



THE FRESH PROJECT

FOOD • RESOURCES • EDUCATION • SECURITY • HEALTH

September 23rd , 2016 – Wisconsin APA Conference

Welcome!

- **Dan Robinson**, Project Coordinator, F.R.E.S.H. Project
- **Kari Hopfensperger**, Shawano County Planner
- **Tom Baron**, Associate Planner, East Central Wisconsin Regional Planning Commission



Introductions

- Your name
- Your organization
- What are you looking to learn from this presentation?



Outline of Presentation

- What are our communities like?
- How did the grant start?
- How the project has evolved?
- Where are we now and where are we going?
- Challenges, successes, and lessons?



Ground Rules

- Ask questions when you have them
- Everyone should avoid acronyms
- Start and finish on time
- We will make it worth your while to be at a conference on a Friday afternoon!



Plan 4 Health Grant

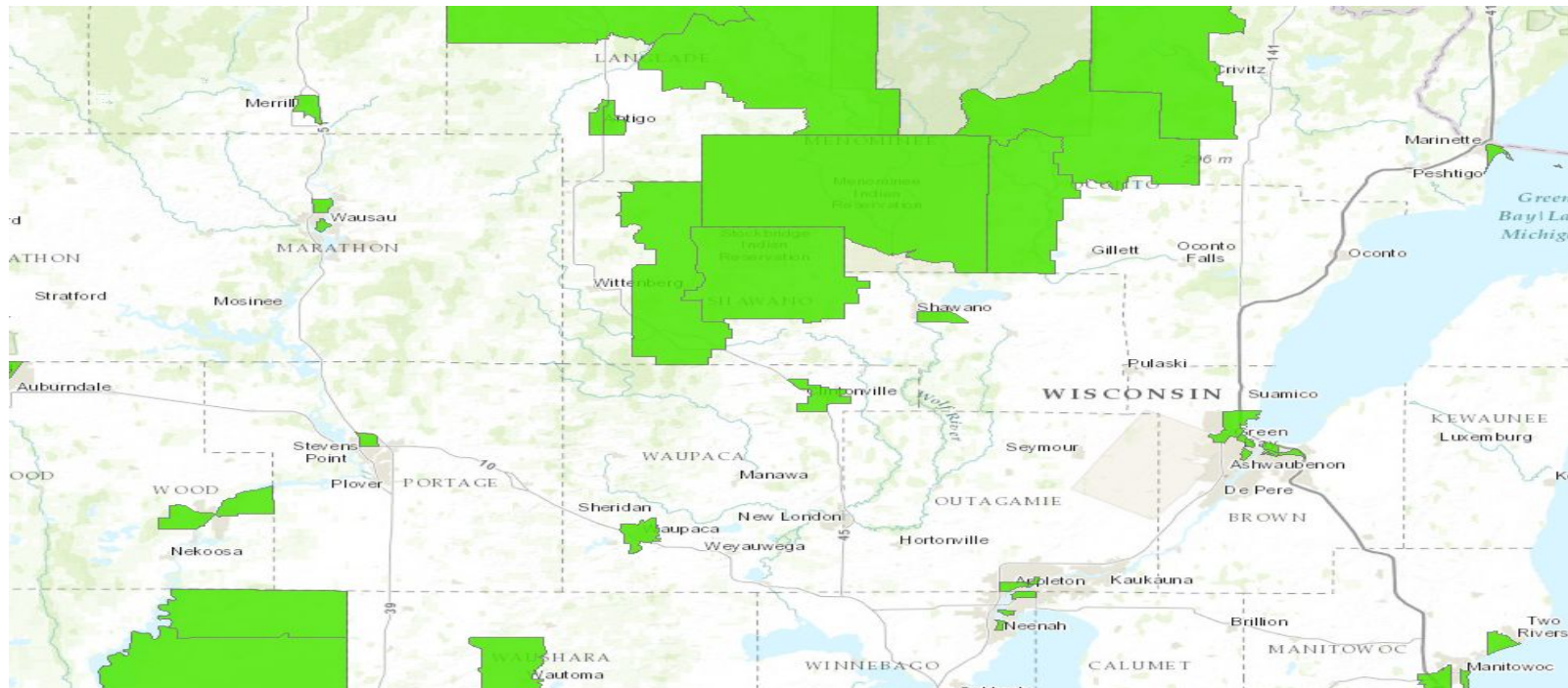
- A key partnership between the **American Planning Association (APA)** and the **American Public Health Association (APHA)**.
- Supported by the **Centers for Disease Control and Prevention (CDC)**
- Focus on disease prevention through physical activity and nutrition
- Funds work at the intersection of planning and public health
- Supports creative partnerships to build sustainable, cross-sector coalitions.
- Builds local capacity to address population health goals and promote the inclusion of health in non-traditional sectors.

