



SHARED MEASUREMENT TRAINING: INTRODUCING A FOOD ACCESS SURVEY

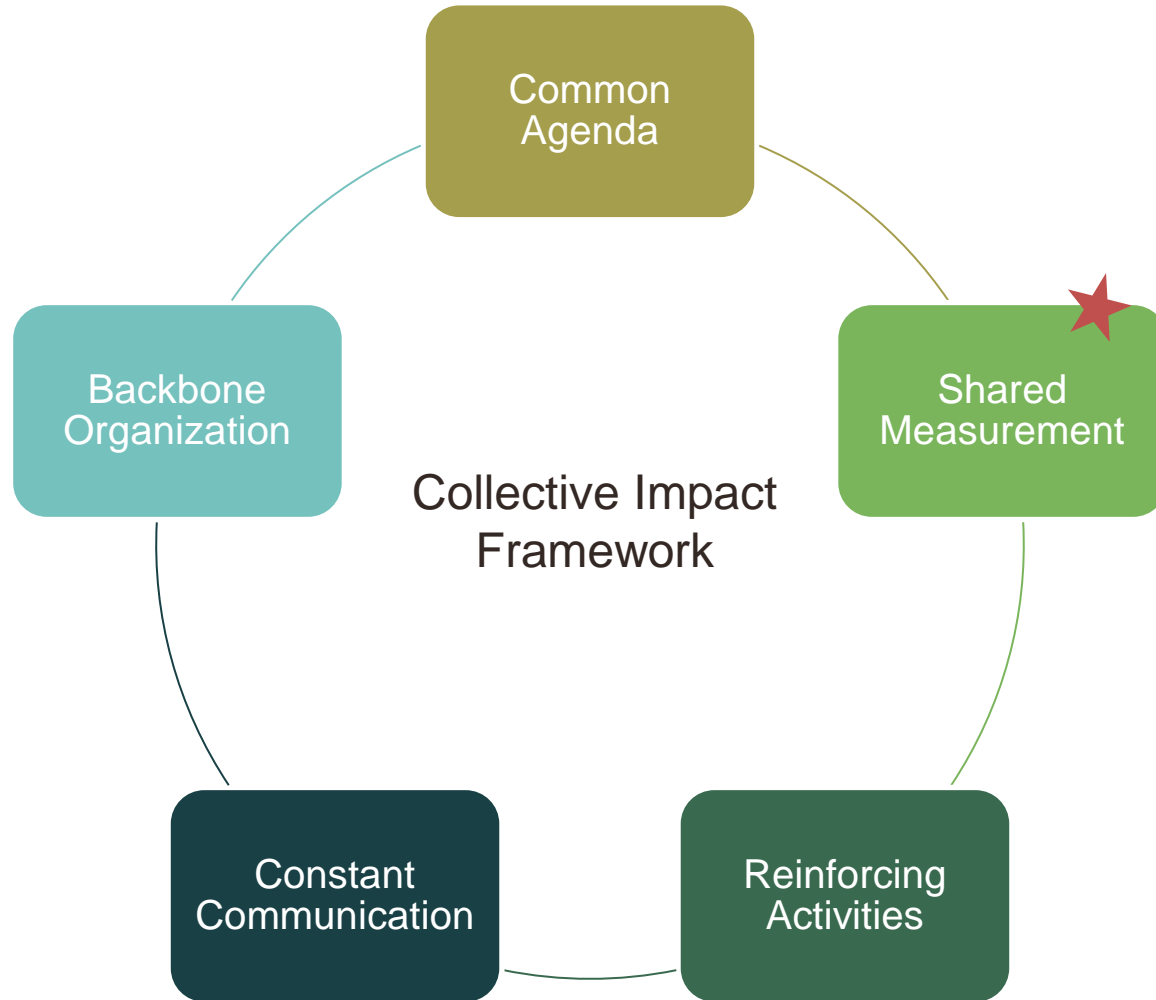
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MICHIGAN STATE
UNIVERSITY

Center for
Regional Food Systems

WHY SHARED MEASUREMENT?



