

Creating a collective understanding across stakeholders

Overview

1. Workshop 11/14

2. Location-level:
Kathy Dischner
Heather Manzo Mikulas



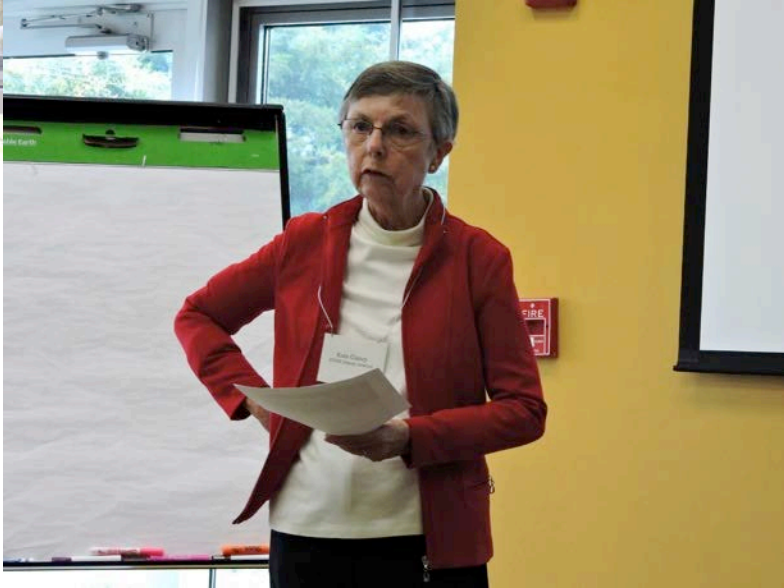
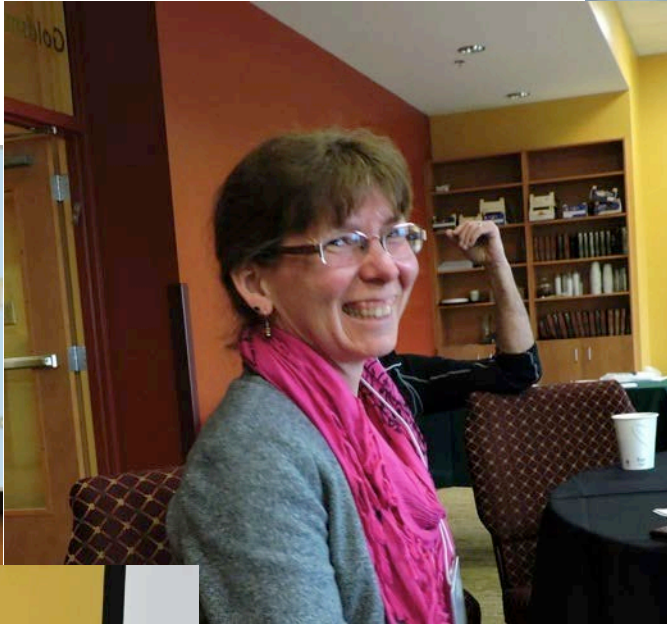
Workshop Objectives

1. Enhance community leaders' understanding & knowledge of the research project.
2. Enhance researchers' knowledge and understanding of community efforts in the project.
3. Increase comfort level of researchers with participatory models.
4. Provide foundation and support for communities to develop project specific activities.

Site Leaders



Researchers





Students



What surprised the participants

- Similarities and difference between rural/urban stores
- How thoughtful and knowledgeable retailers are about their products and customers
- Level of interest in project by community leaders & storeowners
- Complexity of the food system, particularly distribution





