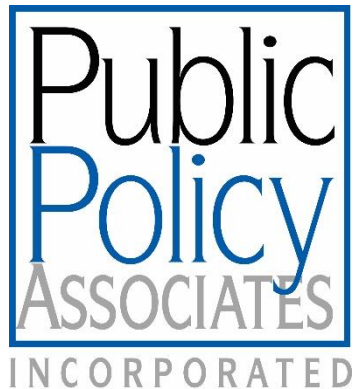


Culturally Proficient and Pragmatic Evaluation of Food Security and Nutrition Education in Mobile Settings



April 6, 2017



Presenters

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Justice

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Research Associate II



Agenda

- Program design
- Program context
- Evaluation design
- Questions and discussion



Michigan Food Bank Access to Nutrition Program



- Food Bank Council of Michigan



- 6 of 7 Food Banks

- Service providers
- All 83 counties



- Evaluation partner



FOOD BANK COUNCIL OF MICHIGAN



Program Design

Nancy



What was the network need?

- Increased food (fresh fruits and vegetables)
- Improved access
- Education on preparation and storage of healthy food



Overall Program Goals

- Improve access for two key groups: seniors and children
- Show increase in intent to consume fresh fruits and vegetables



Goal: Mobile Sites

- Establish new mobile sites for food distribution
- Reach areas of state with greatest need



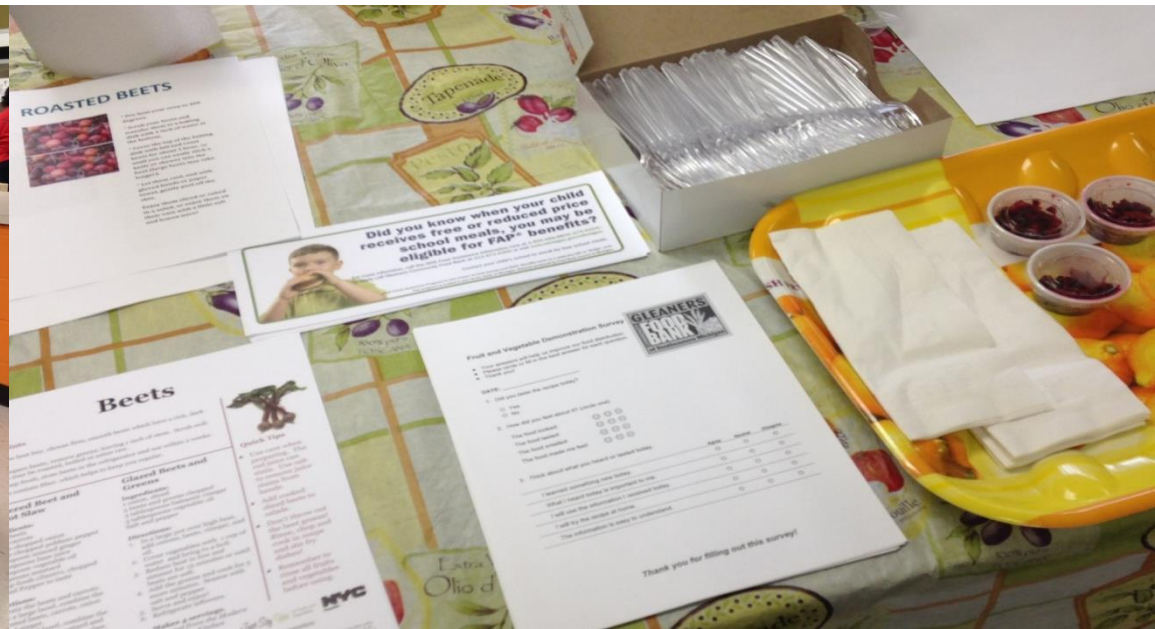
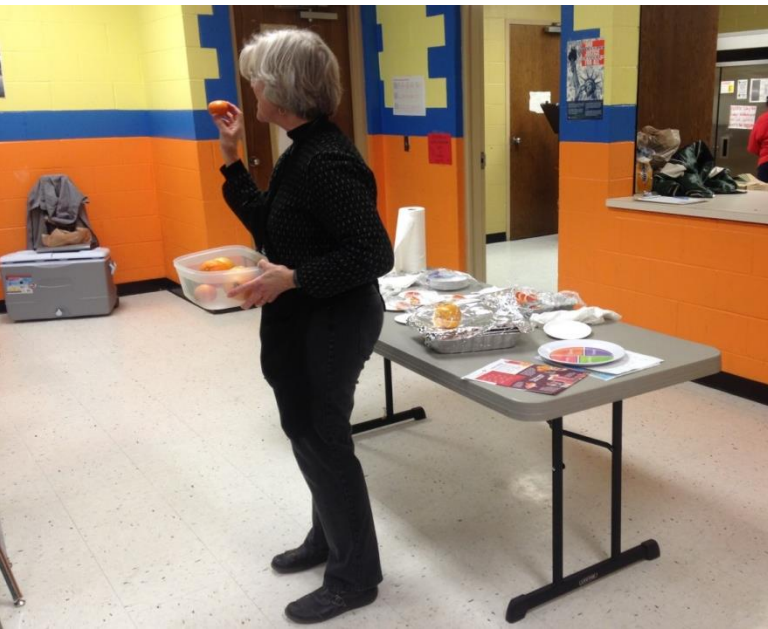
Program Design: Produce Procurement