WHY FOOD ACCESS AS FOCUS?

- Conducted a series of interviews (N=44) and surveys (N=71) with partners and found the interests included:
 - Economic impact of local food systems
 - Institutional Procurement
 - Access to healthy foods and related behaviors
- Worked with an Advisory Committee to review results and build consensus

Institutional Procurement



Economic Impact



- Build capacity through USDA training

Healthy Food Access



- New survey tool for primary data collection

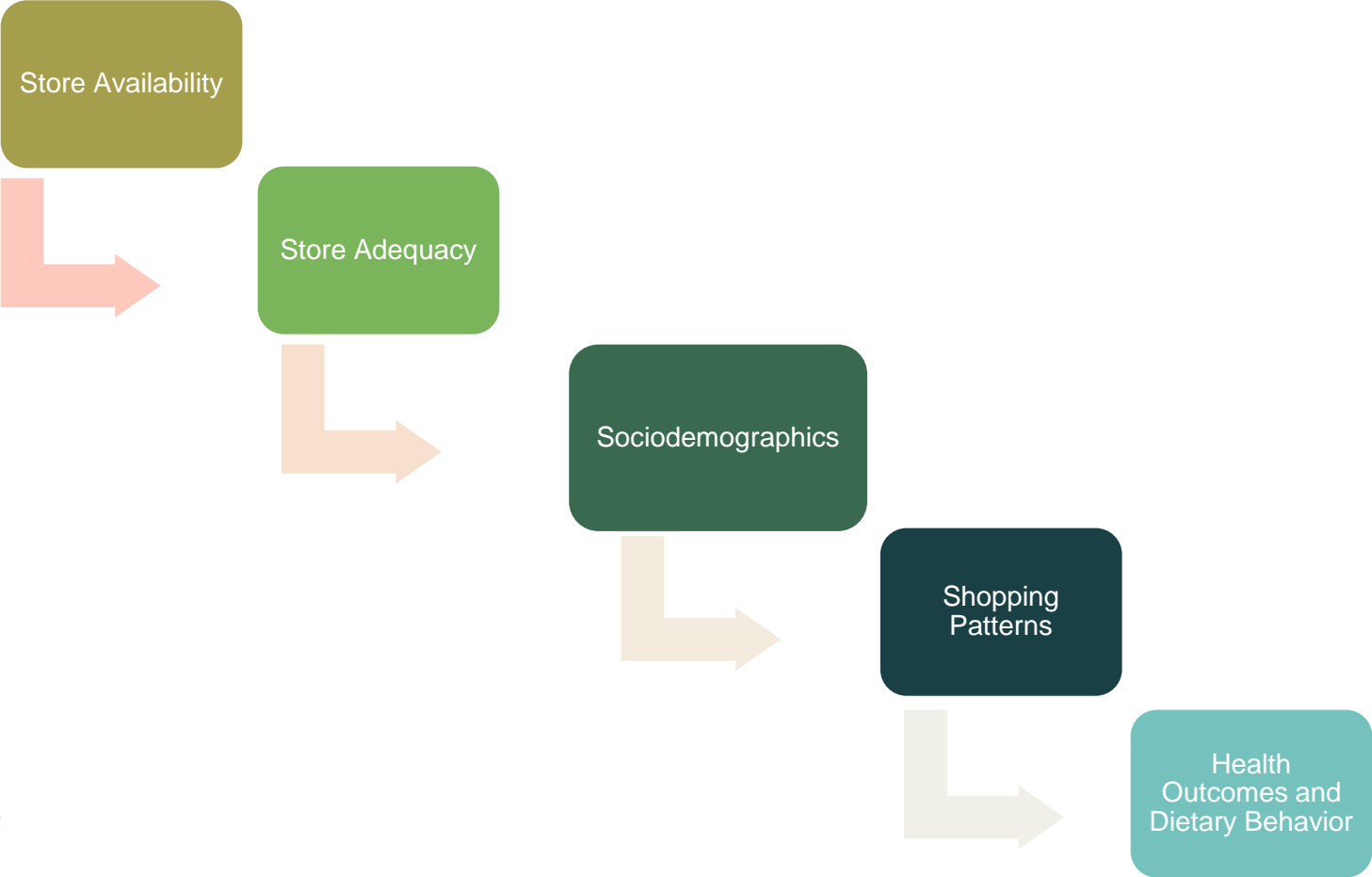
OVERVIEW OF PILOT GOALS

- 1. Empower participating communities to better understand and address food access challenges**
 - Accelerate work on healthy food access
- 2. Establish robust protocol for assessing food access that can be replicated**
 - Work with pilot communities to tailor pilot approaches
- 3. Build community capacity for data collection and participation in shared measurement**
 - Gain research skills

OUTLINE

1. **Defining and measuring food access**
2. **Overview of pilot process**
 - Cognitive Interviewing
 - Survey Tool Implementation
3. **Detailed description of survey tool**
4. **Optional additional scales**
5. **Tips for conducting surveys**
6. **Finding other survey tools**
7. **Overview of the RFA**
8. **Questions/Discussion**

Healthy Food Access Model



Healthy Food Access Model

Store Availability

