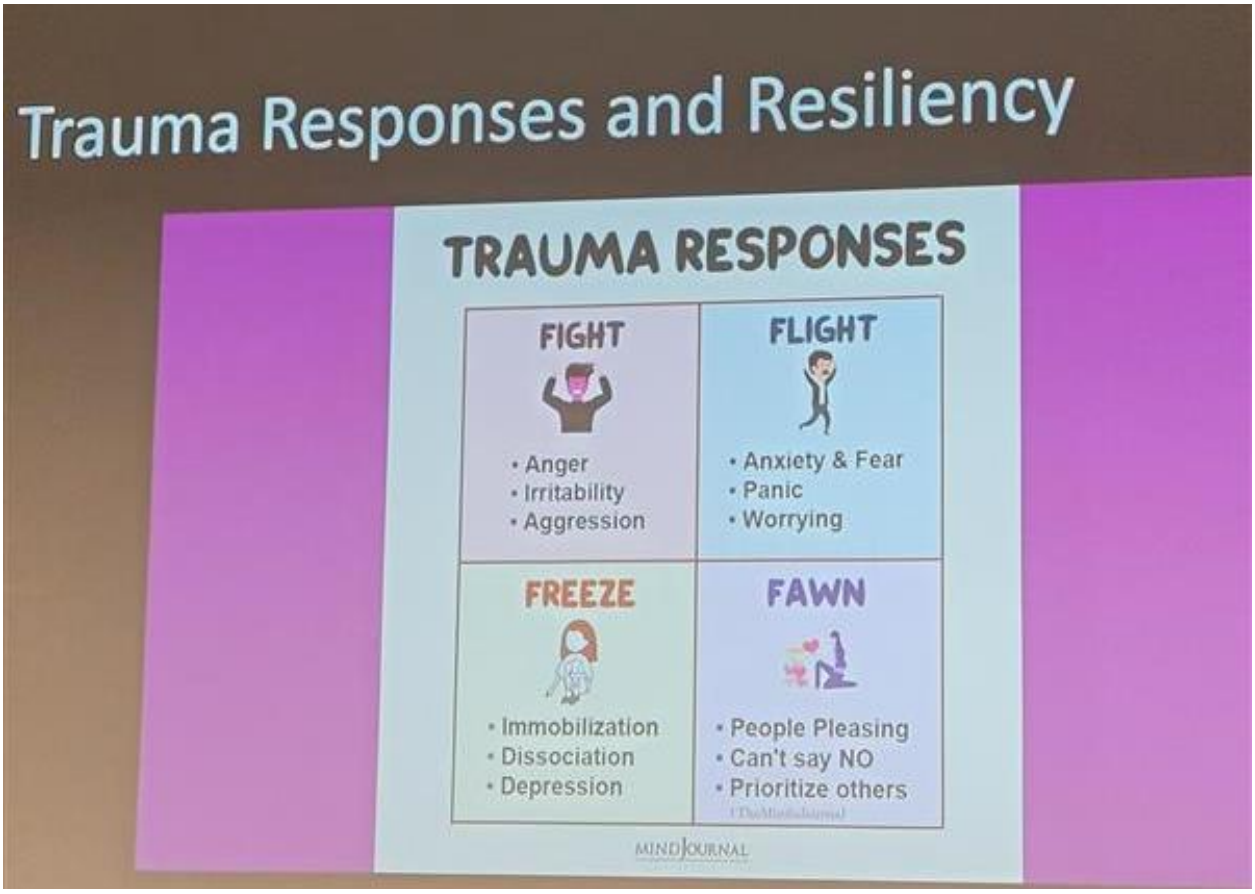
Day 1 Mobile Market Summit

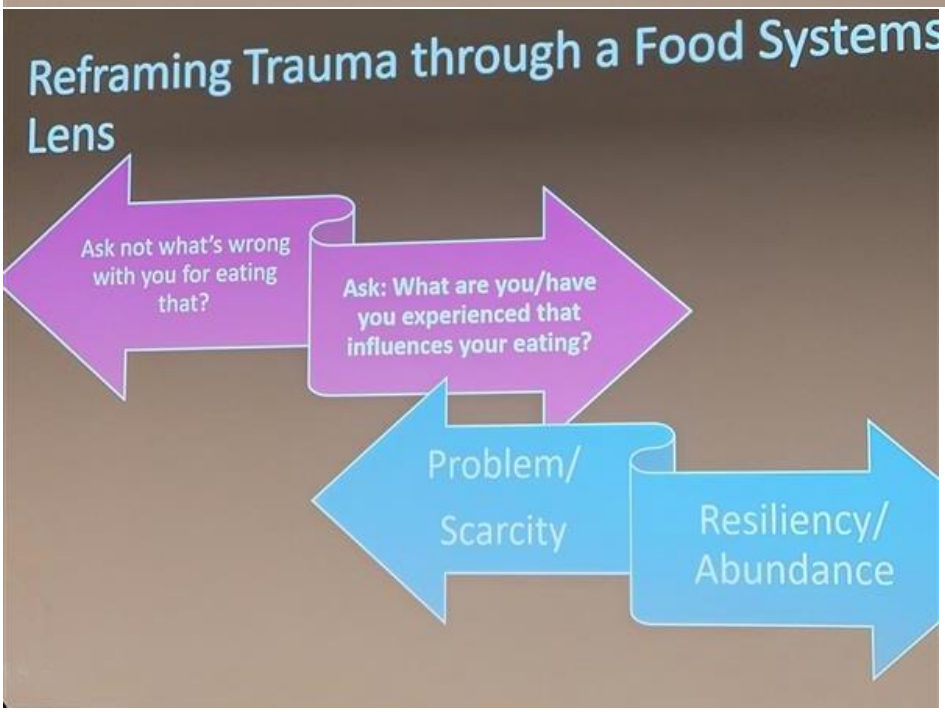
Resiliency. Connection. Care.

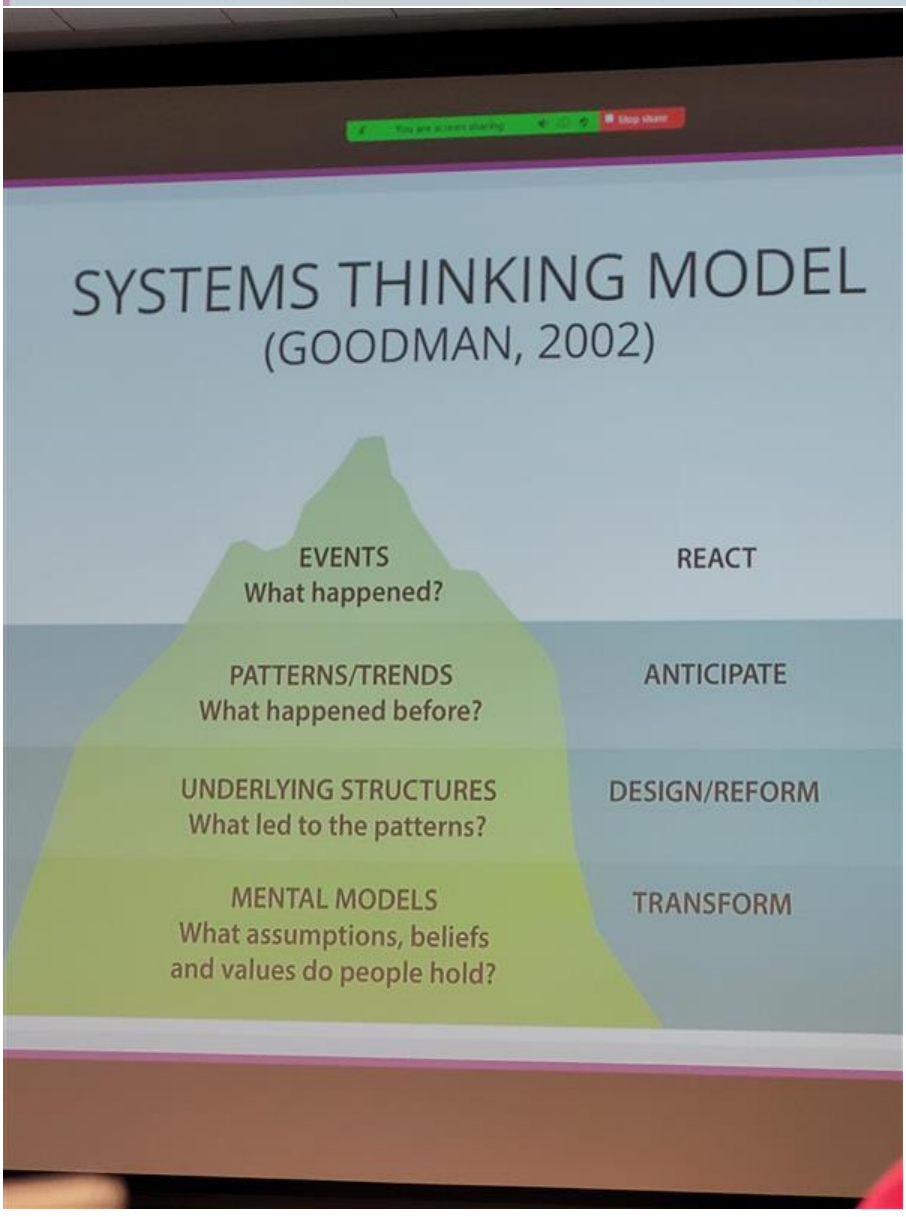
- Trauma informed care was heavily emphasized by the keynote speaker.
- “When did you last feel really seen?” Was the icebreaking question and multiple people answered with stories highlighting their loved ones and how they coped themselves.

