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STRENGTHENING COMMUNITIES: FOOD ACCESS AT YOUR LIBRARY

WEBJUNCTION WEBINAR MARCH 24, 2021

Presenters (listed in order of presenting)

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Rebecca Antill, Youth Services Consultant, South Carolina State Library

SNAP-ED GOAL

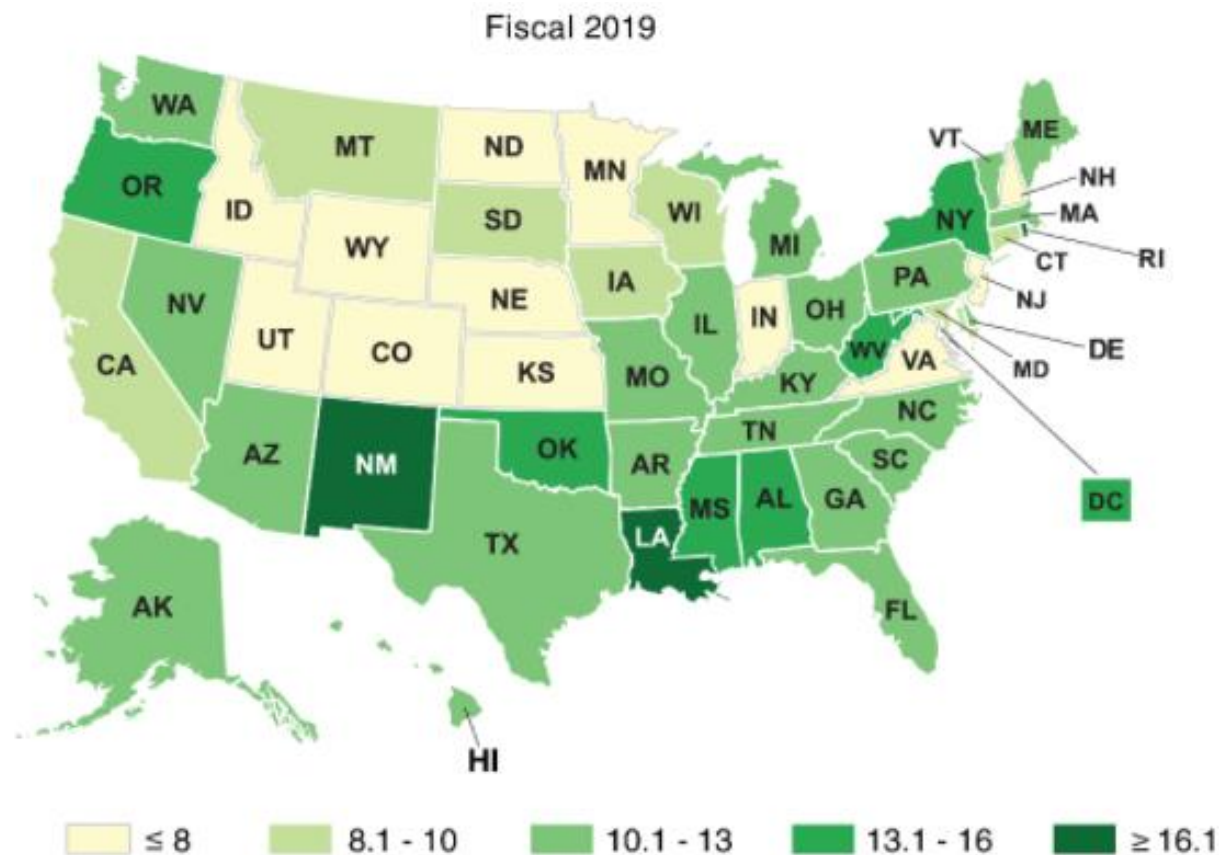
“To improve the likelihood that persons eligible for SNAP will make healthy food choices within a limited budget and choose physically active lifestyles consistent with the current Dietary Guidelines for Americans and the United States Department of Agriculture food guidance.”

- [SNAP-Ed Plan Guidance FY2021](#)

SNAP, ELIGIBILITY, AND % OF RESIDENTS PARTICIPATING BY STATE



Supplemental
Nutrition
Assistance
Program



Note: SNAP = Supplemental Nutrition Assistance Program.

Source: USDA, Economic Research Service using data on SNAP participants from USDA, Food and Nutrition Service, and U.S. resident population estimates from the U.S. Department of Commerce, Bureau of the Census. <https://www.ers.usda.gov/data-products/chart-gallery/gallery/chart-detail/?chartId=100254>

SOCIAL & CULTURAL NORMS & VALUES

- Belief systems
- Traditions
- Heritage
- Religion
- Priorities
- Lifestyle
- Body image

SECTORS

Systems

- Government
- Education
- Health Care
- Transportation

Organizations

- Public Health
- Community
- Advocacy

Businesses & Industries

- Planning & Development
- Agriculture
- Food & Beverage
- Manufacturing
- Retail
- Entertainment
- Marketing
- Media

SETTINGS

- Homes
- Early Care & Education
- Schools
- Worksites
- Recreational Facilities
- Food Service & Retail Establishments
- Other Community Settings

INDIVIDUAL FACTORS

Demographics

- Age
- Sex
- Socioeconomic Status
- Race/Ethnicity
- Disability

Other Personal Factors

- Psychosocial
- Knowledge & Skills
- Gene-Environment Interactions
- Food Preferences

**FOOD &
BEVERAGE
INTAKE**

**PHYSICAL
ACTIVITY**

**= HEALTH
OUTCOMES**

THE SNAP-ED APPROACH



Direct Education



Nutrition
Supports



Social Marketing



FEASIBILITY OF SNAP-ED/LIBRARY PARTNERSHIPS

Alignment with mission, purpose, and culture

Connections with SNAP-Ed eligible populations

Understanding barriers to healthy eating and active living

Opportunities for SNAP-Ed partnerships

Challenges for implementing SNAP-Ed programming

Themes identified in a study conducted with librarians in South Carolina (n=14).
Draper C. Exploring the feasibility of partnership between public library libraries
and the SNAP-Ed program. *Public Library Quarterly*. In press.

