



# **Improving Food Access in Madison and Dane Co. *Policies and Programs***

*Nick Heckman – Food Security Policy Analyst, Public Health  
Madison & Dane County*

*George Reistad – Food Policy Coordinator, City of Madison*



# Dane County Food Council



## Members

- 3 County Board Supervisors appointed by the County Executive
- 3 citizen members appointed by the Environment, Agriculture and Natural Resources Committee Chair and
- 3 citizen members appointed by the Extension Committee Chair

## Workgroups:

- Land Access
- Equity and Access
- Pollinator Protection
- Food Waste Reduction (with City of Madison)



# Madison Food Policy Council

- Created 2012
- 23 members as defined by Madison General Ordinance
  - 3 alders; 19 citizen members; 1 youth citizen member
- Currently 8 Work Groups
  - Community Engagement
  - Comprehensive Plan
  - Edible Landscapes
  - Food Waste
  - Funding
  - Healthy Marketing and Procurement
  - Healthy Retail Access
  - Pollinator Protection



# Food Council Collaborations

- Policy and Programmatic work
  - Finding commonalities between DCFC and MFPC
  - Unifying Work Groups
    - Food Waste Task Force
    - Healthy Retail Access and Equity and Access
    - Institutional procurement
    - Pollinator Protection
- City-County Staff Involvement
  - Making sure that staff is involved with policy/program creation process
    - Allows for practical feedback that makes for easier implementation
    - Increases capacity and buy-in; staff will push this forward at the City and County level



# Nutrition Incentive Programs in Dane Co.

Established through the partnerships and networks of our food policy councils

- Madison and Dane County Double Dollars Program
- Fruit and Vegetable Prescription Pilot



**FRUIT & VEGETABLE  
PRESCRIPTION PROGRAM**

**DOUBLE  DOLLARS**

Improving food access in Madison & Dane County



# Double Dollars Program

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- Program launched in 2013 to increase purchasing power of EBT users at farmers' markets
- Redemptions have nearly quadrupled since the program's inception
  - 2013: \$9, 381
  - 2016: \$35, 692
- Participating locations have expanded
  - 2013: 3 markets
  - 2016: 6 markets + Willy Street Co-op branches
    - Effects of adding Dane Co Farmers Market – near doubling of SNAP issuance/redemption

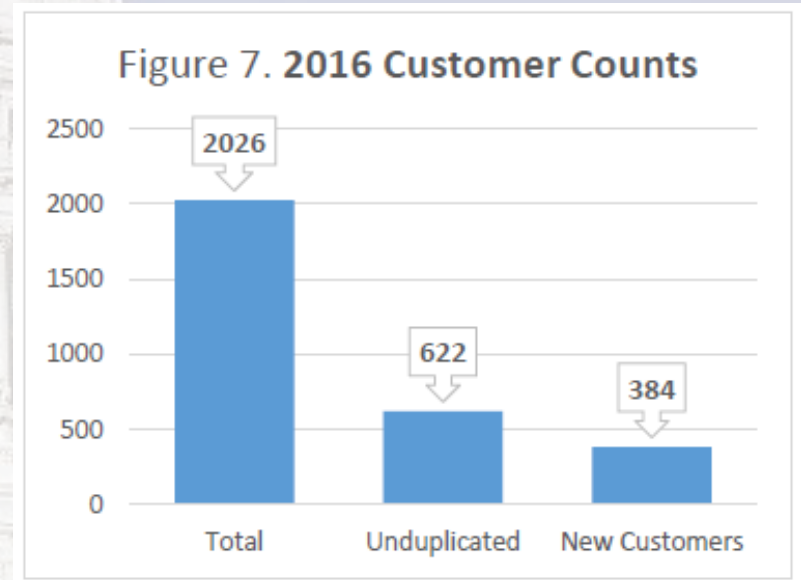




# Double Dollars Program

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- Program Impacts – 2016
  - There were 384 new customers in 2016, up from 197 in 2015
  - Calculated that 622 shoppers participated in the program using last 4-digits of EBT
  - Evaluation data shows the avg. household has 2.67 members
  - 622 shoppers really represent 622 households, meaning that the program is impacting well over 1,600 individuals
  - Average of 3.26 transactions per cardholder.

