Using the PSE Readiness Assessment & Decision Instrument (PSE READI) to Optimize Community Nutrition Strategies for Your Context

October 24, 2018

BCOP
Building Capacity for Obesity Prevention
Acronyms

• **BCOP**: Building Capacity for Obesity Prevention
• **SNAP-Ed**: Supplemental Nutrition Assistance Education Program
• **CHC**: Creating Healthy Communities Program
• **PSE**: Policy, System, and Environmental Interventions
• **FM**: Farmers’ Market
• **HEC**: Healthy Eating in Childcare
• **F2S**: Farm to School
• **HFR**: Healthy Food Retail
• **PSE READI**: **PSE Readiness** Assessment and Decision Instrument
1. Introduction to BCOP
2. Why was PSEREADI.org created?
3. What is PSEREADI.org?
4. What are the key features of PSEREADI.org?
5. What are BCOP’s next steps?
6. How will YOU use PSEREADI.org?
Building Capacity for Obesity Prevention (BCOP) is...

A partnership between Case Western Reserve University, Prevention Research Center for Healthy Neighborhoods, The Ohio State University, SNAP-Ed program, and the Ohio Department of Health, Creating Healthy Communities program.
PSE READI Core Training Team

Darcy Freedman, PhD, MPH, Principle Investigator

Jennifer King, PhD, MS, Research Associate

Keren Valerus, MPH, MS, Project Coordinator

Samantha Williams, Graduate Assistant

Elizabeth Benninger, PhD, Post-Doctoral Scholar
The BCOP Team: Case Western Reserve University Prevention Research Center for Healthy Neighborhoods

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Creating Healthy Communities

Sarah Ginnetti, RD, LD,
Co-Investigator
Notice!

Our website goes live statewide in January 2019.
Soft launch in November 2018.

www.PSEREADI.org
Why was PSEREADI.org created?

Created to support community nutrition practitioners as they:

1. **Assess** their community’s readiness and capacity to implement community nutrition PSEs

2. **Plan** next steps and guide community nutrition PSE implementation

3. **Act** using over 1,000 PSE Resources to help implement your community plan
Why was PSEReadI.org created?

PSE READI currently supports 4 Policy, Systems and Environmental (PSE) areas:

1. Farmers’ Markets
2. Healthy Food Retail
3. Healthy Eating in Childcare
4. Farm to School
How was the PSE READI created?

PSE READI assessment and website were created using evidence-based practices along with feedback from community members and content experts using a multiphase approach:


KEY FEATURES

- PSE READI Assessments
- PSE Resources
- PSE READI Reports
- PSEs in Action
What is PSEREADI.org?
The Building Capacity for Obesity Prevention Project (BCOP) is a partnership between Case Western Reserve University, Prevention Research Center for Healthy Neighborhoods, The Ohio State University, SNAP-Ed program, and the Ohio Department of Health, Creating Healthy Communities program.

This website was designed with guidance from SNAP-Ed and public health practitioners in Ohio to promote successful implementation of community nutrition Policy, System, and Environmental (PSE) programs. We provide support to Assess, Plan, and Act based on local readiness and capacity.

1 Assess
You can take the online PSE Readiness Assessment and Decision Instrument (READI) to assess your community's readiness and capacity to implement community nutrition PSEs. You can either take the assessment as an individual or invite community members to share their input in a team assessment. To get started, create an account or go to My Account if you are a return visitor.

The four different Ohio PSE READIs currently available include:

- Farmers' Markets (FM)
- Healthy Food Retail (HFR)
- Farm to School (F2S)
- Healthy Eating Policies in Childcare (HEC)

2 Plan
After completion of your PSE READI, we will provide a report with three recommendations tailored to your community. These recommendations will help you plan next steps and guide community nutrition PSE implementation.

3 Act
BCOP has organized over 1,000 toolkits, guides, and other PSE Resources into an online library to help you put your community nutrition plan into action.
Who is PSE READI for?

• Specifically developed for SNAP-Ed and public health practitioners in Ohio
• You can browse the site without making an account, access library of resources, and PSE intervention videos
• Create an account to take assessments and generate reports with tailored recommendations
What can you do on PSEReadI.org without an account?
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PSE Resources

Search and explore the community nutrition PSE online library of over 1,000 tools, guides, and videos to help you put your community nutrition plan into action.

