



CITY OF HAMILTON

PUBLIC HEALTH SERVICES
Healthy Living Division

COMMUNITY SERVICES DEPARTMENT
Employment & Income Support Division

TO: Mayor and Members Board of Health	WARD(S) AFFECTED: CITY WIDE
COMMITTEE DATE: November 28, 2011	
SUBJECT/REPORT NO: Feasibility of Implementing a Model Program for Nutritious Food Report BOH11028/CS11082 (City Wide) (Outstanding Business List Item)	
SUBMITTED BY: Elizabeth Richardson, MD, MHSc, FRCPC Medical Officer of Health Public Health Services Department Joe-Anne Priel General Manager Community Services Department	PREPARED BY: Vicki Edwards (905) 546-2424 Ext. 3632 Kerry Lubrick (905) 546-2424 Ext. 4855 Dr. Ninh Tran (905) 546-2424 Ext. 7113 Claire Lechner (905) 546-2424 Ext. 4181
SIGNATURES:	

RECOMMENDATION

That the Board of Health receive this report describing a one-year pilot farmer's market gift certificate program to increase the purchase of local vegetables and fruit among single Ontario Works recipients, and direct staff to report back on options for funding subsequent to the deliberations on the Social Service Initiative Fund at the Emergency and Community Services Committee.

EXECUTIVE SUMMARY

In response to the 2010 Nutritious Food Basket Report, the Board of Health, at its meeting on September 27, 2010, approved the following: "That staff be directed to assess the feasibility of implementing a model program for nutritious food and report back to the Board of Health."

Staff from Healthy Living Division in Public Health Services, and from Employment and Income Support Division in Community Services, came together to explore the options. It was concluded that a pilot program that provided monthly \$20 gift certificates for shopping at a farmer's market to single unattached individuals receiving Ontario Works benefits would be the most feasible. These individuals have the most difficulty affording nutritious food after the rent is paid.

A program to provide a \$20 gift certificate for each of the approximately 6,250 single unattached people who receive Ontario Works assistance in Hamilton would cost approximately \$1.5 million per year.

There is \$4,075,800 in the Social Services Initiative Fund and this model program for nutritious food could be considered when the decision is made regarding funding allocation options from this fund.

Alternatives for Consideration – See Page 6

FINANCIAL / STAFFING / LEGAL IMPLICATIONS (for Recommendation(s) only)

Financial: The gift certificate program is not an eligible benefit within the cost sharing of Ontario Works. Implementation of this program would cost approximately \$1.5 million and currently there is no funding source.

Approximately 6,250 single unattached people in Hamilton received Ontario Works assistance in September, 2011. A \$20 gift certificate for each would cost \$125,000 per month or close to \$1.5 million per year. Coupons will be paid upon redemption and redemption rates, while unknown, are expected to be 60-90%. Redemption rates less than 100% will lower gift certificate costs.

Additional estimated administrative costs for 0.5 FTE clerical staff to monitor the gift card distribution and maintain records would add approximately \$29,000.

Evaluation of the program can be conducted with the existing Public Health Services operational budget by dedicating resources allocated for evaluation projects within the Healthy Living Division in 2012 and 2013 to this project.

Staffing: Additional temporary (up to 18 months) 0.5 FTE clerical staff would be required in the Employment & Income Support Division of Community Services. Since the caseload has increased by 38% in the last two years, the additional workload attached to the issuance and monitoring of the food gift certificates cannot be assumed within the current Ontario Works complement.

Legal: N/A

HISTORICAL BACKGROUND (Chronology of events)

Annual reports on the cost of the Nutritious Food Basket indicate that when housing and other fixed living expenses are considered, many individuals and families with limited incomes do not have adequate funds to purchase sufficient and nutritious food on a consistent basis. The most recent report indicates that single, unattached individuals receiving benefits from Ontario Works have the most difficult time affording a nutritious diet. In fact, their income in 2011 reflects a shortfall of \$115 each month to cover rent and food.¹

Research shows that Canadian adults and adolescents in food insecure households have lower intakes of vegetables, fruit, and milk products.² Food insecurity predisposes people to obesity and chronic disease.^{3,4}

A review of the literature indicates that programs that provide those on social assistance with cash or gift cards for groceries are effective in improving the nutritional value of meals. Programs that provided gift certificates for farmers' markets are especially effective:

