



Hamilton

**Good 2 Go Food Box Pilot Project
Evaluation Results and Next Steps**

Evaluation Objectives

1. Identify lessons learned in project development and implementation
2. Determine uptake and accessibility of the program
3. Determine impacts of participation
4. Estimate resources required



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Program Goal

- Pilot aimed to reach 10% of target population
- Target numbers for enrollment established for each quarter (100, 200, 400, 600)



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Data Collection Methods

- Key informant interviews
- Participant surveys
 - Back of voucher questions
 - Telephone surveys (Aug 2013 and March 2014)
- Administrative data review
- Reporting of staff and volunteer time



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Results

1. Program reach and accessibility
2. Impact on participants
3. Overall program cost
4. Lessons learned



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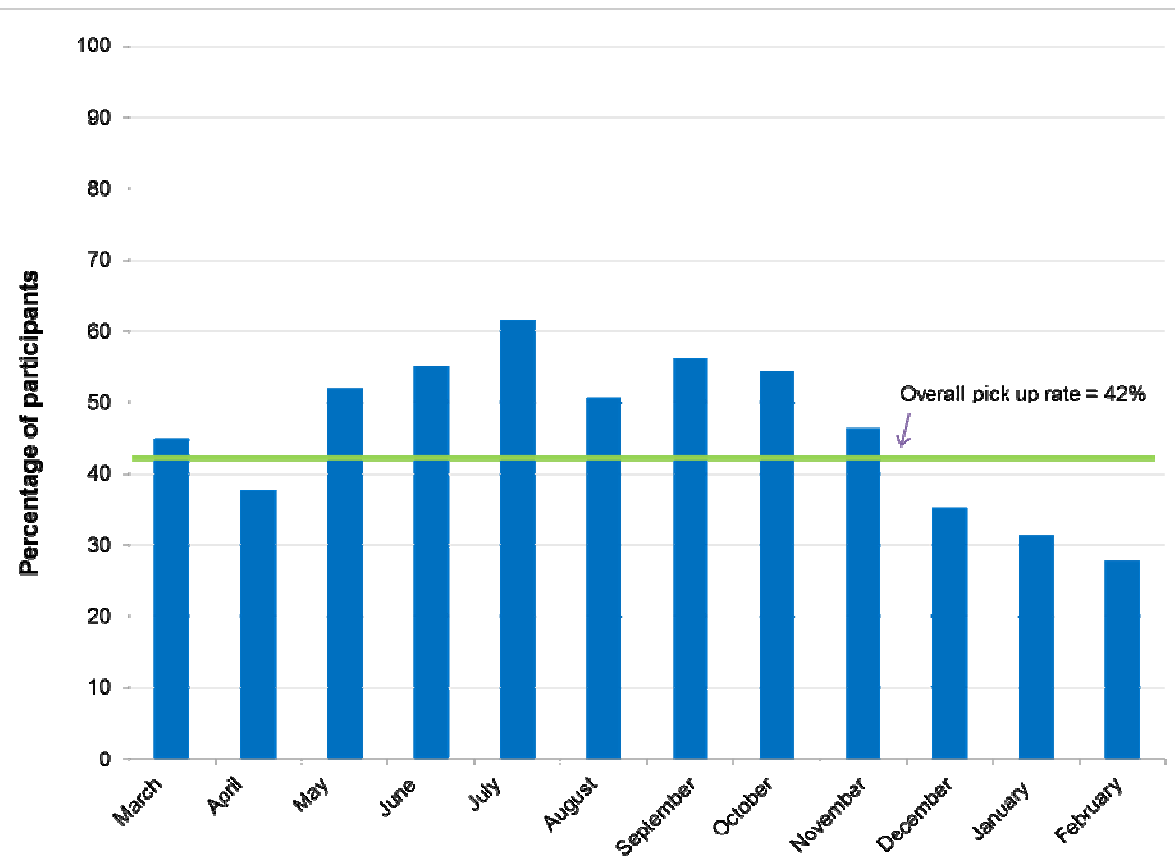
Pilot Program Reach March 2013 – February 2014

- Average monthly enrollment = 243 participants (3%)
- Average pick-up rate = 42% or 102 boxes per month
- Unclaimed food boxes were redistributed to food banks



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Percent of participants who picked up their G2GFB, March 2013-February 2014



