

Part 3 of 5: Feeding the Need to End Inequality of Opportunity

A Five-Part Virtual Event Series on Ending Inequality of Opportunity in Florida

www.FloridaChamber.com/ProsperitySeries



Presented by the Florida Chamber Foundation Prosperity Initiative

SPECIAL THANKS TO OUR SERIES SPONSORS & PARTNERS



Introduction



Mark Wilson

—
President & CEO

Florida Chamber
of Commerce &
Florida Chamber
Foundation

Ending Inequality in Florida Webinar Series Speakers



Ending Inequality of Opportunity

Part 1 Recap



Eric L. Godet, Sr.
President/CEO
Greater Gainesville
Chamber of Commerce



Gregory Adam Haile, J.D.
President
Broward College
Trustee, Florida Chamber Foundation



Rep. Rene Plasencia
District 50
Florida House of Representatives



Mark Wilson
President and CEO
Florida Chamber of Commerce

- Closing the equity gaps has been a focus of the Florida Chamber Foundation for years.
- The business community must be a catalyst for change.
- Minorities and minority majority zip codes are disproportionately affected by poverty.
- It is important to tackle the issue of inequality of opportunity one zip code and one neighborhood at a time.
- When thinking about large issues like inequality, by focusing at the zip code level, we increase the opportunity to make a difference in a person's life.

Ending Inequality of Opportunity

Part 2 Recap



Kim Sineath
Director
The Learning Pavilion



Karen Moore
Founder and CEO
Moore, Inc.



Debbie L. LaPinska
SVP, Human Resources
PGT Innovations



Jack Levine
Founder
4Generations Institute

- Closing the equity gaps has been a focus of the Florida Chamber Foundation for years.
- Access to much needed child care programs can lead to a healthy family atmosphere, which produces healthy children.
- Pillars to guide in your Corporate Social Responsibility (CSR) plan are: Employee led engagement, Authenticity and transparency, Communicate your impact and inspire others
- Promising Practices from Florida businesses collaborating with other businesses and organizations in their community is key to addressing Florida's child care needs.
- Multigenerational child care is more prevalent in the world we live in today and has a huge impact on current community needs. Businesses should consider this when developing/adjusting policies and programs to serve their community.

The Florida 2030 Blueprint

Largest Economy In The World

17th → 10th



39 Goals to Create Economic Opportunity in Every Zip Code

WHERE DO WE WANT TO GO?

2030 Targets

GOALS

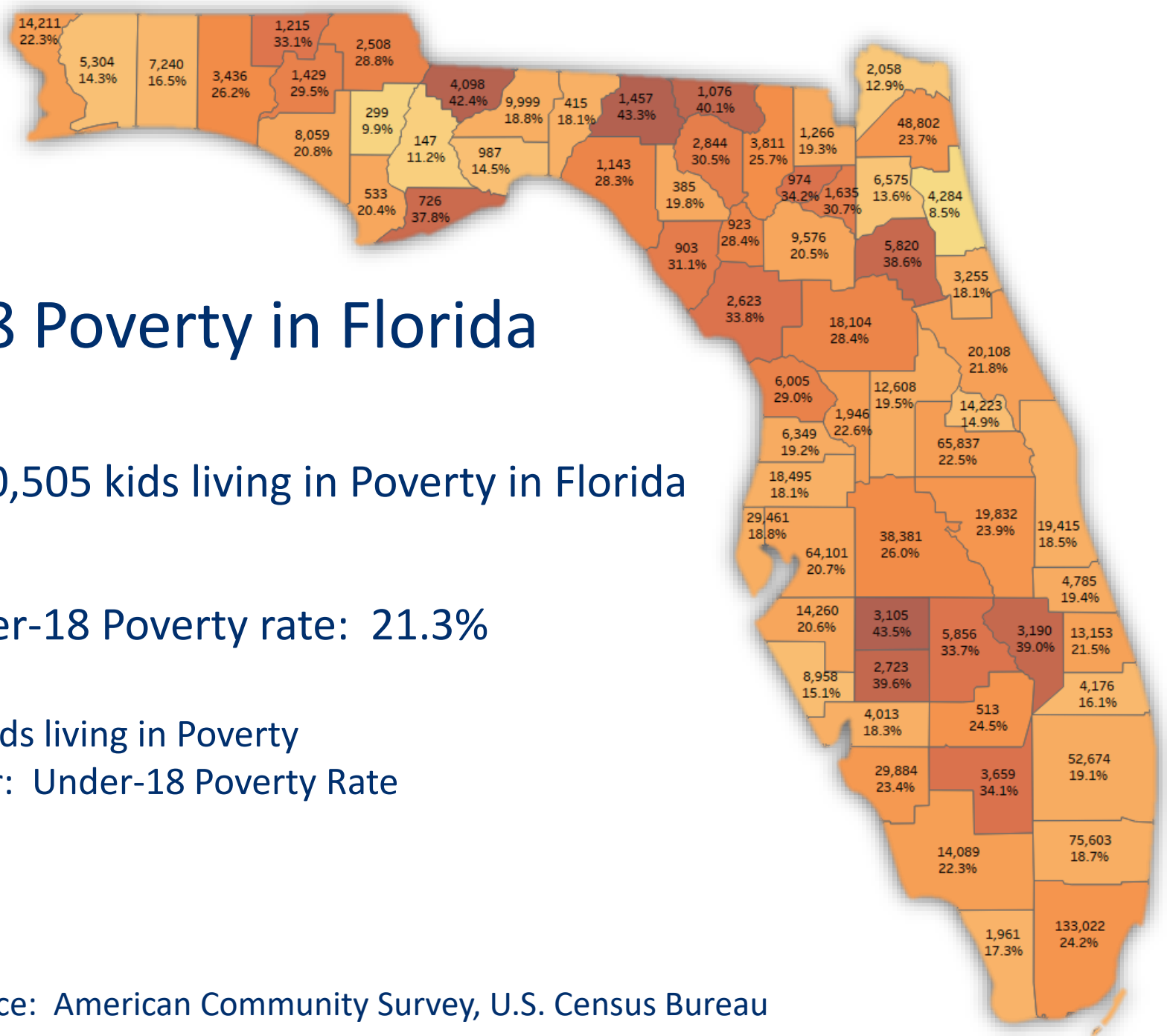
Global Competitiveness Grow Florida into a top 10 global economy	Prosperity & High Paying Jobs Create a path to prosperity for all zip codes in Florida	Vibrant & Resilient Communities Position Florida among the top states for attracting and retaining talent and visitors of all ages
Improving Florida's talent pipeline for a better workforce >80% of Florida's workforce has essential employability skills >60% of Floridians 25-64 have a high-value postsecondary certificate, degree, or training experience 95% of entering high school students graduate within 4 years 100% of Florida 8th graders read & perform math at or above grade level 100% of Florida 3rd graders read at or above grade level 100% of children are ready for kindergarten	Creating good jobs by diversifying Florida's economy Top state for gross domestic product and top quartile most diversified state economy #1 state for overseas visitors Goods exports double and services exports triple Top 5 state for manufacturing jobs Top 3 state for technology jobs #1 state for business startups Top 3 state for venture capital investments Top 3 state for research and development funding and patents issued Rural county share of Florida gross domestic product doubles	Preparing Florida's infrastructure for smart growth and development Diverse, attainable housing to meet future demand Every resident has access to public and private mobility services All major population and economic centers connected to regional, national, and global markets by high-capacity corridors World's most capable spaceport, top-tier airports, seaports, and surface transportation hubs in U.S. 100% of Florida residents have access to high-speed communications connectivity Diverse and reliable energy, water, and waste management resources to meet future demand All Florida residents protected by resiliency plans

WHERE DO WE WANT TO GO?

2030 Targets

GOALS

Global Competitiveness Grow Florida into a top 10 global economy	Prosperity & High Paying Jobs Create a path to prosperity for all zip codes in Florida	Vibrant & Resilient Communities Position Florida among the top states for attracting and retaining talent and visitors of all ages
Building the perfect climate for business Actuarially sound property insurance rates based on actual risk and competition #1 business tax climate in the nation Regulatory, labor, and operating risk environments rated among top 5 in the nation Environmental permitting and local land use processes rated among top quartile in the nation Occupational licensing laws rated among top 5 in the nation Legal climate improves to top quartile in the nation	Making government and civics more efficient and effective 100% of state agencies aligned with Florida 2030 goals 100% of regional economic development plans aligned with Florida 2030 goals 100% of Florida residents covered by regional visioning processes Increased size and impact of nonprofit and philanthropic sectors Doubling the rate of Floridians who volunteer and participate in civic and public service , moving us from the bottom to the top quartile	Championing Florida's quality of life Top 5 state for overall well being Florida's brand and reputation as best place to live, work, raise a family, visit, learn, play, relocate, and compete remains top in the nation <10% of Florida children live in poverty and 100% have a pathway out <10% of Florida residents live in housing-cost burdened households Crime rates rank among the lowest 10 states Florida protects and enhances the value of its arts, culture, heritage, and sense of place



Under-18 Poverty in Florida

There are 870,505 kids living in Poverty in Florida

Florida's under-18 Poverty rate: 21.3%

Top Number: Kids living in Poverty

Bottom Number: Under-18 Poverty Rate

Paths to Prosperity and 10 Root Causes of Poverty



Job Opportunities
Education / Training
Housing
Transportation
Health
Food Security
Child & Family Care
Safety
Justice
Agency-Community
Voice

THE FLORIDA SCORECARD

METRICS TO HELP SECURE FLORIDA'S FUTURE

View County Data...



TALENT SUPPLY
& EDUCATION



INNOVATION &
ECON. DEVELOP.



INFRASTRUCTURE &
GROWTH LEADERSHIP



BUSINESS CLIMATE &
COMPETITIVENESS



CIVICS &
GOVERNANCE



QUALITY
OF LIFE

State of Florida Metrics (What is this?)

State of Florida FutureCast

Talent Supply & Education

Click any metric to get more information!



FLORIDIANS
WITHOUT HEALTH
INSURANCE COVERAGE

2,728

Thousand (Increasing)

13.0%

(Increasing)



FREE & REDUCED
LUNCH

55.8%

(Declining)

View Statewide Heat Map



YOUTH OBESITY

10.9%

(Better)



WELL-BEING
RANKING

20th

(Increasing)

Top 5

2030 Goal



“We’re in this fight for education and free enterprise because we know it’s the catalyst for economic prosperity and freedom.”

**Will Weatherford, Former Speaker of the Florida House of Representatives
Managing Partner, Weatherford Capital
Florida Chamber of Commerce Board of Directors**

“The Florida Chamber of Commerce has been focused on equity for quite some time - not days, not months, but years. It makes me very proud to be a member of the Florida Chamber.”