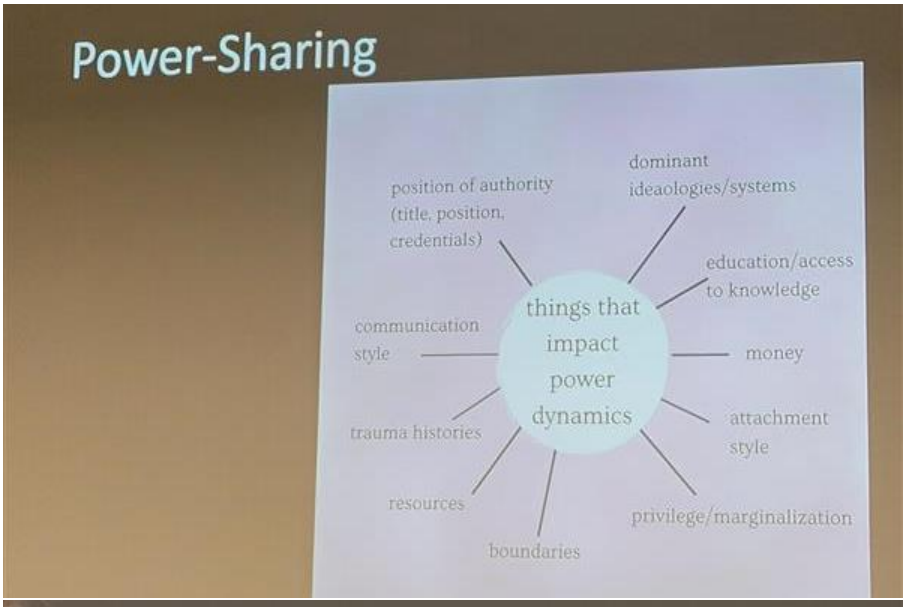
Trauma informed systems change

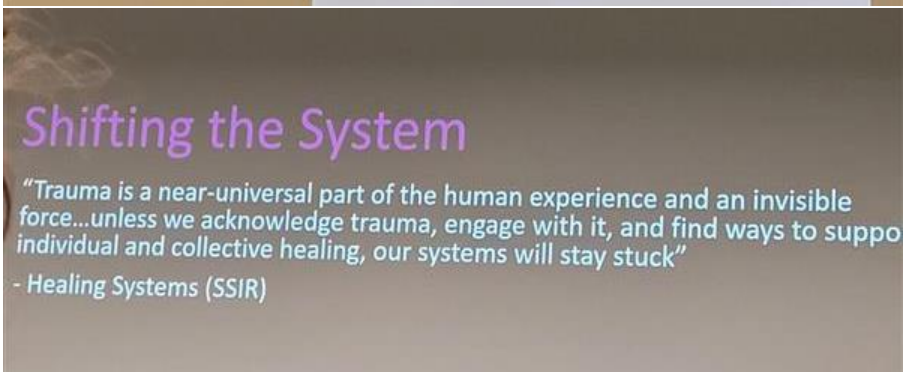


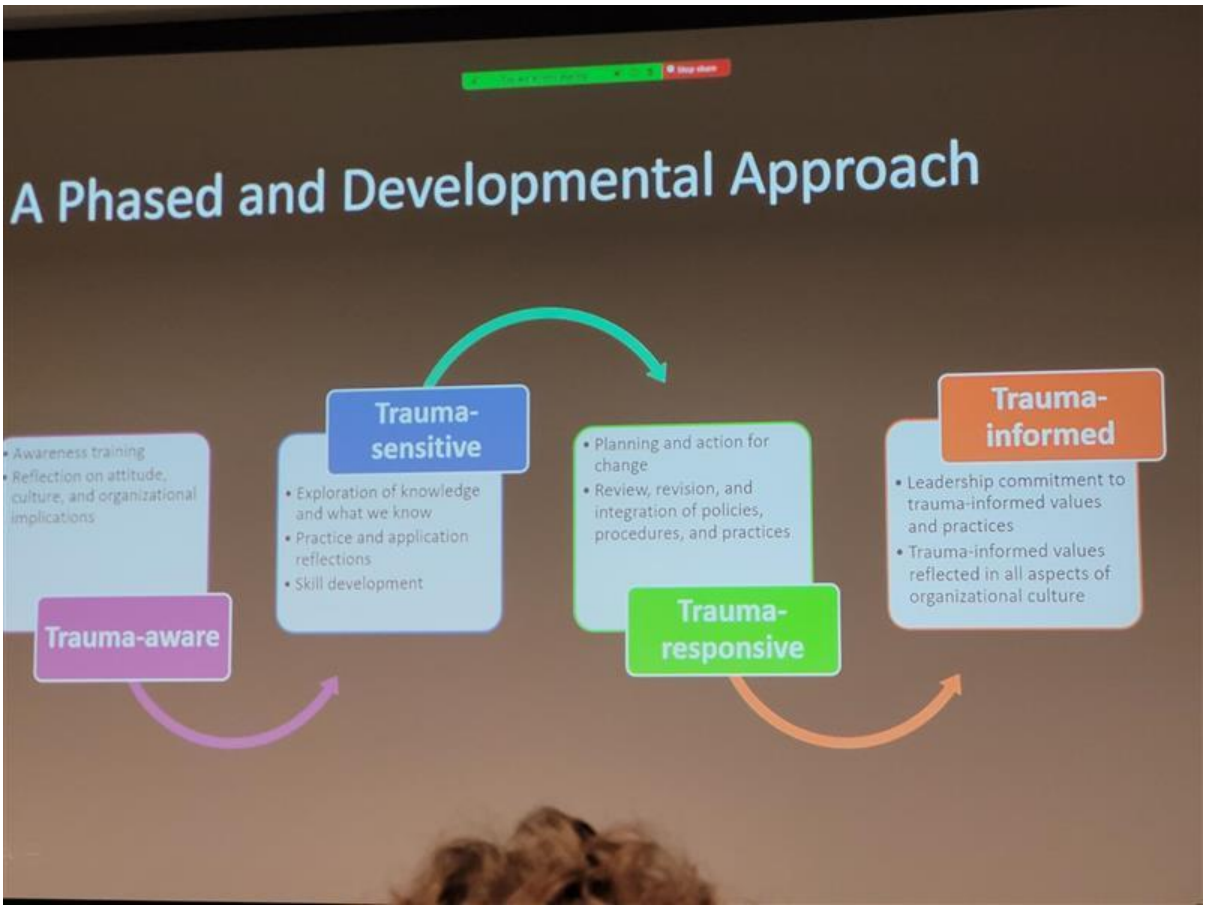

Perceived Threats to Safety
Mind
• Judgmental statement
• Comparison
• Making conclusions
Emotion
• Negative
• Indifference
• Shutting down
Body
• No space
• Physical harm
• Distance
Connection
• Isolation
• Self-sufficiency
• Lack of resource
Culture
• Ethnocentrism
• Prejudice/Stigma
• Ahistorical ignorance
Spirituality
• Shame
• Non-acceptance
• No hope and future

