

UTILIZING COMMUNITY PARTNERSHIPS TO INCREASE ACCESS TO HEALTHY FOODS IN ORANGE COUNTY

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BACKGROUND

- **Orange County is located in the Hudson Valley Region, 40 miles north of New York City**
 - **Approximately 375,000 residents**
 - **Three cities (Newburgh, Middletown and Port Jervis) with higher rates of health disparities, minorities and socioeconomically disadvantaged**
 - **City of Newburgh considered a food desert**
- **Creation of a Farmer's Market in downtown Newburgh, walkable location for low-income residents**
 - **Started in 2008 once a week between July-October in the health department parking lot**

HOW DID WE DO IT?

■ Partners

■ House of Refuge-Bishop Woody

- Non-profit organization sponsors market
 - Enables acquisition of an EBT machine and account to reimburse farmers for SNAP benefits/coupons

■ Local community based organization (CBO)- Groundwork

- Hired market manager responsible for onsite day-to-day operations
- Cost – Approximately \$2,000 for season (July-October)

PARTNERS (CONTINUED)

- **Other CBOs participating include:**
 - St. Luke's Cornwall Hospital (Community outreach)
 - Cornell Cooperative Extension (Senior Coupons and education)
 - Veterans Affairs (Coupon distribution)
 - Planned Parenthood of Mid-Hudson Valley (Health education)
 - Department of Social Services (Advertising)
 - WIC program (FMNP coupon distribution and advertising)

MAINTAINING THE MOMENTUM

- Make it as simple as possible for partners to want to collaborate
 - Health Department staff ensures paperwork for operations, maintains EBT machine, keeps records for coupon distribution
- Find a champion that believes in your intervention
 - Sponsor is also a local school assistant principal invested in the community
- Utilize existing partnerships
 - Partner with Cornell Cooperative Extension to help build relationships with farmers each season

PROCESS EVALUATION

Evaluation Measure	Baseline Data (2014)	2015 Data
Average # of participants at Newburgh on Broadway Farmer's Market per season	1,400 participants	2,633 participants
Number of Farmers at Market	3 Farmers (range from 2-6)	4 Farmers (range 3-5)
Percent of Farmers able to take SNAP benefits, Fresh Checks, and/or Veterans Coupons	100%	100%
Dollar amount of Veteran's Coupons Issued	No data available	\$1,600
Amount of \$ used through SNAP benefits (EBT machine)	\$450	\$698
Number of EBT machine transactions (proxy for # of individuals using SNAP benefits)	No data available	58 transactions
Dollar amount of Senior Coupons Issued	No data available	\$4,000
Amount of Fresh Connect Coupons Used	\$68	\$264

FARMER'S MARKET IN ACTION



recordonline.com
TIMES HERALD-RECORD

HOME NEWS SPORTS BUSINESS OPINION COMMUNITY LIFE ENTERTAIN

Thu, August 30, 2018 10:00 AM

NEWS NOW [Its tree in Martletown](#) [Couple badly hurt in Saugerties collision](#)

Farmers' markets touted for users of food stamps

Coupons given out to encourage healthy lifestyle



COMMENT

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RECOMMEND

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CHALLENGES

- **Challenge:** Finding an accessible location for farmers and market patrons
 - **Solution:** Worked collaboratively with the Planning department and input from the City of Newburgh to find no-cost location
 - **Helpful Hint:** Be flexible when challenges arise (behind building not visible, moved to open lot next door, increased foot traffic)
- **Challenge:** Perceived safety of neighborhood
 - **Solution:** Ongoing efforts with multiple coalitions and police

CHALLENGES

- **Challenge: Obtaining reliable volunteer(s) to run market**
 - **Solution:** Developed a seasonal contract through County funds to pay a market manager who was connected to the community (understands culture and community)
 - **Helpful Hint:** EBT training available online however, FNS will work with manager over the phone if training is inconvenient
- **Challenge: Attracting and keeping farmers**
 - **Solution:** Persistence and assistance from local CCE to identify best matches with local farmers
- **Challenge: Collecting appropriate data**
 - **Solution:** Dedicated staff to both collect and determine appropriate indicators for 'success'

RESOURCES

- New York Ag & Markets
 - <http://www.agriculture.ny.gov/AP/agservices/marketing.html>
- FNS (Food and Nutrition Service- Part of USDA)
 - <http://www.fns.usda.gov/snap/retailers-0>
- Farmer's Market Federation (Webinars, Information, Tips)
 - <http://www.nyfarmersmarket.com/>
- Vendor Permit Requirements for New York State (Fact Sheet)
 - <http://www.nyfarmersmarket.com/wp-content/uploads/Vendor-Permit-Requirements.pdf>
- Hudson Valley Bounty (Contact Info of Local Farmers)
 - <http://www.hudsonvalleybounty.com/>
- Local Organizations: Cornell Cooperative Extensions, Chamber of Commerce, Tourism Board, and Farm Bureau
 - Small grants are sometimes available for start-up costs

DISCUSSION QUESTIONS

- How do we build collaboration and maintain relationships with non-traditional partners (ex. faith community and farmers)?
- How do you engage the media to cover successful interventions in your community?
- How do you encourage/engage low-income residents to spend their dollars on healthy foods?