

HIP Success Stories



Building Healthy Communities: Downtown Ypsilanti Farmers' Market

Does your organization utilize or benefit from data, partnerships, or strategies offered through the Health Improvement Plan of Washtenaw County? If so, those efforts can be featured in an upcoming edition of HIP Success Stories! See below for contact information.

What's HIP?

Since 1995, the Washtenaw County Public Health Department has led HIP, a countywide partnership whose purpose is to facilitate the design and implementation of community-based disease prevention and health protection strategies through local health assessment, data analyses, objective setting, coalition-building, and promotion of evidence-based strategies.

The 2005 HIP Survey was funded by:

- University of Michigan Health System
- Chelsea Community Hospital
- Saint Joseph Mercy Health System
- Pfizer, Inc.
- United Way of Washtenaw County
- Washtenaw County Public Health

To learn more about HIP, access HIP data electronically, or become a partner, please go to <http://hip.ewashtenaw.org>.

Keeping it Fresh and Local: Downtown Ypsilanti Farmer's Market

Increasing access to healthy foods is a primary health improvement strategy under way in Washtenaw County. Now in its 4th season, the Downtown Ypsilanti Farmers' Market, managed by Growing Hope with the support of Washtenaw County Public Health, MSU-Extension, and the Ypsilanti Food Co-op, continues to grow and thrive. The 2008 season brought a significant increase in the number of vendors and customers, total sales, and participation in food assistance programs as the market continued to root itself as a staple of the downtown business and social fabric. These increases are jointly due to targeted marketing efforts and the accumulating enthusiasm for local and fresh food in the Ypsilanti community.

During its first year, the market ran weekly June through October, bringing an average of 17 vendors and 250 attendees each week. In 2008, its third season, the market was open May through October, with 22 vendors and almost 500 attendees each week, including many faithful regular customers who came every week; some weeks saw over 800 attendees on a single afternoon!



The Downtown Ypsilanti Farmers' Market (DYFM) aims to improve food access in Ypsilanti's downtown and to the surrounding neighborhoods, where many residents participate in food assistance. The DYFM was the third market in Michigan to accept EBT/Food Stamps/Bridge Card (now several other markets also accept EBT) using a wireless terminal that additionally accepts credit/debit cards.

Washtenaw County Chronic Disease Risk Profile:

- 1 in 2** adults do not get enough physical activity
- 4 in 5** adults do not consume enough fruits and vegetables
- 3 in 5** adults are overweight or obese
- 1 in 3** adults has high blood pressure

Michigan Behavior Risk Factor Survey, 2007

Farmers’ Market Highlights:

- Since the market’s inception in 2006, \$65,344 of local and state funds have been leveraged.
- DYFM participates in two coupon voucher programs that allow low income families and seniors to buy Michigan-grown produce: WIC Project FRESH and Senior Project Fresh.
- “Prescription for Health,” a program offered by Washtenaw County Public Health, distributes market tokens (which are used in lieu of cash) to patients of several community-based health clinics serving low-income residents.



What Farmers’ Market customers are saying...

“I pick up my CSA (community supported agriculture) vegetables here and also buy from other vendors. I really love that you went local-only. I love this farmers market!”

“So glad to see the WIC program teaming up with the Farmers Market!”

“Guitar players, produce, and convenience are great!”

HIP Helps!

Partners of the Downtown Ypsilanti Farmer’s Market translated HIP *Partnerships, Data, and Strategies* into a successful community health intervention.

Here’s how HIP helped:

- HIP partnerships were leveraged to jointly identify resources, plan, implement, and now sustain, the market.
- HIP survey data was analyzed to gain insight about healthy eating practices and food accessibility in the Ypsilanti area.
- Best practices for farmer’s market sustainability and serving low income populations were provided.

Relevant 2020 HIP Objectives

HEALTHY ADULTS

- Increase the proportion of adults who consume five or more servings of fruits and vegetables per day from 25% to 33%.

HEALTHY KIDS

- Increase consumption of five or more servings of fruits and vegetables per day from 13% to 28% in children 6-17 years.

HEALTHY COMMUNITIES

- Increase food security in residents with fair or poor health from 74% to 95%.

Collaboration is Key

Multi-sector partnerships are important for community health improvement initiatives. Building Healthy Communities values its partners :

- Growing Hope
- Ypsilanti Food Co-op
- MSU Extension
- Washtenaw County WIC
- Washtenaw County Public Health
- Farmers’ Market Vendors
- Farmers’ Market Shoppers

Thanks!

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