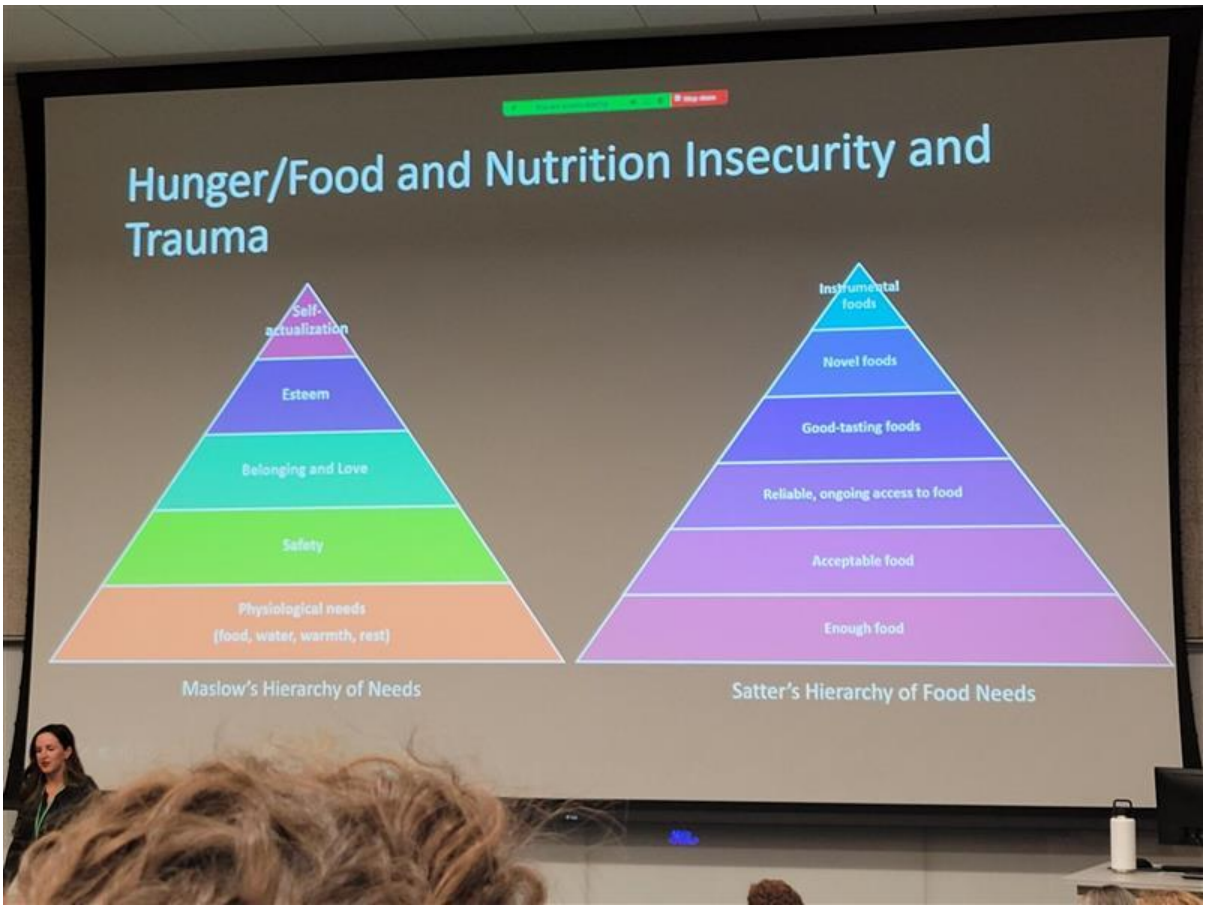

Reframing Trauma through a Food Systems Lens
Ask not what's wrong with you for eating that?
Ask: What are you/have you experienced that influences your eating?
Problem/ Scarcity
Resiliency/ Abundance

- 
1. SAFETY
2. TRUSTWORTHINESS & TRANSPARENCY
3. PEER SUPPORT
4. COLLABORATION & MUTUALITY
5. EMPOWERMENT VOICE & CHOICE
6. CULTURAL, HISTORICAL, & GENDER ISSUES
- 
SYSTEMS THINKING MODEL
(GOODMAN, 2002)
EVENTS
What happened?
REACT
PATTERNS/TRENDS
What happened before?
ANTICIPATE
UNDERLYING STRUCTURES
What led to the patterns?
DESIGN/REFORM
MENTAL MODELS
What assumptions, beliefs and values do people hold?
TRANSFORM

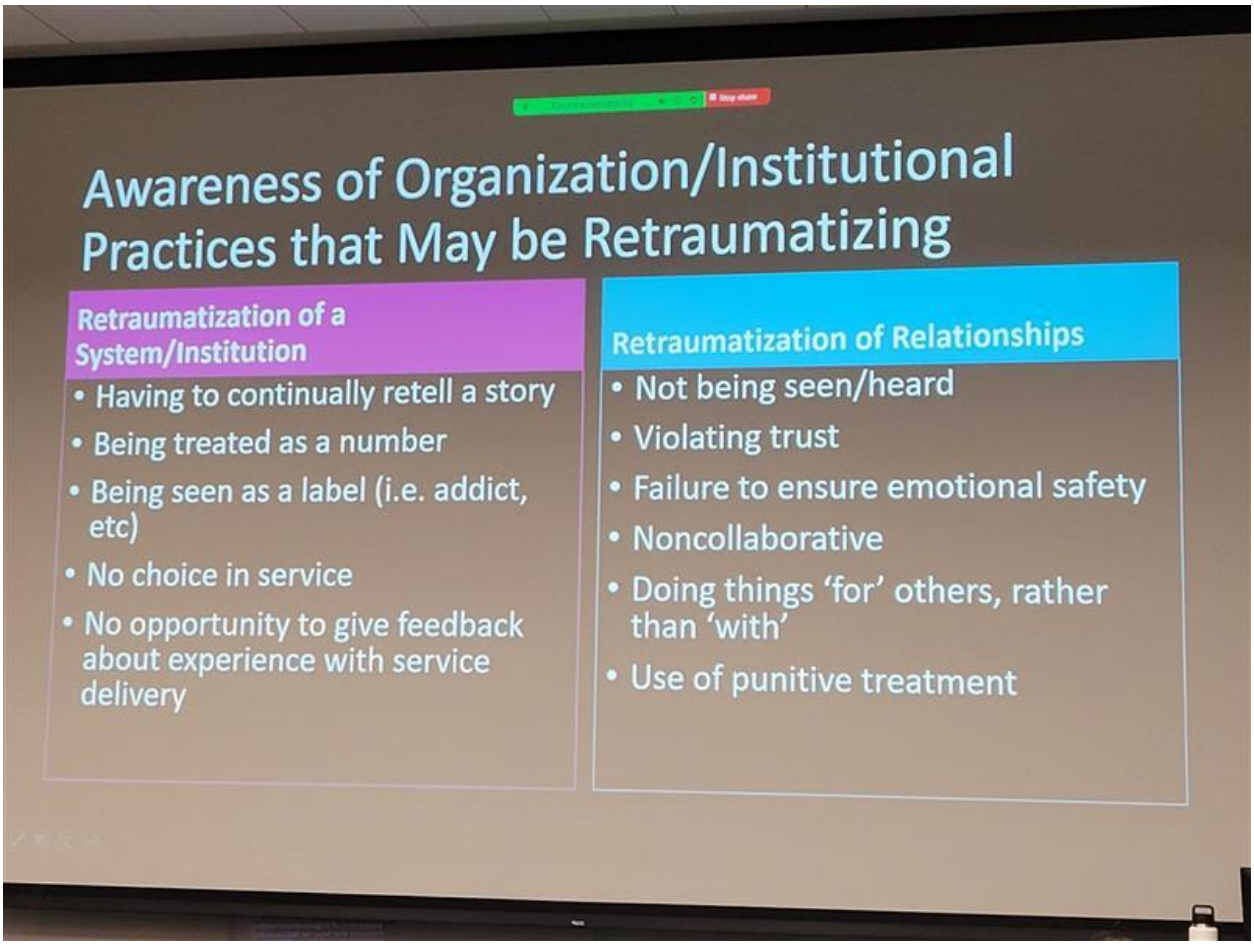

Power-Sharing
position of authority (title, position, credentials)
dominant ideaologies/systems
education/access to knowledge
things that impact power dynamics
communication style
money
trauma histories
attachment style
resources
privilege/marginalization
boundaries