- Receiving vouchers or coupons for farmers' markets was directly related to increased vegetable and fruit consumption for low income participants.^{5, 6, 7, 8, 9, 10}
- People who used produce coupons for a farmer's market consumed more vegetables and fruit than did people who used produce coupons at the supermarket.⁸
- People who used a voucher program at a farmer's market were likely to sustain their higher average intake of servings of vegetables six months after the intervention.⁸
- When given free choice of produce on which to use coupons, participants made wise, varied and nutritious choices.⁷
- Coupons for farmers' markets are widely redeemed. Sixty-one to eighty percent of recipients with previous farmers' market shopping experience in Charlotte and Washington DC redeemed vouchers.¹⁰ The BC Farmers' market nutrition and coupon pilot project, 2007, achieved a very high redemption rate of 88%.⁶
- In Philadelphia, the introduction of \$2 Philly Food Bucks coupons for every \$5 spent on fruits and vegetables increased ACCESS card/food stamp sales at the farmers' markets by 179 percent.¹¹

A staff committee was formed to explore model program options. Members included staff from Healthy Living Division in Public Health Services, and from Employment and Income Support Division in Community Services.

POLICY IMPLICATIONS

No policy implications.

RELEVANT CONSULTATION

A survey of 47 Ontario Works Delivery Agencies (37 Consolidated Municipal Service Manager's offices and 10 District Social Service Administration Boards) regarding the type of food security programs they have implemented, the cost, funding source, and outcome of any evaluation, was completed. Responses were received from 14 locations and are summarized in Appendix A to Report BOH11028. The scope of the programs, as well as the cost and funding sources, were different for each area. Few evaluations have been completed and there is insufficient data upon which to draw conclusions. A majority of the Ontario Works offices that offer food vouchers or gift cards utilize 100% municipal funding, as this is not a cost shared benefit.

Market managers from the downtown Hamilton Farmer's Market, as well as markets on Locke Street, Ottawa Street, Concession Street and in Dundas, Ancaster, and Binbrook were consulted regarding participation in a gift certificate program. Six were very supportive and were receptive to the proposal. Dundas did not reply.

Between October 27, 2011 and October 31, 2011, Ontario Works Employment Development Counsellors presented the concept of a gift certificate to a farmers' market to approximately 40 Ontario Works recipients, including both singles and families attending workshops. Ontario Works participants were asked the following questions:

- What are your thoughts about receiving a monthly gift certificate for the market?
- Would you value a gift certificate for the market?
- Do you have access to a farmers' market to use it?
- Would you find it easy to use? Would you use it?
- Do you think that your consumption of vegetables and fresh fruit would increase?
- Do you have concerns with this process?
- Are there other considerations?

Many Ontario Works respondents thought that using the gift certificates would increase their intake of fresh vegetables and fruits, especially if it could be redeemed at different locations around the city including the mountain. However, there were some concerns raised with the fact that families would not receive it and they would prefer it go to someone with children. Responses are summarized in Appendix B to BOH11028/CS11082.

In addition, this idea was presented in November, 2010 to the Ontario Works/Ontario Disability Support Program Operational Advisory Committee. The committee was pleased with the concept of focusing on single recipients and the innovation with the farmers' markets.

ANALYSIS / RATIONALE FOR RECOMMENDATION

(include Performance Measurement/Benchmarking Data, if applicable)

The committee members considered various scenarios for a nutritious food pilot program including options such as cost/share or not, universal or targeted reach (clients from a self-selected group, or those identified as most promising for success; neighbourhood or city-wide inclusion), cash or gift certificate program, existing capacity for Good Food Box programs, Community Shared Agriculture subscriptions, and farmer's market gift cards. The various scenarios were then critiqued for their potential effect on health, feasibility of implementation, acceptability to different stakeholders, and ease of evaluation.

The committee concluded that a program that provided monthly \$20 gift certificates for shopping at a farmer's market would be the most feasible.

