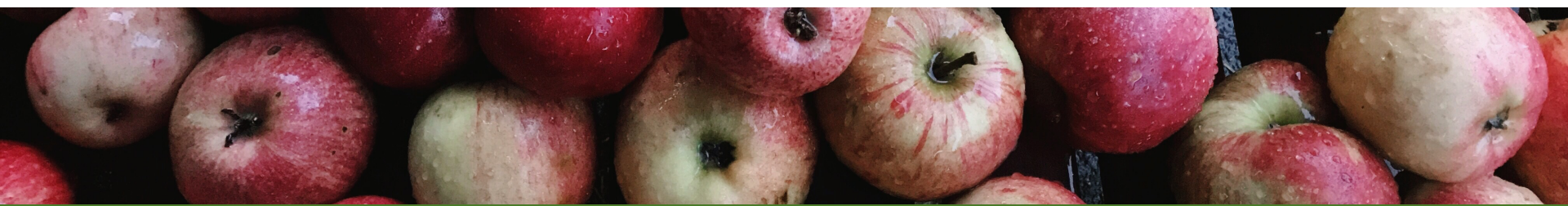




CULTIVATING SNAP-ED PARTNERSHIPS

LEVERAGING PROGRAMMING TO INCREASE FOOD ACCESS AT FARMERS MARKETS

Sydney Debien
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Saturday, February 22, 2020



OVERVIEW

Saturday, February 22
10:15 AM – 11:15 AM

- Introduction
- What is SNAP-Ed?
- Building Partnerships
- Planning Activities
- Examples of Programming
- Discussion and Q&A

WHO AM I?

- Born and raised in Michigan
- Moved to Washington in 2018
- Attended Michigan State University
 - Public Policy and Agribusiness Management
- Worked for Michigan Farmers Market Association (MIFMA), 2015 – 2018
 - Food Access Manager
- Currently work for WA DNR
 - Contract Specialist



ROOM CHECK



Who in the room is:

- A Farmers Market Manager?
- A SNAP-Ed provider?

WHAT IS SNAP-ED?

- Grant program
- Supplemental Nutrition Assistance Program Education
 - USDA FNS
 - Healthy, Hunger-Free Kids Act 2010
- SNAP eligible populations
- Increasing healthy choices, healthy eating
- Encourages partnerships and collaboration



WHAT IS SNAP-ED?



Three approaches to increasing healthy choices:

1. Nutrition Education

- Recipes, cooking classes

2. Policy, Systems, and Environmental Change (PSE)

- Accepting SNAP benefits at farmers markets
- Rapid Market Assessments

3. Social Marketing

- Billboards, ad campaigns, flyers and handouts, social media outreach

Interventions, toolkits are evidence based, tested, evaluated

SNAP-ED IN WASHINGTON STATE

- Department of Social and Health Services (DSHS) administers funding
 - 3 Implementing Agencies
 - 5 regions
 - Regional SNAP-Ed program providers
- Year 3 of FY18-20 Three Year Plan
 - In the process of developing the FY21-23 plan
 - New plan will be in effect in October 2020, will be adjusted each fiscal year
 - 2019 Needs Assessment
 - **Now is the time to reach out!**



SNAP-ED IN WASHINGTON STATE



- Farmers markets are recognized as an opportunity to access fresh, healthy foods
 - By nature, farmers markets are geared toward healthy eating
 - Natural fit for SNAP-Ed programming
- WSFMA Regional Leads Program
 - Statewide Initiative
 - SNAP-Ed funding
 - Regional Leads are a tool to strengthen relationships, support programming
 - Developing “menus” of SNAP-Ed activities



BUILDING RELATIONSHIPS



WHY COLLABORATE?

