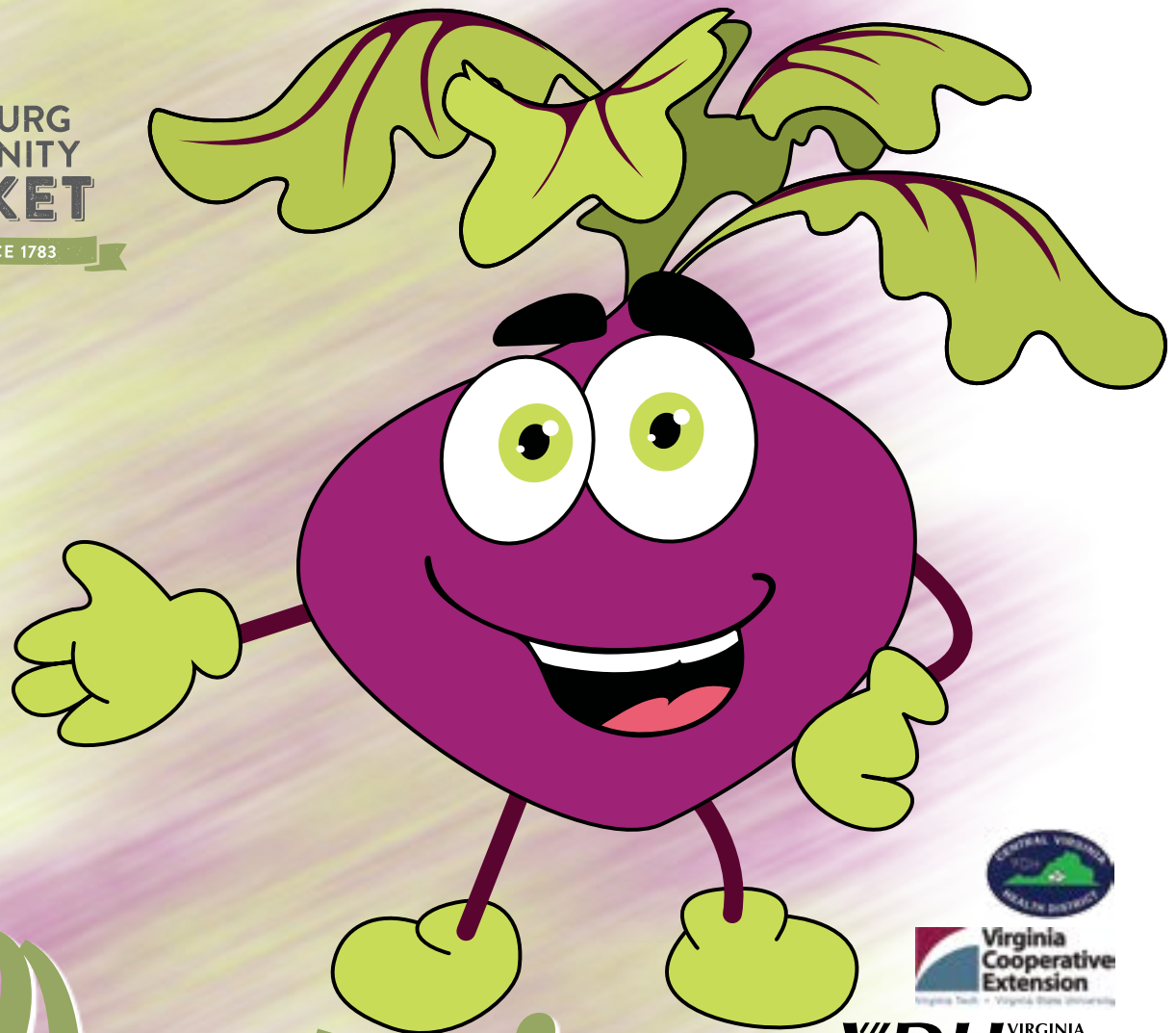


WE GOT THE BEET



Overview & RESULTS

We Got the Beet (WGTB) is a partnership between Central Virginia Health District (CVHD) of Virginia Department of Health (VDH), City of Lynchburg's (COL) Lynchburg Community Market (LCM), and Virginia Cooperative Extension (VCE), designed to increase market patronage and produce consumption as well as health knowledge and behaviors among Lynchburg's underserved. WGTB accomplishes this by delivering health education, movement programs, and cooking demonstrations at LCM. Occurring June through August each year, WGTB is implemented alongside a Virginia Fresh Match grant, which provides SNAP users with \$2 in produce for every \$1 spent.

