

The Good Food Bag Evaluation: Impacts of a Unique Food Access Program

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Introduction to Good Food Bags

- ✧ Fruit and vegetable (f&v) consumption is not adequate, especially among low-income families, which can increase risk of chronic disease
- ✧ Increasing f&v consumption is one approach to reducing health disparities
- ✧ Good Food Bag (GFB) Program delivers subsidized produce bags from local farms to low-income families
- ✧ Program goal: to increase access to fresh produce for families with low incomes or other barriers

Purpose

The purpose of this evaluation is to determine the extent to which the GFB program is able to impact f&v consumption, or overcome food access barriers among members.

Methodology

- ✧ Previous survey data was analyzed.
- ✧ A 2016 survey was developed and administered to GFB members via paper, phone, and email. 2016 results were compared to earlier results using descriptive and bivariate analyses.
- ✧ Three focus groups discussed the impacts of the program and ideas for program improvement.



Results

- ✧ F&V consumption has increased 3% from 2014 to 2015
- ✧ 93% of members noticed a difference in their diet because of the GFB program
- ✧ 49% of members report eating more f&v because of the GFB program
- ✧ Focus Group Results: GFB allowed member to eat more f&v, and more variety. It also provided ideas for program improvement in three areas:
 - ✧ Alter the recipes (making them easier and less time consuming)
 - ✧ Adjust the contents of the bags (ex. cultural and ethnic diversity)
 - ✧ Incorporate more community building strategies

■ Big Difference
■ Modest/Medium Difference
■ No Difference

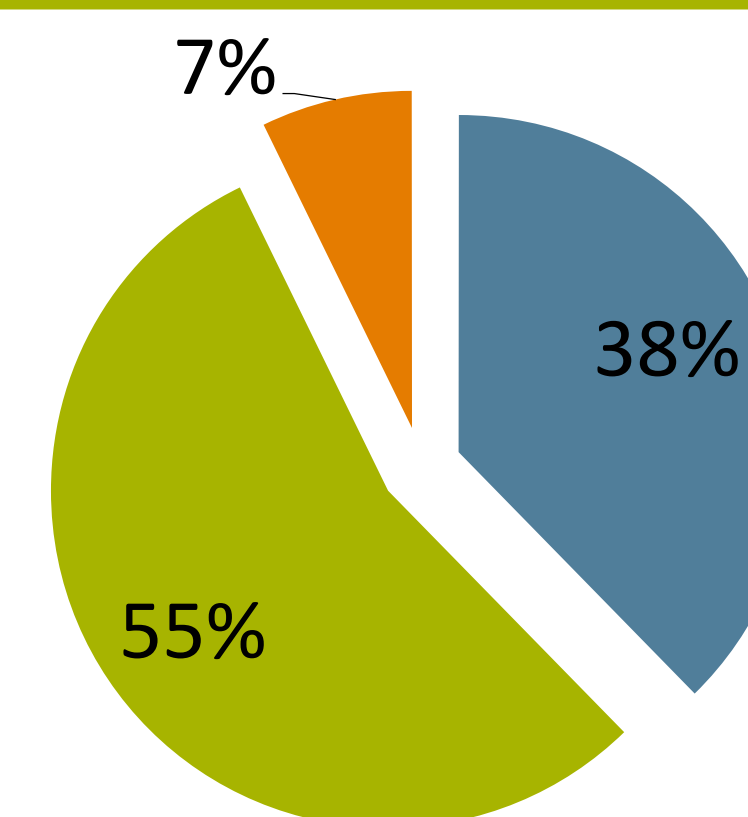


Figure 1: Results for question, "To what extent do the fruits and vegetables you get in your Good Food Bag make a difference in your diet, if at all?"