HOME

SNAP-ED WORKS!

NUTRITION EDUCATION

PROGRAM ADMINISTRATION

TRAINING



SNAP Education (SNAP-Ed)


SNAP-Ed teaches people to shop for and cook healthy meals. SNAP-Ed can help people learn how to make their SNAP dollars stretch.



SNAP-ED CONNECTION RESOURCES

SNAPED.FNS.USDA.GOV

snaped.fns.usda.gov/state-snap-ed-programs

 An official website of the United States government [Here's how you know](#) ✓



SNAP-Ed Connection
U.S. DEPARTMENT OF AGRICULTURE

AB

HOME

SNAP-ED WORKS!

NUTRITION EDUCATION

PROGRAM ADMINISTRATION

TRAINING

SNAP-ED > SNAP-ED WORKS! > **STATE SNAP-ED PROGRAMS**

State SNAP-Ed Programs



HOME

SNAP-ED WORKS!

NUTRITION EDUCATION

PROGRAM ADMINISTRATION

TRAINING



Success Stories

State SNAP-Ed Programs

Policy, Systems, and
Environmental Change

Social Marketing

Nutrition Education

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Ed news & updates!

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SNAP-ED > SNAP-ED WORKS! > STATE SNAP-ED PROGRAMS > SOUTH CAROLINA STATE SNAP-ED PROGRAM

South Carolina State SNAP-Ed Program

In this state, SNAP-Ed is called
SNAP-Ed

Success Stories



SC Plants the Seed



Increasing Access to Fresh
Produce within the SC SNAP-Ed
Program through the FoodShare
SC Model



SNAP-Ed Partners with Libraries
to Bring Local Produce into
Underserved Communities

SNAP-ED LIBRARY RECRUITMENT STRATEGIES

Recruitment flyer is shared to various libraries throughout the state via the State Library

Existing library partners expand nutrition strategies to a different branch within their library system

Community members and organizations assist with providing connections



The University of South Carolina (USC) Supplemental Nutrition Assistance Program Education (SNAP-Ed) team is recruiting public libraries to work with on implementing nutrition supports to increase access to healthy eating among customers/patrons.

Selected libraries will receive ongoing technical assistance on selecting, implementing, evaluating, and sustaining nutrition support strategies.

What do nutrition supports look like in libraries?

- Host a **farmers' market** that accepts **SNAP** as a form of payment
- Create a **produce garden**
- Improve **transportation options** for customers/patrons to and from the library
- Designate a comfortable, safe **space for breastfeeding**

...and **MORE!**

If you are interested in implementing nutrition supports at your library, please complete this brief interest form:

<https://www.surveymonkey.com/r/BRFYXK9>

For questions, please contact:

Ashley Page, MSW
pagea@mailbox.sc.edu

SNAP-Ed is a program created to support SNAP's role in improving nutrition and preventing or reducing diet-related chronic disease and obesity among low-income populations.
This project is funded by the Supplemental Nutrition Assistance Program - SNAP.
This institution is an equal opportunity provider.

