

# FEAST

CRAWFORD COUNTY

September 29, 2015

**Promoting Healthy Lifestyle  
Choices Through  
Education,  
Motivation,  
& Support for  
all Generations**



*Live Well  
Crawford County*



**T**he Center for Engagement and Community Development (CECD) at Kansas State University contracted with Live Well Crawford County to coordinate a FEAST (Food Education Agriculture Solutions Together) strategic planning workshop on Tuesday 29 September 2015. New Venture Advisors, LLC also contracted with Live Well Crawford County to conduct a data based analysis of the current local food system and identify the most productive food system development strategies. Funding for the FEAST came from the Kansas Health Foundation as part of their support of Food Policy Councils.

Eat Well Crawford County is a Food Policy Council created by the county commission. In January 2014 the commission appointed three members of the council. Eat Well Crawford County is also a task force of Live Well Crawford County. The group aims to improve access to, and choices for healthy food in the county. The Crawford County Health Department is a Live Well Crawford County partner.

Planning meetings with members of Live Well and Eat Well, New Venture Advisors and CECD took place 17 and 27 July and 8 August 2015. CECD project coordinator Myles Alexander and graduate research assistant Kolia Souza traveled to Pittsburg for the first meeting. CECD staff participated in other meetings that occurred via videoconference.

## What is FEAST?

FEAST is a grassroots organizing tool created “to help communities mobilize around improving their local food system.” With a number of established Crawford County organizations that have different missions working on food, health, and community development, it was important that the FEAST:

- Articulate a vision for the local food system.
- Identify short term and long-term food system development goals.
- Provide an opportunity for participants to network and create or strengthen existing relationships.
- Increase and focus energy around the local food system.

## FEAST Workshop

The workshop took place in three phases:

1. Information provision and discussion.
  - 1.1. Terms and definitions.
  - 1.2. New Venture Advisors Research Summary.”
  - 1.3. Panel presentation by seven Crawford County residents representing aspects of the local food system.
2. Establish and consolidate individual action priorities.
3. Small group work on action priorities. One planning small group addressed production and three groups worked on aspects of demand.



Figure 1. Discussion Panelists



## Phase II: Small Group Action Priorities

Figures 2 through 7 are the lists of action priorities from each of the Phase II small groups. Topics were generated and priorities identified in a Nominal Group Process. The brown text in Figure 8 is the combined list of priorities from all small groups. Figure 9 is the consolidation of the priority actions. Two strategies synthesized the small group priorities into **two goals**:

1. Grow Production – grow production of food for the local food systems as well as the international commodity agriculture system
2. Grow Demand - grow demand for local food along the entire supply chain

Topics to consider in the strategies are listed in green. Not listed at the time are cost and convenient physical access. Institutions include K-12 schools, Pittsburg State University, care centers for children and seniors, jails, nursing homes, hospitals, and group homes.

