

CREATING A REPORT CARD TO ADVANCE THE MINNESOTA FOOD SYSTEM

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Session Objectives

1. Describe Minnesota Food Charter (MFC) & MFC Shared Measurement Action Team (SMAT)
2. Understand the theory of change
3. Describe the process for selecting indicators & their limitations

MINNESOTA FOOD CHARTER

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A roadmap to healthy, affordable,
and safe food for all Minnesotans



EXAMPLE – FOOD AFFORDABILITY



GOAL

Healthy food for all people regardless of income.

CHALLENGES

BUYING FOOD

Many jobs in Minnesota do not pay enough for everyone to afford healthy food.

Some healthy foods can cost significantly more than unhealthy alternatives.

Many people and institutions would like to purchase substantial quantities of foods grown nearby or using sustainable production methods, but these foods can be too costly.

SELLING FOOD

Food stores, such as small-town grocery stores, corner and convenience stores in low-income communities, as well as other types of vendors may offer limited amounts of healthy foods or offer healthy foods at high prices.

Small, locally owned grocery stores can have difficulty beating the prices of healthy food options that large, national competitors can offer.

Some stores and farmers markets don't accept WIC or SNAP/EBT, making it difficult for limited-resource shoppers to afford healthy foods.

Not enough farmers' markets offer a financial incentive promotional program for SNAP/EBT users, which can help make healthy foods more affordable for low-income customers.

BUYING FOOD

Create incentives for Minnesota businesses to pay all employees living wages.

Offer incentive programs for consumers, such as 'market bucks' and 'veggie prescription' programs for healthy food purchases at stores and farmers markets.

Establish healthy food programs and policies that give institutional food buyers greater purchasing power, so they have more resources to buy healthier food for meals, concessions, vending machines, and fundraisers.

SELLING FOOD

Streamline regulations so more farmers who sell food at farmers markets or elsewhere can accept WIC and SNAP/EBT.

Develop a 'healthy food financing' initiative that provides funding, incentives, low-cost financing, and tax breaks for healthy food-related enterprises (such as new food stores offering affordable, healthy options in communities that need them, or regionally-focused food distribution companies).

Develop institutional policies and practices to increase the price of unhealthy food and decrease the price of healthy foods.

