

AzNN Food Systems Subcommittee Meeting Minutes

DATE: Wednesday, May 10, 2017

LOCATION(S): GoToMeeting

Agenda Item	Details																																				
Roll Call	<table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 33%;">ADHS:</td> <td style="width: 33%;">Jesse Davenport</td> <td style="width: 33%;">Maricopa Ext:</td> <td style="width: 33%;">Marina Acosta, Angela Entzel</td> </tr> <tr> <td>Evaluation:</td> <td>Laurel Jacobs</td> <td>Mohave HD:</td> <td><i>Tiera Morrison</i></td> </tr> <tr> <td>Coconino HD:</td> <td>Theresa Kulpinski</td> <td>Mohave Ext:</td> <td><i>Trish Zilliox</i></td> </tr> <tr> <td>Greenlee Ext:</td> <td>Cheyenne Colville</td> <td>Pima Ext CHAPS:</td> <td><i>Natalia B. Santos</i></td> </tr> <tr> <td>Gila HD</td> <td></td> <td>Garden Kitchen:</td> <td>Jacqui Stork</td> </tr> <tr> <td>Pinnacle Prev.:</td> <td>Adrienne Udarbe</td> <td>Pinal Ext:</td> <td>Jim Jepsen</td> </tr> <tr> <td>Maricopa HD:</td> <td>Connie Ballard</td> <td>Yavapai HD:</td> <td><i>Lex Mundell</i></td> </tr> <tr> <td>Desert Mission:</td> <td>Anne Costa</td> <td>Yavapai Ext:</td> <td>Rebecca Serratos</td> </tr> <tr> <td>City of Tempe:</td> <td><i>Brandon Hernandez</i></td> <td>Yuma HD:</td> <td>Tricia Kinnell</td> </tr> </table>	ADHS:	Jesse Davenport	Maricopa Ext:	Marina Acosta, Angela Entzel	Evaluation:	Laurel Jacobs	Mohave HD:	<i>Tiera Morrison</i>	Coconino HD:	Theresa Kulpinski	Mohave Ext:	<i>Trish Zilliox</i>	Greenlee Ext:	Cheyenne Colville	Pima Ext CHAPS:	<i>Natalia B. Santos</i>	Gila HD		Garden Kitchen:	Jacqui Stork	Pinnacle Prev.:	Adrienne Udarbe	Pinal Ext:	Jim Jepsen	Maricopa HD:	Connie Ballard	Yavapai HD:	<i>Lex Mundell</i>	Desert Mission:	Anne Costa	Yavapai Ext:	Rebecca Serratos	City of Tempe:	<i>Brandon Hernandez</i>	Yuma HD:	Tricia Kinnell
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Updates & Check-Ins	<p>Eat in Season Guide Pilot (Jesse)</p> <ul style="list-style-type: none"> • Feedback forms are due today Wednesday May 10, 2017 (either scanned and emailed to Jesse or submitted online at https://www.surveymonkey.com/r/NCLG7MQ). <p>Evaluation Updates (Laurel)</p> <ul style="list-style-type: none"> • Eval Team is highlighting your success stories in all focus areas on our blog throughout the summer. This week we are featuring Coconino's Healthy Food Retail efforts at: https://nutritioneval.arizona.edu/blog • The SFSP checklist is live for optional completion this year. Please review the training at the eval team website for a refresher on the tool https://nutritioneval.arizona.edu/ <p>Summer Lunch Buddies Toolkit (Jesse)</p> <ul style="list-style-type: none"> • Poster and pack of flyers being sent to every DES office • WIC can order their own materials, need to create an account on EatWellBeWell • AzNN Local Agencies can order materials to be sent directly to sites OR partners (libraries?) • Jesse will share sponsors' contact information with SNAP-Ed Local Agencies 																																				

	<p>How is SFSP promotion going for everyone? (Natalia)</p> <p>Healthy Retail Toolkit (Jesse)</p> <ul style="list-style-type: none"> • Primarily in-store promotional materials, could also include some training pieces • ADHS conducted creative brief in April 2017, creation and initial production by Sept. 30 • Write up from creative brief will be sent to all partners working with corner stores, country stores, and supermarkets for feedback, especially from store owners you work with <p>Farmers Market Toolkit (Jesse)</p> <ul style="list-style-type: none"> • ADHS to conduct creative brief in May 2017, creation and initial production by Sept. 30 • Please contact Jesse if you are interested in participating (in-person or phone week of May 22) • This creative brief will also be sent to all partners working in Strategy 5 for feedback, especially from farmers' market managers you work with <p>Statewide Farmers Market Map (Jesse)</p> <ul style="list-style-type: none"> • Currently in development, Jesse showed beta version features on the call. Feedback welcome. • Will there be a button for the map on EWBW home page? Yes Jesse will request one <p>Does AZNN (or any other partner) have comprehensive information on markets that participate in "double up" program statewide? (Jacqui)</p> <ul style="list-style-type: none"> • Yes, and this info will be included on the FM map
<p>Discussion: Promotion of farmers' markets</p>	<p>General farmers' market promotion -- what other counties/units are doing to promote creatively (i.e. beyond flyers) (Jacqui)</p> <ul style="list-style-type: none"> • Coconino HD: Door hangers with sends, coupon for free gift when you visit the market, WIC printing FMNP checks at the market • Pima Ext: Resource with photos of FM purchase compared to store purchase (add to toolkit) • Eval: Focus groups showed different messages resonating with different populations – will be used to inform toolkit <p>Our team is looking to do more creative farmers' market promotion (especially involving field trips to local markets) but experiences challenges related to transportation from sites.</p> <p>Wondering if anybody has been able to address the issue of transportation in their communities? (Jacqui)</p>

	<ul style="list-style-type: none"> • Desert Mission: Bus from senior housing complex, informing people of public transportation routes • Maricopa HD: flyers with info about the closest bus routes • Maricopa Ext: group transportation via trolley, advice to check on language needs in advance <p>At the Double Up Food Bucks Arizona Partners meeting last month, there was a discussion on how to increase redemption of food bucks. The discussion led to encouraging farmers and farmers' market managers to reach out to their local SNAP-Ed teams to help education the community. How can help we support this and connect with each other? (Anne)</p> <ul style="list-style-type: none"> • Pinnacle Prevention: There's a desire to have SNAP-Ed presence at all the markets to educate on what's available, how to cook with it, how to stretch food dollars, open to creativity.
<p>Discussion: Direct education at farmers' markets</p>	<p>Is anyone doing Direct Education at farmers markets and if so, what are they using and what is their approach? (Adrienne)</p> <ul style="list-style-type: none"> • Pinnacle Prevention: Existing curriculum doesn't fit in terms of audience and time frame • Greenlee Ext: Food demos, MyPlate 10 Tips, Fun Food News, no longer than 30 minutes • Desert Mission: Food demos with Fresh Express, free sample are popular • Maricopa Ext: nutrition booth and/or cooking demos • Coconino HD: Cooking Matters with Kids is a curriculum that would fit • Eval: There is at least one research article showing DE at FMs is effective <p>For counties doing Farmers' Market tours, classes, etc. do you have any evaluations for your strategies? (Natalia)</p> <ul style="list-style-type: none"> • Pinnacle: Adapted Cooking Matters at the Store curriculum and have developed pre and post surveys <p>Guidance on farmers market tours and emerging practices (Jesse)</p> <ul style="list-style-type: none"> • See June 2017 FS Subcommittee Meeting Minutes
<p>Closing</p>	<p>Next call is Wednesday, June 14, 2017 from 10-11 AM.</p>