FOUNDING PARTNERS

WGTB was the brainchild of LCM, CVHD, and VCE. The project idea was developed when Market Manager Jennifer Kennedy, Assistant Market Manager Susan Brown, Population Health Manager Lindsey Cawood, and SNAP-Education Program Assistant Jeanell Smith met to brainstorm how they could improve access to healthful foods in the largest food desert in Lynchburg. The result was a fun and engaging program that would change the face of LCM!



MARKETING

WGTB utilized a variety of marketing methods, including the creation of The Beet mascot, which was the face of the program. The Beet visited Lynchburg's public elementary schools, neighborhood centers, downtown events, and even the baseball stadium to spread word about the program. Visit LCM's Facebook page to see photos of The Beet around town.

WGTB partners also coordinated with local artist Jiggy M. to create the "We Got the Beet" song and music video. This campaign recognition tool fostered enthusiasm for the program, encouraged participant registration, and reinforced educational messaging. The video acquired over 1,400 likes, 400 shares, and 150 comments on Facebook, and is now on iTunes and Spotify! View it on Youtube by searching "We Got the Beet Lynchburg."

The WGTB team also advertised on Facebook (reaching over 70,000 people), disseminated press releases, and placed posters in 41 locations across the city frequented by the underserved. These included food banks, neighborhood centers, corner stores, libraries, public housing neighborhoods, the health department, the social services office, reduced-cost healthcare centers, homeless shelters, churches, and bus stops.

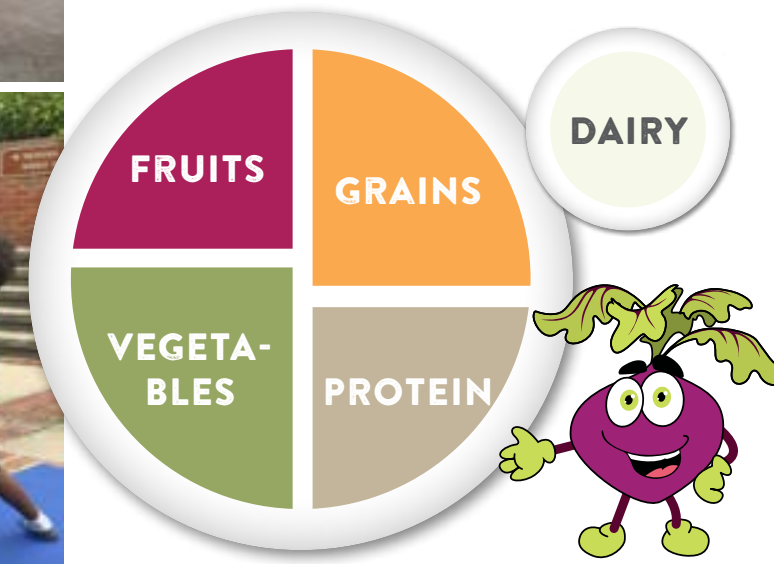


FACEBOOK VIDEO POST

Reach	72K
Reactions, Comments & Shares	2K
Video Views	34K
10 Sec Views	15K
Unique Views	26K

PROGRAMMING

WGTB's 2017 programming occurred every Wednesday and Saturday, 10AM-12PM, from June 7 to August 26 at LCM. Adult participants engaged in hands-on learning that utilized New York State's premiere nutrition-based curriculum, Just Say Yes (JSY). The JSY coursework was specifically designed to prevent overweight/obesity and reduce the risk of long-term, chronic disease in low-income families. JSY accomplishes this through the promotion of increased fruit and vegetable consumption. The curriculum contained a variety of educational topics, including reading a nutrition label, replacing sugary beverages, shopping at a farmers' market, storing and preserving produce, food safety, and recipe planning. WGTB's adult programming also incorporated a variety of cooking methods, skills, and simple meal ideas by providing cooking demonstrations along with a take-home recipe. After the demonstration, participants received a kitchen tool that helped create the dish, such as a measuring cup, thermometer, or spatula. Participants who met attendance requirements also received a Beet Box (see Materials section for further details), which contained starter ingredients to recreate the featured recipe.



WGTB's youth programming included health education modeled after the Power of Produce Club, a curriculum designed to engage children with farmers' markets through educational games, cooking demonstrations, and exposure to new fruits and vegetables. Youth programming also frequently used MyPlate as well as the USDA curriculum Summer Food, Summer Moves.

