

HEALTHY KIDS HEALTHY OZARKS CASE REPORT

BOONE AND NEWTON COUNTIES, ARKANSAS

Evaluation of the Healthy Kids, Healthy Communities National Program

December 2009 to December 2013



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BACKGROUND

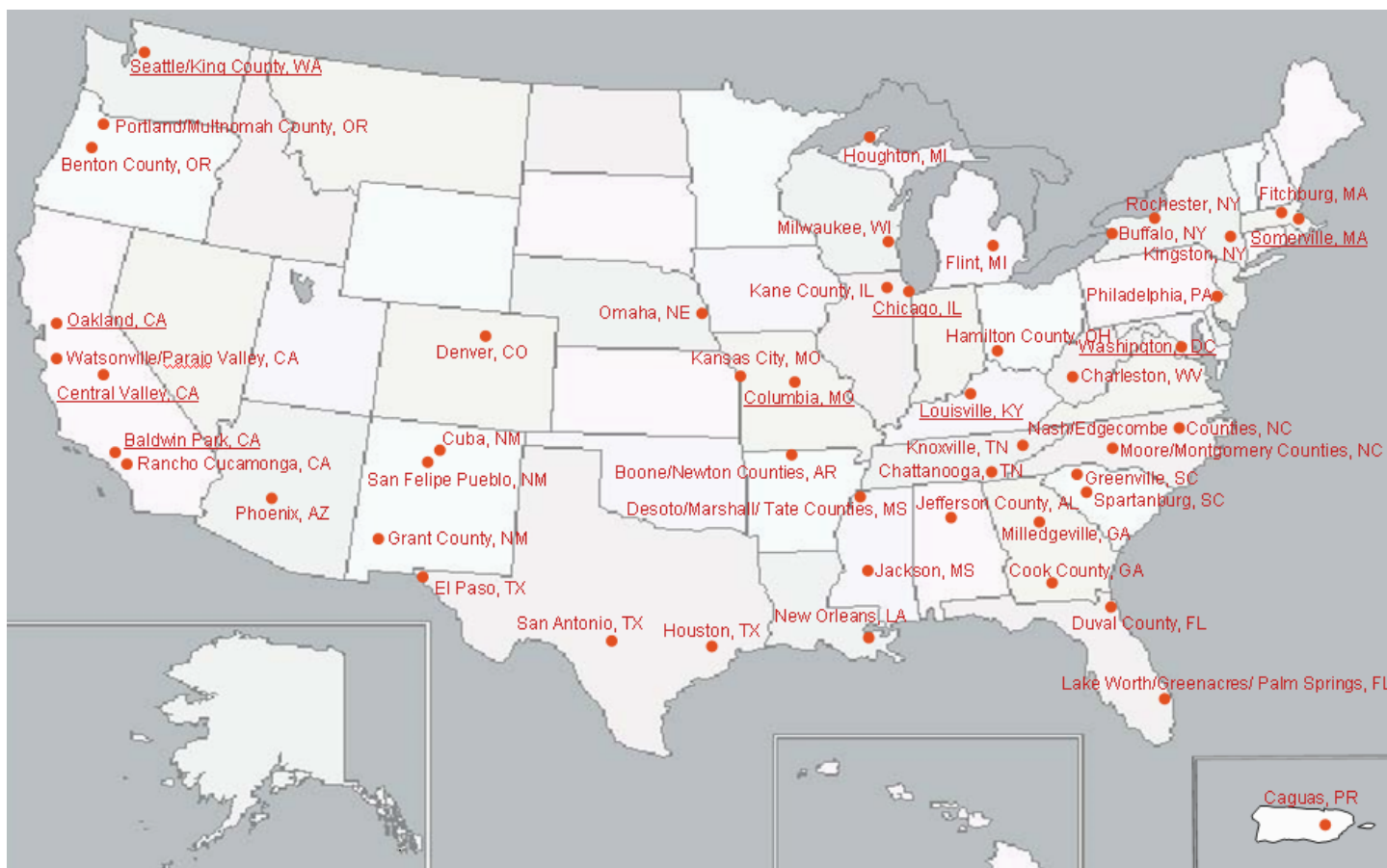
Healthy Kids, Healthy Communities National Program

With the goal of preventing childhood obesity, the Healthy Kids, Healthy Communities (HKHC) national program, funded by the Robert Wood Johnson Foundation (RWJF), provided grants to 49 community partnerships across the United States (see Figure 1). Healthy eating and active living policy, system, and environmental changes were implemented to support healthier communities for children and families. The program placed special emphasis on reaching children at highest risk for obesity on the basis of race, ethnicity, income, or geographic location.¹

Project Officers from the HKHC National Program Office assisted community partnerships in creating and implementing annual workplans organized by goals, tactics, activities, and benchmarks. Through site visits and monthly conference calls, community partnerships also received guidance on developing and maintaining local partnerships, conducting assessments, implementing strategies, and disseminating and sustaining their local initiatives. Additional opportunities supplemented the one-on-one guidance from Project Officers, including peer engagement through annual conferences and a program website, communications training and support, and specialized technical assistance (e.g., health law and policy).

For more about the national program and grantees, visit www.healthykidshealthycommunities.org.

Figure 1: Map of Healthy Kids, Healthy Communities Partnerships



Evaluation of Healthy Kids, Healthy Communities

Transtria LLC and Washington University Institute for Public Health received funding from the Robert Wood Johnson Foundation to evaluate the HKHC national program. They tracked plans, processes, strategies, and results related to active living and healthy eating policy, system, and environmental changes as well as influences associated with partnership and community capacity and broader social determinants of health. Reported “actions,” or steps taken by community partnerships to advance their goals, tactics, activities, or

benchmarks from their workplans, formed community progress reports tracked through the HKHC Community Dashboard program website. This website included various functions, such as social networking, progress reporting, and tools and resources to maintain a steady flow of users over time and increase peer engagement across communities.

In addition to action reporting, evaluators collaborated with community partners to conduct individual and group interviews with partners and community representatives, environmental audits and direct observations in specific project areas (where applicable), and group model building sessions. Data from an online survey, photos, community annual reports, and existing surveillance systems (e.g., U.S. census) supplemented information collected alongside the community partnerships.

For more about the evaluation, visit www.transtria.com/hkhc.

Healthy Kids Healthy Ozarks Partnership

In December 2009, the Healthy Kids Healthy Ozarks partnership received a four-year, \$360,000 grant as part of the Healthy Kids, Healthy Communities national program. This partnership focused on two rural counties, Boone and Newton Counties. North Arkansas Partnership for Health Education (NAPHE) was the lead agency for the Healthy Kids Healthy Ozarks (HKHO) partnership. The partnership and capacity building strategies of partnership included:

- *Mayor's Council on Trails:* Established in Harrison for over 20 years, the Trails Committee was formalized when a resolution was adopted by the Harrison City Council. The Mayor's Council on Trails played an important role in decision-making and planning efforts around trails and connectivity in Harrison.

See Appendix A: Healthy Kids Healthy Ozarks Evaluation Logic Model and Appendix B: Partnership and Community Capacity Survey Results for more information.

Along with partnership and capacity building strategies, the Healthy Kids Healthy Ozarks partnership incorporated assessment and community engagement activities to support the partnership and the healthy eating and active living strategies.

The healthy eating and active living strategies of Healthy Kids Healthy Ozarks included:

- *Active Transportation:* A trail and sidewalk plan was created and funding was received to build out the Dry Jordan section of the trail that connected the Lake Harrison City recreation area to Downtown Harrison previously divided by a busy state highway.
- *Farmers' Markets:* Increased access to healthy foods for all individuals through the expansion of one market in Harrison and the creation of one new market in Newton County. Additionally, the Senior Farmers' Market Nutrition Program was added to the Harrison market to allow older adults access to healthy food options.
- *Community Gardens:* Established four gardens in a Community Garden Network and supported city policies to allow chickens in residential spaces and space and water for the gardens to be available at no cost.

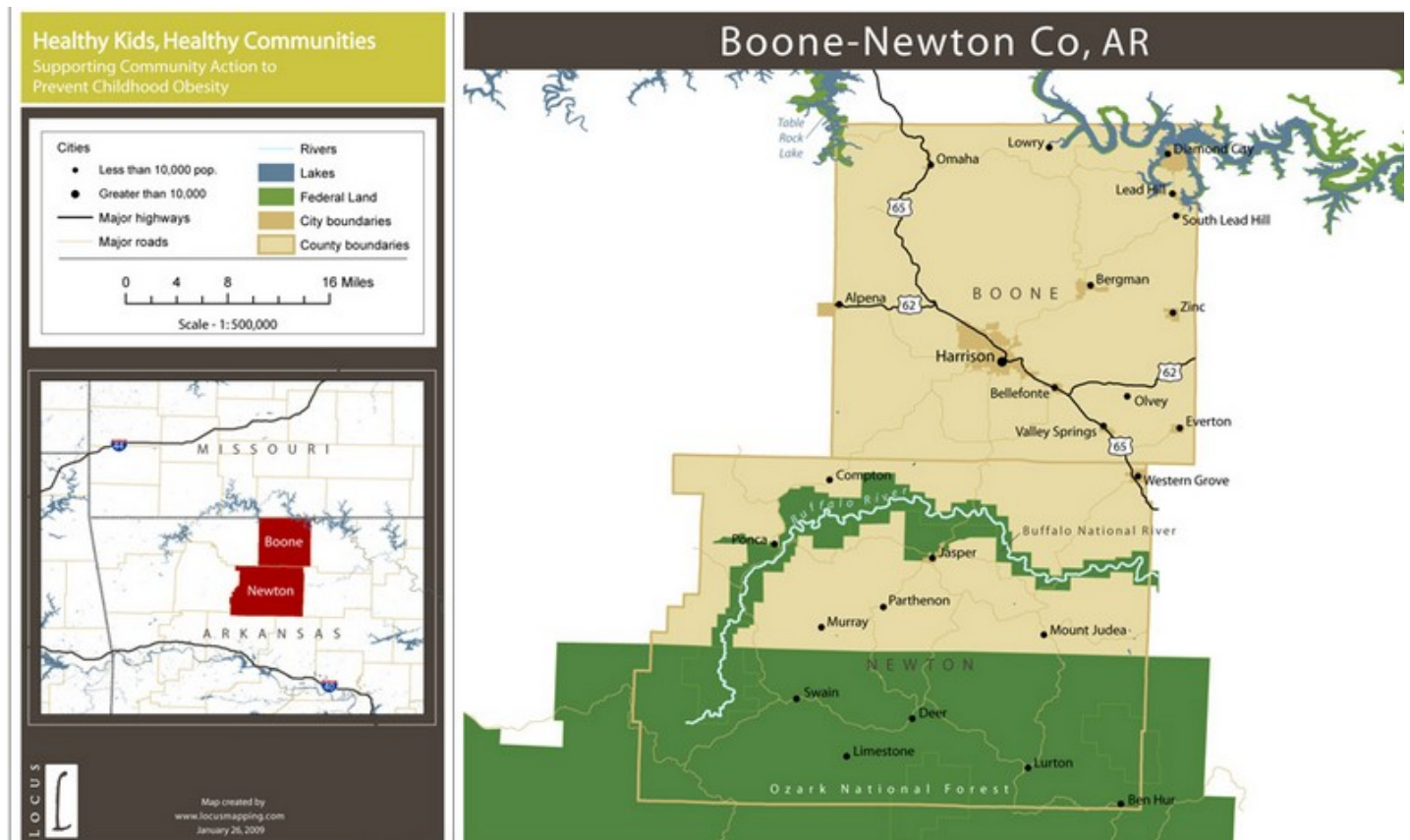
COMMUNITY DEMOGRAPHICS

Boone and Newton Counties are located within the Ozark Mountains in the mostly rural, northwest area of Arkansas. A population of 36,903 resides in Boone County, with a population of 12,943 in the county seat of Harrison.² Harrison is a hub of at least four surrounding counties, providing retail and employment opportunities for its more rural neighbors. Newton County has a population of 8,330. In Newton County, the city of Jasper has a population of 466. The populations of Boone and Newton Counties are predominantly Caucasian (96.4%) with 12.2% of families living below the federal poverty line, including 36% of children in Boone County and 35.8% of children in Newton County.³ More than 35% of Boone County children, 34% of children in Harrison, and 32% of Newton County children are overweight or obese. Contributing to the high rate of childhood obesity in these counties is a lack of access to healthy food, and limited physical activity resources. Boone County is ranked as having only 33% access to healthy food and Newton County is ranked at 27%.⁴

Table 1: Boone and Newton Counties, Arkansas Demographics^{2,3}

Community	Population	African American	Hispanic/Latino	White	Asian/Pacific Islander	Native American	Percent Living Below Poverty Line
Boone County	36,903	0.2%	1.8%	96.5%	0.1%	0.7%	10.9%
Harrison	12,943	0.3%	2.2%	96.2%	0.0%	0.6%	9.5%
Newton County	8,330	0.1%	1.7%	96.1%	0.0%	1.1%	18.1%
Jasper	466	0.0%	1.1%	98.5%	0.0%	0.4%	35.0%

Figure 2: Map of Boone and Newton Counties, Arkansas⁵



HEALTHY KIDS HEALTHY OZARKS PARTNERSHIP

Lead Agency and Leadership Teams

North Arkansas Partnership for Health Education (NAPHE) was the lead agency serving as the community umbrella agency over four additional agencies/organizations: The Hometown Health Initiative, The North Arkansas Regional Medical Center, the North Arkansas College, and the Schmieding Center. NAPHE was the fiduciary recipient of the HKHC grant. Both NAPHE and the Hometown Health Initiative were established approximately 15 years ago. All projects receiving grant funding were the result of a collaborative partnership between NAPHE and Hometown Health Initiative. There was an overall strong community coalition between the lead agency and agencies under the NAPHE umbrella because representative members of each organization in the partnership served on all working and advisory committees.



Boone and Newton Counties were fortunate to have a vast diversity of professional and skilled people within the overall partnerships and collaborations within NAPHE, demonstrating strong leadership skills and successful in-kind, political, and community support. Examples of the representative resources and skills within NAPHE and Boone-Newton Counties included: farmers, extension representative, Central Organization for Revitalization and Enhancement, Arkansas Coalition for Obesity Prevention, Newton County Resource Council, Department of Highway Transportation, Buffalo National River from the Buffalo National River, and Mayor's Council on Trails, Public Works Department, and Master's Gardeners.

The NAPHE Executive Director served as the Project Director the Healthy Kids Healthy Ozarks (HKHO) initiatives. In 2011, the Executive Director for HKHC transitioned and a new Executive Director and Project Director for the HKHO work were hired. The HKHO Project Coordinator started work in 2010 from the HKHC grant, and an AmeriCorps Vista Volunteer started working on HKHO at the end of August 2011.

The HKHO Project Coordinator was fully paid under the HKHC grant, and primary responsibilities included mobilizing the community, facilitating focus areas related to active living and healthy eating across multiple organizations, sharing resources and finding grants, and set up meetings for the Mayor's Council on Trails. The Trails Committee had been in existence for more than 20 years and was formalized to inform the Mayor and City Council on the trails work. The Project Coordinator also served as an instrumental member of the committees and organizations (e.g., Harrison Central Organization for Revitalization and Enhancement).

The Vista Volunteer was a full-time, 40 hours per week position, via in-kind support. The AmeriCorps Vista representative was the leader on food access issues, whose work focused on developing a community garden and assisting in the development of farmers' markets to Boone and Newton Counties. The role of the Vista Volunteer in NAPHE was to create shared community events to help improve community health through awareness and fundraising efforts for the Hometown Health improvement projects.

See Appendix C for a list of all partners.

Organization and Collaboration

Through a strategic planning initiative, the Arkansas Department of Health determined the need to create a cooperative action plan at the local level to improve health conditions. With the formation of the Hometown Health in Arkansas, a pilot program was initiated in 1996 in Boone County to lead the way for all Arkansas counties establishing a Hometown Health Initiative that brought together diverse group of leaders in the community.