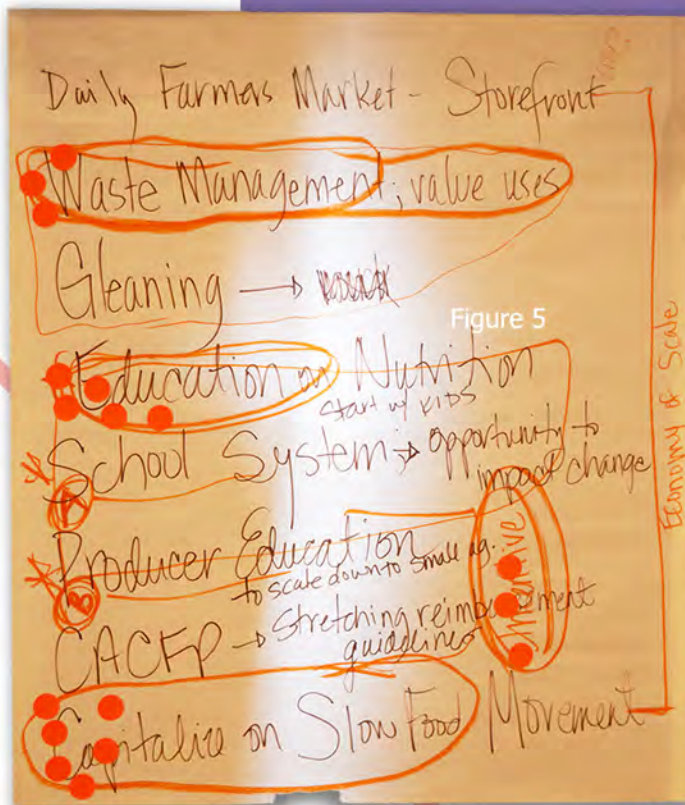


Figure 3



Figure 2

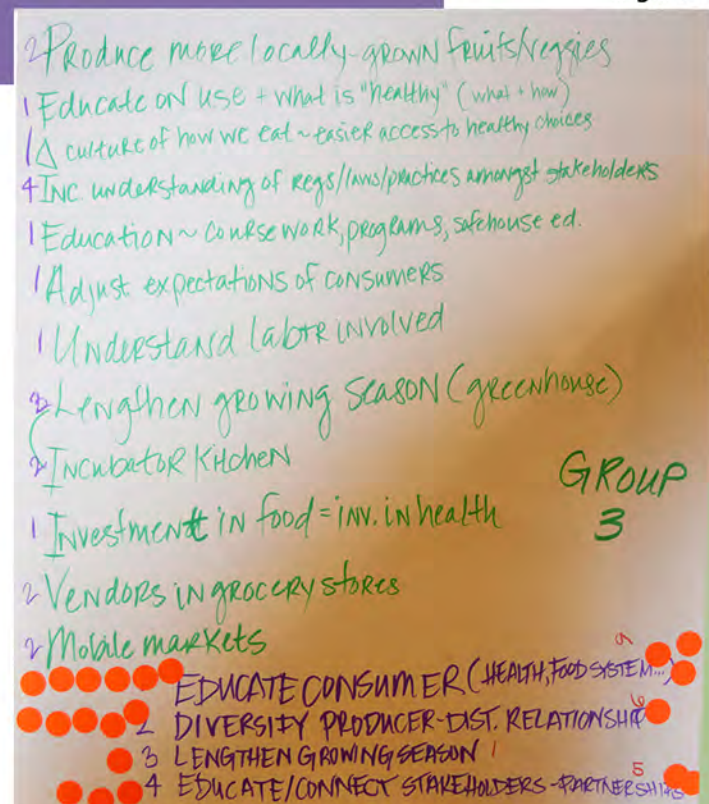


Figure 4



## Phase II: Small Group Action Priorities

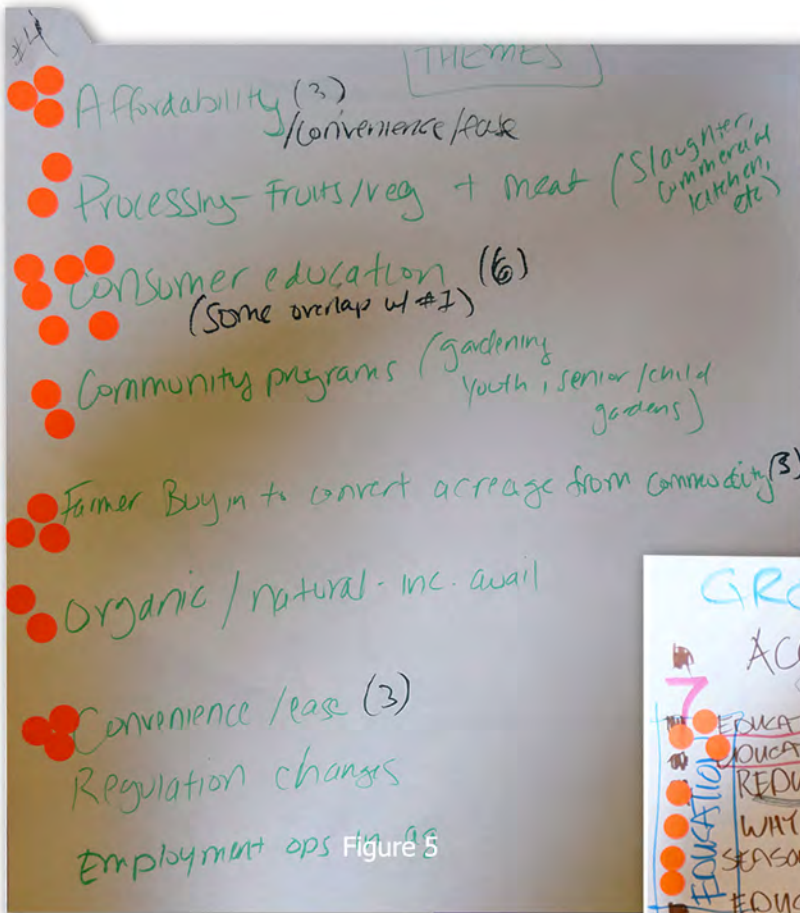


Figure 5

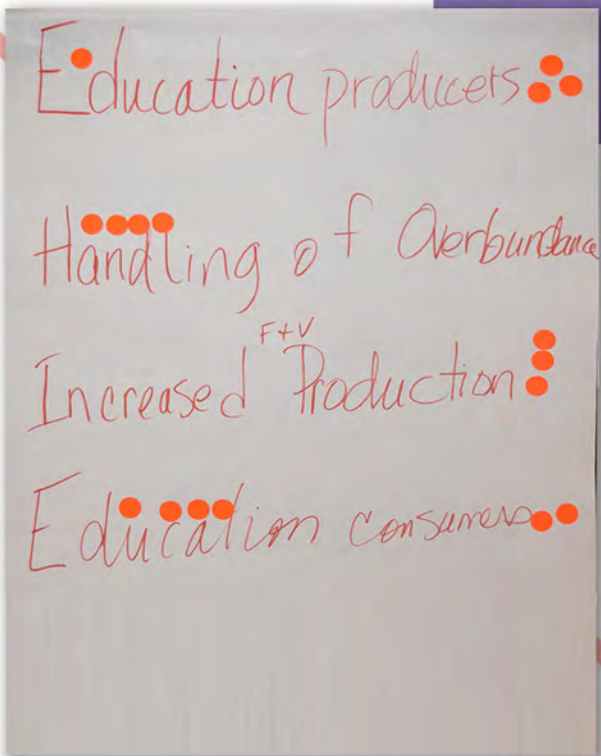


Figure 7

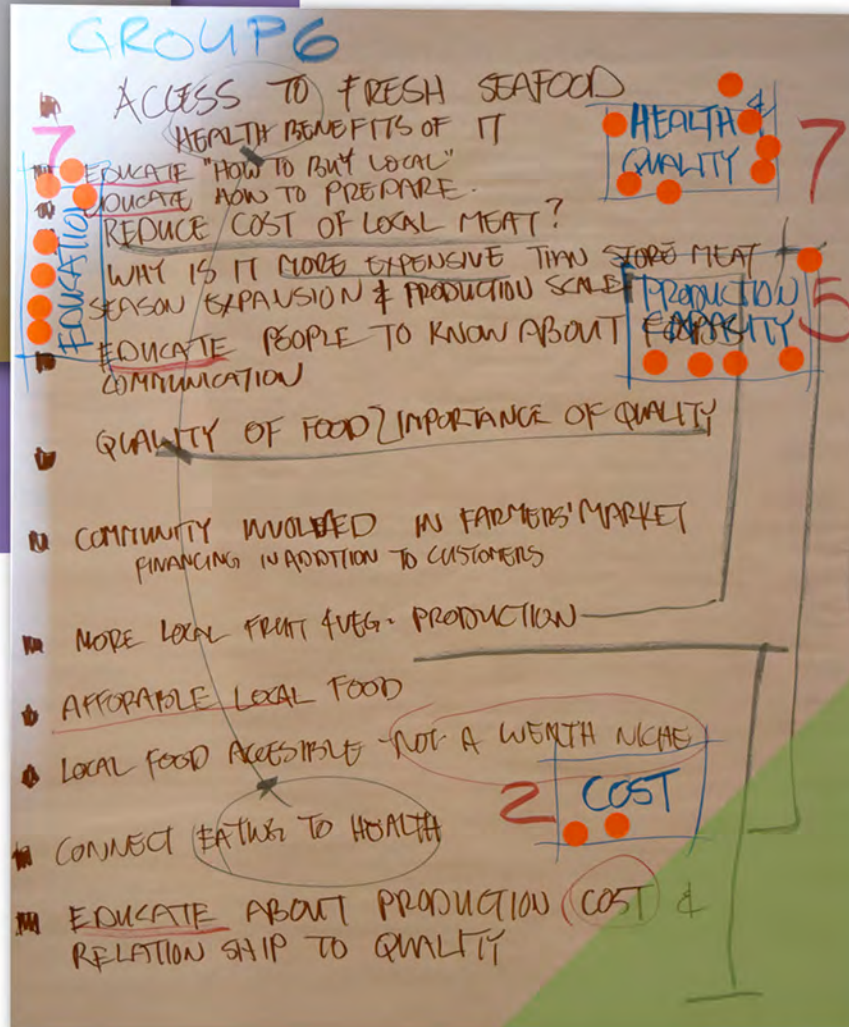


Figure 6

