.



# Percent of Population in Poverty, 2016



*Figure 23: The lowest rates of poverty are in the suburbs around the Twin Cities and along the western and southern borders of the state. Northern Minnesota has some of the highest rates. (Data: ACS 5-year)*



# Point is...

- Demographic changes are happening
- With change, needs and cultures will evolve
- Must develop skills in cultural competency and navigating difference to implement creative policies, practices and solutions to equitably meet the needs of those experiencing hunger



# Cultural Iceberg

food • dress • music  
visual arts • drama • crafts  
dance • literature • language  
celebrations • games

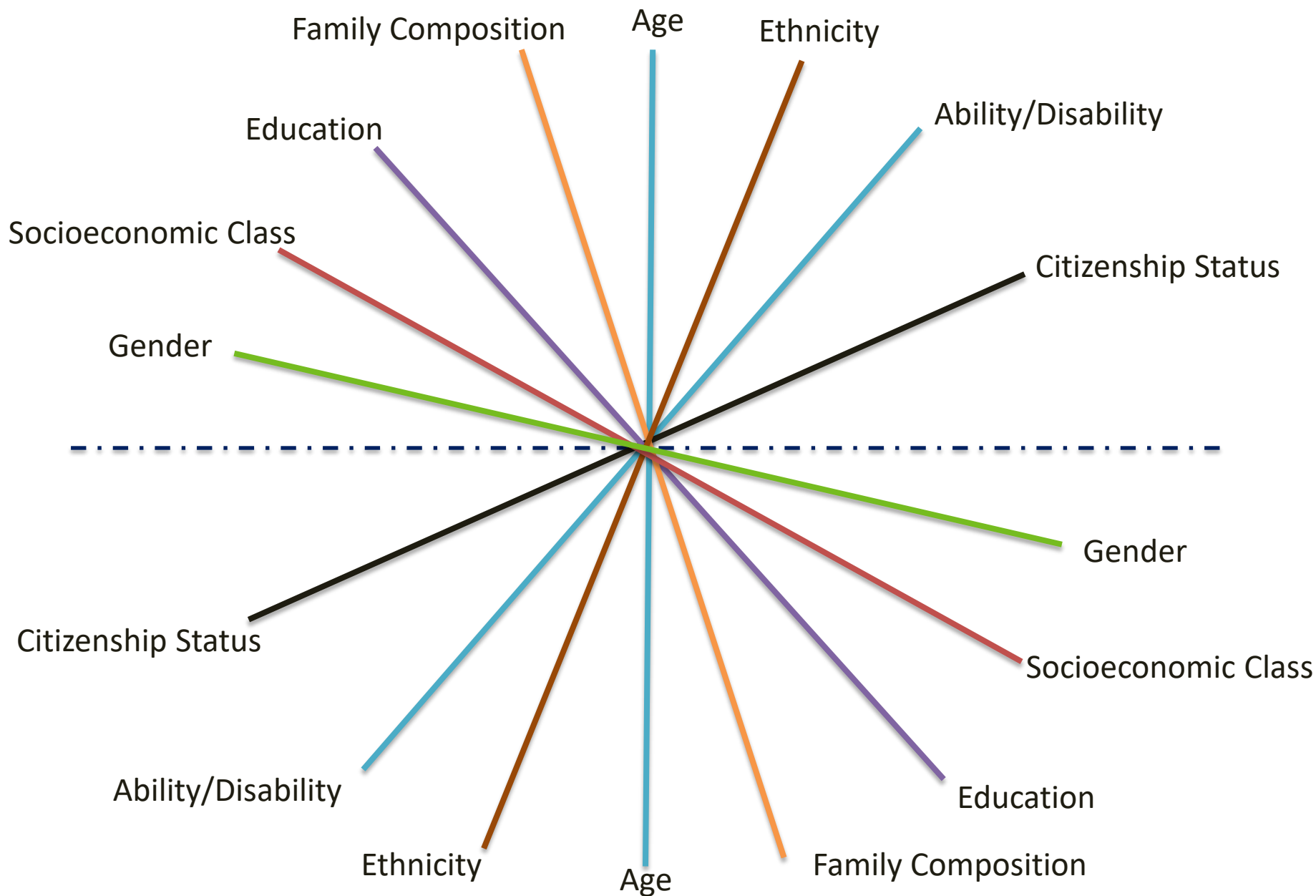
courtesy • contextual patterns • concept of time  
personal space • rules of conduct • facial expressions  
nonverbal communication • body language • touching • eye contact  
patterns of handling emotion • notions of modesty • concept of beauty  
courtship practices • relationships to animals • notions of leadership  
tempo of work • concepts of food • ideals of childrearing  
theory of disease • social interaction rate • nature of friendships  
tone of voice • attitudes towards elders • concept of cleanliness  
notions of adolescence • patterns of group decision-making  
definition of insanity • preference for competition or cooperation  
tolerance of physical pain • concept of “self” • concept of past and future  
definition of obscenity • attitudes toward dependents • problem-solving  
roles in relation to age, sex, class, occupation, kinship, and so forth



