

A Community-based Participatory Research Approach to Creating a Shared Measurement System to Address Food Insecurity

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LIVE UNITED

agenda

Background and Context

Evaluation Overview

Discussion



Greater Twin Cities United Way Role in Addressing Food Insecurity



Support Emergency Food Sector

- Food shelves
- Meal programs
- Food Banks



Systems Change and Community Collaboration

- Minnesota Hunger Initiative
- Minnesota Food Funders Network
- Expand SNAP Outreach
- Various local and regional coalition tables



Strengthen Community Food Systems


- Full Lives-North Minneapolis
- Community Food Systems Expansion

North Minneapolis

- 67,000+ Residents
- 30 Corner Stores
- Over 50% African American
- Nearly 40% under age of 17
- 60% under 35k household income



United we **fight**. United we **win**.

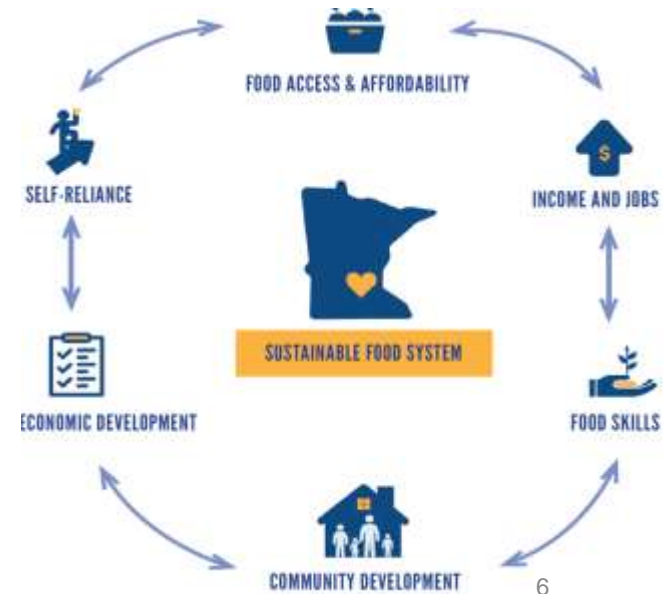
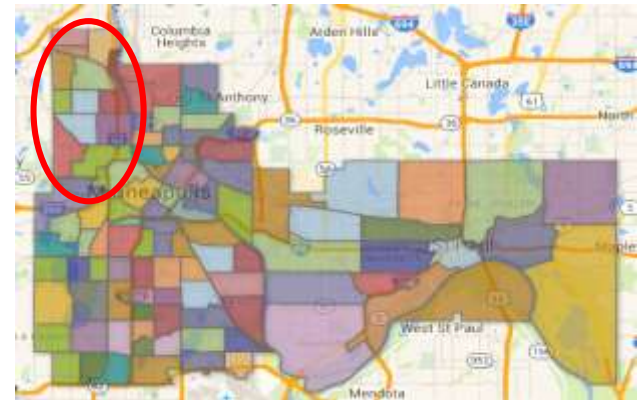


Full Lives Grant Program Vision

***A healthy, equitable and sustainable
community food system in North
Minneapolis where all residents can thrive.***

Full Lives Community Food Systems Grant Program

- Focus on long term "upstream" equitable solutions to addressing food insecurity
- Grassroots and community driven, led by and for the people
- North Minneapolis geographic focus
- \$1.5 Million in grants
- Grantee cohort of 11 unique organizations
- 14 projects working at different stages of food cycle
- Two-year program (March 2017-March 2019)
- 6 Core Objectives