LIBRARY NUTRITION SUPPORT PROCESS

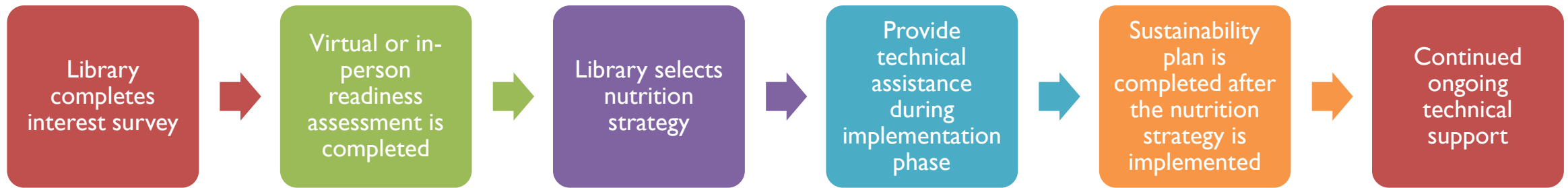




Image courtesy Denmark Library



Image courtesy Denmark Library

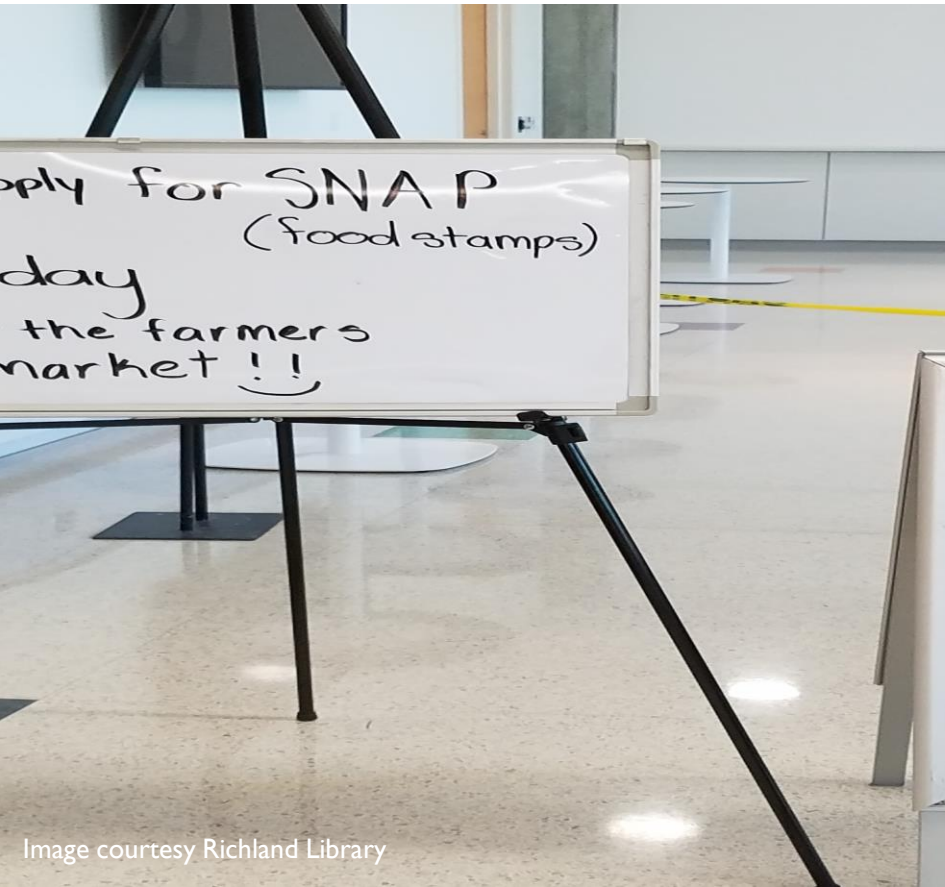


Image courtesy Richland Library



Image courtesy Fairfield County Library



Arnold School of Public Health

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Richland Library SC Farmers Market Model



Image courtesy Richland Library

Richland Library SC Farmers Market/ Genesis

How did it happen?

The University of South Carolina's Arnold School of Public Health saw the potential of public libraries to play a role in improving access to healthy foods, especially among low-income community members.



Image courtesy Richland Library

The program started working with libraries in 2017.

The Richland Library Main, located in the capital city, is in a low food access tract and in a school district where all children are eligible to receive free meals due to high poverty levels.

The easy accessibility of the library made it the perfect place to start a weekly farmers market.

Richland Library SC Farmers Market/ Food Access Challenges in Columbia SC

Summary of Food Access Challenges



Food available at nearby grocery stores is often of poor quality (where the same grocery chain in an affluent neighborhood offers better quality produce)



No grocery stores nor healthy food options available locally



Healthy food options are not affordable



Lack of locally owned or operated community-based food retail outlets, and a lack of public investment/political will to cultivate and sustain these options



Insufficient transportation options to markets, including difficulty using existing transit services



Limited or inadequate nutrition education opportunities

A report from the Food Equity Subcommittee of the City of Columbia Food Policy Committee (December 2019) found:

21.3%

of Residents in the City of Columbia are Below the Poverty Level

65,430

Richland County Residents of All Ages are Food Insecure

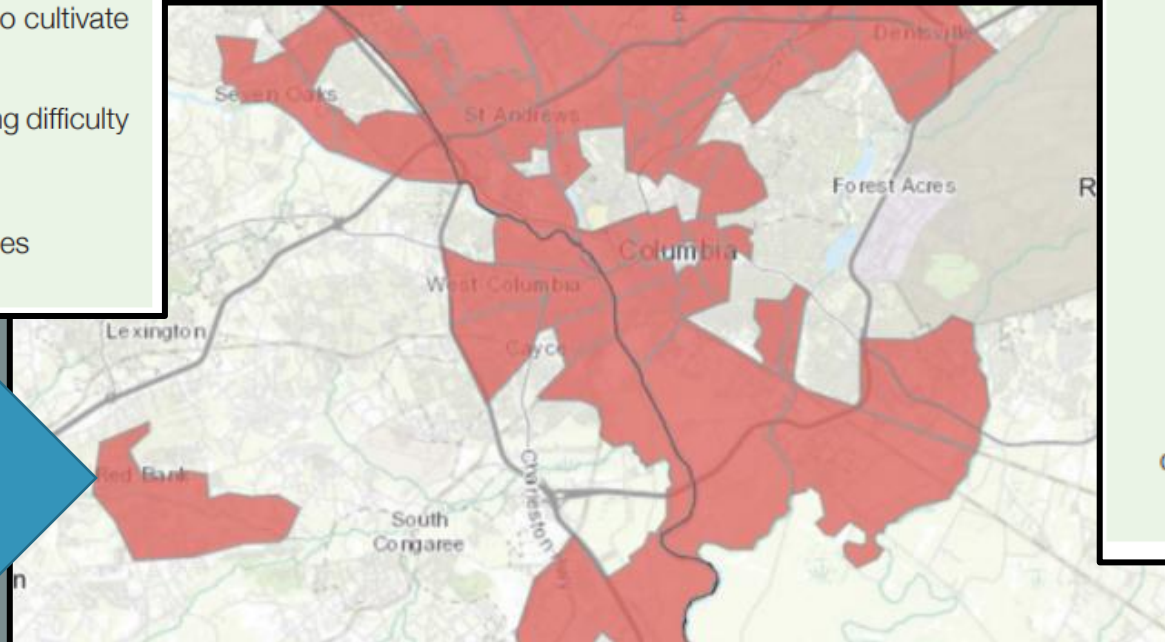
14,560

Children in Richland County are Food Insecure

16.3%

of Households in the City of Columbia Receive SNAP Benefits

Red areas signify a “food desert”
Food desert map supplied by SC DHEC



Richland Library SC Farmers Market/Mission and Goals

Richland Library's core mission is to connect people with resources, services and programs that will enhance their lives.

