

Denver Seeds Research Meeting

May 7, 2012

5:30 – 7:30 PM

Attendees: Rachel Cleaves, LiveWell Westwood; Reyna Zarate-Cruz, LiveWell Westwood/ Community Resident; Ibon Gutierrez, Westwood resident; Eric Kornacki, Revision International; Kevin O'Connor, UC-Boulder; Harvey Cutler, CSU; Susan Jurow, UC-Boulder; Cindy Torres, Rocky Mountain Farmer's Market Alliance; Molly O'Shea, UC-Boulder; Mandy Medrano, LiveWell Westwood/ Community Resident.

Absent (Excused): Arthur Ortegon, Denver Seeds; Kendra Sandoval, Denver Seeds; Mike Green, Denver Foundation; Wendy Peters Moschetti, WPM Consulting.

Research Purpose is: to inform interventions for improving food systems in food insecure neighborhoods.

Researchers questions with community response:

What does the community think about researchers coming in?

- Coming into the community is good, but only if it leads to action.
- It's important to also piggy-back on what the other things are doing.
- The results need to be presented back to the community. Report needs to be in
- What is the "action" outcome this research is trying to achieve? First we need to understand that. Then we need to work backwards to achieve it.

What does 'action' mean to you?

- People worry about security issues, missing lights, dogs, trash, cops pulling over good people instead of drunk drivers. What we really need to do is focus and do something.
- When we develop the questions & focus groups, we want to develop those with you. Also, we want to keep the action focus, it's important that we do it.
- You need to make an economic case. It has to be economically sustainable or it won't be sustained.

What is the Business Community like?

90% of landowners live outside the community. Most of businesses are locally owned. Most of the businesses are automobile uses. The business community tailors to the regional economy. There are a lot of restaurants on Federal.

What have you learned from using the promotora and/ or Community Connector model?

Need to give residents a gift for their time. Often they don't understand the surveys. They may leave you on the street waiting because they're late. Need to let them know their information will remain confidential.

Where do people shop?

Wal-Mart, King Sooper is the cheapest.

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Where do you find people?

Mandy has youth from Let Us Rise. Zumba classes. Churches. Schools.

Community Questions for Researchers:

Maria asked how many people will be hired from the community. Kevin responded that they haven't officially been hired yet from Denver Seeds so they don't know; but there is a considerable amount of work for the community.

CU Boulder Research Study Design (draft)

1) Conduct training for the Revision and LiveWell Westwood *promotoras* and other community members. Train people how to do qualitative research, interviews, & observations in the community. They would do it with research assistants working alongside the *promotoras*. Hopefully people want to do this work.

2) Researchers will listen to people in the community. They will take notes and make observations about peoples' routine practices around food.

3) Interviews & Observations – Individual interviews with key stakeholders in the neighborhood. Come up with 'types of people' that need to be reached

4) Conduct Focus Groups - (3 – 5) Need a Spanish-speaking, a Vietnamese-speaking, and an English-speaking focus group. Keep doing focus groups until you start hearing the same things over and over again.

5) Artifact Analysis –

6) Identify leaders in the community to 'carry the torch' to build new businesses & add things

7) Present back to the community

CSU Economic Study

What crops are economically feasible? Crop budgets? Economic modeling. Looking at how this will contribute whatever enterprise will benefit the local economy in terms of short term job creation. Build models of regions. "We've identified different needs in the community. Is there a way to meet those needs economically?"

- What are the land assets in the region?
- What are the potential places that you could grow?
- Where could you put greenhouses? Storage facilities? Land asset mapping.
- What can be converted at low versus high cost?

There will be opportunities for WW to make decisions to improve access. Is it for economic development or is it simply access?

D.J. Orruzo – Medical Student Thesis

DJ currently works once per week in Westwood managing long-term health. He's especially interested in childhood obesity, childhood diabetes, heart disease in adults. He sees that Doctors try to promote

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patient nutrition, but the community residents often don't have the resources to eat nutritious food. He wants to help fill in the gap. Perhaps they're not culturally-appropriate hand-outs. He has to do a research project for 3 years. He has more flexibility within the group to cover what is needed.

Timeline

Denver Seeds wanted something they can use by October. Food assessment needs to be finished by October for Westwood. We need to start no later than June.

Research Committee:

This Action Group will continue to meet and provide community oversight the research process. Every two weeks would be good. Maria, Mandy, and Ibon agreed to come back. They would have to have more regular meetings with the Community Researchers.

Next Meeting will be: Monday May 21st, 5:00 PM, Revision International, 3735 Morrison Road

Closing: What is one word about how you feel now?

Rachel: Excited

Molly: Hopeful & Overwhelmed

Susan: Curious

Harvey: Intrigued

Mandy: Enthusiastic

Cindy: Interested

Kevin: Excited & Hungry

DJ: Energized

Maria: Open for Change

Eric: Pumped & a little pensive

Ibon: Very interested in knowing what they are gong to do