**Gregory Haile, President, Broward College
Florida Chamber Foundation Board of Trustees**



Root Cause of Poverty: Food and Health

- 2.8 million Floridians struggle to afford nutritious meals.
 - 800,000 of them are children.
- 335,398 children don't have health insurance.
- 69% of food bank assisted households nationwide have made the choice between food and transportation.
- COVID-19 has disproportionately affected zip codes with high poverty rates.
- Social determinants of health are conditions where people live, learn, work and play that affect health risks and outcomes.

Today's Discussion Leaders

Moderated by Michael Williams, Executive Director, Florida Prosperity Initiative



Robin Safley
Executive Director
Feeding Florida



Preeti Jois, M.D.
Medical Director
Humana



John Provenzano
V.P. Public Affairs
Publix



John Rivers
Founder and CEO
4R Restaurant Group



Susan Towler
Vice President
Florida Blue Foundation

- I. Robin Safley, Executive Director, Feeding Florida: Importance of Data in Closing Equity Gaps in Food Access
- II. Preeti Jois, Medical Director, Humana: Collective Impact of Humana's Bold Goal
- III. John Provenzano, V.P. Public Affairs, Publix: Strategic Partnerships to Feed Neighbors
- IV. John Rivers, Founder and CEO, 4R Restaurant Group: Feed the Need Campaign
- V. Susan Towler, Vice President, Florida Blue Foundation: Ending Inequality of Opportunity Through Zip Code Adoption
- VI. Panel Discussion and Q&A

Part 3 of 5:

Feeding the Need to End Inequality of Opportunity

**Submit your Questions via the Q&A button
at the bottom of your screen**

Join the conversation on Social Media using #ProsperityFL

Promising Practices

Promising Practices and Resources

fchamber.com/best-practices-and-resources/

Promising Practices and Resources

By: Florida Chamber Foundation

[LEARN ABOUT THE PROSPERITY INITIATIVE](#)

[SHARE YOUR PROMISING PRACTICE](#)

Bosses for Babies – The Children's Movement of Florida

Bosses for Babies is an initiative that brings together business leaders in Florida who are ready to take action in support of early childhood—understanding that this is an investment both in their bottom line and in community-level prosperity. The initiative highlights the many ways Florida businesses are taking action and enables more businesses to get involved. This initiative contributes to The Children's Movement's partnership with the Florida Chamber of Commerce Foundation. It allows businesses to support the goal of 100% K-readiness by 2030 and drives engagement with the Business Alliance for Early Learning, leading to more business-led advocacy for greater investment in early care and education.

[Click here to learn more.](#)

Location: Statewide

Broward Up

Broward County is one of the areas most affected by COVID-19. It is home to 33311, the zip code with the highest number of children in poverty in the state. These two factors make life even more difficult for those families in or near the poverty line. One of 33311's greatest champions is **Broward College**, and their **Broward Up™** movement providing educational opportunities, workforce training, and support services directly in neighborhoods throughout the county. While many of these resources are offered for free, COVID-19 has made their job harder.

[Click here to learn more.](#)


Hope Place

Forough Hosseini of ICI Homes, investing in her community to tackle homelessness in school-aged children meant engaging all parts of the community. Hope Place, a shelter for families with school aged children and unaccompanied youth, took an abandoned elementary school in Daytona Beach and created from it a safe, stable environment with the resources needed for families to quickly move on to their own permanent housing and self-sufficiency.

"Some community issues are too massive for any single nonprofit to solve and yet too important for community leaders to ignore. Family and youth homelessness is one such issue for communities around the country. When homeless youth or homeless families are given the opportunity (and hope!), they almost always help themselves out of homelessness. Hope Place, a shelter for families and youth, brought together the whole 'village' – Volusia County's government, the school board, six cities, a nonprofit and many community leaders who all stepped up to help this very important cause. The difference Hope Place has already made in the lives of our homeless children and families, after only one year since its opening in January 2018, is well worth everyone's involvement including five years of my own persistence and perseverance."

Forough B. Hosseini
Senior Vice President – Information Systems
ICI Homes

Florida Chamber Foundation Prosperity Initiat...



[Click here to learn more or download the "A Community United" White Paper.](#)

Promising Practices



Farmers Feeding Florida



Fresh Access Bucks



Mobile Pantries



Innovative Solutions



Retail Support



Florida's Food Bank Network

Feeding the Need to End Inequality of Opportunity



Robin Safley

—
Executive Director
Feeding Florida

Florida Prosperity
Initiative
Prosperity Partner



Nutritious Food: **Essential to a Family's Health and Stability**

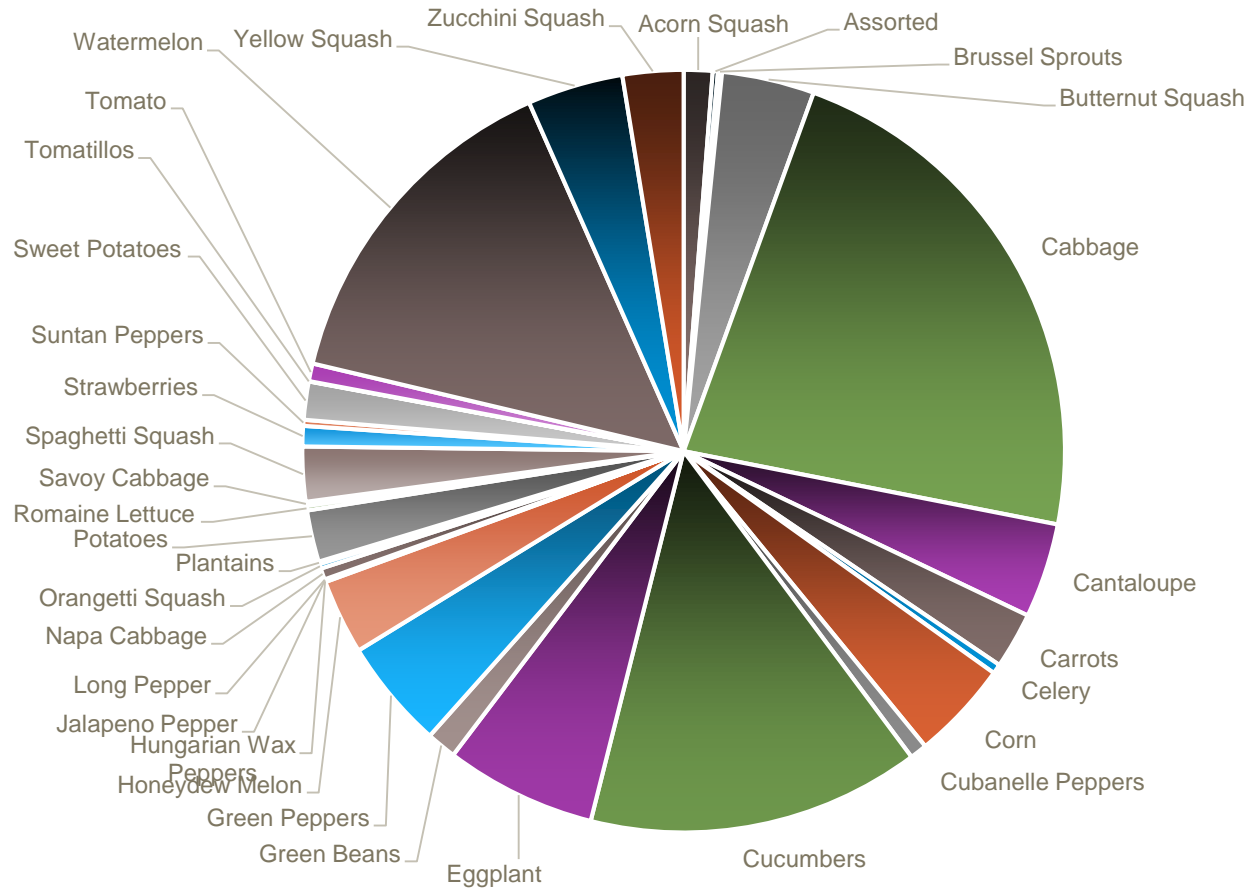


Who We Are & What We Do



- Feeding Florida is the largest hunger relief network in Florida and is affiliated with Feeding America
- 12 Food Bank members service all 67 counties, with both direct distributions and through agency partners
- Feeding Florida's network distributed 306 million pounds of food last fiscal year, and we are targeted to exceed 450 million this year due to COVID
- Food is Medicine – multiple pilots with healthcare partners
- Job Training Programs
- Collaborative partnerships to help our families stabilize: job training, financial literacy, mental health, housing, and healthcare.

Farmers Feeding Florida: Crop Varieties Past 3 Years



- Over 52 million pounds of produce were recovered from Florida growers

Fresh Access Bucks – Provides Incentives to SNAP recipients to purchase produce





Measuring Need and Effort

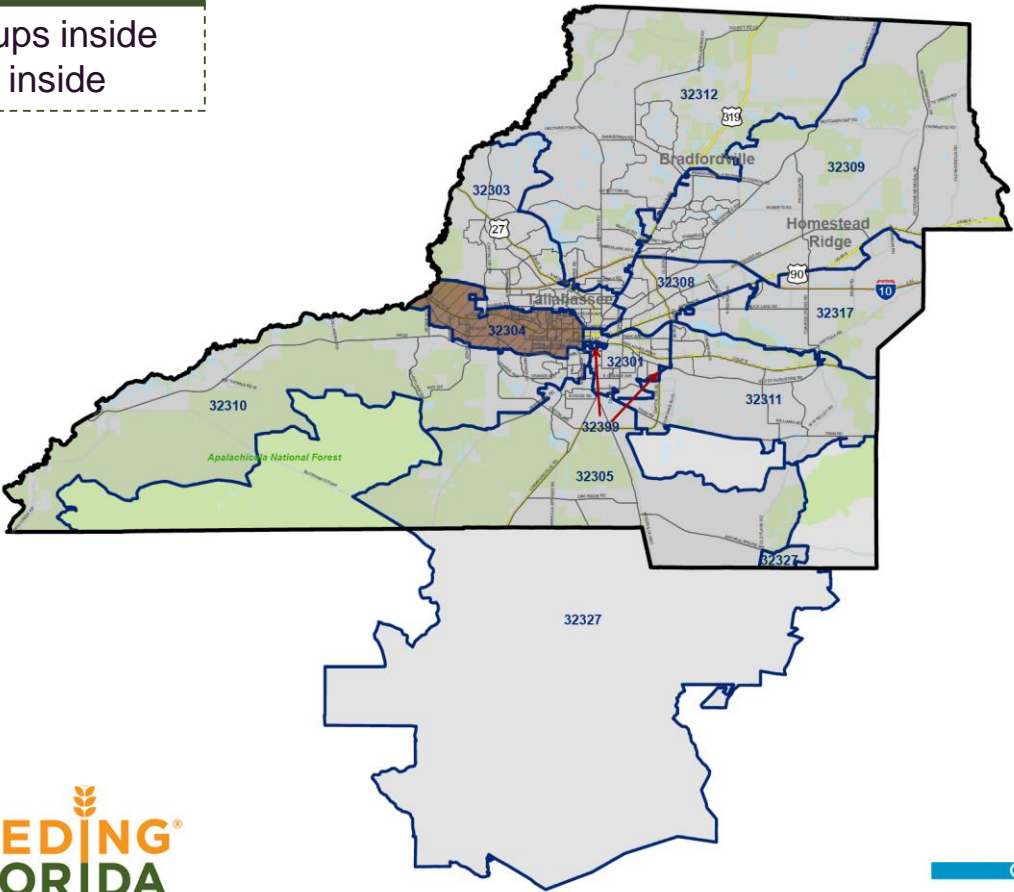
**EXAMPLE:
LEON COUNTY**

**ZIP CODE:
32304**




County Name	Blocks in County	Block Groups in County	Tracts in County	Zip Codes in County		
				Total	Zip Codes totally in county	Zip codes partially in county
Leon	6,198	177	68	12	11	1