- Farmers' market gift certificate programs are effective in improving nutritional value of meals.⁹
- The Hamilton Farmer's Market, Ottawa Street Farmers' Market, Ancaster Farmers' Market, Locke Street Farmers' Market, Concession Street Farmers' Market and Binbrook Farmers' Market are ready and willing to explore ways to implement a gift certificate food program.¹²
- \$20 gives a person the opportunity to buy over 70 half-cup servings of vegetables from the Ottawa Street Farmers' Market in October 2011 (Appendix C to Report BOH11028). This would provide an individual with the recommended five servings of vegetables a day for two weeks.
- A gift certificate program would provide revenue for local farmers and producers, and would support rural economic development.¹³ Every dollar spent in farmer's markets stays and circulates in the local economy.¹⁴

The committee further concluded that single unattached individuals receiving Ontario Works benefits have the most difficulty affording and accessing healthy food, and that piloting a model program with this group would be the most feasible.

The cost of feeding a single individual is higher than feeding a family of four when economies of bulk buying are considered. The Ontario Association of Food Banks reports that food banks are serving a growing population of single individuals with complex needs. They accounted for 38 percent of clients in 2010 compared to 26 percent in 2002.¹⁵ Across Canada in 2011, 40 percent of the charity food recipients were single people living alone.¹⁶ The 2011 Hamilton Nutritious Food Basket Scenarios spreadsheet shows that one person households receiving Ontario Works benefits have the most difficult time affording a nutritious diet.¹ No existing community food programs target single unattached people and implementing the program with this vulnerable group is the least expensive option.

Approximately 6,250 single unattached people received Ontario Works assistance in September, 2011. A gift card for each would cost \$125,000 per month or approximately \$1.5 million per year.

The option to extend the program to all individuals (including families) receiving Ontario Works was also explored, but is not put forward for consideration due to the higher cost of implementation. Over 31,000 people (adults and children) received Ontario Works assistance in May, 2011. If each person received a gift certificate, the cost would be \$620,000 per month or over \$7.4 million per year.

Potential challenges for individuals to participate in the program might include lack of transportation to a market, and the limited days and hours of operation of a market. Produce might cost more than in a grocery store. However, these challenges did not limit the overall success of programs in the literature.

ALTERNATIVES FOR CONSIDERATION

(include Financial, Staffing, Legal and Policy Implications and pros and cons for each alternative)

The Board of Health could choose not to refer the cost of implementing a one-year pilot farmer's market gift certificate program to the deliberations on the Social Services Initiative Fund at the Emergency and Community Services Committee.

CORPORATE STRATEGIC PLAN (Linkage to Desired End Results)

Focus Areas: 1. Skilled, Innovative and Respectful Organization, 2. Financial Sustainability, 3. Intergovernmental Relationships, 4. Growing Our Economy, 5. Social Development, 6. Environmental Stewardship, 7. Healthy Community

Skilled, Innovative & Respectful Organization

- ◆ More innovation, greater teamwork, better client focus

Financial Sustainability

- ◆ Delivery of municipal services in a sustainable, innovative and cost effective manner

Intergovernmental Relationships

- ◆ Influence federal and provincial policy development to benefit Hamilton
- ◆ A positive evaluation of pilot program could lead to provincial policy development.

Growing Our Economy

- ◆ An improved customer service

Social Development

- ◆ Residents in need have access to adequate support services

Healthy Community

- ◆ Adequate access to food, water, shelter and income, safety, work, recreation and support for all (Human Services)

A farmers' market gift certificate program can provide additional vegetables and fruit and nutrients to those with low income.

APPENDICES / SCHEDULES

Appendix A to Report BOH11028/CS11082: Programs for Nutritious Food – Survey of Ontario Works Delivery Agencies

