



**Communities Putting  
Prevention to Work**  
Making healthy living easier.

# "Evaluation Endpoint Survey Results: PSE Changes"



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## **F2T PARTNERSHIP & CHILDCARE STANDARDS PROJECTS**

**JANUARY, 2012**

**Public Health**  
Seattle & King County



 **let'sdothis**  
Working together for  
healthier places to live

What did it take for agencies and partners, to make PSE changes in real world contexts?

What did we learn about processes, innovations, surprises, unexpected, real world challenges

What has been the impact?

Where do we go next?



**What Difference Did we Make to Improve healthy eating through FARM TO TABLE Strategies?**

# Acknowledgments

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- I would like to acknowledge the work of all the CPPW F2T Partners and affiliates who contributed to the work and evaluation of the project.
- **City of Seattle: HSD-ADS**
  - Chicken Soup Brigade
  - Seniors Services
  - Catholic Community Services
- **City of Seattle: HSD-YFE**
- **King County Housing Authority**
- **CSHEL**
- **Puget Sound Food Network**
- **Muckleshoot Tribe**
- **Washington State Department of Agriculture**
- As well I would like to acknowledge the critical contributions of Adrienne Dorf (Project Officer) and Nancy McGroder (Administrative Specialist III).

# Overview of Analysis & Presentation

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- A Compilation of the following evaluation activities:
- January Endpoint Reflection Survey
- December PSE survey
- the October Pilot Evaluation Summary PPT
- the October Midpoint Reflection Summary

# Background to the Project



# Our Question: How to Get Fresh Local Produce to Kids and Seniors?

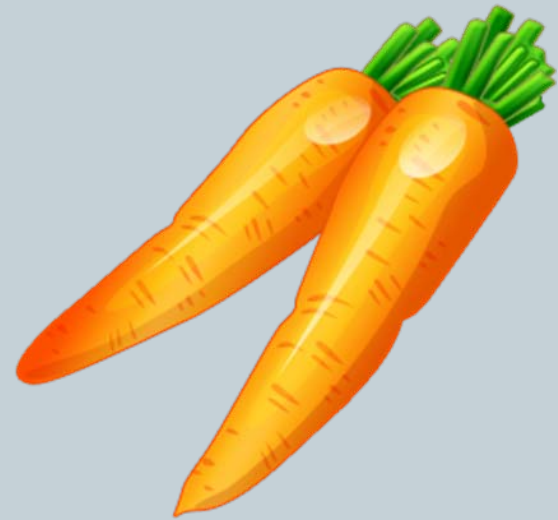
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# At the Same Time We Were Working on Improving Childcare Standards

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- **Healthy Eating**
- **Active Living**
- **Screen Time**
  
- **KC Housing Authority**
- **City of Seattle: HSD-YFE**
- **CSHEL**
- **CPPW Childcare Standards**  
work went outside of the F2T  
work but was tied in. For ease  
of reporting is discussed in this  
report.



# We Experimented with Five Pilot Projects

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- **Seniors' Programs: January-October 2011**
- **Childcare Centers: March-October 2011**
- **Family Childcare (home): YFE: Aug-Oct 2011**
- **Family Childcare (home): KCHA: Aug-Oct 2011**
- **Childcare Centers Expansion and Piloting Aggregation Models: (Oct/11-Feb/12)**



# Puget Sound Food Network

## Sub-contractor

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- Critical Role of connecting the farms to the partner agencies, figuring out systems, building relationships and creatively working with partner agencies to figure out models that will work
- Karen Mauden
- Emma Brewster (AmeriCorps Volunteer)
- Lucy Norris



# Washington State Department of Agriculture

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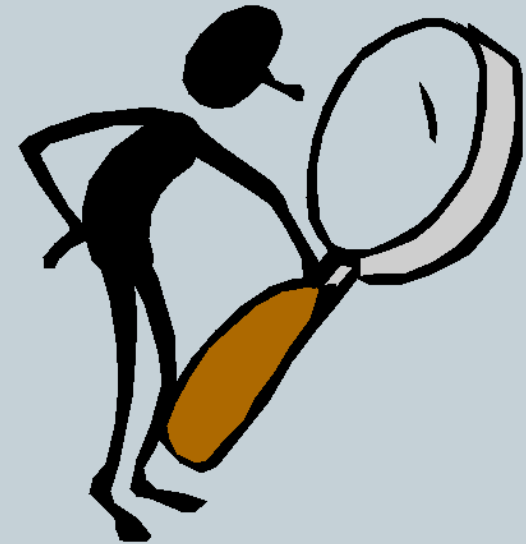
- Sub-contractor
- Conducted Assessments and developed strategic plans for several of the seniors sites
- Arranged for trainings, farm visits
- Is setting up on-line recipe bank



# Started with a Blank Slate

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- This was new for everyone
- No one had a pre-conceived notion of a model
- Everyone recognized there were varying agencies and entities
- So was very experimental and flexible : trying things and learning as they were going



# Two Sectors in the Partnership



- **SENIOR SECTOR**
- **CHILDCARE SECTOR**

# Seniors Sector of the F2T Partnership: Background

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## **1) CITY OF SEATTLE: HSD-ADS:**

- **A) Seniors Services:**
- **B) Chicken Soup Brigade**
- **C) Catholic Community Services**

## **2) THE MUCKLESHOOT TRIBE - ELDERS MEAL PROGRAM**

# Seniors: Differing Models



# Senior Services Community Meal Program

**93,151 meals/yr    2700 Participants daily**

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- Model: Lunches are provided at a community senior center
- Seniors live independently in the community and this meal often times is **what keeps them able to live independently in the community**. Offers a socialization and nutritional opportunity.
- Many have disabilities (stroke, arthritis) that make it difficult to prepare meals, others where spouse died and they are not able or are not preparing meals.
- Seniors are very in-tune about nutrition and health and want healthy foods.



**“Food for  
the  
Body and the Soul”**



# Chicken Soup Brigade

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- **Number of People Enrolled:** serve **600-650 people/week**. Includes people with HIV, seniors, and people with chronic conditions.
- **Meal Program:** Clients are provided with 5-7 frozen meals/week. The meals are **prepared from scratch at a central kitchen**. Meals are delivered or some clients may pick them up at a central location. Idea is to provide nutritious meals for them.
- **Grocery Program:** CSB also provides groceries for some clients who are able to prepare their own meals. They receive 2 fresh produce items/visit: usually bananas and oranges but could also be cucumbers and peppers for instance. Something with little or no prep



# Catholic Community Services

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- Serve **504** meals/day in KC
- **12** meal sites in KC
- Meals on Wheels in some counties
- Also serves NW & SW Washington

## Muckleshoot Tribe

Was only serving  
processed produce

Key focus:  
improving health  
and regaining  
traditional culture

Felt that F2T would  
add to their Food  
Sovereignty Project

The Senior Center has  
275 members, serves 90  
home-based meals daily  
and 60-80 people on site  
daily.



