Bring It Home
Summary Report

Overview

Healthy Savannah
Connect · Inspire · Grow

funded **$10k**

to create and evaluate opportunities for community members to **"bring home"** knowledge of healthy living, including the selection and preparation of nutritious foods and physical activity.

Grant Objectives

- increase the number of ethnically-diverse, low-income families who participate in healthy activities (shopping at FFM, healthy eating, and physical activity)
- improve participants' knowledge of healthy food preparation and consumption, local food resources, and opportunities to participate in physical activity
- support participants in making plans to engage in healthy practices (preparing healthy recipes, shopping at the local farmers market, and engaging in regular physical activity)

Grant Highlights

Thank you so much for orchestrating such a wonderful event at the Farmers' Market. I had a blast! *- volunteer*

- Served over 250 local residents
- 63% of surveyed residents were first-time shoppers or shopped at the Forsyth Farmers Market less than once a month

- Over 30 volunteers (many were repeaters!)
- 16 community partners

- $475 in Bring It Home tokens to incentivize shopping at Forsyth Farmers Market
- Over $1630 spent with local businesses
  (not including Forsyth Farmers Market & bluknowledge)

We were glad to participate in such an informative class! We hope to do it again real soon. *- community partner*

Bring It Home
Grant Activities

Three (3) Market Events

- **Fall Field Day**
  Saturday, November 17, 2012
- **Spring Fever**
  Saturday, March 9, 2013
- **It's May, Let's Play!**
  Saturday, May 11, 2013

All market events happened at the Forsyth Farmers Market from 9 - 11 am.

Ten (10) Healthy Food Education Classes

Recipe: Healthy Vegetable Soup

- **St. Mary's Community Center**
  Thursday, November 29, 2012 | 10 - 11:30 am
- **Moses Jackson Advancement Center**
  Friday, November 29, 2012 | 10 - 11:30 am
- **African-American Health and Information Resource Center**
  Saturday, December 1, 2012 | 10 - 12 pm

Recipe: Healthy Yogurt Parfait with Homemade Granola

- **Moses Jackson Advancement Center**
  Friday, December 7, 2012 | 10 - 11:30 am
- **Delaware Community Center**
  Saturday, December 8, 2012 | 10 - 12 pm

[I learned] how to make vegetables. [It] Reminds me of the farm and about gardening. It feels like my home cooking. *-participant*

Recipe: What's Your Flavor? | Healthy Peach Salsa

- **Hudson Hill Golden Age Center**
  Friday, May 3, 2013 | 10:30 - 12:30 pm
- **Moses Jackson Advancement Center (Youth)**
  Wednesday, May 29, 2013 | 3:30 - 5:30 pm
- **Moses Jackson Advancement Center (Seniors)**
  Thursday, May 30, 2013 | 10 - 11:30 am
- **St. Mary's Community Center**
  Friday, May 31, 2013 | 9:30 - 11:30 am
- **Delaware Community Center**
  Saturday, June 1, 2013 | 10 - 12 pm

Evaluation

- **Participation**
  - Market Events | > 420 encounters
  - Food Education | 127 participants
- **Surveys**
  - Market Events |103 surveys
  - Food Education |117 pre & 112 post surveys
  - Topics | Nutrition Knowledge, Healthy Behaviors, & Perception of Healthy Resources
  - Question Type | Agreement Statements, Multiple Choice & Open-ended

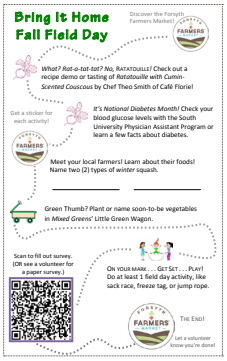
Example Nutrition Questions

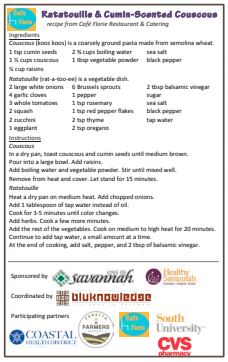
8. Sweet potatoes and butternut squash are orange-colored vegetables. What is the major nutrient in orange-colored vegetables?
a. Calcium
b. Beta Carotene
c. Protein
d. Vitamin B6

9. How does the major nutrient you selected help you stay healthy?

Bring It Home
Market Events

FFM shoppers participated in the Scavenger Hunt.





> 420 encounters | 103 completed scavenger hunt and survey.

