



MARI GALLAGHER

RESEARCH & CONSULTING GROUP

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Dear Community Partners:

Now that Fall is here and kids are back in school, it is the perfect time to participate in a free training session sponsored by _____ (here we add sponsor name). It is always our aim to support and advance your important, continued work!

The training will be held by Zoom on...

Our colleague Mari Gallagher of Mari Gallagher Research & Consulting Group will provide the training. In 2006, her firm released "Examining the Impact of Food Deserts on Public Health in Chicago," a breakthrough report that nationally popularized the term "food desert" and motivated Congress to enter food desert language into the Farm Bill to reverse the lack of food equity that sadly exists in many communities across America. She has also developed culturally appropriate place relevant grocer feasibility studies that go far beyond and far deeper than the norm and strategies that help independent and non-profit rural grocers better compete with local competitors that do not typically offer healthy foods (such as dollar stores and gas station marts). What's more is that her firm developed a food insecurity model that generates hyper-local scores of "net missing meals" after factoring out all ways that households of all income levels acquire any type of food or meals, including food pantries, government and school food programs, and even help (in food or money for food) from friends and family. Her firm's model is called the MG Meal Deficit Metric. It is highly reliable, hyper local, and very actionable, and can be used to track and solve hunger. The model was originally commissioned by leaders in Florida and has been applied to that state 4 separate times, including during the pandemic when employment disruption needed to be included as a factor. It has also been applied to many other communities across the US. Mari also incorporates metrics to support diversity, equity, and inclusion values and methods to boost economic activity, prosperity, wellness, community engagement, and outcome measures and evaluation.

The training will cover:

- The 4 Pillars of the MG Imperatives Strategy: Moral Imperative, Community Imperative, Market Imperative, and Policy Imperative. We demonstrate how the MG Imperative Strategy works and why it can help speed up the wheels of positive action and impact.
- The MG Opportunity Framework: what it is and how it works. We briefly share key components of understanding your geospatial "universe" and the types of



data that are most effective for immediate and later use. This includes what we call an MG Key Code map for matching data in a spreadsheet with the exact location on a map, even if the data itself was not mapped.

- Unique definitions and bodies of work that MG pioneered. One example is the MG Food Balance Score. Across one Iowa County, for example, the MG Food Balance point-on-block statistical analysis revealed that K-12 students living in out-of-balance areas were more likely to be a half inch shorter and one GPA “letter grade” behind, accounting for other contributing factors, including income and education of parents. It also found that adults in the same area had a higher rate of diet-related diabetes, again, accounting for other contributing factors. You will also learn about MG’s categories of Mainstream and Fringe food stores and the MG Convenience Food Factor. The training will also distinguish the lack of enough market access to groceries from the lack of enough financial access to groceries, and what it means and what to do if both conditions are present in the same location.*
- Using actual examples of maps, charts, data, and analysis, **including examples of one of your own counties in _____ (add state or region)**, we show how to integrate hyper-local, evidenced based data and information to improve 1) nutritious grocery market access (solving food deserts), 2) charitable food access where financial access is lacking, 3) ways to add insights into food system improvements, health impacts, diversity, equity, and inclusion values and measures, and much more!*
- We also provide market, policy, program, and action insights.*
- Plus, as a **special take-away bonus**, Mari and her team will apply their unique Meal Deficit Metric Model to all _____ (Counties or other areas) that have representatives that sign up for this training. This will include a table that lists all such counties, including for each: the total net missing meals across the county, the number of ideal units of geography for analysis for each county, the two highest missing meal scores for each county and relevant corresponding information for each of those units of geography (such as total population, total households, total households in poverty, total households on SNAP, total households without a car, and total children). A special PDF poster-type-format will be created in advance. Upon completion of the training, it will be sent to every organization that signs up for, attends, and completes the training.*



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The training is by invitation only, but an unlimited number of members from your organization may attend. If you know of other organizations that are interested in this same training, please have them reach out to us directly as perhaps we will repeat the training at a later time and broaden the audience.

This is a not-to-miss event, and we hope you can join us! To register, please _____.

Thank you for being our important community partner!

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