

Second Harvest Heartland's Hunger and Health Forum

April 30, 2014



Second Harvest Heartland is one of the nation's largest, most efficient and most innovative food banks. In 2013, we delivered more than 65 million meals to nearly 1,000 food shelves, pantries and other agency partner programs serving 59 counties in Minnesota and western Wisconsin. Second Harvest Heartland helps relieve hunger not only by sourcing, warehousing and distributing food, but through data-driven thought leadership and community partnerships that help improve the region's larger hunger relief system. For more information, visit 2harvest.org.



The Boston Consulting Group (BCG) is a global management consulting firm and the world's leading advisor on business strategy. We partner with clients from the private, public, and not-for-profit sectors in all regions to identify their highest-value opportunities, address their most critical challenges, and transform their enterprises. Our customized approach combines deep insight into the dynamics of companies and markets with close collaboration at all levels of the client organization. This ensures that our clients achieve sustainable competitive advantage, build more capable organizations, and secure lasting results. Founded in 1963, BCG is a private company with 81 offices in 45 countries.



Hunger-Free Minnesota is a time-limited campaign working to help close the state's missing meal gap. Focused on eight targeted initiatives to add meals to the hunger-relief system, Hunger-Free Minnesota funds innovative strategies in emergency food system capacity, sourcing nutritious food options, enrollment and utilization of federal nutrition programs, and health outcomes for food insecure populations. More information is available at www.hungerfreemn.org.

Forum Program

- 7:30-8:00** **Registration and Light Continental Breakfast**
- 8:00-8:05** **Welcome and Introduction**
Rob Zeaske, CEO, Second Harvest Heartland
- 8:05-8:13** **State of Minnesota: Addressing Health Outcomes and Importance of Hunger Relief**
Lucinda Jesson, Commissioner, Minnesota Department of Human Services
- 8:13-8:20** Edward Ehlinger, MD, Commissioner, Minnesota Department of Health
- 8:20-8:40** **Review of Study: “Improving Hunger and Health Outcomes in Minnesota”**
Peter Lawyer, Senior Partner and Managing Director, Boston Consulting Group
James Grant, Principal, Boston Consulting Group
- 8:40-9:00** **Q & A**
Moderated by Chris Farrell, Senior Economics Correspondent, MPR/APM
- 9:00-9:25** **A View from the Trenches: Projects and Pilots at the Intersection**
Feeding America Diabetes Pilot
Elaine Waxman, PhD, Vice President, Research and Nutrition, Feeding America
Screening & Referral for Food Insecurity in Clinic Setting
Sandra Stenmark, MD, Pediatrician and Director of Collaboratives and Clinic to
Community Integration Governance Council for Kaiser Permanente
Pediatric Outcomes of Hunger, Therapeutic Food Pharmacy
Diana Cutts, MD, Department of Pediatrics, Director of the Children’s Growth and
Nutrition Program, Hennepin County Medical Center
- 9:25-9:45** **Q & A**
Moderated by Chris Farrell, Senior Economics Correspondent, MPR/APM
- 9:45-10:00** **Wrap Up**
Rob Zeaske, CEO, Second Harvest Heartland

Thank you to our event host, Minnesota Public Radio’s Healthy States Initiative.

Presenter Biographies

Rob Zeaske – CEO, Second Harvest Heartland

As CEO of the Midwest's largest hunger relief organization, Zeaske has overall responsibility for leadership, planning and management of the organization. Rob has helped increase the amount of food distributed to agency partners from 34 million pounds in 2007 to over 83 million pounds in 2013. Prior to SHH, he was Senior Vice President of External Relations for Jumpstart, a nationally recognized organization preparing schoolchildren for success. He was responsible for fundraising, government relations and marketing. Prior to that Zeaske served as a Harvard Business School Service Leadership Fellow with Mercy Corps, where he led program strategy and managed the agency's monitoring and evaluation for programs in 35 countries worldwide. Zeaske currently sits on The Blake School Board of Trustees and the Young Presidents Organization Board of Directors.

Chris Farrell – Senior Economics Correspondent, MPR/APM

Chris Farrell is Senior Economics Contributor at Marketplace, American Public Media's nationally syndicated public radio business and personal finance programs. He is also Economics Commentator for Minnesota Public Radio. An award winning journalist, Farrell is a columnist for Bloomberg Businessweek and the Star Tribune, and has written for a number of other media outlets. The author of several books, his latest is the forthcoming *Unretirement: How Baby Boomers are Changing the Way We Think About Work, Community and the Good Life*.