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Impacts of Participation

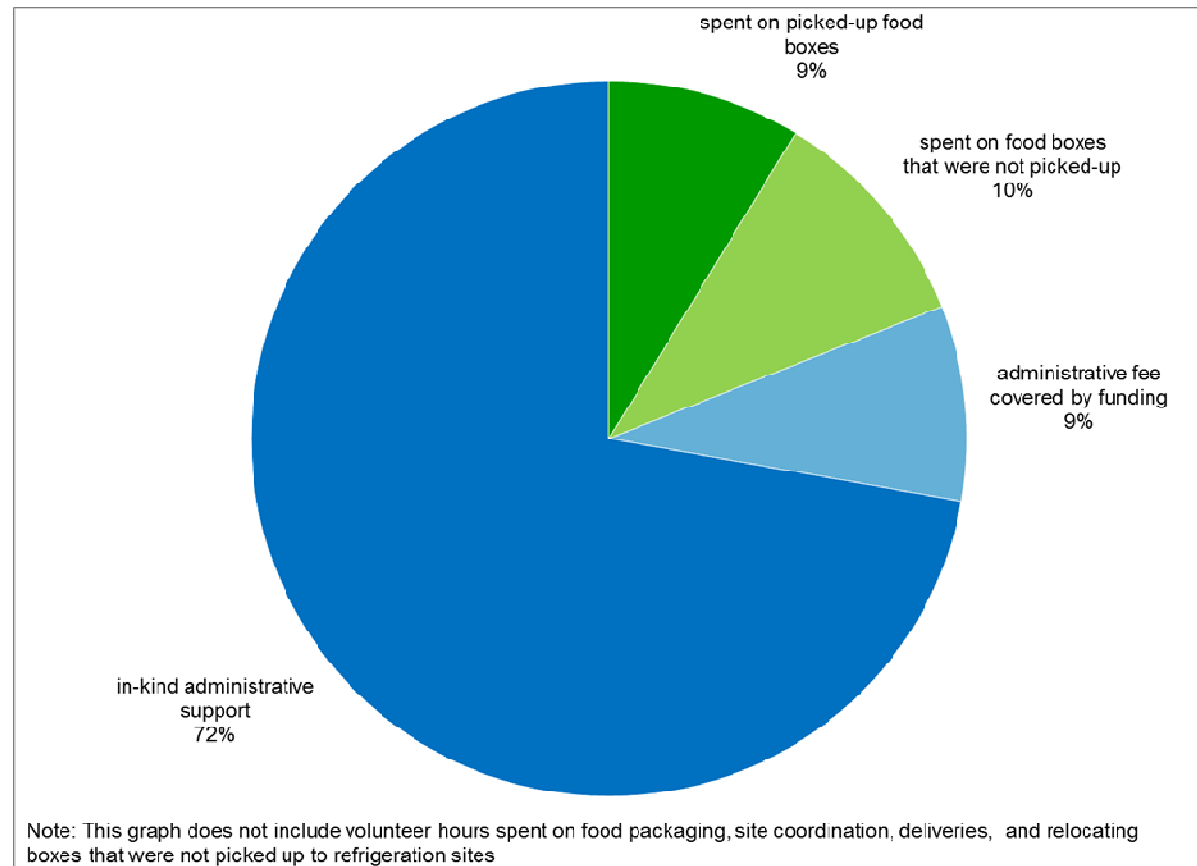
- Increased intake of fresh vegetables and fruit
- G2GFB provided 46 servings of vegetables & fruit
- Most purchased vegetables and fruit less than once/week



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Good 2 Go Food Box contents, Nov. 2013

Percent of total cost (in-kind resources and funding) spent on administration and food boxes, overall, March 2013-February 2014



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Lessons Learned

- Relationships between partners
- Contractual obligations
- Accessibility of the program



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Conclusions

- Uptake was lower than planned
- Some problems with accessibility
- Increased intake of fresh vegetables & fruit among participants
- Successes attributed to dedication of stakeholders
- Administrative costs outweigh value of food received



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Actions to move forward

“The objective of the G2GFB program, to increase the health and well-being of participants, is one that should be pursued. Learnings from this pilot suggest that other models should be explored to better meet the needs and reduce barriers to participants while minimizing resource requirements.”