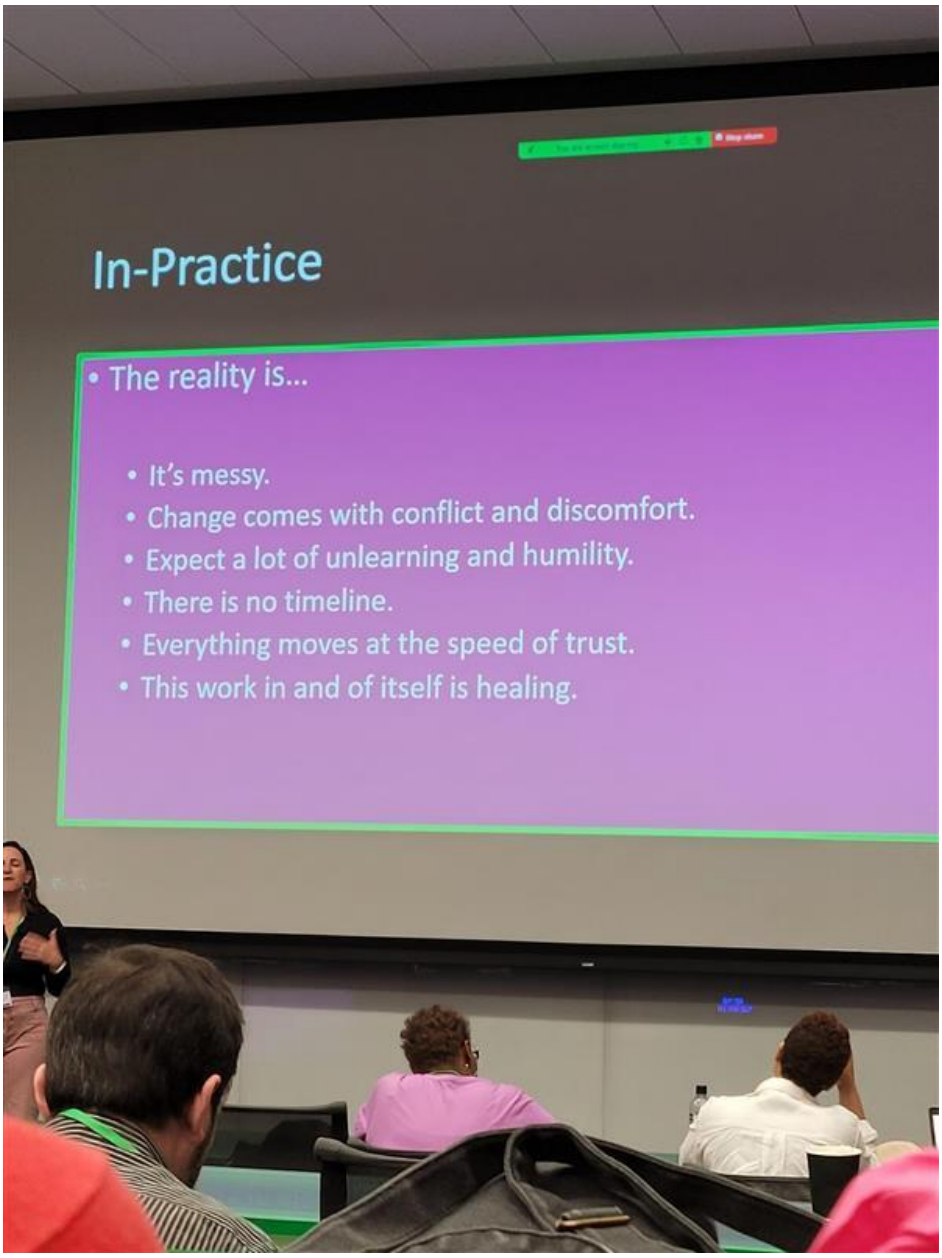

Shifting the System
"Trauma is a near-universal part of the human experience and an invisible force...unless we acknowledge trauma, engage with it, and find ways to suppo individual and collective healing, our systems will stay stuck"
- Healing Systems (SSIR)

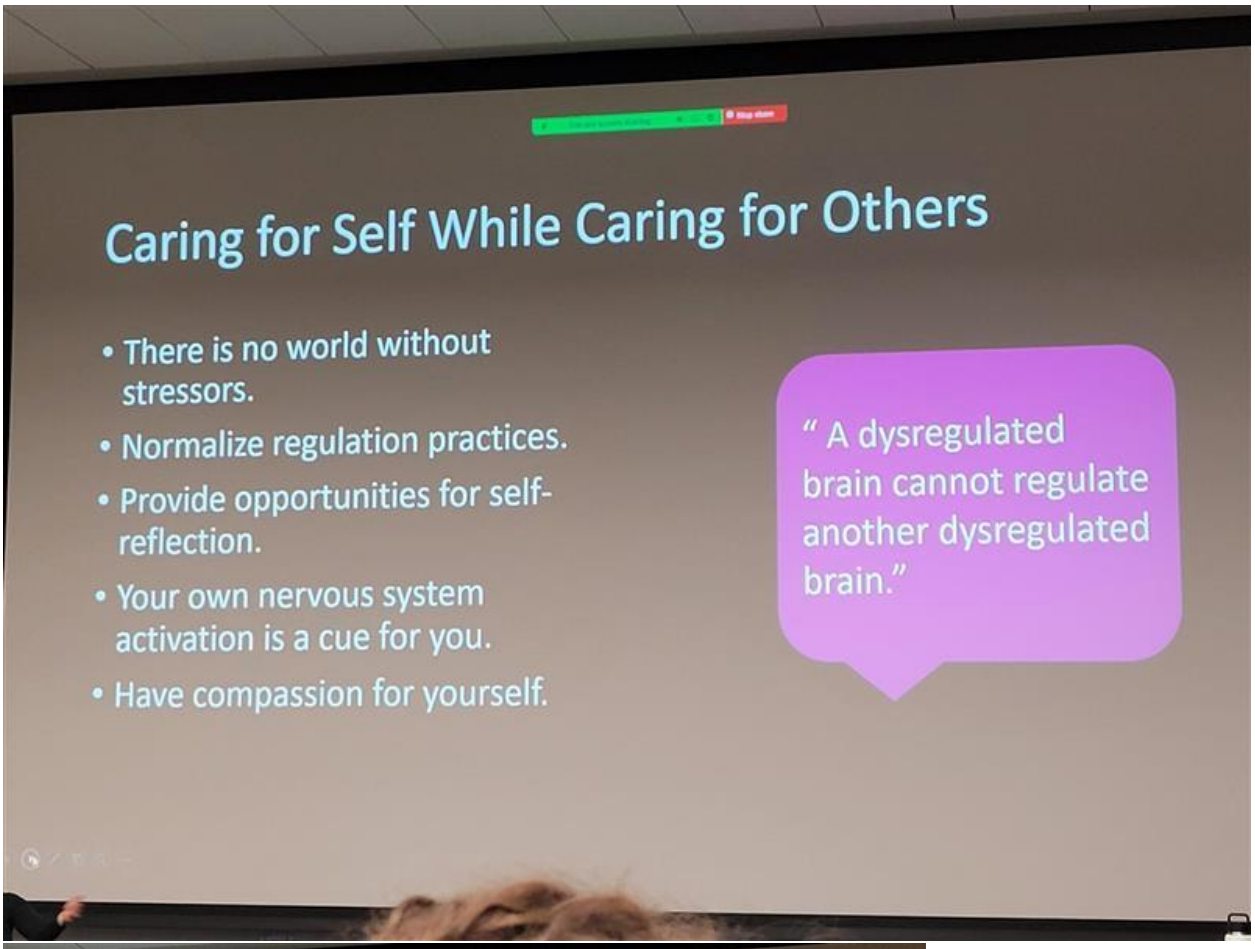

A Phased and Developmental Approach
• Awareness training
• Reflection on attitude, culture, and organizational implications
Trauma-aware
Trauma-sensitive
• Exploration of knowledge and what we know
• Practice and application reflections
• Skill development
• Planning and action for change
• Review, revision, and integration of policies, procedures, and practices
Trauma-responsive
Trauma-informed
• Leadership commitment to trauma-informed values and practices
• Trauma-informed values reflected in all aspects of organizational culture


Hunger/Food and Nutrition Insecurity and Trauma
Self-actualization
Esteem
Belonging and Love
Safety
Physiological needs (food, water, warmth, rest)
Maslow's Hierarchy of Needs
Instrumental foods
Novel foods
Good-tasting foods
Reliable, ongoing access to food
Acceptable food
Enough food
Satter's Hierarchy of Food Needs

