



Health & Human Services Agenda Request

3A
Agenda Item #

Requested Meeting Date: March 25, 2025
Title of Item: SHIP Presentation

<input checked="" type="checkbox"/> REGULAR AGENDA	Action Requested:	<input type="checkbox"/> Direction Requested
<input type="checkbox"/> CONSENT AGENDA		<input checked="" type="checkbox"/> Discussion Item
<input type="checkbox"/> INFORMATION ONLY		<input type="checkbox"/> Hold Public Hearing* <i>*provide copy of hearing notice that was published</i>
<input type="checkbox"/> Approve/Deny Motion		
<input type="checkbox"/> Adopt Resolution (attach draft)		

Submitted by: Paula Arimborgo	Department: H&HS
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Presenter (Name and Title): Hannah Colby, H&HS Public Health	Estimated Time Needed: 15 min
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Summary of Issue:
Find Food Aitkin Presentation

Alternatives, Options, Effects on Others/Comments:

Recommended Action/Motion:

Financial Impact:
Is there a cost associated with this request? Yes No
What is the total cost, with tax and shipping? \$
Is this budgeted? Yes No *Please Explain:*

FIND FOOD Aitkin County

Hannah Colby, RD, LD, CLS
Community Health Specialist
Aitkin County Public Health



www.findfoodaitkincounty.org



FIND FOOD
Aitkin County

Food Insecurity

Aitkin County

Food insecurity is when people don't have consistent access to healthy and affordable food. Poor nutrition can lead to lower-quality dietary choices or skipping meals. It is associated with increased risk for long-term conditions such as diabetes, weight management, heart disease and mental health disorders.

34%*

of residents in Aitkin County live at or below 200% of the Federal Poverty Level*

64%*

of residents in Aitkin County who reported they have a barrier to having adequate food for their household due to the cost of food.



Annual Health Care Costs

Food insecurity for Aitkin County in 2016

\$2,079.01

In Aitkin County, MN, the annual health care costs associated with food insecurity amount to \$2,079.01 per person. Addressing food insecurity not only improves health outcomes but also reduces the financial burden on the healthcare system.

Savor the Facts

Aitkin County Population in 2021 was 15,887 people

In 2021, about **1 in 6** people in **Minnesota** experienced food insecurity, which is about 483,000 people

9.6%

Aitkin
Insecurity
rate**

6.8% insecurity - MN

Food insecurity is the lack of consistent access to enough nutritious food for an active, healthy life.

1,510

Aitkin
Insecure
population**

390,000 people - MN

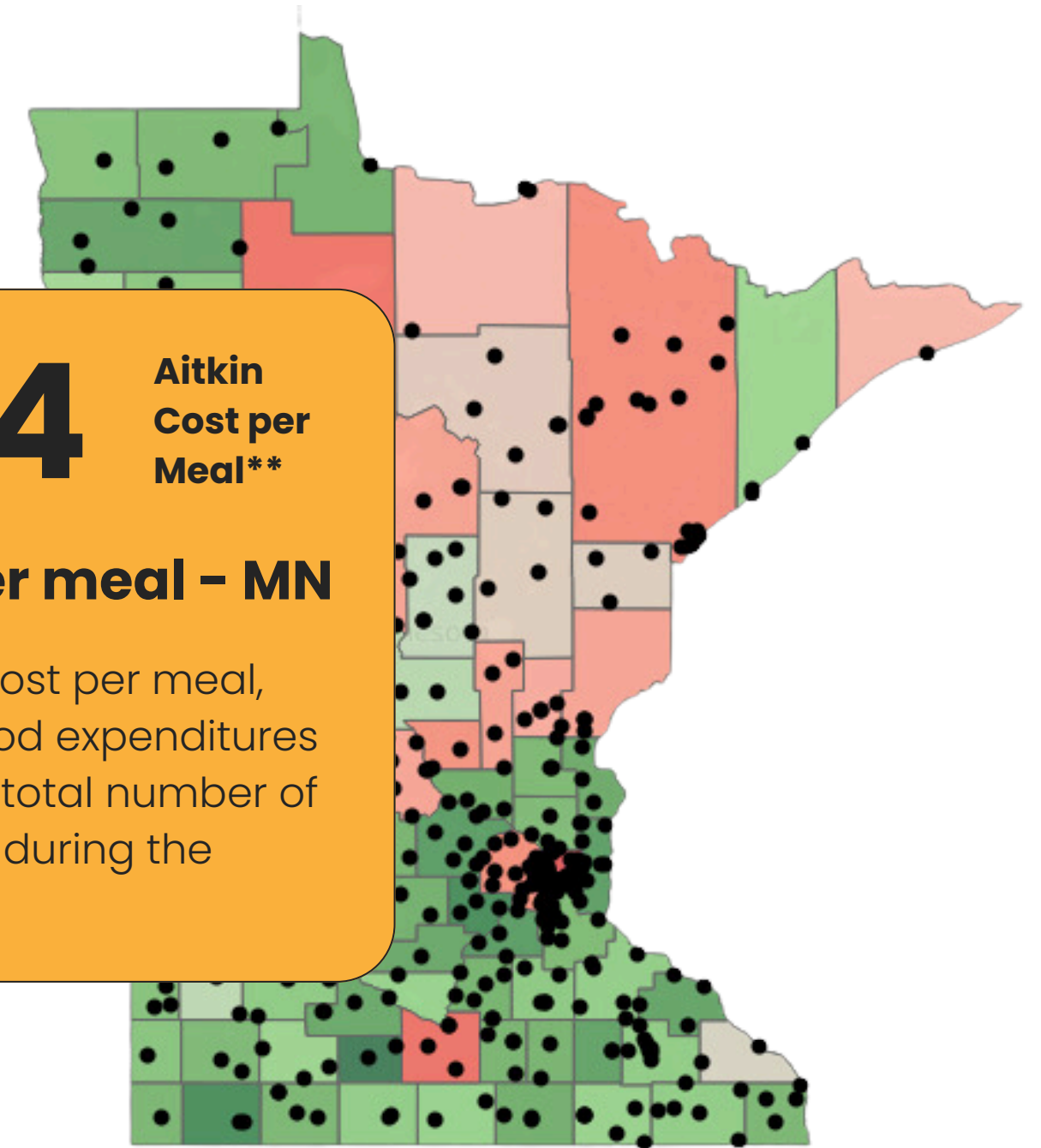
An insecure population lacks consistent access to essential resources like food, housing, or healthcare, leading to instability and vulnerability.

