UF/IFAS Extension
The Journey to Sustainability Begins with Education

UF/IFAS Sarasota County Extension
6700 Clark Road
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Double Value Coupon Project (DVCP)
Healthy Community Foodshed Program
Sarasota County, FL

ORGANIZERS: Sarasota County Extension
Sarasota County Health Department

STATUS: Planning and Implementation
Community Partner Recruitment

POTENTIAL PARTNERS: Community Businesses
County Farmers Markets
Local Foods Producer Venders
VISION: provide community sponsored action to feed Sarasota County’s hungry and to nourish vulnerable families, providing children with better nutrition, improved self-esteem, piece of mind, and food security.

GOAL: provide under-served community members with locally-produced, fresh fruits and vegetables by allowing consumers to double the value of federal Supplemental Nutrition Assistance Program (SNAP, formerly food stamps) and Women, Infant and Children (WIC) funding when used at participating farmers’ markets.
Sarasota County DVCP

* Background *

**APPROACH:**

1) modeled on a successful initiative of the Nourishing Neighborhoods program by the national organization Wholesome Wave ([http://wholesomewave.org/](http://wholesomewave.org/))

2) provide small farmer and food entrepreneur training programs through Extension Service

3) provide Health Department health screenings to participating EBT recipients

4) coordination with the Community Health Improvement Programs (CHIP) of Health Department
Sarasota County DVCP

* Background *

**BENEFITS:**

1) individual and community levels
2) economic development, i.e., income and jobs
3) health and nutrition improvement
4) increased food access to locally-grown foods
5) new community partnerships
6) partial implementation of CHIP’s Community Action Plan
**Community Action Plan**

**Increase Access to Healthy Foods & Drinks**
- Change existing zoning laws to allow for more flexibility for vendors to sell produce.
- Increase the number of community gardens in the County.
  - Support programming in schools and the community which promotes understanding of the local food system.
  - Promote healthy food choices in childcare/aftercare settings through educational programs.
  - Use community health workers to educate residents about personal and community health change strategies.
  - Provide farmers’ market vouchers as part of USDA food distribution.
  - Expand training program on farmers’ markets for farmers’ and managers.
  - Hire master gardeners to help support existing gardens and work with neighborhoods to create new gardens.
  - Work with governments to convert vacant government-owned parcels into community gardens.

**Limit Availability of Unhealthy Foods & Drinks**
- Encourage local governments, schools, and businesses to adopt policies to restrict availability of unhealthy foods/drinks in vending machines.
  - Include vending machine policy language and sample vending machine contracts as part of worksite wellness toolkits.

**Raising Awareness**
- Create community-wide media and marketing campaign to brand our community as healthy and bring attention to grant-related initiatives.
- Hold community film screenings on relevant topics.
- Host roundtable discussions with key stakeholders.
- Engage national-level speaker to energize community around themes of the initiative.

**Building Capacity to Advocate for Healthy Change at a Community-Level**
- Make ‘Shaping Health Policy’ training available to local residents.
- Hire Community Health Action Team (CHAT) liaisons to provide implementation support for grant initiatives.

**Create Community-wide Worksite Wellness Initiative**
- Encourage businesses, organizations, and governments to work toward ‘Healthy Workplace’ designation.
- Create and distribute worksite wellness toolkits.

**Assessments**
- Conduct food system assessment.
- Conduct feasibility study to explore options for a grocery store in Newtown.
- Conduct walkability audits.

**Evaluation**
- Measure intervention strategy processes, outputs, outcomes, and costs.
- Monitor obesity trends using CHW Health Survey and Youth Risk Behavior Survey.
- Monitor achievement of key milestones.

**Change Procurement Practices to Increase Access to Local Foods**
- Encourage governments, institutions, and schools to adopt policies which encourage the promotion, distribution, and procurement of food from local farms.
  - Provide community-based processing facility for local foods.
  - Support distribution of local foods to schools, childcare settings, institutions, governments, etc.
  - Offer trainings in market cooperatives to local farmers to build capacity to meet local food needs.

**Increase Breastfeeding Rates**
- Encourage local governments and businesses to have policies that support breastfeeding.
  - Include examples of breastfeeding policies as part of a healthy business designation program.
  - Provide breast pumps as part of community-wide worksite wellness program.
  - Ensure that all nurses on hospital mother-baby unit are trained to provide lactation education.
  - Provide lactation education and support to high-risk women/infants.