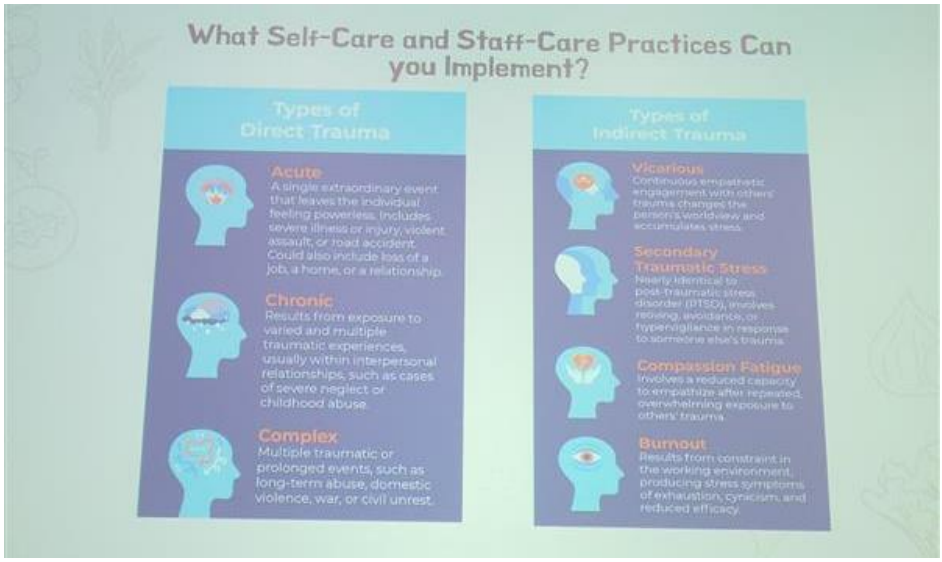

Recognizing Food Behaviors as Resiliency
Is an automatic response for survival
Allows expression of identity and culture
Food and Coping
Provides a sense of control and power
Creates sense of attachment and connection
Provides a physiological response: soothes nervous system


Awareness of Organization/Institutional Practices that May be Retraumatizing
Retraumatization of a System/Institution
• Having to continually retell a story
• Being treated as a number
• Being seen as a label (i.e. addict, etc)
• No choice in service
• No opportunity to give feedback about experience with service delivery
Retraumatization of Relationships
• Not being seen/heard
• Violating trust
• Failure to ensure emotional safety
• Noncollaborative
• Doing things 'for' others, rather than 'with'
• Use of punitive treatment


In-Practice
• The reality is...
• It's messy.
• Change comes with conflict and discomfort.
• Expect a lot of unlearning and humility.
• There is no timeline.
• Everything moves at the speed of trust.
• This work in and of itself is healing.


Caring for Self While Caring for Others
• There is no world without stressors.
• Normalize regulation practices.
• Provide opportunities for self-reflection.
• Your own nervous system activation is a cue for you.
• Have compassion for yourself.
" A dysregulated brain cannot regulate another dysregulated brain."


Citizenship
Skin colour
Formal Education
Ability
Sexuality
Neuro-diversity
Mental Health
Body size
Housing
Wealth
Language
Gender
MARGINALIZED
Undocumented
Dark
Elementary education
High school education
Post-secondary education
Some disability
Significant disability
Gay men
Lesbian, Bi, Pan, Asexual
Significant neuro-divergence
Neuro-atypical
Neuro-typical
Able-bodied
Hetero-sexual
Vulnerable
Mostly stable
Robust
Slim
Average
Large
Homeless
Sheltered/ renting
Owns property
Rich
Middle class
Poor
Non-English monolingual
Learned English
English
Trans, intersex, Non-binary
cisgender woman
cisgender man
Docu-mented
Citizen
Different shades
White
POWER
@sylviaduckworth
First – Self Reflection
Reflect on your identity and how you show up, what you say, what you do...

- How can we acknowledge our trauma and work through it together with compassion and connection?
- The types of Trauma an individual may be experiencing (not limited to just one):
    - Individual, intergenerational, collective, historical trauma
    - 

- Less about the event that caused it but more about the impact it had, different people may react differently to the same situation. Make them feel seen, heard, and safe.

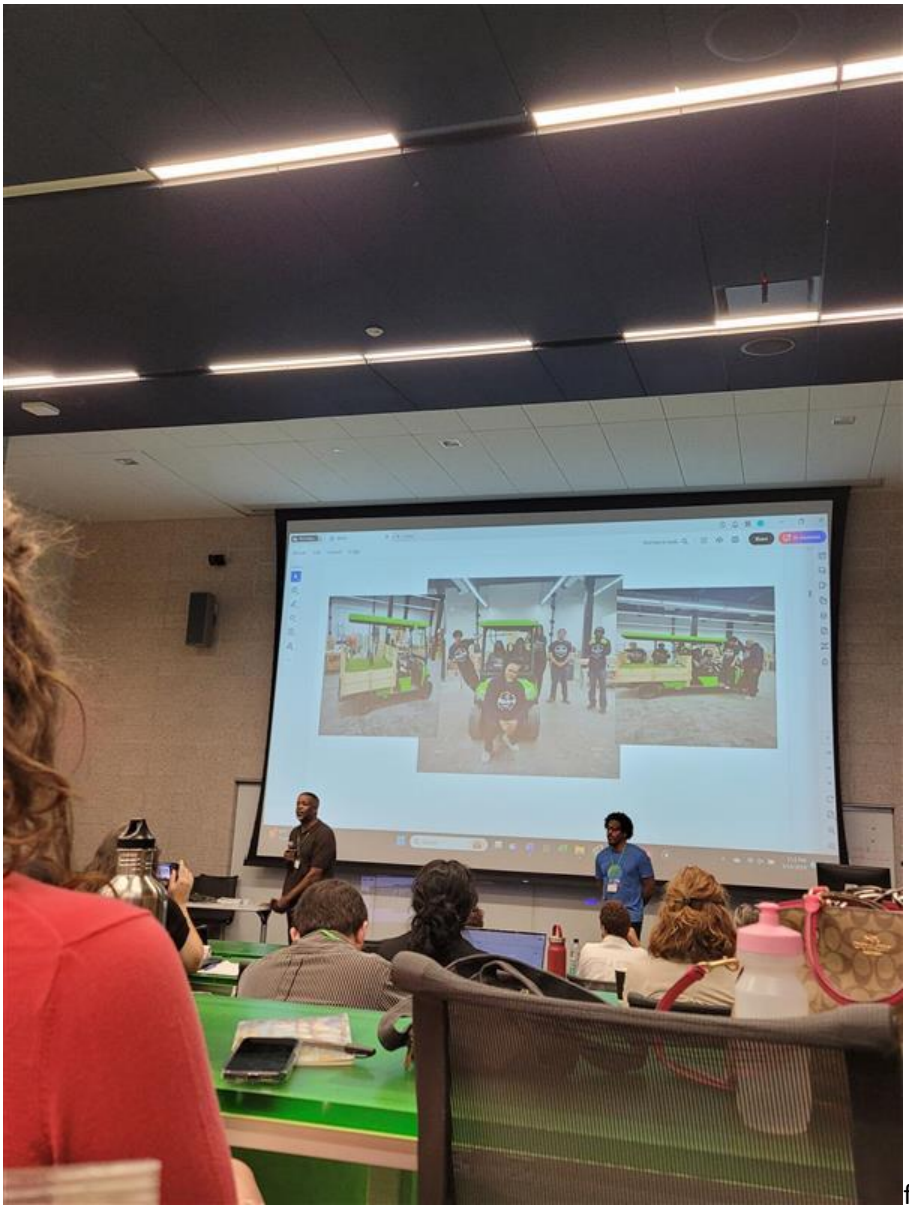
Learning brain vs survival brain

- Our food system is in “survival brain mode”
- Do you feel protected and safe in order to thrive?
- Shifting the system is a constant practice of learning and unlearning

<u>Brag bash ideas That I want to highlight</u>

- Partnering with hospitals
- Grants from creative sources

- Electric golf carts distribution

 fa

- Cooking demonstrations
- Making prices well know at a mobile even if free for transparency.
- Health check ups with recurring clients
- Treat people like family and always put them first. How we interact with volunteers and neighbors
- Shelf tags on bins to clearly display what is being sold
- Ask a dietician program in real time
- Participate In a fitness class or program at a mobile
- Qr code to cookbooks that are free
- Customer service is #1
- Music, dancing, bubbles, chalk for kids

