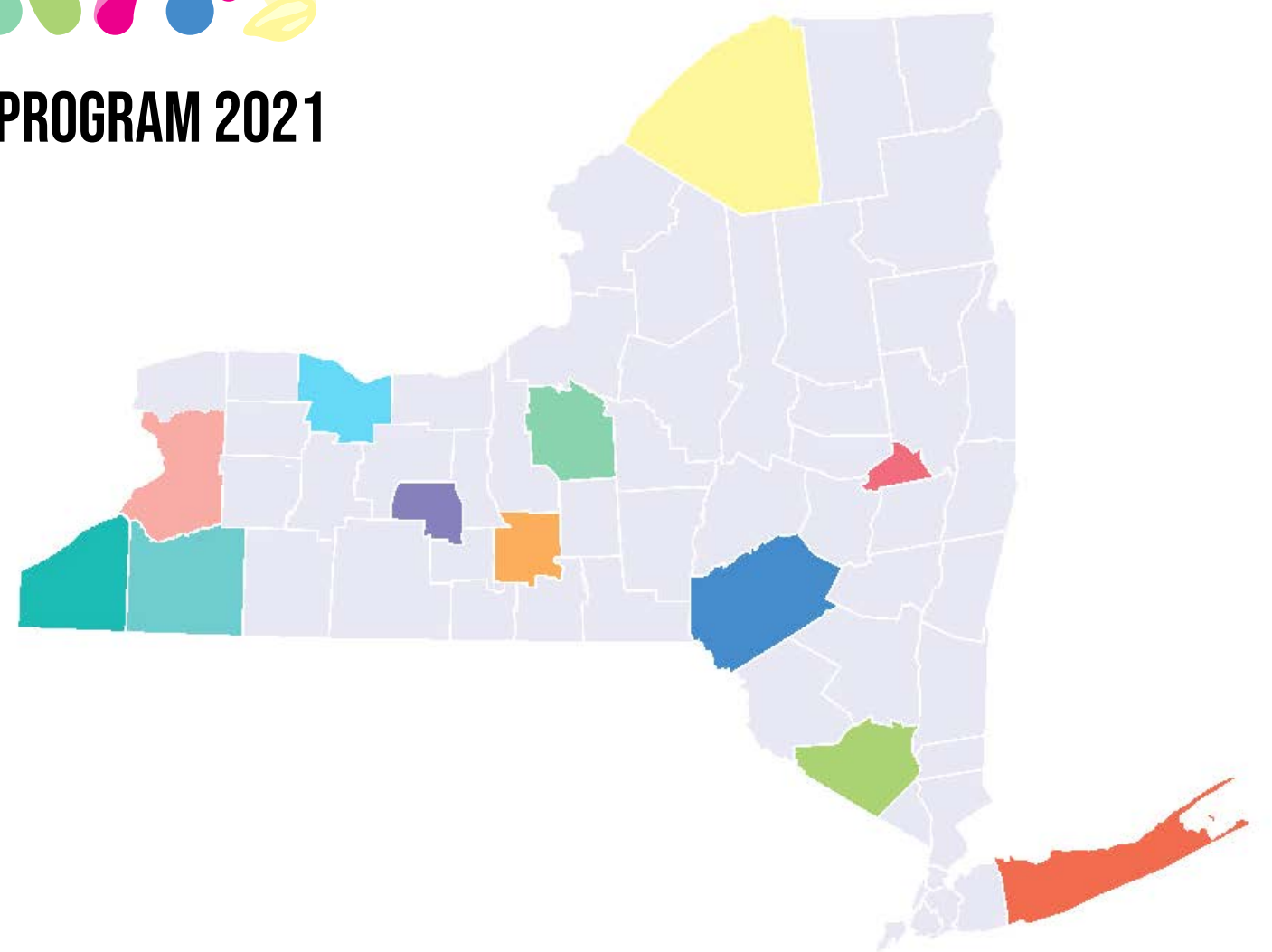


# SEED 2 SUPPER



**EVALUATING THE IMPACT OF THE STATEWIDE SEED TO SUPPER PROGRAM 2021**



# AGENDA

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- 1. COUNTY OVERVIEW**
- 2. LESSONS LEARNED**
- 3. IMPACT**

JUMP IN WITH QUESTIONS/COMMENTS AT ANY TIME!

# ST. LAWRENCE

PARTICIPANTS  
15

VOLUNTEERS  
4

COMMUNITY PARTNERS  
2

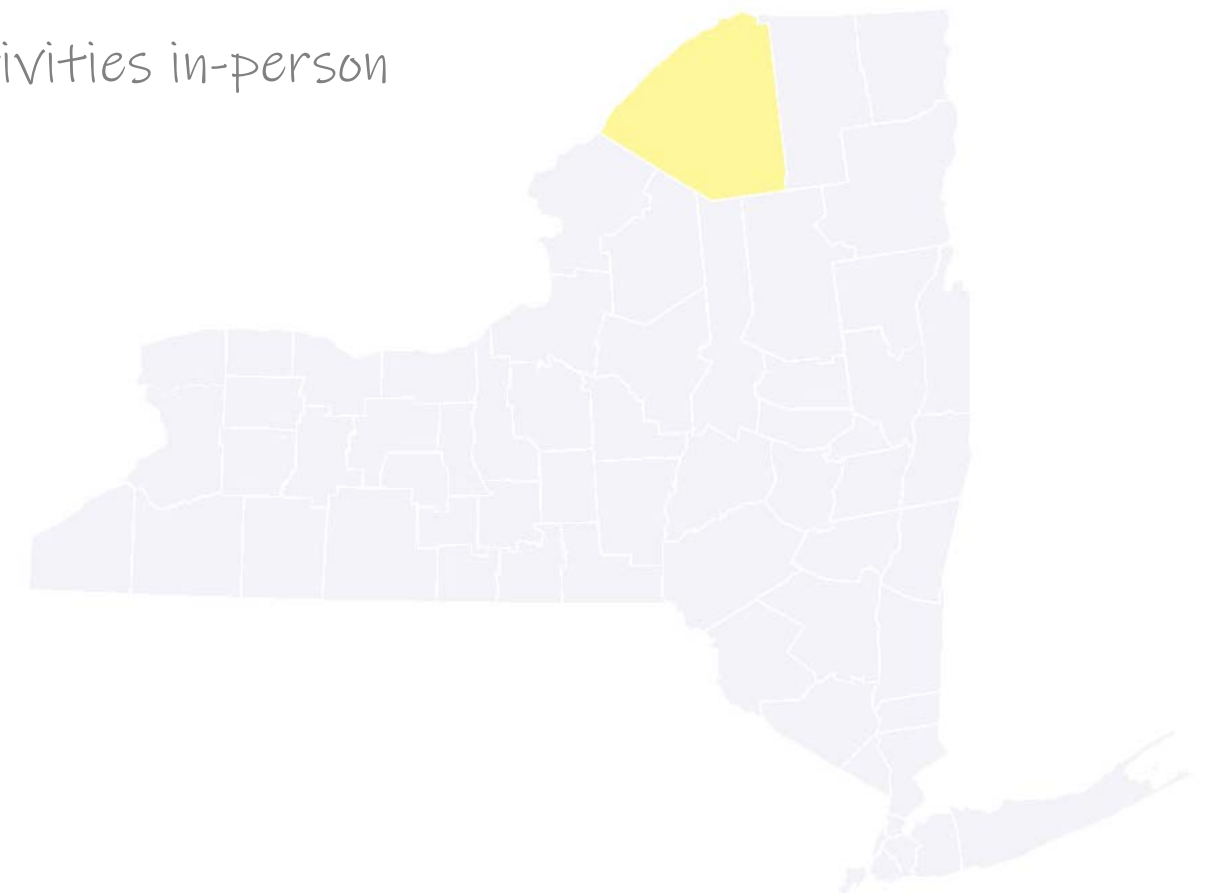


## OVERVIEW AND CHALLENGES

- Food insecurity at 14.2% of county
- Recruitment through local Food Access group, as well as social media, flyers, and other materials
- 6 weekly 1.5 - 2 hr sessions online + 2 in-person events
- Varied curriculum included demonstrations, and hands-on activities in-person

## OUTCOMES AND HIGHLIGHTS

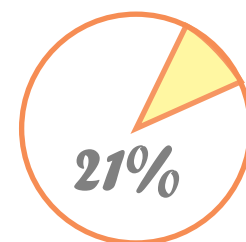
- Successful recruitment efforts due to multilayered approach.
- Each participant received gardening kit
- High participation was achieved through fruitful relationship with community partners.



