



New Mexico Plan to End Hunger

New Mexico Plan to End Hunger

Situation Summary:

According to the most recent USDA data (for 2007), New Mexico is the second worst state in the nation in hunger. This means one in six New Mexicans do not know where they will get their next meal - one in four children – one in eight seniors.

New Mexico Plan to End Hunger

Situation Summary:

The root issues of Hunger in New Mexico can be attributed to our high poverty rate and that 32 of our 33 counties qualify as “rural” by federal standards. A recent food study indicated that the average travel time to the most frequented grocery store in New Mexico was 29 minutes. When heating or gas prices increase, this creates a tough choice for one in every six New Mexicans; should they buy food or pay for other necessities?

New Mexico Plan to End Hunger

Situation Summary:

A public/private collaboration was formed to support a three-year plan: the New Mexico Plan to End Hunger. The Plan includes 5 major policy and programming goals and 87 tactics. The Plan has over 50 organizations as Collaborative partners who have come together to complete the goals of the Plan. Within the first eighteen months \$1.5 Million was raised to support both programming and policy objectives within the Plan.

New Mexico Plan to End Hunger

Situation Summary:

In August and again in November 2008, over sixty organizations were invited to participate in the review and update of the Plan that was originally written in early 2007. The newly updated New Mexico Plan to End Hunger is detailed in the balance of this document.

(Please note that acronyms used in this Plan are defined on slide 32.)

New Mexico Plan to End Hunger

Overarching Goal:

To move New Mexico's national ranking from #1 to #5 in food insecurity by affecting 35,000 New Mexicans over the next 3 years.

New Mexico Plan to End Hunger

Goals

1. Eliminate childhood hunger in New Mexico

2. Provide adequate food for New Mexico seniors

Objectives

1.1 Expand the Intergenerational Summer Food Program (ISFP) to 50 sites in 2009 and 75 sites in 2010

1.2 Increase participation in school breakfast and lunch

1.3 Increase participation in Summer Food Service Program through CYFD and PED

1.4 Expand Food For Kids backpack program statewide

1.5 Improve access to after-school snacks and dinner program through USDA

2.1 Enhance participation in senior meal programs

2.2 Improve transportation to food sources

2.3 Increase home food deliveries

New Mexico Plan to End Hunger

Goals

3. Improve access to food in rural and underserved communities

Objectives

- 3.1 Ensure all communities have access to adequate food outlets
- 3.2 Increase participation of rural and underserved community members in educational, planning and policy making relating to food access
- 3.3 Expand food transportation and distribution in rural and underserved communities
- 3.4 Make fresh, healthy foods affordable to all New Mexicans
- 3.5 Build individuals capacity to choose healthy foods
- 3.6 Promote food system enterprise and sustainable economic development
- 3.7 Decentralize temporary and emergency food providers

New Mexico Plan to End Hunger

Goals

4. Encourage full participation in public food assistance programs

5. Create pervasive awareness of hunger in New Mexico

Objectives

4.1 Remove barriers to participation in Food Stamps

4.2 Increase awareness of public nutrition programs

4.3 Improve federal and state nutrition policy

5.1 Build a powerful movement to end hunger in New Mexico

5.2 Increase volunteerism for the end hunger movement

5.3 Improve participation by business and media

5.4 Garner adequate funding for hunger relief work

New Mexico Plan to End Hunger

Goal 1: Eliminate childhood hunger in New Mexico

<u>Objectives</u>	<u>Outcomes</u>	<u>Tactics</u>	<u>Responsible</u>	<u>Cost per year</u>
1.1 Expand the Intergenerational Summer Food Program (ISFP) to 50 sites in 2009 and 75 sites in 2010	<ul style="list-style-type: none"> + Fewer children going hungry during out of school time (summer months are New Mexico's highest hunger months) + Increased federal revenue to CYFD, PED and food sites + Healthier children + Healthier and more productive volunteers and communities 	1.11 Identify sites statewide that have high poverty rates and community interest to support an ISFP	Director, NMCEH	Salary
		1.12 Create and provide community training for ISFP	Director, NMCEH	Salary
		1.13 Gain funding for 50 sites in 2009 and 75 sites in 2010	Director, NMCEH	Salary
		1.14 Coordinate volunteer activities for ISFP	Director, NMCEH	Salary
		1.15 Create a written framework to ensure community sustainability of ISFP	Director, NMCEH	Salary
		1.16 Advocate for ISFP with all audiences including Collaboration, media, federal, etc.	Director, NMCEH	Salary

