Center for Whole Communities

Whole Measures - Community Food Systems Focus

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THANKS TO THE
COMMUNITY FOOD
SECURITY COALITION &
USDA CFP PROGRAM

CFSC
www.foodsecurity.org
USDA/NIFA
http://www.csrees.usda.gov/fo/co
mmunityfoodprojects.cfm
Center for Whole Communities

Whole Measures:
Transforming Our Vision of Success

http://measuresofhealth.net/
www.wholecommunities.org
Interactive Institute for Social Change

Whole Measures Trainings

http://www.interactioninstitute.org/
What is unique about WM CFS?

WM CFS is designed to give organizations and communities a collaborative process for defining and expressing their complex stories and the multiple outcomes that emerge from their work.
Story of the CFS Version

- CFSC conducted TA for CFP grantees
- Core Working Group
- Completed in 2009
- Mentoring Project 2010-2011
- Community Profile Report -February 2012
- Stories from the Field-Spring 2012
Uses of Whole Measures CFS

- Strategic Planning
- Community & Project Planning
- Evaluation

Community engagement
OVERVIEW OF WM CFS ELEMENTS

A. Six Core Value Based Fields
B. Steps for Implementation
C. Rubrics
D. Glossary
E. Discussion Guides
Value Based **Fields** of Practice

- Justice and Fairness
- Strong Communities
- Vibrant Farms
- Healthy People
- Sustainable Ecosystems
- Thriving Local Economies
Each Field has four Practices

Thriving Local Economies

- Creates local jobs and builds long-term economic vitality within the food system
- Builds local wealth
- Promotes sustainable development while strengthening local food systems
- Includes infrastructure that supports community and environmental health
Each Practice has **sample Outcomes**

**Thriving Local Economies**

- Builds local wealth
  - Promotes local and regional agricultural businesses that are sustainable and support a healthy food system.
  - Ensures that decisions about local economies are directed by members of the community.
  - Builds community economic literacy to sustain long-term economic sustainability.
Steps for Implementation

1. Forming an Evaluation Team
2. Understanding the Rubrics
3. Defining the Intended Outcomes
4. Individual Ratings
5. Group Dialogue
6. Utilizing Results
Rubrics

1. Scoring tool that lists criteria for a piece of work or what counts
2. By field, includes practices & outcomes, ratings
3. Used for dialogue & quantifying results
Discussion Guides

A. Facilitation Discussion Guide: Process and Product
B. Values Discussion Guide
C. Defining Intended Outcomes Discussion Guide
D. Evaluation Discussion Guide
E. Debrief Discussion Guide
STORIES FROM THE FIELD

- Project Planning
- Strategic Planning
- Community Planning
- Project Evaluation
✓ Project Planning

NUESTRAS RAICES – PHOTO VOICE

http://www.nuestras-raices.org

-Diego Angarita
Healthy People

Recipes from the garden

CONNECT

EDUCATE

Skills to
cook, nourish, culturally

Rich food

Empower community
Share knowledge

Cultivating

study, practice, and community
✓ Project Planning

APPALACHIAN FOODSHED PROJECT– CFS ENHANCEMENT GRANT RFA

www.appalachianfoodshedproject.org

-Nikki D’Adamo-Damery
Community Food Security Enhancement Grants

RFA invites applicants to:

A. Indicate which fields their work emphasizes

B. Indicate how the work integrates across fields
Community food security involves:

- Ensuring that healthy food is accessible and available to all community members
- Empowering local communities to determine where and how to focus work for food system change
- Cultivating sustainable agriculture
- Balancing food security and farm security
- Engaging youth and young people
- Fostering a healthier community
- Working for justice and equity
✓ Strategic Planning

COMMUNITY FOOD SECURITY COALITION – STRATEGIC ROAD MAP

www.foodsecurity.org

-Jeanette Abi-Nader
CFSC THEORY OF CHANGE AND STRATEGIC EVALUATION FRAMEWORK

Overarching Outcome of a Strong CFS Movement:
Healthy, sustainable, just and democratic food systems

CFSC’s Desired Impact:
Stronger community food security movement

CFSC’s Strategies
1. Educate the public
2. Advocate for policy change
3. Build capacity
4. Network the field
5. Promote social justice and anti-racism
6. Strengthen CFSC

These strategies are operationalized through CFSC’s programs, activities and issue areas

CFSC Meta Indicators
- Active social justice practices
- Healthy organizations and community groups
- Transformational leadership
- Broad and diverse base
- Political power
- Supportive policies and structures
- Favorable public will discourse
- Strong organizational development
Community Planning

SUSTAINABLE SOUTH SOUND – COMMUNITY FOOD SUMMIT

www.sustainablesouthsound.org

-TJ Johnson
A FOOD SYSTEM THAT SUITORS

Sustainable

Ecosystems:
1. Supports a Healthy Environment
2. Promotes an Ecological Ethic
3. Enhances Biodiversity
4. Promotes Agricultural and Food Distribution Practices that Mitigate Climate Change

From "WholeMeasures for Community Food Systems"