LEON COUNTY
32304

25 block groups inside
8 partially inside



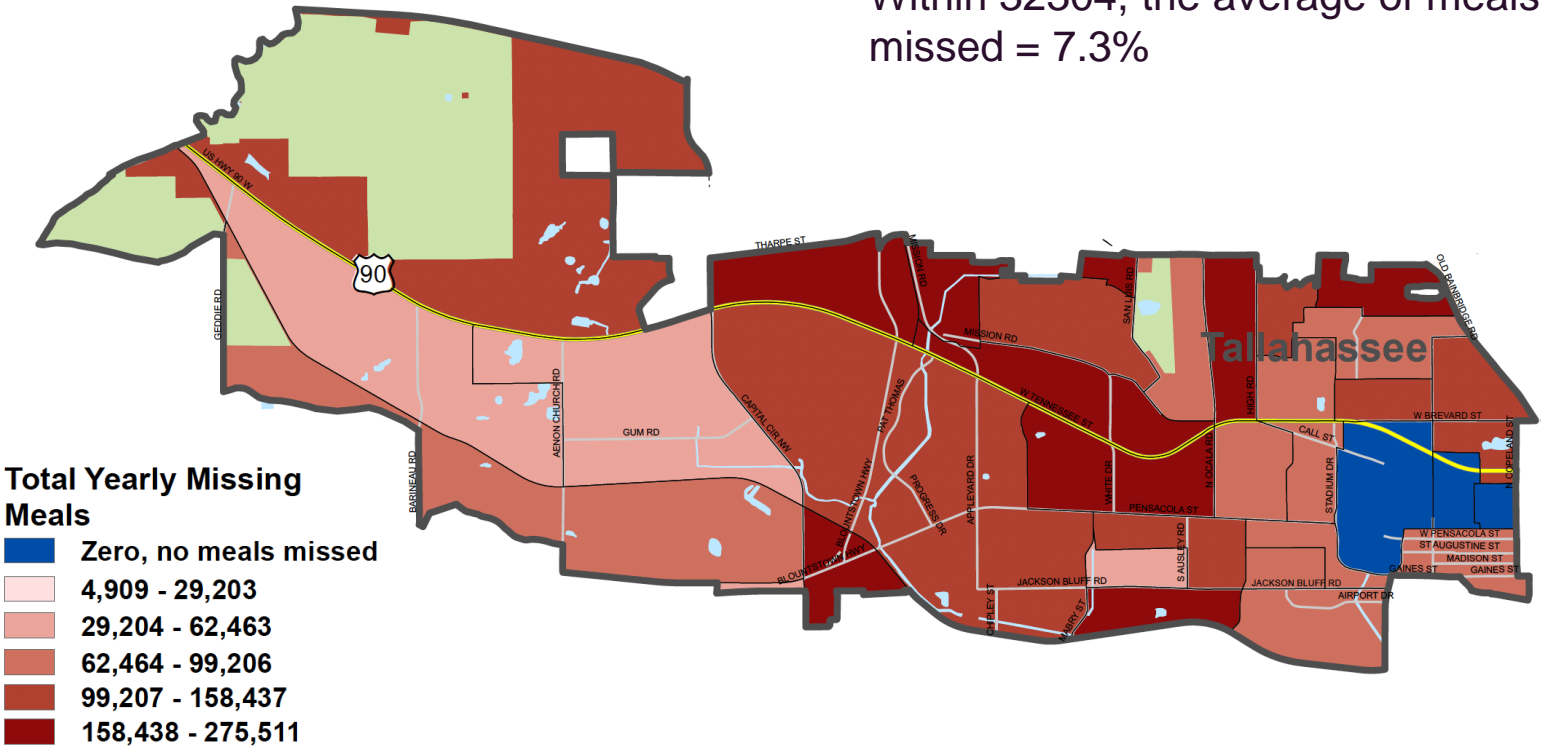
Features

-  Zipcode
-  Zipcode 32304
-  Block Group

LEON COUNTY
32304

25 block groups inside
8 partially inside

- Across Leon County, the average of meals missed across all block groups = 5.16%
- Within 32304, the average of meals missed = 7.3%



LEON COUNTY 32304

25 block groups inside
8 partially inside

Block Groups Sample Snapshot

Block Group ID	COUNTY	Total Population	Households (HH)	HHs Below Poverty	Population Under Age 18 (number)	Population Age 65 & Over	Weekly Meal Deficit
23	Leon	2,104	1,030	138	410	267	1,300
24	Leon	2,615	1,087	75	619	330	2,687
25	Leon	579	235	11	115	134	353
26	Leon	2,041	1,153	150	252	368	2,186
27	Leon	665	303	48	90	50	928
28	Leon	1,636	945	218	165	163	1,791
29	Leon	1,825	979	124	194	143	1,575
30	Leon	1,724	904	31	265	327	1,039
31	Leon	2,286	1,090	145	328	108	2,260
32	Leon	823	371	43	69	167	968
33	Leon	1,821	557	352	495	29	3,356
34	Leon	1,167	510	168	264	139	2,524
35	Leon	2,698	800	189	628	131	3,556
36	Leon	770	301	158	287	49	1,405
37	Leon	480	199	93	88	77	1,403
38	Leon	1,357	196	50	68	70	1,038
39	Leon	1,478	615	120	126	420	2,467
40	Leon	883	342	63	234	158	1,201
41	Leon	1,254	450	240	56	83	2,563

Feeding Florida Meal Deficit Analysis

FOOD BANK SERVICE AREA (Counties)	PRE COVID					COVID 19 IMPACT			JUNE ACTUALS			
	Total Pounds FY 18-19	Annual Blue Sky Meal Equivalents	ACTUAL WEEKLY MEALS	MDM		Total Weekly Missing Meals	MDM % INCR	% OF COVID MDM	POUNDS	WEEKLY	WEEKLY MEALS	% OF COVID MDM
				Pre- COVID-19 Weekly Missing Meals	% OF MDM							
CALHOUN	353,439	294,533	5,891	13,057	45.1%	14,844	13.7%	49.6%	40,245	9,147	7,622	51.3%
FRANKLIN	459,339	382,783	7,656	9,797	78.1%	11,429	16.7%	83.7%	86,376	19,631	16,359	143.1%
GADSDEN	1,937,747	1,614,789	32,296	58,697	55.0%	64,559	10.0%	62.5%	232,302	52,796	43,997	68.1%
GULF	345,020	287,516	5,750	12,658	45.4%	14,470	14.3%	49.7%	50,061	11,378	9,481	65.5%
JACKSON	974,344	811,953	16,239	42,697	38.0%	48,008	12.4%	42.3%	104,759	23,809	19,841	41.3%
JEFFERSON	215,375	179,479	3,590	13,296	27.0%	15,176	14.1%	29.6%	33,477	7,608	6,340	41.8%
LEON	5,478,269	4,565,224	91,304	265,542	34.4%	303,537	14.3%	37.6%	740,275	168,244	140,204	46.2%
LIBERTY	288,019	240,016	4,800	6,229	77.1%	7,147	14.7%	84.0%	43,136	9,804	8,170	114.3%
MADISON	257,192	214,327	4,287	19,847	21.6%	22,102	11.4%	24.2%	42,460	9,650	8,042	36.4%
TAYLOR	331,695	276,412	5,528	19,602	28.2%	22,086	12.7%	31.3%	20,590	4,680	3,900	17.7%
WAKULLA	536,442	447,035	8,941	24,328	36.8%	28,319	16.4%	39.5%	95,495	21,703	18,086	63.9%
2ND HARVEST OF BIG BEND	11,176,879	9,314,066	186,281	485,750	38.3%	551,676	13.6%	42.2%	1,489,176	338,449	282,041	51.1%



