

Thesis Project Process Book
MFA Design for Social Innovation

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PREFACE

There is one place where almost all the systems that matters come together: Our food and the food system—from growing, procuring, distributing, promoting, eating, wasting, to developing policies around food affects our social, economic and natural capital. As a social designer, I am passionate about addressing the root causes of the systematic issues using human-centred design to rethink the traditional modes of social change and support doing good.

As I began my journey into the thesis, my interests in food, public health, and social justice converged to untangle the complexities surrounding the childhood obesity epidemic in America. Over the last 30 years, the rate of childhood obesity has tripled, according to the U.S. Centers for Disease Control and Prevention. More than a third of children and teens are now overweight or obese.

Growing up in India on a culturally appropriate diet, traditional and seasonal foods made me reflect on my shift in the food culture when I relocated to the United States as a graduate student. I struggled to make nutritious food on a budget. It was easier to find fast food joints selling cheap, empty calories in the neighborhood than a grocery store selling fresh produce. What began as a personal inquiry fueled the need to look at the gaps and injustice in the food systems in America.

The imperative to change the U.S. food system is not new, but in many ways, Covid-19 has boiled over long-simmering problems plaguing America's food system. Where 1.5 million New Yorkers couldn't afford food and food pantries became their lifeline. In need of the hour, I decided to support their work. I collaborated with New York Common Pantry Live Healthy Program, a non-profit based in South Bronx. We worked hand in hand to understand the community's needs and created opportunities using research, design and strategy to educate, persuade and facilitate conversations about sustainable food systems with the community members, build partnerships in the neighborhood with a shared vision to build nutrition security and prevent childhood obesity.

Rooted in joy, care and deep relationships, this book walks you through my year-long journey into finding 'The Missing Ingredient'. I hope this research gives you a better understanding of a silent and insidious injustice plaguing our food system in America and how each one of us can continue to fight this injustice with one bite at a time!

A portrait of a woman with long, dark, wavy hair, smiling. She is wearing a dark-colored top. The background of the portrait is white, which is set against a larger yellow background.

HELLO I AM NIHI, & I AM A DESIGN STRATEGIST
FROM INDIA BASED IN NEW YORK USING A MIX OF
WIT, DATA AND STORYTELLING TO EXPLORE AND
TRANSFORM THE VOICES OF COMMUNITIES INTO
VISIONS FOR POSITIVE CHANGE. MY PASSION
FOR HEALTH EQUITY AND SUSTAINABLE
ENVIRONMENTS INTERSECTS WITH MY
BACKGROUND IN BUSINESS AND DESIGN
TO STRENGTHEN THE WORK OF LOCAL
NON-PROFITS TO FIGHT FOOD
DESERTS AND PREVENT CHILDHOOD
OBESITY IN SOUTH BRONX USING
A PARTICIPATORY, COMMUNITY-
CENTERED APPROACH. I BELIEVE
THAT EVERY LIFE DESERVES
SECURITY, DIGNITY AND MEANING.
WITH A HOLISTIC APPROACH,
WE CAN CREATE PATHWAYS TO
CHANGE!

TAKE A LOOK AT MY
THESIS JOURNEY :)



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“People are fed by the food industry, which pays no attention to health, and are healed by the health industry, which pays no attention to food.”

— Wendell Berry

American Novelist, Farmer & Activist

GLOSSARY

Nutritional security - is defined as a situation that exists when all people, at all times, have physical, social, and economic access to sufficient, safe, and nutritious food that meets their dietary needs and food preferences for an active and healthy life.

Childhood Obesity - condition in which a child is significantly overweight for his or her age and height.

Collective impact - is the commitment of a group of actors from different sectors to a common agenda for solving a specific social problem, using a structured form of collaboration

Food Deserts - is an area that has limited access to affordable and nutritious food, in contrast with an area with higher access to supermarkets or vegetable shops with fresh foods, which is called a food oasis.

Wholesome promoting health or well-being of mind or spirit. 2 : promoting health of body, mind, and morals.

Community Assessment Community assessment is the process of identifying the strengths, assets, needs and challenges of a specified community. Assets refer to the skills, talents and abilities of individuals as well as the resources that local institutions contribute to the community.

Food insecurity is defined as a lack of consistent access to enough food for every person in a household to live an active, healthy life. This can be a temporary situation for a household or can last a long time.

Wraparound Services is a community based services and supports “wrap around” a child or youth and their family in their home, school, and community in an effort to help meet their needs.

PROJECT OVERVIEW

Over the last 30 years, the rate of childhood obesity has tripled, according to the U.S. Centers for Disease Control and Prevention. More than a third of children and teens are now overweight or obese (1) The double burden of malnutrition is characterized by the coexistence of undernutrition along with overweight and obesity, or diet-related diseases. A child by the age of 2 has one in four chance of becoming obese if that child is from New York city and lives in a low-income communities. (2)

Malnutrition is often a direct effect of lack of access to nutritious food. Food insecurity in America is surrounded with structural disparities and it is disproportionately affects African American, hispanics, Native Americans and poor communities which kills them with bad food than anything else. (3)

Not having sufficient well-stocked and affordable supermarkets within reasonable commuting distance for residents described as a “food desert,” South Bronx has one of the highest rates of food insecurity in the country. Numerous studies and research shows that low-income neighborhoods offer greater access to food sources that promote unhealthy eating and are surrounded by low-nutrient, empty calories ubiquitous fast food outlets and convenience stores. These factors contribute to individual’s choices around health. These structural violence in the system makes healthy food a social justice issue and food deserts as food apartheid. Covid-19 also fed on these stark realities and shined the light on this by making it

worse for these communities to survive. Parents or caregivers are the primary influence on the development of self-regulation and the internalisation of healthy behaviours in children. It is therefore imperative that parenting practices are targeted as part of an obesity prevention intervention. Local nonprofits work with the city to fight food apartheid, bringing healthy produce to residents in the Bronx.

People are not necessarily the choices they make — but sometimes the choices that they have.

I collaborated with one such non-profit called New York Common Pantry in Bronx to support one of their program called Live Healthy. The program brings fresh, local and seasonal farm share and healthy pantry options for families to support obesity prevention in Bronx.

Alongwith providing accessibility and affordability for fruits and vegetables, my community partner also have experts nutritionists who build right materials and provides strategies about incorporating healthy eating in their diet through workshops on zoom.

However, the challenge for the educators lies in seeing how their information is perceived and is contributing to

behavioral change. In the process of making information accessible, the part of looking at food through celebration and culturally relevant is getting lost. Participants in the program are trained to look at food as carbs and protein than reflect on how it can make them feel. There is a missing element of human to human connection for the participants who are using the Farm Share program. With pandemic, the work for food pantry has increased to meet the need of bridging food insecurity than to create place for community to hold interactions on food culture or celebrate the diversity.

My goal understand the community’s needs and created opportunities using research, design and strategy to educate, persuade and facilitate conversations about sustainable food systems with the community members, build partnerships in the neighborhood with a shared vision to build nutrition security and prevent childhood obesity.

To connect with the community to bring culturally relevant recipes that are healthy and are according to their diet preferences.

Using behavioural design practices, community collaborations and existing resources, we focused on building capacity with experts to bring the community together in facilitating conversations about the sustainable food systems and food cultures which influences healthy living for families in Bronx

To address this issue, I have developed ecosystem of interventions called ‘The Missing Ingredient’ an online community group which bring people together for shared learning

We worked together with community to build a channel of communications which are moderated by nutrition educators and a space to hold interactions about food cultures, show and tell stories through food, share and swap recipes, gain knowledge and skills about cooking at home and learn about sustainable food systems—all while staying updated with announcements from food pantry about their new produce or programs.

Along the way, I helped developing an outreach plan by reaching out to New York City Montessori Charter School which is located in the same building to collaborate with food pantry to hold workshops with families who build healthy neighborhood together.

The community will benefit from a shared learning space and create a sense of belongingness.

OBJECTIVES

EDUCATE

To increase two-way communication between nutrition educators and families about healthy eating through culture appropriate food preferences