As part of its strategic focus area on “Advancing Our Community,” Richland Library is interested in hosting farmers markets that provide access to fresh, healthy foods. This programmatic effort connects to the Library's mission in the following ways:



Images courtesy Richland Library

- Customers have access to fresh foods, as well as learning opportunities related to health literacy and nutrition
- Community cohesion is strengthened through connecting vendors who supply fresh local foods with their neighbors who are in need of healthy food options.
- Customers in need are able to make market purchases using their SNAP benefits, which contributes to the Library's goal of eliminating barriers for customers struggling to meet their basic needs.



Richland Library SC Farmers Market/History

The pilot program, which launched on November 15, 2017 at our Main library location on Assembly Street in Columbia, enabled customers to pick up some fresh produce along with their “fresh picks”.



At inception, the library planned to pilot the market for 2 months and then take a break before opening back up a few months later. However, due to high customer demand, and vendor satisfaction, the library decided to keep the market going year-round without a break.

Richland Library SC Farmers Market/Main

We began our pilot farmers market at our Main location on Assembly Street in Columbia, SC.

Benefits to this location:

- Central area of the city
- Near public transportation lines
- Indoor space for set-up thus we could operate rain or shine (or humidity and heat!)
- Social Work office located in our Main location



Schedule:

- Weekly
- Wednesdays
- 10am-1pm
- April through November

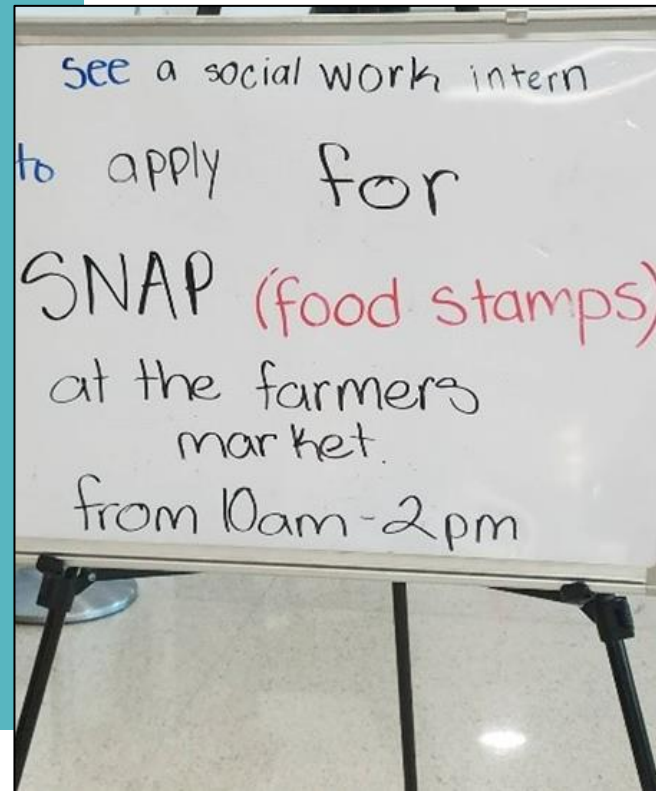
Image courtesy Richland Library

Richland Library SC Farmers Market/SNAP

Social workers employed by the library, and interns from the Master in Social Work program at the University of South Carolina, have been present during market hours to help SNAP-eligible customers sign up for SNAP.

Payment methods
include food stamps,
SNAP and **WIC** benefits

Our goal is that all our vendors accept SNAP and Ashley Page has been instrumental in guiding them through the process of obtaining a permit to become SNAP retailers.



Images courtesy Richland Library

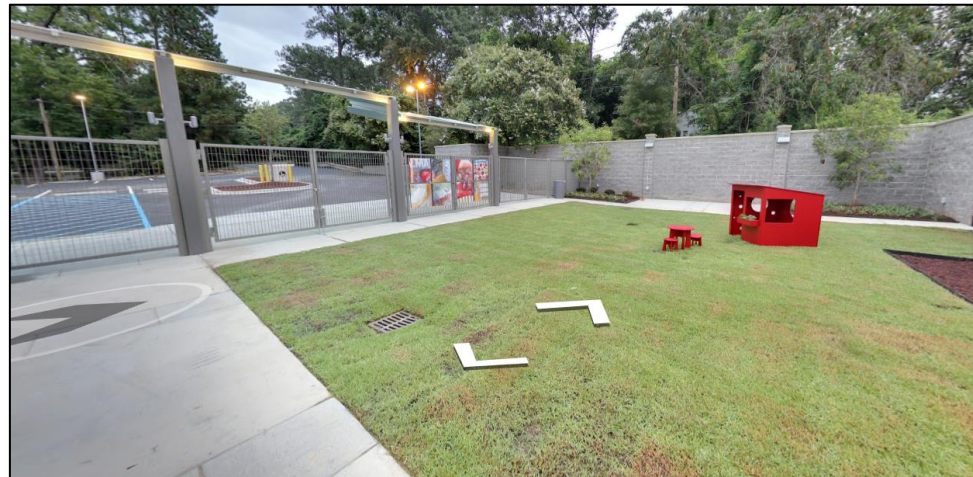
Richland Library SC Farmers Market/Expansion to Additional Library Locations

In March 2018, an additional library branch, Sandhills, decided to open a farmers market based on the success at the Richland Library Main location.