# Phase II: Consolidated Action Priorities

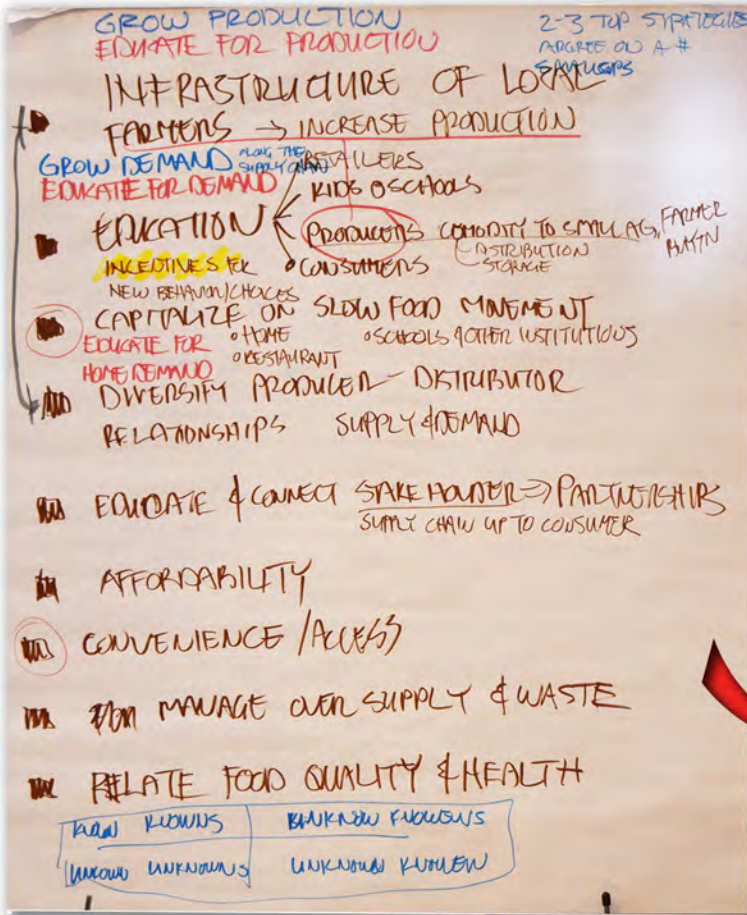


Figure 8

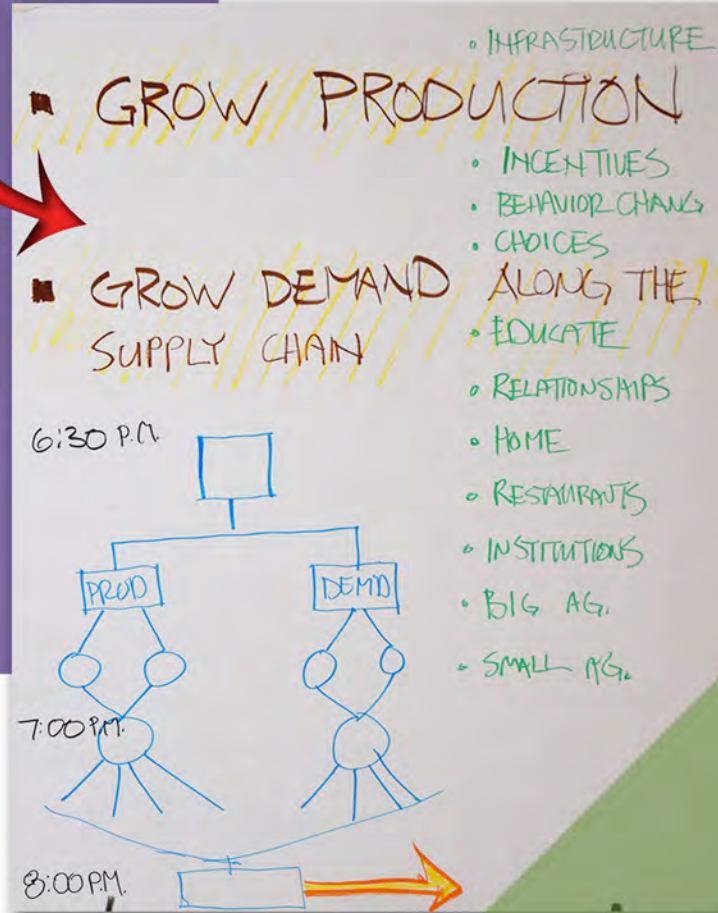


Figure 9



## Phase III: Small Group Action Priorities

In Phase III small groups identified action priorities. Figures 10 through 15 show that work recorded on flip charts. The groups also worked with the Oregon Food Bank worksheet, Creating an Organizing Plan, Fig. 20. It will be necessary to determine first action priorities among all the possible action priorities and coordinate actions taken to most effectively achieve the goals. Resources and attention will be too diffuse if more than five action priorities are addressed at once.

The two goals may serve as the vision statement for local food system development and aid to determine action priorities. They encompass the variety of aspirations individuals and groups bring to the conversation. The strategies also can help them understand their efforts need to work toward the larger, shared vision.

