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# Mobile Market: A Healthy Here Initiative: 2015 Pilot Season Evaluation Report

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# Mobile Market

*A Healthy Here Initiative*



# 2015 Pilot Season Evaluation Report

# Acknowledgments

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Thank you to all of the *Healthy Here* initiative partners for their continued support and commitment to improving access to healthy food. Special thanks to Adelante Development Center, Inc. for data collection and management.



This report was prepared by Reese Cuddy, MPH, Courtney FitzGerald, MSSW, and Theresa Cruz, PhD, University of New Mexico Prevention Research Center.

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# Executive Summary

The purpose of the *Healthy Here* Mobile Market pilot evaluation was to **assess whether the market expanded access to fresh local produce by the Hispanic and American Indian populations living in the South Valley and International District of Bernalillo County**. The evaluation was specifically designed to measure actual use of the Mobile Market and whether the market influenced fruit and vegetable consumption.

**Evaluation Question 1:** *To what extent are people in general and, specifically, Hispanic and American Indian individuals using the Mobile Market?*

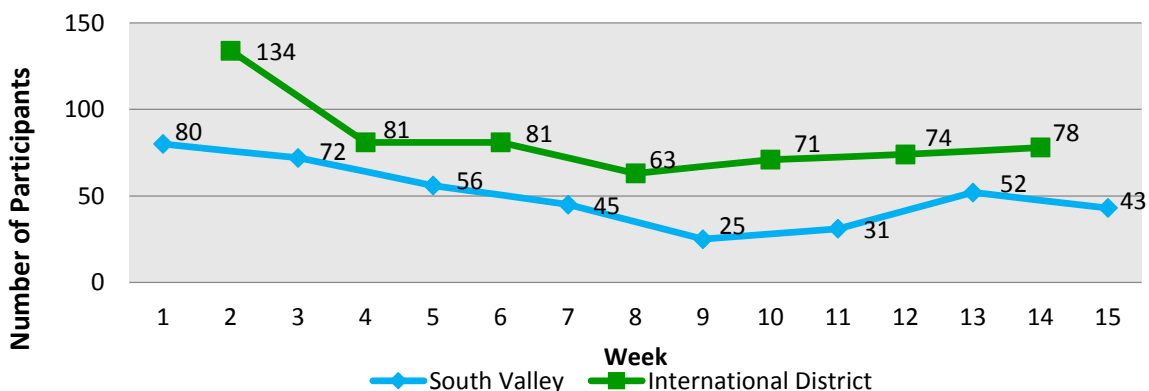
- **659 people** attended the Mobile Market during the 2015 pilot season, for a total of **986 visits** (Table 1). Of these, 585 provided information about their race/ethnicity. Overall, 18.6% of attendees were American Indian and 47.4% were Hispanic.

**Table 1. Unique visitors to the Mobile Market during the 2015 pilot season by community, site, and race/ethnicity**

Community	Site	Unique Visitors, n (%)	Hispanic Visitors, %	American Indian Visitors, %
International District	UNM SE Heights	162 (24.6)	46.5	14.1
	First Nations	238 (36.2)	28.0	39.0
South Valley	First Choice	147 (22.2)	70.1	0.8
	Presbyterian	112 (17.0)	62.2	3.1

- In both communities, market attendance was highest during the opening weeks and then declined (Figure 1). Attendance in the International District was higher overall than that in the South Valley.

**Figure 1. Weekly Mobile Market attendance from July 14, 2015, to October 20, 2015**



## Evaluation Question 2: *To what extent do purchases from the Mobile Market increase over time?*

Food to be sold at the 2015 Mobile Market pilot season was purchased from wholesale vendors for a total of **\$9,145.60**. A total of 510.3 pounds of the purchased produce was not sold. The leftover produce was donated to a local food pantry for distribution.

Pilot season sales data included the total amount of produce purchased by individuals, coupon amounts, and the average sale amount per person, per event, during the 15 weeks of the 2015 season (Table 2). These first-year baseline data will be compared with those from subsequent years to determine whether sales increase over time.

**Table 2. *Healthy Here* 2015 Mobile Market pilot season sales data by site and overall**

Site	Gross sales	Coupons	Net sales	Average sale/ person/event
Presbyterian Clinic	\$744.72	\$132.00	\$612.72	\$6.05
First Choice	\$950.22	\$170.00	\$780.22	\$5.69
First Nations	\$841.32	\$118.00	\$723.32	\$5.36
UNM SE Heights	\$576.38	\$98.00	\$478.38	\$5.34
<b>Overall</b>	<b>\$3,112.64</b>	<b>\$518.00</b>	<b>\$2,594.64</b>	<b>\$5.61</b>

Although market visits at the First Nations site had the most attendees, those at First Choice had the highest net sales (\$780.22) and the greatest coupon usage (\$170.00).

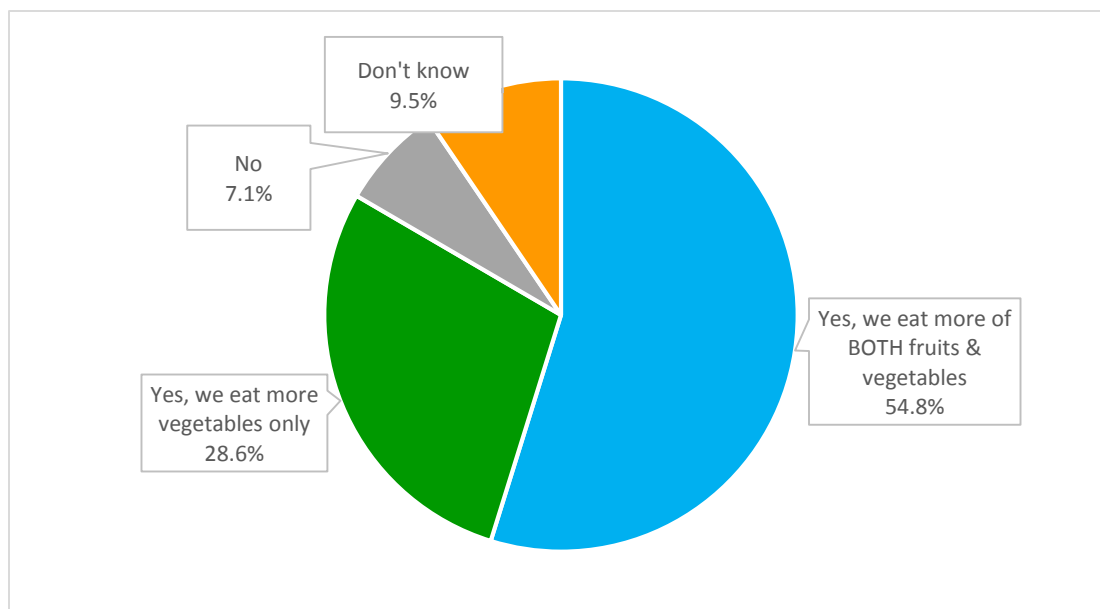
**Evaluation Question 3:** *To what extent are individuals consuming fruits and vegetables in a manner more closely aligned with the Dietary Guidelines for Americans' recommendations after implementation of the Mobile Market intervention?*

Information on fruit and vegetable intake was collected at participants' first visit to the 2015 Mobile Market pilot season (n = 609) and at follow-up in October 2015 (n = 37).