Additional Grant Program Components

Competitive Grants

Special Innovation and Partnership Grants

Organizational capacity building development grants

T/TA and Capacity Building Workshops

Semi-annual grantee convenings

Measurement and evaluation assistance

Community Based Grants

Grant Programming & Capacity Building

Grant Program Evaluation



STRATEGY

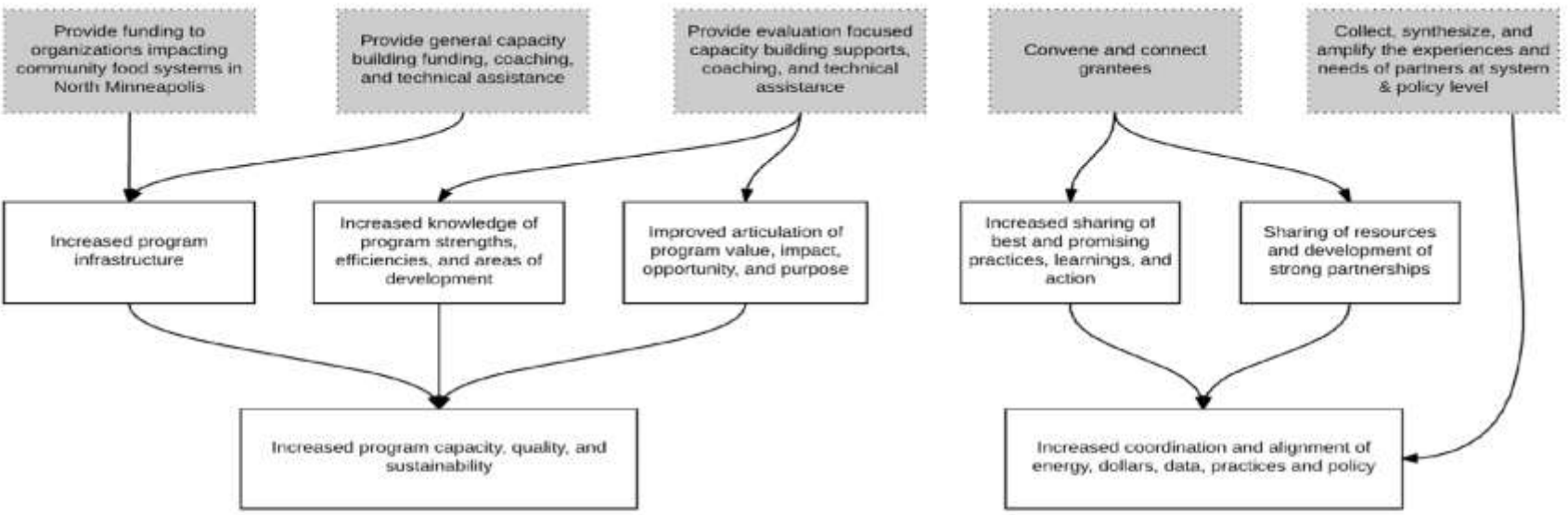
PROGRAM OUTCOMES

MISSION

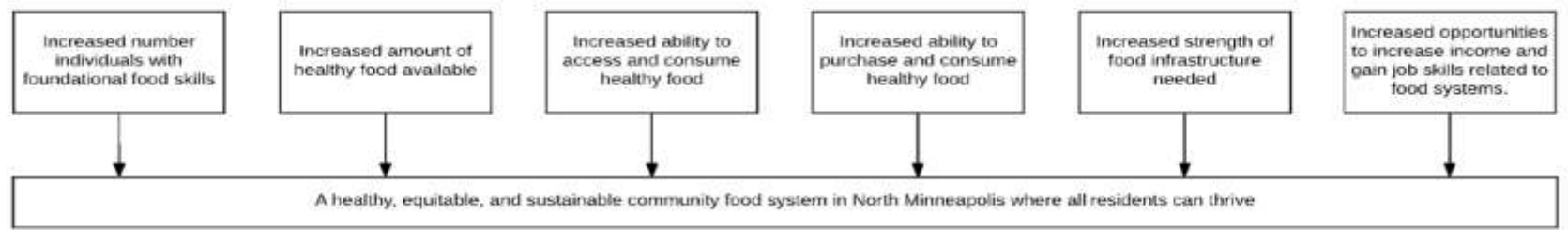
PROGRAM INVESTMENTS

CAPACITY BUILDING

SYSTEMS CHANGE



----- Increased program capacity, quality, sustainability and increased coordination and infrastructure will support these outcomes in the North Minneapolis food system. -----



Uniting caring people to build pathways out of poverty, thereby improving individuals' lives and the community.

Inclusiveness Integrity Accountability Innovation

INNOVATION STORY



Greater Twin Cities
United Way

- Guiding principles
- Community Development Framework
- Design elements: generative, adaptive, peer to peer
- Multifaceted and multi-level



United we fight. United we win.



Capacity Building Approach

- Guiding principles
- Community Development Framework
- Design elements: generative, adaptive, peer to peer
- Multifaceted and multi-level





GTCUW is committed to working collaboratively with selected grantees to co-design evaluation reporting requirements...

measure the impact and learnings of the funded projects on the North Minneapolis Community Food System...

