Rural FoodShare Outreach and Best Practices

Hunger & Health Summit 2017, Wisconsin Rapids, WI
May 9-10, 2017
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

Wisconsin Food Security Project
http://foodsecurity.wisc.edu/mapping.php
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

Constructivism

Feasibility

Context

Feasibility Study
Contextual Elements
Rog, 2012

FoodInsecurity

FoodShareOutreach

Feasibility of expanding FSO
Decision-making
Evaluation
Broader Environment
Northern Rural Wisconsin

Subcontract, Serve WI/AmeriCorps, Cooperative Extension, Geographic distance, etc.
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

<table>
<thead>
<tr>
<th>Key Stakeholder Group</th>
<th>Key Informants</th>
<th>Community Readiness Assessment</th>
<th>Listening Sessions</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Food insecure people</td>
<td>0</td>
<td>4</td>
<td>0</td>
<td>4</td>
</tr>
<tr>
<td>Food providers</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0*</td>
</tr>
<tr>
<td>Food outreach services</td>
<td>3</td>
<td>1</td>
<td>7</td>
<td>11</td>
</tr>
<tr>
<td>Community building blocks</td>
<td>0</td>
<td>1</td>
<td>13</td>
<td>14</td>
</tr>
<tr>
<td>Serve WI (CNCS)/AmeriCorps</td>
<td>6</td>
<td>0</td>
<td>0</td>
<td>6</td>
</tr>
<tr>
<td>Local AmeriCorps Members</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Community Leaders</td>
<td>7</td>
<td>0</td>
<td>17</td>
<td>24</td>
</tr>
<tr>
<td><strong>Total Stakeholders</strong></td>
<td><strong>16</strong></td>
<td><strong>6</strong></td>
<td><strong>38</strong></td>
<td><strong>60</strong>**</td>
</tr>
</tbody>
</table>
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”.

May 9-10, 2017
HUNGER AND HEALTH SUMMIT 2017: FORWARD TOGETHER
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

**Brian Larson**, FoodShare Outreach Specialist
Second Harvest Foodbank of Southern Wisconsin

**Tami Syverson**, FoodShare Outreach Specialist
Feed My People Food Bank

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