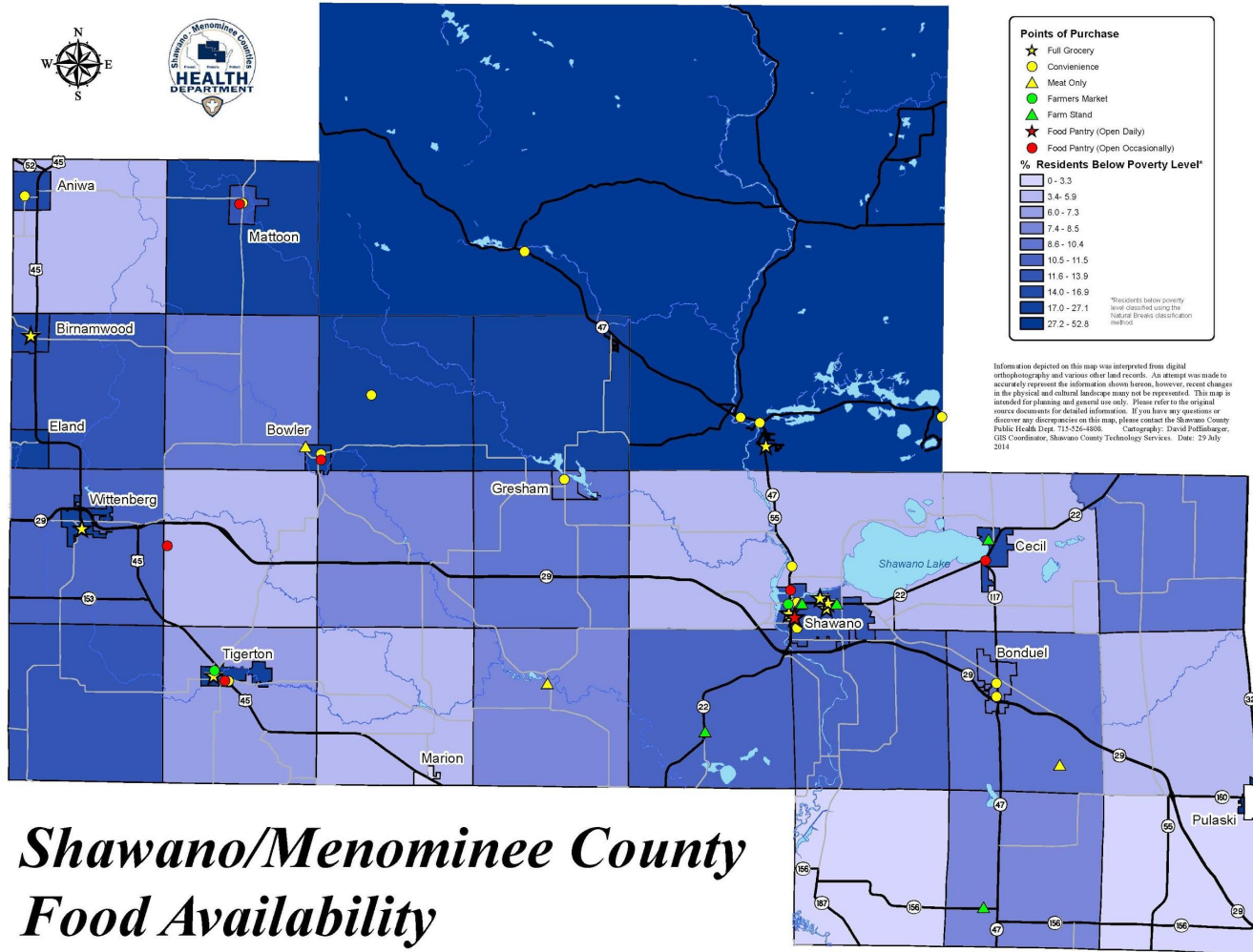
Why apply for the grant?

