

SHARED MEASUREMENT PILOT UPDATE



RESEARCH * PARTNERSHIP * EVALUATION



About GSCN

The Center is a Omaha based independent non-profit research organization providing research, evaluation and partnership.



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Agenda

1. Introduction to Collective Impact and Shared Measures
2. Project Overview
3. Findings from Interviews
4. Findings from Surveys
5. Wrap Up and Discuss Next Steps
6. Discussion and Questions

Collective Impact

Five Conditions

The Five Conditions of Collective Impact

Common Agenda	All participants have a shared vision for change including a common understanding of the problem and a joint approach to solving it through agreed upon actions.
Shared Measurement	Collecting data and measuring results consistently across all participants ensures efforts remain aligned and participants hold each other accountable.
Mutually Reinforcing Activities	Participant activities must be differentiated while still being coordinated through a mutually reinforcing plan of action.
Continuous Communication	Consistent and open communication is needed across the many players to build trust, assure mutual objectives, and create common motivation.
Backbone Support	Creating and managing collective impact requires a separate organization(s) with staff and a specific set of skills to serve as the backbone for the entire initiative and coordinate participating organizations and agencies.

Collective Impact

Process for Shared Measurement

Phases of Collective Impact			
Components for Success	PHASE I Initiate Action	PHASE II Organize for Impact	PHASE III Sustain Action and Impact
<i>Governance and Infrastructure</i>	Identify champions and form cross-sector group	Create infrastructure (backbone and processes)	Facilitate and refine
<i>Strategic Planning</i>	Map the landscape and use data to make case	Create common agenda (goals and strategy)	Support implementation (alignment to goals and strategies)
<i>Community Involvement</i>	Facilitate community outreach	Engage community and build public will	Continue engagement and conduct advocacy
<i>Evaluation and Improvement</i>	Analyze baseline data to identify key issues and gaps	Establish shared metrics (indicators, measurement, and approach)	Collect, track, and report progress (process to learn and improve)

Project Overview

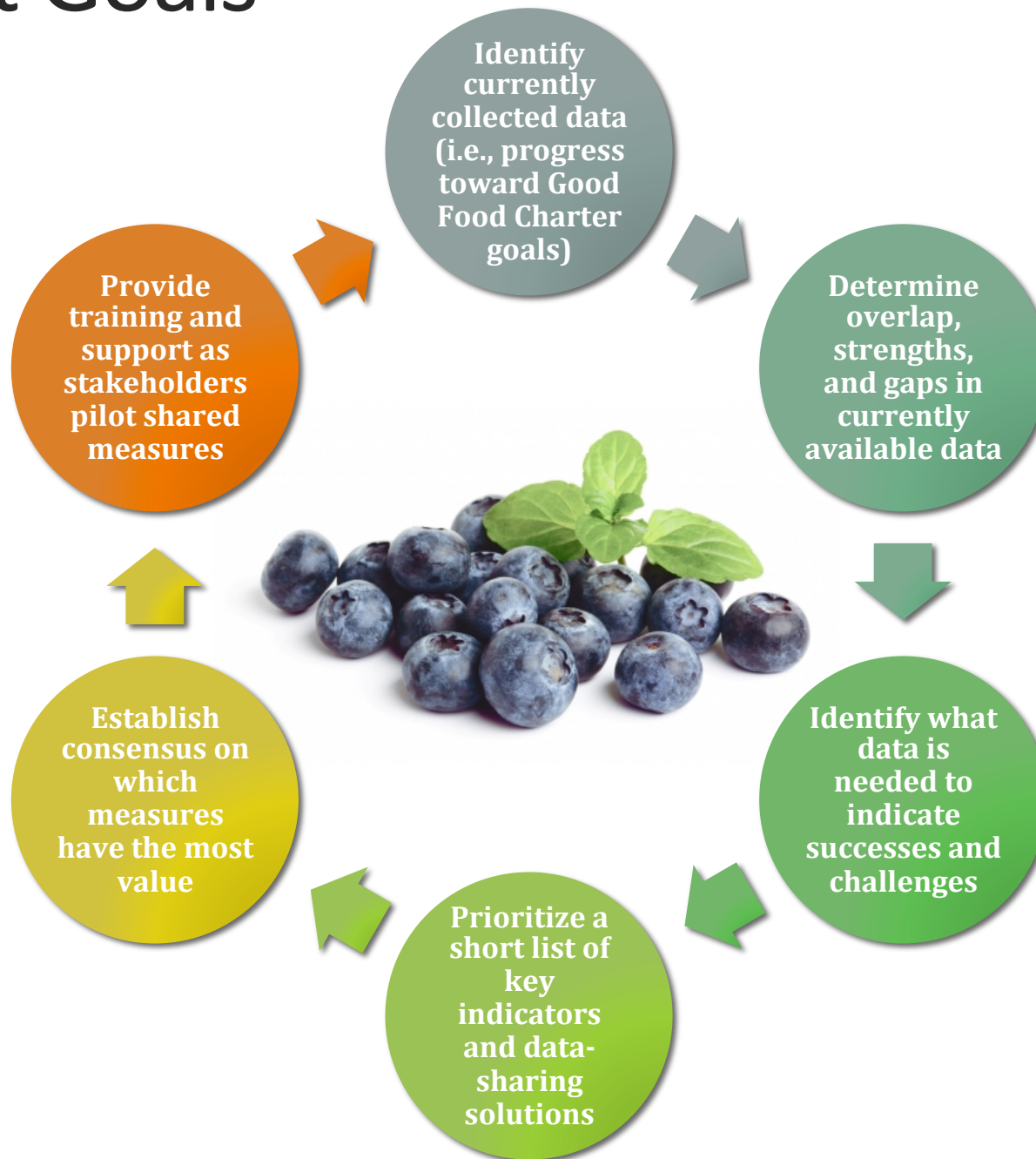
- ◆ Collaborative project to build the case for collectively measuring statewide food systems change in Michigan
 - ◆ Measure success and progress toward achieving Good Food Charter Goals

Good Food Charter Goals

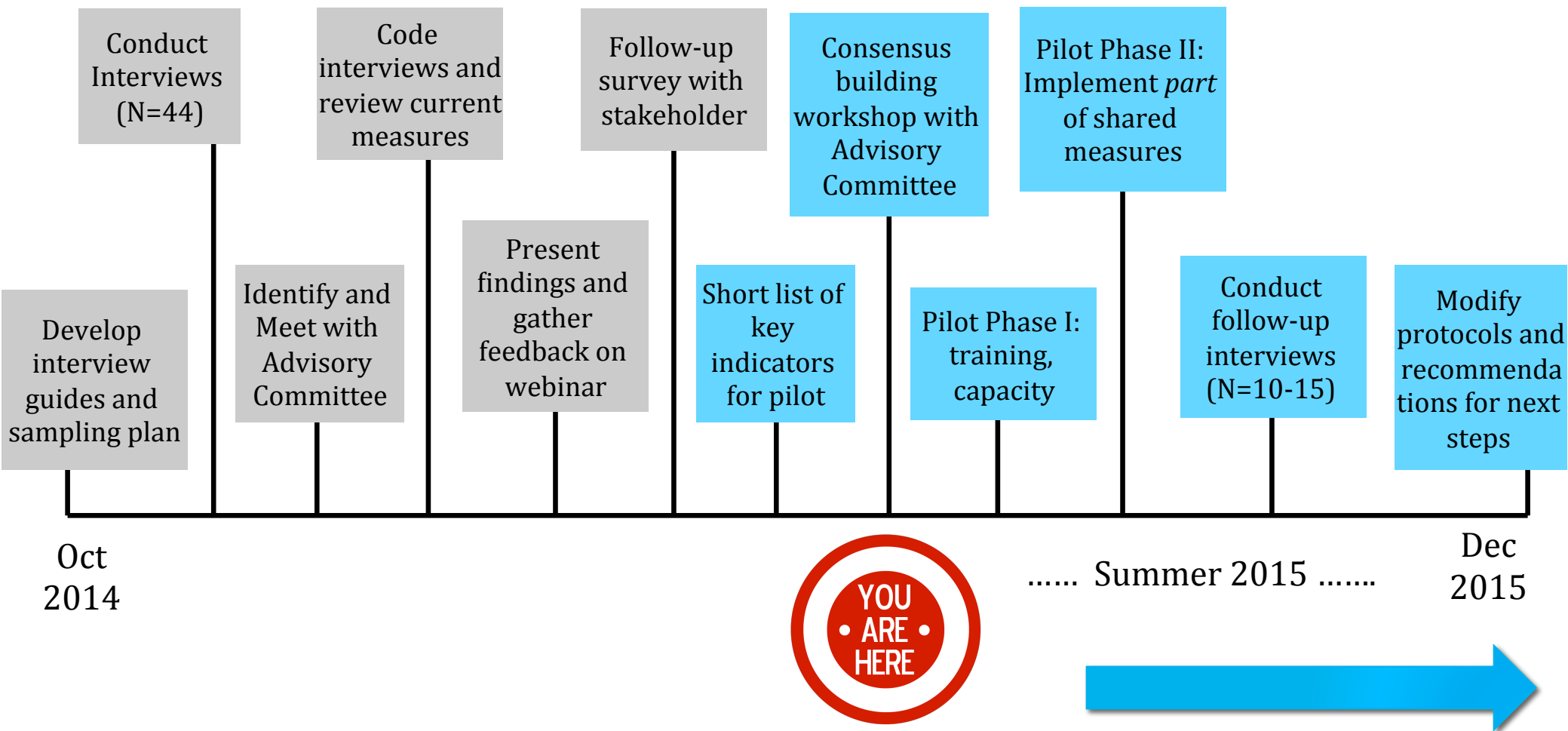
- ① Institutions source 20% locally
- ② Farmers will supply 20% of food purchases, fair wages
- ③ Generate new agri-food businesses
- ④ 80% of Michigan residents will have access to healthy food
- ⑤ School nutrition standards
- ⑥ Food and agricultural education pre-K through 12th grade



