

Advancing Community Partnerships to Increase Food Access in Southern Dallas

All In: Data for Community Health 2020

The
**BUILD
HEALTH**
Challenge®

Who Are We?

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Community Integrated Health

Parkland Health & Hospital System



BUILD Overview & Collaborative Partners

BUILD Health Challenge®

National award & funding collaborative program that strengthens partnerships between local nonprofit organizations, hospitals & health systems, and local health departments to drive sustainable improvements in reducing health disparities caused by system-based or social inequity



Our Goals



Alignment



**COMMUNITY + HEALTH SYSTEM =
BIDIRECTIONAL RELATIONSHIP**

- ◎ Crossroads mission to nourish our community
- ◎ Parkland completed Community Health Needs Assessment (CHNA), embedded aspects of BUILD project into planning

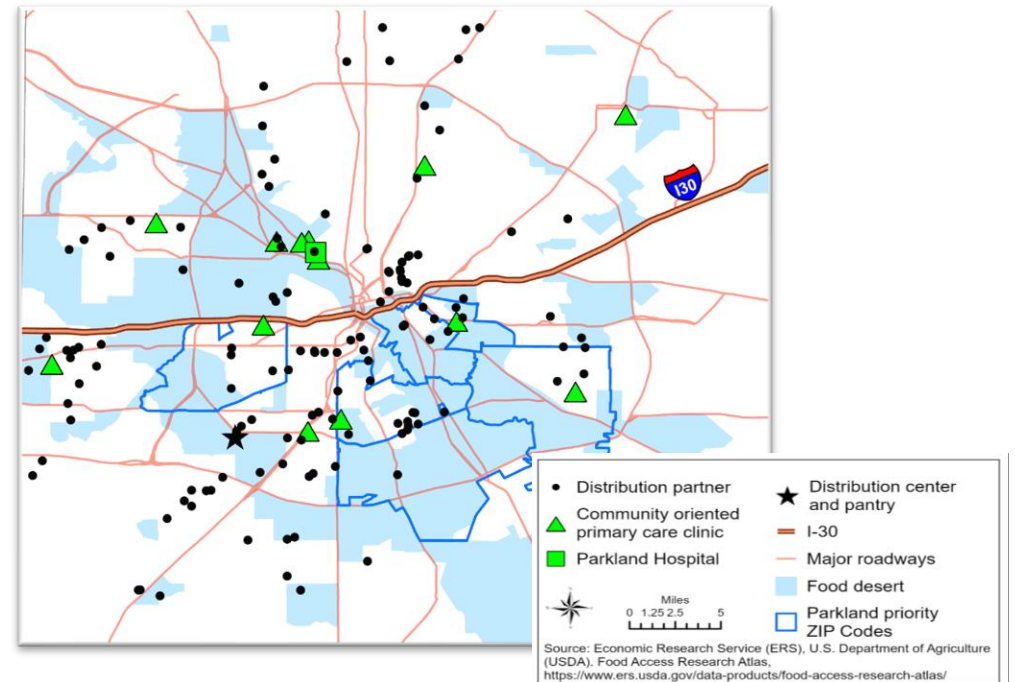
Plan A

Parkland

- 1st Saturday/month
- Clinic patients identified with uncontrolled diabetes & food insecure could come to the clinic to pick up pre-packaged food boxes
- Driving factor: accessibility!

Crossroads

- 100+ organizations pick up food from Crossroads and distribute to their community – called Community Distribution Partners (CDPs)



Challenges

What Software Do We Use?

- ◎ Salesforce CRM } concurrent implementations
- ◎ Aunt Bertha } for both organizations

Crossroads Client Survey

- ◎ Balancing program evaluation & patient privacy (HIPPA/PII concerns)

Volunteers vs. Employees

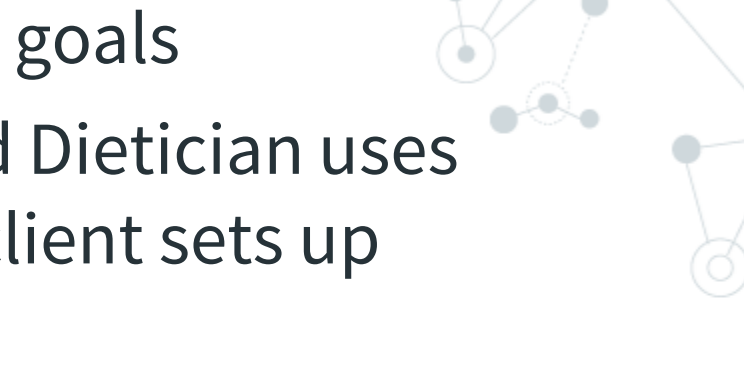

- ◎ Not sustainable long term
- ◎ Access to patient data
- ◎ Trust & relationship building with patients

Addressing the Issues

- ◎ Mutual understanding we're walking through uncharted territory
 - Rolling out a program for the sake of the program isn't worth it – we want it to be sustainable and scalable
- ◎ Keeping our ultimate mission & vision at top of mind
 - Actively combat “tunnel vision” around launching original CDP – we want to give hungry people food!
 - Recognized we need to loop in more people to move forward
- ◎ IT partners & legal meetings → better understanding of needs, issues, and how to move forward efficiently

A photograph of several strings of clear, round light bulbs hanging against a bright blue sky with soft, white clouds. The bulbs are arranged in a diagonal pattern from the bottom left towards the top right. The text "Light Bulb Moment" is overlaid on the left side of the image, enclosed in a dashed white circle.

**“Light
Bulb
Moment”**

- 
- ◎ **Reconfigured Plan A** while still meeting all goals
 - ◎ No longer providing food onsite; Registered Dietician uses Salesforce to order food for the client and client sets up appointment to pick up at Crossroads
 - ◎ **Elevates client voice** – they actually get to pick their food w/ the help from RD
 - ◎ Moved forward with Aunt Bertha instead of Salesforce – Aunt Bertha is widely used in North Texas
 - ◎ Both changes allowed for improved **scalability** and **sustainability**
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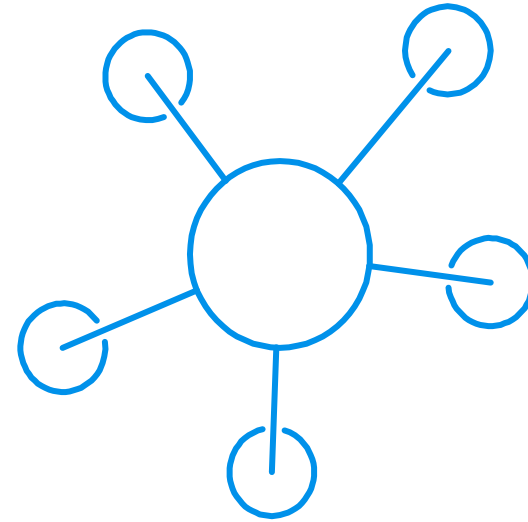
What Did We Learn?



- ◎ **Patience & flexibility!!**
- ◎ Collaborative problem solving - *sometimes you need more people on your team*
- ◎ Thinking outside of the box
- ◎ Funders will understand if we have to adopt a “Plan B” to meet our *community impact goals vs operational goals*

Future Goals

- ◎ Expand Remote Ordering Sites at Parkland Clinics
- ◎ Expand use of Aunt Bertha throughout entire distribution network



Thank you!

Any questions?

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