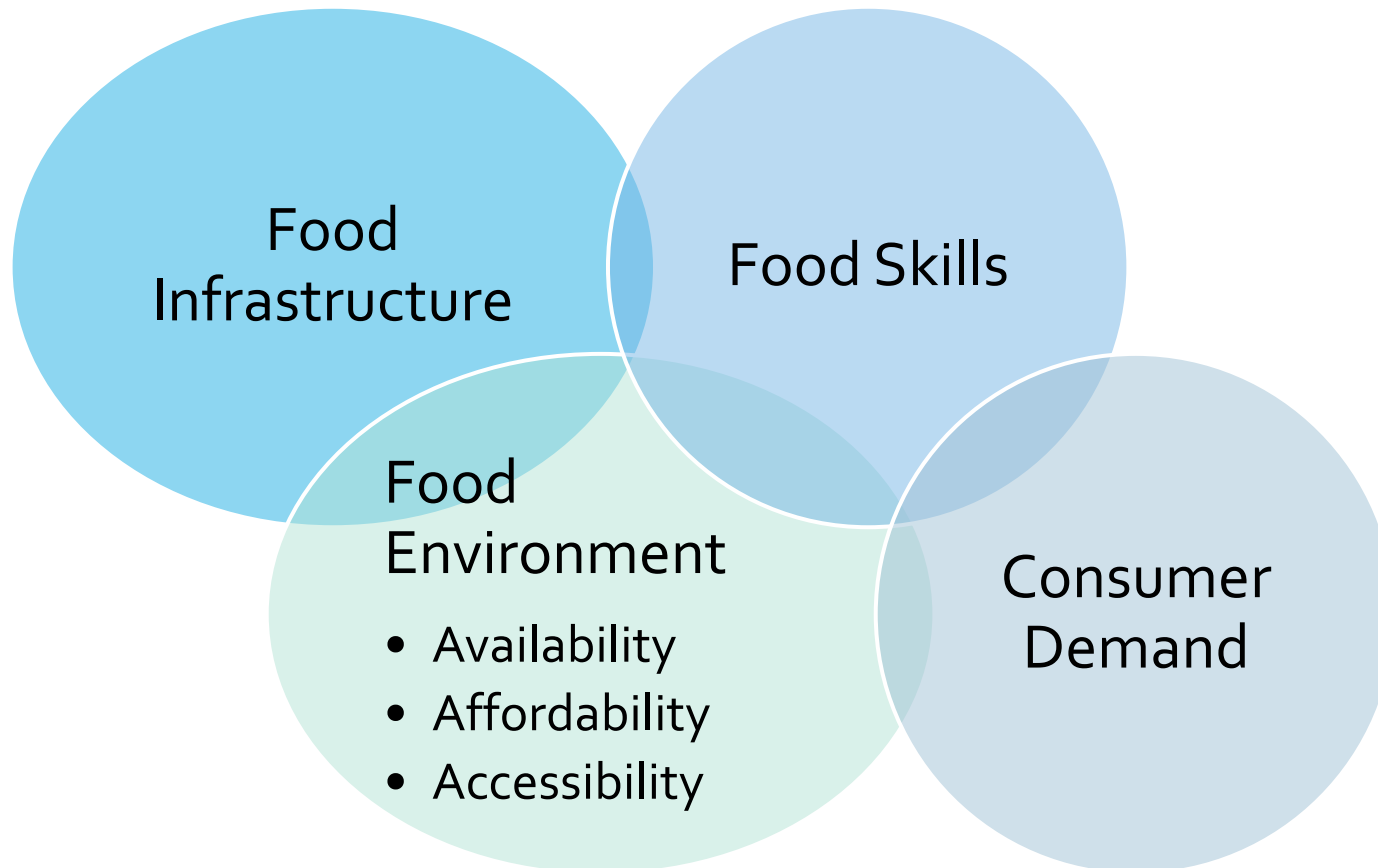
Create incentives for institutional foodservices, stores, and farmers' markets to purchase or sell affordable foods grown locally, sustainably, or organically.

Create incentives for Minnesota farmers to grow affordable, healthy food for nearby institutions.

Matching
'food bucks' programs
can greatly increase
healthy food
consumption for
low-income people
and increase farmer
profits.

Minnesota Food Charter Vision

Create a food system that allows Minnesotans to have affordable, safe, culturally relevant and healthy food where they live, work and play.

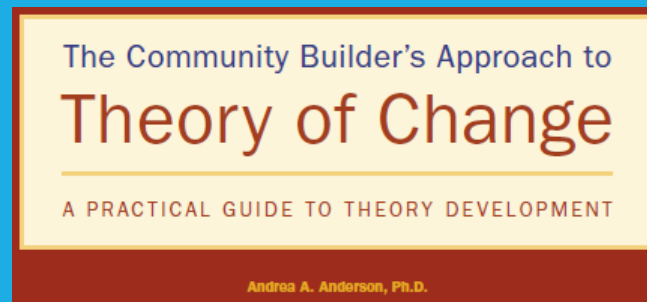


Purpose of Shared Measurement Action Team (SMAT)



