

# Environmental Audit Training

## Farmers' Markets

Created by,  
Transtria LLC

The logo graphic consists of several overlapping, stylized shapes in shades of green and yellow, resembling a cluster of leaves or a stylized 'T' shape. A thick, solid green horizontal line runs across the bottom of the slide, passing behind the logo and text.

*transtria*

translate evidence  
transfer skills  
transform health

# Agenda

Activity	Time
Introductions	5 minutes
Training purpose	10 minutes
Environmental audits <ul style="list-style-type: none"><li>• Overview</li><li>• Review tools</li><li>• Questions and discussion</li></ul>	60 minutes
Evaluation Plan	15 minutes

# Introductions

- ◀ Evaluation Officer
- ◀ Evaluation Coordinator for local data collection
- ◀ Data collectors and experience with data collection

# Training Purpose and Desired Outcome

# Environmental Audit

- ◀ Observe the condition of the environment before and after the implementation of a physical change in the environment (e.g., addition of new produce in markets, new marketing techniques or signage, quality and cost of produce)
- ◀ Objective measures of the environment (e.g., availability of fresh fruits and vegetables, quality and cost of fruits and vegetables)

# Environmental Audit

- ▶ Timing of the audits before/ after project completion (consider the following):
  - ✓ Time of day – perceptions of the environment (e.g., lighting at night)
  - ✓ Seasonality – extreme heat/ cold, other unfavorable conditions (e.g., rain, ice)
  - ✓ Special events – holidays (e.g., Halloween), concerts, parades
  
- ▶ Resources needed to conduct the audits (consider the following):
  - ✓ Observers and training – number of people available to conduct audits (e.g., staff, students, volunteers), space and equipment to provide training
  - ✓ Security – monitoring auditors safety when necessary (particularly at night)
  - ✓ Data collection –pencil, paper, and clip board (GPS devices)
  
- ▶ Be prepared to respond to local residents or businesses – why you are there and who you represent

# Enhanced Evaluation Design

- ▶ **Before and After** – Collecting data before and after an environmental change occurs (e.g., a new farmers' markets policy requires only local vendors in the market)
- ▶ **Comparison** – Collecting data on different locations to assess differences in the locations (e.g., assessing the different cost, quality, and quantity of produce found in two farmers' markets located in different areas)
- ▶ **Cross-sectional** – Collecting data in a location at one point in time (pre or post only view of a farmers' market).

# Farmers' Markets Environmental Audit Tool

## Farmers' Market Environmental Audit Tool

Farmers' market name: \_\_\_\_\_

Address: \_\_\_\_\_

Number of vendors: \_\_\_\_\_

Auditor 1: \_\_\_\_\_

Auditor 2: \_\_\_\_\_

Farmers' market ID (for Transtria use only): \_\_\_\_\_

Community partnership: \_\_\_\_\_

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

Audit start time: \_\_ \_\_: \_\_ \_\_  AM  PM

Audit end time: \_\_ \_\_: \_\_ \_\_  AM  PM

- ▶ Farmers' market name: Print the name of the farmers' market.
- ▶ Address: Print the street address, city, state, and zip code for the farmers' market.
- ▶ Number of vendors: Print the number of vendors that sell goods at the farmers' market.
- ▶ Auditor 1: Print the first and last name of Auditor #1
- ▶ Auditor 2: Print the first and last name of Auditor #2
- ▶ Farmers' market ID (for Transtria use only): Transtria will assign an ID for this farmers' market for the data analysis.
- ▶ Community partnership: Print the name of your community partnership for *Healthy Kids, Healthy Communities*.
- ▶ Date: Print the date of data collection.
- ▶ Audit start time: Print the time that the data collection process starts.
- ▶ Audit end time: Print the time that the data collection process ends.

# Months, days, hours, and frequency of operation



# Accessible entrance for all individuals



- ▶ The market entrance is accessible to all customers. Consider individuals that may be in wheelchairs or pushing strollers.