- There was **no significant change** in fruit and vegetable consumption from baseline to follow-up when comparing aggregated responses from all registration forms with those from all follow-up surveys.
- When comparing pre- and post-intervention data from the 24 participants for whom we had matched registration and follow-up forms, **we found no change in vegetable consumption** and a **significant decrease in fruit consumption** (-0.7 average daily servings;  $p < .05$ ). The decrease may have been related to a seasonal unavailability of certain foods.

Participants were also asked whether they and their family ate more fruits and vegetables since they began shopping at the Mobile Market (Figure 2). More than half (54.8%) reported eating more of both fruits and vegetables.

**Figure 2. Change in fruit and vegetable intake after shopping at the 2015 Mobile Market reported by survey respondents (n = 42)**





# Mobile Market

## Introduction

The Mobile Market is part of the *Healthy Here* initiative, a collaborative led by Presbyterian Healthcare Services and the Bernalillo County Health Council in partnership with community organizations interested in increasing access to healthful foods. The initiative is funded through a U.S. Centers for Disease Control and Prevention (CDC) Racial and Ethnic Approaches to Community Health (REACH) cooperative agreement. *Healthy Here* aims to reduce racial and ethnic health disparities in two under-resourced communities in Bernalillo County, New Mexico: the International District and the South Valley. *Healthy Here* strategies include policy, system, and environmental changes that promote health and prevent chronic disease. The Mobile Market was developed as a strategy to address access to healthy food options by bringing locally grown produce into communities with limited access to fresh fruits and vegetables.

## Background

Individuals living in under-resourced communities face barriers to accessing healthy foods. External factors that influence food access (e.g., transportation systems, urban design, and zoning and land use policies) are complex and difficult to change. Mobile vending of fruits and vegetables is a creative approach to improving access to healthy foods. It is being used as an alternative to grocery stores to promote locally grown foods and reduce health disparities in communities with limited access. Mobile vending offers also more flexibility than traditional grocery stores and is able to serve multiple communities.

The Hispanic and American Indian populations in the International District and South Valley communities of Bernalillo County experience both health disparities and limited access to healthy foods. To address these inequities, the *Healthy Here* initiative piloted the 2015 Mobile Market with the goal of increasing access to affordable, high-quality, healthy foods in these communities.



## Healthy Here 2015 Mobile Market Pilot Season

**Dates:** July 14, 2015 to October 20, 2015

### Participating Clinic Sites and Operation Times:

#### **South Valley**

Presbyterian Medical Group Clinic (12-2 pm)

First Choice Community Healthcare (3-5 pm)

#### **International District**

First Nations Community Healthsource (12-2 pm)

University of New Mexico (UNM) Southeast (SE) Heights Clinic (3-5 pm)

**The 2015 Mobile Market was held every Tuesday, alternating between the two communities.**

*Healthy Here* partners worked together to plan, develop, and pilot test the Mobile Market at the dates, sites, and times shown above. The pilot sites were chosen by the Mobile Market partners. The 2015 market sold local and organically grown produce at a subsidized cost and provided food tastings, nutrition education, and healthy recipes on site during events. A comprehensive community outreach campaign, conducted in both English and Spanish, was launched before the start of the 2015 Mobile Market and continued throughout the season to promote participation. The social marketing campaign used poster cards (examples below), signs, flyers, and Johnny Boards (indoor advertisements).



The purpose of the evaluation of the 2015 Mobile Market pilot-season was to assess whether the market expanded access to fresh local produce by populations living in the South Valley and International District of Bernalillo County, particularly Hispanic and American Indian residents. The evaluation was specifically designed to measure use of the 2015 Mobile Market and whether it influenced fruit and vegetable consumption. The evaluation questions were as follows:

1. To what extent are people in general and, specifically, Hispanic and American Indian individuals, using the Mobile Market?
2. To what extent do purchases from the Mobile Market increase over time?
3. To what extent are individuals consuming fruits and vegetables in a manner more closely aligned with the Dietary Guidelines for Americans' recommendations after implementation of the Mobile Market intervention?

## Methods

To address the evaluation questions, the evaluation team conducted a literature review, collaborated with partners on the development of data collection instruments, and analyzed data collected by the partner organizations that implemented the 2015 Mobile Market.

### Instrument Development

A review of evaluation practices for mobile vending programs revealed a lack of comprehensive and consistent measurement tools. The limited number of intervention evaluations did not align with our specific questions, and most were not readily available. Because mobile vending interventions are a relatively new concept and specific evaluation questions were needed, the *Healthy Here* evaluation team worked with *Healthy Here* partners to develop a registration form, which would serve as a baseline survey and was to be completed by participants during their first visit to the Mobile Market.

The 11-item registration form (Appendix A) was purposely designed to gather baseline information quickly, without discouraging participation in the market. The form asked for demographic information and included questions about fruit and vegetable consumption, as well as social marketing questions. The questions were created by using the CDC's 2014 Behavioral Risk Factor Surveillance System questionnaire, a food behavior checklist (Murphy, Kaiser, Townsend, & Allen, 2001), Green Carts (Fuchs, Holloway, Bayer, & Feathers, 2014) and the Community Food Security Coalition's (NRCI, 2006) customer surveys, and input from the Mobile Market partners. The questions were revised to be culturally appropriate and suitable for individuals with low literacy. The registration form was available in either English or Spanish.

Using input from the Mobile Market partners, the evaluation team drafted a follow-up survey that was administered by the partners during the last two weeks of the pilot season

(October 2015). The survey included questions on fruit and vegetable consumption and process evaluation questions designed to gather data for program improvement (e.g., barriers and facilitators). A paper version of the survey was available to participants on site. In addition, an electronic survey link was sent via email by one of the Mobile Market partners to participants who had agreed at the time of registration to be contacted electronically. The follow-up survey was available in either English or Spanish.

