CAMDEN ANNUAL REPORT
Fiscal Year 2019
Year 8 of a 10-Year Program
Campbell’s Healthy Communities’ Common Agenda: Measurably Improve the Health of Young People in Campbell’s Hometown Communities
Commitment to Collective Impact

Collective Impact is:

The commitment of a group of important actors from different sectors to a common agenda for solving a specific social problem at scale

1. Common agenda
2. Shared measurement system
3. Mutually reinforcing activities
4. Continuous communication
5. Backbone support

Quotes from Campbell’s Healthy Communities Partners:

Knowing the mission and objectivities of each individual agency has helped us to plan and write our strategic plan year after year to incorporate the strengths and expertise of each organization.

This leadership, support and connectivity through the backbone has helped the Y grow our work.... With support from the backbone we have been able to grow our presence and reach to help serve more youth and their families in this region and on a national level as well.

Source: FSG

Also critical to our work is community engagement and co-creation, an example of which is our creation of a Youth Advisory Council made up of Camden High School students.

Unique role of funder and backbone is played by Campbell.
Strategic Focus Areas

- Food Access
- Physical Activity
- Nutrition Education
- Public Will

*Systems Change, Policy/Infrastructure Work, and Process Improvement*
Implementation Partners

Implementation Sites

Schools

Food Access Points

Health Provider

Partners
Healthy Communities

Camden

PROGRESS TO DATE
Legend:

- Healthy Corner Store with Heart Smart program
- Healthy Corner Store with Health Screenings
- Healthy Corner Store
- School with Garden
- School
- Soccer for Success
- Health Care Site and Food Bucks Rx
- Food Insecurity Screenings
- Cooking Classes

Actively participating sites - 2019
Additional Funding Raised for Camden as a Result of our Work

Campbell hosted several workshops at their Headquarters, orienting interested parties to the BUILD Health application and ethos. It is because of this generous effort, that PBCIP was able to meet like-minded cohorts and further developed one unified – and ultimately successful - proposal.

- Bridget Phifer, PBCIP Executive Director

Campbell's $50,000 investment in technical assistance to prepare applicants for the competitive BUILD Health Challenge grant process resulted in a $250,000 grant for Camden focused on addressing food insecurity

Cumulative funding leveraged by investees

$0 $1 $2 $3 $4 $5 $6 $7 $8 $9 $10 $11 $12


$11 MILLION

$250,000
Healthy Corner Store Initiative

- **44 corner stores** actively enrolled. This represents ~40% of all corner stores in Camden, making it the largest citywide network of healthy corner stores in New Jersey.

- Store owners receive technical assistance to help them better **source and merchandise fresh food**, as well as wraparound services to promote healthy living:
  - Heart Smarts nutrition education lessons, with **Heart Bucks coupons to spend on heart healthy foods**
  - Heart Smarts participants report **improved access to and knowledge of healthy foods**
  - Innovative partnership with County Health Department offering **health screenings**
Corner Store Highlights

- 83% of surveyed storeowners reported an increase in sales of healthy items

- Fayer’s market became a redemption site for new “healthy food prescription” program for SNAP-eligible patients

  Sales of fresh fruits and vegetables increased by 165%

- The NJ Dept. of Health approved Healthy Corner Store and Heart Smarts programming as SNAP-Ed eligible activities

- Local CDFI* FINANTA partnered to launch a corner store affinity group aimed at helping store owners thrive

* Community Development Financial Institution
Soccer for Success

- Started in the fall of 2012 with less than 50 kids in a single charter school in North Camden
- Now serves over 900 kids per year, partnering with over 20 different program sites
- Over 4500 Camden kids have participated since the program’s inception
- 13th program in the nation (now there are 425), making the Camden program an early leader and role-model as new programs are created

- Soccer for Success in Camden has grown to be more than just an after-school soccer program, with additional programming such as nutrition education and taste tests, Saturday family play events, and sports science lessons
Healthy Communities
Camden

Fiscal Year 2019
RESULTS
August 2018 – July 2019
Summary of Activities, Participants, and Minutes

1,887 Activities*

8,939** Participants

1,969,650 Minutes*

* Activities data not collected for Food Access; Minutes data not collected for Food Access or Policy/Infrastructure
** Best estimate of unduplicated participants

Food Access  | Nutrition Ed  | Physical Activity  | Policy/Infrastructure

13
Food Access

106 total food access sites

2,818 estimated unduplicated participants

13 new food access sites/venues created

131 new healthy foods made accessible

It is easy to buy fresh fruits and vegetables in my neighborhood*

* Baseline data (new survey question introduced this year)
Highlight: Higher Engagement at Cafeteria Tastings

- Increased students’ participation in tasting/demos in the cafeteria from **50% to 90%**

- The increase of kids trying the foods at tastings is attributed to:
  - Active teacher buy-in
  - Live cooking demos
  - Complementary nutrition education that they received
1,002 activities/sessions led

5,257 estimated unduplicated participants

715,860 minutes received

“I have a better understanding of how to eat healthy*”
N = 760

How interested are you in choosing healthy food and drinks*?
N = 1,066

* Question asked following the completion of a nutrition education program or lesson
Campbell’s Healthy Communities partners took over distribution of the USDA Fresh Fruit and Vegetable Program at our local school site. This allowed partners to visit 8-10 elementary school classrooms per week, providing education and messaging about the current fruit or vegetable, and then finding ways to incorporate the produce into cafeteria menus.
## Physical Activity

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<thead>
<tr>
<th>Count</th>
<th>Description</th>
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<tbody>
<tr>
<td>809</td>
<td>activities/sessions led</td>
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<tr>
<td>1,661</td>
<td>estimated unduplicated participants</td>
</tr>
<tr>
<td>1,253,790</td>
<td>minutes received</td>
</tr>
<tr>
<td>4</td>
<td>new safe spaces to play created</td>
</tr>
<tr>
<td>8</td>
<td>new opportunities for physical activity created</td>
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Highlight: National Recognition of the YMCA’s Soccer for Success Program in Camden

The Greater Philadelphia YMCA was:

- Selected by US Soccer Foundation (USSF) to be consultants and a model organization in the development of YMCAs’ urban soccer programming across the nation

- Recognized on USSF’s website and social media for playing an integral role in expanding the foundation’s mission of spreading the game of soccer in southern NJ

- A lead organization utilizing USSF’s new resource hub for coach development and administrative processing in running Soccer for Success

- Co-presenter with Campbell at the 2019 National Urban Soccer Symposium in Washington DC
## Public Will

<table>
<thead>
<tr>
<th>Number</th>
<th>Description</th>
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<tr>
<td>&gt;200</td>
<td>events/meetings that engaged the community in the work</td>
</tr>
<tr>
<td>1,500</td>
<td>young people engaged through leadership activities, events, or other convenings</td>
</tr>
<tr>
<td>68%</td>
<td>of participants agreed or strongly agreed that they felt their voice was heard during our programs</td>
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Our Camden Youth Advisory Council focused this year’s work on the changes they want to see in the school cafeteria.

They met with cafeteria staff, surveyed classmates, and ultimately put together a report outlining their concerns and recommendations.

Next they are meeting with the head of food service and nutrition for the district to follow-up on their proposed changes.
Real food that matters for life's moments