Food Security Efforts for Families with Young Children during COVID-19 Pandemic
San Francisco Department of Public Health
September 2nd 2020
Food Security Task Force
Priti Rane, Director of Nutrition Service, MCAH
Emergency Food Vouchers- EatSF

Emergency food vouchers (from $80 to $280/household) that are redeemable for all food items, except alcohol and sugary beverages.

EatSF vouchers distributed through organizations including BIH, WIC, FRCs, Head Start, SFDPH clinics, and Consortium clinics, ZSFG birthing center.
Transportation to and From grocery store

• Due to route cuts with public transportation, access to grocery stores is challenging
• Families could use CalFresh and WIC benefits
• Lyft through CARE.org, HSA
• Pilot project with BIH, Partner (CARE), and EatSF vouchers (HFPS funding)
2020 WIC Farmers Market Nutrition Program (FMNP) Partnership

- Public-private partnership to provide surge workforce to distribute Farmers’ Market produce boxes utilizing FMNP checks to San Francisco WIC families.
FMNP Team

Janice Lee, DPH-WIC
Grethel Pallavicini, DPH-WIC
Eliana Morales, DPH-WIC Intern
Ashley Beardmore, DPH-WIC Intern
Kate Creps- Heart of the City FM
Zetta Reicker- Alemany FM
AJ- Pharmacy Farms
Aaron Villalobos- Doordash
Mark Malhotra-Care.org
Rebecca Holliday-Care.org
What's in the box?
Ran reports and sent out texts to eligible families with children 2-5 years old to inquire interest.

Used MS forms for easier data collection.

Received over 1000 responses in 24 hours.

Cross matched with WIC records, cleaned up duplicates.

2nd text sent out to collect delivery information and included nutrition component and DoorDash consent.

3rd text sent out one week before delivery date to confirm families would be home to receive box.

Cross matched WIC records and enter vouchers.

Send the confirmed list to DoorDash.

DoorDash shares driver groupings on Fridays.

Drop off vouchers at Farmers’ Market on Wednesday.
Saturdays

- Farmer brings in 150 boxes to Alemany Farmers' Market by 9 AM on Saturday.
- Dashers are scheduled to pick up between 10 AM - 12 PM.
- Drivers have delivery names, telephone numbers, and addresses on their DoorDash app.
- WIC Team Member/Intern cross matched the list on the app with the report sent from DoorDash.
- Each driver usually picks up 9-10 boxes.
- Boxes that have not been picked up towards the end of the pick-up window will be reassigned. Support provided by Care and DoorDash.
Satisfaction Survey

- 1st round of surveys sent via text to 500 families who received FMNP Box in June
Preliminary Results: Satisfaction Survey

What did you like most about the delivery service of produce boxes?

n=276

- Able to get the produce at my door: 62%
- Able to receive the farmers' market benefits because I have challenges with transportation and/or time: 52%
- Did not have to go out during the pandemic: 69%
- Did not have the hassle of carrying heavy produce home: 32%
- My family was able to try new fruits and vegetables: 51%
- Other: 4%
Preliminary Results: Satisfaction Survey

How satisfied were you with the variety of produce in your box?

n=276

- Not satisfied / no satisfecha / 不滿意
- Somewhat satisfied / algo satisfecha / 有點滿意
- Neutral / neutral / 一般
- Satisfied / satisfecha / 滿意
- Extremely satisfied / extremadamente satisfecha / 非常滿意
Preliminary Results: Satisfaction Survey

Given the opportunity, would you choose to receive the delivery produce box again?

n=276
Highlights

- Innovative approach to utilize Farmers' Market funding
- Market match dollars were made available. The box had a total value of $56, Funded through the Healthy Food Purchasing Supplement funding to HOC FM
- 1500 served
- $84,000 worth produce funded through federal and local revenue distributed
- Local gig economy workers connected to work
- Families receiving a healthy box of produce!
Lessons Learned

BUY-IN FROM THE FARMERS MARKETS

COULD NOT DELIVER MORE THAN 150 BOXES TO MAINTAIN QUALITY OF PRODUCE

PARKING AND PICK UP NEED TO BE PLANNED APPROPRIATELY TO PREVENT TRAFFIC AND SAFETY ISSUES

CROSS REFERENCING THE LISTS WITH ACTIVE/ELIGIBLE FILES WAS CRITICAL AND MOST TIME-CONSUMING TASK. (FAMILIES SHARED LINKS, FILLED OUT THE SURVEY MULTIPLE TIMES)

REAL TIME SUPPORT WITH DRIVER DISPATCH

QUALITY OF THE PRODUCE IF IT SITS IN THE HEAT FOR TOO LONG
Next steps

• Since the demand for the boxes was so high, we served another 1500 families last weekend in partnership with The San Francisco Wholesale Produce Market.
• Effort was funded through the Healthy Food Purchasing Supplement/SDDT funding
• 2nd round of participant satisfaction survey to include questions on impact of COVID-19 on food security
• Qualitative surveys of some families
• Discussions regarding feasibility and sustainability