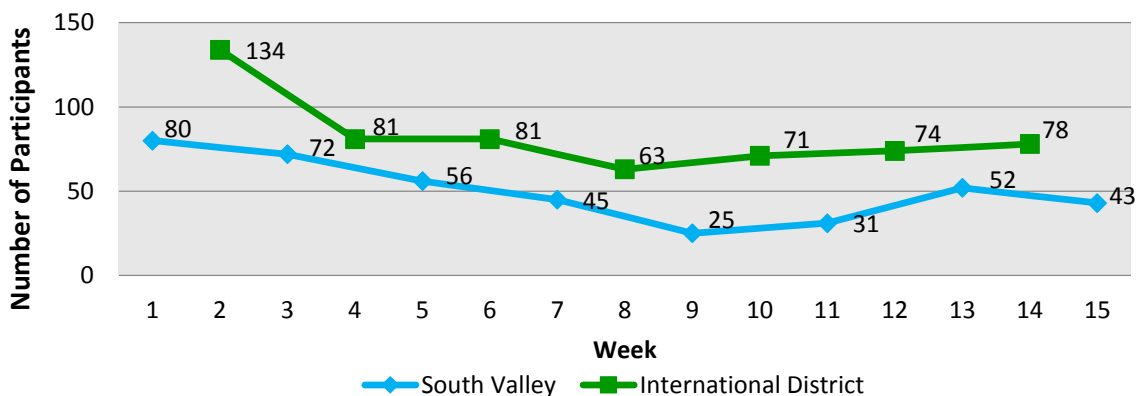
### Data Collection

The registration form was administered on site to first-time customers of the Mobile Market before they shopped. The follow-up survey was available to returning customers during the 14th and 15th weeks of the market. If necessary, market staff assisted participants in completing the forms. The electronic survey link was sent to participants on November 2, 2015; a reminder email was sent on November 10. The online survey was open for 15 days (November 2-17). The baseline information collected on the registration form was entered into a data management system (Salesforce) by Adelante staff and volunteers during the week after each event (Adelante Development Center, 2015). Follow-up data were entered into an Excel spreadsheet. Purchase data were tracked throughout the season by the Mobile Market staff by using Salesforce. The total amount of produce purchased for the market was documented. Data reports were generated by Adelante using the Salesforce data management system.

## Results

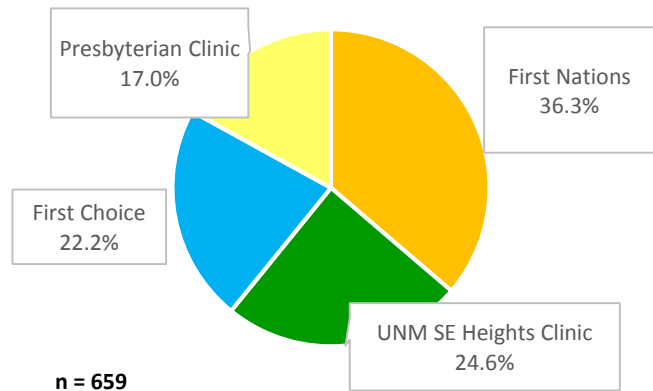
During the 2015 Mobile Market pilot season, 659 people made 986 visits to the market, although not all of them bought produce; some participated in other event components, such as sampling healthy food recipes or visiting the healthy meal information table. Participation peaked during the second week (in the International District), with 134 people attending the market (Figure 1). The International District (even-numbered weeks) consistently had higher attendance than the South Valley (odd-numbered weeks). Participation was highest during the first week in each community and then leveled off.

**Figure 1. Weekly Mobile Market attendance from July 14, 2015, to October 20, 2015**



More than one-third (36.3%) of Mobile Market participants visited the First Nations location (Figure 2). The First Choice and UNM SE Heights clinics each served about one quarter of the participants (22.2% and 24.6%, respectively). The Mobile Market at the Presbyterian clinic had approximately one-sixth of participants.

**Figure 2. Percentage of Mobile Market participants by location**



**Demographic Characteristics**

Among Mobile Market participants who completed the registration form, 74.5% were female. Participants ranged in age 6 to 100 years. One quarter (24.5%) of participants were 45 to 54 years old, 18.6% were 35 to 44, and 17.8% were 25 to 34.

The majority of participants (64.8%) self-identified as American Indian and/or Hispanic (Table 1), but participant race/ethnicity differed according to location. The site at First Nations, a health clinic originally charged with serving the American Indian population in Albuquerque, had the largest percentage of American Indian participants (39.0%), followed by the other International District location, the UNM SE Heights clinic (14.1%). At least one quarter of participants at each site were Hispanic, with higher percentages at the First Choice and Presbyterian clinic locations in the South Valley.

**Table 1. Race and ethnicity of 2015 Mobile Market pilot season participants overall and by site\***

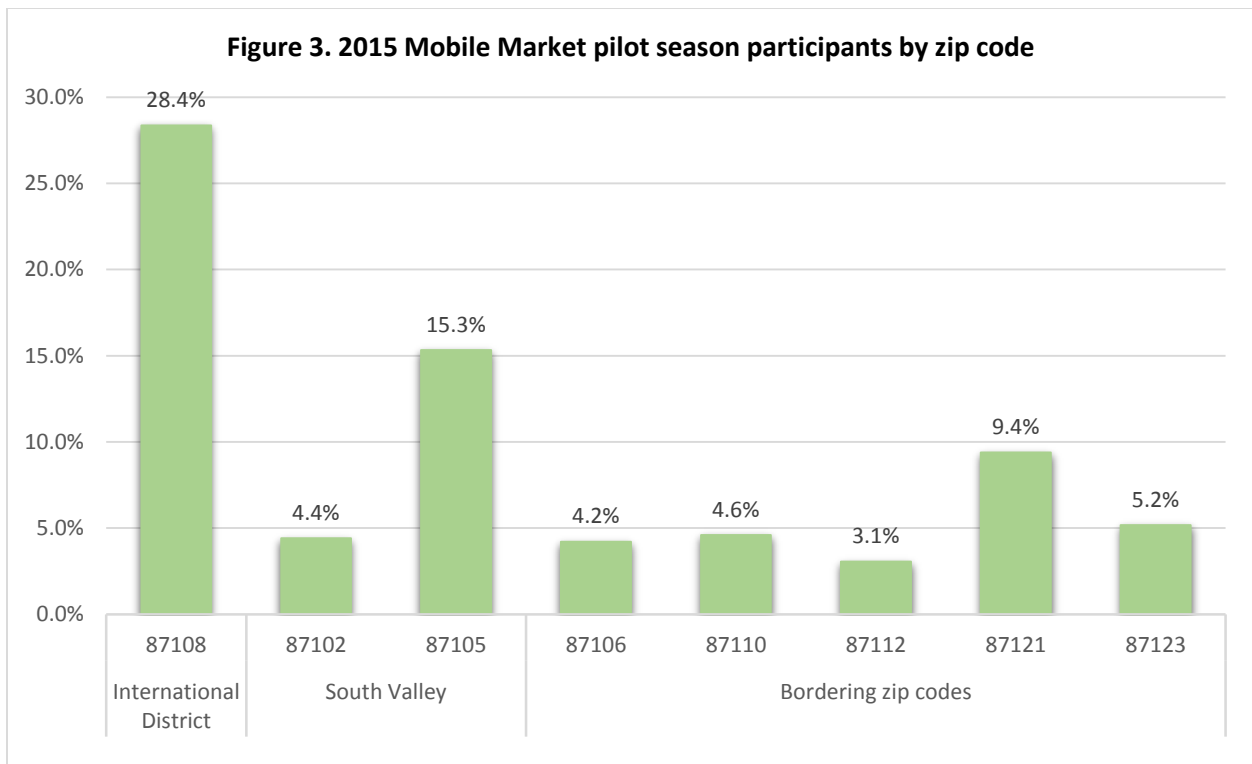
	First Nations	UNM SE Heights	First Choice	Presbyterian	Overall
<b>American Indian</b>	39.0%	14.1%	0.8%	3.1%	18.6%
<b>Asian or Pacific Islander</b>	2.3%	2.8%	0.8%	2.0%	2.1%
<b>Black or African American</b>	5.0%	7.0%	2.4%	0.0%	4.1%
<b>Hispanic</b>	28.0%	46.5%	70.1%	62.2%	47.4%
<b>Non-Hispanic White</b>	22.0%	23.9%	22.8%	28.6%	23.8%
<b>Other</b>	3.7%	5.6%	3.1%	4.1%	4.1%