# Culture is intersectional.







# Cultural Competency

- The ability to interact effectively across difference
  - Active, developmental ongoing process
  - Aspirational rather than achieved





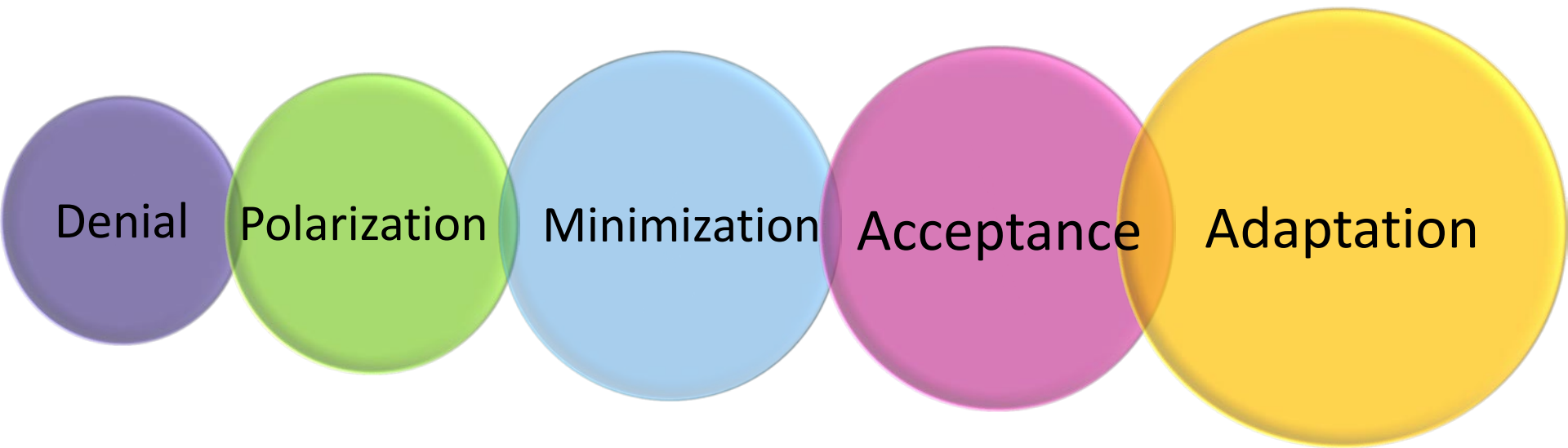
# Intercultural Development Inventory

- IDI is theory-based assessment of intercultural competence; enables a person or group to see their progress along a continuum of cross-cultural competence
- Developmental assessment of intercultural competence
- Allows individuals and groups to focus on increasing intercultural competence (from how they currently engage cultural differences to how they can more effectively engage diversity)



Monocultural Mindsets

Multicultural Mindsets



**Intercultural Development Continuum (IDC)**



# Denial – *misses difference*

- Doesn't see difference
- May dehumanize and stereotype others, assuming different behavior is a deficiency in intelligence or personality



# Polarization – *judges difference*

- Begin to see difference
- “Us vs. Them”
- Only stage operating out of fear
- Two forms:
  - ***Defense***: sees cultural differences as divisive and threatening to one’s way of doing things.
  - ***Reversal***: values and idealizes other cultural practices while denigrating one’s cultural group.



# Minimization – *deemphasize difference*

- Highlight commonalities / universalism
- Minimization can occur as:
  - Highlighting commonalities due to limited cultural self-understanding
  - Highlighting commonalities as a strategy for navigating values and practices largely determined by the dominant culture group



# Acceptance – *deeply comprehends difference*

- Recognize & appreciate patterns of cultural difference ***without*** judgment
- Curious to learn makes sense in different cultural communities
- Unclear on how to adapt to cultural difference or make decisions across cultural groups



# Adaptation – *bridges across difference*

- Shift or adapt behavior to positively match cultural behaviors of others
- Bridge across difference using cultural frameworks and practice
- Not to give up, but add on





# Activity





## Group Activity

### GOAL

Gain an understanding of a specific IDC orientation and see how it can apply in food shelf setting



