



Ottawa Food 2017-2018 Programs/Projects Final Evaluation Report

Ottawa Food Final Evaluation Report (2017-2018 Programs/Projects)

Introduction



Ottawa Food, formerly known as the Ottawa County Food Policy Council, received a grant from the Grand Haven Area Community Foundation in partnership with the Community Foundation of the Holland/Zeeland Area through the Michigan Health Endowment “Healthy Ottawa” Regranting Initiative Fund to operate five programs/projects during 2017 and 2018:

- Meet Up and Eat Up (MUEU)
- Senior Project Fresh (SPF)
- Prescription for Health (PFH)
- Community Supported Agriculture (CSA) to Pantry
- Marketing Campaign

The Ottawa County Planning and Performance Improvement Department (PPID) assisted Ottawa Food by evaluating the effectiveness of these programs/projects ([Appendix A – Evaluation Plan](#)). The report is organized around each of the five programs/projects and includes the major findings and insights from the evaluation, along with a brief overview of each program/project.

Each of the Ottawa Food programs/projects included in this report impact one or more of Ottawa Food’s three priority areas as highlighted below:



Eliminate Hunger

70,039 MUEU meals were served over the last two years.

Participants self-reported **having more food to eat (for themselves and their families)** as a result of the Ottawa Food programs.



Increase Healthy Eating Habits

Participants in most programs self-reported that their average **daily fruit and vegetable consumption from pre- to post-program increased by at least 0.5 cups**, meeting Ottawa Food’s goals.

Participants self-reported that the Ottawa Food programs **improved their health and/or healthy eating habits.**



Increase Sourcing of Local Food

\$11,362 worth of Ottawa Food **SPF vouchers were redeemed** in the last two years at farmers markets or farm stands.

\$9,311 worth of **PFH tokens were redeemed** in the last two years at the Grand Haven/Spring Lake farmers markets.

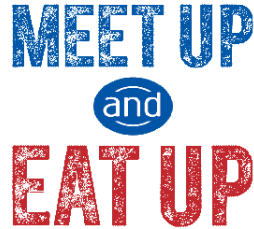
18-20 CSA half-shares from a local farm were distributed to CSA to Pantry participants in 2018.

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Meet Up and Eat Up (MUEU)

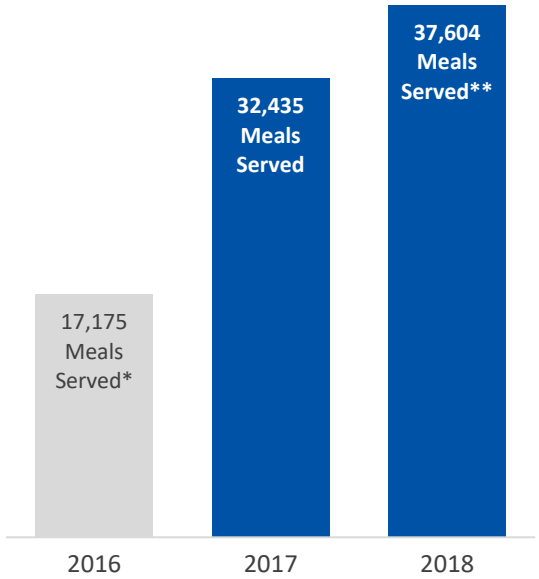
Program Overview

The goal of MUEU is to provide meals to children in low-income areas during the summer when they do not have access to the National School Lunch and/or School Breakfast Programs. MUEU is a national program funded by the USDA and operated at the local level. In 2018, there were 17 Ottawa Food MUEU sites located throughout Ottawa County. Ottawa Food promotes and provides operational oversight of these sites in collaboration with local community organizations. As a result of the grant funding, Ottawa Food offers additional activities to attendees that the non-Ottawa Food MUEU sites do not. These activities include games, sports, water activities, reading and crafts.

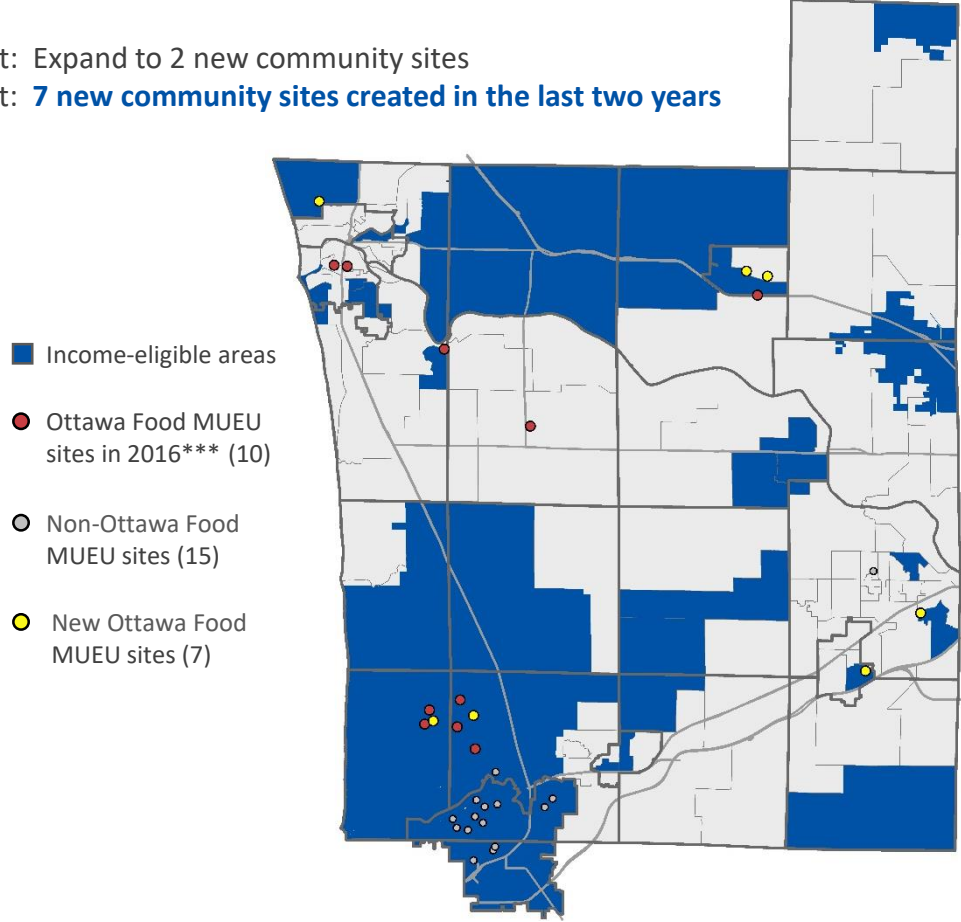


Results for Target Measures (as defined in grant)

Target: 10% increase in number of meals served
 Result: **16% increase in meals served from 2017 to 2018**



Target: Expand to 2 new community sites
 Result: **7 new community sites created in the last two years**

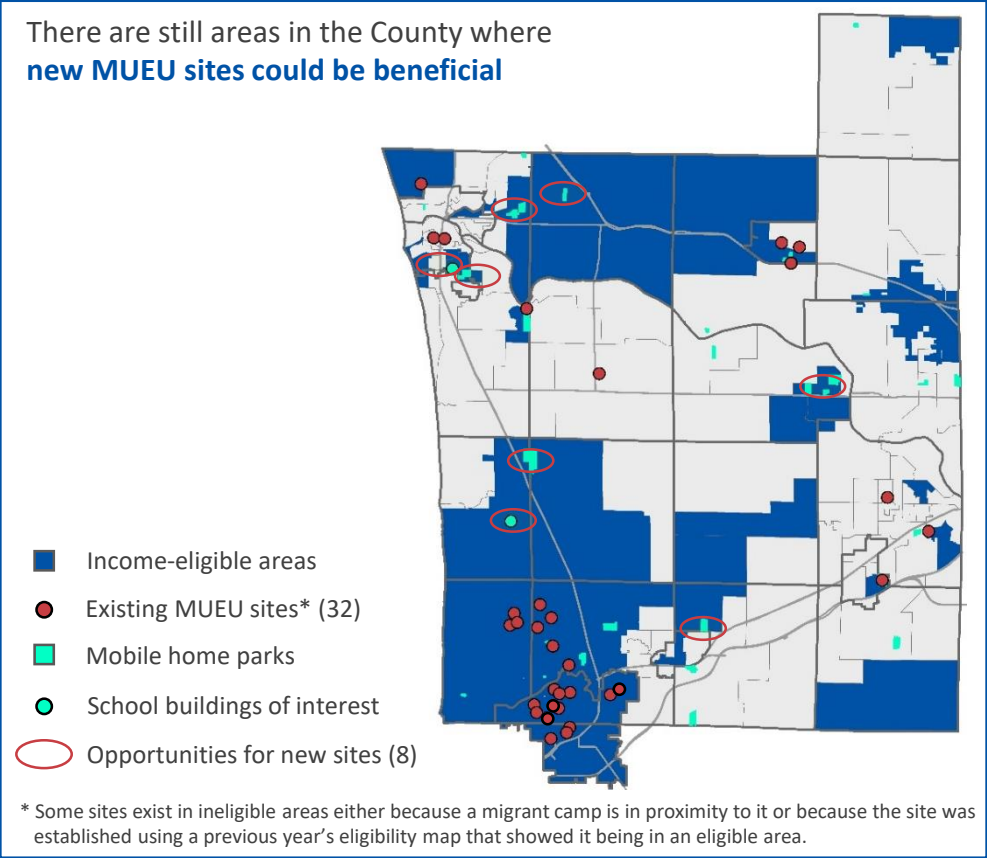
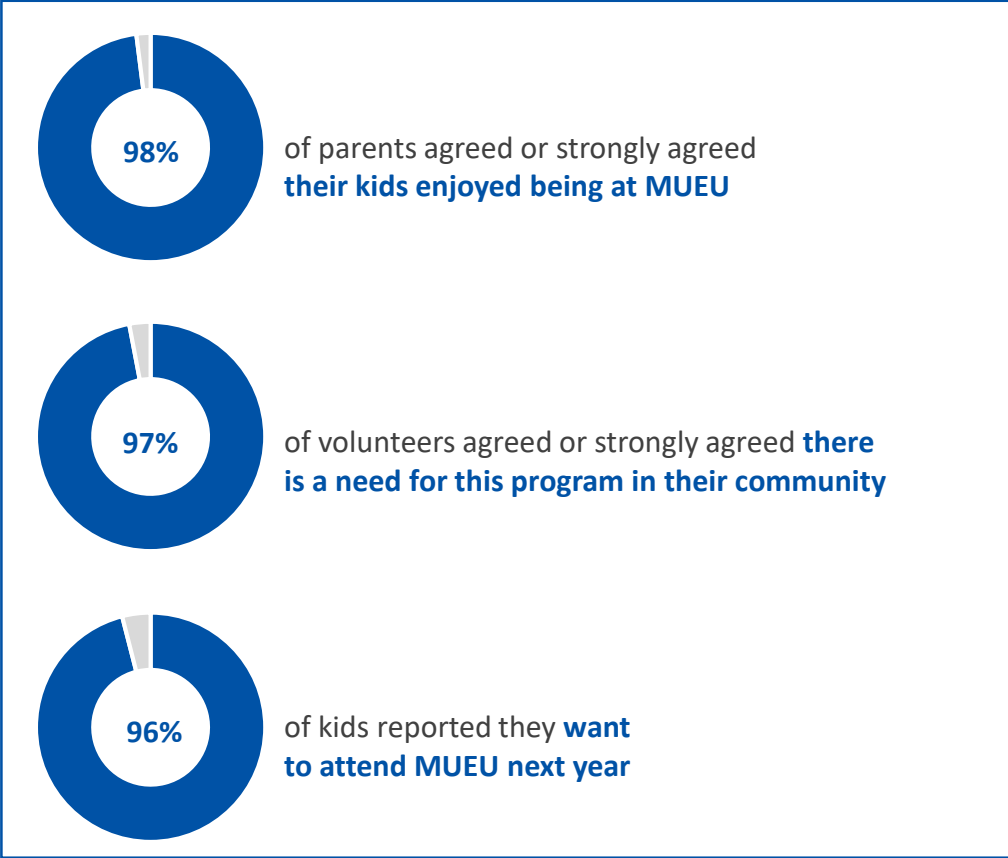


* This includes meal counts for 7 of the 10 sites because data is not available for the other 3 sites that existed in 2016.
 ** A sixth site was created in 2018 but is not included in these numbers because Ottawa Food was not involved in establishing or advertising for the site.
 *** Some sites exist in ineligible areas either because a migrant camp is in proximity to it or because the site was established using a previous year's eligibility map that showed it being in an eligible area.

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Meet Up and Eat Up (MUEU)

Other Major Findings and Insights



MUEU may benefit from **additional funding** for:

A **"Plan B"** for sites when the weather is too **hot**

More promotion of MUEU

- Evaluation Work Completed** (click on the items to view)
- Appendix B1: [Administrative Review](#)
 - Appendix B2: [Best Practices List](#)
 - Appendix B3: [Meal Counts for Ottawa Food MUEU Sites](#)
 - Appendix B4: [Program Expansion Map](#)
 - Appendix B5: [2017 Volunteer Survey Results](#)
 - Appendix B6: [2018 Kid/Parent/Volunteer Survey Results](#)

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Senior Project Fresh (SPF)

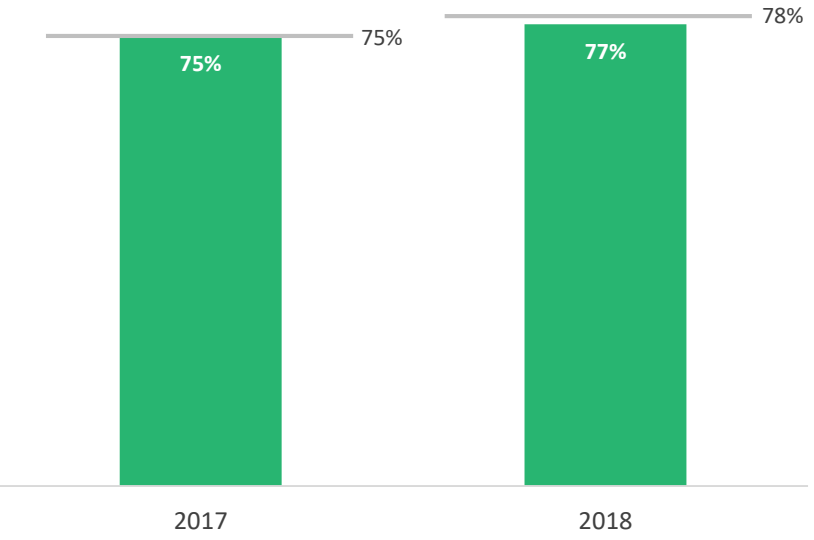
Program Overview

SPF aims to increase access to fresh, local produce and improve healthy eating habits among low-income seniors in counties throughout Michigan. Participants receive \$20 in vouchers to purchase fresh produce at local farmers markets and farm stands. In Ottawa County, three organizations currently participate in SPF: Four Pointes, Evergreen Commons, and Ottawa Food. Of these, Ottawa Food is the only one that offers an additional educational component. Ottawa Food began offering the SPF program in 2017 as a result of the grant funding.

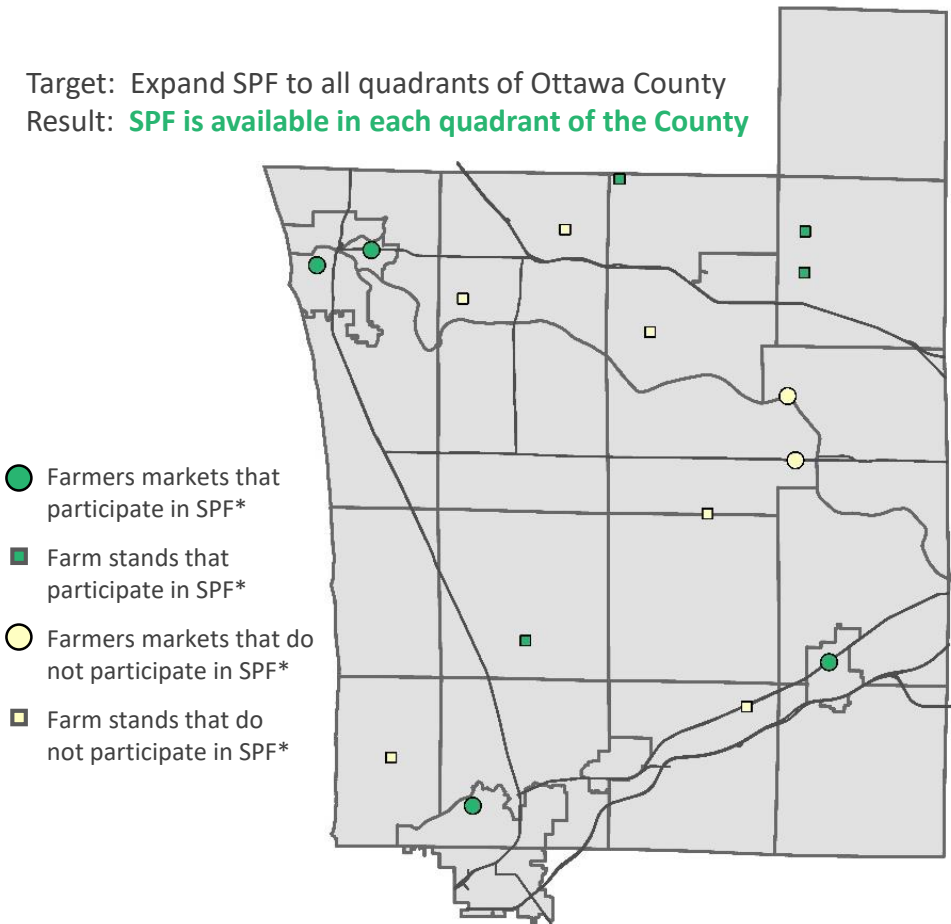


Results for Target Measures (as defined in grant)

Target: 75% redemption rate of vouchers in 2017, 78% in 2018
Result: 2017: **75% redeemed** 2018: **77% redeemed**



Target: Expand SPF to all quadrants of Ottawa County
Result: **SPF is available in each quadrant of the County**



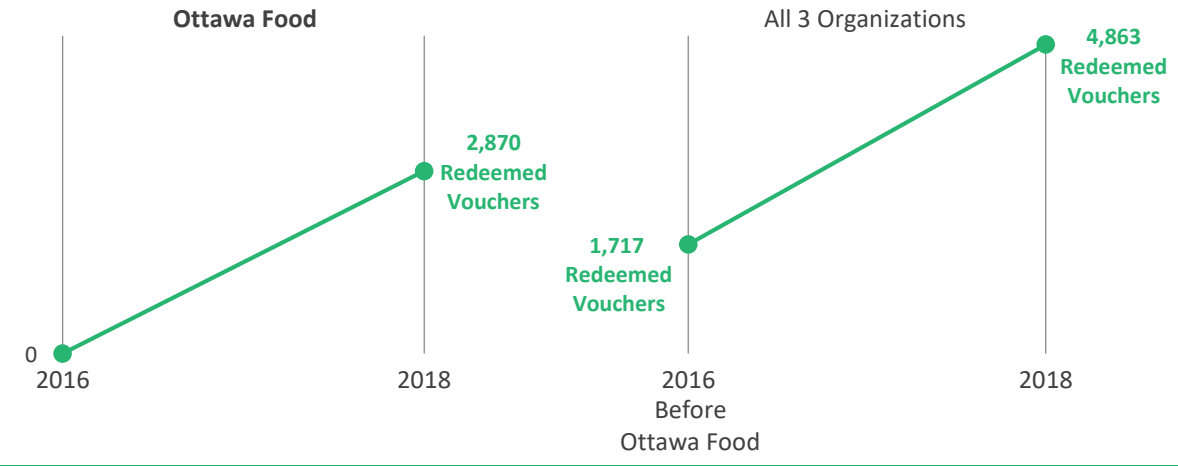
* The list of farmers markets/farm stands was obtained from general web searches and an Ottawa Food SPF farmers market and farm stand list. As a result, it may not be comprehensive.

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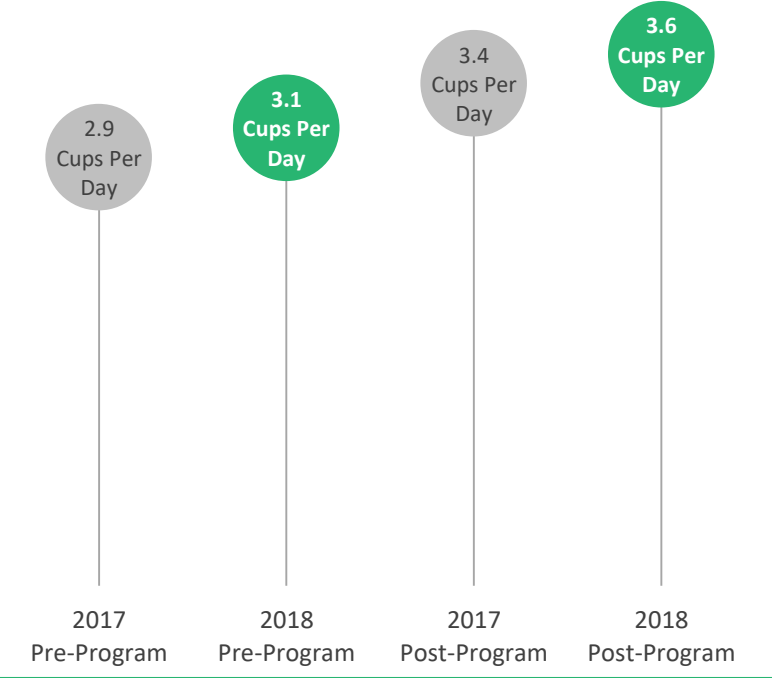
Senior Project Fresh (SPF)

Other Major Findings and Insights

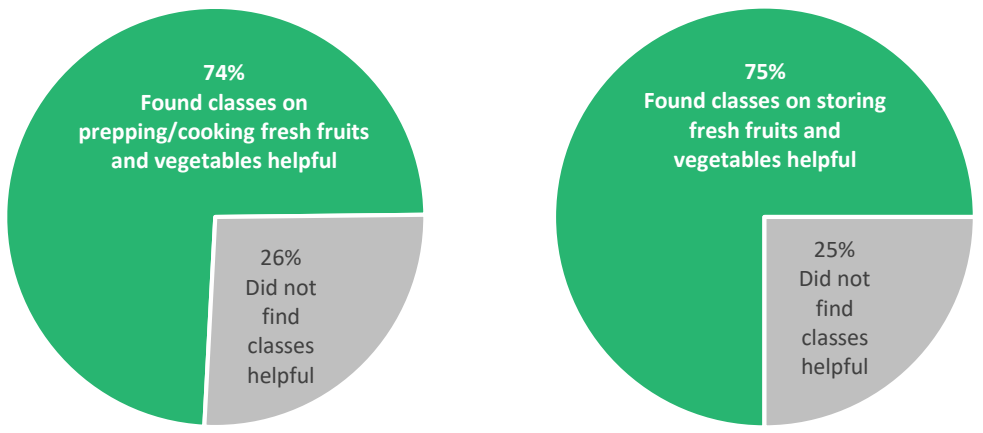
The number of **vouchers redeemed** in Ottawa County **more than doubled** since **Ottawa Food** began participating in the program. **91% of the increase is attributed to Ottawa Food**



Ottawa Food SPF participants reported their average daily fruit and vegetable consumption increased by a half cup from pre- to post-program for both 2017 and 2018. **2018 participants reported higher average pre-program daily fruit and vegetable consumption, as well as higher post-program daily consumption, than 2017 participants**



Most participants reported **the educational components were helpful**, including many participants who reported they had prior knowledge on the topics



Evaluation Work Completed [\(click on the items to view\)](#)
 Appendix C1: [2017 Program Results](#)
 Appendix C2: [2018 Program Results](#)
 Appendix C3: [Program Expansion Map](#)

Ottawa Food Final Evaluation Report (2017-2018 Programs/Projects)

Prescription for Health (PFH)

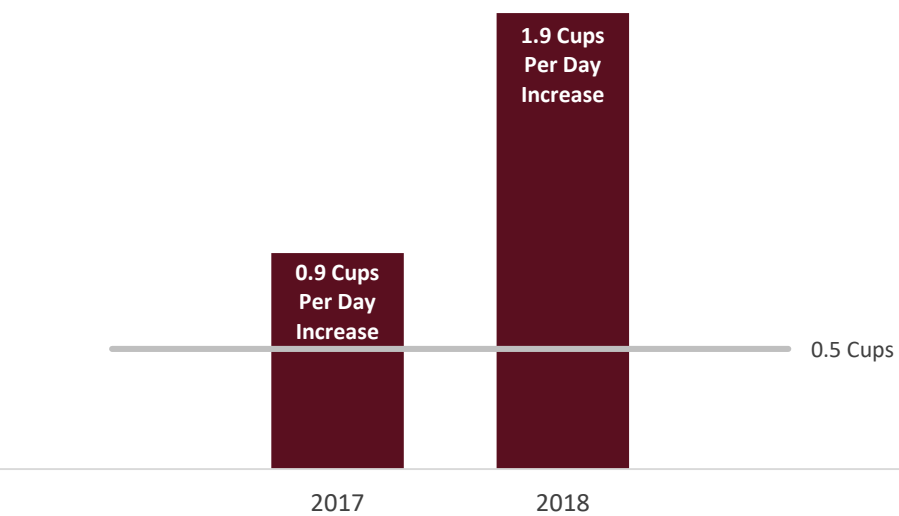
Program Overview

PFH aims to increase access to fresh, local produce and improve healthy eating habits among low-income residents who have a health condition such as diabetes, high blood pressure, high cholesterol, or obesity. Participants are referred to the PFH program by the North Ottawa Community Health System Outpatient Clinics, Love In Action Free Health Clinic, or Intercare. PFH participants receive \$10 in tokens to purchase fresh produce each time they visit the farmers market—they can receive up to \$100 in a single market season. During 2017, PFH operated at the Grand Haven and Spring Lake farmers markets. In 2018, PFH expanded to include the Holland Farmers market. There are several components to the PFH program, including a referral process, enrollment sessions, health coaches, and educational materials.

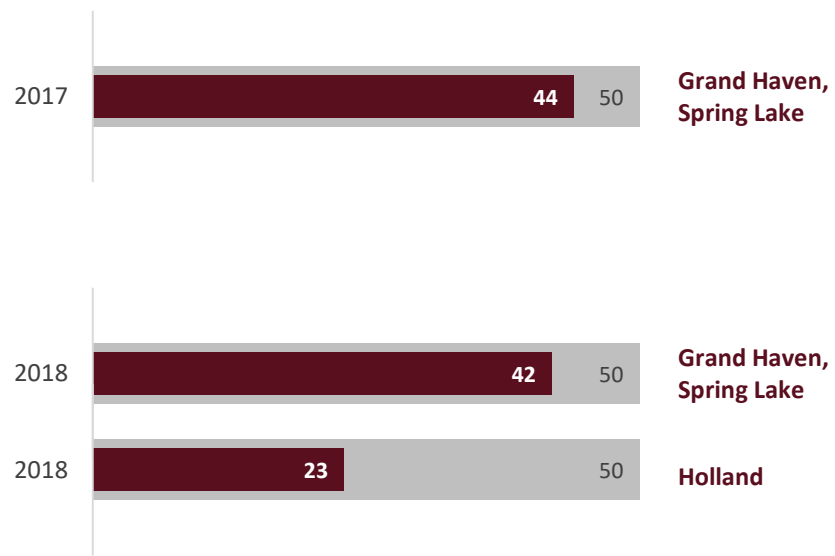


Results for Target Measures (as defined in grant)

Target: 0.5 cup per day increase in fruit/vegetable consumption
Result: **>0.5 cup per day increase reported in 2017 and 2018**



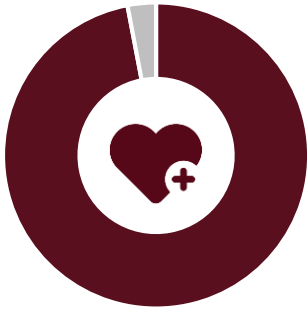
Target: 50 participants in 2017 and 100 participants in 2018
Result: 2017: **44 participants** 2018: **65 participants**



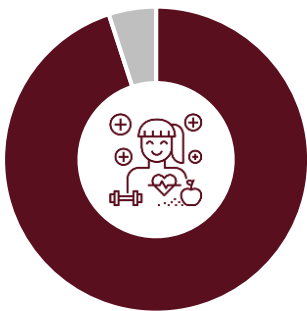
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Prescription for Health (PFH)

Other Major Findings and Insights

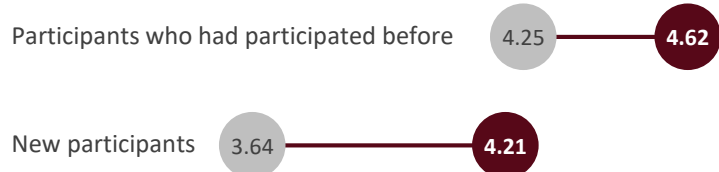


97% of participants self-reported that **PFH** helped them manage a health condition



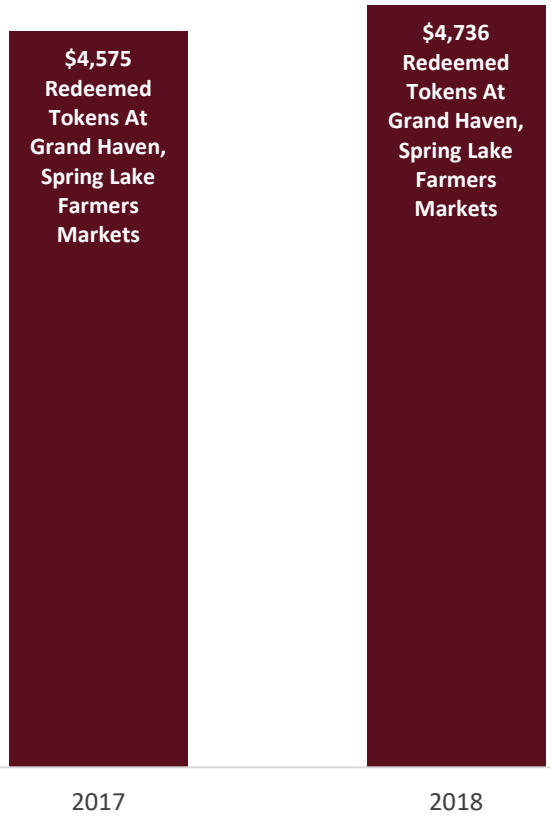
95% of participants self-reported that **PFH** helped them manage their overall health better

Participants who participated in PFH before self-reported being more **knowledgeable about fruits and vegetables** (i.e. where to purchase, how to select, how to store, and how to prepare and cook them) than new PFH participants, both **pre** and **post** program



(Scale ranges from 1 to 5, with 5 being very knowledgeable)

Participants bought **over \$9,000** worth of produce using PFH tokens at the Grand Haven and Spring Lake farmers markets over the last two years



Evaluation Work Completed (click on the items to view)

Appendix D1: 2017 Program Results

Appendix D2: 2018 Program Results

Ottawa Food Final Evaluation Report (2017-2018 Programs/Projects)

Community Supported Agriculture to Pantry (CSA to Pantry)

Program Overview

CSA to Pantry started as a pilot program in 2017. The original intent of the program was to purchase CSA shares to distribute at two local pantries. Following the pilot year of the program, Ottawa Food determined it would be more beneficial to provide the CSA shares at a single pantry in 2018—so it was shifted to Love INC in Hudsonville. In addition to providing the CSA shares to pantry users, Michigan State University Extension (MSUE) provides cooking and nutrition education classes to the pantry users who receive the CSA shares. These classes were optional for participants in 2018.



