Nourished by New England
a seasonal harvest program for health care

A NATIONAL FARM TO INSTITUTION METRICS COLLABORATIVE WEBINAR
Webinar Agenda -- 30 minutes!

- Welcome & Introduction
- Nourished By New England
- Questions and Answers
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- Welcome & Introduction
  - Jeff Farbman
    Wallace Center at Winrock International
    National Good Food Network

- Nourished By New England

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• Welcome & Introduction

• Nourished By New England
  • Jennifer Obadia
    Health Care Without Harm

• Questions and Answers
Tracking Local Procurement with Nourished by New England

February 19, 2019
Our mission is to transform health care worldwide so that it reduces its environmental footprint, becomes a community anchor for sustainability and a leader in the global movement for environmental health and justice.
About Nourished by New England

- Two pronged program designed to address supply and demand side needs of the New England food system
  - Faces of New England
  - Seasonal Harvest

- Builds off of the [New England Food Vision](#) which set a goal for the region to produce 50% of all food consumed in New England by 2060:
  - Create jobs with living wages
  - Preserve our rural and forest landscape
  - Increase access to healthy foods
  - Reduce diet related disease
Nourished by New England: Seasonal Harvest

Pollock

Atlantic pollock is very low in saturated fat and is a very good source of protein, vitamin B12, phosphorus, and selenium. Selenium is important for heart health. Sweet and delicate with a firm white flesh, pollock is a great option for fish lovers. Primarily a winter fish in New England, pollock is a good substitute for cod, haddock, lake or other flaky white fish.

Carrots

Sweet under sweet, carrots are a winter delight for carrots. Carrots come in a variety of colors: orange, purple, yellow, red, and white. All carrots are healthy and can withstand cold weather.

We buy local to nourish our bodies and our community.
Resources Needed

- Program is funded by a USDA Local Food Promotion Program grant
- Required significant investment for development
  - Two task forces
  - Graphic designer
  - Videographer
  - Staff time
  - Business planning consultant
- On going support is minimal
  Reporting is greatest effort
Data Collection Strategy

1. Email to full group of participants with link to data form and deadline
2. Individual emails to non-respondents after two weeks
3. Phone call to non-respondents after a third week
4. Follow up phone call to non-respondents after a fourth week.

*Four points of contact before a participant is considered a non-respondent for a given quarter*
Key Indicators and Results

**Programmatic Indicators**

Use of promotional materials:
- 24 out of 26 respondents (92%)

Use of recipes:
- 4 out of 26 respondents (15%)

**Outcome Indicators**

Total spend on featured items: $823,993

Total spend on all local foods: $4,088,991

Development of new farm/food business relationships:
- 11 facilities
More questions than learnings…

1. What is the optimal program duration to maintain participant engagement?
2. What is “good enough” for a response rate?
3. Should there be a charge for participation? Would people be more engaged if they had invested?
4. How to move participants along the ladder of engagement from Nourished by New England to deeper investment in local procurement?
Next steps…

- Nourished by New England will be implemented for a second year (Oct 2018 – Sept 2020) and then a full program assessment will be conducted.

- Interviews will all stakeholder to understand how to improve program and adjust expectations for program participation and outcomes.
The views and opinions expressed in this presentation are solely those of the presenter and not necessarily those of Health Care Without Harm or Practice Greenhealth. Photos, images, and other content in presentations are the sole responsibility of the presenters.
Health Care Without Harm seeks to transform health care worldwide so the sector reduces its environmental footprint and becomes a community anchor for sustainability and a leader in the global movement for environmental health and justice.

With offices on four continents and partners around the world, Health Care Without Harm is leveraging the health sector’s expertise, purchasing power, political clout, workforce development, and moral authority to create the conditions for healthy people, communities, and the environment.

This presentation was produced by Health Care Without Harm’s national Healthy Food in Health Care program, which harnesses the purchasing power and expertise of the health care sector to advance the development of a sustainable food system.

Visit healthyfoodinhealthcare.org for more information.

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Questions and Answers

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http://dashboard.farmtoinstitution.org/national-metrics-collaborative
Next NFTIMC webinar

- **Data Network Project in Northern California**
- Ben Thomas
- Community Alliance with Family Farmers

- **March 19** from 3:30 - 4pm EST. (12:30pm PT)

- **Register:**