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The Food Trust Expands Food Access Efforts with Support from Anthem Foundation

*Grant will support community-based programming aimed at
improving health outcomes in San Jose, Indianapolis and Cleveland*

PHILADELPHIA – The Food Trust, announced today that they have been awarded a \$350,000 grant from the Anthem Foundation, the philanthropic arm of Anthem, Inc., to expand its community-based programming aimed at increasing access to healthy food and promoting health equity in cities in California, Indiana and Ohio.

The grant will support a year-long effort to implement The Food Trust’s unique and innovative nutrition education and health screenings dedicated to helping individuals reduce key risk factors for cardiovascular disease. Communities and residents in San Jose, Indianapolis and Cleveland will benefit from the expansion of the following programs:

- **Healthy Food Retail Initiative:** will expand access to heart-healthy foods, including culturally relevant foods and locally grown fresh produce, in neighborhood food stores selected with community input. The Food Trust will work with residents and store owners to prominently display these heart-healthy foods through improved merchandising and marketing efforts, while working to build demand for these items within the community. This joint initiative will include approximately 37 small food stores throughout all three cities.
- **Heart Smarts:** an evidence-based approach for community-clinical linkages in neighborhood food stores. Programming includes nutrition education on a heart-healthy diet coupled with health screenings, to help residents shop for heart-healthy items in a convenient and trusted location. The program will partner with community residents, *promotoras* and community health workers, and nutrition educators to provide preventive care services to participants. Heart Smarts participants receive \$4 in Heart Bucks, healthy food incentive coupons that can be used to buy heart-healthy items in the store after completing a nutrition lesson or health screening; the program will be offered in 15 small food stores located in the three target cities.

With proven results, the programs offered by The Food Trust have demonstrated their ability to help individuals make healthier choices as evidenced by the 81 percent of *Hearts Smarts* participants who work to incorporate healthier foods such as fruits and vegetables into their diets. With the support from the Anthem Foundation grant, nearly 5,000 individuals are expected to take steps to reduce one or more behavioral risk factors for cardiovascular disease over the course of the year.

“At Anthem, as we work to improve lives and communities, we know that in order to help individuals and families adopt healthier lifestyles that can also help avoid the onset of chronic conditions such as cardiovascular disease, access to healthy food is critical,” said Dr. Stephen Friedhoff, chief clinical officer at Anthem, Inc. “Our Foundation’s new



The Food Trust

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ENSURING THAT EVERYONE HAS ACCESS TO AFFORDABLE, NUTRITIOUS
FOOD AND INFORMATION TO MAKE HEALTHY DECISIONS

partnership with The Food Trust is another way we are working to ensure communities not only have access to healthier foods, but also valuable nutritional education that meets the needs of our diverse communities.”

"Access to affordable, healthy foods is a fundamental human right, and moreover, helping people to consistently get good quality, nourishing foods for themselves and their families is an essential component of any effort to prevent chronic disease," said Karen Shore, director, The Food Trust. "Thanks to the support of the Anthem Foundation, The Food Trust will be able to bring these important programs to communities that add a critical layer to our longstanding work with neighborhood markets, addressing multiple social determinants of health by activating these stores as places people can regularly connect with nutrition education and preventive health services."

About The Food Trust

The Food Trust, a nonprofit founded in 1992, strives to make healthy food available to all. Working with neighborhoods, schools, grocers, farmers, and policymakers, The Food Trust has developed a comprehensive approach that combines nutrition education and greater availability of affordable, healthy food. To learn more about The Food Trust, visit thefoodtrust.org.

About Anthem Foundation

The Anthem Foundation is the philanthropic arm of Anthem, Inc. and through charitable contributions and programs, the Foundation promotes the inherent commitment of Anthem, Inc. to enhance the health and well-being of individuals and families in communities that Anthem, Inc. and its affiliated health plans serve. The Foundation focuses its funding on strategic initiatives that make up its Healthy Generations Program, a multi-generational initiative that targets: maternal health, diabetes prevention, cancer prevention, heart health and healthy, active lifestyles, behavioral health efforts and programs that benefit people with disabilities. The Foundation also coordinates the company's year-round Dollars for Dollars program which provides a 100 percent match of associates' donations, as well as its Volunteer Time Off and Dollars for Doers community service programs. To learn more about the Anthem Foundation, please visit <http://www.anthem.foundation> and its blog at <https://medium.com/anthemfoundation>.

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