

FMPP Final Performance Report

Report Number/Period: #4 September 30, 2016 (July – September 2016); or
Date: December 20, 2016
Contact: Amber Canto, 608 262 0384, amber.canto@ces.uwex.edu
Recipient Name: **University of Wisconsin-Extension**
Project Title: Outreach and education to increase utilization of EBT at FM programs by SNAP recipients in Wisconsin
Grant Number: **14-FMPPX-WI-0179**
Project Location: Madison, WI
Total Awarded Budget: **\$92,800.00**

1) Objective:

Objective 1: Conduct a formative evaluation study to better understand barriers to EBT program utilization in WI by SNAP recipients

September 30, 2014 – March 31, 2015

- 1.1 UW-Extension hires ad-hoc staff support. October 2014.
- 1.2 Ad-hoc staff develops connections with local agencies/organizations reaching SNAP and SNAP-eligible audiences via county-based University of WI-Extension Wisconsin Nutrition Education Programs (SNAP-Ed funded) in communities of 5 identified farmers' markets with existing EBT programs. November 2014.
- 1.3 UW-Extension staff and Project Manager host orientation phone call with identified farmers' markets and community partners. December 2014.
- 1.4 UW-Extension staff and Project Manager engage volunteer Advisory Committee in conversation to inform survey tool development and survey administration methods. January 2015.
- 1.5 Ad-hoc staff begins survey tool development and drafting of key informant interview questions. January 2015.
- 1.6 Ad-hoc staff with support from UW-Extension Project Manager finalizes survey tool, key informant interview questions, and methods of delivery. February 2015.
- 1.7 UW-Extension publications department translates survey tools to alternative languages, as necessary, to be accessible to local SNAP audience demographics. February – March 2015.
- 1.8 UW-Extension Project Manager submits final tools and methods for Human Subjects Approval. March 2015.
- 1.9 UW-Extension staff and Project Manager host phone call with participating farmers' markets and community partners introducing survey administration and key informant interviews. March 2015.
- 1.10 Ad-hoc staff schedules key informant interviews. March 2015.

April 1, 2015 – September 30, 2015

- 1.11 Ad-hoc staff with direction from UW-Extension Project Manager administers paper surveys to SNAP recipients via Wisconsin Nutrition Education Programs established connections with community organizations reaching SNAP-eligible audiences. April – June 2015.
- 1.12 Ad-hoc staff conducts key informant interviews with market managers and key community partners supporting local EBT programs. April – June 2015.
- 1.13 Ad-hoc staff continuously enters and cleans data utilizing data analysis software. April – June 2015
- 1.14 Ad-hoc staff with direction from UW-Extension Project Manager analyzes data collected from SNAP recipient surveys and key informant interviews. July - August 2015.
- 1.15 Ad-hoc staff with direction from UW-Extension Project Manager develops formative evaluation report summarizing survey and key informant interview findings. August - September 2015.

Objective #2: Utilize study findings to develop outreach strategies and accompanying tools to support market managers in reducing identified barriers and mobilizing SNAP recipients to farmers' markets

- 2.1 Ad-hoc staff contacts farmers' markets requesting baseline data collection on farmers' market sales attributed to SNAP and number of SNAP redemptions/swipes for August 2015. August 2015.
- 2.2 Ad-hoc staff schedules meeting with Advisory Committee to interpret and utilize study findings to develop outreach strategies and tools. September 2015.

October 1, 2015 – March 30, 2016

- 2.3 Ad-hoc staff develops content for educational tools focusing on outreach strategies to reduce barriers to utilizing EBT programs at farmers' markets by SNAP recipients. October 2015 – February 2016.
- 2.4 Ad-hoc staff disseminates study findings to participating farmers' markets and community partners via webinar and presentations at Wisconsin Local Food Network and Wisconsin Farmers Market Association conferences. December - February 2015.
- 2.5 UW-Extension publications department provides graphic design of educational content and accompanying outreach tool development. February – March 2016.

April 1, 2016 – September 29, 2016

- 2.6 UW-Extension staff and Project Manager hosts training webinar for participating farmers' markets and community partners outlining identified outreach strategies and tools. April 2016.
- 2.7 Markets and community partners implement proposed outreach strategies. April – August 2016.
- 2.8 Ad-hoc staff collects post-project sales data attributed to SNAP and SNAP redemptions/swipes for August 2016 from market managers. August 2016.
- 2.9 Ad-hoc staff develops and conducts end-of-project evaluation survey assessing market manager and community partner attitudes towards interventions implemented. July - August 2016.

- 2.10 Ad-hoc staff with direction from UW-Extension Project Manager analyzes pre- and post-sales data and end-of-project evaluation survey findings. August - September 2016.
- 2.11 Developed project materials and tools are revised with lessons learned from project implementation. September 2016.
- 2.12 Ad-hoc staff with support from UW-Extension Project Manager completes final project report. September 2016
- 2.13 UW-Extension staff and Project Manager host statewide webinar disseminating project results and findings. September 2016.