**The Muckleshoot Tribe was not an original partner and was not funded but saw this project as an important opportunity.**

# Differing Models, Goals, Outcomes

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- **Senior Services:** baseline in 2010: mainly processed, prepared foods, only some scratch. Main goal: **move away from processed**. Jan 2011 started with FareStart. FareStart offered local produce that was either prepared or could be delivered so cooks could cook from scratch if they desired. Some centers tried to connect directly with farmers in pilot, but found it better to have a **central cooperative purchasing model** such as with FareStart. One Center (Sno-Valley) is however continuing directly with the farmer.
- **Catholic Community Services:** Baseline was previously cooking from scratch and using produce, but not “local”. Main goal: **“Local produce” Went to central purchasing model:** Ducks Delivery:
- **Chicken Soup Brigade:** Baseline was mainly processed. Main goal: **move to fresh local produce**. Went with Full Circle Farms
- **Muckleshoot Tribe:** Baseline was all processed/prepared. main goal: **move away from processed, improve health, change culture** direct with farmer;

# Background

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## CHILDCARE SECTOR OF THE F2T PARTNERSHIP

- **CITY OF SEATTLE: HSD-YFE**
  - **Childcare Centers:** Pilot I(Mar-Sept); Pilot II: (Oct-Feb/2012)
  - **Family Home Childcare Sites** (Pilot: Aug-Sept)
- **KING COUNTY HOUSING AUTHORITY**
  - **Family Home Childcare Sites** (Pilot: Aug-Sept: 8 wks.)

## 21

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# City of Seattle: HSD-YFE

Focus on introducing  
fresh local produce,  
healthier eating thru  
F2T strategies

Focus on introduction  
of new HEAL  
Childcare Standards



## **Pilots with Both Childcare Centers & Family Home Childcare**

# City of Seattle HSD-YFE-Childcare Centers Pilots

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- **Pilot 1:** March-Sept 2011:
  - 8 centers
- **Pilot 2:** Oct 2011-Feb 2012:
  - original 8 plus
  - 22 new Centers = 30 Centers



## East African In-Home Childcare Focus

Focus on introducing fresh local produce, healthier eating thru F2T strategies

Focus on introduction of new HEAL Childcare Standards

8 wk. Pilot on both  
CSA boxes and  
New HEAL  
standards



**Family In Home Childcare KCHA  
(10 family homes) (Aug-Sept, 2011)**



# Family In-Home Childcare Pilots

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- **10** City of Seattle family home child care providers
- **10** King County providers in the Southwest Seattle and White Center areas
- Received **8** weeks of local, organic produce: **one CSA box each per week for 10 weeks**
- **20 sites x 8 weeks = 160 CSA** boxes piloted with Family Home Childcare



# City of Seattle-HSD-YFE

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- Because of the success with the first two pilots, wanted to continue with more pilots with **PSFN**
- Received an additional \$30,000 in CPPW underspend funds which allowed them to take F2T Pilot to scale adding an additional 22 childcare center sites for a total of 30 sites
- Some of the sites are also serving as a “**food hubs**” with 3 pilot models”:
  - **CSA pick up site for on site families**
  - **CSA pick up site for wider community**
  - **“Good Food Bag Pilot”**



# Childcare Center Food Hub Models

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- Original 8 pilot sites were about using the “commercial purchasing model.”
- In the expansion model:
  - 15 decided on commercial and
  - 15 sites went to CSA box model for the Center.
- The sites also agreed to serve as CSA box Pick up Sites
  - 50% Open site to community
  - 50% Restricted to Childcare Families

# Also Included Capacity Building

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- 2-3 Farm Visits (**both for seniors sector/childcare sector**) were held where staff were able to meet the farmers and see how the operation works
- Several community kitchen cooking events to teach staff about preparing and cooking fresh produce were held



# What Difference Have we Made for King County Residents in terms of Healthy Eating through Farm to Table Strategies?

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# What Difference Have We Made?

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- Fresh local **produce deliveries** are being made to childcare and seniors sites
- Have established farmer-childcare & farmer-senior site **relationships**
- Have established **sustainable delivery models**
- Participants, staff are expressing **appreciation of & desire** for fresh local produce. Didn't happen in the past
- Increased nutrition and food prep **capacity** of staff



# What have been the Key Successes?

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- A **variety of models** have been developed for fresh local produce delivery
- **Elders/Seniors/Parents/kids** enjoying fresh foods over processed
- **New Partners** to the table
- **Increased access** to healthy foods
- Sustainable **relationships**
- Increased **awareness**



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# What Policies Systems-Environments Have Changed? (As of January 2012)

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# What Policies-Systems Have Changed?

## Both Seniors and Childcare Sectors (As of Dec 2011)

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- (E): More fresh local produce is being purchased and eaten; participants eating healthier and welcoming the changes
- (S) New **marketing strategy** for PSFN: customized fresh sheets
- (S) changes to **attitude and capacity**: now “**can-do**” attitude”
- (S) **integration of healthy local produce & scratch cooking** into menus & agency purchasing systems including fresh local

# What Policies-Systems Have Changed?

## Seniors Sector (As of Dec 2011)

35

- (P) delivery frequency and **farm source labeling** at Catholic Community Services
- (S) agency purchasing systems including fresh local
- (S) : 7/12 Seniors Services Congregate Meal programs have moved to all meals cooked from scratch.
  - **This change will affect 1965/2700 total participants or 73% of the participants.**
- Now nearly all Senior Services Congregate Meal programs will be scratch cooking.

# Policy-System Changes Already with **Seniors** Generally

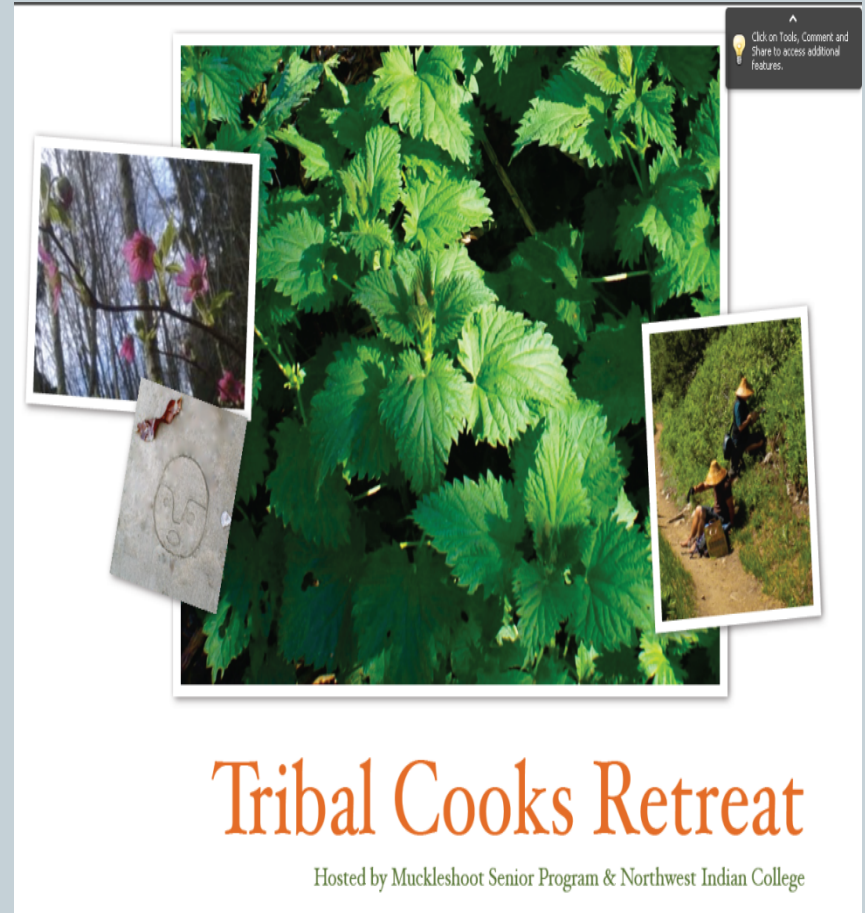
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- CCS: Has established a vendor that delivers “local” produce: Ducks Delivery
- They are using less processed food and more local produce (S & E)
- Many cooks/volunteers have learned new ways of cooking (S)
- CSB: likely will continue with Full Circle (S)