● RECOMMEND COURSE TO OTHERS  
● WILL GARDEN NEXT YR



● LEARNED LOW COST GARDENING METHODS



● CONNECTED WITH THEIR COMMUNITY



# TOMPKINS

PARTICIPANTS  
60

VOLUNTEERS  
10

COMMUNITY PARTNERS  
1

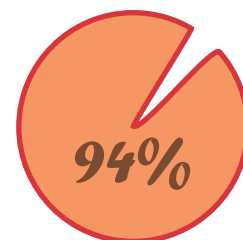
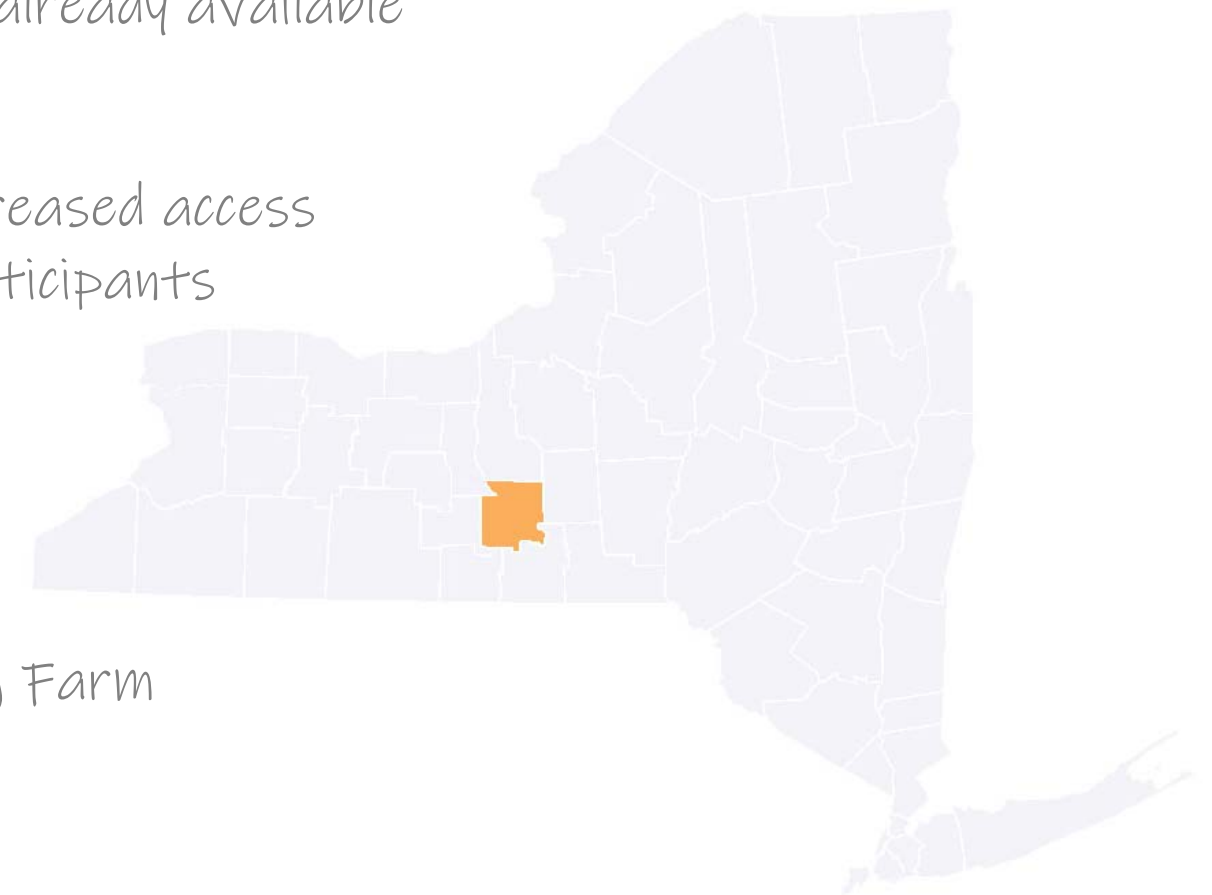


## OVERVIEW AND CHALLENGES

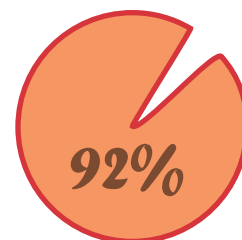
- 2 sessions of 25 participants offered either Thurs evening and Sat morning
- 10 in-person participants with community partner the Learning Farm
- Learning farm session was specifically tailored to people of color
- Educators were well-known community members
- Focus on increasing access and equity to the rich resources already available

## HIGHLIGHTS AND OUTCOMES

- Offering 2 different online sessions as well as in-person increased access
- Handbook in Spanish utilized by many Spanish-speaking participants
- Seeds and starts featured crop varieties that were diverse and culturally appropriate
- Volunteers engaged with training and contributed their knowledge and passion to the program
- New connection with community members and The Learning Farm



● RECOMMEND COURSE TO OTHERS



● LEARNED LOW COST GARDENING METHODS



● CONNECTED WITH THEIR COMMUNITY



● WILL USE GARDEN HANDBOOK

# SUFFOLK

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22  
PARTICIPANTS  
(TOTAL BOTH  
SESSIONS)

5  
FAMILIES  
(9 CHILDREN  
JUNE SESSIONS)

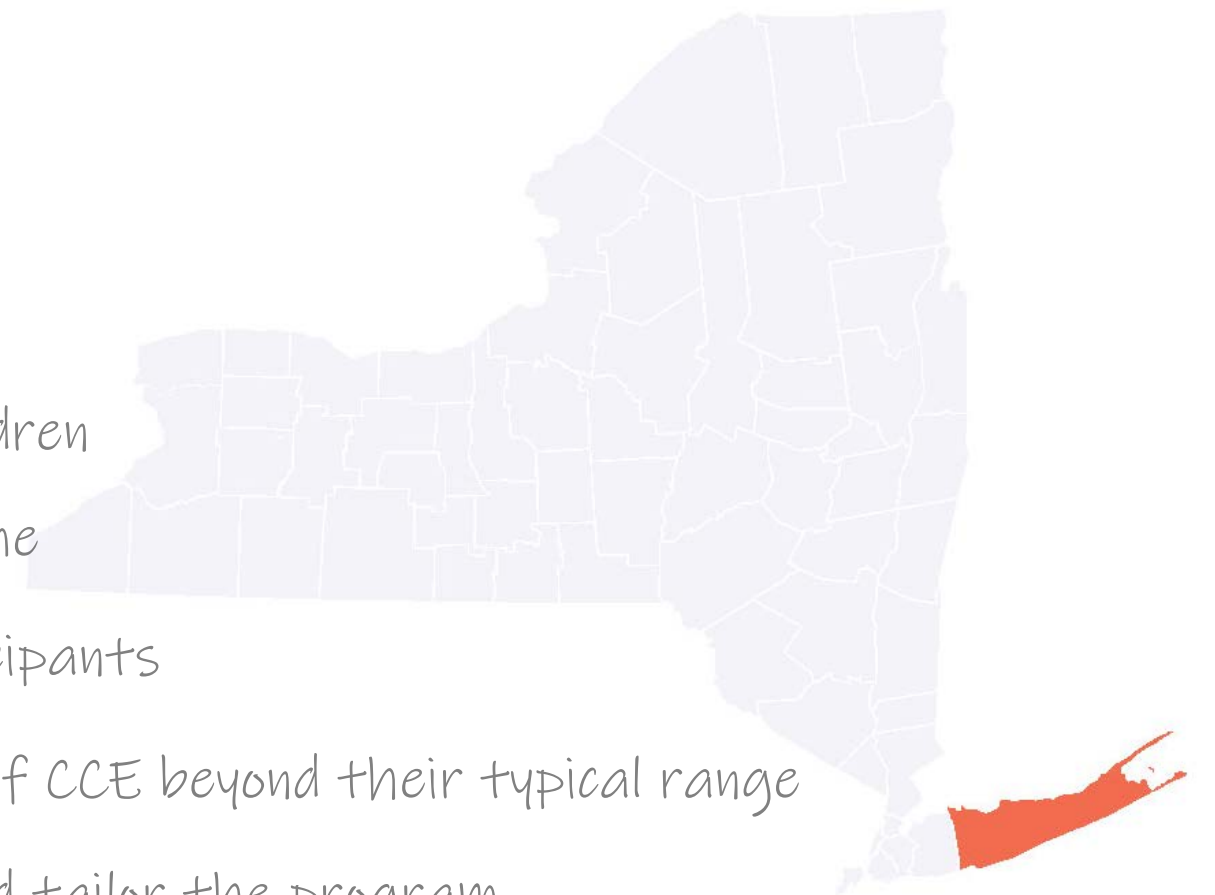
6-9  
PARTICIPANTS  
(IN 2020)

## OVERVIEW AND CHALLENGES

- Program launches in 2020 w/ 9 participants but program was postponed due to Covid
- Community partner - CAST - helped inform program format
- Online sessions not an option due to poor internet / tech accessibility, difficult to find outdoor site
- Three 2-hour in-person, outdoor sessions implemented at public library
- Bilingual (Spanish) sessions in May, Family sessions in June