\$3.94

Aitkin
Cost per
Meal**

\$3.80 cost per meal - MN


To calculate the cost per meal, divide the total food expenditures in a region by the total number of meals consumed during the same period.



↪ **Increased to 11.0% * 10/1/2023**

*Aitkin County using data from Feeding America. Food insecurity statistics are as of 2021

** University of Minnesota Food Insecurity Dashboard as of 2021 - 2023

A photograph of several young children sitting at a table, eating lunch. They are holding sandwiches and eating from plastic containers. The children are diverse in ethnicity and are smiling and talking to each other.

3

Child Food Insecurity Rate

17.9% (470 total)

Itasca County - #9

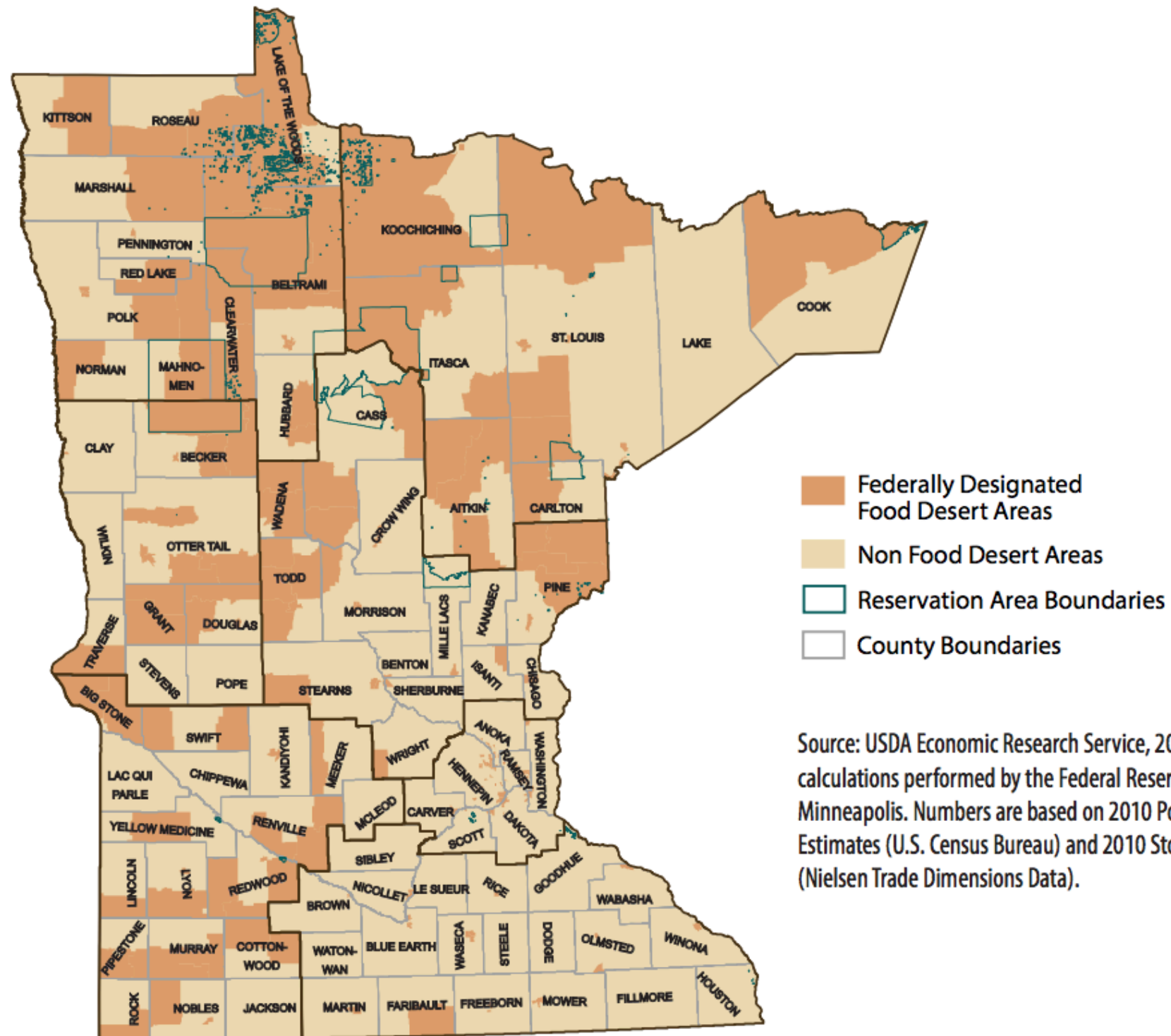
Koochiching County - #10

Pine County - #11

Data from Feeding America as of 2021

**Counties with the highest rate of
food insecure children in Minnesota**

Federally Designated Food Desert Areas in Minnesota



