



Connecting Food, Farms + Nutrition

*A text-message
diabetes prevention
program in rural
North Carolina*



- Approach
- Process
- Impact
- Keys to Success



2017
Community
Health Report
Ashe County



An upstream approach
for preventing
diabetes within low-
resource communities

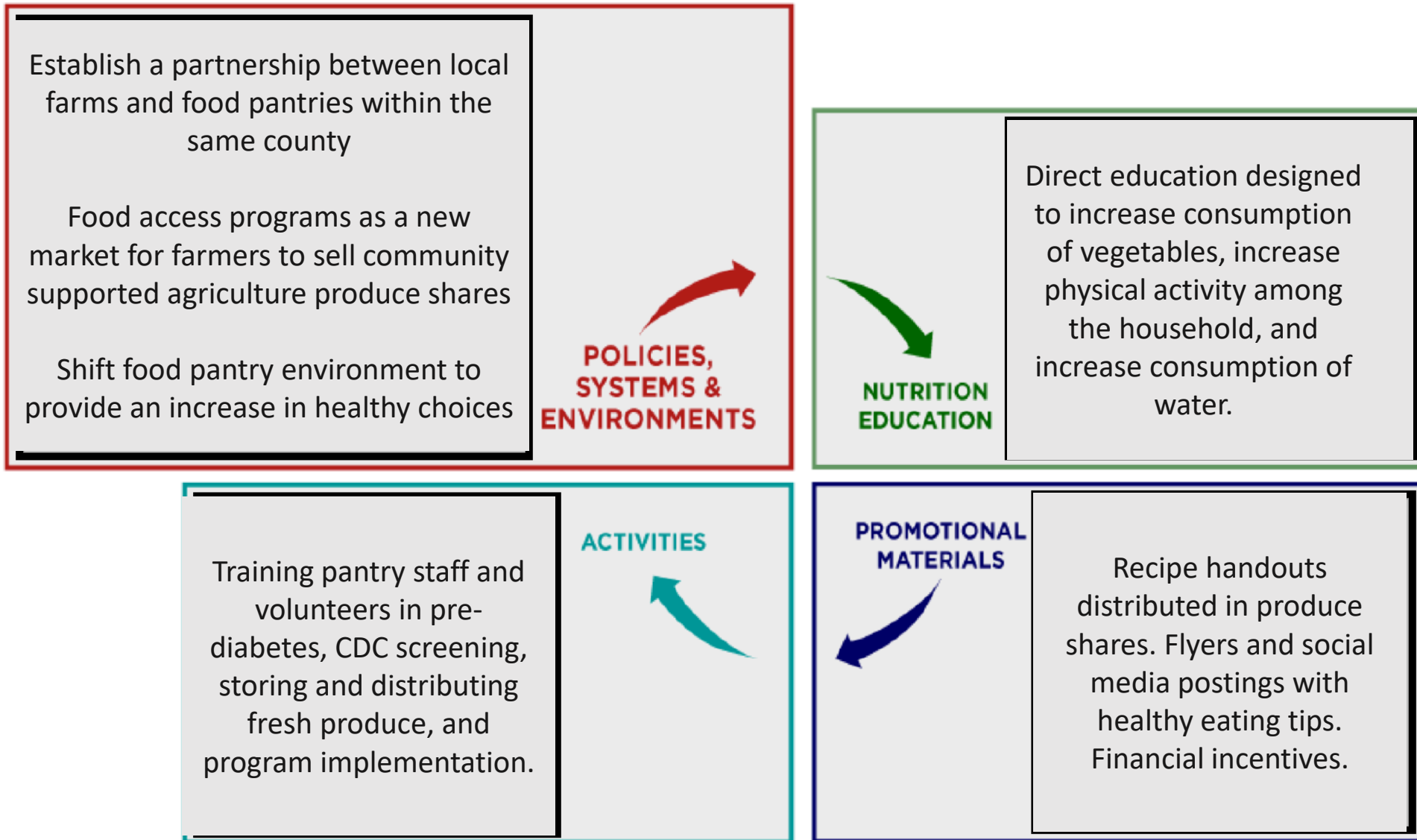


MONTHLY
PRODUCE SHARES



WEEKLY
TEXT-MESSAGE
HEALTH EDUCATION





Goals of the pilot project are to:

Evaluate the **process** of ...