New Mexico Plan to End Hunger

Goal 1: Eliminate childhood hunger in New Mexico

<u>Objectives</u>	<u>Outcomes</u>	<u>Tactics</u>	<u>Responsible</u>	<u>Cost per year</u>
1.2 Increase participation in school breakfast and lunch	+ Fewer children going hungry during school time - 9 months of the year	1.21 Advocate for full funding for elementary school breakfast to leverage \$4.3 Million in USDA funding	Policy Group of NMPEH	\$10,000
	+ Increased federal revenue to schools	1.22 Identify and address barriers to participation	NMCEH with CYFD	\$0
	+ Increased participation by mid and high school students	1.23 Provide free lunch information to mid and high school students in high poverty districts	Nonprofit	\$25,000 for 75,000 quantity
	+ Better student performance	1.24 Create marketing materials and distribute (tri-lingual) to schools and families	Contractor	\$30,000 for 100,000 quantity

New Mexico Plan to End Hunger

Goal 1: Eliminate childhood hunger in New Mexico

<u>Objectives</u>	<u>Outcomes</u>	<u>Tactics</u>	<u>Responsible</u>	<u>Cost per year</u>
1.3 Increase participation in Summer Food Service Program	+ Increase by 10,000 children receiving free food during the summer in 2009 and 2010	1.31 Partner with CYFD and PED to provide outreach materials to sites in early spring of each year	Collaboration	\$10,000
	+ \$2 Million in increased federal revenue to New Mexico	1.32 Train community food service providers for summer food program	CYFD and PED	Existing budgets
	+ More sponsors providing summer food sites	1.33 Create and distribute outreach materials for student participation	Collaboration with CYFD and PED	\$20,000
	+ More summer meal sites	1.34 Advocate for streamlining summer food program	Policy Committee of NMPEH	\$30,000
	+ Intergenerational participation with children at summer food sites			

New Mexico Plan to End Hunger

Goal 1: Eliminate childhood hunger in New Mexico

<u>Objectives</u>	<u>Outcomes</u>	<u>Tactics</u>	<u>Responsible</u>	<u>Cost per year</u>
1.4 Expand Food for Kids Backpack Program statewide	+ School-age children and their siblings have food on weekends and holidays	1.41 Enlist community leaders to support and provide volunteers for backpack program	NMCEH	\$3.50 per week per child
	+ Children arrive at school on Monday morning ready to learn	1.42 Expand program to all food bank service areas	NMAFB	\$100,000
	+ Communities create network of volunteers for backpack programs	1.43 Combine summer food sites with the backpack program	NMCEH	Incorporated into Objective 1.1
	+ Better student performance	1.44 Continue adding end hunger courses into UNM's Research Service Learning Program in 2009 and 2010	UNM	\$130,000 for courses each semester in 2009 and 2010

New Mexico Plan to End Hunger

Goal 1: Eliminate childhood hunger in New Mexico

<u>Objectives</u>	<u>Outcomes</u>	<u>Tactics</u>	<u>Responsible</u>	<u>Cost per year</u>
1.5 Improve access to after-school snacks and dinner program through USDA	+ More sponsors providing after-school snack programs	1.51 Promote after-school snacks and dinner program	CYFD/FRAC/ NMCEH	Existing budget
	+ Increased federal revenue to New Mexico	1.52 Add snacks to 50 after-school programs in 2009 and 2010	NMCEH	USDA monies
	+ More children attending after-school programs	1.53 Identify best practice models and take to other sites in New Mexico	NMCEH	\$0
	+ Counter childhood obesity	1.54 Identify vendors to provide nutritious snacks	Contractors identified by CYFD	Existing budget

