



Bring The Farm Home

“La Granja Pero En Tu Casa”



United Way of Central and
Northeastern Connecticut

Meet Your Team: Food Fighters



Jacquelyn Loi



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Introducing Luisa's Family



LUISA

- 9 years-old
- Just finished third grade
- Really enjoys reading



LUISA'S MADRE

- Works at local hospital
- Many back-to-back shifts
- Takes the only family car to work



LUISA'S ABUELO

- Luisa's primary caregiver during summer days
- Health issues due to age
- Takes public transport

Understanding the Mission



35% of households struggle to make ends meet and **Hartford is the most at-risk town** in CT for food insecurity.

Communities of color are often disproportionately impacted by inequitable access to healthy food and face increased challenges with providing food to children during the summer months.

Diet-related disease is one of the greatest contributors to premature death in the North End of Hartford.

34%

of residents receive SNAP benefits (highest in the state)

Situation Overview

Target Audience

42%

of city residents lack access to a vehicle

Campaign Overview

PR Event

8th

worst in the nation for providing low-income residents access to health foods (for comparable size cities)

Communication

Results

Target Audience Identification



Hispanic ALICE Caregivers of Children 5-13

41.3%

Hartford's population is Hispanic

67%

of Hispanic children in CT live below ALICE threshold

Higher

reports of food insecurity in CT

Child psychological research dictates that age 9 is the average age by which children have formed healthy habits.

We have a large Latin community
- Luz Conde, Broad St. Market

There's many multi-generational folks
- Alyssa Jones, North End Market
- Jess Edmonds, West End Market
- Judy Gough, Homestead Market

Self-reliance and independence is important to the Hispanic community – they want to learn and understand how to do things themselves
- Yanil Terón



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Identified Values:



Family



Self-Reliance



Education



Community

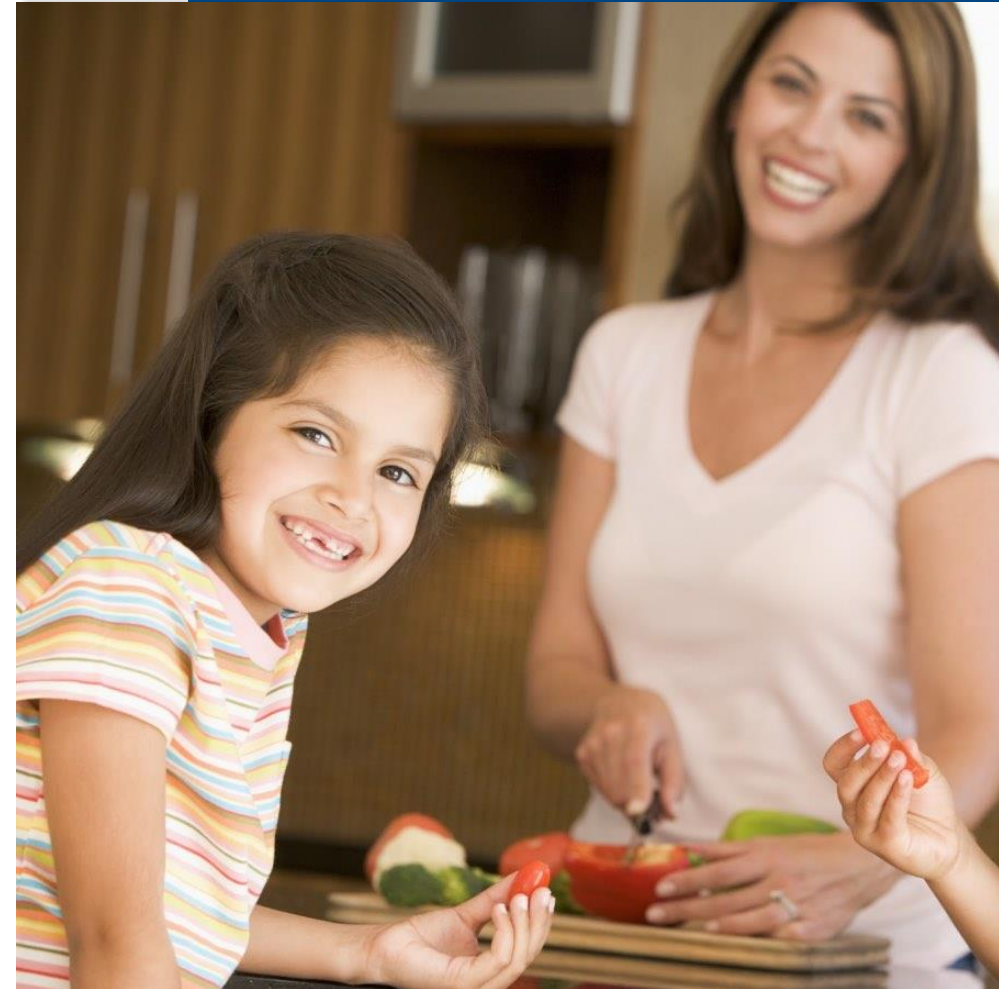
Campaign: Bring the Farm Home



Hispanic ALICE caregivers in Hartford will be empowered to learn how to **independently navigate the farmers markets** during the summer to **foster the growth of their united families**.