- Increase volume of fresh produce distributed
- Source Michigan-grown produce where possible



Program Design: Nutrition Education

- Provide nutrition education/experiences
 - Taste tests
 - Cooking demonstrations
 - Recipe sheets
 - Fact sheets on produce preparation and storage





Program Context

Nathalie

About the Food Distributions

- Immediate fresh food distributions
 - Requires less storage
 - Delivery to distribution sites
 - Permits high client volume
- Mobile distribution
 - Most outdoors; some indoors
 - Individual sites vary



Mobile Distribution Challenges

- Planning
- Staffing
- Volunteers
- Skill set



Program Clients

- Clients are people in need
 - A food line
 - Cycle of poverty
 - Working poor





Program Clients

- Respect and relationships in a mobile environment
 - Respect time
 - Presentation of food and information
 - Value of food tastings
 - Recipes that align with distribution

Program Clients

- Growing trust
 - Professional chef makes a great impact
 - Site commitment



Evaluation Design

Nancy



Align and Adapt

- Align with program needs
- Feasible for food distribution context
- Adapt methods
- Respect for client



Partnership

- “Understanding needs” has many layers
 - Funder
 - Client
 - Partners
 - Partners’ partners (sites)
 - Partners’ customers (“clients”)



Evaluation Design



- Document the evaluation design
- Choices shaped by performance goals, environment, participants

Evaluation Design

- Multiple data sources
 - Administrative
 - Partner surveys and interviews
 - Site Observations
 - Participant surveys
 - Focus groups
 - Case study with food journals

Modified Sign-In Sheets

MI-FBAN Sign-In



Agency Name: _____

Site Address: _____

- ❖ No names please!
- ❖ Please **fill in one row** to describe **your household**.
- ❖ The information is for evaluation purposes only. It does not affect your eligibility to receive food from this distribution.