FARMERS MARKETS

- Increase the use of SNAP benefits at the market
- Access to new programs
- More events and activities at the market
- Supports mission of the market
- Increases capacity
- Builds local partnerships

SNAP-ED PROVIDERS

- Increase the use of SNAP benefits to purchase fresh, healthy foods
- New location for programming/interventions
- Access to a new population
- Supports guiding principles, priorities and goals
- Increases capacity
- Builds local partnerships

WORKING WITH SNAP-ED PROVIDERS

- Providers operate under strict federal guidance
 - Limits to what qualify as eligible activities
 - Limits to encouraging recipients to use SNAP benefits
- Be aware that programming is planned three years in advance
 - When does your contact write their plans, submit their updates for the next year?
- What is the provider currently doing?
 - What geographic areas are they covering?
 - Who is their main audience?
 - Which interventions are they implementing?
- Are there other ways for you to participate, stay involved, learn more?
 - Monthly calls, meetings, conferences



WORKING WITH MARKET MANAGERS

- Introduce yourself outside of market hours
- Visit the market when it's open
 - Customer base
 - Market layout
 - Vendors and products
- How much time does the manager have to market?
 - Dedicated position, or part of larger role?
 - Volunteer or paid?
 - Seasonal or year-round position?
- Look for ways you can support managers and their goals
 - What motivates them as a market manager?
 - Food access, supporting local businesses, passion for agriculture?



WORKING WITH VENDORS

MARKET MANAGERS

- Make sure vendors are aware of what's going on
 - Vendor meeting, email, etc.
- Know who wants to be involved
- Walk around with the provider to make introductions
- How can you achieve your goals and support them?
 - Ask what products they're having a hard time selling

SNAP-ED PROVIDERS

- Remember that vendors are at the market to make sales
 - Introduce yourself before the market starts, after they have set up their space
 - Time your interactions between sales
- Give them materials to share with customers
 - Recipe cards
- Help them share the stories behind their products

LOGISTICS

COMMUNICATING

- How does each person prefer to communicate?
 - Method: phone calls, texts, email
 - What days of the week work best?
 - What times of the day?
 - How much notice is needed if plans change?
- Come prepared with ideas and questions to prompt each other
- Reach out and check in to stay in touch and keep talking

PLANNING

- What has already been scheduled?
 - Share your calendars/scheduled events
- What is each person's capacity?
 - Do they have any staff, a team to support this work?
- What are the respective budgets for events/programming?
- Try to collaborate on something that's already been planned for the year
 - Kids events at the end/beginning of school year
- Make sure that providers are coming to the market prepared
 - Vendor agreement/non-profit guide

ROOM CHECK

Who in the room has tried to connect with a Market Manager or SNAP-Ed provider?

- Successes?
- Challenges?



SNAP-ED PROGRAMMING



PROGRAMMING & ACTIVITIES

FARMERS MARKETS

- SNAP outreach and education
- SNAP incentive programs
- Cooking demonstrations
- Tastings and samplings
- Children's activities
- Fitness activities
- Local partnerships
- Special seasonal events

SNAP-ED PROVIDERS

- Farmers market tours
- Grocery store tours
- Cooking demonstrations
- Tastings and samplings
- Cooking classes
- Children's activities
- Fitness activities
- Local partnerships

CREATE A PLAN

Consider these questions:

- Who's the audience?
- What is the market's capacity?
- What is the provider's capacity?
- Who is responsible?

Choose your activities

- Start with simple and achievable activities
- One or two activities for the season
- Pick things that complement other market events already taking place



FEATURE MARKET PRODUCTS



Consider seasonality

- What's currently in season and readily available at the market?

Promote market vendors

- Let people know who is selling the product at the market
- Pick products that are available from more than one vendor

Use market products in activities

- Highlight a product new to most shoppers
- Use a familiar product in a new way
- Share new information about a familiar product
- Use food as food
 - Crafts like potato stamps are fun, but avoid them

CHOOSING RECIPES

Ask yourself:

- Does the recipe have a long list of ingredients?
- Does the recipe feature ingredients you can buy at the farmers market?
 - Walk around the market and see what vendors are selling
 - Let vendors know what you're planning
- Are the produce ingredients in season at the same time?
- Will shoppers have to adapt parts of the recipe?
 - Fresh equivalents of canned or frozen products
 - Avoid lots of ingredient substitutions



1. IDENTIFY YOUR MESSAGE

What is the broader idea or topic you want to communicate to customers?

- “Eat more winter squash!”