Appendix B to Report BOH11028/CS11082: Comments from Ontario Works Participants

Appendix C to Report BOH11028/CS11082: Example of \$20 worth of vegetables

- ¹ City of Hamilton. Nutritious Food Basket (Appendix A to Report BOH11027). 2011.
- ² Tarasuk V, Fitzpatrick S, and Ward H. Nutrition inequities in Canada. *Appl Physiol Nutr Metab*. 2010;35:172-179.
- ³ Monsivais P, Drewnowski A. The rising cost of low-energy-density foods. *J Am Diet Assoc*. 2007;107:2071-2076.
- ⁴ Desjardins E. Food insecurity and chronic disease, synthesis paper. Prepared for the Food Security Knowledge Initiative funded by the Public Health Agency of Canada: Revised January 2010.
- ⁵ Anderson JV, Bybee DI, Brown RM, McLean DF, Garcia EM, Breer ML, Schillo BA. 5 a day fruit and vegetable intervention improves consumption in a low income population. *J Am Diet Assoc*. 2001;101(2):195-202.
- ⁶ British Columbia Association of Farmers' Markets. BC farmers' market nutrition and coupon pilot project: Final evaluation report. 2007. (Retrieved July 13, 2011 from <http://www.bcfarmersmarket.org/ind/fmncp.htm>)
- ⁷ Herman DR, Harrison GG, Jenks E. Choices made by low-income women provided with an economic supplement for fresh fruit and vegetable purchase. *J Am Diet Assoc*. 2006;106 (5):740-744.
- ⁸ Herman DR, Harrison GG, Afifi AA, Jenks E. Effect of a targeted subsidy on intake of fruits and vegetables among low-income women in the special supplemental nutrition program for women, infants and children. *Am J Public Health*. 2008;98(1):98-105
- ⁹ McCormack LA, Laska MN, Larson NI, Story M. Review of the nutritional implications of farmers' markets and community gardens: A call for evaluation and research efforts. *J Am Diet Assoc*. 2010;110(3):399-408.
- ¹⁰ Racine EF, Vaughn AS, Laditka SB. Farmers' market use among African-American women participating in the special supplemental nutrition program for women, infants, and children. *J Am Diet Assoc*. 2010;110(3):441-446.
- ¹¹ City of Philadelphia, Department of Public Health. Get Healthy Philly: Working together for a healthy, active, and smoke-free city. July 2011 Accessed on August 23, 2011 from <http://www.phila.gov/health/Commissioner/CPPW.html>
- ¹² Personal communication with Anna Bradford, Director of Culture, with responsibility for the Hamilton Farmer's Market, July 2011, Elisha Proietti, Manager of the Ottawa Street Farmers' Market, Sept. 2011, Leah Hignens, Market Manager of the Ancaster Farmers' Market, September 2011, James Richardson of the Locke Street Market, September 2011, Linda Whitwell of the Binbrook Farmers' Market, November 2011, and Chuck Emberson of the Concession Street Farmers' Market, November, 2011.
- ¹³ Farmers Markets Canada. Agriculture and Agri-Food Canada. Economic impact study 2009. Accessed on October 17, 2011 from www.farmersmarketscanada.ca
- ¹⁴ Econsult Corporation. Estimating the economic impacts of public markets. Project for Public Spaces, New York, 2007.
- ¹⁵ Ontario Association of Food Banks. Running on empty: a decade of hunger in Ontario. 2011. Accessed on July 21, 2011 from <http://www.oafb.ca/>
- ¹⁶ Scoffield H. Food banks usage stuck at recessionary levels. 2011. Accessed on November 1, 2011 from www.thespec.com

**Programs for Nutritious Food – Survey of Ontario Works Delivery Agencies
Public Health Services and Community Services**

City	Program Details	Cost of Program	How is the Program Funded	Evaluations/Results
Stratford	Food vouchers are available on an emergency basis at OW reception	\$10,000 annually	Food vouchers are municipally funded	None
Stratford	Perth County has 9 food banks	Unknown cost of food bank programs	Food banks are funded by various methods, donations, some municipal contribution, faith based volunteers	None
District of Parry Sound	Food Vouchers/Food Gift Cards on an emergency basis only; no supplementary income	Minimal; only issued in the extenuating circumstances	Through discretionary funding	None
District of Parry Sound	People in need are referred to food banks; several programs across the district			None
District of Parry Sound	Fund food programs through RFP	\$95,000 for 2011	Social Assistance Restructuring Reinvestment Strategy funding	None
Manitoulin-Sudbury District	Fund various food banks through ongoing funding	\$33,233 (on-going)	Homelessness Funding	Monies are spent and evaluated on a quarterly basis w/receipts
Manitoulin-Sudbury District	Fund Better Beginnings Better Futures (student nutrition program)	\$30,000 (one time)	Social Assistance Restructuring Reinvestment Strategy funding	Monies are spent and evaluated on a quarterly basis w/receipts
Grey County	Social Services Emergency Pantry Committee organizes food drives and fundraising luncheons for County employees. Food collected and gift cards purchased through funds raised distributed at satellite offices and main office to those in immediate need.	No cost – food for lunches is donated	Since March 2007, committee has raised \$3,808 to purchase groceries and vouchers for those in need	
Toronto	Making food connections to facilitate a health based sustainable food system in Toronto; building on work of Toronto Public Health (eg: nutrition education, breastfeeding support, school/community gardens, food	Too many programs to cost out – some are food specific, others have a food	TPH programs are cost shared 75-25 by the Province	Developing an evaluation framework