KEY QUESTIONS

- Are there stores nearby?
- Is the number of stores adequate to serve the population?
- Is there an appropriate mix of store types present?

METHODOLOGIES

- Spatial analysis
- Ratio of store types
- Surveys, interviews or focus groups on perceived store availability

Healthy Food Access Model

Store Adequacy

KEY QUESTIONS

- Do the stores sell a wide variety of high quality, healthy food at affordable prices?
- Do the stores sell culturally appropriate food?
- Are residents comfortable shopping in the stores?
- Do stores accept SNAP? WIC? Other food assistance benefits?

METHODOLOGIES

- Store assessments
- No. of SNAP and WIC licensed stores
- Surveys, interviews or focus groups on perceived store adequacy

Healthy Food Access Model

Sociodemographics



KEY QUESTIONS

- Do residents have the resources they need to access the available food?
- What is the level of food insecurity?
- What is the level of car ownership?



METHODOLOGIES

- Secondary data on poverty rates, food insecurity or car ownership
- Perceived ease of accessing healthy food

Healthy Food Access Model

Shopping Patterns

KEY QUESTIONS

- Where are residents shopping?
- How often are residents shopping?
- What are residents purchasing?

METHODOLOGIES

- Store sales data – volume or category
- Self-reported shopping patterns
- Self-reported purchases
- Collect receipts