Results for Target Measures (as defined in grant)*

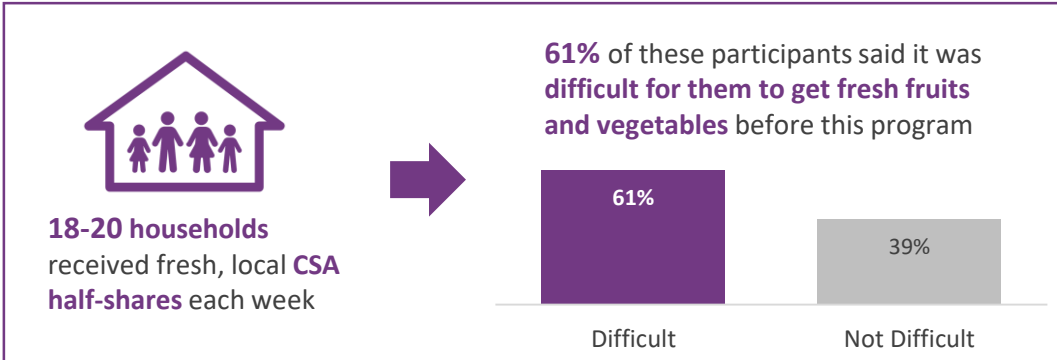
Target: 1 pantry will distribute 30 CSA half-shares with 30 participants in the program
Result: **1 pantry distributed 18-20 CSA half-shares to 18-20 households in 2018**



2/3 of goal met

Other Major Findings and Insights

2019: Love INC committed to funding and managing the program, with CSA half-shares for participants, and optional classes through MSUE



Evaluation Work Completed (click on the items to view)
Appendix E1: 2017 Program Results
Appendix E2: 2018 Program Results

* A third target measure was defined in the grant: at least 30 of the 60 CSA half-shares distributed in 2018 will be purchased with SNAP Bridge Cards/DUFB. Since Love INC agreed to operate the CSA to Pantry program in 2019 with their funding sources, this target measure was no longer included in 2018.

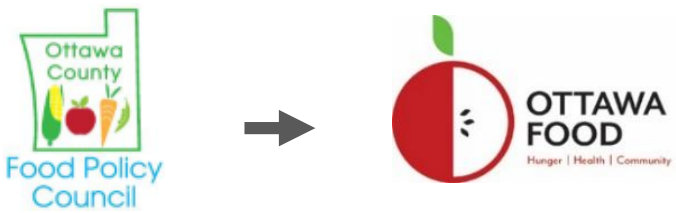
Ottawa Food Final Evaluation Report (2017-2018 Programs/Projects)

Marketing Campaign

Project Overview

Ottawa Food contracted with a local marketing consultant on a two-year marketing campaign to help them achieve 3 goals:

- Promote Ottawa Food and its initiatives
- Educate residents about the issue of hunger in Ottawa County
- Create greater awareness of the food resources available in Ottawa County



One of the first milestones of the marketing campaign was rebranding the *Ottawa County Food Policy Council* to *Ottawa Food*.

Results for Target Measures (as defined in grant)

Target: Implement a multi-year, comprehensive marketing/education campaign throughout Ottawa County

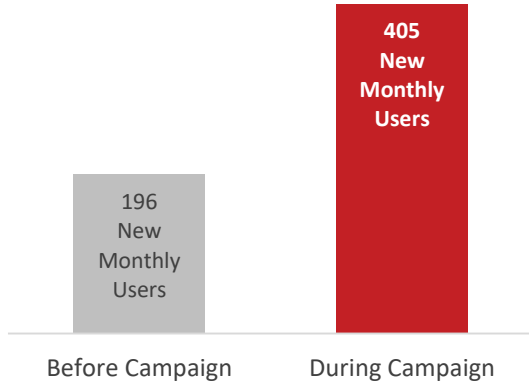
Result: **The comprehensive marketing/education campaign was implemented, but the desired outcomes have not been achieved yet**

The results of the marketing campaign were measured using the following metrics:



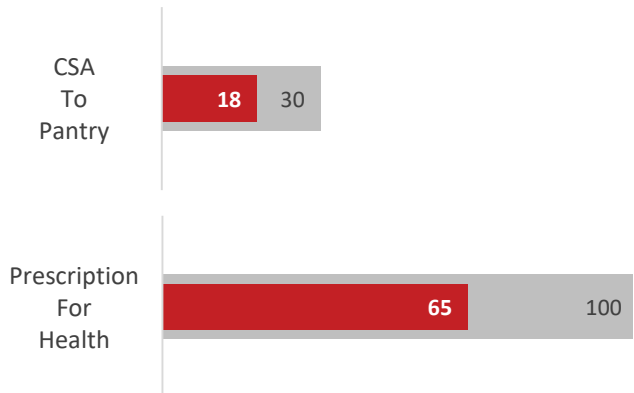
Increase in online presence (website and Facebook)

The number of new users visiting Ottawa Food’s website each month **more than doubled** during the campaign



Increase in program participation levels

Program participation did not reach the target levels for CSA to Pantry or Prescription for Health in 2018, suggesting that further promotion of these programs may be beneficial



Increase in sponsorships

A small amount of funding was obtained during the marketing campaign. However, **Ottawa Food did not obtain the new sponsors that they had expected**

Evaluation Work Completed (click on the item to view)
 Appendix F1: Campaign Results

Appendices

Ottawa County Food Policy Council Projects

Evaluation Plan

The Ottawa County Food Policy Council (OCFPC) received funding from the Michigan Health Endowment “Healthy Ottawa” Regranting Initiative Fund of the Grand Haven Area Community Foundation in partnership with the Community Foundation of the Holland/Zeeland Area to operate six projects during 2017 and 2018. The six projects address the OCFPC’s three priority areas for Ottawa County—eliminate hunger; increase healthy eating habits; and increase the sourcing of local food. The Ottawa County Planning and Performance Improvement Department (PPID) is assisting the OCFPC by evaluating the effectiveness of the six projects that will be funded by the grant.

This Evaluation Plan was developed by the PPID in conjunction with staff from the Ottawa County Public Health Department and representatives from the OCFPC. The Evaluation Plan outlines the goals, objectives, and target measures that will be used to evaluate the effectiveness of each project. The Plan also identifies the evaluation services that PPID will provide for each project. The Plan concludes with an Evaluation Timeline that identifies each evaluation task, the party who is responsible for completing the task, and the approximate date when the task will be completed.

Project: Meet Up and Eat Up (MUEU)

Goal: Ensure children do not go hungry during summer break

Objectives: Expand, enhance, and promote MUEU sites in Ottawa County. Specifically, the OCFPC identifies locations for MUEU sites, creates a network of community partners for each site, oversees each site’s committee, provides enrichment activities to children who receive meals at MUEU sites, coordinates meal preparation/service with schools, markets the MUEU project to the community, and hires interns to staff some sites

Target Measures: - 10% increase in number of meals served through MUEU in Ottawa County
(as defined in grant) - Expand MUEU project to include programs at 2 new community sites

The PPID will provide the following evaluation services for the MUEU project:

- Conduct an administrative review of the MUEU project to determine if it can be administered in a more efficient manner. This will involve meeting with OCFPC staff who work on the MUEU project to understand their roles and responsibilities, identify project tasks that require a large portion of staff time, assess alternative ways to complete project tasks, and provide suggestions for improving the efficiency of the administrative process
- Compile a comprehensive list of “best practices” that can be implemented at each MUEU site. This will be achieved by creating a survey that can be administered to MUEU project volunteers at each community site and analyzing the survey results. Examples of “best practices” may include a protocol for volunteers to follow or a list of enrichment activities for the children who visit MUEU sites. The implementation of “best practices” can improve the operational efficiency of the MUEU project
- Analyze the number of meals served at each MUEU site throughout the 2017 and 2018 seasons
 - Compare sites to determine if some sites are better suited for the project
 - Determine if certain days of the week are better suited for the project
 - Determine if weather impacts attendance
 - Determine increases in meals served (from previous years)

Appendix A

- Identify areas of the County where MUEU sites could potentially be located in the future. MUEU sites must be located in income-eligible areas of Ottawa County, with eligibility determined by the percentage of children who qualify for the national school lunch program. PPID will complete this task by creating a map of Ottawa County that identifies existing MUEU sites and income-eligible areas. A map that identifies potential MUEU sites will assist the OCFPC with planning for the future
- Review 2017 MUEU evaluation results, including the comprehensive list of best practices as well as the number of meals served at each MUEU site, with OCFPC representatives as well as MUEU community partners and volunteers. By sharing the evaluation results from 2017, MUEU stakeholders have the opportunity to implement best practices and make other programmatic changes that may benefit MUEU in 2018

Project: Senior Project Fresh (SPF)

Goal: Increase access to fresh, local produce and improve healthy eating habits among low-income seniors

Objectives: Provide vouchers to low-income seniors that allow them to purchase fresh, local produce at farmers markets, educate SPF participants about how to get deals at farmers markets, food safety, and the Double Up Food Bucks (DUFB) program for SNAP Bridge Card users. MSUE will also provide participants with tours of farmers markets

Target Measures: - 75% of OCFPC SPF vouchers will be redeemed in 2017 and 78% in 2018
(as defined in grant) - Expand SPF to reach seniors living in all quadrants of Ottawa County

The PPID will provide the following evaluation services for SPF:

- Analyze OCFPC SPF participant feedback to determine if healthy eating habits improved, frequency of trips to farmers markets increased, the DUFB program is being used more, and whether other ancillary benefits are experienced as a result of participating in SPF. This will be accomplished by creating a pre- and post-program survey that can be administered to OCFPC SPF participants and analyzing the survey results
- Analyze SPF voucher redemption rates for the 2017 and 2018 seasons
 - Determine if OCFPC achieved its target voucher redemption rates
 - Determine if the additional services provided by OCFPC (e.g. education and farmers market tours) affect redemption rates. This will involve comparing redemption rates for OCFPC SPF to other Ottawa County organizations that distribute SPF vouchers (Four Pointes and Evergreen Commons), OCFPC SPF to other counties in the State, and all organizations in Ottawa County that distribute SPF to other counties in the State
- Identify underserved areas of the County where SPF could potentially expand to in the future. SPF participants must be 60 years of age or older and have a total household income of 185% of the federal poverty level or less. PPID will complete this task by creating a map of Ottawa County that identifies areas with a large percent of seniors who are SPF income-eligible, existing farmers market locations, senior living facilities, and primary areas currently served by SPF. A map that identifies potential SPF areas will assist the OCFPC with planning for the future

Project: Community Supported Agriculture (CSA) to Pantry

- Goal: Increase access to fresh, local produce and improve healthy eating habits among low-income residents
- Objectives: Purchase CSA shares to distribute to local pantry users. During the second year, the OCFPC will promote DUFB to pantry users and encourage them to use their SNAP Bridge Cards to pay for half of the CSA share they receive. MSUE will provide cooking and nutrition education classes to the pantry users who receive the CSA shares
- Target Measures: (as defined in grant)
- 2 Ottawa County pantries will each distribute 30 CSA half-shares to pantry users
 - At least 30 of the 60 CSA half-shares distributed in year two will be purchased with SNAP Bridge Cards/DUFB
 - 60 people will participate in the “Cooking your CSA” curriculum

The PPID will provide the following evaluation services for CSA to Pantry:

- Analyze CSA to Pantry participant feedback to determine if healthy eating habits improved as a result of participating in the CSA to Pantry project. Since 2017 is the pilot year for the project, participant feedback will also be analyzed to determine if the education classes were beneficial, the amount of food received was appropriate, and how the food received was utilized (e.g. whether participants ate the food, froze it, shared it, etc.). This additional insight will provide project stakeholders with the opportunity to implement programmatic changes that may benefit the CSA to Pantry project in 2018. The PPID will review existing metrics tracked by MSUE (SNAP Bridge Card program), Michigan Fitness Foundation, and Access West Michigan and propose additional questions to include in a pre- and post-program survey that can be administered to CSA to Pantry participants
- Review 2017 CSA to Pantry participant feedback with OCFPC representatives and determine if additional information from participants would be beneficial for improving the project in 2018. If additional information would be beneficial, PPID will propose questions that can be used in a participant focus group to be held prior to the 2018 project and analyze the results of the focus group. This will provide OCFPC stakeholders with the opportunity to make programmatic changes that may benefit the CSA to Pantry project in 2018
- Compile a comprehensive list of “best practices” that can be implemented at each pantry that participates in the CSA to Pantry project. This will be achieved by creating a survey that can be administered to people who work at the pantries and analyzing the survey results. An example of a “best practice” may be a protocol for pantry workers to follow. The implementation of “best practices” can improve the operational efficiency of the CSA to Pantry project

Project: Prescription for Health (PFH)

- Goal: Increase access to fresh, local produce and improve healthy eating habits among high-health risk, low-income residents
- Objectives: Purchase tokens for PFH participants to use at farmers markets to purchase fresh produce, conduct an enrollment session where PFH participants meet farmers market staff and set health goals

Appendix A

- Target Measures:
(as defined in grant)
- PFH participants will increase their fruit and vegetable consumption by ½ cup per day from pre- to post-program
 - The PFH program in Grand Haven/Spring Lake will include 50 participants each year
 - The PFH program will expand to the Holland Farmers Market and will include 50 participants in 2018

The PPID will provide the following evaluation services for PFH:

- Analyze PFH participant feedback to determine if healthy eating habits improved, frequency of trips to farmers markets increased, and if more participants are using their SNAP Bridge Card/DUFB at farmers markets as a result of participating in PFH. This will be accomplished by reviewing existing pre- and post-program surveys used by OCFPC to collect PFH participant data, proposing new questions if necessary, and analyzing the survey results
- Analyze PFH participant health metrics to determine if they improved as a result of participating in PFH. This will be accomplished by analyzing aggregate pre- and post-program participant data if it can be obtained from North Ottawa Community Health System

Project: Marketing Campaign

- Goal:
- Promote OCFPC and its initiatives
 - Educate residents about the issue of hunger that exists in Ottawa County
 - Create greater awareness of food resources that are available within the County

Objectives: The OCFPC is contracting with Burch Partners to create a marketing campaign to help them achieve the 3 goals identified above. The two year marketing campaign will likely include a mixture of media (e.g. social media, electronic, hard-copy materials, and billboards) and will be targeted toward food resource users, service organizations, and corporate sponsors

- Target Measures:
(as defined in grant)
- A multi-year, comprehensive marketing/education campaign will be implemented throughout Ottawa County

The OCFPC will keep the PPID informed about the marketing campaign as it is developed by Burch Partners, including the implementation timeline. Based on these developments, the PPID will work with the OCFPC and Burch Partners to identify the type of data that can be tracked and evaluated.

Project: Gleaning

The main objective of this project—to provide nutrition education—is no longer being funded with the Michigan Health Endowment “Healthy Ottawa” Regranting Initiative Fund. MSUE will provide nutrition education with the use of other funding. Due to this change in grant funding, the PPID does not need to evaluate this project.

Appendix A Tentative Evaluation Timeline

		2017									
		Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	
Evaluation Task	OCFPC Project										
Administrative review: meet with Amy	MUEU										
Administrative review: compile suggestions	MUEU										
Create survey for volunteers	MUEU										
Review/revise survey for volunteers	MUEU										
Collect survey data from volunteers	MUEU										
Analyze feedback from volunteer survey	MUEU										
Collect data - meals served by location	MUEU										
Analyze number of meals served	MUEU										
Create countywide map (future expansions)	MUEU										
Attend countywide project meeting (review results)	MUEU										
Create pre- and post-program participant survey	SPF										
Review/revise pre- and post-program surveys	SPF										
Collect survey data from participants	SPF										
Analyze feedback from participant survey	SPF										
Collect data - vouchers redeemed	SPF										
Analyze voucher redemption rates	SPF										
Create countywide map (future expansions)	SPF										
Review/revise pre- and post-program surveys	CSA to Pantry										
Collect survey data from participants	CSA to Pantry										
Analyze feedback from participant survey	CSA to Pantry										
Propose questions for participant focus group	CSA to Pantry										
Conduct participant focus group	CSA to Pantry										
Analyze feedback from participant focus group	CSA to Pantry										
Create survey for pantry workers	CSA to Pantry										
Review/revise survey for pantry workers	CSA to Pantry										
Collect survey data from pantry workers	CSA to Pantry										
Analyze feedback from pantry workers survey	CSA to Pantry										
Review/revise pre- and post-program surveys	PFH										
Collect survey data from participants	PFH										
Collect data from NOCHS (if able)	PFH										
Analyze feedback from participant survey, NOCHS	PFH										
Data collection/analysis (TBD)	Marketing										
Compile Draft Report	All Projects										
Meeting to Review Findings	All Projects										
Compile Final Report	All Projects										

Appendix A Tentative Evaluation Timeline

PPID Tasks
 OCFPC Tasks
 Tasks for both groups

Evaluation Task	OCFPC Project	2018												2019
		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan
Administrative review: meet with Amy	MUEU													
Administrative review: compile suggestions	MUEU													
Create survey for volunteers	MUEU													
Review/revise survey for volunteers	MUEU													
Collect survey data from volunteers	MUEU													
Analyze feedback from volunteer survey	MUEU													
Collect data - meals served by location	MUEU													
Analyze number of meals served	MUEU													
Create countywide map (future expansions)	MUEU													
Attend countywide project meeting (review results)	MUEU													
Create pre- and post-program participant survey	SPF													
Review/revise pre- and post-program surveys	SPF													
Collect survey data from participants	SPF													
Analyze feedback from participant survey	SPF													
Collect data - vouchers redeemed	SPF													
Analyze voucher redemption rates	SPF													
Create countywide map (future expansions)	SPF													
Review/revise pre- and post-program surveys	CSA to Pantry													
Collect survey data from participants	CSA to Pantry													
Analyze feedback from participant survey	CSA to Pantry													
Propose questions for participant focus group	CSA to Pantry													
Conduct participant focus group	CSA to Pantry													
Analyze feedback from participant focus group	CSA to Pantry													
Create survey for pantry workers	CSA to Pantry													
Review/revise survey for pantry workers	CSA to Pantry													
Collect survey data from pantry workers	CSA to Pantry													
Analyze feedback from pantry workers survey	CSA to Pantry													
Review/revise pre- and post-program surveys	PFH													
Collect survey data from participants	PFH													
Collect data from NOCHS (if able)	PFH													
Analyze feedback from participant survey, NOCHS	PFH													
Data collection/analysis (TBD)	Marketing													
Compile Draft Report	All Projects													
Meeting to Review Findings	All Projects													
Compile Final Report	All Projects													

Ottawa Food – Meet Up and Eat Up Program

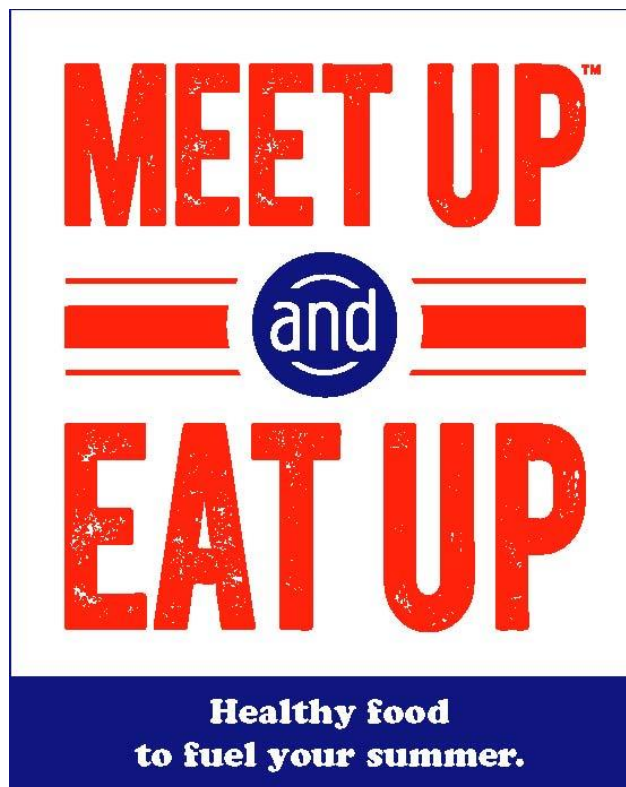
Administrative Review

Introduction

As part of an evaluation of several Ottawa Food programs, the Ottawa County Planning and Performance Improvement Department (PPID) was asked to conduct an administrative review of the Meet Up and Eat Up (MUEU) program to determine if it can be administered in a more efficient manner. PPID completed the administrative review as follows:

- Met with staff who work with MUEU to understand their roles and responsibilities
- Worked with staff to identify the amount of time spent on MUEU program tasks
- Visited MUEU sites and committee meetings to observe the MUEU administrative process
- Reviewed Relay for Life documents to determine if any of their practices and/or procedures may be beneficial for MUEU

Using the information gleaned from this process, the PPID is able to provide suggestions for improving the efficiency of the MUEU administrative process.



Administrative Review

Staff Roles and Responsibilities

Ottawa Food administers 8 of the 26 MUEU sites in Ottawa County, in partnership with staff employed by the Ottawa County Public Health Department. Ottawa Food also provides administrative services at a location in Allendale where supplemental food is distributed. Ottawa County Public Health Department employee, Amy Sheele, works 3 days per week (24 hours per week) and is in charge of administering multiple programs, including MUEU. Amy's MUEU tasks include, but are not limited to, the following:

- Building committees of community partners
- Organizing and leading the committee meetings
- Coordinating with schools that provide food service at MUEU sites
- Coordinating MUEU site logistics (e.g. number of tables needed)
- Creating and distributing marketing materials
- Purchasing and distributing supplies for enrichment activities
- Coordinating supplemental food distribution

Lisa Uganski also contributes a portion of her time to MUEU. Her primary MUEU tasks include obtaining and managing funds, providing backup and support to Amy, promoting MUEU, and coordinating volunteers. Lisa typically spends more time with MUEU when a new site is being established.

Since Amy is the primary MUEU administrator, the remaining portion of this Administrative Review focuses on her roles and responsibilities.

Key Observations

Provided below are some of PPID's key observations:

- Amy does a great job connecting people from diverse organizations. She is an excellent committee meeting leader—including all members in the conversation. Amy is also self-aware of MUEU program areas that could benefit from improvement.
- The Hudsonville MUEU site has a site coordinator who is responsible for leading committee meetings, recruiting new community partners, recruiting volunteers, planning activities, and coordinating supplemental food. At the Coopersville MUEU site, the food service director acts as the site coordinator, obtaining supplies and recruiting some teachers to serve as volunteers. The other 6 MUEU sites do not have a site coordinator. Additional site coordinators could free up some of Amy's time, allowing her to focus on key Ottawa Food goals—such as expanding MUEU to new sites around the County.
- During the summer months, Amy spends approximately 38% of her time on two MUEU tasks—purchasing/distributing supplies to MUEU sites (24% of her time) and creating/distributing marketing materials (14% of her time). Implementation of a defined system and schedule to complete these tasks could increase efficiency, thereby allowing Amy to focus on key Ottawa Food goals.
- Amy has done a tremendous job bringing together a network of people to support MUEU. In order for this network to remain strong, there may be a need for improved communication between food service, community organizations, programs that bring their enrollees to MUEU, and Ottawa Food.
- There may be a need for more volunteers to help with enrichment activities, keep the sites lively, and attract participants. Committee members believe that high school students and mentors could be valuable resources to tap for MUEU volunteers.

Suggestions for Improving Efficiency of Administrative Process

The PPID is providing the following suggestions for improving the efficiency of the MUEU administrative process. It is recommended that the suggestions listed below be implemented in the order they are listed since they build upon one another.

If these suggestions are implemented, some of Amy's MUEU tasks will be shifted to others (i.e. site coordinators) and other MUEU tasks will be streamlined. Thus, if Amy has more time available, new MUEU sites can be implemented throughout the County.

Suggestion #1: Create a Schedule/Timeline

Create a schedule to ensure that Ottawa Food administrative tasks are being performed consistently throughout the year. The schedule could encompass more than just MUEU administrative tasks that Amy performs (i.e. Prescription for Health, Step It Up, etc.). Some specific MUEU administrative tasks that could benefit from a schedule include the purchasing and distribution of supplies process, marketing material creation/distribution process, and the management of grant funds.

A similar schedule may be beneficial for all Ottawa Food programs and/or staff. If Ottawa Food is interested in this, a cohesive schedule could be created by Ottawa Food through a team planning session(s).

Suggestion #2: Create a Communication Plan

Create a standard communication plan. This plan will serve as a guide for when committee meetings and other communications need to occur throughout the year. The plan may include the welcome/kick-off meetings for the year; monthly reminders to submit supply requests; annual surveys to learn what went well and obtain suggestions for improvement; thank you emails to recognize the commitment made by volunteers, school staff, and committee members; emails or meetings to recap the year's successes and challenges; and emails or meetings looking ahead to next year.

Suggestion #3: Define the Site Coordinator's Role

Create a job description for the site coordinator. Some suggestions, based on Hudsonville's site coordinator role, include lead committee meetings, recruit new community partners, recruit volunteers, plan enrichment activities, and coordinate supplemental food distribution. The job description can be tailored for each site. The main point is to define the site coordinator's role in order to make it easier to recruit a site coordinator for each site.

Suggestion #4: Recruit a Site Coordinator for each MUEU Site

Once the role of the site coordinator is defined, our suggestion is to work toward finding a site coordinator for each of the existing sites that currently do not have one. In addition, our suggestion is to recruit a site coordinator for all new sites prior to launching the site.

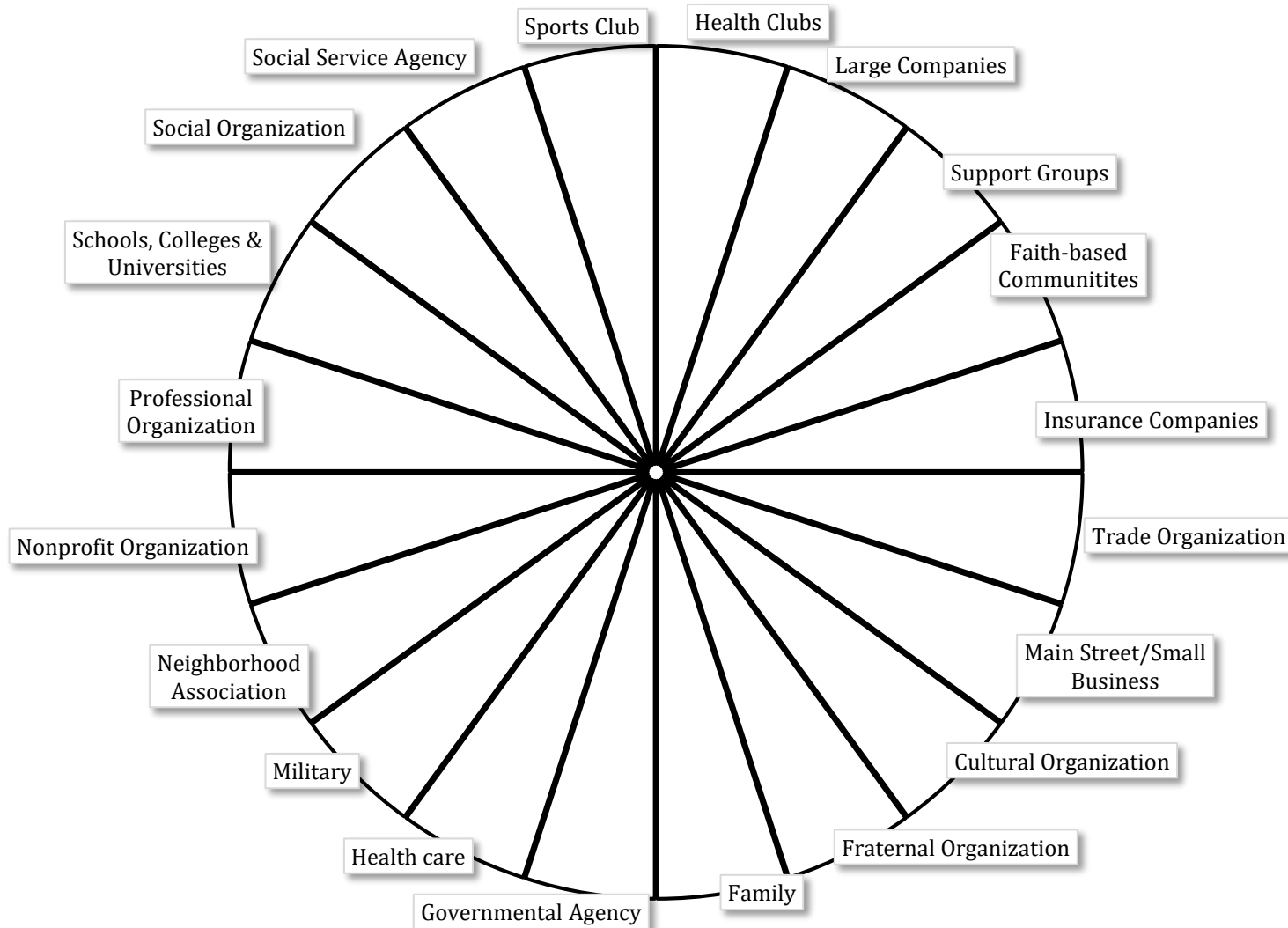
Suggestion #5: Create a Volunteer Plan

Create a volunteer plan. This plan will detail the best community sectors from which to recruit volunteers including high school students, mentors, and other community sectors (See Appendix A – Relay for Life Recruitment Wheel for additional ideas); contain marketing information that can be used to recruit volunteers (such as explaining the value—to them and to MUEU—of their volunteer efforts); the recommended number of volunteers for a MUEU site; and a training/orientation guide to use for on-boarding volunteers. The volunteer plan can be used by MUEU program administrators, committee members, and the site coordinators to recruit and staff each site.

PPID is compiling a list of “best practices” that can be implemented at each MUEU site. Once completed, this list could be a beneficial component of the volunteer plan.



The Recruitment Wheel



A Recruitment Wheel is a tool you can use to start brainstorming areas of the community to focus on for recruitment.

One way to approach the tool is to place a sticker or icon representative of the various teams and volunteers you have currently involved with your event in their appropriate slice of the wheel. Those slices of the wheel with little or no stickers are areas that are ripe with recruitment potential.