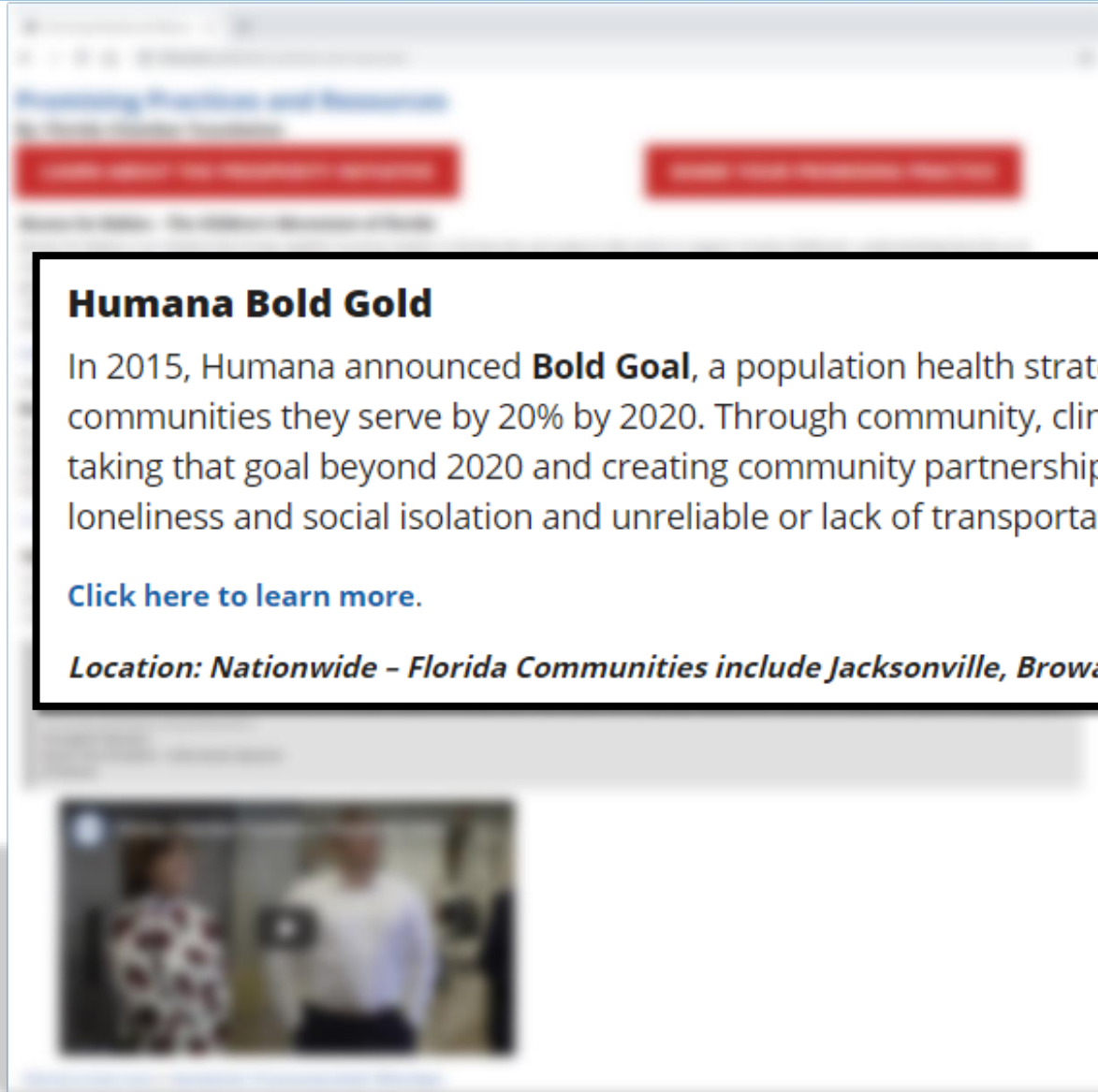
Robin Safley

Executive Director | Feeding Florida

c. 850-228.3312

Robin@FeedingFlorida.org

Promising Practices



Humana Bold Gold

In 2015, Humana announced **Bold Goal**, a population health strategy to improve the health of the communities they serve by 20% by 2020. Through community, clinical and business integration, Humana is taking that goal beyond 2020 and creating community partnerships to tackle issues such as food insecurity, loneliness and social isolation and unreliable or lack of transportation.

[Click here to learn more.](#)

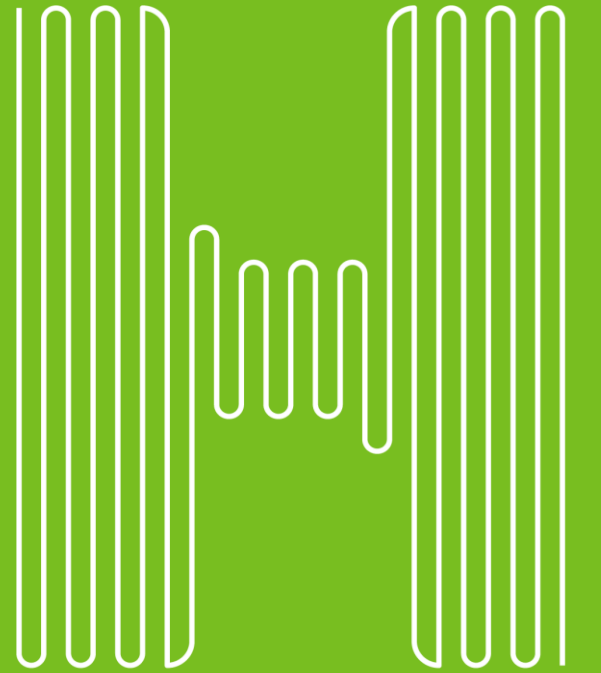
Location: Nationwide – Florida Communities include Jacksonville, Broward County and Tampa Bay

Feeding the Need to End Inequality of Opportunity



Preeti Jois,
MD

—
Medical Director
Humana



Humana®



Dr. Preeti Jois

**Medical Director, Care Decision Insights/Value Based Strategies
SE Division, SE Division Medical Lead MD**

A commitment to balance doing well and doing good

Bold Goal

Examples

- Improve population health
- Foster community relationships
- Broaden community access to tools and resources



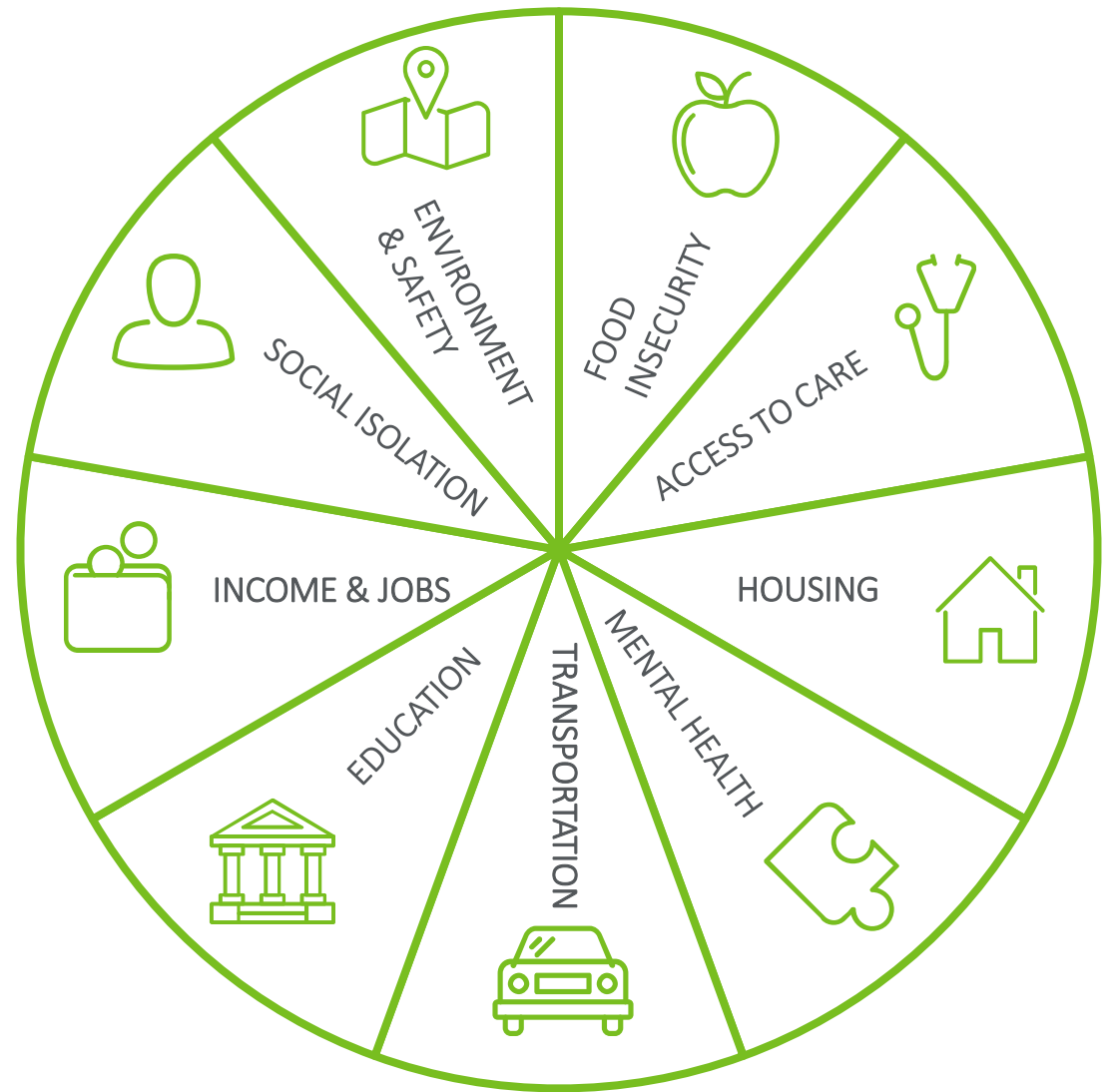
Examples

- Improve Humana member health
- Engage physicians
- Differentiate Humana products

Humana's Bold Goal Markets



Social determinants of health are the conditions in the environments in which people live, learn, work, play, worship, and age that affect a wide range of health, functioning, and quality-of-life outcomes and risks.



Social Determinants of Health

Impact of Social Determinants of Health



Food Insecurity

Prevalence

1 in 9 Americans doesn't have access to enough food for a healthy, active life.¹

Cost to the System

More than **37 million** households across the United States are food insecure and face tough choices such as skipping meals to afford prescriptions or medical care.²



Loneliness and Social Isolation

1 in 5 Americans always or often feels lonely or socially isolated.³

Working on ways reduce loneliness and help people get more socially connected can help **decrease** their risk of **stroke**, **dementia** and **Alzheimer's disease**.^{4,5}

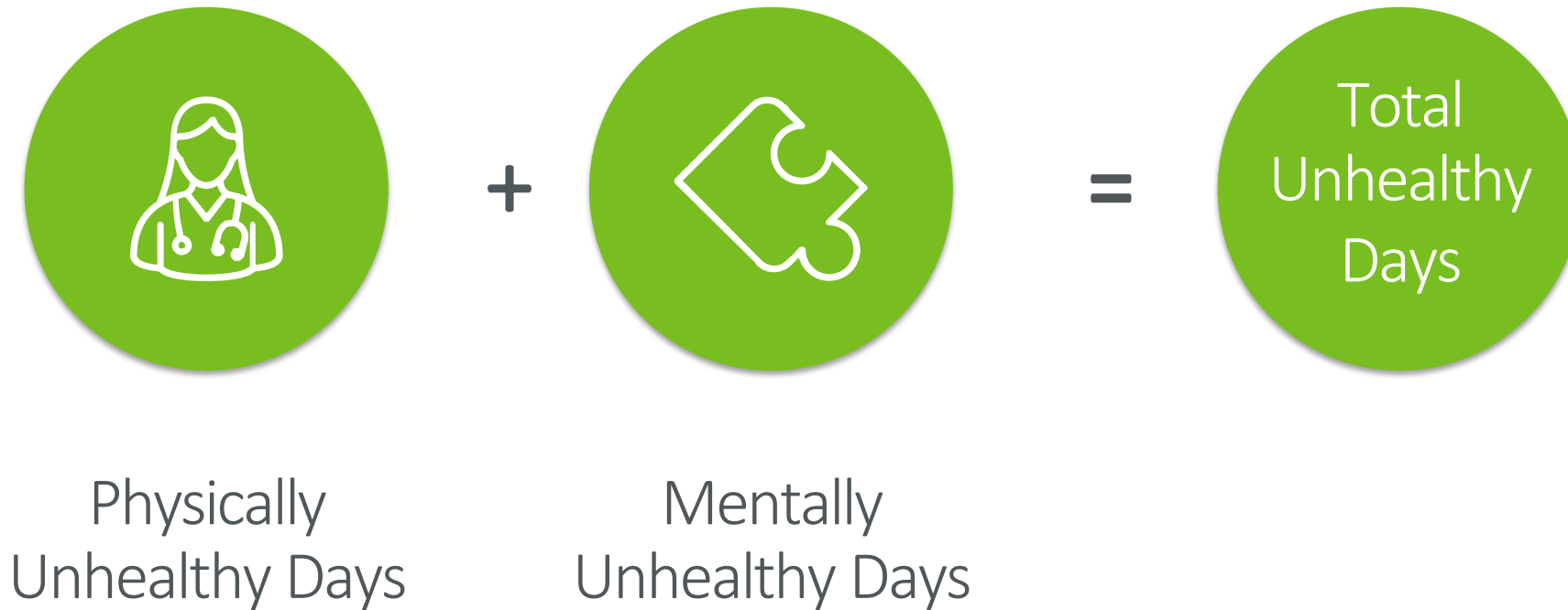


Transportation

3.6 million Americans do not obtain medical care due to transportation barriers.⁷

