



FARMER'S MARKET ACTIVITIES AND MATERIALS

For materials we have created, we appreciate being credited as "Children of Bellevue's Reach Out and Read Program."

1. PARENT QUESTIONNAIRE

A comprehensive questionnaire on parental attitudes and practices regarding healthy eating issues was designed and administered before we received funding. Previous data had been collected for other obesity prevention programs in the clinic, so we emphasized questions that were practical and relevant to our anticipated programming.

[+ Parent Questionnaire \(English\)](#)

[+ Parent Questionnaire \(Spanish\)](#)

Once the Farmers Market became a reality, we realized we needed to ask a small sample of parents more targeted questions about attitudes towards and experiences with organized community produce markets.

[+ Farmers Market Questionnaire \(English\)](#)

[+ Farmers Market Questionnaire \(Spanish\)](#)

We found that most families had visited a Farmers Market at least once, the majority had a positive reaction to their experience, and almost all had received and used WIC Farmers Market Coupons.

When asked what would help them use the Bellevue Farmers Market:

- + 12 of 19 responded they would want family tours to talk about different fruits and vegetables.
- + 16 of 19 wanted ideas for how to cook different vegetables in a healthy way.
- + 14 of 16 wanted to have a cooking "show" to teach new ways to cook vegetables.

2. FARMERS MARKET GIFT BAG

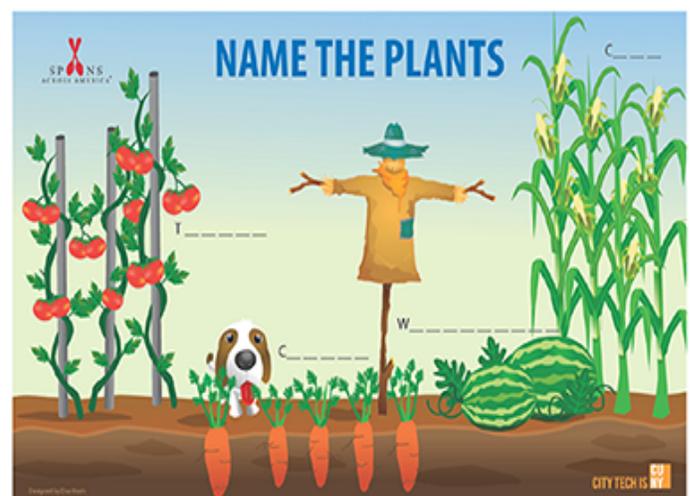
Bags were given as an incentive to all families who went on market tours. Each bag included Children's Activity Cards, crayons, and bilingual Recipe Cards.



3. CHILDREN'S ACTIVITY CARDS

Spoons Across America, Inc. ® trained staff and volunteers to conduct Farmers Market tours, and also provided us with children's activities developed in conjunction with New York City College of Technology/CUNY. These simple, interactive handouts focused on appropriate concepts like colors, numbers, and parts of vegetable and fruits (i.e. root, stem, leaf, seed).

[+ Activity Card](#)



4. BILINGUAL RECIPE CARDS

In response to parents' requests to learn healthy ways to cook vegetables, we designed bilingual Recipe Cards adapted from a WIC/Cornell Agriculture School collaboration. Our original parent survey indicated that the overwhelming number of families who came to the clinic did not use recipes and certainly did not use cookbooks. We created plain language, bilingual recipes that included a "How your child can help" section, which addressed the concept that children are more likely to eat food that they helped prepare. Each card also included ideas for storage and other ways to cook the specific vegetable.

+ [Bilingual Zucchini Recipe](#)

+ [Bilingual Broccoli Recipe](#)

+ [Bilingual Watermelon Arugula Recipe](#)

5. PILOT FARMERS MARKET TOUR GUIDE

Spoons Across America, Inc. ® developed a guide to give our Reach Out and Read and HELP volunteers and staff members tools to lead families through an educational, fun, and rewarding experience at the farmers market during our 2010 summer pilot.

+ [Spoons Across America](#)

6. INTERACTIVE GOOGLE DOCUMENT

This dynamic log, which all the volunteers and staff had access to, was a good way to engage volunteers, see what practices worked or didn't, and to share ideas. Supervision would occur in staff comments on the entries or in person.

+ [Farmers Market Interactive Google Document](#)

7. REVIEW OF EXISTING HEALTHY EATING MATERIALS

A review of federal, NYC governmental, and private health materials from MyPyramid.gov, First Lady Michelle Obama's "Let's Move" Initiative, WIC's "Get Fresh" Campaign, the NYC Department of Health and Mental Hygiene, and "Noodle Soup" were distributed. Local guides to Farmers Markets, which included maps, were also distributed.