The names on slices of this wheel are just a starting point. Feel free to start with a blank wheel and brainstorm areas that are representative of your community.

The most successful events have representatives in teams and committee members from all areas of their community – all spokes of their Recruitment Wheel.

Ottawa Food – Meet Up and Eat Up Program

“Best Practices” List

Introduction

As part of an evaluation of several Ottawa Food programs, the Ottawa County Planning and Performance Improvement Department (PPID) was asked to compile a comprehensive list of “best practices” that can be implemented at each Meet Up and Eat Up (MUEU) program site. The implementation of “best practices” can improve the operational efficiency of MUEU.

PPID compiled the list of “best practices” using the following process:

- Met with staff who work with MUEU to gather valuable feedback
- Visited MUEU sites and committee meetings to observe the MUEU administrative and programmatic processes
- Surveyed MUEU volunteers who work at three of the MUEU sites—Quincy Apartments (Holland), Presidential Estates (Hudsonville), and River Haven Village (Grand Haven)—to gather feedback about the volunteer experience as well as suggestions for enhancing MUEU

Best Practices

Best Practice: Recruit a site coordinator to “own” the MUEU site

Site coordinators can recruit community partners, lead committee meetings, recruit volunteers, plan enrichment activities, and coordinate supplemental food distribution. Site coordinators can also ensure that volunteers feel welcome as well as provide ongoing communication with them. Church leaders, employees, or MUEU committee members may be the best candidates to serve as site coordinators. Having a coordinator for each site can free up some of Amy’s time, allowing her to focus on key Ottawa Food goals—such as expanding MUEU to new sites around the County.

Best Practice: Ensure funding is in place prior to starting a new MUEU site

During a Grand Haven committee meeting, there was a discussion regarding the importance of securing funding before establishing a new site. In the past, MUEU sites have been launched prior to funding being in place. When this occurs, it affects the ability of the MUEU site to operate smoothly.

Best Practice: Engage as many community organizations as possible

At the Hudsonville MUEU site, the site coordinator has engaged several community organizations. As a result, volunteers from each community organization only volunteer one day per week. This ensures that MUEU is not a huge commitment for any one organization.

Best Practice: Create a list of enrichment activities that MUEU participants like

This ensures that new MUEU sites have ideas/suggestions regarding the types of activities that participants typically enjoy. Although it varies by MUEU site, participants like the following activities the most (as reported in the MUEU volunteer survey):

- **Crafts** and craft projects
- **Physical activities** such as soccer, 4 square, and wiffle ball
- **Games** (refer to survey results for specifics)
- **Water activities** such as water balloons and slip-n-slides

Best Practice: Ensure adequate shade is available on hot days

If a MUEU site doesn't have adequate natural shade available, consider having a tent or canopy available for participants and volunteers to utilize if the heat or sun becomes too much to handle.

Best Practice: Ensure participants are safe

During a site visit at the Central Park MUEU site, PPID observed two young participants approaching the roads that surround the park. For the MUEU sites that are located near roadways, consider implementing safety protocols such as assigning volunteers to monitor participants. Safety protocols can reduce the chance of serious injury.

Best Practice: Ensure MUEU sites have the supplies they need to maintain cleanliness

During a site visit at the River Haven Village MUEU site, PPID observed a need for cleaning supplies as well as a garbage container. A clean site can make the MUEU experience more enjoyable for participants and volunteers.

Best Practice: Have drinking water available for participants

It is important to keep participants hydrated while they are being active and/or outside during the warm weather. Although the lunches include a beverage, PPID observed participants requesting additional beverages which the program cannot provide. At the Hudsonville MUEU site, participants had access to drinking water from a large water jug. And, according to the results of the MUEU volunteer survey, 38% of volunteers reported that drinking water is currently not available but think it would be helpful.

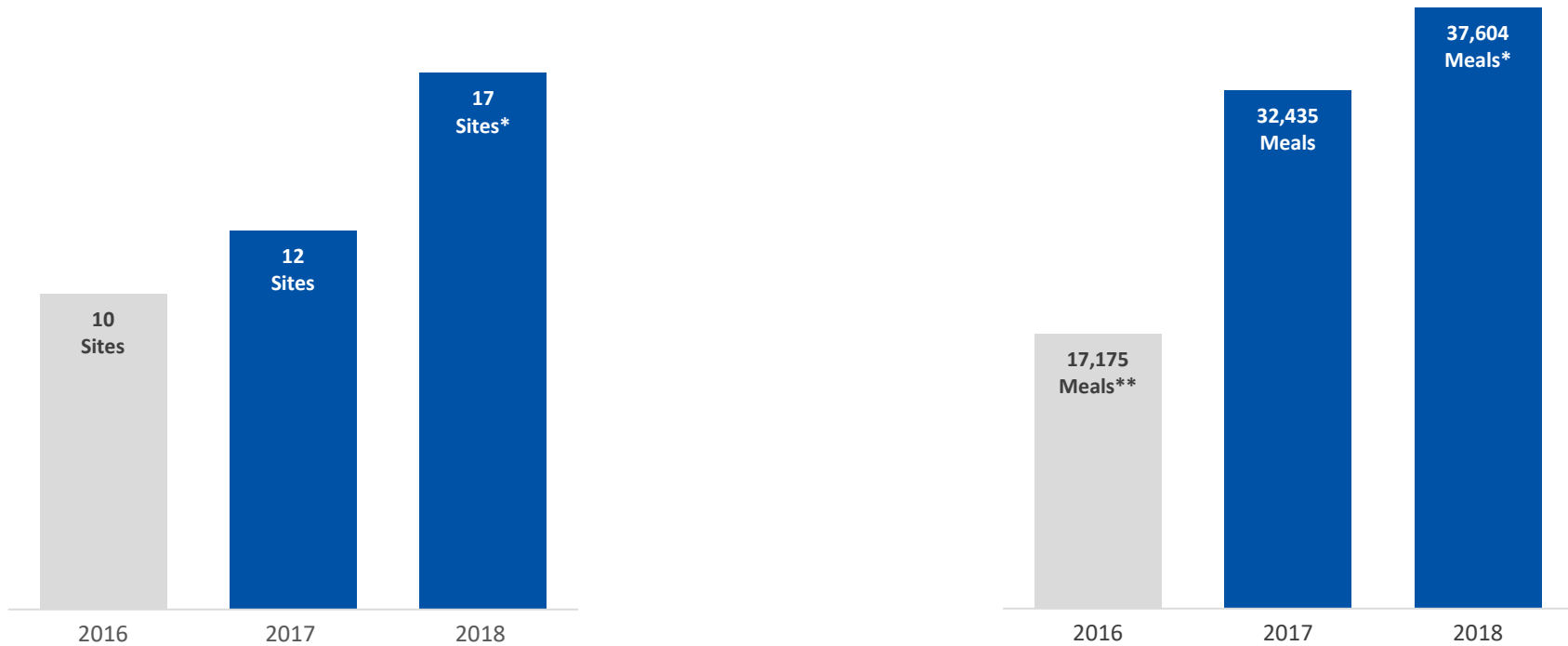


Ottawa Food Meet Up and Eat Up (MUEU)

Meal Counts Report 2018

Ottawa Food has met its goal of creating two new MUEU sites in Ottawa County. Two new sites were created in 2017 and five new sites were created in 2018.*

Ottawa Food has met its goal of increasing the number of meals served through MUEU by 10% each year. Ottawa Food MUEU sites saw a 16% increase in meals served between 2017 and 2018.



* A sixth site was created in 2018 but is not included in these numbers because Ottawa Food was not involved in establishing or advertising for the site.

** This includes meal counts for 7 of the 10 sites because data is not available for the other 3 sites that existed in 2016.

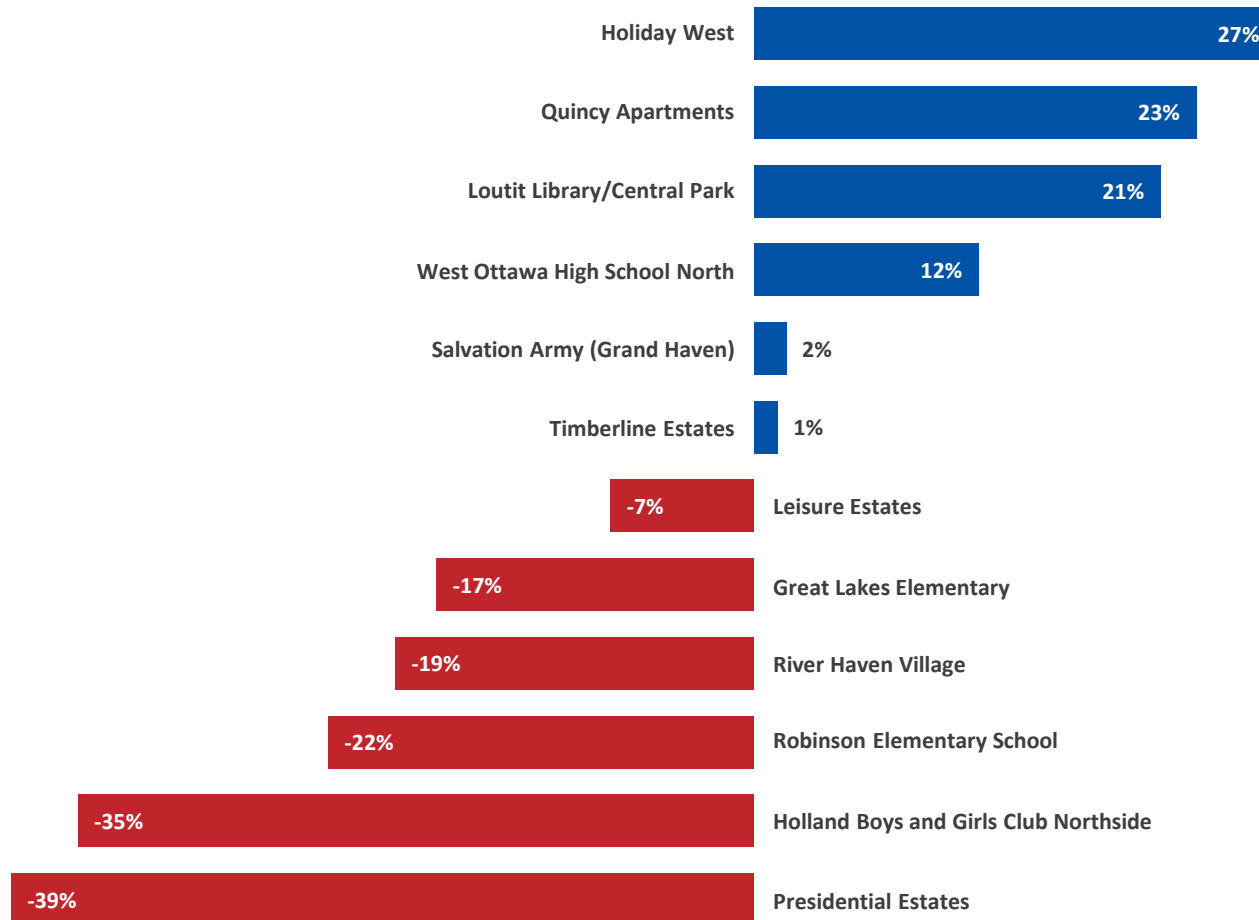


Ottawa Food Meet Up and Eat Up (MUEU)

Meal Counts Report 2018

Individual Ottawa Food MUEU sites saw both **increases** and **decreases** in meal counts between 2017 and 2018.

The change in meal counts by site does not appear to correlate with the number of days a site is open. For example, some sites saw relatively large decreases in the number of days they served meals in 2018 (i.e. Holiday West, Quincy Apartments, Presidential Estates), but some of these sites saw increases in meal counts while others saw decreases. Thus, there are other contributing factors (besides the number of days a site is open) that impact a site's meal counts from one year to another.



Ottawa Food Meet Up and Eat Up (MUEU)

Site Expansion Map

Overview

There are currently 31 MUEU sites in Ottawa County, with 17 of these operated by Ottawa Food. MUEU sites must be located in income-eligible areas where at least 50% of the children qualify for free or reduced price meals through the National School Lunch or School Breakfast programs.*

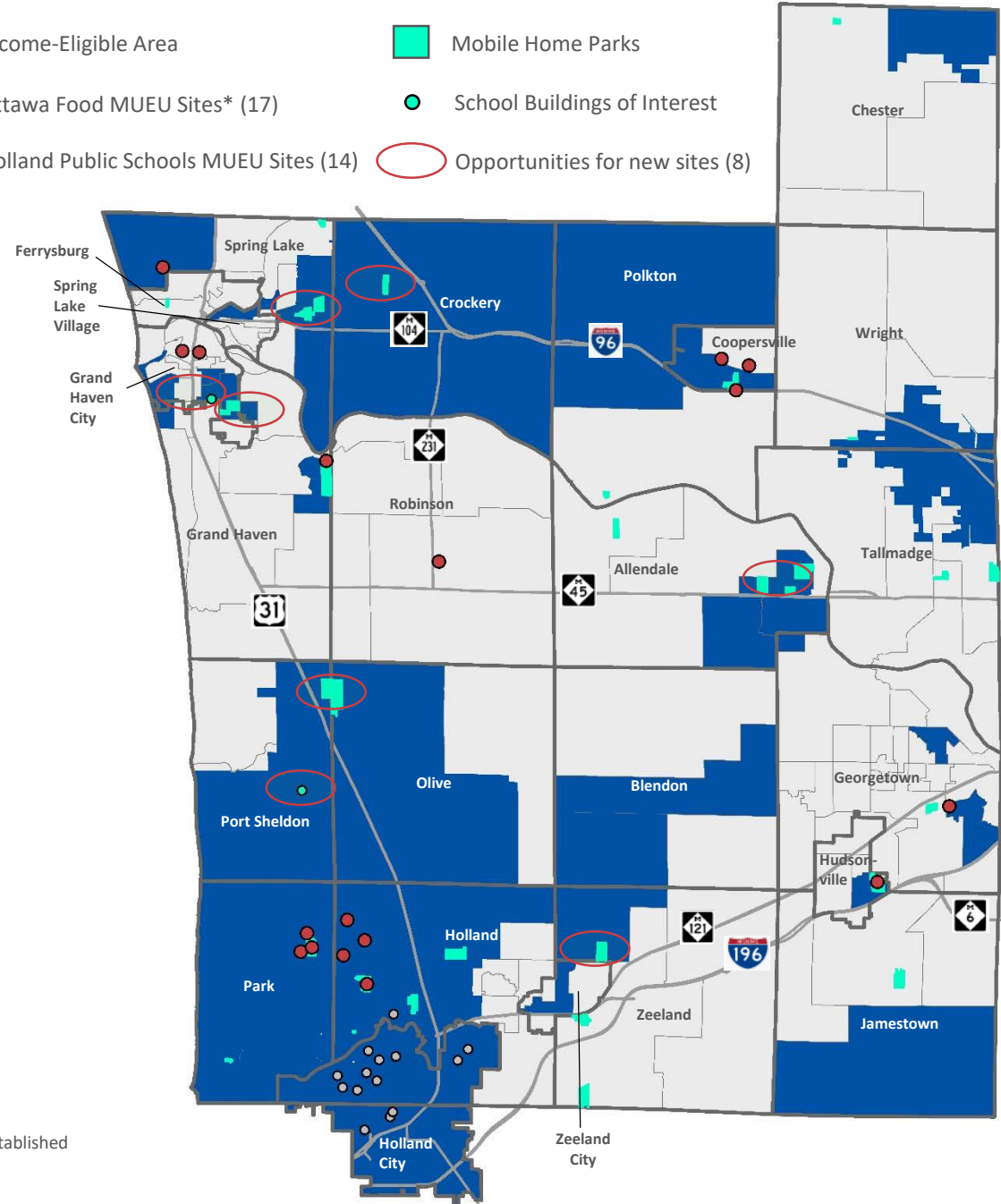
This map was created to assist Ottawa Food with identifying areas of the County where MUEU sites could potentially be located in the future. As can be seen in the map, there are many areas of the County that are eligible but are not currently served by any MUEU sites.

Eight (8) opportunities for new sites have been identified in the map—hosted at mobile home parks or at school buildings in the eligible areas:

Boulder Ridge	Allendale Township
Crockery Mobile Home Park	Crockery Township
Griffin Elementary	Grand Haven City
Village Green of Grand Haven	Grand Haven City
West Olive Estates	Olive Township
Sheldon Woods Elementary	Port Sheldon Township
Forest Lake Estates	Spring Lake Township
Logan Estates	Zeeland Township

Mobile home parks can often be where lower-income families reside who would benefit most from the sites. Also, mobile home parks and schools can act as a meeting hub, especially in the rural areas of the County.

- Income-Eligible Area
- Mobile Home Parks
- Ottawa Food MUEU Sites* (17)
- School Buildings of Interest
- Holland Public Schools MUEU Sites (14)
- Opportunities for new sites (8)



* Some sites exist in ineligible areas because a migrant camp is in proximity to it or the site was established using a previous year's eligibility map that showed it being in an eligible area.

Meet Up and Eat Up

Volunteer Survey Results (Fall 2017)

Volunteer Experiences

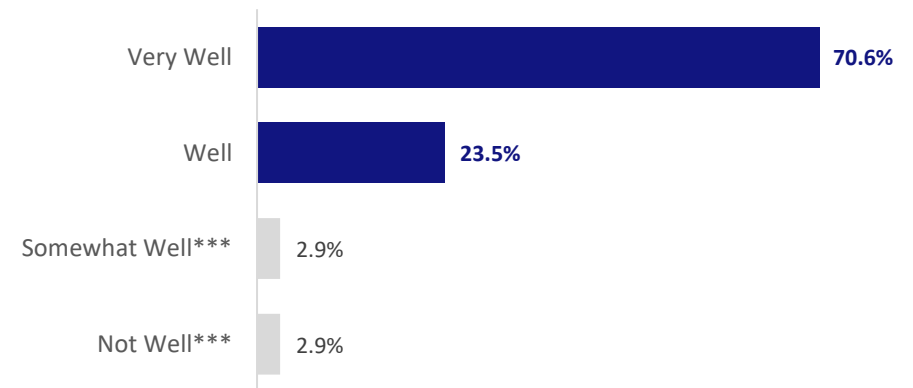
100% of survey respondents* **Strongly Agreed** or **Agreed** with the following statements:

- I was provided with all of the information that I needed to get started
- I know what is expected of me as a volunteer
- I have been provided with adequate training relevant to my role as a MUEU volunteer
- I feel supported as a MUEU volunteer
- There is an adequate number of volunteers working at the MUEU site on most days

94% of survey respondents** **Strongly Agreed** or **Agreed** with the following statements:

- It was easy for me to connect with the kids/young adults who come to the MUEU sites
- I feel valued/appreciated as a MUEU volunteer

94% of survey respondents reported that the **site leader communicated Very Well or Well with the volunteers**



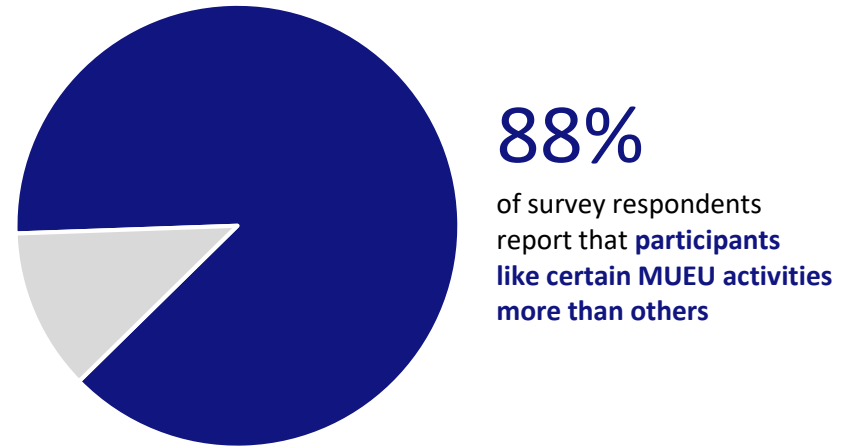
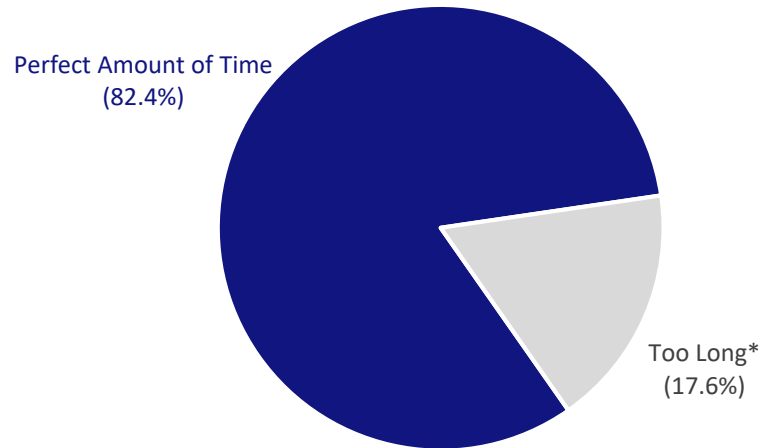
* 36 volunteers responded to the survey, with 32 volunteers completing the entire survey. Survey responses were requested and received from volunteers at three MUEU sites: Presidential Estates (Hudsonville) – 10 responses, Quincy Apartments (Holland) – 18 responses, and River Haven Village (Grand Haven) – 4 responses

** 2 volunteers disagreed with these statements. They are both volunteers at the Presidential Estates MUEU site in Hudsonville

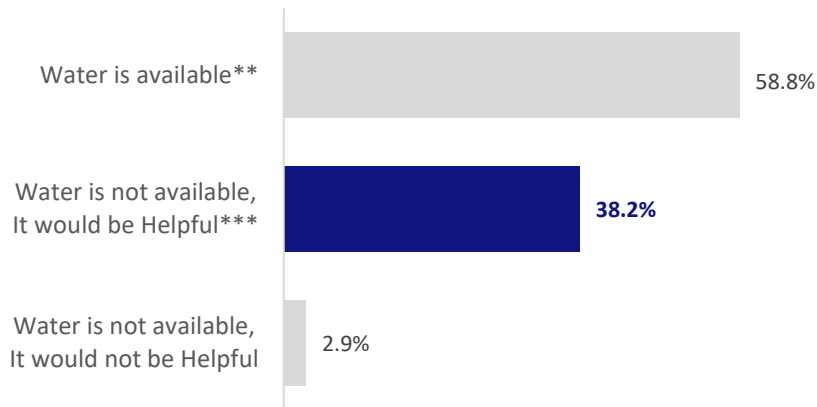
*** 2 volunteers at the Presidential Estates MUEU site in Hudsonville indicated that it wasn't clear who the site leader was

Programmatic Feedback/Suggestions

82% of survey respondents think **lunch is served** for the **perfect amount of time**



38% of survey respondents reported that **drinking water** is currently not available but they think it would be helpful



The **3 most frequently reported activities that MUEU participants like more** than others include:

- **Crafts** and craft projects
- **Physical activities** such as soccer, 4 square, and wiffle ball
- **Games**

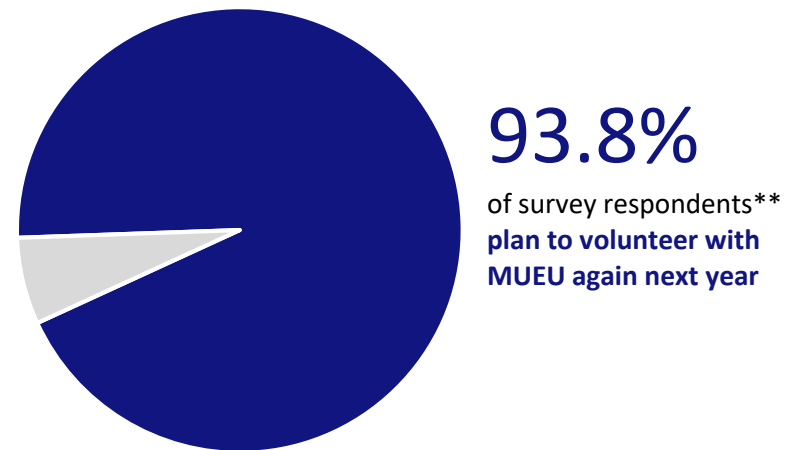
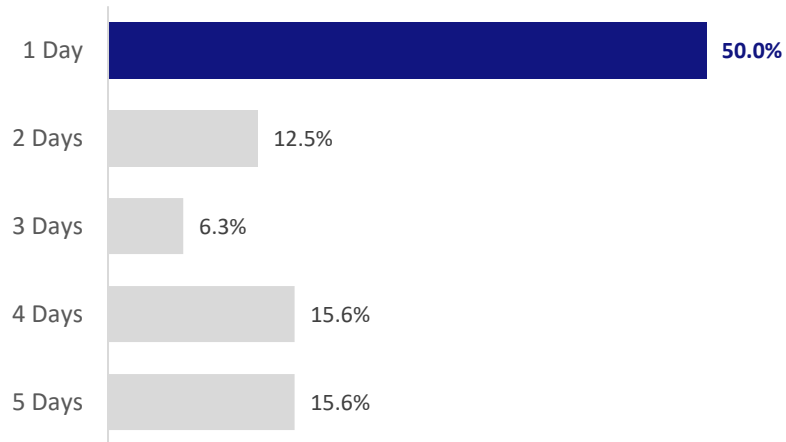
* 6 volunteers think lunch is served for too long of a time period. These volunteers are from the Presidential Estates MUEU site in Hudsonville

** Volunteers from each of the 3 MUEU sites indicated that water is available, including all of the survey respondents from the River Haven Village MUEU site in Grand Haven

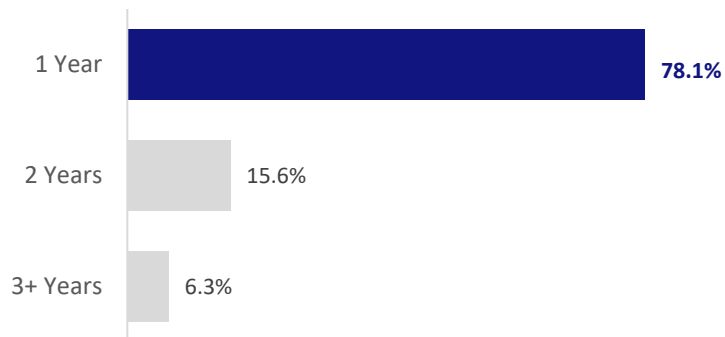
***These responses were from 3 Presidential Estates MUEU volunteers as well as 10 Quincy Apartments MUEU volunteers

Volunteer Demographics

50% of survey respondents **volunteer 1 day per week***



78% of survey respondents reported that it was their **first year volunteering with MUEU**



* All of the volunteers from the Presidential Estates and River Haven Village MUEU sites indicated that they volunteer at MUEU 1 day per week

** 2 volunteers are not planning to volunteer next year (both from River Haven Village site). Their reasons include moving out of state as well as their age preventing them from returning

Ottawa Food – 2018 Survey Results

Intro, Food, and Games/Activities

Synopsis.

Ottawa Food completed its third year of involvement in the MUEU program at various sites throughout the County. This document includes feedback gathered from MUEU participants (kids), their parents, and volunteers regarding what is going well at MUEU sites as well as what could be improved.

Due to responses being from a limited number of Ottawa Food MUEU sites, caution is advised when generalizing these results to the entire program. It is recommended that any programmatic changes in a response to these survey results be limited to the sites represented in this survey.

Big positives; small suggestions.

98% agreed or strongly agreed their kids **enjoyed being at MUEU** (parent survey; n = 40)

97% agreed or strongly agreed **there is a need for this program in their community** (volunteer survey; n = 35)

96% reported they **want to attend MUEU next year** (kid survey; n = 110)

Top listed suggestions for changes to MUEU include (kid survey):

more time for games **different food options** **activities before lunch**

What works:

Food.



Lunches were ready on time, parents felt the lunches were healthy, and kids liked the food.

- **100%** agreed or strongly agreed **lunches were ready on time** (parent survey; n = 39)
- **98%** agreed or strongly agreed that they **felt MUEU had healthy lunches** (parent survey; n = 40)
- Favorite foods included **pizza, chicken/chicken nuggets, hot dogs, mac and cheese, and varieties of fruit** (e.g. grapes, watermelon) (kid survey)

Ideas for improvement:

Consider offering more food options.



- **30%** agreed or strongly agreed that they **wished there were more food options for lunch** (parent survey; n = 40) (there was no survey question that asked parents specifically what additional food options they would like to see)

Games, Activities.



Kids liked the games and activities.

- **98%** agreed or strongly agreed that their family **liked taking home books and crafts** (parent survey; n = 40)
- **80%** agreed or strongly agreed that **kids at their site liked structured activities** (volunteer survey; n = 35)
- Favorite games/activities included **soccer, slime, crafts, painting, baseball, books, and Legos** (kid survey)



Consider having games/activities available at all sites. If Ottawa Food is not providing the games/activities, ensure that volunteers are aware of and okay with providing their own games/activities.

- **39%** disagreed or strongly disagreed that **kids at their site preferred to just play with toys** (volunteer survey; n = 34)
- **27%** agreed or strongly agreed that they **provided their own activities to use at the site** (volunteer survey; n = 34)

Ottawa Food – 2018 Survey Results



Leaders, Volunteers, Sites, Promotion

What works:

Ideas for improvement:

Leaders.

There was clear leadership at the sites.

- **88%** agreed or strongly agreed **there was a clear leader who greeted them** (volunteer survey; n = 35)
- **94%** agreed or strongly agreed **there was a clear person in charge at their site** (parent survey; n = 39)



**No ideas for improvement with leaders.
The feedback was extremely positive!**

Volunteers.

Volunteers liked volunteering for MUEU.

- **100%** agreed or strongly agreed they **enjoyed volunteering for MUEU** (volunteer survey; n = 35)
- **96%** reported they **are interested in volunteering next year** (volunteer survey; n = 27)



**No ideas for improvement with volunteers.
The feedback was extremely positive!**

Sites.

Sites seemed ready and prepared when volunteers arrived.

- **100%** agreed or strongly agreed **the site seemed ready or prepared each day they volunteered** (volunteer survey; n = 35)



Consider incorporating a “Plan B” for sites when the weather is too hot, such as providing water activities, shade, and/or cold water to drink.

- **63%** reported **there is a need for a “Plan B” for sites when the weather is too hot** (volunteer survey; n = 27)

New site suggestions (parent and volunteer surveys):

Veteran’s Park (Coopersville)

Pine Acres (Holland)

Kollen Park (Holland)

Prospect Park (Holland)

Maplewood Park (Jenison)

Intersection Ministries (Holland)

Woodside School (Holland)

Georgetown Ice Arena (Hudsonville)

Promotion.

Participants and their parents learned about MUEU from a variety of sources.

- Kids heard about MUEU from: **friends/family members, posters/signs/flyers/papers, school, attending MUEU before, and NORA** (kid survey; n = 114)
- Parents heard about MUEU from **flyers in kids backpacks, word of mouth, and driving/walking by posters** (parent survey; n = 27)



Consider promoting the program sooner to communities and schools.