Source: USDA Economic Research Service, 2015. Additional calculations performed by the Federal Reserve Bank of Minneapolis. Numbers are based on 2010 Population Estimates (U.S. Census Bureau) and 2010 Store Estimates (Nielsen Trade Dimensions Data).

Food deserts (or food swamps, as a better analogy) are areas with poor access to affordable, healthy food. The term isn't just a statement on the poor availability of healthy food—it's also often correlated with an abundance of unhealthy food options that are cheaper and more convenient.

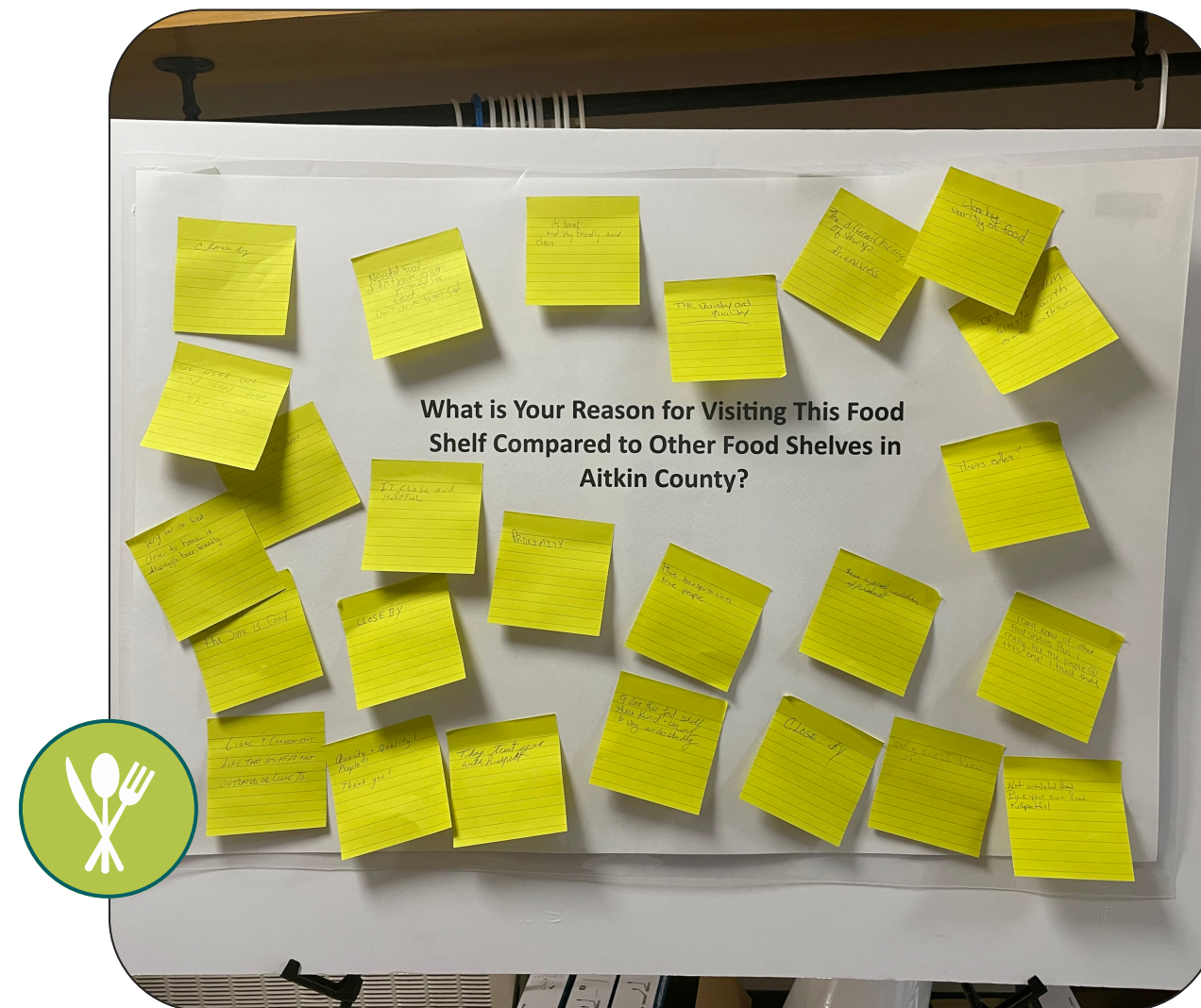
One Transformation, Many Ripples

The Journey to Find Food Aitkin County

The SuperShelf transformation at Aitkin First Lutheran Church **revealed a critical gap in food resource awareness**, as many survey participants expressed that they did not know where to go for food assistance or what options were available to them.

