

# Appendix B: Supplemental Materials

## Supplemental Materials

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Appendix B contains resources used in the field by the POMP participants. POMP participants provided the documents produced by AAAs and SUAs for collecting data and reporting the results of surveys. The documents include:

- Catawba County Council on Aging sample letter of invitation
- Confidentiality Agreement
- Establishing Contact
- Script for Interviewers to Use for Answering Machines or Voice Mail
- Sample List and Results and Telephone Interviewer Caller Log
- POMP Survey Contact Sheet
- Sample instructions for POMP Survey Interviewers
- Reminder/thank you post card
- New York State Office for the Aging Reminder Letter
- New York State Office for the Aging Followup Letter
- Ohio Department of Aging, Analysis of Surveys: Senior Farmers' Market Nutrition Program
- Pass It On Newsletter
- Report to the NCDOT Public Transportation Division's Human Services Transportation Council
- Amber River Area Agency on Aging Annual Report
- Memo to In-home Aide Providers

# CATAWBA COUNTY COUNCIL ON AGING

400 17<sup>th</sup> Street SW  
Hickory, NC 28602  
Telephone 828-328-2269

PO Box 835  
Hickory, NC 28603  
Fax 828-328-8885

Date

Title and Name  
xxxx 1st St NE  
Hickory, NC 28601

Dear Ms. XXXX:

We are working with the N.C. Department of Aging and Adult Services and the U.S. Administration on Aging to conduct a survey of men and women who are 60 or older and receiving one or more services supported by the Older Americans Act. This may be a service for active, healthy people, such as transportation or eating meals at a nutrition site, or a service for people who need a little more help, such as an aide to help with bathing and dressing.

This survey will help us to understand the need for services and the quality of the services now provided. It is very helpful for us to be able to document the variety of people we serve and how these services affect your lives. Your opinions about these topics are very important. We hope you will be willing to answer our questions.

Beginning this week, interviewers from the School of Social Work at UNC Chapel Hill will be calling people in Catawba County to ask them some questions over the phone. The interview will take about 20 to 30 minutes. Your name is on the list to be called, but we do not know *when* you will receive a call. It could be as early as the second week in July or it could be any time during the summer.

You are under no obligation to answer the survey. **Your services will not be affected in any way** by whether you answer or not or by what you say. No one but the survey team at the University will know what you say. Future reports about the survey will talk about the number of people who answered in a certain way. It will not use any names or identifying information. We hope that you will decide to help us out by answering the survey but it is completely *your choice*. It is also your choice, of course, if you do not want to answer any specific questions that the interviewer asks you. You can just say, "I don't want to answer that." You don't have to give any reason.

If, for any reason, it is impossible for you to talk with us on the phone yourself, we can ask the questions to a friend or family member who knows you very well and can speak for you.

The interviewers will be trained and supervised at the School of Social Work at UNC Chapel Hill. However, because of space limitations at the University, most of the time they will be calling from their homes. This means that calls may come from homes in Chapel Hill, Raleigh, Durham, or Hillsborough.

If you have any questions or concerns about this survey, you may call the Catawba County Council on Aging at (828) 328-2269 and ask to speak to either me (XXXX) or XXXX.

You also may call XXXXX at the N.C. Division of Aging and Adult Services at (919) 733-0440.

If you wish to know more about the survey process, have your name removed from the list of people to call, or to speak to the interviewers' supervisor for any reason, you may call Dr. XXXX at (919) xxx-xxxx. You may also call the senior center (828) 328-2269 and ask either XXXX or me to contact her for you.

Please remember that calls will be conducted throughout the summer. We hope that you will take the time to talk to the interviewer who calls you. Your input will be very valuable to us. Thank you.

Sincerely,

A handwritten signature in cursive script that reads "Mary L. Hodge".

Mary L. Hodge, Executive Director  
Catawba County Council on Aging

**(Sample – print on agency letterhead)**  
**Confidentiality Agreement**

I \_\_\_\_\_ (print name) have been informed of the agency's confidentiality policies and I understand that all client information obtained through this survey and any of its supporting documents (contact sheets, logbook pages, etc.) are confidential. I further understand that it is a condition of my employment on this project to maintain strict confidentiality by never talking about any client to anyone outside of the POMP project team and to protect confidential documents in my possession, including printed copies, information sent via email attachments, and the transport of confidential data stored on electronic devices, in such a way that their contents cannot be seen by anyone outside of the project team.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

## **Establishing Contact**

Hello. My name is \_\_\_\_\_ [your name]. May I please speak with \_\_\_\_\_ [Name of client or name of proxy, if known that client cannot participate.]

*[If you learn on this call that the client has dementia or is too frail to participate, ask if the person you're speaking to feels that he or she would be able to answer the survey speaking for the client (serve as a proxy). This should be a person who knows the client well, preferably a family member or close friend who lives with and/or gives substantial care to the client. A paid caregiver may not be a proxy. If this person cannot be a proxy, ask for the name and number of a friend or family member who might be able to do so.]*

## **Introductory Script**

**[If you have already given your name to the person you will be interviewing, start with "I'm calling. . ."]**

Hello. My name is \_\_\_\_\_ [your name] and ***I'm calling*** to ask you to participate in a survey being conducted by \_\_\_\_\_

Earlier this summer you received a letter from the \_\_\_\_\_ [Person and position of the person who signed the invitation letter], telling you about our survey of people age 60 or older receiving one or more services. Did you have any questions about that?

Would this be a good time for you to take the survey?

### ***If yes,***

As we begin, I just want to remind you of what that letter said. . .that your answers can help make services for older people in our area better, but it is your decision whether you want to participate or not. Your services will NOT be affected in any way—good or bad—by what you say, or by whether or not you want to participate. Even if you agree to participate, you can still tell me if you don't want to answer any particular questions that I ask.

***Then proceed to survey on next page.***

***If no, try to make an appointment and record on contact sheet.***

***If they refuse to participate, record that on the contact sheet***

## **Script for Interviewers to Use for Answering Machines or Voice Mail**

Hello,  
This is \_\_\_\_\_ calling on behalf of \_\_\_\_ [the organization sponsoring the survey]. I hope you received a letter recently from the \_\_\_\_, \_\_\_\_ [name and title of person signing invitation letter], telling you about a survey we are conducting. If you have any concerns about whether this is a legitimate survey, please call \_\_\_\_\_ at the [name of local AAA or provider]. Her number is \_\_\_\_\_. That is a local call for you.  
I'll call back in a few days, and I hope I'll have a chance to speak with you then. Thank you.

## CAREGIVER SAMPLE LIST &amp; RESULTS

## TELEPHONE INTERVIEW CALLER LOG

FILL OUT BEFORE INTERVIEWING							Date and Time of Attempts to Contact Caregiver				
Row No.	ID	Name	Phone	Sex M/F	Age	Result Code	1	2	3	4	5
1	Caregiver:										
	Care Recipient:										
2	Caregiver:										
	Care Recipient:										
3	Caregiver:										
	Care Recipient:										
4	Caregiver:										
	Care Recipient:										
5	Caregiver:										
	Care Recipient:										
6	Caregiver:										
	Care Recipient:										
7	Caregiver:										
	Care Recipient:										
8	Caregiver:										
	Care Recipient:										

Result Codes: CO=Completed; PC= Partial; IN=Ineligible, provides no care; IE=Ineligible age; T1=Termination; T2=Termination; RF=Refused; NA=No answer; NL=Not able to locate; LH=Language; OT=Other; DR=Deceased Recipient; DC=Deceased Caregiver

## CAREGIVER SAMPLE LIST &amp; RESULTS

## TELEPHONE INTERVIEW CALLER LOG

FILL OUT BEFORE INTERVIEWING							Date and Time of Attempts to Contact Caregiver				
Row No.	ID	Name	Phone	Sex M/F	Age	Result Code	1	2	3	4	5
9	Caregiver:										
	Care Recipient:										
10	Caregiver:										
	Care Recipient:										
11	Caregiver:										
	Care Recipient:										
12	Caregiver:										
	Care Recipient:										
13	Caregiver:										
	Care Recipient:										
14	Caregiver:										
	Care Recipient:										
15	Caregiver:										
	Care Recipient:										
16	Caregiver:										
	Care Recipient:										

Result Codes: CO=Completed; PC= Partial; IN=Ineligible, provides no care; IE=Ineligible age; T1=Termination; T2=Termination; RF=Refused; NA=No answer; NL=Not able to locate; LH=Language; OT=Other; DR=Deceased Recipient; DC=Deceased Caregiver



## POMP Survey Contact Sheet

Client id: **CT9**    Client name: \_\_\_\_\_

Gender: **F**    Phone number: **828-XXX-XXXX**

Address: **XXX MAIN AVE    MAIDEN, NC    28650**

County: **Catawba**

Provider: **Catawba County Dept. of Social Services**

Services on record: **Congregate & transportation**

☐ correct    ☐ has fewer    ☐ has additional

Proxy Needed? **no**

Proxy Name: \_\_\_\_\_

Proxy Phone: - -

Notes: \_\_\_\_\_

	Interviewer Initials	Date	Day of Week	Time	Call Result	Comment	Final Result (circle 1)
<b>1</b>				_____am/pm	<input type="checkbox"/> No answer <input type="checkbox"/> Not home <input type="checkbox"/> Machine <input type="checkbox"/> Appointment <input type="checkbox"/> Refused <input type="checkbox"/> <b>Success</b> <input type="checkbox"/> Other		<b>C=Completed (successful)</b>  <b>R=Refused</b>  <b>N1=Bad phone/disconnect/no phone</b>  <b>N2=5+ tries</b>  <b>D=Deceased</b>  <b>I1=Placed</b>  <b>I2=No services</b>  <b>I3=Need proxy but none available</b>  <b>I4=Need translator but none available</b>  <b>X=Other: Describe below</b>
<b>2</b>				_____am/pm	<input type="checkbox"/> No answer <input type="checkbox"/> Not home <input type="checkbox"/> Machine <input type="checkbox"/> Appointment <input type="checkbox"/> Refused <input type="checkbox"/> <b>Success</b> <input type="checkbox"/> Other		
<b>3</b>				_____am/pm	<input type="checkbox"/> No answer <input type="checkbox"/> Not home <input type="checkbox"/> Machine <input type="checkbox"/> Appointment <input type="checkbox"/> Refused <input type="checkbox"/> <b>Success</b> <input type="checkbox"/> Other		
<b>4</b>				_____am/pm	<input type="checkbox"/> No answer <input type="checkbox"/> Not home <input type="checkbox"/> Machine <input type="checkbox"/> Appointment <input type="checkbox"/> Refused <input type="checkbox"/> <b>Success</b> <input type="checkbox"/> Other		
<b>5</b>				_____am/pm	<input type="checkbox"/> No answer <input type="checkbox"/> Not home <input type="checkbox"/> Machine <input type="checkbox"/> Appointment <input type="checkbox"/> Refused <input type="checkbox"/> <b>Success</b> <input type="checkbox"/> Other		

Busy signal tally \_\_\_\_\_

Remember that busy signals do not count in your 5 attempts. However, continuous busy signals over many days may mean a bad phone number.

