Pinnacle Prevention

Pinnacle Prevention is an Arizona-based nonprofit organization dedicated to growing healthy families and communities. Our mission is to inspire and advance a thriving food system and opportunities for active living. Our team of registered dietitians, researchers and social scientists believe all families should have access to nutritious food and opportunities to develop healthy relationships with foods. We think all individuals should have access to inclusive and safe communities to enjoy physical activity, and we work to make these visions a reality across Arizona.

2017: Year in Review

Pinnacle Prevention had many notable accomplishments in 2017. This past year, our team grew, we challenged Arizona’s hunger rates, uplifted local farming efforts, inspired people to go outside and play, and so much more.

2017 Highlights

Double Up Food Bucks Arizona  Community Health Assessment and Engagement  Policy and Advocacy
2017 was an incredible year for Double Up Food Bucks Arizona. The program expanded to reach many new SNAP customers, and became available in six new markets across the state. With Double Up Food Bucks, a great number of Arizonans gained increased access to fresh, local produce and improved their local economies in 2017. The program is now implemented at 23 farmers markets, farm stands and CSA’s across Arizona, and is also at over 40 Fresh Express Mobile Market sites across the Valley.

WHAT IS DOUBLE UP AZ?

Double Up Food Bucks Arizona helps Arizonans who use SNAP/EBT (formerly food stamps) bring home more fresh fruits and vegetables while supporting local farmers. At participating farmers markets, Double Up AZ matches each dollar a SNAP customer spends with another dollar to spend on Arizona-grow produce, up to $20 per visit. That means if a SNAP customer buys $20 worth of eggs, bread, and other SNAP-eligible items, they will receive another $20 to spend on fresh, locally-grown fruits and vegetables. This program is a win for families, a win for farmers, and a win for our local economy.
2017 HIGHLIGHTS:

- Grew Double Up AZ to 23 sites, from as far south as Nogales to as far north as Tuba City.
- 84% of Double Up AZ customers report purchasing and eating more fruits and vegetables.
- Raised awareness and spread the word by launching our “Voices of Arizona Farmers Markets” video series, which features stories from local farmers, market managers, and Double Up customers.

"DOUBLE UP FOOD BUCKS HAS BROUGHT SO MANY NEW FAMILIES TO OUR MARKET. THIS MEANS WE HAVE A STRONGER COMMUNITY, AND FARMERS ARE REACHING PEOPLE WHO MAY NOT BE ABLE TO OTHERWISE AFFORD WHAT'S FRESH, LOCAL, AND ORGANIC. IF WE DON'T HAVE PEOPLE BUYING LOCALLY GROWN PRODUCE, WE WON'T HAVE LOCAL GROWERS, AND THAT IS ABSOLUTELY ESSENTIAL TO THE SURVIVAL AND HEALTH OF OUR COMMUNITY."

- SARAH MATLIN, PHOENIX PUBLIC MARKET OPEN AIR FARMERS MARKET

- Celebrated with the Fresh Express Mobile Market when they launched their 25 new stops in Maryvale. Their expansion increased access to fresh and healthy foods, and brought the incredible benefits of Double Up Food Bucks to more individuals and families.
- The program expanded its reach to 1,285 new SNAP customers just in the last quarter of the year! Over $100,000 in SNAP and Double Up benefits were redeemed during that same time period, which means more food-insecure families got access to fresh produce, and more money stayed in our local economy all year long.
COMMUNITY HEALTH ASSESSMENT AND ENGAGEMENT

Some of our most meaningful and impactful work in 2017 happened through our involvement in communities across Arizona. From hosting free outdoor activities, to completing county health assessments, Pinnacle Prevention worked all year long to improve health outcomes and make Arizona communities the happiest and healthiest they can be.

2017 HIGHLIGHTS:

- Facilitated the completion of 2 County Community Health Assessments and 5 Community Health Improvement Plans

- Provided training to 258 public health practitioners working in WIC to increase impact and health outcomes

- Provided nutrition education to 460 children across Gila County from preschool through high school

- Encouraged residents to stay active and enjoy their local parks by hosting free events at local trails in Payson and Globe
Policy, advocacy and systems change are at the heart of everything we do. We believe that true change can only happen with meaningful, holistic solutions. Throughout 2017, we worked with various partners to implement these kinds of solutions.

**2017 HIGHLIGHTS:**

- Launched the statewide Let's Grow AZ campaign in support of SB 1245, or the Arizona Grown Fruit and Vegetable Incentive Bill. We secured sponsorship for the bill, which supports Arizona farmers and families. The bill passed through the Senate smoothly and is now in the House.

- Hosted Congressman Tom O'Halleran for a Farmers Market and Farm Site Visit to inform Farm Bill Reauthorization efforts. This was an incredible opportunity to highlight the amazing growers and markets in our state and to advocate for important policy to support them.

- Established and launched the first statewide Arizona Food Systems Network, a coalition made up of food system advocates in Arizona.

- Completed the first assessment of regional food systems coalitions in Arizona in partnership with Vitalyst Health Foundation.
AND FINALLY... PINNACLE PREVENTION’S FAMILY-FRIENDLY WORK CULTURE

Here at Pinnacle Prevention, we’re dedicated to growing healthy families and communities, and we recognize that change starts at home. Our team of registered dietitians, researchers, and social scientists practice what we preach, and that means supporting our working moms in every way we can.

We value families and mothers and strive to put these values into practice every day. We encourage our new moms to bring their babies to the office and to meetings, and we foster healthy work-life balance with flexible scheduling. Our Pinnacle Prevention littles tag along to help at markets, and we encourage them to get involved in our projects. One of the best ways we know how to support the moms at Pinnacle Prevention is by helping them support their families.

2017 was a great year not only in terms of our work in Arizona communities, but also for our incredible team. We expanded our team to include five dynamic female leaders and welcomed two new babies who joined their moms at work.