Located inside of Richland SD 2's R2i2 building, it offered an additional indoor location, and also had the benefit by a ready-made customer base – school district staff

In May of 2019, we launched a monthly Farmers Market at our North Main location.

The interior courtyard at North Main provides a lovely, grassy setting and the afternoon into evening hours (3-6pm) gave opportunities to customers to shop after school and work.



Images courtesy Richland Library

Richland Library SC Farmers Market/Vendors

Experience taught us that a clear, detailed vendor contract is crucial. Many of the guidelines we included removed library personnel from time-consuming tasks- a necessity when you have limited staff.

USC SNAP-Ed will enter into an agreement with participating vendors that outlines the following:

1. Market Dates, Times and Locations

- Vendors must agree to be reliable and dependable in their participation.
- Vendors must notify Richland Library staff as far in advance as possible if a conflict arises.
- Vendors must agree to stay for the entire agreed-upon duration of the market.
- Richland Library will notify vendors as far in advance as possible of library closings or other market conflicts.

2. Market Guidelines

- Vendors must agree to hold any required licenses or permits.
- Vendors will sell primarily fresh, healthy foods - with an emphasis on locally-grown foods when possible.
- Vendors will not sell primarily non-food items.
- Vendors will accept SNAP and/or other benefits.

3. Facilities and Clean-Up

- Vendors will bring their own tables and equipment.
- Vendors will park in designated spaces as assigned by Richland Library staff.
- Vendors will be respectful of not blocking customer entrances/exits when moving their equipment and goods into and out of the Library.
- Vendors are responsible for properly bagging and disposing of any trash they may generate at the market.
- At the conclusion of each market, vendors are responsible for returning their space to its neat, clean and orderly pre-market condition.
- Vendors assume responsibility for any damage to Library facilities and equipment arising from their misuse or negligence.

4. General Provisions

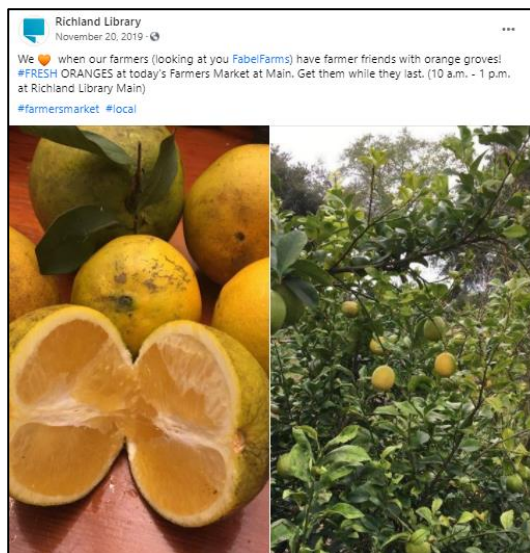
- The vendor is entering into an agreement directly with USC SNAP-Ed.
- The period of the agreement should be for six months from the signing, renewable for additional six-month periods.
- Either party may agree to end the agreement at any time by giving notice to the other.
- Richland Library may direct USC SNAP-Ed to end their agreement with vendors who are not dependable or who do not follow the guidelines outlined above.
- Subject to applicable law, each party is responsible for liability arising from its own conduct and retains all immunities and defenses available pursuant to law. No party agrees to insure, defend or indemnify the others.

USC SNAP-Ed will also assist with data collection and customer feedback.

Richland Library enlisted the expert assistance of Ashley Page and USC SNAP-Ed to recruit, vet, and approve vendors for our markets with Richland Library serving as the primary ongoing contact for vendors.

Richland Library SC Farmers Market/Marketing and Promotion

Our marketing department brings awareness of our farmers markets through ongoing social media promotion, blog posts, and a weekly event announcement on our website.



Images courtesy Richland Library



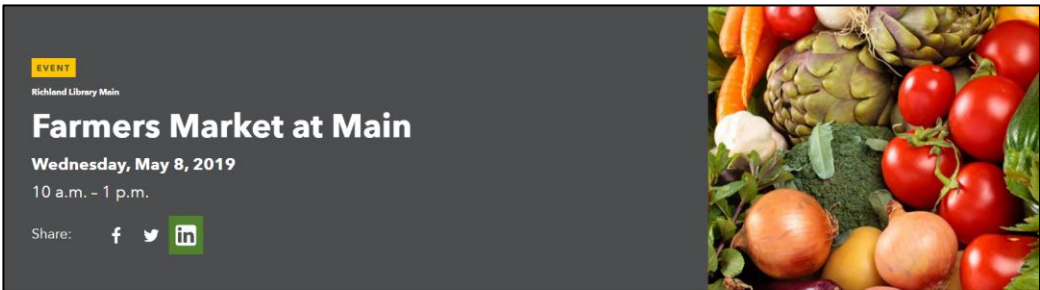
BLOG

Richland Library Main

Meet the Farmer: Brett Varner

Sarah S. | Tuesday, April 09

Get to know the fresh faces popping up at our library Farmers Markets each week.



Richland Library SC Farmers Market/Vendor Highlight/EZE Farms

EZE Farms is a sustainable urban farm started in 2016 by Ezekiel Ministries in Columbia, SC. EZE Farms exists to mentor urban youth in faith, farming and entrepreneurship.



Image courtesy EZE farms



EZE Farms creates apprenticeship opportunities for middle and high school boys. Through the apprenticeship, these young men learn the principles of sustainable farming and small business management, thus helping to #breakthecycle of generational poverty.