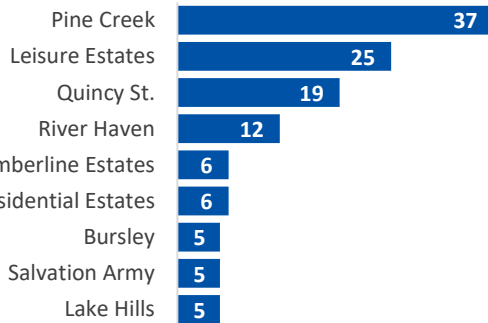
- There were suggestions in the open-ended comments to **promote sooner**, and to **get information to schools sooner** (volunteer survey)

Demographics and Suggestions

Who are the respondents?



Kids – 120 responses from these sites:



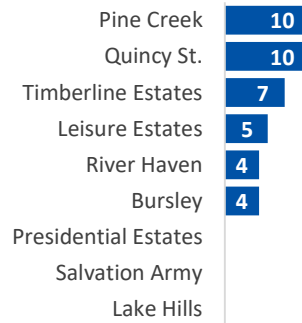
9 was the reported **average age**,
2-17 was the reported **range of ages** (n = 117)

87% reported **attending a couple times a week or every day** (n = 113)

51% reported **coming with parents** (n = 114)



Parents – 40 responses from these sites:



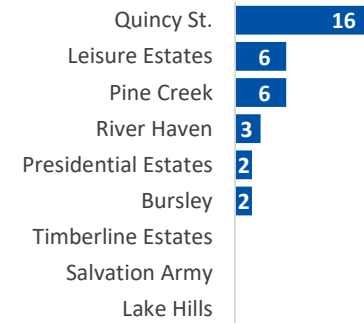
35 was the reported **average age**,
20-64 was the reported **range of ages** (n = 25)

85% reported **attending a few times every week or almost every day** (n = 33)

54% reported being **white**, **36%** **Hispanic**, and the remaining 10% was split between African American and American Indian (n = 22)



Volunteers – 35 responses from these sites:



43 was the reported **average age**,
19-84 was the reported **range of ages** (n = 23)

91% reported **volunteering at least once a week** (n = 34)

94% reported being **white** (n = 17)

The most common volunteer groups included:
Fellowship Reformed Church
Lighthouse Immigrant Advocates
Quincy DHHS
Summer Reading Group

Suggestions for next year's surveys:



Collect survey responses from more sites.

Design and implement a survey collection protocol.

Adjust the survey questions to receive more specific feedback on program promotion and improvement needs for the sites.

Ottawa Food's Senior Project Fresh – 2017 program results



Introduction

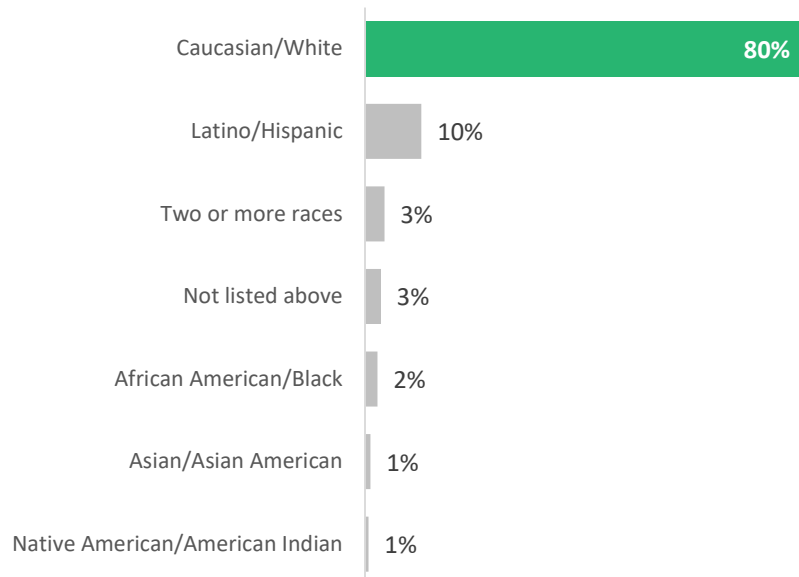
Senior Project Fresh is a voluntary program that aims to increase access to fresh, local produce and improve healthy eating habits among low-income seniors in counties throughout Michigan. Participants receive \$20 in vouchers to purchase fresh produce at local farmers markets. In Ottawa County, three organizations currently participate in Senior Project Fresh – Four Pointes, Evergreen Commons, and Ottawa Food.

2017 was Ottawa Food's first year participating in Senior Project Fresh. As part of their program, Ottawa Food offers an additional educational component that Four Pointes and Evergreen Commons do not. Ottawa Food's Senior Project Fresh participants learn about the Double Up Food Bucks (DUFb) program as well as how to prepare, cook and store fresh fruits and vegetables.

A pre-program survey was administered in the spring of 2017 (85% response rate), and a post-program survey was administered in the fall (31% response rate). The response rate of those who completed both a pre- and post-program survey was relatively low at 27%, meaning that conclusions drawn from pre-to-post-program results may not be an accurate representation of all program participants.

320 seniors participated in Ottawa Food's Senior Project Fresh in 2017.*

80% of participants** were Caucasian, which is representative of the Ottawa County population.

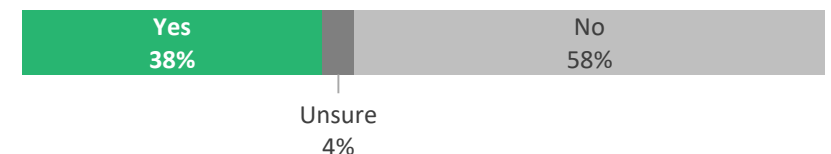


80% of participants** were female.

Nearly half of participants** reported they use an EBT/Bridge Card.



Over a third of participants** participated in a Senior Project Fresh program before.



* This is based on the number of participants who completed the pre-program survey. 375 voucher booklets were available from Ottawa Food for participants in 2017; a small number of participants were issued two booklets. In addition, some of Ottawa Food's partner agencies distributed a few of the booklets, and those agencies did not have copies of the Ottawa Food surveys to give to the seniors.
 ** Data obtained from the 320 participants who completed the pre-program survey.

Goal 1: Increase access to fresh local produce (among low-income seniors)

Ottawa Food's Senior Project Fresh – 2017 program results



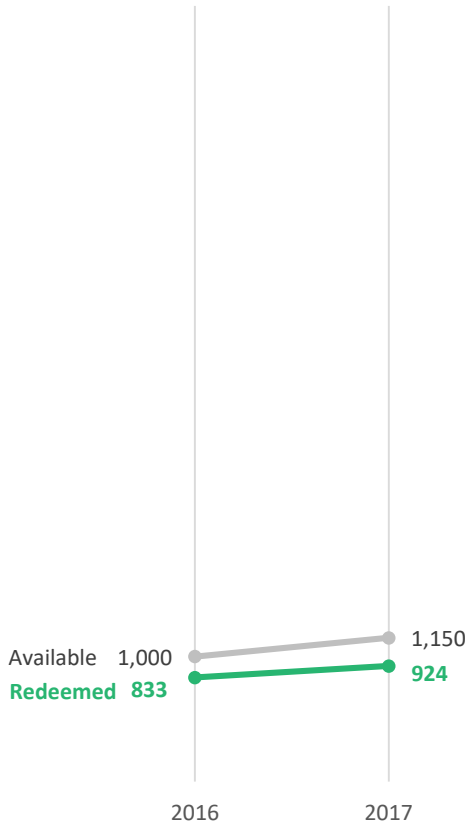
Program Vouchers



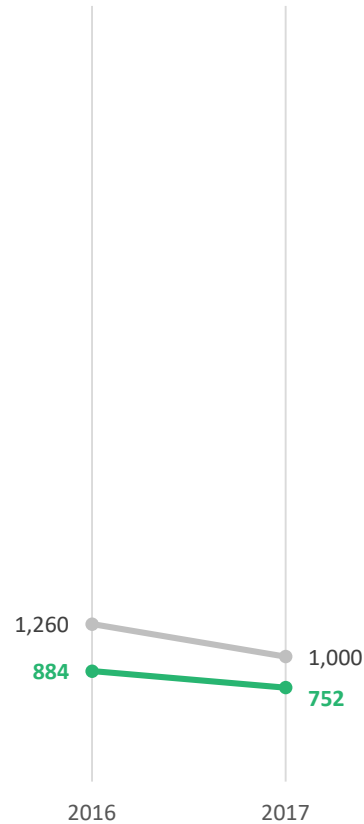
In 2017, Ottawa Food achieved their voucher redemption rate goal of 75%.
(The State average was 83%)

The number of vouchers available and the number of vouchers redeemed in Ottawa County **more than doubled** from 2016 to 2017. (This is due in large part to **Ottawa Food's** participation in the program).

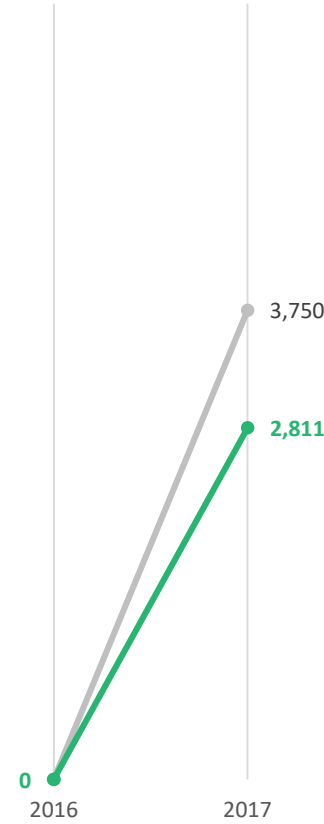
Evergreen Commons



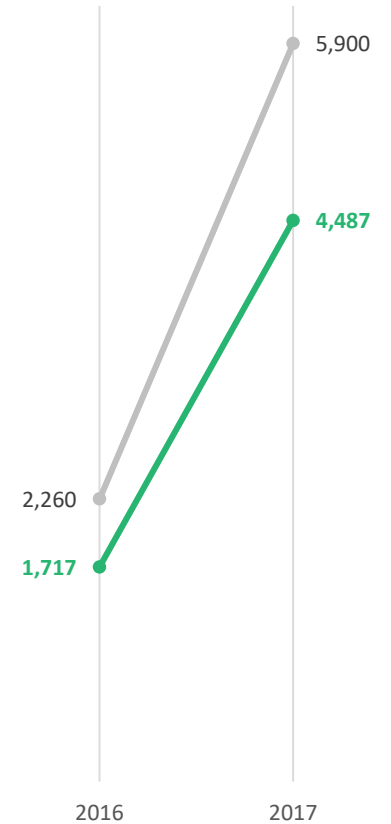
Four Pointes



Ottawa Food



All Three Organizations

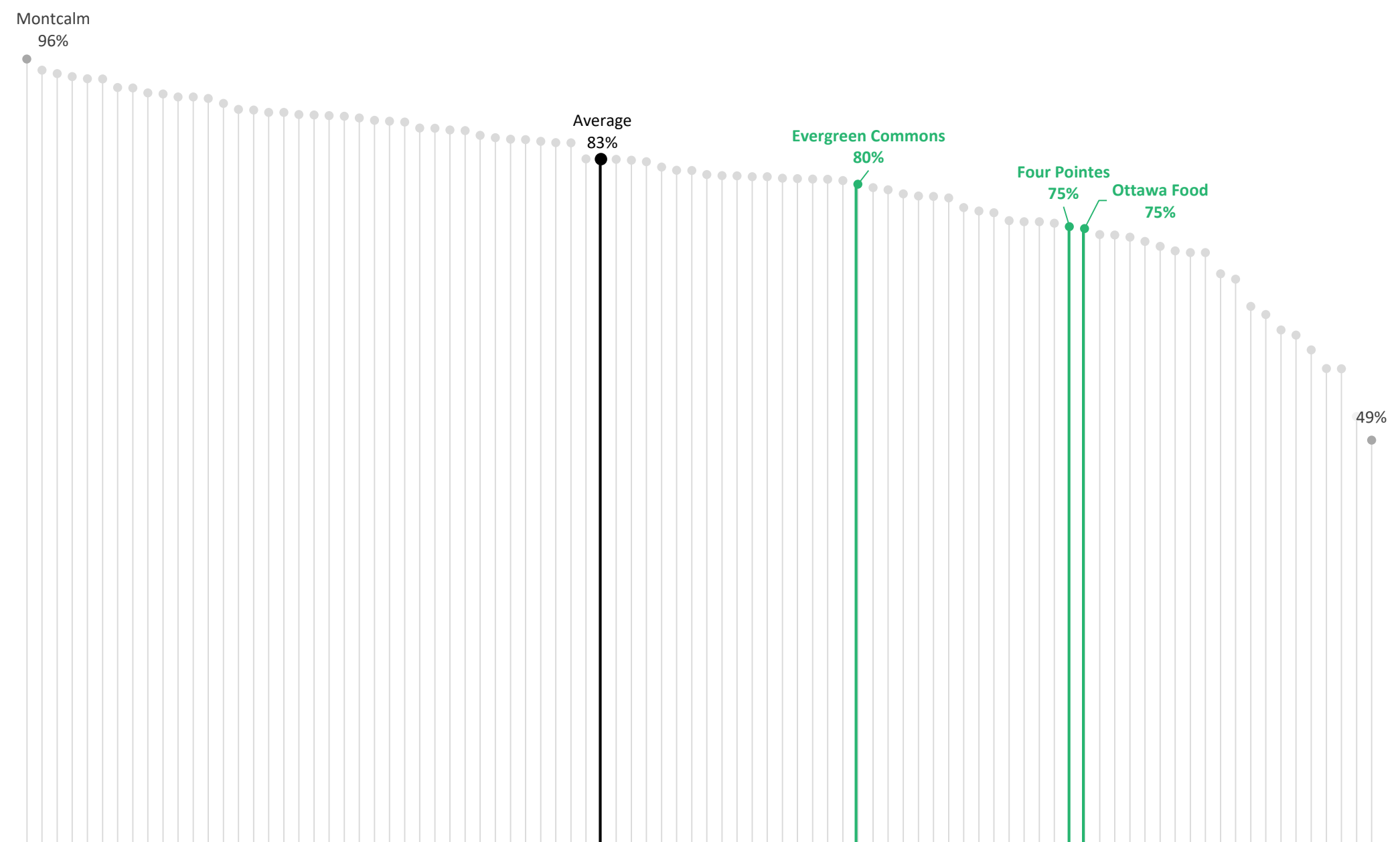


Ottawa Food's Senior Project Fresh – 2017 program results



Voucher Redemption Rates – Individual Organizations

Ottawa County's Senior Project Fresh organizations had relatively low redemption rates, compared to other Senior Project Fresh organizations throughout the State. Ottawa Food ranked 70th (of 89) organizations.*



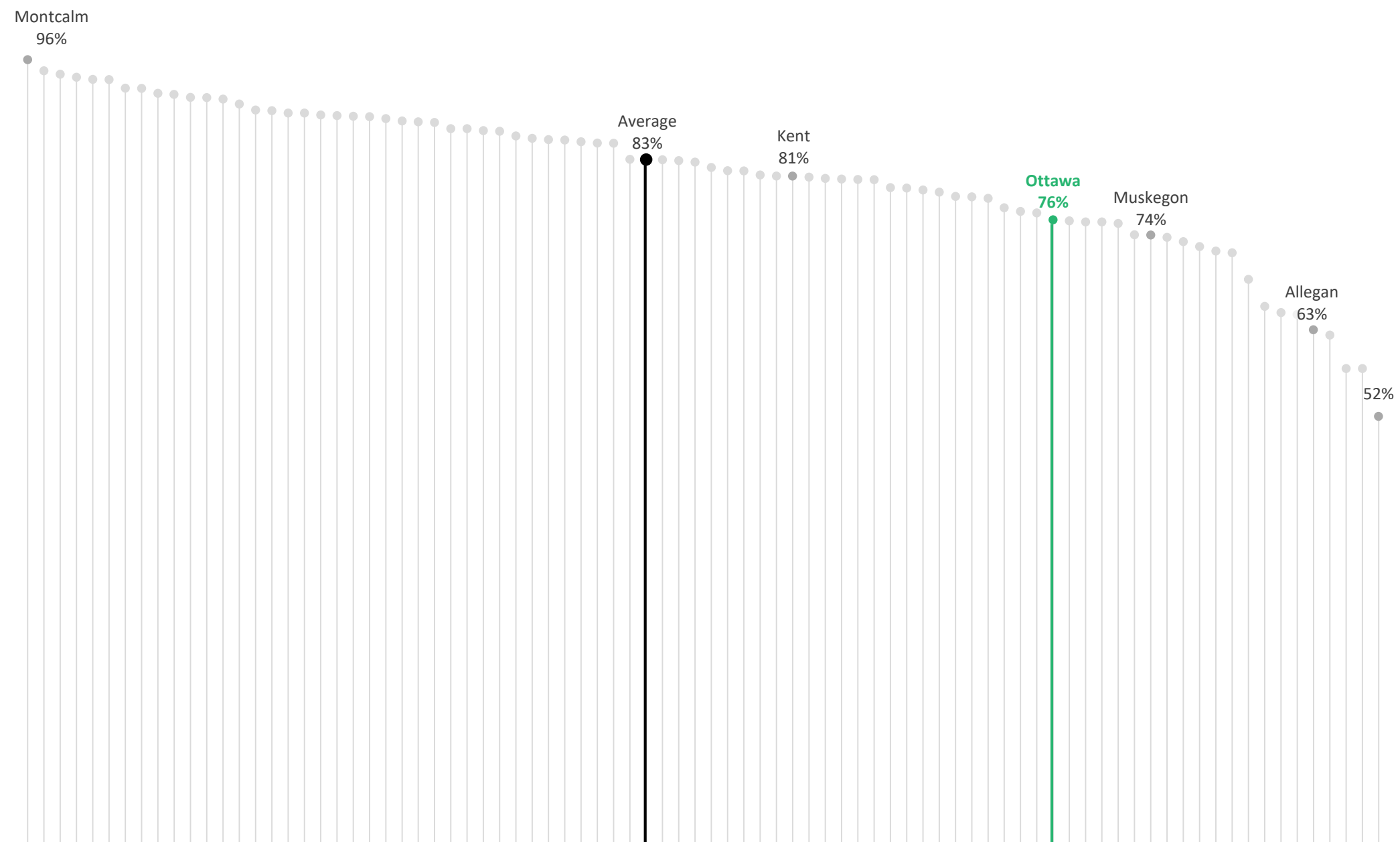
* Wisewoman, Secret Shopper, and "Unknown" organizations' data are excluded from this ranking.

Ottawa Food's Senior Project Fresh – 2017 program results



Voucher Redemption Rates – Counties

Ottawa County had a relatively low redemption rate for their Senior Project Fresh programs, compared to other counties throughout the State. **Ottawa County ranked 63rd** (of 83) counties.*



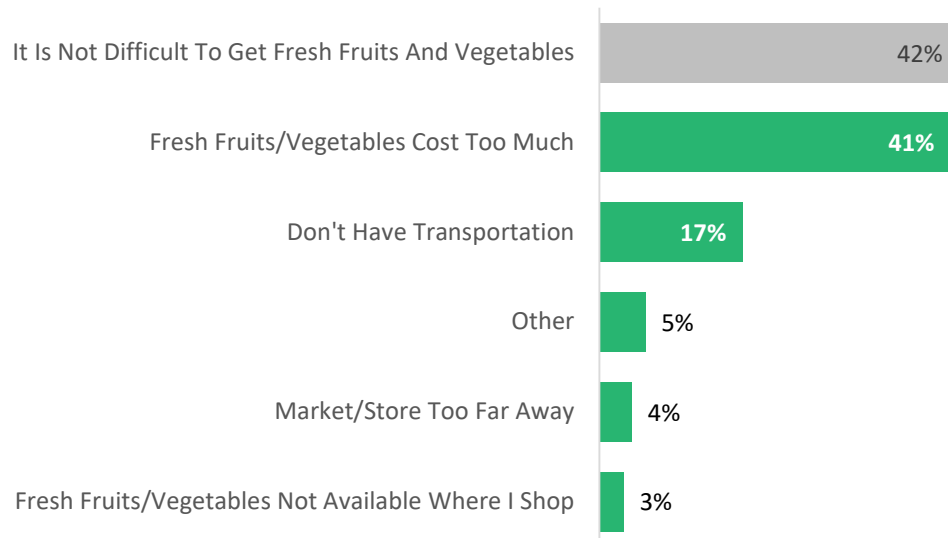
* Wisewoman, Secret Shopper, and "Unknown" organizations' data are excluded from this ranking.

Ottawa Food's Senior Project Fresh – 2017 program results

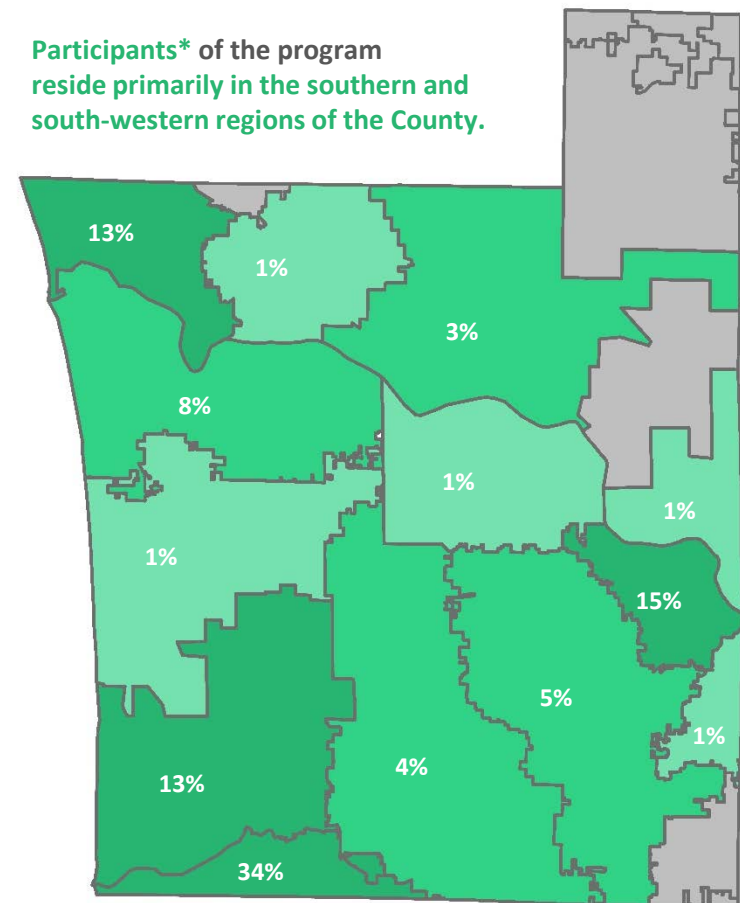
Access to Fresh Fruits and Vegetables

"I tried vegetables I had never tried before. It was nice to be able to buy them. I couldn't afford them without Senior Project Fresh vouchers."

58% of participants* reported that they have difficulty getting fresh fruits and vegetables. The primary reasons include **they cost too much** and **they do not have transportation**.**



Participants* of the program reside primarily in the southern and south-western regions of the County.



* Data obtained from the 320 participants who completed the pre-program survey.
 ** The percentages add to more than 100% because participants could select multiple reasons why it's difficult for them to get fresh fruits and vegetables.

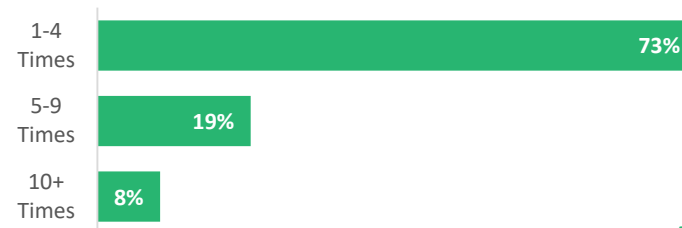
Ottawa Food's Senior Project Fresh – 2017 program results

Farmers Markets

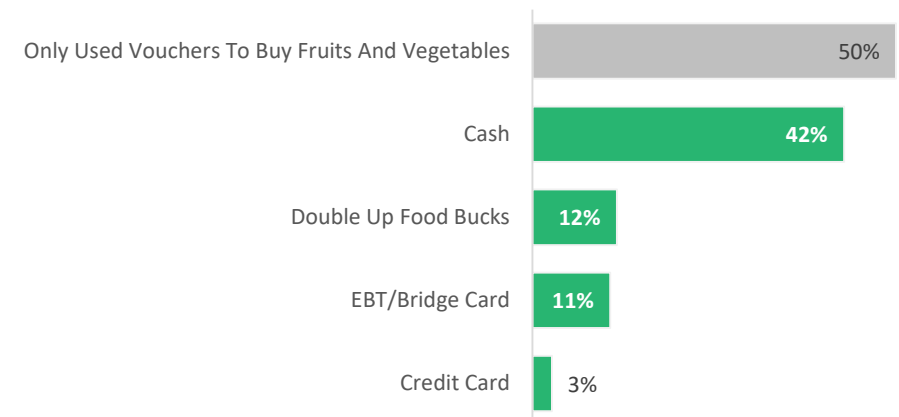
Almost 24% of participants* reported it had been more than 2 years since going to the farmers market before this program.

"I enjoyed shopping at farmers markets. I got exercise and got a lot of fresh, healthy food."

As a result of this program, participants** reported **getting out to farmers markets this summer!**



Half of participants** reported they **bought fruits and vegetables at the farmers markets in addition to using their vouchers.** The main medium used was cash, followed by Double Up Food Bucks and EBT/Bridge Cards.

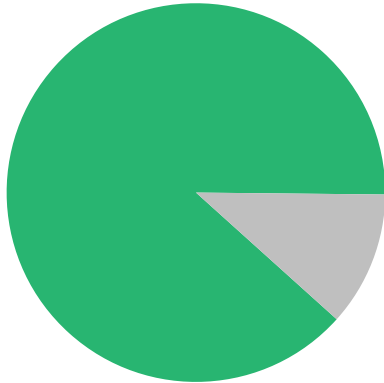


* Data obtained from the 320 participants who completed the pre-program survey.

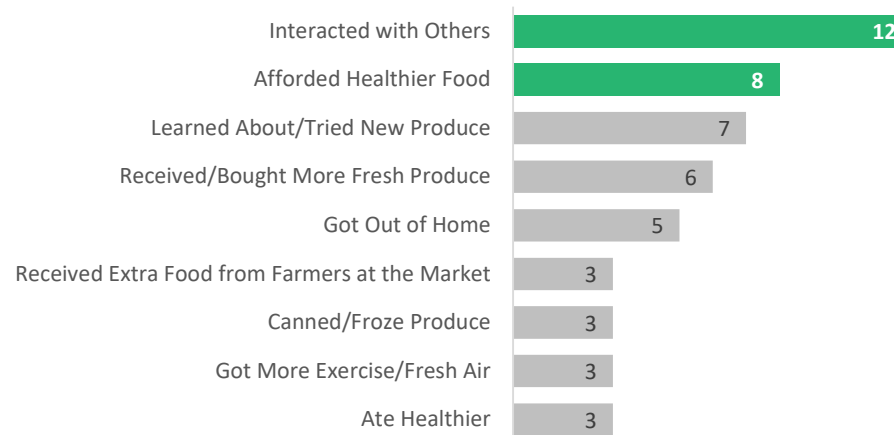
** Data obtained from the 118 participants who completed the post-program survey. The percentages add to more than 100% because participants could select multiple mediums they used in addition to their vouchers to buy fruits and vegetables at the farmers markets.

Ancillary Benefits

Almost 89% of participants* reported they will continue to get fresh fruits and vegetables after the farmers market season ends.



Interacting with Others and Affording Healthier Food are the top additional personal health benefits reported by participants* as a result of participating in Senior Project Fresh.**



* Data obtained from the 118 participants who completed the post-program survey. The percentages add to more than 100% because participants could select multiple mediums they used in addition to their vouchers to buy fruits and vegetables at the farmers markets.

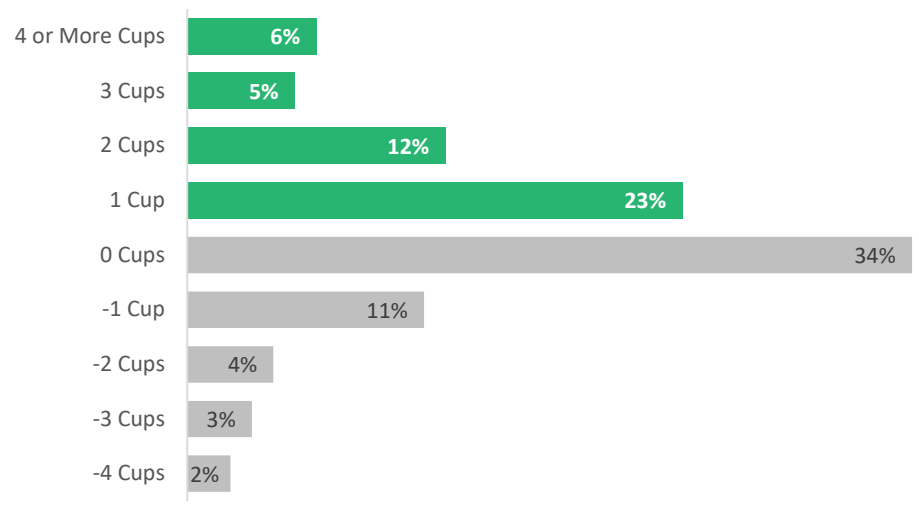
** Some participants listed multiple benefits. Some participants who said they experienced additional benefits did not list any. Personal health benefits mentioned by two or fewer participants were excluded from this graph.

Goal 2: Improve healthy eating habits (among low-income seniors)

Ottawa Food's Senior Project Fresh – 2017 program results

Change in Healthy Eating Habits

46% of participants* reported an **increase in their average daily consumption of fruits and vegetables**, while 54% reported no change or a decrease.
 (This is based on the number of cups consumed pre-program and post-program)



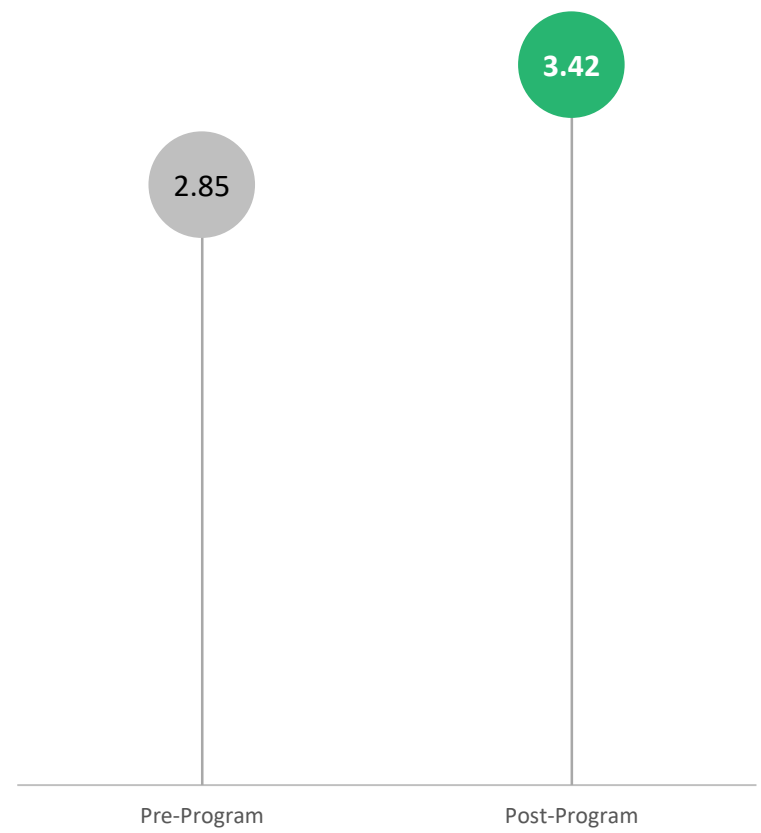
Participants* reported **more than a half cup increase in their daily fruit and vegetable consumption.** Participants from the Holland City zip code reported the highest average increase at nearly 1.6 cups!