Project Goals



Timeline of the Project



Survey and Interview Respondents

- Interviews completed
October 2014 - January 2015
- In-person (N=11), Phone
(N=33)

Total = 44

- Survey sent out Feb/March 2015
- Final Response Rate
 - 71 complete responses
 - 8 partial responses
 - 70 no response

Total = 141; 56% response rate



Survey and Interview Respondents

Interviews

Surveys

Total = 44

Total = 141

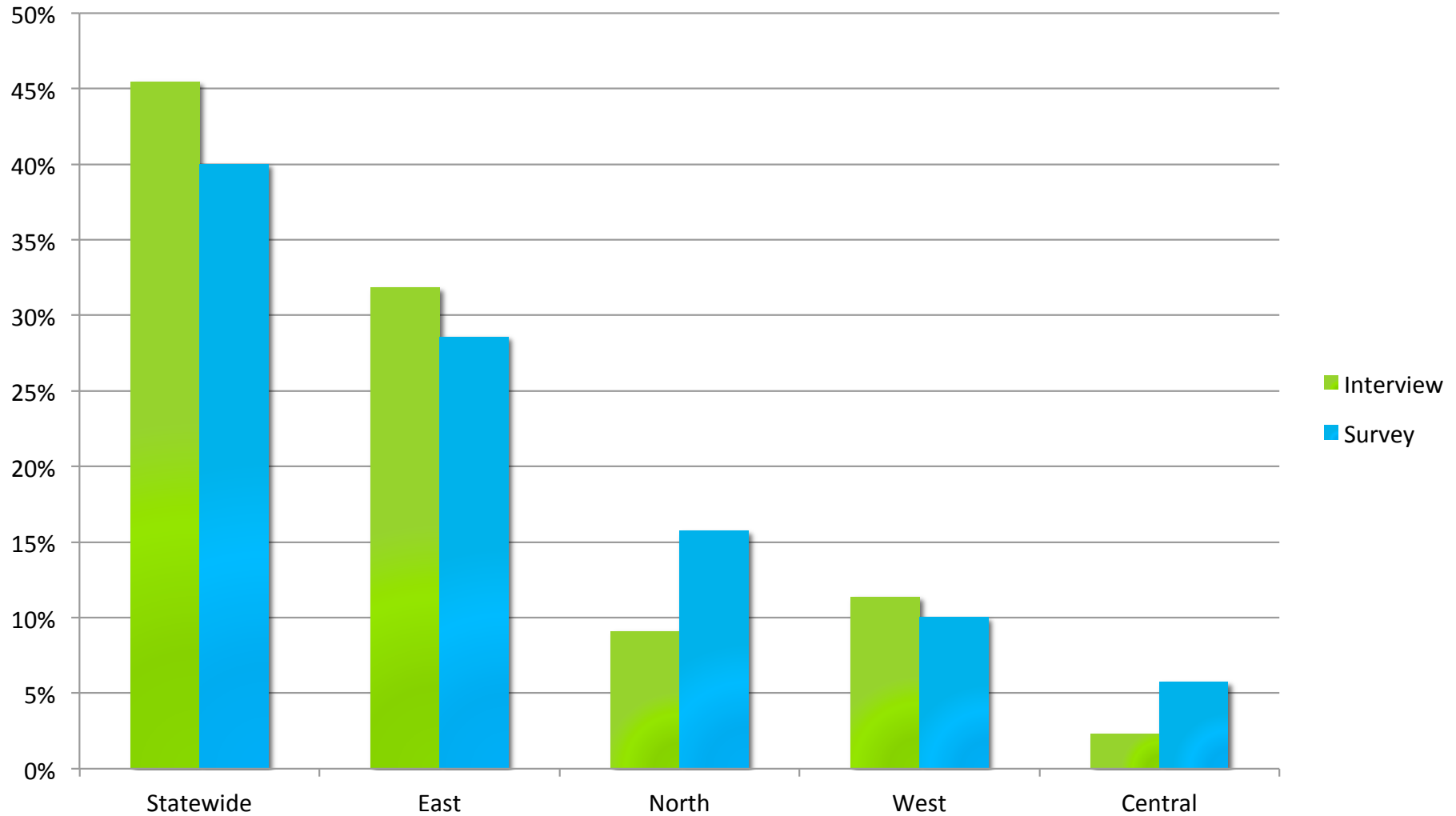


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Survey and Interview Respondents

Location of Emphasis of Work



Survey and Interview Respondents

Charter Goals Addressed (rank order)

Interviews (N=44)

- #4 Access
- #3 Agri-Food Business
- #2 Supply
- #1 Institution (Procure)
- #6 Nutrition Standards
- #5 Food/Ag Education

Survey Results (N=71)

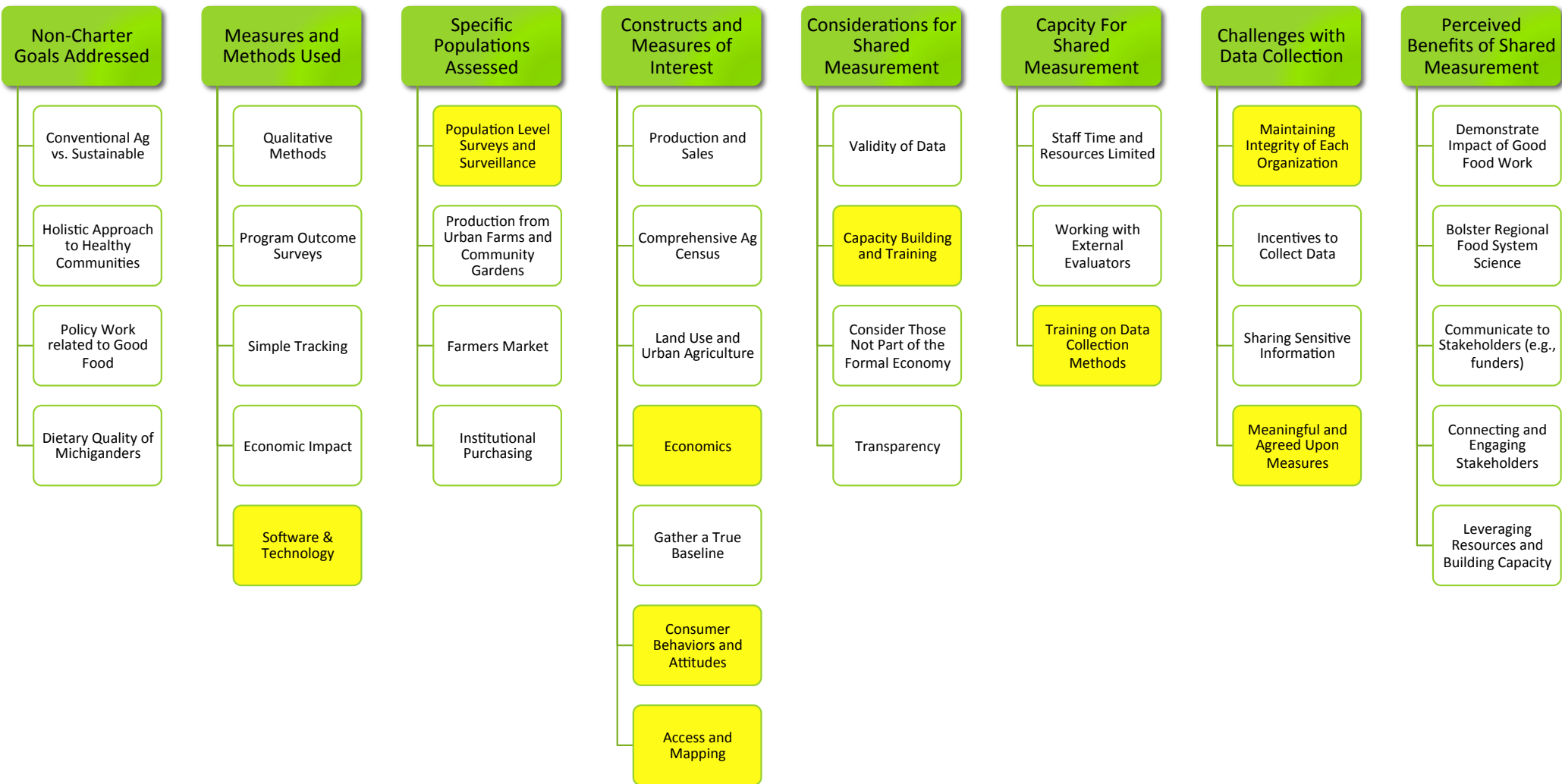
- #4 Access
- #1 Institution (Procure)
- #2 Supply
- #3 Agri-Food Business
- #5 Food/Ag Education
- #6 Nutrition Standards

Interview Results



Interview Results

Overview



Interview Results

Non-Charter Goals Addressed

Conventional Ag vs. Sustainable

Holistic Approach to Healthy Communities

Policy Work related to Good Food

Dietary Quality of Michiganders

- Important things to consider as Good Food Charter work grows
- Are there any topics of discussion relevant for Shared Measurement as we move forward?



