



food for life

FOOD FOR LIFE CANADA INC.

POLICY CATEGORY	
POLICY NUMBER	10
TITLE OF POLICY	Outreach Programs
APPROVED BY	
DATE OF APPROVAL	February 9th, 2011
REVISION DATE	November 2011

Purpose of Policy

To provide a program model for the delivery of food through Outreach Programs, which helps to improve the quality of life for our clients.

Policy Statement

The Food for Life Outreach Programs are the primary method to provide fresh nutritious food to hungry people in their own neighbourhoods to help them eat and live better.

Outreach Program Definition

An outreach program is located in a neighbourhood community within Halton Region where food from Food for Life is delivered and distributed to individuals in need. Food for Life Outreach Programs are established within neighbourhoods often in conjunction with a community partner – a church, Halton Community Housing Corporation and or a community agency (ie. Halton Multicultural Council). A community member serves as the Outreach Program Volunteer Co-ordinator. The co-ordinator is responsible for managing the Food for Life Outreach program in a specific community and to ensure the program's objectives are met. (see Appendix 1 – Volunteer Co-ordinator Job Description)

Programs may be held in a community room, a church, or community agency. An outreach program provides clients in need with direct access to fresh food within their neighbourhood where transportation access to food is a barrier. The food is delivered by the Food for Life truck and is generally distributed one of three ways to clients:

- Self serve; where clients come in and make their selection from tables where the food is displayed

- Bagged; where the volunteers divide the food into containers, and the clients then come and collect their container
- Bagged and delivered; where the volunteers divide the food into containers, and then deliver the containers to the clients

Outreach Programs Management

Food for Life has four responsibilities in the effective management of community Outreach Programs.

- Managing resources; to ensure each Outreach Program receives sufficient food
- Working with community partners; such as Halton Community Housing Corporation or churches to identify and provide to areas of need
- Training and supporting the Outreach Program coordinators and volunteers in their responsibility of distributing nutritious food and building trust and relationships in their communities
- Monitoring and evaluating the effectiveness of each Outreach Program on a regular basis

These four responsibilities are vested primarily in the position of Manager, Outreach Programs who reports to the Executive Director (see attached job description)

Outcomes

The success of our outreach programs is determined by our performance in four areas. The components within each of these areas are classified as short, medium or long term:

1. Access to Food
 - a. Outreach Program clients will have easy access to food in their community (short term)
 - b. Outreach Program clients will experience decreased financial burden (medium term)
 - c. Each Outreach Program client will receive an equitable portion of the total food available
2. Nutrition Education
 - a. OP clients will have knowledge of basic food groups and good nutritional and food handling practices (short term)
 - b. Outreach Program clients will have improved nutritional health (medium term)
 - c. Outreach Program clients will experience improved health status (long term)
3. Community Development
 - a. Outreach Program clients will have increased interactions between Outreach Program clients during food pick-up times (short term)

- b. Outreach Program clients will have a sense of belonging in the community (medium term)
- c. Outreach Program clients feel safer in their community (medium term)
- d. Outreach Program clients will experience increased community involvement (long term)

4. Building Trust

- a. Outreach Program clients will have a stronger trust relationship with other clients and coordinator/volunteers (short term)
- b. Outreach Program clients will be informed by program coordinators of other front-line social service agencies which offer services relevant to the needs of their program clients (medium)
- c. Outreach Program clients will have an enlarged support network (medium term)
- d. Outreach Program clients will experience reduced stigma for sharing between neighbours (medium)

An annual survey will be conducted with a representative sampling of clients to measure our effectiveness in the delivery of the program. The results of the annual survey will be presented to the Board at one of its monthly meetings.

Appendix 1



Job Title: Food for Life Outreach Program Co-ordinator

Purpose: To manage the Food for Life Outreach program in a specific community and ensure the program's objectives are met

Duties and Responsibilities:

- Survey potential participants about their interest in the Food for Life program
- Distribute information/posters about Food for Life to interested families and individuals
- Co-ordinate day, time and location for food drop off in consultation with Food for Life
- Recruit additional volunteers to assist in food distribution
- Receive food on set date and time
- Sort and equitably distribute food to families on set date and time
- Welcomes clients to the program in a warm and friendly environment
- Maintain a count of the number of families/participants of the Food for Life program
- Assist clients by providing nutritional information including food preparation and recipes
- Ensure food is distributed using the Halton Region food safety guidelines
- Provide information and referrals about community services
- Communicate issues, concerns and opportunities to the Outreach Program Manager or the FFL driver
- Assist with data collection for evaluative purposes

Time Requirements:

- Weekly attendance at designated Food for Life delivery times as per schedule
- Quarterly attendance at the Food for Life Coordinators meetings

Skills and Qualifications:

- The volunteer must be reliable and punctual
- The volunteer should possess good interpersonal skills
- The volunteer should possess a genuine concern for the community and maintain confidentiality

Orientation and Training:

- Volunteer co-ordinators meet with Food for Life Outreach Program Manager for program introduction and implementation responsibilities

September, 2011



Job Title: Outreach Program Manager

Reports to: Executive Director

Role: The Outreach Program Manager is responsible for managing all Food for Life Outreach programs and establishing new outreach programs so that these achieve objectives as set by the Board and Executive Director

Accountabilities:

- Provides support to all Food for Life Outreach Program co-ordinators in regards to issues and concerns
- Develops new outreach programs within the Halton Region– source community partner, recruit volunteer co-ordinator and additional volunteers (if required) and implement site in the schedule in accordance with Executive Director and Operations Manager
- Troubleshoots and conducts surveillance for problems arising at outreach programs
- Trains and coaches Outreach Program co-ordinators and their volunteers
- Manages the quarterly meetings with Outreach Program co-ordinators
- Informs Executive Director of issues and concerns regarding all outreach programs
- Conducts annual outreach program client survey
- Assists in the implementation of Food Banks Canada Food Safety guidelines at all outreach programs
- Performs other duties as assigned by Executive Director

Qualifications

- Experience in community development
- Experience working with all aspects of volunteer management
- Access to a vehicle
- Valid Driver's License and clean abstract
- Knowledge of and experience in safe food handling protocols
- Supervisory experience
- Experience using computers and applicable software

October 2010