



**Double Up Food Bucks:  
Strengthening a Program Through Community  
Engagement, Data Collection, and Policy Advocacy**

**Colorado Culture of Data Conference  
Friday, June 23<sup>rd</sup>. 2017**

# LiveWell Colorado History

- ✿ Established as a nonprofit in 2009
- ✿ Vision and innovative partnership of:
  - Colorado Health Foundation
  - Colorado Department of Public Health & Environment
  - Kaiser Permanente



# LiveWell's Mission & Vision

- ✿ **Mission:** LiveWell Colorado increases access to healthy eating and active living by removing barriers that inequitably and disproportionately affect low-income communities and people of color.
- ✿ **Vision:** All Coloradans live in environments with equitable access to the nourishing food and physical activity they need to be healthy.





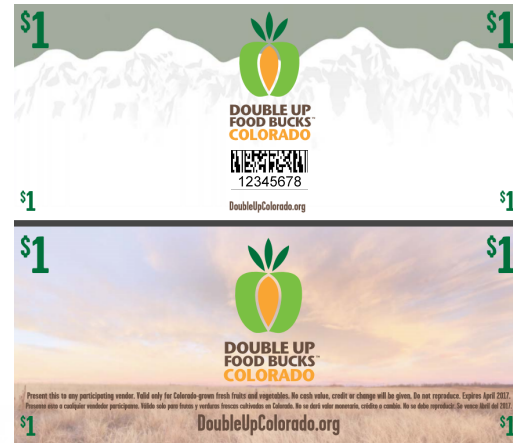
# Double Up Food Bucks Colorado



# What is Double Up Food Bucks?



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***Increase purchases of fresh, CO-grown fruits and vegetables by SNAP participants by providing incentives at farmers markets and innovative local retailers in urban, suburban, and rural communities in Colorado.***