+ [NYC Health Obesity in Children Action Kit](#)

+ ["Helping Children Reach a Healthy Weight" Booklet](#)

+ [What's a Healthy Portion Size? Flipchart](#)

+ [Grow NYC Farmers Market Map](#)

+ [Harvest Homes Farmers Market Locations](#)

+ [Noodle Soup's Eating Healthy Everyday Little Book](#)

We used "Be a Healthy Role Model for Children" and "Add More Vegetables to Your Day" from:

+ [ChooseMyPlate.gov](#)

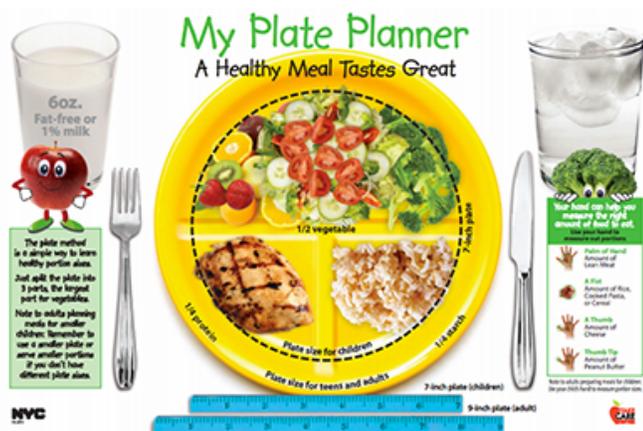
We used (with permission) the first page of the following Child Planner and the second page of the Adult Planner.

+ [My Child's Plate Planner](#)

+ [Adult Plate Planner](#)

+ [Our Combined Plate Planner \(English\)](#)

+ [Our Combined Plate Planner \(Spanish\)](#)



8. MATERIALS AND SIGNAGE



A graphic designer assisted in creating materials for many of the above activities. Materials for distribution were made into a generic format that could be used by other Reach Out and Read and programs, although the NYU/Bellevue copyright remained.

+ Selected Signage for Farmers Market

+ Sign: Come With Us to the Farmers Market

+ Sign: Come See What We Got at the Farmers Market

+ Your Local Farmer's Market

9. BILINGUAL FARMERS MARKET TOURS

Parents and children were receptive to visiting the market. There were times when the tours would split into the children's group and the parent's group, so that different issues could be addressed. At other times, the tours were done as family health activities.

The goal of the tours was to raise awareness regarding how to integrate vegetables and fruits into the family diet as well as the importance of fresh, locally grown produce, and how to maximize your money while shopping in a market.

The farmers were highly responsive and often offered ideas for recipes, gave samples of fruits, and talked about growing certain vegetables in pots.

We encouraged families to shop in their local farmers markets by locating the nearest one on a special handout of citywide sites.

10. FIELD TEST CURRICULUM FOR INTERVENTION IN MAIN

WAITING ROOM

The market table in the waiting room was a wonderful setting for vibrant family health counseling, conducted by staff and volunteers. The produce on the Market Table became a show, tell, and touch experience for parents and children. Many vegetables were new to families who were raised in other countries, and many families also wanted to share their traditional ways of preparing vegetables. This became a field-testing situation for the materials and take home messages that staff and volunteers focused on, which included:

- How to add fresh, locally grown produce into your family's diet by visiting the Farmers Market
- Plate Planning: How to divide your family's plate into a healthy balanced meal
- Pouring on the pounds: How what we drink contributes to gaining unhealthy amounts of weight
- Being a good role model for your children about healthy eating
- Division of food responsibility: The parent decides when and what to serve, the child decides whether to eat it and how much to eat
- Including children in the buying, preparation and cooking of healthy meals
- Eating the Rainbow: Children respond to colorful fruit and vegetables, which are also healthy
- Healthy new ways to cook foods (i.e. baking instead of frying, steaming instead of boiling)
- Cooking substitutions that can help make a healthy diet
- Learning to tell when you are hungry and when you are full, reducing overeating
- Fitting exercising into a busy life and including your children

11. SURVEY OF PARENTS PARTICIPATING IN HEALTHY EATING FARMER'S MARKET/WAITING ROOM PROGRAMS

A premedical student volunteer surveyed 20 mothers who participated in the clinic program in August of 2011. Parents were highly favorable about their experience.

- They were all attracted to approaching the Market Table because of the fruits and vegetables on display (20 out of 20).
- Many appreciated that the staff and volunteers spoke their language (8/20).
- The most interesting parts for the families were talking to the volunteers about healthy eating (18/20), looking at the fruits and vegetables (17/20), and reviewing the plate planner handout (14/20) and recipe cards (12/20).
- They were not motivated by the games that were offered.
- All families said they would stop by at the program the next time they were in the clinic.

