

The Pre-Survey Data Analysis of the Special Supplemental Nutrition Program for Women, Infants, and Children (WIC) Field to Family Produce Incentive Program in Ventura County, CA

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INTRODUCTION

- Limited access to sustainable and affordable sources of fresh fruits and vegetables hinders families' ability to grow and thrive in Ventura County (VC), CA
- VC has a robust agricultural economy, yet 1 in 6 families report being food insecure.
- Purpose: pilot test a produce incentive program to: 1) expand WIC families' food purchasing power while supporting local agriculture; 2) support healthy eating patterns critical to positive health outcomes, growth and development; and 3) benchmark critical health indicators in relationship to increased fruit and vegetable intake.

OBJECTIVES

- Assess household food security, nutrition security, and skills, attitudes, and confidence in shopping, cooking, and eating healthy meals on a budget.
- Identify recommendations for service delivery and program improvement

METHODS

- Study Sample: participants in the Special Supplemental Nutrition Program for Women, Infants, and Children (WIC), VC, CA
- Provision of an additional one-time \$20 incentive to WIC Farmers Market Nutrition Program (FMNP)-participating families to purchase California-grown vegetables and fruits
- Analysis of cross-sectional data on
 - Demographics and household characteristics¹
 - Household food security measured by the USDA 6-item short form²
 - Household nutrition security, resilience, and utilization barriers³
 - Assessment of skills, attitudes, and confidence in shopping, cooking, and eating healthy on a budget⁴
- Descriptive and bivariate analyses: Chi-Square analysis, t-test, and ANOVA using R⁵

A world of
HEALTHY PEOPLE

RESULTS

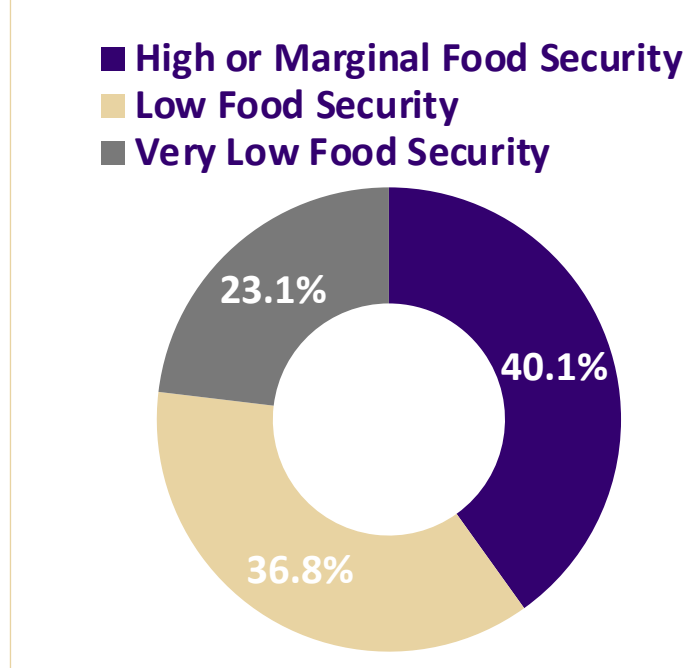


Figure 1. Distribution of Household Food Security Categories Among the VC WIC Participants