“**Bring the Farm Home**” or “**La Granja Pero En Tu Casa**” is a nutrition education campaign that:

- ✓ Highlights SNAP benefits
- ✓ **Educates** about nutrition resources
- ✓ Builds **community** connections
- ✓ Increases local farmers’ markets’ utilization and awareness



Situation Overview

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PR Event

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PR Event: Farm, Food, and Your Family



United Way presents: “Farm, Food, and Your Family” or “Granja, Comida, y Tu Familia” featuring the Hispanic Health Council. Hispanic ALICE caregivers will be invited to bring their children to the Park Street Library Branch at the beginning of summer 2023 on a Sunday afternoon.

UNITED WAY PRESENTS ...

FARM, FOOD, & YOUR FAMILY

FEATURING THE HISPANIC HEALTH COUNCIL

1 - 3 pm, Sun. June 10th, 2023
Park Street Library Branch

Join us at this event to learn more about how to bring fresh, local, & nutritious food home to your family!






UNITED WAY PRESENTA ...

GRANJA, COMIDA, & TU FAMILIA

CON EL HISPANIC HEALTH COUNCIL

Domingo 10 de Junio de 2023
La Biblioteca de Park Street

Ven a este evento para aprender más información sobre cómo llevar comida fresca, local, y nutritiva a tu familia!







For Everyone:

- Meet all 7 Hartford farmers' markets' representatives
- Receive a rewards card to redeem at a farmer's market
- Plant a seedling to take home and grow
- Be one of the first 100 people and get a free tote bag
- Attend an HHC puppet show on nutrition education
- Collect a nutrition-related library book

Scan to learn more about Hartford Farmer's Markets and SNAP Benefits!



Para Todo:

- Conoce todo de los representantes de los 7 mercados de agricultores de Hartford
- Recibe una tarjeta de recompensas para usar a los mercados de agricultores
- Planta una semilla para crecer en tu casa
- Obtén una bolsa gratis si eres una de las primeras 100 personas
- Ve a un espectáculo de las marionetas de HHC sobre la educación de nutritiva
- Acepta un libro sobre nutritiva

Escanear para aprender más sobre los mercados de agricultores de Hartford y los beneficios de SNAP!



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“Fernando’s Farm”

A puppet show to learn about the important work of farmers dedicated to produce food at the farm.

Seedling Activity

Teach the value of nutritious, locally grown produce



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Culturally Aligned Vendor w/ Recipes

Vendors will distribute recipe cards catered to their market ingredients

Library Reps.
Provide books that supplement children nutrition education

SNAP Eligibility Advocates



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Tote Bag Giveaway
First 100 attendees with receive a branded tote bag (continuous logo marketing and holds fresh produce)

Loyalty Rewards Card
A rewards card will be distributed, and users can receive 1 stamp a week. Every 3 weeks, users can redeem a \$6 coupon

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Guiding the Experience: Brochures and Recipes



BROCHURES

Many people do not attend farmers' markets because **they "don't know how it works."**

Hartford Farmers Market Experience Guide

Understanding how to navigate farmers markets, where they are, payment options, and why you should shop local!

Hartford Farmers' Markets 101

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 - Mondays, 11am-2pm
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 - 800 Main Street
- Promise Zone Community Farmers Market**
 - Saturdays, 10am-1pm
 - 425 Woodland Street

Benefits of Eating Local Produce

- Local produce can improve the health of you and your family!
Fruits and vegetables, when purchased locally from farmers, are fresher, more nutrient dense, and even taste better.
- Farmer's markets create deeper community connections!
A time each week to engage with your neighbors while supporting your local farmers and economy.
- Local foods stimulate variety as you eat seasonally, culturally-pertinent produce.
- Farmer's markets provide opportunities to teach children the importance of diet and establish nutritious eating habits early-on!

CT SNAP Benefits

Did you know Hartford's 7 Farmer's Markets accept SNAP payments?

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Don't know if you're eligible?