(This stated increase is potentially conservative because it is based on data used [here](#), which includes participants who reported increases and participants who reported decreases in their daily consumption. Note the reporting discrepancy between the two graphs on the left side of this page)



Reporting discrepancy

A separate post-program survey question that did not utilize the number of cups consumed pre-program and post-program revealed that **84%** of participants* believe they are eating more fresh fruits and vegetables since participating in Senior Project Fresh.



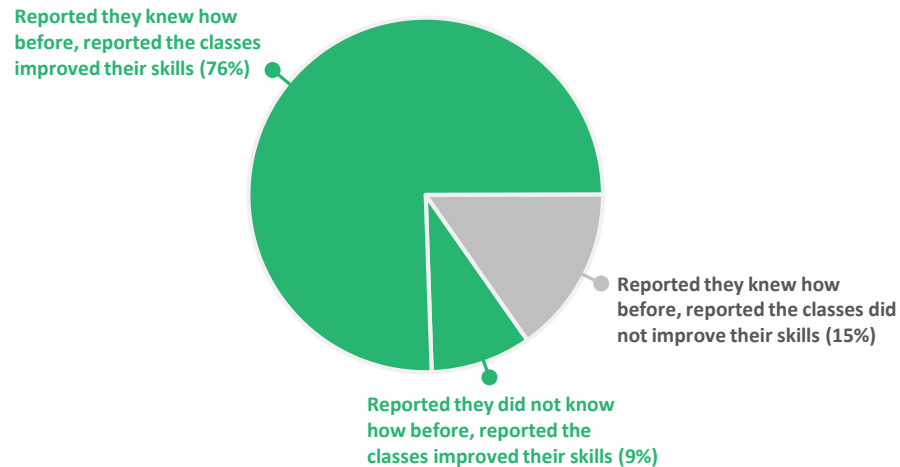
* Data obtained from the 101 participants who completed both the pre- and post-program surveys.

Ottawa Food's Senior Project Fresh – 2017 program results



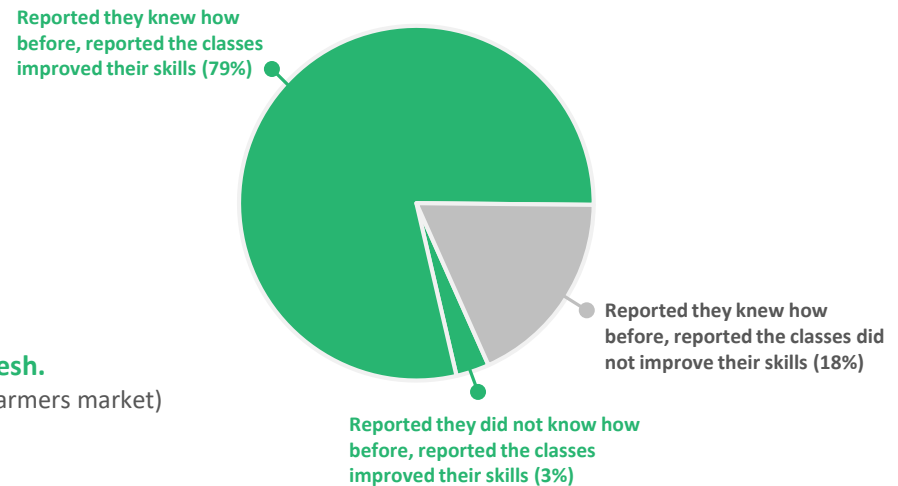
Educational Component

85% of participants* reported that Senior Project Fresh helped them improve their skills with **storing fresh fruits and vegetables**, including many participants who knew how to store fresh fruits and vegetables to help make them last longer before the program.

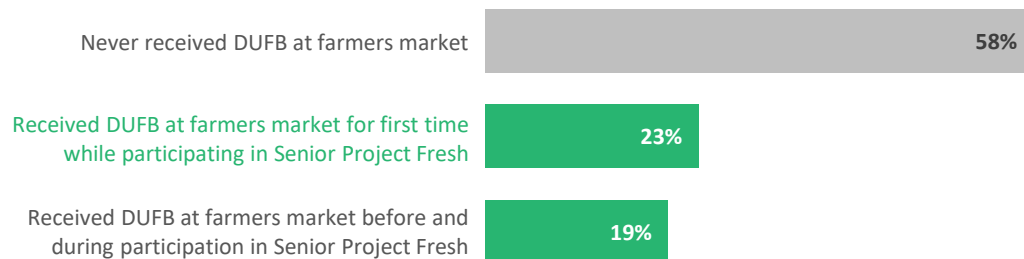


"Better food! I love fresh vegetables and fruits. It made me more creative in cooking."

82% of participants* reported that Senior Project Fresh helped them improve their skills with **preparing and/or cooking fresh fruits and vegetables**, including many participants who knew how to prepare and/or cook fresh fruits and vegetables before the program.



Of the participants** with an EBT/Bridge Card, **23%** reported they received **Double Up Food Bucks (DUFB) for the first time** while participating in Senior Project Fresh.
 (Over half of participants with an EBT/Bridge card reported they have never received DUFB at a farmers market)



* Data obtained from the 101 participants who completed both the pre- and post-program survey.
 ** Only 31 of the 101 participants reported they had an EBT/Bridge Card, so these percentages may not be representative of the population.
 Prepared by: Ottawa County Planning and Performance Improvement Department (6/18/18)

Ottawa Food's Senior Project Fresh – 2017 program results

Considerations

The survey results indicate that Ottawa Food is off to a good start with Senior Project Fresh. However, as with any program, there are opportunities for improvement. Based on the survey results, some opportunities to consider for improvement are highlighted below.

1

Ottawa Food hit its first-year voucher redemption rate goal of 75%. However, compared to other organizations participating in this program, a 75% redemption rate is below average. **Consider talking with Montcalm County and/or other organizations with an above average voucher redemption rate to determine if there are practices that Ottawa Food can implement to boost voucher redemption rates.**



2

There were reporting discrepancies pertaining to the change in healthy eating habits as a result of participating in Senior Project Fresh. One possible explanation for this discrepancy is a lack of understanding of what constitutes a cup of fruit/vegetables. Another possible explanation is that participants may indicate they are eating more fruit/vegetables since it seems like the most appropriate answer to provide upon completing the program. **Consider researching other methods for measuring daily fruit/vegetable consumption among participants in the future.**



3

Males made up 20% of the program's participants in 2017. **Consider developing strategies to increase participation among males.**



4

17% of participants reported that it's difficult for them to get fresh fruits and vegetables because they don't have transportation. **Consider partnering with local agencies that may be able to assist seniors with transportation to farmers markets.**



5

58% of participants with EBT/Bridge Cards did not receive Double Up Food Bucks at farmers markets in 2017. **Consider developing strategies to further educate participants on how to obtain Double Up Food Bucks at farmers markets.**



6

While Ottawa Food was able to serve seniors in all quadrants of Ottawa County, the North East quadrant had the least amount of participants. **Consider partnering with farmers markets in the North East quadrant of the County.**



7

31% of participants completed a post-program survey in 2017, meaning that the survey results may not be an accurate representation of all program participants. **Encourage as many participants as possible to fill out a post-program survey and provide feedback on their experiences.**



Program Overview

Senior Project Fresh (SPF) aims to increase access to fresh, local produce and improve healthy eating habits among low-income seniors in counties throughout Michigan. Participants receive \$20 in vouchers to purchase fresh produce at local farmers markets. Ottawa Food began offering the SPF program in 2017 as a result of grant funding. In Ottawa County, three organizations currently participate in SPF: Four Pointes, Evergreen Commons, and Ottawa Food. Four Pointes is located in Grand Haven and serves the northern half of the County. Evergreen Commons is located in Holland and serves the southwestern part of the County. Ottawa Food is located in Holland and utilizes locations throughout the County to distribute SPF vouchers, thereby serving many areas of the County. In an attempt to achieve a high voucher redemption rate, Ottawa Food offers an educational component (e.g. information on farmers markets, how to store and cook fresh produce, etc.) that Four Pointes and Evergreen Commons do not.

68% of respondents* participated in a Senior Project Fresh program before, compared to 38% in 2017.

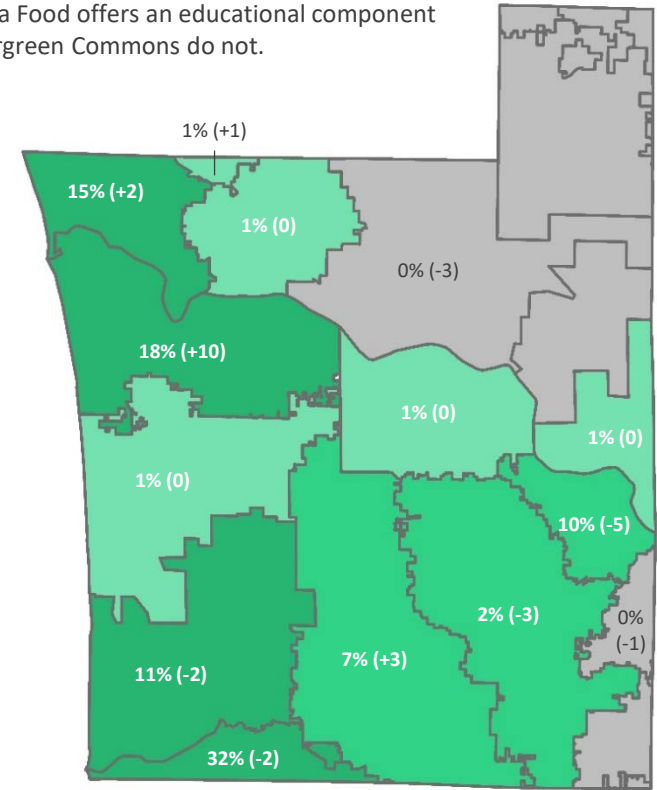


Data Collection & Analysis

The voucher redemption rate data contained in this report was obtained from the State of Michigan and the rest of the data was self-reported by participants through the completion of pre-program and post-program surveys. An overview of how many participants completed the surveys is provided below:

- 135 participants completed both the pre- and post-program surveys (a 36% response rate)
- 145 participants completed only the pre-program survey
- 14 participants completed only the post-program survey

Since the response rate was relatively low, the conclusions drawn may not be an accurate representation of all program participants. Whenever possible, the survey data was analyzed by year of participation in SPF (1st year participants compared to 2nd year+ participants) to determine if any apparent differences exist. Only the apparent differences are presented in this report.



Participants live in nearly every zip code of Ottawa County but are concentrated near cities (Holland, Grand Haven/Spring Lake, and Grand Rapids). The change in results from 2017 is shown in parentheses.

* 280 participants answered this pre-program survey question.

Vouchers Available and Redeemed 2017-2018

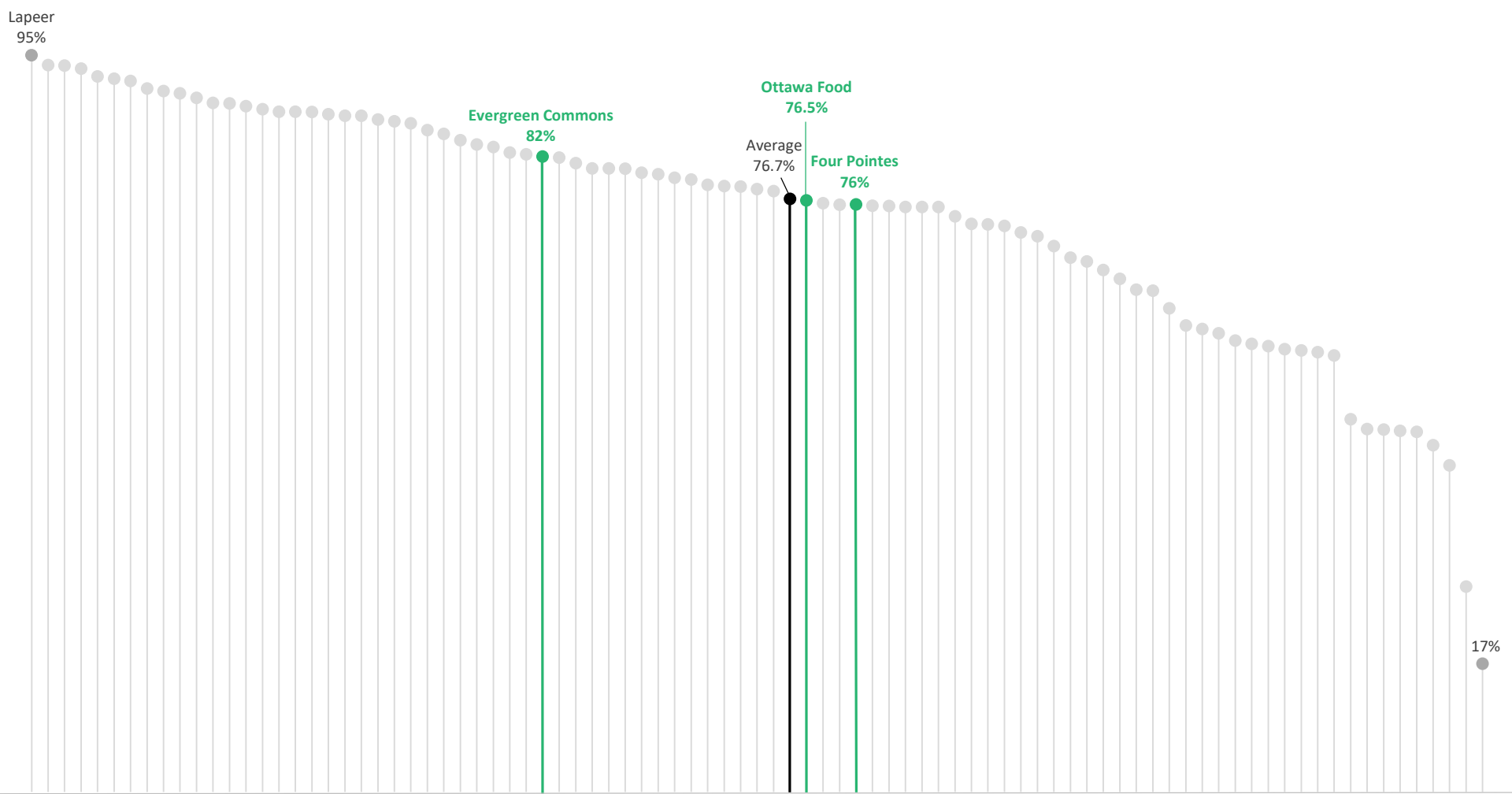
Ottawa Food distributed 375 voucher booklets (with ten \$2 vouchers in each).
For all three organizations in Ottawa County, the number of vouchers **redeemed** increased from 2017 to 2018.



Ottawa Food's Senior Project Fresh 2018 Program Evaluation

Voucher Redemption Rate - Statewide Rankings by Organization

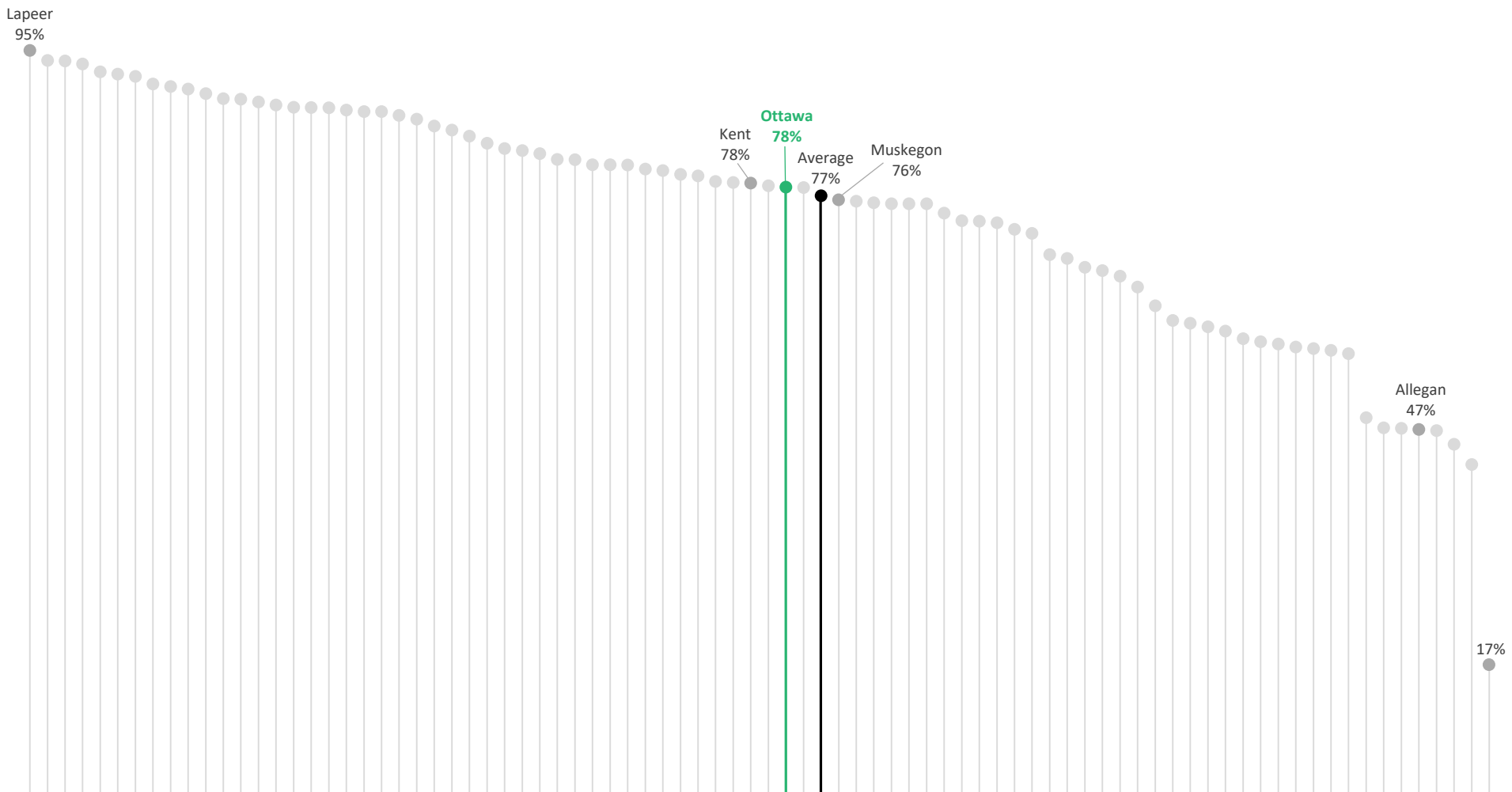
Ottawa Food increased their voucher redemption rate from 2017, but fell short of their goal to achieve a 78% voucher redemption rate. At a redemption rate of 77%, **Ottawa Food ranked 47th (of 88 organizations),*** which is better than last year's rank of 70th.



* Wisewoman and "Other" organizations' data are excluded from this ranking. Data is not finalized for organizations in Cheboygan, Emmet, Macomb, Marquette, and Newaygo counties. Therefore, the average is also subject to change.

Voucher Redemption Rate - Statewide Rankings by County

Ottawa County ranked 44th (of 83 counties)*, which is better than last year's rank of 63rd.

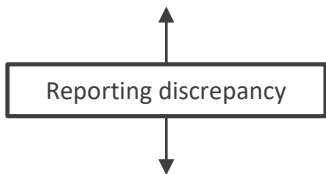
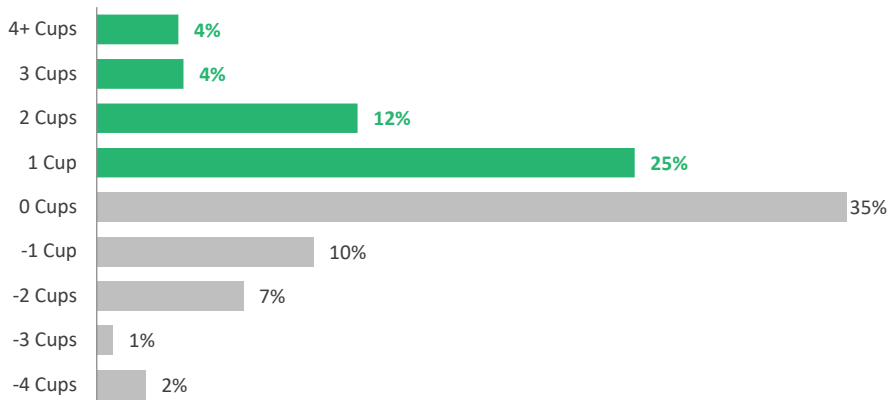


* Wisewoman and "Other" organizations' data are excluded from this ranking. Data is not finalized for organizations with Cheboygan, Emmet, Macomb, Marquette, and Newaygo counties. Therefore, the average is also subject to change.

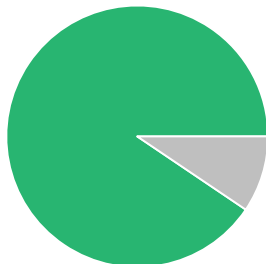
Produce Consumption

45% of participants* reported they **increased their average daily consumption of fruits and vegetables**, while 55% reported no change or a decrease since participating in SPF.

(This is based on the number of cups consumed pre- and post-program, as reported by participants.)

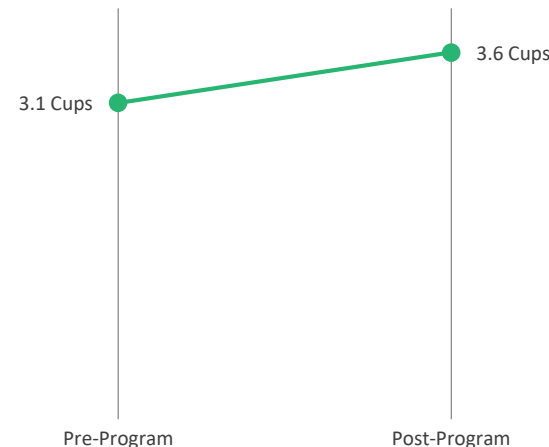


However, a separate post-program survey question revealed that **91%** of participants* **believe they are eating more fresh fruits and vegetables since participating in SPF.**



On average, participants* reported **a half cup increase in their daily fruit and vegetable consumption.**

(This stated increase is potentially conservative because it is based on data used [here](#), which includes participants who reported increases and participants who reported decreases in their daily consumption. Note the reporting discrepancy between the two graphs on the left side of this page)



Reporting Discrepancy:

Between **45%** and **91%** of participants self-reported an increase in their daily fruit and vegetable consumption since participating in SPF. Possible explanations for this include:

- **Posturing:** participants tend to make themselves look better (posturing) at the beginning of a program when they are unfamiliar with program staff. At the end of a program, they tend to trust staff more, resulting in more open and honest answers.
- **Change in knowledge:** as participants gain new knowledge (e.g. how to better measure consumption, what is considered a fruit or vegetable, etc.), their responses tend to become more accurate to the questions being asked.

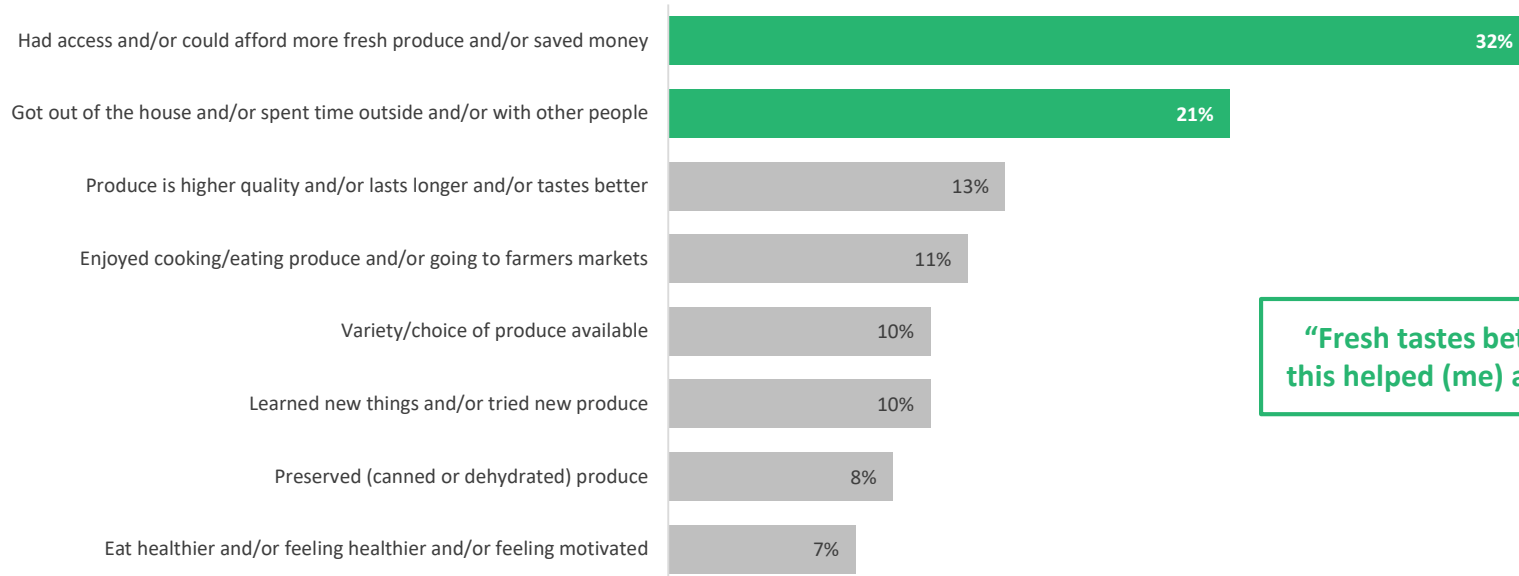
* 133 participants completed both the pre- and post-program surveys and answered these survey questions.

Ottawa Food's Senior Project Fresh 2018 Program Evaluation

Other Self-Reported Benefits

Participants* provided comments identifying additional benefits they received from Senior Project Fresh.

The top benefit was having access to and/or being able to afford more fresh produce and/or saving money.



“Fresh tastes better and this helped (me) afford it.”

“I tried a new fruit, Asian Pear, and really liked it.
I wouldn't have bought it without the voucher.
I will buy it again with voucher.”

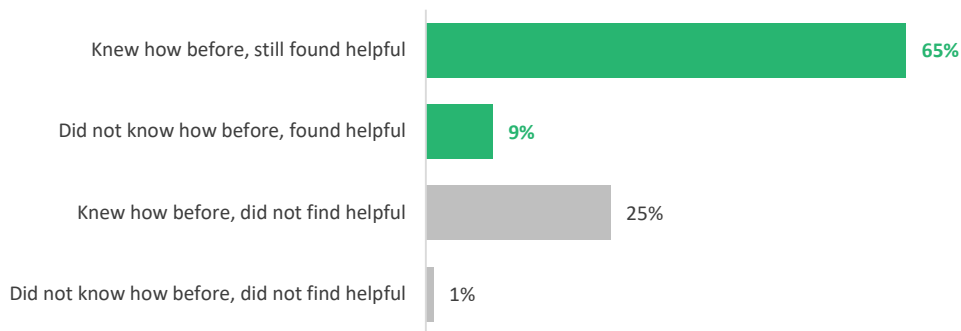
“I bought a half bushel of peaches and canned them. I hadn't done that in 20 years. I wanted to see if I could still do it.
Now I have 21 pints of peaches.”

* 73 participants answered this post-program survey question. 2 participants who said they experienced additional benefits did not list any and were excluded from this graph. Benefits mentioned by two or fewer participants were also excluded from this graph. Some participants listed multiple benefits.

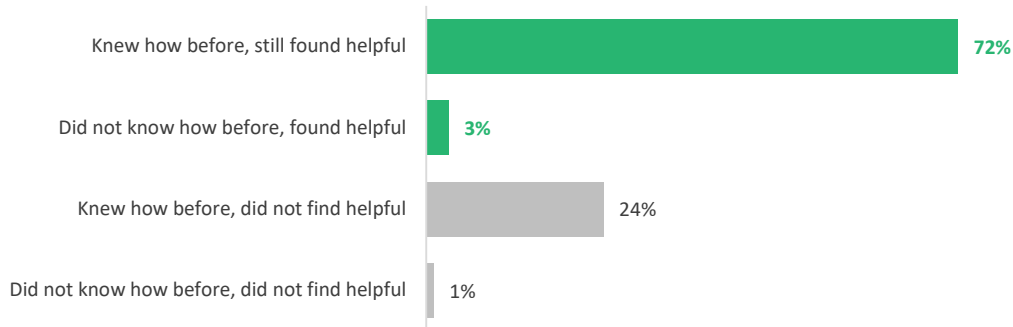
Educational Component

As part of the additional educational component offered by Ottawa Food, Michigan State University Extension (MSUE) staff lead an educational session for SPF participants. An educational booklet and flyers are also provided to SPF participants that include recipes, information about shopping at farmers markets, storing and cooking produce, eating well, seasonal availability of produce in Michigan, and how to use EBT/Bridge Cards and Double Up Food Bucks.

74% of participants* reported that the classes on **prepping/cooking fresh fruits and vegetables were helpful**, including many participants who knew how to prepare/cook fresh fruits and vegetables before the program.



75% of participants** that the classes on **storing fresh fruits and vegetables were helpful**, including many participants who knew how to store fresh fruits and vegetables before the program.



“Just knowing this program is available is wonderful! The presentation in **our life skills class was very informative** too.”