# \$1:\$1 Match, Up to \$20 per visit

What you can buy for **\$20** in **SNAP** benefits at one of our sites

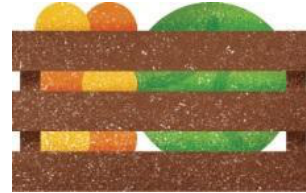


What you can buy for \$40 when SNAP is **matched with Double Up Food Bucks**





# DOUBLE UP FOOD BUCKS **Win/win/win**



**Families** bring home more healthy food



**Farmers** make more money



More food dollars stay in local economy, **strengthening communities**



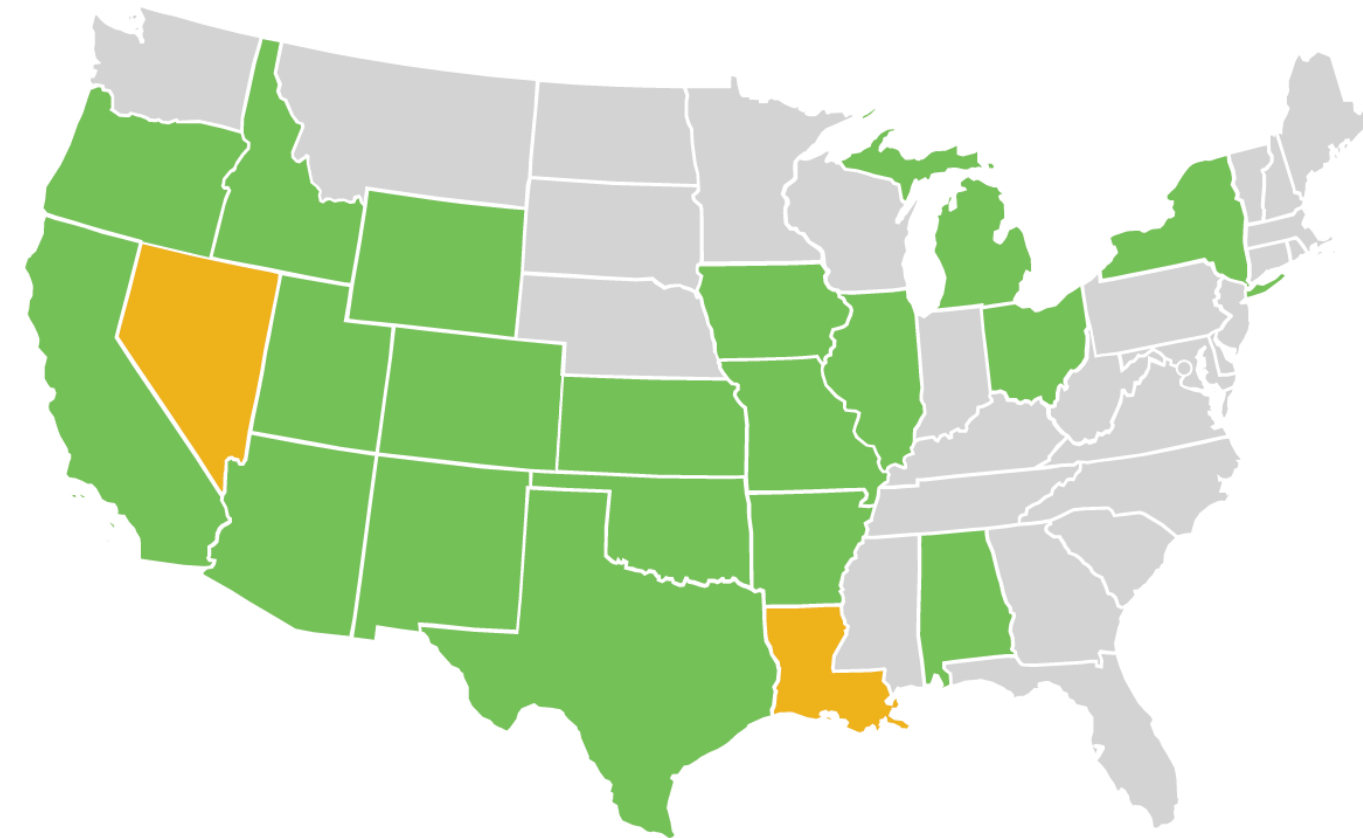


# Food Insecurity Nutrition Incentive Program

## 2014 FARM BILL

- \$100 million over five years
- Competitive grant program
- Fruit and vegetable incentives for SNAP participants
- All types of retail
- Requires 1-1 match