The HKHO partnership formed working groups including the gardens committee and the trails committee. The trails committee was already in existence prior to HKHC. For efficiency and productivity of partnership and committee members, partners agreed to meet monthly as part of the overall Hometown Health meetings.

PARTNERSHIP FUNDING

Through community engagement and capacity building efforts, HKHO generated over \$250,000 in cash and in-kind resources from local, regional, and national sources. AmeriCorps Vista served as a primary in-kind contributor through the Vista project, which provided direct support for the healthy eating strategies (i.e., community gardens and farmers' markets). Funding was received from Arkansas Coalition for Obesity Prevention to start the community garden. Other grants leveraged as part of HKHC included Safe Routes to School programming funds and a grant from the Arkansas State Parks.

In Newton County, a community member successfully applied for a grant received by the school system to supply healthier food options. NAPHE was not directly involved in submitting or receiving the school food service grant, but considered the grant a win for the overall community in sharing the same goals for improving food access and nutrition. Collaborative effort and community support were other skills used in successful leveraging of resources. For example, the community member who submitted the grant for the school system had previously been denied funding. Through community encouragement and communication of initiatives to improve nutrition, the community member resubmitted the grant that was eventually funded. For additional funding information, see Figure 3: Partnership Funding Infographic.

- Grant funding was received for trails through The Arkansas Department of Highway Transportation for approximately \$60,000 to fund a trail project.
- In March 2012, the City of Harrison received \$16,000 in Safe Routes to School Planning and Education Grant to develop a Walking School Bus program in Harrison Schools.
- In October 2012, HKHO received a \$500 stipend from Cooking Matters to provide nutrition, cooking and healthy shopping education to parents of young children.
- In March 2012, the Arkansas Coalition for Obesity Prevention provided lodging and registration for four Harrison representatives to attend the annual Growing Healthy Communities Immersion Training.
- In September 2012, the Bland family donated property and funding to the City of Harrison to put in a neighborhood park and community garden (estimated value was \$18,000).
- Each year the Buffalo National River donated horse manure from Steel Creek Horse Ranch to fertilize the community gardens of Harrison (estimated value is \$150).
- In August 2012 America Responds with Love donated 2,600 blueberry and strawberry plants to the community gardens of Harrison (estimated value is \$12,975).

Boone and Newton Counties in Arkansas faced challenges for applying for funds. Specifically in Newton County, there was a perception that grants were approved for larger populations of low-income residents, rather than small, rural, frontier communities.

See Appendix D: Sources and Amounts of Funding Leveraged for more information.

INFLUENCE OF SOCIAL DETERMINANTS

Frontier Locations

Newton County, Arkansas is defined as a frontier area as it goes beyond rural. It is approximately 825 square miles and has very sparse population, almost all of which lives below the poverty level. Newton County is an area with steep, rugged mountainous terrain around the Little Buffalo River with a scenic highway route that is a dangerous road with few guardrails. Most people who reside in the area are strongly attached to the land and river, but have bitter feelings about the government owning the land. The Buffalo National River, which runs through Newton, Searcy, Marion and Baxter Counties, became the first national river in the United States on March 1, 1972. It is one of the few remaining unpolluted, free-flowing rivers in the lower 48 states.

Prescribed Burns

Prescribed or controlled burns are a form of forestry management during which designated sections of the forest are purposefully burned in a controlled manner in the Little Buffalo River area to allow new growth of trees and plants, while reducing the risk of wild fires from excess shrubs and undergrowth during hot, dry conditions. The prescribed burns are reported in the local newspaper to allow residents time to leave during the burn. They are a controversial topic among residents of the area, and they may possibly be associated with the high rate of respiratory problems reported in Newton County.

Access to Medical Care

The distance one must travel from Newton County to access medical care is a concern and may be prohibitive for some families or individuals. The limited number of available medical resources is a risk for poor health outcomes, particularly among high-risk individuals who may have acute or chronic medical needs and are unable to reach a hospital. There is only one medical doctor in Newton County. Mobile veterinary clinics from other counties have voluntarily traveled to Newton County to help vaccinate farm and pet animals, when a recent rabies outbreak occurred within Newton County.

Access to Healthy Foods

Food choices are shaped by the complexity of food availability, such as the kinds of foods parents provide at home, distances one must travel to access supermarkets, government support of farms, and the proximity to fast food restaurants. One's food environment, the physical and social surroundings, influences food choices, and in communities such as Boone County where the largest tax revenue source is fast food restaurants, making healthy food choices is challenging.⁶

Physical Activity Landscape

The population of Boone County is spread out over 602 square miles and the rural area is not organized in a way that promotes walking or biking as an alternative form of transportation. Creating new infrastructure that enhances opportunities for physical activity requires funding, which presents a challenge to Boone County where tax revenue is low. Harrison has a history of development improvements that promote youth sports and has created trails near the sports complex and nearby lake. However, the trails were not connected to the downtown area or the local college campus.

COMMUNITY ASSESSMENT

In 2010, several community assessments were conducted to assist in identifying future opportunities for interventions. The assessments included:

- A detailed food assessment in Boone and Newton Counties was conducted with the state partnership Arkansas Coalition for Obesity Prevention. Findings were prepared into a report and presented to coalition members in a Food Access Workshop for Boone and Newton Counties held at Northark College. Transportation and education were identified as barriers to healthy eating in Boone and Newton Counties.
- A Photovoice project was conducted in Boone and Newton Counties by youth advocates. The youth advocates documented areas of strength and weakness related to active living and healthy eating in their communities. Findings from the Photovoice project were presented to Healthy Kids Healthy Ozarks partnership and at the Growing Healthy Communities training.

In 2011, meetings and interviews were conducted with key individuals in Newton County (e.g., National Forestry Services, Ozark National Forest, Buffalo National River) to understand barriers to creating policy and environmental changes in Newton County and explore potential partnerships. HKHO partnership worked to target the areas identified in the community assessments to increase access to healthy food among lower-income families and increase safe access to active transportation.

Active Transportation

Dan Burden, an expert advisor on walking and biking, provided expertise and assistance in helping improve walkability and bicycle transportation for the community by hosting a walkability audit in Harrison. The walkability audit identified several areas the community needed to improve as part of Burden's 100-day challenge. From the walkability audits, observations and recommendations included:

- Trails along the lake reached the area near the soccer complex (recreation area) and high school, but walkability from downtown Harrison to Lake Harrison was challenging due to a highway intersection, a creek intersection, and a long, steep embankment in between the road and the lake.
- Dan Burden suggested the community build a large stairway over the embankment to allow people better access to the lake, park, and trail area.
- Additionally, crosswalks were needed across Highway 7 to allow people to cross from the downtown area to the lake, park, and trail area (and to where the proposed stairway would be placed on the embankment).

HKHO collaborated with AmeriCorps VISTAs and the City of Harrison to conduct a walkability assessment called Walk and Roll during the week of May 16-20, 2011. More than 30 volunteers participated in the assessment, including Mayor Jeff Crockett of Harrison and Alderman Dave Fitton. A full report was completed and distributed to city departments including the Public Works Department and City Council. The most notable outcome of this report was that many of the recommendations could be addressed fairly easily (e.g., painting crosswalks and adding signage).⁷

Farmers' Markets

The partnership conducted farmers' market environmental audits at three locations to understand market characteristics (e.g., signage and access) along with fruit and vegetable characteristics (e.g., availability, quality, and quantity). See Appendix E for a full report. Some key findings included:

- All three markets were open 2 days per week for 7 or more months.
- All three markets accepted WIC/SNAP/EBT and Senior Voucher Program discount payment options were accepted.
- Other nutritious foods were offered at the markets. High fiber/whole grain foods were offered at all three markets. Lean meats, fish, and poultry were for sale at two markets. Nuts/seeds/dry beans were for sale at one market. However, other foods with minimal nutritional value, such as sweet foods were for sale in one market, as well.

PLANNING AND ADVOCACY EFFORTS

Advocacy

The Harrison City Council created the Mayor's Council on Trails to support efforts in developing the connected trail system, which would connect downtown Harrison to the Lake Harrison park and recreation area. The council was involved with creating trail plans and designs, seeking input from residents, and advocating for funding for trail implementation.

Programs/Promotions

The Healthy Living Expo was an event held in 2010 to raise awareness and mobilize the community toward a healthy lifestyle movement. Mayor Chip Johnson of Hernando, MS, and Ian Thomas and Sam Robinson of Columbia, MO spoke to the audience of elected officials, community leaders, and residents regarding policy change and community engagement. A Diabetes Educator also spoke on the importance of community change in preventing childhood obesity and diabetes. Additionally, there were free health screenings, a healthy cooking demonstration, and a Tai Chi demonstration. There were 121 people in attendance. As a result of this event, a local convenience store chain began selling fresh fruit in its stores.

The Healthy Food Resource Guide was designed to show families of any socio-economic status the various food resources that were available in the Boone and Newton County area. It identified where the free and discounted food stores were located and which stores accepted SNAP (food assistance programs) and fresh, local food. The information was distributed in brochures through the HKHO partnership.

HKHO was selected as a host site for the documentary, *A Place at the Table*, about food insecurity issues in America. The initial screening occurred in May of 2013 with 64 people in attendance, including the Mayor of Harrison and two city council members. A panel discussion took place after the filming. The following day was an all-day workshop with break out tracts. The walkability track provided training to attendees on how to conduct an in-depth walk audit. There were nine attendees in the Walk Audit Workshop.

ACTIVE TRANSPORTATION

Walkability and bikeability were ways of life for many residents living in Boone and Newton Counties. The Healthy Kids Healthy Ozarks partnership, in collaboration with Central Organization for Revitalization and Enhancement, Hometown Health, and Arkansas Coalition for Obesity Prevention, was determined to expand opportunities for physical activity through sidewalks, bike lanes, and trails.

Policy, Practice, and Environmental Changes

In 2011, a road diet was approved and implemented for a street through the downtown area of Harrison, Arkansas. Four lanes of vehicle traffic were reduced to two lanes for a one-mile stretch to help increase pedestrian and bicycle use, as well as slow vehicle traffic to safer speeds. As a result of walk audits conducted by HKHO, the City of Harrison finished two miles of new sidewalk complete with curb cuts, crosswalks, and green space between the sidewalk and bike lanes.

The Mayor's Council on Trails was formalized when a resolution was adopted by the Harrison City Council.

HKHO developed a plan for a connected trails and sidewalks system throughout the City of Harrison. Among the trail plans, the new trail section a 1,180-foot-long section about a quarter of a mile was approved for improvements and it will attach to a one half to one mile in length portion of the trail around Lake Harrison/ Crooked Creek. Funding had already been received for the improvements projected to begin in spring 2014.

The trails committee obtained signed easements from property owners to allow development of a mixed-use trail leading to a recreation area in Lake Harrison. Although the easements were in place, funding for this portion of the trail had yet to be allocated.

In 2012, the City of Harrison passed a resolution to support the installation of outdoor exercise equipment along the three-mile Lake Harrison walking trails.

In July 2012, Harrison City Council passed two resolutions for two separate matching grant applications for trail sections. If funded, the Council unanimously agreed to match up to \$25,000 in-kind toward the new trail segments.

Complementary Programs/Promotions

HKHO created large maps to show existing trails and sidewalks and their conditions (i.e., areas in need of repair). The maps showed where potential trails and sidewalks could connect neighborhoods with key features in the community, such as parks, schools, and grocery stores. The maps were presented to the new Mayor of Harrison, City Council members, and Trails Committee.

In June 2012, eight trail profiles were created to promote the trail system by providing key information such as the distance, facilities, and attractions nearby. HKHO partnership displayed the proposed trail map at the Crawdad Days Festival. The festival was well-attended with a race, food, music, and activities. Community members signed a statement in support of the trail expansion project during the event, and a total of 203 signatures were obtained. The Harrison Mayor's Council on Trails collected over 300 signatures in support of the connected trails system in Harrison.

HKHO partners participated in National Walk to School Day at two local elementary schools in 2011 and all four elementary schools in 2012. In April 2011, a meeting was held between HKHO and Harrison Schools to explore the possibility of developing a Walking School Bus program in Harrison. The program will be implemented through a partnership between the City of Harrison and the Northwest Arkansas Resource Conservation and Development that was encouraged by HKHO.



Source: Transtria LLC

NAPHE worked in partnership with city officials and the Public Works Department to compile existing information on sidewalk and trail needs. This information included areas already designated for sidewalk building and/or repair as well as trail development. Through this partnership, NAPHE developed maps to show existing and proposed trails with the goal of connecting Harrison. These maps were presented to the Harrison Trails Committee, and the Mayor-Elect, and city council members.

In April 2012, HKHO and partners hosted the Ozark Fitness Challenge, a walk/run event at the Lake Harrison trail. There were over 150 participants.

Outdoor recreation was Newton County's most valuable resource, yet it was historically underutilized among local residents. Healthy Incentive for Kids Enrichment (HIKE!) was a partnership with Ozark National Forest, Buffalo National River, and the Jasper School District that was formed with the purpose of getting youth more active on local nature trails. The HIKE! partnership formed a school-based extracurricular group, the HIKE! Club, that participated in a variety of weekly outdoor-based activities including hiking, trail maintenance, community relations, outdoor art, and writing. There were 76 active members in HIKE! Students earned points by volunteering for trail clean-up and received incentives for participating (e.g., homework pass). The students received incentives after completing over 500 hours of volunteer service or attending over 500 hours of educational workshops. The students were working on a campaign to increase use of hiking and biking trails that included a series of radio and newspaper advertisements that they wrote.

Implementation

Through a coordinated effort between HKHO, Central Organization for Revitalization and Enhancement, and Mayor's Council on Trails, a road diet was approved by the Harrison City Council on April 4, 2011. The Arkansas Highway Department approved \$12 million for transportation enhancement projects in Arkansas. This funding was used to implement the road diet, beautify the city, strengthen the trails system, and add and repair sidewalks.

HKHO worked with Mayor's Council on Trails and the City of Harrison to submit many grant applications for trail extensions. The Trails Committee's primary initiative was to connect existing trails to central use areas within the community. With more funding for the trail, plans for creating connections with existing trails to form a trail network through Harrison would be implemented, along with amenities near the trail (e.g., seating, lighting, tags to identify plants and trees, murals, and signage). This would open access to the school, college, downtown area where the farmers' market was located, and the parks and recreation facilities. One of the areas of interest for the trail was cleared by the Public Works Department as an access route for routine maintenance (e.g., sewer maintenance access).

HKHO worked with the Harrison Middle School EAST Lab students to obtain approval from the City of Harrison to install outdoor exercise equipment along the Lake Harrison walking trails. Students from the EAST Lab were directly involved in the initiative to build an outdoor exercise fitness area along the Lake Harrison Trail. The students helped raise funds for the outdoor exercise equipment, and a small grant covered the costs for the three outdoor pieces of approximately \$8,000. The equipment was scheduled to be installed in the spring of 2014. The Trails Committee determined the placement for the exercise equipment would be located together as one fitness area at the end of the trail and close to a playground. This would allow parents to use the exercise equipment while being able to see their children playing close by in the park playground area.

A meeting was held in January 2012 with key community partners involved in the Round Top Trail project. The Round Top Trail was owned by the Newton County Resource Council. The trail was destroyed in the 2009 ice storm and subsequent flooding. Given its close proximity to the town of Jasper and to Jasper School, this was a very important project in keeping Jasper children active. This was the preliminary meeting in developing a timeline for repair and reopening of the trail.

In the spring of 2011, Harrison experienced what was known locally as the "100-year flood". This flood destroyed an area known as the Dry Jordan, part of the planned connected trail system that would connect many portions of the main trail. The destruction severely deflated enthusiasm of community members as well as members of the Mayor's Council on Trails. HKHO continued work toward the original goal of reconstructing what was there and completing the trail. Through media efforts, education and persistence, HKHO successfully obtained \$60,000 in funding from the Arkansas Department of Highway and

Transportation to build the Dry Jordan Trail as originally planned.