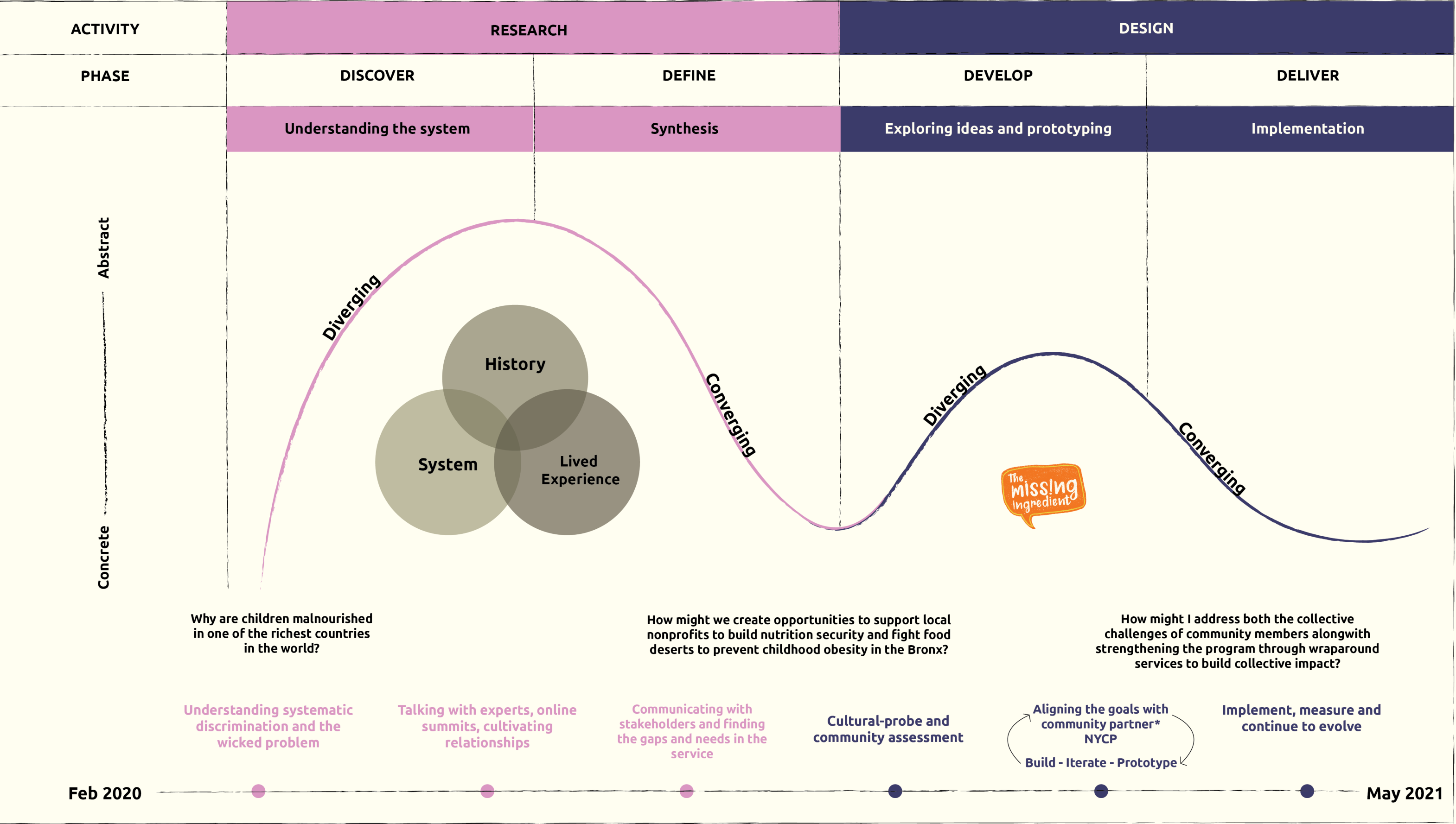
To develop community collaboration within neighborhood to develop strong sense of belongingness within the community

PERSUADE

FACILITATE

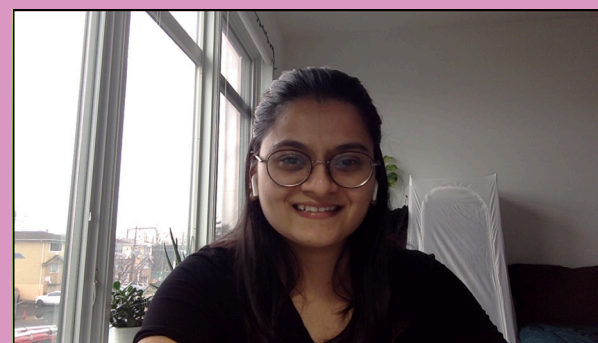
To increase engagement for farm share program at food pantry alongwith nutrition knowledge about sustainable food systems, local and seasonal produce

THESIS RESEARCH JOURNEY MAP



* Community Partner - New York Common Pantry (NYCP), Live Healthy Program

THE PARTNERSHIP



Meet my community partner Andrew Maslowski, a senior Public Nutritionist at New York Common Pantry. We worked together along with his team and community members of Live Healthy program. A year of learning, unlearning and making most out of the uncertainties, Andrew shaped and supported my learnings to build the missing ingredient. His commitment for the people he serves brings life to this project.

NYCP- LIVE HEALTHY PROGRAM

LOCATED IN SOUTH
BRONX, NYC

BRING FRESH, LOCAL AND
SEASONAL PRODUCE FROM
LOCAL FARMS OF NYC

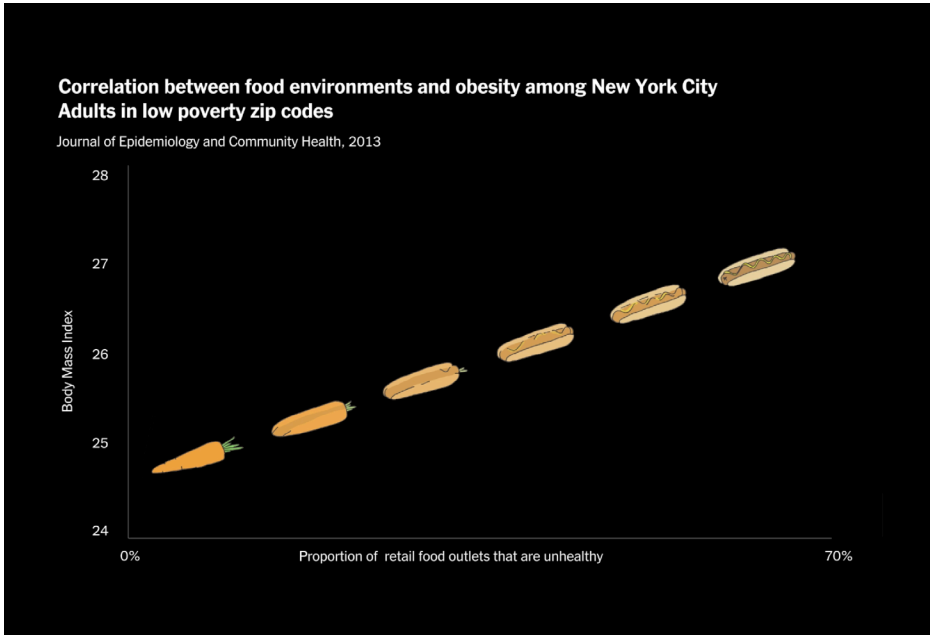
PROVIDES BEHAVIORALLY-
FOCUSED NUTRITION
EDUCATION AND OBESITY
PREVENTION ACTIVITIES FOR
ADULTS AND CHILDREN.

**Why are children
undernourished
in one of the
richest countries
in the world?**

RESEARCH



THE PROBLEM



Childhood obesity is a serious U.S. public health problem. New York City has particularly suffered from this epidemic of childhood obesity. Recent studies of NYC children show that 15-19.4% of children are overweight and an additional 22-27% of children are obese. (4) It's particularly troubling because the extra pounds often start children on the path to health problems that were once considered adult problems — diabetes, high blood pressure and high cholesterol. Childhood obesity can also lead to poor self-esteem and depression. (5)

Studies have shown that food insecurity may increase the odds of child obesity. Poor eating habits, including inadequate intake of vegetables, fruit, and milk, and eating too many high-calorie snacks, along with other social determinants of health plays a role in childhood obesity and is disproportionately

affecting the racial/ethnic minority children.

The United States is the world's largest and most efficient producer of food. American agriculture generates the highest per capita food production in the world and the nation enjoys highly evolved markets and distribution systems to get food to consumers. (6) With these obvious advantages in food production, distribution, and stability of governments and markets, the existence of food insecurity in the United States is perplexing, if not unbelievable. There is, perhaps, no nation on earth better equipped to eliminate the problem of food insecurity among its populace, yet the United States has failed to do so. Understanding and addressing food insecurity in the United States is complicated by the "hidden" nature of the problem and, until recently, the absence of a

way to quantify the problem.

Due to the coronavirus pandemic, 42 million people may experience food insecurity in 2021 (7). In many ways, Covid-19 has boiled over long-simmering problems plaguing America's food system. America faces a hunger and nutrition crisis unlike any this country has seen in generations. Today 14 million children are missing meals on a regular basis (6) — a statistic that's three times worse than the Great Recession and five times worse than before the Covid-19 pandemic — as parents, who often skip meals themselves in order to prioritize feeding their kids, can no longer protect their children from hunger. It's even worse for Latino and Black families, who have seen rates of nutrition insecurity spike to 25 percent and 30 percent (6), respectively. In the wealthiest country in the world, this is simply unconscionable.

Due to entrenched patterns of segregation and pervasive, institutionalized racism that affect housing, employment, and educational opportunities, low-income neighborhoods are often populated by minorities. (8) Often referred to as "Food deserts" where fast food restaurants maintain a strong presence in these low-income communities, the closest grocery store is more than a mile away, and it's hard to find fresh fruits and vegetables or other healthy food. This contributes to an overwhelmingly disproportionate incidence of food-related death and disease among African Americans and Hispanics compared with whites.

What Paul Farmer from Partners in health has called Structural violence — the social, economic, and political conditions that

drive disease. Small wonder that these communities disproportionately patronize fast food restaurants. Statistically, they also tend to have nutritionally deficient diets and suffer disproportionately from diseases and deaths related to the consumption of unhealthy food. (9)

In the United States, the Supplemental Nutrition Assistance Program (SNAP), formerly yet still commonly known as the Food Stamp Program, is a federal program that provides food-purchasing assistance for low- and no-income people. SNAP started as a way to address hunger and malnutrition but not leveraged to improve the nutrition or health of its recipients. The paradox is that people are provided with too many calories and not enough nutrients. These people who are prone to the burden of chronic diseases are overfed and under-nourished.