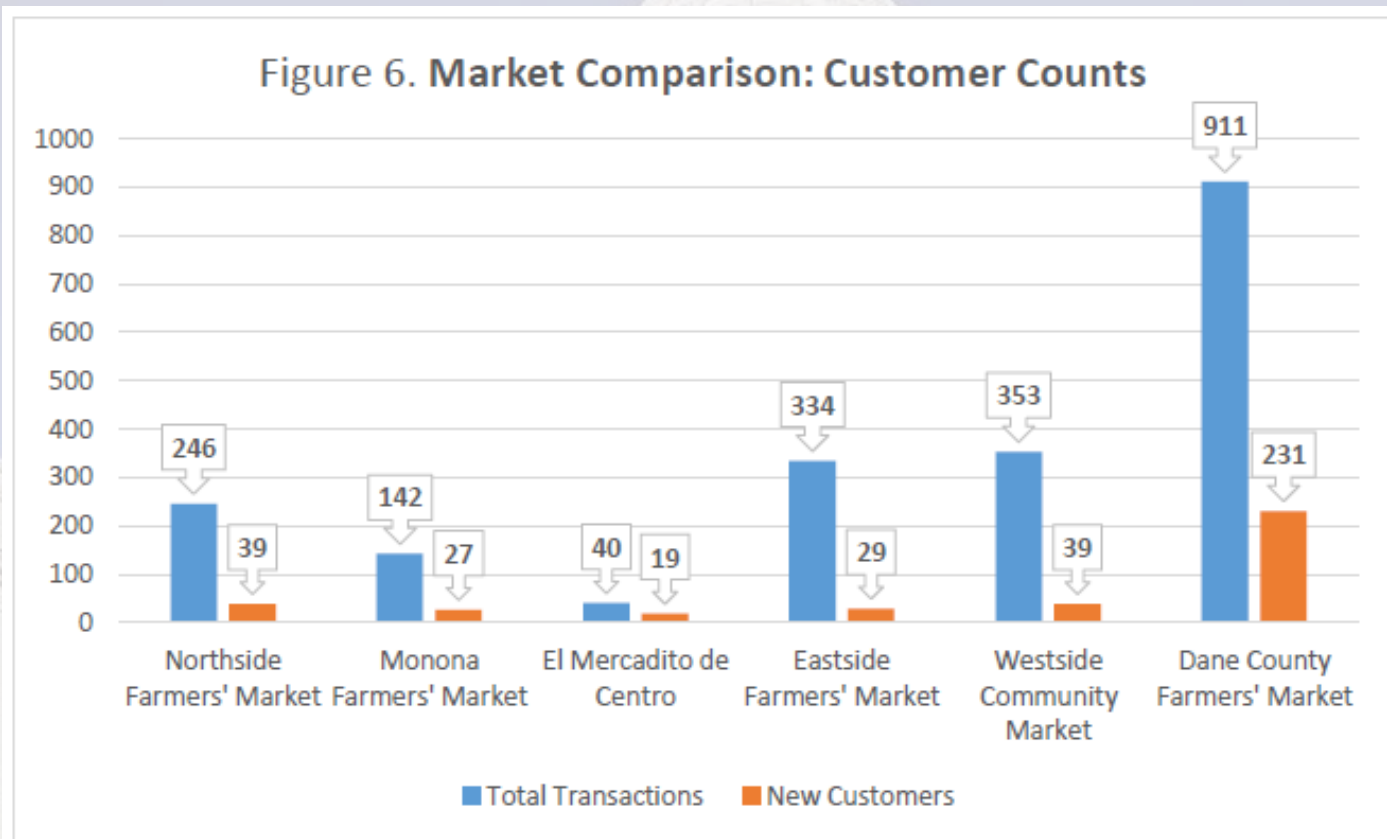




# Double Dollars Program

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- Program Impacts - 2016







# Double Dollars Program

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- Program Evaluation
  - Consumers: 121 pre-surveys/67 post-surveys
    - Collected from July-September 2015
    - 86% said program allowed them to purchase more fruits and vegetables
    - 74% of users were women; 84% were White\*
    - Average age of user was 42 years old
    - 69% of users said they ate the same amount or more of fruits and vegetables
    - 87% of users said they shopped more at the farmers market because of the program
    - Future strategies: determining how to provide more effective advertising and implementation for constituencies of Color who use SNAP and increasing the usage of the program among those constituencies
  - Market Vendors:
    - Majority of 32 vendor respondents said the program increased business at markets
    - All respondents continued to support the program



