

CFA Program 2010 - Results Summary

In 2010, the 19th year of the Community Food Advisor Program, there were 341 active volunteer Community Food Advisors including 76 new CFAs (as of December 31, 2010 -- 23% increase from Jan 1). This number of active CFAs has remained fairly consistent over the past 10+ years.

These CFAs make up the largest group of Public Health Volunteers and contributed approx 15,000 volunteer hours reaching over 37,000 children, youth and adults across Ontario.

They completed 836 health promotion activities related to Food Skills (healthy eating, Canada's Food Guide, menu planning, shopping, budgeting, food preparation/basic cooking skills). Of note is that the number of presentations and workshops including cooking (either demo or hands on) has almost doubled (from 21% to 37%).while the number of one time presentations has decreased by almost 50%.

Type of activity	Number completed	percentage
Presentation (1 time)	175	21%
Presentation series (2 or more sessions)	83	10%
Display	125	15%
Presentation with food demo (1 time)	192	23%
Presentation series with food demo (2 or more sessions)	33	4%
Cooking workshops (1 or more sessions)	84	10%
Taste test booths	83	10%
other	50	6%

Topics presented

Topic	Number of times done
Healthy Eating / CFG	379
Food Safety	65
Food Preparation / basic cooking	185
Shopping/budgeting	193
Cooking Basics for Kids*	64
Healthy Eating for Healthy Aging*	24
Other (eg. baby food making, label reading, local eating, using less	44

salt/more herbs)	
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* CFA Presentation kits

Audience Reach: Over 37,000 people of all ages participated in a health promotion activity delivered by a Community Food Advisor.

Age Groups	Total attendees	percentage
12 years and under	5550	15%
13-19 (teens)	1935	5%
19-65 (adults)	10832	29%
65+ (seniors)	2247	6%
Mixed groups	15504	42%
Total	37032	

Requesting agencies: Community groups account for 45% of all service requests.

Agency type	Number of events	percentage
Community Groups	316	45%
Public Health Units	96	14%
Schools (children and youth)	92	13%
Markets, Fairs	89	13%
Work sites	39	6%
Food Banks	27	4%
Child related programs (camps, daycares)	20	3%
Schools (adult/ alternative/ ESL)	17	2%
Grocery stores	9	1%

Numbers may not all add up due to incomplete data

Other accomplishments: The CFA training program was evaluated as a training program for teaching food skills. The results indicated that the existing training program contained most of the elements required as a train the trainer program for food skills. Some gaps were identified including a need for more standardized culinary skill training. Next steps include revising the training content to address the gaps and work on assessing the ability for the trained CFAs to transfer food skills to their audiences (pending continuation of the program and additional funding).