# National Network



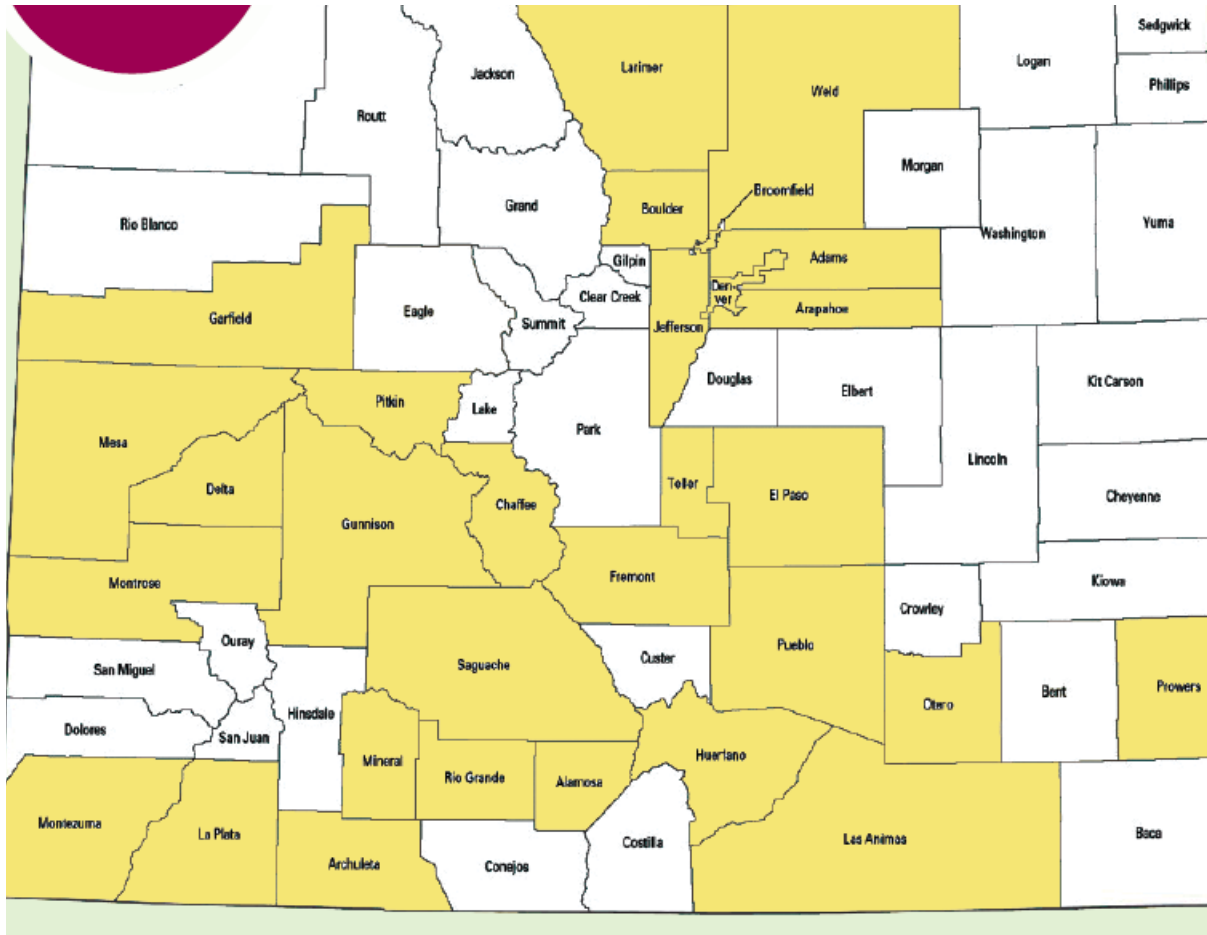
■ ACTIVE DOUBLE UP PROGRAM IN 2016

■ FAIR FOOD NETWORK IS SUPPORTING HEALTHY FOOD INCENTIVE EFFORTS



# Double Up in Colorado – 2017

90 sites in 28 different counties!





# These sites include





# Double Up Food Bucks: What We Have Learned



# Approach

Tool	What was measured	Sample Size
<b>Customer Surveys</b>	<ul style="list-style-type: none"> <li>• Customer experience</li> <li>• Customer demographics</li> <li>• Fruit and vegetable intake</li> <li>• Increase in F&amp;V purchases</li> </ul>	228 customers completed survey
<b>Vendor Surveys</b>	<ul style="list-style-type: none"> <li>• Vendor experience</li> <li>• Sales activities</li> <li>• Vendor demographics</li> <li>• Changes in farming variety, capacity, equipment</li> </ul>	70 vendors completed survey
<b>Market Manager Survey</b>	<ul style="list-style-type: none"> <li>• Manager experience</li> <li>• Feedback of program structure and LWC support</li> <li>• Feedback on Media and Outreach</li> </ul>	22 market managers completed survey
<b>Customer Reports</b>	<ul style="list-style-type: none"> <li>• SNAP Spending</li> <li>• DUFB dispensed</li> <li>• EBT Transactions</li> <li>• Number of HHs with Children</li> <li>• Zip code</li> <li>• Market events</li> </ul>	2,456 customer reports were submitted to LiveWell.
<b>DUFB Website Sidebar</b>	<ul style="list-style-type: none"> <li>• Includes email, name, if someone is on SNAP, zip, and comments</li> </ul>	391 Entries
<b>Focus Groups</b>	<ul style="list-style-type: none"> <li>• Customer experience at Boulder County Farmers Markets</li> <li>• F&amp;V consumption</li> </ul>	20+