This insight, gathered through a dot-survey method with 73 participants, highlighted the need for a centralized, easy-to-access resource. In response, the Find Food Aitkin County website was created to bridge this gap, ensuring that individuals and families can quickly locate food shelves, meal programs, and other food support services in their community.

What started as an evaluation of one food shelf's transformation has rippled into a countywide effort to improve food access and awareness.



“ Unsure of others ”

“ Only one I know ”

“ There are others? ”

YEAR

July 2024

Lettuce Help You

Find Food in Aitkin County

We're excited to announce the launch of our new website, Find Food Aitkin County! This platform is designed to make accessing local food resources simple and convenient for everyone in the community. Whether you're looking for food shelves, meal programs, or produce options, you can now find the information you need in just a few clicks.

WEBSITE

www.findfoodaitkincounty.org

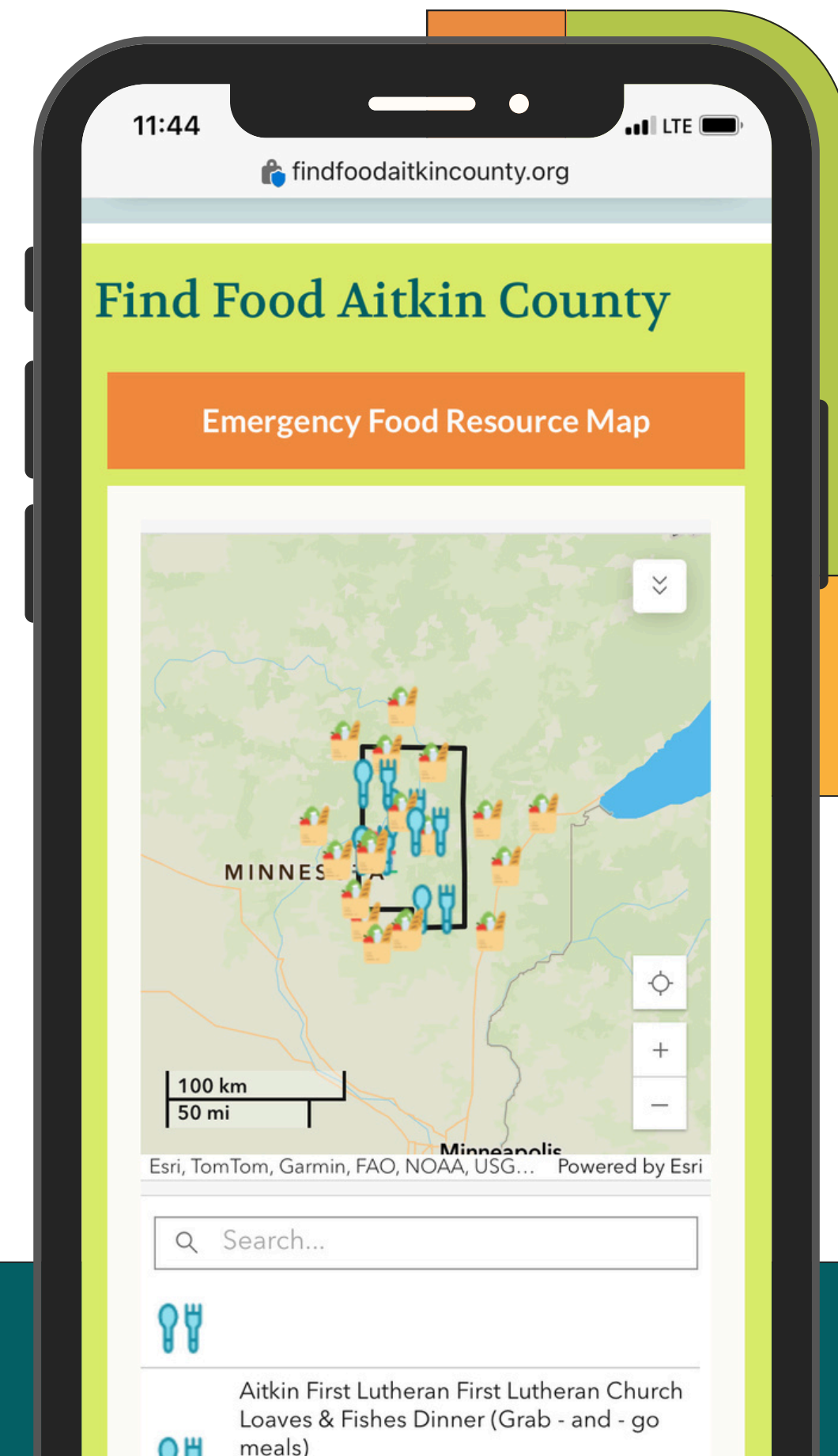
Serving Up Solutions





Easy Access to Food Resources on Your Phone

The website is mobile-friendly, ensuring you can access resources anytime, anywhere. Together, we're making Aitkin County stronger by connecting neighbors to the nourishment they need. The site is mobile-optimized to ensure smooth navigation and simple access to essential services.