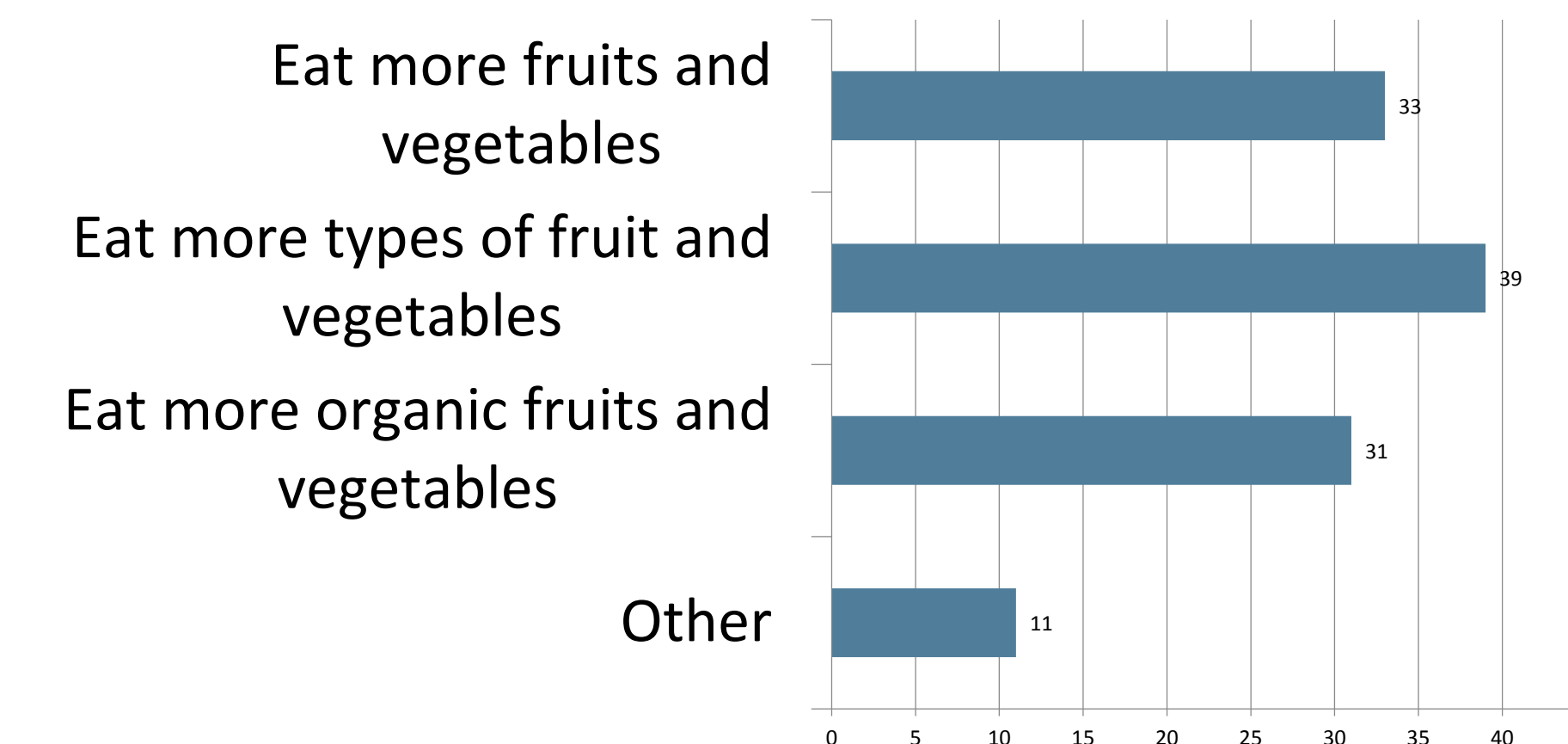


Figure 2: Results for questions "If you felt it made a difference in your diet, how so?"

Conclusion

The GFB program has been successful in increasing f&v access and consumption among its members. The program is greatly appreciated by members and is able to help members overcome their barriers to fresh f&v access.

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