



# **Innovative Approaches to FMNP During COVID-19 Pandemic**

San Francisco Department of Public Health **WIC** Program

Grethel Pallavicini, MS, RDN, WIC Program Coordinator

Janice Lee, BS, LVL/Outreach Coordinator



## Agency Profile

- Currently serving ~8500 families/month
- Monolingual Spanish and Cantonese make up about 50% of participants
- 7 clinic locations
- Received 1500 FMNP booklets for 2020 season





## 2020 WIC FMNP Partnership

- Public-private partnership to provide surge workforce to distribute Farmers' Market produce boxes utilizing FMNP checks to San Francisco WIC families.

# FMNP Team



Janice Lee, DPH-WIC



Grethel Pallavicini and Priti Rane, DPH-WIC



Eliana Morales, DPH-WIC Intern



Ashley Beardmore, DPH-WIC  
Intern



Kate Creps- Heart of the City FM



Zetta Reicker- Alemany FM  
AJ- Pharmacy Farms



Aaron Villalobos- Doordash



Mark Malhotra-Care.org



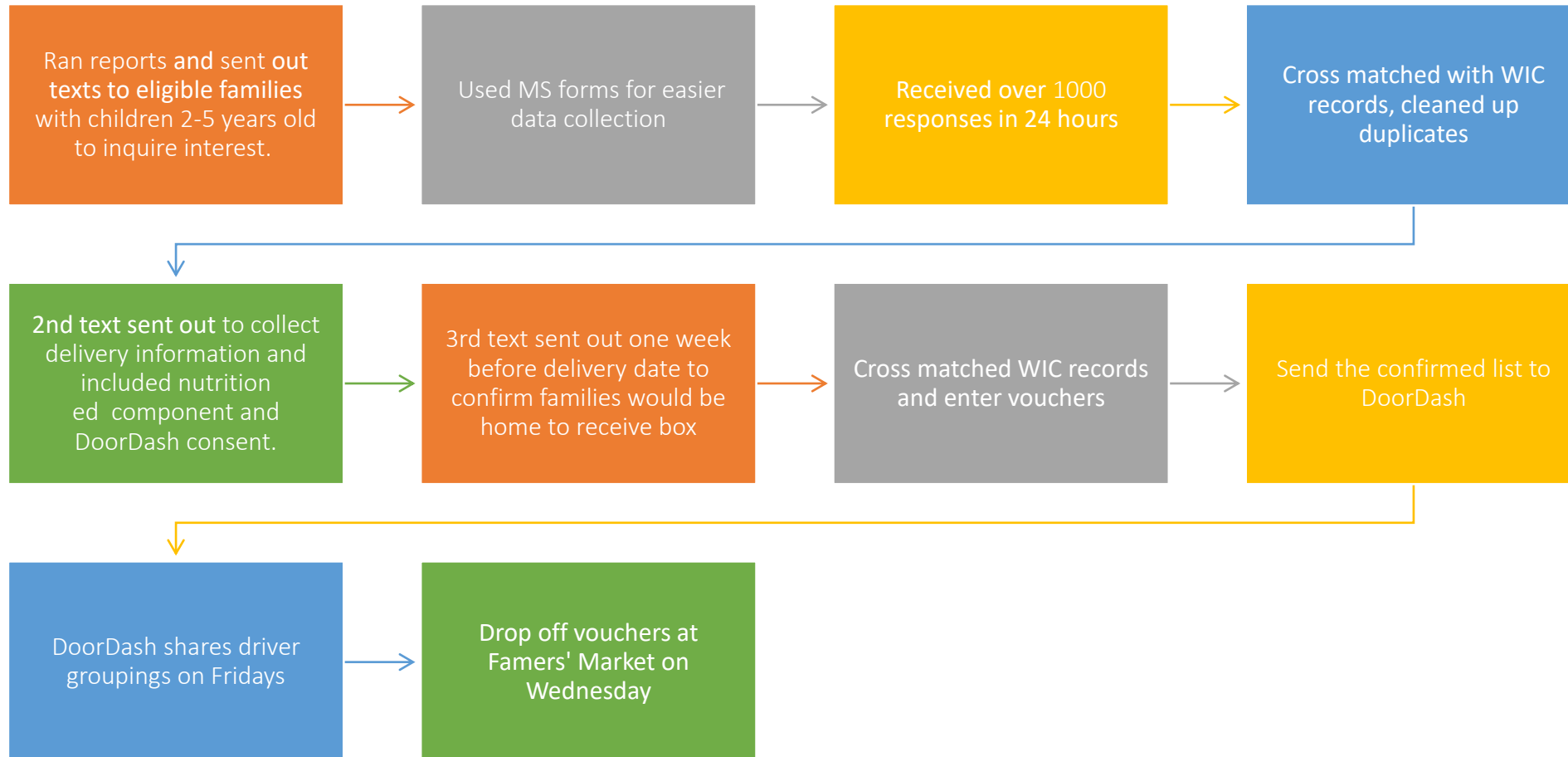
Rebecca Holliday-Care.org



What's in  
the box?



# Process







# Saturdays



FARMER BRINGS IN 150 BOXES  
TO ALEMANY FARMERS'  
MARKET BY 9 AM ON  
SATURDAY



DASHERS ARE SCHEDULED TO  
