EQUITY AND ACCESS: NUTRITION EDUCATION AND FARMERS' MARKET

Society for Nutrition and Behavior
Farmers Market Food Navigators

Lila Gutuskey, PhD
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Michigan Fitness Foundation
Outline of Today’s Presentation

1. **Program Development**
   History of farmers market programming, why this program was needed, & how it evolved over time

2. **Food Navigator Roles**
   Learn the 4 main roles of the Food Navigator & how time is spent in and out of the market

3. **2020 and Beyond**
   Updates to the program related to the global pandemic, future plans, and considerations

4. **Evaluation & Outcomes**
   Evaluation methods and evidence
ABOUT US
Michigan Fitness Foundation

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Project Manager

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Evaluation Specialist

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Farmers Markets in Low-Income Communities

- Access to Local Produce
- Food Assistance Programs
- Existing Barriers Remain
Barriers

- Comfort
- Welcoming Atmosphere
- Affordability
- Time
- Transportation
Existing Farmers Market Programs

- Nutrition Education
- Incentives for Produce
- Sustainable?
Who Should the Program Serve?
Considerations for Program Development

A  Low-Income Shoppers
B  Market Managers
C  Market Vendors
Program Development
Collaboration of MFF and the Michigan Farmers Market Association
**Food Navigator Timeline**  
**Program Development**

- **2016**: Partnership with MIFMA  
  Pilot Program Initiated
- **2017**: Program Refined  
  Based on Outcomes of Pilot
- **2018**: Playbook Introduced & Tested  
  Concluded Pilot with MIFMA
- **2019**: Playbook Revised & Tested  
  with Six Local SNAP-Ed Implementors
- **2020**: Expanded Program Resources, COVID-19 Adaptations

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The Playbook

Outlines in detail all the information needed to implement the program with fidelity.
4 Main Roles

Food Navigator Activities to Support the Market
Food Navigator Roles
All Equally Important

Community Outreach
Build awareness of the farmers market and available food assistance programs

Help Shoppers
To effectively use their food $, provide support, introduce to vendors

Increase Access
Policy, Systems, and Environmental change work

Nutrition Resources
Experiential Nutrition Education

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Community Outreach

Visit me at
ABC Farmers Market
1234 Market Street, Farm City, MI 11101
Saturdays from 10am-2pm

FREE individual tours,
TIPS & TRICKS for shopping in a
farmers market, and
RESOURCES to eat healthy on a budget!

Find out more about ABC Farmers Market
here: abcmarket.org
Help Shoppers
Nutrition Resources

TOMATOES

PRODUCE TIPS
• Look for tomatoes that are firm and give slightly to gentle pressure.
• Store ripened tomatoes at room temperature, out of direct sunlight. Use within a few days.
• Place unripened tomatoes in a brown paper bag until ripe.
• Before storing, wash tomatoes in cold water and remove any stems or leaves.

HEALTHY SERVING IDEAS
• Use raw tomatoes to make salsas or as a base for soups and stews.
• Toss sliced red, yellow, and green tomatoes with your family’s favorite balsamic dressing for a quick salad.
• Make a raw tomato sauce. Add your child to help choose the recipe, shop for ingredients, and prepare it.
• Buy low-sodium canned tomatoes, tomato paste, and tomato sauce when fresh tomatoes are unavailable.

For more recipes, visit www.mifitnessefoundation.org
Increase Access
Food Navigators in Action

Sowing Seeds Growing Futures Farmers Market
September 6, 2019

Zucchini and yellow squash are plentiful in the summer and early autumn. Try out this unique warm Cheesy Zucchini Dip recipe for a new way to enjoy these delicious veggies!

**CHEESY ZUCCHINI DIP**

1. bake at 350 degrees

**INGREDIENTS**

- 2 medium squash
- 2 medium tomatoes, finely diced
- 1/2 teaspoon dried oregano powder
- 1/4 teaspoon dried basil
- 1/4 teaspoon garlic powder
- 1/4 teaspoon black pepper
- 1/2 cup grated Parmesan cheese
- 1/4 cup grated Mozzarella cheese
- 1 (8-ounce) can tomato sauce

**DIRECTIONS**

1. Preheat oven to 350°F. Spray a 9x13-inch baking dish with cooking spray.
2. Stir together all ingredients in a large bowl until well combined.
3. Spread the mixture evenly in the prepared dish.
4. Bake for 20 minutes or until the cheese is melted and bubbly.
5. Let cool for 5 minutes before serving.