"Nobody ever got sick from food. I have watched our food system globalize the last 60 years and it has been horrifying."

Interview Results

Measures and Methods Used

Qualitative Methods

Program Outcome Surveys

Simple Tracking

Economic Impact

Software & Technology

- Build from measures that stakeholders reported already using
 - Alignment of similar measures, best practices disseminated
- Plethora of qualitative data gathered → build from this = sharing interview guides, creating surveys from existing data
- Align variables in software used across stakeholders



“Pre and post surveys, on how people use the food, what benefits they have, why did they garden, did they achieve those goals, did they save money gardening with us, a little bit more qualitative but sort of in that realm.”

Measures Reported and Sent

Highlights

- Several interviewees reported having conducted interviews and focus groups, a few sent examples of their guides
 - Sufficient knowledge and experience more broadly in the field to recommend key questions to ask about food access, etc.
- Many stakeholders sent and reported program surveys
 - Basic level = experience with the program/training
 - Advanced level = pre- and post- changes in behavior/attitude, etc.
- Observational/tracking tools = those that stakeholder groups collect (not participant reported)
- Harvest logs include sales and labor tracking
- Plethora of reports that could be reviewed in greater detail
 - Other measures? Needs identified? Best practices?

Interview Results

Specific Populations Assessed

Population Level Surveys and Surveillance

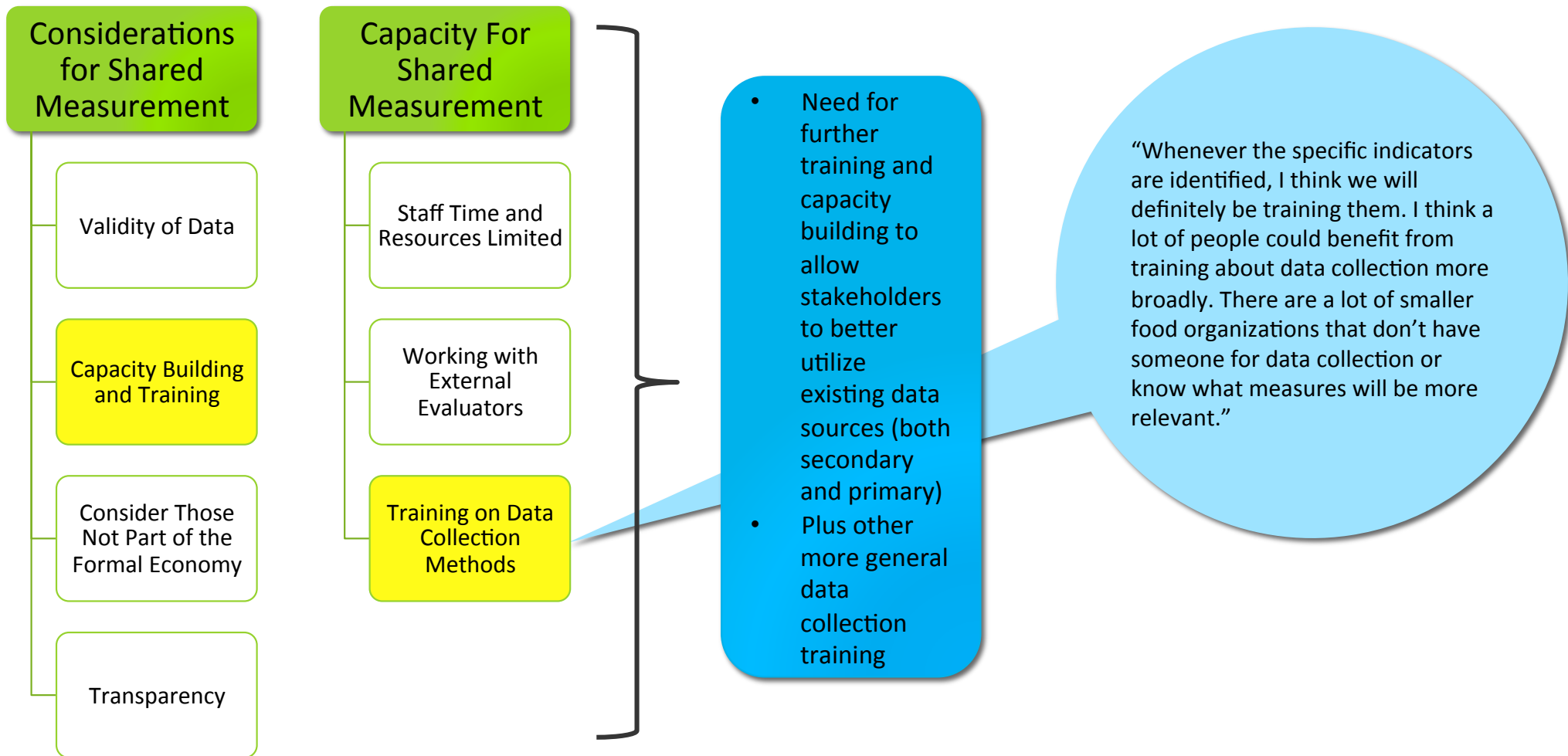
Production from Urban Farms and Community Gardens

Farmers Market

Institutional Purchasing

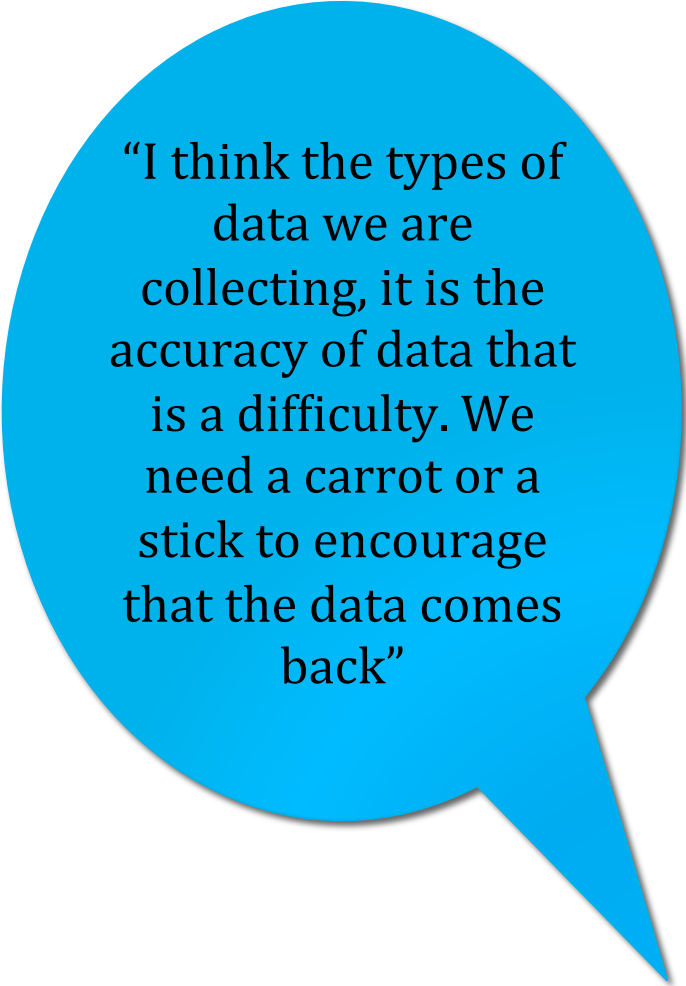
“Where we require the capacity is more in the higher level and secondary collection data that is already out there. That’s a place that I think that we can waste a lot of time as a state because if that data is already out there and we are going to sit here and go looking for it, it would be terrific if that is the kind of stuff that was collected from the group and provided to us in a normalized fashion.”