- Conducting pre-diabetes screening at food pantry sites;
- Coordinating and distributing fresh produce shares; and
- Enrolling and delivering a text-message health education program.

Assess the **impact** on ...

- Food and nutrition security, diet quality, and health status of the household; and
- The local farm economy.

Process:

**Enrollment Methods +
Distribution Protocol**



3 FOOD PANTRY PARTNERS



100 households



MONTHLY PRODUCE SHARES



WEEKLY TEXT-MESSAGE HEALTH EDUCATION

Prediabetes Risk Test



1. How old are you?

- Younger than 40 years (0 points)
- 40–49 years (1 point)
- 50–59 years (2 points)
- 60 years or older (3 points)

Write your score in the boxes below

2. Are you a man or a woman?

- Man (1 point)
- Woman (0 points)

3. If you are a woman, have you ever been diagnosed with gestational diabetes?

- Yes (1 point)
- No (0 points)

4. Do you have a mother, father, sister, or brother with diabetes?

- Yes (1 point)
- No (0 points)

5. Have you ever been diagnosed with high blood pressure?

- Yes (1 point)
- No (0 points)

6. Are you physically active?

- Yes (0 points)
- No (1 point)

7. What is your weight category?

(See chart at right)

Height	Weight (lbs.)		
4'10"	119-142	143-190	191+
4'11"	124-147	148-197	198+
5'0"	128-152	153-203	204+
5'1"	132-157	158-210	211+
5'2"	136-163	164-217	218+
5'3"	141-168	169-224	225+
5'4"	145-173	174-231	232+
5'5"	150-179	180-239	240+
5'6"	155-185	186-246	247+
5'7"	159-190	191-254	255+
5'8"	164-196	197-261	262+
5'9"	169-202	203-269	270+
5'10"	174-208	209-277	278+
5'11"	179-214	215-285	286+
6'0"	184-220	221-293	294+
6'1"	189-226	227-301	302+
6'2"	194-232	233-310	311+
6'3"	200-239	240-318	319+
6'4"	205-245	246-327	328+
	1 Point	2 Points	3 Points
	You weigh less than the 1 Point column (0 points)		

Total score:

Adapted from Bang et al., Ann Intern Med 151:775-783, 2009. Original algorithm was validated without gestational diabetes as part of the model.

If you scored 5 or higher



—

Cabbage
Green onions
Squash
Green beans
Tomatoes
Cucumbers
Kale

Recipes + Handouts

SimpleTexting

You on Jun 17, 3:46 PM

Welcome to the Farm Fresh local produce program! We will send a few messages per week. You can reply to any message with questions about the program.

You on Jun 17, 3:46 PM

You've agreed to receive messages from Second Harvest Food Bank. Reply STOP to unsubscribe or HELP for help. Msg&Data rates may apply.

Wednesday, Jul 23

You on Jul 29, 1:17 PM

Use the 3 P's model to stretch your food dollar at the grocery store: <http://txt.so/EP25eD>. Plan. Purchase. Prepare.

Friday, Jul 31

You on Jul 31, 1:17 PM

Try not to compare yourself to others. Love your body and how well it works. Do not dwell on things you do not like, many times no one notices those but you!

Monday, Aug 3

You on Aug 3, 1:17 PM

Eat for your health! Know what a healthy portion is and cut down on your serving size to eat healthy.

Message Note

Your message...



Send SMS

Eating well starts with building a healthy plate. View some tips here <http://txt.vg/aDmEPf>. You can add vegetables to every meal!

Tuesday, Jul 14

You on Jul 14, 11:02 AM

Many times we overeat because we do not feel full or satisfied. Did you know it takes 15 minutes for our body to feel full? Eat slow, take your time.