The survey/scavenger hunt is a great idea to encourage participation. *-participant*

Healthy Recipe Demonstrations

85% agreed they learned new ways to help their family eat healthier.

Woodville Tompkins Technical High School

Theo Smith of Cafe Florie

Frali Gourment

Interactions with Forsyth Farmers Market Vendors

85% agreed they learned about the foods sold at FFM.

[I learned] that thing[s] that got seeds [are] a fruit and I learned you can have winter squash. *-participant*

Health Screenings with South University Physician Assistant Student Group

over 140 health screenings: blood glucose or blood pressure

I learned about the 3 types of kale and how to check blood sugar. *-participant*

Participants

Youth & Adults

63% 0-18 years old | 34% 30+ years old

Diverse

55% African-American| 4% Hispanic
21% White

New to Forsyth Farmers Market

56% reported being first-time shoppers

Eligible for Double Your SNAP Dollars

30% reported receiving income-based benefits in the past 6 months
17% reported receiving SNAP/EBT
22% earn <$35,000 annually

Physcial Activity with Coastal Health District and Memorial Health

83% agreed they learned that exercising makes them healthier.

Bring It Home Tokens for Forsyth Farmers Market

nearly $400 in tokens were given as incentives to shop at FFM.

86 % plan to shop at FFM in the next couple of months.

Bring It Home
Healthy Food Education Classes

Fall 2012

Healthy FoodKnowledge Curriculum + Interactive Market Visit = Coordinated environmental and educational interventions to improve food access in Savannah, GA

USDA Dietary Guidelines

Local, Seasonal Foods

Nutritional Value of Food

Ease of Healthy Food Preparation

Participants:

63 Participants
63 pre & 60 post surveys

Youth & Adults
13% 0-18 years old
40% 60+ years old | 42% 19 - 59 years old

Diverse
95% African-American

New to Forsyth Farmers Market
25% shop at FFM at least once a month

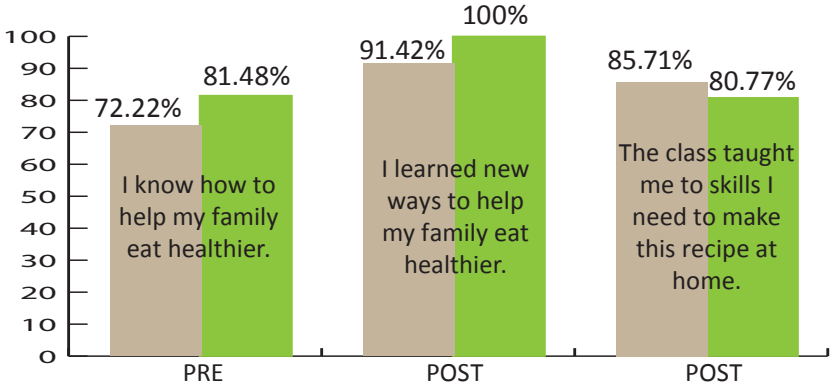
Eligible for Double Your SNAP Dollars
35% reported receiving income-based benefits in the past 6 months
25% reported receiving SNAP/EBT
52% earn <$35,000 annually

Select Survey Data

Recipe: Healthy Vegetable Soup (36 pre & 35 post surveys)

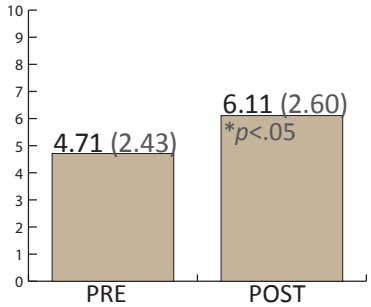
Recipe: Healthy Yogurt Parfait with Homemade Granola (27 pre & 26 post surveys)

Healthy Eating | Helping their family eat healthier.

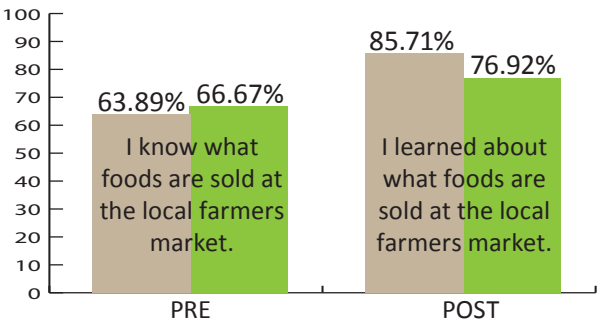


Nutritional Knowledge

Mean Score (Standard Deviation) reported



Farmers Market | Knowledge & Behaviors



After the class, 54% of participants plan to shop at a local farmers market this month.