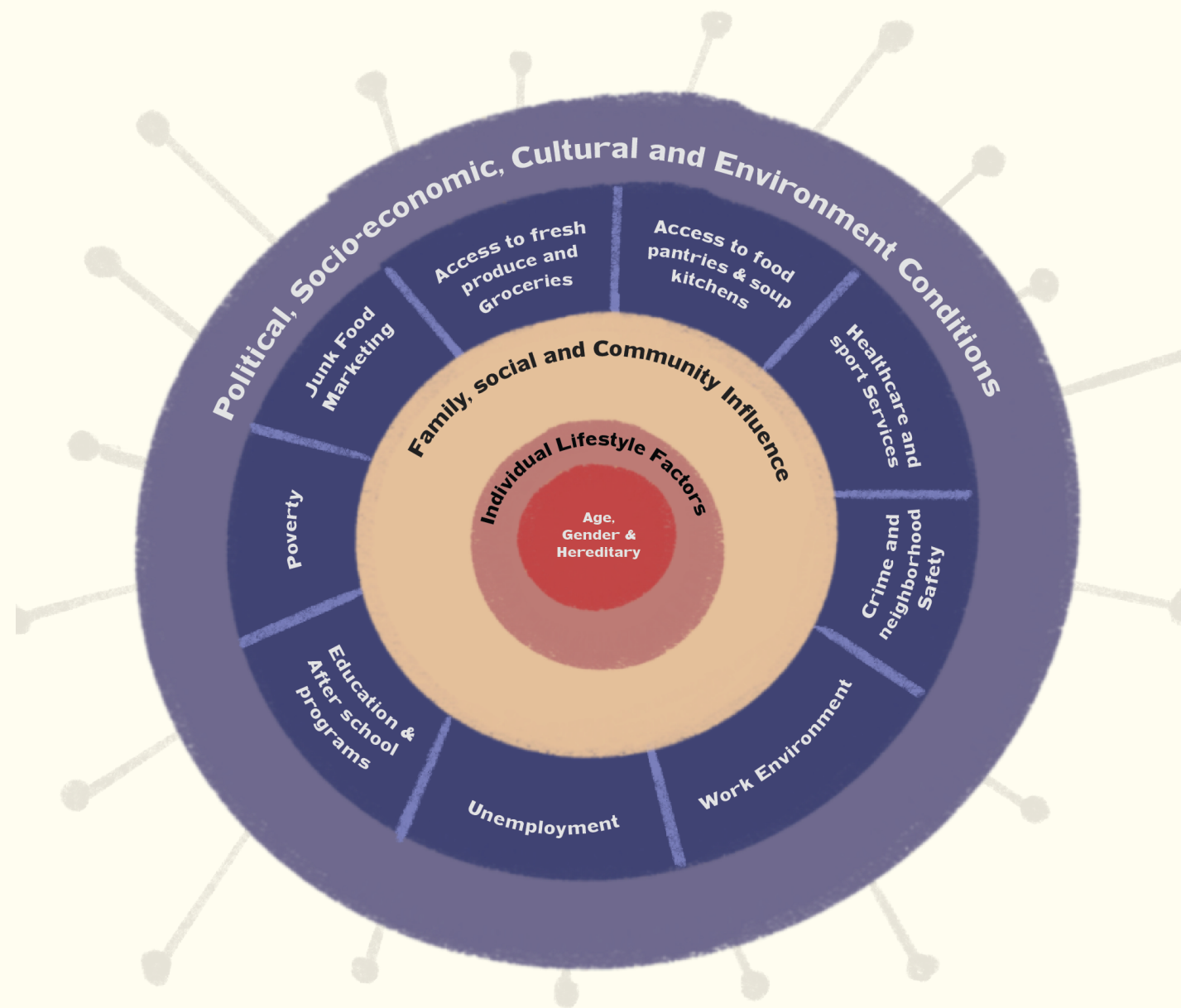
As Dr Mark Hyman mentions in his book, food fix, this problem embedded in social and political form of discrimination that recognizes that these areas of food disparity are not a natural phenomenon like deserts, but perhaps the better term is "food apartheid". (3)

Your zip code is a bigger determinant of your health than your genetic code

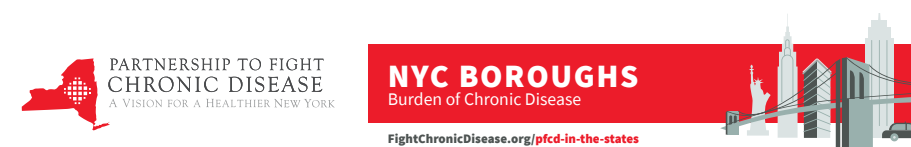
Food insecure and low-income people can be especially vulnerable to obesity because of the unique challenges they often face in adopting and maintaining healthful behaviors, including:

- Limited resources
- Lack of access to healthy, affordable foods
- Cycles of food deprivation and overeating
- High levels of stress, anxiety, and depression
- Fewer opportunities for physical activity
- Greater exposure to marketing of obesity promoting products
- Limited access to health care

ECOSYSTEM MAP



Inspired by Socio-ecological rainbow model by Dahlgren and Whitehead (1991)



WITHOUT CHANGE, CHRONIC DISEASE EXACTS AN ENORMOUS TOLL ON THE BRONX

Cost of chronic disease:
\$103.3 Billion
(2019-2028)

Annual Medical Costs:
\$6.4 Billion

Annual Economic Costs:
\$3.9 Billion

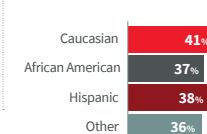
MORE PEOPLE WITH CHRONIC CONDITIONS



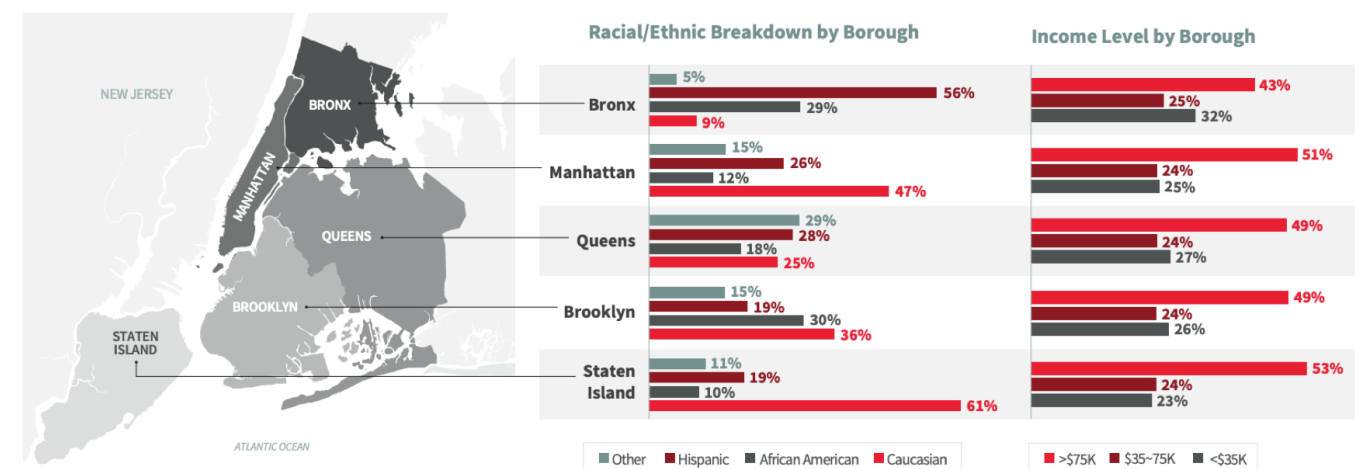
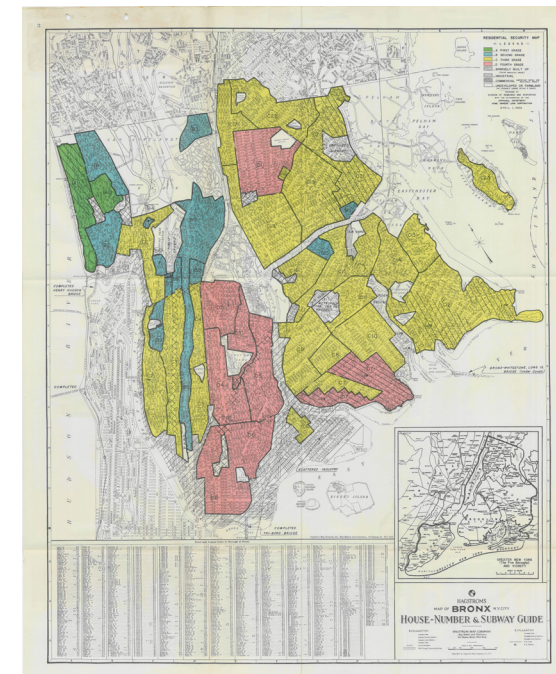
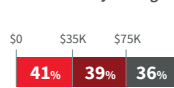
177,000 people have 3 or more chronic diseases (2019); Rising to 250,000 (2028)

DISPARATE IMPACT OF MULTIPLE CHRONIC CONDITIONS (2019)

% of population with multiple chronic conditions:



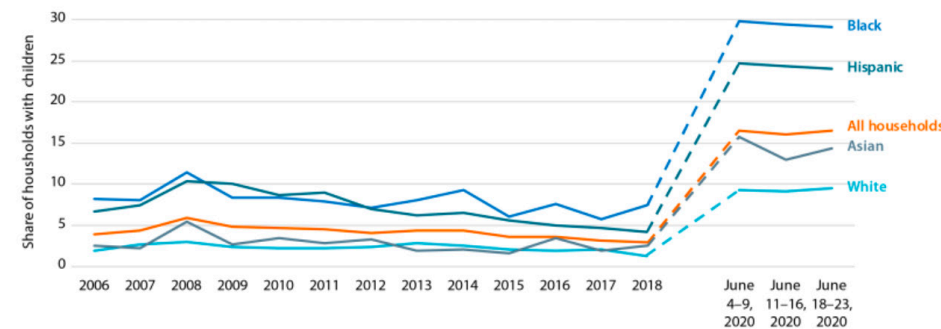
% of population with multiple chronic conditions by earnings:



This was redlining - drawing boundaries around neighborhoods based on residents' race and depriving them of resources and opportunities - effectively racializing poverty in cities across the U.S. This is structural racism: where racism is built into the rules of society. This was government policy from the 1930s illustrates the nature of poverty and racism in our society - and how racism affects health. You can see how the 90 year old policy which was abolished in 1968 is having effects even today.

