

# 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.

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