2) Summary of Activities:

Listed below: activity number (referenced in Item 1); description of activity; actual timeline

- 2.7 Markets and community partners implement proposed outreach strategies. June – August 2016; majority of outreach strategies began implementation in late June/early July 2016.
- 2.8 Ad-hoc staff collects post-project sales data attributed to SNAP and SNAP redemptions/swipes for August 2016 from market managers. August – September 2016.
- 2.9 Ad-hoc staff develops and conducts end-of-project evaluation survey assessing market manager and community partner attitudes towards interventions implemented. August - September 2016.
- 2.10 Ad-hoc staff with direction from UW-Extension Project Manager analyzes pre- and post-sales data and end-of-project evaluation survey findings. September 2016.
- 2.11 Developed project materials and tools are revised with lessons learned from project implementation. September 2016.
- 2.12 Ad-hoc staff with support from UW-Extension Project Manager completes final project report. September 2016
- 2.13 UW-Extension staff and Project Manager host statewide webinar disseminating project results and findings. – *Revised to development of online blog for information and resource sharing.* September 2016.

3) Performance:

Major outcomes from previous 6 month project period:

- All participating farmers' market partners decided to implement similar outreach plans/strategies based on the findings of our formative research. This included the use of a community connector and EBT at farmers' market promotion strategies for SNAP participants including "how to" posters at the market location, in community settings, and EBT card sleeve holders.
- The community connector model varied slightly based on the dynamics of an individual farmers' market. The most successful community connector model appeared to be the community connector that was personally familiar with having participated in SNAP and had direct connections to potential SNAP participants. A local foundation also determined there to be value in this model and has since extended the community connector model to their community health programming.
- 101 How to Use EBT at the Farmers' Market posters we distributed to farmers' markets and their community partners. 15,205 EBT card sleeves promoting use of SNAP/EBT at the farmers' market were distributed to farmers' markets and

community partners. Requests for the templates and digital copies of these materials have far extended the original intended reach of this project.

- Post-intervention evaluation findings did not demonstrate an overall increase in SNAP swipes or sales between 2015 and 2016 June – August market months for the majority of our market locations. The exception being Fondy Food Market, which saw a 24% increase in sales despite a 6.74% reduction in total swipes, suggesting SNAP participants are redeeming more in SNAP with each swipe. SNAP swipes and sales increased from 2015 to 2016 in four of five project markets during the month of July, which may be attributed to an increase in outreach activities undertaken by the farmers’ market and its partners during this month (see Table 1).
- 58 customer intercept surveys were collected during the final phase of the project.
 - 26% of respondents planned to shop at the farmers’ market 1-2 times per month this season, and 34.5% planned to shop at the farmers’ market 3-4 times per month this season.
 - 69% of respondents planned to use their SNAP/EBT card to pay for items at the market; and 28% planned to use cash. Of those using their SNAP/EBT card, 17% also planned to use an incentive program (i.e. Double Value Days, Double Your Bucks) operated independently by the farmers’ market.
 - 10% of survey respondents heard they could use their SNAP/EBT card at the market through the community connector, 41% heard about it at the farmers’ market, 19% heard through word of mouth.
 - Of those that learned they could use their SNAP/EBT card at the market, 10% saw the “How to Poster”, 14% learned about it from a market employee, and others saw a poster, observed someone else using their card, or learned about it through other means.
 - 72.4% of survey respondents received an EBT card sleeve. EBT card sleeves were distributed by community connectors and through the farmers’ market.
 - The incentive programs operated by the farmers’ markets and their community partners continued to be a commonly reported reason for shopping at the farmers’ market and one of the most likely cited things the survey respondent would share with friends and family about the farmers’ market.
- An online blog was created for sharing project information and resources and can be viewed at: <http://fyi.uwex.edu/ebtoutreach/>

Table 1: SNAP Swipes & Sales in 2015-2016 in partner farmers’ market locations

	JUNE		JULY		AUGUST		SEASON TOTAL	
	Swipes	Sales	Swipes	Sales	Swipes	Sales	Swipes	Sales
Fondy								
2015	390	\$1,279.00	485	\$7,253.00	1038	\$18,580.00	1913	\$27,112.00
2016	86	\$1,266.00	620	\$12,541.00	1078	\$19,890.00	1784	\$33,697.00
2015-2016 Monthly Change (+/-)	-304	-\$13.00	135	\$5,288.00	40	\$1,310.00	-129	\$6,585.00