## Sample: Instructions for POMP Survey Interviewers

**Note:** These instructions are for interviewers who will be calling from their homes using pre-paid phone cards. Details refer to one agency's specific survey tracking system involving a separate tracking sheet for each person to be called and a log book to keep track of these sheets. Details of your study may differ, but these are the *types* of details you will need to include in your written instructions.

### Before you begin the Survey

At \_\_\_\_ [your agency]

- Pick up \_\_\_\_ [number] of new contact sheets the first time and take more as needed on each visit. Check in a *minimum* of once a week.
- For each contact sheet you take, find the client's contact information in the POMP Logbook and put your initials and the date in the appropriate block to indicate you've taken it. We'll be printing the survey letters in batches alphabetically. The entries in the log book will be ordered by the last name of the person to be contacted (the subject) within each batch. We have given numbers to *all* the subjects in the study, but there are some for whom you'll never get a contact sheet because we have learned that they are deceased or because they asked not to be called.
- The POMP Logbook, contact sheets, and completed surveys will be stored \_\_\_\_ [where stored]. If you need to get or return materials and \_\_\_\_ [survey coordinator] isn't available, consult with \_\_\_\_ [back up person].
- You will be given a sheet with phone card numbers and PINs. Begin by using "your" card. [Describe needed details of using phone system or phone cards here]

### Before your monitored call(s)

- Read the survey aloud several times. In addition to the practice you do in the office at the conclusion of the training, practice asking the survey to a friend or family member. *You can claim up to one hour of reading and practice at home on your time sheet before you make your monitored call.* (If you need additional practice time, talk to \_\_\_\_.)
- Make sure you have the phone card number and are familiar with the directions for using it as well as the information about how to use the phone system in the office for local and long distance calls. (These directions are found in your folder.)

### Your monitored call(s)

- Before you speak to any respondent alone, you must make at least one call in which you are monitored by one of the survey team leaders. After that call, the person monitoring it will give you feed back and suggestions. If the call went very well, you will then be cleared to do interviews on your own. If not, you will be assigned more practice with survey staff before trying another monitored call.
- Sign up for your monitored call on the sign up sheet available at the end of the training.

### **Every time you begin making calls**

- Make sure you are familiar with the information from the contact sheet that you will need in introducing the survey. This will include the name of the subject you are calling, the type of service he or she receive and the name of the agency providing the service.
- Read over the letter the contact received so that you can read it aloud to the subject comfortably if necessary.
- Some people—particularly older ones—have trouble understanding calls from cellular phones. Please use a traditional telephone for your calls.

### **Calling the Subject**

- If you do not get an answer to your call, try again on a different day or a different time of day (e.g., morning vs. afternoon). Attempt *at least* 5 times and no more than 7. After 2 or 3 unsuccessful tries, wait a week before you call again to allow for vacations, illness, or other temporary absences.
- **Do not count busy signals as attempts**, but keep a tally of them at the bottom of the Contact Sheet. If you get 7 or 8 busy signals at different times of day, and different days of the week without ever reaching a machine or a person, discontinue trying. Code as N1: “bad phone/disconnect.”

### **When Talking to the Subject**

- Use the Introductory script with everyone. You may change the wording slightly to make it more comfortable, but do not add or omit information.
- You **may** leave messages on answer machines. If you do, use the answering machine script (there’s a copy on a separate sheet in your information packet):

Hello,  
This is \_\_\_\_\_ calling on behalf of \_\_\_\_[the organization sponsoring the survey]. I hope you received a letter recently from the \_\_\_\_, \_\_\_\_[name and title of person signing invitation letter], telling you about a survey we are conducting. If you have any concerns about whether this is a legitimate survey, please call \_\_\_\_ at the [name of local AAA or provider]. Her number is \_\_\_\_\_. That is a local call for you.

I’ll call back in a few days, and I hope I’ll have a chance to speak with you then. Thank you

- As a general rule, do not leave messages when a person other than the subject answers the phone. Just try to get a time to call when the subject will be there (this is to avoid asking people to return a long-distance call and more importantly to protect their privacy). Use your judgment about telling the person who answers that you are conducting an opinion survey under supervision by the UNC School of Social Work and that the person you’re calling has received a letter about it. People are sometimes reluctant to give a time to call back, and this information may put them at ease. Under no

circumstances reveal that the survey is for people receiving services or anything about the content of the survey.

- **If the subject has not received the letter**, offer to send them a copy.
  - Read them the address on the Contact Sheet, and ask them for any corrections needed.
  - Give them the name and number of the provider who serves them if they wish to confirm that this is a legitimate survey. [Add information specific to identifying which name and number should be provided to any given client here]
  - Ask if they are willing to complete the survey now, or if they would prefer for you to call back after they have had time to receive a copy of the letter. Be sure to make a note on the Contact Sheet so that you'll know when to call back.
  - Give \_\_\_\_ the names and address corrections so she can send a new letter. If she is not in the office, leave the information \_\_\_\_ [insert back up plan for getting letter out in absence of the person who will normally be handling it].
- **To the best of your ability, read the questions verbatim.** This will ensure consistency in survey administration across interviewers and contact people. If the subject asks you what a question means, ask them to just answer what they think it means. Read the question again slowly. You may use your voice to emphasize key words or phrases that they may not have understood.
- Be aware that talking about these questions may be difficult for some subjects. If this appears to be only mild or moderate sadness, be sympathetic but try to keep moving forward with the survey. If the person appears to be in real distress follow the **protocol for subjects in distress** in your packet.
- If you make a mistake marking an answer, **mark the correct answer with one of the red pens you were issued.** The data entry person will always enter the red answer if there are two.

## After the Phone Call

### After an Unsuccessful Attempt

- Code the result of individual attempts in the “call results” columns on the Contact Sheet.
- Use the “Comments” column to note a good time to call back, a specific appointment, or anything else that will help on the next call.
- If you get a final result (refusal, never received services, etc..), mark the appropriate result code number on the Contact Sheet.
- Turn in just the Contact Sheet for surveys that were not successful—don't attach a blank survey.
- Enter the date you returned the Contact Sheet and the final result code in the logbook. Codes are the same as on the Contact Sheet and also appear at the bottom of the logbook page.

**After a Successful Attempt**

- In the gray box at the top of the first page of the survey, enter client's ID number and the date you conducted the survey.
- Look over the questionnaire. Have you made any errors in marking? Please mark the correction in red.
- Look at any open-ended answers or comments you have written. Could someone else read them? If not, please write them again more clearly.
- Code the final outcome on the Contact Sheet *and* in the logbook.
- Turn in the survey with the Contact Sheet paper-clipped to it.

Reminder/Thank you **post card** (to be mailed a week to ten days after the survey mailing)

Date:

Last week a survey seeking opinions of caregivers who help their older adult family members, neighbors was mailed to you. Your name was drawn randomly from a list of caregivers who have received caregiver support services in your county.

If you have already completed and returned the survey to us, please accept our sincerest thanks. If not, please do so today. We are especially grateful for your help because it is only by asking people like you to share your experiences that we can better serve the needs of older adults and their caregivers in the community.

If you did not receive a survey, or if it was misplaced, please call us toll free at 1-877-413-9777 and we will get another one in the mail to you today.

David A. Paterson  
*Governor*

Michael J. Burgess  
*Director*



Two Empire State Plaza  
Albany, New York  
12223-1251

[www.aging.state.ny.us](http://www.aging.state.ny.us)

March 2008

Dear Caregiver:

A few days ago, you received a letter in the mail from your Local Office for the Aging to tell you about an important Caregiver Survey that is being conducted by the New York State Office for the Aging. Your responses to this survey will help the State understand how we can better serve caregivers and older adults in communities across New York State.

It is our understanding that you have received caregiver support services to help you take care of an older relative, neighbor or friend. You have been selected from a random sample of caregivers in New York to find out if the caregiver support services you have received were helpful to you.

We want to assure you that your answers to the survey will be completely **confidential**; your name will never appear with your answers. For clerical purposes, we have given each survey a random ID number on the front page that will help us keep track of the responses.

We will use the results from the survey to help guide my office and the Local Offices for the Aging to better design and deliver caregiver support services to help improve the quality of life of older adults and their caregivers.

If you have any questions about this survey, we would be happy to talk with you. Please call our toll-free number: 877-413-9777, or send your question in writing to the attention of:

Caregiver Survey  
New York State Office for the Aging,  
2 Empire State Plaza,  
Albany, New York 12223

Thank you for helping us with this important survey.

Sincerely,

A handwritten signature in black ink that reads "Michael J. Burgess".

Michael J. Burgess

Attachment: New York State Office for the Aging Caregiver Survey

*Promoting independence and quality of life  
for New York State's Elders*



**Senior Citizens' Help Line 1-800-342-9871**  
*An Equal Opportunity Employer*

David A. Paterson  
*Governor*

Michael J. Burgess  
*Director*



Two Empire State Plaza  
Albany, New York  
12223-1251

[www.aging.state.ny.us](http://www.aging.state.ny.us)

April , 2008

Dear Caregiver:

You recently received a survey (**2008 Caregiver Survey**) from the New York State Office for the Aging requesting your feedback about your experiences as a caregiver of an older adult living in the community. To the best of our knowledge, it has not yet been returned.

The feedback from people who have already responded has been very valuable, including a wide range of views of the needs of older adults and their caregivers, and ways to better assist them.

***Your feedback matters.*** We are writing to you again because it is important to us that we hear back from you – we want to include your feedback in our overall results. The information from your completed survey will help us understand how we can better assist with caregiver needs and ultimately, to develop policy and programs that would support caregivers throughout the state.

Enclosed is a duplicate copy of the survey for your use. Please fill out and return this survey by **April , 2008** in the stamped, addressed envelope we have provided for you. We ask that you return only **one copy** of your completed survey. If, for any reason, you prefer not to answer this survey, please let us know by returning **a note or the blank questionnaire** in that enclosed envelope.

Sincerely,

A handwritten signature in black ink that reads "Michael J. Burgess".

Michael J. Burgess

Enclosure: NYS Office for the Aging 2008 Caregiver Survey

*Promoting independence and quality of life  
for New York State's Elders*



**Senior Citizens' Help Line 1-800-342-9871**  
*An Equal Opportunity Employer*



## **Analysis of Surveys**



## **SENIOR FARMERS' MARKET NUTRITION PROGRAM**

**January 7, 2004**

## ***Executive Summary***

### **Background**

As part of a grant award from the Administration on Aging (AoA), the Ohio Department of Aging (ODA) used a performance outcomes measures approach to develop two survey instruments, the Consumer Assessment and Farmer Assessment, to help evaluate outcome performance of the US Department of Agriculture (USDA) funded Senior Farmers' Market Nutrition Program (SFMNP). The Consumer Assessment Survey was mailed to a random sample of 2,862 seniors from the 13 counties in Ohio that participated in the 2003 SFMNP. All 151 farmers who enrolled in the SFMNP were asked to complete the Farmer Assessment Survey.

- A total of 2,862 Consumer Assessment surveys were sent out. One thousand five hundred and eight (1,508) were processed yielding a response rate of 53%.
- Ninety-six (96) of the 151 farmers participating in the SFMNP completed the Farmer Assessment Survey for a response rate of 64%.
- The completed surveys were scanned and the results read with Remark Office Optical Mark Recognition software.