# Evaluation Tools

## Customer Surveys

- N=228 surveys

## Vendor Surveys

- N=70 surveys

## Market Manager Surveys

- N=22 surveys

## Customer Reports

- N=2,456 transaction reports



# Market Reach

## By the Numbers ...

### Market Participation

- 39 Markets; 30 reporting
- 53% Front Range
- 46% Rural

### SNAP \$\$ Distributed in 2016

- \$81,759

### DUFB \$\$ Distributed in 2016

- \$65,836

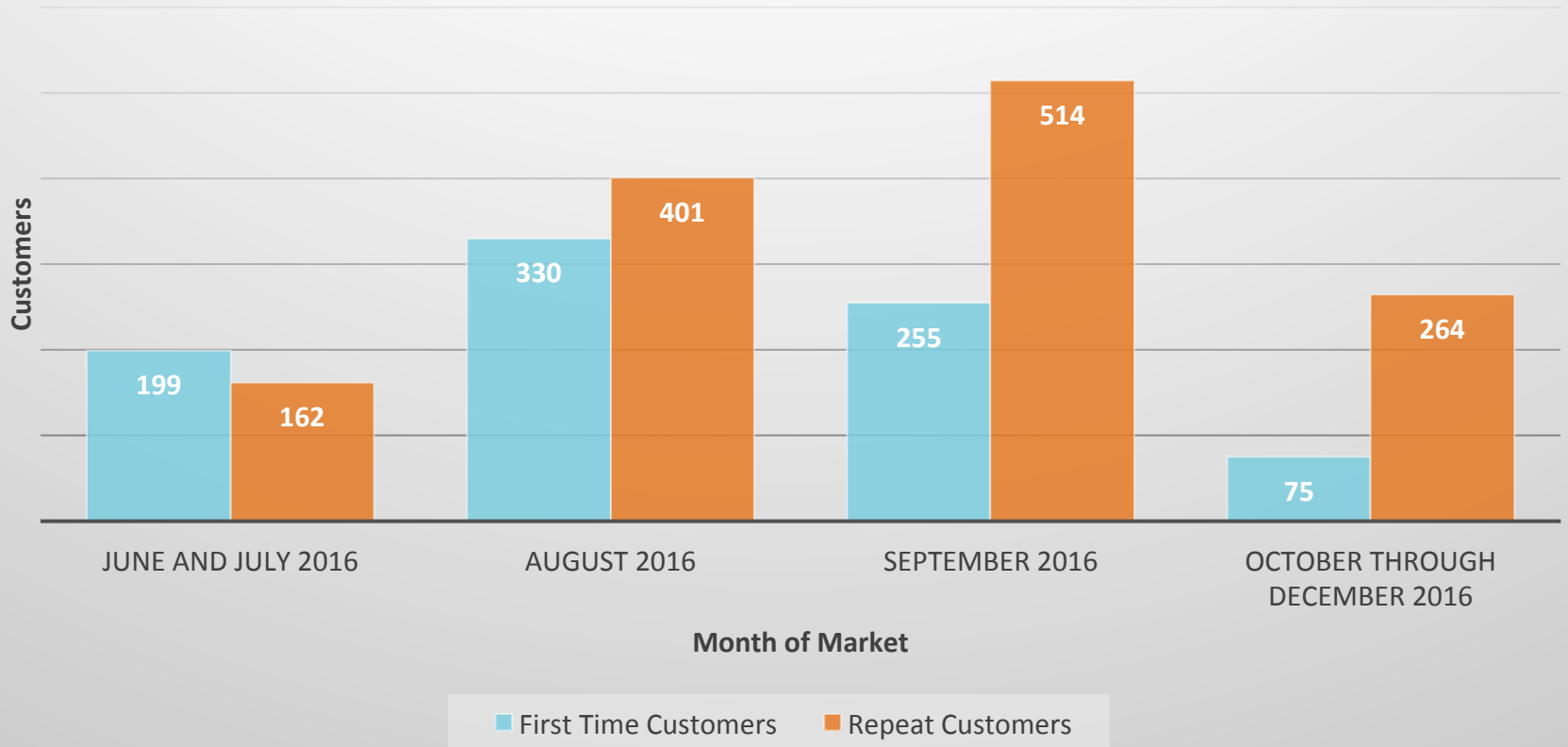
### SNAP Resources Dispensed

- 50% in the amount of \$20-\$29
- 30% in the amount of \$30-\$39



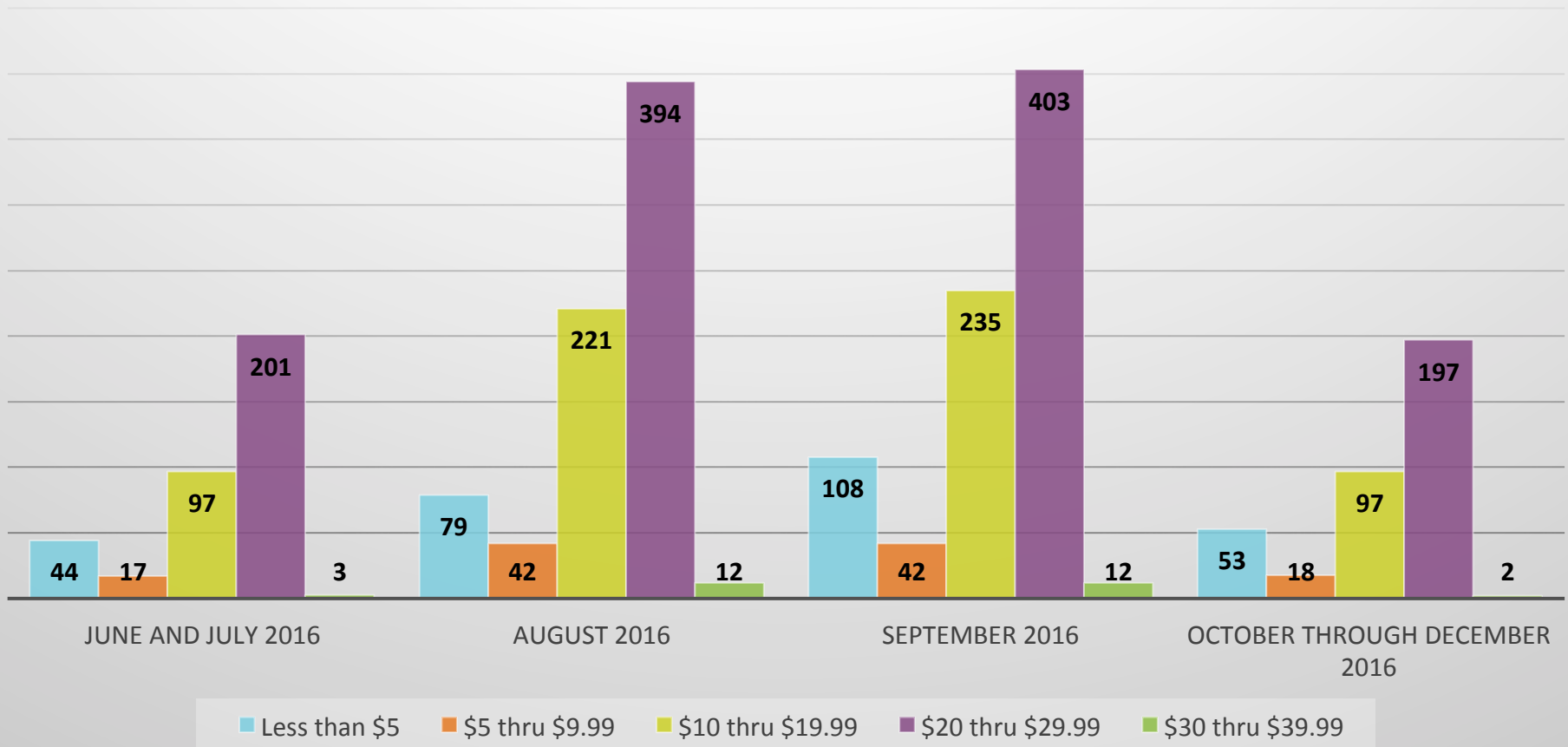
# Customer Attendance

## 1st Time and Repeat Visits at DUFB-CO Markets by Month (Self-Report)



# Customer Transactions

DUFB-CO Transactions at Markets by Month



# Customers' Access to Markets

Variable	Frequency	Percent
How did you hear about the DUFB Program?		
Flyers	9	5.2
Family or Friends	32	18.5
Farmers Market	86	49.7
News Outlet	12	6.9
Advertisements	13	7.5
Community-based Organizations	21	12.1
How did you get to the Farmers' Market today?		
I drove my own car	133	58.6
I rode with friends or family	38	16.7
I took the bus	15	6.6
I took a taxi	1	.4
I walked or rode a bicycle	34	15
Other	6	2.6
How long did it take you to travel to the market?		