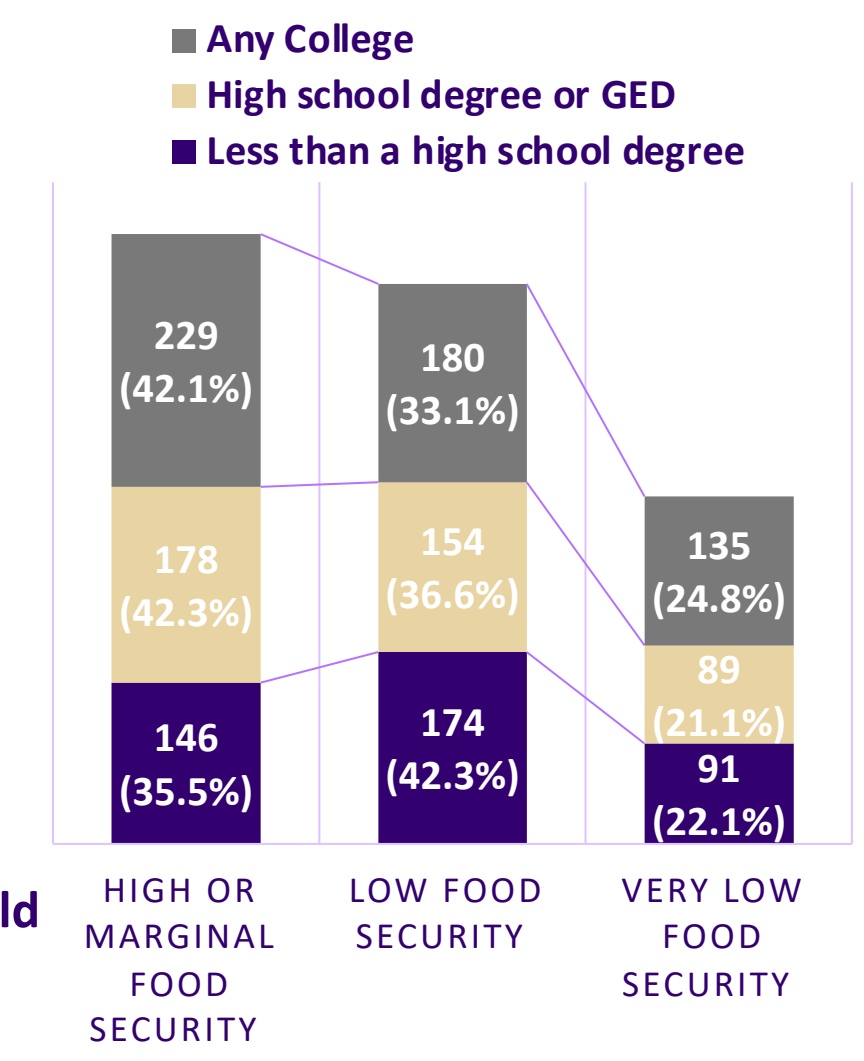


Figure 2. Household Food Security by Educational Attainment (X²=10.16, p<0.05)