### ***Consumer Assessment Survey***

**Desired Outcomes from the SFMNP**– (1) Serve the economically disadvantaged older adults (2) Increase produce consumption in order to improve nutritional health (3) Manage an effective SFMNP.

### ***Significant Survey Findings***

- Survey respondents are characterized as 75% women; 32% minorities; 70% as living in their own dwelling; and, 93% of those living alone having incomes of less than \$17,000.
- Almost 76% of the consumers consumed 3 or more servings of fruits and vegetables per day, representing a 43% increase because of the SFMNP.
- Nearly 77% ate more fruits and vegetables this summer than usual due to the SFMNP.
- About 93% indicated the best thing about the SFMNP was the “fresh produce”; 94% would recommend the program to a friend; and, over 50% said they went back to the farmers' markets to shop even without coupons.
- Over 77% said it was “easy” to sign up for the program, and 84% said the directions were clearly explained.
- Of the 1508 surveys that were processed, 451 consumers provided specific comments for improving the program. A number expressed concerns over the coupon distribution process; many recommended more coupons be made available; some were concerned over high prices for the produce; and, a lot expressed thanks for the program.

<b>Category</b>	<b>Number of Responses</b>
Coupon Distribution Problem	65
Expressed Need for Additional Coupons	60

Expressed Concern Over High Prices	43
Expressed Thanks for the SFMNP	43

### ***Farmer Assessment***

**Desired Outcomes from the SFMNP** – (1) Provide a direct positive economic impact to farmers (2) develop additional farm market or farm support opportunities (3) Manage an effective SFMNP.

### **Significant Findings**

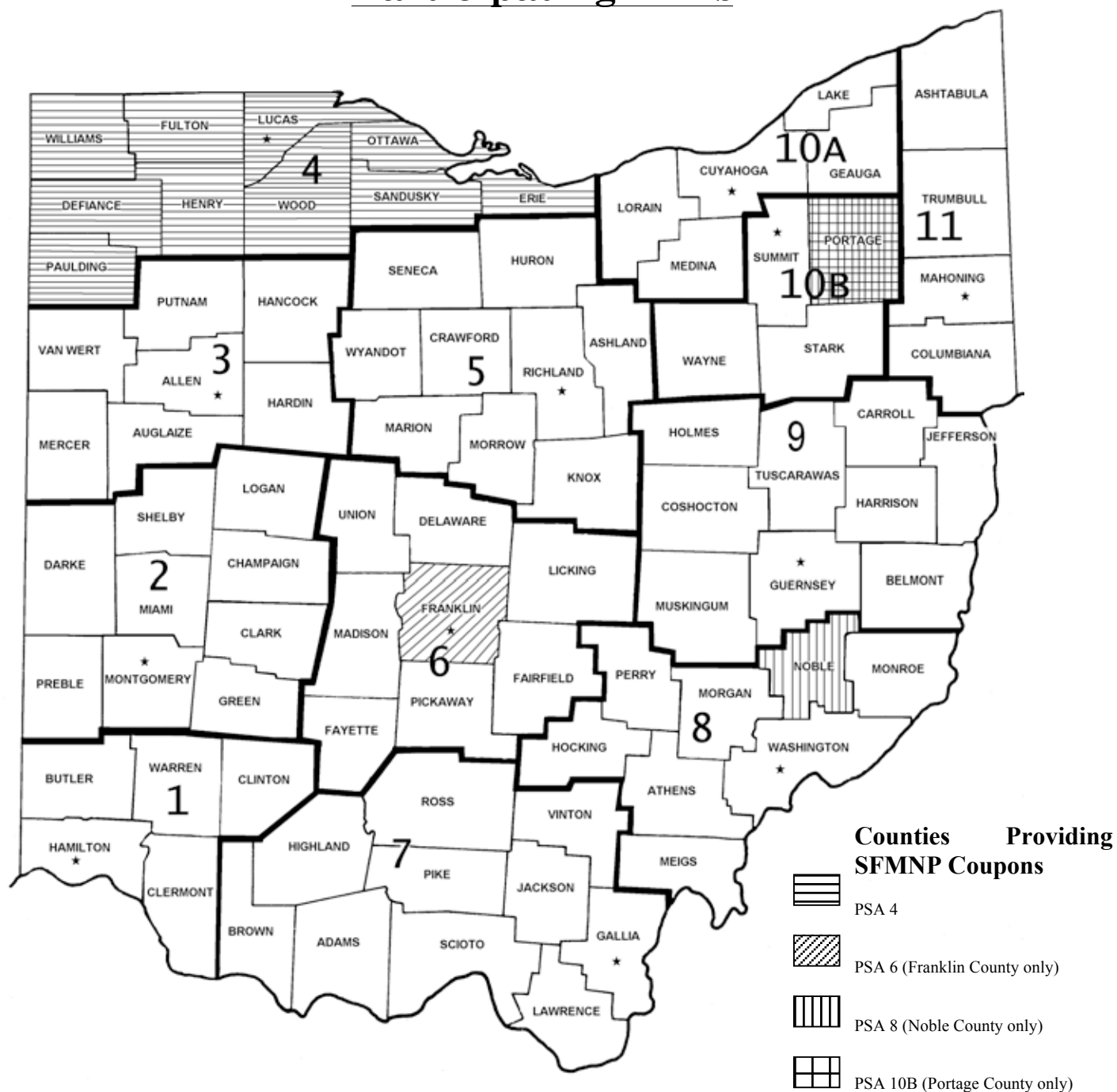
- Almost 89% of the farmers said participation in the SFMNP has increased number of seniors who come to their market; 73% said that market sales have increased.
- Over 50% of the farmers said seniors continue to shop at their markets even without coupons.
- More than 30% of the farmers have increased their produce production; over 34% are growing a wider variety of produce as a direct result of the SFMNP; and, over 31% are doing more with nutrition education with farmers' market customers.
- Almost 96% of the farmers said they received adequate training for their SFMNP participation requirements.
- Suggestions for improving the SFMNP included: improved coupon distribution to avoid long lines; coupons need to carry over from month to month to avoid rush for spending coupons at the end of each month; making smaller denominations for the coupons; program be delayed and begin in July because of limited kinds of produce available earlier; and, earlier sign up for farmers to enable the farmers to better prepare for the upcoming season.



***Fresh Produce Consumption by Ohio's Seniors has Increased Dramatically Because of the SFMNP.***

# Senior Farmers Market Nutrition Program

## Participating AAAs



## **Introduction and Purpose**

Federal agencies have been given a clear mandate by the Government Performance and Results Act of 1993 (GPRA) to demonstrate using performance outcomes how their programs improve the lives of our citizens. In addition to this legislative mandate, government programs in general, in this time of economic uncertainty and tight fiscal constraints, are under increasing pressure to demonstrate their effectiveness. Add to this the desire on the part of public officials to make sure they are serving as many people as possible with the highest quality service, and the result is a strong mission to create and adhere to outcome measures that demonstrate results, impacts or accomplishments of all service programs.

In 2001, Ohio expended \$1,675,490 from federal funding appropriated to the Senior Farmers' Market Nutrition Program. This program, administered by the US Department of Agriculture, is for the purpose of providing locally grown fresh farm produce for economically disadvantaged older adults. Recognizing the potential value and importance of this program for Ohio's aging population, the Ohio Department of Aging applied for and received subsequent grants in program years 2002 and 2003. Total expenditures for 2002 were \$1,309,052. The same amount was expended in 2003.

With an increased appreciation of the importance of outcomes measures as a means of evaluating program performance, ODA included in its 2003 grant application to USDA a proposal to develop survey tools to be used in measuring outcome performance from the SFMNP in Ohio. This same initiative was also a part of a Performance Outcomes Measures Project (POMP) grant awarded to (ODA) by the federal Administration on Aging (AoA).

To begin the process of program evaluation, ODA developed Senior Farmers' Market Nutrition Program (SFMNP) outcomes measurement surveys for both consumers of the SFMNP and the farmers who provide the produce. The purpose of this report is to analyze the data and provide the results of these two surveys conducted during the 2003 program year. Results of these surveys will be provided to USDA and AoA. The results will also be made available to legislators and the general public in order that they may become better informed as to the benefits being provided by the Senior Farmers' Market Nutrition Program.

## **Survey Design and Technological Resources Applied**

In order to design surveys that would effectively determine outcomes measures from the SFMNP for both "consumers" and "farmers", we reviewed a number of survey instruments that were developed as part of AoA's Performance Outcomes Measures Project. These instruments included Caregiver Support, Transportation, Information and Assistance, and Case Management among others. Staff personnel from ODA's Planning, Development and Evaluation Division (PDE) who have had several years experience developing and conducting surveys were also consulted. These efforts culminated in the preparation of two survey instruments, the "Consumer Assessment Survey" and the "Farmer Assessment Survey".



### ***Consumer Assessment Survey***

The earliest version of the "Consumer Assessment Survey" was prepared during February, 2003. This instrument was revised several times through input provided by PDE staff. Copies of the survey were also provided to staff members from the four AAAs that are currently participating in SFMNP. Based upon the recommendations that were received, the survey was finally completed and prepared for mailing in late August, 2003.

The final version of the survey includes twenty-seven (27) questions that have been designed to obtain information for helping to determine outcomes of the SFMNP. Five (5) of the twenty-seven (27) questions were developed by the National Association of Farmers' Market Nutrition Programs (NAFMNP) and are considered as "core" questions for purposes of this survey. These questions were included to allow for comparison of results from surveys conducted by NAFMNP. The questions, as numbered in our survey, are:

- 1. Is this the first year you received Senior Farmers' Market coupons?
- 11. How did the quality of fruits and vegetables at the farmers market compare to the quality at your grocery store?
- 14. Because of the Senior Farmers' Market Nutrition Program, I or my family... yes, no, or not sure to the following:
  - went to a farmers market for the first time.
  - ate more fresh fruits and vegetables this summer than usual.
  - plan to eat more fresh fruits and vegetables all year round.
  - learned a new way to prepare or cook fresh fruits or vegetables.
  - will continue to shop at farmers markets, even without coupons to spend there.
  - learned a new way to store fresh fruits or vegetables to keep them from spoiling.
  - bought a fresh fruit or vegetable that I had never tried before.
- 16. While you were at the farmers market, did you spend any money in addition to your Senior Farmers' Market coupons?
- 17. After you spent all of your Senior Farmers' Market coupons, did you go back to shop at the market?

The outcomes from our survey were (1) demographics of the population served (are we serving those who are economically disadvantaged and what is the composition of the population being served?); (2) nutritional value (is there an increase in the number of fruits and vegetables being consumed as a direct result of the SFMNP and does participation in the program improve the participants desire to increase consumption of fruits and vegetables?); (3) consumer assessment (from the consumers' perspective, is the program being managed effectively such that consumers will want to continue participating in the program and thus take advantage of what it has to offer in terms of nutritional value, nutritional education and nutritional appreciation?)