# What Policy-System Changes have Occurred Already at Muckleshoot Tribe?

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- (S) Have set up **relationship/system** with local farmer
- (S) Have **trained the cooks** on how to prepare fresh local produce at Tribal Cooks Retreat events
- (S) **Cancelled contract** with large vendor that was providing only processed food





# Muckleshoot Tribe PSE Changes

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- (S) The project is also helping to bring back their **culture** (i.e. respect for elders)
- (S) Linking with **health clinic** to follow health indicators: i.e. blood sugar, BP
- (E) **Cooks & elders** are “happier”
- (E) **More elders** coming to the seniors center



# What Policy and System Changes Have Occurred Already with Childcare Centers?

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- Line item in **budget** (P)
- Have set up relationship with the farmer (S)
- Staff are being trained (S)
- Understand how to use **internet system** to place the orders (S)
- Some staff are learning to eat healthier (**modeling, transfer**)
- **Parents are interested** : Some have set up a CSA box system for Parents (S) (**Transfer**)
- (S) Agency purchasing systems including fresh local



# Key Successes

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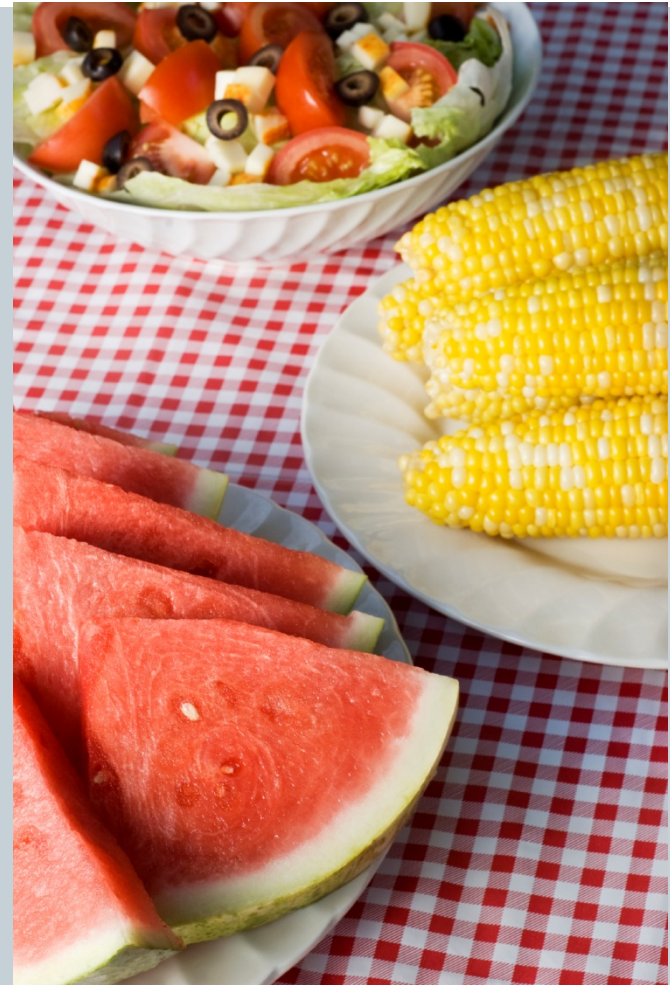


# Seniors Sector Programs:

## Successes

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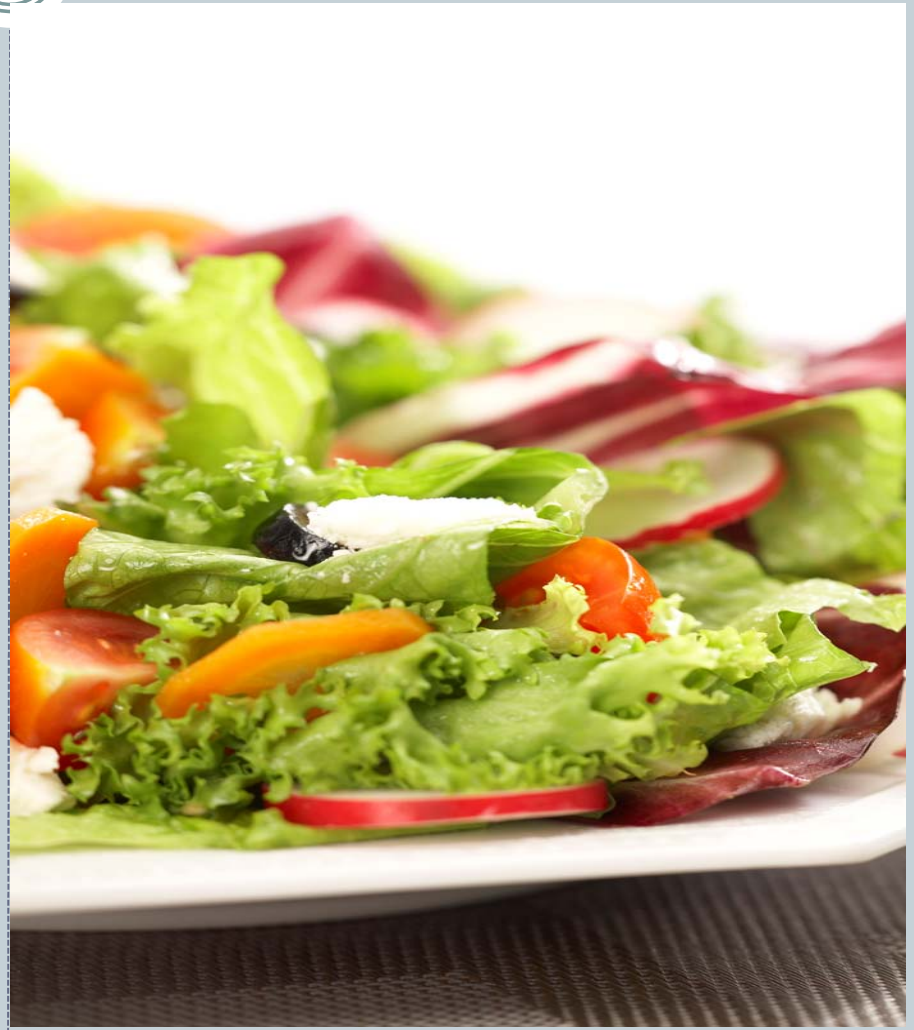
- Seniors like fresh, local produce
- More seniors are attending centers because of the food. ***“We are increasing attendance through this project!”***
- Many cooks are devoted to their seniors/elders and **see it as their mission** to prepare and serve good nutritious food
- In some cases cooks, staff and volunteers have found **they are working together better now due to vegetable preparation** & get more job satisfaction out of preparing meals



# Why is Local Produce Important to Them?

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- **Cooks say:**
  - better shelf life
  - better color and variety
  - Importance of the “Plate”
- **Participants say:** better color, taste, and variety
- Cooks and “customers” are interested in “local”:
  - Supporting the economy
  - Feel like more nutritious
  - **Importance of labeling “local” is important to both cooks and participants**



# Muckleshoot Tribe: Successes

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- Preparing vegetables/fruit together has **brought the kitchen staff together more as a team.**
- Previously they only **“heated and served”** mainly processed canned and frozen foods.
- Now they are serving salads, various vegetables and fruits. **They had not served peas or corn on the cob before at the Center!** They had not served Caesar salad before.