**Makes 12 servings. Serving Size: 2 tablespoons.**

Meet Cassandra, our new Farmers' Market Food Navigator! Are you new to the market? Wondering which vendors will accept your food benefits? Trying to find new recipes or ways to keep your veggies fresh? Well, ask Cassandra! She’ll be here at every market to answer any questions you might have and provide you with tips on how to eat healthy. Each week, she will have a sample of a recipe that highlights an in-season fruit or veggie and can tell you which vendors you can pick up ... See More

Urban Roots
July 23, 2019

Come by to the market on Wednesdays to meet Tessal!

MEET

TESSA KWANT

Food Navigator
Urban Roots

Heights City Market Is at Heights City Market
August 16, 2019 - Muskegon Heights

An amazing group of people waiting for me when I got here! Love what I do!
2020 And Beyond...

• This Year: 22 Markets Across the State
• Adaptations for COVID-19
• Ready to Expand Outside of Michigan
Evaluation
Key Stakeholders

Food navigators

Market managers

Vendors

Shoppers
Food Navigators
Across Four Market Seasons

- **5-7** Markets each year
- **700+** Days in markets
- **30k+** Interactions with shoppers

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Food Navigators
2019, n=7

108 Days spent in markets

7,557 Interactions with shoppers

395 Interactions lasting 20+ minutes
100% Reported that Food Navigators provided tools or resources for shoppers to take home.

83% Showed them how to use their food assistance benefits.

83% Having a Food Navigator increased fruit and vegetable sales at the market

“It benefits the market and increases our educational initiatives. Our Navigator also brought new customers to the market through community outreach.”

- 2018 Market Manager
Interacted with the Food Navigator (83% at least once a week)

Want more shoppers who use food assistance

Having a Food Navigator increased fruit and vegetable sales at the market

“I enjoy watching people enjoy the program. It’s a great program.”
- 2019 Market Vendor
Because of their interactions with food navigators, shoppers reported intentions to:

- 70% Shop at a farmers market
- 50% Eat a variety of vegetables
- 47% Eat more vegetables
- 38% Eat new vegetables
- 29% Increased their vegetable consumption frequency from first interaction to last (n=133).
More shoppers were confident in talking to vendors about their food assistance benefits at intervention markets than comparison markets (p=.025).

More shoppers were confident in how to use their food assistance benefits at intervention markets than comparison markets (p=.041).
Program Implementation
SNAP-Ed Toolkit entry coming soon!

Stakeholder Perspectives

Intervention vs. Comparison

Program Development
EQUITY AND ACCESS: NUTRITION EDUCATION AND FARMERS' MARKET

Society for Nutrition Education and Behavior

Amy DeLisio, MPH, RD
Kyli Gallington, MPH
The Center for Wellness and Nutrition (CWN), a program of the Public Health Institute, is a national leader in developing campaigns, programs, and partnerships to promote wellness and equitable practices in the most vulnerable communities in California and across the country.
Welcome:
FMI Technical Assistance Team
Center for Wellness and Nutrition

Amy DeLisio
Director
Center for Wellness and Nutrition

Stephanie Carillo
Program Manager
Center for Wellness and Nutrition

Kyli Gallington
Research Scientist
Center for Wellness and Nutrition
Agenda

• Welcome and Introductions

• State Nutrition Action Council Overview

• SNAC Farmers Market Initiative Milestones

• CalFresh Healthy Living Food Navigator Pilot

• Evaluation Methods and Results

• Closing Comments and Adjourn
State Nutrition Action Council (SNAC)

California SNAC is a state-level collaborative with active representation from all state agencies and nonprofits that implement USDA FNS programs.
California SNAC

Vision: Helping Californians reach their fullest potential across the lifespan through improved nutrition and quality of life.