\*Race and ethnicity were separate questions; some individuals reported more than one race/ethnicity. Seventy-eight participants did not provide race/ethnicity information.

The *Healthy Here* initiative focused on reaching populations in the International District (zip code 87108) and South Valley (zip codes 87102 and 87105). Nearly half of 2015 Mobile Market participants reported living in those three zip code areas (Figure 3). The International

District zip code area had the highest participation rate. Residents from the two South Valley zip code areas accounted for 19.7% of all participants. Participation by individuals from bordering zip code areas also occurred, with approximately 25% of participants living in the 87106, 87110, 87112, 87121, or 87123 zip code area. Other reported zip code areas accounted for 25.5% of participants.

At registration, nearly 30% of all 2015 Mobile Market participants reported that their past-year annual household income was under \$12,000. Approximately 9% reported an annual household income between \$12,000 and \$15,999, and 7.0% reported an income between \$16,000 and \$20,999. The mean household size for all participants was 2.92 persons. More than half (59.6%) of participants reported that they had received at least one form of public assistance (e.g., food stamps, SNAP, EBT, free or reduced school lunch, WIC) during the past year.

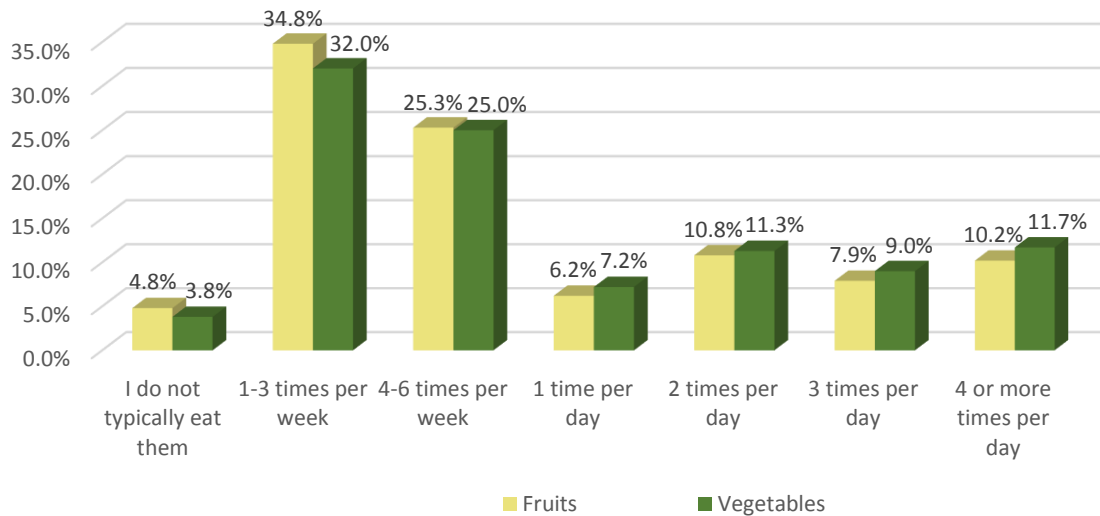


### Registration Form (Baseline) Results

Reported fruit and vegetable consumption at baseline during a typical week is shown in Figure 4. Most 2015 Mobile Market participants reported eating both fruits and vegetables one to three times per week (34.8% and 32.0%, respectively) or four to six times per week (25.3% and 25.0%). Overall, 4.8% of participants indicated that they did not typically eat fruit, and 3.8% reported not typically eating vegetables. Fruit and vegetable consumption was higher in the South Valley locations than in the International District locations. In the International District, 7.2% and 4.6% of participants reported not typically eating fruits and vegetables, respectively. The corresponding values for South Valley participants were 1% and 2.5%.