### *Farmer Assessment Survey*

The "Farmer Assessment Survey" was prepared concurrently with the "Consumer Assessment Survey", and went through several revisions before the final version was prepared, including review by staff members from the participating AAAs. This survey instrument contains seventeen (17) questions, including five (5) "core" questions that were also developed by the NAFMNP. These questions were also included to allow for comparison of results from surveys conducted by NAFMNP. The questions, as numbered in our survey, are:

- 1. Was this your first year participating in the Senior Farmers' Market Nutrition Program?
- 11. Does participating in the Senior Farmers' Market Nutrition Program increase your market sales?
- 13. Do senior coupon customers continue to shop at the farm market, even without coupons?
- 15. Did the Senior Farmers' Market Nutrition Program change your farming or marketing practices in any of the following ways?  
yes, no, or not sure to the following:
  - I became more active in the organization or operation of a farmers market
  - I am increasing my fruit and/or vegetable production
  - I am growing a wider variety of fruits and/or vegetables to sell at farmers markets
  - I increased the number of hours and/or days that I sell at farmers markets
  - I changed my display signs to make it easier to identify food types or prices
  - I am doing more nutrition education with farmers' market customers (e.g., recipes, product samples, advice on how to select, store or prepare fresh produce)
  - Other
- 17. Would you recommend this coupon program to other farmers in your area?

From an outcomes perspective, we attempted to obtain the farmers views on (1) if the program were having a positive economic impact (a positive economic impact is a desired outcome – questions regarding increase in market sales and continued consumer purchases beyond coupons were posed to help measure economic impact and determine if provision of coupons serve as a catalyst for expanded sales). We also wanted to know, again from the farmers perspective, (2) how well the program is being implemented (questions relating to effective implementation were proposed in order to help determine the positive or negative outcome of whether farmers would want to continue their participation). (3) Also, by using "open-ended questions", we hoped to gain the farmers overall assessment of the program, including recommendations for improvement.

### ***Sampling Size***

Each of the four AAAs participating in the SFMNP was asked to provide lists of consumers and farmers. Based upon this information, which is summarized in the table that follows, we were able to establish our overall consumers' population at 18,345 and farmers (providers) at 151. Using a confidence level of 95% and a confidence interval of 5%, we were able to determine, based on the total population from each of the AAAs, sample sizes predicated on various response rates. The rates we selected for review purposes were: 80%, 50%, and 25%. From past experience with mail surveys, we decided to use the 25% response rate in order to assure that we would receive an adequate number of completed surveys to protect our 95% confidence level and 5% confidence interval. Once the sample size at the 25% response rate was determined for each of the AAAs, we were able to proceed with our random sample.

One additional consideration was if an incentive could be provided to the consumers in order to encourage completion of the surveys. Therefore, in half of the total number of surveys to be sent for each AAA, we included a refrigerator magnet as a gift. We wanted to determine if providing a gift, as part of our request to complete the survey, would be a sufficient incentive to provide us with a greater response rate.

An even number of surveys was sent to each of the AAAs so that one half would receive the refrigerator magnet and one half would not. As noted in the following table, we sent consumer surveys to 1,072 consumers in AAA 6, and 80 in AAA 8 (Noble County). We chose 80 rather than 76, which would have been the correct sample size, because of the small total number in the population. With regard to AAA 10B (Portage County), we sent 266 surveys, rather than 265 that is listed as the sample size. We also provided AAA 4 with 1444 surveys to be sent to their randomly selected consumers rather than the established sample size of 1443.

Since the total number of farmers participating in the SFMNP is only 151, each of the farmers was sent a "Farmer Assessment Survey" and asked to complete it.

(Table 1)

## **Sampling Size Senior Farmers Market Nutrition Program**

Below is a listing of the AAAs in Ohio that participated in the SFMNP. Also provided is a breakdown by AAA of the total number of consumers and farmers who participated in the program. In addition, sampling totals, based on frequency of response of the sample size is provided for varying response rates.

The following are based on a Confidence Level of 95% and Confidence Interval of 5%.



## **Consumer Assessment Survey**

<b>AAA</b>	<b>Total Consumers</b>	<b>Sample Size at 80% Response Rate</b>	<b>Sample Size at 50% Response Rate</b>	<b>Sample Size at 25% Response Rate</b>
10B	317	194	227	265
4	14,697	484	759	1443
6	3,251	433	642	1072
8	80	69	73	76
	18345	1180	1701	2860

## **Farmer Assessment Survey**

<b>AAA</b>	<b>Total Farmers</b>	<b>Sample Size at 80% Response Rate</b>	<b>Sample Size at 50% Response Rate</b>	<b>Sample Size at 25% Response Rate</b>
10B	6	6	6	6
4	111	91	98	104
6	33	31	32	32
8	1	1	1	1
<b>Totals</b>	151	129	137	143

- Surveys will be sent to all of the farmers who participated in the SFMNP.

## **Significant Results**

### **Consumer Assessment Survey**

#### ***Survey Processing***

Table 2 provides an overall summary of the survey processing, including the polled sample for the Consumer Assessment Survey and the Farmer Assessment Survey. The table also shows the

number of surveys processed, the response rates and the number and percentages of the surveys that were returned unopened.

**(Table 2)**

Surveys	Entire Population	Sample Polled	Surveys Processed	Response Rate	Surveys Returned to ODA
Consumer Assessments*	18,345	2,862	1,508	53%	121 (4%)
Farmer Assessments**	151	151	96	64%	3 (2%)
<b>Totals</b>	<b>18,496</b>	<b>3,013</b>	<b>1,604</b>		

\*A total of 18,345 consumers participated in the program. The sample size was determined based on a 25 percent response rate.

\*\*All farmers were polled since the sample size (143) would have been close to the total population (151).

## ***Demographics***

### **Population**

From our consumer counts and U.S. Census information, we determined that the SFMNP in Ohio is only serving 18,345 consumers compared to the over 323,000 seniors age 60 years and over (a little over 5.5%) who reside in the AAAs and within the counties included in the SFMNP. Table 3 provides a breakdown of the total number of seniors age 60 years and over per each of the four AAAs participating in the SFMNP. The table also provides the total number of seniors served in each of the AAAs.

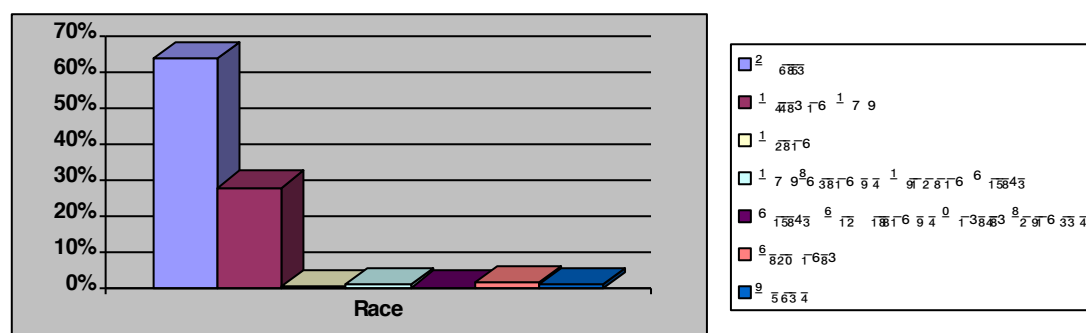
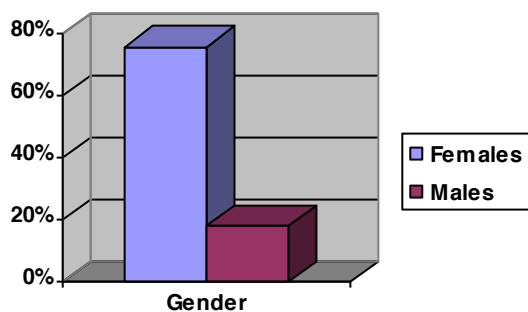
**(Table 3)**

AAA	Total Number of Seniors 60 Years and Over	Total Number Served by the SFMNP	Percent (%) Served
10 B (Portage County Only)	22,396	317	1.4 %
4 (10 County Area)	159,556	14,697	9.2%
6 (Franklin County Only)	138,651	3,251	2.3%
8 (Noble County Only)	2,451	80	3.3%

### **Race & Gender**

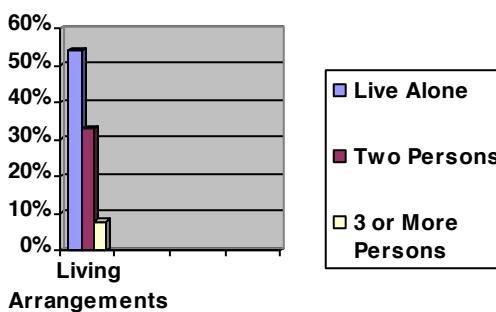
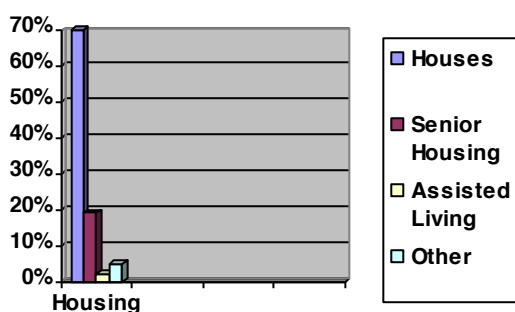
Over three fourths of the respondents to our survey were females. More than 64% of the respondents indicated they were White or Caucasian, with 28% Black or African American, six

tenths of one percent (0.6%) Asian, 0.86% American Indian or Alaskan Native, 0.13% Native Hawaiian or Pacific Islander, 1.46% Hispanic, and 1.13% listed “Other”.



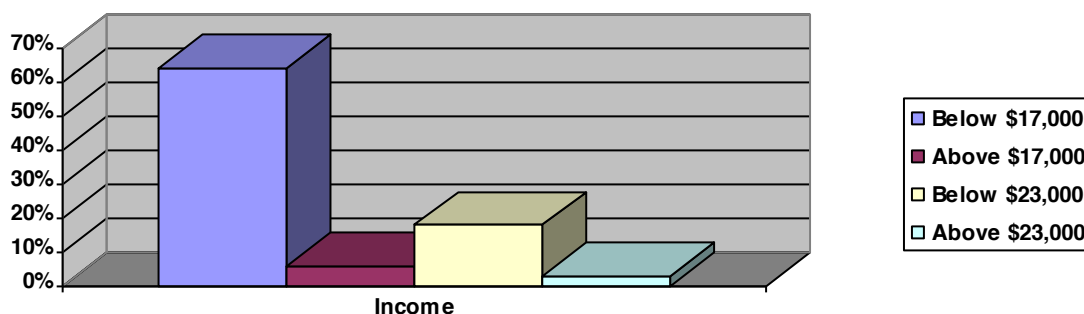
## Living Arrangements

In terms of living arrangements, we found that almost 70% of the consumers live in houses, 19% in Senior Housing, more than 2% in Assisted Living, and almost 5% listing “Other” as their category for living arrangement. With regard to the number of people currently living in their households, almost 54% indicated they were living alone, 33% listed two persons, and over 8% indicated 3 or more people living in their households. (4.84% represent missing responses).



## Income

Regarding total income, almost 64% listed an amount less than \$17,000 per year and almost 6% showed an income above \$17,000. Almost 18% indicated their income was below \$23,000, and about 3 and ½% listed an income above \$23,000. We ran a cross tabulation of income versus the number of people currently living in the household. More than 93% of the respondents who indicated that they live alone showed a total income of below \$17,000, a little over 6% listed above \$17,000 and about three tenths (3/10) of one percent (0.3%) recorded income above \$23,000. Respondents who listed a household number of two or more showed: almost 38% below \$17,000; 6% above \$17,000; 47% below \$23,000; and 9% above \$23,000.



