

# The Michigan Good Food Charter Shared Measurement Project

## 2014 – 2015

The Michigan Good Food Charter Shared Measurement Project will build the case for collectively measuring statewide food systems change in Michigan. In order to better understand the impacts of Good Food efforts throughout Michigan, this highly collaborative project will:

- **Identify currently collected data** that could also be used to measure progress toward Good Food Charter goals
- **Determine overlap, strengths, and gaps** in currently available data that could measure progress toward Good Food Charter goals
- **Identify what data is needed** to indicate successes and challenges
- **Consider current and future capacity** for data collection
- Prioritize a **short list of key indicators and data-sharing solutions**
- **Establish consensus** on which measures have the most value, and agree on common methods for collecting data on each measure
- **Provide training and support** as stakeholders pilot shared measures

This project will help those participating in Michigan Good Food work in three key ways:

1. Ensuring that efforts to measure Good Food Charter successes are aligned
2. Providing an opportunity for participants to learn from others' experiences and build on shared measures as they start new Good Food projects
3. Enabling participants to add their measures and make a more comprehensive, compelling case for Good Food progress in Michigan

The project is coordinated by the MSU Center for Regional Food Systems (CRFS) and the Gretchen Swanson Center for Nutrition (GSCN). GSCN is a Nebraska-based nonprofit nutrition research center that has extensive experience in conducting evaluations, with unique experience consulting on evaluation and measurement work related to nutrition/obesity prevention. GSCN past and current funders include: the Robert Wood Johnson Foundation, LiveWell Colorado, the Nemours Foundation, and others.

The project will progress in five phases:

| Phase   | Task   | Participants  | Timeline (approximate)       |
|---------|--|---|------------------------------|
| Phase 1 | Conduct interviews with stakeholders and analyze responses                                   | CRFS, GSCN, statewide Michigan Good Food Stakeholders | November 2014 – January 2015 |
| Phase 2 | Host webinar to share interview results<br><br>Begin to prioritize key measures              | CRFS, GSCN, statewide Michigan Good Food Stakeholders | January 2015                 |
| Phase 3 | Continue to revise and prioritize key measures and processes for data collection and sharing | Advisory committee, CRFS, and GSCN                    | January – March 2015         |



|         |   |   |                      |
|---------|---|---|----------------------|
| Phase 4 | Train pilot participants and pilot a shared measurement data collection system<br><br>Provide one-on-one support as needed                                      | CRFS, GSCN, small number of Michigan Good Food Stakeholders | March – May 2015     |
| Phase 5 | Review the pilot of the shared measurement data collection system<br><br>Provide recommendations for a statewide roll-out of shared measurement data collection | Advisory Committee, CRFS, GSCN                              | June – December 2015 |

### Common questions about the Michigan Good Food Charter Shared Measurement Project

**Q: What is the connection between this project and the Michigan Good Food Charter?**

A: The prioritized measures and shared data collection methods will look to inform progress on the Michigan Good Food Charter goals. For more information on the Michigan Good Food Charter, go to <http://www.michiganfood.org/>.

**Q: How can I (or my organization) engage in the Shared Measurement project once the Phase 1 interviews are completed?**

A: Once the interviews are completed, it will take 4-6 weeks to analyze the responses. The next opportunity to engage will be a webinar on January 27, 2015 from 3 pm to 4:30 pm.

This webinar will describe what we learned from analyzing the interviews and offer participants an opportunity to provide feedback on the direction of the project. The webinar will also include a question and answer discussion session focused on the process to be used for consensus building around shared measures, and how the pilot project will develop.

The webinar will be open to everyone – both individuals and organizations that did and did not participate in the interviews.

**Q: Will the Shared Measurement project determine which foods should be characterized as green, healthy, fair, or affordable?**

A: No, this project will not attempt to characterize foods according to the four elements of the Good Food definition. This project will look at measures that are easily obtainable and can help track changes in areas such as: food access, Michigan food sales in various markets, and Michigan jobs created through increased sales to Michigan markets.

**Q: Who do I contact for more information about the Michigan Good Food Charter Shared Measurement project?**

A: Contact Rich Pirog, Senior Associate Director, MSU Center for Regional Food Systems  
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