

Creating an Emergency Feeding Program in the Midst of a Global Pandemic



#LetsFeedLACounty Food Voucher Program

With COVID-19 at its peak, stay-at-home orders in full force and food insecurity ravaging a major portion of the county, the program was not only a tactical feat of remarkable scope and precision, but a lifesaver.

THE CHALLENGE

The pandemic placed tens of thousands of Los Angeles County residents in financial crisis, exacerbating the region's already critical food insecurity problem.



1/3 of LA County residents were food insecure during the pandemic



80% reported they lost their job or had their hours reduced



25% reported they stayed home to care for children during remote schooling

MAKING IT HAPPEN

The Los Angeles County Food Security Branch assembled a team that included the Public Health Institute (PHI), Wholesome Wave and community-based organizations. The team cut through red tape, accelerated timelines and implemented novel approaches to reach a distressed community in lockdown.

Choice, access, safety and dignity were at the heart of the program that engaged local grocery stores and used a food delivery app.



19 community-based organizations recruited



\$1 million in funding given to community-based organizations to do enrollment



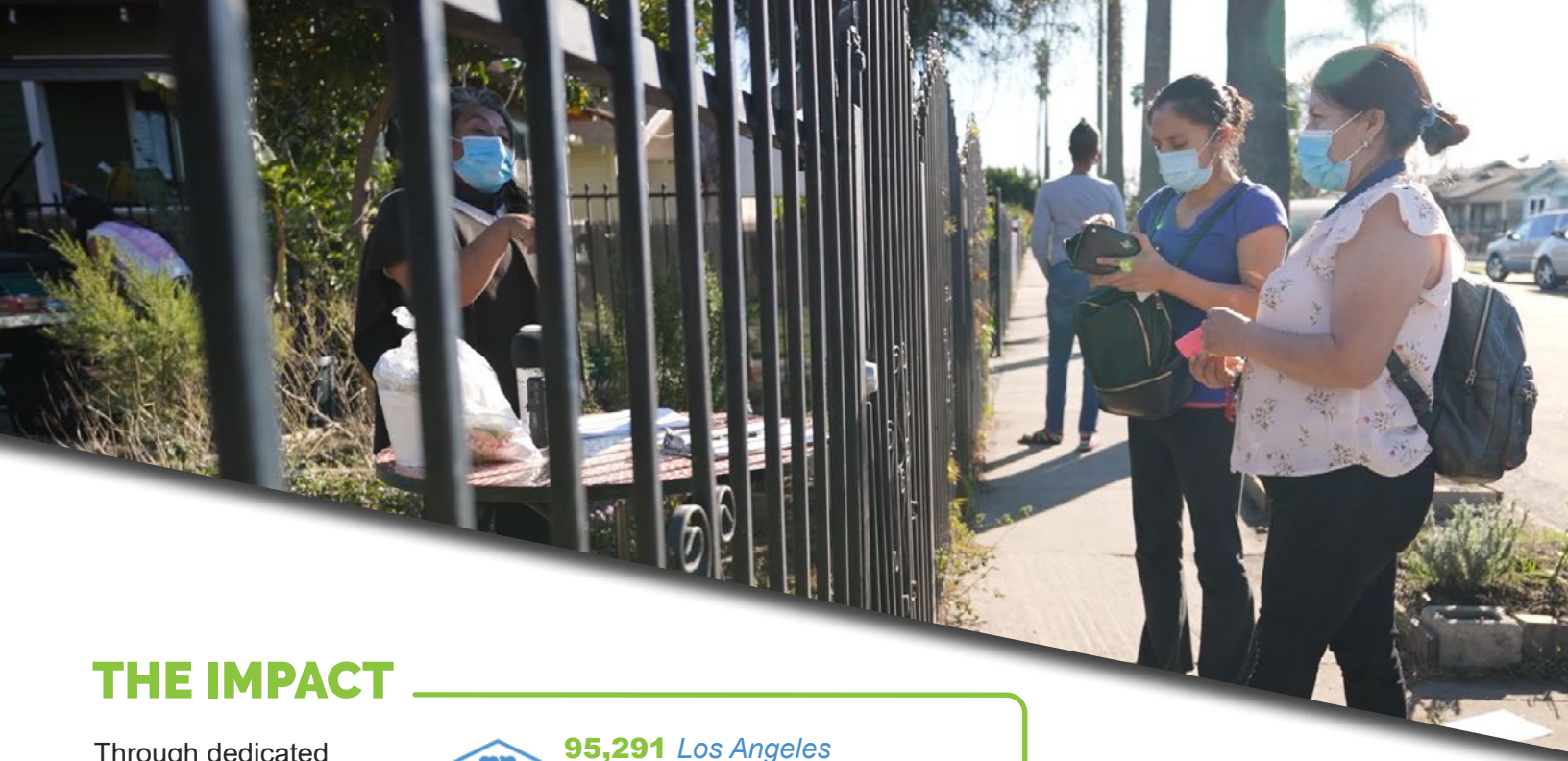
9 week enrollment period



14 home delivered food box choices



2 grocery store options



THE IMPACT

Through dedicated outreach, constant communications and inspired innovation, the team got food to those who needed it most.



95,291 Los Angeles County residents reached



\$21,718,600 million total food benefits distributed



241,891 food boxes delivered to homes



121,000 vouchers for local grocery stores distributed



14.7% reduction in food insecurity



READY TO HELP



wholesome wave

We're ready to help feed families to stay healthy. Whether big or small, emergency or prevention—we can help communities deploy strategies to access healthy foods. Our multi-faceted team of experts has national experience in implementing innovative and powerful strategies. We work with private and public funding, and reach people in a culturally relevant and effective way through trusted community partners.

**PUBLIC HEALTH INSTITUTE
CENTER FOR WELLNESS & NUTRITION**
Amy DeLisio, Director
Amy.DeLisio@wellness.phi.org

WHOLESOME WAVE
Mariel Pica, Communications Director
Mariel@wholesomewave.org