Healthy Food Access Model

Health Outcomes
and Dietary
Behavior



KEY QUESTIONS

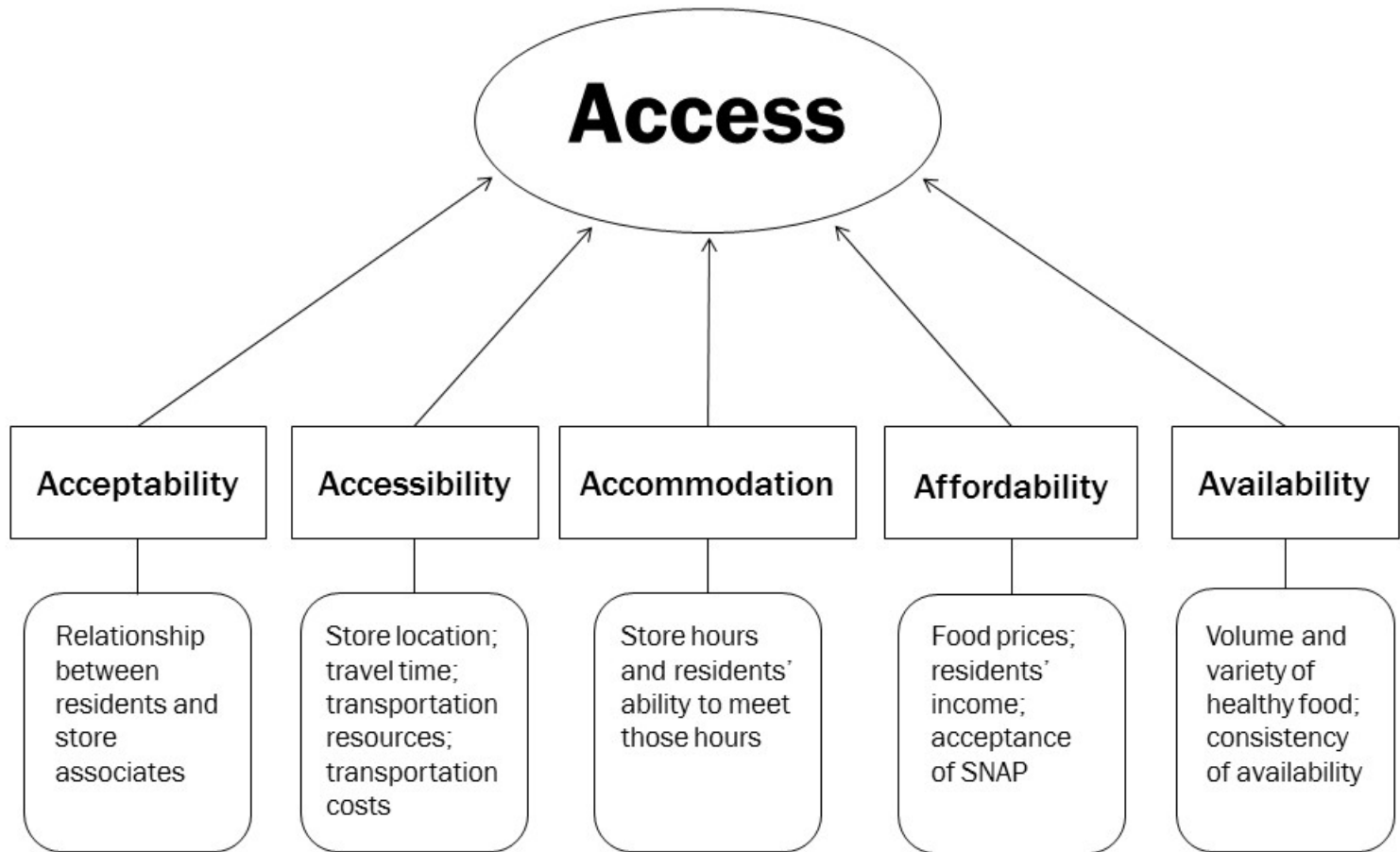
- What are residents eating?
- What is the level of nutrition knowledge?
- What are obesity rates?
- What are rates of diet-related disease?
- What is the level of health disparities?