## HIGHLIGHTS AND OUTCOMES

- Near 100% participation in May and June sessions
- Engaged, happy, and curious participants
- Family sessions accommodated immigrant families with children
- Container growing gave participants ability to grow at home
- Bilingual volunteers connected with Spanish speaking participants
- Working with key community partners expanded the reach of CCE beyond their typical range
- Critically important to consider barriers to participation and tailor the program accordingly - family sessions, giveaways, language / translation





# SCHENECTADY

COMMUNITY PARTNERS  
3

PARTICIPANTS  
14



## OVERVIEW AND CHALLENGES

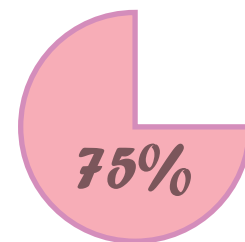
- Covid has made food security a challenge for many
- Community partners Schenectady Ministries, Schenectady Urban Farms worked together to recruit participants
- 4 sessions - Hybrid in-person, online format
- In-person sessions taught at Sustainable Living Center gardens and greenhouses at CCE

## OUTCOMES AND HIGHLIGHTS

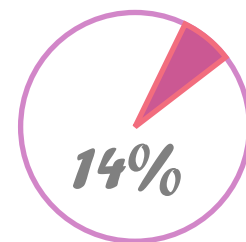
- Participants received 50 seedlings
- Diversified curriculum included hands-on demonstration, distribution of 50 seedlings/person, sharing of recipes and exploring culture through the garden



- INSTALLED A GARDEN
- HANDS-ON GARDENING EXPERIENCE
- BECAME AWARE OF COMMUNITY RESOURCES



- LOW COST GARDENING METHODS
- MADE CONNECTIONS W/ OTHER GARDENERS
- GREW FOOD FOR THEIR FAMILIES



- GREW FOOD FOR THEIR COMMUNITIES



# ERIE

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72  
PARTICIPANTS

2+  
HOST SITES

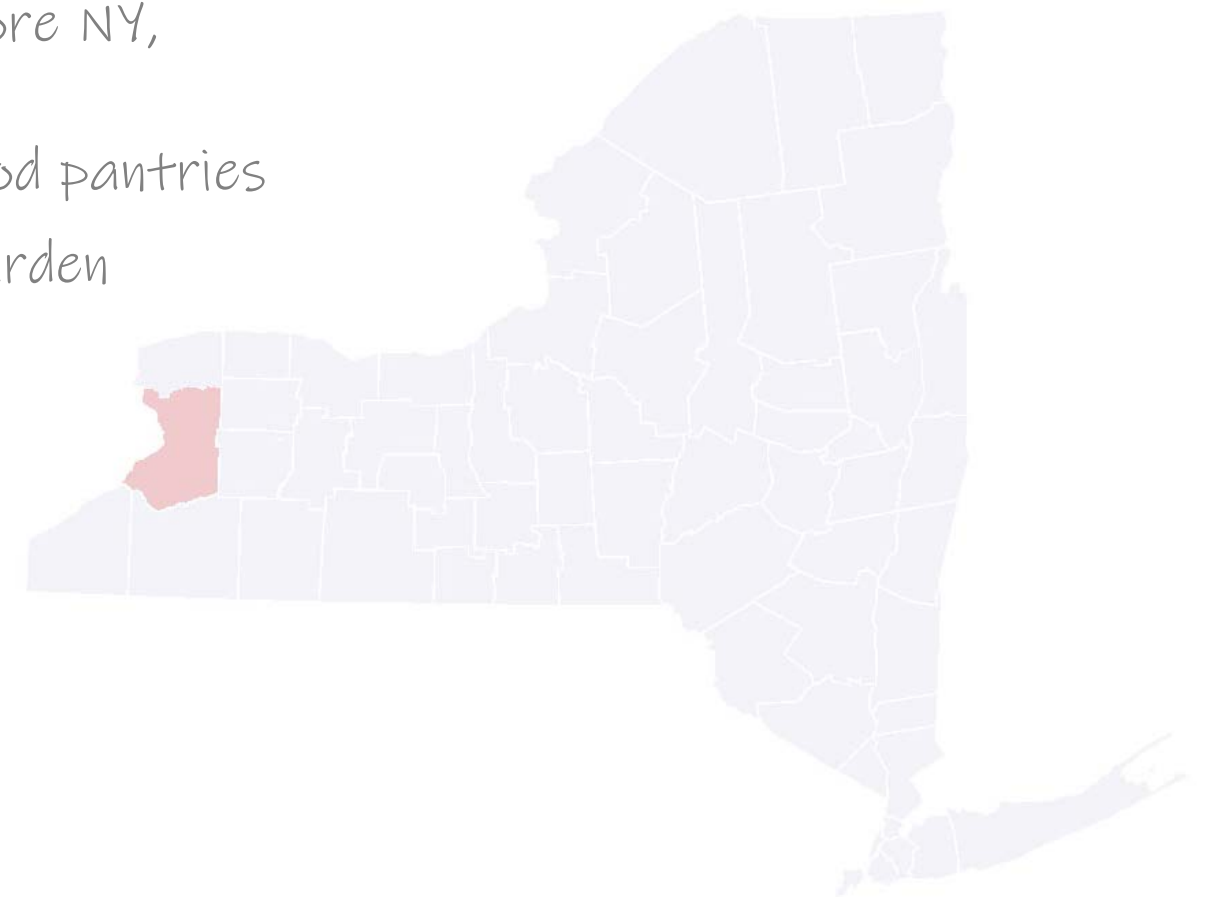
3+  
COMMUNITY  
PARTNERS

## OVERVIEW AND CHALLENGES

- Planned partnership between various community organizations with connections to diverse populations to address food insecurity in the greater Buffalo area
- Community partners responsible for recruitment, communication, and delivery of program
- Incorporated food/nutrition through CCE nutrition, Feedmore NY, and food pantry
- 8 online sessions + materials delivered in-person through food pantries
- Community activities - volunteering at Buffalo Freedom Garden and cleanup at community park

## OUTCOMES AND HIGHLIGHTS

- Mini grant supported additional materials and staff
- Empower host agencies and volunteers to deliver program according to the specific needs of their communities.
- Each host agency responsible for adapting program to local needs/resources