- Make sure you are asked to be there, we don't want to be in a space where our services are not wanted or weren't requested. Can come off as savior complex to the community and intrusive.
- Pay kids 2 dollars to come with the parents (incentive program)
- 2 extra dollars if they bring food scraps for composting.
- Textile drop off. Clothing exchange (wrap around service)
- Waste management, compost drop off.
- Kids zone coloring, activities
- Solar paneled truck's
- Sourcing local farmers

Sharing Innovations

Two organizations sharing how they operate:

- **GO Farm-**
    - Connect with farmers, make food more affordable and accessible. Train and support local farmers who use sustainable growing practices.
    - Farmer development and support. Shows people how to start a farming business.
    - Local Food Share
    - Local organic fruits and veggies
    - Partner with WIC head start, other community partnerships.
    - Blowing bubbles for the kids.
    - End of year surveys.
    - Flexible pricing
        - It's a pay by what you choose at a 3 tier level which is always able to be changed depending on what the neighbor feels comfortable with.
        - Pricing levels are tracked, who's paying which tier. The data is closely tracked in order to inform donors and key insights. Helps to be more community driven, by having them tell you what they might want or need especially based on the data.
    - Evelyn@GoFarm.org - Evelyn Gutierrez
    - Questions and Answers
        - How do you or the customer know what they are paying that day?
            - Let the customer choose for themselves. It's in their power. Sometimes it gets tricky. Sometimes a customer is like "just choose for me." but how could I know what their situation.
        - How do you balance the flexible price model with your budget?

        - We purchase the food prior to the market's set up. The Farmers choose what their rate is, there are grants and money to support the fluctuations.
        - If there is leftover food, we take it to the market, to reduce food waste.
    - Language barriers?
        - Smartphone used to translate.
- **Feast Down East- Wilmington North Carolina**
    - Strengthen farming communities in NC by providing resources, ed, and distribution opportunities to farmers while addressing equitable food access in communities with the greatest need.
    - Food Hub- operates out of a train depot.
    - Converted old train cars to have walk in fridges and freezers.
    - Great way to reuse materials.
    - Mobile Market is weekly and uses local foods from the area. Often organic or pesticide free. In retail settings that's more expensive, but with subsidies, those prices are brought down.
    - Anyone can shop at the market, regardless of the financial situation. They go to communities that might not have access to certain foods.
    - Payment methods- cash, credit cards, local motive vouchers, SNAP/EBT, Fresh Bucks to double the payment power.
    - Interns come out for a semester at a time, you get a lot of community exposure.
    - Food RX program-working with hospitals to prescribe patients with food insecurity. When they have a screening for the social determinants of health, they can be "prescribed" a $20 food voucher to use at the mobile farmer's markets.
        - The first time they are prescribed it, they are given a piece of paper from the doctor. The voucher auto renews every month after they've been to the market to the first time as they are input into the system.
        - Just started to have conversations about a reimbursement model from Medicare or Medicaid.

Networking-Hosting Events like the Mobile Market Summit, we create space for peers to collaborate and learn from industry, start and grow, through peer mentorship, learning directly from those who have done it.

(I missed the T)