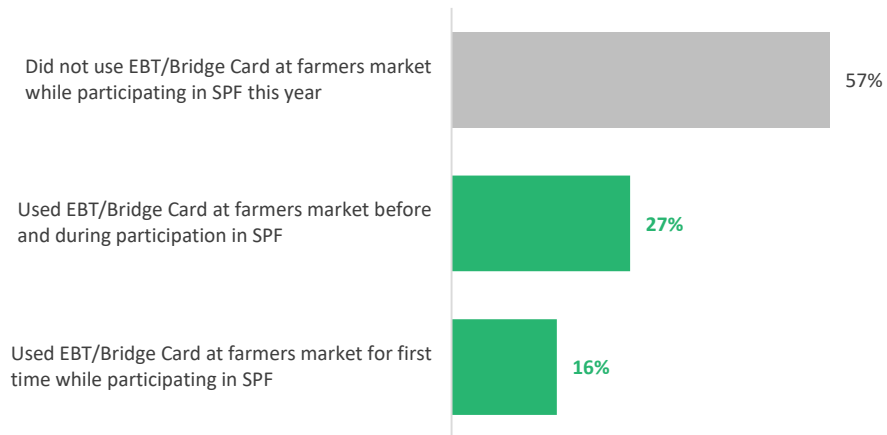
“(I) stored fruit and vegetables better so they would last longer.”

* 134 participants completed both the pre- and post-program surveys and answered these survey questions.

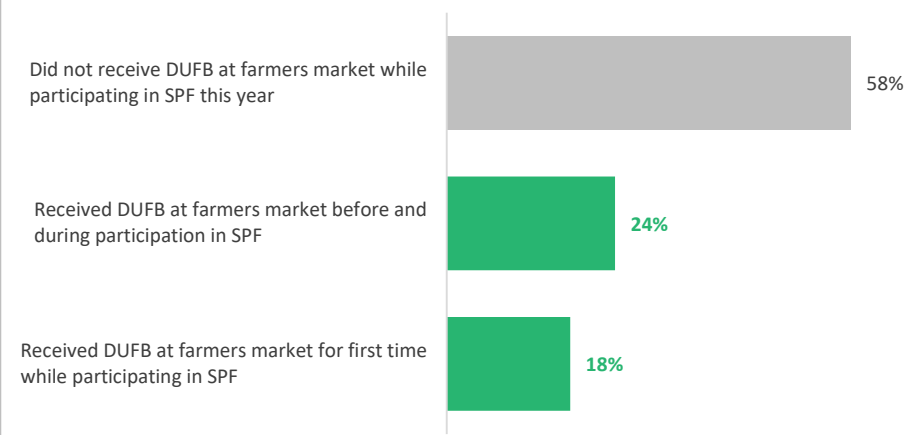
** 130 participants completed both the pre- and post-program surveys and answered these survey questions.

EBT/Bridge Card & Double Up Food Bucks (DUFB) Usage

43% of participants* who reported they had an EBT/Bridge Card, reported **using it at the farmers market this summer.**
16% reported **using it for the first time this summer.**



42% of participants** who reported they had an EBT/Bridge Card, reported **receiving DUFB at the farmers market this summer.**
18% reported **receiving DUFB for the first time this summer.**



* 63 participants reported in both the pre- and post-program surveys that they had an EBT/Bridge Card and answered these survey questions.

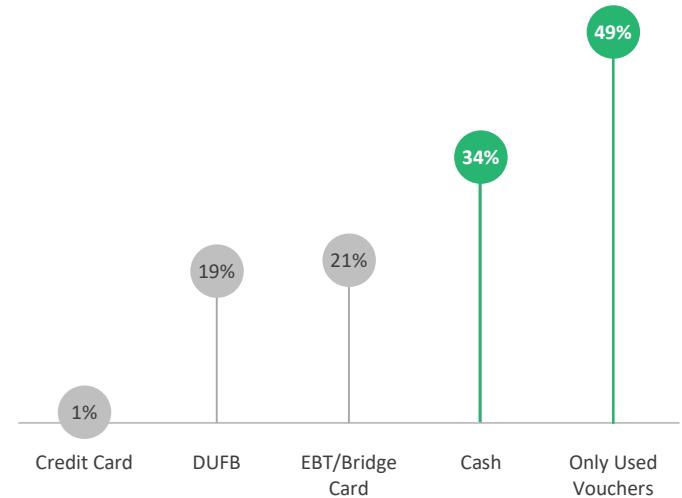
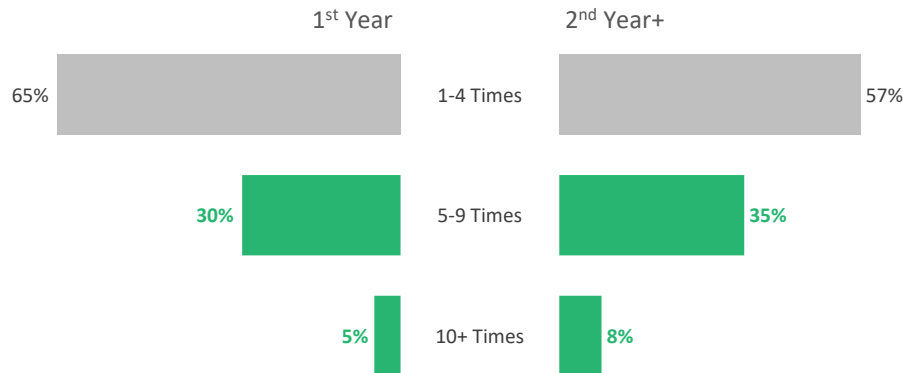
** 62 participants reported in both the pre- and post-program surveys that they had an EBT/Bridge Card and answered these survey questions.

Farmers Markets

16% of participants* reported it had been more than 2 years since going to the farmers market before this program. Last year, 24% of participants reported it.

51% of participants*** reported they bought fruits and vegetables at the farmers markets without using their vouchers. Besides the SPF vouchers, the main medium used to purchase fresh produce was cash.

2nd year+ participants reported going to the farmers market more during the summer than 1st year participants.**



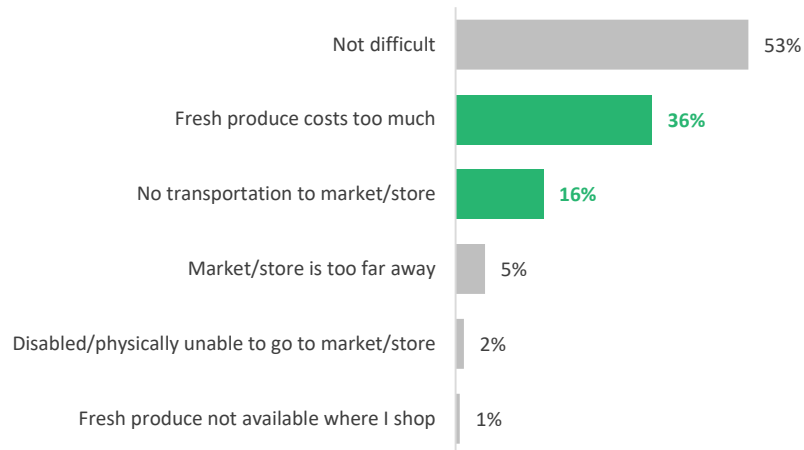
* 275 participants answered this pre-program survey question.

** 37 1st year participants and 96 2nd year+ participants answered this post-program survey question.

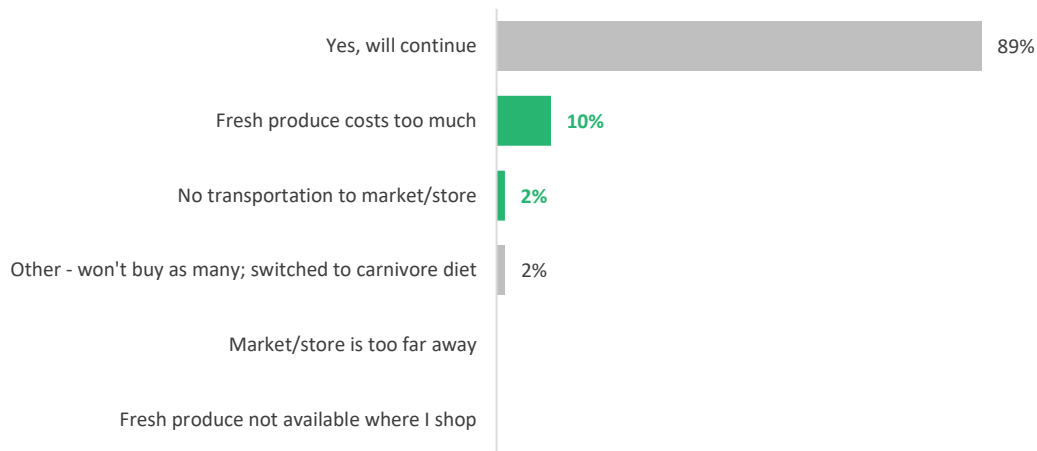
*** 146 participants answered this post-program survey question. Some participants reported using multiple mediums.

Access to Fresh Produce

47% of participants* reported before starting in the program that they **have difficulty getting fresh fruits and vegetables**. Last year, 58% of participants reported difficulty. This is primarily because **fresh produce costs too much** and/or **participants do not have transportation**.

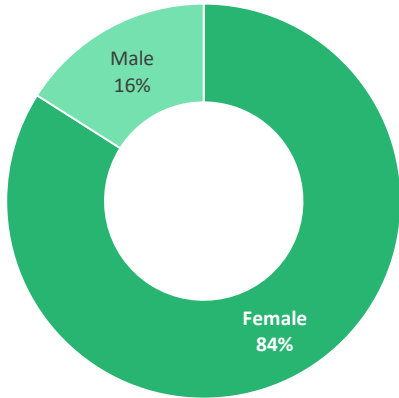


11% of participants* at the end of the program reported that they **will not continue to get fresh fruits and vegetables after the farmers market season ends**. The primary reasons for those not continuing relate to **cost** and **transportation**.



* 131 participants completed both the pre- and post-program surveys and answered these survey questions. Some participants selected multiple reasons.

Participant Demographics



Gender:

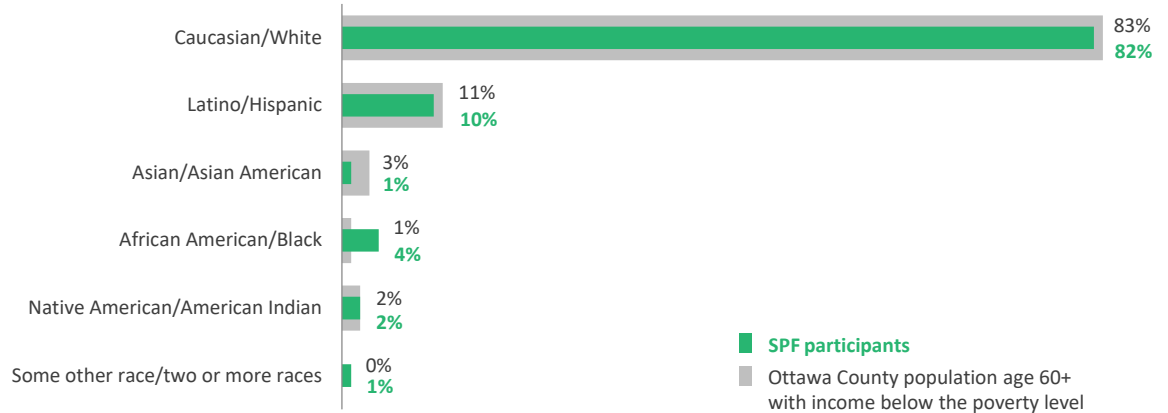
Substantially more women participated in the program.* Possible explanations for this include:

- A disproportionate number of older women are low income (**67% of the Ottawa County population age 65+ with an income below the poverty level is female and only 33% is male****).
- This evaluation did not consider whether the participants have partners. Because **meal preparation (including shopping for food) is traditionally a female gender role**, it is possible that men participate in the program by proxy and are not counted.

Race/Ethnicity:

82% of SPF participants report being Caucasian/White.***

The percent of SPF participants of each race/ethnicity is similar to all Ottawa County residents age 60+ with income below the poverty level.**



* 275 participants answered this pre-program survey question.

** Data obtained from the U.S. Census Bureau, 2013-2017 American Community Survey 5-Year Estimates. Data that exactly reflects SPF's target population – seniors age 60+ at 185% or below the federal poverty level – is not available. Therefore, the closest relevant data was used.

*** 272 participants answered this pre-program survey question.

Conclusions & Considerations



The program goal of increasing the voucher redemption rate to 78% was not met.

- **Consider reaching out to other organizations with an above average voucher redemption rate to determine if there are practices that Ottawa Food can implement to help reach the voucher redemption rate goal.**



Most participants reported that the educational component was helpful, including those with prior knowledge on the topics. However, by analyzing the voucher redemption rates for Ottawa Food and the other SPF organizations in the County and throughout the state, at this time it does not appear the educational component affected Ottawa Food's voucher redemption rate.



EBT/Bridge Card usage and the receipt of Double Up Food Bucks at the farmers markets was relatively low.

- **Consider enhancing the educational materials and/or more heavily promoting the use of EBT/Bridge Card and DUFEB at the farmers market.**



1st year and 2nd year+ participants did not show many differences regarding success or behaviors in the program.



Transportation was listed as a primary barrier for participants getting fresh produce.

- **Consider partnering with local agencies that can assist seniors with transportation to stores and/or farmers markets to get fresh produce.**



There were reporting discrepancies pertaining to the change in healthy eating habits as a result of participating in SPF. One possible explanation for this discrepancy is that participants learn new information during the program and respond more accurately to questions at the end of the program, such as their average daily consumption of fruits/vegetables. Another possible explanation is that participants may indicate they are eating more fruits/vegetables since it seems like the most appropriate answer to provide upon completing the program.

- **Consider removing the post-program survey question that asks participants if they are eating more fresh fruits and vegetables since participating in SPF, and include questions in the pre- and post-program surveys asking how many days they eat fruits/vegetables each week. This change may help alleviate reporting discrepancies, which would allow Ottawa Food to better understand the change in participants' fruit/vegetable consumption from pre- to post-program.**



The percent of female participants was much higher than the percent of male participants, but there may be multiple reasons to explain it.

- **Consider adding a question to the pre-program survey to determine if the participant will be using the vouchers to shop for only themselves or for themselves and a partner.**



The pre-to-post survey response rate was relatively low at 36%, mainly due to participants not filling out a post-program survey.

- **Encourage participants to fill out a post-program survey and provide feedback on their experiences.**

Ottawa Food Senior Project Fresh (SPF)

Opportunity Map

This map was created to identify the opportunities that exist for Ottawa Food to further serve low-income seniors in Ottawa County with the SPF program.

It was difficult to create this opportunity map because data that exactly reflects SPF's target population – seniors age 60 years and older at 185% or below the federal poverty level – is not available. Therefore, this map was compiled using the closest data available from the U.S. Census Bureau – seniors age 65 years and older at 100% or below the federal poverty level.

The map shows:

- 16 total farmers markets/farm stands in Ottawa County and their SPF participation status:

- Farmers markets that participate in SPF*

Grand Haven Farmers Market
City of Holland Farmers Market
Terra Square Farmers Market
Spring Lake Farm & Garden Market

Grand Haven City
 Holland City
 Hudsonville
 Spring Lake Village

- Farm stands that participate in SPF*

Crisp Country Acres
The Flower Farmer LLC
Gavin Orchards and Produce LLC
Rasch Cherries

Olive Township
 Polkton Township
 Wright Township
 Wright Township

- Farmers markets that do not participate in SPF*

GVSU Farmers Market
Metron of Lamont Farmers Market

Allendale Township
 Tallmadge Township

- Farm stands that do not participate in SPF*

Potter Orchards
Gieske Farms
Richert Blueberries
Bowerman Blueberries Farm Market
Lindberg's Blueberries
Palmbos Farm Market

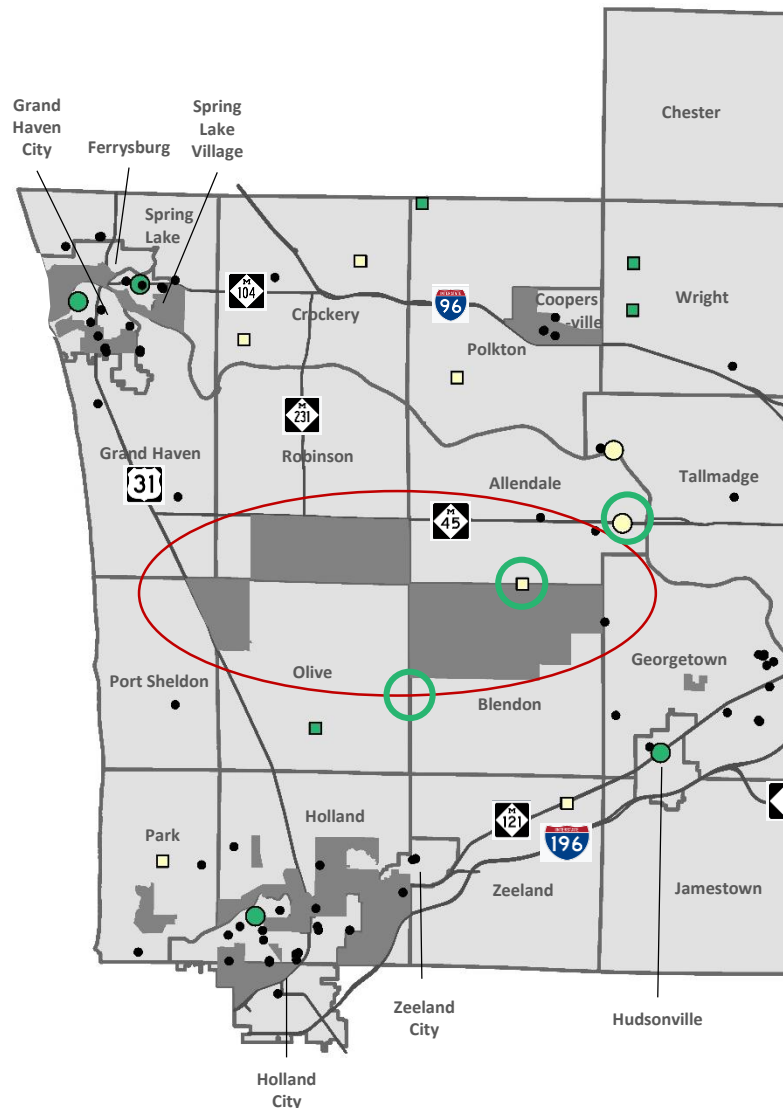
Allendale Township
 Crockery Township
 Crockery Township
 Park Township
 Polkton Township
 Zeeland Township

- Areas of the County with higher levels of poverty among seniors:

■ ≥ 3.50% of the senior population at or below poverty**

- Senior living centers located in the County:

● 67 senior living centers***



Conclusion/Opportunity

The underserved areas of the County that may benefit the most from SPF are circled in red (see ○ on map).

The remaining areas with a larger number of seniors living in poverty – Tri-Cities, Holland, Coopersville – are relatively close to farmers markets that participate in SPF. Therefore, Ottawa Food may be able to best serve the underserved areas of the County if they can get the GVSU farmers market and the Potter Orchards farm stand to participate in SPF (see ○ on map).

An additional way to reach these underserved areas of the County includes creating a new market in or near the underserved areas – such as in Borculo (see ○ on map).

* The list of farmers markets/farm stands was obtained from general web searches and an Ottawa Food SPF farmers market and farm stand list. As a result, it may not be comprehensive.

** The areas, which are Census block groups, contain an average of 28 households that qualify for SPF.

*** The list of senior living centers was obtained from a variety of web sources. As a result, it may not be comprehensive.

Source: U.S. Census Bureau; West Michigan Farm Markets; Michigan Farmers Market Association; Fruit Ridge Markets; Ottawa Food; Michigan 2-1-1; Ottawa County GIS Department; U.S. Centers for Medicare and Medicaid.

Prepared by: Ottawa County Planning and Performance Improvement Department (11/30/18)

Prescription for Health

2017 Participant Survey Data

The Prescription for Health (PFH) program is a voluntary program that aims to increase access to fresh, local produce and improve healthy eating habits among low-income residents who have a health condition such as diabetes, high blood pressure, high cholesterol, or obesity. Participants are referred to the PFH program by the North Ottawa Community Health System Outpatient Clinics or the Love In Action Free Health Clinic. PFH participants receive \$10 in tokens to purchase fresh produce each time they visit the farmers market—they can receive up to \$100 in a single market season. During 2017, PFH operated at the Grand Haven and Spring Lake farmers markets.



This document contains self-reported pre- and post-program survey data from the 2017 PFH participants. The data are presented in three sections:

- Outcome Data
- Personal Health Benefits (from participating in the PFH program)
- Participant Attributes and Demographics

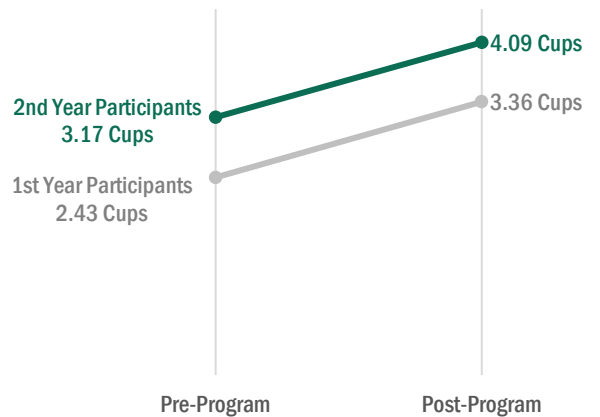
Outcome Data

Participants* reported a 0.9 cup increase in their daily fruit and vegetable consumption, surpassing the program goal of 0.5 cups.

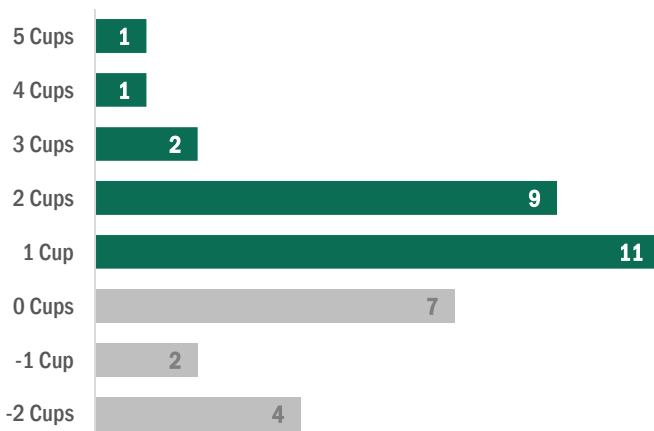
Average daily consumption increased from 2.9 cups to 3.8 cups per person.



2nd year participants reported a higher fruit and vegetable consumption rate both pre- and post-program when compared to 1st year participants.**



The majority of participants* reported an increase in average daily fruit and vegetable consumption, although 13 participants reported no change or a decrease.

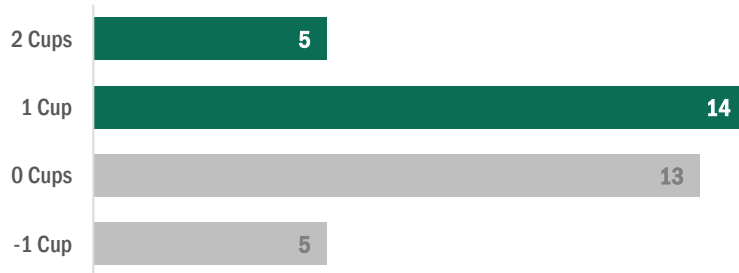


* Data obtained from the 37 participants who completed both a pre- and post-program survey.
 **Data obtained from the 37 participants who completed both a pre- and post-program survey. 62% of these participants are 2nd year participants.

Outcome Data (continued)

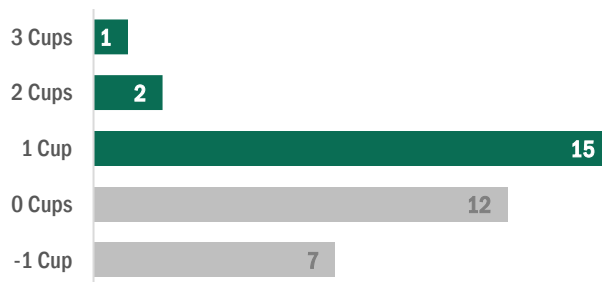
Just over half of participants* reported an increase in average daily fruit consumption, with 18 participants reporting no change or a decrease.

Average daily consumption increased from 1.4 cups to 1.9 cups per person.



Just under half of participants* reported an increase in average daily vegetable consumption, with 19 participants (51%) reporting no change or a decrease.

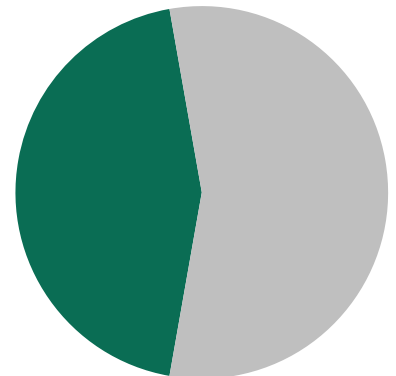
Average daily consumption increased from 1.5 cups to 1.9 cups per person.



Other outcomes reported by participants**:

- **100%** reported that **PFH helped them manage a health condition** such as diabetes, high blood pressure, high cholesterol, or obesity.
- **Nearly 68%** reported **buying fruits and vegetables** at the farmers market **without using PFH tokens.**

44% of participants*** with an EBT/Bridge Card reported using it at the farmers market to get **free Double Up Food Bucks.**



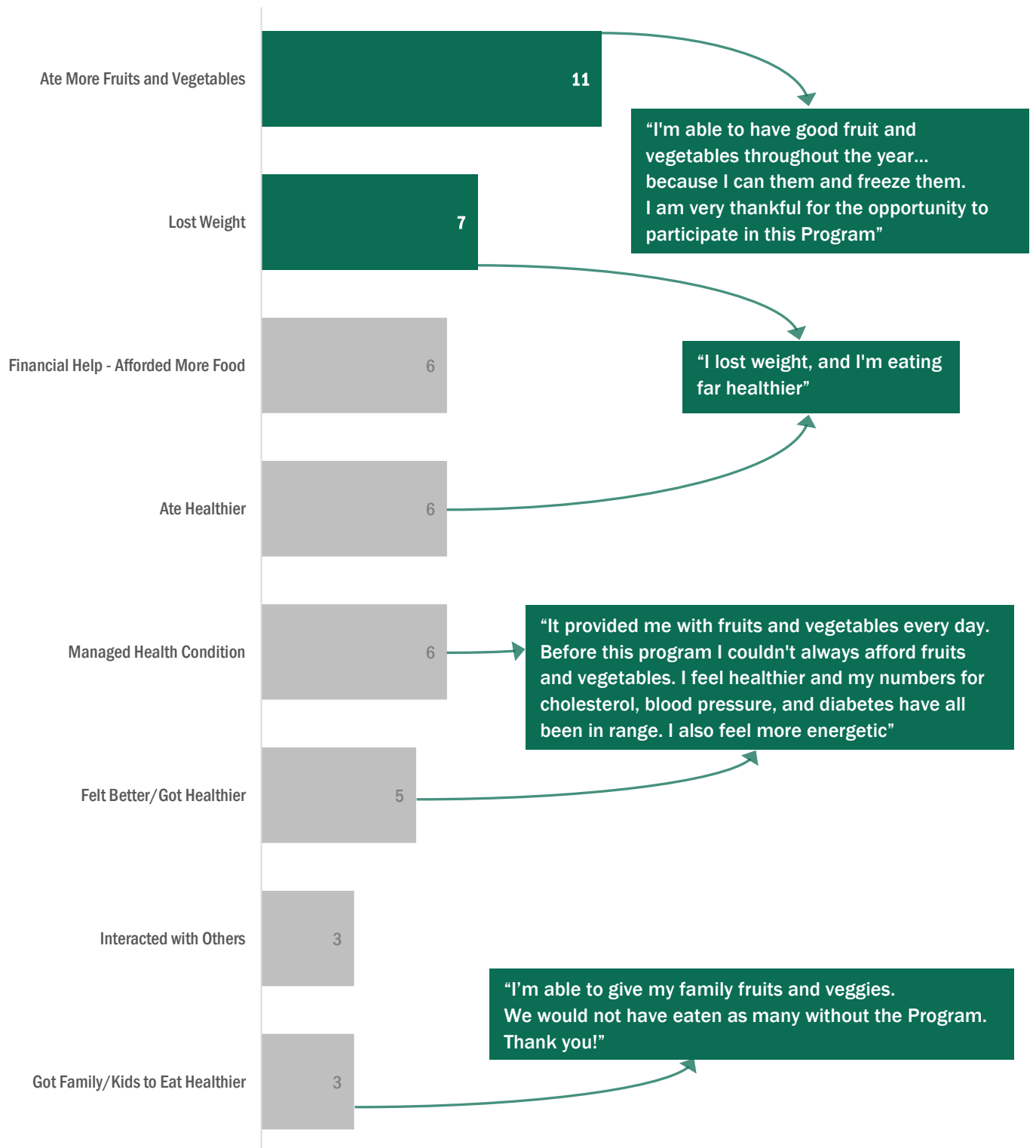
* Data obtained from the 37 participants who completed both a pre- and post-program survey.

** Data obtained from the 40 participants who completed the post-program survey.

***Data obtained from the 18 participants who completed the post-program survey and use an EBT/Bridge Card.

Personal Health Benefits (from participating in the PFH program)

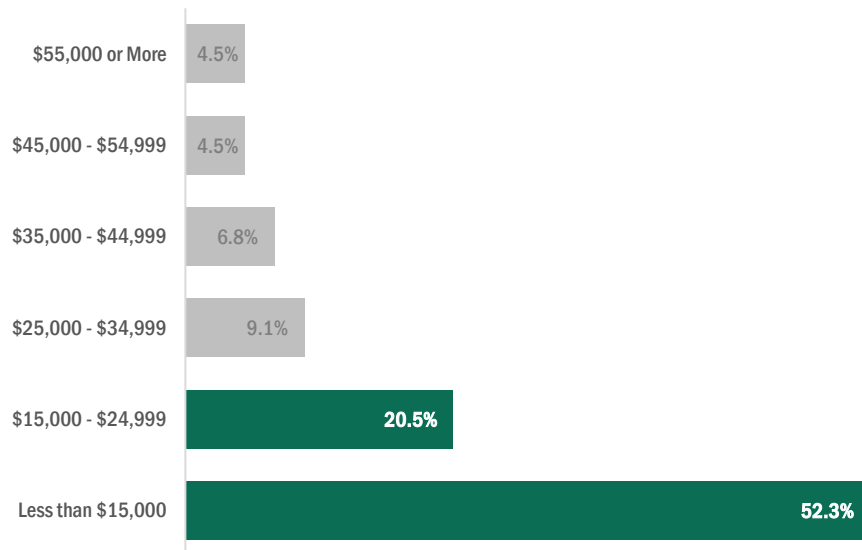
More fruit and vegetable consumption and losing weight are the top personal health benefits reported by participants as a result of participating in PFH*.