# MADISON

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30  
SIGN-UPS

1  
COMMUNITY  
PARTNERS

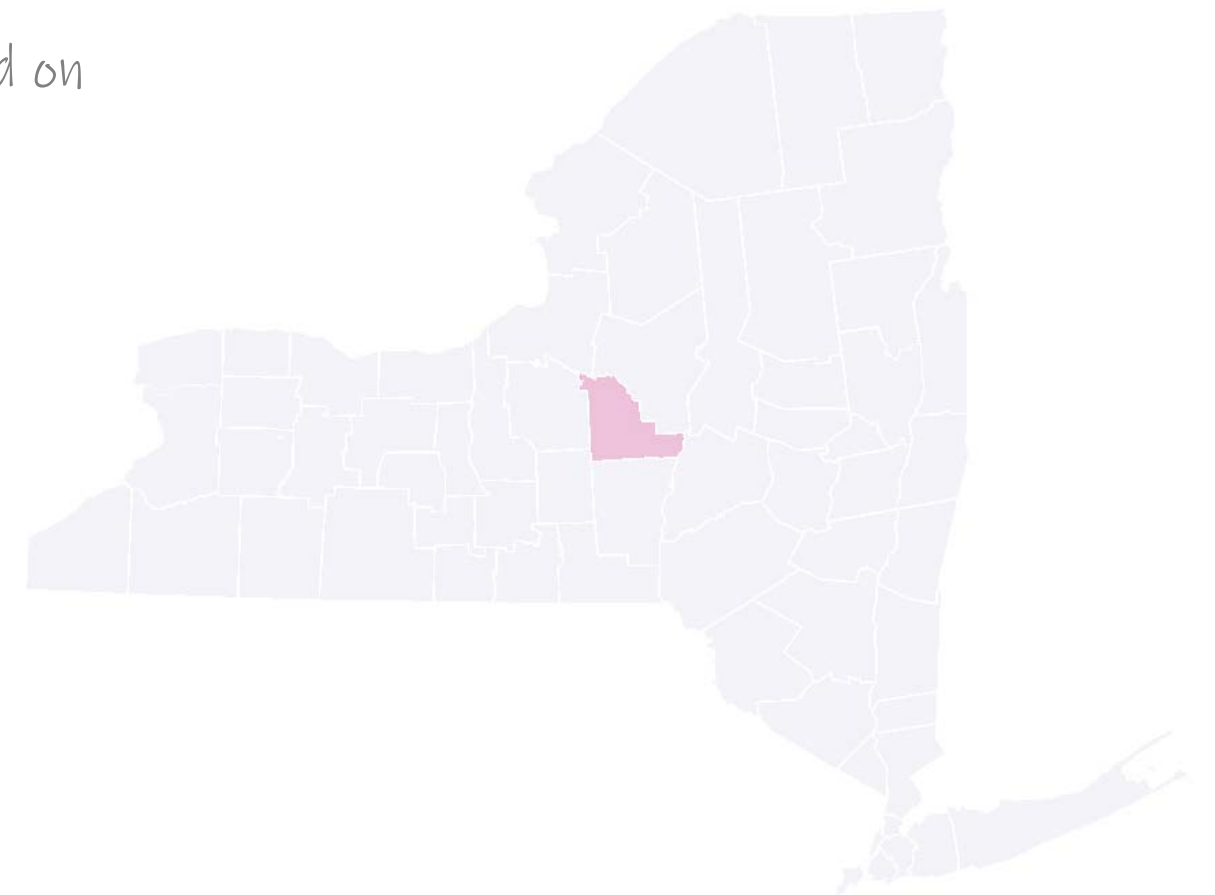
9  
VOLUNTEERS

## OVERVIEW AND CHALLENGES

- Recruitment through flyers and other print materials
- Collaboration between Ag. Ed at CCE and SNAP-Ed to divide work / deliver program
- Sessions were in-person 3 times a month, April - September
- Sessions featured 1 online core class, 1 nutrition class focused on cooking with produce grown on-site, and 1 optional workday

## HIGHLIGHTS AND OUTCOMES

- Participants learned about nutrition and cooking apart from vegetable gardening
- One-on-one assistance was helpful for learning
- Participants connected with CCE Madison, and learned to use them as a resource





# YATES

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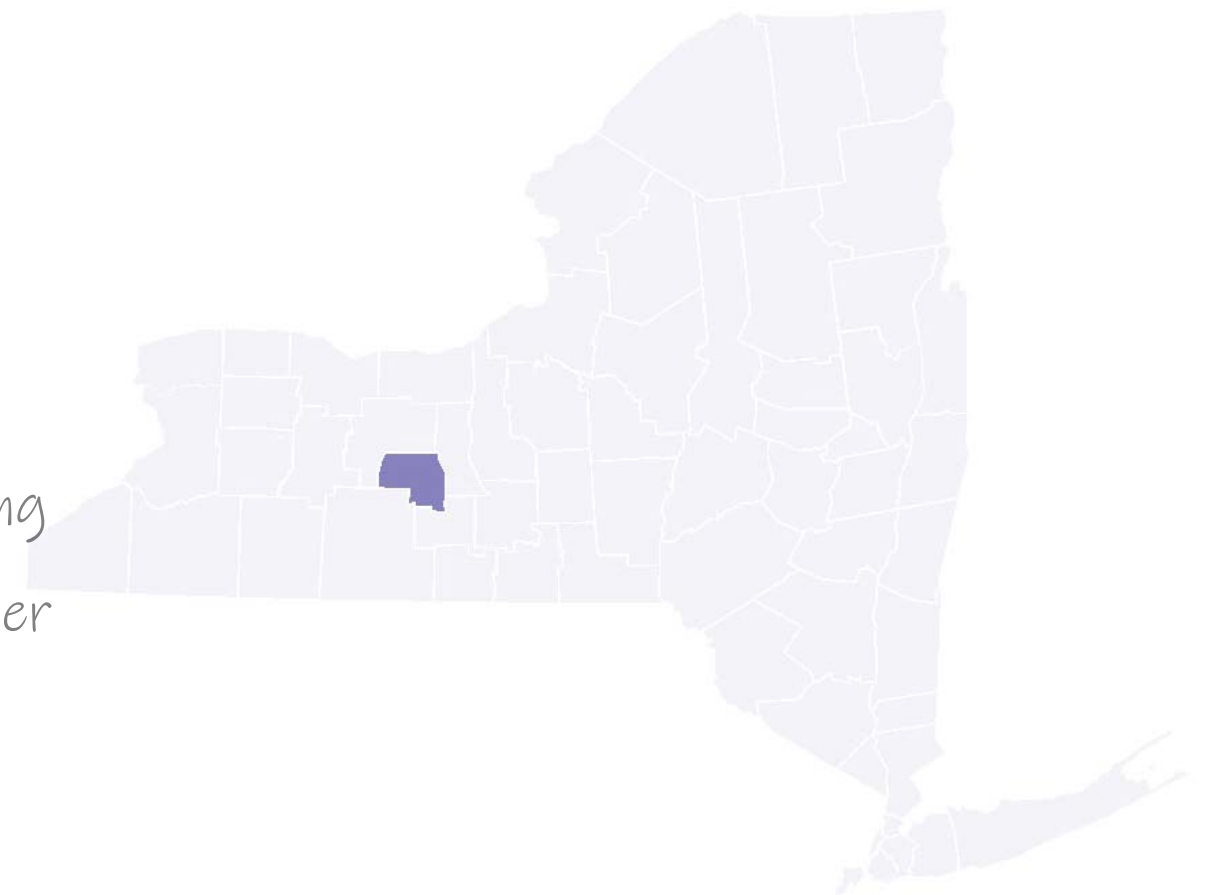


## OVERVIEW AND CHALLENGES

- 92% of county eligible for federal nutrition programs
- Partnered with Keuka housing / Food Pantry, Elks Club, and Literacy Volunteers for recruitment
- Lack of access to high speed internet necessitated all in-person sessions
- 4 in-person sessions held starting in mid-May
- Plant starts and seeds provided at sessions

## OUTCOMES AND HIGHLIGHTS

- 200 gardening kits distributed to community members
- Lesson learned - Month of May may be difficult for scheduling
- Framework and ideas for next year, including strong volunteer base who completed trainings
- Community partner relationships built and strengthened



# DELAWARE

150 +  
PARTICIPANTS

13+  
COMMUNITY  
PARTNERS

15  
VOLUNTEERS

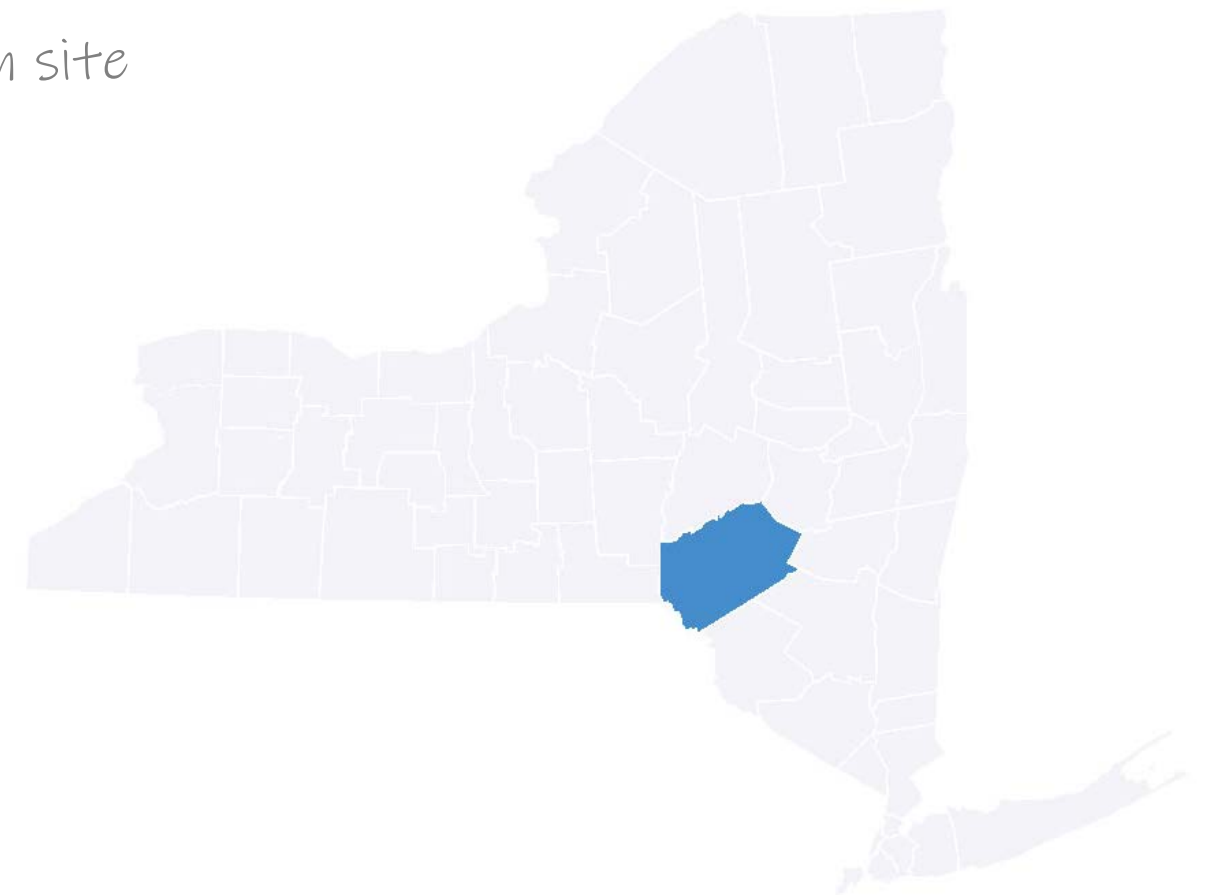


## OVERVIEW AND CHALLENGES

- 13% of population below poverty line
- Received funding from local source to build out program at several sites
- 9 Gardens supported - including at schools, hospitals, village squares, and other community areas
- Birdsong Farm Community Garden - large community garden site
- Second year of S2S expanded sites and partnerships