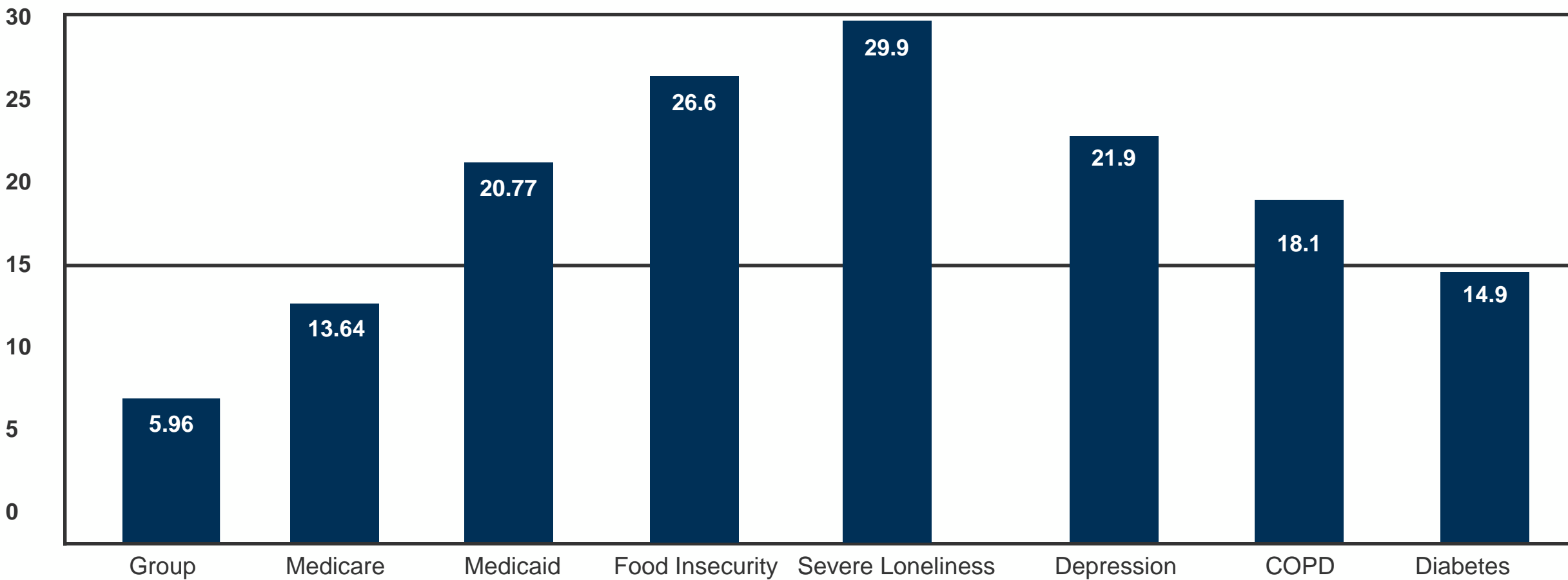
Lack of medical transportation is the leading cause of patient no-shows, and missed appointments are associated with increased medical care costs for the patient, disruption of patient care, and increased emergency room visits.⁶

Healthy Days



We have opportunities to improve Healthy Days with targeted interventions and disease prevention and management

Average Unhealthy Days



Line of business social determinants of health and chronic conditions





Impact on Seniors:

The number of seniors who are food insecure has reached 5.5 million—more than double from 2001 (2.3 million).

Predicted that it will only get worse because:

- 11.3% of persons between 50 and 59 are food insecure,
 - while 4.7% are very low food secure (VLFS).
- 2001 to 2017, the number of VLFS persons in the 50–59 age group increased by 46% and 80%, and the number in each group rose 95% and 139%.

Humana®

Food Insecurity

The lack of access to enough food for a healthy, active lifestyle.



Food Insecurity's Impact on Healthcare



\$1,834

Higher annual healthcare
expenditures for a food insecure
adult



47%

Increased likelihood of an adult
in a food insecure household
being admitted to the hospital



27% Increase

in hypoglycemia admissions
during the last week of the
month for low-income, diabetic
adults due to food budget
exhaustion

How can you screen?

Using a validated, 2-item screener from the 18-item USDA food security screening survey: Hunger Vital Sign™

1. *“We worried whether our food would run out before we got money to buy more.”* Was that often, sometimes, or never true for you in the last 12 months?
2. *“The food that we bought just didn’t last and we didn’t have money to get more.”* Was that often, sometimes, or never true for you in the last 12 months?

An affirmative response to either or both questions is considered a positive screening

Food Insecurity | Impact on military and veterans

2017 data from an annual Census Bureau survey:

- more than 16,000 active-duty service members received Supplemental Nutrition Assistance Program (SNAP) benefits

2018 study:

- 1.5 million veterans live in a household that completely relies on SNAP to supplement their food intake

Humana®



Humana®

WWW.Populationhealth.humana.com

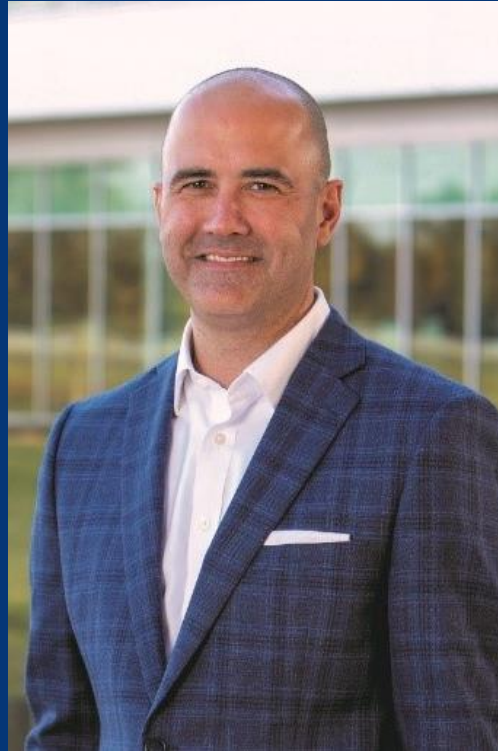
Promising Practices

The Publix Goal: \$4 Billion Food Donation By 2030



Publix CEO Todd Jones

Feeding the Need to End Inequality of Opportunity



John
Provenzano

—
Vice President
Publix

Florida Chamber of
Commerce Board of
Directors

Promising Practices



1,300,000 Meals Served

322 Jobs Created

300,000 LBS of Produce Rescued

Feeding the Need to End Inequality of Opportunity



John Rivers

—
Founder and CEO
4R Restaurant Group



Four Rivers

ONCE UPON A TIME...IN 2009

Mission



To use our God given gifts to to support the local community through exceptional products, steadfast customer service, uncompromised integrity, and the leveraging of our blessings to help those in need.

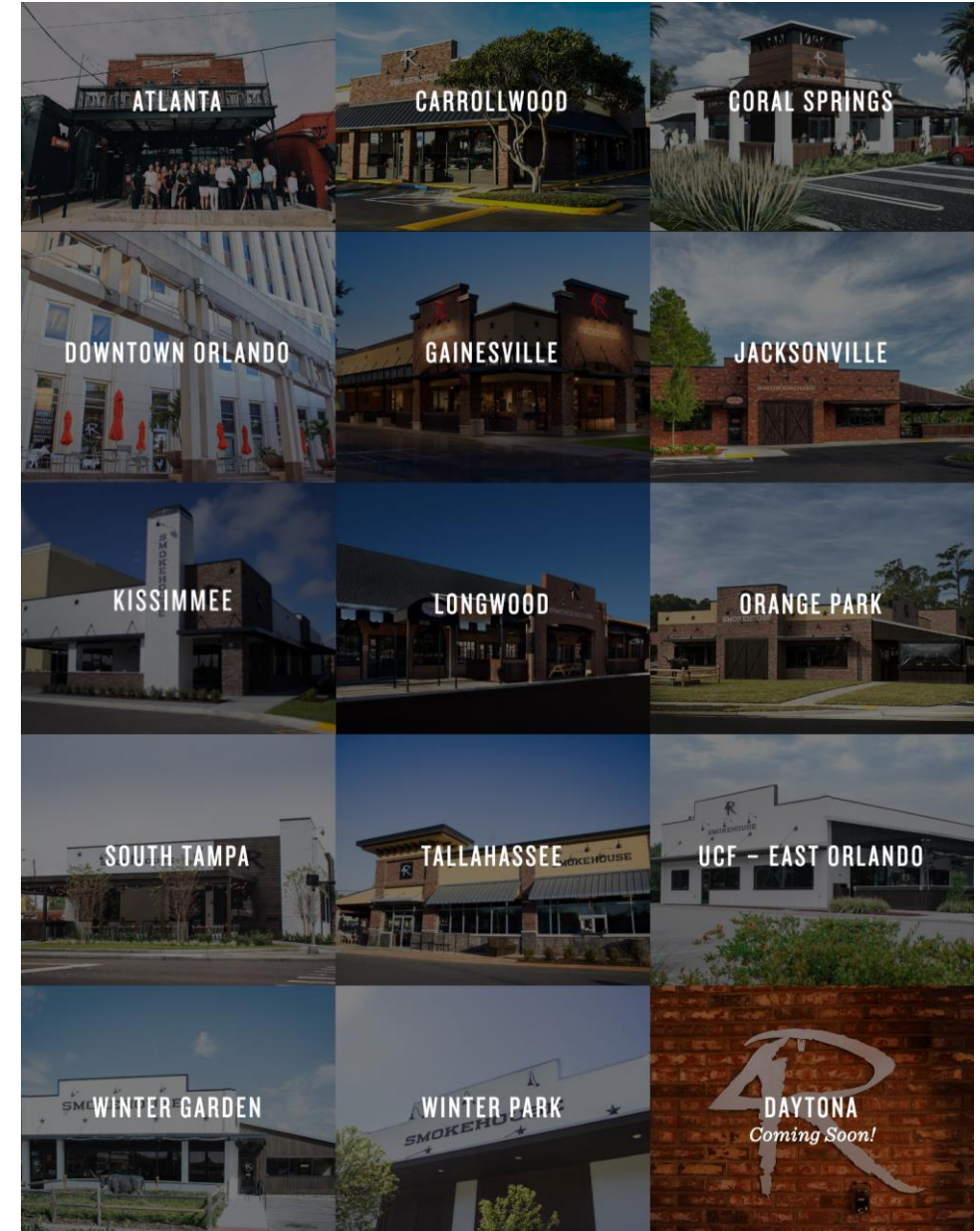


Founded October 26, 2009

Restaurants 4 Rivers Smokehouse
 The COOP
 4R Central Kitchen
 4R Barbacoa Cantina at Disney

Employees 903 (pre CV19)

Companies 4R Foods
 4R Signature Products
 4Roots Foundation



4R FOUNDATION



Community



Education



Ministry





1 in 5

OCPS students don't know where
their next meal is coming from

2,000,000

Missed meals in Orange County every year

1st

Time in history children have shorter life spans

Farming & Education

4 Roots Funded High School AG Programs

- Renovated shade- and green- houses + installation of new vertical growing systems
 - Developed horticulture science curriculum to complement coursework in ag-technology and entrepreneurship
 - Hosting collaborative experiential learning events (ex. Cucumber Crunch)
- Constructing a greenhouse, raised beds, and processing & storage facility
 - Developing a horticulture science curriculum to complement engineering magnet program
 - Planning dedication event to kick off new farming and agriculture program



Ocoee High



Edgewater High





~ 800,000,000

pounds of Florida produce never
reaches its intended use*

* Feeding Florida estimate based on ReFED report

WHAT IF WE COULD CREATE A **HEALTHY,**
SUSTAINABLE, AND **SECURE** REGIONAL FOOD
SYSTEM?