In addition to health education, youth participated in a movement, cooking, or health-related craft activity each week. Youth engaged in yoga, boot camp, and dance; created healthy after-school snacks; and made reusable produce bags out of T-shirts. They also participated in a weekly Two Bite Club, which encouraged youth to try at least two bites of the featured produce, which ranged from fresh-cut peppers to roasted beets.



MATERIALS

WGTB utilized comprehensive materials, thanks to COL's Graphics Department and LCM staff. Below is a sample of the colorful, fun documents that made this program possible.



FUNDING & SUSTAINABILITY

The 2017 launch of WGTB was financed by a \$50,000 grant from CVHD/ VDH, while the partners absorbed additional costs. VCE provided cooking demonstrations, health education, and produce; LCM prepared graphics, marketing ads, and logistics; and all three partners donated staff time. WGTB's 2018 program edition will be funded by a \$40,000 sustainability grant from CVHD/ VDH. In 2019 and beyond, WGTB will continue each summer, with most program components performed by the partnering organizations as well as their interns and volunteers.

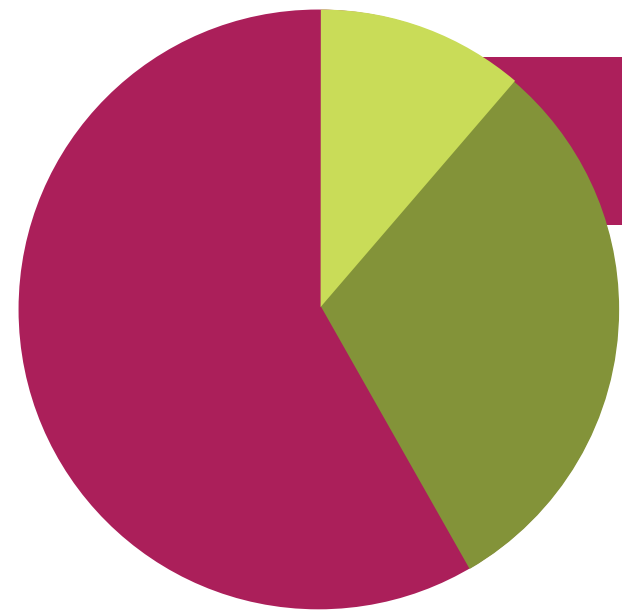


DATA COLLECTION

WGTB collected adult participant data via registration and evaluation forms, while attendance was tracked through an online check-in kiosk. Youth data was primarily collected in the participants' Beet Books. These youth and adult forms included basic demographic questions as well as measured the participants' health knowledge, attitudes, behaviors, and physical activity levels before and after the program. LCM also monitored SNAP transactions throughout the summer to gauge the project's effect on patronage.