If you have a recommendation for a resource to be added, please share it with us via our submission form.

FARMERS' MARKET

Funding & Grant Resources

FreshLO Initiative
2018 | The Kresge Foundation

Fresh Local and Equitable (FreshLO) Initiative grants are supported by the Kresge Foundation. FreshLO supports holistic, creative and sustainable community healthy food system initiatives that value equity, creative placemaking, health and economic development in order to revitalize neighborhoods. FreshLO currently provides networking and technical assistance to twenty-three nonprofit organizations and coalitions nationwide working on designing neighborhood-scale projects across sectors of food-oriented development.

How to Run a Nutrition Incentive Program
2015 | Wholesome Wave

This resource from the National Nutrition Incentive Network provides information and tips on how to start and maintain nutrition incentive programs at farmers’ markets.
HEC: How do you increase support for nursing moms in childcare center?
HFR: How do you get buy-in from corner store owners?
FM: How do you get SNAP EBT at a new farmers’ market?
F2S: How do you develop distribution systems to support F2S?

Distribution Models
Ohio State University (OSU) Extension

There are many avenues for sourcing and distributing local foods. This resource describes and provides links to some of the most common models available in Ohio, and will help you decide upon or find the model that fits with your service area.

View Resource
What kinds of resources will be valuable for you?
PSE Resources

Search and explore the community nutrition PSE online library of over 1,000 tools, guides, and videos to help you put your community nutrition plan into action.

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View Resource
Share a link with your followers

Fresh Marta Market http://bcopqa.mt.stage.mtlc.com/resource/fresh-marta-market/

Phone, email or username

Password

Remember me · Forgot password?

Log in and Tweet
Do you use social media to share your resources with coworkers or contacts?
Thank you for recommending a resource you find useful in your work. Your suggestion will be reviewed by the BCOP Team and may be added to the PSE Resource library.
KEY FEATURES

- PSE Resources
- PSE Intervention Videos
The Building Capacity for Obesity Prevention Project (BCOP) is a partnership between Case Western Reserve University, Prevention Research Center for Healthy Neighborhoods, The Ohio State University, SNAP-Ed program, and the Ohio Department of Health, Creating Healthy Communities program.

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Community Nutrition PSEs In Action

BCOP currently focuses on four community nutrition PSEs recommended by the U.S. Department of Agriculture, SNAP-Ed program and the Centers for Disease Control and Prevention, as well as other agencies and organizations. Watch the videos below to see how different communities in Ohio have worked to integrate nutrition related PSEs into their communities. To learn more about PSEs, see our FAQ section.

Farmers’ Market

Farmers’ Market Challenges: Barriers to Farmers

Practitioners discuss barriers, challenges, and common misconceptions they have had to address at their farmers’ market. Adequate pricing, public transportation, and farmer recruitment are a few examples of challenges that lie in the way of creating inclusive and successful farmers markets.

Healthy Eating in Childcare

Healthy Eating in Childcare: Advice and Challenges

Watch later Share

Healthy Eating in Childcare Resources

Watch later Share
Healthy Corner Store Initiatives: Partnerships and Collaboration

Lucas County practitioners share the many partnerships involved in their healthy corner store initiative. By collaborating, the program is able to overcome challenges and facilitate sustainable initiatives.

Farm to School

Strengthening Farm to School Projects through Partnership
How do you see yourself using the resources we’ve covered so far in your work?
What can you do on PSEREADI.org with an account?
What is a PSE READI Assessment?

• On line tool for practitioners to assess community readiness and capacity to implement community nutrition PSEs
• Has approximately 25 questions and will take about 15-20 minutes to complete
• There are no right or wrong answers, users select the best option for each question
• Can be taken as an individual or as a team
• Must answer all questions in order to generate tailored report
Please login first to access this page to take an Ohio PSE READI.
Create Your Account

You need an account to take a PSE READI, access and share your reports, and manage your resources. The PSE READI helps Ohio practitioners assess, plan, and act to optimize success implementing community nutrition PSES.

User E-Mail

Password

Confirm Password

Select Your County
Select the Ohio county where you perform work. Select all that apply.