New Mexico Plan to End Hunger

Goal 2: Provide adequate food for New Mexico Seniors

<u>Objectives</u>	<u>Outcomes</u>	<u>Tactics</u>	<u>Responsible</u>	<u>Cost per year</u>
2.1 Enhance participation in senior meal programs	+ Increase number of senior receiving meals at summer food sites	2.11 Promote awareness of senior food programs	ALTSD and its Resource Center	Existing budget
	+ Increased federal revenue to New Mexico	2.12 Resolve administrative issues within New Mexico of feeding seniors and children at summer food sites	ALTSD and food banks	\$17.60 per box through Roadrunner Food Bank
	+ Seniors are connected to other services	2.13 Expand “Senior Helpings” program	NMCEH and ALTSD	Existing budget
	+ Improved senior health	2.14 Expand senior food programs including Child and Adult Care Food Program (CACFP) through USDA	ALTSD and Policy Group of NMCEH	\$20,000
		2.15 Through Engage New Mexico! actively recruit seniors to summer food sites	ALTSD and NMCEH Director	Existing budget

New Mexico Plan to End Hunger

Goal 2: Provide adequate food for New Mexico Seniors

<u>Objectives</u>	<u>Outcomes</u>	<u>Tactics</u>	<u>Responsible</u>	<u>Cost per year</u>
2.2 Improve transportation to food sources	+ Seniors have access to more nutritious food	2.21 Fill transportation gaps in service to food stores	NMDOT, AAAs, Collaboration	Existing budget
	+ More transportation options provides more independence	2.22 Leverage federal transportation funds	NMDOT, Council of Governments	\$0
	+ New jobs and businesses in underserved communities	2.23 Encourage new delivery businesses statewide	NMDOT	Existing budget

New Mexico Plan to End Hunger

Goal 2: Provide adequate food for New Mexico Seniors

<u>Objectives</u>	<u>Outcomes</u>	<u>Tactics</u>	<u>Responsible</u>	<u>Cost per year</u>
2.3 Increase home food delivery	+ Appropriate food for special diet needs	2.31 Expand "Senior Helpings" program	Food Banks provide, ALTSD outreach	\$17.60 for each box added
	+ More seniors receiving food at home	2.32 Recruit and train home delivery volunteers	Nonprofits	Existing budgets
	+ Increased number of "meals on wheels" programs	2.33 Help service providers develop sustainable community support	NMCEH and UNM's RSLP	Existing budgets
	+ Seniors who cannot prepare meals have access to food appropriate to their special needs	2.34 Engage volunteers and service learning student community to support senior food delivery	UNM/ALTSD	Existing budgets
		2.35 Deliver fresh produce to subsidized senior housing	ALTSD/AAs and Adelante	\$30,000

New Mexico Plan to End Hunger

Goal 3: Improve access to food in rural and underserved communities

<u>Objectives</u>	<u>Outcomes</u>	<u>Tactics</u>	<u>Responsible</u>	<u>Cost per year</u>
<p>3.1 Ensure all communities have access to adequate food outlets</p> <p>Increase underserved, rural and Tribal communities food outlet and grocery store infrastructure and related programs</p>	+ Creation of map of existing outlets and infrastructure	3.11 Use Research Service Learning Program classes at UNM and other educational institutions to conduct research and mapping	UNM, other Research Service Learning programs, Farm to Table, NM Food Gap Task Force.	\$15,000
	+ Identification and awareness of gaps in food outlets and infrastructure	3.12 Support Food Gap Task Force recommendations for \$100,000 appropriation for food outlet infrastructure pilot projects	NM Food Gap Task Force, Farm to Table, NM Food & Ag Policy Council & Foundations	Existing budget (FTT & NMDA), request \$100,000 state and other funding
	+ Improved infrastructure and equipment in existing stores and food service institutions. for food outlets and community facilities	3.13 Ensure that rural communities benefit from state and federal funding opportunities for food businesses through outreach meetings and focus groups	NM Food & Ag Policy Council, Farm to Table & NM food assistance and other emergency programs	Existing budgets – private, state and federal – and find new funding
	+ Establishment and/or improvement regional food storage depots for fresh produce and whole foods	3.14 Research existing and potential incentives for locally-owned businesses to sell local foods	NM Grocers Assoc., Farm to Table, La Montanita, NM Dep't of Ag, NM Food Gap Task Force	\$5,000 and/or existing budgets
	+ Increased access to locally produced foods	3.15 Increase local food sales to institutions, especially schools	Farm to Table, NM Farm to School program, NM Dep't of Ag, NM School Nutrition Association, farmers	Existing budgets (FTT & NMDA), \$3.3 million state investment in school meals, \$45,000 to expand program \$20,000
		3.16 Train store owners in financial management and healthy food retailing	NM Grocers Association, ACCION, Farm to Table	
		3.17 Help communities learn about pilot projects and educational programs	NM Food Gap Task Force, Farm to Table & NM Dept of Ag	Existing budgets (FTT) and partial state funding request of \$100,000
		3.18 Investigate existing infrastructure that may be used for food storage, such as FEMA and National Guard Armories	NMCEH	Existing budgets

