



Beth Israel Deaconess
Medical Center



A teaching hospital of
Harvard Medical School

Farm to Family

**A Healthy Food Access Partnership including an
Academic Medical Center, a Community Health Center,
and Multiple Community Organizations**

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**Bowdoin Street
Health Center**

Today's Agenda

- Introduction & context: Bowdoin Street Health Center
- Brief history of our Healthy Food Access programs
- Farm to Family
 - Program mechanics
 - Resident engagement
 - Community partnerships
- Healthy Food Access Results
- Successes & Challenges
- Future vision

Bowdoin Street Health Center



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Healthy Food Access

- Developed based on the results of a community needs assessment & strategic planning with “Food in the ‘Hood” resident task force
- Multi-pronged approach to address diet-related disease
- Built on strong, long-standing partnerships across the city
- Overarching goal to increase the availability of healthy, affordable, culturally-appropriate foods for Bowdoin Street Health Center patients, their families and the broader Bowdoin/Geneva community

Farm to Family Program



Program Mechanics

- All participants receive a weekly share of fresh, seasonal vegetables from July through November (16 weeks total)
- Participating BIDMC/Longwood staff pay \$25/week for the season
 - Share provided by for-profit farm (Ward's Berry Farm)
 - \$20 – pays for the farmshare itself
 - \$5 – subsidizes shares through Bowdoin Street Health Center and its community partners
- Subsidized shareholders receive a weekly share valued at \$15
 - Share provided by non-profit farm (The Food Project)
 - \$10 – subsidized by full-price shares
 - \$5 – paid by shareholder
- Shares are distributed at BIDMC and Bowdoin Street Health Center in tandem with on-site farmers' markets to magnify impact and at local community organizations
- Additional funding secured to help with subsidized shares

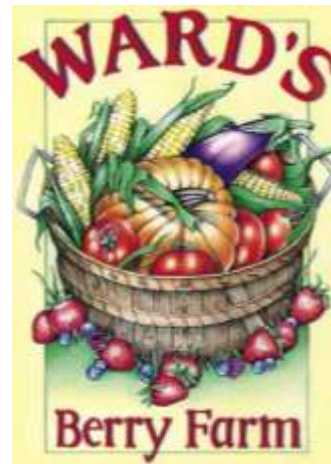
Program Data

- 2010 Season:
 - 20 full-price and 10 subsidized shareholders
 - 10-week program – mid-July through September
 - Partnership with 1 farm
 - Total number of boxes delivered = 300
 - Monetary value of distributed produce = \$6,000
- 2011 Season:
 - Began season with 82 full-price and 61 subsidized shareholders
 - Program expanded to 16 weeks – mid-July through mid-November
 - Have experienced significant attrition among subsidized shareholders
 - Partnership with 2 farms
 - Projected number of boxes delivered = ~2,000
 - Projected monetary value of distributed produce = ~\$36,000

Community Partnerships



The Food Project



**Geneva Avenue
Elderly Housing**

Resident Engagement

- “Food in the Hood” Committee
- Importance of initial and continuing role of resident feedback
- Strategies
 - Youth involvement and voice in decision-making
 - Regular community surveys/interviews
 - Collaboration with other area service providers
 - Culturally-relevant marketing materials



Successes

Feedback on the subsidized shares was very positive:

“Everything was fresh & *sabi* (Portuguese Creole for very good), especially all the kinds of corn. I hope they continue it next year, it was an excellent program. I didn't let anything go to waste!”



“My family liked having fresh fruits and vegetables. We never had to sort through anything, it was always fresh. The distribution was convenient.”

Successes

BIDMC staff were also very happy with their shares:

“I truly enjoy the produce and am happy BIDMC has a program such as this. I am a breast cancer survivor (3 years cancer free) and am always careful about what I eat so this program, for me, is a wonderful BIDMC benefit.”

Blog post: www.finallyfoodie.com



Healthy Food Access By the Numbers

	2009	2010	2011*
Bowdoin Geneva Neighborhood Impact	\$4,740	\$11,485	\$19,900
- Average Weekly Market Attendance	65	124	117
- Farm to Family Program	--	\$1,900	\$10,560
- Farm to Store Pilot Program	--	--	\$580
- Bounty Bucks/EBT Market Sales	\$485	\$1,585	\$1,400
- All other market income	\$4,255	\$8,000	\$7,460
BIDMC/Longwood Area Impact	--	\$3,815	\$33,500
- Farm to Family Program	--	\$3,815	\$26,180
- Additional Market Sales	--	--	\$7,320
Total Value of Fresh Food Distributed	\$4,740	\$15,300	\$53,400

* 2011 data projected forward for remainder of market season

Successes

- Expansion since the 2010 pilot
 - 82 shares distributed in the Longwood Medical area – to both BIDMC employees as well as those of the many other hospitals nearby
 - 60 subsidized shares distributed weekly in the Bowdoin/Geneva area through partnerships with 4 additional distribution sites
- Growing enthusiasm among hospital shareholders
- Influx of donations to support continuation and/or expansion of subsidized share program
- HeadStart as model distribution site
 - Regularity of client contact/visit
 - Pair of site coordinators, one of whom is a nutritionist

Challenges

- Sustaining involvement of subsidized shareholders
- Some concern about the quantity of subsidized share produce
- Shareholders unfamiliar with slight imperfections in produce
 - Need for ongoing education around differences between chemically- and sustainably-produced agricultural practices
- Monitoring consistency of implementation and outreach across remote distribution sites
- Time and resources required for site coordination
- Reliance on The Food Project and other donations

Future Vision

- Key component in overall strategy to promote wellness as a way to reduce healthcare costs
- Construction of new Wellness Center
- Program sustainability
- Expansion of Healthy Corner Store Initiative and Farm to Store
- Nutrition education coupled with ongoing food access work
- Develop effective strategies to build demand for healthy foods

Thank You

For further questions on the Farm to Family program or the other Healthy Food Access initiatives at the Bowdoin Street Health Center, feel free to contact:

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