METHODOLOGIES

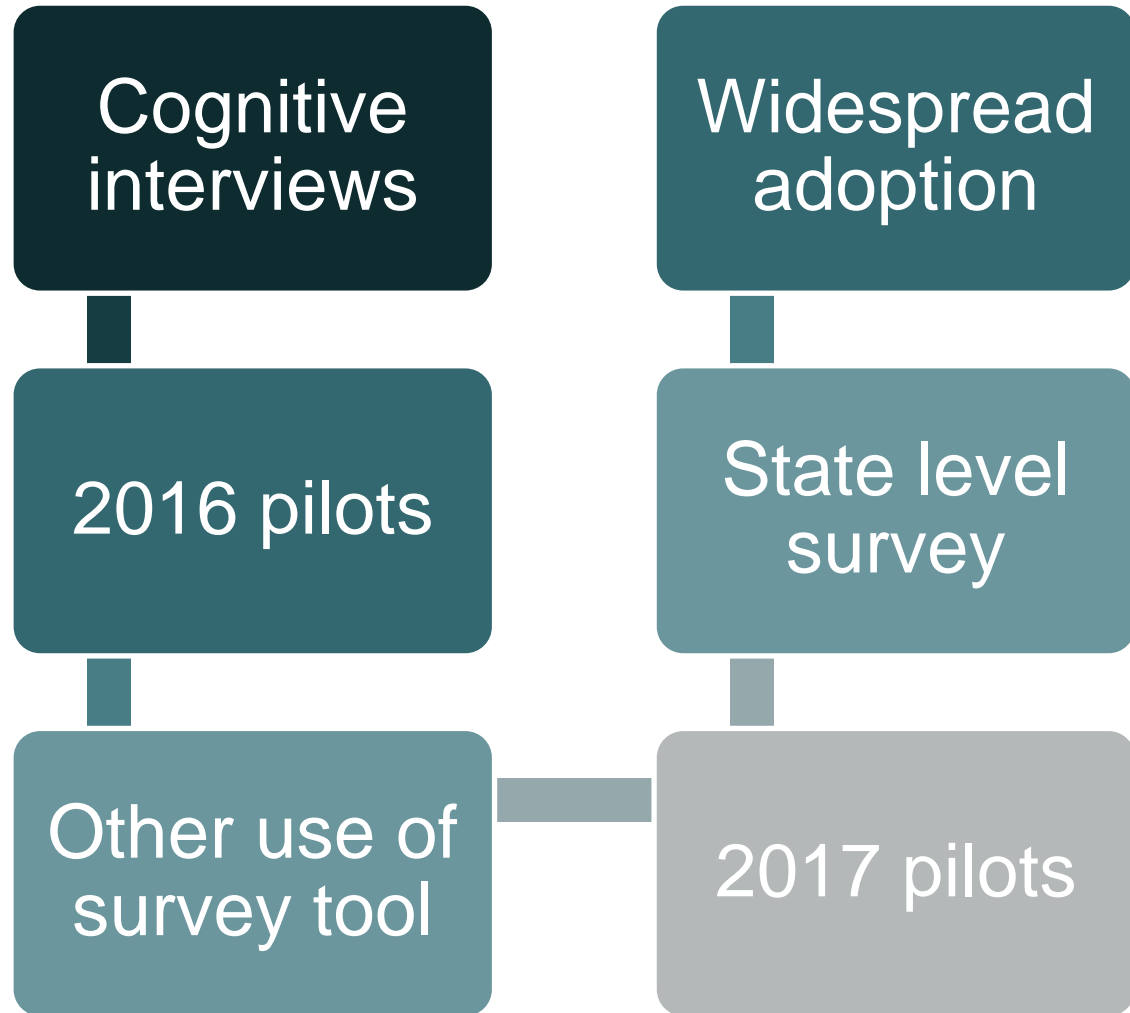
- Secondary national or state data on consumption
- Secondary state data on obesity, diet-related disease, health disparities
- Self-reported consumption, nutrition knowledge, health status

FIVE DIMENSIONS OF ACCESS



Usher, K. M. (2015). Valuing all knowledges through an expanded definition of access. *Journal of Agriculture, Food Systems, and Community Development*, 5(4), 109–114.
Penchansky, R. and J. W. Thomas. (1981) The Concept of Access: Definition and Relationship to Consumer Satisfaction. *Medical Care*, Vol. 19, No. 2 (Feb., 1981), pp. 127-140

OVERVIEW OF PILOT



THE SURVEY

FOOD ACQUISITION PATTERNS

1. I do most of the food shopping in my household.

Yes

No

I don't know

2. In the past month, how often did you or your household get food from the following place:

	Always	Often	Sometimes	Rarely	Never	I don't know	Not available in my community
Supermarket or large/mid-size grocery store (Including discount superstores such as Walmart, Meijer, Kroger)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Warehouse club store (Sam's Club or Costco)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Small grocery store (family owned)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Convenience store (7-11, gas station)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Dollar Store (Dollar General, Family Dollar)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Drugstore (CVS, RiteAid)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Health food store/co-op	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Food pantries, food bank, or soup kitchens	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

THE SURVEY

FOOD ACQUISITION PATTERNS CONT.