Community nourished by fresh grown produce

Farmers thriving in harmony with nature

Families connecting food to health

Students inspired to learn





4ROOTS CAMPUS

A Community Crossroads



EDUCATION



HEALTH &
WELLBEING



SUSTAINABILITY



ECONOMIC
DEVELOPMENT



THE
CAMPUS



INTERACTION CLASSROOMS



FLEXIBLE SPACES:
GROWING

STRATEGIC PARTNERS





CO-OP DISTRIBUTION CENTER

Job Training & Certification in Partnership with Second Harvest

- Produce Distribution Warehouse
- Commissary Production Kitchen
- Production Center for Meal Delivery Program





1,300,000 Meals Served
322 Jobs Created
300,000 LBS of Produce Rescued





**GULF COAST
COMMUNITY
FOUNDATION**

We transform,
together.



GulfCoastCF.org

Promising Practices

Promising Practices and Resources

fchamber.com/best-practices-and-resources/

Promising Practices and Resources

By: Florida Chamber Foundation

[LEARN ABOUT THE PROSPERITY INITIATIVE](#)

[SHARE YOUR PROMISING PRACTICE](#)

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"Some community issues are too massive for any single nonprofit to solve and yet too important for community leaders to ignore. Family and youth homelessness is one such issue for communities around the country. When homeless youth or homeless families are given the opportunity (and hope!), they almost always help themselves out of homelessness. Hope Place, a shelter for families and youth, brought together the whole 'village' – Volusia County's government, the school board, six cities, a nonprofit and many community leaders who all stepped up to help this very important cause. The difference Hope Place has already made in the lives of our homeless children and families, after only one year since its opening in January 2018, is well worth everyone's involvement including five years of my own persistence and perseverance."

Forough B. Hosseini
Senior Vice President – Information Systems
ICI Homes

Florida Chamber Foundation Prosperity Initiat...



[Click here to learn more or download the "A Community United" White Paper.](#)

Feeding the Need to End Inequality of Opportunity



Susan Towler

Vice President
Florida Blue
Foundation

Florida Chamber
Foundation Trustee

CORPORATE SOCIAL RESPONSIBILITY

Florida Chamber of Commerce

Susan B. Towler

August 2020




GUIDEWELL



MISSION & VISION

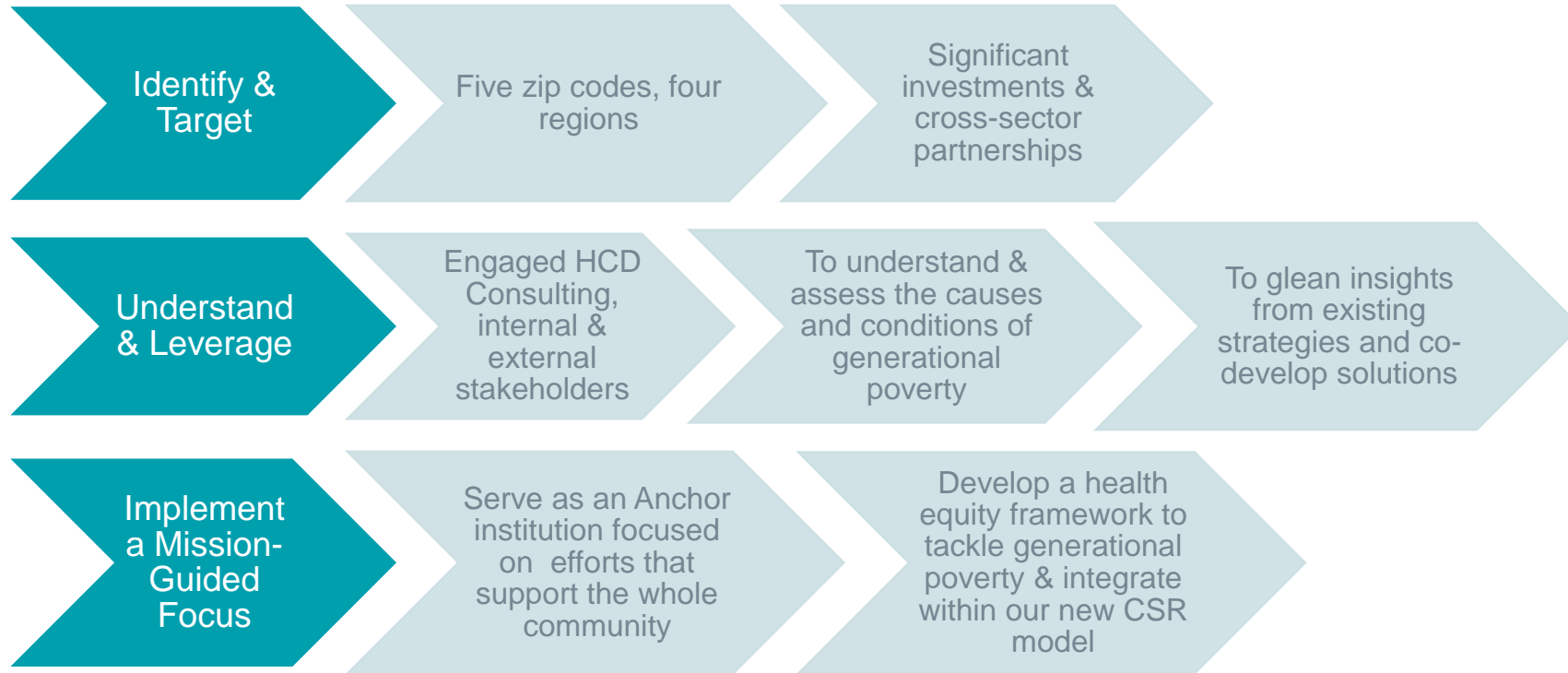
Advance the health of people and communities by addressing key drivers of health, encouraging and supporting employee engagement and partnering with community organizations.

KEY DRIVERS OF HEALTH

	 FOOD SECURITY	 HEALTH EQUITY	 MENTAL WELL-BEING
Goal	Impact food security to help mitigate associated issues, which can be detrimental to health, development, and well-being	Improve health equity to ensure access and opportunity to achieve optimal health for those disadvantaged by environmental, economic, and social circumstances	Advance mental well-being to mitigate the stressors associated with issues that often impact entire families and/or communities
Target Issues	<ul style="list-style-type: none"> • Access to healthy food for those who live in food deserts • Affordability of healthy food • Awareness and education surrounding proper nutrition 	<ul style="list-style-type: none"> • Access to health education and healthcare for underserved populations • Provider awareness and education around the health inequity of patients • Access to health education 	<ul style="list-style-type: none"> • Awareness of current mental health status • Education around mental well-being and opioid/substance abuse • Support in addressing chronic stress, anxiety, loneliness, etc.

PLACE MATTERS

The conditions of employment, income, transportation, education, housing and safety are the driving force of much human suffering and corresponding healthcare costs. And just as human action and inaction have created these conditions, we now have the opportunity to engage our society to transform them.



IMPACTING
GENERATIONAL
POVERTY AT
THE
COMMUNITY
LEVEL:
PROGRESS
UPDATE

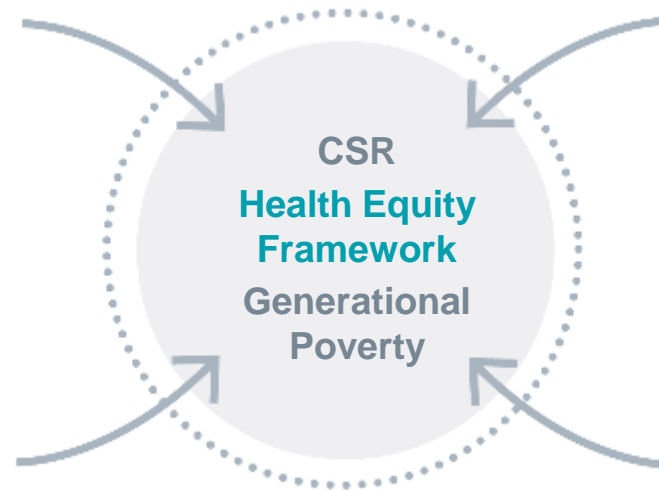
REGIONAL POVERTY INITIATIVE: ADDRESSING ROOT CAUSES

North Region (LIFT Jax) 32206

Purpose-Built Communities model, a national community transformation model that leverages asset-based community development. Focused on the pillars of mixed-income housing; cradle-to-college education; community wellness. This newly-formed effort is led by a diverse steering committee representing local-national partners; nonprofits; philanthropists; business sector; government and educational partners.

Central Region (LIFT Orlando) 32805

Purpose-Built community model that has been in existence for four+ years. Significant investments have been made, including the development of mixed-income housing, a community wellness center (the HUB), early childhood education; **resident-led initiatives anchored by an overarching organization.** Florida Blue has made a significant investment in the HUB.