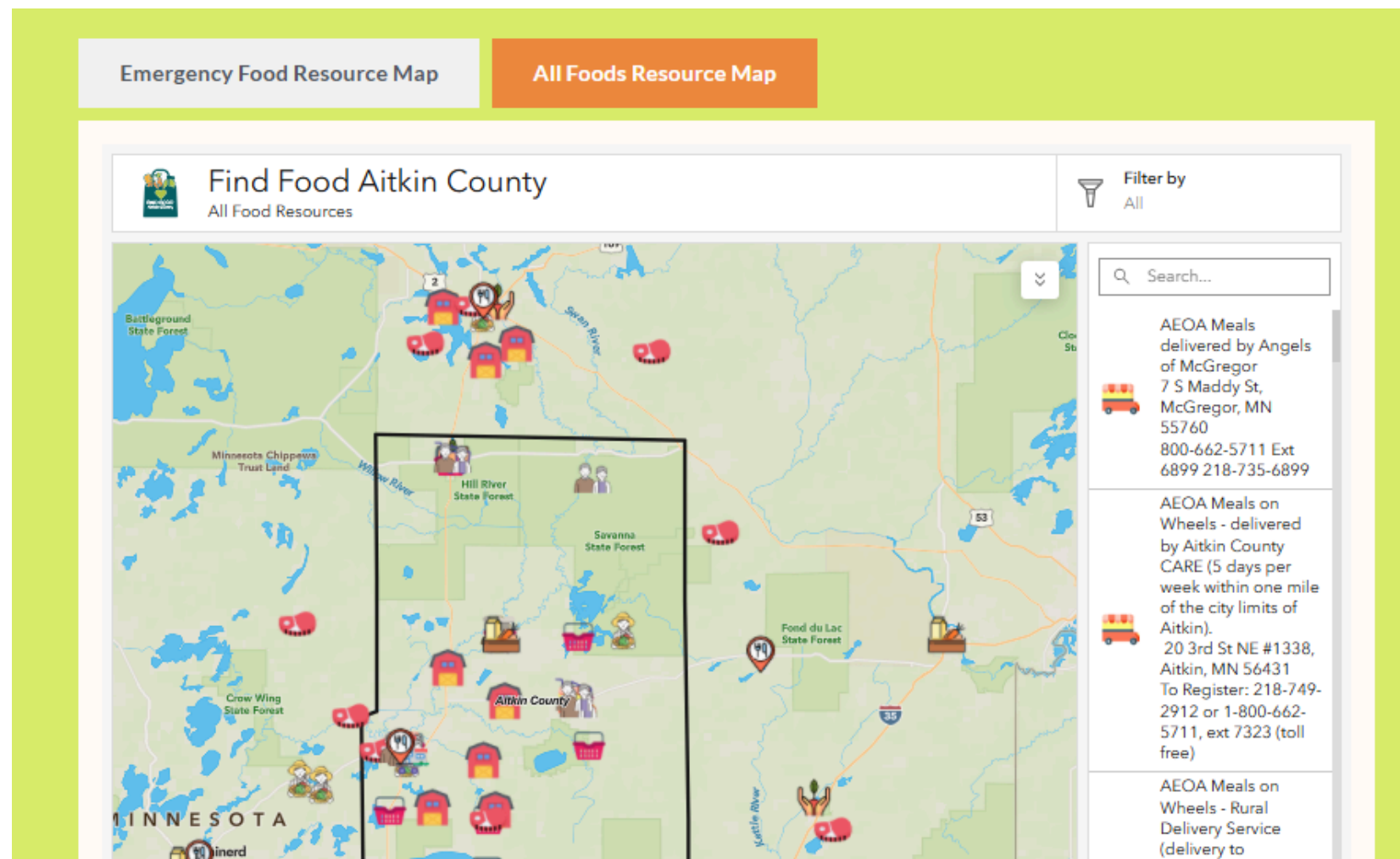
Soup-er Convenient

What's on the Menu?

Explore Find Food Aitkin County Site

Interactive Maps

Features interactive maps to help you easily locate food resources throughout the county. Whether you're looking for food shelves, meal programs, or produce distribution sites, our maps provide clear directions and contact information, making it simple to find the support you need.



County Wide Services

Find Food Aitkin County provides direct links to apply for WIC and SNAP, making it easy for residents to access these essential food support programs.



Recipes

Our website's recipe section brings you simple, healthy dishes that are perfect for any occasion. Explore easy-to-make meals to nourish your body and satisfy your taste buds.



Ask A Dietitian

The Ask a Dietitian offers a Q&A format. From the latest health trends to practical eating tips, this feature provides valuable insights to help you stay informed and make healthier choices.

How to support your immune health with good nutrition: Q&A guide

Our immune system is our body's natural defense mechanism against illness, infections, and disease. While there's no magic pill to ensure perfect health, good

[READ MORE >](#)

Q: How do I solve picky eating with my child?

Bite Into Resources

Thyme for Savings

Local Food

COMING SOON



We're Your Jam to Find Food Resources!