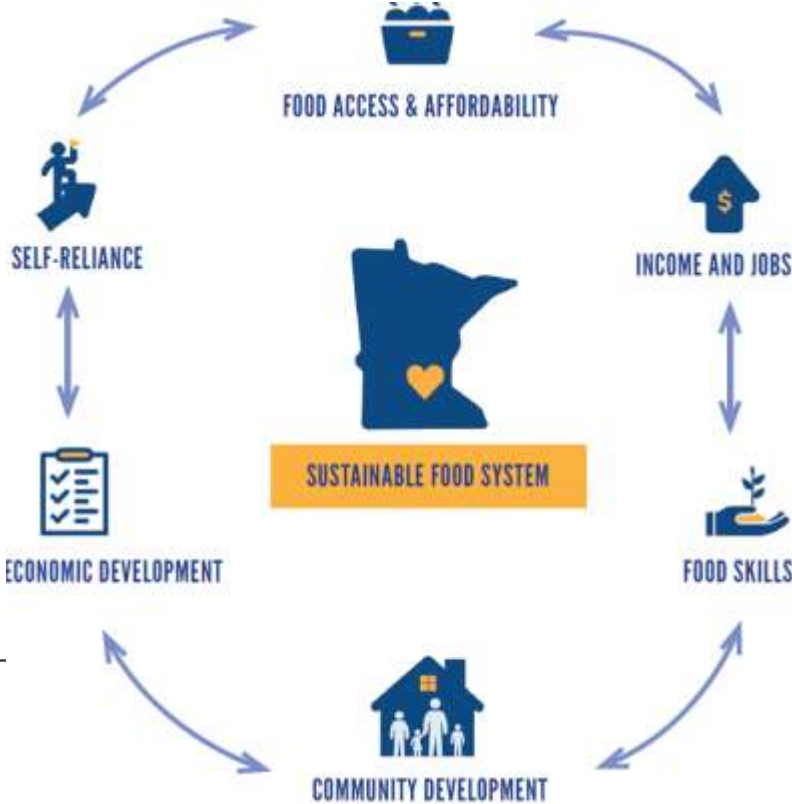
-Request for Proposals

- Co-design of evaluation **with** grantees and GTCUW
- Unit of analysis is neighborhood Food System (vs. individual program level)
- Place-Based Funding Cohort



6 Long-Term Objectives

THROUGH A
GROUNDED
LEARNING PROCESS



**UNITED WE FIGHT.
UNITED WE WIN.**

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PROCESS FOR DETERMINING INDICATORS

Read all proposals then visited each site to understand their strategies

Scanned the literature on community food system assessment; Whole Measures best fit

Convened grantees to discuss potential indicators

Revised, they reviewed, revised and ratified over a 6-month period

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INCREASED ACCESS AND AVAILABILITY

- Measurement

- *# of New Places to Buy Healthy Food (2 orgs)*
- *# of People Directly Reached (9 orgs reporting)*
- *# of Sales Transactions (4 orgs)*

- Results

- 14 New food sector businesses including 1 new supermarket (year 1)
- 50,438 People Reached
- 162,819 Transactions (year 2)

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AFFORDABILITY of HEALTHY FOOD

- Measurement

Improved ability to purchase the affordable, nutritional foods needed to sustain a healthy lifestyle

- *# and \$ of redeemed coupons to purchase fresh, healthy food*

- Results

- 16,474 EBT/Market Bucks Transactions (n=4)
- \$278,693 EBT/Market Bucks Transactions (n=4)
- 652 health savings coupons distributed & redeemed (n=2)
- \$10,196 health savings coupons redeemed (n=2)

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FOOD SKILLS and KNOWLEDGE

- Measurement

- *Increased knowledge and skills necessary to prepare healthy, affordable and culturally appropriate meals*
- *# of Participants who report changed food skills, knowledge and habits*

- Results

- 518 participants changed food habits (n=4)
- 306 participants buy more healthy food (n=3)
- 408 eat more fruits and vegetables (n=3)
- 639 learned how to cook healthy meals (n=4)
- 506 willing to try new food/recipes (n=3)
- 275 read nutritional labels (n=2)

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FOOD SECTOR INCOME and JOBS

- Measurement

- *# of New Food Sector Jobs*
- *% held by North Minneapolis residents*
- *# of permanent and seasonal/p.t. jobs*

- Results

- 278 new food sector jobs
- 169 youth; 51 adults; 8 seniors
- Over 90% of new jobs held by North Minneapolis residents
- 12 permanent jobs; 40 seasonal/part-time

SELF-RELIANCE

- Measurement

- *# of new restaurants, distributors, stores, schools buying local produce (2 orgs)*
- *Acreage and Ownership of personal, community and market gardens (3 orgs)*

- Results

- 55 new points of sale
- 136 Personal Gardens
- 38 Community Gardens
- 1 Market Garden
- 12.23 acres
- 23 of 59 plots in North Minneapolis
- 1 plot owned; 21 plots leased



COMMUNITY and ECONOMIC DEVELOPMENT

- Measurement
 - Food sales in U.S. Dollars
- Results
 - \$3,475,368 in sales (4 orgs)



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LIMITATIONS

2 years of work toward long-term objectives

2-3 programs reporting on each indicator

How to blend qualitative data with quantitative

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Discussion

- What stands out to you?
- Surprises you?
- Questions?

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GREATER TWIN CITIES UNITED WAY

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Thank you!

