



Rural FoodShare Outreach and Best Practices

Hunger & Health Summit 2017, Wisconsin Rapids, WI

May 9-10, 2017



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FoodShare Outreach Feasibility Study



Acknowledgments

Feeding Wisconsin

Second Harvest Food Bank
of Southern Wisconsin

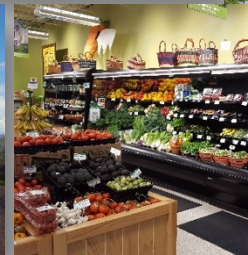
UW Extension,
Cooperative Extension

The BRICK Ministries

Serve Wisconsin

Students In CSCS 501

Community members,
leaders and service
providers



Overview

Background

- Why we did the study

Approach &
Design

- How we did the study

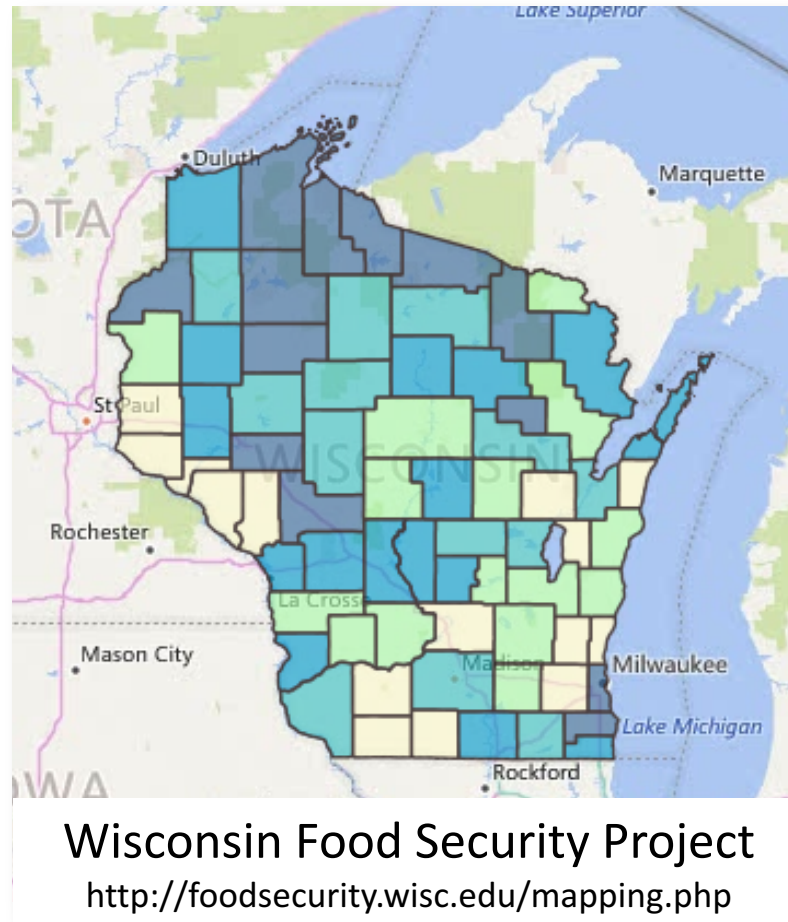
Findings

- What we learned

Background

WHY WE DID THE STUDY

Food Insecurity in Wisconsin



Food Insecurity in Wisconsin

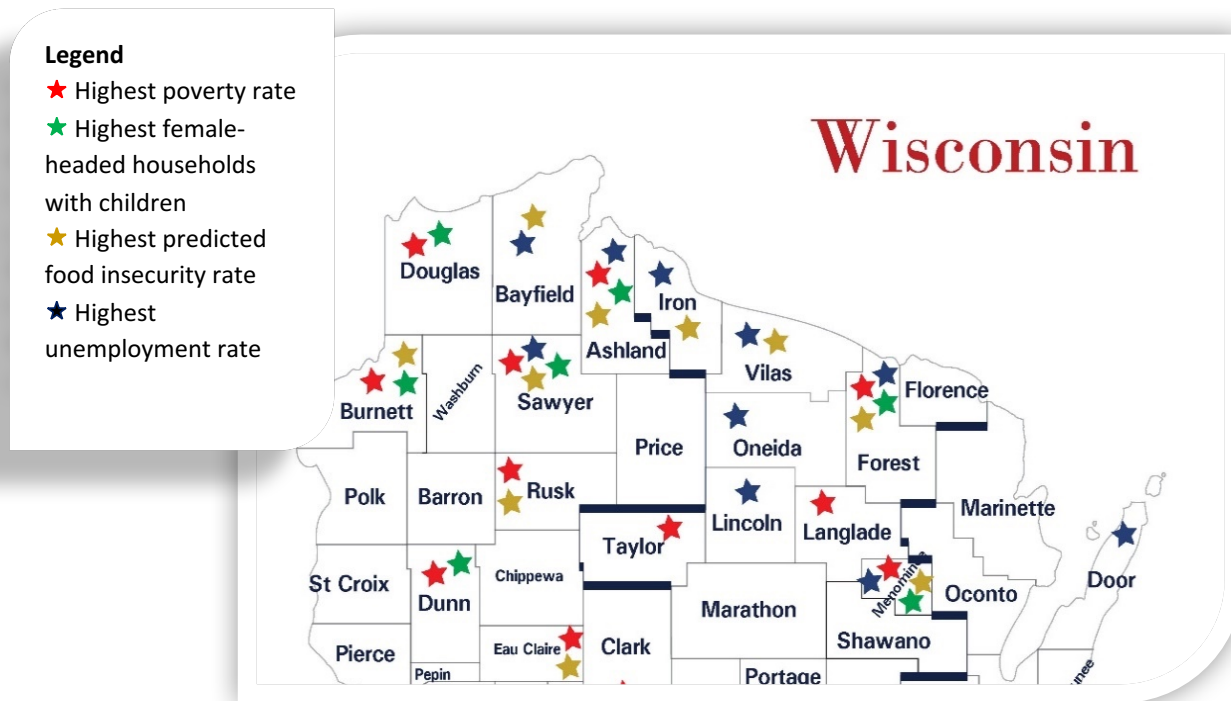
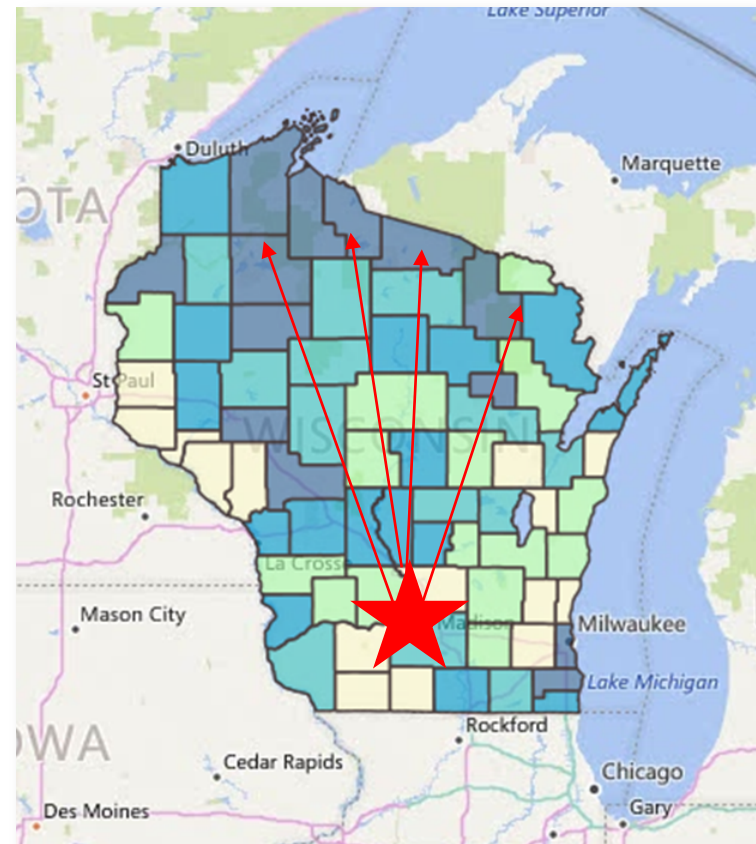


FIGURE 1. Counties in northern Wisconsin that have the highest levels of factors associated with food insecurity (Source: <http://www.foodsecurity.wisc.edu/mapping.php>).