Images courtesy Richland Library

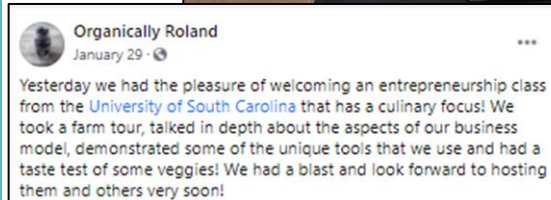
Richland Library SC Farmers Market/Vendor Highlight/Organically Roland

Jason and Ami Roland describe their farm, Organically Roland, as a small growing operation that focuses on organic, biodynamic and sustainable growing methods for fruits and vegetables. in Lexington County, South Carolina.

Jason and Ami provide a diverse selection of fruits and vegetables to us throughout our market season, including blueberries and tomatoes in summer, and sweet potatoes and collards in fall.

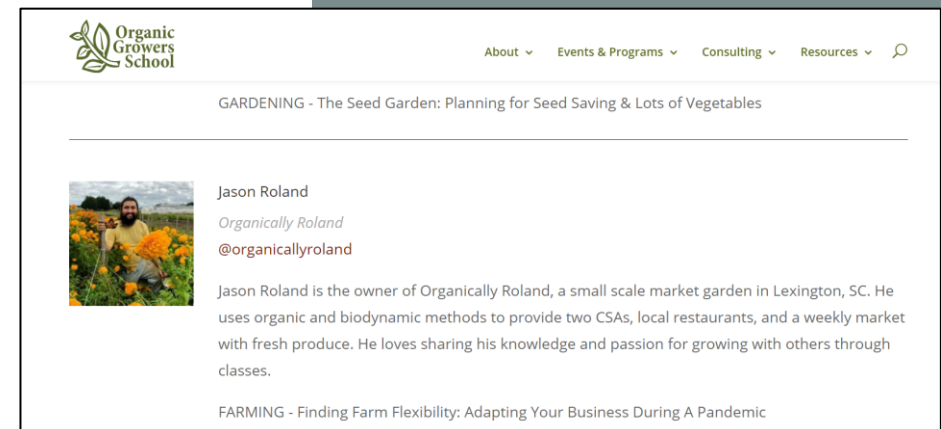


Image courtesy
Richland Library



Organically Roland FB post

They have begun sharing their entrepreneurial knowledge with others in agriculture, especially since reimagining their business model because of Covid 19 and its effects upon both retail markets and the restaurant industry.



<https://organicgrowersschool.org/>

Richland Library SC Farmers Market/Vendor Highlight/Fabel Farms

Josh Fabel of Fabel Farms came to farming late in life, and as a hobby in addition to his career in the Richland County Sheriff's office,

He was recently the recipient of a \$10,000 Feeding Innovation award.



Image courtesy Richland Library

FabelFarms
December 17, 2020 · 🌐

We are truly blessed for this opportunity!

FEEDING INNOVATION
COLUMBIA

Winners

Denise Sanders	Joshua Fabel	Becky Boykin
Lighthouse HydroMart	Fable Farms	Community Hut Healthy Living Market
\$30,000	\$10,000	\$5,000

Logos: City of Columbia, OBO, TRUIST, CLEMSON COOPERATIVE EXTENSION, South Carolina

SC Community Loan Fund
December 17, 2020 · 🌐

Our Feeding Innovation program supports South Carolina entrepreneurs that are interested in developing or expanding healthy food businesses in food deserts or underserved populations.

Tonight we awarded a total of \$45,000 to three Columbia based healthy food businesses.

Congratulations to our winners:

1. Denise Sanders with Lighthouse HydroMarts
2. Joshua Fabel with [FabelFarms](#)
3. Becky Boykin with Community Hut Healthy Living Market

"Addressing food insecurity is a priority for the City of Columbia and should be a priority for all of us," said Columbia Mayor Steven Benjamin.

We would like to thank our partners: [City of Columbia Government's City of Columbia Office of Business Opportunities](#), [Office of Business Opportunities and Columbia SC Food Policy Committee](#), [Truist Bank](#), [Clemson Cooperative Extension](#) and the [BlueCross BlueShield Foundation of South Carolina](#).

[Fabel Farms FB post](#)

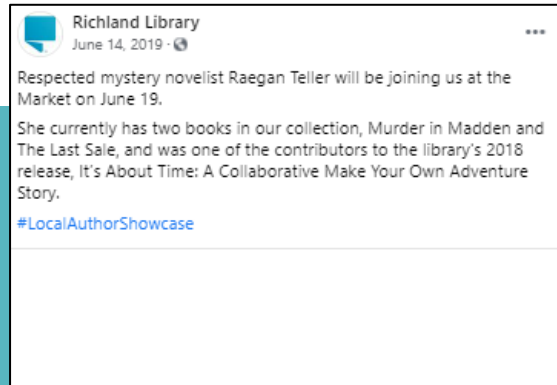
Feeding Innovation

participants engage in a ten week entrepreneurial training program featuring Clemson Agribusiness curriculum. The courses cover everything needed to develop a basic healthy food business plan from marketing to financial planning to negotiations and deal-making. Participants refine their ideas and develop their business plans over the ten week period before presenting them to a panel of judges during a final pitch event. The three entrepreneurs with the strongest business plans are awarded \$5,000, \$10,000, and \$30,000 in seed capital.

Richland Library SC Farmers Market/Vendors/Additional Partnerships

Local Author Showcase

We feature a weekly local author showcase, where a Columbia-area author may greet customers to talk about their works and sell and autograph their books.



We welcome occasional guests as vendors, such as the Richland County Master Gardener Association, who sold spring flower bulbs at the market.

RL's weekly entrepreneur/business gathering, [One Million Cups](#), coincides with our Main market hours, and speakers at that meeting sometimes showcase their wares at the market. Most recently, we hosted City Roots, a local urban organic farm.

