

Key Findings from the Michigan Fitness Foundation Farmers Market SNAP-Ed Food Navigator Pilot Project *SNAP-Ed Nutrition Education Programming in Michigan Farmers Markets*

Join us for a free webinar on Thursday, June 29th, 2017 -- 3:00-4:00 p.m. EST /
12:00-1:00 p.m. PST

Public Health Institute's (PHI) Center for Wellness and Nutrition worked in collaboration with Michigan Fitness Foundation (MFF) and Michigan Farmers Market Association (MIFMA) to conduct a formative evaluation of the Food Navigator Pilot, a SNAP-Ed nutrition education intervention in Michigan Farmers Markets. The intervention included: 1) designated Food Navigators onsite during farmers market operating hours to guide low-income consumers, 2) MFF social marketing messaging featuring Michigan Harvest of the Month™ (MiHOTM), and 3) experiential nutrition education programming in collaboration with SNAP-Ed partners (e.g., cooking demonstrations and food tastings). In this presentation, we will share the mixed-method approach used to evaluate the Food Navigator Pilot and highlight key evaluation findings, including indicators from the SNAP-Ed Evaluation Framework.

Partners:

- Kathleen Cullinen, PhD, RD, Evaluation Specialist (former), Michigan Fitness Foundation
- Teresa Zwemer, RD, Project Manager, Michigan Fitness Foundation
- Sarah Jones, MS, RD, Evaluation Specialist, Michigan Fitness Foundation
- Katy Bruecker, BS, Public Health Fellow (former), Michigan Fitness Foundation
- Farhiya Hajiabdi, MPH, Public Health Fellow, Michigan Fitness Foundation
- Dru Montri, PhD, Executive Director, Michigan Farmers Market Association
- Amanda Shreve, BS, Program Director, Michigan Farmers Market Association
- Sydney Debien, BA, Food Access Coordinator, Michigan Farmers Market Association*
- Sharon Sugerman, MS, RD, FADA, Director of Research and Evaluation, PHI Center for Wellness and Nutrition*
- Suzanne Ryan-Ibarra, PhD, Research Scientist II, PHI Center for Wellness and Nutrition*
- Kyli Gallington, MPH, Research Associate IV, PHI Center for Wellness and Nutrition*

***Presenters for this webinar are starred**

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For more information, please contact Sydney Debien, sydney@mifma.org



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