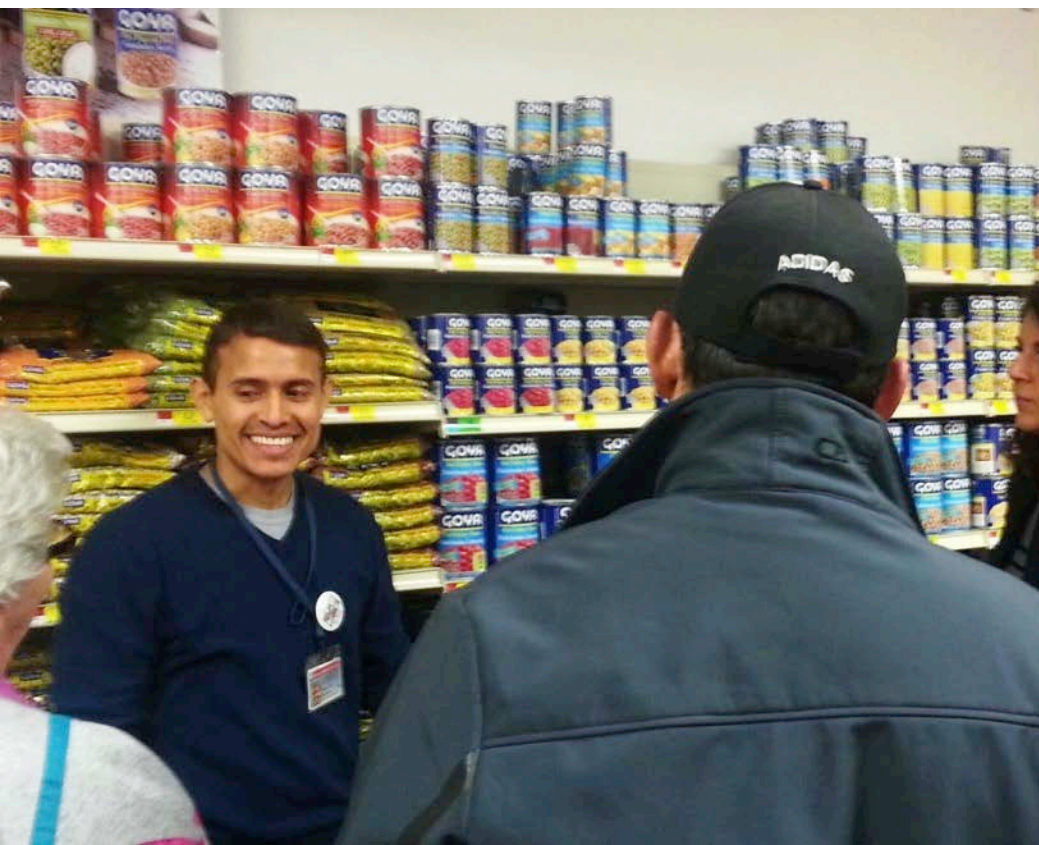
Lessons learned

Complicated nature of project makes it difficult to communicate to lay audiences: not an intervention

Challenges faced by retailers and communities in healthy food provision and access

Value in engaging community leaders and retailers











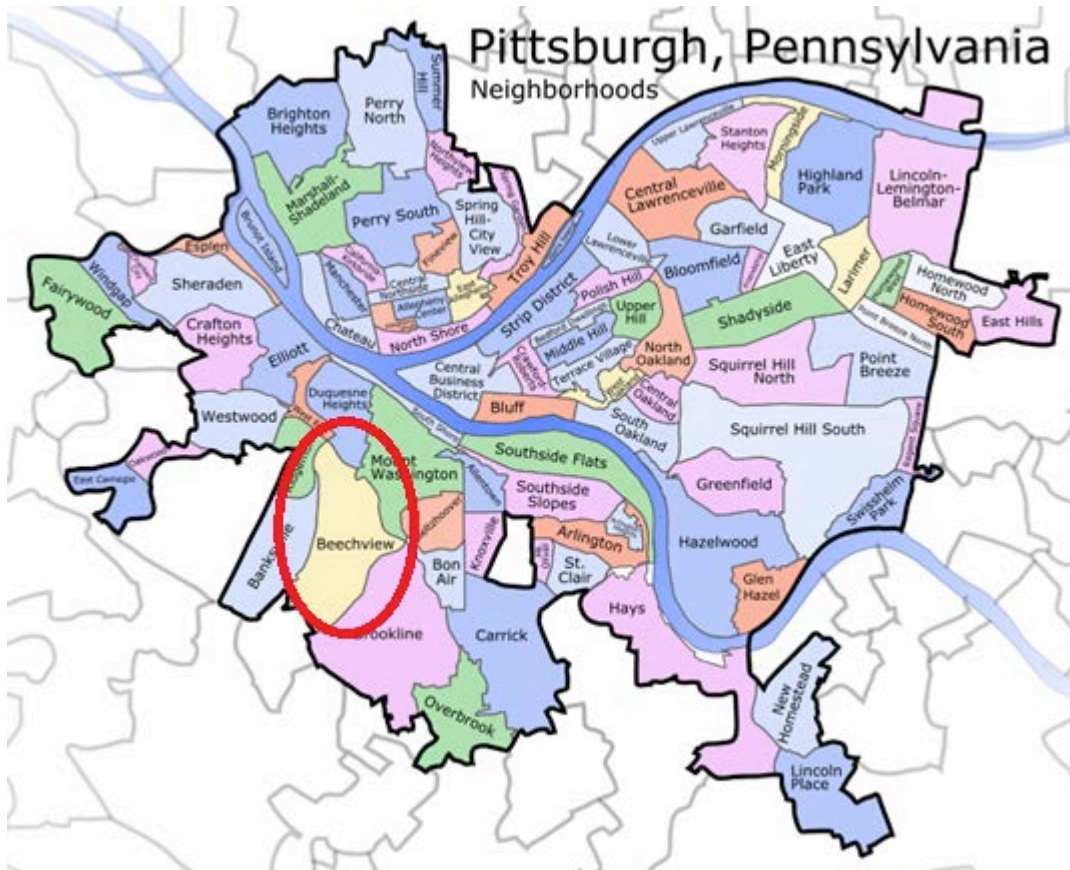
Community Outreach Event: Beechview, Pittsburgh, PA