Guide to Food Support in Aitkin County

Our comprehensive guide to food support in Aitkin County is available as a downloadable PDF or can be read online as a flip book. This user-friendly resource provides detailed information about local food shelves, meal programs, and other support services, all designed to help residents access nutritious food. Whether you prefer to download the guide for offline use or flip through it online, this guide is an essential tool for navigating food resources in the county.

FIND FOOD

Lettuce Help You Find Food!

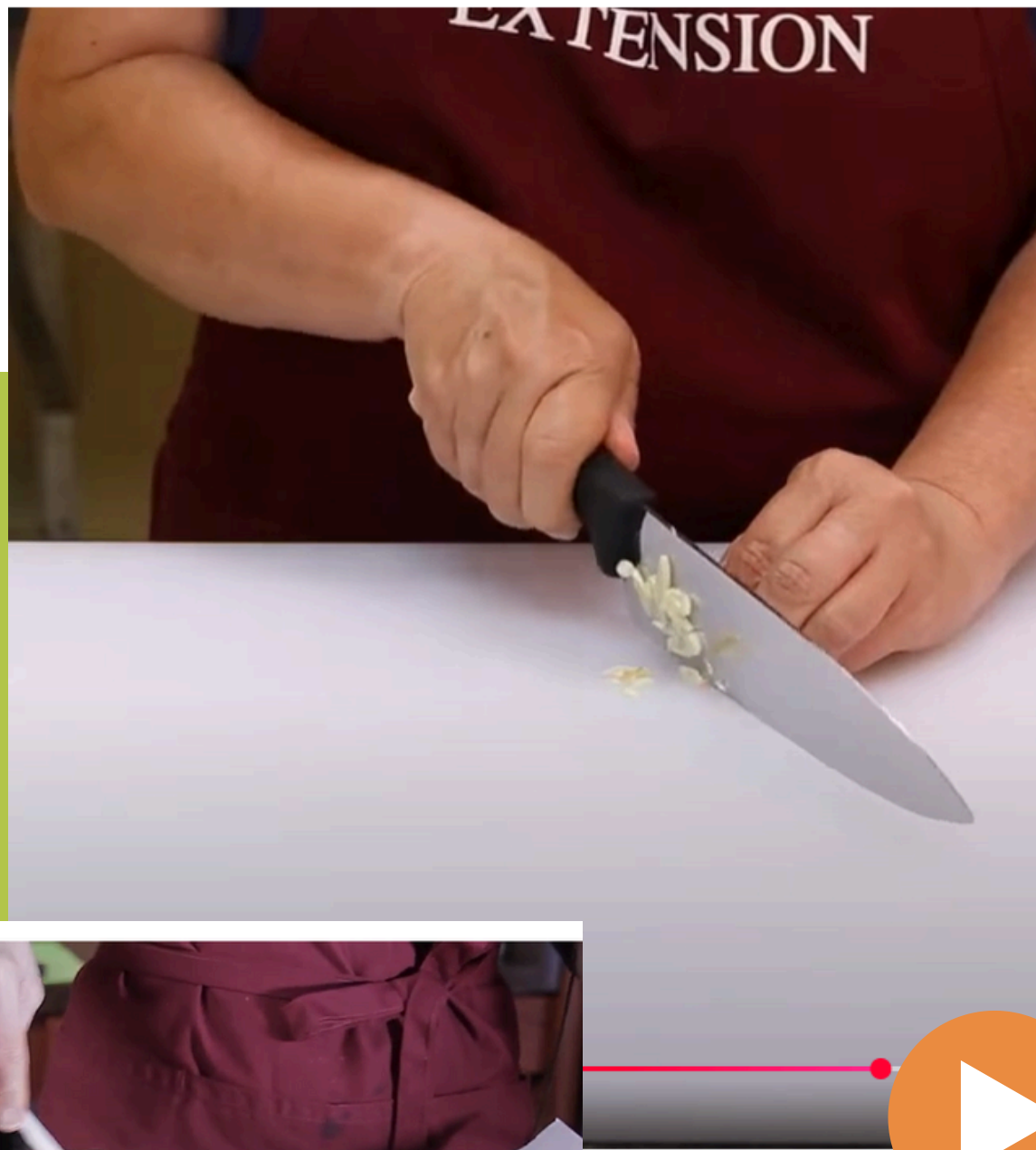
Your Guide to Food Support in Aitkin County

Find Food Aitkin County is a one stop shop for people to learn about food access in Aitkin County and neighboring areas.



Public Health
Aitkin County






UNIVERSITY OF MINNESOTA
EXTENSION

Whip It Up

Watch How-To Culinary Videos

The University of Minnesota Extension offers a series of "how to" videos designed to guide new cooks through essential kitchen skills. One of the featured videos demonstrates the best techniques for cutting food items, such as garlic, to help you build confidence in the kitchen. With easy-to-follow instructions and expert tips, these videos are a great way to learn basic cooking techniques and improve your meal preparation skills, step by step.

FIND FOOD AITKIN COUNTY

Marketing

Marketing a new website like "Find Food Aitkin County" requires a multi-faceted approach that leverages digital tools, community engagement, and traditional outreach to ensure it reaches all segments of the target audience.