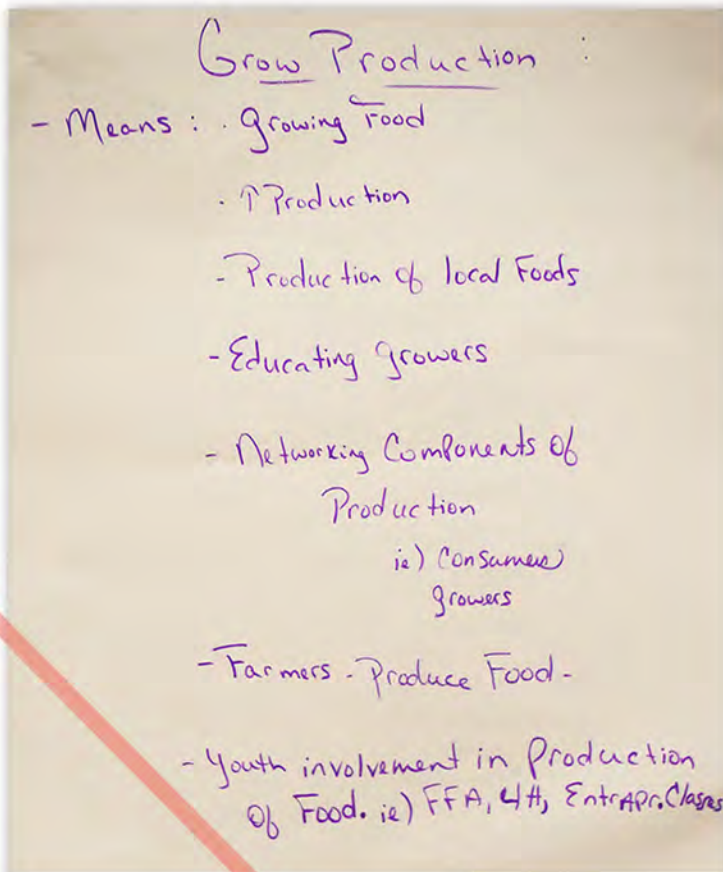


Figure 10

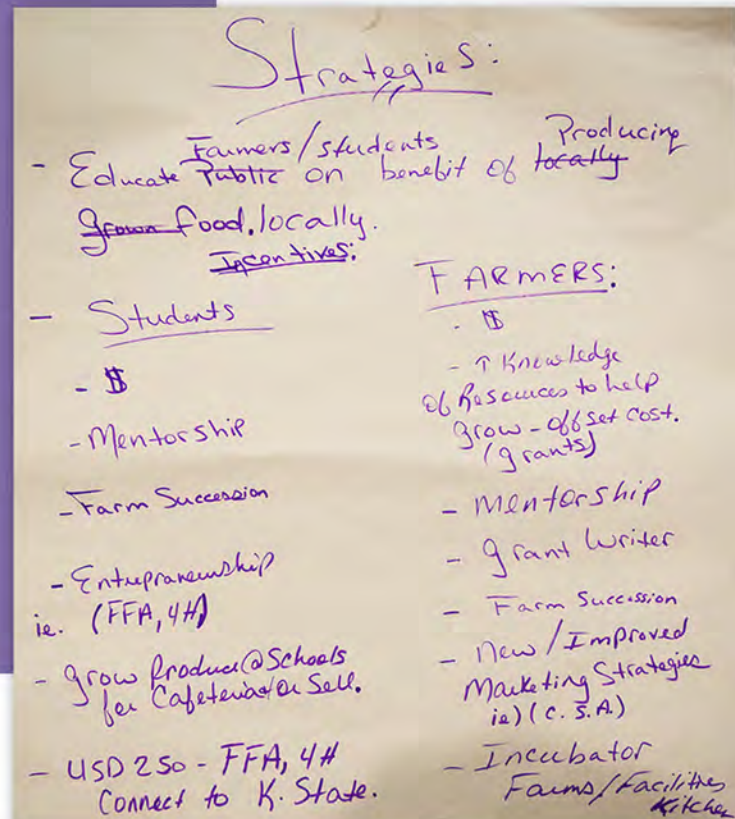


Figure 11

# Phase III: Small Group Action Priorities

Worksite Wellness

- cafeteria choices (healthier = cheaper)
- composting → restaurants
- vouchers → Farmer's mkt
- ↳ double → retail subsidy
- education ⇒ what is healthy?
- point system
- include families
- health prescriptions

\* tie it to value (of vacation)

partners

- health foundations
- local employers (work well Kansas) \* → schools
- \* PSU
- grocers
- \* Farmers mkt (SNAP)
- \* CCH
- health care providers

Greenbush

\* LiveWell

- local restaurants
- CoC? KSU
- KU - Area Health Ed. → Dr. Elizabeth Adoh
- Misty Burke

Figure 12

Information

- \* Work Well Kansas
- KHF
- RWF
- KHI
- KDHE
- Kansas Alliance for Health
- CDC
- Public Health Law Center

Insurance

- BCBS?
- AETNA
- Wellpress

Figure 13

- Waste <sup>overabundance</sup>
- educate local producers <sub>for institutions</sub>
- distribution <sup>how to:</sup> \$ reduced
- Storage of product
- more consistency in production
- educating community re: quality food

Figure 14

- donation from institutions
- education for consumers
- education for growing
- decreased stigma
- increase produce ↓ production
- Leverage best practices from Universities
- education for those providing

Figure 15



Over the course of the workshop 50 people attended. Six were from the Crawford County Health Department. Another six were from Pittsburg State University. Three or more were Kansas State Research and Extension agents. Strong representation by educators may have contributed to the frequency education was made a priority activity.

Many education priorities may be addressed with a focus on desired behaviors for a strong Crawford County local food system. Both Theory of Change<sup>v</sup> and Community-Based Social Marketing<sup>vi</sup> begin by identifying the behavior to promote in order to realize the desired scenario. Education is one type of intervention in both approaches to change. Applying one theoretical basis to education across settings may help rank action priorities. Then, interventions can be coordinated to create the conditions that lead to change.

## Influencing Behaviors

Several action priorities recognize that individual change is most often successful within cohorts. Change agents within the cohort model new, desirable behaviors that are then adopted by group members. They include:

- Current farmer and student farmer mentorships
- FHA
- 4H
- Workplace wellness programs
- Chamber of Commerce leadership

Other cohort education and behavior modeling opportunities may exist in current programs and locations:

- FNEP, SNAP, WIC
- Congregations
- Healthy Start
- Bars and entertainment venues



Figure 16. Group reflection

## Creating Immediate Impact

Priority actions that may begin immediately will involve programs and people already working on food issues and do not require capital investments. Examples from the FEAST workshop are:

- Educate growers
- Involve youth in growing food
- Begin to establish formal or informal mentorship programs for current farmers and interested high school and university students
- Promote farm and food business succession planning
- Organize food service managers from area schools, businesses, and other institutions to change menus and sourcing strategies
- Organize health care providers to develop strategies that change food choices
- Expand relationships with Workwell Kansas and encourage Workwell Kansas to increase emphasis on food choice
- Continue and broaden coordination among health and food access programs to increase on-site education in farmers' markets and grocery stores of all sizes and types



## Long-Term Commitment

Longer term actions may include:

- Identify beginning farmers and connect them with mentors and farmers or landowners willing to rent or sell land suitable for small scale, intense production of produce for the local food system.
- Analyze the web of production, aggregation, distribution, and purchase of food to determine what food hub functions are needed to reach the goals. Develop the business plan and begin funding.
- Long-term, broad-based educational efforts that change the deeply held cultural understandings of good food and personal and community health.



Figure 17. FEAST dinner



Figure 18. Locally supplied centerpieces



Figure 19. FEAST dinner

- i Oregon Food Bank (2013). FEAST Planning Manual, p.2.
- ii NVA provided a handout and copy of the presentation slides
- iii Panelists are listed on the final program
- iv A modified Nominal Group Process was used in small groups. The results were reviewed and consolidated by the CECD and NVA staff with members of Eat Well Crawford County.
- v Taplin and Clark (2012). Theory of Change Basics. ActKnowledge, New York, NY.
- vi McKenzie-Mohr, Doug (2011). Fostering Sustainable Behavior. New Society Publishers.



## Creating an Organizing Plan

FEAST Location \_\_\_\_\_ Date \_\_\_\_\_

Workgroup Category \_\_\_\_\_

- Step One: Agree on a broad vision based on your category & the input on the sticky notes you have. Do not try to quantify or be too specific. See examples in your packet. *(15-20 minutes)*
  
- Step Two: Who are your partners? *(15-20 minutes)*
  - Use the accompanying worksheet to help you brainstorm all of the potential partners.
  - Place an asterisk by anyone that is already involved in these activities.
  
- Step Three: What information do you need? *(15-20 minutes)*
  - Are there existing data sources that will be useful?
  
  - What needs further investigation?
  
- Step Four: Next Steps- *(10-15 minutes)*
  - Who will take leadership for this group? (Please list the name & contact information)
  
  - When will the group reconvene?
  
  - Who will take responsibility for recruiting additional partners?
  -

Figure 20. Oregon Food Bank FEAST Worksheet, "Creating an Organizing Plan"



# FEAST

## Food, Education, Agriculture, Solutions Together



### Welcome and Introductions (3:00 – 3:40 p.m.)

Jeremy Johnson, Eat Well Chair  
Martha Murphy, Live Well Chair  
Saloni Doshi, New Venture Advisors  
Myles Alexander, K-State Center for Community Engagement

### Panelist Presentations (3:40 – 4:50 p.m.)

CONSUMER: Vonnie Corsini, Food Cooperative  
RETAIL GROCERY: Drew Rhodes, Ron's Supermarket  
COMMODITY AGRICULTURE: Kirby Brunk, Brunk Farms  
INSTITUTIONAL CONSUMERS: Suzanna Thyer, USD 250 Food Service Director  
FARMER'S MARKET VENDOR: Jill Campbell, Pittsburg Farmer's Market Director  
DISTRIBUTOR: Matt McDonald, Martinous Produce

### Setting our priorities (5:00 – 5:30 p.m.)

Small group facilitators: Janis Goedeke,  
Linda Timme, Becky Gray, Jay Byers,  
Joanna Rhodes and Rebecca Adamson

### Local Foods Meal (5:30– 6:30 p.m.)

Big Cookie Bakery and Pittsburg Farmers Market

### Developing an Action Plan (6:30 – 8:00 p.m.)

Small Group Work

### Wrap up (8:00 -8:30 p.m.)

This material was funded by USDA's Supplemental Nutrition Assistance Program (SNAP) through a contract awarded by the Kansas Department for Children and Families. USDA is an equal opportunity employer and provider. SNAP provides nutrition assistance to people with low income. It can help you buy nutritious foods for a better diet. To find out more call 1-800-221-5689.



**Public Health**  
Prevent. Promote. Protect.  
Crawford County  
Health Department