Less than 10 minutes	117	51.8
10 to 20 minutes	63	27.9
21-30 minutes	33	14.6
More than 30 minutes	13	5.8

# Nutrition Information and Purchasing Behavior

Consumers who received nutrition information at their respective farmers' markets were more likely to **try new fruits and vegetables**.

Have you ever received information about cooking or purchasing fruits and vegetables at this market?	Count	Percent
No	113	50.4
Yes	111	49.6
How likely are you to buy more fruits and vegetables because of this information?		
Very unlikely	1	0.9
Somewhat likely	38	33.6
Very likely	74	65.5

# Customer Demographics

Variable		Frequency	Percent
Educational Attainment	8th Grade or Less	7	3
	9th to 11th Grade	8	4
	12th Grade or GED	35	16
	Some College	54	25
	College Degree or Higher	112	52
Gender			
	Male	40	19
	Female	157	73
	Gender not specified	17	8
Age			
	18 to 24	23	11
	25 to 34	68	31
	35 to 44	53	24
	45 to 54	21	10
	55 to 64	36	16
	65 to 74	16	7
	75 plus	2	1
Households with Children under 18 years old			
	Yes	118	58
	No	87	42

✿ Customers were mostly college educated or some college, mostly female, and between the ages of 25 to 44. Just under 50% reported having children under the age of 18.