Interview Results



Interview Findings

Potential Challenges with Shared Measurement




“I think the types of data we are collecting, it is the accuracy of data that is a difficulty. We need a carrot or a stick to encourage that the data comes back”

- Coordination and developing consistency across multiple groups and sectors
 - Need different groups at the table
 - Consider developing definitions (i.e., what foods are included)
- Difficulty in meeting multiple demands for reporting when groups are grant funded
 - Aligning measures with funders
- Might force people into a certain framework that doesn't fit their context

Interview Findings

Benefits of Shared Measurement

- Bolster credibility of food systems work locally and nationally
 - Funding
 - Policy Change
 - Tell the “good food” story
- Learn from each other and work more closely together
- Demonstrate impact and inform programming
- Strengthen each organization’s capacity to collect and produce data



“Our collective capacity is greater together than it is as individuals we will have a louder, larger voice at being impactful, in changing policy, bringing in funds, and bring attention to a lot of the good work that is happening but also that we do not duplicate the same good work in the same region.”

Interview Results

Constructs and Measures of Interest

Production and Sales

Comprehensive Ag Census

Land Use and Urban Agriculture

Economics

Gather a True Baseline

Consumer Behaviors and Attitudes

Access and Mapping



“What I think what we really want to be able to show is that increasing access to fruit and vegetables has a health impact and it has a real economic impact that you can measure. There are tons of interventions that are taking place in farmer’s markets and the economics of them are really shakey. It would be really helpful to understand what that really looks like.”

Interview Results

Willingness to Share and Capacity



Overall willingness
to share results
(mostly
aggregate)



Capacity to collect
data varies
(resources,
expertise, etc.)

Results from Funder Interviews



"By God, gentlemen, I believe we've found it—the Fountain of Funding!"

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Interview Results

Role of Funders in Shared Measurement

- Very few measurement tools mentioned
 - Standardized/systematic measures not typically required
 - Funders describe challenge with obtaining robust measures, but need is there
- Grant reporting described as basic, not necessarily systematic
 - Results are typically not compiled and/or extracted across grantees

Interview Results

Role of Funders in Shared Measurement - Recommendations

- Gain traction if funders and state agencies are at the table
 - Funding as incentive to report data
- Funders seeking more return on investment
 - Importance of setting up and tracking indicators moving ahead
- Funders have the power necessary to anchor/organize activities
 - Want a place at the table if/when it makes sense
- Less focus on measurement tools, more about aligning activities and investments
 - Co-funding and working with other foundations to meet Charter Goals even if strategies/activities differ



Survey
Says!

Survey Findings - Capacity

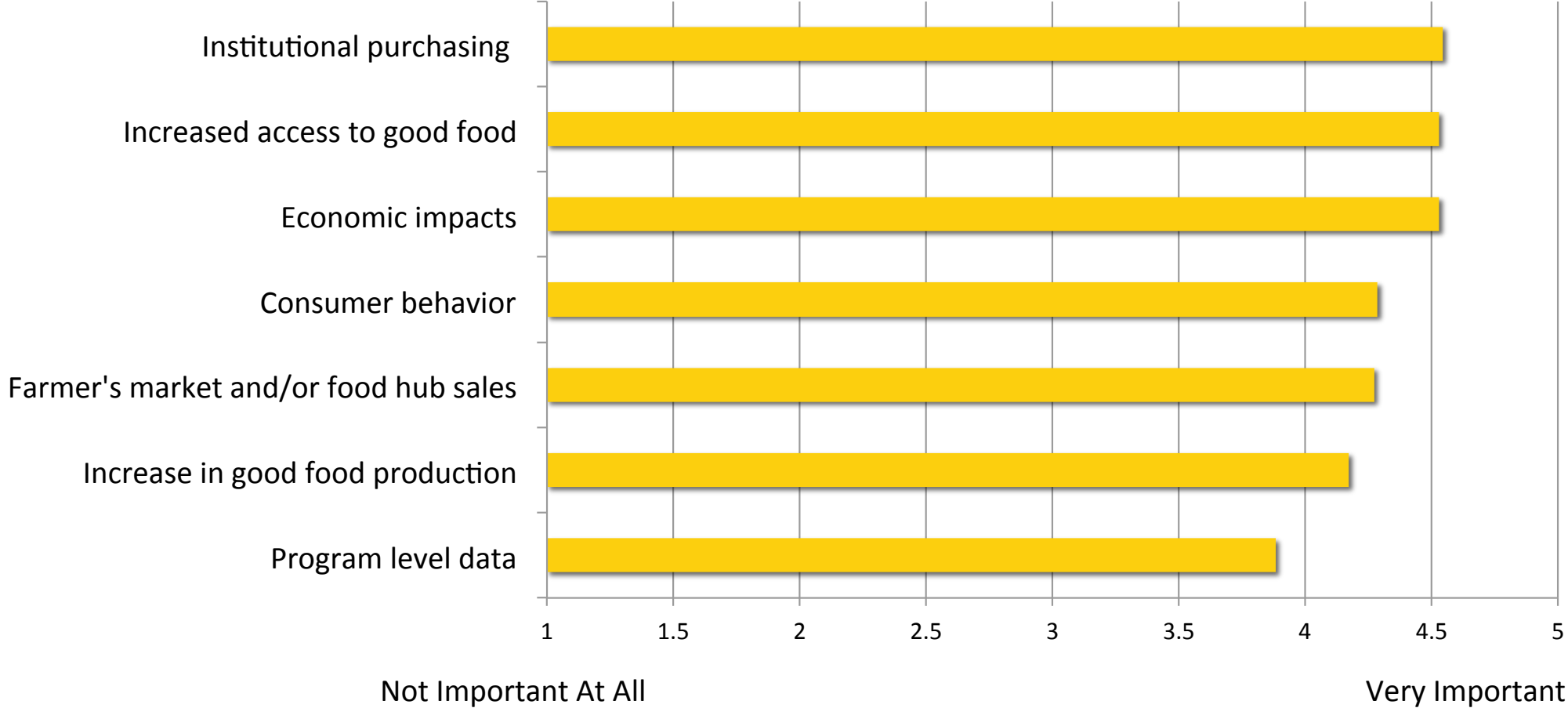
- 92% have signed onto the Good Food Charter
- My organization currently has strong capacity to collect, analyze and interpret data that informs progress on one or more Good Food Charter goals
 - Mean = 3.74 (1=strongly disagree – 5=strongly agree)

THE FAR SIDE by Gary Larson



"Mr. Osborne, may I be excused? My brain is full."

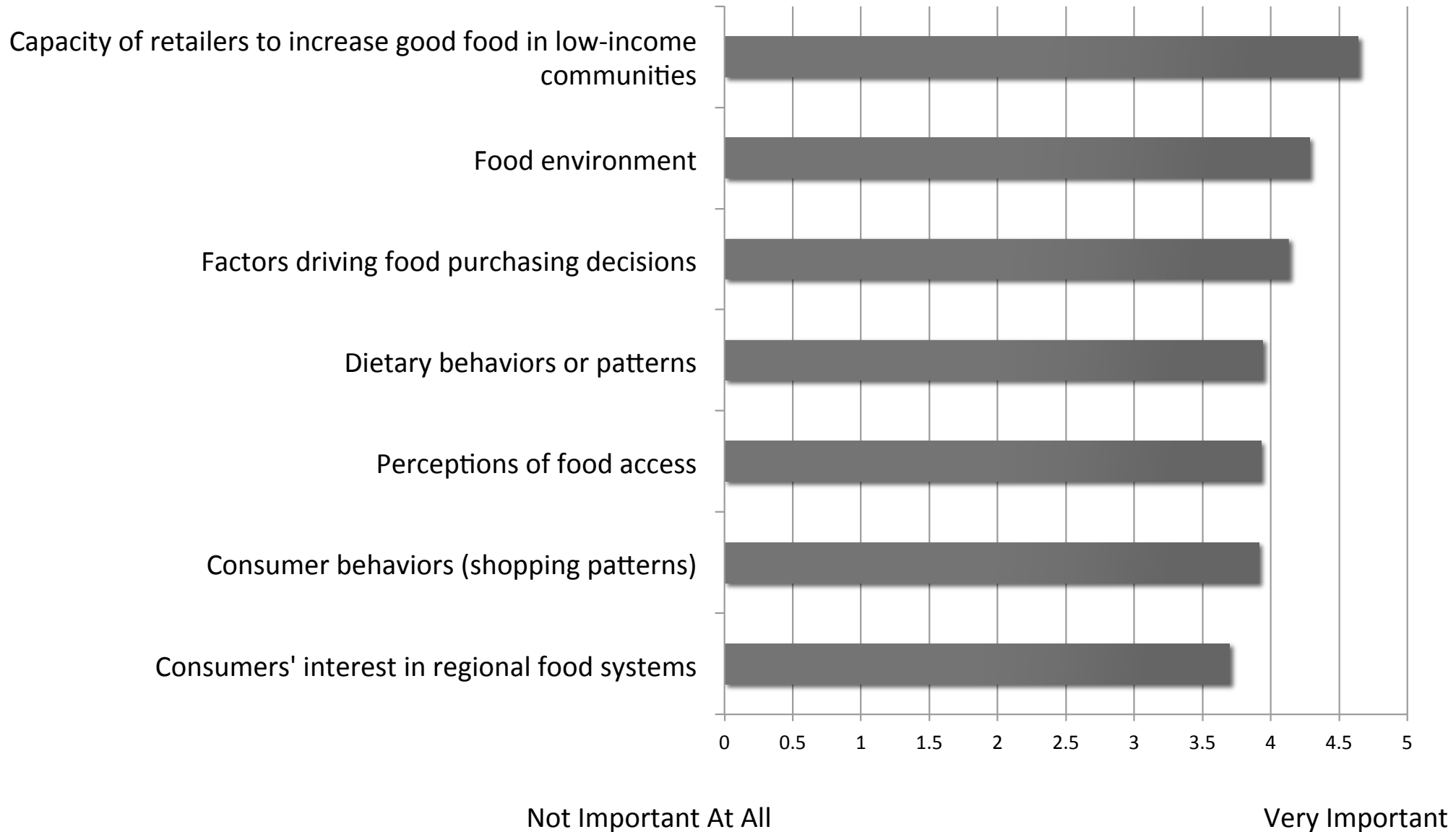
Importance of areas of assessment to progress on Charter goals