# Muckleshoot Successes

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- One of the things that have changed during this project has been a focus on **regional fresh fruit and vegetables**. (Region includes WA, Oregon, CA, BC: as is all the F2T pilots).
- The cooks have been preparing and serving **dessert differently**: no longer focusing on baked goods, but focus on fresh fruit.



# Muckleshoot Tribe: Successes

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- **One Elder told Wendy that she has never eaten so much salad previously.** She said that previously she and her husband would go to a restaurant and order “comfort food” (high calorie, greasy kind of thing) but the last time she went out she ordered a crab salad and feels better now ordering this kind of thing (so a transfer of learning into other parts of their lifestyle)



# Childcare Sector Successes

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- **CHILDCARE STANDARDS SUCCESS**
- **CHILDCARE CENTERS: F2T**
- **CHILDCARE FAMILY HOMES: F2T**



# Incorporation of Childcare Standards: Policy and System Changes

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- The City of Seattle and the King County Housing Authority (KCHA) **have adopted new child care standards** to promote healthy eating, physical activity and screen time limits for child care programs under their purview.
- KCHA and the City of Seattle will **provide training for child care providers** on the new best practice standards and on practical ideas for implementing the new standards, by early in 2012.

# KCHA : New Standards

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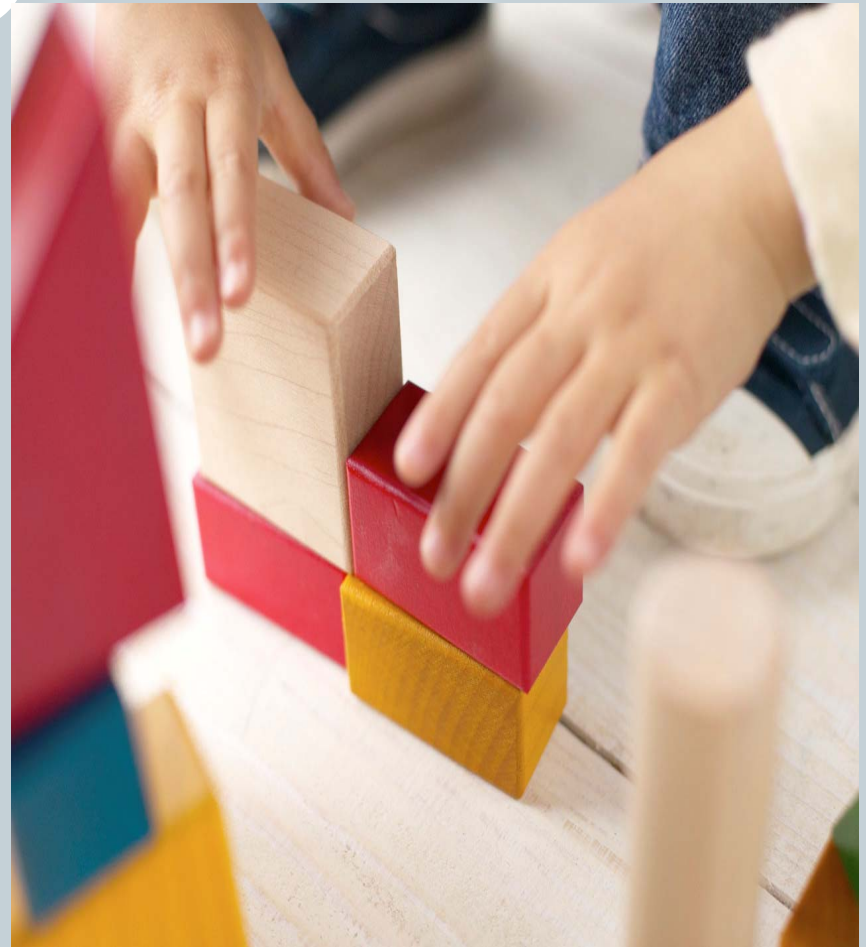
- KCHA will include the new standards in any new or renewing contract with on-site family home child care providers beginning on January 1, 2012.
- KCHA is currently developing a plan for monitoring compliance with the new standards.



# The City of Seattle YFE:

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- The City of Seattle has revised the tool used by the City staff to assess health and safety practices at the 170 child care programs who enroll children from low-income families who receive child care subsidy funds from the City.
- This revised assessment tool will be implemented in March 2012.



# Childcare Centers: Pilot 1

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# Childcare Centers Successes

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## Many Positives

- Staff like it
- Kids like the produce
- Provides new program ideas for Staff
- Parents have become interested and many taking CSA Boxes
- Some staff have changed their own eating habits

## How they described the 1<sup>st</sup> Pilot

- Challenging
- Energy
- Exciting
- Friendship
- Fun
- Growth
- Healthy
- Learning
- Organic
- Partnership
- Planning

# Successes

## Childcare Centers

52

- Farmers really nice and responsive.
- We put fruits and vegetables in basket to showcase before cutting. Parents noticed them as well.
- *“It was fun to get a weekly box. Kids enjoyed opening it and seeing what was inside.”*





# Family In-Home Childcare Pilots

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## **SUCSESSES**

# Family In-home Childcare Successes: KCHA

54

- Previously used fresh produce but bought at grocery stores.
- They like the colorful vegetables.
- Liked the home delivery
- Tell themselves they are eating organic fruits and vegetables and feel better about it.
- *“Kids love the fruit, Enjoy having it. Not sure about some of the vegetables.”*