- [ ] Adams
- [ ] Ashland
- [ ] Other, please specify

Select your Affiliation

- [ ] SNAP Ed
- [ ] Creating Healthy Communities
- [ ] Other, please specify

Other Affiliation

Data Use Agreement

- [ ] Click here to indicate that you have read and agree to the terms presented in the Terms of Use

Email notifications (Optional)

- [ ] I would like to receive email notifications

Complete the result:

\[ 9 + 4 = \]
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If you have a recommendation for a resource to be added, please share it with us.

FARMERS’ MARKET
Partnerships & Networking

Milwaukee Farmers Union Website
Groundwork Milwaukee

The Milwaukee Farmers Union is a collective of farmers located in Milwaukee and the surrounding area. As a current program of Groundwork Milwaukee, the goal of the Milwaukee Farmers Union is to support for-profit farmers by removing barriers to success. The Union helps farmers secure land, resources, and provides networking opportunities with other farmers and members...

Read More

Agricultural and Natural Resources
2018 | OSU Extension

OSU Extension Agriculture and Natural Resources (ANR) professionals provide technology, marketing, business, and educational support to local communities.
Farm to School

CREATE A PROFILE FOR THE PSE READI YOU WILL BE TAKING TODAY
Each PSE READI should focus on a specific target area or community. Think about the specific target area or community that you would like to assess with this PSE READI. Please select one choice that best represents this target area or community. The area that you select will be the area that you will think about when answering questions on the PSE READI.

Step 1: Select County that will be the focus of this PSE READI
Select one county from the drop-down below.
Choose County: - select -

Step 2: Define a Specific Target Area or Community Within This County
Please select one choice that best represents the target area or community within the county you selected.
- Entire County
- Choose specific areas within your county below:
  - Census Tracts:
  - Zip codes:
  - City or Town(s):
  - School District(s):

Step 3: Name your PSE READI
Please give this target area or community a name and enter it below. This name will become the name of this PSE READI. You will answer the questions on the PSE READI with this specific location in mind. You can take a PSE READI for as many different areas as you like and each will be given a different name. The name you provide for the PSE READI will appear on your PSE READI report and will be stored in your user account so you can easily identify it in the future.
Enter the name for this PSE READI: 
Example: “Collinwood Neighborhood”
How would you define your service area when taking a PSE READI assessment?
Will you be taking this PSE READI as an individual or as a team?
Refer to this decision tree to help guide your choice.
See our list of potential team members for suggestions on how to build your team.

- I will be taking this PSE READI as an individual
- I will be taking this PSE READI as a Team

Submit
Individual

Team
Who would you invite to take a PSE team assessment?
# PSE READI Potential Team Members

Use this chart to help identify community partners and stakeholders that can contribute to your PSE READI team assessment.

<table>
<thead>
<tr>
<th>Farmers' Market (FM)</th>
<th>Healthy Eating in Childcare (HEC)</th>
<th>Healthy Food Retail (HFR)</th>
<th>Farm to School (F2S)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Farmers’ Market Manager</td>
<td>Childcare provider</td>
<td>Corner store owners</td>
<td>School administrator</td>
</tr>
<tr>
<td>Food policy coalition member</td>
<td>Childcare administrator</td>
<td>Food policy coalition</td>
<td>Teacher</td>
</tr>
<tr>
<td>EBT/Jobs and Family Service</td>
<td>Parents</td>
<td>Obesity policy coalition</td>
<td>Food service staff</td>
</tr>
<tr>
<td>Public health department</td>
<td>WIC</td>
<td>City departments of health and licensing</td>
<td>Agricultural educator</td>
</tr>
<tr>
<td>City planning department</td>
<td>FNEP</td>
<td>Food / wholesale distributor</td>
<td>Food policy coalition</td>
</tr>
<tr>
<td>Local farmer/grower</td>
<td>CACFP</td>
<td>Farmer/grower</td>
<td>Farmer/grower</td>
</tr>
<tr>
<td>Farm Bureau staff</td>
<td>Food service</td>
<td>Food / wholesale distributor</td>
<td>Food policy coalition</td>
</tr>
<tr>
<td>County agriculture educator</td>
<td>Step Up to Quality</td>
<td>City planning</td>
<td>PTO</td>
</tr>
<tr>
<td>WIC</td>
<td>Local childhood obesity prevention coalition</td>
<td>Community resident</td>
<td>Child obesity prevention groups</td>
</tr>
<tr>
<td>SNAP/EBT recipient</td>
<td>Food policy coalition</td>
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<td></td>
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<tr>
<td></td>
<td>Early childhood development groups</td>
<td></td>
<td>Food service director</td>
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<td></td>
<td></td>
<td></td>
<td>School wellness committee</td>
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</tbody>
</table>
Farm to School

