

AzNN Food Systems Subcommittee Meeting Minutes

DATE: Wednesday, January 13, 2016 LOCATIONS: iLinc

PRESENT:

Organization	Name
AzNN	Stephanie Martinez Noelle Veilleux
Evaluation	Laurel Jacobs
Cocconino HD	Theresa Kulpinski
Maricopa HD Guest Speaker	Anne Costa Connie Ballard & Allison
Maricopa Ext	Jesse Davenport
Mohave HD	Melissa Palmer for Tiera Morrison
Mohave Ext	Trish Zillox
Navajo HD	Cherilyn Yazzie
Pima Ext	Jacqui Stork
Pinal Ext	Shanna Murphree
Yavapai HD	Kelley Villa for Sharmel Jordan
Yavapai Ext	Rebecca Serratos
Yuma HD	Tricia Kinnell

Agenda Item	Details
Announcements	<p>Jesse Davenport will be leaving the Cooperative Extension at the end of January (29th).</p> <p>Stephanie Martinez will be on maternity leave until April-ish.</p>
SFSP Campaign Update	<p>SNAP-Ed has received approval to work with ADE SFSP to develop an outreach campaign targeted to moms and kids (ages 9-12) with a goal of increasing SFSP participation (# meals served). USDA requires the campaign include a nutrition/health message.</p> <p>AzNN working with Moses (marketing firm) and Zeitgeist (research firm) to test concepts through formative research and design a social marketing toolkit. All existing research was compiled and provided to both firms so as not to waste time identifying barriers that are already consistent nationally (i.e. lack of transportation). Research firm will use both 1:1 in-depth interviews with moms as well as a focus group with kids. The research firm felt the 1:1 interviews would be more beneficial than focus groups with moms due to the sensitive nature of the topic and the opportunity to delve more into identified barriers.</p> <p>Result will be a Social Marketing toolkit with predeveloped/designed items for easy roll-out and a statewide look/feel. Items may include: online ads, web tools (for posting on existing webpages), posters,</p>

	<p>flyers, mailers, social media messages, radio spots, etc. The research will tell us which items/communication channels are best. The plan is to encourage other SFSP community partners (i.e. United Way of Dairy Council) to utilize this toolkit as well as the SFSP Sponsors.</p> <p>The final report is due this week. We will then finalize concepts and begin developing the collateral. The research and final concept will be presented at the ADE hosted SFSP summit in February (all sponsors are required to attend).</p> <p>Evaluation tie-in: The framework includes needs/strengths assessment – tool is being finalized (target April 2016).</p>
<p>Focus Group Results</p>	<p>Corner Store Focus Groups – Completed 4th Quarter FFY2015</p> <ul style="list-style-type: none"> • Participants included: store owners and managers of individually owned stores (not corporate stores) • Stores located in Central and South Phoenix • Stores classified as (1) full service convenience store, (2) convenience store focused on liquor and tobacco, or (3) grocery-focused convenience store. – Participants agreed most items sold in their store were not healthy. 9/13 accepted SNAP and 4/13 accepted WIC. • Barriers to offering perishable items: price, shelf-life, perceived lack of demand, competition from “junk food”. Someone mentioned a basket of fruit with a homemade sign was not appealing to consumers. • Pilot Program included: produce recommendations, community surveys, assistance with merchandising, media support, TA, in-store events, signage, and social media <ul style="list-style-type: none"> ○ Participant reactions: signage seemed most appealing, community survey would be helpful, consumer education about healthy foods is a need, in-store events well received, SNAP acceptance would be a pre-requisite for this particular program, baskets and shelving were of interest (not an allowable SNAP-Ed cost), some managers were pessimistic about changing purchasing choices. • Recommendations: query the owner/manager about issues surrounding WIC, and assist with the SNAP application process. Signage (both exterior and interior) is important and must be creative with space, etc. Assist with procurement of perishable items and provide TA on handling fresh produce. Small steps are most feasible until owners see a financial benefit to change. <p>Questions</p> <ol style="list-style-type: none"> 1. Do you have any experience with enrolling corner stores in EBT? <ol style="list-style-type: none"> a. Limited experience so far (focused on farmers markets).

	<p>Share Cindy's EBT toolkit – possibly customize to corner stores?</p> <p>Connie's Contact Information: connieballard@mail.maricopa.gov or (602)506-9337</p> <p>Resources from the AzNN Obesity Prevention Resource Guide: Calculating Selling Area for Healthy Retail Providing Fresh Produce in Small Food Stores</p>
<p>Next Steps</p>	<p>FS Subcommittees will continue without ADHS/AzNN leadership. ADHS will continue to provide the iLinc and call-in access so the committee can meet.</p> <p>EBT Toolkit – Do we want to customize a guide for corner stores or small grocers?</p> <p>EBT Sign-up event – Do we want to coordinate something for Arizona with a focus on small retailers (rather than farmers market's)?</p> <p>SFSP - share results and concepts</p>
<p>Next Meeting</p>	<p>February 10th 10:00am</p>