**Very few issues with the new standards**

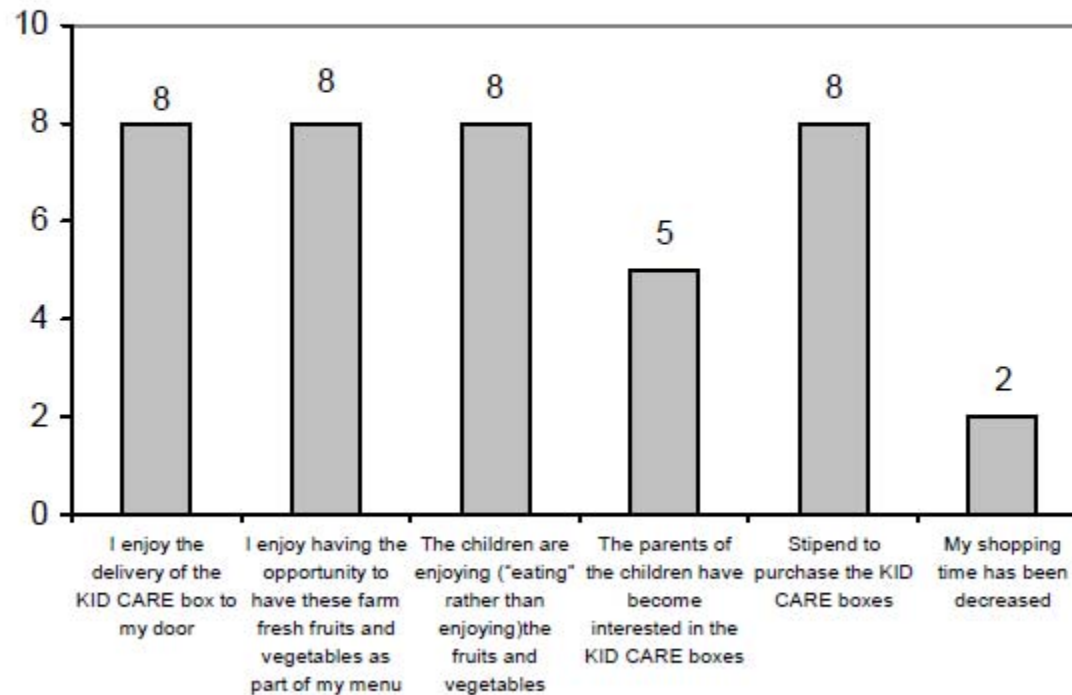


# What is working well?

## City of Seattle-HSD-YFE In-Home Childcare Pilot

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12. What is working well for you?

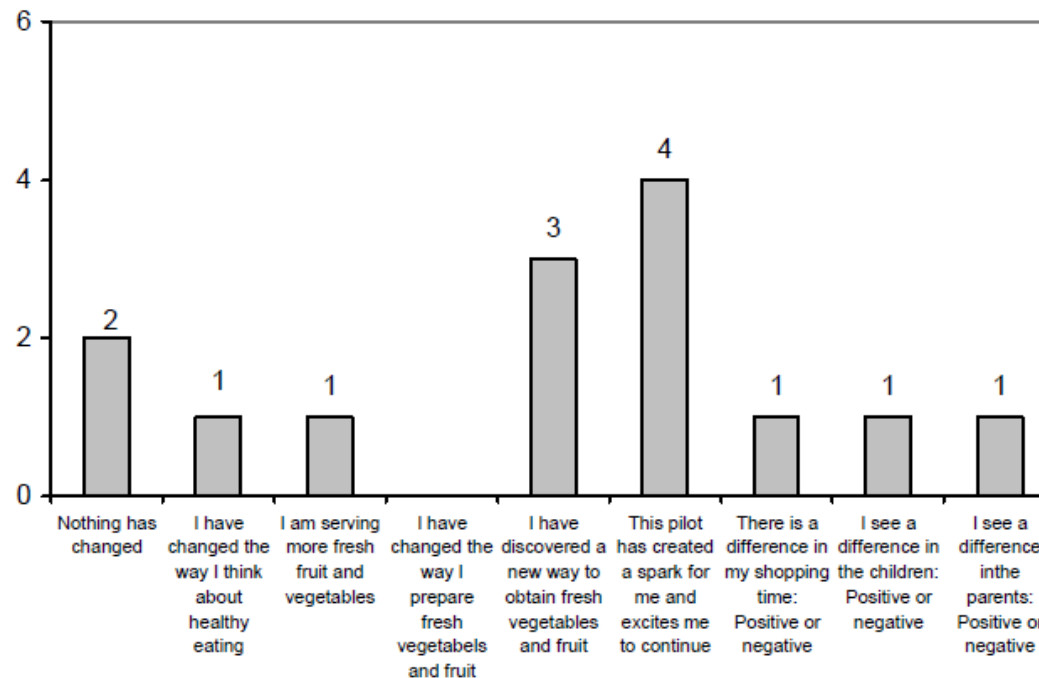


# What has Changed for You?

## City of Seattle-HSD-YFE In-Home Childcare Pilot

56

13. What had changed for you and your childcare program, if anything, since part



# Senior and Childcare Center Groups Said...

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- **Both Seniors and Childcare Centers** are sending the extra produce home with the kids and the seniors
- **Both Seniors and Childcare centers** are teaching their “clients” about healthy eating, produce, how to prepare thru the project
- Childcare centers: pilot: CSA box **building transfer of practice to parents**



# Counts of Things

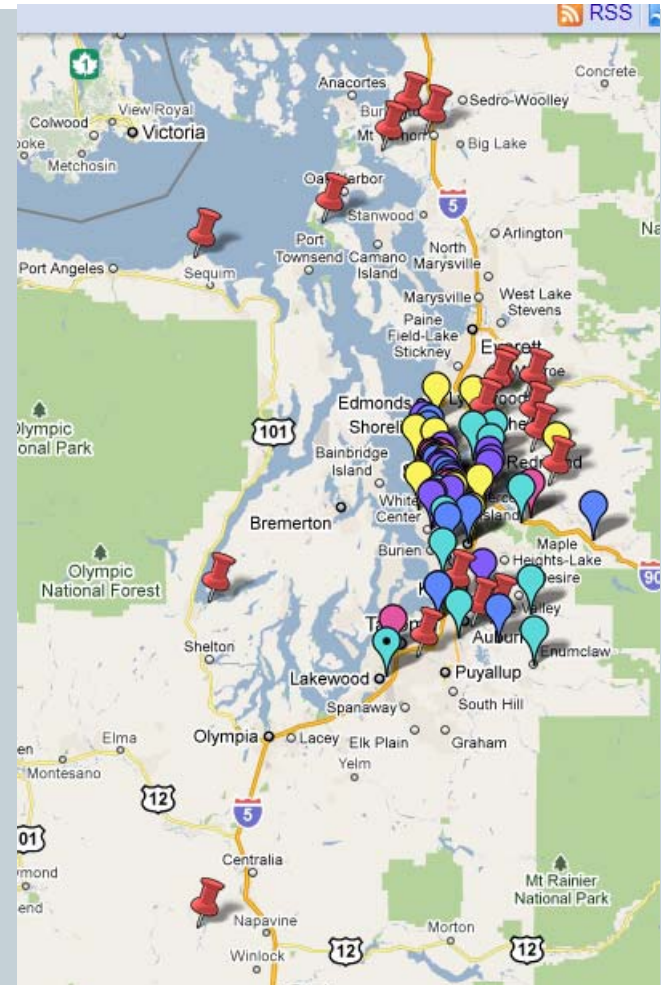
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- **6** meal-providing agencies (**ADS, CCS, CSB, MIT, SS, YFE, KCHA**) from original appointed 3 (and only 1 was funded – CCS)
- **21** sustaining farm-to-meal program wholesale purchasing relationships created
- **50** total meal sites participating from original goal of 3;
- **123+** wholesale orders placed with PSFN member farms by meal programs for seniors and children
- **2,000+** new eaters of locally-produced food (estimated based on meal site participants)
- Between **8,797 and 10,140** meals featuring project-affiliated local fresh fruits and vegetables served to lower income community members
  - (**Many Thanks to Emma Brewster, PSFN for “counts”**)

# Amount Fresh fruit and Vegetables Sold as of January 2012

59

- 3733 pounds
- 1898 individual pieces
- 365 cases
- 327 bunches
- 28 flats
- (Many Thanks to Emma Brewster, PSFN for “counts”)