2009 Cafe for World Communities
COMMUNITY FOOD PROJECTS INDICATORS OF SUCCESS — CROSS PROGRAM EVALUATION TOOL

http://www.csrees.usda.gov/fo/communityfoodprojects.cfm

-Liz Tuckerman, National Research Center
Community Food Projects IOS Logic Model

**Resources**
- USDA funds
- Matching funds
- Communities
- Residents
- Community Food Projects
- Training and Capacity Building Providers
- Private and public sector organizations, business and schools
- Volunteers

**Strategies**
- Create community food systems
- Build collaboratives/networks/partnerships
- Build organizational and individual capacity
- Promote public education and outreach
- Advocate for policies to change local food infrastructure
- Promote social justice and racial equity

**Outcomes**

**Healthy People:** Provides healthy food for all; Ensures the health and well-being of all people inclusive of race and class; Connects people and the food system, from field to fork, in understanding and in practice; Connects people and the land in ways that promote health and wellness

**Strong Communities:** Improves equity and responds to community food needs; Contributes to healthy neighborhoods; Builds diverse, collaborative relationships, trust and reciprocity; Supports civic participation, political empowerment and local leadership

**Thriving Local Economies:** Creates local jobs and builds long-term economic vitality within the food system; Builds local wealth and economic prosperity; Promotes sustainable development in strengthening local food systems; Includes infrastructure which supports community and environmental health

**Vibrant Farms & Gardens:** Supports local, sustainable family farms to be thriving and economically viable; Cares for farmers and farm-workers; Cares for farm animals; Honors stories of food and farm legacy through community voices

**Sustainable Ecosystems:** Sustains and grows a healthy environment; Promotes an ecological ethic; Enhances biodiversity; Promotes agricultural and food distribution practices that mitigate climate change

**Justice & Fairness:** Creates opportunities for low-income and communities of color to move toward food health and self-sufficiency; Reveals, challenges and dismantles injustice in the food system; Creates just food system structures; Ensures public institutions and local businesses support a just community food system
## CFP IOS Results by Field

<table>
<thead>
<tr>
<th>Whole Leases (WM) Field</th>
<th>Indicator of Success</th>
<th>FY2011</th>
<th>FY2005-FY2011</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Healthy People</strong></td>
<td>Pounds of food generated and handled</td>
<td>1.5 million</td>
<td>21.6 million</td>
</tr>
<tr>
<td></td>
<td>-- pounds produced</td>
<td>847,000</td>
<td>6.8 million</td>
</tr>
<tr>
<td></td>
<td>-- pounds donated</td>
<td>76,000</td>
<td>883,000</td>
</tr>
<tr>
<td></td>
<td>-- pounds sold</td>
<td>573,000</td>
<td>6.7 million</td>
</tr>
<tr>
<td></td>
<td>Customers and food recipients</td>
<td>181,000</td>
<td>2.9 million</td>
</tr>
<tr>
<td></td>
<td>-- FMNP participants</td>
<td>1,900</td>
<td>112,000</td>
</tr>
<tr>
<td></td>
<td>-- SNAP recipients</td>
<td>9,600</td>
<td>110,000</td>
</tr>
<tr>
<td></td>
<td>-- SFMNP meal recipients</td>
<td>3,300</td>
<td>61,000</td>
</tr>
<tr>
<td></td>
<td>-- WIC Program recipients</td>
<td>5,500</td>
<td>58,000</td>
</tr>
<tr>
<td></td>
<td>-- school or summer youth meal recipients</td>
<td>54,000</td>
<td>1.8 million</td>
</tr>
<tr>
<td><strong>Strong Communities</strong></td>
<td>Food policy councils/networks formed</td>
<td>20</td>
<td>90</td>
</tr>
<tr>
<td></td>
<td>Organizations represented on the councils or networks</td>
<td>280</td>
<td>1,200</td>
</tr>
<tr>
<td></td>
<td>Individuals on the council(s) or network(s) and participants assuming new or enhanced leadership roles in the community*</td>
<td>2,300</td>
<td>6,900</td>
</tr>
<tr>
<td></td>
<td>-- those who are people of color*</td>
<td>1,500</td>
<td>2,600</td>
</tr>
<tr>
<td></td>
<td>Approved policies</td>
<td>30</td>
<td>270</td>
</tr>
<tr>
<td></td>
<td>-- people affected by policies</td>
<td>3.3 million</td>
<td>42.0 million</td>
</tr>
<tr>
<td></td>
<td>Community food assessments completed</td>
<td>200</td>
<td>670</td>
</tr>
<tr>
<td></td>
<td>-- people affected by assessments</td>
<td>28.7 million</td>
<td>51.8 million</td>
</tr>
<tr>
<td><strong>Thriving Local Economies</strong></td>
<td>FTE jobs created</td>
<td>100</td>
<td>2,700</td>
</tr>
<tr>
<td></td>
<td>Micro-enterprise opportunities/micro-businesses started or supported</td>
<td>155</td>
<td>4,000</td>
</tr>
<tr>
<td></td>
<td>Farmers’ markets started*</td>
<td>80</td>
<td>170</td>
</tr>
<tr>
<td></td>
<td>-- sales of farmers’ markets*</td>
<td>$1.3 million</td>
<td>$3.0 million</td>
</tr>
<tr>
<td></td>
<td>New and/or value-added products developed</td>
<td>60</td>
<td>1,700</td>
</tr>
<tr>
<td></td>
<td>-- sales of products*</td>
<td>$53,000</td>
<td>$61,000</td>
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</tbody>
</table>
THE FOOD PROJECT
COMMUNITY RFA FOR
GREENHOUSE USE