Inequity in the system revealed

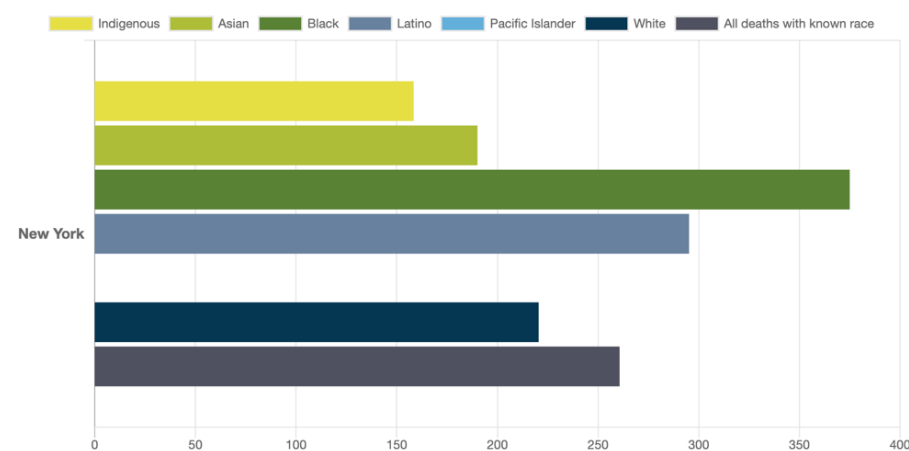
FIGURE 1.
Share of Households with Children in which the Children Are Food Insecure by
Race/Ethnicity, 2006–20



Nearly All Patients Hospitalized With Covid-19 Had Chronic Health Issues, Study Finds

Only 6 percent of patients at one New York area health system had no chronic conditions. Hypertension, obesity and diabetes were common.

COVID-19 DEATHS PER 100,000 PEOPLE, THROUGH MARCH 2, 2021



* Latino ethnicity is reported separately from non-Hispanic race groups. We have used CDC's data for deaths for the balance of New York outside of New York City, as it is more complete.

All of this was true before Covid-19, and the pandemic fed on these stark realities the same communities already struggling with **nutrition insecurity** not coincidentally found themselves at increased risk of severe illness, hospitalization, and death from Covid-19.

WHY NUTRITION SECURITY?

In a study conducted by Harvard School of Public health examined diets of SNAP recipients, Overall they found that SNAP participants are in dire need nutrition interventions

Through SNAP we have solved the calorie problem but now we have a problem of nutrient deficiency

Inadequate nutrition can permanently alter a child's brain architecture and stunt their intellectual capacity and may never recover from lost potential.



Food insecurity is about providing enough food to those in need.

Nutrition insecurity is about providing the right food.

PERSONAL REFLECTION

For \$10 I could get more doughnuts than apples. It was easier to get cheap empty calories within a mile than fresh produce.

WHY EATING HEALTHY IS EXPENSIVE IN AMERICA?



In United States, only 2 percent of the farmland is used to grow fruits and vegetables., despite the government recommendations that 50 percent of our diet should be fruits and vegetables. (3)

Fifty-nine percent of the farmland is used for growing commodity crops (Corn, Wheat , Soy) that gets turned into ultra-processed food that are killing more people than anything else. The fresh produce relies on human capital versus the processed food that are made with machines which are more efficient and cheaper in the long run.(3)

THESIS STATEMENT

How might we create opportunities to support local nonprofits to build nutrition security and fight food deserts to prevent childhood obesity in the Bronx?

HEALTHY AND NUTRITIOUS FOOD IS A BASIC HUMAN RIGHT

COLLABORATE

The determinants of obesity are complex which requires collective efforts to address and it is important to recognise that no single intervention is likely to prevent childhood obesity. Actions to prevent childhood obesity need to be taken in multiple settings and incorporate a variety of approaches and involve a wide range of stakeholders. As food pantries became lifeline during pandemic, I started looking to build connections to collaborate with a non-profit food pantry where I could use design to support their work

SUPPORT

1.5 Million New Yorkers Can't Afford Food. Pantries Are Their Lifeline.

Tens of thousands of New Yorkers have shown up at the city's food banks since the pandemic began. People who were already going to the pantries have grown more reliant on them. But there is relief and hope when they are at home cooking.

By Nikita Stewart and Todd Heisler

Oct. 20, 2020



ABOUT LIVE HEALTHY PROGRAM



FARM TO COMMUNITY



Sample of produce for November 2020

New York Common Pantry has a collaboration with Corbinhill Food Project that delivers fresh produce, grown on New York farms, to local pick up locations. The produce share includes 6-8 varieties of seasonal vegetables and fruit, with the option to choose additional items. The share is enough to feed 1-2 people per week.

COMMUNITY ASSESSEMENT



On my visit to food pantry, I was amazed at it's location. It was located in the same building with a montessori school which has more than three quarters of the students from low-income households. On inquiry with my community partner I learned that they have never got a change to collaborate to work on the shared vision. There was an opportunity to build wraparound service to bring collective impact for the communities residing in the neighborhood.



COMMUNITY ENGAGEMENT



SERVICE ANALYSIS



A well-funded NGO, however faced specific challenges and barriers in building a community with participants. After noticing some saturation in the program engagement, I spoke to some participants and they expressed the challenges they faced to continue learning and leading in healthy choices along with the community. Following which I looked at the resources used both for data collection and communication with the community, most of them lacked to build human connection.

COMMUNICATION ASSESSMENT

Participant's Name _____ Today's Date: _____

5. How many cups of fruit do you usually eat each day? (Include fresh, frozen, dried, or canned fruit. Do not include juice.)

0 cups	1/2 cup	1 cup	1 1/2 cups	2 cups	2 1/2 cups	3 or more cups
--------	---------	-------	------------	--------	------------	----------------

6. How many cups of vegetables do you usually eat each day? (Include fresh, canned, and frozen vegetables. Do not count French fries, potato chips, or rice.)

0 cups	1/2 cup	1 cup	1 1/2 cups	2 cups	2 1/2 cups	3 or more cups
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Please rank the following in terms of how important they were in your decision to sign up for the farm share.

	Not Important	Slightly Important	Moderately Important	Important	Very Important
7. Convenience of the pick-up location	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8. Cost of the produce shares	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9. Produce is grown on local farms	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10. Improving your and/or the health of your family	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
11. Do you have any suggestions, questions, or comments on the Farm Share Program you would like to share?					

TURNIP

SELECTION
Turnips are a root vegetable and member of the cabbage family. Select turnips that are full and free of soft spots. If the leaves are attached, select turnips with fresh greens. For a sweeter taste, select small or medium turnips.

VITAMIN C
Half a cup of turnips has only 25 calories and a quarter of the recommended daily amount of vitamin C. Vitamin C helps our body make collagen which plays an important role in wounds healing. This vitamin also helps to develop resistance against infections.

PROTECTIVE
Vitamin C acts as an antioxidant in the body. This means it protects our cells from damage caused by free radicals. Turnips also contain phytochemicals. Phytochemicals may protect us against cancer.

STORAGE
Remove the turnip greens before storing. Turnips can be stored in a plastic bag in the fridge for up to two weeks. They get bitter the longer they are stored, so use them within a few days. When you are ready to cook them, start by scrubbing well with a vegetable brush under running water.

LIKE A POTATO
Enjoy them the way you would a potato. You can lightly steam them, add them to soups, stews, bake them, or add them to our fry!

TURNIP GREENS
Use turnip greens as an alternative to spinach or collard greens. Steam or sauté with garlic, onion, lemon and cooking oil. You can also add these greens to soup, salads, or pasta. Turnip greens are a great source of vitamin A.

NABO

SELECCIÓN
Los nabos son un miembro de la familia de las coles. Seleccione nabos que estén llenos y libres de puntos blandos. Si tienen hojas, seleccione nabos con verduras frescas. Para un sabor más dulce, seleccione nabos pequeños o medianos.

VITAMINA C
La media taza de nabos tiene solo 25 calorías y una cuarta parte de la cantidad diaria recomendada de vitamina C. La vitamina C ayuda a nuestro cuerpo a producir colágeno, que juega un papel importante en la cicatrización de heridas. Esta vitamina también ayuda a disminuir la resistencia contra las infecciones.

PROTECCIÓN
La vitamina C actúa como antioxidante en el organismo. Esto significa que protege nuestras células del daño causado por los radicales libres. Los nabos también contienen fitoquímicos. Los fitoquímicos pueden protegernos contra el cáncer.

ALMACENAMIENTO
Retire las hojas de nabo antes de guardarlos. Los nabos se pueden almacenar en una bolsa de plástico en el refrigerador hasta por dos semanas. Se vuelven amargos cuanto más tiempo se almacenan, así que úselos dentro de una o dos semanas. Cuando esté listo para cocinarlos, comience frotando bien con un cepillo para verduras con agua corriente.

COMO UNA PAPA
Disfrútalos como lo harías con una papa. Puedes cocinarlos al vapor, agregarlos a guisos, hornearlos o agregarlos a salsas.

VERDURAS DE NABO
Use hojas de nabo como alternativa a las espinacas o col rizada. Cocine al vapor o sátele con ajo, cebolla, limón y aceite de cocina. También puede agregar estas verduras a sopas, ensaladas o pastas. Las hojas de nabo son una gran fuente de vitamina A.