City	Program Details	Cost of Program	How is the Program Funded	Evaluations/Results
	vouchers, food safety)	component		
Kingston	No current funding of food security programs; community programs such as Good Food Box, school based breakfast programs and community meals can apply for grants, but are meant to serve all, not just OW clients			
County of Simcoe	Salvation Army Community Meals Program funding to provide community meals – over 80,000 meals served per year	Approximately \$200,000	SARR Funding from City, plus organizations access other sources of funding for amounts over \$200,000	Service targets are submitted on a quarterly basis to County of Simcoe for County funded programs
County of Simcoe	Lighthouse Christian Ministries Food Program – funding to provide community meals at shelter drop in – over 7000 meals per year			Service targets are submitted on a quarterly basis to County of Simcoe for County funded programs
County of Simcoe	Simcoe County Mother care Program – funding to support drop in program offering mild and food vouchers, fruits and vegetables, workshops on baby food making and food preparation, offer Good Food Box Program. Mother care is funded by Health Canada. Simcoe Next Step is funded by County of Simcoe.			Evaluation completed by Mother Care Programs for health Canada – available if requested by Catulpa (lead agency)
County of Simcoe	Elizabeth Fry – Grocery Assistance Program supports families in need with groceries assistance			Service targets are submitted on a quarterly basis to County of Simcoe for County funded programs
Haldimand and Norfolk	We can offer a food voucher up to a maximum of \$75.00 to those who request one. The amount of the voucher is reduced off the recipient's next month's assistance	No cost, as the amount issued is reduced off the recipients next cheque	N/A	This food voucher program assists those in immediate need of food and is successful in helping them through until their next month's assistance is issued. It is not utilized very often
Northumberland County	Food 4 All Warehouse	\$270,000	100% Municipal	None
Northumberland	Food Gift Certificates (O/W)	\$40,000	100% Municipal	None

City	Program Details	Cost of Program	How is the Program Funded	Evaluations/Results
County				
Northumberland County	Community Outreach (Emergency)	\$19,000	80.6% cost shared with Province	None
Northumberland County	Food Gift Certificates (ERE) (Employment related)	\$10,000		None
Northumberland County	Food Nutrition	\$10,000	100% Municipal	None
Northumberland County	Milk & Meat for Moms	\$ 6,000	100% Municipal	None
Northumberland County	Milk for Moms	\$ 4,500	100% Municipal	None
York Region	Direct Nourishment Program Costs – community partnership that supports breakfast and snack programs in elementary and secondary schools	\$125,139	CDIF	N/A
York Region	Free weekly Canada Prenatal Nutrition program for pregnant women in York region who are at greater risk for health issues during and after pregnancy. Moms-to-be connect with peers, healthy food preparation, nutrition and health education and community resources. A bag of food with milk, bread and eggs provided to participants weekly	\$100,000	Public Health Agency of Canada (PHAC) provides program funding. Program staff is covered by PHAC funding or in-kind program partners.	GTA wide Canada Prenatal Nutrition Program (CPNP) Evaluation Group completed an evaluation over a two year period (2007-2009) examining risk factors for poor pregnancy outcomes.
York Region	Community members living on a limited income pick their own fresh vegetables and fruit soon after the farmers' harvest season	\$2,000	York Region Food Network provides the transportation funds through fundraising. Staffing costs are provided in kind by program partners.	Informal feedback obtained from participants. Value of foods gleaned is collected for each trip.
York Region	Grocery Gift Cards issued in emergency situations for Ontario Works participants. Amount issued is \$25 per person in the family. Up to three food vouchers may be issued in a 12 month period	\$275,000	100% Municipal (estimated expenditure to December 31, 2010)	N/A

