



## **Community Food Advisor Program**

### **2014 Metrics Report**

**January 1<sup>st</sup> – December 31<sup>st</sup>, 2014**

**Prepared for the Ontario Ministry of Agriculture, Food and Rural Affairs**

**By the Ontario Public Health Association**

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# Coordination & Impact of CFAs\*



\*January 1, 2014 up to December 31, 2014

\*\* Including Canada's Food Guide, vegetables and fruit, healthy eating on a budget, food safety, quick and easy meals, accessing and preparing local foods.

## **Community Food Advisor Program Annual Summary Report**

The Community Food Advisor (CFA) Program was developed in 1991 by the Ontario Ministry of Agriculture, Food and Rural Affairs (OMAFRA) and co-funded by the Ontario Ministry of Health. From 2001, the CFA program was coordinated by the Nutrition Resource Centre, at the Ontario Public Health Association. In 2013 the CFA program was transferred to the Ontario Public Health Association, which provides the provincial coordination and administration for the program, which was funded by OMAFRA until October, 2014. At that time funding was discontinued and OMAFRA informed OPHA that future funding for provincial coordination and administration would not be considered until the ministry had developed a policy framework to better define its role related to promotion of local food and food literacy. This process was expected to be completed in January 2015 when the Minister released food literacy goals to increase awareness of local foods, a deliverable of the Local Food Act, 2013.

The Ontario Public Health Association continued to support the CFA program through hosting monthly check-ins and conducting the 2014 survey report.

In 2014, thirteen CFA program sites in the province were supported through funding by their Health Units, one program involved a community health centre and another program was funded through a community resource centre. One CFA site, Timiskaming, rejoined the CFA program this year and another, Elgin St. Thomas, suspended their program due to a lack of a coordinator.

### **Overview**

Survey Methodology

Part 1: CFA Program Reach & Community Food Advisor Volunteer Activity

Part 2: CFA Services Requested & Provided

Part 3: Populations reached by CFAs - Local & Provincial Connections

Part 4: Food Literacy & the value of provincial coordination for the CFA program

Appendices

## **Survey Methodology**

A taskforce to discuss metrics collection for the CFA program for 2014 was established and included the CFA provincial coordinator, CFA coordinators from Hamilton, Kingston, Ottawa, and Sudbury and a representative from OMAFRA. The final survey questions are provided in appendices. The survey was conducted online using Fluid Survey between January 7 and February 27, 2015 and collected full year survey data from January 1, 2014 to December 31, 2014. The question numbers for the tables and pie charts correspond to the survey questions.

**The communities that submitted CFA program details for 2014 are:**

1. Durham
2. Halton
3. Hamilton
4. Huron
5. Kingston, Frontenac and Lennox & Addington
6. Niagara
7. Ottawa
8. Sudbury
9. Wellington-Dufferin-Guelph

### **Limitations**

Four program sites (Elgin St. Thomas, Grey Bruce, London, and Timiskaming) were unable to fully complete the survey; however, information about their programs is provided in **Appendix A**.

## Part 1: CFA Program Reach & Community Food Advisors Volunteer Activity

In 2014, there were a total of 210 Community Food Advisors (CFAs), including 48 newly-trained CFAs. A total of 9489 volunteer hours were fulfilled, with most of those hours (46%) spent on direct service. While there were fewer volunteer CFAs in 2014 compared to 2013 these volunteers spent more hours contributing to the CFA program in 2014 than in 2013 (see Table 1). In addition, 25,560 people were reached in 2014 compared to 21,785 in 2013.

**Table 1.** Comparison of selected CFA metrics to previous year.

<b>Metric</b>	<b>2014</b>	<b>2013</b>
Total number of people reached	25,560	21,785
Total number of active CFAs	210	247
Total number of new CFAs trained	48	50
Total volunteer hours completed	9,489	5,139
Total number of services completed	814	773

### Q1. Total number of Community Food Advisors (CFAs) as of Dec 31, 2014 (including newly trained)

<b>CFA Site</b>	<b>Community Food Advisors</b>
Niagara	41
Ottawa	35
Wellington-Dufferin-Guelph	29
Hamilton	24
Huron	22
Kingston, Frontenac and Lennox & Addington	21
Durham	21
Sudbury	10
Halton	7
<b>TOTAL</b>	<b>210</b>