Richland Library SC Farmers Market/ Nutrition Initiatives/Seed Library

Prior to our Covid 19 closure in March 2020, we had offered a free “take one, return one” seed library, housed in an old card catalog.



Seed Library

Borrow, grow and share each season thanks to an array of local varieties and heirloom seeds.

Welcome to the Seed Library at Richland Library Main. Library cardholders can borrow up to 15 packets of seeds per growing season.

Types of Seeds:

Seeds are organized first by general type (vegetable, herb or flower) and then by ease of seed saving (easy, medium, or hard).

How it Works:

1. Please fill out a membership form and bring it to the Studio Services desk on the Second Level at Richland Library Main. Create a check out/in sheet to keep in the Seed Log binder.

2. Borrow your seeds.

3. That you would like to grow. The seeds are categorized by type and arranged by difficulty of seed saving. Please limit yourself to 15 seed packets per growing season (Spring, Summer, Fall).

4. In sheet in the Seed Log binder, please record the seeds that you have selected.

CLASS →

5. You can identify from your garden. Please make sure to dry the seeds before returning them to the library.


6. Return some seeds to the library (labeled for plant, variety, and quantity) and place them in the return box. Blank seed packets are available for use.

<https://www.richlandlibrary.com/seed-library>

In order to offer the same resource to our customers while we are closed to walk-in traffic, we have added various “seed bundles” to our Library of Things which customers can request online and pick up curbside.

Vegetables: Spring Bundle Check Availability

[Inventory](#) » [Furniture & Spaces](#) » [Gardens](#)



[View Instructions](#)
[Open Product Manual](#)

Seed bundles contain five seed packets. Each packet holds between 25-50 seed depending on seed size. All varieties are chosen for local zones and climates by season.

Vegetables: Spring Bundle contains the following vegetable varieties:

- Spinach, Bloomsdale Long Standing
- Broccoli, Di Cicco
- Carrot, Scarlet Nantes
- Radish, Cherry Belle
- Kale, Tuscan/Lacinto

More:

[Seeds](#)

Address

1431 Assembly Street
Columbia, 29201
USA
803-929-3445

Hours

Curbside checkout and returns available in the lower level parking lot behind the Main Library. Enter the parking lot from Park Street or Washington Street and park in one of the 5 spaces designated for curbside service.

Images courtesy Richland Library

Richland Library SC Farmers Market/ Nutrition Initiatives/Community Garden

The newly-redesigned Richland Library St. Andrews, which opened in November 2017, features enhancements outdoors.



There are several garden beds that will enable our staff to offer programming about planting, vegetation and nutrition to children, teens and adults



Images courtesy Richland Library

Richland Library SC Farmers Market/Nutrition Initiatives/Teaching Kitchen

Following renovations and reconstruction, our Northeast location, which reopened in October 2018, includes a Teaching Kitchen.



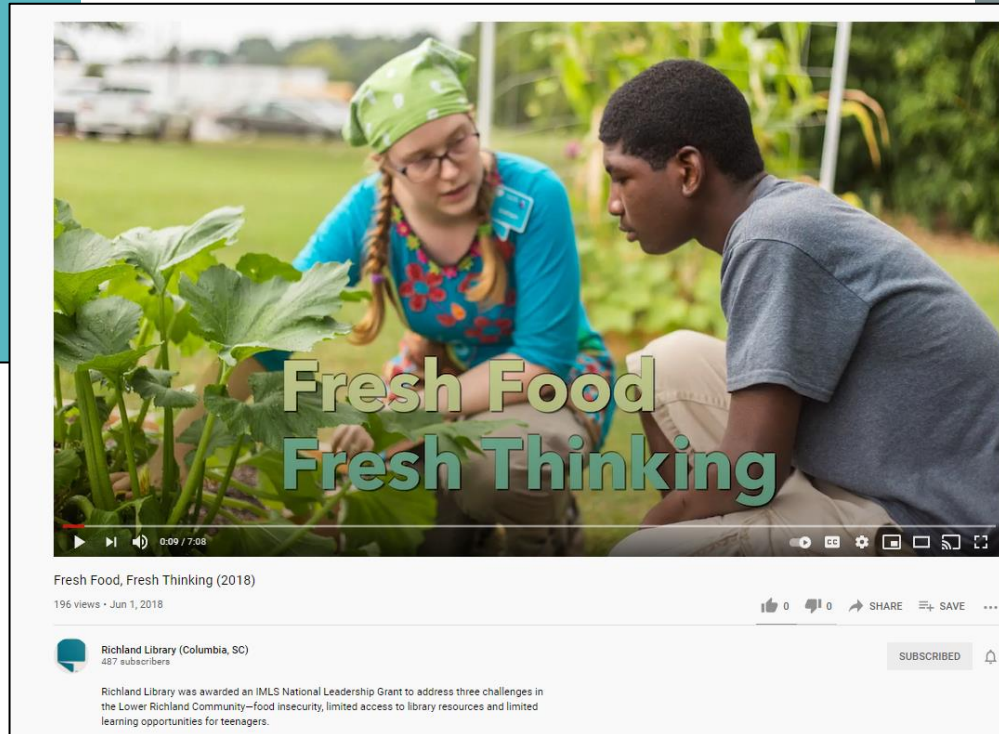
Being part of the International Corridor, our Northeast location offers an environment where customers can learn about different cooking techniques, regional and international cuisine, and nutrition.



Images courtesy Richland Library

Richland Library SC Farmers Market/ Nutrition Initiatives/Fresh Food, Fresh Thinking

Richland Library also received funding from an IMLS Planning Grant to launch a project called – Fresh Food, Fresh Thinking.



