



# HEALTH CARE SERVICE CORPORATION

## Making Communities Healthier by Tackling Food Insecurity

[www.hcsc.com](http://www.hcsc.com)

**Health Care Service Corporation (HCSC)** is tackling food insecurity in a new way by teaming up with Feeding America®, the country’s largest domestic hunger-relief organization. Over the next two years, HCSC will donate \$1.2 million to Feeding America member food banks in areas where its Blue Cross and Blue Shield companies operate (Illinois, Montana, New Mexico, Oklahoma and Texas). HCSC aims to help families and individuals get the food they need to be healthy while helping address chronic health issues often related to food insecurity. This initiative is one of the ways HCSC is working to make health care more affordable.

For nearly 10 years, HCSC supported local food banks through its Healthy Kids, Healthy Families® initiative to promote healthy, active and safe communities. In 2018, HCSC distributed more than 2.5 million pounds of food to those in need.

HCSC’s new collaboration with Feeding America will refocus these efforts on proven strategies that increase access to and consumption of nutritious foods.



Based on community needs, 26 food banks and pantries will adopt one or more of these strategies, including behavioral economic principles making the healthy choice the easy choice, and sharing nutrition guidelines that help food pantries recognize healthy foods and drinks.

### PROGRAM IMPACT



#### LOCAL FOOD BANK STATS:

**81%**

USE FUNDS TO FOCUS ON **FRESH PRODUCE, DAIRY AND PROTEIN**

**19%**

HAVE SIGNS TO **ENCOURAGE HEALTHY FOOD SELECTION**

**23%**

IMPLEMENT **COMMUNITY HEALTH & NUTRITION PROGRAMS**



**BlueCross. BlueShield.**

Illinois · Montana · New Mexico  
Oklahoma · Texas