PICK UP BETWEEN 10 AM-  
12PM



DRIVERS HAVE DELIVERY  
NAMES, TELEPHONE NUMBERS,  
AND ADDRESSES ON THEIR  
DOORDASH APP



WIC TEAM MEMBER/INTERN  
CROSS MATCHED THE LIST ON  
THE APP WITH THE REPORT  
SENT FROM DOORDASH



EACH DRIVER USUALLY PICKS  
UP 9-10 BOXES



BOXES THAT HAVE NOT BEEN  
PICKED UP TOWARDS THE END  
OF THE PICK-UP WINDOW WILL  
BE RE-ASSIGNED- SUPPORT  
PROVIDED BY CARE AND  
DOORDASH

# Satisfaction Survey

- 1st round of surveys sent via text to 500 families who received FMNP Box in June
- 2nd & 3rd round of surveys scheduled to be sent out on July 30th and August 29th, respectively



## WIC Farmers Market Nutrition Program: Produce Box Delivery Survey

Welcome to the WIC Farmers Market Nutrition Program Feedback Survey! Your feedback will be used for us to improve your experience in the future. We value your opinions and thank you for participating.

¡Bienvenida(o) a la encuesta del programa de nutrición del mercado de agricultores de WIC! Sus comentarios serán utilizados para que podamos mejorar su experiencia en el futuro. Valoramos su opinión y gracias por participar.

