Increasing Farm Capacity and Local Fruit and Vegetable Access for Families in West Virginia: Kids Koupon Pilot

**What Happens at School?**

Students, in grades 3rd to 5th, receive packets containing information to read, recipes to try, and Kids Koupons to use at markets throughout the summer. In spring of 2015, students were given postcards in their packets for parents to sign to indicate participation in the program. For every $10 spent, individuals would receive a $5 coupon.

**Who Participates?**

Students in grades 3rd to 5th from schools in all McDowell Elementary schools had the opportunity to participate in school-based farmers markets. Students at Greenbrier Elementary also participated in the summer of 2015.

**Who They Are**

- Jason, Anawalt Elementary
- Sky, Water Valley Elementary
- Felicia, Anawalt Elementary
- Jonathon, Water Valley Elementary
- Dorothy, Greenbrier Elementary

**What They Do**

- Original recipes
- Non-traditional cooking/learning opportunities
- Snacks
- Farmers market
- School based markets
- Garden education
- Farm/alternative education programs

**Food Access & Food Security**

- Families are more likely to use emergency food assistance if they can’t afford vegetables because of the cost of produce, quantity and quality, knowledge/skills needed to produce produce and impact of project on children's knowledge/skills related to fruits and vegetables.

Families participating in the community based market create an evaluation survey to determine the following: satisfaction with the program (including food security and the impact on purchasing/consumption in families, role of different market stakeholders, re-cognition, use of produce, quality, produce, knowledge/skills/needs related to produce production and impact of project on children’s knowledge/skills related to fruits and vegetables.

**Community Partnerships**

- WVU Extension
- WV DHHR/EBT
- County Commission
- Minority Health faculty to support a Kid’s Care Clinic
- WVU Diabetes Education
- College of Health Professions
- WVU Center on Health Economics
- WVU Behavioral Sciences Program

**Evaluation**

In 2014, surveys were read and followed by a reminder postcard. Participants were offered a free t-shirt for completing and returning the survey. A total of 39 surveys out of 108 (36% response rate) were returned. Of those responding, 33% reported receiving SNAP benefits. The 2015 evaluation is being collected online using the survey system. That data is being collected.

**Community Opportunities for Participation**

- Project Feedback
- Community Partnerships

- Additional texts not included in survey.

**Project Resources**

- Project materials were distributed to participants who met the $5 income requirement.

- Produce+ coupons are offered for those using SNAP at the farmers market. For every $10 spent, individuals would receive a $5 coupon.

- Farm/alternative education programs are offered for those using SNAP at the farmers market. For every $10 spent, individuals would receive a $5 coupon.

- Produce Prescription are offered at select low income clinics to individuals that were identified in being obese.

- West Virginia ranks 1st in Southern, West Virginia as the highest percentage of children with limited education and income are at the greatest risk.

**Steps & Parents as Teachers**

- Over 1000 families in West Virginia adults (1,240,143) from health risk due to limited fruit and vegetable intake.

**Other Key Partners**

- WVU Extension Education
- WVU College of Health Professions
- WVU Behavioral Sciences Program
- WVU Diabetes Education
- College of Health Professions
- WVU Center on Health Economics
- WVU Behavioral Sciences Program

**Impact on Children’s Knowledge & Behaviors**

- Children involved in the project learn about fruits and vegetables they may not have had the opportunity to buy or eat before.

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Title and Content Layout with List

• Add your first bullet point here
• Add your second bullet point here
• Add your third bullet point here
Title and Content Layout with Chart
Two Content Layout with Table

- First bullet point here
- Second bullet point here
- Third bullet point here

<table>
<thead>
<tr>
<th></th>
<th>Group 1</th>
<th>Group 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>Class 1</td>
<td>82</td>
<td>95</td>
</tr>
</tbody>
</table>
Title and Content Layout with SmartArt

Step 1 Title
- Task description
- Task description

Step 2 Title
- Task description
- Task description

Step 3 Title
- Task description
- Task description