

## AzNN Food Systems Subcommittee Meeting Minutes

DATE: Wednesday, November 9, 2016      LOCATIONS: GoToMeeting

**PRESENT:**

Organization	Name
AzNN	Jesse Davenport
Evaluation	Laurel Jacobs
Coconino HD	Theresa Kulpinski
Maricopa HD	Brandon Hernandez
Maricopa Ext	Angela Entzel, Marina Acosta
Mohave HD	Tiera Morrison
Mohave Ext	Trish Zilliox
Pima Ext – CHAPS	Natalia B. Santos
Pima Ext	Jacqui Stork
Pinal Ext	Shanna Murphree
Yavapai HD	Lex Mundell
Yavapai Ext	Rebecca Serratos
Yuma HD	Tricia Kinnell

Agenda Item	Details
Introductions	
SFSP Checklist Findings (Laurel)	<p><b>Findings:</b></p> <ul style="list-style-type: none"> <li>• Most popular sites for material distributions were WIC offices, libraries, community agencies, and public housing sites. Least popular were DES offices, churches and places of worship, and community gardens.</li> <li>• Most popular method for targeted marketing to parents was sending materials home through school or after school programs.</li> <li>• A little less than half of sites provided activities during meal hours</li> </ul> <p><b>Take home messages</b></p> <ul style="list-style-type: none"> <li>• We are figuring out what this support looks like.</li> <li>• Many contractors reflected they learned a lot even if they didn't do as much as they planned or exactly what they planned.</li> <li>• Checklist will be enhanced for FY17 if you would like to use it again internally (which is optional). It will not be required again until FY18.</li> </ul> <p><b>Questions</b></p> <ul style="list-style-type: none"> <li>• Brandon (Maricopa HD – Tempe): Guidance on determining whether to fill out checklist by site or by sponsor/district?</li> </ul> <p style="color: purple;">Laurel (Eval): If support looked identical across the district, it makes sense to report by district. If work was varied or</p>

	<p>more patchwork, report by site.</p>
<p>AzNN Timeline for SFSP (Jesse)</p>	<ul style="list-style-type: none"> <li>• Materials in warehouse by 4/7/17</li> <li>• Paid media campaign (radio and online ads directed people to map) launches 6/1/17</li> <li>• Who is the contact for Strategy 4 (SFSP) at your organization? Please send to Jesse (<a href="mailto:davenpj@azdhs.gov">davenpj@azdhs.gov</a>)</li>   <li>• Theresa (Coconino HD): Can we get the materials on the 6<sup>th</sup> when we are at the conference?        Jesse (AzNN): Yes, AzNN will have the toolkit materials available to contractors at the Annual Conference on April 5-6, 2017.</li> <li>• Natalia (Pima Ext – CHAPS): Community kick-off in late May. Is it appropriate to do a kick off before media campaign launches?        Jesse (AzNN): Yes, please feel free to begin promoting Summer Food before school ends.</li> <li>• Q: Can the media campaign launch sooner to help encourage families to sign up for Summer Food?        Jesse (AzNN): No, but this is an on-going conversation with AZ Department of Education (ADE). AzNN’s paid media campaign for SFSP directs people to the SFSP map on Eat Well Be Well (EWBW). As it stands now, AzNN does not get the list of SFSP sites from ADE until the first week of June, and we don’t want to direct people to EWBW until the map of SFSP sites is up to date.</li> </ul>
<p>Healthy Food Retail Discussion</p>	<p>Contractors working on Strategy 1 shared their answers to the following questions: 1) How have your units approached retailers about healthy retail redesign? 2) Has anybody moved beyond the "relationship building" phase of the healthy retail projects? If so, what have you been able to implement at sites? 3) What have you had success with so far in this strategy (i.e. do you have any advice for other units)?</p> <ol style="list-style-type: none"> <li>1. Theresa (Coconino HD): Working with Basha’s grocery store locations. Started with two food demonstrations a month and a commitment to working with procurement, training staff, and supporting supermarket tours and health fairs. Store has started pricing produce individually at the deli, adding more whole wheat (tortillas) and low/no-fact dairy options, and using end cap marketing for low-sodium options (soups). Corporate will be visiting in December.</li> <li>2. Angela (Maricopa Ext): Encouraging beginning growers to bring produce to farmers’ market consignment table (Community Exchange) which accepts SNAP and WIC benefits. Working with other farm stand groups and</li> </ol>

	<p>providing TA.</p> <p>3. Natalia (Pima Ext – CHAPS): Previous work in 1) Nebraska with corner stores near schools and working with children as ambassadors and 2) Iowa with mom &amp; pop shops (three registers or less) mainly serving Latinx customers. Would first spend time in a store as a customer to be familiar with and recognized by owners and workers. Then worked with community members to build relationships. Lots of stores would participate as a favor, but they didn't have any buy-in. Current SNAP-Ed work in Tucson: taking the time to do in-depth customer and owner interviews. Also talking to city government about incentives.</p> <p>Resources from Jacqui:</p> <ul style="list-style-type: none"> <li>• Changelab toolkit (AzNN resource) - <a href="http://www.eatwellbewell.org/uploads/resources/Health-on-the-Shelf.pdf">http://www.eatwellbewell.org/uploads/resources/Health-on-the-Shelf.pdf</a></li> <li>• Philadelphia Healthy Retail toolkit - <a href="http://thefoodtrust.org/uploads/media_items/hcsi-y2report-final.original.pdf">http://thefoodtrust.org/uploads/media_items/hcsi-y2report-final.original.pdf</a></li> <li>• Sonoma County toolkit - <a href="http://www.sonoma-county.org/health/topics/pdf/healthy-retail-project-toolkit.pdf">http://www.sonoma-county.org/health/topics/pdf/healthy-retail-project-toolkit.pdf</a></li> </ul>
<p>Hot Seat: Tricia Kinnell Yuma County Health Department</p>	<ul style="list-style-type: none"> <li>• Reached out to our community first to determine who can do what in support of gardens</li> <li>• Make sure sites have garden leader/lover, someone who is really interested. Use a garden toolkit with details on the partnership to make sure there's a clear understanding of what SNAP-Ed can provide and what's expected of the site.</li> <li>• Work with sites such as senior housing to develop a contract for plot use, and a signed contract is required to participate. Makes it easier to transition garden beds if a participant stops using their plot</li> <li>• Work with adult probation and juvenile justice programs to build beds and install gardens</li> <li>• Provide continuing education supports such as planting workshops, what's wrong with my plant workshops, monthly education topics using different resources available through AzNN, and food demonstrations</li> <li>• Next: Policy at site level but also at the organizational level – garden toolkit starts with planting calendar all the way to how to build a policy to support gardens</li> <li>• All school gardens are partnered with Master Gardeners. Also connect them with other organizations and business like Bonnie's plants</li> <li>• When sites are not ready, we explain "we can't move forward until these things are in place"</li> <li>• Text of the Yuma County Gardening Ordinance will be sent</li> </ul>

	<b>to subcommittee members with meeting minutes.</b>
<b>Ideas for Annual Conference April 5-6, 2017</b>	<b>Please send ideas for topics and other thoughts to Jesse Davenport (<a href="mailto:davenpj@azdhs.gov">davenpj@azdhs.gov</a>).</b>
<b>Closing</b>	<b>Next call is December 14, 2016 from 10-11 AM.</b>