Lucinda Jesson – Commissioner, Minnesota Department of Human Services (DHS)

Jesson oversees the state's largest agency, serving well over 1 million people with an annual budget of \$11 billion and more than 6,500 employees throughout the state. DHS administers a broad range of services including health care, economic assistance, mental health and substance abuse prevention and treatment, child welfare services and services for the elderly and people with disabilities. DHS also provides direct care and treatment to more than 10,000 clients every year. Prior to joining DHS, Jesson was an associate professor of law at the Hamline University School of Law in St. Paul where she also founded and served as director of the Health Law Institute. Before that, Jesson served in local and state government both as chief deputy Hennepin County attorney, and as Minnesota deputy attorney general, in addition, to extensive private sector experience.

Edward Ehlinger, MD, MSPH – Commissioner, Minnesota Department of Health

Appointed in January 2011, Ehlinger is responsible for directing the work of the Minnesota Department of Health. With approximately 1,400 employees in the Twin Cities and Greater Minnesota, this is the state's lead public health agency, responsible for protecting, maintaining and improving the health of all Minnesotans. Prior to being appointed commissioner, Ehlinger served as director and chief health officer for Boynton Health Service at the University of Minnesota. He has also served as an adjunct professor in the Division of Epidemiology and Community Health at the U of M School of Public Health. Ehlinger also served as director of Personal Health Services for the Minneapolis Health Department.

Peter Lawyer – Sr. Partner and Managing Director, Boston Consulting Group (BCG)

Peter Lawyer joined BCG in 1989, serving in Chicago and Tokyo before opening BCG's Minneapolis office in 2007. Lawyer founded BCG's medical technology practice and has assisted global health care clients across the spectrum of providers and suppliers. In the health care arena, Lawyer focuses on areas of competitive strategy, strategic marketing, operations improvement, corporate development, post-merger integration and health care policy. Lawyer is a principal author of numerous BCG and external publications, including most recently *Competing on Outcomes*, a BCG review of global developments in value-based health care. Prior to joining BCG, he was a reporter for *The Wall Street Journal/Europe* based in Brussels, Belgium and a commercial lender for First Bank System (now US Bank) in Minneapolis, MN.

Presenter Biographies

James Grant – Principal, Boston Consulting Group (BCG)

Grant is a core member of the Health Care practice where he has extensive experience supporting health care clients across pharma, providers and medtech. James' work with Medtech and Pharma clients has focused on growth strategies, portfolio prioritization, new product innovation, pricing and market access, commercial sales force effectiveness, and organizational design. With health system clients, Grant has focused on network strategy, M&A opportunity assessment, and post-merger integration. Prior to BCG, Grant worked at a venture capital firm sourcing and evaluating seed- and early-stage life science investments. He also conducted research in orthopaedic bioengineering, and managed clinical trials in the CRM division of Guidant Corporation (now Boston Scientific).

Elaine Waxman, PhD – Vice President, Research and Nutrition, Feeding America

At Feeding America, a nationwide network of several hundred food banks, Dr. Waxman is currently overseeing the completion of *Hunger in America 2014*, the largest study ever conducted of emergency food assistance in the United States and also oversaw the completion of *Hunger in America 2010* and the *Map the Meal Gap* project, which provides the first county-level estimates of food insecurity in the United States. She has over 25 years of experience in social policy research and consulting. Dr. Waxman is a lecturer and field supervisor for the School of Social Service Administration at The University of Chicago, where she also received her Ph.D. Her research interests include the intersection of food insecurity and public health, the nature of low-wage work and place-based anti-poverty initiatives.

Sandra Stenmark, MD – Pediatrician and Director of Collaboratives and Clinic to Community Integration Governance Council for Kaiser Permanente

The Healthy Beginnings, Healthy Eating and Active Living collaboratives focus on improving optimal lifelong health and well-being, focused on those at greatest risk of chronic disease. In addition to addressing clinical systems and quality processes, Dr. Stenmark is engaged in changing environments and policies in schools and the community to improve healthy eating and active living. Dr. Stenmark currently serves on the Safe Routes to School National Partnership Advisory Board and Colorado's Bright Beginnings Board. She recently chaired the Colorado Collaborative Guideline Committee on the Prevention and Treatment of Childhood Obesity and has participated on The Colorado State Board of Education review board for Health Education and Physical Education Standards, the Denver Metropolitan Health and Wellness Commission, the Commission on School Nutrition and Physical Activity for the Denver Public Schools, the Transit Alliance Citizen's Academy, and the Bighorn Environmental Sustainability Leadership Program.

Diana Cutts, MD – Department of Pediatrics, Hennepin County Medical Center and Assistant Professor of Pediatrics at the University of Minnesota

Dr. Cutts directs the Children's Growth and Nutrition Program at HCMC and is a founding member and principal investigator with Children's HealthWatch, a national policy-oriented pediatric research and advocacy collaboration which focuses on low-income 0-3 year old children. Her clinical expertise is in the care of children with nutritional problems, and she is involved on a local, state and national level with issues of childhood hunger, housing, obesity, and health disparities. Dr. Cutts work has been published and provided testimony for both state and national congressional hearings.