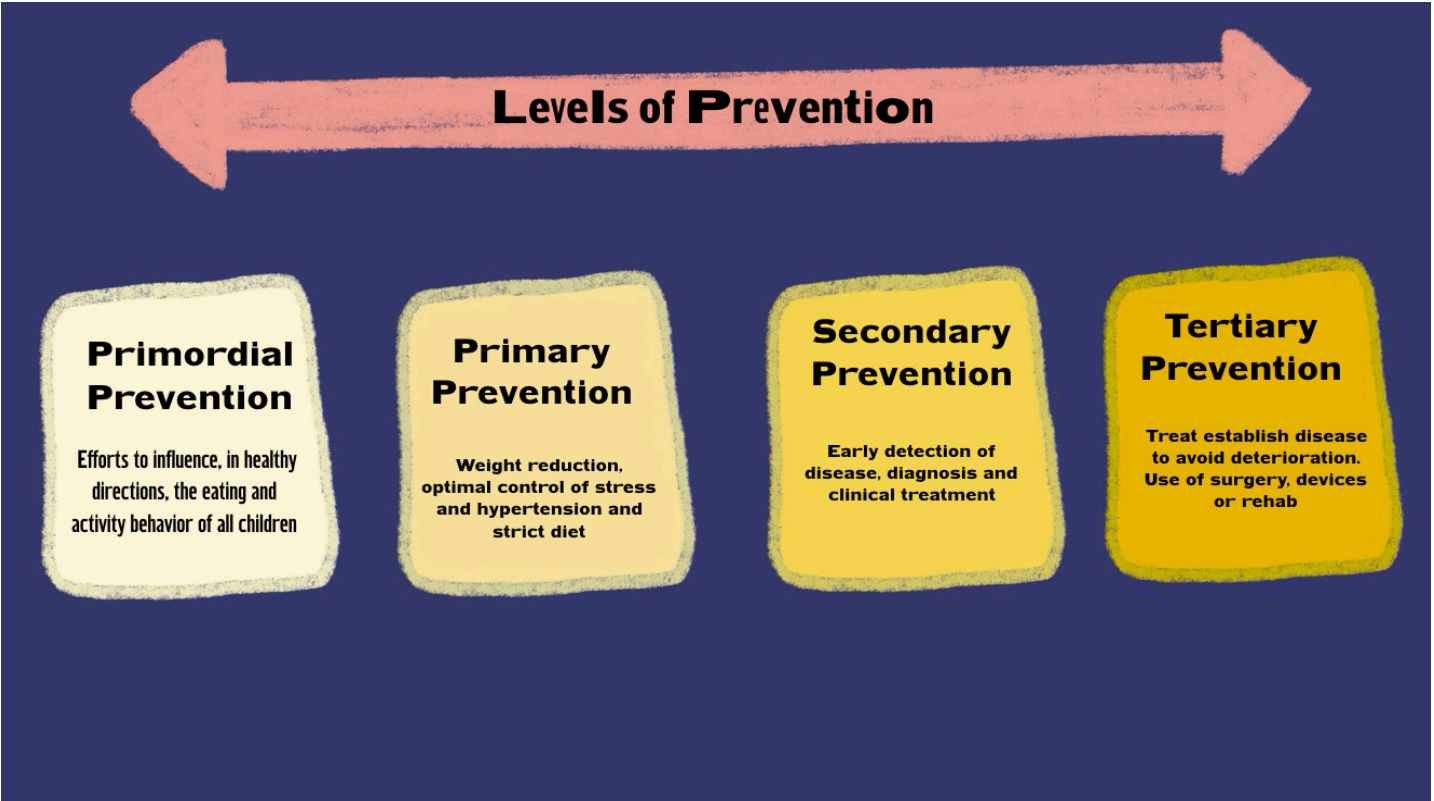
Speaking with some of communities members about their experience and learning from them about the gaps I learned that communication tools lacks the human connection

“IT’S HARD TO FOLLOW THE ZOOM WORKSHOPS, IT CLASHES WITH MY JOB SCHEDULE”

“THIS IS A GREAT PROGRAM BUT I WOULD SIGN UP IF I KNOW WHAT I AM GOING TO RECEIVE IN THE PACKAGE”

“I DON’T KNOW HOW TO COOK TURNIPS”

PUBLIC HEALTH PREVENTION STAGES



Primordial Prevention

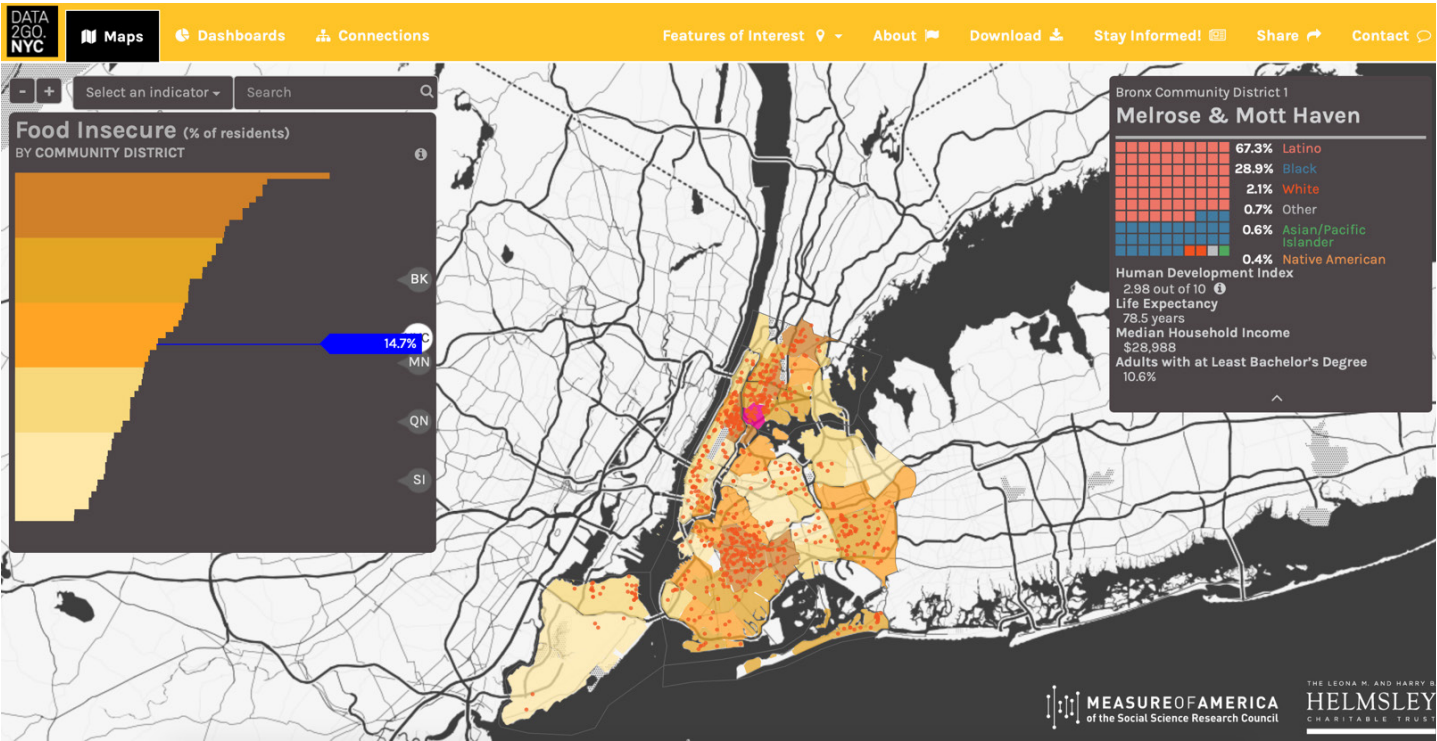


One of the best strategies to prevent childhood obesity is to improve the eating and exercise habits of the entire family. **Treating and preventing childhood obesity helps protect your child's health now and in the future.**

<https://www.mayoclinic.org/diseases-conditions/childhood-obesity/symptoms-causes/syc-20354827>



FOOD INSECURITY IN THE NEIGHBORHOOD



LONG TERM GOALS

- Food as celebration of cultures and tradition
- Bring consistent, engaging communication between community and nutritionists
- Creating a sense of belongingness with the org





**How might
I address both the
collective challenges
that participants
face in addition to the
strengthening the program
through community
collaboration to continue
learning and leading in
healthy choices for the
community?**

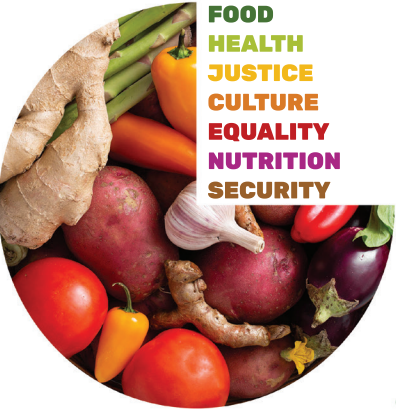


PROTOTYPING





IS IT DIFFICULT TO TEACH YOUR CHILD ABOUT NUTRITION?



**FOOD
HEALTH
JUSTICE
CULTURE
EQUALITY
NUTRITION
SECURITY**

WE ARE INVITING YOU TO PARTICIPATE IN OUR RESEARCH STUDY

Join us in this study to analyse ways in which we can bring lifelong support to child's health with nutritious food. If you are a parent or a caregiver in a household with children between 8-13 year old, this study maybe for you.

Non discrimination statement: "This material was funded by USDA's Supplemental Nutrition Assistance Program - SNAP. This institution is an equal opportunity provider."

To prototype this idea of learning from and with each other, along with Andrew, we developed a cultural probe both in english and spanish, to build a connection between participants and with the nutrition educators. We invited participants with families to participate in our study for a week. As going into the spaces of the community during pandemic was not feasible, the idea of using cultural probe to learn about their food behaviors and buile enviornment felt the most viable option.

To invite people for participatin with us to help us test our idea of building community we developed a flyer. We communicated using the flyer for a week to participate in our study and we distributed to 5 participants with household having children. To compensate for their experience and time we gave them a bag of goodies with kitchen supplies and 2-week of farm share complementary.

We used the texting service and a shared google drive to communicate with the members for a week. We reminded them every day to post pictures and ask if they have any queries while using the probe. All the materials were made in english and spanish.

CULTURAL PROBE



INSIGHTS

- 1 **People are interested in building a community and learn about nutrition, but lacks consistent communication channels.**
- 2 **The pantry doesn't make use of exisitng community's assets**
- 3 **With the nature of the live healthy program, the nutrition educators are only able to meet the community people on Tuesday during the distribution and another on wednesday for the nutrition workshop through zoom but the engagment and burnout with zoom, people would hardly contribute.**

Design

PARTICIPANTS'S SHARING

Drive

+

New

☒

Priority

▶

My Drive

▶

Shared drives

Shared with me

Search in Drive

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⚙

⋮

Shared with me > Cultural Probe

⋮

Folders

Name ↑

Fernandez

Galarza

Guzman

Molina/Garcia

Peralta

Pictures from Distribution

Shared with me > Cultural Probe > Galarza

⋮

Files

Name ↑

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Cultural Probe - Guzman 2.jp...