**Q2. Total number of new CFAs who completed training as of Dec. 31, 2014**

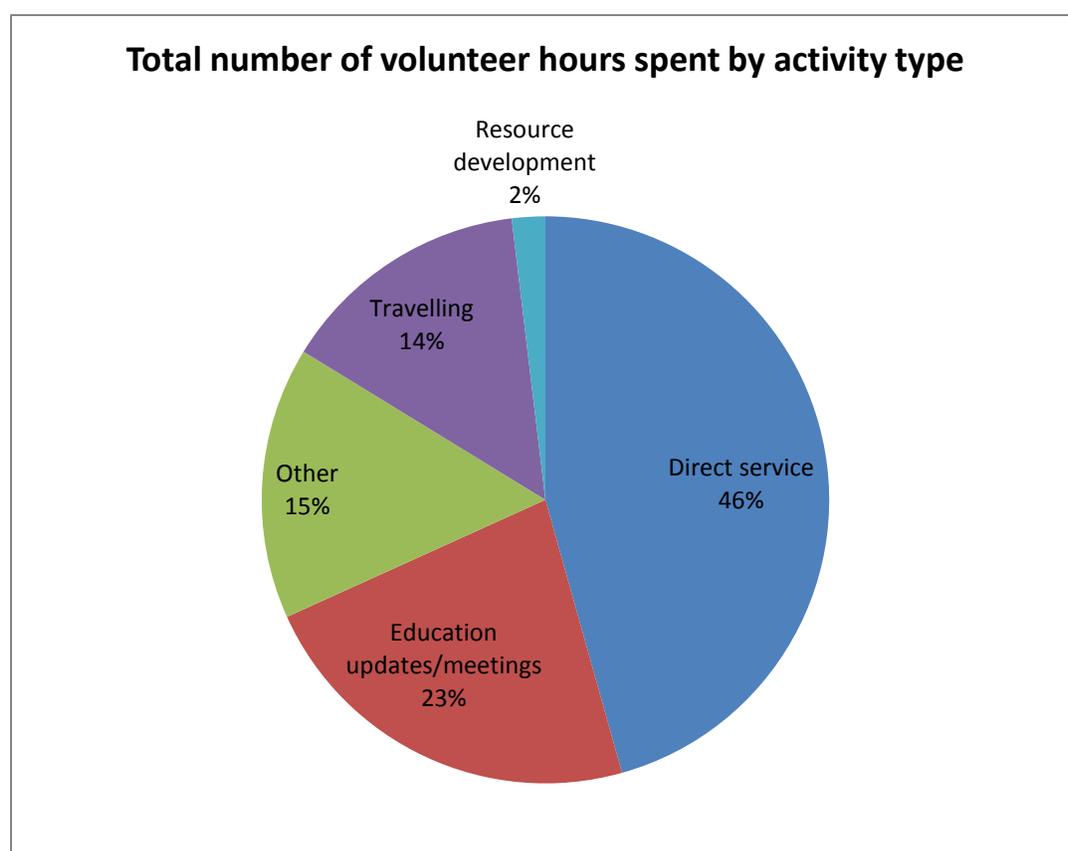
<b>CFA Site</b>	<b>New CFAs 2014</b>
Hamilton	26
Niagara	22
Sudbury	0
Halton	0
Huron	0
Kingston, Frontenac and Lennox & Addington	0
Wellington-Dufferin-Guelph	0
Ottawa	0
Durham	0
<b>TOTAL</b>	<b>48</b>

**Q3. Total number of volunteer hours achieved by CFAs**

<b>CFA Site</b>	<b>Hours</b>
Hamilton	2,860
Kingston, Frontenac and Lennox & Addington	1,346
Ottawa	1,339
Huron	1,102
Niagara	1,065
Wellington-Dufferin-Guelph	757
Durham	466
Sudbury	442
Halton	112
<b>TOTAL</b>	<b>9,489</b>

#### Q4. Total number of volunteer hours spent by activity type

Activity Type	Hours	%
Direct service	4,324	46
Education updates/meetings	2,139	23
Other	1,471	15
Travelling	1,359	14
Resource development	180	2
TOTAL	9,473	100



## Part 2: CFA Services Requested & Provided

In 2014, there were a total of 959 requests for CFA service and 80% (769) of requests completed. This resulted in a total of 814 services being completed with 46% of these as presentations with a food demonstration and 25% as food skills or cooking sessions. A total of 122 series involving food skills or cooking were also completed. The most common topics covered were Canada's Food Guide (24%), vegetables and fruit (15%), healthy eating on a budget (13%), and food safety (12%).