http://thefoodproject.org
-Danielle Andrews & Kathleen Banfield
Workshop 1: Defining Project Scope

**Purpose**
Describe how you will use WM CFS and what the overarching purpose is.

**Modify**
Describe if and how you will modify the frame of WM CFS including the Fields, Outcomes, and Impacts.

**Evaluation Team Members & Roles**

**Process**
Describe when and how you will meet.

Consider how each of these elements contribute to the purpose.
<table>
<thead>
<tr>
<th>Justice &amp; Fairness</th>
<th>Strong Communities</th>
<th>Vibrant Farms</th>
<th>Healthy People</th>
<th>Sustainable Ecosystems</th>
<th>Thriving Local Economies</th>
</tr>
</thead>
</table>
| • Provides food for all  
• Reveals, challenges and dismantles injustice in the food system  
• Creates just food system structures and cares for food system workers  
• Ensures that public institutions and local businesses support a just community food system | • Improves equity and responds to community food needs  
• Contributes to healthy neighborhoods  
• Builds diverse and collaborative relationships, trust and reciprocity  
• Supports civic participation, political empowerment, and local leadership | • Supports local, sustainable family farms to thrive and be economically viable  
• Protects and cares for farmers and farm workers  
• Honors stories of food and farm legacy through community voices  
• Respects farm animals | • Provides healthy food for all  
• Ensures the health and well-being of all people, inclusive of race and class  
• Connects people and the food system, from field to fork  
• Connects people and land to promote health and wellness | • Sustains and grows and healthy environment  
• Promotes an ecological ethic  
• Enhances biodiversity  
• Promotes agricultural and food distribution practices that mitigate climate change | • Creates local jobs and builds long-term economic vitality within the food system  
• Builds local wealth  
• Promotes sustainable development while strengthening local food systems  
• Includes infrastructure that supports community and environmental health |
Workshop 3: Defining Outcomes/Your Success

Each of the fields contributes to wholeness. Consider them all as integrated and important, but you can focus on them individually for manageability and to articulate practices and outcomes.

<table>
<thead>
<tr>
<th>Field</th>
<th>Practices (current or intended)</th>
<th>Outcomes</th>
</tr>
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</table>

Where do you foresee ease in regards to defining fields and practices with your community and/or evaluation team?

Where do you foresee challenges in regards to defining fields and practices with your community and/or evaluation team?
## Workshop 4: WM CFS Core Capacities

<table>
<thead>
<tr>
<th>Capacities</th>
<th>Totally new/Challenging</th>
<th>Some experience/On the path</th>
<th>Experience/Ready to go deeper</th>
<th>Experience/Working at Capacity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Act with justice &amp; fairness</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Embody transformational leadership</td>
<td></td>
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<tr>
<td>Design collaborative processes</td>
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<tr>
<td>Convene conversations that matter</td>
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<tr>
<td>Cultivate storytelling</td>
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<tr>
<td>Maintain relationships as primary</td>
<td></td>
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<td></td>
<td></td>
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<tr>
<td>Inspire and create action</td>
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<tr>
<td>Respect and honor the capacities and assets of all people</td>
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</tbody>
</table>
Workshop 5: WM CFS Rubrics

**Workshop 5**

**Rubrics by Rating**

<table>
<thead>
<tr>
<th>Field</th>
<th>Project</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
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</table>

<table>
<thead>
<tr>
<th>Negative Impact</th>
<th>Neutral</th>
<th>Some Impact</th>
<th>Strong Impact</th>
<th>Highest Impact</th>
<th>Overall Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>-3</td>
<td>0</td>
<td>+3</td>
<td>+5</td>
<td>+10</td>
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</tbody>
</table>

*Practices can be listed in the yellow rows with the corresponding outcomes below. See pages 18-29 in Whole Measures for Community Food Systems for reference.*
IDEAS FOR ENGAGING COMMUNITY

- Gallery Walk
- Food Summit Framework
- Photo Voice Project
- Gathering in Neighborhood Space
- Train the Trainers
CAPACITIES FOR WM CFS

- Justice & fairness
- Transformational leadership
- Collaborative processes
- Conversations that matter
- Storytelling
- Relationships as primary
- Respecting capacities of all
- Defining clear outcomes
- Inclusive meeting facilitation
- Holding paradox - both/and principle
- Paying attention to the process
Justice + Fairness: Strong Communities
THANK YOU!

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