歡迎參加WIC FMNP 的反饋調查! 您的反饋將用於我們改善您未來的體驗。我們非常重視您的意見,並感謝您的參與。

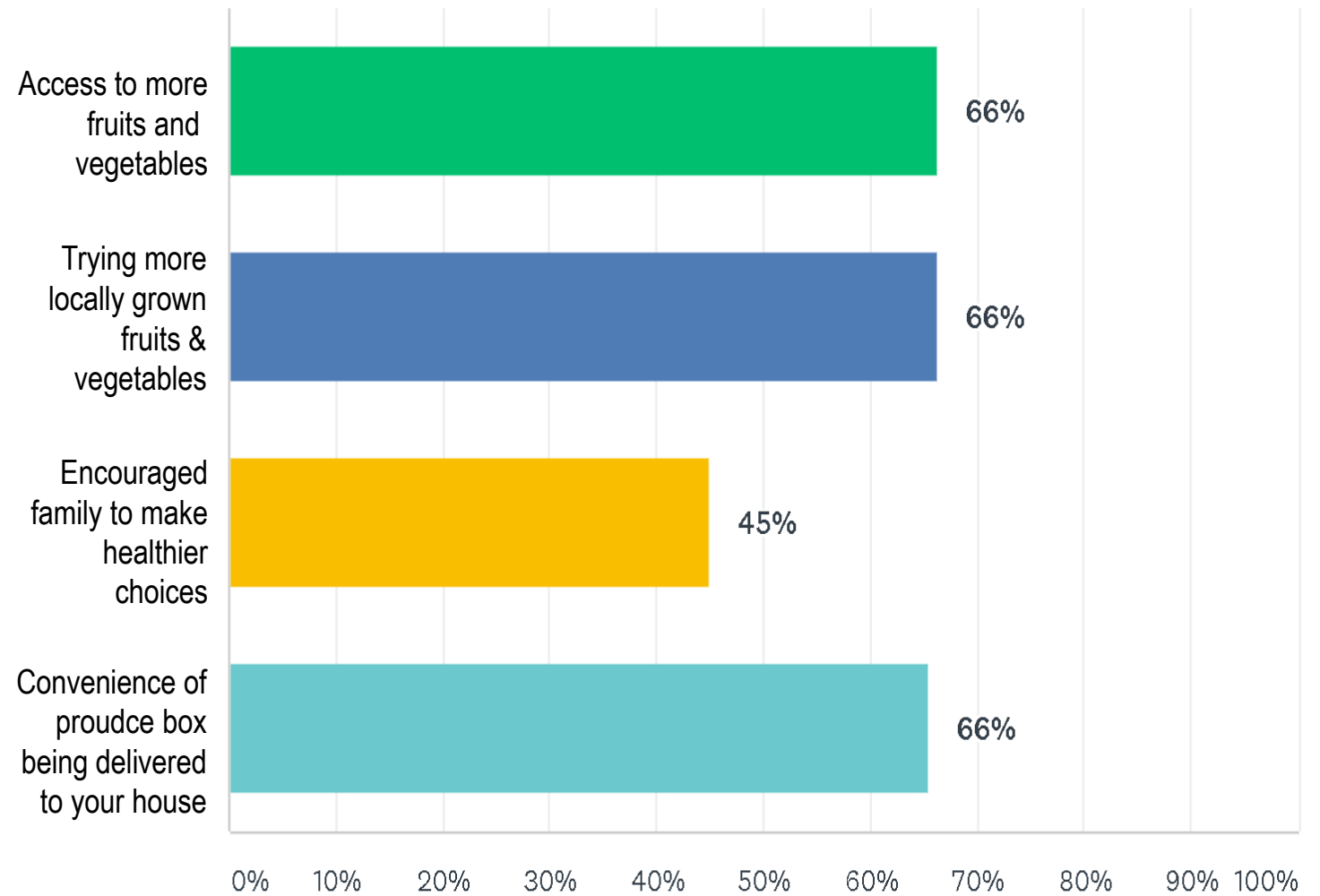
OK



# Preliminary Results: Satisfaction Survey

What did your family enjoy most  
about the farmers market produce  
boxes?

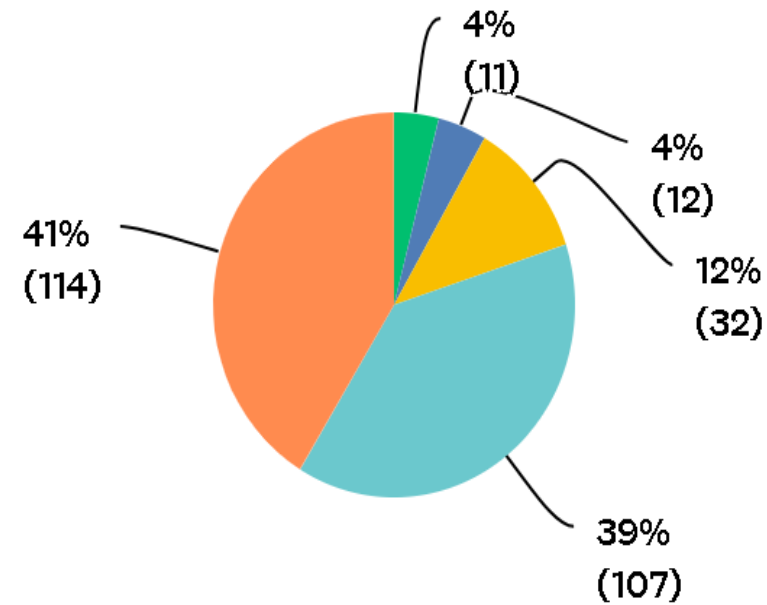
n=276



# Preliminary Results: Satisfaction Survey

How satisfied were you with the  
variety of produce in your box?