Site Team:

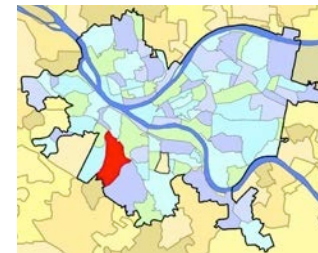
Penn State Extension of Allegheny County

Heather Manzo Mikulas, Rachel Samuels

Neighborhood of Beechview



- Population: 7,974
 - 81% White
 - 12% Black
 - 6% Hispanic ↑
- Area: 1.46 mi²
- Median household income: \$36,602



Credit: Tom Murphy VII, via Wikimedia Commons; EFSNE site

Credit: Wikipedia; author edits

Beechview 110th Reunion Celebration

- Saturday, August 1
- Beechview Historical Society
- Coordinated by Phyllis DiDiano,
Beechview community liaison for
EFSNE
- Used event as a vehicle for CONS
goals.

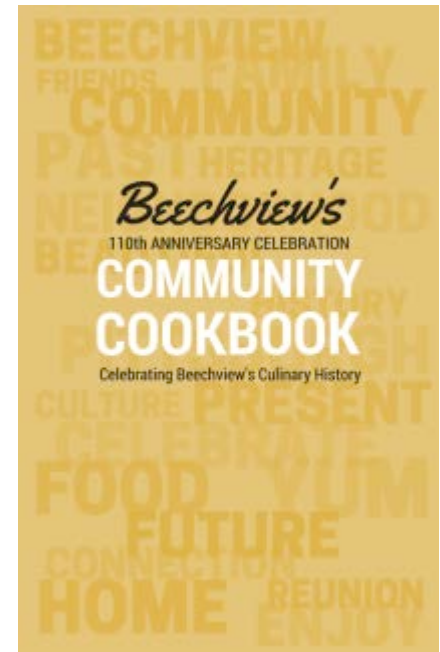
Goals Going In: Collective

- Meet community outreach goals of Consumption team for EFSNE project, using Pittsburgh's study site neighborhood of Beechview.
- Mentor next generation with professional experience.
- Mesh academic goals with on-the-ground outreach methodology.

EFSNE Community Outreach

– Penn State Extension’s presence at Beechview’s 110th Anniversary Celebration Event culminated in **Celebrating Beechview’s Culinary Heritage**

- Partnered with Beechview leaders and Beechview Historical Society to plan and organize large community event on August 1st along main street in neighborhood
- Unveiled and distributed Community Cookbooks in exchange for paper survey on regional food understanding and access
- Collected oral histories



Community Food Practices

- Changing landscape and community development
- Engaging local food entrepreneurs
- Sharing of recipes
- Conversations around food histories

Supporting Local Food Businesses

- Mike Aponte
- Slice on Broadway
- Laurie Braum
- Seven Creeks Inc
- Women of the Moose



Credit: Las Palmas

Mini Survey Selected Results

What are the differences between local and regional foods?

Distance

- “Regional foods are able to be grown in a certain area. Local foods are grown in your area.”
- “Distance shipped adds to cost”
- “Regional food: food is specific to regional preferences like Primanti's, chip chop ham, and pierogis.; local food: food grown within a certain radius (like 50 or 100 miles) or within the state.”
- “Regional - from a large geographical area like "Mid Atlantic" or "Mid West", local - from this and neighboring towns”

Other

- “Local foods taste better, less likely to have chemicals and preservatives”
- “Local foods—healthier than regional foods”



Community Members: Sharing their food stories at the Beechview outreach event

“This recipe is our tradition for all of our family dinners. It is the standard salad that I and my six siblings make for our holiday meals also. Everyone loves it. It just wouldn’t be Thanksgiving without Mom’s coleslaw!”

– *Beechview Resident & community cookbook contributor*

“I enjoy summertime so much because of the produce available.”

– *Beechview Resident at community outreach event*



Oral Histories

- Cultural Heritage
 - Cooking practices as cultural preservation
- Economics
 - Canning and gardening to save money
- IGA

Oral history: Angela Pasquale

- “Food is important. Without the food, we can’t live. So it’s a major part of our lives.”
- Buys fresh produce from the farmers market seasonally
 - *“I wish they could deliver it in a truck house to house like they used to do with milk.”*
- Using flour in recipes “because it’s always available— for filling more than anything.”