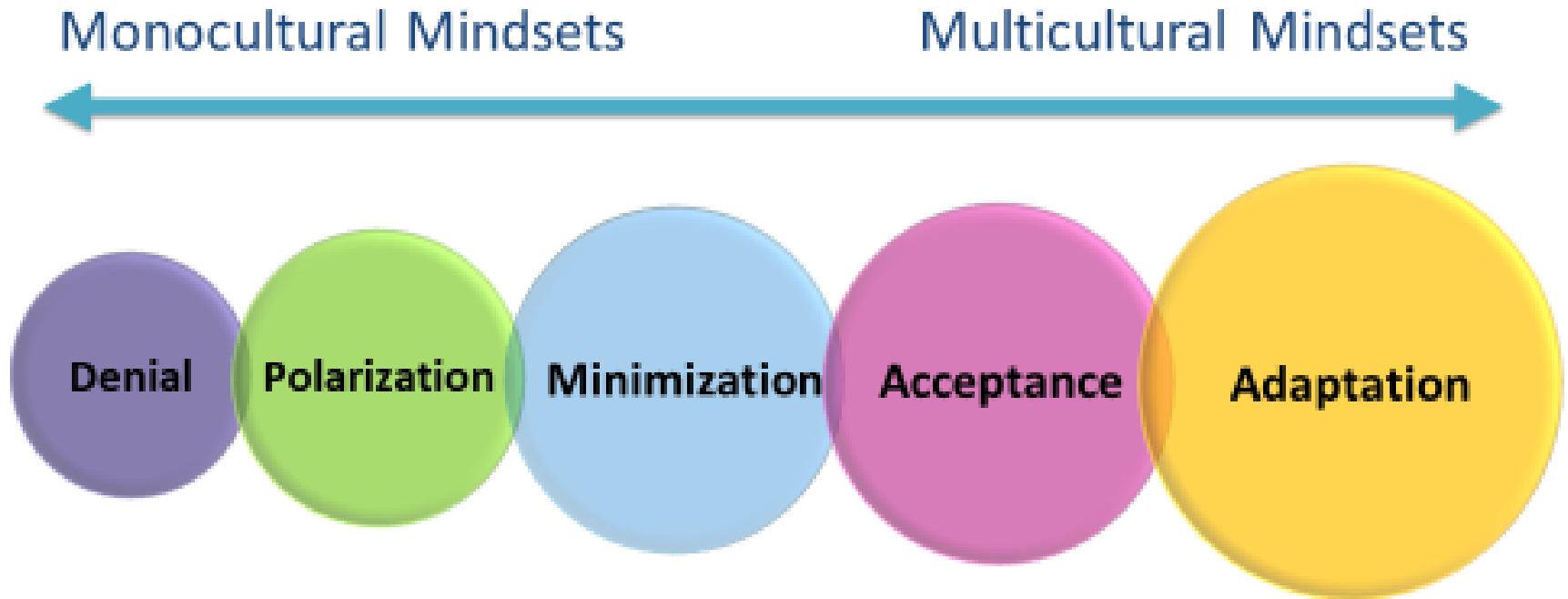
# Activity: Navigating the Conversation

Goal: Apply what you know from the IDC in a simulated food shelf scenario.

- Get into groups of 6-8
- Read the task card
- Complete the group assignment
- Be ready to share your example and highlights from your conversation



# IDC Stages References

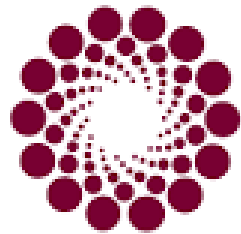


**Intercultural Development Continuum (IDC)**





# Trauma-Informed Approaches



Community Action Center  
OF NORTHFIELD

# What is Trauma?

*An experience or series of experiences that overwhelm a person's ability to cope, make sense of and effectively respond to a situation.*



- Untreated trauma is a common thread that weaves through many disparities
- Violence, poverty, crime, addiction, mental health issues, chronic medical issues, and lack of educational performance can all be directly linked to unresolved trauma



# Adverse Childhood Experiences

## What are ACE's?

- Over half of all Americans have an ACE score of at least 1
- People in human service fields tend to have a higher ACE score
- There is a significant relationship between the # of ACEs and a variety of negative health outcomes in adulthood (physical health conditions, mental illness, smoking, risky sexual behaviors, etc.)
- Study shows that an ACE score of  $\geq 6$  may decrease life expectancy by 20 years



# Why this is Important

- Human Rights: trauma is a by-product of human interaction
- "Above All Else, Do No Harm"
- Social Justice: burden is borne disproportionately by economically disadvantaged and vulnerable populations- many of whom access our food shelves





# Trauma-Responsive Food Shelves



- Our policies and procedures: tone, language, practice
- Our physical environment creates safety and dignity
- Our services cannot be transactional
- Giving people choice matters
- Doesn't have to be technical or complicated...  
Treat people with respect, kindness, and empathy!