Cultural Probe - Guzman 3.jp...

Cultural Probe - Guzman.jpeg

Guzman - Family Recipe.pdf

Guzman - Placemat 1.26 - 2...

Guzman - Placemat 1.26 p1...

Guzman - Placemat 1.26 p2...

Guzman - Placemat 1.27 p1...

Guzman - Placemat 1.27 p2...

Guzman - Placemat 1.27 p3...

Guzman - Placemat 1.27 p4...

We created a shared google drive to receive responses from the participants to share with us and with each other.

FEEDBACK FROM CULTURAL PROBE



SHARE WITH US ONE OF YOUR FAVORITE TRADITIONAL HOMEMADE RECIPE

Name of the dish	Ingredients	Directions
Empanadas	<p>Ingredients:</p> <ul style="list-style-type: none">- 1 lb. Flour- 1/2 cup Butter- 1/2 cup Water (warm)- 1/2 cup Sugar- 1/2 cup Milk- 1/2 cup Oil- 1/2 cup Salt- 1/2 cup Black Pepper- 1/2 cup Salt <p>Filling:</p> <ul style="list-style-type: none">- 1/2 cup Lean Ground Beef- 1/2 cup Onion- 1/2 cup Garlic- 1/2 cup Cumin- 1/2 cup Tomato- 1/2 cup Olive Oil- 1/2 cup Black Pepper- 1/2 cup Salt	<p>Directions:</p> <p>Step 1: To make dough - 1/2 cup of flour add salt and oil. Cut butter into mixture with water (1/2 cup) mixing until it begins stick on hands.</p> <p>Step 2: Refrigerate dough overnight.</p> <p>Step 3: Pre-heat oven to 400°F. Roll out dough and cut into circles. Fill with filling and seal edges. Bake for 20-25 minutes or until dough is golden brown.</p> <p>Step 4: Once all ingredients are done, add salt and pepper. Bake for 20-25 minutes or until dough is golden brown.</p> <p>Step 5: Pre-heat oven to 400°F. Roll out dough and cut into circles. Fill with filling and seal edges. Bake for 20-25 minutes or until dough is golden brown.</p> <p>Step 6: Pre-heat oven to 400°F. Roll out dough and cut into circles. Fill with filling and seal edges. Bake for 20-25 minutes or until dough is golden brown.</p> <p>Step 7: Pre-heat oven to 400°F. Roll out dough and cut into circles. Fill with filling and seal edges. Bake for 20-25 minutes or until dough is golden brown.</p> <p>♥ Tell us why is this special? Everyone in my family helps filling up the empanadas it's a good way to interact with my family.</p>

One of the participant shared their family favorite too!

“ Everyone in my family helps filling up the empanadas, it’s a good way to interact with my family ”

FEEDBACK FROM PARTICIPANT

“What we all bring is different experiences and different ways of doing things, so that’s what’s good about a group environment”

- Galarza, Participant from Cultural probe

INSIGHT

This was the first time ever that New York Common Pantry was able to communicate directly and consistently for a week with their members. They also saw how are the participants using the farm share produce.

SCOPING WITH STAKEHOLDERS

After the wonderful response from the prototype. We learned that people love to share and everyone has a story to tell through their plates. With that challenges of pandemic, we couldn't bring any in person activities. So we asked the community again.

In the survey sent out by the NGO in their usual communication, we got a maximum response of bringing a facebook group to build a community. After compiling all the information from the community, to align goals, I facilitated a workshop in one of the team meetings called "What's on the radar" — strengths, assets, needs and challenges where Assets refer to the skills, talents and abilities of individuals as well as the resources that NYCP has and needs in order to contribute to the community.

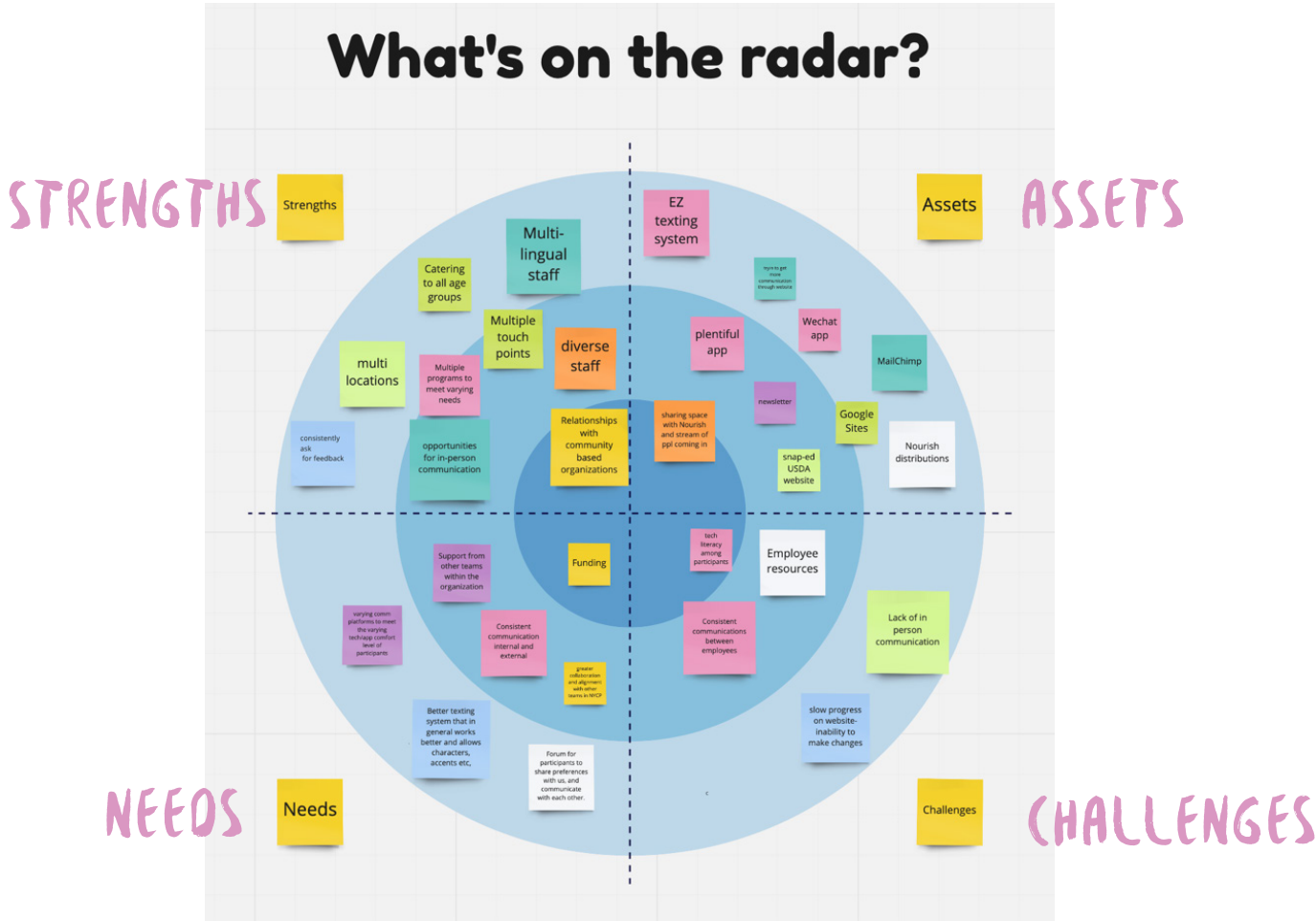
After the discussion, I presented the idea behind "The Missing Ingredient" —human to human connection for the participants and facilitating the group learning process through creation of a space for members to learn with and from one another was born.

FEEDBACK

“ This activity allowed for us to get our minds into a space that broke down each aspect of our program and decipher areas with specific challenges and barriers that we face daily in implementing our programming”

- Ora Kemp, Director of Nutrition, NYCP

ALIGNING THE GOALS WITH THE WHOLE TEAM AT NYCP



LEARNINGS

In order to build an action plan forward, this was the most important step in the process. To address the burnout due to the pandemic, where food pantry employees have to be on the field, this step worked as a space for them to reflect and voice their ideas and opinions. The team came as a whole to bring the idea to life and create a space to learn from and with the community.