### Q5. Total number of requests for CFA service

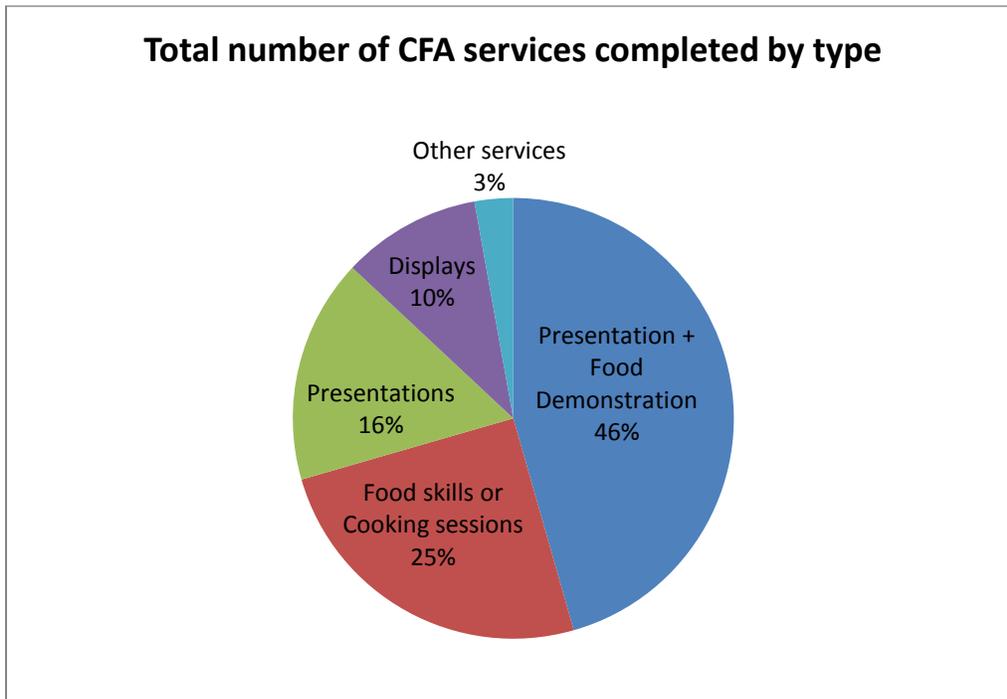
CFA Site	Requests
Hamilton	276
Ottawa	196
Huron	109
Durham	98
Kingston, Frontenac and Lennox & Addington	89
Niagara	84
Wellington-Dufferin-Guelph	59
Sudbury	37
Halton	10
TOTAL	958

### Q6. Total number of requests for CFA service completed

CFA Site	Requests completed
Hamilton	258
Ottawa	132
Huron	83
Niagara	78
Kingston, Frontenac and Lennox & Addington	75
Durham	56
Wellington-Dufferin-Guelph	48
Sudbury	29
Halton	10
TOTAL	769

**Q7. Total number of CFA services completed by type**

Services Completed Type	Services Completed	%
Presentation + Food Demonstration	371	46
Food skills or Cooking sessions	203	25
Presentations	134	16
Displays	83	10
Other services	23	3
TOTAL	814	100



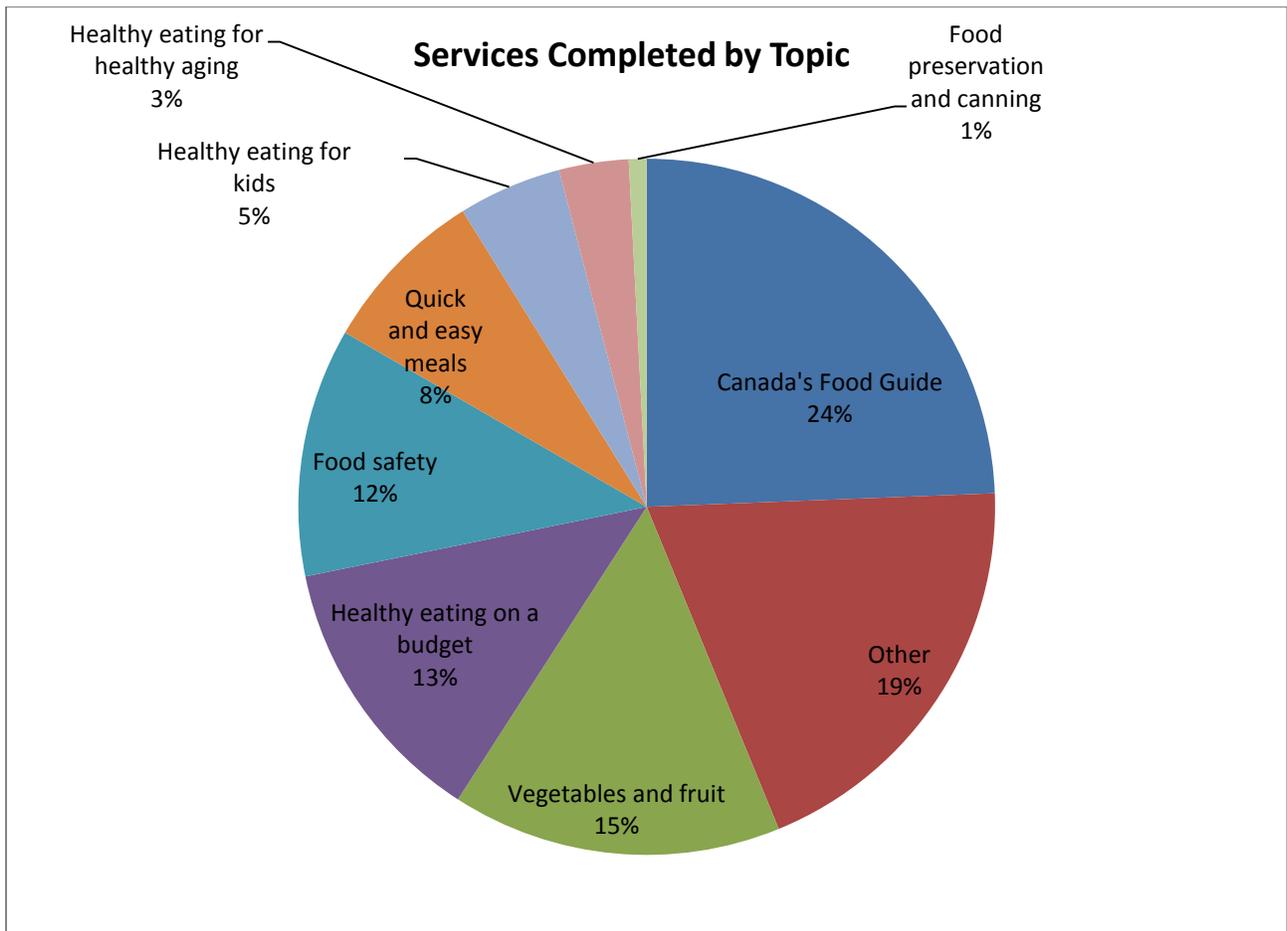
**Q8. Total number of food skills or cooking series completed**