## OUTCOMES AND HIGHLIGHTS

- 150+ online participants
- 9 gardens supported
- 18 S2S classes administered in '20 and '21
- 15 trained volunteers



# MONROE

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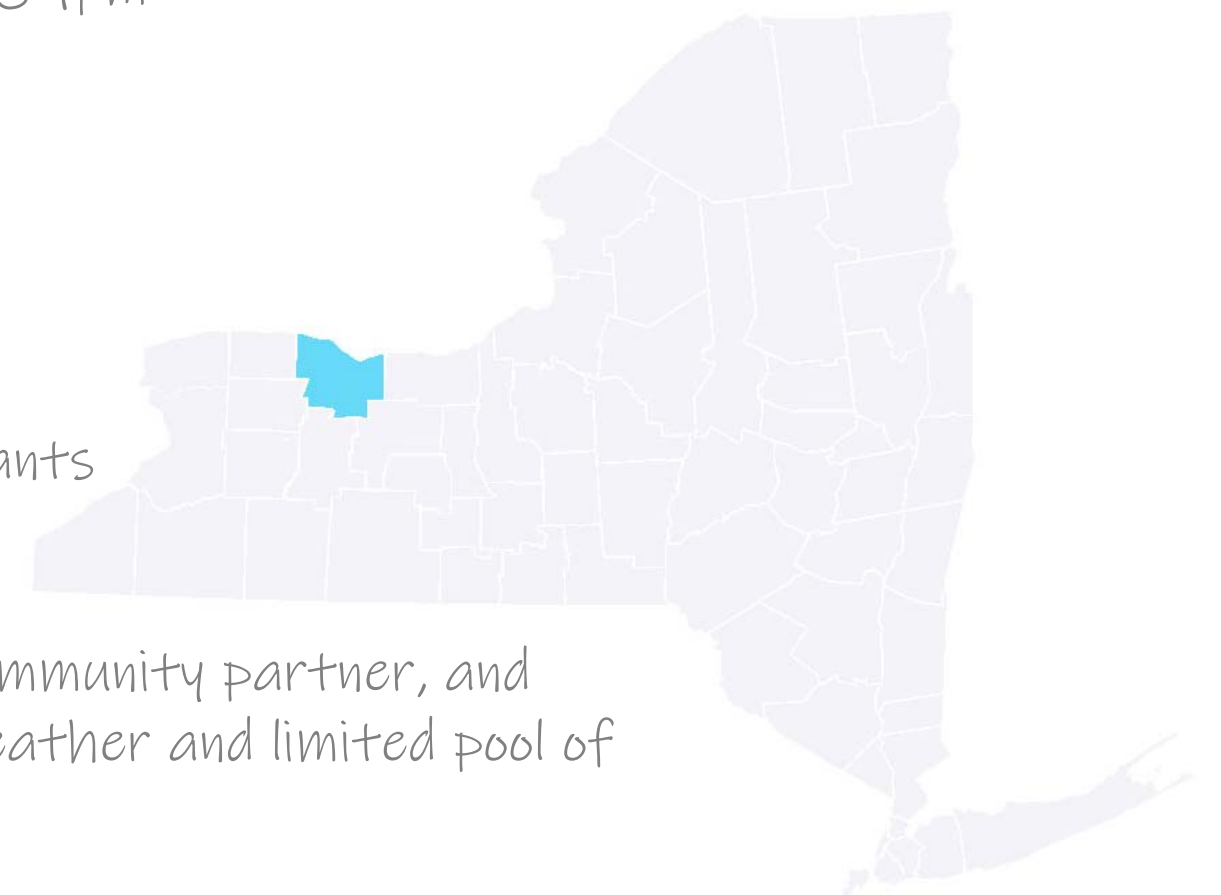


## OVERVIEW AND CHALLENGES

- Community Partner - Rochester Highlands (affordable living community)
- Recruitment targeted at affordable living community apartments
- 5 in-person sessions at raised beds at apartment complex @ 1pm
- Seed and plant starts were donated

## OUTCOMES AND HIGHLIGHTS

- Mix of experienced and novice gardeners
- Seed packets and vegetable starts distributed to participants
- Circumstances weren't favorable for return participants. Communication with participants was controlled solely by community partner, and may have been derailed by Covid. Postponements due to weather and limited pool of participants. Meeting time of 1 pm may be inconvenient.





# CHAUTAUQUA

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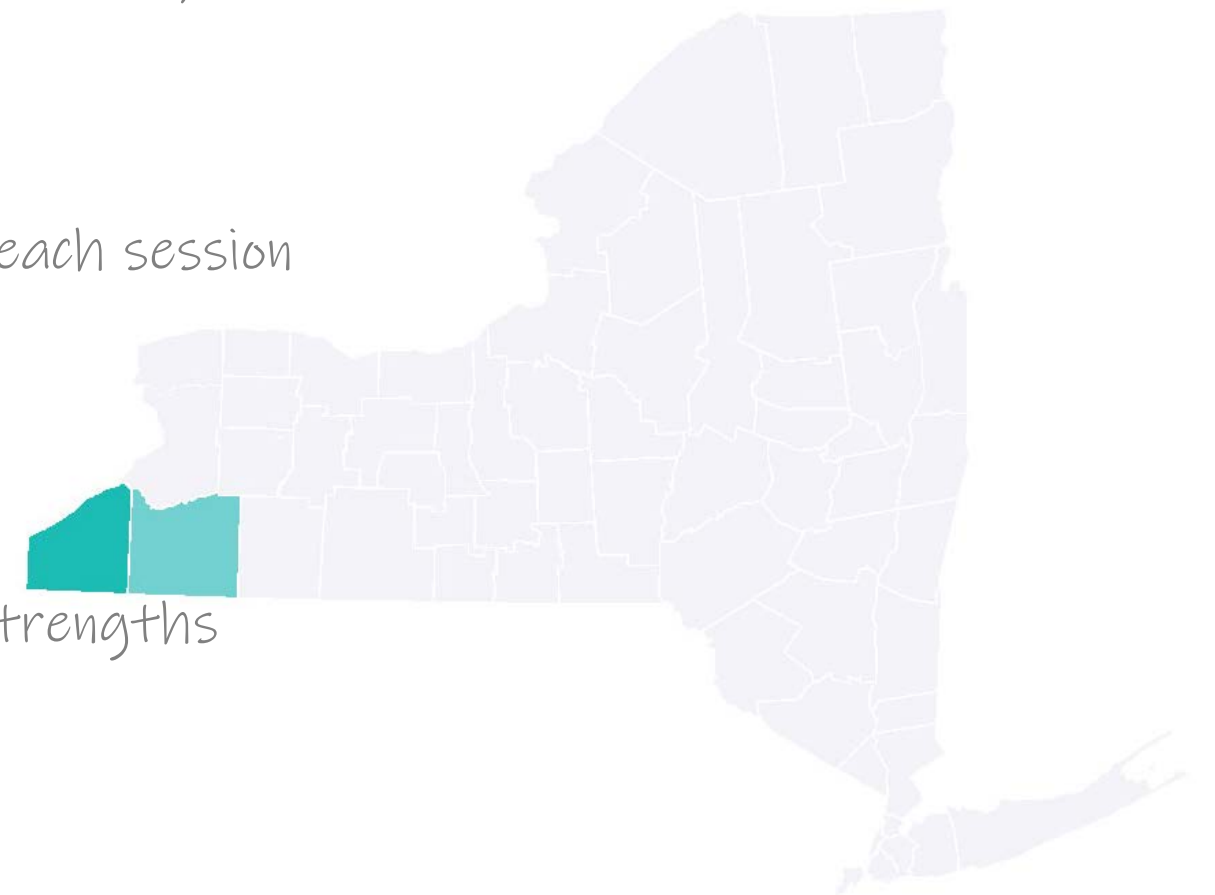


## OVERVIEW AND CHALLENGES

- Program designed to be interagency - strong collaboration b/w SNAP-Ed, 4-H Educator, Master Gardeners
- Teaching responsibilities divided b/w community partners
- Several sessions covered all topics, and included live demonstrations, a hands-on activity and a healthy snack.
- Emphasis on hands-on training
- Take home gardening supplies were included at the end of each session

## OUTCOMES AND HIGHLIGHTS

- Focus on participation as a learning style
- Allowing different facilitators to teach according to their strengths
- Flexibility built into curriculum due to Covid restrictions
- Rural participants attended the program
- Participants became first-time gardeners!