## Nutrition

Another purpose of our survey was to garner information about the SFMNP impact on nutrition. We were also looking at some comparisons. We asked the consumers to compare quality of fruits and vegetables at the Farmers' Market to the quality at their grocery store. Almost 60% said the quality is better at the Farmers' Market, 34% said "It's About the Same", a little more than 1% said the quality is Worse at the Farmers' Market, and just over 2% of the respondents said that they have not yet been to a Farmers' Market.. (2.72% represent missing responses).

## Servings

Our consumers were asked how many servings of fruits and vegetables they ate per day prior to participating in the SFMNP. The choices provided in our survey were: None, 1-2, 3-4, and 5 or More. We then asked how many servings per day were eaten after participating in the SFMNP. We believe these results are significant. Here is what we found:

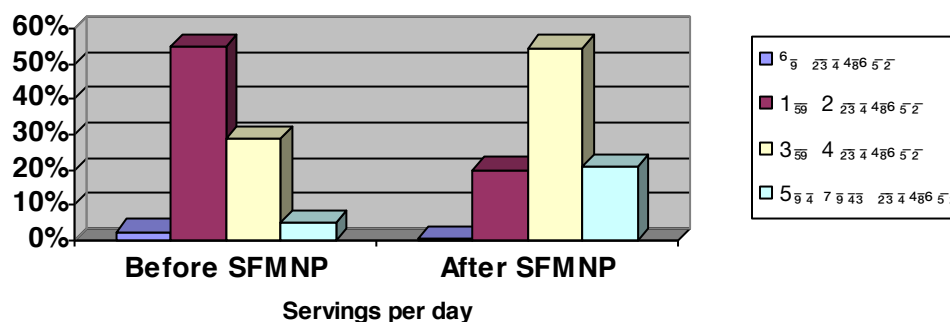
### Servings Eaten Per Day

(Table 4)

# of Servings	Before SFMNP	After SFMNP	% of Change
None	2.5%	0.60%	(-) 1.90%
1-2	55.17%	20.03%	(-) 35.14%
3-4	29.05%	54.64%	<b>25.59%</b>
5 or More	5.11%	20.89%	<b>15.78%</b>

(8.22% represent missing responses from the before SFMNP and 3.85% represent missing responses after SFMNP).

### Changes in Fruit and Vegetable Intake



The obvious significance is the increase in the number of servings per day at both 3 to 4 per day and 5 or more per day, as a result of participating in the SFMNP.

As previously noted, our survey included a number of “core questions” that were developed by the National Association of Farmers’ Market Nutrition Programs (NAFMNP). One of the most interesting of these Core Questions focused on specific outcomes for those who participated in the SFMNP. Here is a table that we put together to show the results:

**Question: “Because of the Senior Farmers Market Nutrition Program, I or my family .....**

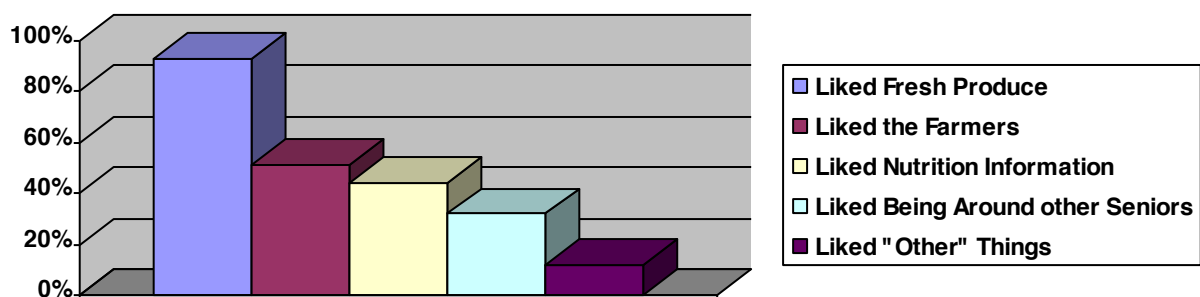
(Table 5)

	Yes	No	Not Sure	Missing
Farmers’ Mkt. for 1 <sup>st</sup> time	28.71%	48.94%	2.72%	19.63%
Ate more F&V’s than usual	76.66%	10.15%	4.91%	8.29%
Plan to eat more F&V’s year round	68.44%	5.84%	15.78%	9.95%
Learned new way to prepare or cook F&V’s	43.04%	31.23%	8.89%	16.84%
Will shop SF markets without coupons	56.63%	10.54%	22.21%	10.61%
Learned new way to store F&V’s from spoiling	45.49%	32.43%	8.29%	13.79%
Bought fresh F&V’s that hadn’t tried before	36.54%	47.35%	3.85%	12.27%

### Consumer Assessment

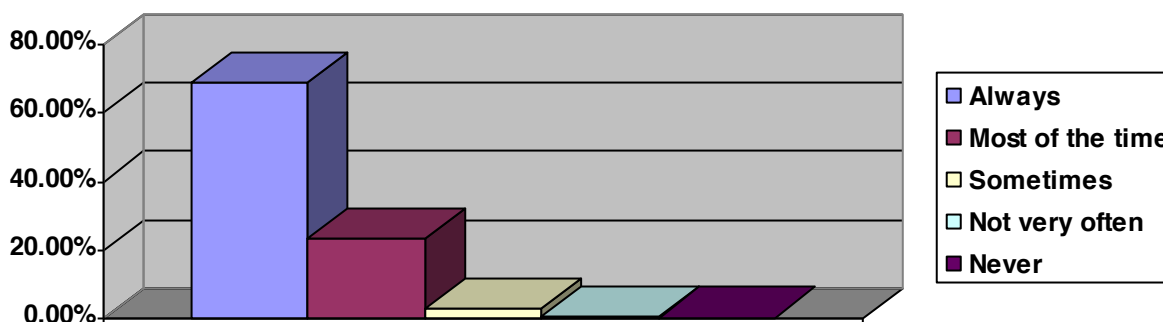
Consumers were asked what they liked about participating in SFMNP: Fresh Produce, The Farmers, Nutrition Information, Opportunity to be around other Seniors, or “Other”. They were asked to “Fill in all that Apply”. An overwhelming 93% responded yes to Fresh Produce, while 51% said they liked the Farmers. Forty-four percent (44%) checked that they liked the fact that they can get Nutrition Information, 32% said they liked the opportunity to be around Other Seniors, and 12 % listed “Other”.

**What Consumers Liked About Farmers' Markets**



The consumers were asked “Would you say the farmers are friendly to you while shopping for your produce?”

**Were Farmers Friendly ?**



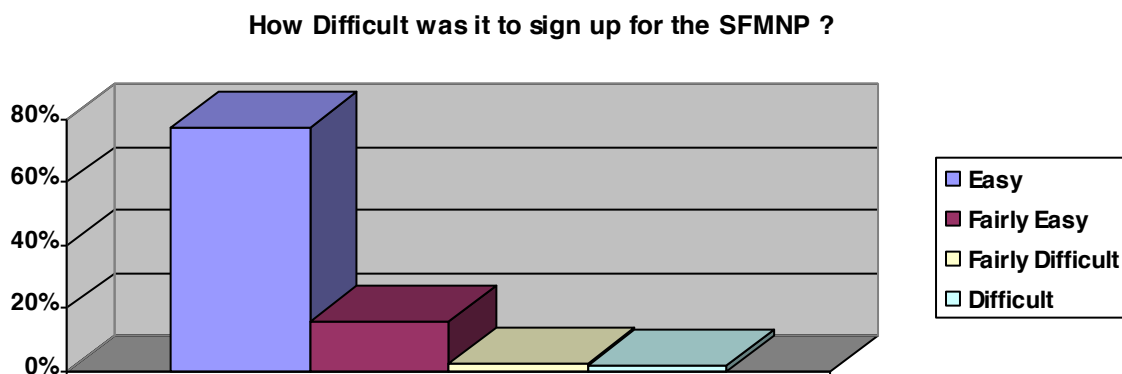
Nearly 70% of the consumers indicated that the farmers were “Always” friendly when they shopped at the Senior Farmers’ Markets. More than 23% said they were friendly “Most of the

time”, a little over 3% said “Sometimes”, less than ½ of 1% said “Not very often” and a little over ¼ of 1% of the consumers said that the farmers were “Never” friendly.

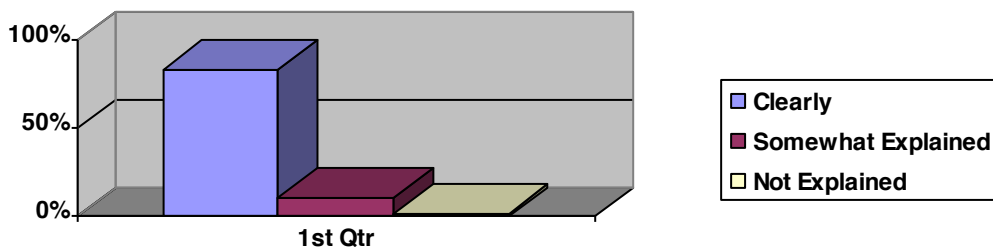
We concluded this section of our survey by asking consumers if they had any suggestions for improving the SFMNP. While almost 71% of the respondents said that they had no suggestions, almost 29% indicated that they had suggestions. (0.13% represent missing responses). Finally, we asked if the consumers would recommend the SFMNP to a friend. More than 94% said yes, with less than ½ of 1% indicating that they would not. (5.24% represent missing responses).

### Program Implementation

From the perspective of program administration, consumers were asked “How difficult was it to sign up for the SFMNP?” Over 77% said it was Easy, a little over 16% said it was Fairly Easy, about 2.5% said it was Fairly Difficult, and 2% said it was Difficult. (1.92% represent missing responses). Consumers were also asked “Were the directions for participating in SFMNP clearly explained...?”. More than 84% indicated that the directions were Clearly Explained, 11% said Somewhat Explained, and 2% said Not Explained clearly. (2.85% represent missing responses). When asked how the consumers found out about SFMNP, 38% listed Senior Centers, 32% said Friend or Family, 8% said Newspaper, 5% said Area Agency on Aging, a little over 3% said Other, and 0.4% said Farmer. (There were 13.86% missing responses to this question).



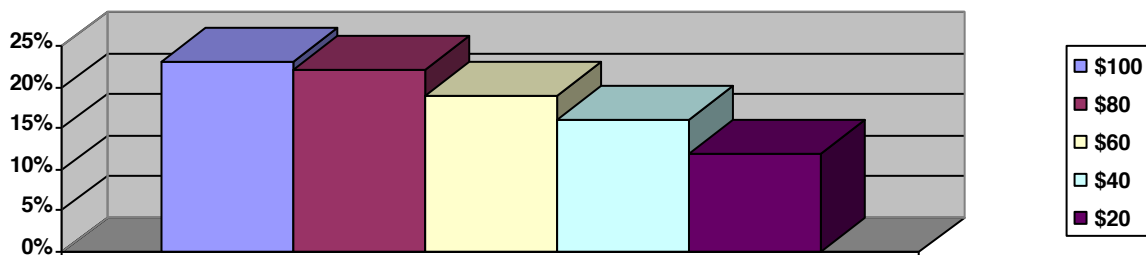
### Were the Directions for Participating in the SFMNP Clearly Explained to You ?