Monday, Jul 20

You on Jul 20, 11:02 AM

This is an example of a balanced meal: 1/2 cup of brown rice (or white rice), 1 cup of broccoli, 1 cup of milk, and a 3 oz. piece of chicken.

You on Jul 20, 4:21 PM

Thanks for participating in the Farm Fresh produce program. This is a reminder to pick-up your produce this week. Reply w/ questions. We can't wait to see you!

Message Note

Your message...



Send SMS

Lessons Learned

- Build the entire text-message program online prior to enrolling participants
- Enroll participants + distribute the first produce share during the same week
- Encourage staff/volunteers to confirm cell phone numbers or ask for a dependable cell phone for someone in their household
- Consider if there is room in the budget to hire an intern to assist with the text-message implementation

Impact:

Reach & Evaluation



Reach

- Jefferson UMC: 38 households
- Ashe Outreach: 32 households
- Ashe Really Cares: 30 households

Total households: 100

Total individuals: 205*

*Preliminary data captured on the pre-survey, n=46

Age	Percent of total individual participants n=205*
Younger than 18 years	32.3%
19-39 years	13.2%
40-49 years	21.7%
50-59 years	8.0%
60 years or older	24.8%

Local Food System Economic Impact

To date: \$9,687.50 = \$13,720.30

Projected: \$12,500.00 = \$17,703.61

Including an additional
\$100 / month in sales

=

An additional
\$708.14 in local
economic impact

Amount estimated based on the [Local Food Economic Calculator](#)

Formal Evaluation

Summary of evaluation goals, timing, and responses

Evaluation Method	Goal(s)	Distribution	Number of respondents
Pre-Survey	Describe participant interest; Assess program effectiveness (food security, health)	May 2020	47
Mid-point Evaluation	Assess mid-point effectiveness (diet quality, information usefulness)	August 2020	
Post-Survey	Assess program effectiveness (food security, health); Describe future interest	Planned October 2020	

Informal Evaluation

“We were excited for the opportunity **to introduce new health initiatives** into our food pantry. We want to encourage **healthy food access** and felt that this program was a wonderful way to introduce fresh produce and education. We are also thrilled to **build connections with local farmers** in our community and seek out opportunities for the future!”
– Pantry partner



I have not seen this much **quality produce** in years!
– Participant

[The text messages] are the support I needed to **stay motivated and on-track.**
– Participant

SimpleTexting

Angela Roberts on Jul 9, 3:35 PM

😊 thank you so much for my wonderful vegetables. The cabbage and beet greens was so delicious.

Friday, Jul 10

You on Jul 10, 10:53 AM

We are so glad you enjoyed them!

You on Jul 10, 12:31 PM

Learn more about Kale! <http://txt.vg/SPPk0X> You received kale in your produce share. Here are some more creative ways to use kale, including two recipes!

Angela Roberts on Jul 10, 2:13 PM

Thank you for the recipes♥

Message Note

Your message...



Send SMS

You on Jul 10, 12:13 PM

Are there items in your produce share that you have not used or do not plan to use? Reply Yes with the list of items or No

Angela Roberts on Jul 10, 12:30 PM

No! Love the produce!

You on Jul 10, 1:41 PM

Thank you, Linda. We are so glad you are enjoying it!

Angela Roberts on Jul 10, 1:42 PM

I try any kind of produce! Love the fees

Angela Roberts on Jul 10, 1:42 PM

Fresh vegetables!

Message Note

Your message...



Send SMS

A photograph of a food distribution area. In the foreground, there are several wooden crates filled with various fruits, including bananas, apples, and oranges. Some crates have labels like '15 DOZEN EGGS' and '15 DOZEN EGGS'. In the background, a person wearing a face mask and a dark vest is standing near a red building with a glass door. The scene is outdoors, and the overall atmosphere is one of organized food distribution.

Keys to Success

- Participatory planning process
- Facilitate volunteer recruitment
- Develop and implement a thorough staff/volunteer training (include printing all materials)
- Incentives! Incentives! Incentives!

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