CFA Site	Food skills/cooking series completed
Kingston, Frontenac and Lennox & Addington	68
Huron	26
Hamilton	16
Ottawa	7
Sudbury	4
Niagara	1
Halton	0
Wellington-Dufferin-Guelph	0
Durham	0
TOTAL	122

**Q10. Total number of CFA services completed by topic**

CFA Services Completed by Topic	Services Completed	%
Canada's Food Guide	325	24
Other	259	19
Vegetables and fruit	204	15
Healthy eating on a budget	169	13
Food safety	154	12
Quick and easy meals	104	8
Healthy eating for kids	64	5
Healthy eating for healthy aging	43	3
Food preservation and canning	11	1
TOTAL	1,333	100

**\*Other topics include:** Beverages (with a focus on water), Sodium/Healthy Eating with Less Salt, Dietary Fibre, Fat, Healthy Snacks, Baby Food, Crock Pot Cooking, Menu Planning, Baking, BBQ, Ethnic, Dining Out, Label Reading, Packing Lunches, Grocery Shopping, Low Fat Cooking, Whole Grain, Food Facts, Cooking for One, and Cooking Basics for Adults

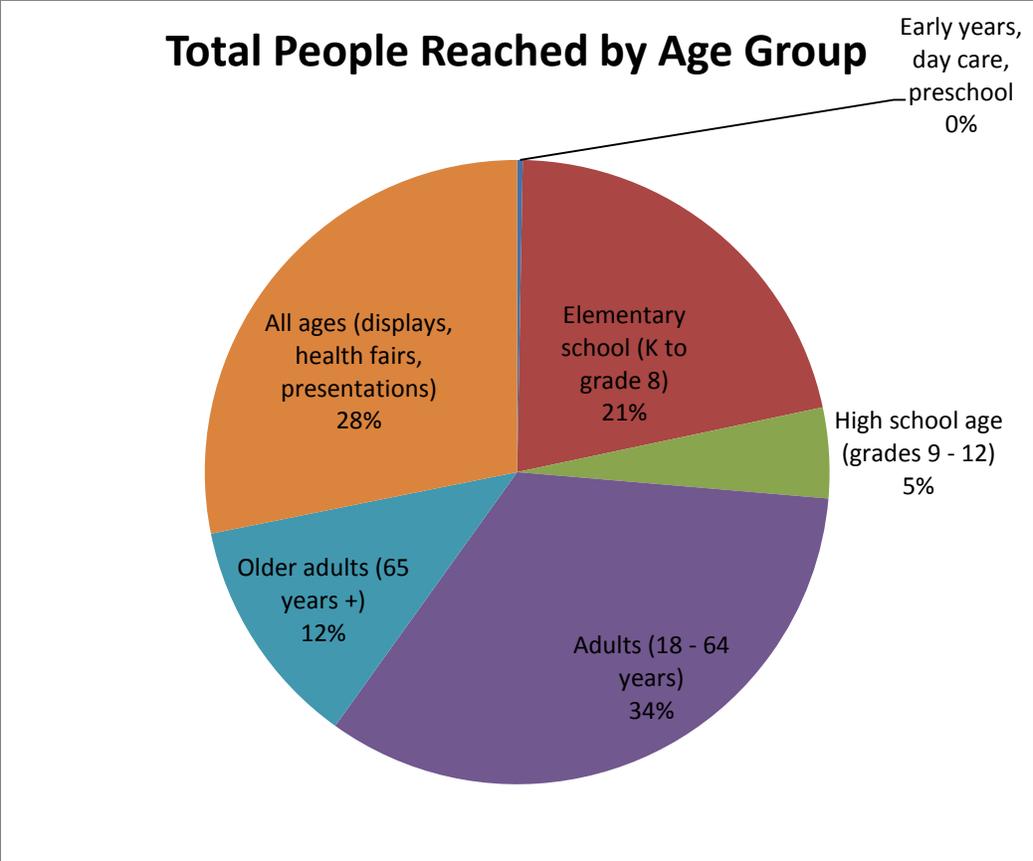


### Part 3: Populations Reached, Local & Provincial Connections

In 2014, CFA programs reached a total of 25,560 people, mainly adults aged 18-64 years (34%), all ages (28%), elementary school age (21%) and older adults (12%). These populations were mostly reached by CFA services through community organizations (30%), health and social service organizations or programs (21%), education (16%), and community food organizations (15%). CFA programs formed new connections with a variety of local organizations and groups including parent groups, schools, housing groups, and community food programs.