Over the last couple of years, we have worked with Lower Richland High School students to design a Farmers Market/Library in an effort to expand access to library resources and prove a solution to challenges common to rural communities.



**Fresh Food
Fresh Thinking**

An Innovative Approach to Youth Development
& Learning in Rural Communities



Images courtesy Richland Library

[Richland Library Fresh Food, Fresh Thinking 2018 Report](#)
[Fresh Food, Fresh Thinking Video \(2018\)](#)

Richland Library SC Farmers Market/Future

Although our March 2020 Covid 19 closure cancelled our entire 2020 market season, we have plans to come back strong.



Image courtesy Richland Library

- We have a tentative opening date of April 21, 2021 at our Main location
- In response to customer feedback, we have plans to add more vendors and a larger variety of products
- By early summer 2021, we will expand to two additional RL locations, Edgewood and Wheatley, for a total of four



Image courtesy Richland Library

Thank you!



STRENGTHENING COMMUNITIES: FOOD ACCESS AT YOUR LIBRARY

Rebecca Antill, Youth Services Consultant

Just a little background...

- There are 43 county and regional public library systems in SC
- Population estimate 5.1 million (2019)
- 12% of our population is considered “food insecure”

Anderson County
Library System
established a
courtyard garden



Image courtesy Anderson County Public Library

ABBE Regional Library System, Greenville County Public Library

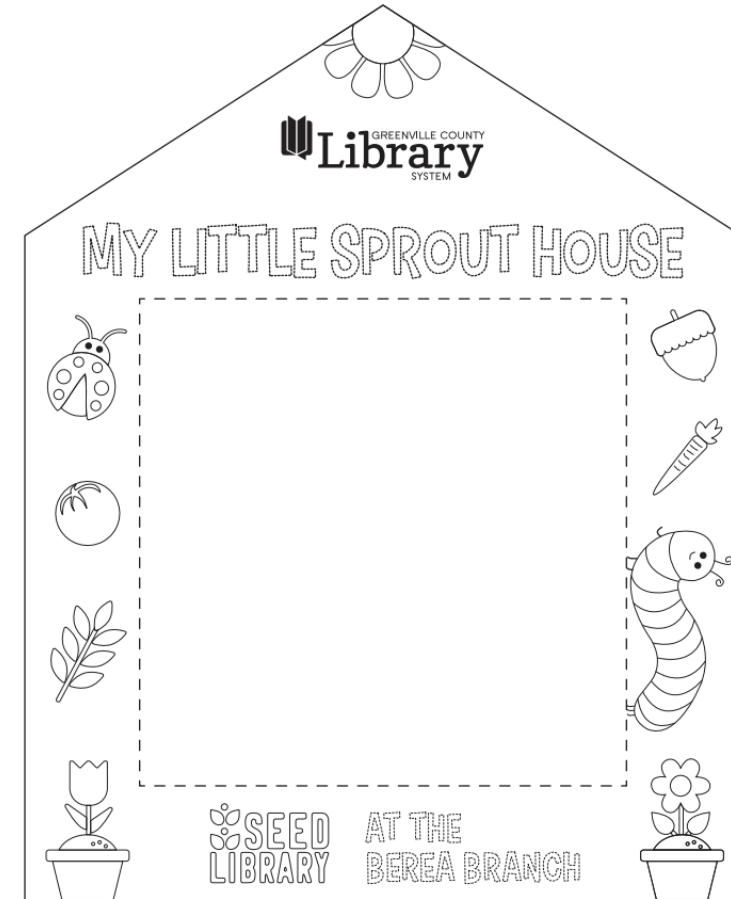


STEM Kits

Sprout Houses

1. Wet each sponge then wring it out. The sponges should be damp, but not dripping
2. Use one sponge as a base. Cut the other sponge to make your house as you desire.
3. Use the toothpicks for architectural support as needed.
Snip off any toothpick ends.
4. Push grass seeds into the tiny holes.
If you are having trouble, use the scissors to make small x shapes into the sponge and push the seeds in.
5. When you're finished planting, put your sprout house in a warm, sunny spot. Spray it daily to keep it moist, covering it loosely with a plastic bag, plastic wrap, or a plastic container if it dries out too quickly. Depending on how warm it is, you should begin to see seeds sprouting in anywhere from 3-10 days.

Image courtesy ABBE Regional Library System



[My Little Sprout House](#), courtesy Greenville County Public Library

Calhoun County Public Library

Calhoun County Unveils Children's Educational Garden

Charles Ringwalt, WLTX 11:44 p.m. EDT July 26, 2015

Calhoun County Library unveiled their new educational children's garden.



(Photo: Ringwalt, Charles)

Calhoun County, SC (WLTX) - There's a new garden in Calhoun County and those who built it are hoping to spread an important message.

The Calhoun County Library and other members of the community unveiled their educational children's garden Sunday.

"It was amazing. All of these things fell into place very quickly," said Kristen Simensen, the director of the library and leader of the project

"When you're an agricultural community pollinators are responsible for a whole lot more. They're honestly responsible for everything we eat, so every consumer should be concerned about pollinators" she said.

Other libraries statewide:

- Lexington County has gardens at three of their branch libraries
- Charleston County is installing raised beds at their newest branch, which will include a pollinator garden
- Multiple library systems serve as pickup points for produce boxes
- Seed libraries



Image courtesy Charleston County Public Library

State Library Support

- Grant opportunities each year for public library projects
- SC Read Eat Grow
- SC Plants the Seed
- Partnerships, partnerships, partnerships!



Image courtesy South Carolina State Library

THANK YOU!

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Q&A



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