# ONONDAGA

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15  
PARTICIPANTS

1  
COMMUNITY  
PARTNERS

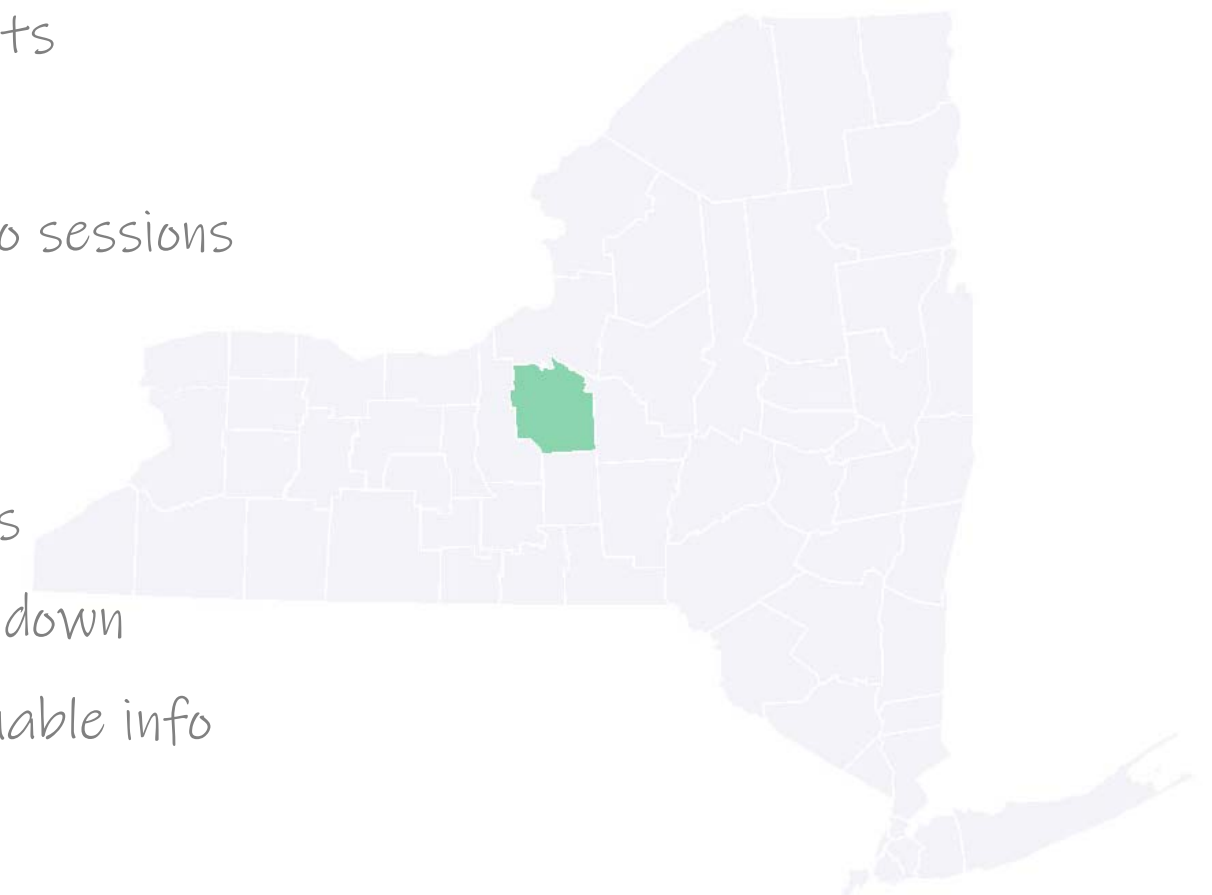
7  
VOLUNTEERS

## OVERVIEW AND CHALLENGES

- Partnered with Refugee and Immigrant Self - Empowerment - RISE
- Participants were refugees and immigrants - awareness of language barrier, cultural awareness
- Worked w/ RISE to determine what info would be helpful to participants
- Interpreter worked closely with facilitators and participants
- Sessions in-person at Community garden
- Scheduling - later in the best. Phone call reminders prior to sessions

## HIGHLIGHTS AND OUTCOMES

- Good participation
- Group effort to renovate garden - built trust b/w partners
- Flexibility - curriculum was overly ambitious at first, scaled down
- Participants reported enjoying the classes and learning valuable info
- Built community and friendships, reduced theft in gardens



# ORANGE



PARTICIPANTS

13

VOLUNTEERS

9

COMMUNITY PARTNER

1

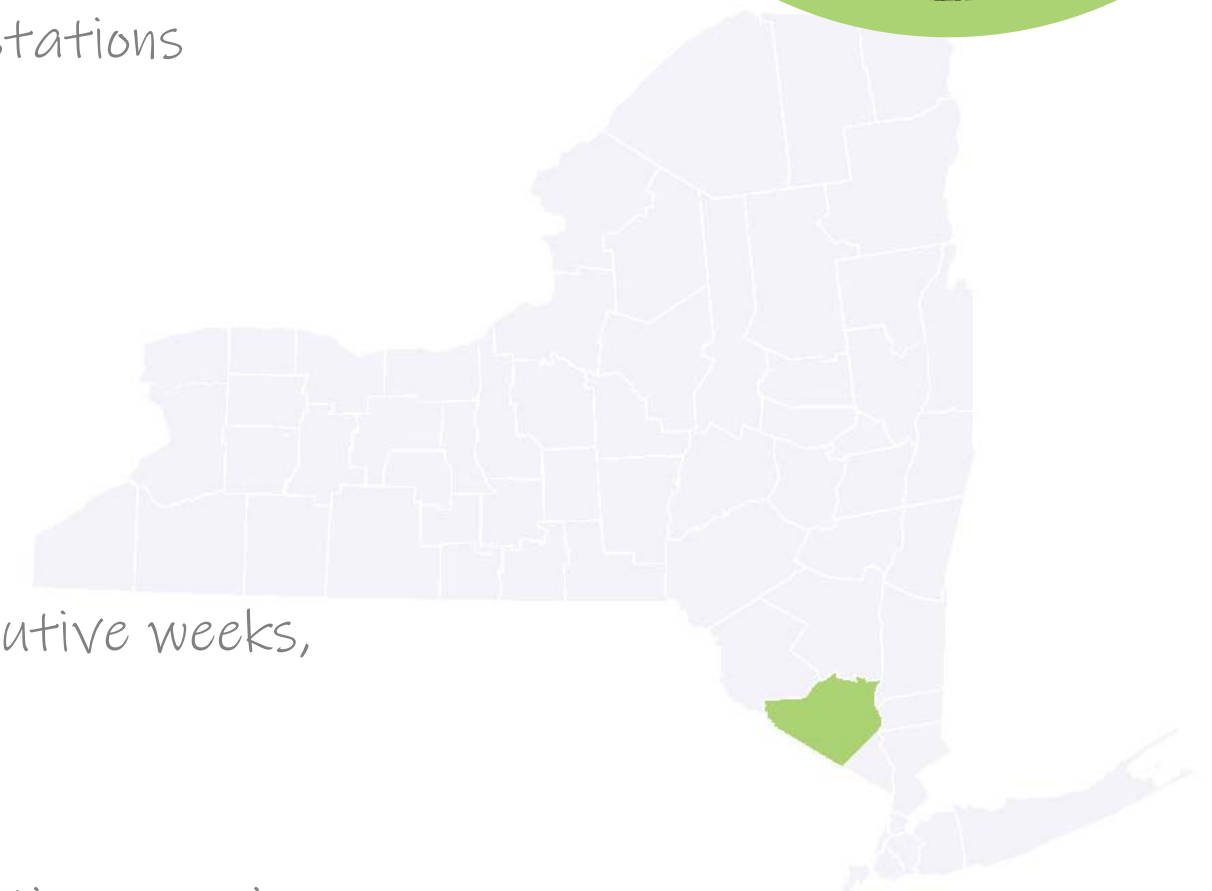


## OVERVIEW AND CHALLENGES

- Worked with Newburgh Armory Unity Center to recruit participants
- Sessions took place in-person at community garden at Armory Center
- Two 3-hour in-person sessions due to Covid
- Participants worked in groups, rotated through different stations to maintain social distance
- Gardening kit given after session 2

