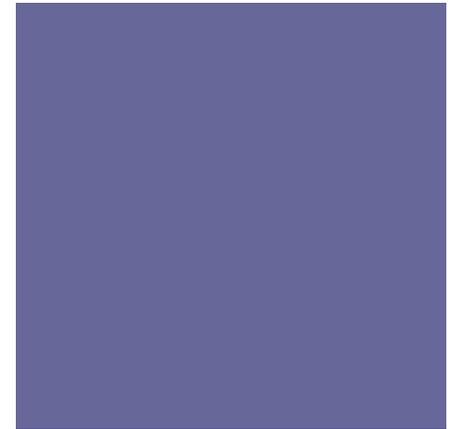




# Building Healthy Communities Grant Training

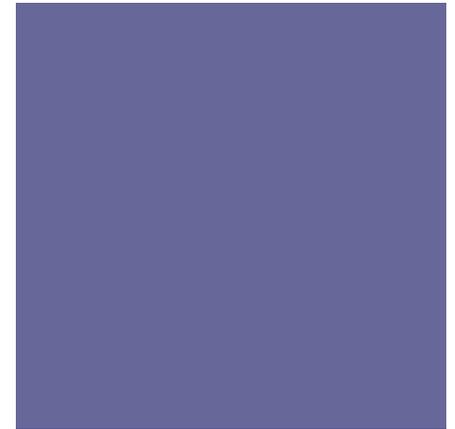


Kellogg Center, East Lansing  
March 12-13, 2009





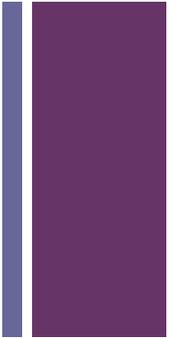
# Farmers' Market Evaluation



Sarah Monje, MPH, RD  
MDCH



# Objectives



**At the end of this session, participants should be able to:**

- State at least 2 benefits to coalitions for evaluation of farmers' markets
- List several types of information we learn about Farmers' Markets and patrons using the evaluation
- Know where to obtain information about preparation for evaluation



Please refer to:

## Farmers' Market Evaluation Description and Procedures Manual

*Updated March 2009*





# Farmers' Markets

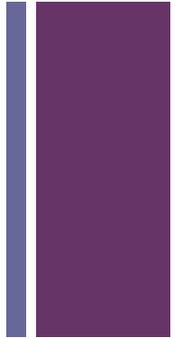
Pilot Health Departments:

**Washtenaw, Marquette, Ingham**

**Thank you!!**

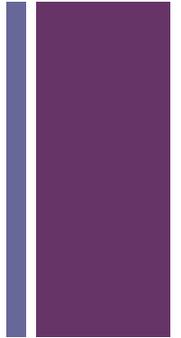
**Revisions:**

- *Updated protocol*
- *Determined frequency schedule*





# Farmers' Markets

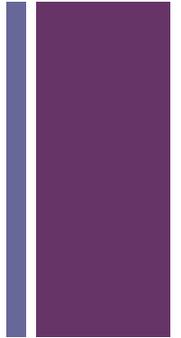


**Q: Who?**

**A: Every grantee implementing a farmers' market**



# Farmers' Markets

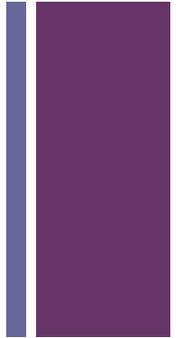


## Q: Why?

- BHC: PEC → **Healthy Eating**, Physical Activity, Tobacco
- Eating Fruits and Vegetables = Healthy Eating
- Farmers' Markets → Eat Fruit and Vegetables



# Farmers' Markets

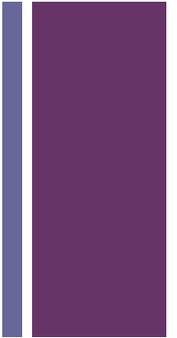


## Why? (cont'd)

- Evaluation Goals:
  - Is the intervention having the intended effect?
  - **Future plans**
- Standardization
  - Efficiency
  - **Aggregate data = marketing = more funding**



# Farmers' Markets



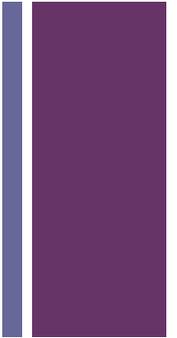
A note about standardization:

In order for the results to be aggregated, it is important that all the questions are asked in the same way.