Develop a report card to monitor changes in the Minnesota food system

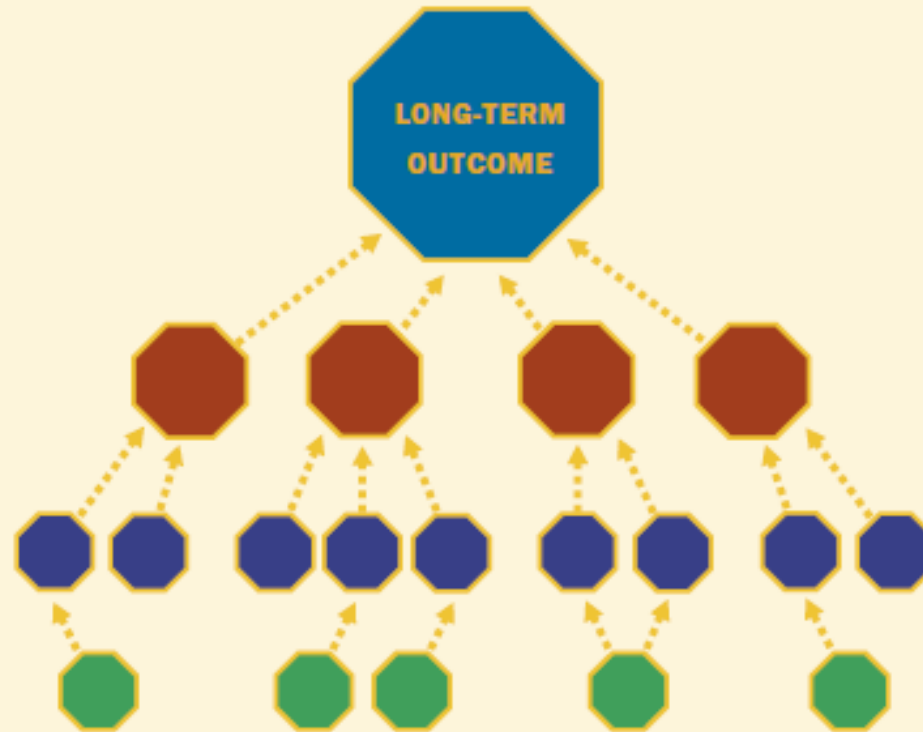
THEORY OF CHANGE EXPLANATION




A REVIEW: THE CORE ELEMENTS OF A THEORY OF CHANGE

- 1. A pathway of change that illustrates the relationship between a variety of outcomes that are each thought of as preconditions of the long-term goal.**
- 2. Indicators that are defined to be specific enough to measure success.**
- 3. Interventions that are used to bring about each of the preconditions on the pathway, and at each step of the pathway.**
- 4. Assumptions that explain why the whole theory makes sense!**