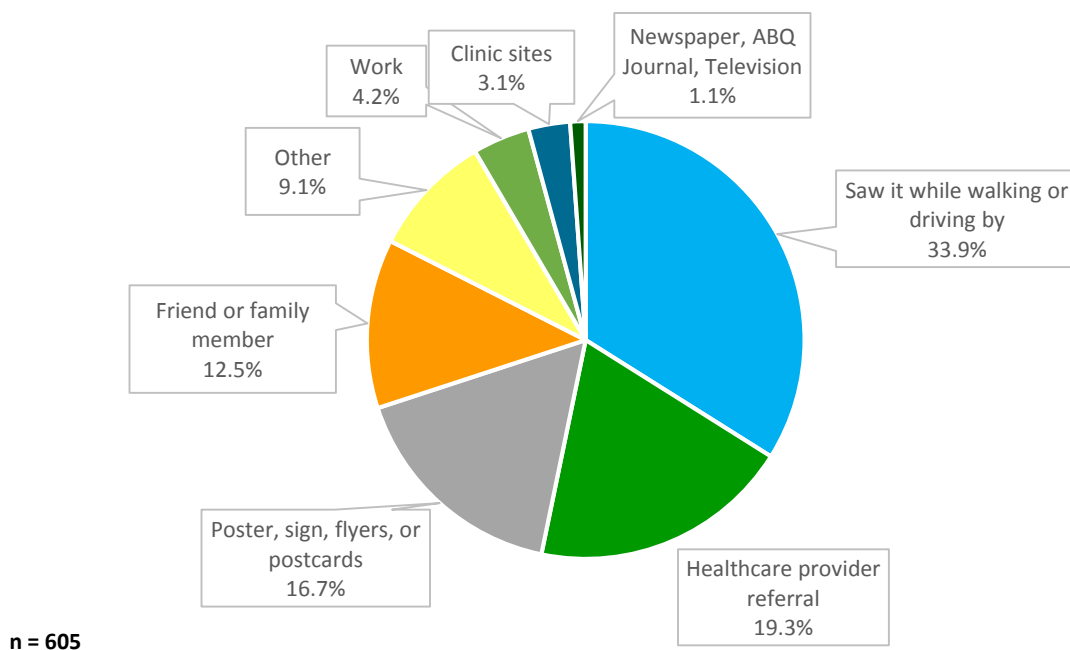
Respondents reported learning about the 2015 Mobile Market from a variety of sources (Figure 5). The most common source was seeing it while walking or driving by (33.9%). Responses differed according to location. Respondents attending the First Nations site were almost twice as likely to report that they saw the market while walking or driving by than those attending the UNM SE Heights location (46.7% vs 27.7%). The UNM SE Heights location had a higher proportion of participants who were referred by a healthcare provider (29.1%) than the First Nations location (9.7%). The First Choice and Presbyterian locations had distributions similar to the overall distribution.

**Figure 4. Reported frequency of fruit and vegetable consumption at Mobile Market registration\***



\*Fifty participants did not provide fruit and vegetable consumption information.

**Figure 5. Reported channels for learning about the 2015 Mobile Market\***



\*Participants may have listed more than one channel for learning about the 2015 Mobile Market.

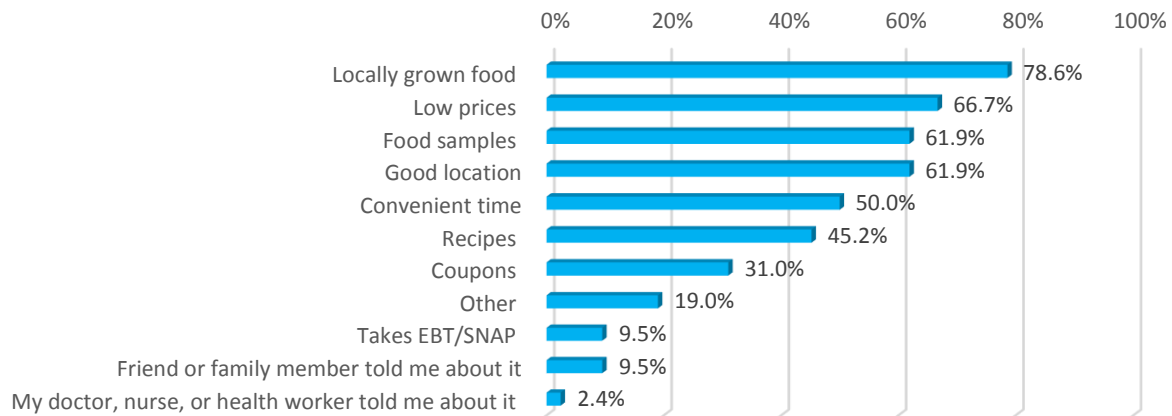
There were also gender-specific differences in how participants heard about the market. Nearly half (45.5%) of men indicated that they saw it while walking or driving, compared with 31.0% of women. Women were more likely than men to have learned about the market from healthcare provider referrals (20.7% vs 16.2%) and posters, signs, flyers, or postcards (18.5% vs 12.3%).

### **Follow-up Survey Results**

Thirty-seven Mobile Market customers completed the follow-up survey on site at the four locations. The electronic survey elicited an additional five responses, for a total of 42 (6.4% response rate). Only 24 of the 42 respondents could be matched to an existing registration.

More than three-fourths of respondents reported visiting the 2015 Mobile Market to obtain locally grown food (Figure 6). Low prices (66.7%), food samples (61.9%), and good location (61.9%) were other reasons for the visits. Only 2.4% of respondents indicated that their healthcare provider influenced their participation.

**Figure 6. Reasons why participants visited the 2015 Mobile Market**



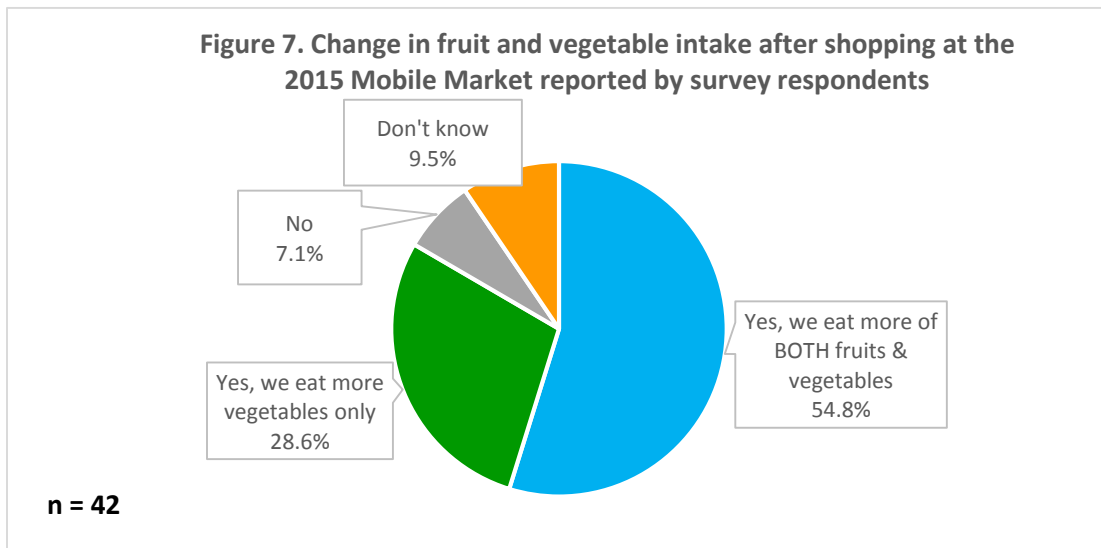
**n = 42**

\*Respondents could select multiple options.