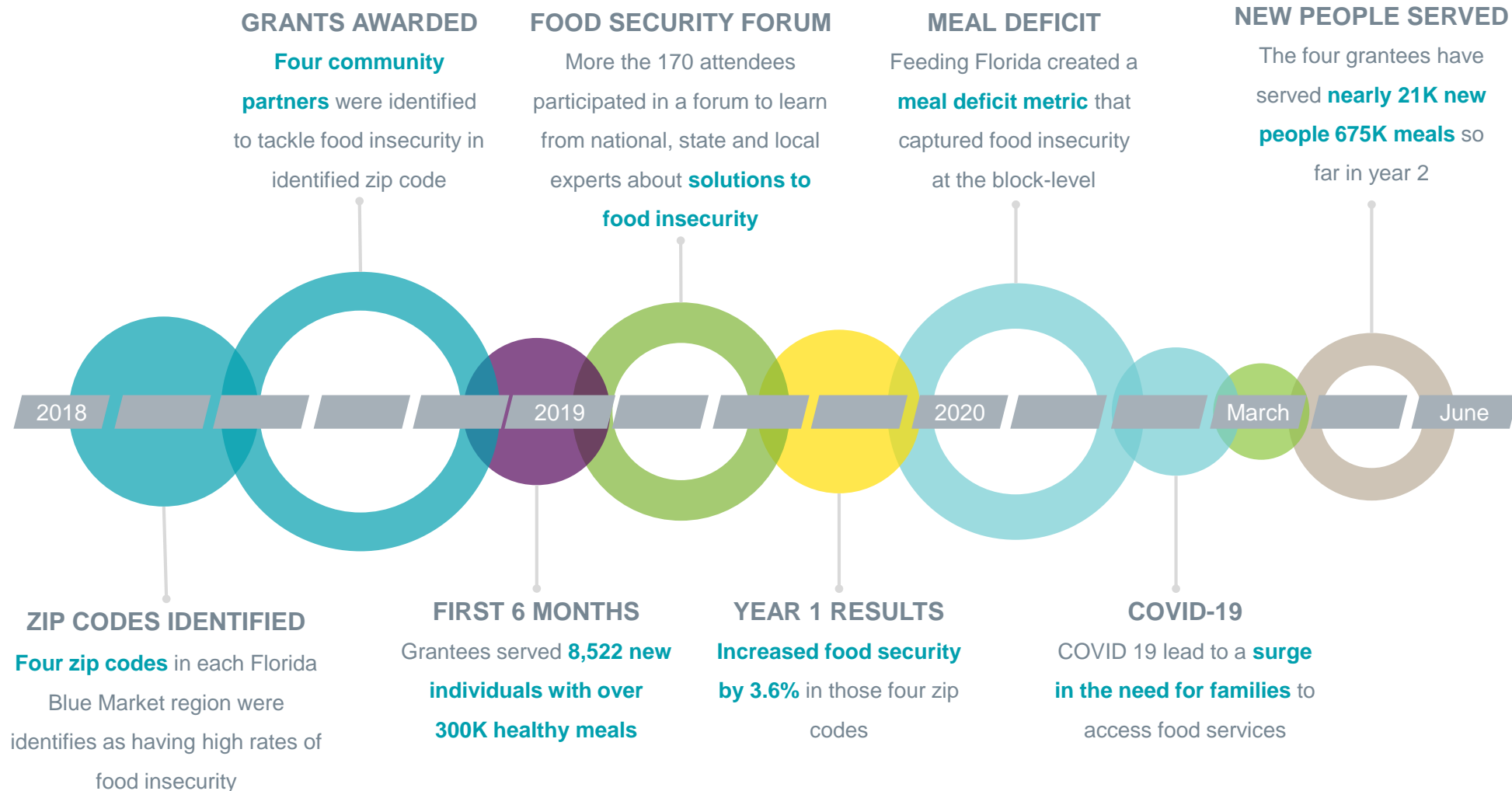
West Region (33612/3)

The University Area CDC has launched a neighborhood transformation strategy that includes housing development, safety, environmental, health, and other initiatives aimed at tackling the 58% poverty rate. **Florida Blue has made a significant investment in the development of The Harvest Hope Park, a seven-acre green space that provides a healthy space for residents.** United Way Suncoast and Tampa are heavily invested in place-based work initiatives support efforts in this region.

South Region (33311)

Robust community initiatives are being planned and implemented including **the Village, a 100-unit intergenerational, mixed-use development led by the Urban League of Broward County and diverse partners including faith-based, nonprofits, business sector, and the educational system.** This model will include, affordable housing, health and well-being, retail, entrepreneurship/job development. PEBS was recently launched at Dillard High School.

FOOD SECURITY IN FLORIDA REGIONS



FOOD SECURITY IN CRISIS

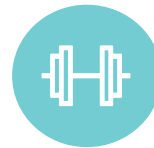
Interim COVID-19 Report

GuideWell committed more than \$7M to help our employees, members and communities get through COVID-19. We sent an informal check-in email to our first-round grantees and have highlighted their efforts below.



More Than 200K People

Were served through grants and partnerships with organizations such as Feeding Northeast Florida, Miami Marlins, Feeding Tampa Bay and Second Harvest Food Bank of Central Florida.



12M+ Pounds of Food

Distributed to children, families and seniors.



Nearly 2M Meals

Served to those in highest and critical need, particularly seniors.

FOOD SECURITY IN THE FUTURE

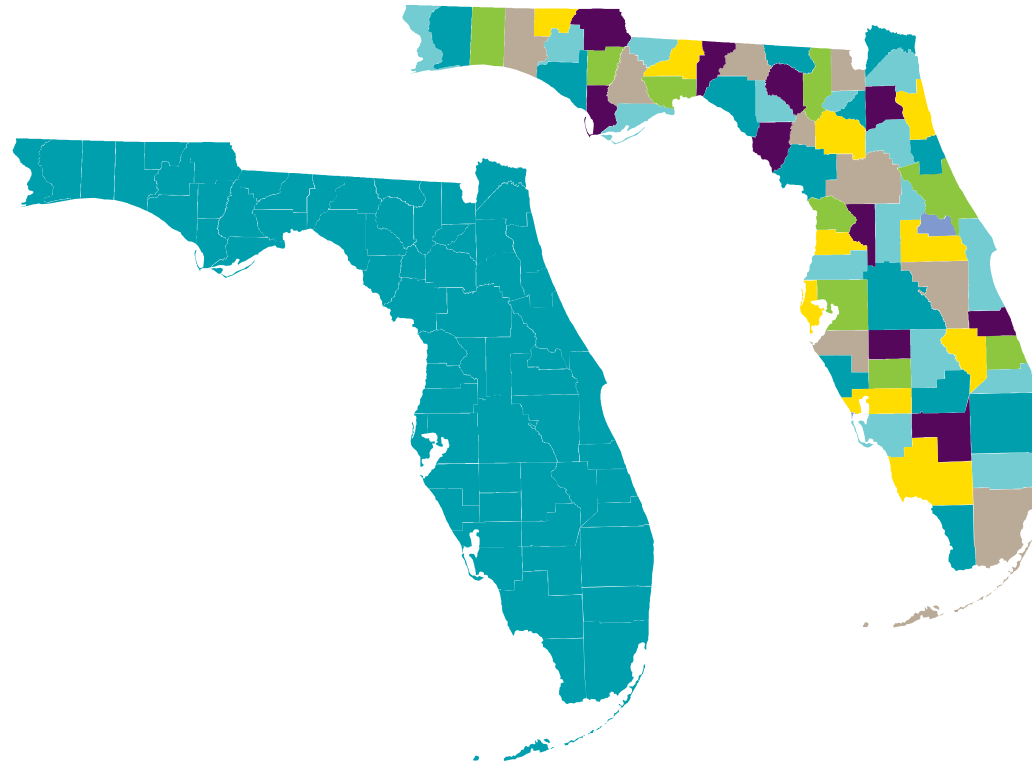
Florida Blue Foundation 2020 Food Security Request for Proposals

Food Banks

Grants are to provide support for **access to affordable healthy foods for low-income families who live in food deserts**. Examples include, but are not limited to: community food stands, mobile food pantries, partnerships with meal delivery services, and others.

College Campus Food Pantries

Grants are to support a **holistic approach for improving access to affordable healthy foods and meals for college students in need**. Examples include, but are not limited to: mentoring and opportunities to sign up for Supplemental Nutrition Access Program (SNAP), connections to campus or other affordable housing options as well as health services and referrals as needed.





Story of Impact

Below is an example of how our investments in food security have been made tangible in the community.

“ We have received phone calls from those receiving meals as well as from their family members thanking us profusely for this assistance. ‘You are a Godsend,’ is what one woman said. Another man said he wouldn’t have known what else to do, as although he is mobile, he did not want to risk going grocery shopping or even [go] out for carry-out since he feared catching the virus. ”

--Council on Aging of Volusia County

THANK YOU

GUIDEWELL

Panel Discussion and Q&A

Moderated by Michael Williams, Executive Director, Florida Prosperity Initiative



Robin Safley
Executive Director
Feeding Florida



Preeti Jois, M.D.
Medical Director
Humana



John Provenzano
V.P. Public Affairs
Publix



John Rivers
Founder and CEO
4R Restaurant Group



Susan Towler
Vice President
Florida Blue Foundation



2020 Virtual Future of Florida Forum and Annual Meeting

Relaunch & Reimagine Florida's Future *Stronger Together, Reuniting Business For Good*

This year has been unlike any other in our history and while COVID-19 may have slightly diverted the course, our mission remains focused on securing Florida's future. It is more important than ever.

Join the Florida Chamber Foundation for **9 hours of content over the span of three days!** The Forum will feature engaging presentations, unique networking opportunities, and insight from the leading voices in Florida and across the nation.

Tuesday, Oct. 20 - Thursday, Oct. 22
1:00 - 4:00 p.m.

What Can You Do To Help End Florida's Equity Gaps

- The Florida Prosperity Initiative has a place for you:
- 1 Statewide Prosperity Advisory Council
- 67 Counties- County Prosperity Initiatives
- 983 Zip Codes- Zip Code Champions
- Stakeholders