- Menominee and Shawano Counties rank poorly in health outcomes; 72nd and 47th out of 72 counties
- Menominee and Shawano Counties childhood poverty rate; 59% and 18%
- 40% of Shawano County students are eligible for the free lunch program



Food deserts





Shawano/Menominee County Food Availability

How was it started?



Planning and Development Department

Planning * Solid Waste * Zoning * Sanitation * Property Listing * Land Conservation

311 N. Main Street, Shawano, WI 54166 * (715)526 -6766 * Fax (715)526 -6273 * www.co.shawano.wi.us



Outcomes

- Improve access to healthy foods
- Quantify local supply and demand for healthy food
- Identify market development opportunities for local foods
- Improve health outcomes for our communities

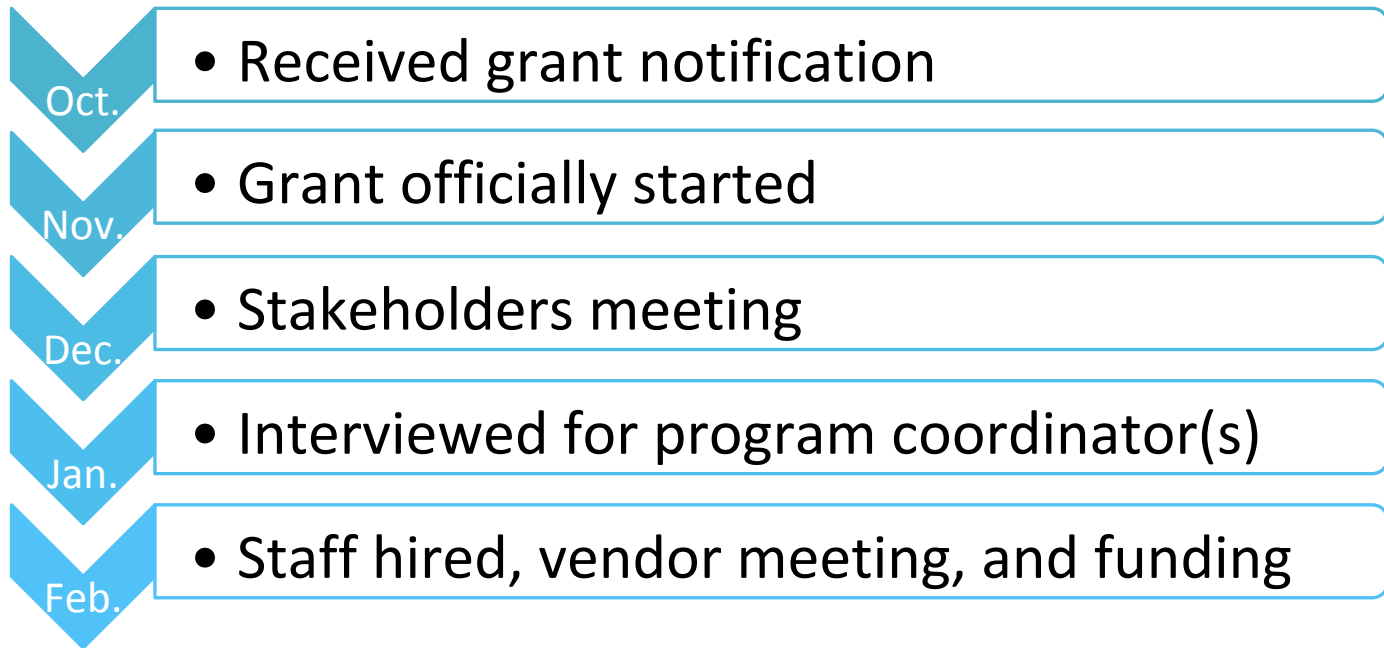


Project Strategies

- 1) Capacity building
- 2) Research and data collection
- 3) Identification of possible Policy, Systems, and Environmental changes (PSE)
- 4) Communications and public outreach
- 5) Implementation of initial PSE Changes
- 6) Creation of a permanent Food Council



First stage of the Project



How has the grant evolved?



Starting again...