n=276



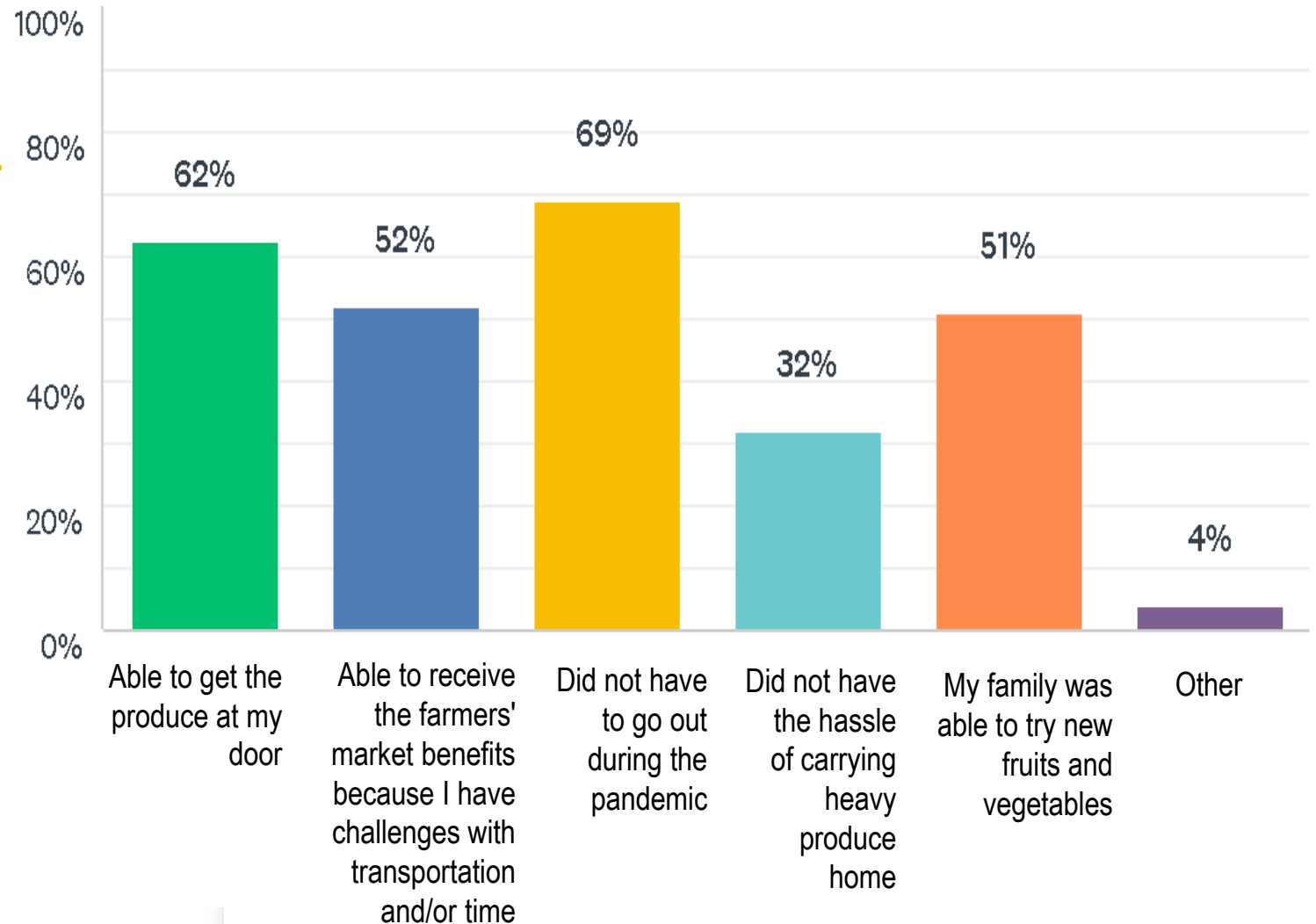
- Not satisfied / no satisfecha / 不滿意
- Somewhat satisfied / algo satisfecha / 有點滿意
- Neutral / neutral / 一般
- Satisfied / satisfecha / 滿意
- Extremely satisfied / extremadamente satisfecha / 非常滿意



# Preliminary Results: Satisfaction Survey

What did you like most about the  
delivery service of produce boxes?