New Mexico Plan to End Hunger
Goal 3: Improve access to food in rural and underserved communities

<u>Objectives</u>	<u>Outcomes</u>	<u>Tactics</u>	<u>Responsible</u>	<u>Cost per year</u>
3.2 Increase participation of rural and underserved community members in educational, planning and policy making relating to food access	+ Quarterly, regional meetings on food access issues throughout the state	3.21 Outreach to higher educational institutions and existing community groups to plan and implement these meetings in different regions	Farm to Table, NM Food & Ag Policy Council, NMCEH, higher education institutions, PED	Existing funds (FTT) \$15,000 and need \$85,000
	+10-15 Rural advocates participate in state legislature	3.22 Hold training in each quadrant of the state on policy development and advocacy	Farm to Table, Non-profits and foundations	\$20,000
		3.23 Creation of a food access participation fund to provide travel reimbursements to rural citizens	Foundations	\$30,000

New Mexico Plan to End Hunger

Goal 3: Improve access to food in rural and underserved communities

<u>Objectives</u>	<u>Outcomes</u>	<u>Tactics</u>	<u>Responsible</u>	<u>Budget</u>
3.3 Expand food transportation and distribution in rural and underserved communities	+ Increased knowledge of existing food transportation/distribution system	3.31 Develop map of existing food transportation and distribution systems	Universities, NM Food Gap Task Force, Farm to Table	\$30,000 and existing budgets
	+ Increased collaboration among existing distribution systems	3.32 Research best practices for distribution information management. Develop a system to maximize transport efficiency and service	La Montanita Coop, NM Grocers Association, SYSCO, Universities, NMDOT, UPS Foundation, Sandia Labs	???
		3.33 Increase collaboration among existing distributors, including public food programs and private distributors	HSD, PED, DOH, La Montanita, private distributors	Existing budgets
	+ Increased capacity to get both local and non-local fresh, healthy foods to rural areas. Increase public transportation options to food outlets	3.34 Development of new Regional Transit Districts and expansion of services	NMDOT, county/city governments	???
		3.35 Support Food Gap Task Force recommendation for \$100,000 state allocation to NMDA for transportation/distribution pilot projects	NM Food Gap Task Force, NM Food & Ag Policy Council, NM Grocers Association, , NM Dept of Ag, Farm to Table, La Montanita, NMCEH	Existing budgets
		3.36 Establish regional food storage depots	NM Dept of Ag, schools, stores	???
	3.37 Improve roads in rural areas	NMDOT, county governments	???	

New Mexico Plan to End Hunger

Goal 3: Improve access to food in rural and underserved communities

<u>Objectives</u>	<u>Outcomes</u>	<u>Tactics</u>	<u>Responsible</u>	<u>Cost per year</u>
3.4 Make fresh, healthy foods affordable to all New Mexicans	<p>+ Increased consumption of fresh and local foods</p> <p>+ Increased use of NM grown fruits and vegetables for domestic consumption and local sales</p> <p>+ No local agricultural products are wasted for lack of market</p>	3.41 Support recommendations of Public Benefits Utilization group including WIC, food stamps, Farmers' Market Nutrition Programs	DOH, NM Farmers' Marketing Association, HDS, NM Food and Ag Policy Council, Farm to Table, NMAFB, NMCEH	Existing budgets, need promotion & outreach funds \$40,000
		3.42 Research and develop incentives for food outlets to sell fresh and local foods	NM Dept of Ag, Farm to Table, NMAFB, pantries, farmer groups	???
		3.43 Develop gleaning opportunities and networks	DOH (Obesity Prevention Program), NMAFB, Society of St. Andrews, NMCEH	\$50,000 and existing budgets
		3.44 Provide training to rural and underserved communities on subsistence farming and gardening	NMSU Cooperative Extension Service, NMDA, Farm to Table, NM Organic Commodity Commission	Existing budgets
		3.45 Establish a fund to provide start-up money and technical assistance to community gardens	Foundations and state (recommendation to Governor in Poverty Reduction Task Force Report)	Need \$50,000 to begin at least 5 gardens
		3.46 Work with farmers' groups to increase fruit and vegetable production in rural areas	NMDA, NMSU Cooperative Extension, Farm to Table and others	Existing budgets
		3.47 Provide EBT access at all farmers' markets. Went from none in 2005 to 6 in 2008. Establish in an additional 2 by 2010 and 6 by 2012	NM Farmers Marketing Association, HSD, Farm to Table	Existing budgets :FTT and NMFMA for 2009. Need \$50,000 for 6 new market
		3.48 Increase SNAP and WIC outreach in rural areas	HSD, DOH, non-profits, NM Food Gap Task Force	Existing budgets & NM Food Gap Task Force request to Governor
		3.49 Initiate planning process to develop processing and storage capacity for agricultural products that would otherwise go to waste	NMDA, HSD, farmer groups, Farm to Table and non-profits	\$10,000 and existing budgets