# EXAMPLES

- Intake process
- Signage
- Children's area
- How people are greeted
- Client "Rules" or code of conduct
- "Do NOT"s...
- Other examples?



be kind

for everyone you meet  
is fighting a  
battle you know nothing  
about



# Reflection Exercise

- How do the learnings and conversations from this session apply to your own work/setting/community?
- What is one thing you can do/use from this training in the next 6 months?





# NIH Evaluation and Resources



National Heart, Lung,  
and Blood Institute

# SuperShelf NIH Evaluation

***“A multi-component intervention in the hunger relief network to improve diet among adults experiencing food insecurity”***

5 Year Evaluation Grant - 2017-2022

- First NIH-funded study on the hunger relief system
- 16 food shelves
- Assesses client diet
- Group-randomized study to assess whether changes can be attributed to the transformation



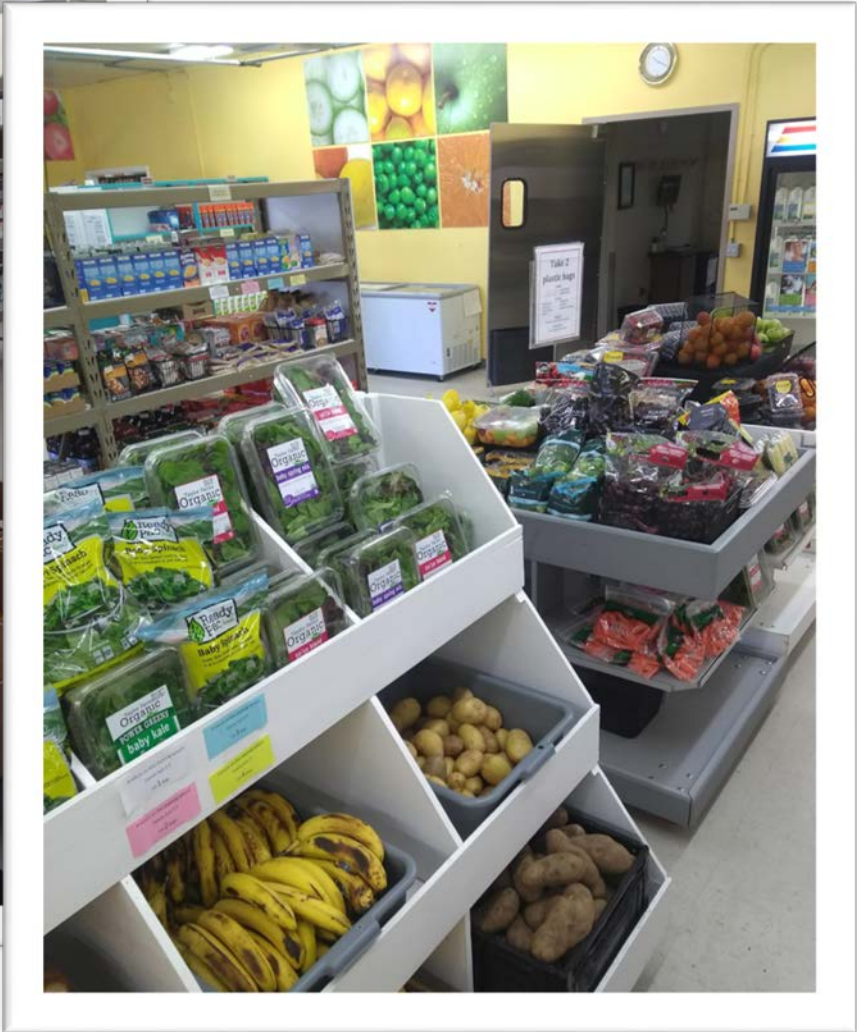
# Dept. of Indian Work





# Meeker Food Shelf





# ACBC Food Shelf







## The Aliveness Project



# Community Action Center



## NIH Eval

**16** food shelves

(Request for Applicants  
= 52 applications)