n=276

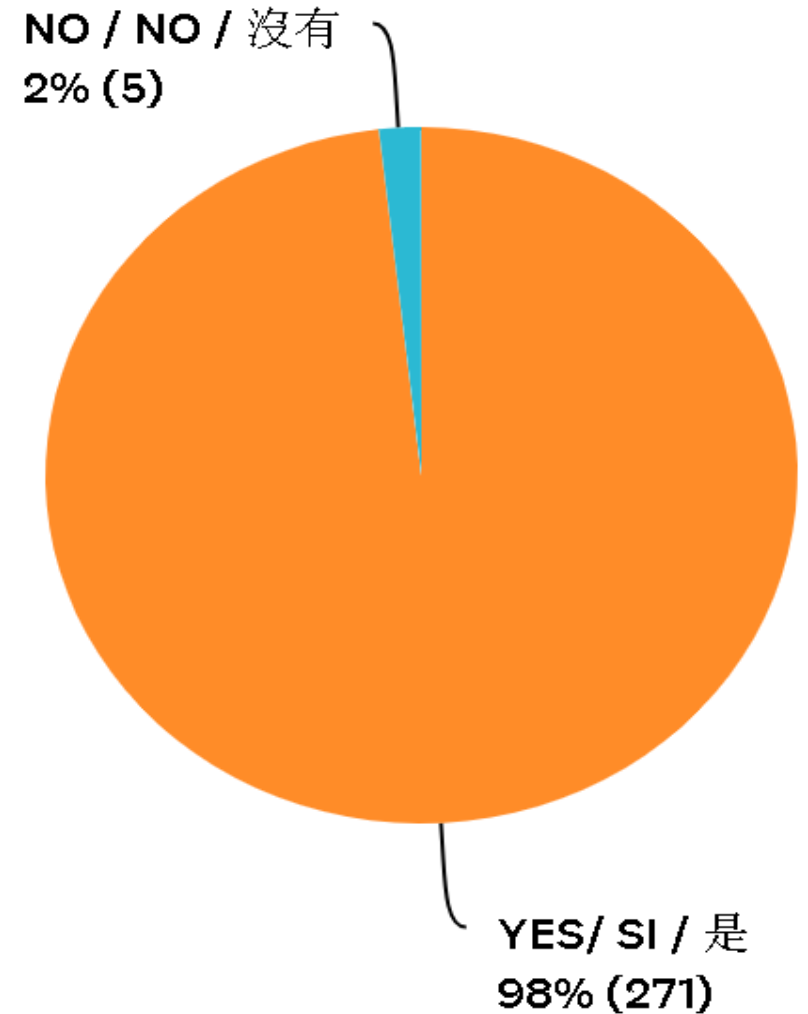


# Preliminary Results: Satisfaction Survey

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Given the opportunity, would you choose  
to receive the delivery produce  
box again ?