New Mexico Plan to End Hunger
Goal 3: Improve access to food in rural and underserved communities

<u>Objectives</u>	<u>Outcomes</u>	<u>Tactics</u>	<u>Responsible</u>	<u>Cost per year</u>
3.5 Build individuals capacity to choose healthy foods	+ Increase nutrition awareness	3.51 Find best practices in nutrition education and promulgate them to all agencies and groups who currently do nutrition education	DOH Obesity Prevention Program, NMSU, Collaboration, HSD	Existing budgets
	+ Build cooking skills	3.52 Create hands-on educational opportunities for youth and low-income adults, including cooking classes	HSD, DOH, PED, NMDA, Universities, Kids Cook, Cooking with Kids and other non-profits, NMAFB	Existing budgets and \$75,000
	+ Educate individuals about how to budget for healthy foods	3.53 Connect nutrition education to financial planning	Non-profits, NMSU	Existing budgets
		3.54 Research and promote incentives for businesses to showcase fresh, healthy foods and provide educational materials in their stores	NMFAPC, NM Grocers Association, DOH	Existing budgets

New Mexico Plan to End Hunger
Goal 3: Improve access to food in rural and underserved communities

<u>Objectives</u>	<u>Outcomes</u>	<u>Tactics</u>	<u>Responsible</u>	<u>Cost per year</u>
3.6 Promote food system enterprise and sustainable economic development	<p>+ Creation of new food enterprises in rural and underserved communities</p> <p>+ Increased profit for small and mid-sized agricultural producers</p>	3.61 Identify and develop a plan to respond to food processing infrastructure needs in rural communities	NMDA, USDA Rural Development, NMEDD, NMSU Cooperative Extension, non-profits	Existing budgets
		3.62 Provide training to new and existing farmers and food processors on business and marketing skills	Farm to Table, Southwest Marketing Network, NMSU Cooperative Extension, NMDA, NMEDD	Existing budgets and need for new funds \$75,000
		3.63 Provide support to youth to create food businesses, such as school-based stores, cafes and value-added products	PED, Universities, non-profits	Existing budgets
		3.64 Research and advocate for incentives for locally-owned businesses to sell locally produced foods	Farm to Table, DOH, NM Farmers' Marketing Association, NMCEH	Existing budgets
		3.65 Provide vocational training for potential agricultural workers	NMEDD, Community Colleges, NMDA	\$50,000
		3.66 Assist food entrepreneurs to secure low-interest loans offered through existing federal and state programs.	NMEDD, Farm to Table, Santa Fe Farmers' Market Institute	Existing budgets and new funds
		3.67 Develop food system micro-enterprise grant fund for rural and underserved communities	Community Foundations	\$10,000 per Community Foundation in 2009

New Mexico Plan to End Hunger
Goal 3: Improve access to food in rural and underserved communities