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Bus Map

- Route 74
- Route 64
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Distribution in high foot traffic locations where Hispanic caregivers bring their children (YMCA's, parks, summer schools, public schools, public libraries, faith centers, Hispanic community centers, and our community event)

RECIPES

Each farmers market will have healthy recipe cards with their respective ingredients and will be distributed at the campaign event:

- ✓ Reduce mental effort for meals
- ✓ Healthy for all ages
- ✓ Promotes farmers' market ingredients
- ✓ Culturally relevant



Butternut Squash and Beef Enchiladas

SERVINGS: 2 PREPPING TIME: 15 MIN COOKING TIME: 30 MIN

Ingredients

- | | |
|-------------------|-------------------|
| 100 ml milk | 100 ml milk |
| 50 g butter | 50 g butter |
| 3 eggs | 3 eggs |
| 1 tbs cocoa | 1 tbs cocoa |
| 2 tsp baking soda | 2 tsp baking soda |



Directions

- Nunc nulla velit feugiat vitae ex quis lobortis porta leo.
- Donec dictum lectus in ex accumsan sodales. Pellentesque habitant morbi tristique.
- Nunc nulla velit feugiat vitae ex quis lobortis porta leo. Donec dictum lectus in ex lentesque habitant morbi tristique. Nunc nulla velit feugiat vitae ex quis lobortis porta leo. Donec dictum lectus in ex.
- Habitant morbi tristique. Nunc nulla velit feugiat vitae ex quis lobortis porta leo. Donec dictum lectus in ex.
- Donec dictum lectus in ex accumsan sodales. Pellentesque habitant morbi tristique.
- Nunc nulla velit feugiat vitae ex quis lobortis porta leo. Donec dictum lectus in ex lobortis porta leo. Donec dictum lectus in ex.

Situation Overview

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Connecting Farmers' Markets Utilization to Hispanic Values



Family

- ✓ Family focused event
- ✓ Children focused activities



Self-Reliant

- ✓ Hands on Seedling Activity
- ✓ Confidence to navigate markets



Education

- ✓ Recipe Cards
- ✓ SNAP Advocates
- ✓ Benefits of fresh produce



Community

- ✓ Engage with vendors
- ✓ Loyalty card builds relationships

By **educating families** about nutrition education and resources, Hispanic caregivers are **empowered to be self-reliant** as they navigate the farmer's market. The PR event encourages **learning for the family** and **fosters engagement with the community**.

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Luisa's Family Attends the Farmer's Markets



LUISA

- Helped pick out butternut squash for dinner after learning about produce at the puppet show
- Gets rewards card stamped to work toward her family's coupon



LUISA'S MADRE

- Saw Facebook ads for the market and joined the group to ask questions
- Gets reminders on upcoming markets through the texting platform



LUISA'S ABUELO

- Received the Experience Guide Brochure and learned his family was eligible for SNAP benefits
- Waters the workshop seedling everyday with Luisa to keep nutrition top of mind

Digital Reach



Leveraging Facebook

- Geo-targeted ads for community event and farmers markets
- “Bring the Farm Home” Facebook group

72%

Hispanics report using Facebook as main social platform

Texting

- Managers/ vendors update on double/triple snap days
- Accommodate multiple languages

55%

SNAP recipients did not know about double SNAP



PSA: Farmers Markets Bring Families Together



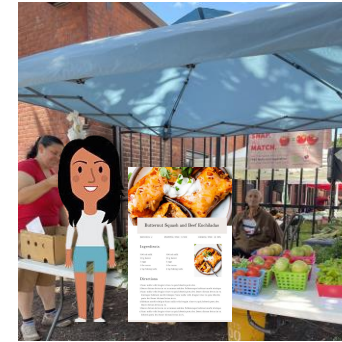
Luisa's family is on bus



Luisa's family gets off bus and walks to farmer's market



Luisa with books at library booth



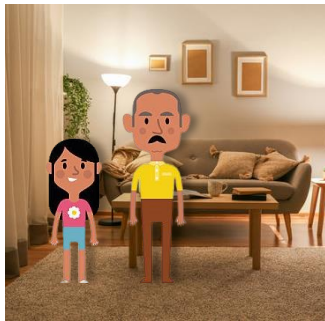
Madre picking butternut squash, holding recipe card



Abuelo getting blood pressure check with HHC



VO: Family isn't something, it's everything and we all want what's best for our loved ones. The best community, the best health, and the best future for our children, which all starts with the food we bring home. Well, United Way is helping you achieve "best" through the Hartford Farmer's Market, which have fresh local product and so much more



Luisa and Abuelo reading a book



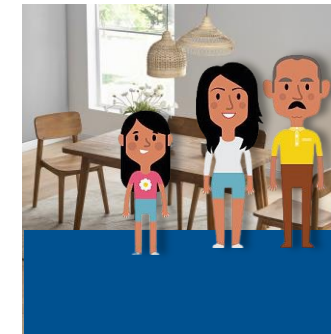
Madre calls for dinner (Butternut Enchiladas)

Madre: The recipe card from the market says this is good for your health!