Website & Social Media



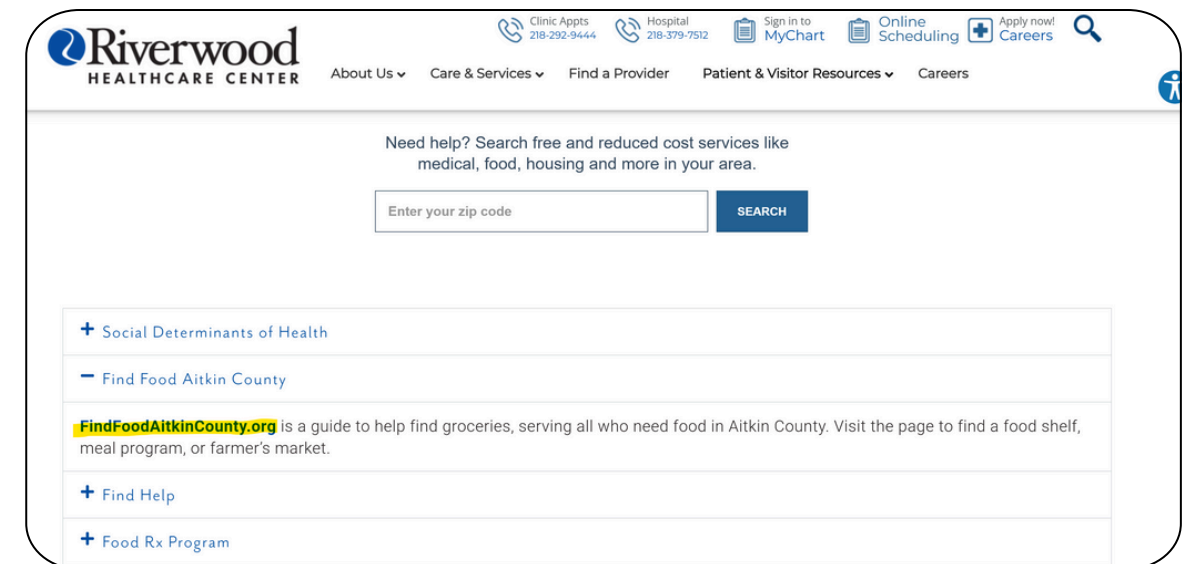
Flyers / Rack Cards

Super Shelf at Aitkin First Lutheran Church



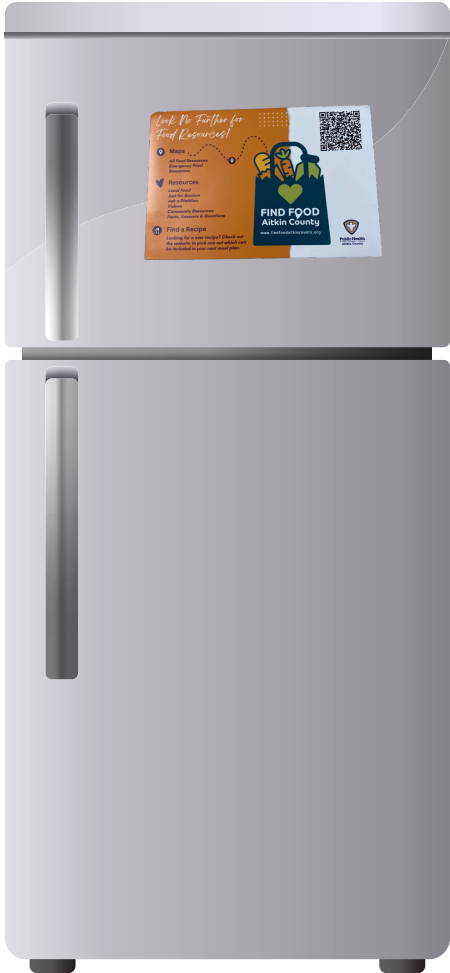
Display Stand

KKIN Radio / Newspaper / Community Events



Connected to other Affiliated Websites

Cracking the (Egg)ucation Code



Fridge Magnets



Flyers



Rack Cards



68

Available Recipes

Cutting Boards



Holographic Stickers

Veggie Brushes



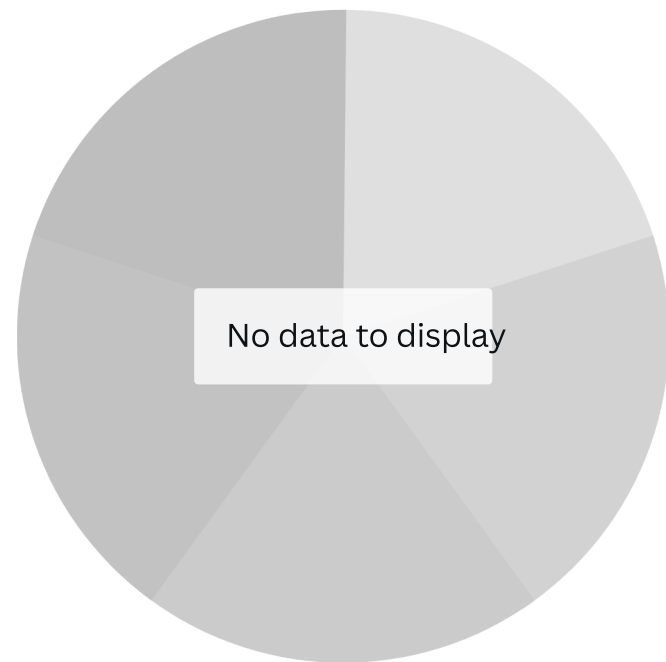
Educational Reinforcements

Measuring our Portions

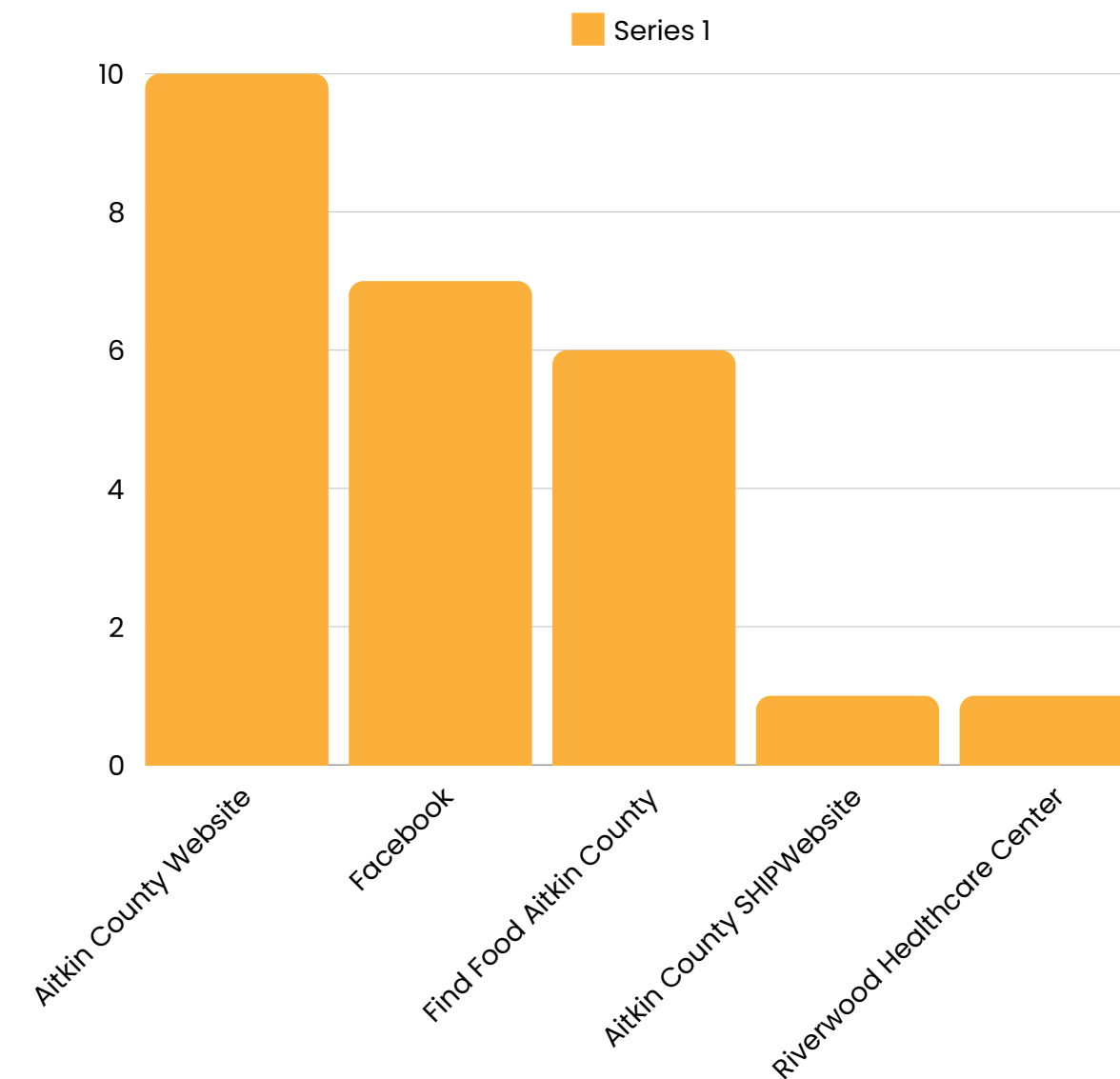
Website Analytics

December 28, 2024 - January 26, 2025 (30 days)

New vs. Returning Visitors



Top 5 Referrals



Sessions
100



Pageviews
200



Device
Breakdown

Desktop - 73%

Tablet - 1%

Mobile - 26%

Sources

- 2020 Aitkin County Bridge to Health Survey
- Aitkin County using data from Feeding America. Food insecurity statistics are as of 2021
- University of Minnesota Food Insecurity Dashboard as of 2021 - 2023
- 2023 Community Food Shelf at Aitkin First Lutheran Church Evaluation
- Find Food Aitkin County Website Analytics (Insights)
- Berkowitz, S. A., Basu, S., Gundersen, C., & Seligman, H. K. (2019). State-Level and County-Level Estimates of Health Care Costs Associated with Food Insecurity. *Preventing Chronic Disease*, 16. <https://doi.org/10.5888/pcd16.180549>



Thank You!



Public Health
Prevent. Promote. Protect.
Aitkin County

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