# 2018 Michigan Good Food Summit

**Breakout Session #16**: Learning How to Use Data to Improve Community Food Access
**1:45 pm**
**Speakers:** Markell Miller, Food Gatherers; Meghan McDermott, Groundwork Center for Resilient Communities; Janee Moore, Michigan Dept. of Health and Human Services

## Objectives
- Understand existing data sources
- Learn about existing data collection tools
- Know which preliminary research questions to ask

**Meghan McDermott**:
- Overview of secondary data sources for conducting preliminary research
  - American Census
    - Performed every 10 years on whole US population
  - American Community Survey (ACS)
    - Samples small percentage of population
    - Every 2 years
  - Food Research Atlas
  - Food Environment Atlas
    - Great visualizations that can be helpful for presentations
  - Community Commons
    - Public health maps
  - Map the Meal Gap
    - Audited by Feeding America
  - Self Sufficiency Standard (Food Bank Council of Michigan)
    - Details wages needed for a person or household to be self-sufficient
    - Different from federal poverty level metrics
  - ALICE Report (United Way)
    - Refers to populations in communities that are asset limited, income constrained, and employed
  - Opportunity Atlas
    - Census tract-level data
  - PolicyLink Equity Atlas
    - Future planning, population trends
  - Measure of America of the Social Science Research Council
    - Human Development Index Atlas: 2013-2014 dataset
      - Ability to lead long and healthy life, access to knowledge, etc.
  - Policy Map
    - Can upload your own data
    - Layer data across multiple topic areas
- Rural Food Access Survey

- ○ Used typical metrics for food access: 1 mile in urban areas, 10 miles in rural areas
- 2014 Food Security Study
  - ○ Revealed that rural communities need to work collectively to increase food access/security
- 2018 Rural Food Access Survey
  - ○ Collaboration with CRFS and others
  - ○ Benzie and Antrim counties → selected for rural communities
  - ○ Interest in understanding attitudes towards local food, surveying clients with medical problems, etc.
  - ○ Narrative (qualitative) component to quantitative data

**Questions for Meghan:**
*How did you decide which people to interview for 2018 Food Access Survey?*
- Food pantries identified people for interviews
  - ○ Was not randomized
  - ○ These stories provide narrative component

**Markell Miller**:
- Food Gatherers serves Washtenaw Country
- Conducted Food Access Survey with CRFS: http://www.canr.msu.edu/resources/ypsilanti-area-food-access-survey-2016
  - ○ Existing data
    - ■ USDA Food Deserts maps
    - ■ Washtenaw County HIP Survey Data
      - Work with health department for data
  - ○ What did Food Gatherers want to know?
    - ■ Food security status
    - ■ What resources were and were not being used?
    - ■ Perceptions on access to healthy food
  - ○ HIP Survey
    - ■ Adults in family have reduced food intake due to cost in a given timeline
    - ■ Household eats vegetables less than once per day
  - ○ 292 surveys in Ypsilanti/Ypsilanti Township
    - ■ Variety of data collection sites
    - ■ Respondents were women, older, 50/50 black/white
    - ■ Used Hunger Vital Sign
      - Validated two question tool
    - ■ 59% of people were food insecure
    - ■ Some subjective questions revealed that participants did not feel they were getting healthy food for the month
    - ■ Partnering with primary care providers to screen for food insecurity and share resources with community members
    - ■ Different barriers for different populations

- For example, some struggled with transportation access, some did not.

**Questions for Markell:**
*What does partnering with primary care providers look like?*
- In general:
    - Health care networks are already looking at social determinants of health
    - These networks can share resources

**Janee Moore**:
- Getting the right data takes a lot of planning
- Activity to help workshop participants understand ways to approach a project where you will be collecting data to answer certain questions.
- Name 10 steps to developing a survey.
    - Session participants said:
        - Set goals
        - Identify secondary dataset
        - Select target populations
        - Select questions
        - Select style of questions
            - Qualitative/quantitative
        - Test questionnaire questions
        - How is it conducted?
            - Mail, phone, online
        - Sampling
        - Choose comparative dataset
        - Time limitations
        - Who is the audience?
        - IRB approval
        - Translate survey
        - Determine readability
        - How will data be shared?
        - Send to printer!
    - Janee said:
        - What do you want to know?
        - Existing data
        - Population, place, and time
        - How do you want to apply the outcome?
        - Sampling
        - Survey design
        - Type of analysis
        - Key informant interviews
        - Question format

- ■ Translations
- ○ These sometimes may be happening concurrently → the steps don't always occur in order
- ● Name ten powerful ways to use data
    - ○ Session participants said:
        - ■ Grant proposals
        - ■ Policy change
        - ■ Changing mindsets
        - ■ Satisfy funders
        - ■ Generate awareness - call to actions
        - ■ Elections, voting, politics
        - ■ Health care
        - ■ Community empowerment
        - ■ Showing trends
        - ■ Justifying staffing levels
        - ■ Can help identify other problems, which we can use to ask more questions that will help us find more data
            - ● Data is iterative
        - ■ Sharing with other organizations to reach a critical mass of data, to aggregate data
    - ○ Janee said:
        - ■ Maps
        - ■ Videos
            - ● Underutilized platform
        - ■ Infographics
            - ● Can be used with low-literacy populations
        - ■ Reports
        - ■ Presentations
        - ■ Town halls
        - ■ Press release
            - ● Underutilized platform
        - ■ Social media
        - ■ Translations
            - ● Building bridges to other communities you want to work with
            - ● Your issue may be relevant to those in other communities
        - ■ Conferences

Activity to do with your own organization: take time to reflect on 10 steps you might take to build a survey within your realm of work.