

Food Access Survey

North Quabbin Community Coalition


NOSORH Leadership Institute – Capstone Project

Kirby Lecy – September 2013



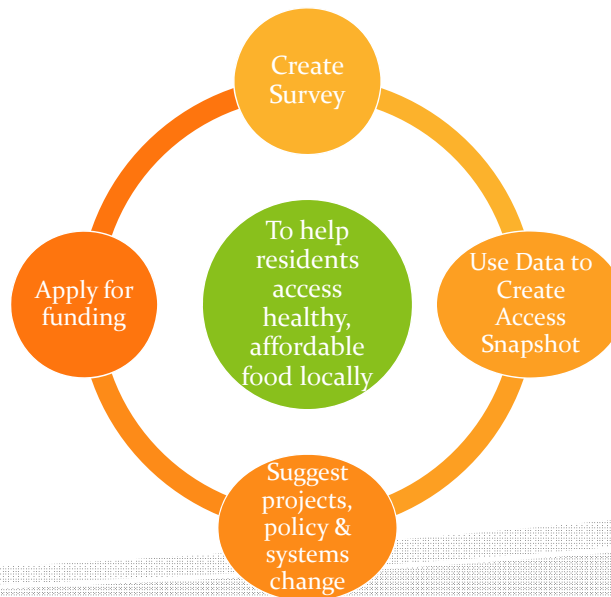


Abstract

- 29 year old coalition driven by community needs.
 - Taskforce driven response.
 - Children's Health and Wellness Taskforce.
 - Nutrition focus.
 - Food access within the 9 town region.
- 

Goals and Objectives

- Comprehensive Survey
 - By June 2013
- Analyze Data
 - Aug 2013
- Use Data for Recommendations
 - September 2013
- Apply for Implementation \$\$
 - ongoing





Background – NQ Stats

- 28,000 residents in 9 town region
- 2011 Per Capita Income - \$28,313.00
- 54% Increase from 08' – 11' in SNAP use
- 53% of students receive free lunch benefits
- Heart disease and diabetes stats high
- Rich in agricultural resources



Research Best Practices

Input from partners

Distribute Surveys

Hit All Demographics



Methodology

Painting a Complete Picture

Compile and Analyze Data

Findings

- Over 50% travelling 15 miles
- Disconnect of wants & availability
- Income related directly to types of food consumed
- Marketing played large role in purchasing decisions

Please indicate how often you eat food made at each of the following places: Please check one answer for each row.

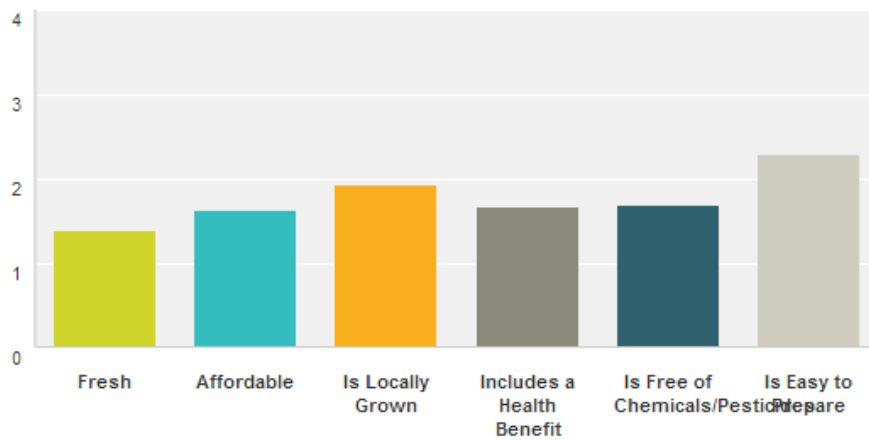
Answered: 175 Skipped: 0

	Not at all	Less than once a week	1 - 2 times a week	3 - 4 times a week	5 - 6 times a week	At Least Once a Day	Total
Food made at home	0.57% 1	0.57% 1	1.15% 2	7.47% 13	29.89% 52	60.34% 105	174
Food made at a Fast Food / Take Out Restaurant	25.77% 42	47.85% 78	23.31% 38	3.07% 5	0% 0	0% 0	163
Food made at a Sit Down Restaurant	8.93% 15	65.48% 110	22.62% 38	2.38% 4	0.60% 1	0% 0	168
Food made at a School or Work Cafeteria	78.06% 121	6.45% 10	5.81% 9	4.52% 7	2.58% 4	2.58% 4	155
Food made at a Convenience Store or Gas Station	83.12% 128	14.94% 23	1.95% 3	0% 0	0% 0	0% 0	154
Food made at a Church or Community Meal	91.67% 143	7.05% 11	1.28% 2	0% 0	0% 0	0% 0	156
Food made at other	77.50% 93	15.83% 19	6.67% 8	0% 0	0% 0	0% 0	120

[Comments \(20\)](#)

Please Rank 1-4 (1 being the most important and 4 being the least important)
How important it is that food being provided to you is?

Answered: 170 Skipped: 5



Please answer YES or NO. Which of the following options would help you eat more fruits and vegetables?

Answered: 162 Skipped: 13





Conclusion

Think Fresh: Eat Healthy. Eat Local

A Comprehensive
Local Food Guide
and Companion
Activity Series to
Bridge the Information
Gap and Spread
the Message that
**Healthy Food is for
Everyone**

- Local food resources
 - Seasonal vegetable guide
 - Gardening Basics
 - Market Tours
 - Cooking Classes
 - Food Budgeting
 - Recipes
- 



Personal Leadership Experience

New Skills

Social Determinacies

Tackling Obstacles

Pushing Limits

Overall – New Leadership Experience





Acknowledgements

- North Quabbin Community Coalition
 - Rebecca Bialecki
- Leadership Institute
 - Stephanie and Milan
- SORH
 - Cathleen McElligot