Importance of areas of assessment to progress on Charter goals

- Other areas of assessment (open ended)
 - System wide coordination
 - Impact of subsidy programs on consumer purchases
 - Local food supply chain infrastructure
 - Consumer feelings and thoughts
 - Environmental impact of agricultural practices
 - % of farms that are small and medium sized farms (vs. large scale)
 - Increased good food infrastructure (hoophouses, food hubs, processing facilities, etc.)
 - Increased production in relation to access
 - Food waste

Which areas of food access would be most important or relevant to assess for shared measurement?



Areas of Food Access

Potential Constructs

Example Measures

Capacity of
retailers to
increase
good food in
low-income
communities

Food system
assessments that
considers
distribution

Interviews
with store-
owners

Food environment
assessment that
monitors current
offerings



Areas of Food Access

Potential Constructs

Example Measures

Food Environment

Availability

Pricing

Marketing

Store Characteristics

Nutrition Environment Monitoring Survey (store, corner store, restaurant)

Other types of checklists, maybe be appropriate for various settings

1. <http://centerfornutrition.org/wp-content/uploads/2011/04/Food-Environment-Measures-Resource-Guide.pdf>
2. <http://appliedresearch.cancer.gov/mfe/instruments/>

Areas of Food Access

Factors driving food purchasing decisions

Consumer behaviors (shopping patterns)

Potential Constructs

Understanding shopper science

4 P's of Marketing (price, placement, promotion, product)

Pathway to purchase framework

Example Measures

GroPromo

Food Retail Outlet Survey Tool (FROST)



Pathway to Purchase

Push – Pull Strategies



Areas of Food Access

Potential Constructs

Example Measures

Dietary
behaviors or
patterns

Fruit and
Vegetable
Consumption

Junk Food
Consumption

Overall
Dietary
Patterns

NCI dietary
intake
screener

24-hour
dietary
recall



Areas of Food Access

Potential Constructs

Example Measures

Perceptions
of food
access

Perceived
healthy food
access

Perceived
junk food
access

Barriers to
food access

Consumer
Impact
Questionnaire
(CIQ)

Perceived Food
Environment
Questionnaire



Areas of Food Access

Potential Constructs

Example Measures

Consumers'
interest in
regional food
systems

Perceived
benefits of
eating locally

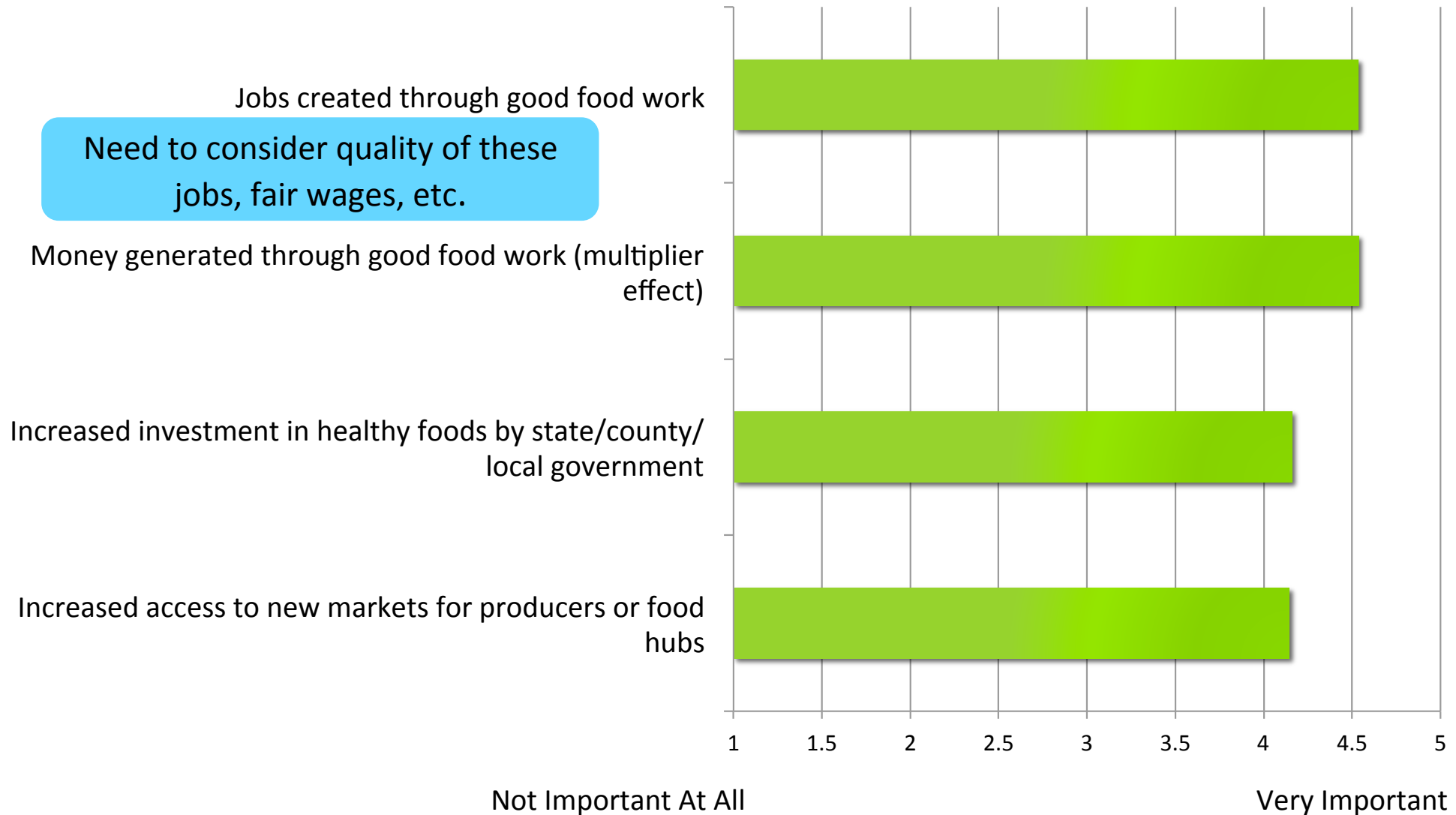
Motivators
to eating
locally

Consumer
focus groups

Consumer
surveys



Which areas of economics would be most important or relevant to assess for shared measurement?