# Customer Perceptions of Fruit and Vegetable Purchasing Behaviors

- ✿ 90 percent of SNAP customers agreed that the program helped them **buy more fruits and vegetables**;
- ✿ 81 percent of customers strongly agreed that they **ate more fruits and vegetables**; and
- ✿ 69 percent agreed that the program inspired them to **try new fruits and vegetables**.




# Customer Perceptions of Selection, Quality, and Affordability of Fruit and Vegetables

- ✿ 86 percent of SNAP customers felt that the **selection of fruits and vegetables** was better;
- ✿ 95 percent of customers felt that the **quality of fruits and vegetables** was better; and
- ✿ 65 percent felt that the **price of fruits and vegetables** better.



# Impressions

 *“This is the most awesome program. I can't believe I got lovely fresh produce for my family. Thank you very much. This is such a big help, and a real treat!”*

Overall, Colorado consumers expressed enthusiasm about the program and wished more people could know about and use the program. Double Up Food Bucks Colorado incentives positively influenced perceptions of food availability, quality, and consumption across urban, suburban, or rural environments and regardless of education level.



# Discussion

**While customers expressed satisfaction about the market experience, there were some themes that require further discussion.**

- ✿ Price of fruits and vegetables remains a concern for SNAP recipients at farmers' markets.
- ✿ Market schedule was perceived to be inconvenient or unclear due to limited signage or information on the web.
- ✿ Confusion persists about how to use the incentives and where the incentives can be used.
- ✿ Evaluation data is spotty and limited. Participation by all sites is necessary to better understand the reach and impact of the program.





# **Double Up Food Bucks: Learning from Community Partnerships**





Our Mission: create a community-driven, neighborhood-based food system by serving as a hub for food distribution, production, education, and economic development.





**“Being able to use DUFEB at  
The GrowHaus year-round has encouraged  
me to eat as much fresh and local produce  
as I can find seasonally!”**

*- Laura Nielson 2017*



## Mercado de al Lado



## Promotoras



How it works:

**Market:** Buy local fruits and vegetables to receive a 1:1 match in Double Up Food Bucks which can be redeemed for any fruits and vegetables

**Food Boxes:** 50% discount on weekly food box containing local Colorado grown fruits and vegetables

[www.TheGrowHaus.org](http://www.TheGrowHaus.org)







# Double Up Food Bucks Colorado: Data-Driven Policy

# Policy and Advocacy

- ✿ Policy: a course or principle of action adopted or proposed by a government, party, business, or individual
- ✿ Advocacy: public support for or recommendation of a particular cause or policy



# Using Programs to Develop Policy

✿ You know the issues better than anyone – you're living it

- But, you need to be able to explain to others!

✿ Assess and Quantify

- Program Functionality; the good and the bad
- Program Sustainability
- Surprises



# Driving Your Policy with Data

## Telling Your Story

- Strongest points first – nobody reads to the end!
  - You know way more than they do – keep it simple
  - They just need to know enough to make a decision
- Shape data presentation to your audience
  - Be succinct
  - Be prepared for data points to be used against you
  - Hold your ground – it's okay to disagree
- Don't shy away from the surprises or negative information
  - But, use discretion



# Questions? Contact Us



**Kathryn Ardoin**

Manager of Food Distribution

The GrowHaus

[kathryn@thegrowhaus.org](mailto:kathryn@thegrowhaus.org)

**Laura Molina**

Market Coordinator

The GrowHaus

[lauram@thegrowhaus.org](mailto:lauram@thegrowhaus.org)

**Terri Livermore**

Policy Director, Food Systems

LiveWell Colorado

[terrilivermore@livewellcolorado.org](mailto:terrilivermore@livewellcolorado.org)

**Wendy Peters Moschetti**

Director of Food Systems

LiveWell Colorado

[wendymoschetti@livewellcolorado.org](mailto:wendymoschetti@livewellcolorado.org)



Thank You!