### Follow-up Fruit and Vegetable Consumption

Overall, there was no significant change in reported fruit and vegetable consumption from baseline to follow-up when comparing aggregated responses from all registration forms (n = 609) with those from all follow-up surveys (n = 42). When we compared pre- and post-intervention data from the 24 participants for whom we had matched registration forms and follow-up surveys, we found no change in vegetable consumption and a significant decrease in fruit consumption (-0.7 average daily servings;  $p < .05$ ).

More than half of the respondents reported that after shopping at the 2015 Mobile Market, they and their family ate more fruits and more vegetables (Figure 7). More than one quarter reported eating more vegetables only; none reported eating more fruits only.





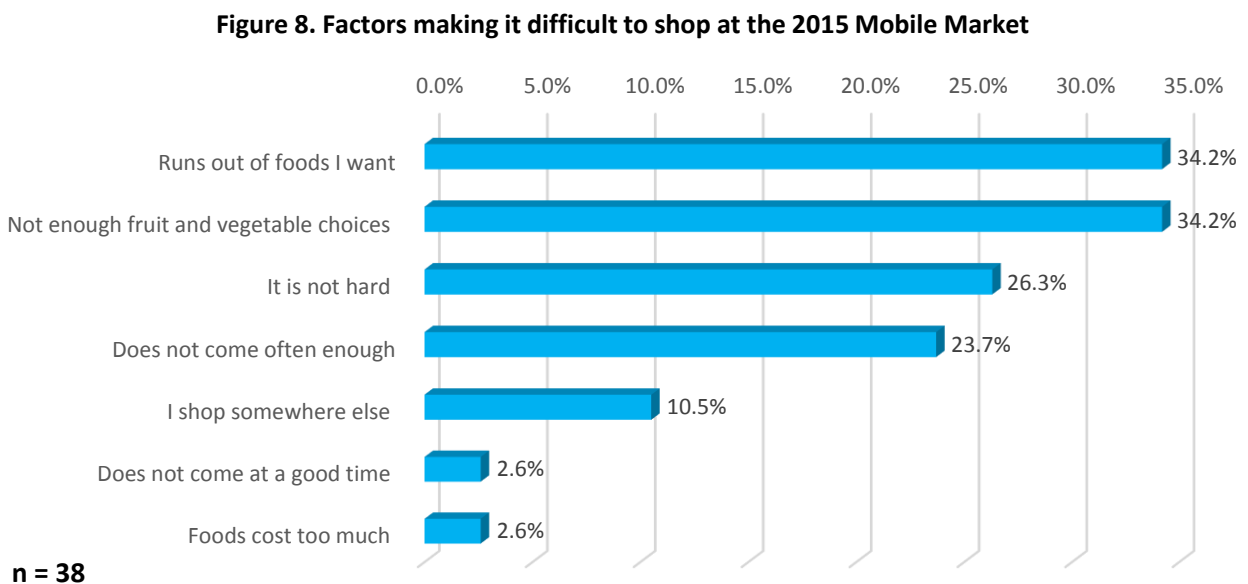
## Perceived Benefits and Challenges

At follow-up, 64.3% of respondents indicated that they had learned new cooking skills, 72.5% said they had learned about healthy eating, and 56.1% bought fruits and vegetables from the 2015 Mobile Market that they had not previously tried. Fruits and vegetables that were reported to have been tried for the first time were kale, chard, lipstick peppers, yellow watermelon, tomatoes, bell peppers, chiles, squash, lemon cucumbers, acorn squash, and jalapeños.

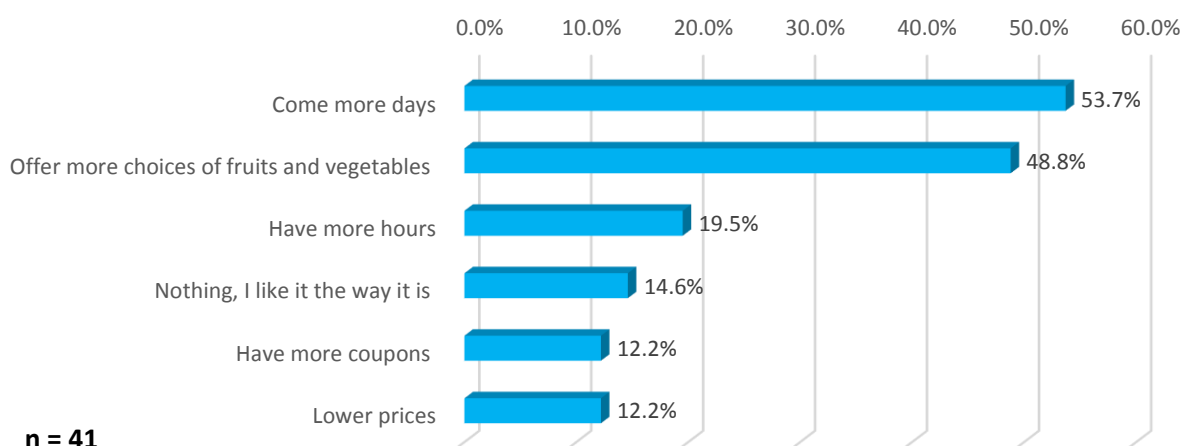
Figure 8 shows factors that made it difficult for respondents to shop at the 2015 Mobile Market. The most frequently reported barriers were that the market ran out of the foods they wanted, it did not have enough fruit and vegetable options, and it did not visit often enough. A small percentage of respondents (2.6%) indicated that the time the market was held and high food prices were barriers. More than one quarter reported that they experienced no barriers to shopping at the market.

Customers suggested other locations to add to the mobile vending schedule in the future. These included senior centers, schools, Native American Professional Parent Resources locations, other food deserts in Albuquerque, the North Valley, the Upper Central Westside, parks, and additional clinics.

Respondents also provided suggestions for improving mobile vending in Bernalillo County (Figure 9). More than half (53.7%) requested more frequent visits, and nearly half (48.8%) requested more fruit and vegetable options.



**Figure 9. Suggestions for improving mobile vending in Bernalillo County**



Overall, 90% of respondents reported that the Mobile Market was very important for getting healthy food in their neighborhood. The remaining 10% indicated that it was somewhat important. One third of respondents indicated that email reminders prompted them to go to the market at least once; nearly 20% said they received the reminders but would have gone to the market anyway. Suggestions for rewards that may motivate future participation included coupons for the market, family passes to local activities (e.g., zoo, miniature golf), gift cards, and healthy meal vouchers.

## Mobile Market Participant Feedback

Overall, participants were pleased with the 2015 Mobile Market and reported being excited about participating in the future (see sample responses). Customers and volunteers also provided some constructive feedback for market planners to consider.