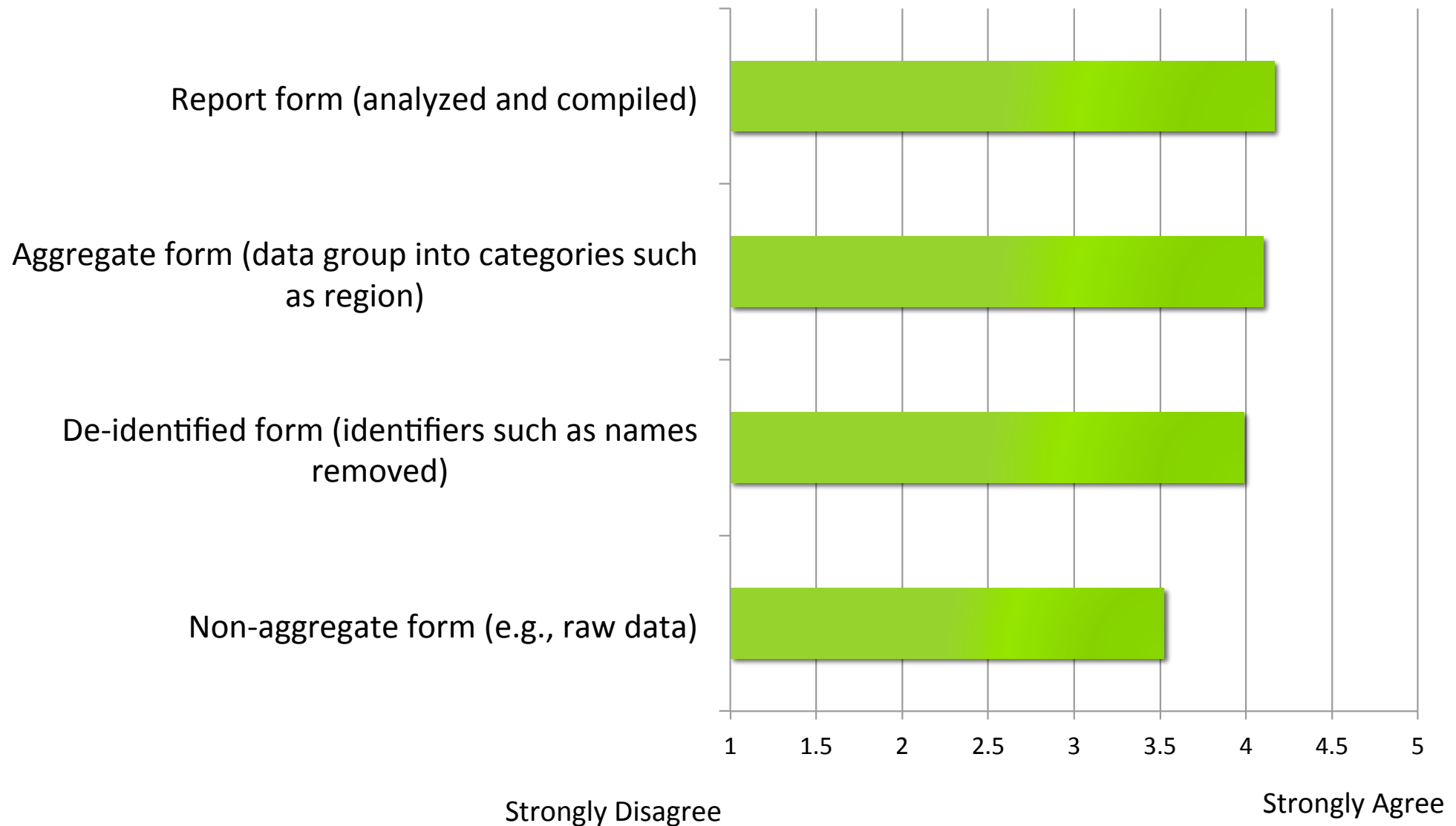


Which areas of economics would be most important or relevant to assess for shared measurement?

Other areas of economics...

- New jobs/businesses and expansion of jobs/businesses created by Good Food work
- Financial viability for farms
 - Key outlets farmers generate income from
- Growth in the overall economy due to Good Food work
 - Multiplier effect
- Purchasing power of institutions to buy locally (e.g., policies, additional funds)
- Quality of jobs created (e.g., living wage, benefits, safety)

Willingness to share data in various forms

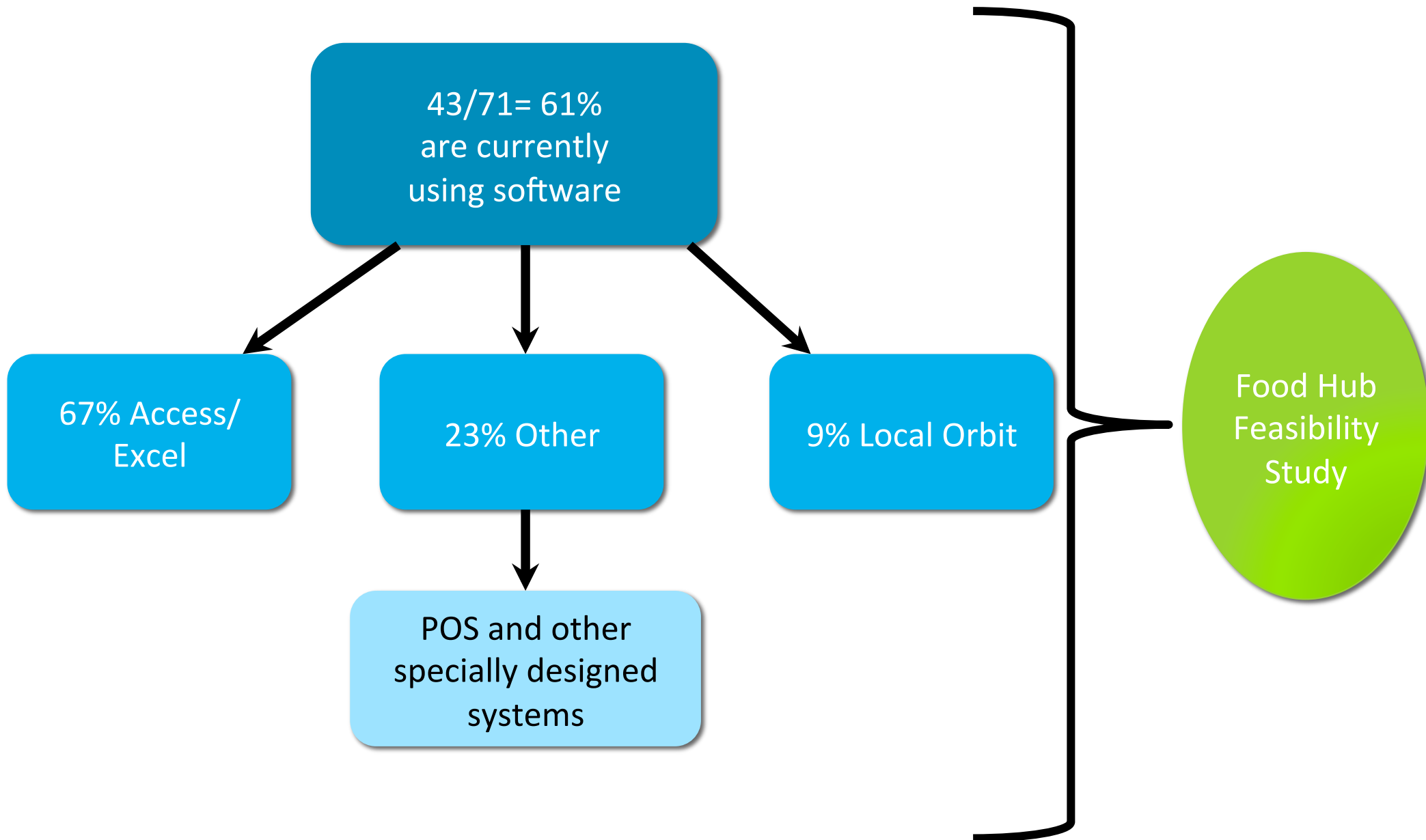


Willingness to share data in various forms

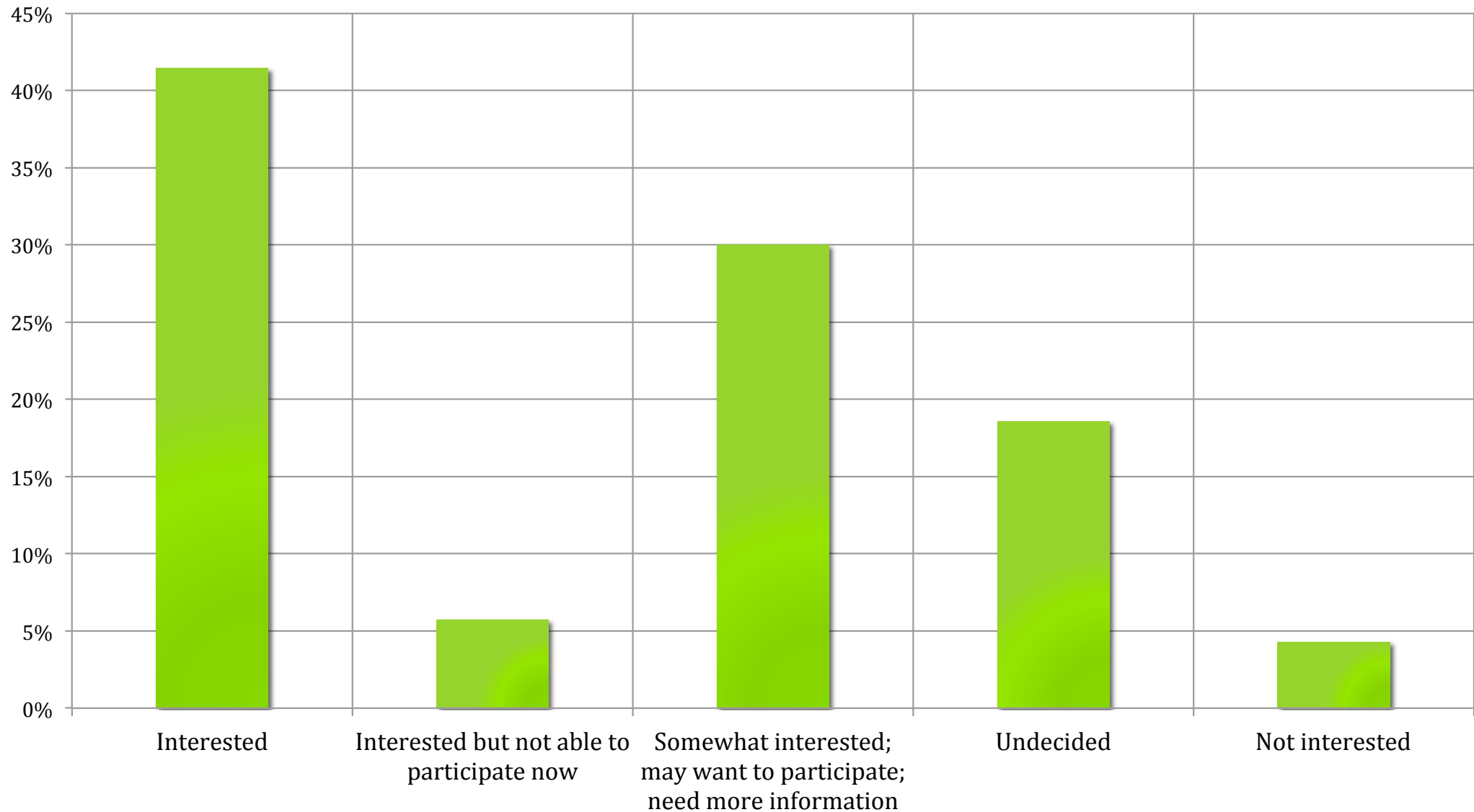
- Sharing data based on trust and confidence
 - Shared/distributed using a transparent and a collaborative approach from the beginning
- Specifics on data-sharing agreement
- Inter-agency work where the data belongs to everyone
- Standardized format and tools available for stakeholders