Instructions: Please answer each question as it relates to you and the work you do in your service area. Examples of Farm to School PSE Interventions include:

- Promoting school gardens
- Increasing salad bar activities at schools
- Increasing locally grown food purchased for school cafeteria meal preparation

Important definitions for this survey. We define these key words in the following way:

- Participant = SNAP-Ed or CNCS community educator or program assistant
- Service area = The area(s) where you do your work
- Parents and students = Parents or caregivers and students from low-income households, including those on SNAP
- Don’t Know = If you are unsure how to answer the question
- Not Applicable = If the question does not apply to your area of work

School capacity

The questions in this section ask about resources of schools to support implementation of farm to school PSE projects.

<table>
<thead>
<tr>
<th>To what extent</th>
<th>Not At All</th>
<th>Slightly</th>
<th>Moderately</th>
<th>Very</th>
<th>Extremely</th>
<th>Don’t Know</th>
<th>Not applicable</th>
</tr>
</thead>
<tbody>
<tr>
<td>Are there supportive programs and resources available to maintain school gardens during summer?</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
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</tr>
<tr>
<td>Does school staff (e.g., teacher, nurse, and cafeteria manager) in your service area have paid time available to work on farm to school PSE projects?</td>
<td>[ ]</td>
<td>[ ]</td>
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<tr>
<td>Is there buy-in from teachers and administrators in your service area to implement farm to school PSE projects in their schools?</td>
<td>[ ]</td>
<td>[ ]</td>
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<td>[ ]</td>
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<tr>
<td>Are farm to school PSE projects in your service area integrated into school curriculum and activities (e.g., greenhouse integrated with science class)?</td>
<td>[ ]</td>
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<tr>
<td>Do the school food service director and/or school food service personnel have expertise in a particular aspect of the implementation of farm to school PSE projects?</td>
<td>[ ]</td>
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</tbody>
</table>
## Community resources and motivations

The questions in this section ask about community factors such as community leadership investment and support systems that influence implementation of farm to school PSE projects.

<table>
<thead>
<tr>
<th>To what extent</th>
<th>Not At All</th>
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<th>Very</th>
<th>Extremely</th>
<th>Don't Know</th>
<th>Not applicable</th>
</tr>
</thead>
<tbody>
<tr>
<td>... Are farmers in your service area motivated to sell products to schools or participate in F2S PSE projects?</td>
<td><img src="Image" alt="Circle" /></td>
<td><img src="Image" alt="Circle" /></td>
<td><img src="Image" alt="Circle" /></td>
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<td><img src="Image" alt="Circle" /></td>
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</tr>
<tr>
<td>... Is there momentum or activity among leaders in your service area to address policies or practices influencing farm to school PSE projects (e.g., vending machine policies, food service guidelines, food procurement practices)?</td>
<td><img src="Image" alt="Circle" /></td>
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</tr>
<tr>
<td>... Are community leaders in your service area aware of farm to school PSE project opportunities such as school gardens and salad bars at school?</td>
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<td><img src="Image" alt="Circle" /></td>
<td><img src="Image" alt="Circle" /></td>
</tr>
<tr>
<td>... Are parents and students in your service area aware of farm to school PSE project opportunities such as school gardens and salad bars at school?</td>
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</table>
Cleveland Heights Neighborhood
10/24/2018
By: smw163@case.edu

Part 1: Recommendations For Action

Click here to explore additional resources.