Prosperity Advisory Council



Michael Griffin, Vice President of Public Affairs



Susan Towler, Vice President



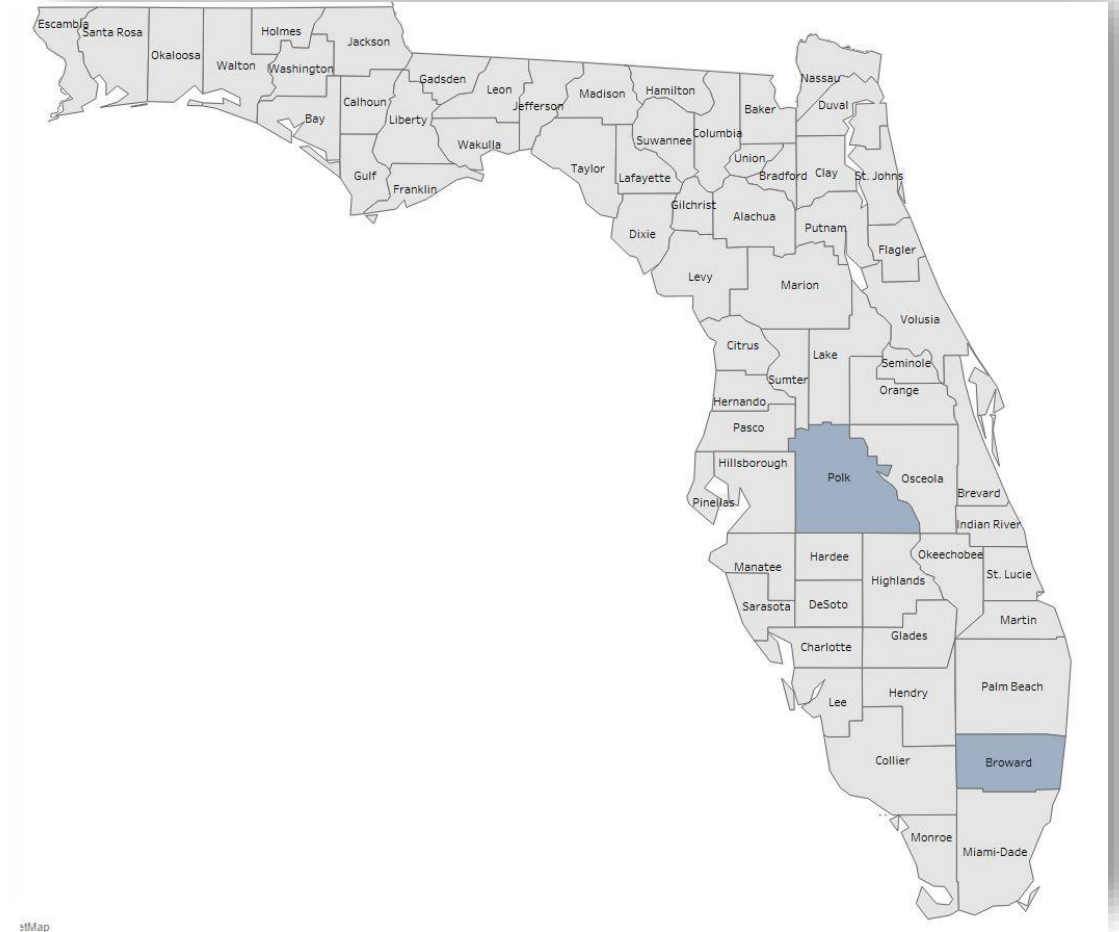
Deborah Galloway, Regional President



County Prosperity Initiatives

Prosperity Broward
Greater Ft. Lauderdale Alliance

Prosperity Polk
Lakeland Chamber of
Commerce
Greater Winter Haven Chamber
of Commerce



Zip Code Champions

32114- Forough Hosseini

32206- Florida Blue

32301- South City/ Purpose Built
Communities

32304- Tallahassee Community
College

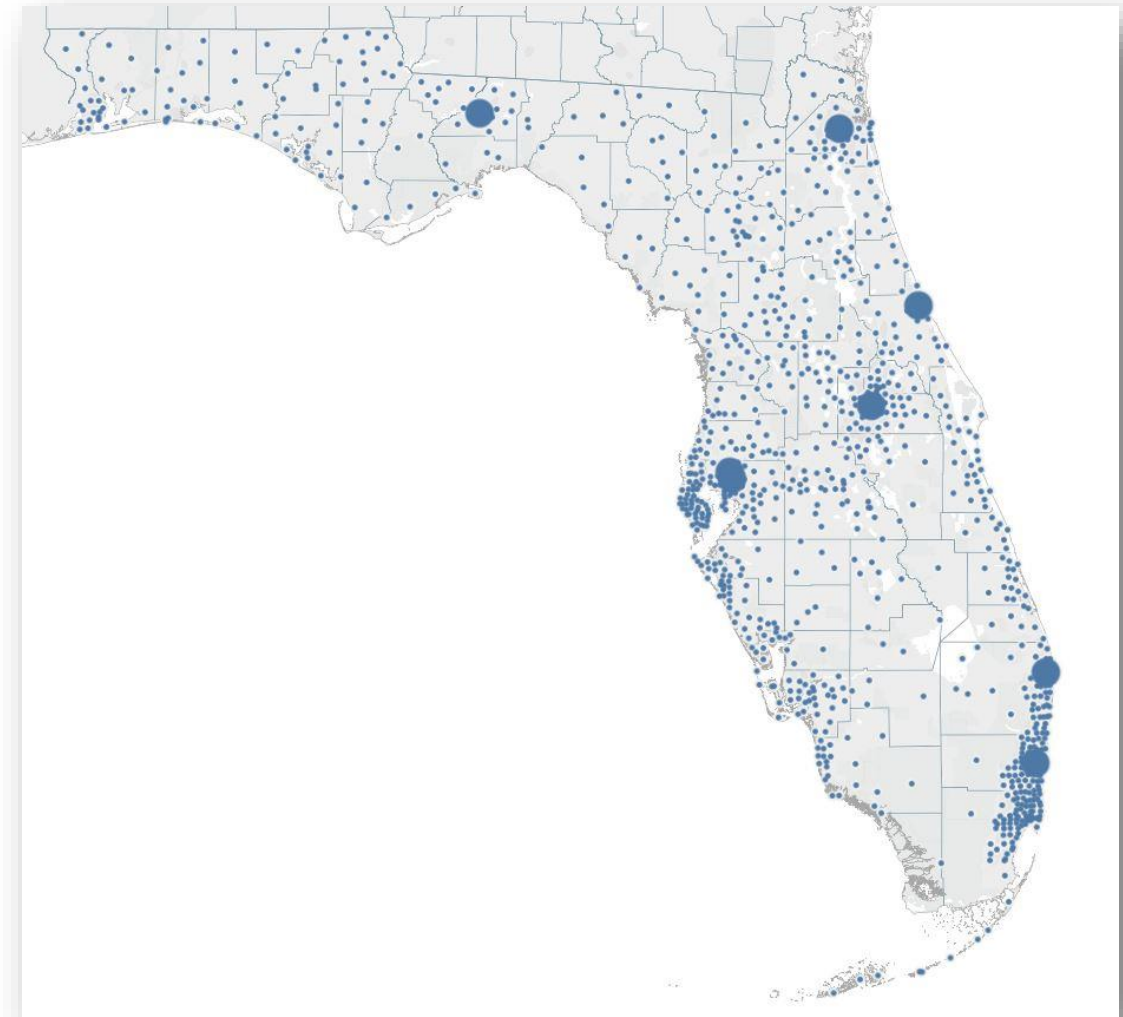
32805- LIFT Orlando/ Florida Blue

33311- Florida Blue

33407- Northend RISE/ Rybovich

33612- Florida Blue

33613- Florida Blue




Stakeholders

4Generations Institute
4R Restaurant Group
AdventHealth
A.M.W.A.T.
Broward College
Bullard Family Foundation
CareerSource Florida
The Federal Reserve Bank of Atlanta
Feeding Florida
Florida Blue
Florida Safety Council
Florida Sheriff's Association
Greater Ft. Lauderdale Alliance
Greater Gainesville Chamber of Commerce
Greater Naples Chamber of Commerce
Greater Winter Haven Chamber of Commerce
Humana
Jackson County Chamber of Commerce
The Kearney Center

Lake Nona Regional Chamber
Lakeland Chamber of Commerce
The Learning Pavilion
LIFT Orlando
Maximus
Moore
Northend RISE
PGT Innovations
Prosperity Broward
Publix
Purpose Built Communities
Quantum Foundation
Rybovich
Tallahassee Community College
Uber
United Way of Florida
United Way of the Big Bend
VCAN 2020/ Forough Hosseini
YMCA

FLChamber.com/BeTheSolution



Contact Michael and Join the Prosperity Initiative

Name *

FirstLast

Email *

I am interested in contributing to the prosperity initiative, and would like to: *

Adopt a Zip Code / County

Any additional information you would like to provide or question that we can address?

Promising Practices

Promising Practices and Resources

flchamber.com/best-practices-and-resources/

Promising Practices and Resources

By: Florida Chamber Foundation

[LEARN ABOUT THE PROSPERITY INITIATIVE](#)

[SHARE YOUR PROMISING PRACTICE](#)

Bosses for Babies - The Children's Movement of Florida

Bosses for Babies is an initiative that brings together business leaders in Florida who are ready to take action in support of early childhood—understanding that this is an investment both in their bottom line and in community-level prosperity. The initiative highlights the many ways Florida businesses are taking action and enables more businesses to get involved. This initiative contributes to The Children's Movement's partnership with the Florida Chamber of Commerce Foundation. It allows businesses to support the goal of 100% K-readiness by 2030 and drives engagement with the Business Alliance for Early Learning, leading to more business-led advocacy for greater investment in early care and education.

[Click here to learn more.](#)

Location: Statewide

Broward Up

Broward County is one of the areas most affected by COVID-19. It is home to 33311, the zip code with the highest number of children in poverty in the state. These two factors make life even more difficult for those families in or near the poverty line. One of 33311's greatest champions is **Broward College**, and their **Broward Up™** movement providing educational opportunities, workforce training, and support services directly in neighborhoods throughout the county. While many of these resources are offered for free, COVID-19 has made their job harder.

[Click here to learn more.](#)

4Rivers

The Florida Department of Agriculture's Summer Food Service Program provides meals to students, but this program does not cover other hungry family members. 4Roots and 4Rivers come alongside meal program sites – over 60 in Orange and Seminole counties – to provide **Family Meals** to students' family members, and others in need.

[Click here to learn more.](#)

Feeding Florida

Feeding Florida, formerly Florida Association of Food Banks, is the state's network of food banks working to solve hunger. The statewide network unites 12 member food banks to provide a healthy, adequate, and consistent food supply to every community every day. Feeding Florida member food banks support more than 2,200 local charitable agencies, which provide food directly to individuals and families in need to ensure a hunger-free Florida. Each year, the Feeding Florida network provides food to the 2.8 million Floridians facing hunger, including over 850,00 children.

[Click here to learn more.](#)

Location: Statewide

Humana Bold Gold

In 2015, Humana announced **Bold Goal**, a population health strategy to improve the health of the communities they serve by 20% by 2020. Through community, clinical and business integration, Humana is taking that goal beyond 2020 and creating community partnerships to tackle issues such as food insecurity, loneliness and social isolation and unreliable or lack of transportation.

[Click here to learn more.](#)

Location: Nationwide – Florida Communities include Jacksonville, Broward County and Tampa Bay

Join Us Next Week!

PART 4 of 5:

Pipeline From Poverty to Prosperity: Jobs & Education

Wednesday, August 12 - 10:00 a.m. - Noon EDT



Thaddeus Bullard
Founder
Bullard Family Foundation



Michelle Dennard
President & CEO
CareerSource Florida



Michael Griffin
Vice President, Public Affairs
AdventHealth



Eric Kelly
President
Quantum Foundation



Mark Wilson
President and CEO
Florida Chamber of Commerce

Part 3 of 5: Feeding the Need to End Inequality of Opportunity

A Five-Part Virtual Event Series on Ending Inequality of Opportunity in Florida

www.FloridaChamber.com/ProsperitySeries



Presented by the Florida Chamber Foundation Prosperity Initiative