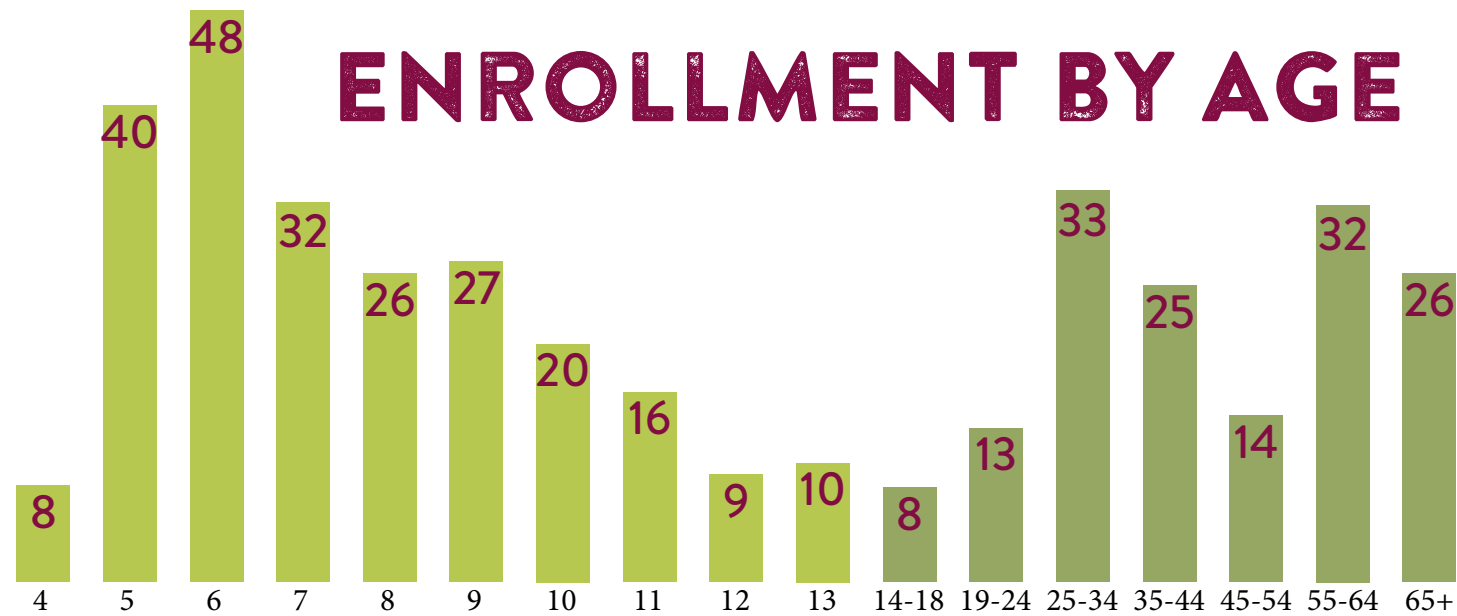
ENROLLMENT BY GENDER



58.2% FEMALE
30.4% MALE
11.3% DID NOT SPECIFY

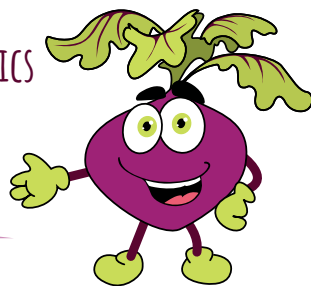
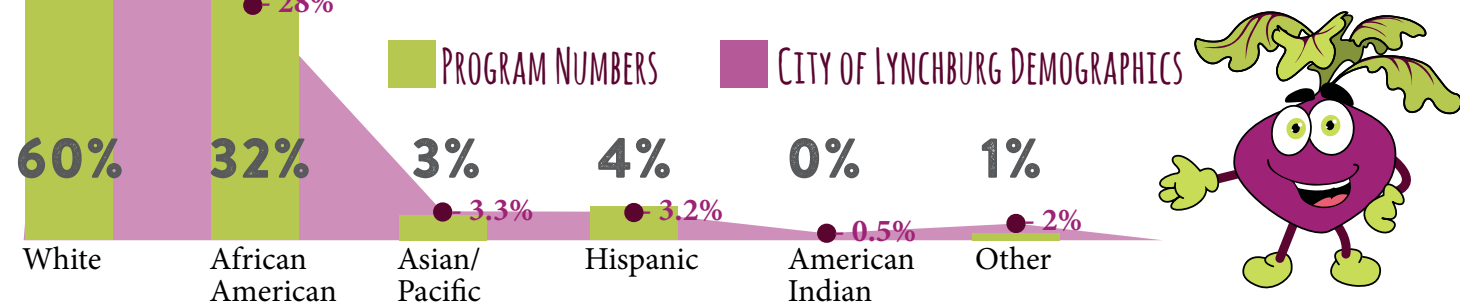
The youth program comprised of 115 females (54.8%) and 95 males (45.2%). The adult participants included 111 females (82.8%) and 23 males (17.2%), while 11.3% overall did not specify their gender.

ENROLLMENT BY AGE



PROGRAM PARTICIPANT ETHNICITY AS COMPARED WITH LYNCHBURG DEMOGRAPHICS

We Got the Beet enrollment surpassed the program target of 250 participants by more than 150% (N=389) and met our goals for minority representation. African American representation in WGTB was 4% greater than that of Lynchburg's population, while Caucasian participation was 3% lower. Asian and Hispanic representation was on par with Lynchburg's population, while the program involved no Native Americans, who comprise .5% of Lynchburg residents.



ADULTS SAID BECAUSE OF THE WE GOT THE BEET PROGRAM:

- 82% I have gained new cooking skills.
- 92% I am more physically active.
- 92% I make healthier foods for my kids/family.
- 93% I eat more fruits and vegetables.
- 96% I eat food that is fresher (less packaged food).
- 96% I eat new kinds of food.
- 96% I visit the Lynchburg Community Market more.
- 96% I care more about eating healthy.
- 96% I am telling my family & friends to visit the Market.
- 100% I know more about how to be healthy.

ALMOST ALWAYS... (AS RECORDED ON ADULT SURVEYS)

	BEFORE	AFTER
Read the nutrition label	33.88%	48.39%
Eat whole grains instead of refined	36.81%	41.94%
Eat 2+ servings of fruit a day	33.10%	46.67%
Eat 3+ servings of vegetables a day	32.41%	53.33%
Do a physical activity with my kids each day	39.58%	51.61%



Carolyn Hemric speaks about how much she looked forward to coming down to the Market every week and learning new tips on how to live a healthier lifestyle at home.