FINAL PRODUCT OF PATHWAY MAPPING



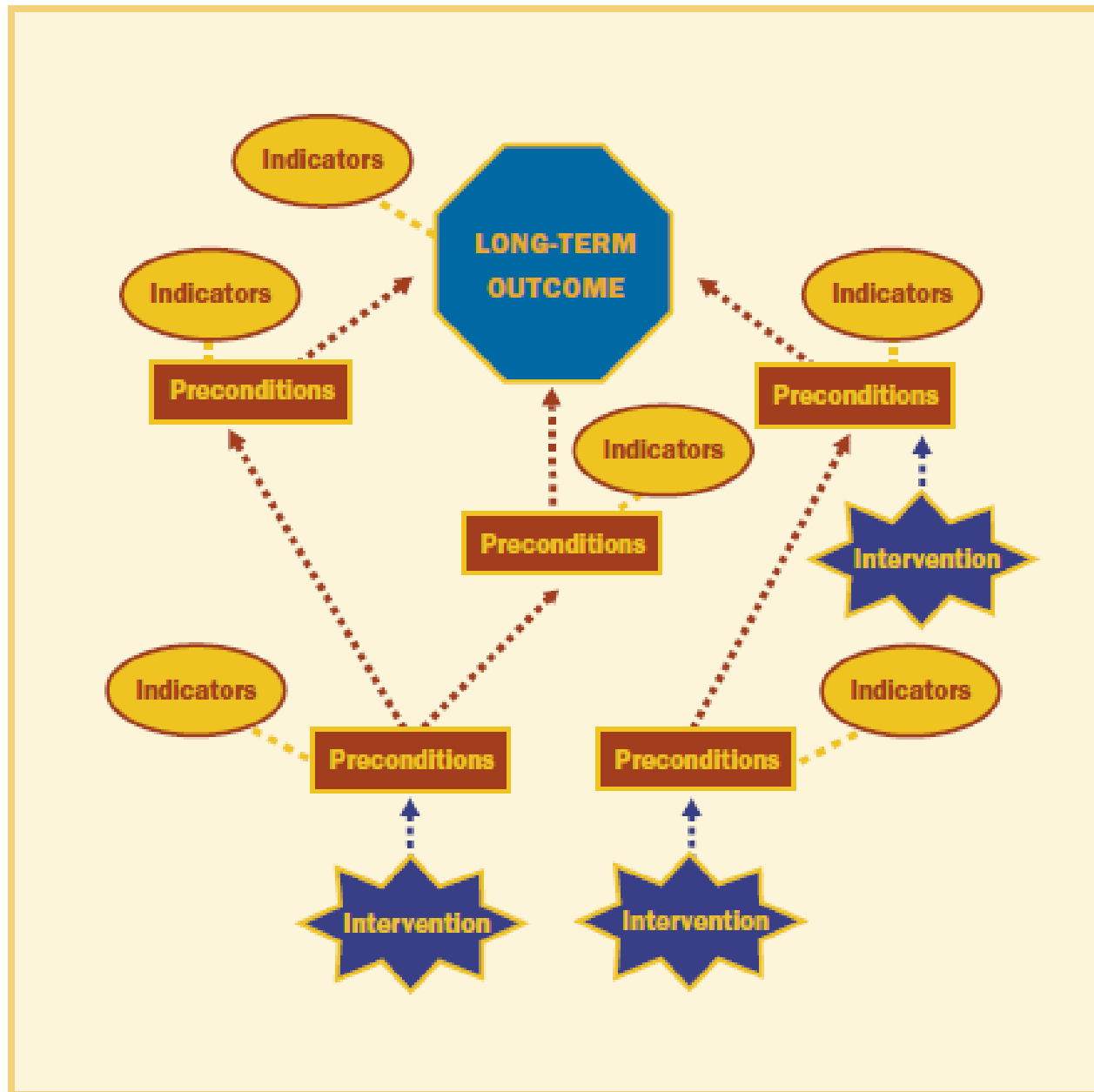
 Intermediate Outcomes
or Preconditions

 Preconditions

 Preconditions

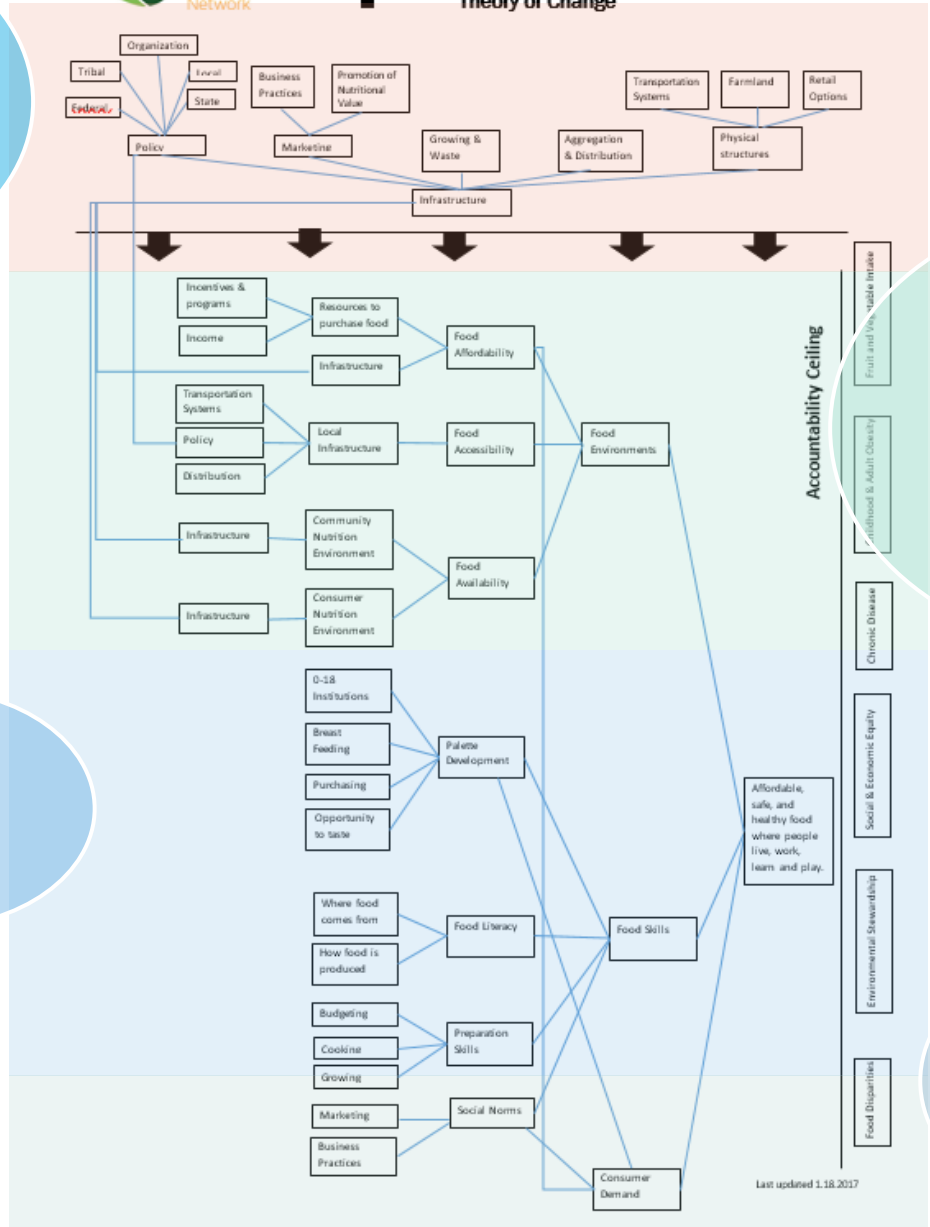
Hopefully the map
doesn't get much more
complex than this!