Use of software to manage and/or collect inventory, sales, production, food access, etc.



Level of interest in participating in pilot



Considerations and Next Steps

Process to Narrow the Focus



From across the food system

Focus first on food access and economics as a starting point

Both suggested as important, economics spans different charter goals and parts of the food system

Science

Feasibility

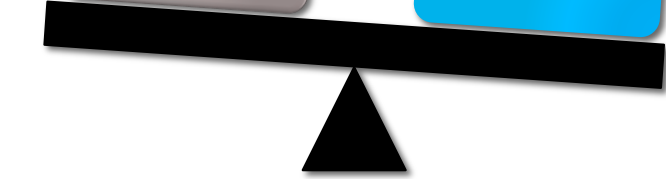
Validity

Time

Reliability

Cost

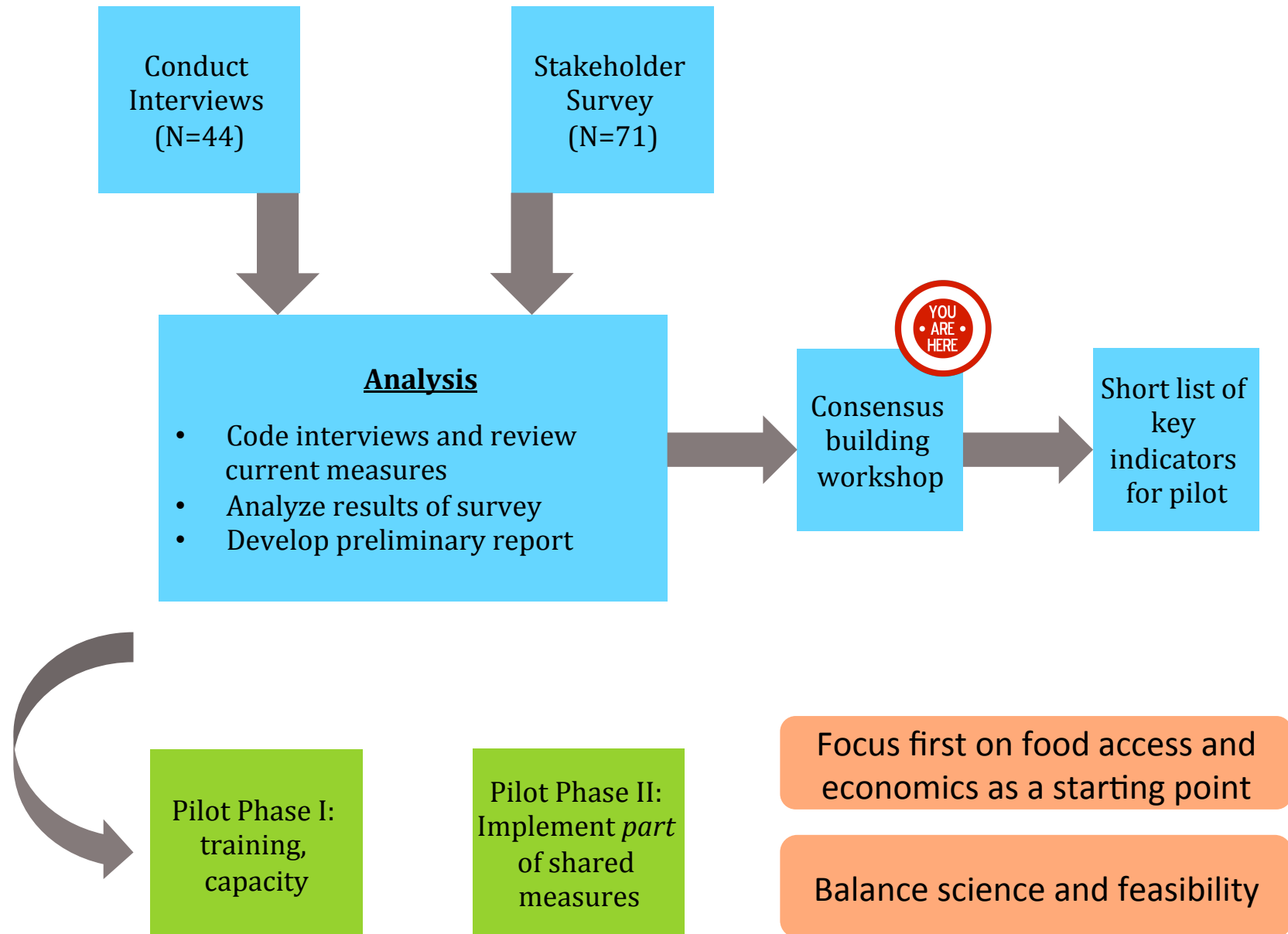
Skill-sets



Balance science and feasibility

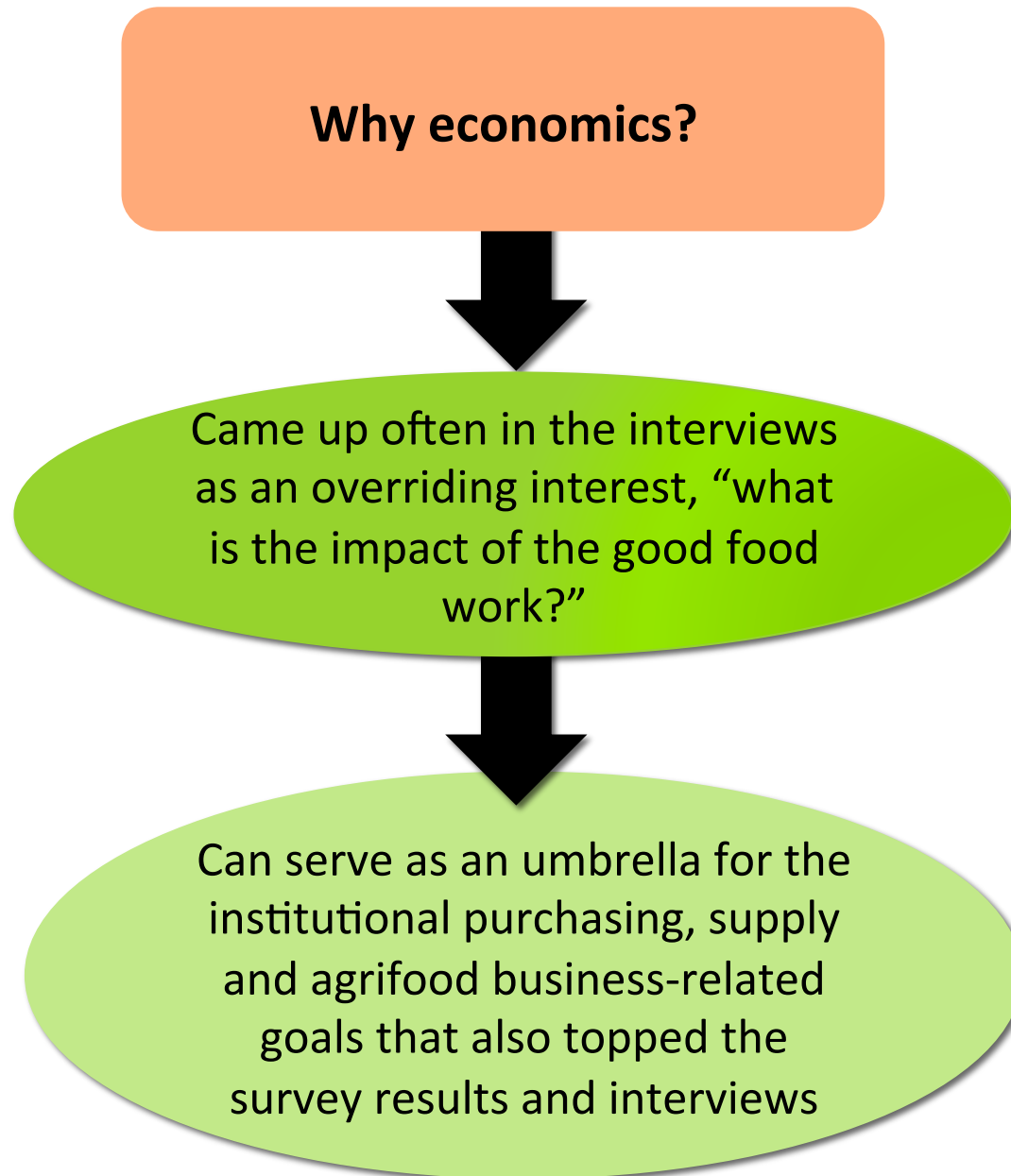
Considerations and Next Steps

Process to Narrow the Focus



Considerations and Next Steps

Process to Narrow the Focus



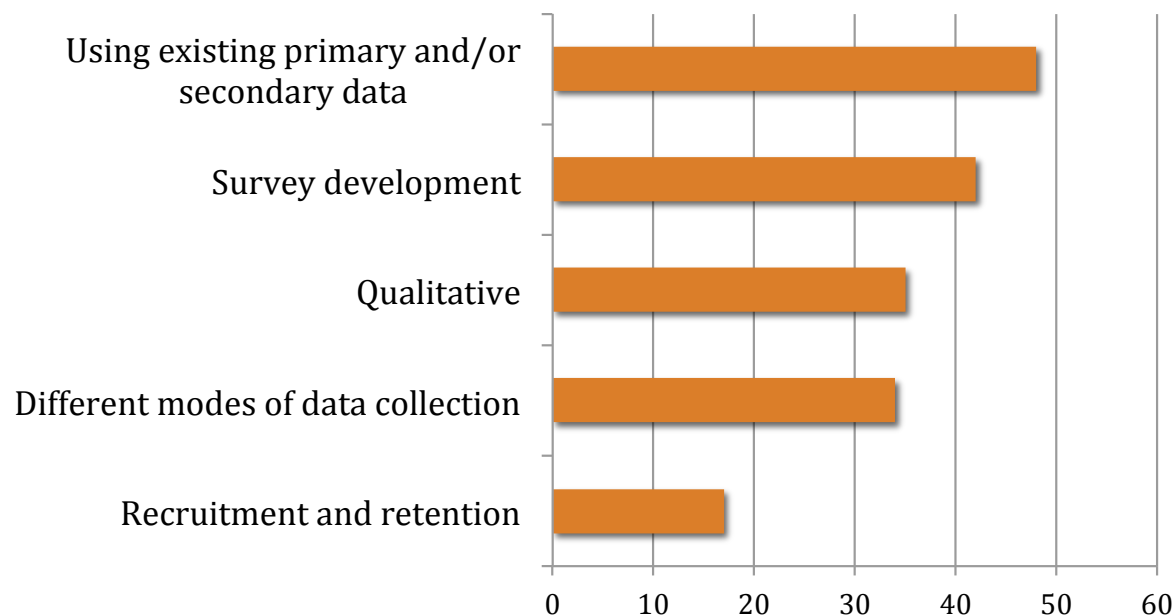
Making it Happen

Developing relationships and trust

- Center for Regional Food Systems as the backbone organization
 - Trusted, credible
- Partners publically recognized for their contributions
- Continued involvement of the Advisory Committee?
 - Networks of networks remaining in constant communication
- Keeping stakeholders involved even if their work is not the focus of the pilot
 - Trainings ongoing, presenting results, gathering feedback to determine future phases

Network analysis findings forthcoming may be relevant

Training Opportunities



- Other areas for training
 - Using same metrics/indicators/tools as other organizations