**Create More Great Spaces, Places, and Opportunities for People to Be Active**
- Encourage cities & County to increase walkability/bikeability in comprehensive plans.
  - Install/upgrade exercise equipment at parks & senior centers.
  - Enhance signage to complement and reinforce active transit (walking, bicycling).
  - Appoint a “Fitness Champion” to energize the community about fitness opportunities (Free yoga at the beach, anyone?)
  - Install walking trails at schools and hospitals.
  - Establish a community bike shop to increase access to affordable bikes.
  - Enhance Health Impact Assessment capabilities within local jurisdictions.

**Create Incentives for Active Transit – Walking & Biking**
- Enhance policies to support walkability and bikeability.
  - Support business discount program by encouraging businesses to offer discounts to patrons when they bike, walk, or take the bus.

**Create More Opportunities for Students to be Active During the School Day**
- Enhance school policies related to physical activity.
  - Implement Fitnessgram – a fitness assessment & reporting system for youth.
  - Incorporate evidence-based tools and programming into physical education curriculum to improve the quality of PE.

**Implement a Safe Routes to School Program**
- Encourage School Board to incorporate Safe Routes to School plans as part of the Wellness Policy.
  - Pilot a Safe Routes to School/Walking School Bus program at 5 schools.

**Create More Opportunities for Kids to be Active in Childcare & Aftercare Settings**
- Encourage policies which require evidence-based physical activity and nutrition education in aftercare/childcare settings.
  - Enhance wellness programming targeting high-risk youth (and their families) at YMCAs.
  - Increase physical activity opportunities in childcare settings through enhanced policies, curriculum and trainings.
Number of Clients/Families Receiving Food Assistance in Sarasota County

- Apr 2009
- Apr 2010
- Apr 2011

- 5,000
- 10,000
- 15,000
- 20,000
- 25,000

Clients
Families
Number of Clients/Families Receiving Food Assistance in Florida

- April 2009
- April 2010
- April 2011

**Clients**

- April 2009: 2,000,000
- April 2010: 2,500,000
- April 2011: 3,000,000

**Families**

- April 2009: 1,000,000
- April 2010: 1,500,000
- April 2011: 2,000,000
DVCP was launched by Wholesome Wave Organization (http://wholesomewave.org/) in 2008 at farmers markets in Connecticut, California, and Massachusetts.

- represents a new way of conceptualizing solutions to the related problems of food insecurity, prevalence of dietary disease, including obesity, and the economic viability of small and midsize farms.

- expanded to over 200 markets in 23 states and the District of Columbia in 2011.
2011 National DVCP Survey Results

Figure 1: States with DVCP programs in 2010 and 2011
2011 National DVCP Survey Results

1,700 participating farmers
120 participating farmers markets in 16 states (over 160 markets in collaboration with strategic partners)
Over 57,000 consumer trips in which SNAP, WIC and Senior FMNP, and SSI were spent (reaching an estimated 20,000 individual consumers)
$1 million in revenue generated by DVCP for farmers, markets, and communities = $600,000 in federal nutrition benefits and $400,000 in DVCP
2011 National DVCP Survey Results

Figure 2: DVCP consumers value many aspects of the farmers markets

- Quality of produce
- Accepts SNAP or FMNP
- Supporting local farmers/business
- Selection of produce
- Taking part in the community

Percent of Respondents Reporting "Very Important" in Decision to Visit Market

- Quality of produce: 90%
- Accepts SNAP or FMNP: 85%
- Supporting local farmers/business: 80%
- Selection of produce: 75%
- Taking part in the community: 70%
2011 National DVCP Survey Results

Figure 3: DVCP Important to Farmers and Markets

Percent of Respondents Reporting Sales and Consumer Traffic Increased or Greatly Increased

- Federal benefit consumers
- Sales
- Market foot traffic

- Farmers Accepting DVCP
- Farmers Not Accepting DVCP
- Market Managers
2011 National DVCP Survey Results

Figure 4: Increases in SNAP Following DVCP Implementation

- Burlington, VT
- Newport, VT
- Hope Street, RI
- East Atlanta, GA
- 61st Street, Chicago, IL
- Billings Forge, CT
- Woonsocket, RI

Percentage Increase:
- 0%
- 100%
- 200%
- 300%
- 400%
- 500%
- 600%
- 700%
Sarasota County DVCP

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COMMUNITY PARTNER

ROLES:

1) **Community business** – donation of funding for DVCP implementation budget
2) **Farmers markets** – donation of space and logistical support
3) **Local foods producer vendors** – participation