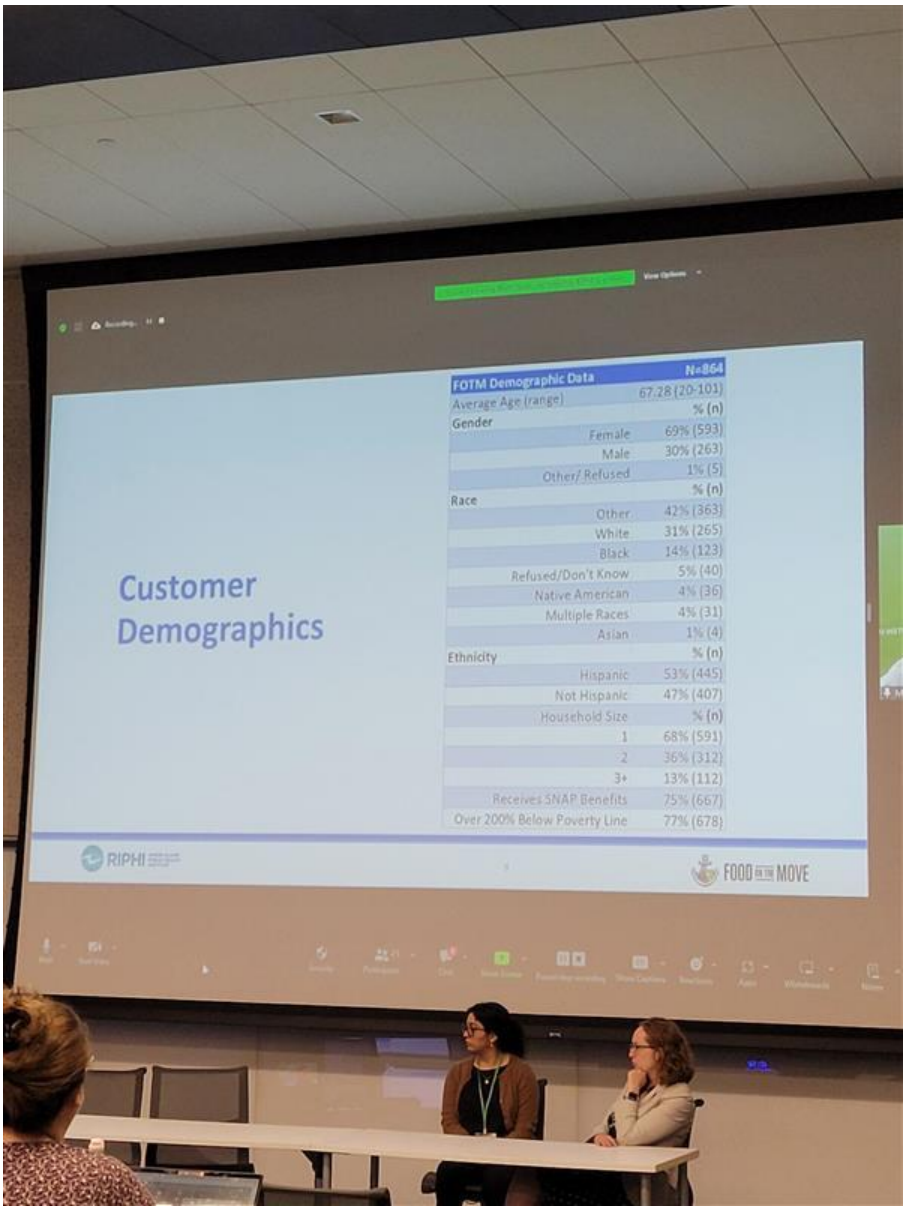
<u>Day 2 Mobile Market Summit</u>

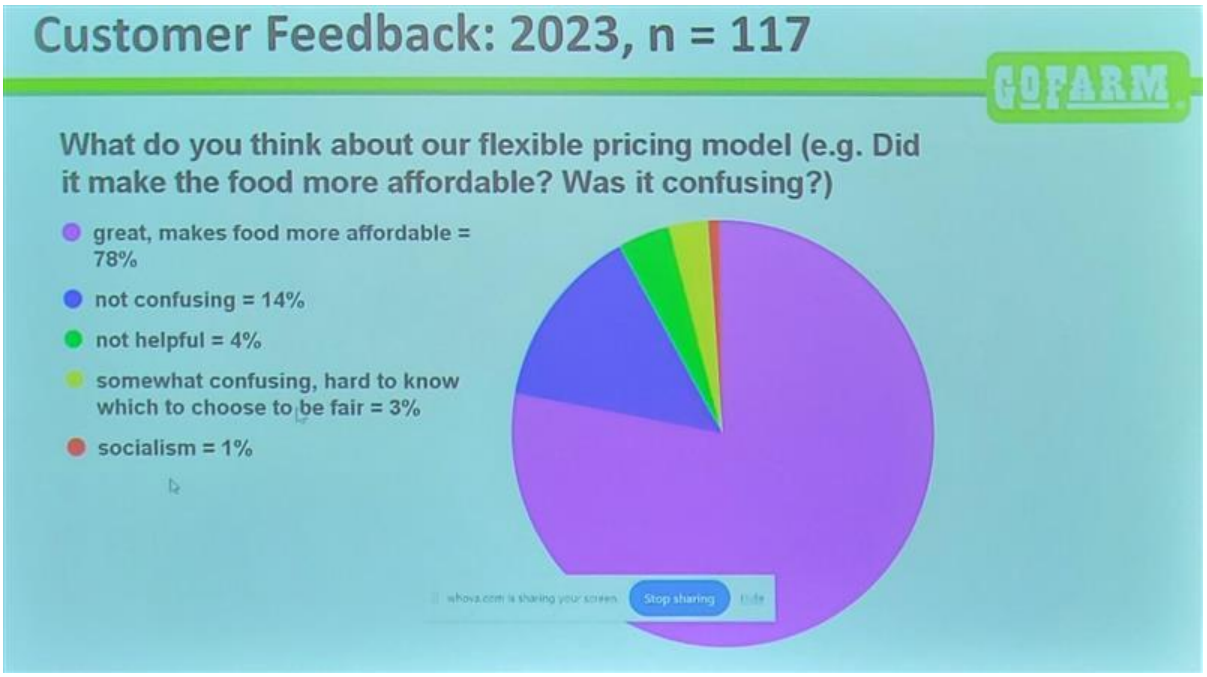
<u>Fireside chat with funders.</u>

Notes from a conversation with two representatives from investing space, for seeking funding for your mobile market

- To build trust with funders, layer your work with data, and even invite them to come attend, because you can talk about it, but being there and seeing it for yourself makes a bigger impact

and builds more trust.





- Find the right funder, and the market is getting more competitive, therefore we are all going to need to level up our data and advertising to funders.
- It also takes showing up over and over to show that we are reliable.
- Always communicate with investors when something goes wrong, if a bus breaks down, or whatever it may be.
- Alumni association could be a good place to raise money, especially if it is going towards a college food pantry.
- Market departments can generate numbers to show an estimated value to funders or investors.
- If you have a partner, don't just use their logo. Bring them to the mobile to have a table, they can give glucose or blood pressure checks.
- Funders love to hear about metrics, even if they are not long term, maybe they are short term to mid-term. There is no clear answer on funding, it is all about being creative, and utilizing state and federal resources. If you can't gather data, use county or state data that's already available to you.
- Quantifying the problem has already been done for us all, but quantifying what you can do to attack the problem will help you get funding or present to funders.
- Health care providers, or hospitals that want to fund mobile markets, are looking for one year grant programs, maybe they will be renewed, but it fluctuates year to year what they can spend. So it's an ever-going process for funding. Try to focus on behavior change metrics. (Outcomes)

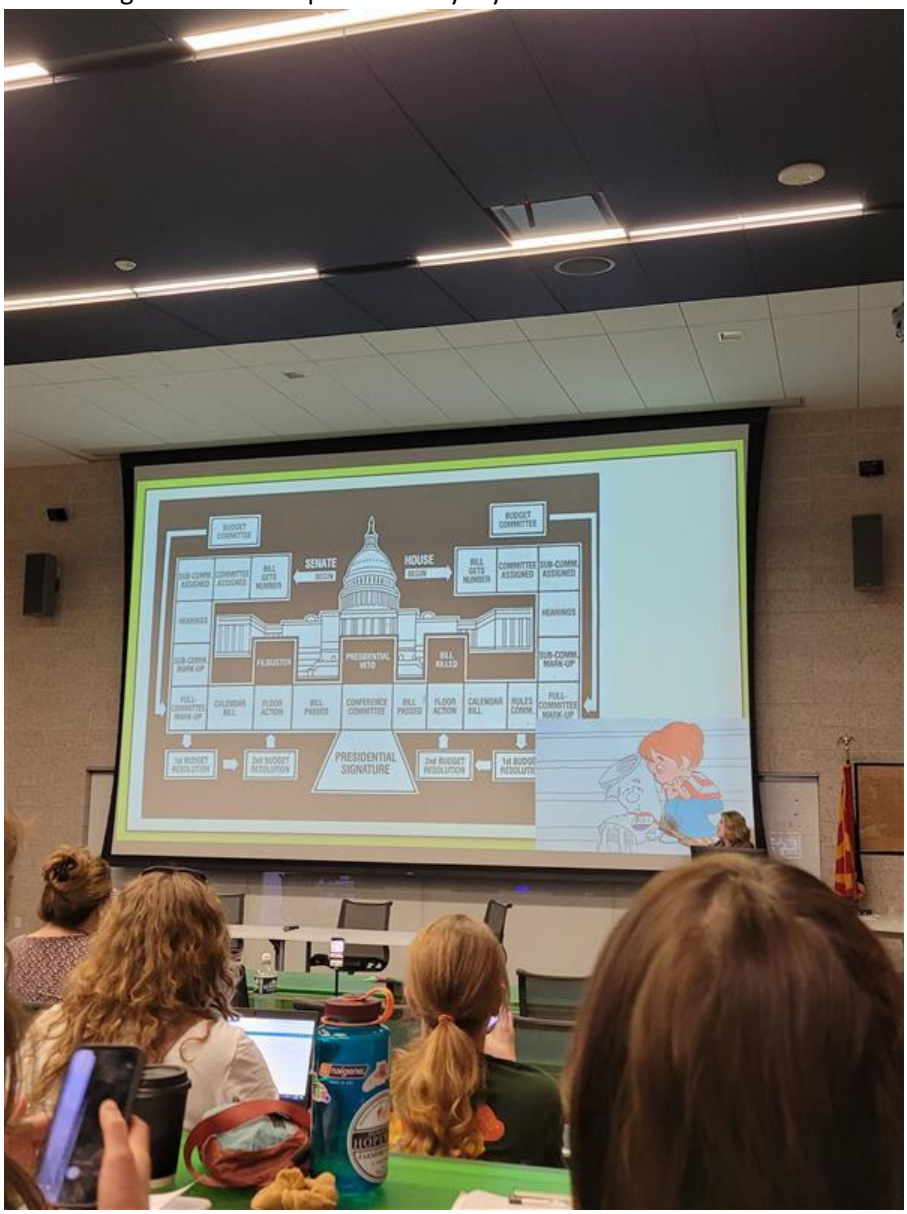
<u>Using Policy and advocacy to mobilize food systems transformation</u>

Pinnacle Prevention

Three pillars- policy, programming, and prevention.

1. How
    a. Laws-
        i. Establish requirements and prohibitions
        ii. Legislative Branch- EX: House, Senate, City Council
        iii. Federal budget, GusNIP, Farmers Market Nutrition Program, zoning codes
    b. Regulation
        i. How laws are interpreted/ implemented
        ii. Executive Branch via agencies- EX: USDA, State Department of transportation.
        iii. Permitting, licensing, application processes, definitions.
    c. You are working in policy every single day
        i. EBT
        ii. Produce incentive programs
        iii. Marketing
        iv. Local procurement
        v. Food safety
        vi. Licensing and Permitting
    d. What is the Farm Bill?

i. Federal legislation that is passed every 5 years

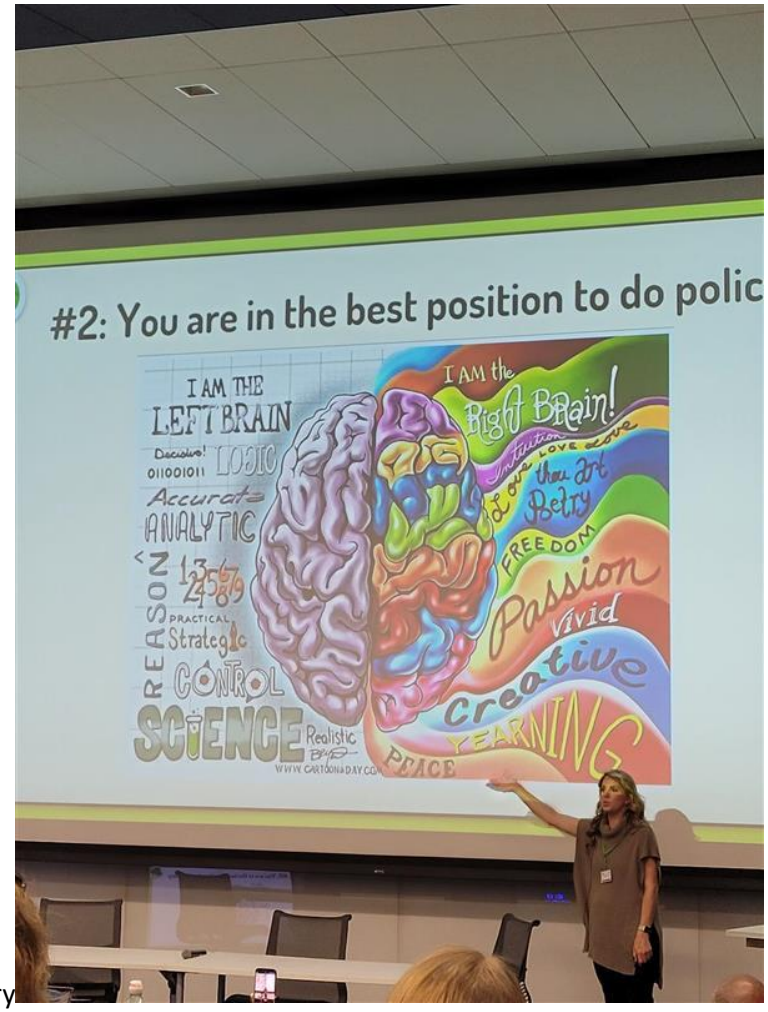


ii. ~100 billion to other programs.

