

Approach and Management Plan: Provide agency/organization’s proposed approach and management plan for the services.

In the proposed 2019 project, Fresh Approach will continue and strengthen the joint Freshest Cargo and VeggieRx Nutrition & Cooking programming in San Pablo. The 2019 project will continue Freshest Cargo service at three community sites (West County Health Center, Lifelong Brookside San Pablo Clinic, site #3 TBD) as well as Contra Costa College. The primary goals for the Freshest Cargo portion of the project are to identify a third community location by February 2019 to replace the San Pablo Library location (due to an incoming grocery-type marketplace at the Library), to increase total sales, to increase sales to low-income San Pablo residents with children under the age of 18 in their household, and finally to further collect longitudinal behavior change information about the San Pablo residents served. Freshest Cargo will continue to partner with local organizations and city sites to host the mobile farmers’ market’s weekly service and help promote the service to San Pablo residents.

With Freshest Cargo achieving steady positive impacts, much of the proposed 2019 project will be spent further developing the VeggieRx Nutrition and Cooking programming in San Pablo. With learnings gained from its 2018 pilot implementation, the nutrition education program will transition to a family-based model that teaches a curriculum focused on healthy eating at home. In 2019, Fresh Approach proposes offering eight VeggieRx class sessions over eight weeks. Four classes will be taught in English, and four in Spanish, that will help families increase their nutrition knowledge and skills preparing healthy meals for their families, and will include VeggieRx fruit and vegetable vouchers for participants that can be redeemed at Freshest Cargo and local traditional farmers’ markets. These classes will take place at Dover Elementary in San Pablo, and be designed in particular for families with children.

Evaluation of the activities of this project and their outcomes will be closely monitored by Fresh Approach staff throughout the course of project, Fresh Approach is very experienced with evaluation and will collect impact data throughout the course of the project.

In 2017, Fresh Approach greatly improved the evaluation of its mobile farmers’ market sales information which resulted in a better understanding of the program and significantly improved outcomes. In 2018, it went a step further and implemented a high level survey that collects demographic information from customers along with a unique customer ID. This unique customer ID allows Fresh Approach to track individual participation and survey answers over time. As of July 2018, Fresh Approach has survey information from 72 shoppers in San Pablo. Customers’ emails and phone numbers are recorded as well in order to facilitate follow up surveys. Though Freshest Cargo primarily reaches adults, the survey captures total household size and specifically the number of children in a household under 18 in order to understand the impact the program is having at large.

VeggieRx workshops will track changes in health behaviors and fruit and vegetable consumption via post-surveys at each class session. In 2018, Fresh Approach improved VeggieRx workshop post-surveys to include more demographic questions, including household size, and specifically the number of children under 18 in the household. Additionally, the new VeggieRx workshop survey better captures long-term behavior change outcomes. In addition to measuring the knowledge and skills gained after each class session, unique participant IDs on each survey will allow Fresh Approach to evaluate changes in consumption of fruits, vegetables and fast food over time for families attending multiple classes.

Both Freshest Cargo and the VeggieRx classes will seek continued feedback from customers, class participants, site hosts, city employees, and other community stakeholders to ensure the services offered are aligned with community need and desires. San Pablo is a diverse community filled with culture, resources, and a desire for change. Fresh Approach has worked alongside city staff, community members, health centers, and community organizations for several years, and looks forward to a longtime commitment in the city. In this year’s proposed project, Fresh Approach will expand its program offerings in the city and continue to build a high-level reporting capability that will be able to analyze behavior change over time.

All measureable outcome data recorded through the evaluation and feedback procedures detailed above will be reported to the City of San Pablo monthly, quarterly, or bi-annually, on a schedule to be determined to best suit the needs of the city.

Project Experience: A brief description of 3 to 5 Similar Projects completed or in progress by your agency/organization, including references.

- 1. **Fresh Approach** – Founded in 2008 by staff and board members of Pacific Coast Farmers’ Market Association (PCFMA), Fresh Approach works in six San Francisco Bay Area counties operating programs at the intersection of preventative health care and local food systems. Through Fresh Approach’s VeggieRx and Freshest Cargo programs, many rounds of community resident surveys and focus groups have been conducted which have informed the current shape and direction of the services that the organization offers in the community. The organization includes evaluation procedures in all of the programming it operates throughout the Bay Area, constantly integrating feedback from residents to improve program offerings for the community. Fresh Approach will bring its long history of offering community-based services targeted to community resident’s needs and desires, as well as an array of cross-sector partners to build a strong model of collaborative impacts to improve local food systems and community health. **Reference:** Kathryn Boyle, Kaiser Permanente Northern California Community Benefit Programs, Office: 510-625-6378, Kathryn.F.Boyle@kp.org (grant manager supervising implementation of combined VeggieRx and Freshest Cargo projects).