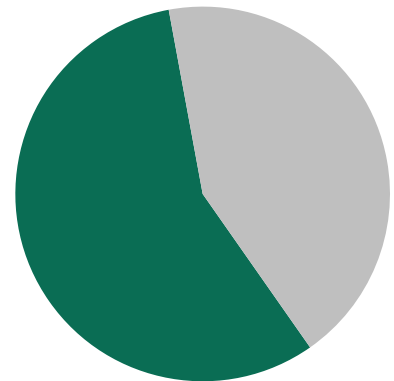
* Data obtained from the 40 participants who completed the post-program survey.

Participant Attributes and Demographics

More than 70% of participants* had household incomes under \$25,000.



Nearly 57% of participants** reported cutting the size of or skipping meals because there wasn't enough money for food (before PFH)



Other demographics reported by participants**:

- **91% are Caucasian** which is representative of the Grand Haven and Spring Lake population.
- **79% are female.**
- **61 years is the average age**, with the youngest participant being 35 and the oldest being 88.

* Data obtained from the 44 participants who completed the pre-program survey. 2.3% of respondents answered "don't know/not sure" which is not shown in the graph.

** Data obtained from the 44 participants who completed the pre-program survey.



Ottawa Food's Prescription for Health 2018 Program Evaluation

Program Overview

The Prescription for Health (PFH) program is a statewide voluntary program that aims to increase access to fresh, local produce and improve healthy eating habits among low-income residents who have a health condition such as diabetes, high blood pressure, high cholesterol, or obesity. PFH participants receive \$10 in tokens to purchase fresh produce each time they visit the farmers market—they can receive up to \$100 in a single market season. PFH starts in June and ends in October. This is the third year of Ottawa Food's involvement in PFH. In 2016 and 2017, PFH operated at the Grand Haven and Spring Lake (GH/SL) farmers markets. In 2018, PFH expanded the operation to include the Holland (HL) farmers market. Provided below is an overview of how Ottawa Food's PFH program works:

Referrals

Participants are referred to GH/SL by the North Ottawa Community Health System outpatient clinics or the Love In Action free health clinic, while participants are referred to HL by Intercare.

Enrollment Sessions

Three enrollment sessions were offered at the beginning of the season. The sessions included:

- * A tour of the farmers market as well as a map identifying the location of vendors that accept PFH tokens
- * Basic information on using EBT/Bridge Cards and Double Up Food Bucks (DUFb) at the markets
- * Information on the benefits of fresh produce as well as how to choose, prepare, and store fresh produce

Health Coaches

Health coaches work with participants to set health goals as well as provide follow up support throughout the season via phone call check-ins. Love In Action free health clinic nurses volunteered as health coaches in GH/SL, while a paid community health worker was the HL health coach.

Market Check-Ins

When participants arrive at the market, they are checked-in, given their tokens, and offered help with any needs at the farmers market, including using EBT/Bridge Cards or DUFb. Two interns provided this service in GH/SL, while the market master and their assistant provided this service in HL.

Educational Materials

Each participant received a cookbook as well as additional recipes and informational sheets throughout the market season on selecting and using produce.

Ottawa Food's Prescription for Health 2018 Program Evaluation

Participant Snapshot

2018 Enrollment Goals:



50 PFH participants in GH/SL



50 PFH participants in HL

2018 Enrollments:

- ❖ 50 referred clients in GH/SL, with **42 regularly participating**.
- ❖ 33 GH/SL participants have participated in PFH before.

- ❖ 50 referred clients in HL, with **23 regularly participating**.

Report Content

This report is organized into the following sections:

- Self-Reported Health Outcomes
- Daily Fruit & Vegetable Consumption
- Programmatic Data
- Participant Demographics
- Conclusions & Considerations

Data Collection & Analysis

All of the data contained in this report was self-reported by participants through the completion of pre-program and post-program surveys. An overview of how many participants completed the surveys is provided below:

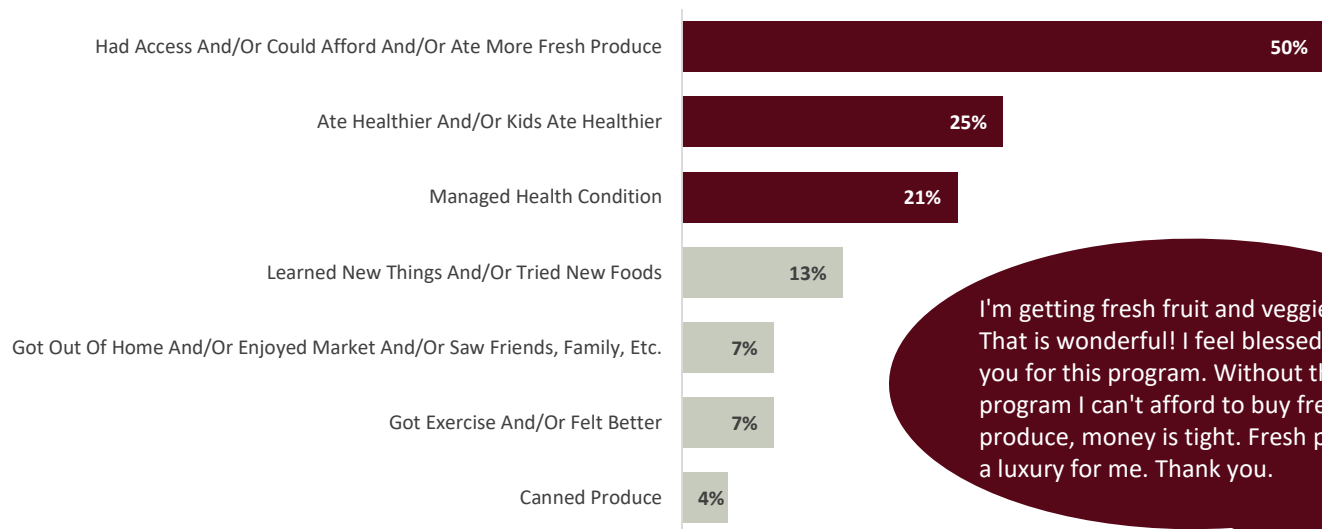
- 56 participants completed both the pre- and post-program surveys
- 14 participants completed only the pre-program survey
- 2 participants completed only the post-program survey

Whenever possible, the survey data is analyzed by market location (GH/SL compared to HL) as well as by year of participation in PFH (1st year compared to 2nd year+ participants) to determine if any apparent differences exist.

Ottawa Food's Prescription for Health 2018 Program Evaluation

Self-Reported Health Outcomes

The top personal health benefits reported by participants* include **accessing/affording/eating more fresh produce, eating healthier, and managing a health condition.**



I was able to lose 11 pounds and I was able to can some fruits and vegetables for use in the winter. I greatly appreciate being a part of the program.

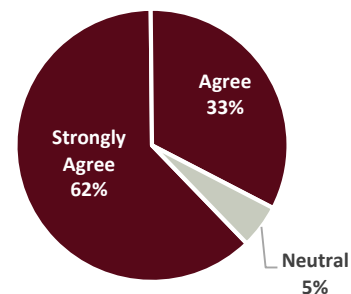
I'm getting fresh fruit and veggies weekly. That is wonderful! I feel blessed. Thank you for this program. Without this program I can't afford to buy fresh produce, money is tight. Fresh produce is a luxury for me. Thank you.



97% of participants** reported **PFH helped them manage a health condition such as diabetes, high blood pressure, high cholesterol, or being overweight.**



95% of participants** strongly agree or agree that, as a result of PFH, they are able to manage their overall health better.



* 56 participants completed this post-program survey question. Some participants listed more than one top personal health benefit in their open-ended response.

** 58 participants completed this post-program survey question.

Ottawa Food's Prescription for Health 2018 Program Evaluation

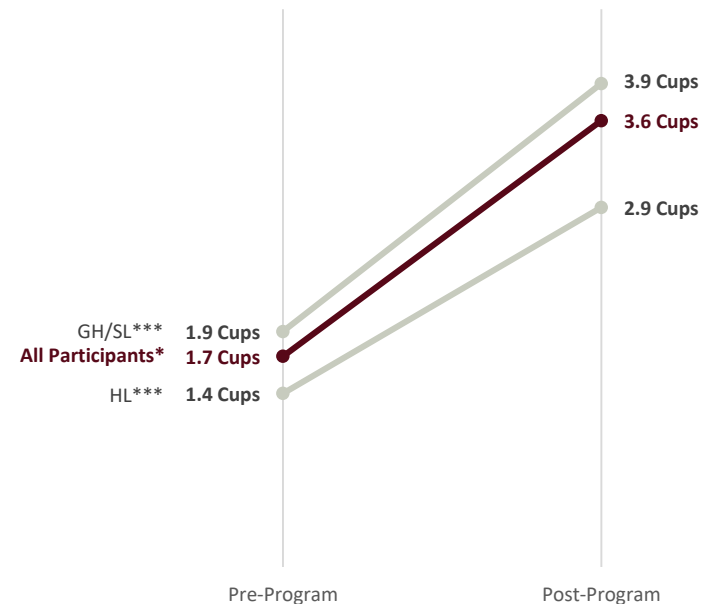
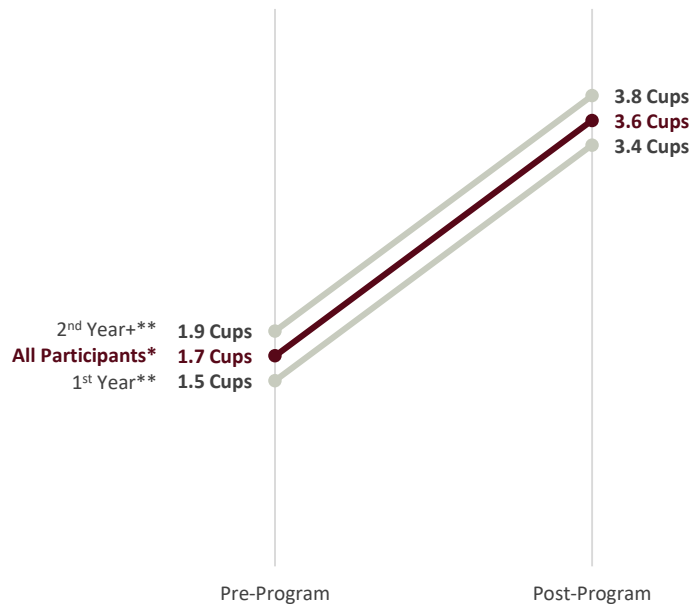
Daily Fruit & Vegetable Consumption

On average, participants* reported a **1.9 cup increase in their average daily fruit and vegetable consumption** from pre to post-program, greatly surpassing the program goal of 0.5 cups.



2nd year+ participants reported higher pre- and post-program daily fruit and vegetable consumption than 1st year participants, suggesting that participants in the program multiple years continue to build healthy eating habits.

GH/SL participants reported higher pre- and post-program daily fruit and vegetable consumption than HL participants. This is not surprising since 80% of GH/SL participants are 2nd year+ participants.



In 2018, the state required PFH participant surveys to be standardized. The standardized state surveys contain questions that have inconsistent answer options. For example, on both the pre- and post-program survey, respondents are asked to report how many cups of fruit they eat each day. The answer options on the pre-program survey range from none to more than 2 cups, while the answer options on the post-program survey range from none to more than 4.5 cups. Since the intention of these questions is to compare results from the pre-program survey to the post-program survey, it is important to use identical answer options to ensure that respondents are not influenced by the design of the survey.

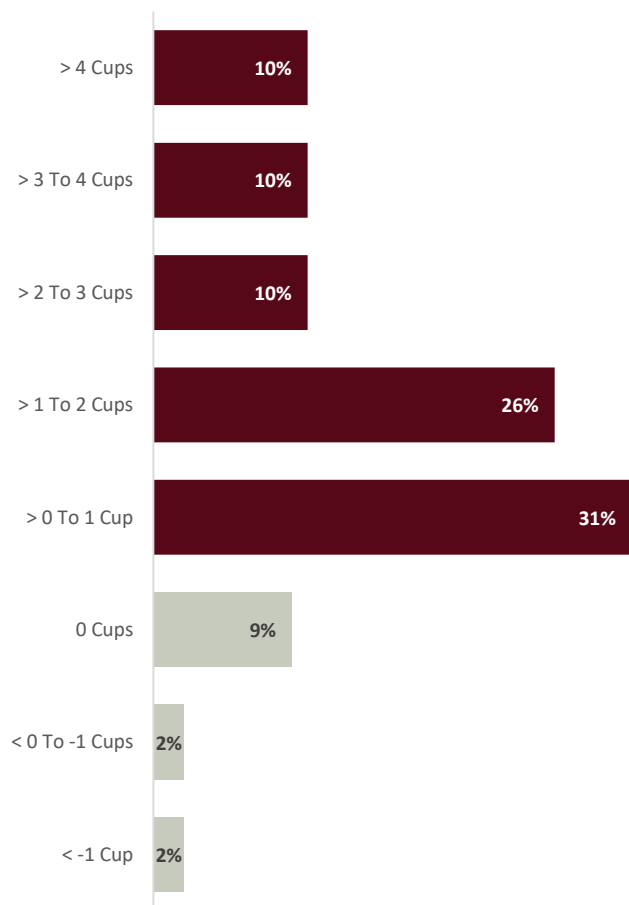
* 56 participants completed both the pre- and post-program survey.
 ** 26 1st Year participants and 30 2nd Year+ participants completed both the pre- and post-program survey.
 *** 37 GH/SL participants and 19 HL participants completed both the pre- and post-program survey.



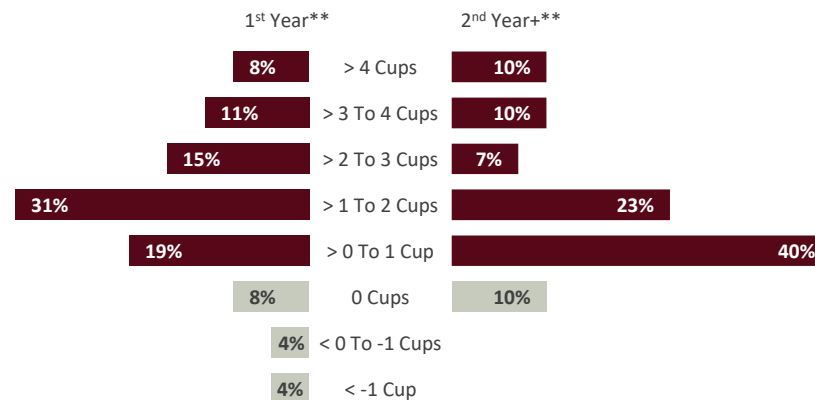
Ottawa Food's Prescription for Health 2018 Program Evaluation

Daily Fruit & Vegetable Consumption

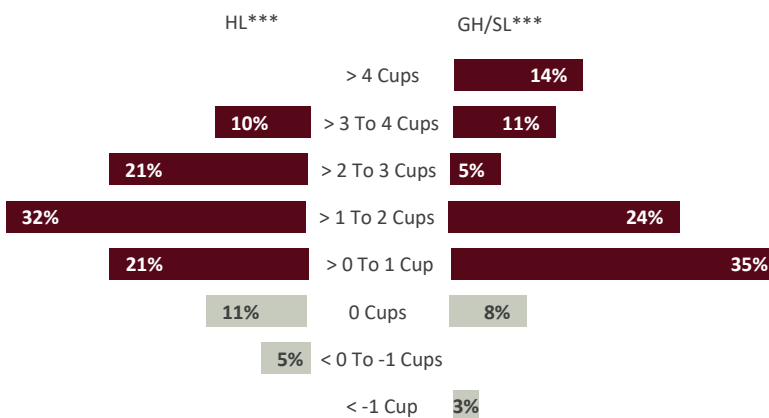
87% of participants* reported an increase in their average daily fruit and vegetable consumption.



84% of 1st Year participants and 90% of 2nd Year+ participants reported an increase in their average daily fruit and vegetable consumption.



84% of HL participants and 91% of GH/SL participants reported an increase in their average daily fruit and vegetable consumption.



* 56 participants completed both the pre- and post-program survey.

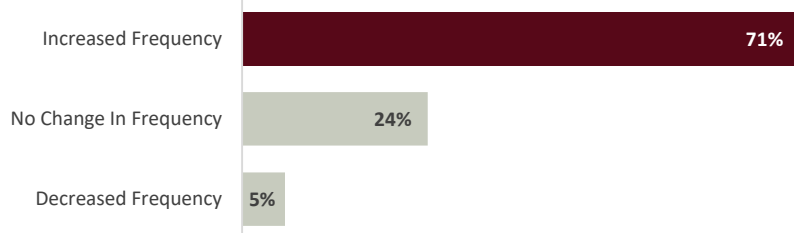
** 26 1st Year participants and 30 2nd Year+ participants completed both the pre- and post-program survey.

*** 19 HL participants and 37 GH/SL participants completed both the pre- and post-program survey.

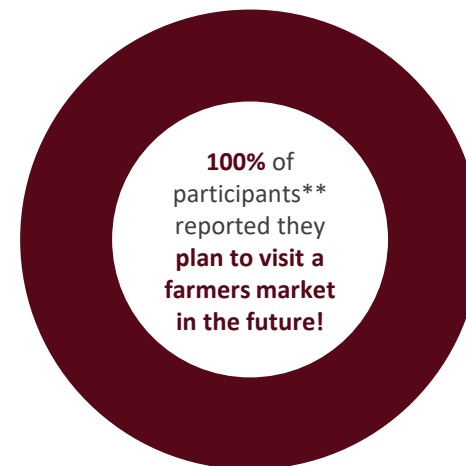
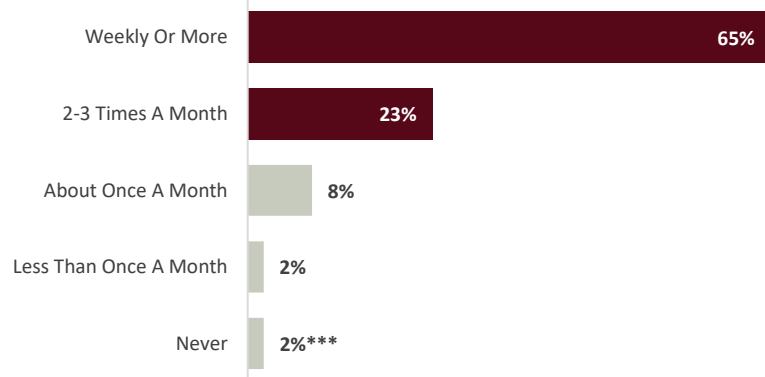
Ottawa Food's Prescription for Health 2018 Program Evaluation

Programmatic Data – Farmers Market Visits

71% of participants* reported an increase in their frequency of going to farmers markets.



88% of participants reported they 'used their prescription' during the season more than once a month.**



* 55 participants completed both the pre- and post-program survey and answered these survey questions.

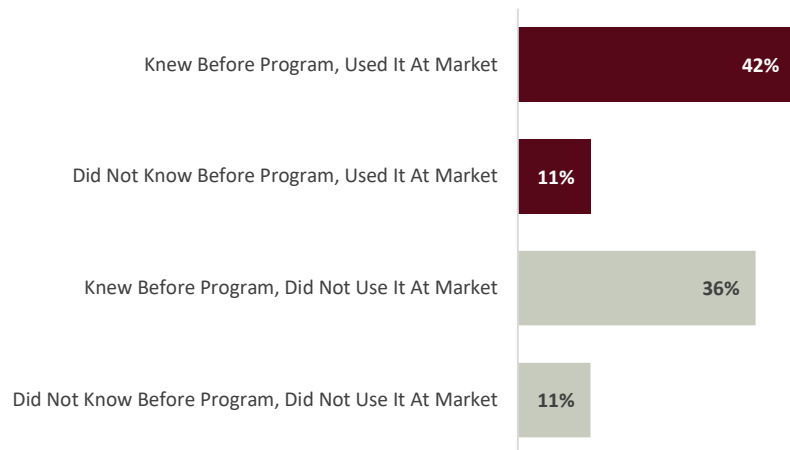
** 57 participants answered these post-program survey question.

*** Based on this person's other responses, they appear to have gone to the farmers market. So, most likely they did not understand what this question was asking.

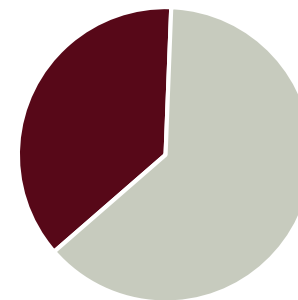
Ottawa Food's Prescription for Health 2018 Program Evaluation

Programmatic Data – EBT/Bridge Card & Double Up Food Bucks Use

Of the participants* who reported they had an EBT/Bridge Card, **53% reported using it at the farmers market** during the market season.



Of the participants* who reported they had an EBT/Bridge Card, **37% reported using DUFEB at the farmers market.**

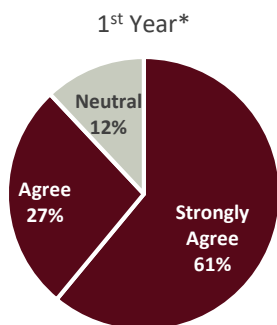


* 19 participants reported that they had an EBT/Bridge Card prior to participating in PFH.

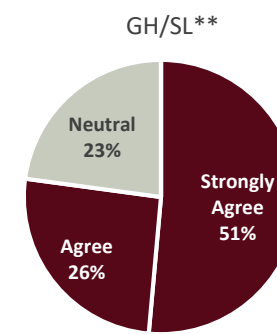
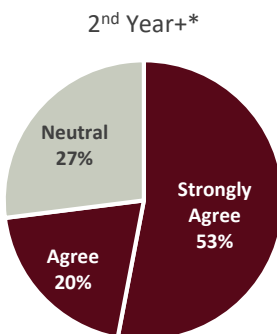
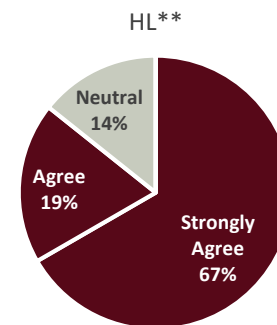
Ottawa Food's Prescription for Health 2018 Program Evaluation

Programmatic Data – Health Coaches

88% of 1st Year participants and **73%** of 2nd Year+ participants strongly agree or agree that the **phone call check-ins from the PFH health coaches were helpful.**



86% of HL participants and **77%** of GH/SL participants strongly agreed or agreed that the **phone call check-ins from the PFH health coaches were helpful.**



* 26 1st Year participants and 30 2nd Year+ participants answered this post-program survey question.

** 21 HL participants and 35 GH/SL participants answered this post-program survey question.



Ottawa Food's Prescription for Health 2018 Program Evaluation

Programmatic Data – Fruit & Vegetable Education

The percent of participants who reported having knowledge about fruit & vegetables increased from **pre** to **post**-program in most cases, suggesting that the enrollment sessions and educational materials were helpful to participants. Also, 2nd year+ participants reported a greater knowledge than 1st year participants both pre- and post-program.

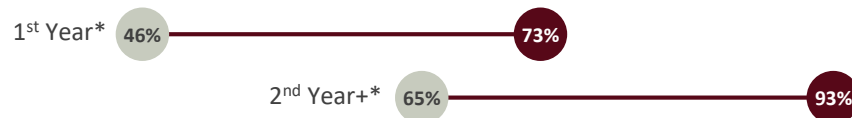
Knowledge of where to purchase locally-grown, healthy foods



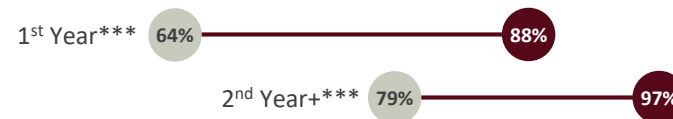
Knowledge of how to select high-quality fruits & vegetables



Knowledge of how to store fruits & vegetables so they last longer



Knowledge of how to prepare and cook fruits & vegetables



* 26 1st Year participants and 29 2nd Year+ participants answered these pre- and post-program survey questions.

** It appears that the pre- to post-program change is backwards for this graph category. However, 100% of 2nd year+ participants did report they knew where to purchase locally-grown, healthy foods in the pre-program, and in the post-program only 93% reported they knew.

*** 25 1st Year participants and 29 2nd Year+ participants answered this pre- and post-program survey question.

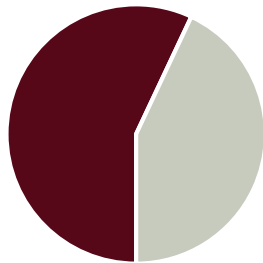


Ottawa Food's Prescription for Health 2018 Program Evaluation

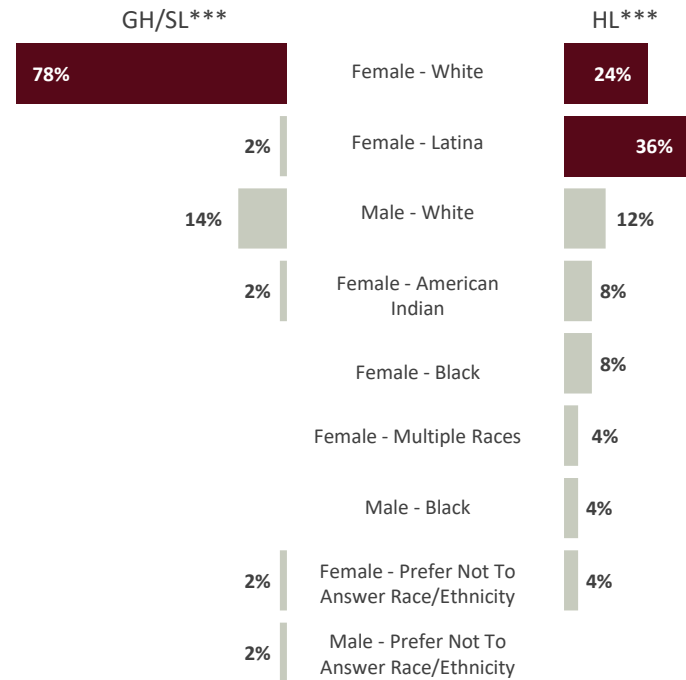
Participant Demographics

The average age of PFH participants* was **48 in HL** and **59 in GH/SL**.

In the 30 days before starting PFH, **57%** of participants** reported that **they had skipped or cut the size of meals, or bought fewer healthy foods because there was not enough money for food.**



The majority of participants reported being **white females**. HL had a much higher rate of participants who reported being Latina females.



* 24 HL participants and 42 GH/SL participants answered this pre-program survey question.

** 68 participants answered this pre-program survey question.

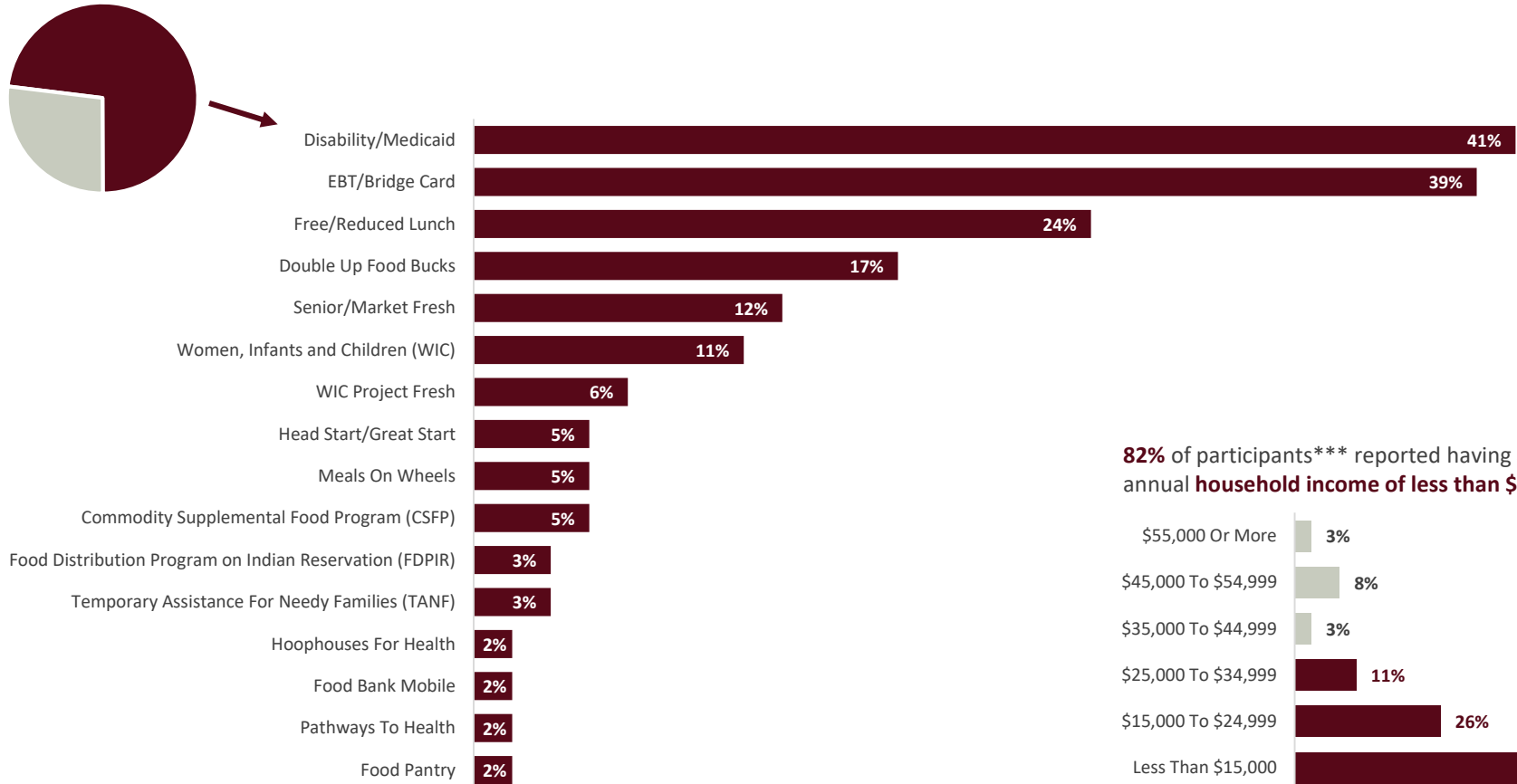
*** 25 HL participants and 40 GH/SL participants answered this pre-program survey question.



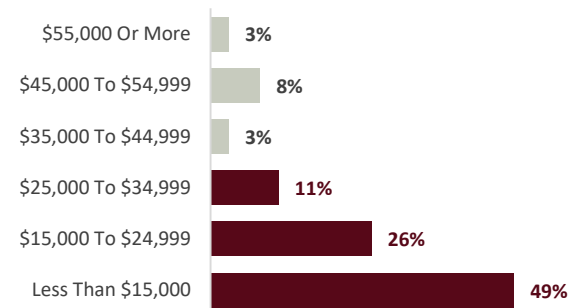
Ottawa Food's Prescription for Health 2018 Program Evaluation

Participant Demographics

73% of participants* reported that they or someone they live with **participates in at least one of the following programs:****




82% of participants*** reported having an annual **household income of less than \$35,000.**



* 66 participants answered this pre-program survey question. Participants could select more than one program.
 ** On the post-program survey, respondents are asked to identify the programs that they use at the farmers market. A list of various programs is provided, but the survey does not include an option for "none." As a result, many respondents did not provide a response to the post-program survey question.
 *** 68 participants answered this pre-program survey question.