## HIGHLIGHTS AND OUTCOMES

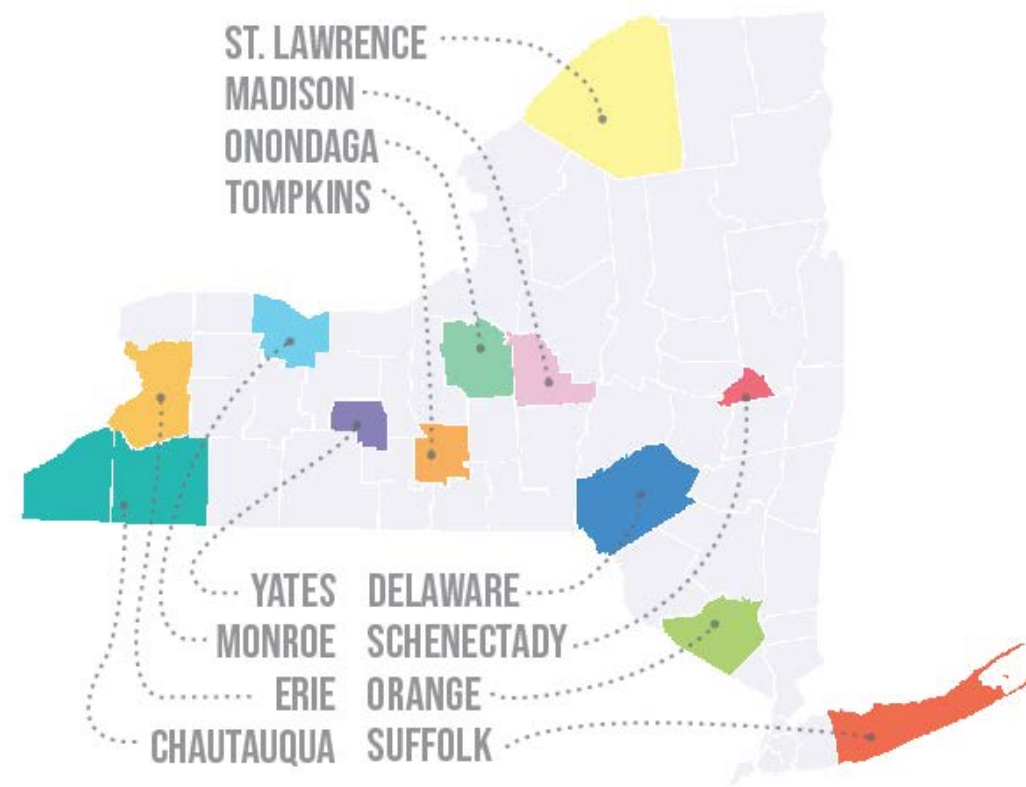
- Participants had little gardening experience and gained skills and knowledge to start their own gardens
- Poor attendance at second session may be due to non-consecutive weeks, or coincidental as there were only 2 sessions to attend
- Master gardeners enjoyed and benefited from the program
- Program exceeded participants expectations, expressed positive experiences





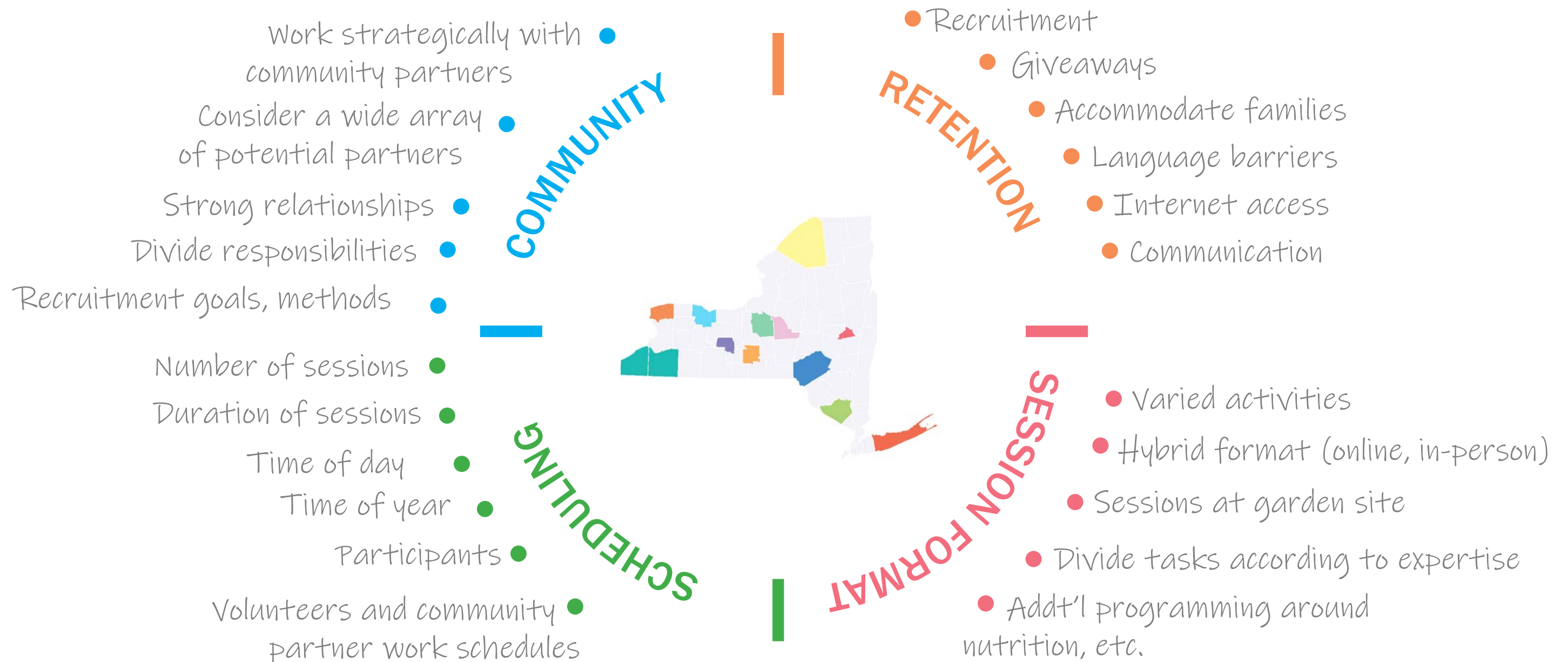
# COMMENTS . . .

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# LESSONS LEARNED

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# LESSONS LEARNED

## RETENTION



- Strong recruitment efforts yield more participants
  - Employ various community partners and communication channels to advertise
  - St. Lawrence relied on county Food Access Group to gain multiple partners, on top of using social media, flyers and other print materials
  - Programs that relied on one source of participants generally had lower participation
- Giveaways at each session
  - Providing gardening kits, seedlings, seeds, and other supplies at the appropriate time may boost participation
  - Schenectady and Suffolk reported positive effects of giveaways
- Barriers - Internet access, language, childcare
  - Suffolk realized that much of the county lacked high speed internet, so held their sessions outdoors in-person, they also provided the program in Spanish, and ran a separate session for families so that parents with young children could attend more easily
- Make it easy!
  - Tompkins provided prerecorded videos so that everyone could keep up, even if they missed a session
  - Send consistent reminders. Gather emails and phones #'s. Good communication is key to consistent attendance



# LESSONS LEARNED

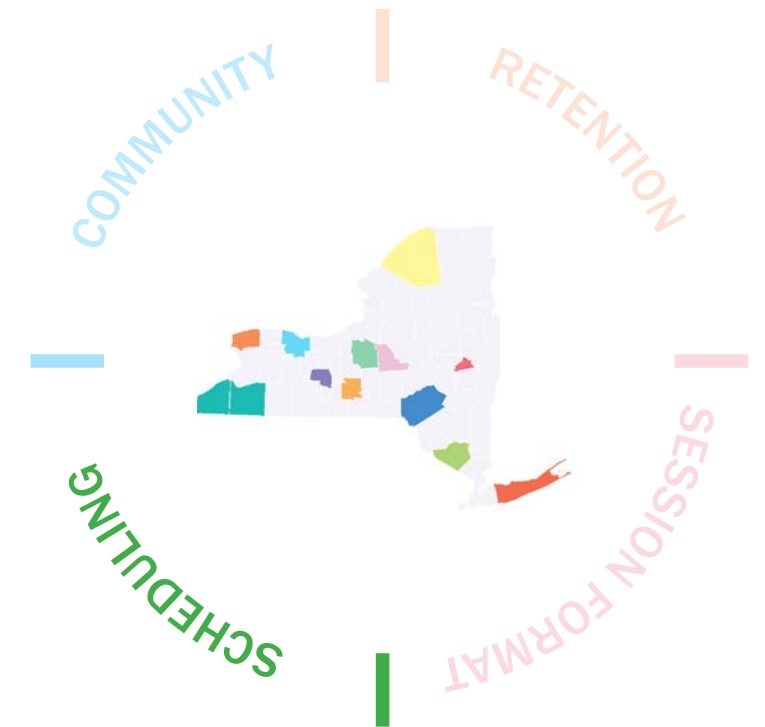
## SESSION FORMAT



- Hybrid format (online, in-person)
  - Outdoor sessions proved to be very successful for engaging participants, but subject to weather
  - Online can also be successful, as in Tompkins County, but many participants expressed a preference for in-person, outdoor sessions.
- Varied activities
  - Powerpoint presentations, live demonstration, Hands-on time in garden
  - Chautauqua included presentations, a hands-on activity, and healthy snack in each session
- Sessions at garden site
  - Orange, Schenectady and Onondaga used gardens as the learning site, which allowed for hands on demonstrations and allowed participants to gain actual experience
- Divide tasks according to expertise
  - In Madison, nutrition/cooking was taught by SNAP-Ed, and gardening by MGs
- Incorporate additional programming
  - Food, nutrition, culture can be tied in to gardening
  - Schenectady incorporated lessons on culture and food

