

PORT PRODUCE

A FOOD SECURITY INTERVENTION

Presenter:

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Bellarine Community Health Ltd

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Bellarine Community Health Ltd (BCH)

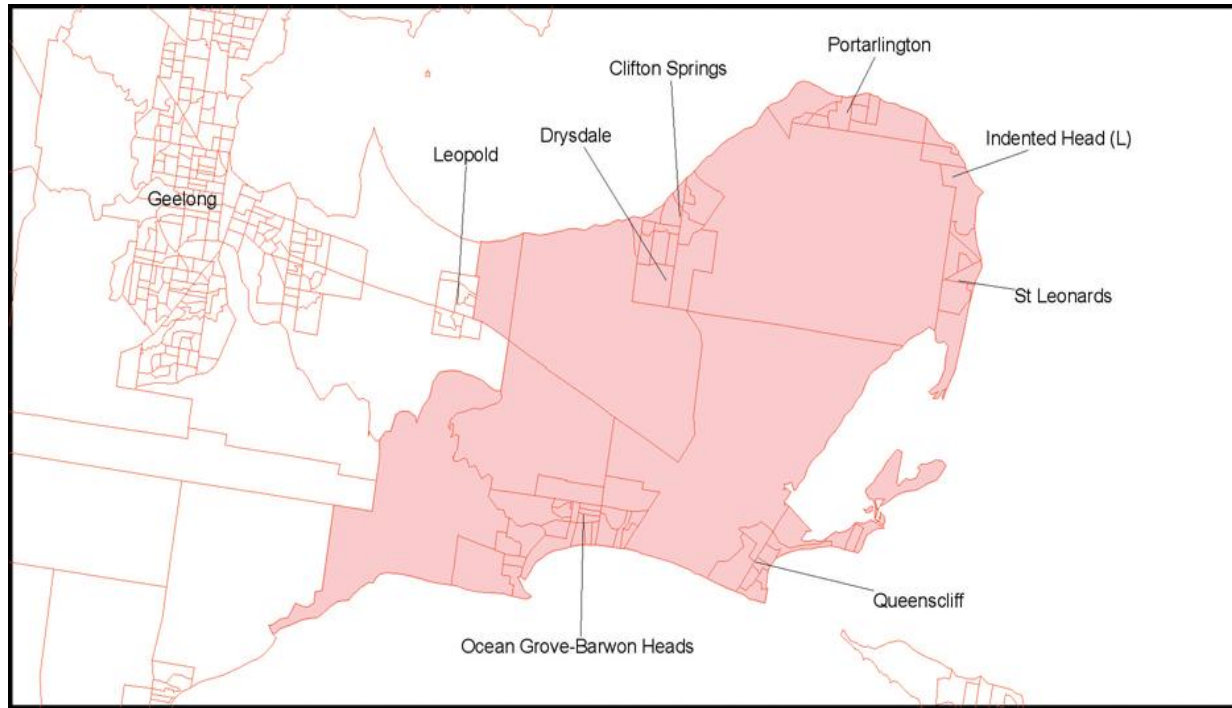
Stand alone service

5 sites across Bellarine Peninsula

Early years, young people, adult, aged care teams



Bellarine Peninsula



BCH and HP



- Best practice evidence based Health Promotion (HP)
- Many staff new to HP with limited HP training, skills or capacity (20%: 80%)
- HP orientation, training and workforce development is ongoing and a priority for BCH
- HP Priorities: Mental Health, Physical Activity & Food Security

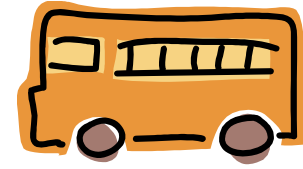


Food Security Problem Definition

- RAP Needs Assessment process undertaken
 - Key Stakeholder Analysis
 - Demographic Data
 - Public Transport
 - Fruit & Vegetable and Grocery Outlets
 - Victorian Market Basket Surveys
 - Food Deserts
 - Interviews with 'At Risk' Groups
 - Interviews with Key Stakeholders
 - Existing Initiatives Addressing Food Insecurity

Problem Definition - Key Findings

- Transport Issues



- Limited income



- High cost of food

- Limited points of sale of fruits and vegetables



Solution Generation

- Consideration of the community needs
- Review of evidence
- Opportunities for partnerships
- 5 Key Action Areas of the Ottawa Charter
- Suite of interventions;
 - ▣ Advocacy
 - ▣ Café Meals
 - ▣ Community Kitchen
 - ▣ Port Produce

Port Produce – What is it?



- Small weekly produce market (Fri 8.30-11.30am)
- Operates from Portarlington PS
- Traders sell affordable fruit & veg plus flowers
- Supported by BCH volunteers
- 60 – 80 shoppers per week

Port Produce - Timelines

- Commence in March 2009
- Piloted until August 2009
- Evaluation data collected
- Continues to date



Goal

- Goal to increase fruit and vegetable consumption
- Surveyed shoppers
 - ▣ Baseline n=129
 - ▣ Follow up n=95
- Food Frequency Table
- Fruit everyday increased from 68% to 73%
- Veg everyday increased from 69% to 76%
- NB – doesn't reach statistical significance

Objective 1 - Partnerships



Bellarine Peninsula
Community Bank Branch **Bendigo Bank**



Objective 2 – Additional F&V Outlet

- 46 hours of fruit and vegetable trading were made available to the community during the pilot
- More than 300 hours from commencement in 2009 to now

Objective 3 – Social Marketing

- Strategies;
 - Billboard
 - Fliers
 - Newspaper articles and adverts
 - Hessian bags
 - School Newsletter
- Surveyed 110 adults ‘randomly’
- 72% were aware that the market existed

Objective 4 – Affordable F&V

- Monthly during the pilot period prices at Port Produce were compared to local supermarkets
- On average 47% cheaper at Port Produce

Objective 5 – Accessed by Target Group

- Market Shopper surveys (n=224)
- 63% of shoppers received a government subsidy (HCC, pension etc)

Other findings

- 97% of shoppers rated the quality of produce 8/10 or above
- 92% of shoppers rated the price of produce 8/10 or above
- People liked the quality, atmosphere, convenience, local producers/produce
- Shoppers would like more variety / stalls

Time Frame



2008.....2009..... 2010.....2011.....



Problem Definition
& Solution Generation



Intervention



Evaluation & Sustainability



Dissemination

Conclusion

- Port Produce is providing an additional **access point** for **affordable f&v** sale and is being accessed by our **target group**
- Worthy of consideration for repetition in other communities facing similar food security issues

Acknowledgements and Contacts

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Any Questions?