The partnership applied for the State of Arkansas Highway and Transportation Department Recreational Trails Grant in the amount of \$69,732 to fund 1,180 feet of trail along the Dry Jordan that would connect the downtown area to the Lake Harrison recreational area. A special meeting was held among the Mayor's Council on Trails members regarding the section of trail behind Arvest Bank along the Dry Jordan that would connect to Lake Harrison if it were not washed out in the flood.

Population Reach

The Arkansas State Parks Outdoor Recreation Grant will build the Dry Jordan Trail connecting the soccer complex and the Lake Harrison recreational area to Woodland Heights Elementary School and the low-income neighborhoods.

Challenges

A few challenges were identified throughout the trails and sidewalk efforts:

- Concerns remained around certain areas along the road where the road diet occurred. Particularly for bike traffic, there was uncertainty about where the bike lane ended.
- Signage and/or arrows were needed at the starting point of the road diet instructing vehicles that from this point forward the road would be shared with bicyclists and pedestrians.
- Flooding was an issue in certain areas of Harrison. Some of the flooding influenced the ability for residents to be active on the trail, because a portion of the trail was under water at various points throughout the year.



Source: Transtria LLC

Lessons Learned

The HKHO partnership developed a trails plan with the Trails Committee and Mayor's Council on Trails that identified opportunities for connecting existing trails and sidewalks to create better connectivity throughout Harrison. This comprehensive plan was submitted for funding and was denied; therefore, the partnership broke down the proposed trail plan into sections. There was greater success with receiving funding for portions of the trail rather than the entire trail system.

Sustainability

The Mayor's Council on Trails will continue to push trails and sidewalk connectivity into the spotlight for future funding efforts. The build-out of the trails plan will be dependent on receiving additional funds to expand the network.

FARMERS' MARKETS

The HKHO partnership had a vision to reorganize the existing farmers' market in Harrison (Boone County) and create a new market in Jasper (Newton County) to provide access to healthy and affordable foods and expand awareness of available nutrition assistance programs.

Policy, Practice, and Environmental Changes

The Central Ozarks Farmers' and Artisans' Market located in Harrison was expanded from 33 to 78 vendors, of which 61 sold fruits and vegetables. Additionally, the market started accepting Senior Farmers' Market Nutrition Program. In 2013, a new market was started in Jasper with approximately 12 vendors.

Similar practices were established for the Harrison (Boone) and Newton County farmers' markets. For example, guidelines were established:

- Produce must be grown by the vendor and not purchased for resale. Farm visits were conducted to confirm products were produced by the vendor.
- Once the market was approved by the Arkansas Department of Health to accept Farmers' Market Women, Infants, and Children (FMWIC) vouchers, only authorized members were allowed to accept the vouchers for certain fresh produce grown in Boone County, the State of Arkansas, and adjacent counties. Any vendor violating this rule lost the privilege to accept vouchers and was banned from the market.
- Any member authorized to accept WIC Vouchers who knowingly redeemed vouchers for an unauthorized person would lose his/her privilege to accept the vouchers and could be banned from the market. Rules as outlined by the Arkansas Department of Health regarding FMWIC vouchers must be honored at all times.

Complementary Programs/Promotions

The new Market Manager increased usage of media and social media to increase awareness about the farmers' market (e.g., Facebook, webpage, newspaper, local news stations). Other promotional materials were created including brochures, street banners, a new logo, and street light banners. The Mayor of Harrison paid for a large street banner (\$500) and smaller streetlight banners at the four corners of the market in the courthouse square. Marketing materials were created to target individuals using nutrition assistance programs.

An ad appeared in the Newton County Times on March 23, 2012, to announce the First Friday Fresh Fest, Festival of the Greens. This was the trial for the Newton County Farmers' Market.

Implementation

In March 2012, seven members of HKHO attended the annual Boone County Farmers' Market meeting and provided a statement expressing the need for an expanded farmer's market. During the closed portion of the meeting, a new Market Manager was elected. The new Manager, an unpaid position, served on the Executive Committee of Healthy Kids Healthy Ozarks and planned to expand the current market to improve access to healthy foods for low-income families as well as provide local farmers a viable direct sales market.

The market was located in downtown Harrison on the lawn of the Courthouse Square and open from 6am until 12pm on Tuesdays and Saturdays between April and October. The city allowed the farmers' market's use of land without fee or lease agreement; however, permission for use of the courthouse square included the restriction that the market be closed by noon or that the lawn be cleared by 12:30pm.

The new Manager developed more specific policies and procedures for membership admittance with the goal of increasing the number and diversity of vendors. As part of the revised bylaws, membership status was classified into three categories:

- Voting members were vendors who were farmers and/or artisans (producers of their own goods) who paid their membership fee of \$15.
- Non-voting members included civic and/or government agencies that supported the market, wanted to maintain a booth, and paid the membership fee.

- Non-voting, non-vendor members, 'Friends of the Market,' included those in the community who supported the market and contributed financially with at least the minimum \$15 membership fee.

Additionally, the vendors paid \$5-10 per week to set up a booth.

Previously, the farmers' market had no formal business structure, meaning it was not viewed as a legal entity and could potentially be subject to liability and other unanticipated legal conflicts. The new manager proceeded to file for 501(c)-6 status, to formally incorporate the farmers' market with the State of Arkansas. Acquiring 501(c)-6 status would serve to protect the individual vendors from liability and from the Internal Revenue Service (IRS). In addition to serving as a recognized legal business entity, gaining 501(c)-6 status allowed the market to apply for grants directly versus relying on other organizations to donate grant funds to the market. As an established 501(c)-6 business entity, the market used partnerships with other organizations as routes to developing more compelling grant applications.

Nutrition Assistance

Vouchers provided to lower-income families for use at farmers' markets were extremely underutilized. Less than half of Women, Infant, and Children (WIC) nutrition program vouchers were redeemed. A survey was developed for families to complete when they picked up their WIC vouchers to understand utilization of WIC. Approximately one third of the total vendors currently participating in the market.

The farmers' market was equipped for accepting Electronic Balance Transfer (EBT) debit cards for individuals and families participating in the Supplemental Nutrition Assistance Program (SNAP). The farmers' market used a token system for purchases. Customers visited a central station to have their credit, debit, or EBT card scanned for amount of purchases. The customer received the designated number of tokens in exchange. The tokens were used to directly pay the vendors for purchases. At the close of the market, the vendors redeemed the tokens for cash or account balances.

The Manager's individual iPad and Square devices were used for the market to process the EBT, credit, and debit cards used in the token exchange system. The market did not purchase a separate EBT machine. The new Market Manager and the Director of the Department of Health provided communication and education on SFMNP for vendors and farmers in the community.

The Area Agency on Aging of Northwest Arkansas administered the United States Department of Agriculture (USDA) Senior Farmers' Market Nutrition Program (SFMNP). This program included Boone County, as well as eight other counties in northwest Arkansas. The program provided a \$50 coupon book to senior adults, 60 years of age and older to purchase locally grown fresh vegetables, fruits, herbs, and honey at local farmers' markets from approved vendors. Senior adults meeting income guidelines and criteria were registered to receive the coupon book, which was distributed on a first come, first serve basis.

Some unintended benefits of the partnership and this work included:

- First, through education and networking efforts, HKHO convinced White Oak Stations, a local convenience store chain with four locations in Harrison, to begin selling apples, oranges, and bananas. The stores began stocking fresh fruit in the fall of 2010.

Population Reach

Broadly, two groups of customers patronized the farmers' market, an older customer base and a younger, lower-income or working customer base and more elderly adults shop at the farmers' market. The Manager recognized the importance of marketing strategies to expand the customer base to reach younger individuals and families, and those who would otherwise shop at health food stores.

There was visibility of WIC participants patronizing the farmers' market. Through nutrition education provided by the health department encouraged WIC recipients to utilize the farmers' market for purchasing fresh produce.

Lessons Learned

Within the community, there was a well-known peddler on Spruce Street selling produce from his garage. The peddler purchased produce and resold it. The local farmers' market wanted to support local farmers, so the

best process to do so was to create bylaws limiting the sale of produce not grown by the vendor.

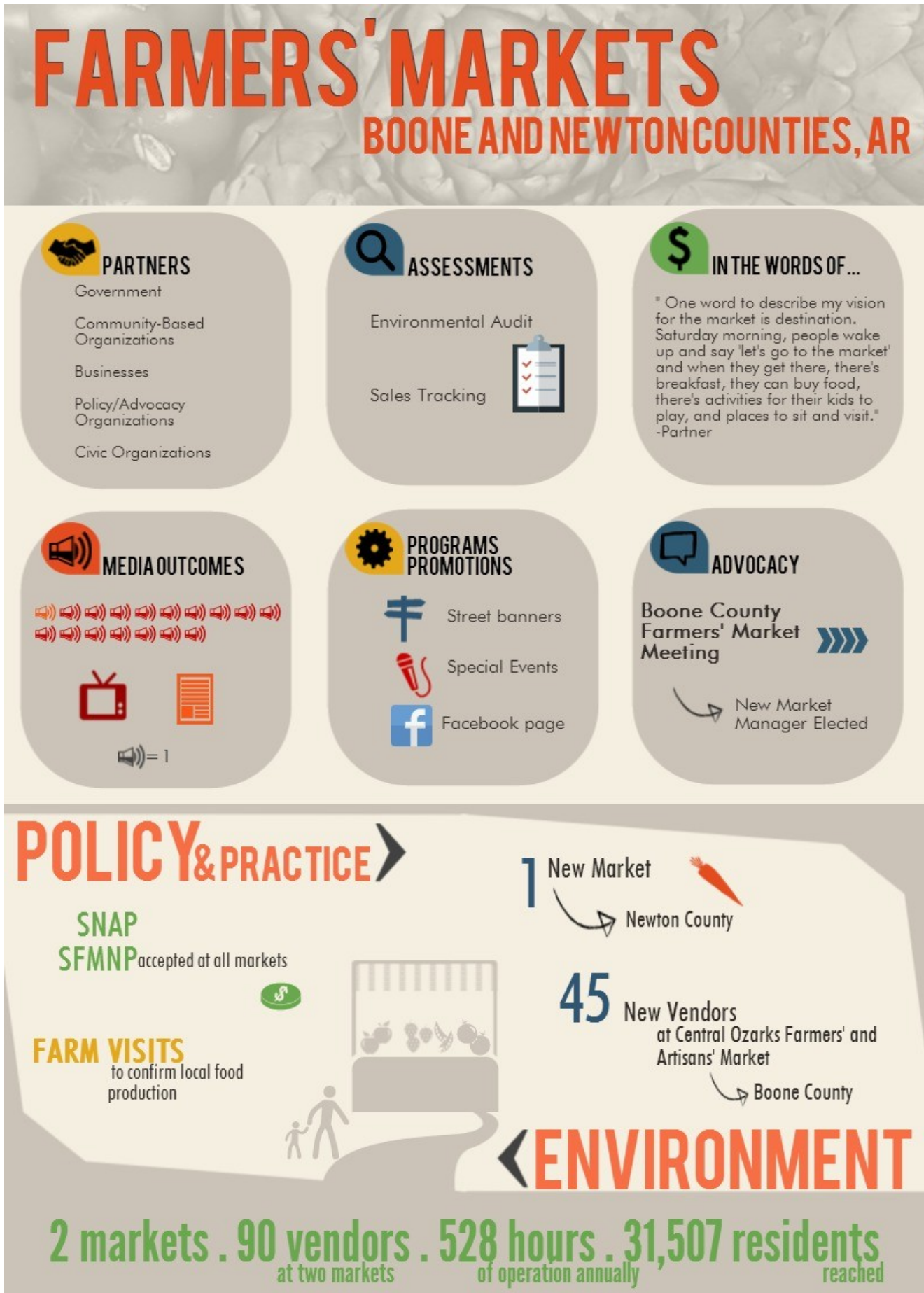
Sustainability

A long-range goal for the Healthy Kids Healthy Ozark partnership was to identify funding to support the Market Manager position, which had been a volunteer position. The Market Manager devoted a considerable amount of time in helping to grow the farmers' market. Funding would help to ensure that this position remained secure.

Long term, the Market Manager and farmers would like the farmers' market to be successful enough that they could successfully make a living solely on farming. Many of the farmers currently have to work multiple jobs.

See Figure 3: Farmers' Markets Infographic for more information.

Figure 3: Farmers' Markets Infographic



COMMUNITY GARDENS

In 2009, a well-known community member named Willard Dunn, who was passionate about gardening, initiated a community garden. Mr. Dunn's garden efforts drew a good deal of interest within the community, and thus, the expansion of community gardens became a focus of the HKHO partnership.

Policy, Practice, and Environmental Changes

The HKHO partnership implemented a four-garden network in Harrison, strategically located in lower-income neighborhoods to increase availability of fresh produce. The City of Harrison agreed to donate the land, water, and maintenance and developed an agreement between the City, Buffalo National River, and Healthy Kids Healthy Ozarks to supply horse manure as fertilizer for the garden. Additionally, in 2012, an ordinance was passed allowing city residents to raise chickens on their properties.

Complementary Programs/Promotions

The Gardens Committee worked closely with the Master Gardeners and the University of Arkansas Cooperative Extension Office and established written guidelines for the gardens operation. The HKHO partnership learned that the most effective way to generate interest and inform the community about the garden was through a series of classes designed to share ideas and learn gardening skills. Three volunteer teachers took turns leading the classes sharing their gardening knowledge acquired from years of experience including mistakes and successes. Between 8-15 people attended each class. The gardens committee decided to meet weekly or as often as possible to conduct gardening classes and hands-on learning exercises.

To encourage gardeners, seeds were given to all participants attending the first garden class. Those who attended the class were given two boxes for seeds and three packets of seeds, along with information on how to plant the seeds. Approximately 20 people received seeds, and many seed casings and garden trays were still available for future use.

At the conclusion of some of the classes, new participants applied for garden plots. Another influential outcome of the class related to a persuasive opinion article printed in the newspaper. The columnist had attended the garden class and had been observing the on-going work in the community garden. While observing the garden, several gardeners approached the writer to share their enthusiasm for it and demonstrated the productivity taking place in the garden. These experiences helped the writer understand more about the community benefit of the garden, and his article presented the idea that the community garden was truly about those in a community reaching out and helping one another.

The Arkansas Cooperative Extension Office offered a reduced-fee, intensive gardening class promoting the use of gardening as a route to improving food access in low-income areas. The program educated participants on SNAP gardens, which utilized EBT cards for purchasing plants and seeds to create a SNAP garden, a program created by the USDA. The course was \$10 for a three-hour, two-day class.

Once a year, the extension office provided an intensive Master Gardener course for three to four hours, one day per week for five to six weeks. Once the course was completed, a certification of Master Gardener was awarded, but a certain number of volunteer hours were required to maintain the certification. The Master Gardeners in and around Harrison had credibility for their expertise in gardening.

The HKHO partnership developed an outreach program, I'm a Community Gardener, designed to increase awareness and determine level of interest within the neighborhoods for expanding the community garden project. Yard signs with the slogan were distributed to generate support for gardening. The Vista Representative wanted to combine efforts of home gardeners along with those participating in the community garden to help provide fresh produce for the local food bank. Each home gardener or new community member identified received a sign acknowledging the program. The gardener agreed to donate a portion of his/her garden produce to the local food bank.

A garden information packet was developed and included a business card for the Vista Representative coordinating the garden, an application form, directions for selecting a garden plot, an agreement form, and a schedule of garden classes.

Food from the garden was distributed through Share and Care, a local food bank, and the summer backpack program with Harrison Schools.

Additional efforts to recruit volunteers and increase awareness about the gardens occurred:

- In March 2013, a volunteer fair took place over two days with over 200 people in attendance. Several people took information, \$3,000 was donated to the Community Gardens project, and two people signed up as new volunteers.
- The HKHO Community Garden Committee hosted a National Food Day Cook Out at the garden site. Local, healthy food was served to the 32 individuals in attendance.