Evaluation Question

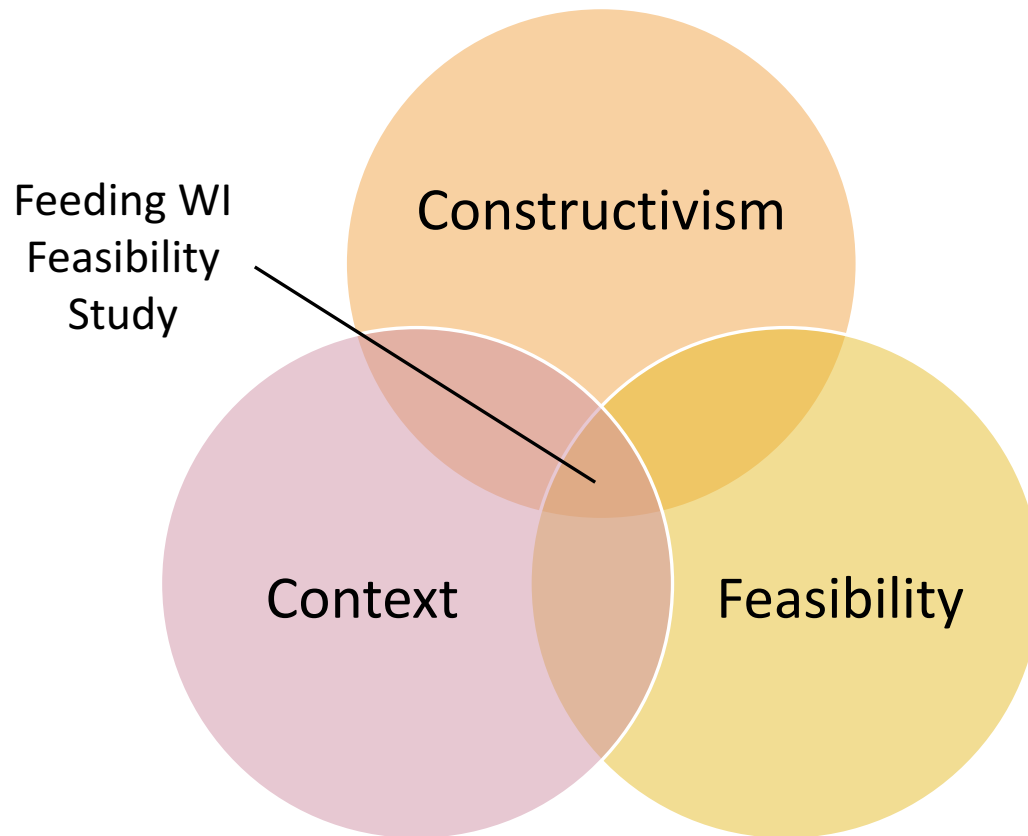
Is it feasible to expand FoodShare outreach to northern counties of Wisconsin?