Contact your consultant if you would like to explore modifications.



# Farmers' Markets

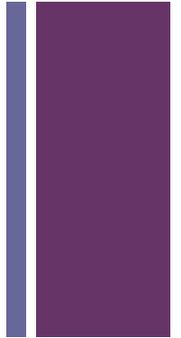


Q: What are the tools?

- **Customer survey** → Patrons
- **Tracking summary sheet** → Market



# Farmers' Markets

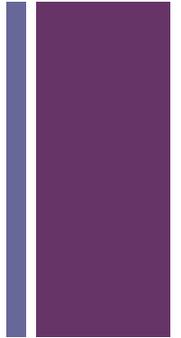


## **Customer survey Collects Information on:**

- Demographics
- General health
- Purchasing interests
- Customer satisfaction



# Farmers' Markets



## Administering the customer survey

**Where?** Near the entrance of the farmers' market.

**When?** Establish a sampling procedure

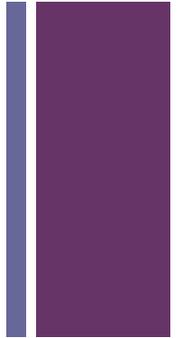
**Who?** 18 years +

**How?** A friendly script will increase your chances of getting surveys completed.

Example:



# Farmers' Markets



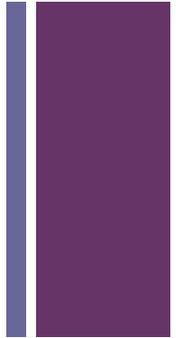
**Don't Leave Home Without it!**

- Copies of the survey
- Clipboards
- Pencils
- Envelopes





# Farmers' Markets

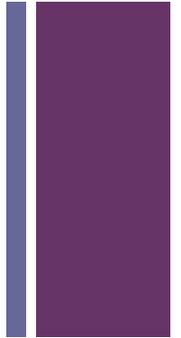


## Tracking Summary Collects:

- Market Sales
- EBT use
- Voucher use
- Promotional Activities



# Farmers' Markets

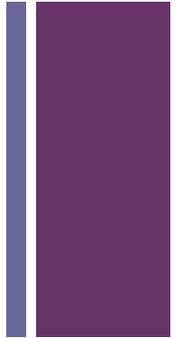


## **Administering the tracking summary**

- Who?** Market Manager
- Where?** At the farmers' market.
- When?** Each market day
- How?** May need a team effort



# Farmers' Markets

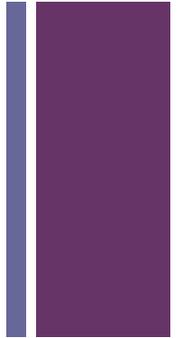


## Q: I have the surveys- Now What?

- LHD will be responsible for its own data entry and reporting
- Use a spreadsheet from MDCH
- Collected 1,000,000 surveys?-  
Contact your consultant



# Farmers' Markets



## Feedback

Q: How will I get my data back after I submit?

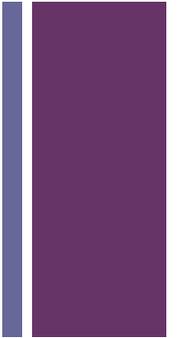
MDCH will analyze your data and send you a report.

# + Questions?





# Quiz Time!!



- State at least 2 benefits to coalitions for evaluation of farmers' markets
- List several types of information we learn about Farmers' Markets and patrons using the evaluation
- Know where to obtain information about preparation for evaluation