Implementation

In 2009, a well-known community member named Willard Dunn, who was passionate about gardening, initiated a community garden. Mr. Dunn's garden efforts drew a good deal of interest within the community.

Not long after the community garden began, between 2009 and the start date for the HKHO Coordinator in 2010, Mr. Dunn passed away, leaving a void of community leadership for the garden, but not a lack of interest within the community for the garden. Coinciding with this time frame, NAPHE applied for and received funding from the Growing Healthy Communities grant. Included in the grant was a plan for a community garden. By the time the HKHO Coordinator began work in February 2010, NAPHE had been working on community garden planning and had acquired a shed. The shed had not yet been moved to the



Source: Transtria LLC

current garden location site. The garden committee was established, and the first order of business was to name the garden. The committee agreed to name the garden after the man who started the groundwork and that is when "The Willard Dunn Memorial Community Garden" continued Mr. Dunn's vision.

The city did not charge a fee to apply for and use the community garden. The city provided the land and water for the gardens. Design of the community garden was a vital component of the planning and initiation of the garden project, which allowed home gardeners a new opportunity to expand their gardening skills and participate in a community-wide health initiative. The rationale for designing the 10x10 plots was twofold, 1) to allow beginning gardeners a positive first experience to gardening, and 2) to reintroduce gardening to the community in an encouraging manner where both experienced and novice gardeners could learn together on a manageable plot size.

An expert met with the garden committee and those involved in overseeing the garden regarding soil testing, which was conducted prior to starting the garden. The results from the garden soil showed that the garden needed higher levels of urea, which could be found in chicken manure or blood meal. It was recommended that the gardeners mix either of these into the soil on their plots.

The garden equipment was stored in a large shed. Partners had keys to unlock the shed to have access to the equipment. An area of the garden near the shed was designated as a compost area. There was plenty of green space around the garden to allow children to explore, play with balls, and play imaginatively outside.

An intern researched models of other community gardens and developed forms to be used by garden participants. In addition, the intern spent time designing the overall layout of the garden and tilling and preparing the garden for the community. All gardeners volunteered their time to work in the garden and attended education classes. The gardeners were responsible for recycling and maintaining the tidiness of the garden.

The garden decision-making was the responsibility of the Project Coordinator, Vista Representative, and key influential volunteer gardeners through monthly garden meetings. Several gardeners were given keys to the shed in the garden. The Garden Committee may consider changing to combination locks versus key locks to reduce the need for and cost of making and tracking actual keys. In June 2011, a subcommittee was formed to focus on beautification of the community gardens.

Population Reach

The garden network had more than 75 gardeners and volunteers. In addition, the Share Care Food Bank was able to provide locally grown produce to families in need living in Harrison.

Population Impact

Participation in the community garden was greatest in the spring at the onset of the garden project and diminished over time into summer months. Approximately 75% of participants returned the following spring to garden again. Since the Harrison community garden opened during the last few months of the growing season in 2011, there were only four to five community members gardening the first year. Involvement increased the second year to where all the available plots were filled (estimated eight to ten), and a waiting list had been generated for future gardeners. The Garden Committee and organizers found it difficult to track participation as no map existed of garden plots and members.

Some unintended benefits of the partnership and this work included:

- A vacant lot in Harrison became a neighborhood playground and community garden. A local donor provided funding to establish a neighborhood playground in an "old town" neighborhood in Harrison. The city agreed to match a portion and provide maintenance and another local donor agreed to plant trees.
- Through volunteer efforts and interactions with city officials on behalf of the community garden, a community champion was offered a part-time position to become a City of Harrison gardener. The gardener was hoping the position would become a permanent, full-time position, thus allowing him to do the work he thoroughly enjoys. Through his employment with the city, this gardener was able to develop a city compost program. The city used yard waste, such as wood chips, which was used for the community garden along pathways and other areas.

Challenges

In Harrison, the typical home gardener faced challenges with sun versus shade exposure and rocky and hilly terrain. Thus, the community garden design had helped alleviate some of these challenges. The gardeners recognized the need to design and create more raised beds in order to help those with physical limitations be more active in the garden.

The first garden year was not productive, as the weather conditions did not provide optimal conditions for growth. There was considerable rain for two months followed by two months of insufficient rain. As the gardener described, the first plants rotted, they replanted, and the second set of plants parched. All the gardeners the first year struggled to get the garden started. The plots were tilled, and it took perseverance to work through the challenging weather.

Sustainability

The HKHO partnership would like to continue to expand the garden in Harrison by adding a shaded outdoor classroom for after-school and summer camps and activities. The classroom would be an ideal place for children to learn about and play in the garden. Additional locations have been identified as potential community garden sites (e.g., Methodist Church).

SUSTAINABILITY OF THE PARTNERSHIP AND INITIATIVE

There is momentum in the community to help improve health and quality of life among residents. The city leaders and community members have demonstrated an active role in long-term visions for improving food access and physical activity in their neighborhoods. Interest for the trails work is well supported, and through the work of Healthy Kids Healthy Ozarks, momentum has grown for gardens.

Over the last year of HKHC funding, the role of the HKHO Project Coordinator focused on directing each of the partnerships on how to continue efforts and initiatives once RWJF funding for HKHC ends. The Project Coordinator helped each of the different coalition members develop sustainability models. Unfortunately, the Project Coordinator's position will end along with the grant. NAPHE will continue working on childhood obesity, healthy eating, and active living initiatives, although no current funds to sustain the project coordinators position have been identified.

NAPHE will continue to be the lead organization on the community gardens, contracts for the local trails fundraising initiatives, and sustainability projects. Other organizations will take leads on sustaining other projects.

The biggest success of the partnership was the new collaboration of the Buffalo National River, Ozark National Forest, and the Jasper School District. In this region, these groups had not worked collaboratively but are now working together toward the same goals. This new collaboration was a direct success of the lead agency's coalition efforts.

Future Funding

NAPHE was working on a capital campaign to secure local funding for trails. Additional funding from the state was secured for area trail development. Securing funding resources was a new challenge, but the lead agency took a different approach to obtaining local funding for trails.

Transitions

In the last year of HKHC, transitions occurred within the lead agency that influenced the work of the partnership. The assistant to the Project Coordinator took a different position within the lead agency. The assistant does continue to help the Project Coordinator on a volunteer basis, and a new student assistant was hired. The shift in personnel did not impact ongoing projects.

Political Leadership

A new city council was elected in the last year of HKHC funding; however, the new city council continues to be supportive of the healthy eating and active living work, while the greatest political support exists for the trails and gardens projects. One of the new city council members serves on the Gardens Board. The gain of political support is attributed to the HKHO partnerships as previous work did not involve political leaders. The Mayor is very

“With the trails and the gardens especially, the Harrison trails and community gardens, the city has supported that from the beginning, and as a result of what we have done with Healthy Kids Healthy Ozarks. Our Mayor is very supportive of what we are doing. There is, of course, The Mayor's Council on Trails operating under the city council. And, of course, all the gardens. We have four gardens that are all on city property and the city pays for all the water.” — Staff

supportive of Healthy Kids, Healthy Communities efforts, particularly with the establishment of the Mayor's Council on Trails, which has been operating under the city council. Furthermore, the Mayor has been supportive of developing community gardens by approving the use of city property for four community gardens. The city pays for the water used in the gardens.

The HKHO partnership will continue to meet under the Hometown Healthy Improvement Coalition and actively work on community healthy eating and active living initiatives.

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APPENDIX A: HEALTHY KIDS HEALTHY OZARKS EVALUATION LOGIC MODEL

In the first year of the grant, this evaluation logic model identified short-term, intermediate, and long-term community and system changes for a comprehensive evaluation to demonstrate the impact of the strategies to be implemented in the community. This model provided a basis for the evaluation team to collaborate with the Healthy Kids Healthy Ozarks partnership and to understand and prioritize opportunities for the evaluation. Because the logic model was created at the outset, it does not necessarily reflect the four years of activities implemented by the partnership (i.e., the workplans were revised on at least an annual basis).

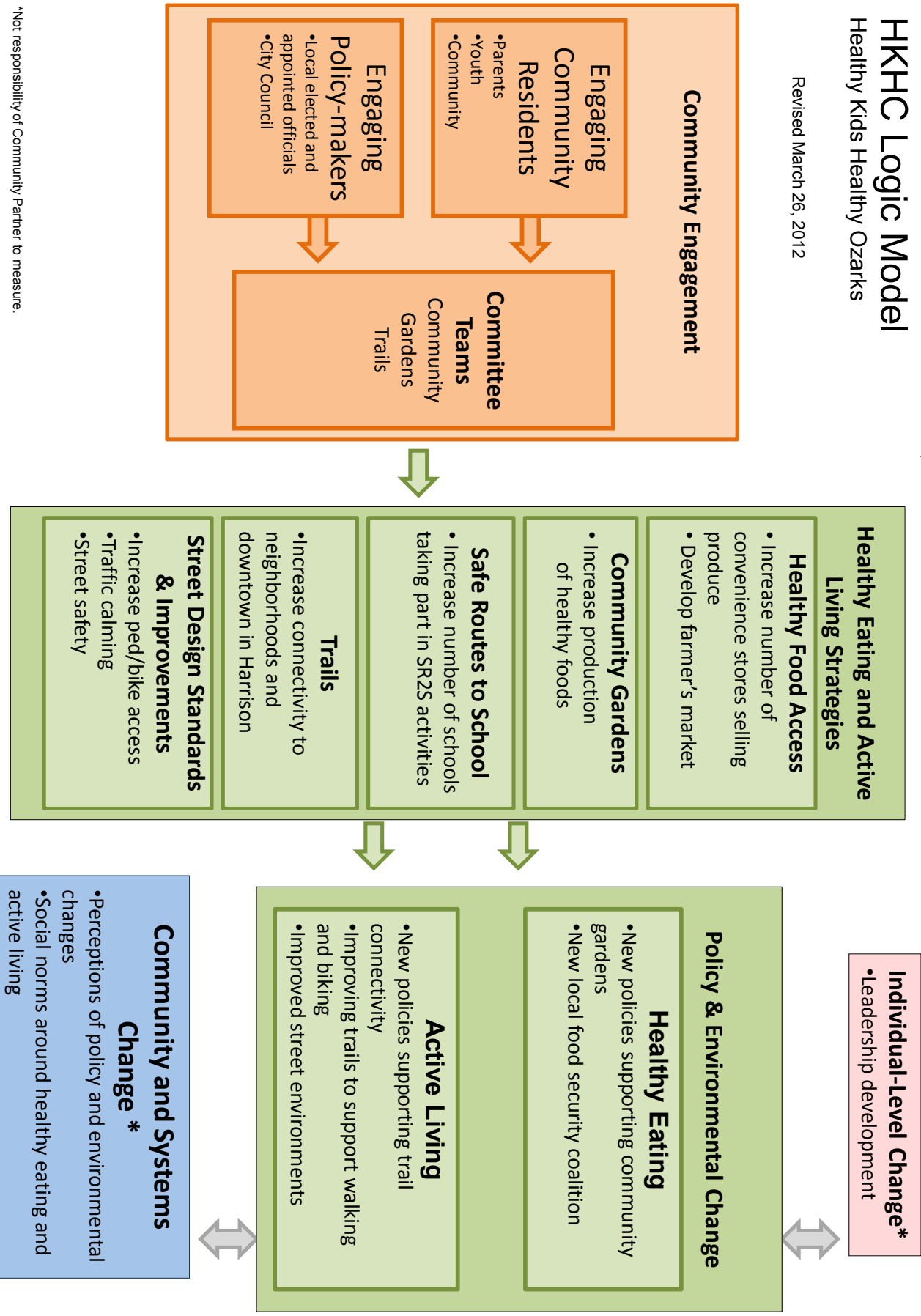
The healthy eating and active living strategies of Healthy Kids Healthy Ozarks included:

- *Active Transportation:* A trail and sidewalk plan was created and funding was received to build out the Dry Jordan section of the trail that connected the Lake Harrison City recreation area to Downtown Harrison previously divided by a busy state highway.
- *Farmers' Markets:* Increased access to healthy foods for all individuals through the expansion of one market in Harrison and the creation of one new market in Newton County. Additionally, the Senior Farmers' Market Nutrition Program was added to the Harrison market to allow older adults access to healthy food options.
- *Community Gardens:* Established four gardens in a Community Garden Network with supporting city policies to allow chickens in residential spaces and space and water for the gardens to be available at no cost.

APPENDIX A: HEALTHY KIDS HEALTHY OZARKS EVALUATION LOGIC MODEL

Boone & Newton Counties, AR
 HKHC Logic Model
 Healthy Kids Healthy Ozarks

Revised March 26, 2012



*Not responsibility of Community Partner to measure.

APPENDIX B: PARTNERSHIP AND COMMUNITY CAPACITY SURVEY RESULTS

Partnership and Community Capacity Survey

To enhance understanding of the capacity of each community partnership, an online survey was conducted with project staff and key partners involved with Healthy Kids, Healthy Ozarks during the final year of the grant. Partnership capacity involves the ability of communities to identify, mobilize, and address social and public health problems.¹⁻³

Methods

Modeled after earlier work from the Prevention Research Centers and the Evaluation of Active Living by Design,⁴ an 82-item partnership capacity survey solicited perspectives of the members of the Healthy Kids, Healthy Ozarks partnership on the structure and function of the partnership. The survey questions assisted evaluators in identifying characteristics of the partnership, its leadership, and its relationship to the broader community.

Questions addressed respondents' understanding of Healthy Kids, Healthy Ozarks in the following areas: structure and function of the partnership, leadership, partnership structure, relationship with partners, partner capacity, political influence of partnership, and perceptions of community members. Participants completed the survey online and rated each item using a 4-point Likert-type scale (strongly agree to strongly disagree). Responses were used to reflect partnership structure (e.g., new partners, committees) and function (e.g., processes for decision making, leadership in the community). The partnership survey topics included the following: the partnership's goals are clearly defined, partners have input into decisions made by the partnership, the leadership thinks it is important to involve the community, the partnership has access to enough space to conduct daily tasks, and the partnership faces opposition in the community it serves. The survey was open between September 2013 and December 2013 and was translated into Spanish to increase respondent participation in predominantly Hispanic/Latino communities.

To assess validity of the survey, evaluators used SPSS to perform factor analysis, using principal component analysis with Varimax with Kaiser Normalization (Eigenvalue >1). Evaluators identified 15 components or factors with a range of 1-11 items loading onto each factor, using a value of 0.4 as a minimum threshold for factor loadings for each latent construct (i.e., component or factor) in the rotated component matrix.

Survey data were imported into a database, where items were queried and grouped into the constructs identified through factor analysis. Responses to statements within each construct were summarized using weighted averages. Evaluators excluded sites with ten or fewer respondents from individual site analyses but included them in the final cross-site analysis.

Findings

Structure and Function of the Partnership (n=5 items)

A total of 15 individuals responded from Healthy Kids, Healthy Ozarks partnership. Of the sample, 12 were female (80%) and 3 were male (20%). Respondents were between the ages of 26-45 (4, or 27%), 46-65 (8, or 53%), or 66 or older (3 or 20%). Ninety-three percent of respondents identified themselves as White, and 7% as American Indian or Alaskan Native. No other races or ethnicities were identified.

Respondents were asked to identify their role(s) in the partnership or community. Of the 18 identified roles, three were representative of the Community Partnership Lead (17%) and five were Community Partnership Partners (28%). Four respondents self-identified as Community Partnership Leaders (22%) and four as Community Members (22%). The remaining two roles were identified as other roles (13%). Individuals participating in the survey also identified their organizational affiliation. Twenty-seven percent of respondents (n=4) indicated affiliation to schools/school districts, while two claimed affiliation to advocacy organizations (13%). The remaining three respondents were associated with a faith- or community-based organization (1 or 7%), a university or research/evaluation organization (1 or 7%), and a health care organization (1 or 7%). No respondents were affiliated to a local government agency, neighborhood association, or child care or afterschool organizations.