Approach & Design

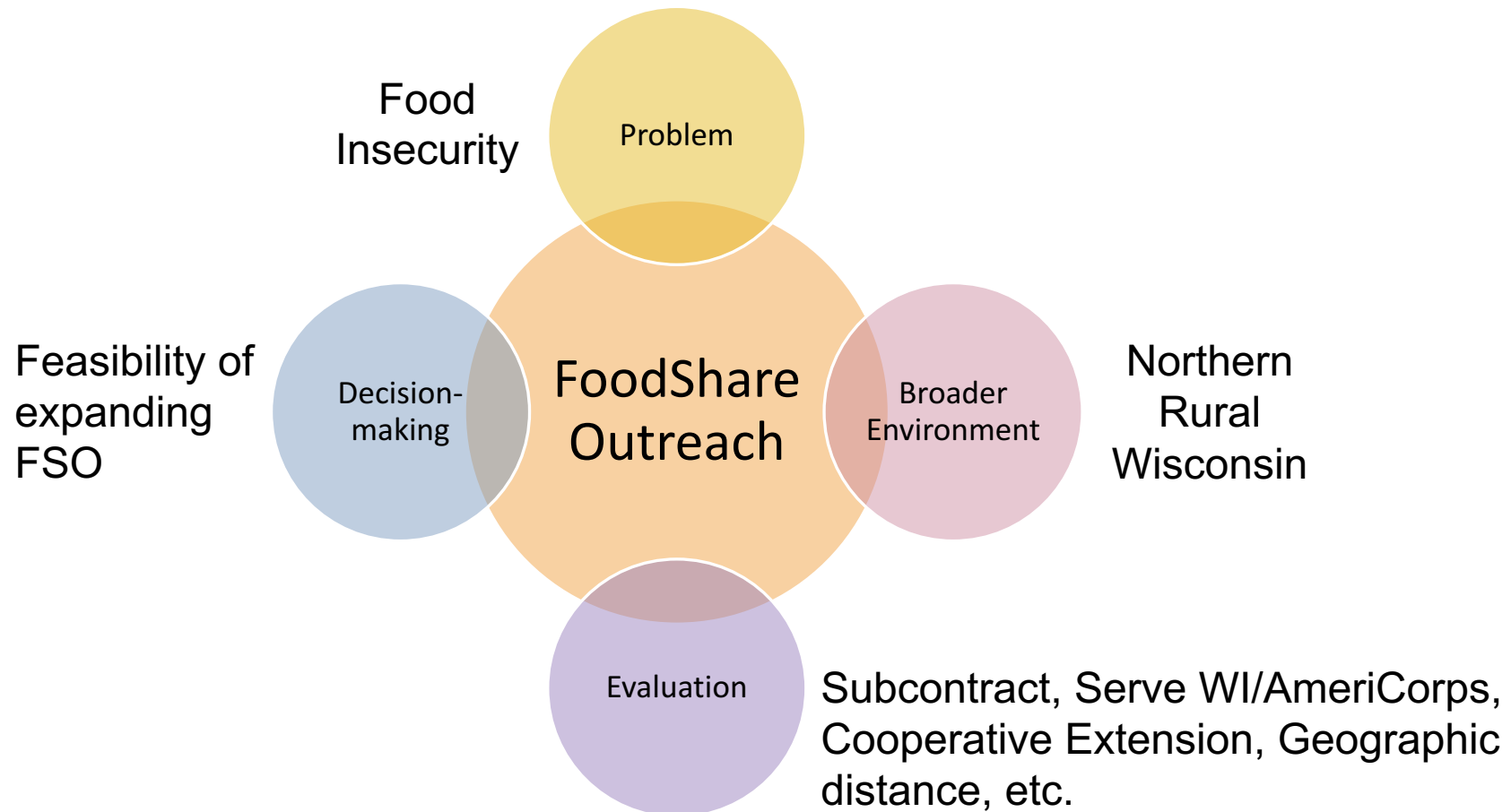
HOW WE APPROACHED THE STUDY

Lens and Approach



Contextual Elements

Rog, 2012



Feasibility Focus Areas



Acceptability

Demand

Integration

Study Design

Three-phase mixed methods multiple case-study Design

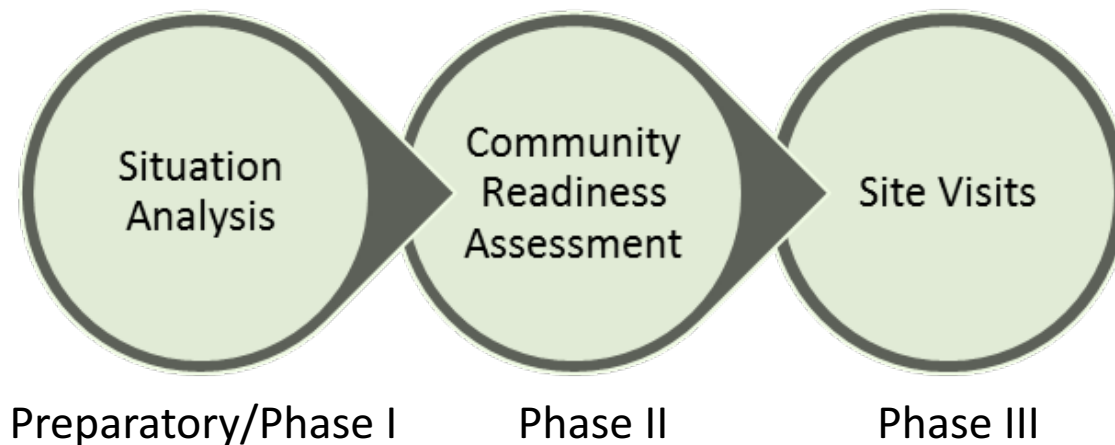


FIGURE 2. This figure illustrates a three-phased study design for the Feeding Wisconsin feasibility study.

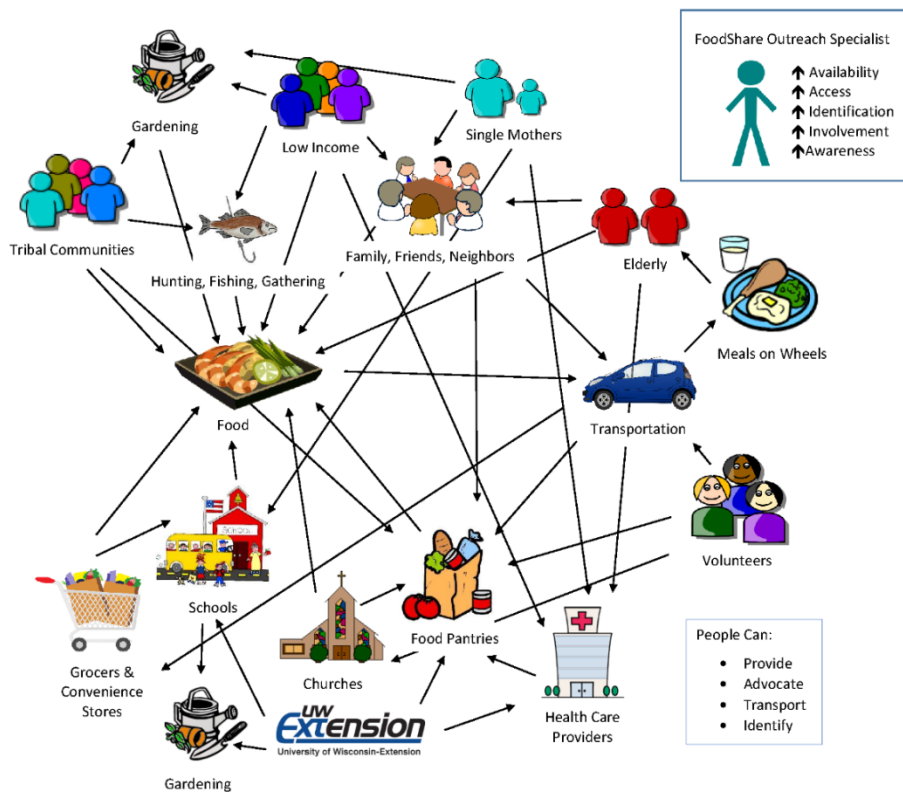
Stakeholders

Key Stakeholder Group	Data Sources			
	Key Informants	Community Readiness Assessment	Listening Sessions	Total
Food insecure people	0	4	0	4
Food providers	0	0	0	0*
Food outreach services	3	1	7	11
Community building blocks	0	1	13	14
Serve WI (CNCS)/AmeriCorps	6	0	0	6
Local AmeriCorps Members	0	0	1	1
Community Leaders	7	0	17	24
Total Stakeholders	16	6	38	60**

Findings

WHAT WE LEARNED FROM THE STUDY

An Emergent System



Major Questions

- What?
- So what?
- Now what?