Bring It Home
Healthy Food Education Classes
Spring 2013

What's Your Flavor? | Healthy Peach Salsa

Participants use taste, feel, smell, and sight to

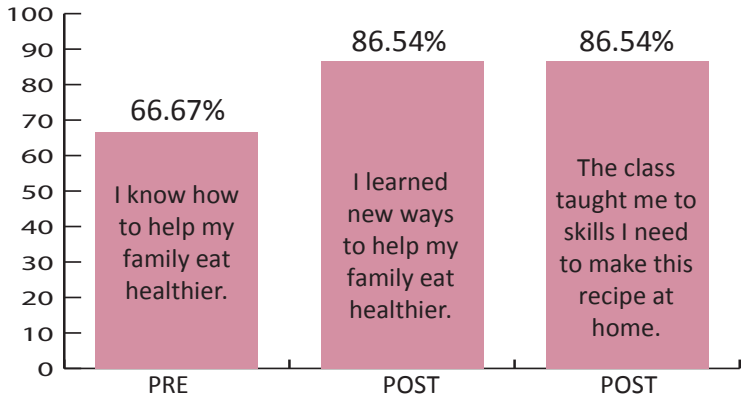
(re)discover herbs fresh and dried

experience brown rice cooked with fresh & dried herb flavors

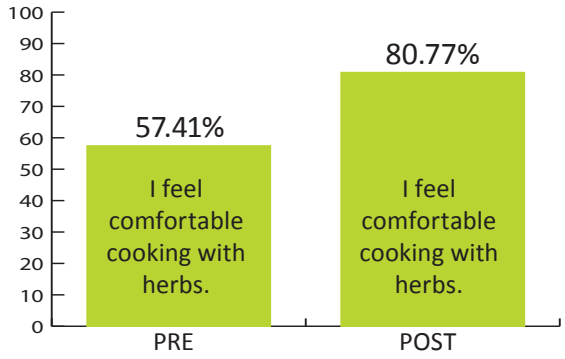
prepare a healthy, fresh peach salsa recipe

Select Survey Data

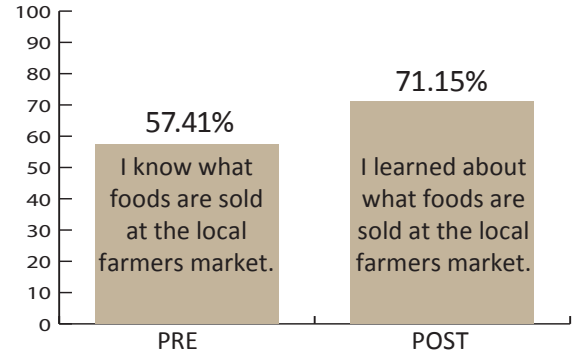
Healthy Eating | Helping their family eat healthier.



Healthy Eating | Cooking with herbs



Farmers Market | Knowledge & Behaviors



2 of 6

After the class, 52% of participants plan to shop at a local farmers market this month.

Participants:

64 Participants
54 pre & 52 post surveys

Youth & Adults
23% 0-18 years old | 38% 60+ years old

Diverse
94% African-American
73% Female | 15% Male

New to Forsyth Farmers Market
28% shop at FFM at least once a month

Eligible for Double Your SNAP Dollars
42% reported receiving income-based benefits in the past 6 months
31% reported receiving SNAP/EBT
46% earn <$35,000 annually

Bring It Home
Summary Report

Best Practices and Lessons Learned

Consider Participants as Resources

- Tap into what they already know about healthy eating and cooking.
- Provide opportunities for participants to share their knowledge and practices with each other.
- Market Healthy Food Education classes as a way to improve upon what they are already doing to support the health of their families.

Meet People Where They Are

- Target established groups or locations with a core set of participants.
- Create materials for all ages, literacies, and abilities.
- Consider accesiblity when planning.

Connect Community Education

- Coordinate education with environmental or policy changes.
- Align with existing nutrition education and health messages (e.g., USDA My Plate).

Community Education = Community Building

- Educate volunteers.
- Build relationships.
- Create information network.

Acknowledgements

Proudly working on behalf of:

Bring It Home was funded by:

Participating Partners:

Gratitude Gardens

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