Leadership (n=8 items)

APPENDIX B: PARTNERSHIP AND COMMUNITY CAPACITY SURVEY RESULTS

All responses showed agreement or strong agreement (100% total) to statements suggesting that the partnership had an established group of core leaders who had the skills to help the partnership achieve its goals. Responses also indicated that participants in the survey felt the core leadership is organized and retains the skills to help the partnership and its initiatives succeed. Respondents strongly agreed (80%) or agreed (18%) that leaders worked to motivate others, worked with diverse groups, showed compassion, and strived to follow through on initiative promises. Responses to the survey showed at least one member of the leadership team lived in the community (87% agree/strongly agree). When asked if they agreed with statements suggesting that at least one member of the leadership team retained a respected role in the community, 100% of respondents agreed or strongly agreed.

Partnership Structure (n=24 items)

Respondents generally felt that the partnership adequately provided the necessary in-kind space, equipment and supplies for partners to conduct business and meetings related to partnership initiatives (71% agree/strongly agree). Yet, 27% of respondents felt unsure provision of space and equipment was sufficient. Most (73%) also agreed that the partnership has processes in place for dealing with conflict, organizing meetings, and structuring goals, although 21% responded “I don’t know”, indicating a lack of familiarity in this area, and 6% felt these processes were not established. Partnership members (leadership and partners) were generally perceived by respondents to be involved in other communities and with various community groups, bridging the gaps between neighboring areas and helping communities work together (92%), though 2% did not agree with these claims and 6% did not know.

Though the majority (76%) of respondents indicated agreement with statements about the partnership’s effectiveness in seeking learning opportunities, developing the partnership, and planning for sustainability, 12% of responses disagreed, and 12% were not aware of partnership activities specific to development and sustainability.

Relationship with Partners (n=4 items)

Ninety-eight percent of responses to statements about leadership and partner relationships were positive (agree or strongly agree), indicating that the majority of respondents felt the partners and leadership trusted and worked to support each other.

Partner Capacity (n=18 items)

Nearly all responses (94% agree/strongly agree) indicated that respondents felt partners possess the skills and abilities to communicate with diverse groups of people and engage decision makers (e.g., public officials, community leaders). Furthermore, 98% of individuals responding to the survey felt that partners were dedicated to the initiative, interested in enhancing a sense of community, and motivated to create change.

Political Influence of Partnership (n=2 items)

Respondents felt that the leadership is visible within the community, with 80% of responses supporting statements that the leadership is known by community members and works directly with public officials to promote partnership initiatives.

Perceptions of Community and Community Members (n=22 items)

Statements suggesting that the community was a good place to live, with community members who share the same goals and values, help each other, and are trustworthy were supported by 88% of survey responses, while 7% of respondents indicated a lack of knowledge about these community attributes. Respondents also strongly supported suggestions that community members help their neighbors, but may take advantage of others if given the opportunity (92% agree/strongly agree). In contrast, respondents were less convinced that community members would intervene on behalf of another individual in their community in cases of disrespect, disruptive behavior, or harmful behavior. While 60% agreed or strongly agreed, 29% disagreed/strongly disagreed. The remaining 11% of responses indicated that some respondents did not know how community members would act in these situations.

Most survey participants (80%) felt community members were aware of the partnership’s initiatives and

APPENDIX B: PARTNERSHIP AND COMMUNITY CAPACITY SURVEY RESULTS

activities; however, 13% of those responding to the survey disagreed with these statements and 7% strongly felt community members were not aware. Ninety-three percent of respondents agreed that the partnership equally divides resources among different community groups in need (e.g., racial/ethnic minorities, lower-income), though 7% disagreed and felt resources were not equally distributed.

Overall, respondents agreed or strongly agreed that partners and members of the community maintained active involvement in partnership decisions and activities (87%), and also agreed that partners and residents have the opportunity to function in leadership roles and participate in the group decision-making process (96%).

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Partnership and Community Capacity Survey

Respondent Summary

Community Partnership

Boone/Newton Counties

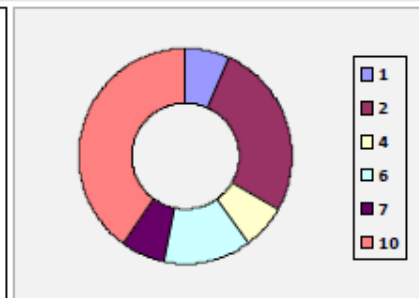
Respondents (n= 15)

Respondent Characteristics

Gender		Identified Race/Ethnicity				Identified Role	
Female	12	American Indian or Alaskan Native	1	Hispanic or Latino	0	Community Partnership Lead	3
Male	3	Asian	0	Not Hispanic or Latino	1	Community Partnership Partner	5
No response	0	White	14	Don't know/ Unsure ethnicity	0	Community Leader	4
Age Range		African American/ Black	0	Refused to identify ethnicity	0	Community Member	4
18-25	0	Pacific Islander/ Native Hawaiian	0	Other ethnicity	0	Public Official	0
26-45	4					Other role	2
46-65	8						
66+	3						
No response	0						

Type of Affiliated Organization

Faith- or Community Based Organization	1	6.7%	(1)
School (district, elementary, middle, high)	4	26.7%	(2)
Local Government Agency (city, county)	0	0.0%	(3)
University or Research/Evaluation Organization	1	6.7%	(4)
Neighborhood Organization	0	0.0%	(5)
Advocacy Organization	2	13.3%	(6)
Health Care Organization	1	6.7%	(7)
Child Care or Afterschool Organization	0	0.0%	(8)
Other	6	40.0%	(10)
No response	0	0.0%	(999)



Partnership and Community Capacity Data

Provision of required space and equipment

Participants provided level of agreement to statements indicating the community partnership provided adequate space, equipment, and supplies to conduct business and meetings.

Strongly agree	49.63%	Strongly disagree	0.00%
Agree	21.48%	I don't know	27.41%
Disagree	0.74%	No response	0.74%

Partner skills and communication

Participants provided level of agreement to statements supporting partner skills and ability to communicate with and engage multiple types of people (e.g., public officials, community leaders).

Strongly agree	55.15%	Strongly disagree	0.00%
Agree	38.79%	I don't know	3.64%
Disagree	2.42%	No response	0.00%

APPENDIX B: PARTNERSHIP AND COMMUNITY CAPACITY SURVEY RESULTS

Community Partnership

Community and community members			
Participants provided level of agreement to statements suggesting the communities are good places to live, and that community members are helpful, can be trusted, and share the same goals or values.			
Strongly agree	42.42%	Strongly disagree	0.00%
Agree	45.45%	I don't know	7.27%
Disagree	4.85%	No response	0.00%
Partner and community involvement			
Participants provided level of agreement to statements indicating partners and the community were actively involved in partnership activities, meetings, and decisions.			
Strongly agree	48.00%	Strongly disagree	0.00%
Agree	38.67%	I don't know	8.00%
Disagree	5.33%	No response	0.00%
Partner and partnership development			
Participants provided level of agreement to statements suggesting the partnership and its partners seek ways learn, develop, and enhance sustainability.			
Strongly agree	30.67%	Strongly disagree	0.00%
Agree	45.33%	I don't know	12.00%
Disagree	12.00%	No response	0.00%
Partnership structure, organization, and goals			
Participants provided level of agreement to statements suggesting partnership has processes in place related to structure, meeting organization, and goals.			
Strongly agree	34.44%	Strongly disagree	0.00%
Agree	38.89%	I don't know	21.11%
Disagree	5.56%	No response	0.00%
Relationship between partners and leadership			
Participants provided level of agreement to statements indicating the leadership and partners trust and support each other.			
Strongly agree	65.00%	Strongly disagree	0.00%
Agree	33.33%	I don't know	0.00%
Disagree	1.67%	No response	0.00%
Community members intervene			
Participants provided level of agreement to statements indicating that community members can be counted on intervene in instances where someone is disrespectful, disruptive, or harmful to another community member.			
Strongly agree	15.56%	Strongly disagree	8.89%
Agree	44.44%	I don't know	11.11%
Disagree	20.00%	No response	0.00%
Leadership motivation			

APPENDIX B: PARTNERSHIP AND COMMUNITY CAPACITY SURVEY RESULTS

Community Partnership

Participants provided level of agreement to statements suggesting the leadership is motivated to help others, work with diverse groups, shows compassion, and follows through.

Strongly agree	80.00%	Strongly disagree	0.00%
Agree	18.33%	I don't know	0.00%
Disagree	1.67%	No response	0.00%

Community member and partner participation

Participants provided level of agreement to statements indicating that community members and partners have opportunities to serve in leadership roles and participate in group decision-making.

Strongly agree	66.67%	Strongly disagree	0.00%
Agree	28.89%	I don't know	4.44%
Disagree	0.00%	No response	0.00%

Involvement in other communities

Participants provided level of agreement to statements suggesting leadership and partners are involved in other communities and various community groups, and help communities work together.

Strongly agree	61.67%	Strongly disagree	0.00%
Agree	30.00%	I don't know	6.67%
Disagree	1.67%	No response	0.00%

Community member willingness to assist

Participants provided level of agreement to statements suggesting most community members help neighbors and solve community problems. It also suggested some community members may take advantage of others.

Strongly agree	45.00%	Strongly disagree	0.00%
Agree	46.67%	I don't know	3.33%
Disagree	5.00%	No response	0.00%

Core leadership and leadership skills

Participants provided level of agreement to statements suggesting the community partnership has a core leadership group organizing efforts, and that leaders have the skills to help the partnership achieve its goals.

Strongly agree	60.00%	Strongly disagree	0.00%
Agree	40.00%	I don't know	0.00%
Disagree	0.00%	No response	0.00%

Partner motivation

Participants provided level of agreement to statements indicating that partners won't give up in their efforts to create change and increase sense of community through the partnership.

Strongly agree	57.78%	Strongly disagree	0.00%
Agree	40.00%	I don't know	0.00%
Disagree	2.22%	No response	0.00%

Visibility of leadership

Participants provided level of agreement to statements suggesting the leadership is known in the community and works with public officials.

Strongly agree	40.00%	Strongly disagree	0.00%
Agree	40.00%	I don't know	10.00%
Disagree	10.00%	No response	0.00%

APPENDIX B: PARTNERSHIP AND COMMUNITY CAPACITY SURVEY RESULTS

Community Partnership

Participants provided level of agreement to statements suggesting the leadership is motivated to help others, work with diverse groups, shows compassion, and follows through.			
Strongly agree	80.00%	Strongly disagree	0.00%
Agree	18.33%	I don't know	0.00%
Disagree	1.67%	No response	0.00%

Community member and partner participation

Participants provided level of agreement to statements indicating that community members and partners have opportunities to serve in leadership roles and participate in group decision-making.			
Strongly agree	66.67%	Strongly disagree	0.00%
Agree	28.89%	I don't know	4.44%
Disagree	0.00%	No response	0.00%

Involvement in other communities

Participants provided level of agreement to statements suggesting leadership and partners are involved in other communities and various community groups, and help communities work together.			
Strongly agree	61.67%	Strongly disagree	0.00%
Agree	30.00%	I don't know	6.67%
Disagree	1.67%	No response	0.00%

Community member willingness to assist

Participants provided level of agreement to statements suggesting most community members help neighbors and solve community problems. It also suggested some community members may take advantage of others.			
Strongly agree	45.00%	Strongly disagree	0.00%
Agree	46.67%	I don't know	3.33%
Disagree	5.00%	No response	0.00%

Core leadership and leadership skills

Participants provided level of agreement to statements suggesting the community partnership has a core leadership group organizing efforts, and that leaders have the skills to help the partnership achieve its goals.			
Strongly agree	60.00%	Strongly disagree	0.00%
Agree	40.00%	I don't know	0.00%
Disagree	0.00%	No response	0.00%

Partner motivation

Participants provided level of agreement to statements indicating that partners won't give up in their efforts to create change and increase sense of community through the partnership.			
Strongly agree	57.78%	Strongly disagree	0.00%
Agree	40.00%	I don't know	0.00%
Disagree	2.22%	No response	0.00%

Visibility of leadership

Participants provided level of agreement to statements suggesting the leadership is known in the community and works with public officials.			
Strongly agree	40.00%	Strongly disagree	0.00%
Agree	40.00%	I don't know	10.00%
Disagree	10.00%	No response	0.00%

APPENDIX C: HEALTHY KIDS HEALTHY OZARKS PARTNER LIST

Type of Organization	Partner
Civic Organization	NAPHE, North Arkansas Partnership for Health Education *
Government	Buffalo National River
	Ozark National Forest
	Central Organization for the Revitalization and Enhancement of Harrison (CORE of Harrison)
	Public Works Department
	Department of Highway Transportation
Businesses/Industry/Commercial	Garner Hill Farms
Schools	Harrison Schools
Elected/Appointed Official	Mayor/City Officials
Government	Arkansas Department of Health - Hometown Health Improvement (AR DOH)
Policy/Advocacy Organization	Arkansas Coalition for Obesity Prevention (ArCOP)
Community-Based Organization	Newton County Resource Council
Government	The Area Agency on Aging of Northwest Arkansas (AAANWA)

*Denotes lead agency for the HKHC partnership

APPENDIX D: SOURCES AND AMOUNTS OF FUNDING LEVERAGED

Sources of Revenue			
Community Partnership	Boone/Newton Counties		
Resource source	Year	Amount	Status
Business			
Matching funds			
	2010		Annual total \$7,700.00
		\$7,700.00	Accrued
	2011		Annual total \$788.40
		\$788.40	Accrued
	2012		Annual total \$500.00
		\$500.00	Accrued
	2013		Annual total \$500.00
		\$500.00	Accrued
Other			
	2012		Annual total \$14,127.00
		\$14,127.00	Accrued
	2013		Annual total \$4,368.94
		\$400.00	Approved
		\$48.00	Accrued
		\$27.00	Accrued
		\$45.00	Accrued
		\$50.00	Accrued
		\$60.00	Accrued
		\$347.94	Accrued
		\$194.00	Accrued
		\$582.00	Accrued
		\$952.00	Accrued
		\$1,300.00	Approved
		\$313.00	Accrued
		\$50.00	Accrued
Sum of revenue generated by resource source		\$27,984.34	

Individual/private donor	Year	Amount	Status
Matching funds			
	2010		Annual total \$18,000.00

APPENDIX D: SOURCES AND AMOUNTS OF FUNDING LEVERAGED

Community Partnership	Boone/Newton Counties		
Resource source		Amount	Status
		\$18,000.00	Accrued
	2012		Annual total \$1,456.00
		\$1,456.00	Accrued
	Other		
	2011		Annual total \$175.00
		\$175.00	Accrued
	2013		Annual total \$95.00
		\$95.00	Accrued
Sum of revenue generated by resource source		\$19,726.00	
Local government	Year		
	Matching funds		
	2010		Annual total \$1,782.20
		\$100.00	Accrued
		\$75.00	Accrued
		\$57.20	Accrued
		\$1,200.00	Accrued
		\$200.00	Accrued
		\$150.00	Accrued
	2011		Annual total \$12,237.28
		\$9,600.00	Accrued
		\$137.28	Accrued
		\$2,500.00	Accrued
	2012		Annual total \$27,300.00
		\$26,500.00	Accrued
		\$800.00	Accrued
	2013		Annual total \$99,943.00
		\$72,643.00	Approved
		\$800.00	Accrued
		\$26,500.00	Accrued
	Other		
	2010		Annual total \$9,000.00
		\$9,000.00	Approved