3. In the past year, how often did you or your household get food from the following places, consider during the growing season (approximately May- October):

	Always	Often	Sometimes	Rarely	Never	I don't know	Not available in my community
Farmers' market or directly from a farm	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A household or community garden	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

0% 100%

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THE SURVEY

PERCEIVED FOOD AVAILABILITY

4. Please tell us how much you agree or disagree with the following statements. I will be asking you about your neighborhood. When I say neighborhood I mean the area you can easily walk, bike, drive, or take the bus to from your home.

	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	I don't know
It is easy to find fresh fruits and vegetables within my neighborhood.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The fruits and vegetables in my neighborhood are high quality.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
There is a large selection of Michigan-grown foods available in my neighborhood.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

THE SURVEY

FACTORS INFLUENCING SHOPPING PATTERNS

5. What is **most** important to you in deciding where to grocery shop? (select your **top three** choices):

- Distance from home or work
- Customer service
- Ability to get everything in one place
- Quality of food
- Foods I like to cook
- Safety
- Cleanliness
- Organic, sustainable, or ethically raised products
- Prices, sales, or discounts
- Michigan grown foods
- Foods from my culture
- Other:

6. I have easy access to stores that meet my needs (i.e., has that characteristics I indicated above as important). Easy access means the store is located in your neighborhood, or another convenient location you can easily walk, bike, drive, or take the bus to.

Strongly agree

Agree

Neither agree nor
disagree

Disagree

Strongly disagree

I don't know

THE SURVEY

TRANSPORTATION BARRIERS

7. How often is transportation a problem for you in getting fresh fruits and vegetables?

Always



Often



Sometimes



Rarely



Never



I don't know



8. How often does the distance from your home to a full service grocery store make it difficult for you to buy the fruits and vegetables you would like?

Always



Often



Sometimes



Rarely



Never



I don't know



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THE SURVEY

DIETARY PATTERNS

The next 10 questions are about what you eat. There are 3 categories:

- Juice and Fruit
- Tomato Products
- Green Salads, Potatoes, Beans and Other Vegetables

Juice and Fruit

9. During the past month, how often did you drink 100% pure fruit juices such as orange, mango, apple, grape, and pineapple juices? Do not include fruit flavored drinks with added sugar or fruit juice you made at home and added sugar to. Mark one choice.

Never	1 time last month	2-3 times last month	1 time per week	2 times per week	3-4 times per week	5-6 times per week	1 time per day	2 or more times per day
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

10. During the past month, how often did you eat fruit? Include fresh, frozen, or canned fruit. Do not include juices.

Never	1 time last month	2-3 times last month	1 time per week	2 times per week	3-4 times per week	5-6 times per week	1 time per day	2 or more times per day
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

THE SURVEY

DIETARY PATTERNS CONT.

Tomato Products

11. During the past month, how often did you have Mexican-type salsa made with tomato?
12. During the past month, how often did you eat pizza? Include frozen pizza, fast food pizza, and homemade pizza.
13. During the past month, how often did you have tomato sauces such as with spaghetti or noodles or mixed into foods such as lasagna? Do not include tomato sauce on pizza.

THE SURVEY

DIETARY PATTERNS CONT.

Green Salads, Potatoes, Beans and Other Vegetables

14. During the past month, how often did you eat a green leafy or lettuce salad, with or without other vegetables?
15. During the past month, how often did you eat any kind of **fried** potatoes, including french fries, home fries, or hash brown potatoes?
16. During the past month, how often did you eat any other kind of potatoes, such as baked, boiled, mashed potatoes, sweet potatoes, or potato salad?
17. During the past month, how often did you eat refried beans, baked beans, beans in soup, pork and beans, or any other type of cooked dried beans? Do not include green beans.
18. During the past month, not including what you just told me about (green salads, potatoes, cooked dried beans), how often did you eat other vegetables?