"This is the best idea for the community and a great way to eat healthy. Thanks to all your staff!!!!!"

"Went great! Can't wait for next year."

"It is a great initiative. Finally glad to see something like this in Albuquerque and it is at a reduced cost, which is even better for low-income families. ... Great start and hope to see more of the Mobile Market around town!"

"Great program. Really nice employees. Thank you."

"We need more programs like this in our community."

"...Because of the reduced cost, I often felt guilty shopping at the Mobile Market because I can afford to buy groceries elsewhere, including local produce. Perhaps some guidelines on prioritizing certain populations (e.g., homeless, SNAP, WIC) would help. Although, understandably, you don't want to turn people away, but it just seemed a little unfair at times."

"The locations should be at the FRONT entrance, attracting more people. Volume of people and produce should increase for the money, effort, and people power. I observed that customers are loyal and pleased, and the personable, friendly touch was great."

## Mobile Market Purchase and Sales Data

A variety of fruits and vegetables were purchased locally to be sold at the 2015 Mobile Market venues (Table 2). Food to be sold at the Mobile Market was purchased from wholesale vendors for a total of \$9,145.60. During the year, 510.3 pounds of the purchased produce was not sold. The leftover produce was donated to a local food pantry for distribution.

Pilot sales data include the total amount of produce purchased by individuals, as well as coupon amounts, and the average sale amount per person, per event, during the 15 weeks of the 2015 Mobile Market (Table 3). Although the First Nations site had the most participants, the First Choice site had the highest net sales (\$780.22) and the greatest coupon usage (\$170.00).

**Table 2. Amount and cost of fruits and vegetables purchased to supply the 2015 Mobile Market**

Produce Purchased	Quantity	Total Amount
Apples	40	\$110.00
Basil (green and purple)	114 (oz)	\$114.00
Beets	47 (lbs)	\$188.00
Bell pepper	20 (lbs)	\$60.00
Blackberries	10 (lbs)	\$80.00
Cantaloupes	20	\$80.00
Carrots (orange and rainbow)	213 (lbs)	\$852.00
Chard	42.5 (lbs)	\$170.00
Chives	16 (oz)	\$16.00
Collards	11 (lbs)	\$44.00
Colored Peppers (different varieties)	62.45 (lbs)	\$269.00
Cucumbers	164.84 (lbs)	\$494.54
Eggplant	5 (lbs)	\$20.00
Garlic	55.54 (lbs)	\$388.78
Green Beans	41 (lbs)	\$205.00
Green Chile	229 (lbs)	\$847.00
Jalapeno	80.5 (lbs)	\$322.00
Kale	68 (lbs)	\$272.00
Leeks	13.5 (lbs)	\$67.50
Mint	14 (oz)	\$14.00
Onions	206.8 (lbs)	\$827.20
Oregano	16 (oz)	\$16.00
Parsley	4 (oz)	\$4.00
Pears	6 (lbs)	\$18.00
Peppers	10 (lbs)	\$50.00
Poblano	9 (lbs)	\$36.00
Radishes	51 (lbs)	\$204.00
Rosemary	16 (oz)	\$16.00
Salad	11.5 (lbs)	\$69.00
Scallions	8 (lbs)	\$39.00
Serrano Peppers	17.5 (lbs)	\$70.00
Squash (summer)	338.6 (lbs)	\$965.80
Tomatillo	4 (lbs)	\$24.00
Tomatoes (cherry, heirloom, or hybrid)	385 (lbs)	\$1750.00
Turnips	28 (lbs)	\$112.00
Watermelons	8 (lbs)	\$64.00
Yellow hots	52.5 (lbs)	\$210.00
<b>TOTAL</b>		<b>\$9,145.60</b>

**Table 3. 2015 Mobile Market pilot season sales data by location and overall**

Location	Gross sales	Coupons	Net sales	Average sale/ person/event
Presbyterian Clinic	\$744.72	\$132.00	\$612.72	\$6.05
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<b>Overall</b>	<b>\$3,112.64</b>	<b>\$518.00</b>	<b>\$2,594.64</b>	<b>\$5.61</b>

## Discussion

The 2015 Mobile Market pilot season operated in four locations in Bernalillo County, two in the International District and two in the South Valley, during the summer and fall of 2015. *Healthy Here* Mobile Market partner organizations navigated issues of transportation, permitting, purchasing of local produce, distribution and set-up, pricing, acceptance of SNAP/EBT, registration, database development, and tracking of sales. Buy-in from clinics, healthcare providers, community health workers, and other partners was essential to establishing the market.

Communication efforts promoting the 2015 Mobile Market included branding and logo development and example message and communication strategies. These were provided by *Healthy Here's* communication contractor. The market also received media attention from local news outlets. A detailed evaluation of the initiative's media and communication efforts will be provided by the communication team.

Pilot season data indicate that the 2015 Mobile Market reached American Indian and Hispanic residents living in the International District and the South Valley communities in Bernalillo County. Two-thirds of participants self-identified as American Indian or Hispanic, and 48.1% lived in the three target zip codes, with an additional 26.5% living in bordering zip codes. In addition, most of the participants had a low income and approximately 60% had received public assistance in the past year.

Fewer than 12% of the participants reported eating the recommended amount of fruits and vegetables (at least five a day) at the time of registration. No significant increase in fruit and vegetable intake had occurred by the end of the 2015 Mobile Market season. Possible reasons for this include the low response rate to our survey, low exposure to the Mobile Market (most participants visited it only once or twice), and the season (follow-up surveys were conducted in October, when the availability of fresh fruit was reduced). On the other hand, the majority of participants perceived that they were eating more fruits and vegetables since they began to visit the Mobile Market. The discrepancy may have been due to social desirability bias; that is, participants reported what they thought was expected or would please those conducting the survey. Alternatively, participants may have been unable to understand and

respond accurately to the consumption measure, or it was not specific enough. These factors will be assessed before data collection for the 2016 Mobile Market season begins.

Our pilot data showed that the Mobile Market had a strong kick-off, followed by a reduction and leveling off in participation during its 15-week season. Factors that may have contributed to this pattern and will be addressed by the Mobile Market partners as they plan for the 2016 season include limited days and hours of operation, availability of foods, and pricing.

Overall, those who visited the Mobile Market in 2015 felt that it was important to accessing healthy food in their neighborhoods. They were appreciative of the market and the efforts of its staff and made thoughtful suggestions for improving the initiative.