### Coupons

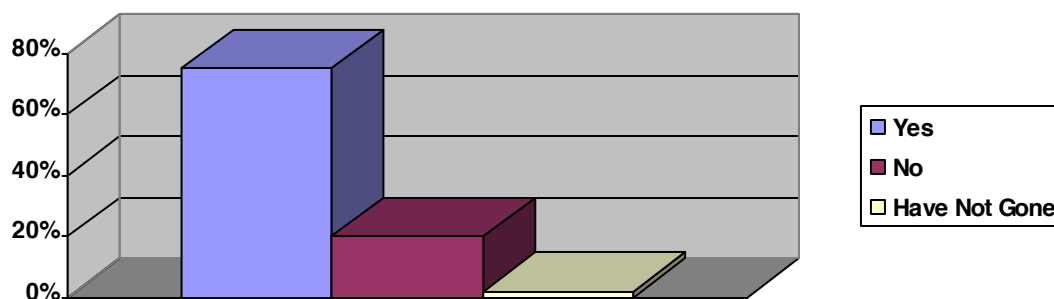
We asked the consumers “What is a sufficient total amount of coupons per season to meet your needs? Based on the choices offered, more than 23% said \$100, over 22% said \$80, almost 19% said \$60, over 16% said \$40, and more than 12% said \$20. We also asked if the consumers spent any money in addition to the coupons. More than 75% said yes they did, and only 20% said no, with about 2% indicating that they have not gone to the Senior Farmers’ Market yet. (2.92% represent missing responses). Along with these same types of questions, we asked if the consumers went back to shop at the Farmers’ Market even after they had spent all of their coupons. More than 50% indicated that they have gone back to shop even without coupons, a little over 36% said they had not, and a little over 7% indicated that they still had coupons left over. (6.03% represent missing responses).

### What is Sufficient Total Amount of Coupons Per Season ?

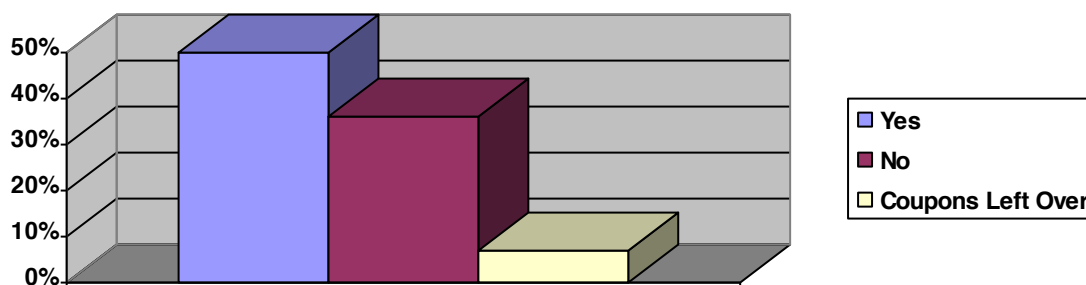




### Spent Extra \$ Beyond the Coupons



### Went Back To Shop Even Without Coupons



## *Farmer Assessment Survey*

**Economic Impact** – Farmers were asked a series of questions designed to determine, at least from their own perspective, whether participation in the SFMNP is providing a positive economic impact on their operation. Almost 89% of those who responded to our survey said that participation in the SFMNP has increased the number of seniors who come to their market. More than 73% indicated that their market sales have increased. Significant from the perspective of a government “intervention program”, over half of the farmers who responded to our survey said seniors continue to shop at their markets even without coupons. As a result of the SFMNP, more than 30% of the respondents have increased their fruit and vegetable production; more than 34% are now growing a wider variety of fruits and vegetables to sell; and over 31% are doing more with nutrition education with farmers market customers.

**Program Implementation** – More than 57% of the farmers who responded to our survey said it was “easy” to qualify for the program, while almost 39% said it was “not very difficult”. Over 2% indicated that it was “somewhat difficult” to qualify and none said that it was “very difficult”. Ninety-six percent (96%) said yes when asked if they received adequate training regarding their participation requirements for this new program. In terms of what would be best for business, 96% of the respondents said yes to “seniors come to farmers markets or roadside

stands”, ninety-two percent (92%) said no to farmers coming to senior centers or meal sites; ninety-five percent (95%) said no to farmers coming to senior housing with produce; and ninety-three percent (93%) said no to farmers preparing \$5 bags of produce.

***Consumer Core Questions Comparisons: Ohio’s WIC Program vs. Ohio’s SFMNP***

**(Table 6)**

	<b>Ohio’s WIC Program</b>	<b>Ohio’s SFMNP</b>
2002 was the first year they received FMNP	44%	23%
They had never been to a farmers’ market before taking part in FMNP	44%	29%
Produce quality at markets was as good or better than at their local grocery stores	94%	94%
They learned a new way to prepare fresh fruits and vegetables	54%	43%
They learned a new way to store produce to prevent spoilage	46%	45%
They bought a fruit or vegetable that they had never tried before	44%	37%
They ate more fresh produce last summer than usual	76%	77%
They spent money at the market in addition to their FMNP coupons	62%	75%
They will continue to shop at farmers’ markets, even without coupons	77%	57%
They plan to eat more fresh produce all year round	84%	68%

## ***Farmer Core Questions: Ohio's Senior Farmers' Market Nutrition Program***

(Table 7)

	Ohio's Farmer Assessment
2002 was the first year they took part in FMNP	6%
FMNP increased their farmers' market sales	73%
FMNP customers continue to shop at the markets, even after they run out of coupons	51%
They would recommend the FMNP to other farmers in their area	78%
FMNP changed their farming or marketing practices in one or more of the following ways	
They got more active in farmers' market organization or operation	9%
They are increasing fruit or vegetable production	30%
They are growing a wider variety of fruits or vegetables to sell at farmers' markets	34%
They increased the number of hours and/or days that they sell at farmers' markets	8%
They improved their display signs to help market shoppers identify food types or prices	52%
They offer more nutrition education to market customers, e.g. recipes, product samples, advice on how to select, prepare or store fresh produce	31%

## **Conclusions**

### ***Refrigerator Magnet (Incentive)***

We concluded based on the completed surveys that were returned there is no apparent incentive in providing a refrigerator magnet as a gift in order to increase the rate of return. Of the 1,508 surveys that were processed, 729 were from individuals who had received the refrigerator magnet as a gift for completing the survey. We received an additional 779 completed surveys from individuals who had not received a gift.

## ***Consumer Assessment Survey***

In terms of outcomes performance, and as previously noted, we wanted to determine if the SFMNP were serving economically disadvantaged seniors. We also wanted to determine if there were an increase in the number of fruits and vegetables being consumed as a direct result of participating in the SFMNP. Moreover, we wanted to determine if participation in the SFMNP spurred a desire on the part of consumers to increase their consumption of fruits and vegetables. Effective program administration of the SFMNP was an additional outcome we wanted to determine based on the results of the surveys.

### **Reaching the Economically Disadvantaged**

Results from the completed surveys show almost 70% of the respondents listed their total annual income below \$17,000. However, a closer look at the results reveals more than 93% of the respondents who live alone have an income of less than \$17,000. Moreover, 38% of the respondents who listed two or more people living in their household also showed a total income level of less than \$17,000; 47 % showed an income of \$23,000 or less. Despite these numbers, it should be recognized that not all respondents answered the income questions. Of the total 1508 completed surveys that were processed, only 1353 provided responses. This leaves 155 respondents who did not answer the income questions. Notwithstanding this caveat, it appears from the analysis that our target population, those with one person incomes of \$17,000 and less, and those with two or more person incomes of \$23,000 and less, is being reached, and the desired outcome is being accomplished. (Eligibility requirements of \$17,000 or less for a one-person household and \$23,000 for a two-person household are in effect.) We also appear to be serving a population represented by over 75% females and 32% minorities.

### **Nutritional Value**

Perhaps the most significant finding from our survey results is the noticeable increase in consumption of fruits and vegetables. Prior to participating in the SFMNP, 34% of the respondents reported consuming three (3) or more servings of fruits and vegetables per day. After participating in the SFMNP, almost 76% reported consuming three (3) or more servings per day. This represents a 43% increase and a strong indicator that the desired outcome of increasing consumption of fruits and vegetables is being achieved. Moreover, 77% of the respondents indicated that because of the SFMNP they ate more fresh fruits and vegetables this summer than usual; 68% said they plan to eat more fruits and vegetables year round; 57% advised they will shop at the senior farmers' markets even without coupons; more than 75% said they spent money in addition to coupons; 45% said they learned a new way to store fruits and vegetables to keep them from spoiling; and 43% have learned a new way to prepare or cook fresh fruits or vegetables. These indicators suggest the desire by the consumers to increase consumption of fruits and vegetables, the second part of the performance outcome relating to nutritional value is being achieved.

## Program Assessment

The outcome we were looking for was effective program management. We wanted to determine if consumer satisfaction were sufficient to warrant continued participation in the SFMNP in order to take advantage of the program's nutritional value. Also, from the consumers' perspective, we wanted to determine what potential problems with the program consumers were experiencing so that we could make recommendations for correcting such problems in the future.

Overall results from the "consumer satisfaction" questions were quite positive. Ninety-three percent (93%) said yes to "fresh produce" when asked what they liked about participating in the SFMNP, and nearly 70% said the farmers were "Always Friendly". Significantly, more than 94% said yes when asked if they would recommend SFMNP to a friend.

More than 77% of the consumers said yes to "Easy" when asked how difficult it was to sign up for the program. Sixteen percent (16%) noted that it was "Fairly Easy" to sign up. More than 84% of the consumers said that the directions for signing up for the program were "Clearly Explained" and only 11% said "Somewhat Explained". These responses do suggest that the SFMNP is being administered effectively. However, more work needs to be done in future surveys to determine if there are ways we can improve the process.

However, additional insight to consumer assessment of program implementation can be gained by reviewing responses to the open-ended question: "What suggestions would you make for improving the Senior Farmers' Market Nutrition Program?" (Question number 19. from the survey). The following table (Table 8) attempts to summarize the answers that were given to this question.

(Table 8)

Category	Number of Responses
Increase Number of Farmers' Markets and/or allow Grocery Stores to Participate in SFMNP	25
Expressed Need for Additional Coupons	60
Too Many Coupons	1
Make the "Sign Up" Process Easier	3
Coupon Distribution Problem	65
Expressed Thanks for the SFMNP	43
Farmers to Increase Flexibility to Better Accommodate Seniors	25
Transportation and/or Parking Issues	23
Start the Farmers' Market Later in the Summer When More Produce is Available	14
Expressed Desire to Purchase Other Items from the Farmers' Market and/or Desire to Purchase Non Local Produce	28

Recommended Greater Variety of Produce to be Sold by the Farmers	37
Expressed Concern Over High Prices	43
Expressed Dissatisfaction with Treatment By Farmers	5
Complained About Poor Quality of Produce	5
Recommendations Based on Denominations of Coupons	31
Carry Coupons Over from Month to Month	14
Send Coupons by Mail	1
Would like Personal Notification of Availability	3
Recommend Improved Notification, e.g., Newsletters for Coupon Availability & Locations & Times for Farmers Markets	16
Extend Program for Longer Period (More Months)	5
Would like Nutrition Info. On Produce	1
Too Much "Red Tape" for Farmers	1
Make Sure Program Requirements are Understood by Consumers	1
Make Sign Up & Coupon Receipt Available On Line	1
TOTAL	451

An analysis of the total number of responses per category suggests consumers are concerned over problems relating to distribution of coupons. They also want additional coupons. Moreover, while a number of respondents expressed concern over the high produce prices, several expressed their appreciation for the program.