THE SURVEY

SOCIODEMOGRAPHICS

19. Have you received any of the following benefits **currently** or in the **past**? (Check all that apply)

	Benefit received (either/or)	
	Currently	In the past 2 years
EBT/Bridge Card (SNAP)	<input type="radio"/>	<input type="radio"/>
WIC (Women, Infants, Children)	<input type="radio"/>	<input type="radio"/>
Unemployment Benefits	<input type="radio"/>	<input type="radio"/>
Disability Benefits	<input type="radio"/>	<input type="radio"/>
Medicaid	<input type="radio"/>	<input type="radio"/>
Free/reduced lunch for your kids (National School Lunch Program)	<input type="radio"/>	<input type="radio"/>
Temporary Assistance for Needy Families (TANF)	<input type="radio"/>	<input type="radio"/>
None	<input type="radio"/>	<input type="radio"/>

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THE SURVEY

SOCIODEMOGRAPHICS CONT.

- 20. Age (by category)**
- 21. Gender**
- 22. Hispanic, Latino/a and/or Spanish**
- 23. Race**
- 24. Household annual income (by category)**
- 25. No. of adults in the household**
- 26. No. of children in the household**
- 27. Zip code**

THE SURVEY

FINAL QUESTIONS

28. Any comments you would like to share?

Survey was completed by:

Respondent completed alone



Interviewer assisted



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OTHER OPTIONAL SCALES

FOOD INSECURITY

- **6 item USDA Food Security Module**

1. The food that we bought just didn't last, and we didn't have money to get more (*Often true; Sometimes true; Never true; Don't Know or Refused*)
2. We couldn't afford to eat balanced meals. (*Often true; Sometimes true; Never true; Don't Know or Refused*)
3. In the last 12 months, did you or other adults in your household ever cut the size of your meals or skip meals because there wasn't enough money for food? (*Yes; No; Don't Know*)
4. How often did this happen – almost every month, some months but not every month, or in only 1 or 2 months? (*Almost every month; Some months but not every month; Only 1 or 2 months; Don't Know*)
5. In the last 12 months, did you ever eat less than you felt you should because there wasn't enough money for food? (*Yes; No; Don't Know*)
6. In the last 12 months, were you ever hungry but didn't eat because there wasn't enough money for food? (*Yes; No; Don't Know*)

OTHER OPTIONAL SCALES

HUNGER COPING

- ***How often during the past month did you or anyone in your household have to choose between:***
 1. Paying for food and paying for medicine or medical care?
 2. Paying for food and paying for utilities?
 3. Paying for food and paying for rent or mortgage?
 4. Paying for food and paying for transportation or gas for a car?
 5. Paying for food and paying for school loans, tuition, or other education expenses?

(Never; Rarely; Sometimes; Often; Always)

OTHER OPTIONAL SCALES

CULTURAL RELEVANCY

1. The variety of food available in the stores where I shop meets the cultural needs of my family (e.g., foods to use in traditional recipes). (*Strongly disagree; Disagree; Neither agree nor disagree; Agree; Strongly agree*)

OTHER OPTIONAL SCALES

- **What other potential scales would you be interested in measuring?**
- *Please enter your response in the chat box*

OVERARCHING TIPS FOR CONDUCTING SURVEYS

1. Review existing measures (tested for validity, reliability)

- Use of national survey items (e.g., BRFSS)
- Consider which populations and settings tested in previously

2. Wording of questions

- Consider: literacy level, understandability, interpretation
- Avoid asking more than one question at a time
- Include appropriate lead in to provide context

3. Response options

- Yes/no limits interpretation
- Likert scale preferred

4. Consider scoring and analysis

- Will items create scale? How is it scaled (e.g., do higher # indicate increased food access)

WHERE TO FIND OTHER SURVEY TOOLS

- GEM <https://www.gem-beta.org/Public/Home.aspx>
- NCCOR <http://tools.nccor.org/measures>
- Measures of the Food Environment (NCI) <http://appliedresearch.cancer.gov/mfe/>
- http://www.cdc.gov/healthyplaces/healthtopics/healthyfood/community_assessment.htm
- Specific measurement toolkits (e.g., farm to school) <http://www.farmentoschool.org/resources-main/evaluation-framework>