City	Program Details	Cost of Program	How is the Program Funded	Evaluations/Results
Windsor-Essex County	Food Security Network – collaboration of 19 organizations which provide emergency food distributed through food banks across Windsor and Essex County. Community gardens and community kitchen programs will be provided in identified communities across the city and county. Includes the creation of a database that will track food bank usage among the food bank members, collect demographic information from the clients utilizing the food banks and will reduce duplication. Website will be developed that will raise awareness of the location of food banks across the region and track the availability of food in each food bank	\$1,077,730 (gross)	United Way Windsor-Essex County	New initiative, evaluation to be completed in the future
Waterloo	Emergency Food Hamper program – administers funding to six emergency hamper programs across the region	Emergency Food Hamper program - \$739,000 per year	The Region allocates funds from Discretionary Benefits to six partner agencies/organizations delivering Emergency hamper programs to provide emergency food to eligible individuals (OW/ODSP recipients)	An evaluation of the local food assistance network was completed in 2005/2006. Representatives from emergency hamper programs, community meal programs, shelter and residential programs, community resource and outreach programs, and regional government were actively engaged in the process. The final report, “Waterloo Region Shares” – A Review of Emergency Food Distribution in Waterloo Region made nine recommendations for improvements in the way the Food Assistance Network was working. The report lead to the development of Waterloo Region Shares, a collaborative initiative of the Food Assistance Network, working to
Waterloo	Food vouchers – Food vouchers for local grocery stores are purchased on a quarterly basis and distributed to Family Outreach Workers in 25 neighbourhoods and communities of interest who work with families with children living in low income	Food vouchers \$79,000 per year	The Region purchases the grocery vouchers and distributes them to Family Outreach Workers working for 15 partner agencies in the Region who in turn distribute them to eligible families (low income with children 0 – 18 years)	
Waterloo	Local Market vouchers – Vouchers are purchased by the same Community Outreach Program and distributed to	Local Market Vouchers - \$9,000 (also		

City	Program Details	Cost of Program	How is the Program Funded	Evaluations/Results
	families living in low income to support their ability to shop for fresh produce at local markets	supported by HBHC)		implement nine recommendations in order to improve the coordination, efficiency and effectiveness of the local food assistance system
Waterloo	Neighbourhood Produce Markets – Seasonal markets are placed throughout the region that provide fresh, local produce for purchase in neighbourhoods with compromised food access	Neighbourhood Produce Markets - unknown	The Region funds limited staff supports for this project. The project is otherwise completely funded by community partners and foundations	
Waterloo	In addition, there are a number of programs that address food security through indirect means, examples include the Peer Counselling Program (funds for a Peer support program provided to participants in two food assistance programs in the community), the Community Nutrition Worker program and Healthy Babies, Healthy Children (HBHC) program through the Public Health department. Details have been provided for the direct supports only (see above).			
Lambton County	PEERS – The program trains people to go into the community to provide basic food facts through cooking classes, food demonstrations and taste treats		Community Health Services with \$10,000 from social assistance restructuring savings	Yes – successful and popular program throughout the County
Lambton County	Soup kitchen Grant – to enhance fresh fruits and vegetables available at the soup kitchen	\$11,800 annually	Source is social assistance restructuring savings	None
Lambton County	Good Food Box – a food buying club that is open to everyone. A low cost way to buy safe, healthy food at the beginning of the month which is delivered near the end of the month		Offered through Community Health Services	
Lambton	Welcome Baskets Cooking Club –		Offered through Community	

City	Program Details	Cost of Program	How is the Program Funded	Evaluations/Results
County	teaches young women with children basic cooking skills. Also shows them how to get healthy food for their family		Health Services	
Lambton County	Milk Vouchers – available to pregnant moms in need		Offered through Community Health Services	
Lambton County	Student Nourishment Program – Breakfast, lunch or snack programs offered in both elementary and secondary schools			
Region of Peel	With our Wellness Success program where we support clients with addictions and mental health challenges we provide food vouchers and financial assistance in individualized plan on their way to recovery	N/A	Wellness Success is funded by the provisional Addiction Services Initiative	N/A
Region of Peel	Teen Prenatal Supper Club program – program geared to young pregnant teens 3 sites weekly – 2 Public Health Nurses (PHN) staff for each site provided by the Region of Peel. Each site provides PHN and Registered Dietitian (RD) education and counselling to program participants. Child care provided during programming. Meal prepared and cooked by Best Start staff. Provide: Cooking instruction; Food vouchers; Vitamin supplements; Free supper		Operating budget includes funds from Peel Public Health and Canada Prenatal Nutrition Program (CPNP) dollars via BSHC. PHN staff is funded by Peel Public Health in kind. Peel Public Health contributes funding towards operating budget – this does not include PHN staffing. Use of site locations donated in kind by various community (school board, religious organizations). Peel Public Health provides a portion of the operating costs for three sites. BSHC provides funding for operating costs as well as the RD and other items such as vitamin vouchers via	Yes completed through the GTA CPNP Evaluation Working group