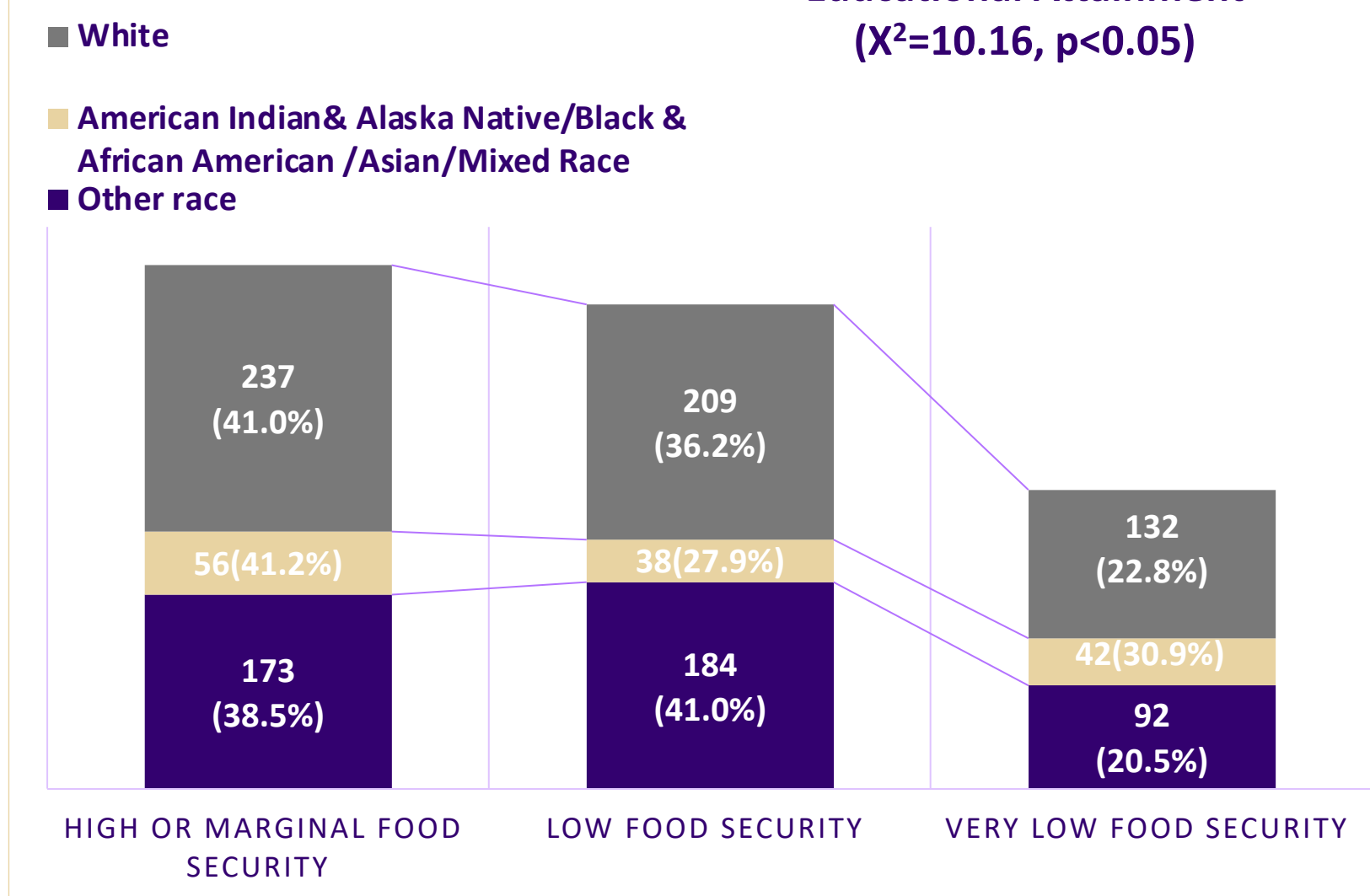


Figure 3. Household Food Security by Race/Ethnicity (X²=10.40, p<0.05)

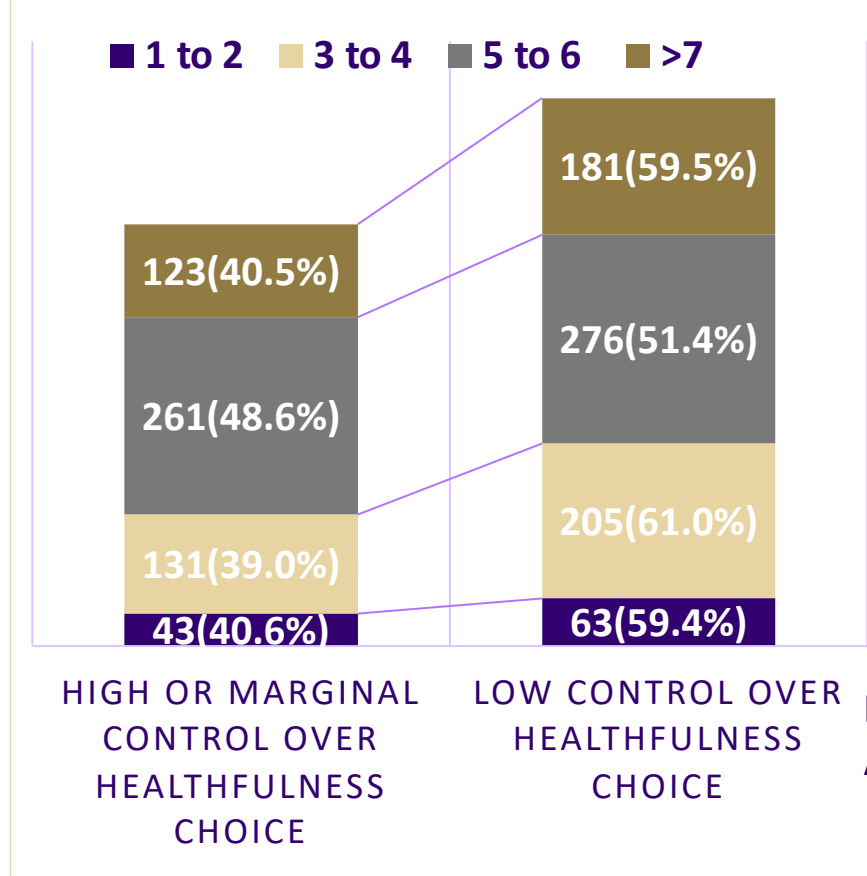


Figure 4. Household Control Over Healthfulness Choice by Household Size (X²=9.99, p<0.05)