n=276

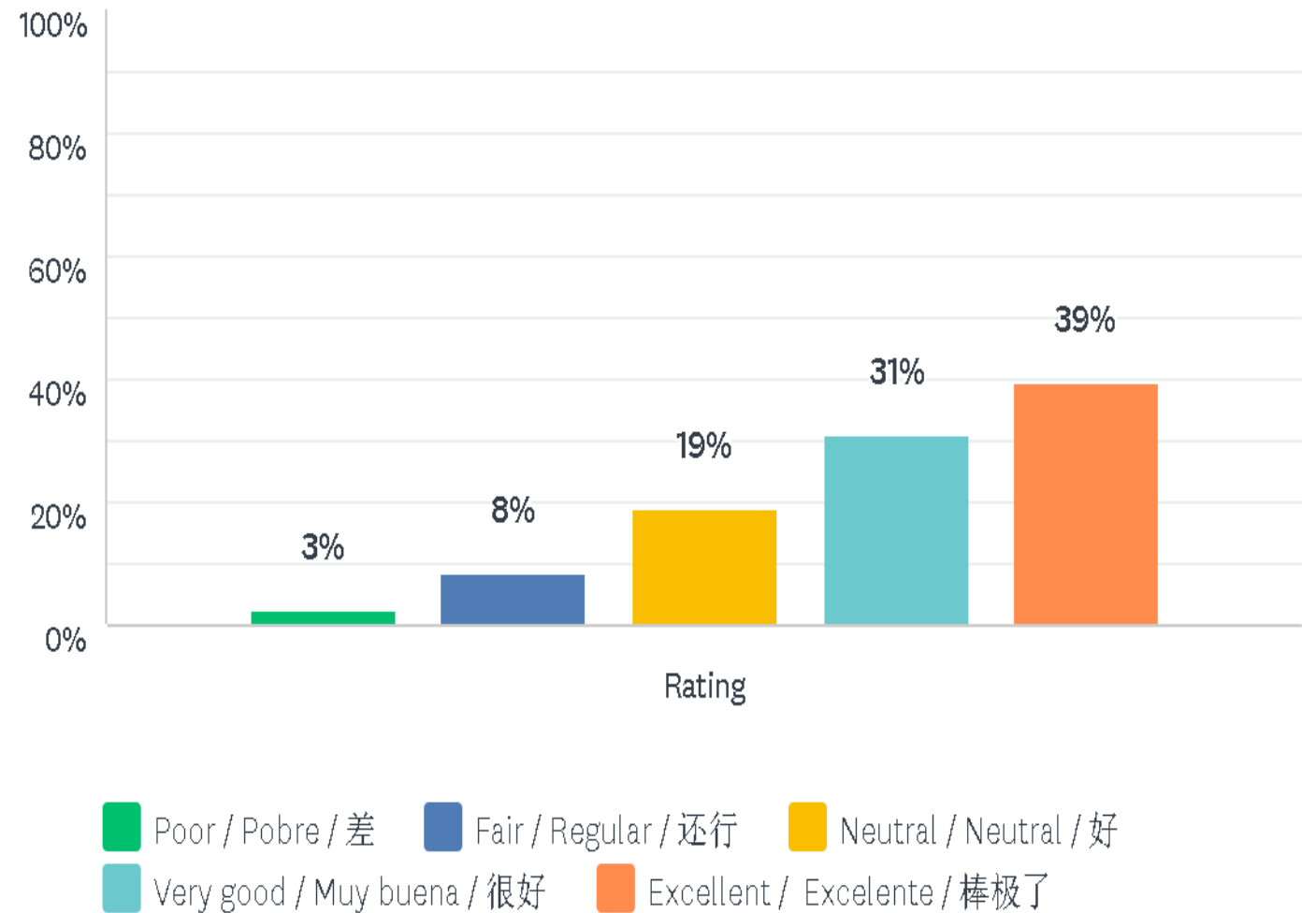




# Preliminary Results: Satisfaction Survey

What would you rate your overall  
experience with farmers market  
Produce box this year?

n=276



# Highlights

- Innovative approach to utilize Farmers' Market funding
- Market match dollars were made available. The box had a total value of \$58
- 1500 served
- \$84,000 worth produce funded through federal and local revenue distributed-supported Farmers' that were hurting due to the pandemic
- Local gig economy workers connected to work
- Families receiving a healthy box of produce!







# Lessons Learned



BUY-IN FROM THE FARMERS  
MARKETS



COULD NOT DELIVER MORE  
THAN 150 BOXES TO MAINTAIN  
QUALITY OF PRODUCE



PARKING AND PICK UP NEED  
TO BE PLANNED  
APPROPRIATELY TO PREVENT  
TRAFFIC AND SAFETY ISSUES



CROSS REFERENCING THE LISTS  
WITH ACTIVE/ELIGIBLE FILES  
WAS CRITICAL AND MOST  
TIME-CONSUMING TASK.  
(FAMILIES SHARED LINKS,  
FILLED OUT THE SURVEY  
MULTIPLE TIMES)

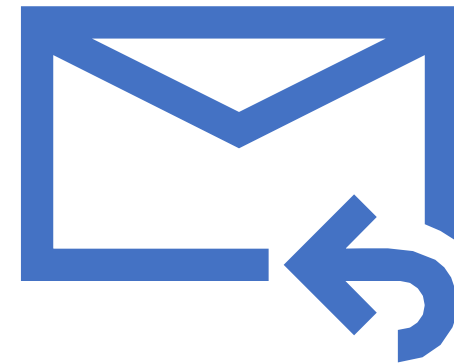


REAL TIME SUPPORT WITH  
DRIVER DISPATCH



QUALITY OF THE PRODUCE IF IT  
SITS IN THE HEAT FOR TOO  
LONG

# Thank you!



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