

AUDIENCE QUESTIONS FOR FOLLOW-UP

Audience Questions for Stephanie Cihon of ProMedica:

Question: “How do you motivate donations from a saturated “giving” pool?”

Answer: We try and tell compelling stories about patients and families we help and we also try to be mindful about the number of times we approach our employees for help annually. We also offer ways in which to help through volunteering so that we are not always asking for monetary assistance.

Question: “For Ms. Cihon, how is the food pharmacy sustainable from a financial perspective? Who funds it?”

Answer: Currently, it is part of our community benefit... however our food is primarily free or very low cost because we receive it from our local food bank. We also have received support through our hospital foundation, as several philanthropists recognize the value of our work.

Question: “Stephanie – Is your work connected to the Fair Food Networks’ Double Up Bucks campaign?”

Answer: Several years ago our local farmers market was involved in the Fair Food Network and participated in the Double up program. Now the Market is not a part of the network, but funds the double up program privately and ProMedica does assist.

Audience Questions for Grant Brigham of Jones Valley:

Question: “Grant, Are the high school credits you talked about for science or are they for elective credit?”

Answer: We will begin with teaching a 9th grade science credit at Woodlawn HS. It will fulfill the state approved Environmental Science credit. This is not an elective. We don't have a path yet for 10-12. Our approach is to begin with one grade and then build from there based on experience and performance. The eventual goal is to utilize the urban farm/urban farm center and all the resources it provides to integrate science instruction for grades 9-12. This larger vision will require a tremendous amount of coordination and collaboration among science teachers at the school as well as some new teaching tools and training for teachers. We're recruiting and hiring for the 9th grade teaching position with all of this mind -- someone who can help lead this coordination and collaboration from inside the walls of the school. The second component of the program is the launch of a student-run food business through the Academy of Business and Finance at Woodlawn HS. This part of the program will be for a smaller group of students interested in doing their work-based learning experience with JVTf. Work-based learning is allowed (and encouraged) for students in a NAF Academy.

Question: “Grant, regarding your assessment of pre-/post-knowledge of core concepts, what is your data source? Your own tools or school data? Considering Dr. Reichman’s points earlier about the need for better evaluation, do you have advice for building partnerships to gain access to data and knowledge to achieve the strength of evaluation you are aiming for?”

Answer: The source of our data is our own. We develop student assessments / surveys / interviews / focus groups through the study of best practices and past research studies on either student learning or child nutrition. We have also collaborated directly with researchers from various departments at UAB. We definitely acknowledge the limitations when directly conducting assessments and evaluation of your own programs. However, at the same time, it has helped us refine and improve our work and program design/delivery and has accelerated our relevance at the school-level. It has also allowed us to produce tangible results for funders, partners, and the general Birmingham community that is following our progress as an organization. Long-term, we will have an outside researcher/primary investigator of the Good School Food program, tracking student impact over a 5-year period and comparing the data to a group of students that are not participating in the program. This study will cover growth and change in academics/learning, nutrition knowledge and consumption, and social-emotional development of students.