# Counts of things

60

- **20%** increase of Muckleshoot elders' eating fresh produce
- **2** Muckleshoot cook retreats trained xx cooks
- **8** senior meal program cooks received training
- **5** agencies-**20** sites serving meals to older adults now ordering produce from local farms
- **10** City of Seattle family child care providers received 1box/week for 8 weeks = **80 CSA boxes**
- **10** King County providers in the Southwest Seattle and White Center areas received 1box/week for 8 weeks = **80 CSA boxes**
- **8: original number of City of Seattle childcare centers**
- **30: new total number of City of Seattle Childcare Centers involved in Expansion**
- **7** kindergarten sessions were held and **50-200 pple attended each event**

# Key Things that Made this Work

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- Relationships
- Flexibility
- Allowing Innovation
- **PSFN:** open-minded, flexible to diverse needs of both farms and sites
- **F2T Team:** energy, willingness to work together, dedicated
- *“Meeting people where they are at”*
- Allowing for *“One size does not fit all”* approach
- Involving the grass-roots (staff) in figuring out best models
- The CPPW grant money itself
- Commitment of our agency



# Anything Innovative, Cool, New or Neat

62

- Piloting Good Food Bag model for **Refugee & Immigrant Family Center (RIFC)**
- Piloting CSA boxes to home-based & center-based childcare sites
- Piloting CSA boxes with African home-based family childcares
- Piloting CSA hubs (aggregates) models: a) open to families and b) to the community
- Farmer Established Kid-Friendly box
- Fresh produce to Meals and Wheels
- Muckleshoot Cooks Retreat
- Summer Fresh bag program
- WSDA: On-line recipes
- *Amazing amount of Innovation in this project!* (Evaluator's note!)



# A Success Story

## Sno-Valley Seniors Services Site: Win-Win Situation

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- Site Coordinator set up an arrangement with Full Circle Farms located close by. The Farm donates produce every Monday that is extra that they normally would just compost.
- Site Staff and clients are happier with the meals, while Full Circle is excited because they feel they are doing a community se
- *“Often there is extra produce and if cannot be stored, we set it out on the table and seniors take it home. So now I am teaching them about produce they hadn’t used before and also they are eating healthier at home also.”*  
*Jennifer Berg, Site Coordinator*



Sno-Valley Site typically feeds  
40 people/day & 60-80 on  
special occasions

# A Success Story

## Childcare Center

64

- *“We have introduced some new fruits and vegetables to the children in our program. We have also done some amazing cooking projects and even did an apple taste testing activity*
- *The online process in which we select our produce is fast and easy to do. The quality is well worth the cost.*
- *We also have three families that are ordering weekly boxes from Full Circle. They are also very pleased with the quality of the produce and love the convenience of it being delivered here.*
- *We will continue with Full Circle after our stipend ends. We will however scale down to one or two boxes a month.”*
- **Sanislo Community Day Care, Seattle, WA**



*“Our experience with Farm to Table has been wonderful. We are getting a beautiful box of fresh produce from Full Circle Farms each week.”*

# A Success Story

## Muckleshoot Tribe: Improving traditional culture and health

65

- **Seeing a real change with the Elders:** they ask what is being served for lunch, interested in watching the food prep (engaging), saying they are enjoying the food.
- **More Elders are now coming to the meals** than they have had before
- Approx. 30% of children are raised by Elders and now many **Elders are bringing the children to the Seniors' Center for lunch!** Although the center is not funded for this, Wendy says they really can't turn them away. However, it shows the value the Elders place on this food
- **This Farm-To-Table project is more than just "food": it is also helping with the Muckleshoot in regaining their lost culture and traditions**

# Success Story of Innovation :

## Good Food Bags Off to a Good Start

66

- On Jan 11, 2012 PSFN & City of Seattle HSD-YFE organized something they had never done before: **an aggregated buying model** serving the families of our Farm to Table (F2T) child care centers!
- The pilot provides families of **Refugee & Immigrant Family Center (RIFC)** children with take-home “Good Food Bags” (local, seasonal selections of organic produce). This is a spin off of Toronto’s [Good Food Box](#) program. The idea is that the site purchases large quantities of seasonal produce at a wholesale price, then when families come to pick up their children they can pack a bag of fresh, affordable produce to take home. (adapted from PSFN blog entry by Emma Brewster 01/12/12)



# Key Challenges

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- Weather limiting availability and timing of produce
- Employee turnover at sites
- Seniors Services: tried central vendor model (central purchasing model with FareStart who also prepared some foods) but was too expensive. Have gone back to each center making their own arrangements
- Management commitment
- Communications with farmers
- Always takes longer than you think
- Staff time from some key partners
- Farmers found out that \$50 for commercial purchasing model was too low. Need to go to \$75.00 min.





# Childcare Center Challenges

(At End of October 2011)

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- Amount (of produce)
- Cost
- Delivery Date
- Storing
- Time to order, prepare
- Washing (bugs)
- Waste

# Seniors Program Challenges

69

- Many of the seniors programs need a vendor distribution system model, rather than the farmer direct model
- Some cooks like to get fresh produce and prepare, however Constraints with lack of staff (cooks hired part time) & reliant on volunteers
- Needing to operate on \$2/meal
- Coaching/support/training needed for cooks/staff/volunteers to learn about how to prepare, but constraints with resources
- \$50 min order problem for some cooks: those that did try to connect with farms
- Need to work with larger farm business



# New Potential for Sustainability through the Levy Planning

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- The recent levy planning process is allowing for a deeper understanding of health and academic success.



# Anything You did Not Accomplish?

71

- We wanted to see **a successful co-op buying model** to decrease the cost of fresh produce. It seems that that is beyond the scope of this grant. But it would further our work since cost is a barrier for our residents and on-site youth programs.
- The **whole cooperative buying model** is not where we thought it would be. A few conversations with a few key players made us realize that isn't something the providers really want or have the time/where-with-all to use. We hope the online tool is able to be of use by many of our sites, but won't work for all of them.

# What Did You Gain?

72

- **Exposure to our own value** in connecting local farms to sites. Introduced to many new community partners. more community/city/county awareness of our organization and our capacities.
- Training and **internal capacity building** around HEAL issues
- **Better understanding of all the other partners**, their roles/missions. partnerships and relationships that will endure beyond the grant.



# Any Spin-offs, Ripple Effects?

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- Partnership with Muckleshoot Tribe: **now growing connection** to other Tribes for PSFN. Has opened the door for relationship between AAA & Muckleshoot.
- **New connection** to Rainier Valley Eats
- New connection between Seattle HSD-ADS\*Seattle HSD-YFE\*King County Housing Authority
- **Summer Fresh Food Project**
- **Healthy Kids Box**
- **Good food Bag concept: piloting**
- **Scratch cooking** is becoming more accepted
- **Extensions to families, staff** & ways of eating/cooking beyond program participants (both at child/youth and seniors/elder levels)
- **On-line Recipe Bank** being created by WSDA
- **New PSFN Procurement Tool**

# Spin-Off

74

- The result of Childcare pilots was that participating farm, Tahoma Farms, created a custom box which they are now promoting to their customer base.
- The **Healthy Kids Box** was launched in September with a larger version planned for January 2012.



**Healthy Kids Small - \$26**  
[Select schedule] ▾  
[Add >](#)

Description	Producer
Kid-friendly items, in kid-friendly sizes. Snackables, lunchables and everything in between. (Households with 1-2 kids).	

# Spin-Off

75

- Seattle HSD-YFE & PSFN:
- A **partnership** was forged with the Rainier Valley Eats Program as we investigate a food hub model in the immigrant and refugee community of Southwest Seattle.