APPENDIX D: SOURCES AND AMOUNTS OF FUNDING LEVERAGED

Community Partnership		Boone/Newton Counties	
Resource source	Year	Amount	Status
	2012		Annual total \$17,433.00
		\$17,433.00	<i>Accrued</i>
	2013		Annual total \$2,050.00
		\$250.00	<i>Accrued</i>
		\$1,800.00	<i>Accrued</i>
Sum of revenue generated by resource source		\$169,745.48	
State government		Year	
Matching funds			
	2013		Annual total \$132,412.00
		\$52,720.00	<i>Approved</i>
		\$79,692.00	<i>Approved</i>
Other			
	2011		Annual total \$160,000.00
		\$160,000.00	<i>Accrued</i>
	2012		Annual total \$129,732.00
		\$60,000.00	<i>Accrued</i>
		\$69,732.00	<i>Accrued</i>
Sum of revenue generated by resource source		\$422,144.00	
National government		Year	
Matching funds			
	2011		Annual total \$3,500.00
		\$3,000.00	<i>Accrued</i>
		\$500.00	<i>Accrued</i>
	2012		Annual total \$31,150.00
		\$150.00	<i>Accrued</i>
		\$2,000.00	<i>Accrued</i>
		\$13,000.00	<i>Accrued</i>
		\$16,000.00	<i>Accrued</i>
	2013		Annual total \$150.00
		\$150.00	<i>Accrued</i>
Other			
	2012		Annual total \$100,000.00

APPENDIX D: SOURCES AND AMOUNTS OF FUNDING LEVERAGED

Community Partnership	Boone/Newton Counties	
Resource source	Amount	Status
	\$100,000.00	Accrued
Sum of revenue generated by resource source	\$134,800.00	
Foundation	Year	
HKHC funds	2010	Annual total \$30,599.00
		\$336.00 Accrued
		\$2,160.00 Accrued
		\$615.00 Accrued
		\$1,447.00 Accrued
		\$1,452.00 Accrued
		\$750.00 Accrued
		\$23,839.00 Accrued
	2012	Annual total \$188,515.00
		\$76,352.00 Accrued
		\$3,355.00 Accrued
		\$2,284.00 Accrued
		\$4,405.00 Accrued
		\$3,298.00 Accrued
		\$3,243.00 Accrued
		\$3,238.00 Accrued
		\$3,307.00 Accrued
		\$3,826.00 Accrued
		\$2,640.00 Accrued
		\$82,567.00 Accrued
	2013	Annual total \$98,864.86
		\$4,496.50 Accrued
		\$3,030.24 Accrued
		\$923.07 Accrued
		\$971.24 Accrued
		\$85,928.00 Accrued
		\$3,515.81 Accrued
Other		

APPENDIX D: SOURCES AND AMOUNTS OF FUNDING LEVERAGED

Community Partnership	Boone/Newton Counties		
Resource source		Amount	Status
	2012		Annual total
		\$500.00	\$500.00
			Accrued
	2013		Annual total
		\$20,000.00	\$20,000.00
			Accrued
Sum of revenue generated by resource source		\$338,478.86	
Non-profit organization	Year		
	Matching funds		
	2010		Annual total
		\$3,634.00	\$225,419.00
			Accrued
		\$26,500.00	Accrued
		\$5,000.00	Accrued
		\$139,428.00	Accrued
		\$9,000.00	Accrued
		\$2,000.00	Accrued
		\$6,800.00	Accrued
		\$4,000.00	Accrued
		\$1,000.00	Accrued
		\$10,700.00	Accrued
		\$7,500.00	Accrued
		\$2,287.00	Accrued
		\$7,570.00	Accrued
	2011		Annual total
		\$9,000.00	\$102,117.00
			Accrued
		\$3,446.00	Accrued
		\$7,500.00	Accrued
		\$2,287.00	Accrued
		\$4,000.00	Accrued
		\$2,000.00	Accrued
		\$12,500.00	Accrued
		\$3,634.00	Accrued
		\$10,700.00	Accrued
		\$26,500.00	Accrued

APPENDIX D: SOURCES AND AMOUNTS OF FUNDING LEVERAGED

Community Partnership	Boone/Newton Counties		
Resource source		Amount	Status
		\$1,500.00	Accrued
		\$1,000.00	Accrued
		\$1,500.00	Accrued
		\$6,000.00	Accrued
		\$3,750.00	Accrued
		\$6,800.00	Accrued
	2012		Annual total \$90,589.00
		\$2,698.00	Accrued
		\$1,440.00	Accrued
		\$600.00	Accrued
		\$2,000.00	Accrued
		\$800.00	Accrued
		\$480.00	Accrued
		\$42,000.00	Accrued
		\$6,500.00	Accrued
		\$9,600.00	Accrued
		\$12,975.00	Accrued
		\$2,496.00	Accrued
		\$9,000.00	Accrued
	2013		Annual total \$77,014.00
		\$9,600.00	Accrued
		\$9,000.00	Accrued
		\$1,440.00	Accrued
		\$42,000.00	Accrued
		\$480.00	Accrued
		\$800.00	Accrued
		\$2,000.00	Accrued
		\$2,698.00	Accrued
		\$2,496.00	Accrued
		\$6,500.00	Accrued
	Other		
	2010		Annual total \$17,500.00

APPENDIX D: SOURCES AND AMOUNTS OF FUNDING LEVERAGED

Community Partnership		Boone/Newton Counties	
Resource source		Amount	Status
		\$16,000.00	Accrued
		\$1,500.00	Accrued
	2013		Annual total <input type="text" value="\$7,000.00"/>
		\$2,500.00	Accrued
		\$2,000.00	Approved
		\$2,500.00	Accrued
Sum of revenue generated by resource source		<input type="text" value="\$519,639.00"/>	
School		Year	
	<input type="text" value="Matching funds"/>		
		2010	Annual total <input type="text" value="\$1,960.00"/>
			Accrued
		\$1,960.00	Accrued
		2011	Annual total <input type="text" value="\$9,640.00"/>
			Accrued
		\$2,560.00	Accrued
		\$2,580.00	Accrued
		\$4,500.00	Accrued
		2012	Annual total <input type="text" value="\$9,280.00"/>
			Approved
		\$7,200.00	Approved
		\$2,080.00	Accrued
		2013	Annual total <input type="text" value="\$9,280.00"/>
			Accrued
		\$2,080.00	Accrued
		\$7,200.00	Accrued
Sum of revenue generated by resource source		<input type="text" value="\$30,160.00"/>	
Other		Year	
	<input type="text" value="Matching funds"/>		
		2010	Annual total <input type="text" value="\$15,196.80"/>
			Accrued
		\$15,196.80	Accrued
		2011	Annual total <input type="text" value="\$30,393.60"/>
			Accrued
		\$30,393.60	Accrued
		2012	Annual total <input type="text" value="\$1,900.00"/>
			Accrued
		\$1,900.00	Accrued
	<input type="text" value="Other"/>		
		2012	Annual total <input type="text" value="\$5,500.00"/>

APPENDIX D: SOURCES AND AMOUNTS OF FUNDING LEVERAGED

Community Partnership	Boone/Newton Counties		
Resource source		Amount	Status
		\$5,500.00	Accrued
Sum of revenue generated by resource source	\$52,990.40		
Grand Total			\$1,715,668.08

Healthy Kids Healthy Ozarks

Farmers' Markets Environmental Audits

Summary Report

Prepared by Transtria LLC



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Background

Healthy Kids, Healthy Communities (HKHC) is a national program of the Robert Wood Johnson Foundation (RWJF) whose primary goal is to implement healthy eating and active living policy, system, and environmental change initiatives that can support healthier communities for children and families across the United States. HKHC places special emphasis on reaching children who are at highest risk for obesity on the basis of race/ethnicity, income, and/or geographic location. For more information about HKHC, please visit www.healthykidshealthycommunities.org.

Boone and Newton Counties, Arkansas was selected as one of 49 communities to participate in HKHC and the North Arkansas Partnership for Health Education is the lead agency for Healthy Kids Healthy Ozarks partnership. Their work focuses on the following healthy eating and active living strategies: comprehensive plans, community gardens, farmers markets, Safe Routes to School, and trails/walkability routes.

Transtria LLC, a public health evaluation and research consulting firm located in St. Louis, Missouri, is funded by the Robert Wood Johnson Foundation to lead the evaluation and dissemination activities from April 2010 to March 2014. For more information about the evaluation, please visit www.transtria.com/hkhc.

This supplementary enhanced evaluation component focuses on six cross-site HKHC strategies, including: parks and plays spaces, street design, farmers' markets, corner stores, physical activity standards in childcare settings, and nutrition standards in childcare settings. Communities are trained to use two main methods as part of the enhanced evaluation, direct observation and environmental audits. Tools and training are provided by Transtria staff (see www.transtria.com/hkhc).

In order to better understand the impact of their work on farmers markets, representatives of Healthy Kids Health Ozarks chose to participate in the enhanced evaluation data collection activities. Healthy Kids Health Ozarks completed their enhanced evaluation activities for farmers' markets using the environmental audit method.

Methods

The Farmers' Market Environmental Audit Tool was modified from three existing environmental audit tools including the Farmers' Market Vendor Evaluation (created by Monika Roth), Farmers' Market Evaluation, Mystery Shopping-Farmers' Market (created by marketumbrella.org), and Nutrition Environment Measurement Survey-NEMS (created by Glanz et al.). Environmental audits assess the presence or absence of different features as well as the quality or condition of the physical environment. The tool captures overall market operations (e.g., months, days and hours of operation, accessibility, government nutrition assistance programs), vendor display areas (e.g., space and equipment), product signage and pricing (e.g., clear signs, unit and price labeled, discounts for larger sales), frozen/canned fruits and vegetables (e.g., quantity and variety of frozen or canned fruits and vegetables), other foods (e.g.,

availability of healthier options and foods with minimal nutritional value) and the availability, pricing, quality, and quantity of fresh fruits and vegetables.

Each audit tool was completed for one farmers' market. Three Northwest Arkansas County farmers' markets were selected for data collection. These markets were located in Boone, Washington, and Carroll counties in the following townships: Harrison, Fayetteville, and Eureka Springs, respectively. An Evaluation Officer from Transtria LLC trained community members and partnership staff on proper data collection methods using the tool and data collection was completed between June 9 and July 19, 2012. Transtria staff performed data entry and validation, including double data entry to ensure accuracy of the data. Agreement of data entry was 99.6% and all errors were fixed.

Overall Results from Three Farmer's Markets

Operations

The three farmers' markets surveyed were open two days per week. All three markets were open on Tuesdays, the two markets outside of Boone County were open on Thursdays, and the Central Ozarks Farmers' & Artisans Market (Boone County) was open on Saturday. All markets opened at 7am and closing times varied. Fayetteville Farmers' Market closed at 1pm, Eureka Springs and Central Ozarks Farmers and Artisans Markets closed at 12pm. (Information on hours of operation found on individual websites for Fayetteville Farmers' Market and Eureka Springs Farmers' Market, respectively. Hours of operation reported on audit for Central Ozarks Farmers' and Artisans Market.)

The months of operation across all three markets range from 7-12 months. The Eureka Springs Farmers' Market operates all 12 months of the year, the Fayetteville Farmers' Market operates 8 months from April through November, and the Central Ozarks Farmers' and Artisans Market (Boone County) operates 7 months from April through October.

All three markets had legible and visible signage identifying the market, a wheelchair and stroller accessible entry way, sufficient room to maneuver around the market, an on-site market manager, and an information booth/table for patrons. A form of adjacent parking was available for all three farmer's markets. The two markets outside of Boone County offered ATM access. Two of the markets offered a seating area (Central Ozark Farmers' and Artisans Market, Eureka Springs Farmers' Market) and only Eureka Springs Farmers' Market advertised additional events/activities for their patrons (see Appendix A, Table 1).

All three markets accepted low income and senior discounts, including WIC/SNAP/EBT and the senior voucher program. All three markets displayed advertising for WIC (Day 2 audit Central Ozarks Farmers' and Artisans Market displayed signs for WIC, Day 1 audit did not display sign for WIC). Only two markets displayed advertising for SNAP. None of the markets displayed signs indicating discounted price for larger volume purchases.

Farmers' markets had between 15-22 vendors. The number of vendors selling fresh produce varied across the three markets. The majority of the vendors at the Fayetteville Farmers' Market sold fresh produce (n=18), while approximately half the vendors sold fresh produce at

the Central Ozarks Farmers' and Artisans Market (n=8) and only one third of the vendors sold fresh produce at the Eureka Springs Farmers' Market (n=5).

All vendor displays were clean and well-organized. Most vendors displayed clear signs documenting their farmer/business name and had sufficient space to display their produce. Most vendors clearly displayed labels documenting products by name and unit price. All produce vendors at the Fayetteville Farmers' Market had sufficient space to display their products.

Availability of nutrient-dense and minimally nutritious food

None of the markets offered canned or frozen fruits and/or vegetables. All markets offered healthy food options, such as whole grain foods. Two markets offered lean protein foods (e.g. lean meat, poultry, fish, and nuts/beans/seeds). Only the Central Ozarks Farmers' and Artisans Market sold sweet food options. The Eureka Springs Farmers' Market offered tacos prepared during a cooking demonstration.

Availability and quality of fresh produce

At the time of the audits, the variety of available fruits was limited and the three markets varied in types of fruits offered. The Central Ozark Farmers' and Artisans Market offered the greatest variety of fruit choices (n=6), the other two markets offered between 2-3 different fruits (n=2 Fayetteville, n=3 Eureka Springs). The types of fruits available across the markets were apples, cantaloupe, cherries, grapes, honeydew, nectarines, peaches, and plums. The majority of the fruits sold at all three markets were of good quality, except the plums (Fayetteville) and honeydew (Eureka Springs) were rated in poor quality (see Appendix A, Table 2).

The three markets offered a large selection of vegetables (n=22 total). Except for two vegetables, the quality of the vegetables offered across all three markets was rated in good quality. Green beans and green peppers were rated in poor quality from Day 1 audit of the Central Ozark Farmers' and Artisans Market, the Day 2 audit reported good quality of the green peppers and no green beans were available this day (see Appendix A, Table 2).

Cost of produce

Cost data for produce showed slight price variation across markets for fruits and vegetables. While different unit sizes for sale at the different markets can explain some of the price differential (e.g., prices each compared to prices listed per pound, per box/bag, per bunch), there are still some notable variations in prices across markets (see Appendix A, Table 3). Across the three markets, the unit price varied most often on items sold per pound versus per bag. The largest price difference was found for nectarines. The Central Ozark Farmers' and Artisans Market charged \$7.00 per pound of fresh nectarines and the Fayetteville Farmers' Market charged \$4.00 per bag. Consistent with pricing for nectarines sold at The Central Ozarks Farmers' and Artisans Market, the peaches were also sold at \$7.00 per pound. No other market offered peaches as cost comparison. Nectarines and peaches were the highest price produce item in any of the three farmers market.

The price range for vegetables sold was \$1.00-\$3.00 per unit. Eleven types of vegetables were sold at the lowest unit price of \$1.00 (Brussels sprouts, carrots, green peppers, kale, okra, onions, red peppers, tomatoes, beets, potatoes, and rhubarb). The Fayetteville Farmers Market

consistently had the highest price vegetables; with unit prices set \$1.00 more per item (green beans, green peppers, onions, red peppers, and summer squash). See Table 3 for details.

Key Takeaways (3 farmers' markets)

- All three markets were open 2 days per week for 7 or more months.
- All three markets accepted WIC/SNAP/EBT and Senior Voucher Program discount payment options were accepted.
- Other nutritious foods were offered at the markets. High fiber/whole grain foods were offered at all three markets. Lean meats, fish, and poultry were for sale at two markets. Nuts/seeds/dry beans were for sale at one market. However, other foods with minimal nutritional value, such as sweet foods were for sale in one market, as well.
- Canned or frozen fruit and vegetables were not available at any of the markets.
- The Central Ozarks Farmers' and Artisans Market offered the most variety of fresh fruits and vegetables (fruit n=6, vegetables n=19), the other two markets offered between 2-3 types of fruit and 9-12 types of vegetables.
- The majority of produce was of 'good' quality.
- Prices ranged from \$1.00 per unit (e.g., Brussels sprouts per pound) to \$7.00 per unit (nectarines and peaches per pound).
- While price comparison across markets are difficult due to variations in growing method, type, and individual size, notable price differences greater than or equal to \$3.00 were found only for nectarines. No more than \$1.00 per unit price difference was found for all other produce.