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# Appendices

## A: Mobile Market Registration Form



Location: \_\_\_\_\_

Date: \_\_\_\_\_

Last Name/ <i>Apellido</i> :	First Name/ <i>Primer Nombre</i> :
Address/ <i>Direccion</i> :	City, State, Zip/ <i>Ciudad, Estado, Zip</i> :
Cell Phone/ <i>Telefono Cell</i> :	Other Phone/ <i>Otro Telefono</i> :
Date of Birth/ <i>Fecha de Nacimiento</i> :	

**In order to comply with federal grant requirements, we are collecting the following information. Your answers will remain anonymous and will help keep the Mobile Market running!**

1. How did you hear about the Mobile Market?
  - Healthcare provider referral
  - Poster, sign, flyers, or postcards
  - Friend or family member
  - Facebook
  - Website
  - Saw it while walking or driving by
  - Other: \_\_\_\_\_
2. In a typical week, how many times do you eat fruit?
  - I do not typically eat fruit
  - 1–3 times per week
  - 4–6 times per week
  - 1 time per day
  - 2 times per day
  - 3 times per day
  - 4 or more times per day
3. In a typical week, how many times do you eat vegetables (not fried)?
  - I do not typically eat vegetables
  - 1–3 times per week
  - 4–6 times per week
  - 1 time per day
  - 2 times per day
  - 3 times per day
  - 4 or more times per day

4. What is your gender?
- Male
  - Female
5. Are you Hispanic, Latino, or of Spanish origin?
- Yes
  - No
6. Which of the following represent your race?
- American Indian or Alaska Native
  - Black or African American
  - Asian or Pacific Islander
  - White
  - Other: \_\_\_\_\_
7. How many people live in your household? (please include yourself) \_\_\_\_\_
8. How many of those living in your household are under the age of 18? \_\_\_\_\_
9. In the past 12 months, have you received any kind of public assistance for food? Check all that apply.
- Storehouse Food Pantry, Albuquerque
  - Other food pantry
  - Food stamps/SNAP/EBT
  - WIC
  - Food commodities
  - Free or reduced price school lunch program
  - Other \_\_\_\_\_
10. May we contact you regarding reminders and a survey about the Mobile Market?
- Yes
  - No
- If yes, how would you prefer to get reminders about the Mobile Market?
- Text message to this number: \_\_\_\_\_
  - Phone call to this number: \_\_\_\_\_
  - Email: \_\_\_\_\_
  - Other: \_\_\_\_\_

Thank you for providing this information.



## B: Follow-up Survey



Name:	Zip code:
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### Tell us what you think about the *Healthy Here* Mobile Market.

- Why did you go to the Mobile Market? (Check all that apply)
  - Good place
  - Comes at a good time
  - Low prices
  - Takes EBT/SNAP
  - Coupons
  - Locally grown food
  - Food samples
  - Recipes
  - Friend or family member told me about it
  - My doctor, nurse, or health worker told me about it
  - Other reason: \_\_\_\_\_
- Since you began shopping at the Mobile Market, how many times do you eat vegetables that are not fried?
  - I do not typically eat vegetables that are not fried
  - 1–3 times a week
  - 4–6 times a week
  - 1 time a day
  - 2 times a day
  - 3 times a day
  - 4 times a day or more
- Since you began shopping at the Mobile Market, how many times do you eat fruit?
  - I do not typically eat fruit
  - 1–3 times a week
  - 4–6 times a week
  - 1 time a day
  - 2 times a day
  - 3 times a day
  - 4 times a day or more
- Since you began shopping at the Mobile Market, do you and your family eat more fruits and vegetables?
  - No
  - Yes, we eat more of **BOTH** fruits and vegetables
  - Yes, we eat more vegetables only
  - Yes, we eat more fruit only
  - Don't know
- Did you learn any new cooking skills at the Mobile Market? Yes No
- Did you learn anything new about healthy eating at the Mobile Market? Yes No
- Did you buy any fruits or vegetables at the Mobile Market that you never tried before? Yes No

If yes, what new food did you buy or try? \_\_\_\_\_

8. What fruits and vegetables would you like to see more of at the Mobile Market?

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9. Why is it hard for you to shop at the Mobile Market? (Check all that apply)

- |   |   |
|---|---|
| <input type="checkbox"/> Does not come often enough   | <input type="checkbox"/> Not enough fruit and vegetable choices |
| <input type="checkbox"/> Does not come at a good time | <input type="checkbox"/> I shop somewhere else                  |
| <input type="checkbox"/> Long lines                   | <input type="checkbox"/> Other reasons it is hard: _____        |
| <input type="checkbox"/> Foods cost too much          | <input type="checkbox"/> It is not hard                         |
| <input type="checkbox"/> Runs out of foods I want     |   |

10. Are there any other places the Mobile Market should go? Yes  No

If so, where? \_\_\_\_\_

11. What can the Mobile Market do better? (Check all that apply)

- |  |  |
|--|--|
| <input type="checkbox"/> Lower prices      | <input type="checkbox"/> Offer more choices of fruits and vegetables |
| <input type="checkbox"/> Have more coupons | <input type="checkbox"/> Other: _____                                |
| <input type="checkbox"/> Have more hours   | <input type="checkbox"/> Nothing, I like it the way it is            |
| <input type="checkbox"/> Come more days    |  |

12. How important is the Mobile Market for getting healthy food in your neighborhood?

- |                                      |  |  |  |
|--------------------------------------|--|--|--|
| <input type="radio"/> Very important | <input type="radio"/> Somewhat important | <input type="radio"/> Not very important | <input type="radio"/> Not at all important |
|--------------------------------------|--|--|--|

13. We are thinking about having a reward program next year. Please check the **2** rewards you think people would like most.

- |  |  |
|--|--|
| <input type="checkbox"/> Mobile Market coupons           | <input type="checkbox"/> Family passes (e.g., zoo, pool, mini golf)                                  |
| <input type="checkbox"/> Back-to-school supplies         | <input type="checkbox"/> Gift cards (e.g., movies, haircut, massage, yoga classes, personal trainer) |
| <input type="checkbox"/> Chance to win a bike and helmet | <input type="checkbox"/> Other reward: _____   |
| <input type="checkbox"/> Bus passes                      |  |
| <input type="checkbox"/> Healthy meal vouchers           |  |

14. Did you go to the Mobile Market after getting an email or text reminder?

- |  |  |
|--|--|
| <input type="radio"/> Yes, the reminder helped to get me there at least once | <input type="radio"/> No, I got reminders but couldn't make it |
| <input type="radio"/> Yes, but I would have gone anyway                      | <input type="radio"/> No, I didn't receive any reminders       |

15. Is there anything else you want to tell us about the Mobile Market?

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*Thank you for helping us make the Mobile Market even better!*

If you would like to help us name the Mobile Market, please complete the entry form. If you submit the winning name, you get a free food basket.