INTERVENTION 1

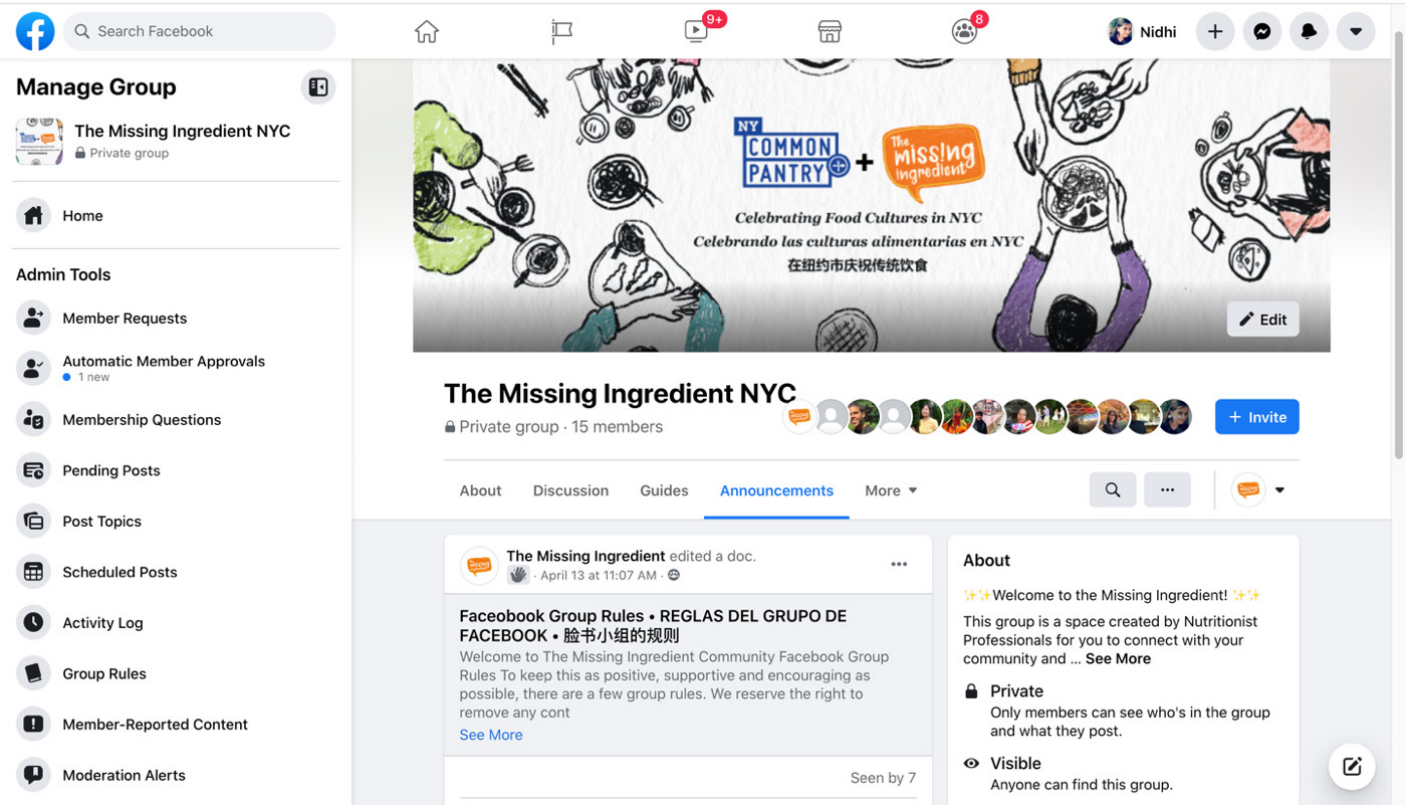
To build communication channels with build capacity within the team to educate, persuade and facilitate conversations about nutrition and local seasonal produce within community

FACEBOOK GROUP



A facebook group moderated and facilitated by nutrition educators connecting directly with community members along with their friends and family to learn new skills, stay updated with new recipes, share what they eat, ask questions and build their community. Why Facebook group? Turns out that in one of the recent surveys done by the NGO, most participants are comfortable using facebook and it's one of the most used social media platforms by them.

With that, The Missing Ingredient was born. A communication platform between Currently, with the pandemic, we are bringing this as an online community.



Welcome to the Community! ¡Bienvenidos a la Comunidad! 被遗忘的食物

Thank you for joining us and spreading the joy of cooking! We are a team of nutritionists and educators who will facilitate discussions and make sure you learn, have fun, make friends and enjoy your time here.

¡Gracias por acompañarnos y compartir la alegría de cocinar! Somos un equipo de nutricionistas y educadores que le facilitarán las discusiones y se asegurarán de que aprenda, se divierta, haga amigos y disfrute su tiempo aquí.

感谢大家来加入我们并分享烹饪的快乐！我们是营养学家和教育工作者组成的团队，我们将举行营养讨论会，并希望您在这里可以学习道新知识，玩的快乐，并结交朋友和您共分享美好的时光。

It would be great if you can please introduce yourself, tell us where you are from, what's your favorite meal and why is it special?

Sería genial si pudiera presentarse, decirnos de dónde es, cuál es su comida favorita y por qué es especial para usted?

大家可以自我介绍一下自己，告诉我们您来自哪里，您最喜欢那一道菜，如果在线讲座要分享一道菜你最想要分享那道菜给大家，为什么想要分享这道菜？

Nidhi Desai
Admin · 23h · 🌱

🌱 It's time for Farm share Tuesday! 🛒

Please fill out the form to tell us what you want to get in your next farm share — <https://forms.gle/GcjepumZRTPhZmEA>



A sample of sending out survey form to ask them about the next farm share preferences

A welcome post!

DEVELOPMENT OF A SAFE SPACE

Question 1

How comfortable are you cooking at home? • ¿Qué tan cómoda estás cocinando en casa? • 你觉得在家做饭简单吗?

☐ I have never cooked anything • Nunca he cocinado nada • 我从来没有自己做过饭

☐ I have basics skills • Tengo habilidades basicas • 我只有基本做饭技巧

☐ Moderate • Moderada • 感觉一般

☐ Advanced • Avanzada • 简单

☐ Expert • Experta • 非常简单

Question 2

What food related content are you looking for in this group? • ¿Qué contenido relacionado con la comida busca en este grupo? • 你想在这个小组里学到或得到什么样的知识?

Write your answer...

Question 3

Are you a member of NY Common Pantry's Farm Share? • ¿Usted miembro de Farm Share de NY Common Pantry? • 您是NY Common Pantry's 农场共享的成员吗?

☐ Yes • sí • 是

☐ No • No • 不是

☐ I'm interested • Estoy interesada • 我感兴趣成为会员

Membership Questions when the members request to join the facebook group. We carefully crafted these questions to learn about the audience and to learn about their needs.

Facebook Group Rules • REGLAS DEL GRUPO DE FACEBOOK • 脸书小组的规则

THE MISSING INGREDIENT · MONDAY, APRIL 12, 2021 ·

Welcome to The Missing Ingredient Community Facebook Group Rules

To keep this as positive, supportive and encouraging as possible, there are a few group rules. We reserve the right to remove any content, posts, or comments that we believe may violate these guidelines.

🚫 Please be respectful both in your posts and in your replies to others. No cursing, hateful or inappropriate language.

🗣️ Discussion topics and photos should be primarily food focused. Feel free to connect with other community members or invite your friends and family to this group to spread the joy of cooking and learning to grow food.

🚫 No donations, politics, advertising, or any money-raising related sites or posts. If there is an issue needing administrative attention, please report the post to an admin or tag us in the concerned post.

💬 If you have any questions regarding Farm Share or Growing Uptown, you can Direct message us through messenger or email to missingredientnyc@gmail.com

Thank you so much for being a positive and encouraging part of NY Common Pantry Community Facebook Group!! We look forward to growing, cooking, and talking about good food and seeing all the amazing things you can do!

~~~~~

## REGLAS DEL GRUPO DE FACEBOOK

**Bienvenido a The Missing Ingredient Community Reglas del grupo de Facebook**

Para mantener un ambiente positivo, de apoyo y alentador, existen algunas reglas del grupo. Nos reservamos el derecho de eliminar cualquier contenido, publicaciones o comentarios que creemos que pueden violar estas pautas.

🚫 Sea respetuoso tanto en sus publicaciones como en sus respuestas a los demás. Sin lenguaje inapropiado.

🗣️ Los temas de discusión y las fotografías deben centrarse principalmente en la comida. No dude en conectarse con otros miembros de la comunidad o invitar a sus amigos y familiares a este grupo para difundir la alegría de cocinar y aprender a cultivar alimentos.

🚫 No se aceptan donaciones, publicidad o cualquier publicación relacionada con la recaudación de dinero. Si hay un problema que requiera atención administrativa, informe la publicación a un administrador o etiquétenos en la publicación correspondiente.

💬 Si tiene alguna pregunta sobre Farm Share o Growing Uptown, puede enviarnos un mensaje directo a través de mensajes o correo electrónico a [missingredientnyc@gmail.com](mailto:missingredientnyc@gmail.com)

Muchas gracias por ser una parte positiva y alentadora del Grupo de Facebook de la Comunidad de NY Common Pantry! ¡Esperamos crecer, cocinar y hablar sobre la buena comida y ver todas las cosas increíbles que pueden hacer!

~~~~~

脸书小组的规则

欢迎参加被遗忘的食物脸书小组规则

Some of the responses from the participants. People were excited to join. We also had some members who were new to facebook and were willing to create an account to join the community

We started engaging with the members by sharing what is coming in the next farm share and where and how they can come to enroll in the live healthy program, educating about new seasonal produce

Getting small is a big business in America, learning the challenges that community is facing in terms of diet fads, With such information, we can reach out to people to educate in the right direction.

A close-up photograph of a hand holding a large, round, light brown root vegetable, likely a Jerusalem artichoke (Helianthus tuberosus). The root has a highly textured, bumpy surface with numerous small, dark brown spots and indentations. The background is a solid, light blue color.

Design



Michael Andrew

Admin · 2 April at 13:37 · 🌐

For lunch, we used the mixed greens, red potatoes, red onions, and eggs from the farm share this week. Has anyone used the turnips yet?