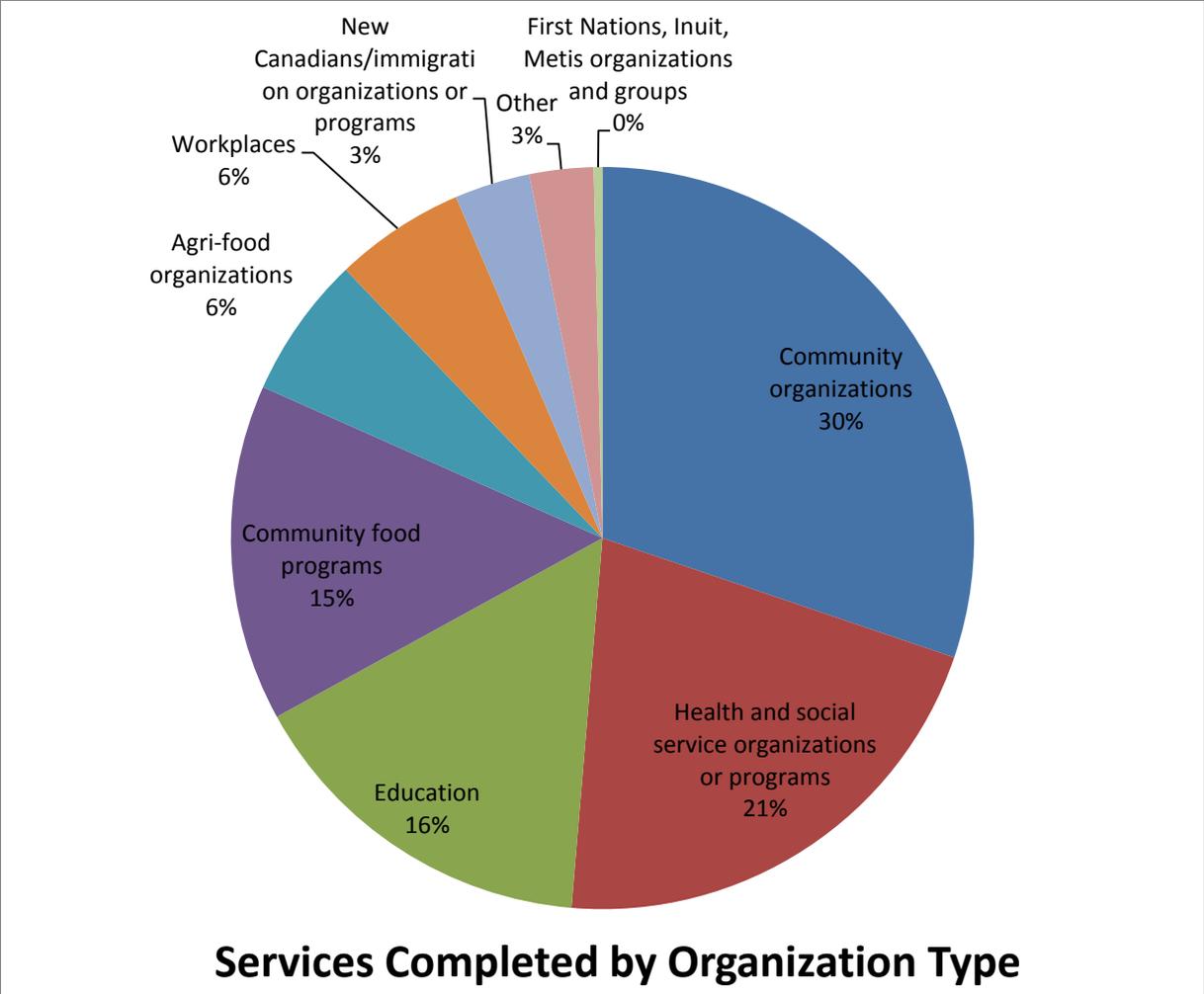
#### Q11. Total number of people reached by age group

Age Groups Reached	Total People Reached	%
Early years, day care, preschool	73	0
Elementary school (K to grade 8)	5,466	21
High school age (grades 9 - 12)	1,196	5
Adults (18 - 64 years)	8,574	34
Older adults (65 years +)	3,053	12
All ages (displays, health fairs, presentations)	7,198	28
TOTAL	25,560	100



**Q9. Total number of CFA services completed by organization type**

CFA Services Completed by Organization Type	Services Completed	%
Community organizations	239	30
Health and social service organizations or programs	167	21
Education	124	16
Community food programs	116	15
Agri-food organizations	49	6
Workplaces	45	6
New Canadians/immigration organizations or programs	26	3
Other	22	3
First Nations, Inuit, Metis organizations and groups	3	0
<b>TOTAL</b>	<b>791</b>	<b>100</b>



**Q12. New organizations or groups with which CFAs connected in the past year**

CFA Site	New Organizations Connected
Sudbury	Not this past year
Huron	Primary schools
Hamilton	Arrel, Libraries, ESL schools, Castle Project, Faith Lutheran Church, Adelaide Parent Group, Cable 14, Good Shepherd Notre Dame, Community Housing
Kingston, Frontenac and Lennox & Addington	99 York Street Community Self Reliance House (community resource centre), Family and Children, Adult Learning Centres (education), Home Based Housing (Health and Social Services organization).