Appendix A: Tables

Table 1: Characteristics across the three farmers' markets

Vendor Characteristic	Central Ozarks Farmers & Artisan Market Day 1	Central Ozarks Farmers & Artisan Market Day 2	Fayetteville Farmers' Market	Eureka Springs Farmers' Market
<i>Overall Market</i>				
Months of operation: January				x
Months of operation: February				x
Months of operation: March				x
Months of operation: April	x	x	x	x
Months of operation: May	x	x	x	x
Months of operation: June	x	x	x	x
Months of operation: July	x	x	x	x
Months of operation: August	x	x	x	x
Months of operation: September	x	x	x	x
Months of operation: October	x	x	x	x
Months of operation: November			x	x
Months of operation: December				x
Days of operation: Tuesday	x	x	x	x
Days of operation: Thursday			x	x
Days of operation: Saturday	x	x		
Hours of operation: Tuesday	7am-12pm	7am-12pm		
Hours of operation: Saturday	7am-12pm	7am-12pm		
Frequency of operation: 2-6 days a week	x	x	x	x
Features: Accessible entrance	x	x	x	x
Features: Room to maneuver around market	x	x	x	x
Features: On-site market manager	x	x	x	x
Features: Legible signs to identify market	x	x	x	x
Features: Seating	x	x		x
Features: Events/activities				x
Features: ATM			x	x
Features: Information booth/table	x	x	x	x
Features: Public transit stop visible from the market	x	x	x	x
Features: Parking lot adjacent to market	x	x		x
Features: On-street parking adjacent to market	x	x	x	
Market accepts WIC/SNAP/EBT	x	x	x	x
Sign for WIC		x	x	x
Sign for SNAP/Food stamps			x	x
WIC/SNAP/EBT customers use tokens to make purchases at the market			x	x
Other discount	x	x	x	x

Table 1: Characteristics across the three farmers' markets continued

	Central Ozarks Farmers & Artisan Market Day 1	Central Ozarks Farmers & Artisan Market Day 2	Fayetteville Farmers' Market	Eureka Springs Farmers' Market
<i>Vendor characteristics</i>				
Number of vendors who sell only produce	8	8	18	5
Number of vendors who sell produce and other products	3	6	2	1
Number of vendors who sell no produce	6	7	2	9
Amount of produce sufficient for vendor space: Most vendors	x	x		x
Amount of produce sufficient for vendor space: All vendors			x	
Visible signs with farmers'/businesses' name: Some vendors	x	x		
Visible signs with farmers'/businesses' name: All vendors			x	x
Clean and well-organized displays: All vendors	x	x	x	x
Power cords taped down to prevent tripping: No vendors	x	x		
Power cords taped down to prevent tripping: All vendors			x	x
<i>Product signage and pricing (for fresh fruits/vegetables only)</i>				
Products are identified by name: Most vendors	x	x		x
Products are identified by name: All vendors			x	
Clear signs document the price: Most vendors	x	x		x
Clear signs document the price: All vendors			x	
Units are appropriately labeled: Some vendors	x			
Units are appropriately labeled: Most vendors		x		x
Units are appropriately labeled: All vendors			x	
Discounts for larger sales: No vendors	x	x	x	x
<i>Canned/frozen fruits/vegetables</i>				
No canned fruits available	x	x	x	x
No canned vegetables available	x	x	x	x
No frozen fruits available	x	x	x	x
No frozen vegetables available	x	x	x	x
<i>Other foods</i>				
High-fiber, whole grain foods		x	x	x
Healthier foods: Lean meats, fish, poultry	x	x		x
Healthier foods: Nuts, seeds, or dry beans		x		
Healthier foods: Other	x	x		x
Foods with minimal nutritional value: Sweet foods	x	x		
Foods with minimal nutritional value: Other	x	x		x

Table 2: Fruits and vegetables available across the three farmers' markets

Produce Item	Central Ozarks Farmers and Artisans Market Day 1 6.9.12				Central Ozarks Farmers and Artisans Market Day 2 7.14.12				Fayetteville Farmers' Market				Eureka Springs Farmers' Market			
	Price	Unit	Quality	Quantity	Price	Unit	Quality	Quantity	Price	Unit	Quality	Quantity	Price	Unit	Quality	Quantity
<i>Fruits:</i>																
Apples					\$5.00	per pound	good	few	\$5.00	per bag	good	few				
Cantaloupes						per each	good	few								
Cherries					\$2.00	per bag	good	few								
Grapes					\$3.00	per bunch	good	few					\$3.00	per bunch	good	few
Honeydews													\$2.00	per each	poor	few
Nectarines					\$7.00	per pound	good	few	\$4.00	per bag	good	few				
Peaches	\$7.00	per bag	good		\$7.00	per pound	good	few								
Plum									\$2.00	per bag	poor	few				
<i>Vegetables:</i>																
Broccoli	\$2.00	per pound	good	few					\$2.00	per bag	good	few	\$2.00	per bunch	good	few
Brussels sprouts	\$1.00	per pound	good	few												
Cabbages	\$2.00	per pound	good	some												
Carrots													\$1.00	per bag	good	some
Cauliflower									\$2.00	per bag	good					
Green beans	\$2.00	per pound	poor	some					\$3.00	per bag	good	few	\$2.00	per bag	good	some
Green peppers	\$1.00	per pound	poor	few	\$1.00	per pound	good	some	\$2.00	per bag	good	a lot	\$1.00	per bag	good	a lot

Table 2: Fruits and vegetables available across the three farmers' markets continued

Produce Item	Central Ozarks Farmers and Artisans Market Day 1_ 6.9.12				Central Ozarks Farmers and Artisans Market Day 2_ 7.14.12				Fayetteville Farmers' Market				Eureka Springs Farmers' Market			
	Price	Unit	Quality	Quantity	Price	Unit	Quality	Quantity	Price	Unit	Quality	Quantity	Price	Unit	Quality	Quantity
<i>Vegetables:</i>																
Kale	\$1.00	per bunch	good	few		per bunch	good	few								
Lettuce - Romaine	\$2.00	per bunch	good	few					\$2.00	per bunch	good	few				
Okra					\$1.00	per pound	good	a lot	\$1.00	per pound	good	some	\$1.00	per bag	good	few
Onions	\$1.00	per bag	good	few	\$1.00	per pound	good	some	\$2.00	per pound	good	some	\$1.00	per pound	good	few
Red peppers						per pound	good	some	\$2.00	per bag	good	a lot	\$1.00	per bag	good	some
Spinach	\$2.00	per bunch	good	some					\$2.00	per bag	good	few				
Summer squash	\$3.00	per bunch	good	some	\$2.00	per pound	good	some	\$3.00	per pound	good	a lot	\$2.00	per pound	good	a lot
Tomatoes	\$1.00	per pound	good	few	\$2.00	per pound	good	a lot	\$3.00	per pound	good	a lot	\$3.00	per pound	good	a lot
Other: Beets	\$1.00	per bag	good	a lot	\$2.00	per pound	good	some								
Other: Eggplant					\$2.00	per pound	good	few								
Other: yellow peppers									\$2.00	per bag	good	a lot				
Other: Potatoes	\$1.00	per bunch	good	some	\$1.00	per pound	good	some								
Other: Herbs					\$3.00	per bag	good	few								
Other: Rhubarb	\$1.00	per bunch	good	few	\$2.00	per bunch	good	few								
Other: Zucchini	\$2.00	per bunch	good	some	\$2.00	per pound	good	few								

Table 3: Cost comparison across the three markets for fruits and vegetables

Produce Item	Central Ozarks Farmers and Artisans Market		Fayetteville Farmers' Market		Eureka Springs Farmers' Market	
	Price	Unit	Price	Unit	Price	Unit
<i>Fruits:</i>						
Apples	\$5.00*	per pound	\$5.00	per bag		
Grapes	\$3.00*	per bunch			\$3.00	per bunch
Nectarines	\$7.00*	per pound	\$4.00	per bag		
<i>Vegetables:</i>						
Broccoli	\$2.00**	per pound	\$2.00	per bag	\$2.00	per bunch
Green beans	\$2.00**	per pound	\$3.00	per bag	\$2.00	per bag
Green peppers	\$1.00**	per pound	\$2.00	per bag	\$1.00	per bag
Lettuce - Romaine	\$2.00**	per bunch	\$2.00	per bunch		
Okra	\$1.00*	per pound	\$1.00	per pound	\$1.00	per bag
Onions	\$1.00*	per pound	\$2.00	per pound	\$1.00	per pound
Red peppers			\$2.00	per bag	\$1.00	per bag
Spinach	\$2.00**	per bunch			\$2.00	per bag
Summer squash	\$2.00†	per pound	\$3.00	per pound	\$2.00	per pound
Tomatoes	\$1.00 †	per pound	\$3.00	per pound	\$3.00	per pound

*Prices reported Day 2 Central Ozarks Farmers and Artisans Market (July 14, 2012)

**Prices reported Day 1 Central Ozarks Farmers and Artisans Market (June 9, 2012)

† Lowest price reported between Day 1 and Day 2 Central Ozarks Farmers and Artisans Market

Table 4: Other characteristics *not* found in farmers' markets

Overall market:

Days of operation: Sunday

Days of operation: Monday

Days of operation: Wednesday

Days of operation: Friday

Hours of operation: Thursday

Market is open on Tuesday evening

Market is open on Thursday evening

Market is open on Saturday evening

Frequency of operation: Daily

Frequency of operation: 1 day a week

Frequency of operation: 1-3 days a month

Features: Security

Features: Market maps

Other nutritious foods:

Healthier foods: Cottage cheese or low-fat yogurt

Healthier foods: Low-fat prepared meals

Foods with minimum nutritional value:

Foods with minimal nutritional value: Salty foods

Foods with minimal nutritional value: Ice

Foods with minimal nutritional value: Candy/chocolate

Foods with minimal nutritional value: Regular to high-fat prepared meals

Appendix B

Farmers' Market Environmental Audit Tool

Farmers' market name: _____
 Address: _____
 Number of vendors: _____
 Auditor 1: _____
 Auditor 2: _____

Farmers' market ID (for Transtria use only): _____
 Community partnership: _____
 Date: _____
 Audit start time: ____ : ____ ○ AM ○ PM
 Audit end time: ____ : ____ ○ AM ○ PM

Section A: Overall market					Section A: Overall market (cont.)					
1. What are the market months of operation?					4.c. Security features (security guard(s) and/or security camera(s))					
1.a. January	<input type="checkbox"/> No	<input type="checkbox"/> Yes	1.g. July	<input type="checkbox"/> No	<input type="checkbox"/> Yes			<input type="checkbox"/> No	<input type="checkbox"/> Yes	
1.b. February	<input type="checkbox"/> No	<input type="checkbox"/> Yes	1.h. August	<input type="checkbox"/> No	<input type="checkbox"/> Yes	4.d. On-site market manager		<input type="checkbox"/> No	<input type="checkbox"/> Yes	
1.c. March	<input type="checkbox"/> No	<input type="checkbox"/> Yes	1.i. September	<input type="checkbox"/> No	<input type="checkbox"/> Yes	4.e. Legible signs to identify the market		<input type="checkbox"/> No	<input type="checkbox"/> Yes	
1.d. April	<input type="checkbox"/> No	<input type="checkbox"/> Yes	1.j. October	<input type="checkbox"/> No	<input type="checkbox"/> Yes	4.f. Seating (e.g., benches, tables/chairs)		<input type="checkbox"/> No	<input type="checkbox"/> Yes	
1.e. May	<input type="checkbox"/> No	<input type="checkbox"/> Yes	1.k. November	<input type="checkbox"/> No	<input type="checkbox"/> Yes	4.g. Events/activities (e.g., yoga, live music)		<input type="checkbox"/> No	<input type="checkbox"/> Yes	
1.f. June	<input type="checkbox"/> No	<input type="checkbox"/> Yes	1.l. December	<input type="checkbox"/> No	<input type="checkbox"/> Yes	4.h. ATM		<input type="checkbox"/> No	<input type="checkbox"/> Yes	
2. What are the market days and hours of operation?					4.i. Information booth/table					
2.a. Sunday (Check yes or no.) Enter operating hours (open/close):					<input type="checkbox"/> No	<input type="checkbox"/> Yes	4.j. Market maps (e.g., maps with directions to market, site map with vendors)		<input type="checkbox"/> No	<input type="checkbox"/> Yes
2.b. Monday (Check yes or no.) Enter operating hours (open/close):					<input type="checkbox"/> No	<input type="checkbox"/> Yes	4.k. Public transit stop visible from the farmers' market		<input type="checkbox"/> No	<input type="checkbox"/> Yes
2.c. Tuesday (Check yes or no.) Enter operating hours (open/close):					<input type="checkbox"/> No	<input type="checkbox"/> Yes	4.l. Parking lot adjacent to farmers' market		<input type="checkbox"/> No	<input type="checkbox"/> Yes
2.d. Wednesday (Check yes or no.) Enter operating hours (open/close):					<input type="checkbox"/> No	<input type="checkbox"/> Yes	4.m. On-street parking adjacent to farmers' market		<input type="checkbox"/> No	<input type="checkbox"/> Yes
2.e. Thursday (Check yes or no.) Enter operating hours (open/close):					<input type="checkbox"/> No	<input type="checkbox"/> Yes	4.n. Other, specify:		<input type="checkbox"/> No	<input type="checkbox"/> Yes
2.f. Friday (Check yes or no.) Enter operating hours (open/close):					<input type="checkbox"/> No	<input type="checkbox"/> Yes	5. Does the market accept WIC/SNAP/EBT? (If no, skip to Question 6)		<input type="checkbox"/> No	<input type="checkbox"/> Yes
2.g. Saturday (Check yes or no.) Enter operating hours (open/close):					<input type="checkbox"/> No	<input type="checkbox"/> Yes	5.a. Sign for WIC		<input type="checkbox"/> No	<input type="checkbox"/> Yes
3. What is the frequency of operation? (Circle one.)					5.b. Sign for SNAP/Food stamps					
Daily		2-6 days a week					5.c. WIC/SNAP/EBT customers use tokens to make purchases at the market.		<input type="checkbox"/> No	<input type="checkbox"/> Yes
1 day a week		1-3 days a month					5.d. Other discount, specify:		<input type="checkbox"/> No	<input type="checkbox"/> Yes
					Section B: Vendor characteristics					
4. What features are present in the market?					Fill in the appropriate number of vendors for the next three items.					
4.a. Accessible entrance (allows entry for strollers and wheelchairs)			<input type="checkbox"/> No	<input type="checkbox"/> Yes	6. How many vendors sell only produce?					
4.b. Room to maneuver around market (e.g., wheelchairs, strollers)			<input type="checkbox"/> No	<input type="checkbox"/> Yes	7. How many vendors sell produce and other products?					
					8. How many vendors sell no produce?					

Comments?