KIDS SAID THAT AFTER THE WE GOT THE BEET PROGRAM:

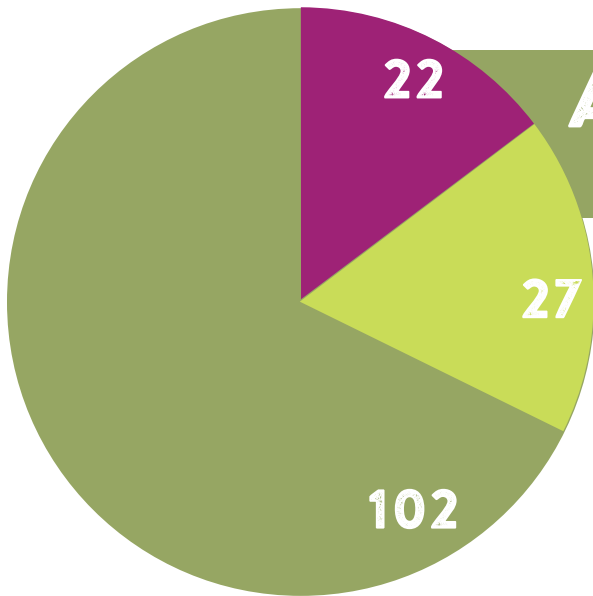
- 49% I choose water over other beverages when I am thirsty (up from 39%).
- 53% I know that at least half of my plate should be filled with fruits & vegetables (up from 34%).
- 66% I ask my family to take me to the Lynchburg Community Market (up from 40%).
- 68% I can name at least one effect of consuming sugary drinks (up from 41%).
- 84% I have tried 7+ fruits & vegetables (up from 62%).
- 90% I like trying new foods (up from 60%).

THREE GENERATIONS:

A woman told this story to Market staff. Her daughter had heard about our program at school and asked to come to the Market for the We Got the Beet programming. While at the Market, the mom learned SNAP could be used at the Market. Excitedly, she shared this information with her mother, a SNAP recipient, and brought the grandmother to the Market for the first time the following week. The grandmother was surprised and thrilled to learn not only about the wide variety of fresh foods she could purchase with her SNAP tokens, but also of the dynamic programming offered that would assist her in living healthier.



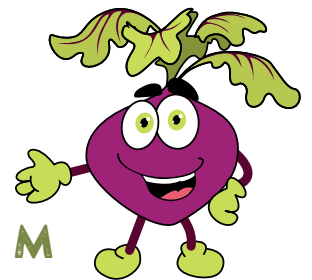
Harmoni Walker of the Greater Brookville Church talks about how the kids from her program enjoyed We Got the Beet and took back recipes to make for their congregation.



ADULT PARTICIPANT SNAP ELIGIBILITY

- ON SNAP
- ELIGIBLE, BUT NOT ON SNAP
- NOT ELIGIBLE FOR SNAP

Future plans include inviting the Department of Social Services booth at Kickoff 2018 in order to have on-site SNAP registration.



WE GOT THE BEET

BY: JIGGY M

CHORUS

We got the beets. We got the greens. Vitamin A, Vitamin C!
 We got the fruits - tastes so sweet. Something healthy, for when you get the munchies!
 We got the beets. We got the beets. We got the beets.
 We got the beets. We got the beets. We got the beets.
 Something healthy, for when you get the munchies!

We don't need to eat that fast food, that grease is bad for us.
 It'll have you running to the bathroom with the bubble guts.
 Instead of that burger, have salad full of lettuce, local grown chicken, croutons, and carrots.
 Those are full of Vitamin A, B, and Vitamin E.
 Make sure you check the ingredients, need that gluten-free.
 We don't need no soda, high fructose in that cola, cause we staying hydrated with a cup of lemon water. Yeah!

CHORUS

Sweets once every day - I can't lie, that's okay.
 But too much sugar then your teeth will start to decay.
 Then they'll start falling out. To keep the pearly whites, vegetables like broccoli make your smile extra bright!
 Living a healthy life first starts with your appetite. Eat natural foods then you move at the speed of light.
 Yeah we got the beets; the fruits, you know they sweet.
 At the Lynchburg Community Market come get something to eat. Woah!

CHORUS



Find it at www.LynchburgCommunityMarket.com