Wellington-Dufferin-Guelph	a) schools b) did placements in more and different schools than have done in the past c) we specifically targeted elementary schools in our area
Ottawa	Centre 454 (drop in centre for homeless), Ottawa Community Housing, ByWard Market Foodie Corner for canning demonstrations, MarketMobile Ottawa

**Part 4: Food Literacy and the value of provincial coordination for the CFA program**

OMAFRA has a local food strategy to celebrate, support and promote local food. As part of this strategy, the *Local Food Act* was enacted to further increase local food awareness, access and sales. The CFA program provides activities that strengthen the food literacy and food skills of Ontarians with respect to local foods. The majority of CFA programs included messaging about local food, and contributed to food literacy in this area. CFA programs also reported a distinct need for provincial support and coordination. A need for more support for messaging about local foods was identified.

**Q13. Programs that include messaging about local food**

CFA Site	Local Food Messaging Included
Sudbury	Yes
Halton	No
Huron	Yes
Hamilton	Yes
Kingston, Frontenac and Lennox & Addington	No
Wellington-Dufferin-Guelph	Yes
Ottawa	Yes
Durham	Yes
Niagara	Yes

**Q14. How CFA programs contributed to food literacy related to local food**

CFA programs contribute to food literacy in many different ways. Common activities include cooking demonstrations emphasizing local produce, especially in regard to budgeting; distributing Foodland Ontario guides and recipes; farmer’s markets events; planning menus around local produce; including messages about local produce during sessions; placements in community gardens; having a local farmer working as a volunteer community food advisor within the program.

*See Chart below for full answers.*

<b>CFA Site</b>	<b>Contributions to food literacy about local food</b>
Durham	It is not necessarily formal messaging however our group is very aware of buying local. One of our CFAs is also a farmer who is very passionate about this in addition to the group as a whole. So when we are planning a menu we are always addressing this topic to know how to buy and season and make something that is reflective of what local foods are available. This is the key components of planning when I talk with CFAs about planning for an event. So not necessarily formal messaging but discussed within sessions.
Hamilton	Hamilton is located in Southern Ontario on the western end of Lake Ontario with population over 600 thousands people. The City of Hamilton enjoys a diverse and vigorous economy and close proximity to rich and productive food producing lands and waters. Despite these advantages, food security and high obesity rate are pressing issues. The CFAs play an important role in educating residents about healthy eating, food preparation, and safe food handling. The CFA program also supports Ontario's local Food Act and Foodland Ontario. Through several Good Food Box food demonstrations and cooking classes as well as distribution of resources related to local produces, the CFA program increases demand and use of healthy local foods, and increase the number of Ontarians to prepare meals for their family and friends using local foods. No specific local food messaging has been developed at this time.
Huron	Our community is rural. We do several placements with community gardens and the Farm to Table Box where discussions are about using fresh, local food. The garden programs also teach participants what grows in season. CFAs present Foodland Ontario resources on canning and freezing fresh produce. Our CFAs have the opportunity to present to many low income families for Social Services, and this often includes meatless dishes, eating on a budget and cooking what is in season.
Kingston, Frontenac and Lennox & Addington	We encourage people to grow food and be aware of local foods, but we don't have a resource that explicitly shows folks where to buy local. We have been promoting cooking in our programs and try to purchase some seasonal local.
Niagara	We live in the green belt in Niagara and support our local farmers through health messaging and promotion of fresh local produce. We increase the number of Ontarians who know where and how to purchase locally as well as provide demonstrations of how to incorporate local produce into everyday cooking. We also promote positive decision making about healthy eating to improve food literacy.

Ottawa	The CFAs promote buying and using local foods whenever possible. In particular, they are involved in many market events such as our annual "A Taste of Your Local Market" which a specific produce is featured and taste tests and recipes are provided; they have provided food skills on fresh produce (including local) at events for the Good Food Market and the new Ottawa MarketMobile. In addition, CFAs did two canning sessions at the new Foodie Corner at the Byward market (open air food demo area).
Sudbury	Provide numerous cooking sessions and always stress using seasonal, local produce whenever possible (especially as part of the budgeting message). Handout Foodland ON seasonality guides and have used Foodland ON recipes on occasion. Have done demonstrations at farmer's markets and canned produce using local seasonal produce.
Wellington-Dufferin-Guelph	When talking about fruit and vegetables we talk about local foods, what is in season and give out the Foodland Ontario availability guide. CFA often choose seasonal Foodland Ontario recipes to demonstrate and taste at placements. This lends itself to discussion of local foods, where to access them and what is in season. CFAs give tips on how to prepare and cook produce and how to incorporate into meals. When CFAs do presentation to kids they include tasting of recipes that include fruit and vegetables to expose them to foods they may never have tried before.