Key Characteristics

- Complex
- Adaptive
- Dynamic

FIGURE 4. An illustration of a systems model for addressing food insecurity in northern Wisconsin

Community Readiness Assessment

Stanley, L. R., 2014 (2nd ed.)

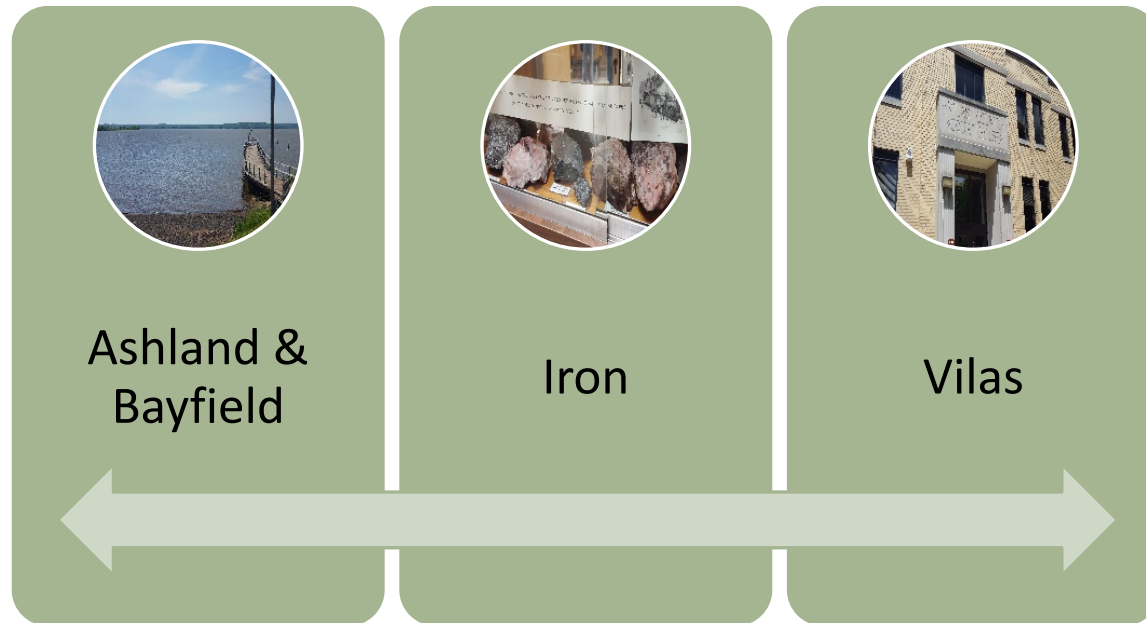
The only way to engage those who were food insecure

These communities were “prepared” for change

- knowledge of efforts,
- leadership,
- community climate,
- knowledge of issue and
- resources



Northern Wisconsin Site Visits



Cross-case analysis

FIGURE 3. Illustration of a cross-case analysis for information collected from Ashland/Bayfield, Iron and Vilas counties. Each box represents a county “case”.

Ashland County

Liz Seefeldt, Director, The BRICK Ministries



Vilas County

Teresa Arnold, Nutrition Educator
UW Cooperative Extension



Case Studies



Identified **champions** in the community

Identified **physical spaces** to house a FoodShare outreach specialist

Resources that could support FoodShare outreach and food security that weren't being utilized

Identified **local history and culture** that shaped **attitudes and behaviors**

Identified **areas of need** (e.g. broadband access, transportation)

Specific **populations in need** (e.g. single-mothers, working poor, elderly, those with mental health issues, tribal members)

Conclusions

Role of FSOS in northern Wisconsin should be a **resource coordinator**

Each county was **prepared** for change

Systems thinking/theory informed **recommendations** about performance indicators (required by funder)

Local culture, readiness for change, and needs matter in terms of likeliness of an intervention's **sustainability**

Rural FoodShare Outreach

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Photographs in the Carol M. Highsmith Archive,
Library of Congress, Prints and Photographs Division.