Luisa: And I even got to pick the vegetables myself!

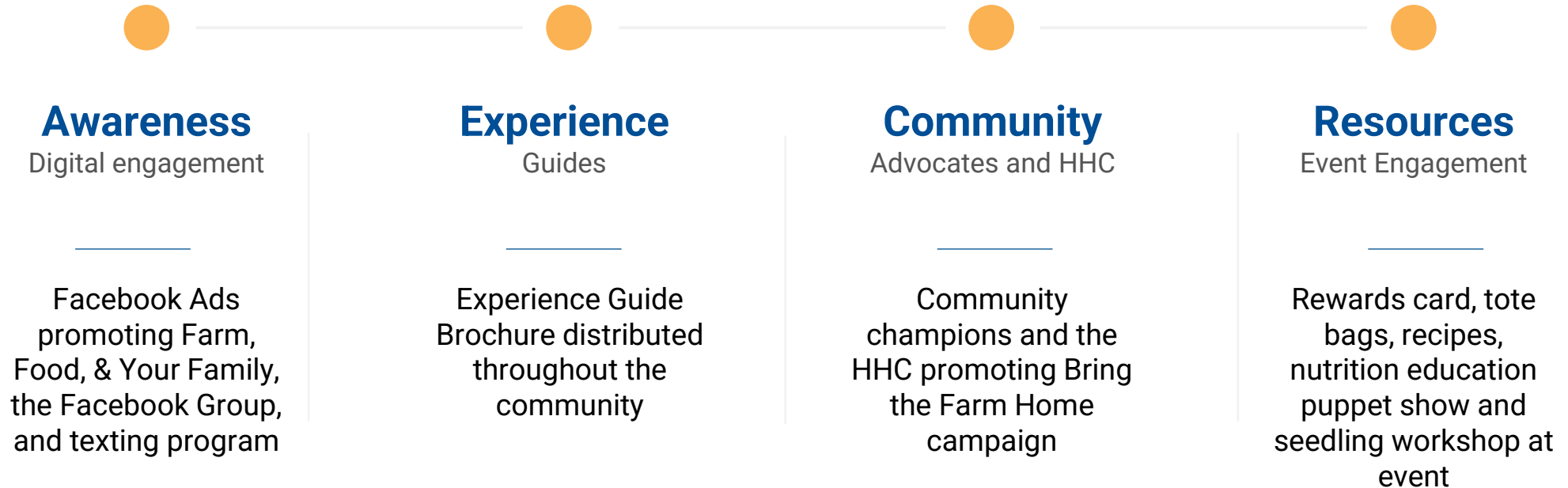
Abuelo: I can't wait to go back next week.



Family is eating while text box shows

VO: The farmers market has something for everyone in the family. United, we can bring local, nutritious food home to feed the people we love. Text FARM to 1234 to learn more

Increasing Farmer's Market Utilization



Empowered audience equipped with knowledge to feel connected to local farmers who now look forward to attending the markets for more than just buying fresh food – but for community

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Success: Luisa's Family Brings the Farm Home



LUISA

- Engaged with the new books from the farmer's market
- Learning responsibility with her new plant



LUISA'S MADRE

- Less stressed with set healthy recipes
- Gets updated on SNAP promotions, getting more value for her money



LUISA'S ABUELO

- Enjoys having Luisa read her new books with him
- Eating healthy meals from recipes



**THANK
YOU.**



APPENDIX

Community Connections



Partnering with Hispanic Health Council:

- Improve the event's visibility as HHC already has an established relationship with the Hispanic community in Hartford
- Conduct nutrition education puppet show
- **Community Advocate:**
- Yanil Terón, the now retired Executive Director at the Center for Latino Progress (CPRF)
- Voice of the Hispanic community to validate ideas and how they'll effectively resonate
- Connections to community champions to promote "Bring the Farm Home"

Situation Overview

Target Audience

Campaign Overview

PR Strategy

KPIs and Financials

Key Performance Indicators

Our primary goal is to **raise awareness, attendance, and retention** for the 7 farmers' markets and their health benefits while bringing the community together.