iii. Individual acts:

1. Expanding access to local foods
2. Senior Farmers Market Nutrition Program
3. Improving Access to Nutrition Act
4. Mobile Market Definition?

2. Tactics
    a. Tactics for engaging in policy work



   i. Telling your story
   ii. Sharing action alerts
   iii. Attending advocacy events
   iv. Completing sign-on letters
   v. Submitting public comments
   vi. Meeting with elected officials
   vii. Hosting site visits w/ policy makers
   viii. Hosting advocacy
   ix. Providing expert testimony
3. Why do policy work
   a. “If you don’t have a seat at the table, you’re probably on the menu.” -Elizabeth Warren
      i. We create better policy when It’s informed by community.
      ii. Policy and programming should be affecting each other, not a one-way street.
      iii. You are in the best position to make policy. We have a left and right side of the brain, emotions, and a more analytical side. You need to tie in both making policy. The data and numbers can tell a story, but the testimonials and feelings also tell a rich story.
      iv. Use your logo and brand and as a coalition, write letters so we can speak as a
      v. unified voice and have a little more credibility and influence.

vi. "Ya'll are doing too much." -Roz Brooks
    1. You're a mechanic, a therapist, a farmer, a policy maker, an investment seeker. You can't do it all!!!
    2. National Organization can help if you join, you can discuss policy in meetings and be a part of something more collaborative.
vii. There are also a lot of state and regional organizations that can help to carry some things forward.

<u>Food on the move: Loyalty Programs</u>

- Leaders in mobile market innovations to promote health equity
- Focus on older adults
- Consistent dedication to very low-income customers
- Custom vehicle and equipment to facilitate operations efficiency
- Highly detailed point-of-sale data
- Ongoing evaluation activities
- Leveraging data and community mobilization toward policy change.
- Current model and Technology
    - Public housing site relationships
    - Healthy partnerships
    - Weekly market model
    - EPOS software
    - Highly detailed purchasing data
    - SNAP incentive discount tool
- Loyalty Card Program
    - Every customer is enrolled in the loyalty card program, even if they are not evaluation participants.
    - Through EPOS, our point of sale system
    - Allows us to collect person-level puchase and demographic data
    - Observe trends
    - Incentive:
        - Earn 1 point for every $2 dollars spent
    - Longitudinal Study
        - Voluntary
        - Self reported questions surrounding:
            - Health status
            - Fruit/veggie consumption
            - Snap benefit furation
        - Collection periods:
            - Baseline
            - 6 months
            - 12 months

- Farmer's Register and loyalty programs

    - Farmers' register: Point of Sale Software
    - Farmers' Manager: Data collection software linked to Farmer's Register
    - Farmers' Register Market Reporter: Web portal for aggregating and linking customer and sales data from organizations using Farmers' Register.
- Farmer's register allows you to create your own incentive program, and to collect data from neighbors. Funders may have specific requirements in terms of data collection or incentive programs.
- Trust is an issue when providing personal data to register in an incentive program
- An incentive that is easy and automatic to redeem improves participation
- Questions

- How did you engage seniors to come and do surveys, and was it limited to one per household?
    - Several markets implement this across the country, and each market could do it slightly differently. Marketing tool to bring new people to the market.
- What apprehensions did seniors have to use the incentive programs.
    - What will be used with my data? They might not want to provide even their phone number, and income eligibility was even harder.
- How do you make it dignified?
    - The way you don't have to tell which program you are a part of, but it is automatically applied, when you present your card, or give your name.
- Accepting SNAP through Farmers' Register?
    - Moved away from that goal, because of how difficult it is to just make it a POS system, instead of a data tracking portal.
- Have you ever tried to start with easier questions? Name, DOB?
    - Being Transparent with why you are asking certain questions too. That can help for trust and reliability.
    - Being transparent with what behaviors you are trying to incentivize.
- What are the issues with people getting incentive programs started?
    - It doesn't have to be on an Ipad survey, it could be a physical punch card.

<u>Big Brand Energy (Notes for establishing your brand)</u>

Aligning and elevating your brand, impact and advocacy.

- Our Brand is a promise of quality, consistency, competency, and reliability.
- Branding- The promotion of a particular product or company by means of advertising and distinctive design.
    - Identity
    - Presence
    - Experience
    - Community
    - Story
    - Vibe
    - Culture
    - Movement
    - Persona
    - Legacy
    - Image
    - Voice
- Sun

    - Represents your core identity, the central traits that drive you. It's who you are at your core. It's the essence of your personality.
- Moon
    - Reflects your emotional connection. It's how you process feelings and how you feel and care deeply.
- Rising
    - How you communicate and the first impressions you make on others. It's how you appear to others and navigate the spaces around you, blending in or standing out.
- Core, connection, communication
    - Core:
        - Mission. Love it, leave it alone. Set your mission in stone and let it guide you. Only tweak it when big changes happen. This is your brand's foundation and heartbeat
        - Values- Do no pass go, do not collect $200. Values come first, grounding your brand's actions and alignment. Clearly defined and operationalize them across your brand to ensure they're not just stated but lived.
        - Vision- Do you see what I see?- It's your brand's home base, guiding every decision and action. It should be clear, vocal, and visible in all aspects of your work, from the way you talk about your projects to how you engage with stakeholders.
    - Connection
        - Authentic Storytelling-start with the brand in the mirror- embrace the full spectrum of your brand's story- your brand's daily life, team stories, and behind-the-scenes moments are narratives that resonate. Practice sharing these and the care and respect you'd extend to any story you share.
        - Careful storytelling- handle with care- in every story told, uphold the dignity of those involved. Carefully choose visuals and narratives that respect and honor (and celebrate) the individuals and communities.
        - Challenge perspective-hear something, say something- Story telling is a tool for advocacy. Wield the power of narrative to shift perspectives, leveraging and employing stories as bridges to understanding, empathy, and informed viewpoints.
        - Participation-sit (and eat) at someone else's table. Presence means showing up authentically where your mission isn't the center, but your values align and, fostering genuine connections based on shared goals.
        - Consistency-Horse and carriage- in every story told, uphold the dignity of those involved. Carefully choose visuals and narratives that respect and honor (and celebrate) the individuals and communities.
    - Communication
        - Which channels-one step at a time- Quality over quantity, it's better to excel in a few channels that truly reach and engage your audience than to spread yourself thin across many with less impact.
        - Why Channels-the channel works for you- Each channel may have a different use for your brand. Whether a mini-site or customer feedback, activate the channels

that serve your brand the best rather than adapting your brands to channel in hopes of making them work.

- What audience-who are you talking to- Understand your audience is crucial: know who they are, where they prefer to engage with your brand, and what they want to hear from you.
- Voice- it's yours, keep it that way- keep your brand voice as consistent as possible over time. Using digital learning models to harness your brand and its voice, brands can maintain consistency while evolving their voice alongside your brand over time.
- Voice-use it- use it (constantly and consistently). Use it to connect with the diversity of language in the community and avoid jargon—talk how you talk! Makes messages clear and easy for everyone, across both digital and print mediums.
- Visual- invest and put equity in your creative- review your marketing materials with the perspective of a prospective attendee or customer. Ask yourself if the content feels inviting and represents an experience, you'd want to be part of. Would i want to go based on this flyer or billboard?