## Room to maneuver



- ▶ The market area provides enough room between vendors and product displays for customers to move around in the market. Consider individuals that may be in wheelchairs or pushing strollers.

# Security Features



- ◀ The market has a security guard present, a police sub-station on site, or a video camera surveillance in use.

# On-site market manager



- ◀ The market is overseen by a market manager who his present during market operating hours

# Market Signs



- ◀ A visible sign that identifies the name of the market

## Seating



- ◀ A convenient place to sit and enjoy a snack or drink.

# Events/activities at the market



- ◀ The market sponsors special events or other activities to encourage attendance (e.g., yoga, concerts, cooking demonstrations).

## ATM



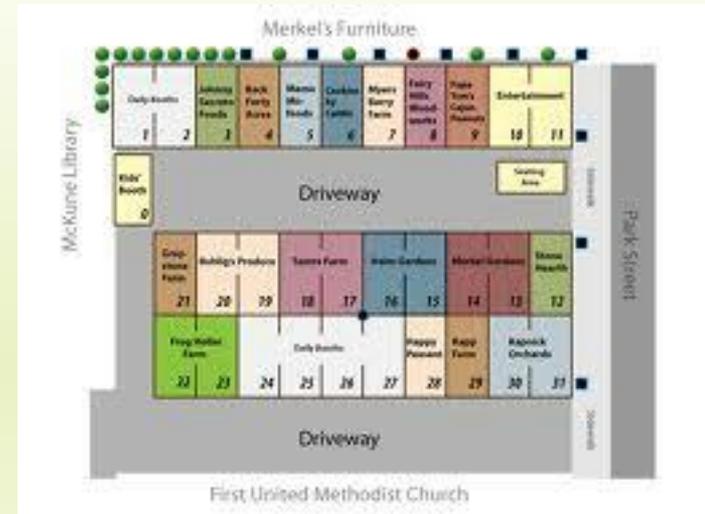
- ▶ An ATM is available for use inside the market.
- ▶ ***Those that are outside the “sphere” of the market do not apply.***

## Information booth or table



- There is a designated place for customers to ask questions or receive information about the market.

# Market Maps



- Maps or signs direct customers to the location of different types of products at the market.

# Public Transit Stop



- There is a public transit stop (e.g., bus, train, light-rail) visible from the market entrance.

## Parking Lot



- ◀ There is a parking lot alongside the market.

## On-street parking



- ◀ There is on-street parking available alongside the market.

## WIC/SNAP/EBT Acceptance

- Sign for WIC:** Is there at least one (1) sign indicating that Women, Infants, and Children (WIC) payments are accepted?
- Sign for SNAP/Food Stamps:** Is there at least one (1) sign indicating that Supplemental Nutrition Assistance Program (SNAP) or food stamps payments are accepted?
- WIC/SNAP/EBT tokens:** Customers using nutritional assistance program benefits use tokens to pay for their purchases.
- Other discount:** Double bucks, Benefit Security Card



# Produce & Other Products



◀ How many vendors sell only produce?

◀ How many vendors sell other products in addition to produce?

◀ How many vendors sell no produce?

## Features/Conditions

- Amount of produce appropriate for vendor space
- Visible signs with farmers'/businesses' names
- Clean and well-organized displays
- Power cords taped down to prevent tripping

- None
- Some
- Most
- All



## Features/Conditions



- ▶ Products identified by name
- ▶ Clear signs document the price
- ▶ Unit prices appropriately labeled (e.g., weight, box, bunch)
- ▶ Discounts for larger sales



- None
- Some
- Most
- All

## Pears

- ▲ Available (yes or no)
- ▲ Lowest price
- ▲ Unit/Weight
  - Per pound (lb)
  - Per box/bag
  - Each
  - Bunch
- ▲ Quality (good or poor)
- ▲ Quantity
  - **A lot:** 10 or more
  - **Some:** more than 3, less than 10
  - **Few:** 2 or fewer
- ▲ Comments