+ Recommendation 1: Begin To Support Integration Of F2S Projects Into School Curriculum
+ Recommendation 2: Begin To Support F2S Champions
+ Recommendation 3: Begin To Make Your Budget Support F2S PSE Projects

Part 2: CUYAHOGA Profile

+ Socioeconomic Profile
+ Health And Chronic Disease Profile
+ Food Environment Profile
+ Fruit And Vegetable Production Profile
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10/24/2018
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Part 1: Recommendations For Action

Recommendation 1: Begin To Support Integration Of F2S Projects Into School Curriculum

Integrating farm to school F2S projects into the school day and classroom activities to meet academic standards can be fun and rewarding for teachers as well as students! The first step is reaching out to teachers to find out their farm to school beliefs, hopes, motivations, and interests. Ask them what they perceive as barriers to incorporating curriculum and their ideas for overcoming those barriers. If you know of teachers in other schools who have implemented nutrition-focused curriculum, reach out to them for an informational interview. Bearing fruit: Farm to School Program Evaluation Resources and Recommendations (pg 163) has excellent questions that could be adapted to fit this informal interview. Share with the teachers the "Benefits of Farm to School Fact Sheet." Reassure them that incorporating farm to school in their classrooms will not add to their work, but rather enhances the learning standards that they must already meet.

It is important to note that there are plenty of lesson plans in each subject area that cover farm to school topics, and resources have already been created that are easy to access online and are often at no cost or affordable for them to use. Teachers do not need to start from scratch unless developing new lesson plans is something that excites them and helps them feel more invested in farm to school. The "USDA Team Nutrition Resource Library," "Farm Academy Live: Providing Students with a Virtual Fieldtrip to an Agricultural Destination," "Growing Minds Farm to School Lesson Plans," "A Farm Field Trip Guide: A Hands-on Curriculum for Farm Based Education," Cornell University's "Classroom Learning," "Collaborative School Garden Network Curriculum Database," and "Linking Food and the Environment (LIFE) Curriculum and Related Resources" are just a few of many resources that offer lesson plans and teaching methodologies that align with farm to school. A simple Internet search engine query tailored to the needs of your teachers will provide you with additional links to high-quality lesson plans.

Related Resources

Bearing Fruit: Farm to School Program Evaluation Resources and Recommendations
This is a comprehensive farm to school program evaluation toolkit that is divided into four sections including resources and tools, a literature review, conclusions and recommendations, and program profiles and sample tools. A variety of sample farm to school surveys and questionnaires can be found within the toolkit that can be adopted to fit specific service area needs. Additionally, this tool can be beneficial in developing materials to communicate the power of farm to school projects with stakeholders.

Benefits of Farm to School Fact Sheet
This simple fact sheet provides an overview of farm to school programs, and summarizes the evidence-based benefits of programs for students, schools, the community, and farmers. The benefits are presented in an easy to read table that can be shared with partners, community members, and farmers alike.
Part 2: CUYAHOGA Profile

+ Socioeconomic Profile
+ Health And Chronic Disease Profile
- Food Environment Profile

STATISTICS FOR OHIO

Food Environment Index Map for Ohio
The Food Environment Index ranges from 0 (worst) to 10 (best). It reflects two indicators of the food environment, limited access to healthy food and food insecurity (2017).

COUNTY LEVEL PROFILE

STATISTICS FOR CUYAHOGA AREA

<table>
<thead>
<tr>
<th>Food Environment Index</th>
<th>6.5</th>
</tr>
</thead>
<tbody>
<tr>
<td>Worst</td>
<td></td>
</tr>
<tr>
<td>Best</td>
<td></td>
</tr>
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| SNAP Participation Rate | 19% |
| Food Insecurity Rate    | 19% |

| Low Access to Healthy Food | 4% |
| Vehicle Availability Rate | 95.0% |

Fruit And Vegetable Production Profile
What can you do with your report?
Use your recommendations as the starting point for your PSE programs
Use resources to help put your PSE plans into action
Use resources to help generate new PSE ideas
Use team reports to guide team decisions on PSE plans
How do you see yourself using your reports?
What are BCOP’s Next Steps?

• Mid-January 2019: State-wide launch of updated PSEReadi.org site
• Mid-January to March 2019: Webinar trainings on how to take PSE READI and use tailored report in PSE planning
Acknowledgements

The Building Capacity for Obesity Prevention (BCOP) project is a partnership between Case Western Reserve University, Prevention Research Center for Healthy Neighborhoods; The Ohio State University, SNAP-Ed program; and the Ohio Department of Health, Creating Healthy Communities program. BCOP is supported by a grant from the U.S. Department of Agriculture (G-1819-17-0539). This report does not reflect the official view or policies of the U.S. Department of Agriculture.
How will YOU use PSEREAD1.org?
Thank you!
Contact us at
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