Your message is communicated to the shopper before and during the activity

- Can be simple, “different types of winter squash”
- Can be complex, “benefits of eating more vegetables”



2. SUPPORT WITH INFORMATION



What information are you using to reinforce your message?

- Facts
- Researched, Evidence-based

Are you going to use any materials?

- Can be given to a customer either during or after the activity
- Consider what kinds of materials are appropriate for a market setting
 - Recipe card
 - One-pager

Materials & information can be one

- Recipe card with squash facts

3. CALL TO ACTION

What message are you telling shoppers to encourage them to use their new knowledge?

- Communicated to the shopper at the end of the activity
- Keep it short and simple
- How are you connecting your activity, message, and information?
 - “Try a new kind of squash today!”



ROOM CHECK

Is there a market event that could be an opportunity to include SNAP-Ed programming?

Is there a SNAP-Ed intervention that could include a farmers market?



PROGRAMMING EXAMPLES



FOOD NAVIGATORS

- SNAP-Ed pilot program in Michigan
 - Implemented by the Michigan Farmers Market Association (MIFMA)
 - Contract with the Michigan Fitness Foundation (MFF)
 - Began in markets in May 2016
- Seven to eight participating farmers markets/sites from 2016 to 2018
 - Farmers markets had to be located in SNAP-Ed eligible census tracts
- Adapted Michigan Harvest of the Month (MiHOTM) materials to a farmers market setting
- Local residents were hired as Food Navigators
 - Required to be at the market every week
 - Minimum of one nutrition education activity each month



FOOD NAVIGATORS



Food Navigator nutrition education activities:

- Scavenger hunts
- Cooking demonstrations
- Tastings
- Market Tours
- SNAP education, **not** transactions

Other Food Navigator activities:

- Connect with other SNAP-Ed providers
- Meet with local partners
- Participate in meetings

MIFMA activities

- Cooking demonstrations
- Social media posts
- [Recipe videos](#)
- Food Navigator Toolkit

KERNEL

- Kids Eating Right – Nutrition and Exercise for Life
- Nutrition education and physical activity program
- Created in 2015 by Catholic Charities Food for All
 - Piloted at the Emerson-Garfield Farmers market – 12 weeks
 - Hillyard Farmers Market – 4 weeks
- Target age: 5 – 12 year olds
- WSFMA Regional Lead!
 - WIC recipients wanted something for their kids to do at the market
 - Incentive to shop at markets



KERNEL



- 30 activities and cards
 - Matching games, coloring pages
 - Exercise
- Kids complete an activity
 - Modifications
 - Receive a \$2 reward that can be used to purchase fruits and vegetables, cut herbs, starts, mushrooms
 - KERNEL Kid Cash
- Given a card related to the completed activity
 - Information about the activity
 - Weekly kid-friendly recipe on back

MORE EXAMPLES

- Crim Fitness Foundation
 - [CrimFit Nutrition Program](#)
- YMCA of Greater Grand Rapids
 - [Nutrition in Action](#)
 - Partnership with Food Navigator
- MSU Extension
 - [Discover Michigan Fresh](#) (market tours)
 - [Cooking Matters](#)



RESOURCES

WA SNAP-Ed Providers

- <https://wasnap-ed.org/>

WA SNAP-Ed Three Year Plan

- <https://wasnap-ed.org/administration/three-year-plan/>

USDA SNAP-Ed Connection

- <https://snaped.fns.usda.gov/>

SNAP-Ed Toolkit

- <https://snapedtoolkit.org/>

WSFMA Regional Leads

- <http://wafarmersmarkets.org/regional-leads/>

MIFMA Food Navigator

- <http://mifma.org/foodnavigator/>

KERNEL Handbook

- <https://online.flippingbook.com/view/780960/>

RECAP

Do you have any questions?

- Overview of SNAP-ED
- SNAP-Ed in Washington State
- Tips on building partnerships and planning activities
- Examples of SNAP-Ed programming in and out of the state
- **Discussion and Q&A**

THANK YOU!

CONTACT ME

Sydney Debien

srdebien@gmail.com

www.linkedin.com/in/sydneyrdebien

