

SuperFood Drive



Campaign Overview: SuperFood Drive is a San Diego-based 501c3 non-profit organization with a mission to “Give the Gift of Health” by providing nutrient dense non-perishable food items to populations in need. SuperFood Drive seeks to transform local food drives, national food banks and global humanitarian aid into providers of nutrient dense non-perishable SuperFoods. Typically during food drives, individuals reach to the back of their pantries to donate food items that might be expired, unhealthy or just not wanted. SuperFood Drive aims to educate people about the importance of healthy non-perishable food choices and encourage the selection of nutrient dense food items for themselves and for others. One of the initiatives under SuperFood Drive (SuperKids for SuperFoods) is a to educate children about the importance of eating healthy at a young age by providing examples of healthy snack items. SuperFood Drive will facilitate this education by pairing participating schools in affluent districts with schools in low-income districts to create an opportunity for the children to “Give the Gift of Health”.

Needs Assessment: 75% of Americans do not eat enough fruit, more than half do not eat enough vegetables, and 64% consume too much saturated fat. Low fruit and vegetable consumption and high saturated fat intake are associated with coronary heart disease, some cancers, and diabetes. Failing to consume a high fruit and vegetable, low saturated fat diet has been recognized as a major problem especially for the 26 million Americans, half of which are children, who receive food assistance. This is often a result of a variety of individual, social and environmental factors including increased availability and consumption of soft drinks and fast foods; limited access to healthful foods; and limited knowledge of nutrient dense healthy foods.

Problem Statement: Poor nutrition and obesity are causing serious health problems nation-wide, including type II diabetes, heart disease, stroke, and cancer, which can potentially lead to worsening conditions in the future. The long-term consequences of overweight and obesity for children are greater in terms of both the possibility of current and future weight related health problems and the rising costs of treating those health problems. Individuals and families receiving food assistance often make choices that lead to poor nutrition outcomes due to lack of access, availability, and affordability of healthier nutrient-dense options.

Goals and Objectives: SuperFood Drive is dedicated to providing healthy non-perishable food items to individuals in need. The SuperKids for SuperFoods campaign aims to increase the nutrient-density of foods that are distributed in food assistance programs to ensure that all adolescents have access to a healthy meal on the weekends. This is all in support of the California Obesity Prevention Plan, created in 2006 by The California Department of Health Services (CDHS), a guide to the statewide response to the obesity crisis. Within this plan, Governor Schwarzenegger developed a practical call to action outlined in The Vision for California – 10 Steps Toward Healthy Living. SuperKids for SuperFoods campaign will contribute to obtaining this vision in several ways:

- Limit fat and sugar and add fruits and vegetables, especially to children-focused meals.
- Ensure that food assistance programs provide healthy foods.
- Educate on choosing fruits and vegetables, whole grains, beans, nuts and seeds, and lean proteins over high-calorie, low-nutrient foods.
- Promote healthy items in low-income neighborhoods and ethnically/racially diverse communities.

Overall Outcome Objectives:

- Help Combat Malnutrition In Our Own Country- World Health Organization
- Target reduction of overweight children and teens to five percent- Healthy People 2010
- Eradicate Extreme Poverty & Hunger- United Nation's First Millennium Development Goal

Secured Partners:

- San Diego Food Bank
- Whole Foods Market (San Diego)
- Slow Food Urban San Diego
- United Nations Association – San Diego Chapter

Learn more: www.SuperFoodDrive.com

Contact: Ruthi@SuperFoodDrive.com