+

Extension funded  
sites

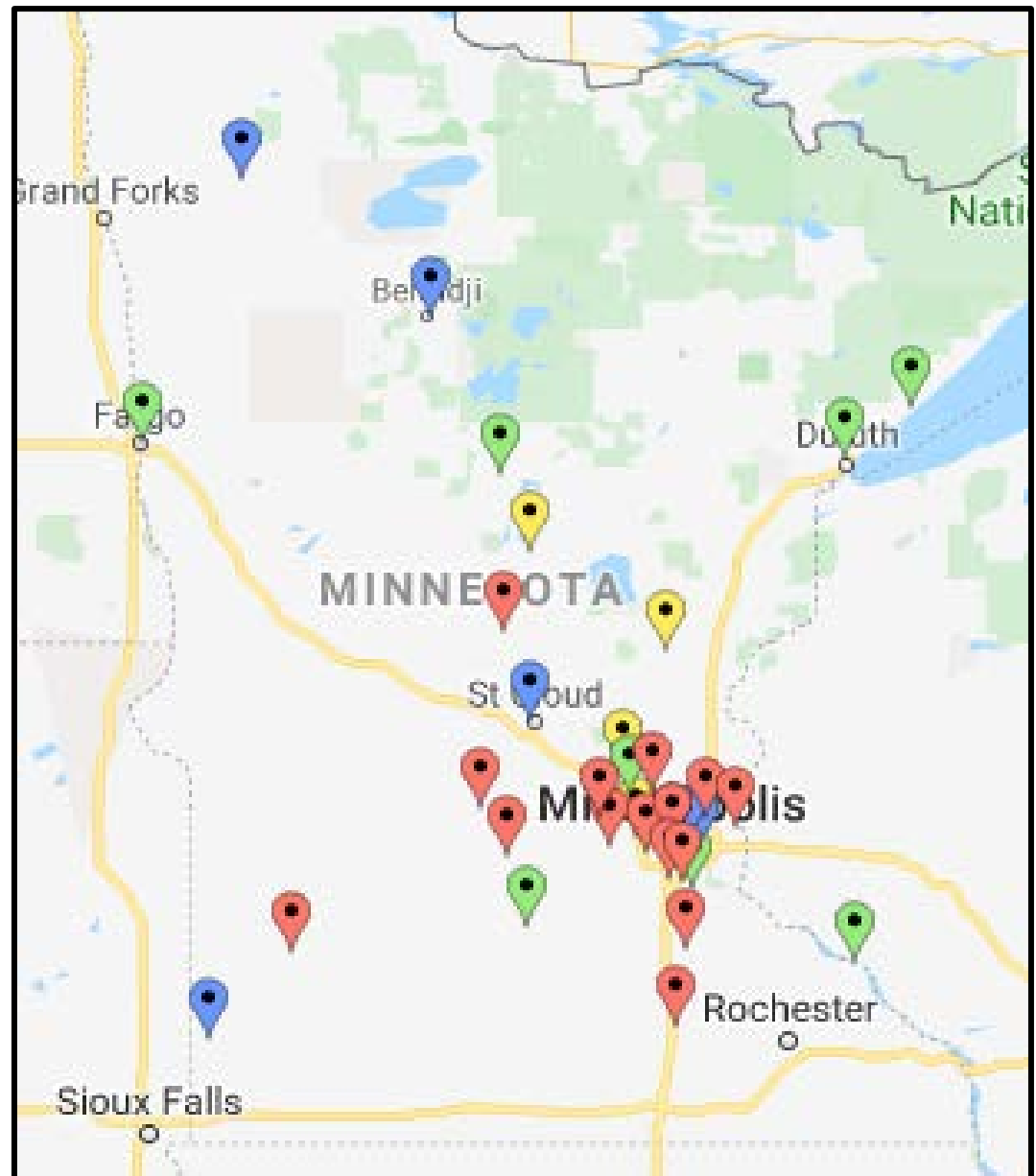
**11** food shelves

+

Other or pilot  
funded sites

**11** food shelves

**= 38 sites**





- **Coming soon!** Hunger Solutions Minnesota, MN Department of Human Services, and the SuperShelf partners are collaborating to sponsor a second round of the Food Shelf Client Survey this **November, 2019**
- Adding a food shelf manager survey to help support changes on a system level
- **Participation encouraged! Look for your packets by mail in the next 2-3 weeks!**





# Resources



- Learn more at: [www.supershelfmn.org](http://www.supershelfmn.org)
  - Join our mailing list
  - Resources page
- IDC orientations handouts
  - More available at <https://idiinventory.com/>
- TFG cultural assessment tools and resources
  - <https://thefoodgroupmn.org/equity/>
- ACES handout:
  - <https://www.ncjfcj.org/sites/default/files/Finding%20Your%20ACE%20Score.pdf>



# Discussion Q & A