Purpose: The California SNAC is a partnership of USDA-funded organizations and like-minded partners working collectively to improve the health of Californians, especially low-income populations.
Farmers Market Initiative
FARMERS MARKET INITIATIVE OVERVIEW

- Promote Farmers Markets
- Support the Health of CalFresh Shoppers
  - Increase consumption of fruits and vegetables
- Support Local Farmers and Economy
- Social Connectivity
- Increase Buying Power
  - Maximize CalFresh and Market Match
  - WIC and Senior FMNP
2018 FARMERS MARKET INITIATIVE SUCCESSES

- Increased partnership between state agencies, local programs, and farmers markets
- Widespread distribution of materials
- Increased awareness of benefit program
Farmers Market Initiative 2019

6 Intervention Counties
Emphasis on the Central Valley
San Joaquin, Stanislaus, Fresno, Riverside, San Bernardino and Tulare

19 Farmers Markets
Accepting all FNS benefits
Primarily promotional efforts

3 Markets engaged in the CalFresh Healthy Living Food Navigator Pilot Program
Staffed by PHI CWN
Weberstown Mall, Rivers Park and The Market on Kern
Fresno and San Joaquin Counties
2019 CRITERIA FOR SELECTING MARKETS

• Market accepts CalFresh, Market Match, WIC (seasonal and monthly), and Senior Farmers Market Nutrition Program vouchers

• SNAC partners provide services in the region

• Market operates on at least one weekday

• Market demonstrates high need based on density of SNAP-Ed populations

• Market had approximately $1,000 of annual CalFresh redemption
SNAC 2019

FMI GOAL:

Increase redemption rates of Market Match, WIC, and Senior Farmers Market Nutrition Program vouchers to support low-income shoppers in maximizing their purchasing power on fresh California grown produce.
2019 FMI Promotional Tools

➢ Brochures
➢ Flyers
➢ Postcards
➢ Posters

All materials printed in English and Spanish
### PARTNER PARTICIPATION OPPORTUNITIES

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<thead>
<tr>
<th>Activity</th>
<th>Level 1</th>
<th>Level 2</th>
<th>Level 3</th>
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<tbody>
<tr>
<td>Distribute promotional materials in your offices</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Display posters, brochures in county offices</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>Posting promotions on county social media sites</td>
<td></td>
<td>✓</td>
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<tr>
<td>Distributing resources to partners and community groups</td>
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<tr>
<td>Sending direct mailings, such as postcards, to clients’ addresses on file</td>
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<td>✓</td>
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<tr>
<td>Participating in activities at local farmers’ markets</td>
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Partner Acknowledgements
CalFresh Healthy Living: Food Navigators Pilot
Food Navigators at the Market

- Expansion of community awareness of the farmers markets and types of benefits accepted
- Collaboration with market managers and vendors to create a welcoming environment
- Support shoppers in maximizing their food dollars
Timeline

• The **Farmers Market Initiative** took place over an 18-week period
  • From May-August

• The **CalFresh Healthy Living Navigators & Educators** program took place over a six-week period
  • From July-August
Activities at the Farmers Market

- Conduct food demonstrations
- Rethink Your Drink activities
- Farmers Market Tour
Food Demo Activities

Overview

• Taste samples of locally grown stone fruit (peaches, nectarines, plums, or cherries)
• Engagement opportunity
• Resources:
  - Get More at the Farmers Market Guide
Farmers Market Tour

Tour Overview

1. Begin at the CalFresh/EBT booth
2. Market Match + CalFresh
3. Take individuals around to various vendors
4. Conclude tour and answer questions
Evaluation Methods & Results
Evaluation Methods in Farmers Markets

Benefit Redemption Data

Educator/Partner Activity Logs

Consumer Intercept Surveys

Key Informant Interviews
Evaluation Plan

SNAP-Ed Evaluation Framework
- Environmental: ST7* & MT5*
- Sectors of Influence: MT8b & MT8e

*Priority Indicators

Farmers Market Benefit Redemption
- CalFresh transactions and redemption
- Market Match customers and redemption