 - Specific tools for data collection
 - Engaging other measurement groups, i.e., US Ag Census, SBDC, etc.
 - Organizing data collection at the local level, systems to do this



A series of training opportunities on these various topics of interest would be beneficial for partners

Key Indicators

Potential Sources

Secondary Sources

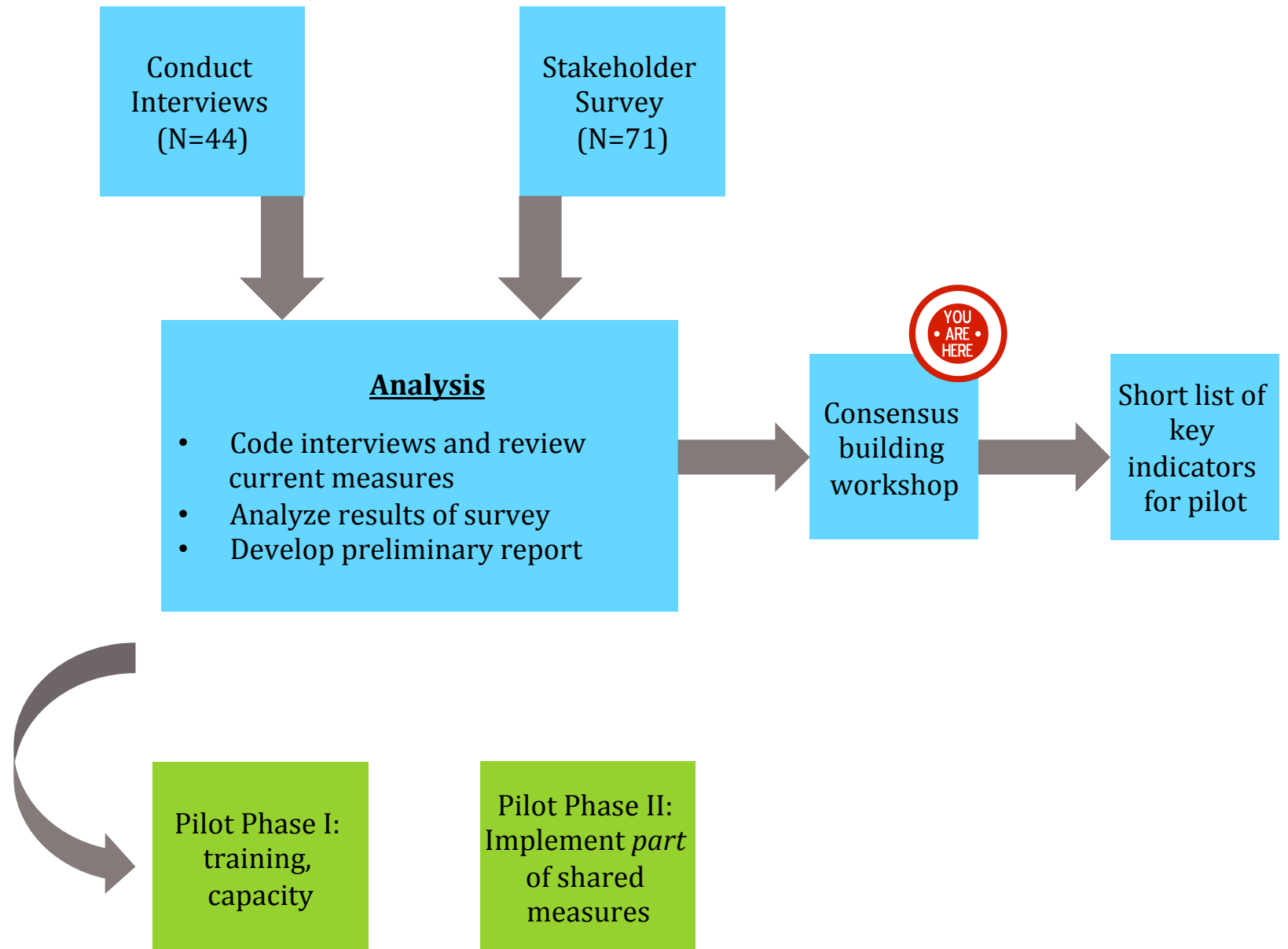


Many of the key indicators can be found in reports:
http://www.michiganfood.org/reports_and_resources/work_group_reports

Conclusions

- Survey and interview results from stakeholders informed the direction of the pilot
- Planning phase, including today's consensus building workshop with the Advisory Committee
 - Consensus is not agreement, in fact, it is based on the premise that we will not agree, nor should we!
- Develop short list of key indicators and data-sharing solutions
 - Align with Good Food Charter Goals
 - Consider current and future capacity for data collection
- Implement a training and capacity building phase
- Implement a pilot that may include secondary measures and primary data collection and sharing in the area of food access and/or economics

Process for Shared Measurement



Continued iterative process....

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"For now I'm giving it my stamp of
let's wait and see."

Questions and Discussion

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