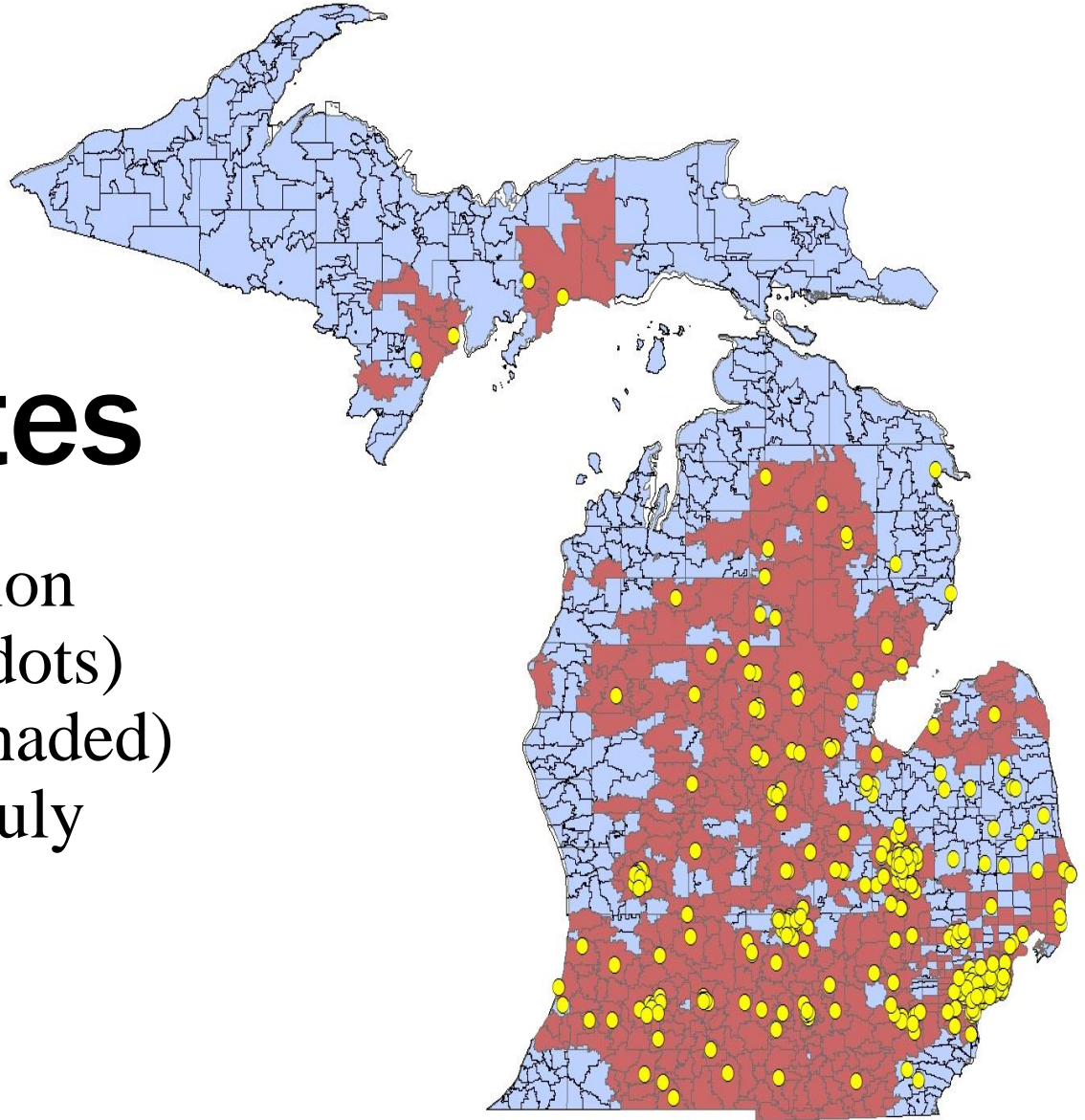
Distribution Date: _____

	<i>Enter Your Zip Code</i>	Enter Total Number in Your Household			
		<i>Ages 0-17</i>	<i>Ages 18-59</i>	<i>Ages 60+</i>	<i>Total</i>
example	47233	2	1	0	3
1					
2					
3					

	<i>Enter Your Zip Code</i>	Enter Total Number in Your Household			
		<i>Ages 0-17</i>	<i>Ages 18-59</i>	<i>Ages 60+</i>	<i>Total</i>
example	47233	2	1	0	3
16					
17					
18					

Mobile Sites

- Mobile distribution sites identified (dots) and zip codes (shaded) served through July 31, 2016



Survey Tools

● Focus

- Essential data
- Data purpose
- Timeline implications
- Demographics debate

● Lesson: Multiple tools

- Access
- Use
- Demonstration

● Branding

Fruit and Vegetable Demonstration Survey

- Your answers will help us improve our food distribution.
- Please circle or fill in the best answer for each question.
- Thank you!

DATE: _____

1. Did you taste the recipe today?

- ☐ Yes
- ☐ No

2. How did you feel about it? (circle one)

- The food looked: 😊 😐 😞
- The food tasted: 😊 😐 😞
- The food smelled: 😊 😐 😞
- The food made me feel: 😊 😐 😞

3. Think about what you heard or tasted today.

	<i>Agree</i>	<i>Neutral</i>	<i>Disagree</i>
I learned something new today.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
What I heard today is important to me.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I will use the information I received today.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I will try the recipe at home.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The information is easy to understand.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Survey Tools

Make Today a Try-Day!



It's fun to find new favorite foods!

Write the name of the food you tried and then circle the faces below to tell us how you feel about it.

The food I tried: _____

The food looked:



The food tasted:



The food smelled:



The food
made me feel:



Multiple Languages

● Surveys

- Arabic
- Burmese
- Japanese
- Spanish

● Sign In

- Arabic
- Bengali
- Hmong
- Spanish



أسئلة بخصوص استعمال الفواكه والخضرة
 • أجوبتكن راح تساعدنا لتحسن توزيع الأكل
 • حوى الجواب أو عي الفراغ لكل سؤال
 • شكرًا!!