### ***Farmer Assessment Survey***

One of the desired outcomes for the farmers is a positive economic impact as determined by an increase in the number of seniors patronizing farmers' markets, an increase in sales from the SFMNP coupons, as well as continued consumer purchases by SFMNP customers, even without coupons. An additional outcome for the farmers' is a hoped for positive assessment of how well the SFMNP is being administered.

## **Positive Economic Impact**

Almost 89% of the farmers who responded to our survey said their participation in the SFMNP has increased the number of seniors who come to their market. Over 73% indicated their market sales have also increased. Perhaps even more significant from the perspective of program success are the results that were tabulated from the question “do senior coupon customers continue to shop at the farm market, even without coupons?”. We found that over half of the farmers who responded to our survey said, “yes”. An additional impact of the SFMNP to some of the farmers is an expansion of some of their own operations. More than 30% of the respondents to our survey said they have increased their fruit and vegetable production, and over 34% report growing a wider variety of fruits and vegetables to sell. It therefore appears from these results that the SFMNP has provided a positive economic impact for the farmers who are participating in the program.

## **Program Assessment**

As previously noted, more than 57% of the farmers who responded to our survey said it was “Easy” to qualify for the program, while almost 39% said it was “Not Very Difficult”. Moreover, 96% said “yes” when asked if they received adequate training regarding their participation requirements for this new program. These results suggest that while there may need to be some improvement to facilitate farmer program qualifications, it does appear that training needs for the farmers are being adequately met.

In response to the question “Do you believe \$5 is an adequate amount per coupon for seniors?” more than 81% said “yes”. Of those who said “no”, six indicated that \$3 would be a more appropriate amount. One farmer said that “many seniors were frustrated at having to use \$5 at one farmer’s stand.” Another farmer noted that \$1 increments are “more workable”; while another said “they should be less than \$5 in any case.” Only one farmer responded that a higher amount would be more adequate. That farmer said the coupon amount should be \$7.50.

When asked for additional suggestions for “which would be best for your business”, one farmer noted that preparing \$5 bags would result in waste. This same farmer said that seniors have “trouble coming up with a full five dollars,” and that often a neighboring farmer needed “to do swapping” as seniors split coupons between the two. Here is a sampling of what the rest of the farmers said:

- Suggest returning to 2002 concept. Equal number of coupons per month June-November. Don’t split coupons between June and July.
- We have increased our sales to other farm markets—farm-to-farm sales. We do not have so many seniors come to our market but have benefited from the coupons because other markets need our produce.
- Difficult to take produce to seniors. \$5 bags may not have produce seniors want. Very choosy!

One of the Core questions from the Farmer Assessment Survey asked: “Did the Senior Farmers’ Market Nutrition Program change your farming or marketing practices in any of the following ways?” (Please refer to the list of questions on page 5 of this report). In addition to the choices provided, the farmers were given an opportunity to provide their own written response. Below are the responses that we received:

- We always had a variety of veggies.
- Seniors are still able to pick their own and bring family members along.
- I am increasing production product diversity etc. not necessarily because of the coupons.
- We did not change any prices or advertise to influence seniors. We treat all our customers the same. The only thing we do differently for seniors is to help them carry produce and use signs to identify senior coupon products.
- We only sell at our farm market and one other location. Seniors need to come to us to see the wide variety and selections available.
- Prepackaging items usually sold by the pound.
- We made prices easier to combine items to total \$5.
- Made special trip to senior housing and senior center. Although it is sometimes not worth it, I have provided fresh produce to some seniors who appreciate the extra effort.

Finally, the farmers were asked: “What suggestions would you make for improving the Senior Farmers’ Market Nutrition Program?” Of the 96 completed surveys that were returned to us, 35 included responses to this question. Below is a summary of the responses that we received:

- Some expressed interest in expanding the program.
- Concerns were expressed over the way the coupons are distributed to the consumers (long lines) and the fact that coupons expire at the end of each month. This causes a “rush” at the end of each month so the consumers may use up their coupons.
- Size and heavy stock of the coupons and procedures for filling out the back, and frequency for mailing in the coupons in were brought into question.
- Smaller denomination than \$5 for the coupons was suggested.
- Closer monitoring was recommended in order to assure that all farmers are complying with the SFMNP rules.
- It was recommended that the program begin in July rather than June, as little “Ohio grown” produce is available in June (Strawberries were mentioned).
- Some farmers suggested consumer training in order to gain a better understanding of the SFMNP rules.
- Earlier sign up for farmers was suggested to enable farmers to better prepare for the upcoming season.
- Program eligibility on the part of consumers was questioned, as one farmer noted “we have too many Cadillac drivers”.
- Some farmers report rude behavior on the part of some of the seniors.
- One farmer reported the need to provide extra help for the seniors to select items to total their coupon amount, and therefore suggested that it would be better for farmers to go to senior centers so that seniors “would be in their own element to make purchases without limitations”.



# PASS IT ON

*Promoting healthy, fulfilling lives...*

*Pender Adult Services is committed to providing our community a safe, stable, environment in which individuals can maintain their independence, good health practices, and a healthy sense of self-esteem.*

SE4A Edition  
Sample



PENDER ADULT SERVICES, INC.  
P O Box 1251  
BURGAW, NC 28425  
910 259-9119

on the web at:  
[www.penderadultservices.com](http://www.penderadultservices.com)

## IT'S OFFICIAL: YOU SAID WE MAKE A DIFFERENCE!

We know you enjoy coming to Heritage Place, but now it's official: The participants' survey many of you completed in July reveals that the majority of you feel that Heritage Place has also had a positive effect on your life. Over half of you say you are happier or more satisfied, have something to look forward to each day, and take better care of your health because you come here.

In 2003, Heritage Place was one of eighteen senior centers in the state selected by the NC Division of Aging and Adult Services to participate in a national survey, the Performance Outcome Measures Program (POMP). North Carolina was one of only eight states in the country to be chosen by the US Administration on Aging to participate. The survey's purpose was to understand whether attending a senior center

makes a difference in older people's lives, and if so, which programs and activities are the most meaningful for them. The information from this survey will give Heritage Place tools to use in making our programs and services even better.

### *A little about you*

Of the 115 people age 60 and over who attended between July 26 and 28, 75 of you filled out the survey. Here's a little about what you said.

- While people of all ages come to Heritage place for its fitness program and other activities, the average age of survey respondents over 60 was 72; the oldest was 91.
- Well over half come to the center 2 to 4 times a week, and 15 percent come at least 5 times per week. Almost two-thirds have been coming for 1 to 5 years, and over a tenth for 10 years or more. Unfortunately, one out of eight said they don't come as often as they want because of their responsibilities as caregivers for children or adults, no transportation, health reasons, or other activities.
- The senior center is a good place to come for a lot of reasons, but single men might be especially interested in the fact that women

outnumber men more than 4 to 1, and only 37 percent of the women are married. On the other hand, all but one of the men who answered the survey are married.

### *You make the difference in recruiting new participants*

A recommendation from a friend or neighbor appears to be the senior center's best form of advertisement. That's how most people who come to the center said they heard about it—more than the

number who heard about it from the brochure, newspaper, internet, health professionals, and family members combined. Because 81percent of you said that you would recommend Heritage Place to your friends, please don't hesitate to do so—*these statistics show that it does make a difference.*

While three-quarters of you say you drive to Heritage Place, that leaves another quarter who rely on getting a ride with someone they know, taking the senior center van or other community transportation, taking public transportation, or finding other ways to get there. When you tell your friends about Heritage Place, offer them a ride if

**"I don't have to plan what I will do today, because I know I will be going to senior center. I know what I will be doing when I get there every day."**

**"I've met new friends that are now dear to me, and my overall health has improved. Exercise has helped with arthritis."**

you can, or speak to one of our staff members about transportation.

Did you know that Heritage Place is open on Saturday mornings? Well, if you didn't, you aren't alone. While most people know that Heritage Place is open in the evenings, only one-third of those who took the survey know that it's also open on Saturday mornings from 8 - noon.

In addition, Heritage Place opens at 6 a.m. weekdays and stays open until 8 p.m. Monday – Thursday. Feel free to spread the word about these extra hours too.

**"It is a wonderful place to work with seniors and see old friends and meet new ones. Keeps me young."**

### ***What do you like to do?***

Fitness and exercise won hands-down as your favorite type of activity. It's also the one that the most people say they do at the center. Nearly half of you use the fitness room and a quarter take at least one of the exercise classes. (Over three-fourths reported that your health was good to excellent. Could there be a connection?)

You ranked taking trips and playing cards, bingo, or other games second and third among the things you do when you come to the center, and singing and crafts were also on the list.

Of the services the center offers, lunch is the most popular, followed by flu shots and other immunizations. Other services that many of you use are transportation, health screenings (blood pressure, osteoporosis), education about nutrition, and the food pantry and food commodities programs.

### ***Volunteers make it work***

Fundraising helps us pay for many needed programs and activities, and that was the most popular volunteer activity. Several of you help others with information and assistance about Medicare, Medicaid, and long-term care insurance. Volunteers who do this not only put in the hours, but also take special training and keep up with changes in regulations. Others speak to groups, do set-up and clean-up for activities, serve as receptionists, teach classes, or help to coordinate special events. We thank these volunteers for their gift of time, and we encourage even more of you to pitch in. If you would like to help—whether with occasional, time-limited activities or on a more frequent basis—please let us know.

## Report to the NCDOT Public Transportation Division's Human Services Transportation Council \*

- Performance Outcomes Measures Project (POMP) funded by the U.S. Administration on Aging
- 445 completed telephone interviews conducted April through June 2003
- Statewide random sample of transportation clients
- Rides provided through the NC Home and Community Care Block Grant (Older Americans Act & NC state \$)

### Rider Characteristics

- 91% female respondents
- ages 61 to 98
- 45% high school diploma or more
- 52% white – 48% minority
- 52% city – 14% suburban – 34% rural
- 66% live alone
- 72% widowed
- 53% have an annual income of \$10,000 or less

#### High level of satisfaction with the service

- 98% rated the service good to excellent
- 86% say they get to the places they need to go
- 88% says they get the number of rides they need

### Availability of Other Transportation

- 69% said there was no vehicle in working condition in their household
- 33% said the rides accounted for nearly all of their local trips
- 59% rely on the service for half or more of their local rides
- 52% of those who rely on the service for less than three-fourths of their trips get their other rides from family members

#### Vehicles

- 77% said easy to get in and out
- 69% said they are comfortable

#### Drivers

- 93% said drivers are polite
- 91% said drivers help people into and out of vans if needed
- 86% said drivers help people into and out of homes if needed
- 95% said they always feel safe during the ride

### Transportation Services

- 67% say they get around more now than before they started riding the transportation service
- Where do they go more often?
  - ✧ Senior center (56%)
  - ✧ Doctors and health care providers (54%)
  - ✧ Lunch program (45%)
  - ✧ Shopping (38%)
  - ✧ Social and recreational activities (34%)
- Unmet transportation needs?
  - ✧ Yes (22%) – No (78%)
  - ✧ If yes, what?
    - Shopping and other errands (60%)
    - Social activities (12%)
    - Weekend trips (11%)



#### Recommendations to make the service better

- None (74%)
- Reduce the waiting time for a ride (6%)
- Need to be able to go more places (5%)
- Provide services more days per week (4%)

### Summary

- ✓ **Transportation services overall are highly rated by riders.**
- ✓ **Riders rate the drivers higher than the vehicles.**
- ✓ **Riders really need the service.**
- ✓ **About 1 in 5 riders really needs more transportation service, especially for shopping and other errands.**
- ✓ **People without access to vehicles are able to get to needed destinations and remain independent.**

\* The NC Division of Aging and Adult Services gratefully acknowledges the support of the U.S. Administration on Aging. Data collection and analysis were conducted by the UNC-Chapel Hill School of Social Work, Center for Aging Research and Educational Services (CARES).



