National Nutrition Incentive Network
Quarterly Webinar

Wednesday, February 27th, 2019
About Wholesome Wave

Wholesome Wave is the leading national organization focused solely on helping people in need afford fruits and vegetables. We work to make sure every American has access to affordable, healthy food for their family.

We’re thrilled to partner with the FreshLink team to share and learn more about their FreshLink ambassador model!
FreshLink Ambassador Model: Connecting Residents to Resources to Improve Public Health

February 27th, 2019, 2pm
The FreshLink Ambassador Intervention (PI: D. Freedman) was developed through funding from Cooperative Agreement Number 1U48DP005030 from the Centers for Disease Control and Prevention (PI: Elaine Borawski) awarded to Case Western Reserve University from October 2014 to September 2019. It is the Core Research Project of the Prevention Research Center for Healthy Neighborhoods.
Presenters

Darcy Freedman, PhD, MPH
Core Faculty, Prevention Research Center for Healthy Neighborhoods (PRCHN)

Rachael Sommer, LISW, MSSA
Program Manager, FreshLink, PRCHN

Roberto Martinez, MD, MPH
Program Manager, FreshLink, PRCHN

Veronica Walton
Gateway 105 Market Manager

Diane Pride Mays
2018 FreshLink Ambassador
Participants

• 27% Yes
• 31% No
• 35% In the next year
• 7% No Response

70 Participants
Audience Question

Are you currently, or have you ever worked with an ambassador program in your community?

If so, What was it’s name/purpose?

Use the chat box to share with us!
Webinar Objectives

By the end of this webinar, participants will be able to:

• Describe the components of the FreshLink Model

• Describe the impact of the program on potential shoppers, ambassadors, markets and communities

• Locate tools and resources to further their understanding of how to implement the model
Glossary of Terms

• **PRCHN**: Prevention Research Center for Healthy Neighborhoods at Case Western Reserve University.

• **FLA**: FreshLink Ambassador(s)

• **SNAP**: Supplemental Nutrition Assistance Program

• **SNAP Incentives**: incentives provided to SNAP recipients at the point-of-sale to increase the purchase of fruits and vegetables

• **Produce Perks**: Ohio local incentive provides a dollar to dollar match up $20 to spend on produce when farmers’ market shoppers use their SNAP at the farmers’ market

• **FM Tracks**: iOS application and web-based portal to collect, manage, and evaluate information about the farmers’ market
What is FreshLink?

https://www.youtube.com/watch?v=WZJtLi9oXUw
Vision
FreshLink bridges residents to resources to foster healthy communities

Mission
To increase farmers' market use among people receiving SNAP benefits through peer-to-peer outreach to promote awareness of and social connectedness to markets

Values
Welcoming: Members of the FreshLink team are welcoming by listening, being open minded, and personable to everyone.
Respectful: In order to be respectful, FreshLink team members view themselves as equal towards everyone they come in contact with and use active listening to empathize with others. Subject matter expertise is shared as a suggestion not a directive.
Racial Equity: FreshLink team members recognize that not all individuals have the same opportunities to be healthy and, in Greater Cleveland, this injustice is rooted in unfair policies and practices that limit opportunities for people of color.
Educating: FreshLink team members educate the community by increasing awareness of new information and resources while demonstrating educational points.
Engaging: In order to engage the community, members of the FreshLink team possesses a positive and inviting demeanor while being creative in how they approach interacting with individuals.
Connecting: By sharing personal experiences, encouraging individuals to utilize resources, and welcoming back individuals returning for assistance, FreshLink team members successfully connect with the community.
Inspiration: FreshLink team members will inspire communities by learning from individuals where they are at while sharing enthusiasm for and demonstrating the knowledge the team members themselves possesses.
The Nutritious Food Access Framework suggests 5 main influencers of access to healthy foods

Nutritious Food Access Framework

- Economic
  - Household finances
  - Food costs
  - Store incentives
  - Perceived value of food

- Service Delivery
  - Quality and variety of foods sold
  - Staff & service
  - Presentation of store and customer base

- Spatial-Temporal
  - Boundaries of local food environment
  - Diversity of food stores available
  - Travel time and transportation resources
  - Time costs

- Social
  - Cultural foodways, traditions, and norms
  - Discriminatory practices reducing access
  - Relationships and social networks

- Personal
  - Health status
  - Food & nutrition knowledge
  - Food-related identities & preferences

Applied to Greater Cleveland farmers’ market programming

- Economic
  - EBT systems at farmers’ markets
  - Produce Perks incentive program

- Service Delivery
  - Targeted marketing for Produce Perks
  - New customer welcome packets
  - SNAP/EBT welcome booth

- Spatial-Temporal
  - Policies to support urban agriculture in Cleveland
  - High numbers of markets in urban core

- Social
  - Nutrition education programming (e.g., EFNEP, SNAP-Ed)
  - Produce Prescriptions

Freedman et al., 2013, Journal of Community Practice
About How many Farmers’ Markets do you think are located in Cleveland’s urban core?