Facebook Analytics

Click-Through Rates
FB Group Members

QR code scans/visits

Site visit frequency

SNAP Benefits

Number of sign ups

Surveys

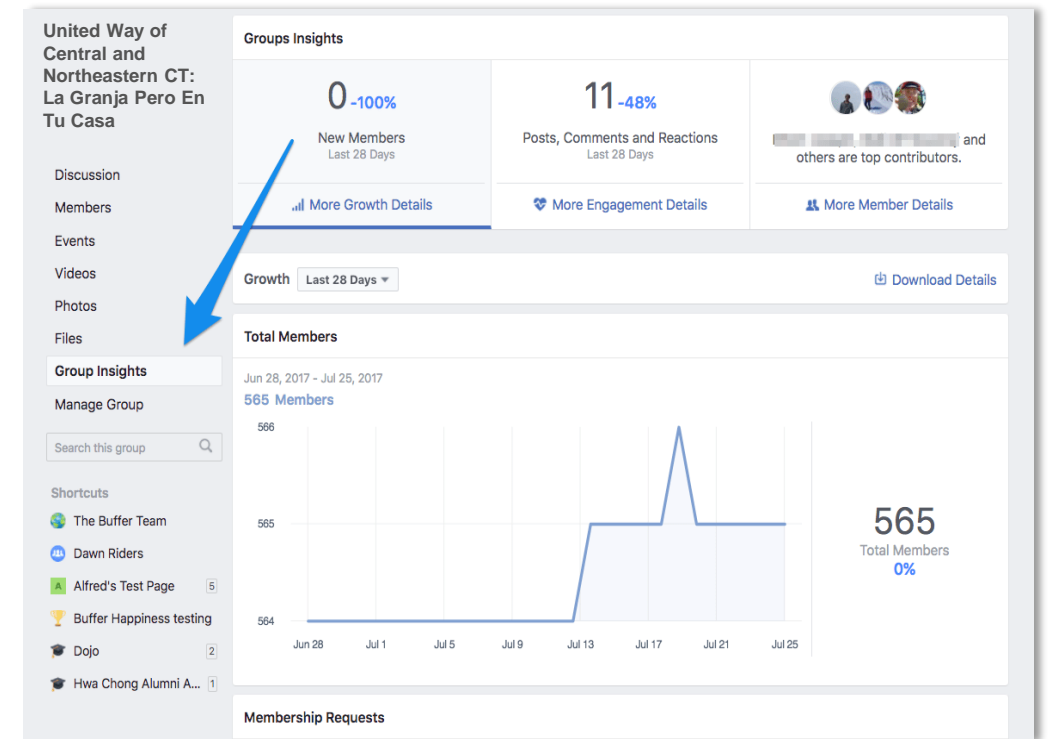
"How did you hear about the event/farmers' markets?"

Opt-in/opt-out rate for texting

Tracking subscribers

Rewards Program

Weekly stamps with rewards every 3 weeks



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Budget

BUDGET AREA	QTY	PRICE Per Item	TOTAL
PR & Outreach			
Event Promotional Flier	1,000	\$0.19	\$190
Experience Guide Brochure	1,000	\$0.19	\$190
SMS Texting Platform	5 months	\$467/month	\$2,335
Facebook Advertising	6 months	\$450.10/month	\$2,700
Community Event			
Recipe Cards	1,400 (200 cards x 7 markets)	\$0.30	\$420
Reward Cards	200	\$0.17	\$34
Reusable Tote Bags	100	\$9.20	\$920
Tables	15	\$11.85	\$190
Small Plastic Pots	5 packs of 44	\$51	\$255
Potting Soil	4 bags	\$39.99	\$160
Planting Seeds	100 packets	\$1.59	\$159
PSA			\$0
			\$7,133

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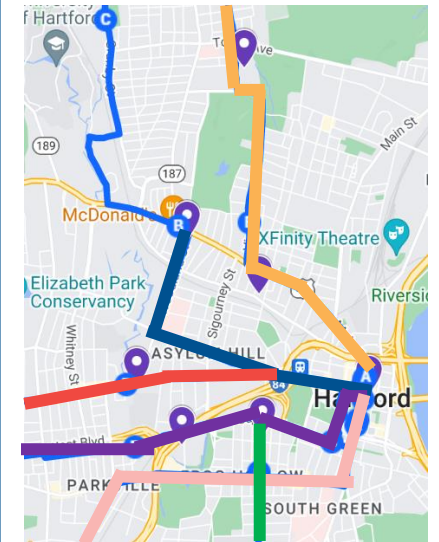
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Rewards Card



Tote Bag