التاريخ:

1. دقت الوصفة اليوم؟

إي ☐

لا ☐

2. شو رأيك؟ (حوى إجابتك)

😊 😐 😞

شكل الأكل:

😊 😐 😞

طعم الأكل:

😊 😐 😞

ريحة الأكل:

😊 😐 😞

شعورك بعد ما دقت الأكل:

3. فكر بيلي سمعتو أو دقتو.

موافق	محايد	معارض	
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	تعلمت شي جديد اليوم.
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	بلي سمعتو اليوم مهم بالنسبة إلي.
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	راح استعمال المعلومات الي تعلمنا اليوم.
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	راح جرب هذي الوصفة بالبيت.
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	المعلومات سهلة إني نفهما.

شكرًا على مشاركتكن بالإجابة على الأسئلة!

Survey Protocols

- Response rates
- Sampling
 - Criteria
 - Sites
 - Fielding
- Trust and verify



Use of Fruits and Vegetables Survey

- Your answers will help us improve our food distribution.
- Please circle or fill in the best answer for each question.
- Thank you!

DATE: _____

Please complete this if you have received fruits or vegetables at this site in the past.

1. How many times have you received food at this site?

- ☐ This is the first time. If this is the first, then you are done with the survey. Thank you.
- ☐ 2 – 4 times
- ☐ 5 or more times

2. Think about the **FRUITS AND VEGETABLES** distributed here.

	<i>Agree</i>	<i>Neutral</i>	<i>Disagree</i>
I use all the fruits and vegetables.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I like most of the fruits and vegetables.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Sub-Studies: Deeper Dive

- Supplement big picture with sub-studies
 - Focus Groups
 - Case study with 21 day food journals



Recruitment

- Case study and focus groups
- New methods for recruitment
- Advance notice flyer
- Intercept on day of event
 - FG before distribution
 - FG after distribution
- Eligibility profile



Discusión en grupo sobre la comida saludable

- ¿Desea alimentarse de manera saludable?
- ¿Ha asistido a distribuciones de alimentos en este centro?
- ¿Tiene al menos 18 años?
- ¿Le interesa recibir utensilios y equipos de cocina de forma gratuita?

¡Si respondió afirmativamente, nos interesa su opinión!

Le solicitamos que participe de una discusión en grupo que se llevará a cabo por única vez. Se trata de un grupo pequeño. Le solicitaremos opiniones y experiencias sobre alimentación saludable. Un moderador guiará la sesión. Esto forma parte de un estudio de investigación en un programa que ayuda a los bancos de comida a ofrecer más frutas y verduras saludables.

¡Usted decide!

La participación en la discusión sobre comida saludable es voluntaria. Su elección no modificará el acceso a la distribución de alimentos.

¿Cuándo?

Antes de la distribución de alimentos.
4 de junio de 2016.

Concurra a las 8:30 AM.

La sesión finalizará antes de las 9:30 AM. En caso de que la discusión termine después de comenzar la distribución de alimentos, habrá una caja de alimentos preparada para usted.

Si concurren más de 7 personas, los participantes se seleccionarán al azar.

¿Qué obtiene a cambio?

Un juego gratuito de utensilios y equipos de cocina por un valor de \$30.

Los regalos se entregarán al finalizar la sesión.

¿Tiene alguna pregunta?

Comuníquese con Nathalie Winans, la organizadora del estudio, al 517-485-4477 o a nw@publicpolicy.com. Se habla español.



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Healthy Food Study

- Do you want to eat healthy?
- Have you attended food distributions at this site?
- Are you at least 18-years old?
- Are you willing to keep track of how often you eat fruits and vegetables?
- Want to earn free kitchen supplies and equipment?

If you answered yes, then we want to hear from you!

We are looking for food bank clients to share their opinions and experiences in eating healthy. This is part of a research study of a program that is helping food banks give out more healthy fruits and vegetables.

You decide!

It is your choice whether to participate in the Healthy Food Study. Your choice will not change your access to the food distribution.

How do I join the study? What do I get in return?

1. Sign up will occur _____
2. Write in the Healthy Food Journal for 21 days about the fruits and vegetables you eat.
 - a. You send us the completed Healthy Food Journal.
 - b. We will send you a package of kitchen supplies worth \$50 when we get the completed Healthy Food Journal.
3. We call you to do a phone interview.
 - a. We will ask about what you wrote in your Healthy Food Journal.
 - b. It will take about 20 minutes.
 - c. There is no payment for the interview.