A. 10
B. 20
C. 30
Nutritious Food Access Framework

The Nutritious Food Access Framework suggests 5 main influencers of access to healthy foods

Freedman et al., 2013, Journal of Community Practice

Applied to Greater Cleveland farmers’ market programming

- EBT systems at farmers’ markets
- Produce Perks incentive program

- Targeted marketing for Produce Perks
- New customer welcome packets
- SNAP/EBT welcome booth

- Policies to support urban agriculture in Cleveland
- High numbers of markets in urban core

- Nutrition education programming (e.g., EFNEP, SNAP-Ed)
- Produce Prescriptions
Steps to Developing FLA Model

What are farmers’ market awareness and use patterns among people receiving SNAP? How do we track farmers’ markets use to support evaluation?

- Survey Research: Year 1 (2015)
- Development of FM tracks

https://access.fmtracks.org/
Steps to Developing FLA Model

How do farmers’ markets fit into food habits?
In-depth Interviews: Year 2 (2015-16)
Steps to Developing FLA Model

What are the logistics of the FLA Intervention?
• Pilot Study: Year 2 (2016)
• Intervention Amendments: Years 3 & 4 (2017/2018)
Core elements of Model

- Diffusion of Information within Networks
- Build on Connections across Spheres of Influence
- Promote Compatibility & Trialability
- Community Connection & Presence

fresh|link Ambassadors
References


Program Timeline

Begin Networking with Potential Outreach Sites
- Conduct application and interview process
- Hire ambassador(s)

Ambassador Recruitment & Hiring

Program Administration & Facilitation
- Establish and confirm outreach sites
- Schedule, prepare for and host planning sessions

Ongoing Training, Planning, & Mentoring
- Outline and maintain ambassador expectations for outreach
- General program support

Farmers’ Market Recruitment & Training
- Identify local markets and hold informational meeting
- Conduct application and interview process
- Facilitate a market training

Months 1-3

Months 3-6

Ambassador Training
- Host an individual orientation with each ambassador
- Finalize training content, supplies and materials
- Conduct ambassador training

Months 7-8

Months 9-11

Program Wrap Up & Celebration
- Collect data and program supplies
- Plan a program celebration
- Thank partners, gather feedback and share outcomes

Month 12
Market Recruitment & Training

Months 1-3

FreshLink bridges residents to resources to foster healthy communities

Now seeking market sites to participate in the 2018 FreshLink Ambassadors Program!

What is the FreshLink Ambassador Program?
- FreshLink is the core research project of the Prevention Research Center for Healthy Neighborhoods (PRCHN), funded by the Centers for Disease Control.
- FreshLink’s mission is to increase farmers’ market use among people receiving SNAP benefits through peer-to-peer outreach to promote awareness of and social connections to market adoption.
- We achieve our mission through working with community ambassadors with strong ties to the targeted neighborhoods in Greater Cleveland.
- FreshLink Ambassadors conduct outreach in target communities to raise awareness about the benefits of farmers’ markets and the Produce Perks program available to SNAP users.

What are the Benefits to Participating Farmers’ Market?
FreshLink Ambassadors...
- Increase awareness of the availability of farmers’ markets in the community.
- Help to attract and increase SNAP sales at your market.
- Provide a welcoming presence to visitors at the market.
- Build connections and community at the market.

For more information, call or e-mail
Rachel Sorensen, FreshLink Program Manager, 216.384.5776

Apply by December 20, 2017
Interviews will be conducted the week of January 15th, 2018.

Which Farmers’ Markets are Eligible to Take Part in 2018?
- Markets with 2 years of sales data in FM Tracks.
- Markets located in or adjacent to areas with 30% SNAP recipients according to census data.

Follow us on Facebook and Instagram:
www.facebook.com/freshlinkCU
www.instagram.com/freshlinkCU
Ambassador Recruitment & Training

Months 3-6

Examples of FreshLink Training Session Topics

- Market Overview
- Farmers’ Market Scavenger Hunt
- Mock Introductions

- Market Manager Panel
- Team Building Exercise

- Crafting, adapting and practicing messages
- Responding to change talk
Ambassador Recruitment & Training

Field Based Training: Farmers’ Market Scavenger Hunt

[Images of farmers market with people and tables]
Ambassador Recruitment & Training

Market Manager Breakfast: Teambuilding
Ambassador Recruitment & Training

Crafting Messages: Responding to Change Talk
Key messages shared by FreshLink Ambassadors

You can use SNAP at the farmers’ market... here’s how.