<u>Objectives</u>	<u>Outcomes</u>	<u>Tactics</u>	<u>Responsible</u>	<u>Cost per year</u>
3.7 Decentralize temporary and emergency food providers	+ Decreased transportation and distribution costs.	3.71 Provide technical assistance to small and rural communities and organizations on emergency food provision	NMAFB, NMCEH	Existing budgets
	+ Economic development opportunities in rural communities.	3.72 Develop a map of regional gaps in food bank and food pantry access	NMAFB, Universities	\$10,000
		3.73 Investigate possibilities for dispersing food assistance money to many smaller entities	NMCEH	Existing budget
	+ Greater access to food assistance in rural communities.	3.74 Develop basic food storage infrastructure in every region	HSD, Food Banks, NMDA	???
		3.75 Develop local "adopt-a-backpack" and "adopt-a-food bank" programs	Food pantries, NMAFB, non-profits, foundations	\$10,000
		3.76 Build gardens and greenhouses adjacent to food assistance providers	NMDA, NMSU Coop Extension, non-profits, schools, NMAFB	???
	3.77 Investigate best practices in other states	NMCEH	Existing budget	

New Mexico Plan to End Hunger
Goal 4: Encourage full participation in public food assistance programs

<u>Objectives</u>	<u>Outcomes</u>	<u>Tactics</u>	<u>Responsible</u>	<u>Cost per year</u>
4.1 Remove barriers to participation in Food Stamps	+ Increase participation to 80% of those eligible by end of 2010	4.11 Pilot a new approach to food stamp application process based on the Community Partner Outreach model	Collaboration and HSD	\$65,000
	+ Increase participation by working families	4.12 Increase benefits by changing formula calculations from 4.3 to 4.0	Food Stamp Working Group and HSD	\$20,000 (HSD reprogramming)
	+ Increase participation by Seniors	4.13 Ensure proper implementation of face-to-face waiver including outreach	Food Stamp Working Group and HSD	
	+ Increase participation by immigrants	4.14 Increase benefits and expand eligibility by implemented expanded categorical eligibility	Food Stamp Working Group and HSD	
	+ Decreased demand for assistance from emergency food providers	4.15 Targeted outreach in English/Spanish to LICTR recipients	Food Stamp Working Group and HSD	
		4.16 Community/agency stakeholder group to ensure successful implementation of IT program(s)	Food Stamp Working Group and HSD	
		4.17 Update application so that it is more user friendly	Food Stamp Working Group and HSD	
		4.18 Enlist emergency food, schools and low-income service providers as partners in food stamp pilot projects	Food Banks/ Nonprofits/UNM's RSLP	Existing budgets

New Mexico Plan to End Hunger
Goal 4: Encourage full participation in public food assistance programs

<u>Objectives</u>	<u>Outcomes</u>	<u>Tactics</u>	<u>Responsible</u>	<u>Cost per year</u>
4.2 Increase awareness of public nutrition programs	+ Increased participation in food stamp program	4.21 Train volunteers and staff of nonprofit organizations for outreach	Collaboration	Existing budget
	+ Increased participation by children ages 1-18 in free and reduced breakfast and lunch program	4.22 Consolidate and disseminate information and marketing materials	Collaboration	Existing budget
	+ Improved Commodity Supplemental Food Program service	4.23 Enlist teachers, nonprofits and community leaders to assist in outreach efforts	Collaboration	Existing budget
	+ Increased participation in WIC	4.24 Initiate public awareness campaign	Collaboration	Included in 5.5
	More food retailers accepting EBT	4.25 Provide food stamp information to students eligible for free lunch	CYFD/PED	Existing budgets
		4.26 Enroll residents of low-income senior housing	UNM's RSLP, community groups	\$15,000
		4.27 Implement a CAP/SSI	HSD	Existing budget

New Mexico Plan to End Hunger
Goal 4: Encourage full participation in public food assistance programs

<u>Objectives</u>	<u>Outcomes</u>	<u>Tactics</u>	<u>Responsible</u>	<u>Cost per year</u>
4.3 Improve federal and state nutrition policy	+ Increase food available through The Emergency Food Assistance Program	4.31 Continue advocating for strong nutrition titles in all federal laws including the Farm Bill	NM Food and Ag Policy Council	\$0
	+ Increase the minimum food stamp allotment from \$20 to \$40	4.32 Advocate for food assistance programs in federal budget	NM Food and Ag Policy Council	\$0
	+ Improve tax deductibility of donated food	4.33 Advocate for adequate staffing and new positions (application processing) for state food stamp offices	Food Stamp Working Group	\$10,000
	+ EBT serves those who cannot cook	4.34 Expand ISD regulations to include EBT at restaurants	HSD	Existing budget