**Q15. Reasons provincial coordination is needed to support CFA programs**

CFA site coordinators have expressed need for continued coordination of the CFA program. Some of the rationale for this is: to provide human, financial, administrative, and volunteer resources; to develop, store, and share tools without duplicating work; to communicate and exchange ideas with other CFA programs; to keep tools updated; to provide volunteer recognition; for assistance with administration, operation, and implementation of the program; to advocate for the CFA program; to produce consistent and standardized materials to meet high demand; to not lose the momentum of eager volunteers and staff; to ensure relevant messaging.

*See below for full answers.*

<b>CFA Site</b>	<b>Reasons provincial coordination is needed</b>
Durham	Our CFA program is at an all-time high in terms of number of requests received. Having consistent and standard materials is very important to maintaining the strength of the program. Very valuable committed group of people we have right here ready to spread the word about food skills and local foods and it would be disappointing to lose this momentum without provincial coordination. Also the CFAs really value being able to connect with other CFA groups and learn from them.

Hamilton	Having a coordinator to assist with the administrative and operations of CFA at a provincial level is essential for the success of the program. The provincial coordinator helps advocate for the CFA program, ensures the update of program materials, and facilitates the development and sharing of resources among CFA sites across Ontario.
Huron	It is so important to have provincial supports in many areas. Having gone through a couple of years without much provincial support, we have seen our programs become somewhat of a free-for-all...e.g.: too many sites worked on the same type of project. Eating on a Budget is an example; Ottawa had a great resource, Huron adapted it and we came up with our own kit, and now it is one of the 2 kits currently being worked on by a working team...this is a waste of time...time which we don't have! Face to face meetings with other coordinators has gone by the wayside with no funding, and this is the perfect way to network and share ideas and resources-something that is near impossible on monthly 2 hour teleconferences. A common place to store and share resources is needed so that all our sites aren't remaking the wheel. Someone to ensure resources are up to date is needed. Provincial volunteer recognition is also needed, whether by pins, certificates or some kind of swag that was always previously offered.
Kingston, Frontenac and Lennox & Addington	This program is key to many public health units fulfilling its standards. To lose the centralized coordination is actually costing the system more because each CFA coordinator is developing their own resources. The collaboration among RDs who coordinate this program is vital and without coordination the program, will fracture. We also have been missing the support for volunteer management which is contrary to current human resource practices which are enhancing ways to utilize the retiree population.
Niagara	We need provincial support to ensure consistency and relevance in healthy eating and food safety messaging. We need current, up to date resources to build our communities capacity by improving food literacy and the local food economy.
Ottawa	Provides an excellent venue for CFA coordinators to discuss volunteer management and other related CFA issues, have an exchange of ideas. Both coordinators and CFAs can share and develop resources (no duplication as we see now), it's a forum for discussion for both CFAs and CFA coordinators/dietitians, consistency in reporting. One main avenue to access resources (admin and volunteer). It would be great for an improved website with current and up-to-date resources, etc.
Sudbury	Because of limited human & financial resources
Wellington-Dufferin-Guelph	There is more power in advocating for the program within our organization when it is part of a provincial program. Provincial coordination is essential in maintaining the integrity of the CFA program across the province. Provincial coordination provides the mechanism for sharing challenges, learnings, and resources. Staffing time for the CFA program is limited so working with other sites to update training and resources can be done more efficiently. The CFA program is stronger when it can draw on the expertise of those working with it across the province. Without a provincial coordinator our program will become insular.

## Appendix A

The features of the following CFA programs were not applicable to the format of the survey; however they reported details as follows:

<b>Program</b>	<b>Details</b>
Elgin St. Thomas CFA Program	Not applicable as the program was suspended...we no longer have this program due to a lack of a volunteer coordinator.
Grey Bruce CFA Program	<p>Back in the spring of 2012, Grey Bruce Health Unit received one- time funding to train CFAs in the Grey Bruce area. 20 participants were trained at that time. These participants were all connected to a partner agency such as: Community Living, Mental Health, Aboriginal Health Centres, Child Care Centres, Women’s Centre, Salvation Army, VON, Social Services, and a local radio station! Markdale CHC then trained 8 more CFAs from the general population, and agreed to be the home of future training for Grey Bruce. Since that time, both organizations have not had adequate funding nor staffing to train more CFAs. We are maintaining contact with our originally-trained CFAs through a quarterly newsletter, most often completed by nutrition interns at Public Health. We certainly promote local food connections in the newsletter, leaning heavily on the Grey Bruce Agriculture and Culinary Association’s local food map and website <a href="http://www.foodlinkgreybruce.on.ca">www.foodlinkgreybruce.on.ca</a>. Many of the items in the newsletter are web-based for ease of access. Grey Bruce covers a large geographic area, so bringing the CFA’s together physically is a challenge. The CFA’s were active in the own organizations and at community events the first year after being trained, but neither site has received any formal reports from events this calendar year. Ongoing Provincial support is necessary in order to provide continuity between health units and regions offering this program. Web-based supports would be most beneficial for our area regarding training, continuing education and connectivity with counterparts across the province. It is our hope that funding can be found to continue to support CFAs and the worthwhile food literacy skills they provide for their community.</p>