% Change (+/-)	-	77.95%	-1.02%	27.84%	72.91%	3.85%	7.05%	-6.74%	24.29%
Farmshed- Rapids									
2014	21	\$271.00	65	\$1,005.50	91	\$1,297.00			
2015	24	\$386.00	51	\$710.00	46	\$781.00	121	\$1,877.00	
2016	11	\$195.00	28	\$340.00	20	\$250.00	59	\$785.00	
2015-2016 Monthly Change (+/-)	-13	-\$191.00	-23	-\$370.00	-26	-\$531.00	-62	-\$1,092.00	
% Change (+/-)	-	54.17%	-49.48%	45.10%	-52.11%	56.52%	-67.99%	-51.24%	-58.18%
Farmshed- Point									
2014	22	\$355.00	57	\$720.00	138	\$1,938.00			
2015	43	\$673.00	53	\$813.00	79	\$1,441.00	175	\$2,927.00	
2016	32	\$505.00	68	\$1,417.00	68	\$883.00	168	\$2,805.00	
2015-2016 Monthly Change (+/-)	-11	-\$168.00	15	\$604.00	-11	-\$558.00	-7	-\$122.00	
% Change (+/-)	-	25.58%	-24.96%	28.30%	74.29%	13.92%	-38.72%	-4.00%	-4.17%
Green Bay									
2014		\$1,130.00		\$1,807.00		\$1,713.00			
2015	116	\$1,470.00	154	\$1,728.00	204	\$2,169.00	474	\$5,367.00	
2016	126	\$1,293.00	181	\$1,881.00	106	\$2,088.00	413	\$5,262.00	
2015-2016 Monthly Change (+/-)	10	-\$177.00	27	\$153.00	-98	-\$81.00	-61	-\$105.00	
% Change (+/-)	8.62%	-12.04%	17.53%	8.85%	48.04%	-3.73%	-12.87%	-1.96%	
Janesville									

2014		\$980.00		\$728.00		\$1,154.00		
2015		\$734.00		\$591.00		\$745.00	0	\$2,070.00
2016	12	\$344.00	42	\$647.00	33	\$479.00	87	\$1,470.00
2015-2016 Change (+/-)	12	-\$390.00	42	\$56.00	33	-\$266.00	87	-\$600.00
% Change (+/-)		-53.13%		9.48%		-35.70%		-28.99%

Intercept surveys with SNAP participants at the end of project evaluation period suggested there was value in the community connector model, however some farmers' market partners experienced challenges in the operation of this model. One market utilized student volunteers, one market experienced significant turnover in their board leadership resulting in delays to bringing a community connector onboard, and yet another market attempted to utilize staff time for this purpose. The most successful strategy was the market that recruited a community connector familiar with the SNAP program and with direct connections to SNAP participants, which resulted in a community foundation to extend the scope of this position beyond the timeframe of the FMPP grant.

Additional challenges to project outcomes included a late start to the 2016 farmers' market season as a result of weather. The presence of, or cessation of incentive programs in the participating farmers' market areas also appears to have impacted the outcomes of this project. Our formative research findings found incentive programs to be the most significant factor to increase the likelihood that an individual will shop at a farmers' market in the future. Fondy Food Market expanded an incentive program in 2016, which likely led to the increase in sales observed between 2015 and 2016. In contrast, Wisconsin Rapids and Stevens Points markets (operated by Farm Shed) lost funds to support all incentive program activities, which resulted in significant restrictions to program operation in 2016 compared to 2015. SNAP participation has also gone down in the state of WI and each of the counties for our farmers' markets observed reductions in SNAP benefit levels issued in 2016 compared to 2015. The average reduction in benefit levels for the project's farmers' market season (June – August) was \$910,801 (range: \$54,879 - \$4,562,753). Interestingly the greatest reduction in SNAP benefits issued was during the month of July (\$1,058,753 less in SNAP benefits were issued in 2016 compared to 2015), which was also the only month during our project implementation period that observed consistent increases in SNAP sales across project sites. This finding may suggest a greater potential impact of our outreach efforts to increasing SNAP sales at farmers' markets.

4) Problems and Delays:

Delays were experienced in executing community outreach plans, as farmers' market partners were struggling to balance the time needed to get the market season started alongside implementing outreach efforts. Support from community partners for outreach efforts was important in this project. Several of our markets experienced staff turnover throughout the project, which also led to delays in implementing outreach activities and submitting project evaluation data as new staff required training and additional support to understanding this grant. Staff/volunteer capacity to collect, organize and analyze EBT data

was limited for most of our markets, as a result the data was not always received in a timely fashion as originally intended. The project staff position ended on September 29, 2016 with the close of the fiscal period for this project, however in-kind support of the project manager has been necessary to wrap up loose ends with the project.

5) Financial Summary: Total costs during reporting period = \$12,737

Overall, the project was able to save on graphic design expenses as the UW-Extension publishing department decided to provide these services at no cost.