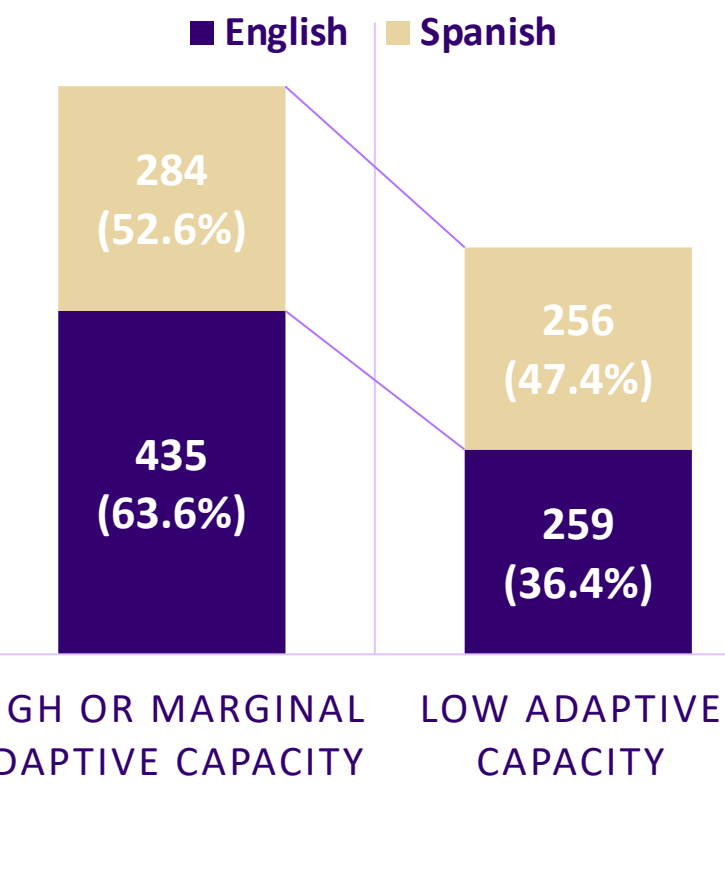


Figure 5. Adaptive Capacity by Language (X²=14.98, p<0.001)

RESULTS (CONT.)

Table 1. The Mean Sum Scores of Skills, Attitudes, and Confidence* in Shopping, Cooking, and Eating Healthy by Demographic Variables