## Asparagus

- ▲ Available (yes or no)
- ▲ Lowest price
- ▲ Unit/Weight
  - Per pound (lb)
  - Per box/bag
  - Each
  - **Bunch**
- ▲ Quality (**good** or poor)
- ▲ Quantity
  - **A lot:** 10 or more
  - **Some:** more than 3, less than 10
  - **Few:** 2 or fewer
- ▲ Comments



## Quality



- ▶ **Average/Good:** Fresh fruits are in good condition, top quality, good color, fresh, firm, and clean.
- ▶ **Poor:** Fresh fruits are bruised, old, mushy, dry, overripe, or have signs of mold.

## Quantity



- ▶ **A lot:** 10 or more baskets, boxes, or shelves
- ▶ **Some:** more than 3, less than 10 baskets, boxes, or shelves
- ▶ **Few:** 2 or less baskets, boxes, or shelves

# Amount available

- ▶ How many canned fruits/vegetables are available?
  - **Variety:** 4 or more baskets, boxes, or shelves
  - **Limited:** 1 to 3 types of baskets, boxes, or shelves
  - **None:** No types available
- ▶ How many frozen fruits/vegetables are available?
  - **Variety:** 4 or more baskets, boxes, or shelves
  - **Limited:** 1 to 3 types of baskets, boxes, or shelves
  - **None:** No types available



# High-fiber, whole grains



- ▶ The store sells products made with whole grains. Check the ingredients to make sure it says *whole*.

# Healthy Foods



- ◀ Cottage cheese
- ◀ Yogurt



- ◀ Lean meats, fish, poultry



- ◀ Nuts, seeds, or dry beans



- ◀ Low-fat prepared meals

# Other Foods



- ▶ What other types of foods with minimal nutritional value are offered?
- ▶ Salty foods
- ▶ Ice cream/frozen desserts
- ▶ Sweet foods
- ▶ Candy/chocolate?
- ▶ Regular to high-fat prepared meals?

# Types of Milk



## ◀ What kind of milk do they have?

- Skim
- 1%
- 2%
- Whole or Vitamin D
- Flavored whole milk
- Flavored skim milk 1% or 2%
- Rice milk
- Soy milk
- Lactaid



# Discussion

- ▶ Review and discuss each item on the tool
- ▶ What was easy to code? Difficult to code?
- ▶ Were there items missing from the tool or protocol?
- ▶ What else was challenging about applying this tool or protocol?
- ▶ Did you need additional instructions during the training?
- ▶ What are strengths that you see from this method?
- ▶ Do you have any other feedback or reflections on the training?
- ▶ Do you have any other suggestions to improve the tool, protocol, or training?

# Data Collection

## Timeframe

- ▶ Date(s) of data collection?
- ▶ Date(s) of environmental change (if applicable)?
- ▶ Date that Evaluation Officer will receive the data?

## Process for receiving the data

- ▶ Send data to Evaluation Officer by scanning and emailing
- ▶ Send data to Evaluation Officer by making copies and sending through mail

# Data Analysis

## Receiving the data

- ▶ Evaluation Officer will send an email stating they have received the data
- ▶ Evaluation Officer will contact the Evaluation Coordinator if there are questions about the data

## Data entry and cleaning

- ▶ Evaluation Officer will work with Transtria staff to entry and check the data in spreadsheet

## Data analysis and summary

- ▶ Evaluation Officer will analyze the data and prepare a summary
- ▶ CPs will receive raw data and a summary

# Evaluation Plan

- ▶ How many farmers' markets will you be collecting data for?
- ▶ What design are you using?
  - Before/after
  - Comparison
  - Cross-sectional (pre or post only)
- ▶ If comparison design, how do you plan to select your comparison farmers' market?
- ▶ How do you plan to use this data?
- ▶ What audience do you intend to share this data with?

# Questions?

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translate evidence  
transfer skills  
transform health

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