# Amber River Area Agency on Aging

5941 Amberton Road  
Amberton, NC 27574  
980-618-5533



## Program Highlights for FY 2003-04

### Basic Service Statistics for the AAA's 5 County Planning and Service Area

- ❖ Beeden County
- ❖ Hulk County
- ❖ Roman County
- ❖ Rogerson County
- ❖ Spotland County

### Consumer Feedback

The Amber River Area Agency on Aging partnered with the N.C. Division of Aging and Adult Services and the U.S. Administration on Aging to develop and pilot test a consumer survey for nutrition services as part of a national demonstration project. Amber River AAA also tested two Home Care Satisfaction Measures for home-delivered meal satisfaction and satisfaction with homemaker and home health aide services. Statistics were gathered for the region as a whole, not individual counties, during the pilot projects. Consumer feedback from the surveys is included with this year's annual report of Program Highlights.

# What Consumers Say about Our Services. . . .

Here are some things we learned from telephone surveys of the people we serve – the good news that our quality improvement efforts are working and some feedback that there are still areas needing our attention. We appreciate the frankness of our clients and pledge to work with the Regional Advisory Council and service providers to address these concerns.

## Nutrition Services

- ❖ “Often the food is so bad that I don’t eat it.”
  - 84% said “No, definitely not” or “No, I don’t think so” in FY 2001
  - 96% said “No, definitely not” or “No, I don’t think so” in FY 2002
- ❖ “My meals often arrive late.”
  - 82% said “No, definitely not” or “No, I don’t think so” in FY 2001
  - 98% said “No, definitely not” or “No, I don’t think so” in FY 2002
- ❖ 16% of clients said they need more meals than they get (“Yes, definitely” or Yes, I think so”) in FY 2002

## In-home Aide Services

(both home management and personal care services in FY 2003)

- ❖ “I need more hours of [homemaker or home health aide] service each week.”
  - Homemaker – 37% said “Yes, definitely” or “Yes, I think so”
  - Home health aide – 55% said “Yes, definitely” or “Yes, I think so”
- ❖ “I wish my [homemaker or home health aide] could do more things I need to have done.”
  - Homemaker – 51% said “Yes, definitely” or “Yes, I think so”
  - Home health aide – 48% said “Yes, definitely” or “Yes, I think so”
- ❖ “My [homemaker or home health aide] does things the way I want them to be done.”
  - Homemaker – 81% said “Yes, definitely” or “Yes, I think so”
  - Home health aide – 70% said “Yes, definitely” or “Yes, I think so”
- ❖ “My [homemaker or home health aide] is very thorough.”
  - Homemaker – 87% said “Yes, definitely” or “Yes, I think so”
  - Home health aide – 82% said “Yes, definitely” or “Yes, I think so”
- ❖ “My [homemaker or home health aide] leaves too early.”
  - Homemaker – 100% said “No, definitely not” or “No, I don’t think so”
  - Home health aide – 96% said “No, definitely not” or “No, I don’t think so”
- ❖ “My [homemaker or home health aide] arrives late.”
  - Homemaker – 97% said “No, definitely not” or “No, I don’t think so”
  - Home health aide – 94% said “No, definitely not” or “No, I don’t think so”

# Basic Services Statistics

<b>Beedon County</b>	<b>Service Provider:</b> <b>Beedon County Division on Aging</b>	<b>Persons Served</b>	<b>Units Provided</b>
	Adult Day Care	10	696
	Congregate Nutrition	238	21,187
	Home Delivered Meals	43	5,629
	Housing and Home Improvement	19	19
	In-Home Level I	58	5,643
	Senior Center Operation	n/a	n/a
	General Transportation	266	21,148
	Medical Transportation	107	2,234
	Information and Assistance	n/a	n/a
	County Total	741	56,556
<b>Hulk County</b>	<b>Service Provider:</b> <b>Senior Services of Hulk County</b>		
	Congregate Nutrition	118	12,616
	Home Delivered Meals	99	11,551
	Housing and Home Improvement	10	11
	In-Home Level I	24	1,248
	In-Home Level II	31	4,382
	General Transportation	61	12,618
	Medical Transportation	60	2,714
	County Total	403	45,140
<b>Roman County</b>	<b>Service Provider:</b> <b>Roman County Council on Aging, Inc.</b>		
	Congregate Nutrition	224	27,256
	Home Delivered Meals	123	18,326
	In-Home Level I	99	11,645
	General Transportation	63	8,222
	County Total	509	65,449
<b>Rogerson County</b>	<b>Service Providers:</b> <b>Amber River COG</b>		
	Congregate Nutrition	400	51,374
	Home Delivered Meals	175	28,561
	General Transportation	279	11,966
	Medical Transportation	9	35
	Provider Total	863	89,797
	<b>Southeastern Personal Care</b>		
	In-Home Level I	10	838
	In-Home Level II	89	20,910
	In-Home Level III	36	8,197
	Provider Total	135	27,248
	<b>Rogerson County Church and Community Center</b>		
	Housing and Home Improvement	82	82
	Information and Assistance	n/a	n/a
	Provider Total	82	82
	County Total	1,080	117,107



## Basic Services Statistics (continued)

<b>Spotland County</b>	<b>Service Providers:</b>		
	<b>Spotland County DSS</b>		
	Adult Day Care	9	1,073
	Adult Day Health Care	10	1,209
	Provider Total	19	2,282
	<b>Amber River COG</b>		
	Congregate Nutrition	106	17,085
	Home Delivered Meals	56	7,085
	Provider Total	162	24,170
	<b>Hospice of Spotland County</b>		
	In-Home Level I	34	4,093
	In-Home Level II	35	4,376
	In-Home Level III	3	632
	Provider Total	72	7,738
	<b>Spotland County Area Transit System</b>		
	General Transportation	34	2,211
	Provider Total	34	2,211
	County Total	287	36,401
<b>Region</b>	<b>Total</b>	<b>3,020</b>	<b>320,653</b>
<b>Legal Services</b>	<b>Service Providers:</b>		
	Legal Aid-Pembroke (Rogerson, Hulk, Spotland)		618
	Legal Aid-Wilmington (Beeden)		144
	Legal Aid-Hillsborough (Roman)		82
<b>Region</b>	<b>Total</b>		<b>844</b>
<b>Region</b>	<b>Family Caregiver Support Program</b>		
	Total caregivers served in region	1,049	
	Total grandparent caregivers receiving services	15	
	Total caregivers receiving respite services	75	
	Number of respite hours		2,885
	Number of group respite days		23
	Number of other short-term respite care hours		95
	Number of wheelchair ramps		4
	Number of telephone response systems installed		15
	Number of telephone hotline callers	101	
	Number of caregivers receiving legal assistance, counseling, support groups, caregiver training	139	

## Memo

To: Barbara Bedix, Executive Director, County A Home Health Agency;  
Charles Chambers, Director, County B Department of Social Services;  
Horace Humperdink, Director, County C Department of Social Services;  
Inez Ingalls, Administrator, County D Senior Services;  
Jessica Jones, Director, County E Council on Aging

From: Claudia Concerned, Director, Area Agency on Aging T

Date: October 1, 2004

Re: POMP survey findings on in-home aides providing homemaker services

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Our next regional in-home aide provider meeting will be held on November 17, 1:00 to 3:00 PM, in the AAA Conference Room.

I am happy to share with you that the providers in our region appear to be well regarded by the people we serve and that our overall scores are well within the national standard developed from a random, nationwide survey of clients conducted by a research organization for the U.S. Administration on Aging. (We had an overall score of 78.5, which is easily within the national range of 74.19 to 84.85.)

Despite this generally very good finding, there appear to be some areas in which we can improve. To help us put the survey information in perspective, we will discuss data from both the national survey and similar information gathered by another planning and service area in our state.

Below are some examples of survey information that will be discussed at the November meeting – some that definitely suggest a course of action and others that are puzzling and require brainstorming to help us figure out what to do with the information.

- *Clients in our region were significantly more likely than national survey clients and clients served by another AAA in our state to say “Yes, Definitely” that “I wish my homemaker could do more things that I need to have done.”* This is the only area in which our region was doing significantly less well than the national average. There is another question about needing more hours, but this appears to be separate from simply needing more hours, in which we did not differ from the national average. We need to discuss what may be causing this result. Is it related to our policies that limit the number of hours of service per client? Is related to training needs? Do we know and understand our consumers’ wishes as well as we think we do?
- *When compared to the clients surveyed in the other NC region, our clients were more likely to say that their aides came late or left early.* A very large majority said that their aides did **not** come late (80.7%) or leave too early (84.9%), but I think we should be concerned that even 15% of our clients perceive this to be a problem. There was not a significant difference among our providers in the number reported leaving too early, though County D Senior Services and County E Council on Aging clients had somewhat fewer complaints than those from other



agencies in our region. County D Senior Services also is the provider with the fewest complaints about aides arriving late, followed by County E Council on Aging. This difference in leaving late falls very slightly short of statistical significance – indicating that it is unlikely, *but possible*, that these differences come just from the “luck of the draw” on whom we randomly selected to call.

- *County D Senior Services showed significantly better performance in three areas.* Their clients were more likely to say “Yes, definitely” or “Yes, I think so” to the statements, “My aide is assigned enough time to do all the jobs I need to have done,” and “In general, my aide takes an interest in me as a person.” In addition, County D clients were more likely to say “No, definitely” or “No, I don’t think so” to the statement, “I need more hours of aide services each week.” Between now and the November meeting, we will be examining our utilization data to see if County D’s clients are actually receiving more hours of service on average. If not, then perhaps the aides that work for this agency are doing a good job of balancing efficiency with empathy.

Since County D’s ratings were above average, I have asked Inez to make a brief presentation at the beginning of the November meeting to talk about how her agency trains and monitors its aides. I hope this will serve as a good starting point for discussing how we might be able to improve training and supervision techniques across the region in order to improve our aide services.

Again, congratulations to you all for ratings that meet national standards and show large majorities of clients to be happy with those aspects of your service that were measured in the POMP surveys. With your help, we will build on this success to document even better results for the people we serve.