Restart



THE F.R.E.S.H. PROJECT

FOOD • RESOURCES • EDUCATION • SECURITY • HEALTH

Core Team



Representation

- Ho-Chunk Nation – Pac Haci community
- Menominee Indian Tribe of Wisconsin
- Stockbridge-Munsee Community
- Shawano County
- Menominee County
- University of Wisconsin Extension

Core Team



March–April - Meetings with individuals and groups from each Native American Nation/Tribe in area

April - First meeting of Core Team

April–Present

- Met every week for first month or so
- Now meeting every-other-week

Core Team



- Deciding on a name for project
- Finalizing surveys
- Beginning survey approval process
- Creating data sharing agreement
- Developing and approving MOU's
- Creating a mission statement, vision statement, and project goals
- Giving input on communication plan
- Conducting survey

Mission

The F.R.E.S.H. Project and its partners collaborate to lay the foundation for a healthier, accessible, and sustainable food system through assessment, education, and community engagement.



Vision

Building food systems that promote a healthy diet for all, strengthen community, increase understanding, and support practices which respect the environment, people, and their cultures.



Goals

Complete an accurate assessment of people's access to a healthy diet to determine the community needs and wants in regard to food.

Create a list of recommendations that provide a practical road-map to address the findings of the assessment.



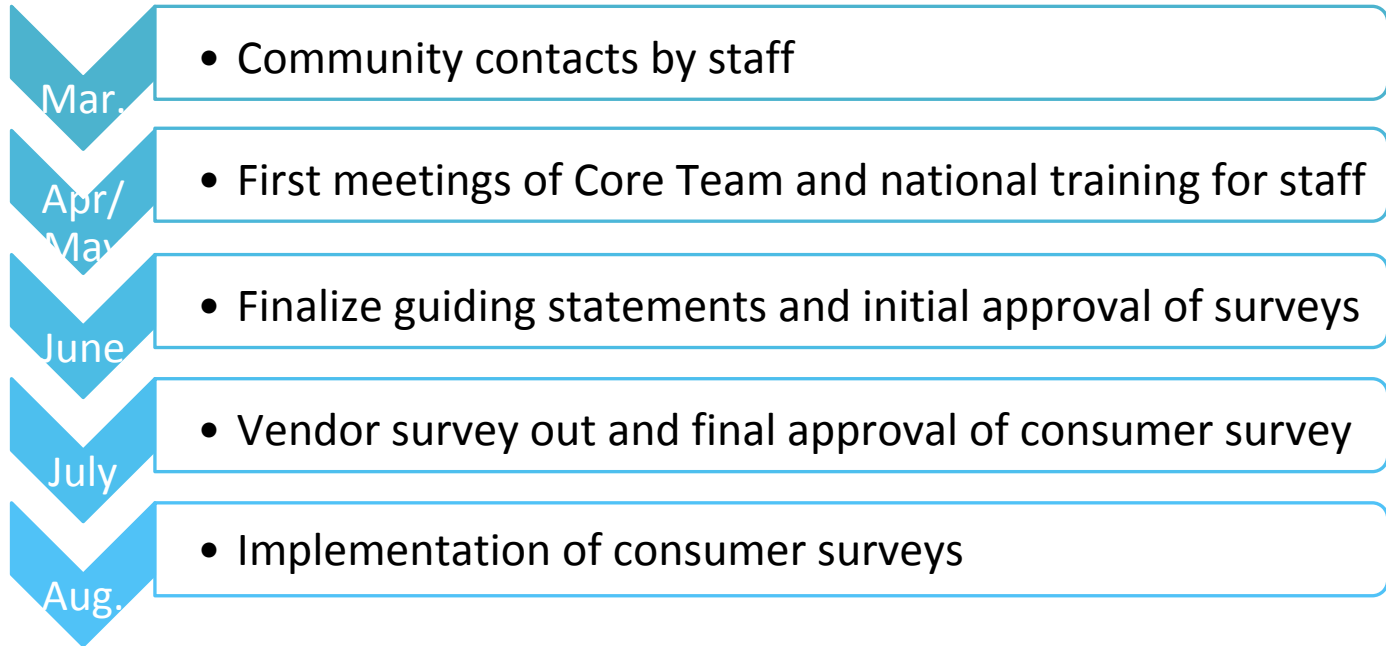
Goals

Share the assessment and recommendations with the F.R.E.S.H. communities to raise awareness and shape future efforts.

Build a strong, sustainable coalition that will be able to help our communities carry out those recommendations.