## Rainier Valley Eats!

Growing, Sharing and Eating in Southeast Seattle



# Spin-Off

## City of Seattle: HSD-YFE

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- We were asked by the Seattle Early Education Collaborative (SEEC) to have a presence at all seven Seattle Public Schools Kindergarten Enrollment events.
- These events are for all families of incoming SPS kindergarteners and are held across the city in November, December and January.
- We have invited the Seattle Public Schools Nutrition Department to partner with us and they will send lunchroom management to speak about school menus, free and reduced lunch, nutrition, etc.
- We view this as a pivotal institutional partnership.
- **200 People attended**



## Spin-Off

### Wal-Mart Foundation Grant: Summer Program

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- PSFN & City of Seattle-HSD-YFE partnered & received a Wal-Mart Foundation grant to benefit the existing Summer Food Service Program.
- With the help of the grant, **8000 bags of fresh produce went out with lunches in the summer**
- Didn't take long to get farmers on board
- Unexpected spin-off: drop site was Seattle schools. Staff got on board. Established rapport. They are not scared of newness anymore.
- The meals are served to children at approved sites where at least half the children are eligible for free or reduced price school lunches.

- *"A lot of parents are at work, and kids are left to fend for themselves, so the program kind of gives the kids that little freedom to go out of the house, be on their own and get some food,"* says John James of the Summer Food Service Program. Komo News June 25, 2011.





# Dignitary Visits

78

**Deputy Secretary Merrigan visit Central Area Senior Center: first Senior Services F2T Delivery: March 2011**



**Mayor McGinn visits Beacon Hill Community Day School for 3<sup>rd</sup> F2T Delivery July, 2011**



# Surprises

79

- Willingness of participants and enthusiasm to get the job done.
- I thought we would have more resistance to the standards.
- Muckleshoot being so willing to join our meetings and share their work with us even though there was no funding at the table for them. I think this project has helped changed the dynamic and perceptions we each had of each other
- The project far exceeded the original scope.
- Product availability from farms.

# What PSE change will occur by March 2012?

80

- More options for produce deliveries customized to sites' needs.
- New food aggregation models will be tested.
- City of Seattle HSD-ADS will develop and include **a policy on F2T and fresh local produce for the 2012 RFP** for the senior nutrition program.
- **Expand number of meal programs** using produce from area farms.
- **Utilize new PSFN online procurement pilot tool.**
- Contract with Washington State Department of Agriculture on the creation of an **electronic recipe bank** specifically for child care providers as well as a cooperative purchasing inventory in King County
- More **onsite training and technical assistance** which will focus on food preparation and healthy eating best practices.
- Results of the **YFE Pilots** (Center expansion and Food Hubs) will be available

# Sustainability

81





# Sustainability?

82

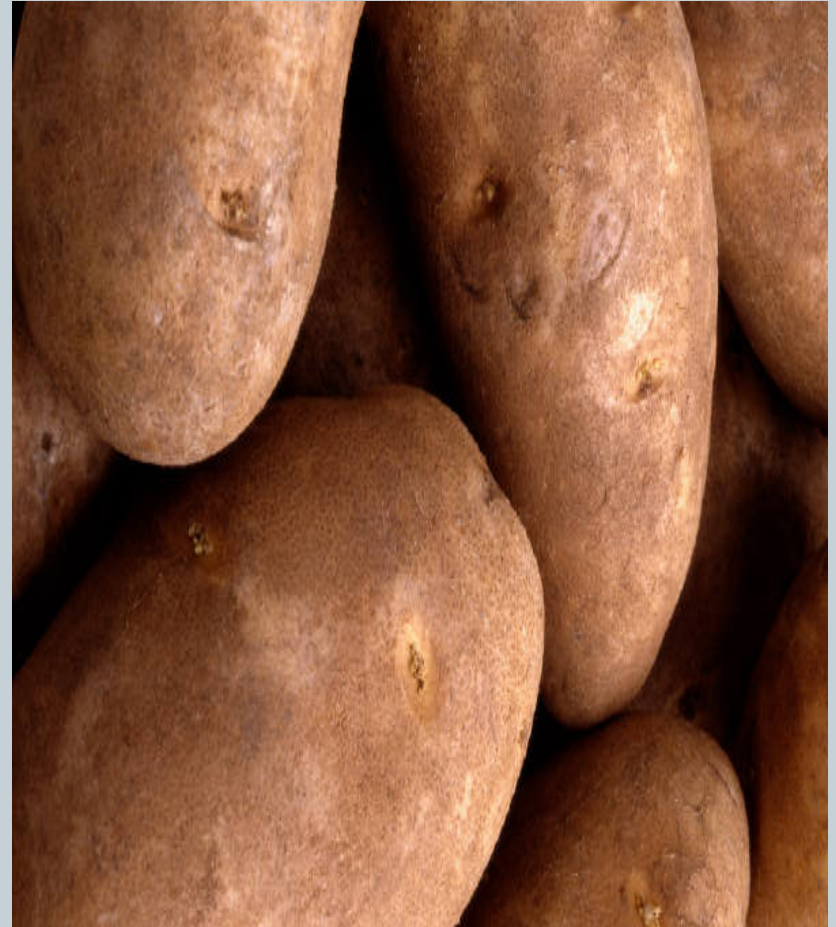
- Dedicated funding
- Healthy eating practice
- Add to our practices and policies
- Continue Relationships & Partnerships
- **To have F2T institutionalized within the agency**
- Muckleshoot has Food Sovereignty grant that will continue
- City of Seattle-HSD-ADS F2T Will be in the 2012 ADS RFP process until 2016
- (P)City of Seattle-HSD-ADS: planning to move to all scratch cooking
- Participate in the City Food Policy IDT so share progress with internal stakeholders
- City of Seattle-HSD-YFE: Have RWJF healthy Kids-healthy Communities grant until Nov 2012