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Termination of G2GFB Pilot

- Effective August 2014
- Approximately \$18,000 unspent



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Initiate Healthy Food (Vegetable & Fruit) Supplement Program

- Utilize remaining funds from G2GFB pilot to March 2015 (~\$18K)
- 15-month funding (\$83K) to July 2016 being sought to bridge with Food Strategy
- Hamilton Food Share will procure fresh vegetables and fruit and allocate once per month to 11 food banks
- Food banks will distribute within their programs, targeting single OW clients as feasible



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City of Hamilton's
Public Health Services

Client participation by FSA* for Hamilton's Good2Go Food Box Program

*FSA: Forward
Sortation Areas

Legend

Good2Go
Program Sites

Percent of Clients by FSA* boundaries

>0% - 5%
 >5% - 10%
 >10% - 20%
 No data

Escarpment

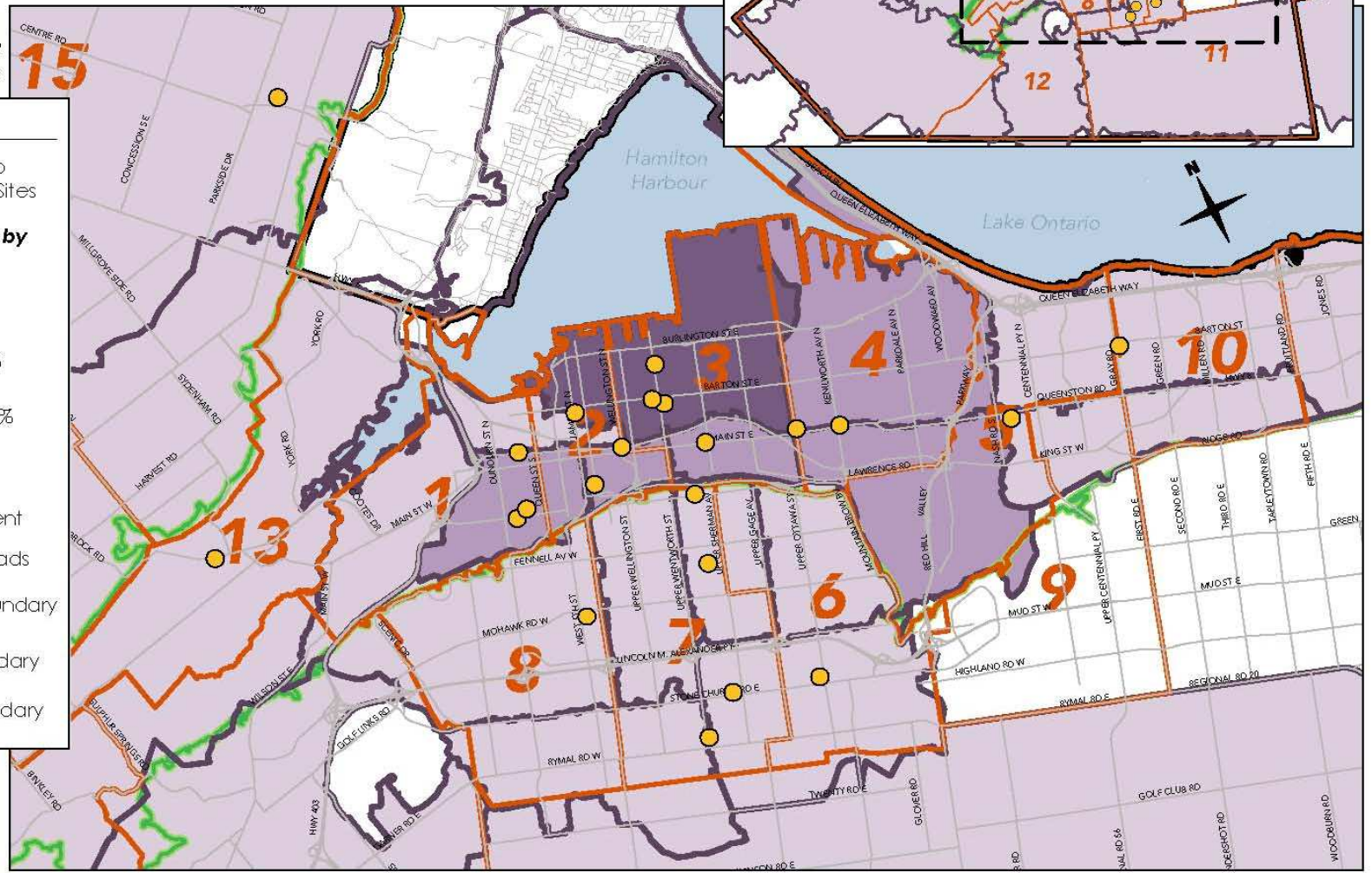
Major Roads

Ward Boundary

FSA Boundary

City Boundary

Note: Client FSA's outside of Hamilton, representing 5.6% of responses, were considered invalid for the purpose of this map. In addition, 14% of clients neglected to provide an FSA, and therefore could not be mapped.