You can match your SNAP up to $20 with Produce Perks!

Use a FreshLink Coupon & try your local Farmers’ Market for free!
Program Administration

Months 9-12
FreshLink Ambassador program Evaluation

1. Total SNAP dollars spent
2. Total number of SNAP transactions
3. Number of coupons distributed by each FLA
4. Number of coupons redeemed
Who did FreshLink Ambassadors reach out to?

About half (45%) of people that received coupons had never been to a Farmers’ Market, (53%) had children under 18 years old in their household, were SNAP recipients (60%), and were African American.
Number of coupons distributed and redeemed

### 2017 (9 FLA)

- **Total # Events**: 155
- **Number of Events by Type**:
  - One-on-One: 98
  - Social Service: 29
  - Community: 28

### 2018 (4 FLA)

- **Total # Events**: 111
- **Number of Events by Type**:
  - One-on-One: 50
  - Social Service: 13
  - Community: 48
Audience Question:

About how many coupons were distributed by the FreshLink Ambassadors in 2017?

A. 1000 or less
B. Between 1000 and 1500
C. More than 1500
### Number of coupons distributed and redeemed

<table>
<thead>
<tr>
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<th>2017 (9 FLA)</th>
<th>2018 (4 FLA)</th>
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<tbody>
<tr>
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<td>Total # coupons distributed</td>
<td>1,126</td>
<td>2,473</td>
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<tr>
<td>Total # of Coupons Redeemed</td>
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About how many coupons were redeemed by customers in 2017?

A. 100 or less (About 10%)
B. About 150 (14%)
C. More than 150 (>14%)

**Hint:** The national average for coupon redemption (such as free-standing coupons in the mail) is less than 1%.

**Reminder:** The number of coupons distributed by FLA in 2017 and 2018 was 1126 and 2473 respectively.
Number of coupons distributed and redeemed

**2017 (9 FLA)**

- **Total # Events**: 155
- **Number of Events by Type**:
  - One-on-One: 98
  - Social Service: 29
  - Community: 28
- **Total # coupons distributed**: 1,126
- **Total # of Coupons Redeemed**: 148 (13%)

**2018 (4 FLA)**

- **Total # Events**: 111
- **Number of Events by Type**:
  - One-on-One: 50
  - Social Service: 13
  - Community: 48
- **Total # coupons distributed**: 2,473
- **Total # of Coupons Redeemed**: 286 (11.5%)
Audience Question:

What was the average increase in the number of SNAP transactions at intervention markets in 2016?

A. 10%
B. 10-15%
C. >15%
Average increase in the number of SNAP transactions at intervention Markets and at four comparison markets from 2016 to 2017.

17.8%  6.2%

Source: Freedman et al, in press. Evaluation of a Peer-to-Peer Approach to Improve the Reach of Farmers’ Markets among Low-income Populations
Other Results

• 100% of the Farmers’ Markets participating in the program remained in the program.

• By the second year of the FreshLink Ambassador Program implementation, Farmers’ Markets were willing to pay for some of the costs associated with hiring a FreshLink Ambassador indicating the value of the program to market bottom line.

• Nearly all FreshLink Ambassadors (91%) completed the full program indicating good fit between the model and Ambassador interests.
Lessons Learned

• Having a greater number markets (6), participate in the program allowed for a higher return on coupons

• Allowing for ambassadors to self select their own schedules created a more effective outreach process for ambassadors

• Eliminating a cap on the number of coupons an ambassador could disseminate created high dissemination and redemption of coupons
FreshLink Ambassador Testimonial
Market Manager Testimonial
FreshLink Ambassador Toolkit

Coming March 2019!
https://www.prchn.org/PRCHNToolKits.aspx
THANK YOU!

Questions?

Contact:
Rachael Sommer
ras333@case.edu
www.prchn.org/freshlink_home.aspx

Look out for Upcoming Trainings!
• Dublin, Oh: March 22\textsuperscript{nd}, 2019
• Cleveland, Oh: August 12\textsuperscript{th}, 2019

Apply Here! http://tinyurl.com/y9xwoxlb
Thank you!!

If you have any questions, please reach out to:

Olivia@wholesomewave.org