# What Should Happen to Sustain these Efforts?

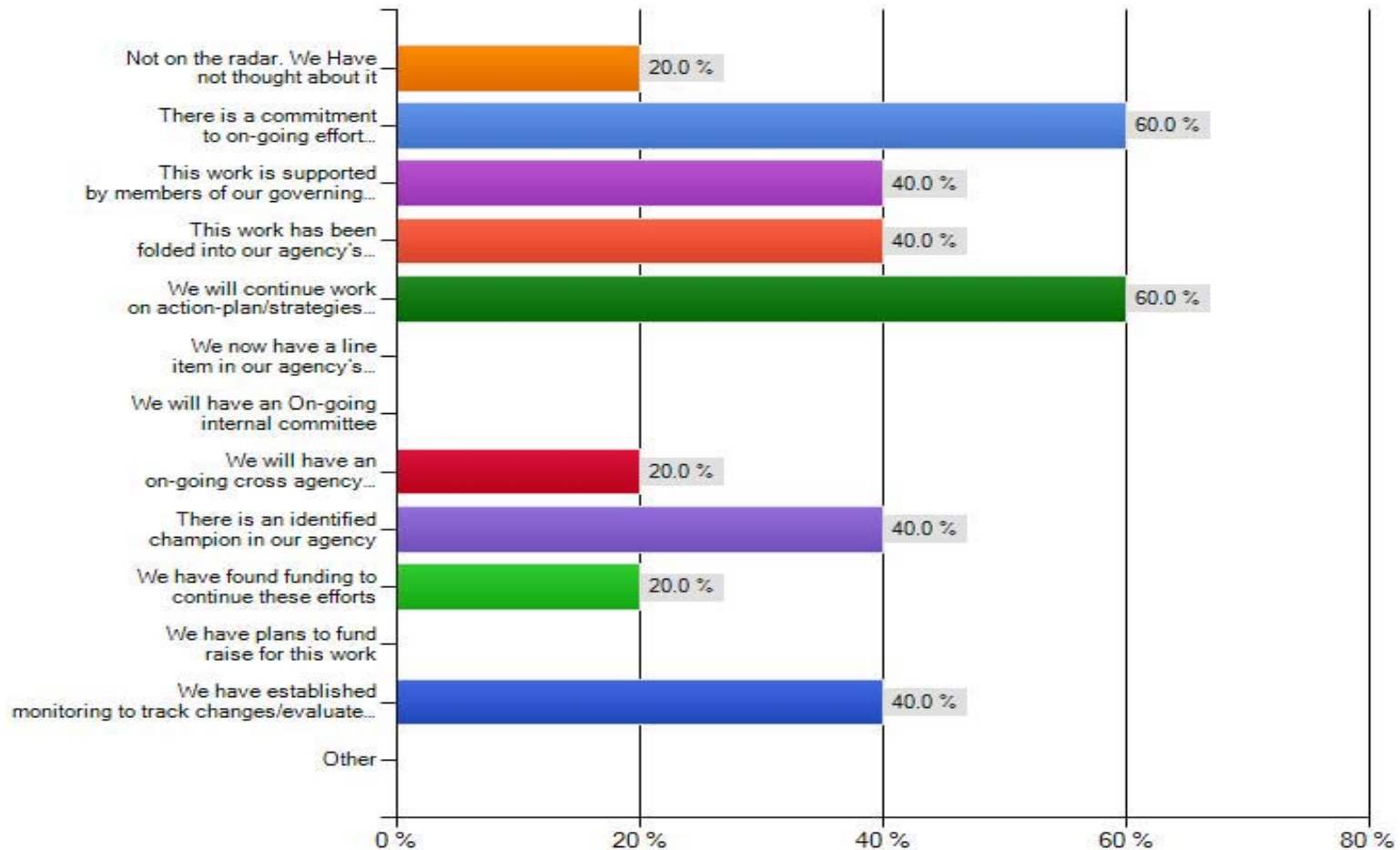
83

- King County and City of Seattle **continue to connect** with **PSFN**
- Keep in touch with **farmers** & give them feedback
- **Dedicated funding** for this work
- Keep focused on this subject **internally** within your agency



# Specific Plans to Sustain the Effort

84



# Challenges to Sustainability

85

- Challenges will come only from the internal challenges of meal sites and agencies. **If sites are willing to participate in this type of project, we can work with them to make it happen.** (PSFN)
- Distribution is sometimes an issue (meeting delivery minimums, paying any surcharges) but we think an aggregated distribution model or more **flexibility from meal sites and distributors/farms** will resolve this.
- After **funding** goes away, we are not sure how much staff time we will be able to devote to this topic.
- Staff time, Funding, budget cuts. Competing priorities.

# What will Your World Look Like After CPPW?

86

- **Some sites will continue to purchase locally** through the relationships with farms they made through this project. We expect about 50% of participating sites to continue on without our hands-on guidance.
- Educate and watch it grow! Wellness and feeling better.
- **Childcare Standards** will have been implemented. We will continue to monitor these standards and trouble shoot through the end of 2012.
- **New Seniors Standards coming?**
- Continued increase in sites purchasing produce from local farms.



*It has changed. I see more meal sites coming on board and **participants demanding fresh local produce***

# Dissemination

87

- **RADIO:** Two stories on Farm to Table have aired:
  - one on the very first F2T delivery to a preschool by Martha Baskin of Green Acre Radio **KBCS**
  - One by Charla Bear of **KPLU**
- **KOMO NEWS:** The Summer Food Service Program aired June 25, 2011
- **PSFN Blog :** Several F2T stories have been posted by Emma Brewster
- **Conference Presentation:** “*Health, Equity, and Regional Food Systems: the Power of Institutional Markets*” (Round Table Presentation) by Emma Brewster, PSFN, at the Food and Agriculture under the Big Sky Conference. June, 2011 held at the University of Montana at Missoula, Montano

# Lessons Learned

88

- Be **flexible**.
  - Plan for decreased produce in the winter
  - **Listen** to the needs of partners and sites.
  - Look first for **low hanging fruit** and partner first with those most willing.
  - Have an experienced participant **share their story** and experience with later adopters to make it sound more doable and less scary.
  - Be at the table with **partners you normally don't work** with
- 
- **One size doesn't fit all.**
  - **Meet people where they are at.**



# Next Steps

89

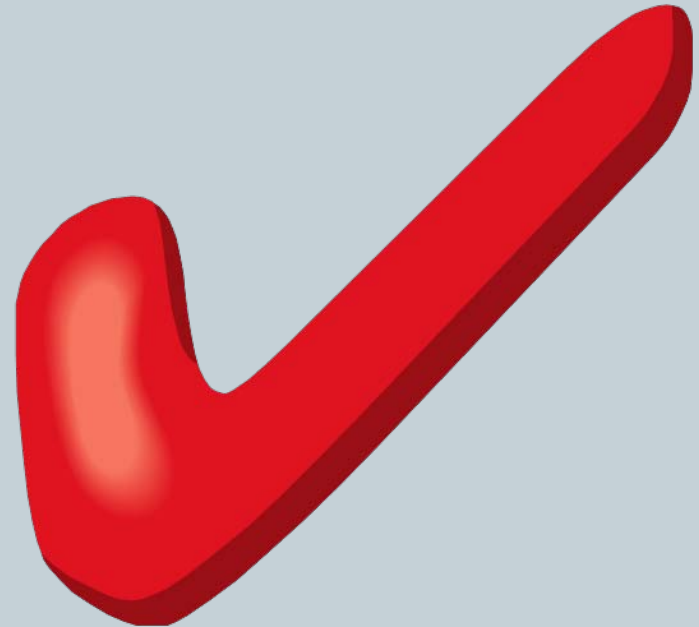
- Testing aggregation model with a YFE site to move toward more cooperative purchasing models. 3rd pilot (expansion of F2T project pairing commercial purchasing with CSA deliveries) is currently in process.
- We will continue to communicate with meal site partners
- Work on Policies.
- Continued work on sustainability.



# Did We Make a Difference?

90

- **YES!**
- **Significant gains in Policies, Systems and Environments have already been seen**
- **Thanks to hard work by F2T Partnership & supportive role of PHSKC**



# Next Steps

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- **PSE Progress Surveys:** will be sent out Jan 30 & Feb 27
- Luiza Marinescu will serve as your Evaluator until the end of the project period.
- Nancy McGroder will continue to send out the surveys, capture information from you: Anything missed here, things you accomplish over next few weeks: **please send any photos, notices, achievements, etc. to Nancy and Luiza.** We want to ensure your successes are captured!

# Reflections Today?



**YOUR THOUGHTS ON THIS SUMMARY?  
ANYTHING TO ADD?**

Many thanks to you for all of your great work to make King County a better place for all of its residents!

It has been a pleasure working with you!