London CFA Program	<p>We did two “Healthy Eating on a Budget” presentations: Salvation Army - 2 CFAs - a food demonstration making a potato and corn chowder and Hurry Up fill me up Burritos, mixed audience of 15 men and women between the ages of twenty and fifty. Forest City Program – 2 CFA s - interactive food demonstration making a garden salad, salad dressing and lasagna, mixed audience of 20 male and female teenagers between the ages of 14 and 17. Canning Workshops – 4 CFAs facilitating two groups, one with 6 participants and the other with 10 participants. A total of 11 sessions were facilitated between the two groups with a focus on what was seasonally ready to be preserved, berries, tomatoes, peaches, etc. The same participants returned for the sessions with an overall goal to build confidence that they will continue to can at home and to participate in more workshops and help out with others that are less experienced. That pretty much sums up what we did with the CFAs. We also have a Grow Cook Learn session once a month that I attend but it is mainly Brescia Food and Nutrition students that volunteer with us but they have not gone through the CFA training. Our number of active CFAs has dwindled to six. It might be time for another training session but at this time we don’t have the funds to support the training.</p>
Timiskaming CFA Program	<p>[Provincial coordination] Will help us implement the CFA program. Received 1 request for service.</p>

# Community Food Advisory (CFA) Program Sites: Metrics 2014

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## Final CFA program sites metrics to be collected for 2014

For the reporting period Jan 1, 2014 to Dec 31, 2014

Please complete this survey by February 15, 2015.

Please note that all questions where the answer is a numerical value are mandatory.

If there is no value, please put the number '0'.

### Please indicate your CFA site name and location

### Q1. Total number of Community Food Advisors (CFAs) in your program as of Dec 31, 2014 (including newly trained)

### Q2. Total number of new CFAs who completed training as of Dec 31, 2014

### Q3. Total number of volunteer hours achieved by CFAs

### Q4. Total number of volunteer hours spent by activity type:

Direct Service (including preparing for service/cleanup)

Travelling

Education updates/meetings

Resource development

Other

**Q.5 Total number of requests for CFA service**

**Q.6 Total number of requests for CFA service completed**

**Q.7 Total number of CFA services completed by type**

Presentations

Presentation + Food Demonstration

Food skills or Cooking sessions (each session in a series to be recorded)

Displays (community event or fair, taste test booth, etc.)

Other services

**Q.8 Total number of food skills or cooking series completed (i.e. programs with two or more food skills or cooking sessions)**

**Q.9 Total number of CFA services completed by organization type:**

a. Agri-food organizations (e.g. county fairs, farmers markets, farm, etc.)

b. Community food programs (e.g. food banks, good food boxes, community garden, community kitchens, etc.)

c. Community organizations (e.g. resource centres, service clubs, cultural/faith groups, youth/seniors groups, library programs, sports and recreation)

programs/clubs/teams, etc.)

d. Health and Social service organizations/programs (e.g. Community Health Centres, Family Health Teams, Public Health, Canadian Prenatal Nutrition Program, community housing, daycare/early years, group home, mental health program, disabilities program, Ontario works, etc.)

e. First Nations, Inuit, Metis organizations and groups.

f. New Canadians/immigrant organizations or programs

g. Education (preschool, elementary, high school, colleges, university, private schools, ESL programs)

h. Workplaces

i. Other

### **Q.10 Total number of CFA services completed by topic**

a. Food preservation/canning

b. Canada's Food Guide

c. Healthy eating on a budget

d. Healthy eating for kids

e. Healthy eating for healthy aging

f. Quick and easy meals

g. Food safety

h. Vegetables and fruit

i. Other

If other, please specify (you can type in this box)

**Q.11 The total number of people reached by age group**

- a. Early years/day care/preschool
- b. Elementary school age (k to grade 8)
- c. High school age (grades 9 – 12)
- d. Adults (18-64 years)
- e. Older Adults (65 years and over)
- f. All ages (e.g. for general population at displays, health fairs, presentations)

**Q.12 If your CFA program connected with any new organizations or groups in the past year please indicate the organizations or groups reached.**

Please include a) name of person or organization; b) type of connection; and c) any additional comments

**Q. 13 Does your program include messaging about local food?**

- Yes
- No

**Q. 14 How has your CFA program contributed to or impacted food literacy related to local food in your community?**

For example, please describe your community and discuss how the CFA program helped to:

- increase the number of Ontarians who know what local foods are available
- increase the number of Ontarians who know how, where, and why to buy local food
- increase the number of Ontarians who prepare meals for their family and friends using local foods

**Q. 15 Why is provincial coordination necessary to help your organization continue to offer and support the CFA program?**

**Thank you very much for completing this survey!**