Ottawa Food's Prescription for Health 2018 Program Evaluation

Conclusions & Considerations


- 

The number of regular participants is not at the anticipated levels, especially in HL.


 - ❖ Consider following up with the referred clients who did not participate in PFH to determine the reason(s) why they did not participate. This information may prove helpful in implementing solutions to increase the number of regular participants in the future.

- 


Self-reported health outcomes appear strong with 97% of participants reporting that PFH helped them manage a health condition and 95% of participants reporting that PFH helped them manage their overall health better.

- 

Participants report that their daily fruit and vegetable consumption increased, on average, by 1.9 cups from pre- to post-program. This surpassed the program goal of a 0.5 cup per day increase.


- 

The enrollment sessions, health coaches, and educational materials appear to be beneficial to PFH participants.

- 

Of the participants with an EBT/Bridge Card, 53% reported using their card at the farmers market and 37% reported using DUFEB at the farmers market.

 - ❖ Consider enhancing the educational materials and/or more heavily promoting the use of EBT/Bridge Cards and DUFEB at the farmers market.

- 

The standardized state surveys contain questions that have inconsistent answer options, questions that are difficult to understand, and questions that lack all reasonable answer options.

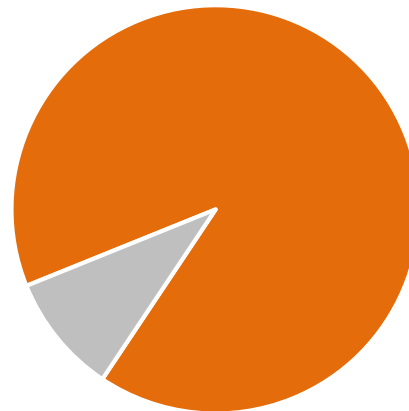
 - ❖ Consider working with the state to update and improve their standardized surveys for future years.

Community Supported Agriculture (CSA) to Pantry Program 2017 Post-Program Survey Results*

*** The following survey results should be interpreted with caution due to the limited amount of program data that has been provided for analysis purposes. The results are based solely on post-program participant data collected from one of the two participating pantries.

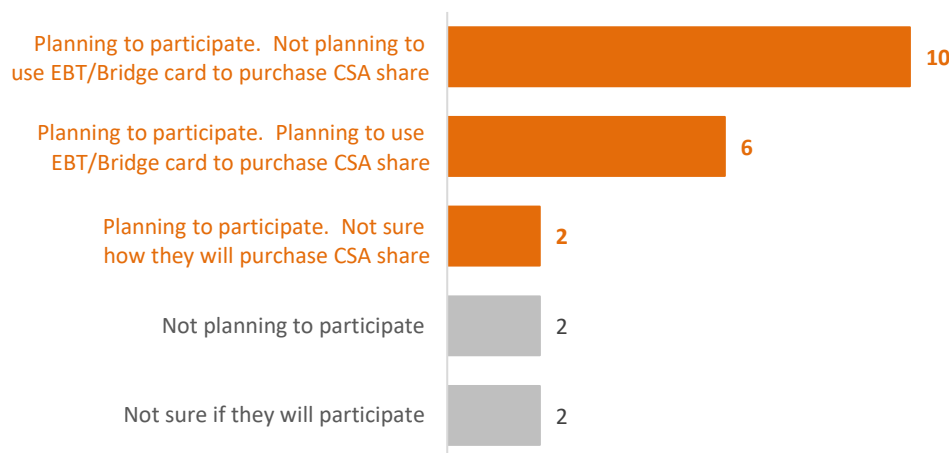
100% of respondents reported:

- Eating more fresh fruits and vegetables since participating in the CSA to Pantry program
- Learning new information about health and nutrition from the CSA to Pantry program



90% of respondents improved their fruit and vegetable preparation, cooking, and storage skills as a result of the CSA to Pantry program

Nearly 82% of respondents plan to participate in the CSA to Pantry program next year, with 27% planning to use their EBT/Bridge card to purchase half of the CSA share.



4.9 cups is the average daily fruit and vegetable consumption following program participation. Participants reported consuming 2.4 cups of fruit and 2.5 cups of vegetables per day (on average).

Post-program data was reported by 22 participants who participated in the CSA to Pantry program through Christian Fellowship Assembly in Allendale.

57% of respondents experienced other benefits from participating in the CSA to Pantry program



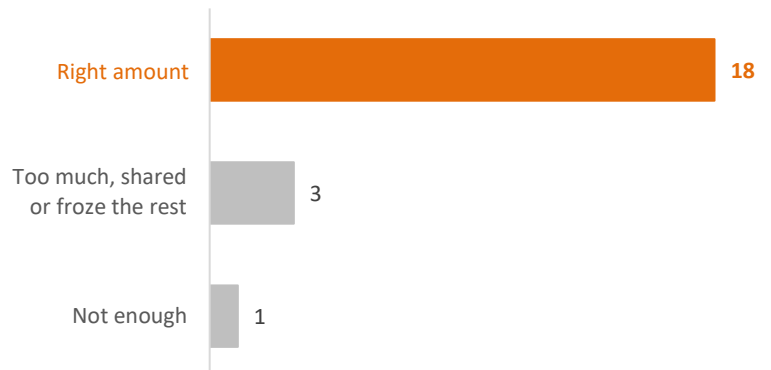
Other benefits include:

- New recipes and vegetables I've never had before
- Meeting others and new ideas for cooking
- Learned new recipes and really enjoy the cookbook. Also enjoyed the class on preserving and freezing. I've been canning for years and still learned new things.
- Learned about new veggies
- I enjoyed it so much and learned a lot. Things on freezing herbs, etc.
- How to can and freeze the right way
- Good companionship and positive feedback. Thank you!
- The information that was shared was awesome

100% of respondents reported:

- Having enough refrigeration and dry good storage for the CSA shares they received
- Having a convenient *Cooking Your CSA* class schedule

Nearly 82% of respondents thought they received the **right amount** of fruits and vegetables in their CSA share



The **favorite *Cooking Your CSA* classes** include:

- All of them. Amy was SO GOOD.
- Vegetable lasagna
- The soup one (1 similar response)
- The one on freezing and canning foods
- I loved them all. (3 similar responses)
- I liked the one with bok choy! :)
- I enjoyed all of the classes. Learned something every week I went.
- Everyone learned something new

Community Supported Agriculture (CSA) to Pantry 2018 Program Evaluation

Background

Ottawa Food started CSA to Pantry as a pilot project in 2017. The original intent of the project was to purchase CSA shares to distribute at two local pantries. Following the pilot year of the project, Ottawa Food determined it would be more beneficial to provide the CSA shares at a single pantry in 2018—Love INC in Hudsonville. In addition to providing the CSA shares to pantry users, Michigan State University Extension (MSUE) provides cooking and nutrition education classes to pantry users, with the focus being on those who receive the CSA shares. These classes were optional for participants in 2018.



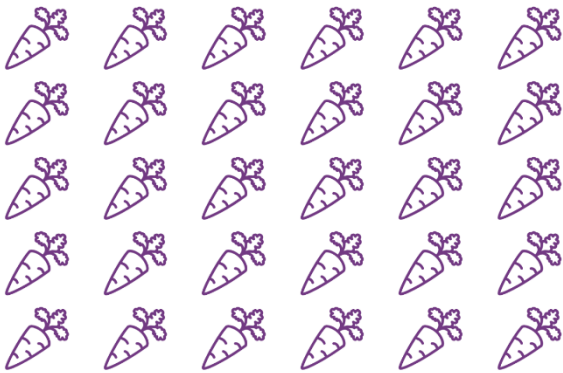
Love INC
Love In the Name of Christ
SERVING HUDSONVILLE, JENISON AND GRANDVILLE, MI

The 2018 CSA to Pantry participants are clients at Love INC Hudsonville, attending Love INC weekly for budgeting and life skills classes. The clients receive vouchers for attending the classes which can then be used at food pantries, for gas cards, or to purchase a weekly CSA half-share. Eighth Day Farm agreed to provide 30 half-shares each week for Love INC clients.

Summary of Results

2018 Goals:

- Distribute **30 CSA half-shares** each week



- Increase access to fresh, local food

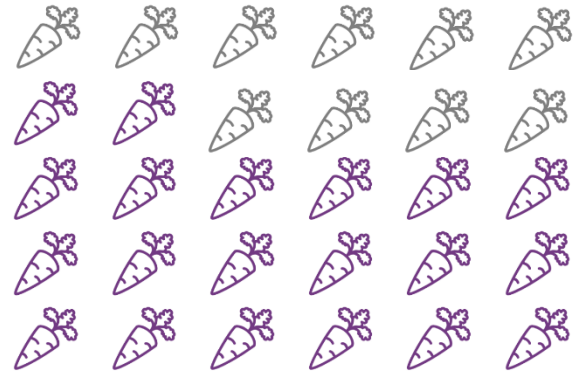


- Improve healthy eating habits



2018 Results:

- **18-20 CSA half-shares*** distributed each week



- **18-20 households*** received fresh, local food each week.
- **11 of these participants** said it was difficult to get fresh, local food before participating.

- **Some improvement** in healthy eating habits was reported.
- **6 of the 18-20 households** participated in the optional *Cooking Your CSA* classes, making it difficult to draw any conclusions about the helpfulness of these classes.

* 20 households signed up for the program, with 18 regularly receiving a CSA half-share each week.

Community Supported Agriculture (CSA) to Pantry 2018 Program Evaluation

Goal: Increase Access to Fresh, Local Food



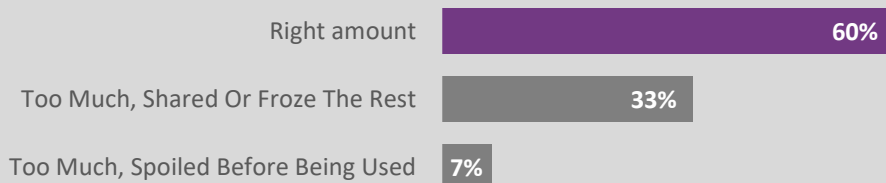
18-20 households received fresh, local CSA half-shares each week.



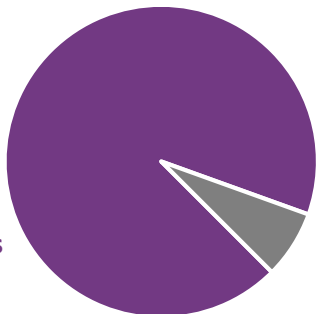
61% of these participants* said it was difficult for them to get fresh fruits and vegetables before this program.



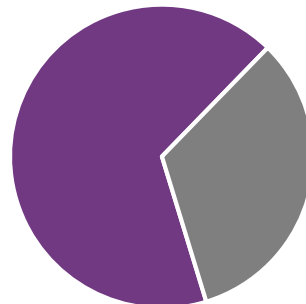
60% of participants** reported receiving the right amount of fruits and vegetables in their CSA share.



93% of participants** reported having enough refrigeration and dry good storage for the CSA shares they received.



69% of participants*** plan to participate in the CSA to Pantry program again next year.



* 18 participants completed the pre-program survey.

** 15 participants completed the post-program survey.

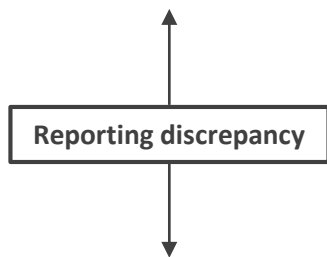
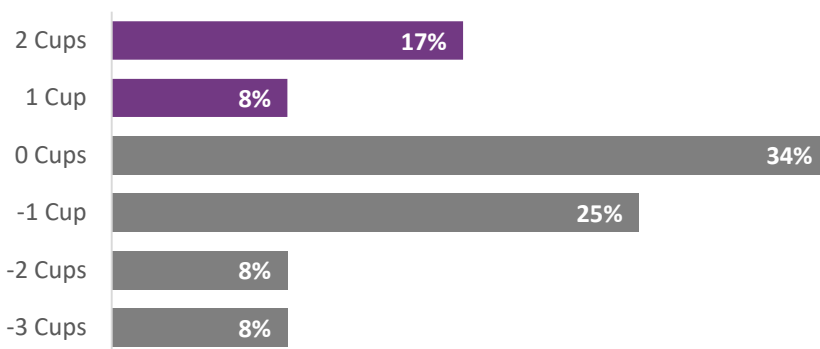
*** 13 participants answered this post-program survey question. Prepared by: Ottawa County Planning and Performance Improvement Department (12/7/2018)

Community Supported Agriculture (CSA) to Pantry 2018 Program Evaluation

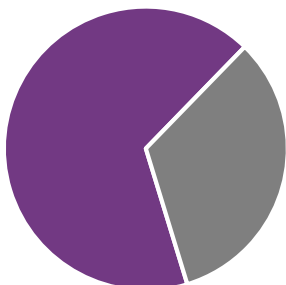
Goal: Improve Healthy Eating Habits

Only 25% of participants* reported an **increase in their average daily consumption of fruits and vegetables** from pre-program to post-program, while 75% reported no change or a decrease.

(This is based on the number of cups consumed pre-program and post-program, as reported by the participants).



A separate post-program survey question that did not utilize the number of cups consumed pre-program and post-program revealed that **67%** of participants* **believe they are eating more fresh fruits and vegetables since participating in CSA to Pantry.**



Possible explanations for this reporting discrepancy include:

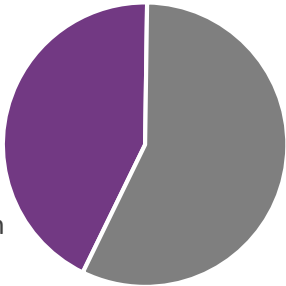
- **Posturing:** participants tend to make themselves look better (posturing) at the beginning of a program when they are unfamiliar with program staff. At the end of a program, they tend to trust staff more, resulting in more open and honest answers.
- **Change in knowledge:** as participants gain new knowledge (e.g. how to better measure consumption, what is considered a fruit or vegetable, etc.), their responses tend to become more accurate to the questions being asked.

* 12 participants completed both the pre- and post-program survey and answered these survey questions.

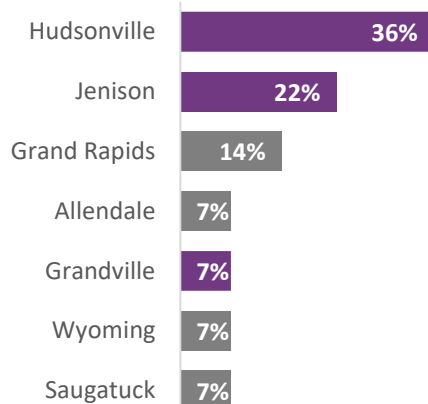
Community Supported Agriculture (CSA) to Pantry 2018 Program Evaluation

Participant Demographics

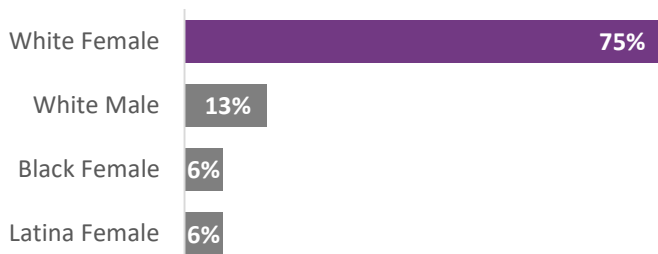
43% of participants* reported using an EBT/ Bridge Card before participating in the program.



65% of participants* reported living in zip codes relatively close to the Love INC Hudsonville location.



75% of participants** reported being **white females**.



Conclusions & Considerations for Next Year

Conclusions:

The CSA to Pantry program was able to provide CSA half-shares to 18-20 households each week in 2018, although not meeting the goal of serving 30 households. Of the participating households, 9 plan to participate in the program in 2019.

Only 6 of the CSA to Pantry participants attended any of the optional classes, making it difficult to draw any conclusions about the helpfulness of these classes.

Considerations:

- Strive to recruit 30 households to participate in the 2019 program by promoting the benefits of the program as highlighted in this report.
- Encourage participants to attend the optional classes and to provide post-program feedback. This will help determine whether the classes are helpful to participants.
- Add a question to the post-program survey to determine why some participants are not planning to participate in the program the following year. This information may help with program enhancements in the future.

* 14 participants answered this pre-program survey question.

** 16 participants answered this pre-program survey question.

Marketing Campaign Results



Findings: desired outcomes have not been achieved yet.

The Ottawa County Food Policy Council was successfully rebranded to Ottawa Food. However, the desired outcomes of the marketing campaign have not been achieved yet—especially increases in sponsorships.



Background



April 2017 – Campaign launched



September 2018 – Campaign ended

More than \$27,000 was paid to the marketing consultant to:



- Rebrand the Ottawa County Food Policy Council (OCFPC)
- Issue press releases about program activities
- Line up interviews with local news stations
- Create videos about program activities
- Help secure funding for fiscal year 2019 and beyond

The goals of the marketing campaign were to:



- Promote Ottawa Food and its initiatives
- Educate residents about the issue of hunger that exists in Ottawa County
- Create greater awareness of food resources that are available within the County

Evaluation Approach

The results of the marketing campaign were measured using the following metrics:



Increase in online presence
(website and Facebook)



Increase in program
participation levels



Increase in
sponsorships

Marketing Campaign Results

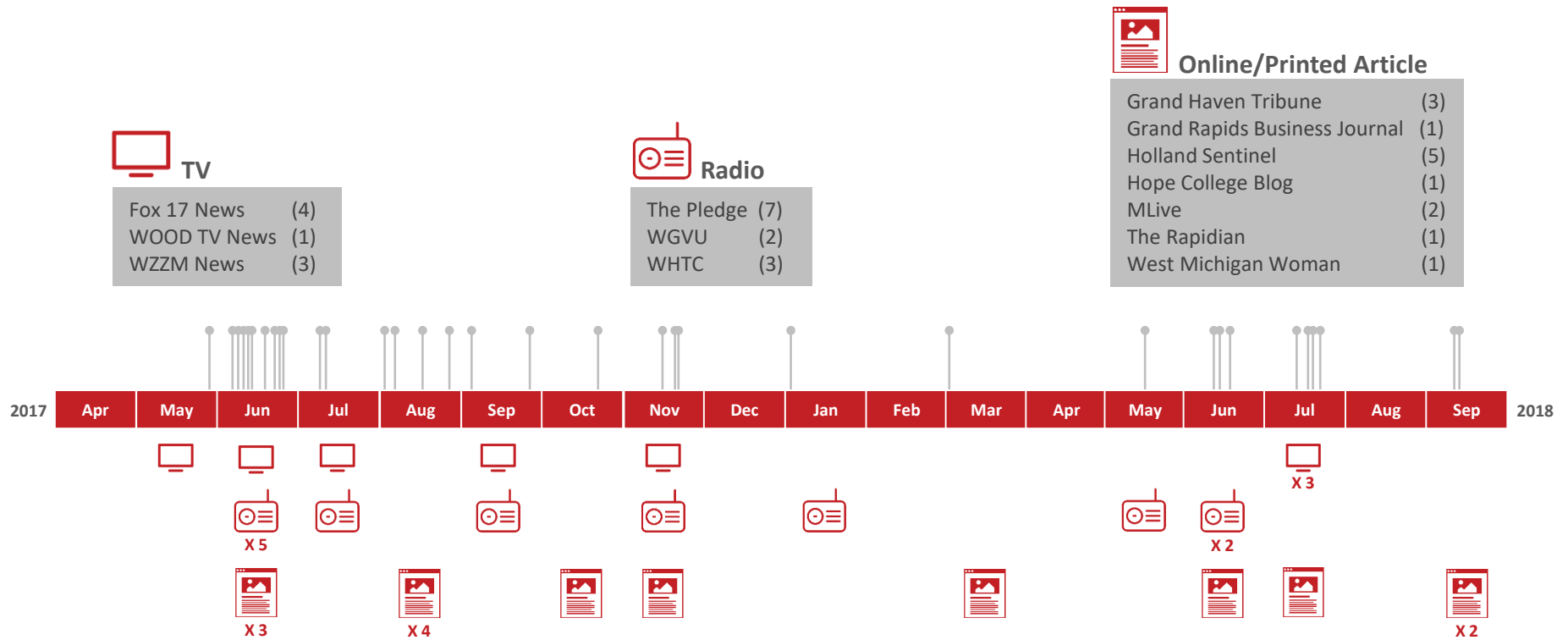


Media coverage during the marketing campaign.

Ottawa Food was publicized on television, radio, and through online and print publications during the marketing campaign. Three videos were also created to help promote Ottawa Food and its programs.

Media Coverage

There were 34 instances of media coverage* during the marketing campaign. Almost half (16) of the instances were focused on the Pick for Pantries program. The amount of coverage decreased from 2017 to 2018, and, not surprisingly, there was minimal coverage during the winter months.



* Media coverage data was provided by Ottawa Food's marketing consultant.

Marketing Campaign Results

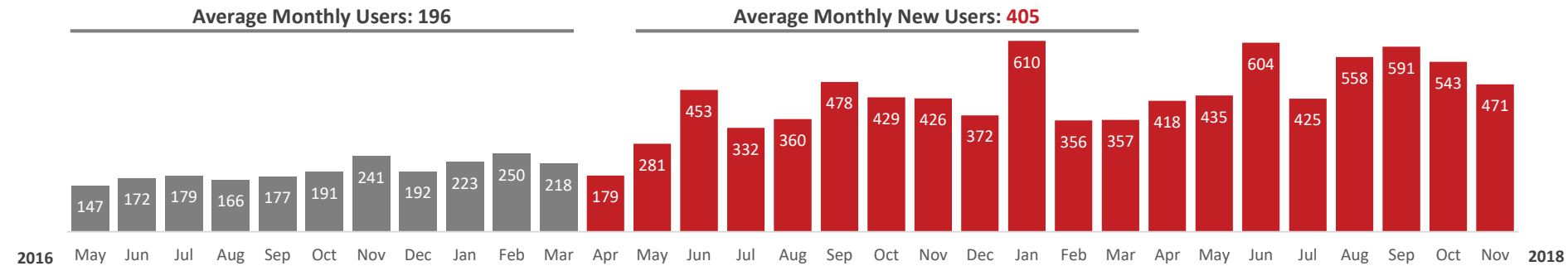


Online presence: increase in new users to Ottawa Food's website.

Ottawa Food was publicized through various media outlets during the marketing campaign. This likely led to greater awareness of the organization and, in particular, its website.

Ottawa Food Website

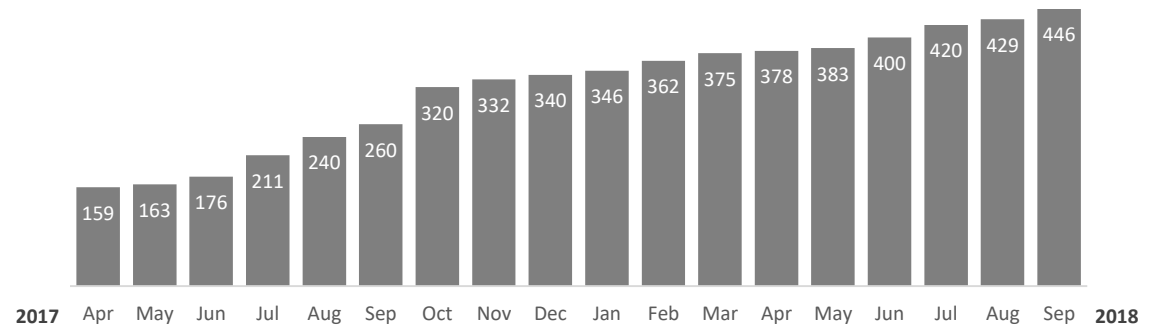
The number of **new users visiting Ottawa Food's website** each month **more than doubled** when comparing data from the first year of the marketing campaign to the year before the marketing campaign.



Ottawa Food Facebook Page

It is difficult to measure the change in traffic on Ottawa Food's Facebook page since the marketing campaign. This is because there is only a limited amount of pre-marketing campaign Facebook analytics data available. Nevertheless, it appears that Ottawa Food may be engaging more people because the number of *Likes* of the Ottawa Food Facebook page increased 180% during the campaign.

Total *Likes* of the Ottawa Food Facebook page increased 180% during the marketing campaign.



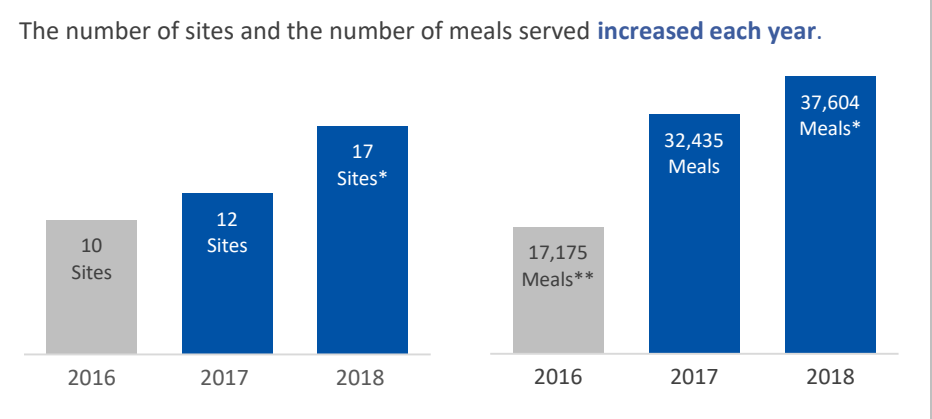
Marketing Campaign Results



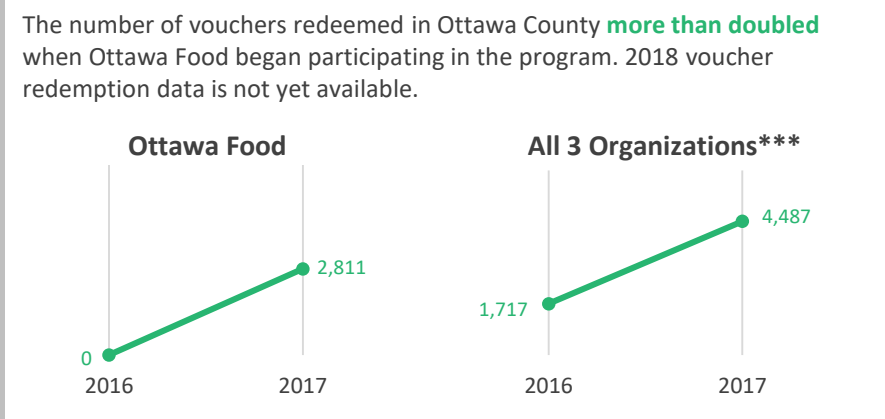
Participation in programs: increases and decreases were observed.

Changes in program participation levels varied by program. Prescription for Health and CSA to Pantry are not at the anticipated participation levels.

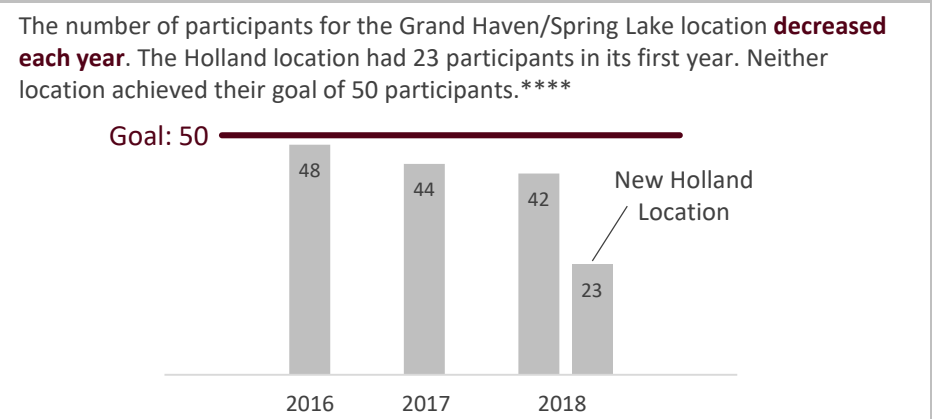
Meet Up and Eat Up ↑ in sites and meals



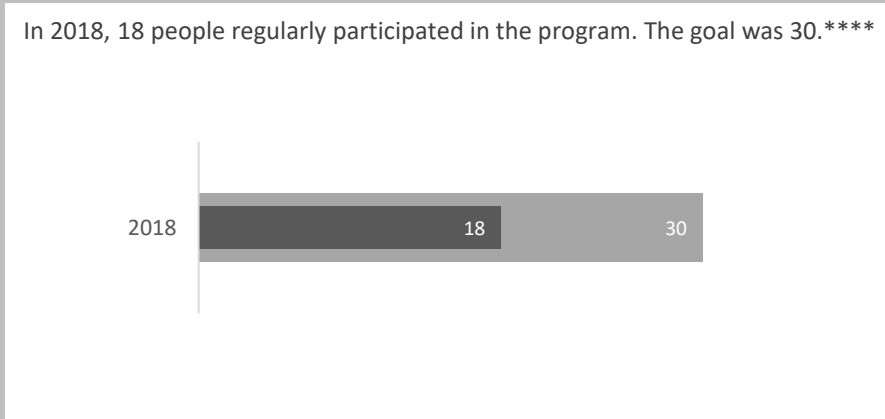
Senior Project Fresh ↑ in voucher redemptions



Prescription for Health ↓ in participants



CSA to Pantry – not at participation goal level



* This includes meal counts for 7 of the 10 sites because data is not available for the other 3 sites that existed in 2016.
 ** An additional site was created in 2018 but is not included in these numbers because Ottawa Food was not involved in establishing or advertising for the site.
 *** In addition to Ottawa Food, two other organizations in Ottawa County participate in Senior Project Fresh.
 **** Participation levels were determined using program survey response data and data from the directors of the programs.

Marketing Campaign Results



Sponsorships: minimal changes were observed.

A small amount of funding was obtained during the marketing campaign. However, Ottawa Food did not obtain the new sponsors that it had expected.

Sponsorships



Number of new sponsors: **0**

Funding received from sponsors: **\$0**



Consultant issue: the marketing consultant had preliminary discussions with 6 businesses during the marketing campaign in an effort to secure sponsors for Ottawa Food. Following these preliminary discussions, Ottawa Food was informed that the marketing consultant would schedule meetings between Ottawa Food and the potential business sponsors. These meetings were never scheduled despite Ottawa Food's regular communications to the marketing consultant as to their availability.

Donations



Website donations: **\$450**. A donation button was added to the Ottawa Food website during the marketing campaign.



Other donations: **\$1,250**. This donation resulted from an Ottawa Food board member submitting a photo of a board meeting to Herman Miller Cares.

Considerations:



Since participation in some programs is not at the anticipated levels, consider:

Further promoting Prescription for Health and CSA to Pantry to help boost participation rates.



Since the marketing campaign has not yielded new sponsors for Ottawa Food, consider:

Applying for additional grants as well as reaching out directly to businesses regarding a sponsorship.