# Double Dollars Program

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- Funding and Program Sustainability
  - Wholesome Wave NIPSIG Grant
    - CAC secured this funding, which enabled Double Dollars incentives to be used at the Dane County Farmers' Market
  - USDA Food Insecurity Nutrition Incentives (FINI) Grant
    - City was able to secure USDA funding
    - Allowed City and project partners to expand funding for CAC farmers' markets and to include funding for consumers to redeem Double Dollars vouchers at retail store location at the Willy Street Co-op
  - Private organizational contributions
    - Healthy Dane, Madison Area Chefs Network, and CUNA Mutual
  - Willy Street Co-op Double Dollars Program Funding Campaign



# Fruit and Vegetable Prescription Pilot

- Partners

- Northeast Family Medical Center
- Willy St. Co-op
- HungerCare Coalition
- Public Health Madison and Dane County
- City of Madison
- UW-Extension



- \$25,000 Wholesome Wave grant

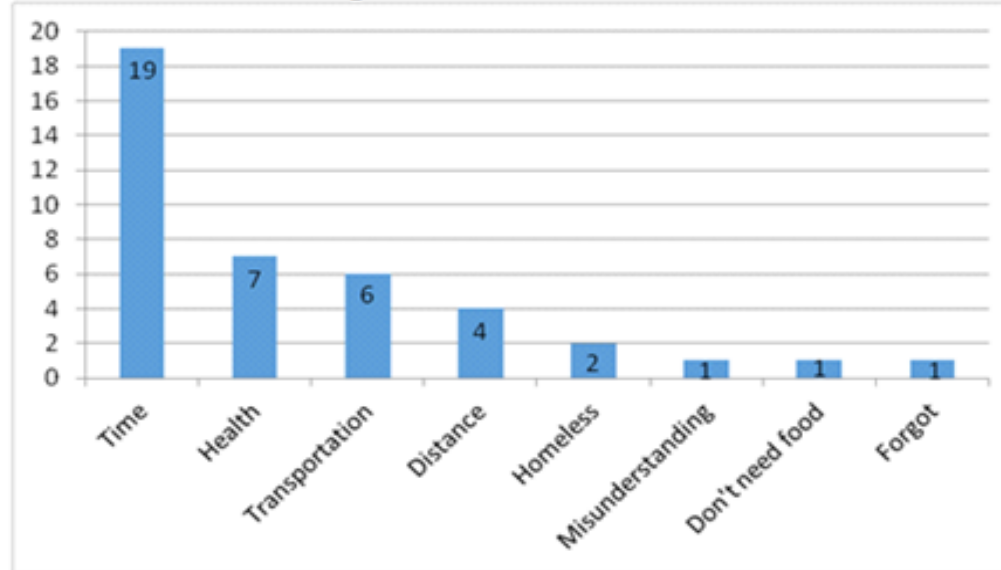
- Each participant receives 6 months of \$20 in vouchers each month
- All patients asked two food insecurity screening questions. Those who screen positive to either offered to participate in the program
- Budgeted for 150-175 participants over the course of the year (February-December)



# Fruit and Vegetable Prescription Pilot

- Planned for 12 months of distribution; gave out 163 vouchers in 1<sup>st</sup> 5 weeks
- Redistributed evaluation money for further incentives
- Repurposed unredeemed vouchers from first round in order to create a second set of vouchers to begin distributing in June

Reason for not redeeming vouchers:





# Questions and Contact Info

- George Reistad
  - Food Policy Coordinator – City of Madison
  - Phone: 608-266-4611
  - Email: [greistad@cityofmadison.com](mailto:greistad@cityofmadison.com)
- Nick Heckman
  - Food Security Policy Analyst – Public Health Madison & Dane County
  - Phone: 608-243-0445
  - Email: [nheckman@publichealthmdc.com](mailto:nheckman@publichealthmdc.com)