Evaluation of Healthy Kids, Healthy Communities

Section B: Vendor characteristics (cont.)				Section D: Frozen or canned fruits/vegetables (cont.)			
9. Circle the most appropriate response for each item.				14. How many types of frozen vegetables are available? (Circle one.)			
9.a. Amount of produce sufficient for vendor space				None (0)	Limited (1-3 types)	Variety (4+ types)	
None	Some	Most	All	Section E: Other foods			
9.b. Visible signs with farmers'/ businesses' names				15. Are any high-fiber, whole grain foods offered (e.g., whole wheat bread or pasta, brown rice)?		<input type="checkbox"/> No	<input type="checkbox"/> Yes
None	Some	Most	All	16. What other types of <u>healthier</u> foods are offered?			
9.c. Clean and well-organized displays				16.a. Cottage cheese or low-fat yogurt		<input type="checkbox"/> No	<input type="checkbox"/> Yes
None	Some	Most	All	16.b. Lean meats, fish, poultry		<input type="checkbox"/> No	<input type="checkbox"/> Yes
9.d. Power cords taped down to prevent tripping				16.c. Nuts, seeds, or dry beans		<input type="checkbox"/> No	<input type="checkbox"/> Yes
None	Some	Most	All	16.d. Low-fat prepared meals (e.g., baked chicken)		<input type="checkbox"/> No	<input type="checkbox"/> Yes
Section C: Product signage and pricing (for fresh fruits and vegetables only)				16.e. Other, specify:		<input type="checkbox"/> No	<input type="checkbox"/> Yes
10. Circle the most appropriate response for each item.				17. What other types of foods with minimal nutritional value are offered?			
10.a. Products are identified by name.				17.a. Salty foods (e.g., potato chips, popcorn)		<input type="checkbox"/> No	<input type="checkbox"/> Yes
None	Some	Most	All	17.b. Ice cream/frozen desserts		<input type="checkbox"/> No	<input type="checkbox"/> Yes
10.b. Clear signs document the price.				17.c. Sweet foods (e.g., cookies, cakes)		<input type="checkbox"/> No	<input type="checkbox"/> Yes
None	Some	Most	All	17.d. Candy/chocolate		<input type="checkbox"/> No	<input type="checkbox"/> Yes
10.c. Units are appropriately labeled (e.g., weight, box, bunch).				17.e. Regular to high-fat prepared meals (e.g., fried chicken)		<input type="checkbox"/> No	<input type="checkbox"/> Yes
None	Some	Most	All	17.f. Other, specify:		<input type="checkbox"/> No	<input type="checkbox"/> Yes
10.d. Discounts for larger sales				18. Is milk sold? (If no, audit is complete.)		<input type="checkbox"/> No	<input type="checkbox"/> Yes
None	Some	Most	All	18.a. Skim milk		<input type="checkbox"/> No	<input type="checkbox"/> Yes
Go to the Attachments for Section C: Fresh fruits: Fruit availability, price, quality, and quantity; and Fresh vegetables: Vegetable availability, price, quality, and quantity				18.b. 1%		<input type="checkbox"/> No	<input type="checkbox"/> Yes
Section D: Frozen or canned fruits/vegetables				18.c. 2%		<input type="checkbox"/> No	<input type="checkbox"/> Yes
11. How many types of canned fruits are available? (Circle one.)				18.d. Whole or Vitamin D milk		<input type="checkbox"/> No	<input type="checkbox"/> Yes
None (0)	Limited (1-3 types)	Variety (4+ types)		18.e. Flavored whole milk		<input type="checkbox"/> No	<input type="checkbox"/> Yes
12. How many types of canned vegetables are available? (Circle one.)				18.f. Flavored skim, 1%, or 2% milk		<input type="checkbox"/> No	<input type="checkbox"/> Yes
None (0)	Limited (1-3 types)	Variety (4+ types)		18.g. Rice milk		<input type="checkbox"/> No	<input type="checkbox"/> Yes
13. How many types of frozen fruits are available? (Circle one.)				18.h. Soy milk		<input type="checkbox"/> No	<input type="checkbox"/> Yes
None (0)	Limited (1-3 types)	Variety (4+ types)		18.i. Lactaid		<input type="checkbox"/> No	<input type="checkbox"/> Yes

Comments?

Attachment for Section C: Fresh fruit availability, price, quality, and quantity

Fruit	a. Not Available	b. Lowest price	c. Unit/Weight				d. Quality		e. Quantity			f. Comments
			Per pound (lb)	Per box/bag	Each	Bunch	Avg./Good	Poor	A lot 10+	Some 3-9	Few <3	
19. Apples												
20. Bananas												
21. Blackberries												
22. Blueberries												
23. Cantaloupes												
24. Cherries												
25. Cranberries												
26. Grapefruits												
27. Grapes												
28. Honeydew melons												
29. Kiwis												
30. Mangos												
31. Nectarines												
32. Oranges												
33. Papayas												
34. Peaches												
35. Pears												
36. Pineapples												
37. Plums												
38. Raspberries												
39. Strawberries												
40. Tangerines												
41. Watermelons												
42. Other:												
43. Other:												
44. Other:												

Attachment for Section C: Fresh vegetable availability, price, quality, and quantity

Vegetable	a. Not Available	b. Lowest price	c. Unit/Weight				d. Quality		e. Quantity			f. Comments
			Per pound (lb)	Per box/bag	Each	Bunch	Avg./Good	Poor	A lot 10+	Some 3-9	Few <3	
45. Artichokes												
46. Asparagus												
47. Avocados												
48. Broccoli												
49. Brussels sprouts												
50. Cabbages												
51. Carrots												
52. Cauliflower												
53. Celery												
54. Collard greens												
55. Corn												
56. Green beans												
57. Green peppers												
58. Kale												
59. Lentils												
60. Lettuce – Romaine												
61. Lima beans												
62. Mushrooms												
63. Okra												
64. Onions												
65. Radishes												
66. Red peppers												
67. Spinach												
68. Summer squash												
69. Sweet potatoes												
70. Tomatoes												
71. Other:												
72. Other:												
73. Other:												

Farmers' Market Environmental Audit

Introduction

This tool and protocol were developed by the evaluation team from Transtria LLC (Laura Brennan, PhD, MPH, Principal Investigator; Allison Kemner, MPH; Tammy Behlmann, MPH; Jessica Stachecki, MSW, MBA; Carl Filler, MSW) and Washington University Institute for Public Health (Ross Brownson, PhD, Co-Principal Investigator; Christy Hoehner, PhD, MSPH), with feedback from national advisors and partners. This tool and protocol were adapted from Farmers' Market Vendor Evaluation (created by Monika Roth), Farmers' Market Evaluation, Mystery Shopping-Farmers' Market (created by marketumbrella.org), and Nutrition Environment Measurement Survey-NEMS (created by Glanz et al.).

Funding was provided for the *Evaluation of Healthy Kids, Healthy Communities* by a grant from the Robert Wood Johnson Foundation (#67099). Transtria LLC is leading the evaluation and dissemination activities from April 2010 to March 2014. For more information about the evaluation, please contact Laura Brennan (laura@transtria.com) or Allison Kemner (akemner@transtria.com).

Prior to conducting the audit

- Assess the safety of the environment for auditing before entering the area. If dangerous or suspicious activities are taking place, leave the premises, notify the Project Director or Coordinator, and determine whether to schedule a new observation.
- Introduce the audit team to the market manager and ask for permission to collect data. Be prepared to provide background information on the project and to share a letter from the Project Director or Coordinator explaining the reason for data collection. Offer to share data with them, if desired.
- Items to remember
 - Pencils, a copy of the paper tools for all data collectors, clipboards
 - Comfortable shoes
 - Data collectors' contact information (in case of emergency)
 - List and map of market for data collection
 - Letter from the Project Director or Coordinator explaining the reason for data collection
 - Transportation to and from the market for observers, if needed

Farmers' Market Environmental Audit (Instruction Sheet)

Top of the Farmers' Market Environmental Audit form

- Farmers' market name: Print the name of the farmers' market.
- Address: Print the street address, city, state, and zip code for the farmers' market.
- Number of vendors: Print the number of vendors that sell goods at the farmers' market.
- Auditor 1: Print the first and last name of Auditor #1
- Auditor 2: Print the first and last name of Auditor #2
- Farmers' market ID (for Transtria use only): Transtria will assign an ID for this farmers' market for the data analysis.
- Community partnership: Print the name of your community partnership for *Healthy Kids, Healthy Communities*.
- Date: Print the date of data collection.
- Audit start time: Print the time that the data collection process starts.
- Audit end time: Print the time that the data collection process ends.

Section A: Overall market

For Questions 1 – 2, place an **X** in the appropriate box () corresponding to Yes or No.

1. What are the market months of operation?
 - 1.a. – 1.l.: Indicate whether or not the market is open for each month of the year.
2. What are the market days and hours of operation?
 - 2.a. – 2.g.: Indicate whether or not the market is open for each day of the week.
 - For each day that the market is open (Yes), enter the market's operating hours (e.g., 7am-7pm).
3. What is the frequency of operation? Circle the best response.
 - Daily: The market is open every day.
 - 2-6 days a week: The market is open more than once a week but not every day.
 - 1 day a week: The market is open once a week.
 - 1 day a month: The market is open one day a month.

For questions 4 – 5, place an **X** in the appropriate box () corresponding to Yes or No.

4. What features are present in the market?
 - 4.a. Accessible entrance (allows entry for strollers and wheelchairs): The market entrance is accessible to all customers. Consider individuals that may be in wheelchairs or pushing strollers.
 - 4.b. Room to maneuver around market (e.g., wheelchairs, strollers): The market area provides enough room between vendors and product displays for customers to move around in the market. Consider individuals that may be in wheelchairs or pushing strollers.
 - 4.c. Security features (security guard(s) and/or security camera(s)): The market has a security guard present, a police sub-station on site, or a video camera surveillance in use.
 - 4.d. On-site market manager: The market is overseen by a market manager who is present during market operating hours.
 - 4.e. Legible signs to identify the market: A visible sign that identifies the name of the market.
 - 4.f. Seating (e.g., benches, tables/chairs): Is there somewhere to sit down?
 - 4.g. Events/activities (e.g., yoga, live music): The market sponsors special events or other activities to encourage attendance.
 - 4.h. ATM: An ATM is available for use inside the market.
 - 4.i. Information booth/table: There is a designated place for customers to ask questions or receive information about the market.
 - 4.j. Market maps: Maps or signs direct customers to the location of different types of products at the market.
 - 4.k. Public transit stop visible from the farmers' market: There is a public transit stop (e.g., bus, train, light-rail) visible from the market entrance.
 - 4.l. Parking lot adjacent to farmers' market: There is a parking lot alongside the market.
 - 4.m. On-street parking adjacent to farmers' market: There is on-street parking available alongside the market.
 - 4.n. Other: Note any items of interest present at the market not listed above.

5. Does the market accept WIC/SNAP/EBT?
- 5.a. Sign for WIC: Is there at least one (1) sign indicating that Women, Infants, and Children (WIC) payments are accepted?
 - 5.b. Sign for SNAP/Food stamps: Is there at least one (1) sign indicating that Supplemental Nutrition Assistance Program (SNAP) or food stamps payments are accepted?
 - 5.c. WIC/SNAP/EBT customers use tokens to make purchases at the market: Customers using nutritional assistance program benefits use tokens to pay for their purchases.
 - 5.d. Other discount: Are there signs that indicate other discounts or payments (e.g., double bucks, Benefit Security Card) are accepted?

Section B: Vendor characteristics

6. How many vendors sell only produce? Specify the number of vendors that only offer produce.
7. How many vendors sell produce and other products? Specify the number of vendors that sell other products in addition to selling produce.
8. How many vendors sell no produce? Specify the number of vendors that do not sell produce.

Comments?: An optional space for auditors to enter notes.

9. Circle the most appropriate response for each item: None (0 vendors), Some (1%-50% of vendors), Most (51%-99% of vendors), All (100% of vendors)
- 9.a. Amount of produce appropriate for vendor space
 - 9.b. Visible signs with farmers'/ businesses' names
 - 9.c. Clean and well-organized displays
 - 9.d. Power cords taped down to prevent tripping

Section C: Product signage and pricing (for fresh fruits and vegetables only)

10. Circle the most appropriate response for each item: None (0 products), Some (1%-50% of products), Most (51%-99% of products), All (100% of products)
- 10.a. Products are identified by name: Signage indicates the product names.
 - 10.b. Clear signs document the price: Visible signs state the price of each item.
 - 10.c. Units are appropriately labeled (e.g., weight, box bunch): Price signs clearly identify the unit of sale.
 - 10.d. Discounts for larger sales: Discounts are offered for larger/bulk purchases.

Go to the Attachments for Section C: Fresh fruits and Fresh vegetables

- For Questions 19 – 73, please fill in the information for fresh fruit/vegetable availability, price, quality, and quantity.
- a. Not Available: Place an **X** in the box for any fresh fruit or vegetable item that is not available at the market.
- b. Lowest price: What is the lowest retail price of the item? For example, there may be several varieties of apples available (e.g., Red Delicious and Gala), each with a different price. Print the lowest price across varieties.
- c. Unit/Weight: Place an **X** in the box that best represents how the fresh fruits or vegetables are being sold.
- Per pound: Fresh fruits are sold by the pound (e.g., apples are \$2.50 per pound or lb).
 - Per box/bag: Fresh fruits are sold by the box or bag (e.g., apples are \$2.50 per box/bag).
 - Each: Fresh fruits are sold individually (e.g., apples are \$.50 each or per piece).
 - Bunch: Fresh fruits are sold by the bunch (e.g., grapes are \$2.50 per bunch).
- d. Quality: Place an **X** in the box that best represents the quality of the fresh fruits or vegetables.
- Average/Good: Fresh fruits are in good condition, top quality, good color, fresh, firm, and clean.
 - Poor: Fresh fruits are bruised, old, mushy, dry, overripe, or have signs of mold.
- e. Quantity: Place an **X** in the box that best represents the quantity of fresh fruits or vegetables that are available for purchase.
- A lot: There are more than 10 fruits available (e.g., 10 apples).
 - Some: There are more than 3 fruits and less than 10 available (e.g., 6 apples).
 - Few: There are 2 or fewer fruits available (e.g., 1 apple).
- f. Comments: Print any important notes.

Section D: Canned/frozen fruits/vegetables

11. – 14. How many types of canned/frozen fruits or vegetables are available?
- None: No canned/frozen fruits or vegetables available.
 - Limited: 1 to 3 different types of canned/frozen fruits or vegetables available at the market.
 - Variety: 4 or more different types of canned/frozen fruits or vegetables available at the market.

Section E: Other foods

For questions 15 – 18, place an **X** in the appropriate box () corresponding to Yes or No.

15. Are any high-fiber, whole grain foods offered (e.g., whole wheat bread or pasta, brown rice)?: The market sells products made with whole grains. Check the ingredients to make the first ingredient says *whole*.
16. What other types of healthier foods are offered?
- 16.a. Cottage cheese or low-fat yogurt: The market sells products made with low- or no-fat milk (either fat-free or 1% milk).
 - 16.b. Lean meats, fish, poultry: The market sells lean meats, fish, or poultry products.
 - 16.c. Nuts, seeds, or dry beans: The market sells nuts, seeds, or dry beans. These may be sold in bulk or pre-packaged containers/bags.
 - 16.d. Low-fat prepared meals (e.g., baked chicken): The market has a prepared foods section with healthier foods.
 - 16.e. Other: Note any other healthier food items not listed above.
17. What other types of foods with minimal nutritional value are offered?
- 17.a. Salty foods: The market sells unhealthy snack foods with high salt contents.
 - 17.b. Ice cream/Frozen desserts: The market sells frozen desserts.
 - 17.c. Sweet foods: The market sells bakery items (a la carte or pre-packaged).
 - 17.d. Candy/Chocolate: The market sells chocolates or other candies (e.g., M&Ms, Skittles).
 - 17.e. Regular to high-fat prepared meals (e.g., fried chicken): The market has prepared foods with minimal nutritional value.
 - 17.f. Other: Note any other foods with minimal nutritional value not listed above.
18. Is milk sold?: The market offers at least one type of milk.
- 18.a. Skim milk
 - 18.b. 1%
 - 18.c. 2%
 - 18.d. Whole or Vitamin D milk
 - 18.e. Flavored whole milk
 - 18.f. Flavored skim, 1%, or 2% milk
 - 18.g. Rice milk
 - 18.h. Soy milk
 - 18.i. Lactaid

Comments? An optional space for auditors to enter notes.