Individual Measures
- Barriers and facilitators to shopping at farmers markets
SNAP-Ed Evaluation Framework Indicator Results

<table>
<thead>
<tr>
<th>Indicator</th>
<th>FFY 2019 Results</th>
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<tr>
<td>ST7: Organizational Partnerships*</td>
<td>34 local cooperators</td>
</tr>
<tr>
<td>MT5: Nutrition Supports*</td>
<td>10,479 promotional materials distributed Promotions</td>
</tr>
<tr>
<td>MT8b Agriculture (# of new markets offering bonus buck incentives)</td>
<td>10.5% increase in intervention markets accepting market match</td>
</tr>
<tr>
<td>MT8e Agriculture (reach)</td>
<td>30,419 individuals below 185% of the Federal Poverty Level¹</td>
</tr>
</tbody>
</table>

*Priority Indicators

¹Source: American Community Survey, 2013-2017, 5-year estimates, Table S1701
Consumer Intercept Surveys

Drivers

• Access to fresher produce (44%)
• Ability to redeem Market Match or other food benefit programs (30%)
• Ability to redeem CalFresh dollars/EBT (27%)
• Friendly atmosphere (26%)

Barriers

• Extreme weather (24%)
• Inconvenient market days/hours (16%)
• The market being out of the way/ too far (16%)
• Lack of transportation (8%)
Interactions with the CalFresh Healthy Living Navigators

- **52%** Showed them how to use their food assistance benefits
- **32%** Shared nutrition information with them
- **30%** Gave them materials they could take home
- **25%** Helped them navigate the market to maximize their food dollars
Feedback from Market Managers

“‘I loved what [the Nutrition Educator] did— all of the education that the table offered. I would act as a cheerleader in the future and advocate for the health educator program to other market managers and funders.’”
—Farmers Market Manager

“‘Presence was [the] biggest success; continual presence is key. The flyers are great but having people explaining is much more important.’”
—Farmers Market Manager

Market Managers value the presence of CalFresh Healthy Living Food Navigators to provide education and assistance to consumers.

The campaign was most successful at markets with strong partnerships between the markets and local agencies.
CalFresh and Market Match Redemption Data

Average monthly CalFresh and Market Match redemption per market for 2019 compared to 2018 for all counties.
CalFresh and Market Match Redemption Data

Average monthly CalFresh transactions and Market Match customers per market for 2019 compared to 2018 for all counties.

- **CalFresh Transactions (#)**
  - 2018 Average per Market
  - 2019 Average per Market

- **Total Market Match Customers (CF) (#)**
  - 2018 Average per Market
  - 2019 Average per Market

- **New Market Match Customers (#)**
  - 2018 Average per Market
  - 2019 Average per Market
CalFresh and Market Match Redemption by Intervention Type

Percent Change in CalFresh and Market Match Redemption for July 2019 compared to July 2018, by intervention type.

- Market Match Redeemed
  - Markets with Onsite Health Educator (n=3)
  - Markets without Onsite Health Educator (n=13)

- CalFresh Redeemed
  - Markets with Onsite Health Educator (n=3)
  - Markets without Onsite Health Educator (n=13)
CalFresh and Market Match Redemption by Intervention Type

Percent Changes in CalFresh Transactions (#) and Market Match Customers (#) for July 2019 compared to July 2018, by intervention type.

- CalFresh Transactions
- Total Market Match Customers (CF)
- New Market Match Customers

Markets with Onsite Health Educator (n=3)  Markets without Onsite Health Educator (n=13)
The State Nutrition Action Council: Farmers Market Initiative was selected for inclusion in the SNAP-Ed Toolkit in FY 20

Visit snapedtoolkit.org to learn more!
2020 SNAC FMI

Shop Safe.
Shop Smart.
6 Feet Apart.
The health of our community is our priority.

Healthy Market Tips
- Keep your distance from others
- Vendors will supply you with the produce
- Wash your hands with soap and water

Healthy Market Tips
- Let the producer pack the items
- Keep your distance from others (6FT)
- Wash your hands with soap + water
THANK YOU!

Farmers Market Initiative
Questions:
info@wellness.phi.org