# LESSONS LEARNED

## SCHEDULE



- Number of sessions - find the sweet spot
  - Some sites that did 2 sessions had poor attendance. This could simply be because there weren't enough sessions for people to 'make up' for a miss
  - Suffolk had success with 3, Schenectady and Chautauqua with 4, St. Lawrence w/ 6
- Session length - may impact participation and repeat attendance
  - St. Lawrence - 1.5 - 2 hr sessions, good attendance
  - Other locations with 3 hour sessions had poorer attendance
- Participants schedules
  - Consider that many participants might work week days
  - Consider childcare
- Schedules of Volunteers and Community Partners
  - Try to find a time of day and week that works for everyone involved
- Flexibility
  - Important to have a back up plan, or be able to pivot formats, schedule etc, especially during Covid.

# LESSONS LEARNED

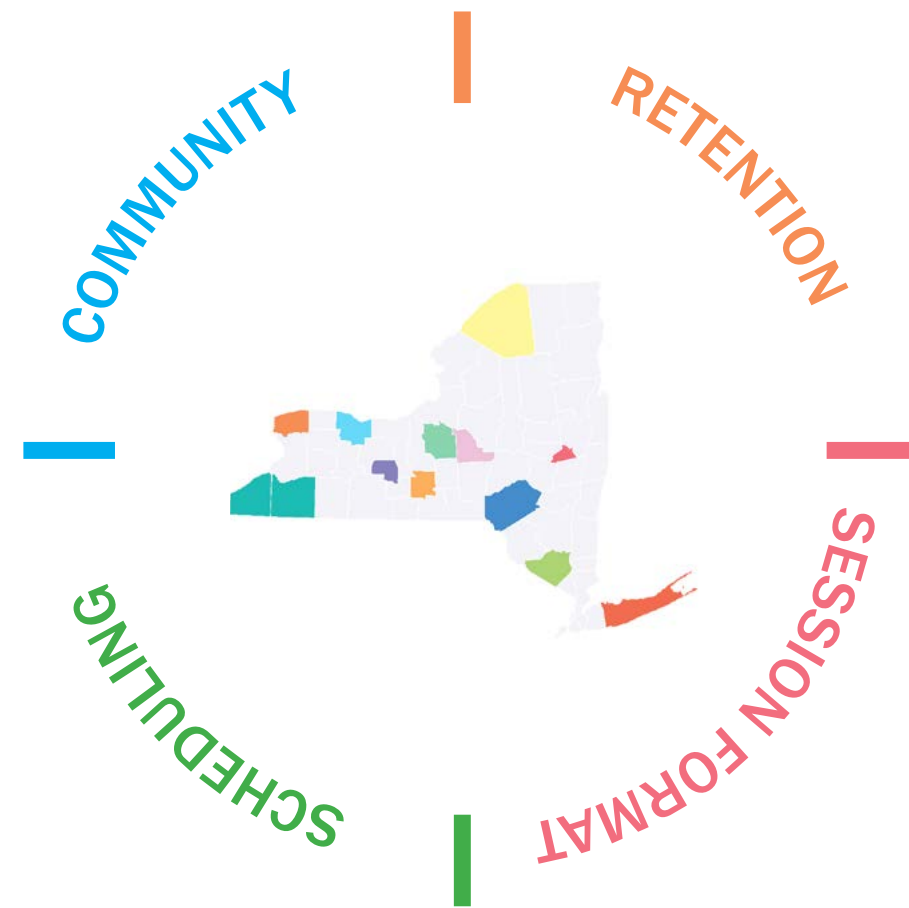
## COMMUNITY



- Work strategically with community partners
  - Work with agencies that compliment the S2S program. Orange worked with the Armory Unity Center which has a community garden on site and good relationships in the community
- Divide responsibilities
  - Dividing responsibilities allows everyone involved to build on their strengths, adding more variety and interest to the program
  - Chautauqua divided the work between MGs, 4-H educators, and SNAP-Ed educators.
  - Suffolk MGs reviewed curriculum together before dividing tasks
- Establish recruitment goals and methods
  - Communicate between all agencies to determine the best way to get the word out. Set goals for recruitment.
- Consider a wide array of Community Partners
  - Public libraries, community gardens, affordable housing groups, 4-H clubs, SNAP-Ed, Community Centers
- Strong relationships with community partners yield better results
  - Onondaga worked with the community garden tactfully and respectfully, building trust and a collaborative relationship

# COMMENTS . . .

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# IMPACT

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IMPACT REPORTS AND SURVEYS FROM THE PARTICIPANTS REVEAL THE IMPACTS OF S2S

## IMPROVING HEALTH AND WELL-BEING

Participants reported eating more fresh produce, reduced stress, and enjoyment of their gardens



## CREATING MORE CONFIDENT, SELF-RELIANT GARDENERS

By equipping participants with knowledge and materials, most went on to produce a portion of their own food

## BUILDING STRONG COMMUNITIES

Many new connections were formed in communities and among community partners and participants

# IMPACT

## HEALTH AND WELL BEING

Post-course surveys from participants (at end of growing season) asked how gardening impacted eating habits, stress level, and quality of life.

Respondents answers were overwhelmingly positive, describing how gardening caused an overall improvement in healthy eating, stress levels, and impacted their lives in positive ways



**PARTICIPANTS REPORT  
THEY WILL EAT MORE  
VEGGIES**

“Allowed me to add fresh veggies and herbs to my diet”

“I eat many more vegetables.”

“It really helps with my stress, when I’m anxious I work on my plants and it helps me to focus on that and put things in perspective”

“Gardening helped me maintain good mental health and it allowed me to have a greater appreciation for the entire gardening process”

# IMPACT

## SELF-RELIANT GARDENERS

S2S equips participants with the knowledge and materials they need to start a successful garden. 71% of participants had 2 years or less of experience gardening prior to the program.

Through the S2S program, participants learned that they are capable of growing food, gained confidence and experience, and built a sense of self-reliance.



**100%**

**CONFIDENT OR VERY CONFIDENT  
THEY CAN GROW THEIR OWN FOOD**

“The class gave me confidence to do a garden. I love it and am very grateful!”

“I was able to do and grow more because of the additional supplies and resources I was supplied as part of this course. I would not have been able to afford on my own.”

“I am very proud of how my garden turned out. The class helped me to start it the correct way.”

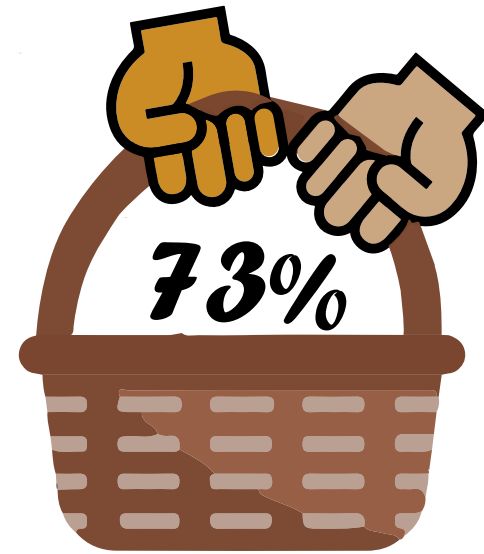
# IMPACT

## BUILDING STRONG COMMUNITIES

S2S relies on partnerships within the community to connect to the target audience, deliver the curriculum with expertise, and creatively tailor programming to the needs of the community.

Several counties reported that S2S strengthened authentic relationships between community partners.

Additionally, participants connected with one another, and learned about resources available through CCE and in the community.



### CONNECTED WITH OTHERS IN THEIR COMMUNITY

After completing the S2S program in 2021, Suffolk reached out to a local school with unused raised beds, and will form a partnership with the school to offer garden plots to participants in 2022

“I am more engaged with the Ithaca community of gardeners, have met some wonderful people.”

In Onondaga, CCE formed a positive relationship with their host agency, RISE - a refugee and immigrant group - and worked together to revitalize a community garden that had been in disrepair. This collaboration brought new life to the neighborhood and helps to facilitate positive interactions in the

“I think those not involved with the garden now have more respect for what the refugees are doing in the garden.”



# THANK YOU