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Client participation by FSA* for Hamilton's Good2Go Food Box Program

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Sortation Areas

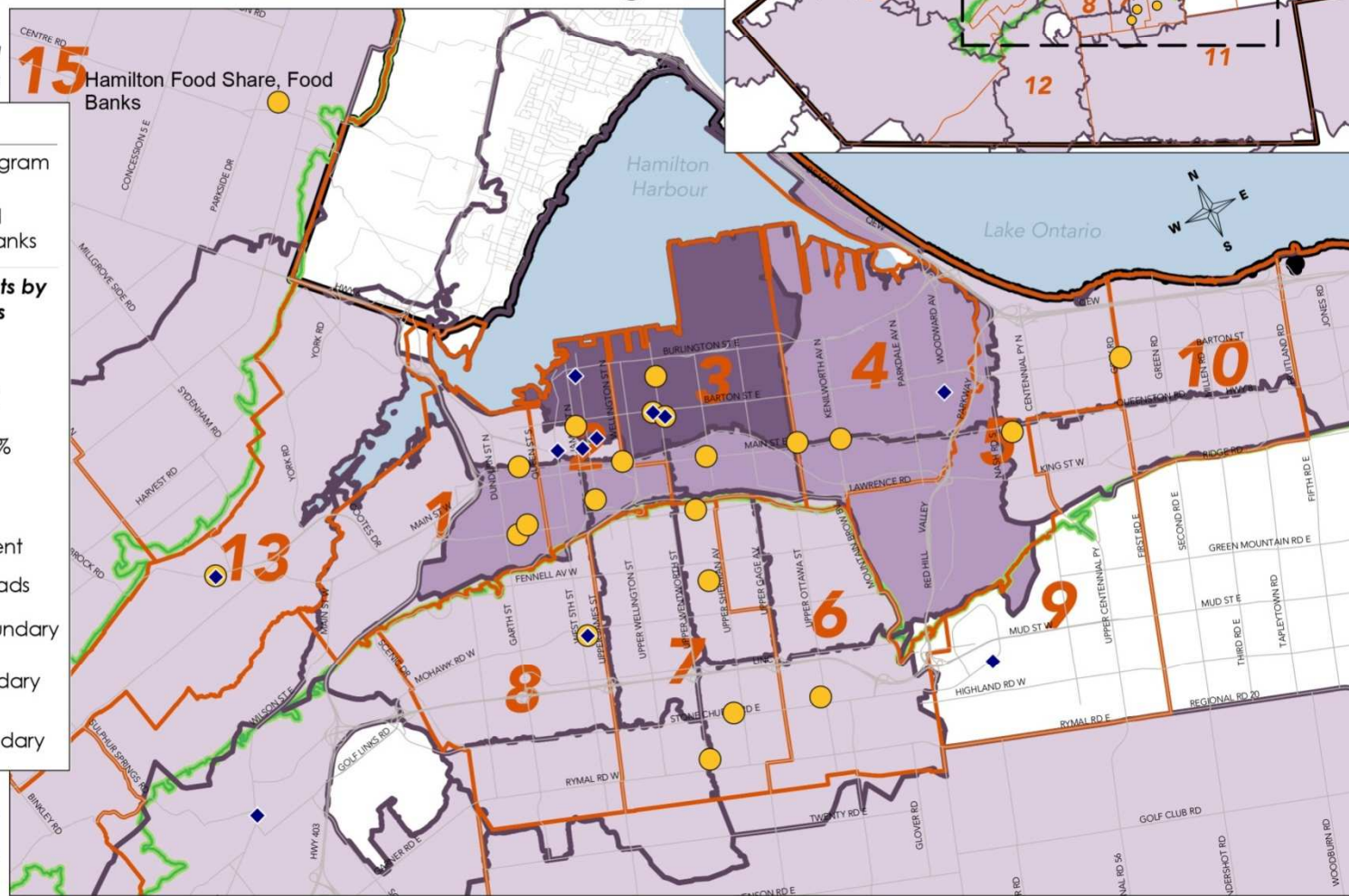
Legend

- Good2Go Program Sites
- ◆ Hamilton Food Share, Food Banks

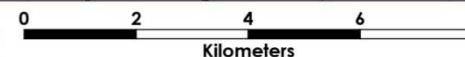
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Reach of Vegetable & Fruit Supplement Program

In July 2014, Hamilton food banks served:

- 4417 households / 9637 individuals
- 2432 households were single person
- 1359 of single households reported OW as primary income source

Source: Hunger Report from 2014/07/10 to 2014/07/31, Hamilton Food Share.



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Opportunities with proposed program model

- ↑ access for participants
- ↓ administration
- Enhanced partnerships with food banks
- Bridges to food strategy (July 2016)
- Alignment with food strategy



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