New Mexico Plan to End Hunger
**Goal 5: Create pervasive awareness of hunger in
 New Mexico**

<u>Objectives</u>	<u>Outcomes</u>	<u>Tactics</u>	<u>Responsible</u>	<u>Cost per year</u>
5.1 Build a powerful movement to end hunger in New Mexico	+ New Mexicans believe hunger is unacceptable	5.11 Hold town-hall meetings in 6 communities in 2009 and 15 in 2010	Director, NMCEH	\$0
	+ New Mexicans believe hunger can be eliminated	5.12 Continue to include more organizations for strategic planning and Collaboration	NMCEH	\$0
	+ Recruit fifty new organizations and community groups by end of 2010 to join the Collaboration	5.13 Provide training and technical assistance for hunger relief agencies	UNM, Center for Nonprofit Excellence, NMCEH	\$0
		5.14 Continue to support a Director position of the NMCEH	NMCEH	Salary provided by ACF and NMCF
		5.15 Create an internal communications plan	NMCEH	\$0

New Mexico Plan to End Hunger
**Goal 5: Create pervasive awareness of hunger in
 New Mexico**

<u>Objectives</u>	<u>Outcomes</u>	<u>Tactics</u>	<u>Responsible</u>	<u>Cost per year</u>
5.3 Improve participation by business and media	+ A diverse group of leaders working on hunger relief	5.31 Recruit experts from the private sector	NMCEH	\$0
	+ Increased awareness of the existence and impact of hunger in New Mexico	5.32 Initiate <i>Business for Backpacks</i> programs	NMCEH	\$5,000 in marketing
	+ Media and corporate partners to work with and support hunger relief organizations	5.33 Invite grocers, food producers and transportation organizations to join the Collaboration	NMCEH	\$0

New Mexico Plan to End Hunger
**Goal 5: Create pervasive awareness of hunger in
 New Mexico**

<u>Objectives</u>	<u>Outcomes</u>	<u>Tactics</u>	<u>Responsible</u>	<u>Cost per year</u>
5.4 Garner adequate funding for work to end hunger in New Mexico	+ Community participation in hunger relief efforts	5.41 Create and begin a media campaign and coordinate with Roadrunner Food Bank's campaign (early 2009)	NMCEH	\$ 50,000 (each year for 2009 and 2010)
	+ Sustainable nonprofit organizations addressing hunger	5.42 Develop a Communications Plan for 2009 and 2010	Director, NMCEH	\$0
	+ Stable emergency food network	5.43 Establish partnerships with national hunger organizations	Director, NMCEH	\$0
	+ Strong partnerships with government agencies and the private sector	5.44 Improve partnership with state agencies; HSD, DOH, CYFD, DOT, PED and ALTSD	NMCEH	\$0
	+ Pervasive awareness of hunger	5.45 Secure available funds for projects	Director, NMCEH and Collaboration partners	\$0

Acronyms used in Plan

AAA – Area Agencies on Aging
ACCION – 501 (c)(3) micro-lending organization
ACF – Albuquerque Community Foundation
ALTSD – New Mexico Aging & Long-Term Services Department
CYFD – New Mexico Children, Youth & Families Department
DOH – New Mexico Department of Health
EBT – Electronic Billing Transfer
FRAC – Food Research Action Center
FTT – Farm to Table
HSD – New Mexico Human Services Department
NM – New Mexico
NMAFB – New Mexico Association of Food Banks
NMCEH – New Mexico Collaboration to End Hunger
NMCF – New Mexico Community Foundation
NMDA – New Mexico Department of Agriculture
NMDOT – New Mexico Department of Transportation
NMEDD – New Mexico Economic Development Department
NMPEH – New Mexico Plan to End Hunger
NMSU – New Mexico State University
PED – New Mexico Public Education Department
SNAP – Supplemental Nutrition Assistance Program (food stamps)
UNM – University of New Mexico
UNM’s RSLP – University of New Mexico’s Research Service Learning Program
USDA – United States Department of Agriculture
WIC – Women, Infants and Children

Thank you for your help
in ending hunger in
New Mexico

“What would you attempt to do if you knew you could not fail?”

-unknown