



FEEDING POSITIVE CHANGE THROUGH IMPROVED COMMUNICATIONS

Thanks to learnings from the HCC, Proviso Partners for Health is collaborating with more organizations that support better food security and economic opportunities for all people.



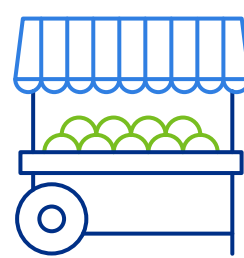
A community-driven collective in the Chicago area, PP4H works to:



Support an effective, local food system.



Create policy and systems changes that better outcomes for all people.



Incubate and support small businesses and social enterprises.



PP4H had a story to tell but needed help telling it.



PP4H joined the HCC in 2021 to amplify community voices and improve food security for families in need.



PP4H set out to strengthen partnerships with local hospitals and other organizations that fund its work.

The organization improved communications and collaborations with partners by:

Creating a compelling narrative and using a variety of communications strategies to connect with key stakeholders.



Storytelling about site-specific, community-based food initiatives versus individual food programs.



Running “Data is Power,” a training series with tools to help implement change.



Operating a digital assets-sharing platform to provide partners with ready-to-use content, images, quotes, stories and more.

Becoming more strategic and flexible.



Assisting partners to provide healthy foods and helping create effective food businesses.



Embracing Loyola Medicine as an active cross-sector partner in developing solutions.



Developing new and creative ways of securing funding.

Applying empathy and compassion.



Better understanding the pressures faced by hospital partners, to improve communication and funding efforts.



Shortening meetings with busy hospital partners and switching from a monthly to quarterly cadence.



Inspiring more people who can turn compassion into action.



By changing its own rules for engagement, PP4H has increased community collaborations with hospital partners, while getting game-changing answers to questions the organization didn't even know to ask.

“Changes were not immediate, but they were long lasting.”



Lena Hatchett
Co-founder, Executive Lead
Proviso Partners for Health



The end result: More Chicagoans are gaining access to food they need as well as opportunities to launch and grow successful food businesses.