Questions?

If you have questions, please contact the study manager, Nancy McCrohan, at 517-485-4477 or nmccrohan@publicpolicy.com.



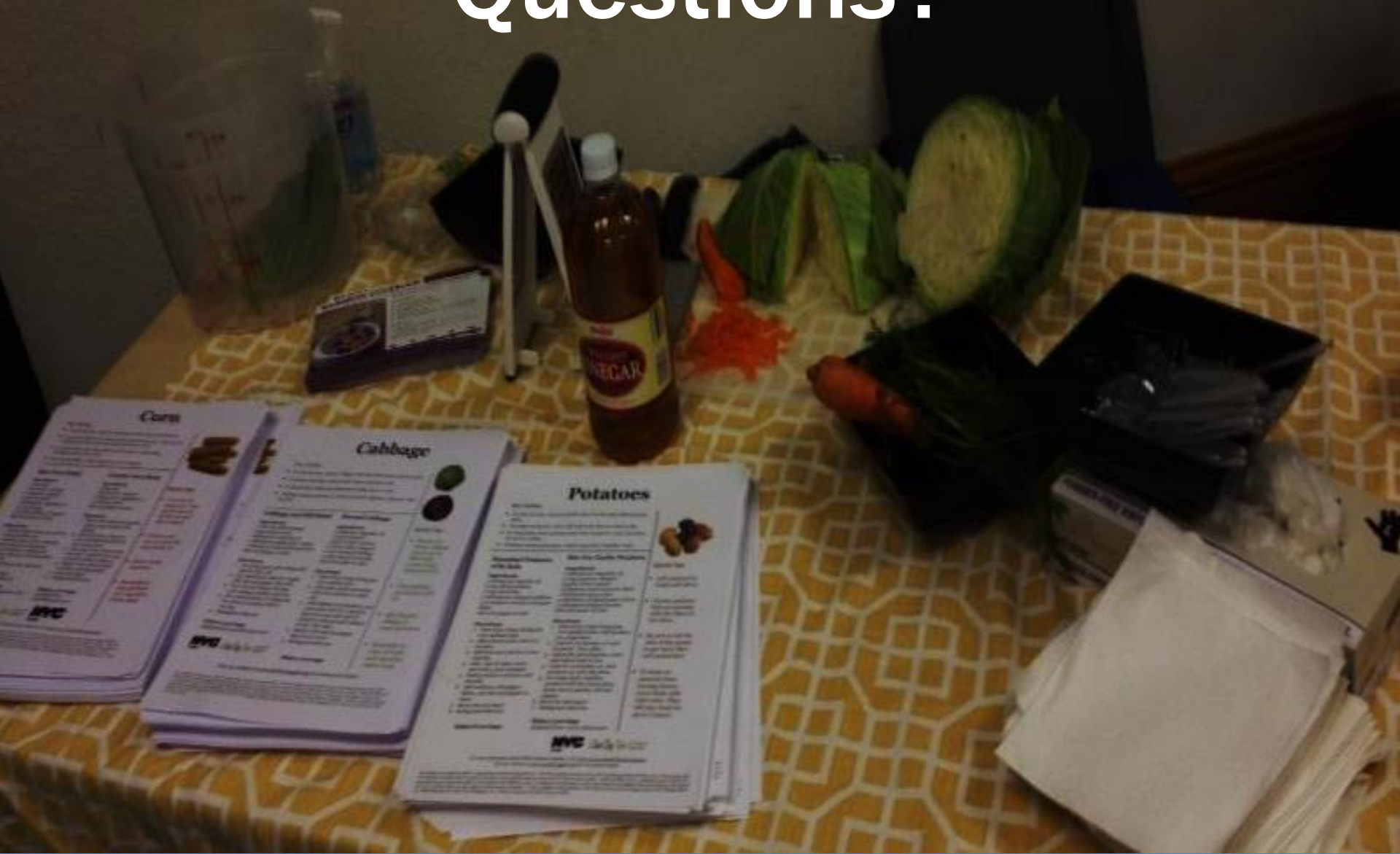
Recruitment

- Intercept
- Ambiguity
- Respect client place in line
- Recruitment materials
- Incentives

Big Picture: Respect People. Establish Trust.

- Be sensitive to context
- Meet people where they are—literally and figuratively
- Speak their language
- Engage ambassadors

Questions?





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