Next stage of the Project



Assessment

- Grocer/vendor survey
- Direct farm vendor survey
- Consumer survey
- Focus groups
- Supplemental data



Assessment

- Grocer/vendor survey
 - 2 surveys complete
- Direct farm vendor survey
 - 4 surveys completed
- Consumer survey
 - Original goal of 350 surveys
- Focus groups
 - Consumer and Food Pantry workers
- Supplemental data
 - ECWRPC food system mapping
 - Demographic data for county



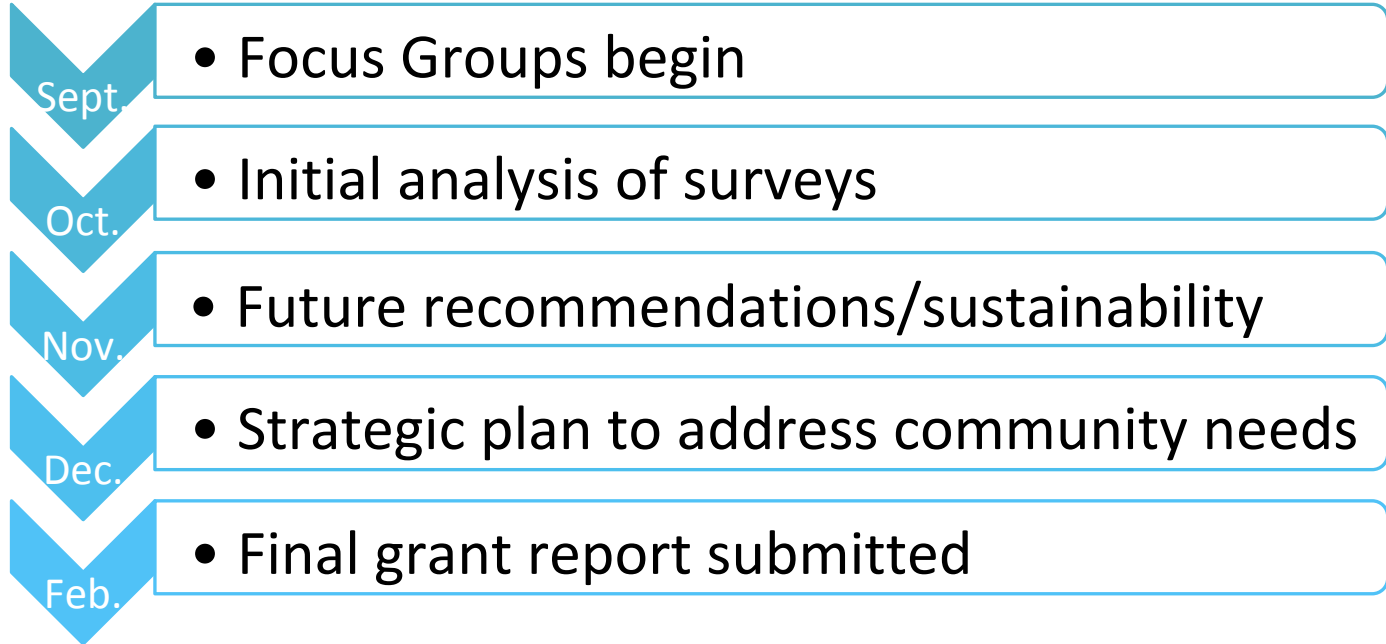
Assessment

Consumer survey

- Mixed reception from tribal communities
- Focused entirely on Shawano Co.
- Over 800 surveys completed
- Working with data analysis to see if we can get a representative sampling



Next stage of the Project



Successes

- First collaborative effort between these groups
- Building a shared history and trust
- Agreement on sharing data
- Finalizing mission, vision and goals
- Developing a shared understanding of issues (food security and food sovereignty)
- Communication between partner communities
- Wider community buy-in on taking the surveys - reflects interest
- Heightened community awareness of problem with food access



Challenges

- Continuing to build trust
- Over-surveying and incentives
- Different communities and governmental systems
- Lack of collaborative history
- Staff changes
- Future funding
- Overall buy-in on the project's future leadership and administration



Lessons

- Start right... and equally
- Work at the “speed of trust”
- Be willing to “cross borders” and to think differently
- Take time to build Coalition - both effort-wise and calendar-wise
- Be humble and ready to adapt, start over, change
- Take advantage of the moment and the community’s interest



Questions?



Thank you!!!

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www.plan4health.us/plan4health-coalitions/shawano-and-menominee-counties
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