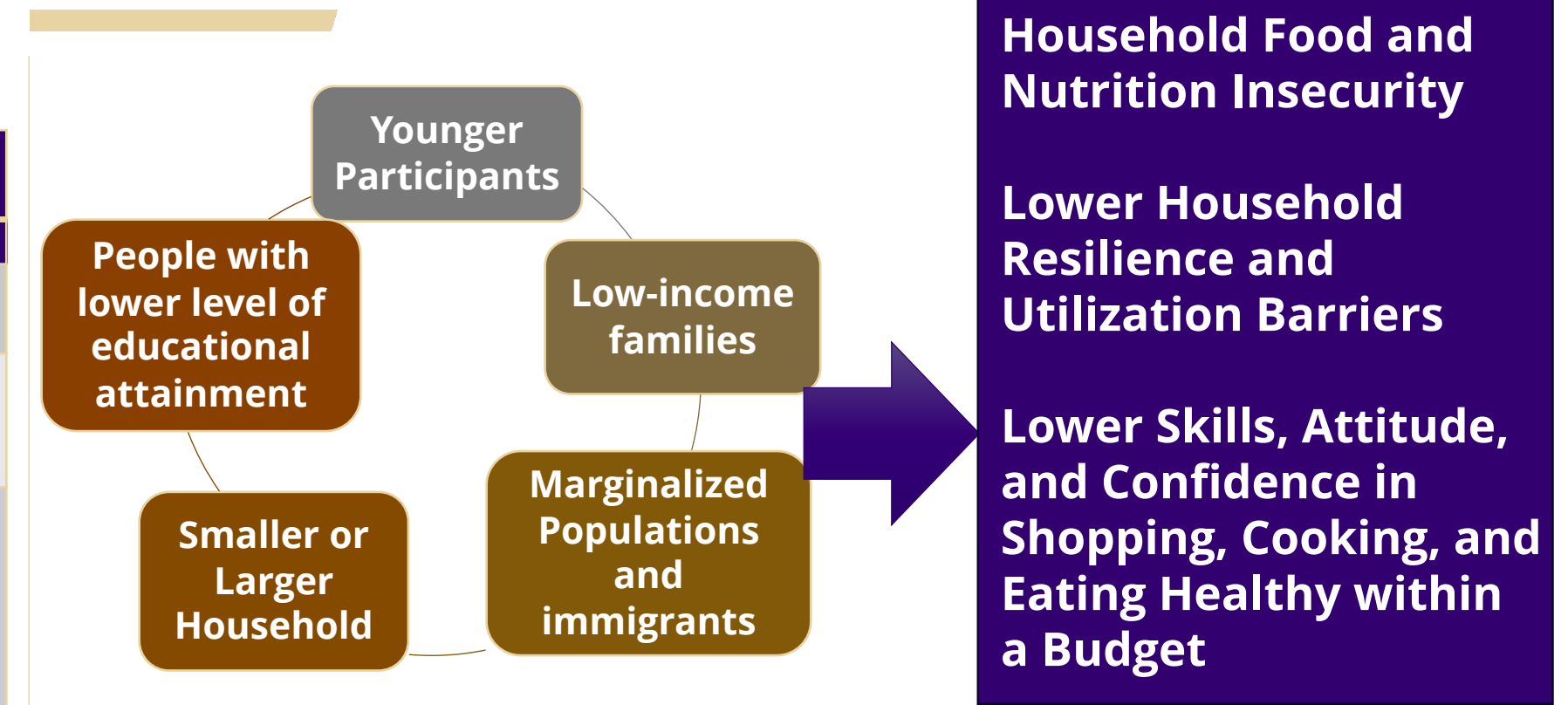
Variable	Group	Mean (SD)	t/F value	p-value
Skills in shopping, cooking and eating healthy within a budget				
Language	English	8.55 (2.40)	5.57	<0.001
	Spanish	7.74 (2.77)		
Educational attainment	Any college	8.64 (2.39)	13.06	<0.001
	High school degree or GED	8.04 (2.63)		
	Less than a high school degree	7.78 (2.73)		
Ethnicity	White	8.46 (2.56)	9.32	<0.001
	American Indian & Alaska Native/Black & African American /Asian/Mixed Race	8.26 (2.88)		
	Other race	7.72 (2.73)		
	Race	7.72 (2.73)		
Income level	< \$20,000	7.84 (2.65)	9.07	<0.001
	\$20,000 – \$29,999	8.40 (2.51)		
	\$30,000 – \$39,999	8.40 (2.55)		
	>\$40,000	8.84 (2.41)		
Household size	1 to 2	8.41 (2.71)	1.08	0.36
	3 to 4	8.36 (2.54)		
	5 to 6	8.18 (2.66)		
	7 or more	8.03 (2.66)		
Age group	18-29	7.75 (2.67)	10.48	<0.001
	30-39	8.42 (2.53)		
	>40	8.49 (2.53)		
	Race	8.49 (2.53)		
Attitudes in shopping, cooking and eating healthy within a budget				
Language	English	3.24 (1.77)	1.86	0.06
	Spanish	3.05 (2.00)		
Educational attainment	Any college	3.35 (1.80)	5.28	<0.05
	High school degree or GED	2.96 (1.80)		
	Less than a high school degree	3.10 (2.01)		
Ethnicity	White	3.18 (1.80)	0.53	0.59
	American Indian & Alaska Native/Black & African American /Asian/Mixed Race	3.11 (1.90)		
	Other race	3.06 (1.91)		
	Race	3.06 (1.91)		
Income level	< \$20,000	3.16 (1.95)	0.95	0.41
	\$20,000 – \$29,999	3.05 (3.05)		
	\$30,000 – \$39,999	3.35 (3.35)		
	>\$40,000	3.15 (3.15)		
Household size	1 to 2	3.30 (1.80)	3.39	<0.05
	3 to 4	3.27 (1.80)		
	5 to 6	2.97 (1.83)		
	7 or more	3.33 (1.83)		
Age group	18-29	3.31 (1.85)	3.14	<0.05
	30-39	3.11 (1.89)		
	>40	2.92 (1.91)		
	Race	2.92 (1.91)		

* The results of confidence in shopping, cooking, and eating healthy on a budget are similar to the results of skills in shopping, cooking, and eating healthy on a budget. Significant relationships were observed with language (X²=3.14; p<0.001), race/ethnicity (X²=5.40; p<0.05), and income level (X²=2.68; p<0.05).

Reference

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CONCLUSION & RECOMMENDATIONS



Food and Nutrition Security

- Monetary incentives have been shown to improve nutrition and household food security.
- Prioritize younger participants and populations with minimal resources/people who have recently immigrated for program outreach
- Address the need for flexible household income thresholds for eligibility for federal nutrition assistance programs based on local cost of living (real cost measure)⁶

Household Resilience and Utilization Barriers

- Provide WIC participants who have recently immigrated with information about governmental, community, and charitable organizations about jobs, educational opportunities, and community kitchens in their native languages to encourage utilization of available community resources

Skills, Attitudes, and Confidence in Shopping, Cooking, and Eating Healthy on a Budget

- Improve WIC continuing education class materials to include more culturally-, linguistically-, age-, and varying household size-appropriate recipes and contents

ACKNOWLEDGEMENTS

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