WHERE TO FIND OTHER SURVEY TOOLS



Measures Registry

Filter options

[clear filter]

Search

Contains

Domain

- Individual Dietary Behavior (1)
- Food Environment (10)
- Individual Physical Activity Behavior (0)
- Physical Activity Environment (4)

Measure Type

- GIS (0)
- 24-hour dietary recall or food frequency (0)
- Electronic monitor (0)
- Environmental observation (0)
- Questionnaire (10)
- Record or log (0)
- Other (0)

Age

- 2 - 5 Years (1)
- 6 - 11 Years (4)
- 12 - 18 Years (3)
- Adults (10)

Context

- Metro/Urban (8)
- Small Town/Rural (10)

Results

Showing all 10 matching measures

[Show all](#)

Measure Name ▲	First Author	Year Published	Compare
Bridging the Gap Survey of School Food Environment	Turner L	2012	<input type="checkbox"/>
Child Eating Behavior Questionnaire for 5th to 8th Graders	Bevans KB	2011	<input type="checkbox"/>
Consumer Food Choice and Access Survey	Hendrickson D	2006	<input type="checkbox"/>
Home, Social and Neighbourhood Environment Characteristics Survey for 9 Year Olds	Crawford DA	2012	<input type="checkbox"/>
National Food Stamp Program Survey (NFSPS)	Rose D	2004	<input type="checkbox"/>
Parent Questionnaire on Food and Physical Activity Policies	Murnan J	2006	<input type="checkbox"/>
Perceived Indicators of the Physical Environment Associated with Obesity	Boehmer TK	2006	<input type="checkbox"/>
Questionnaire on Attitudes and Behavior Toward Fruits and Vegetables	Dibsdall LA	2003	<input type="checkbox"/>
School Environment Assessment Tool (SEAT) for Primary Schools	Nathan N	2013	<input type="checkbox"/>
Toddler Parent Mealtime Behavior Questionnaire for Toddlers and Mothers	Horodyski MA	2010	<input type="checkbox"/>

OVERVIEW OF PILOT

2016 PLANS

- **Applications due March 31, 2016**
- **Up to 3 communities collect 250-400 surveys each**
 - Sampling plans developed collaboratively (balance of low-income, under represented minority groups, etc.)
- **Aggregate and community-specific analyses will be conducted**
 - Training for pilot communities

OVERVIEW OF THE RFA

- **Eligibility**
 - large- or medium-sized city
 - Willingness to share data with CRFS
 - U.S. business entity located in Michigan
- **Budget**
 - Staff time for data collection
 - Mileage reimbursement
 - Survey incentives
- **Process**
 - Work with GSCN and CRFS to plan survey
 - Use of CRFS iPad minis to administer survey in-person
 - Work with GSCN, CRFS, U of M to analyze and report
- **Max of 6 pages!**

APPLICATION BASICS

Summary Page

- **Community** – What is the community of interest for this project?
- **Objective** – In one sentence, state your goals for participating in this pilot.
- **Fiscal Agent** – Name of organization that would receive funds.
- **Principal Investigator(s)** – Who will be leading and overseeing the project? Provide names, job titles and organizational affiliations (along with location of the organization) for each of the individuals who will have a key role in the project.
- **Contact Person** – Who can we be in touch with through the application process?

WHAT WE'RE LOOKING FOR

Application Review

- A. Significance
- B. Capacity
- C. Approach
- D. Community Partnerships
- E. Long-Term Vision

Application Narrative

- A. Background
- B. Capacity
- C. Approach
- D. Partners and Community Engagement
- E. Long-Term Vision

PILOT TIMELINE



May: Planning

June – Sept: Data
Collection

October: Analysis,
Reporting

NEXT STEPS

Depending on your level of interest:

- **Submit pilot application in by March 31**
- **Stay tuned for the final tool**
- **Stay in the loop**



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Questions?



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Thank you!