ELEMENTS IN A PATHWAY OF CHANGE



Minnesota Food Charter Shared Measurement Action Team's - Theory of Change

Food Infrastructure



Food Environment

- Availability
- Affordability
- Accessibility

Food Skills

Consumer Demand

Methodology for Selecting Indicators – Individual Criteria

- Sensitive to measure change over time
- Data collection burden
- Potential to lead to an index
- Understandable by a range of audiences
- Preference for secondary data
- Minnesota specific, statewide & local
- Data disaggregated by health equity variables
- Aligns with the Theory of Change and Minnesota Food Charter strategies

Based on

Robert Wood Johnson Foundation. (2015). From Vision to Action: Additional Information on the Culture of Health Measures. Retrieved from https://www.cultureofhealth.org/content/dam/COH/FromVisiontoActionMeasuresCompendium_December2015revised.pdf. Accessed on January 2, 2017.

Methodology for Selecting Indicators – Entire Set

- Mix of both resilience and risk factors
- Balance between long-term and short term indicators
- Indicators tell a story

Based on

Robert Wood Johnson Foundation. (2015). From Vision to Action: Additional Information on the Culture of Health Measures. Retrieved from https://www.cultureofhealth.org/content/dam/COH/FromVisiontoActionMeasuresCompendium_December2015revised.pdf. Accessed on January 2, 2017.



PRELIMINARY INDICATORS

3 Food Environment Indicators

- Food Affordability
- Food Accessibility
- Food Availability

Food Affordability

DEFINITION: People can buy most or all of the healthy foods they want with the money they have available

RECOMMENDED INDICATORS

- County Percentage of Adult & Child Food Insecurity
- County Percentage of Income Eligible Population Receiving SNAP
- County Percentage of Women, Infants, and Children (WIC) Cash Voucher Redeemed

Food Accessibility

DEFINITION: Sources for healthy food are easy to get to at a manageable distance from home or work, using affordable and convenient personal or public transportation

RECOMMENDED INDICATORS

- County percentage of people living in a food desert

Food Availability

DEFINITION: An adequate number of convenient food sources, offering a sufficient number and variety of healthy options

- Community Nutrition Environment:
 - Locations of where people can get food
- Consumer Nutrition Environment:
 - Type of foods available in locations where people can get food

Food Availability

Recommended Indicators

Community Nutrition Environment:

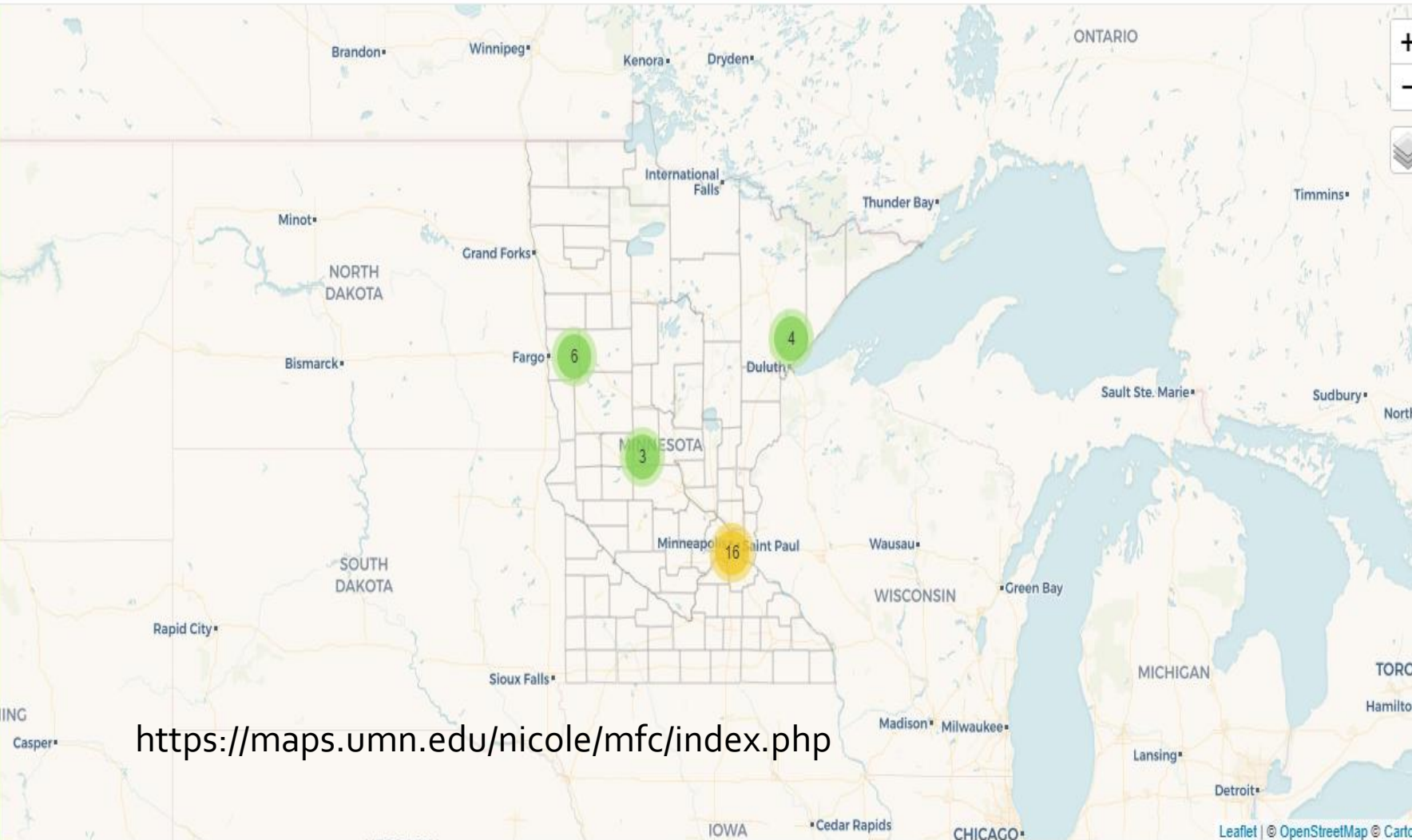
- Number of Food Retail Locations per 1,000 people in a county
 - Farmers Markets
 - Community Gardens
 - Supermarkets, Grocery Stores, Supercenters
 - Co-ops
 - Corner Stores

Consumer Nutrition Environment:

- None identified
- Primary data collection may be necessary



- SKILLS
- ACCESSIBILITY
- AFFORDABILITY
- AVAILABILITY
- INFRASTRUCTURE
- HELP



https://maps.umn.edu/nicole/mfc/index.php

Challenges & Limitations

- Limited resources
 - Staff
 - Funding
- Secondary vs primary data collection
- Disaggregation of data by race/ethnicity and by varying geographic scales (such as zip code, city, and/or neighborhood)



NEXT STEPS

THANK YOU & QUESTIONS