City	Program Details	Cost of Program	How is the Program Funded	Evaluations/Results
Region of Peel	Healthy Start Program – program geared to women of childbearing years beyond the teenage years. Six sites weekly – 2 Public Health Nurse (PHN) staff for each site provided by Region of Peel. Each site provides PHN and Registered Dietitian (RD) education and counseling to program participants. Child Care provided during programming. Meal provided and cooked by BSHC staff. Provides: Food vouchers; Vitamin supplements; Free breakfast		CPNP. Operating budget is funded through Canada Prenatal Nutrition Program (CPNP) dollars via BHSC. PHN staff is funded by Peel Public Health. Use of site locations donated in kind by various community organizations (School board, religious organizations). BSHC provides funding for RD and other particular items such as vitamin vouchers via CPNP funds. Some additional funds obtained by BSHC through fund raising for non-operational costs.	Yes completed through the GTA CPNP Evaluation Working group

Comments from Ontario Works Participants

During employment workshops and networking session held on October 27 and 28, 2011 with Ontario Works participants, staff engaged the people in providing feedback on the food voucher pilot. In total, approximately 40 participants were in attendance. The following responses were received:

#	Question	Responses
1	What their thoughts would be on receiving a gift certificate monthly for the market? Would they value a gift certificate for the market? Would they find it easy to use? Would they use it? Gift certificates would be redeemable at most, if not all, farmers' markets in the city, so transportation to a particular market should not be a barrier.	<ul style="list-style-type: none"> • Location of the market. We had a participant who resides on the Mountain and was wondering if the money could be used at a grocery store; for example Metro or Food Basics to purchase fresh food. • As far as the singles were concerned: they expressed that they would welcome any help with their food allowance and would be pleased to go to the market. Many stated that they already go to the market anyway. Families were not happy that they would not receive it.
2	Do they think that their consumption of vegetables and fresh fruit would increase?	<ul style="list-style-type: none"> • All participants thought it was a great idea and would increase their intake of fresh vegetables and fruit by using the gift certificate. • They welcomed an increase to their consumption of fresh fruits and vegetables and were quite eager not to have to always "eat from a can"
3	Do they have concerns with this process?	<ul style="list-style-type: none"> • Why is it only for single people? Explained that single participants were targeted as they end up with the least amount overall, after rent is paid. • Several people questioned felt that a voucher would be embarrassing to use as it may identify them as "welfare recipients". However they also stated that they would "swallow their pride and use it".
4	Are there other considerations?	<ul style="list-style-type: none"> • Would like to be able to use it at grocery stores. • The only other consideration was a revisit as to why families are not receiving the voucher as well and did not find the explanation satisfying. Some singles stated that they would feel guilty receiving one and would likely "give it someone with kids"

Example of \$20 worth of vegetables purchased at the Ottawa Street Farmers' Market on Oct. 28, 2011



Number of Food Guide Servings	Vegetable
10	Brussels Sprouts
8	Butternut Squash
6	Buttercup Squash
3	Spanish Onion
5	Swiss Chard
10	Carrots
9	Cauliflower
3	Rutabaga
5	Leeks
6	Beets
6	Cabbage

Total of 71 food guide servings of vegetables received for \$20.00

Other choices available Oct. 28, 2011

Amount	Vegetable	Price
5	parsnips	\$3.00
3 stems	Swiss chard	\$2.00
4	Leeks	\$2.50
1	Turnip	\$.60
10	Carrots	\$2.00
4-5	Beets	\$2.50
1 large	Broccoli	\$1.50
1	Cauliflower	\$2.00
10	Potatoes	\$3.50
1	Spanish Onion	\$1.00
6	Cooking onions	\$1.25
1 large	Cabbage	\$2.00
1	Red Cabbage	\$1.50
1 small	Cabbage	\$1.00
1	Butternut Squash	\$1.40
1	Acorn Squash	\$1.10
1	Buttercup Squash	\$1.70
1	Spaghetti Squash	\$1.50
4 litres	Pears	\$4.50
4 litres	Apples	\$4.50