Andrew, started creating the recipes using farm share ingredients to be an example and asking them to share as well

We started working collaboratively with the team to make the materials accessible and inclusive. All the materials were made in three languages and posted using alt text

Translations			
File Edit View Insert Format Data Tools Add-ons Help			
Last edit was made 1 hour ago by Andrew Mas...			
100% \$ % .0 .00 123 Arial 10 B I A			
A1:B1 fx Text / Document to be translated			
	A	B	C
1	Text / Document to be translated		
2	grow kit instructions		
3	Growing Uptown Home Page	Full Document	Growing Uptown Home Page
4	Growing Uptown Enrollment Form	Full Document	https://docs.google.com/forms/d/e/1FAIpQLSeGFXjw5G...
5	The Missing Ingredient	Text	The Missing Ingredient El Ingrediente que falta 被遗忘的食物
6	Welcome to the community	Text	Welcome to the community Bienvenidos a la Comunidad 欢迎来到我们社区!
7	Thank you for joining us and spreading the joy of cooking!	Text	Thank you for joining us and spreading the joy of cooking! Gracias por acompañarnos y compartir la alegría de c... 感谢大家来加入我们并分
8	It would be great if you can please introduce yourself, tell	Text	It would be great if you can please introduce yourself, tell Sería genial si pudiera presentarse, decimos de dónde 大家可以自我介绍一下!
9	Hi- hope you're doing well. Thank you for participating in c	Text	Hola, espero que le te esté yendo bien. Gracias por pa... 嗨, 希望您一切安好。
10	FARM SHARE MEMBERS!	Text	FARM SHARE MEMBERS! Miembros de Farm Share 农场共享成员!
11	We want to hear from you!! Vote on the items you want to	Text	We want to hear from you!! Vote on the items you want to Queremos escuchar de tí! Vote por los artículos que c... 我们希望收到你的来信!
12	Farm Share Tuesdays	Text	Farm Share Tuesdays Martes de Farm Share 星期二农场共享日
13	https://www.canva.com/design/DADrAsOB3Dg/gXkTdVt1f...	Full Document	https://www.canva.com/design/DADrAsOB3Dg/gXkTdVt1f...
14	https://www.canva.com/design/DAEDIPkxjoU/MNKNTBbT...	Full Document	https://www.canva.com/design/DAEDIPkxjoU/MNKNTBbT...
15	Welcome to the Missing Ingredient!	Text	Welcome to the Missing Ingredient! 欢迎来参加: 被遗忘的食
16	https://www.canva.com/design/DAEa6BJdNWA/QH1RRg...	Full Document	https://www.canva.com/design/DAEa6BJdNWA/QH1RRg...
17	Celebrating Food Cultures in NYC	Text	Celebrating Food Cultures in NYC Celebrando las culturas alimenticias en NYC 在纽约市庆祝传统饮食
18	How comfortable are you cooking at home?	Text	How comfortable are you cooking at home? Que tan comodo se siente cocinando en casa? 你觉得在家做饭简单吗?
19	I have never cooked anything	Text	I have never cooked anything Yo nunca he cocinado nada. 我从来没有自己做过饭
20	I have basics skills	Text	I have basics skills Tengo habilidades básicas 我只有基本做饭技巧
21	Moderate	Text	Moderate Monderado 感觉一般
22	Advanced	Text	Advanced Avanzado 简单
23	Expert	Text	Expert Experto 非常简单
24	What food related content are you looking for in this group	Text	What food related content are you looking for in this group ¿Qué contenido relacionado con la comida busca en e... 你想在这个小组里学到或
25	Basics	Text	Basics 简单

COMMUNICATION ABOUT THE GROUP

Newletter

Instagram channel

A MULTILINGUAL FACEBOOK GROUP TO CELEBRATE FOOD CULTURES OF NYC

THE MISSING INGREDIENT NYC



NY COMMON PANTRY

+

THE MISSING INGREDIENT

Celebrating Food Cultures in NYC

Celebrando las culturas alimentarias en NYC

在纽约市庆祝传统饮食

TO JOIN SCAN THE QR CODE



Scan with your phone's camera at this QR code to join our facebook group

OR FIND US ON FACEBOOK



Sign up on facebook

Link

https://www.facebook.com/groups/themissingredientnyc

JOIN OUR FACEBOOK GROUP WITH YOUR FAMILY & FRIENDS TO SHARE, LEARN & GROW GOOD FOOD AT HOME!

This is a private group created by our nutrition professionals to be a place where you can connect with your community, share recipes, explore food cultures, and gain useful knowledge and skills; all while staying updated with announcements about upcoming local events, as well as special offers and discounts on things like fresh, locally-grown produce to help you live healthy. Join us to share and celebrate food in a positive and supportive way.

Location:



nycommonpantry.org

themissing__ingredient 9+

View professional dashboard

12 Posts 42 Followers 26 Following

The Missing Ingredient
Community Organization
A community to educate, persuade and facilitate conversation about food cultures. @svadsi thesis project by @nidhihdesai with @nycommonpantry www.facebook.com/groups/themissingingredientnyc

Edit Profile Promotions Insights

Story Highlights

Design

59

BUILDING CAPACITY TO SUSTAIN

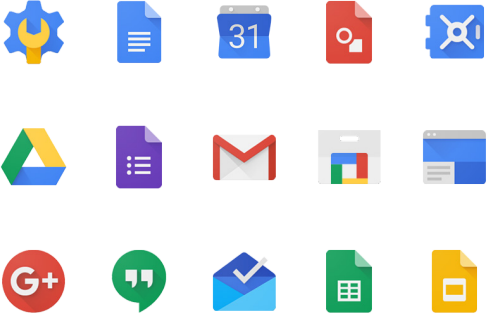
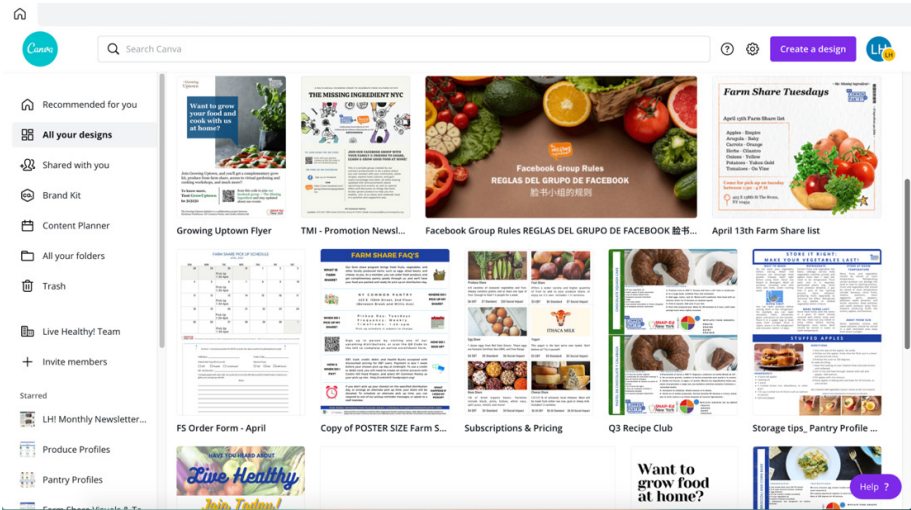


Our Farm Share program is a partnership between NY Common Pantry and Corbin Hill Food Project that brings fresh fruits, vegetables, and other locally produced items, such as eggs, dried beans, and cheese to you.

As a member, you can order fresh produce, and get complimentary pantry goods through us, and we'll have your food pre-packed and ready for [you] on pickup day.

We developed the website through using the existing resources (google site) with the community partner, to bring more independence to edit the content on weekly and monthly bases to create resources to educate the community with seasonal produce and upcoming events.

TOOLS USED: CANVA AND GOOGLE SUITE



Tools used were canva and google suite which they have been using for creating their communication materials. Though, this was the first time they were using these existing to build differnt communication materials

A very important learning during the project was to be a designer to build capacity for the team at NYCP, we worked collaboratively throughout to brainstorm, create resources in different languages—all by using the existing services that they are familiar with. As a designer in the space, I was very mindful of working with them and not for them.

FROM THIS

CELERY ROOT COLESRAW



INGREDIENTS

Salad:

- 1-2 medium celery root peeled and shredded
- 2-3 medium apples cored and shredded
- 2 large carrots peeled and shredded
- 8 oz chopped walnuts

Dressing:

- 1/2 cup nonfat plain greek yogurt
- 3 tbsp lemon juice or apple cider vinegar
- 1 tbsp honey
- 1/2 tsp sea salt
- 1/2 tsp cracked black pepper
- 1/4 tsp garlic powder


DIRECTIONS

Salad:

- Clean and core the apples.
- Peel and clean the celery root.
- Peel the carrots.
- With a food processor or regular vegetable grater, shred all the vegetables and place them in a salad bowl.
- Add the walnuts.

Dressing:

- Whisk together all the dressing ingredients.
- Pour over salad and mix well. Serve salad cold.
- Refrigerate any leftover dressing.



INGREDIENTES

Ensalada:

- 1-2 raíces de apio medianas peladas y ralladas
- 2-3 manzanas medianas sin corazón y ralladas
- 2 zanahorias grandes peladas y ralladas
- 8 onzas de nueces picadas

Aderezo:

- 1/2 taza de yogur griego natural sin grasa
- 3 cucharadas de jugo de limón o vinagre de sidra de manzana
- 1 cucharada de miel
- 1/2 cucharadita de sal
- 1/2 cucharadita de pimienta negra
- 1/4 cucharadita de ajo en polvo

INSTRUCCIONES

Ensalada:

- Limpiar y descorazonar las manzanas.
- Pelar y limpiar la raíz de apio.
- Pelar las zanahorias.
- Con un procesador de alimentos o un rallador de verduras normal, rallar todas las verduras y colocarlas en una ensaladera.
- Añadir las nueces.

Aderezo:

- Batir todos los ingredientes del aliño.
- Verter sobre la ensalada y mezclar bien. Servir la ensalada fría.
- Refrigerar el aderezo sobrante.



Towards the end, Andrew along with his team could build content from a simple clipart based flyer to a stepwise video on the google site.

COMMUNITY COLLABORATION

INTERVENTION 2

To build wraparound support service with shared vision within the community to create collective impact

Pop-up stall



When the weather started supporting and after we were vaccinated, we put up the pop-up stall outside the building. We got a chance to show our services and spread the word about collaboration.

We were out in the sun from March to April every tuesday and we could enroll 5 people each week. We spread the word about season fruits and vegetables talked with community people about their favorite foods.



COMMUNITY COLLABORATION



WRAPAROUND SUPPORT SERVICES

Wrap around support services



NY Common Pantry is collaborating with New York City Montessori Charter School to conduct workshops nutrition workshops for their families on Earth Day 🌍

"I am so excited we met. I want to coordinate with you to talk to my families, my students, and my teachers. I also want to sign myself up for the program."

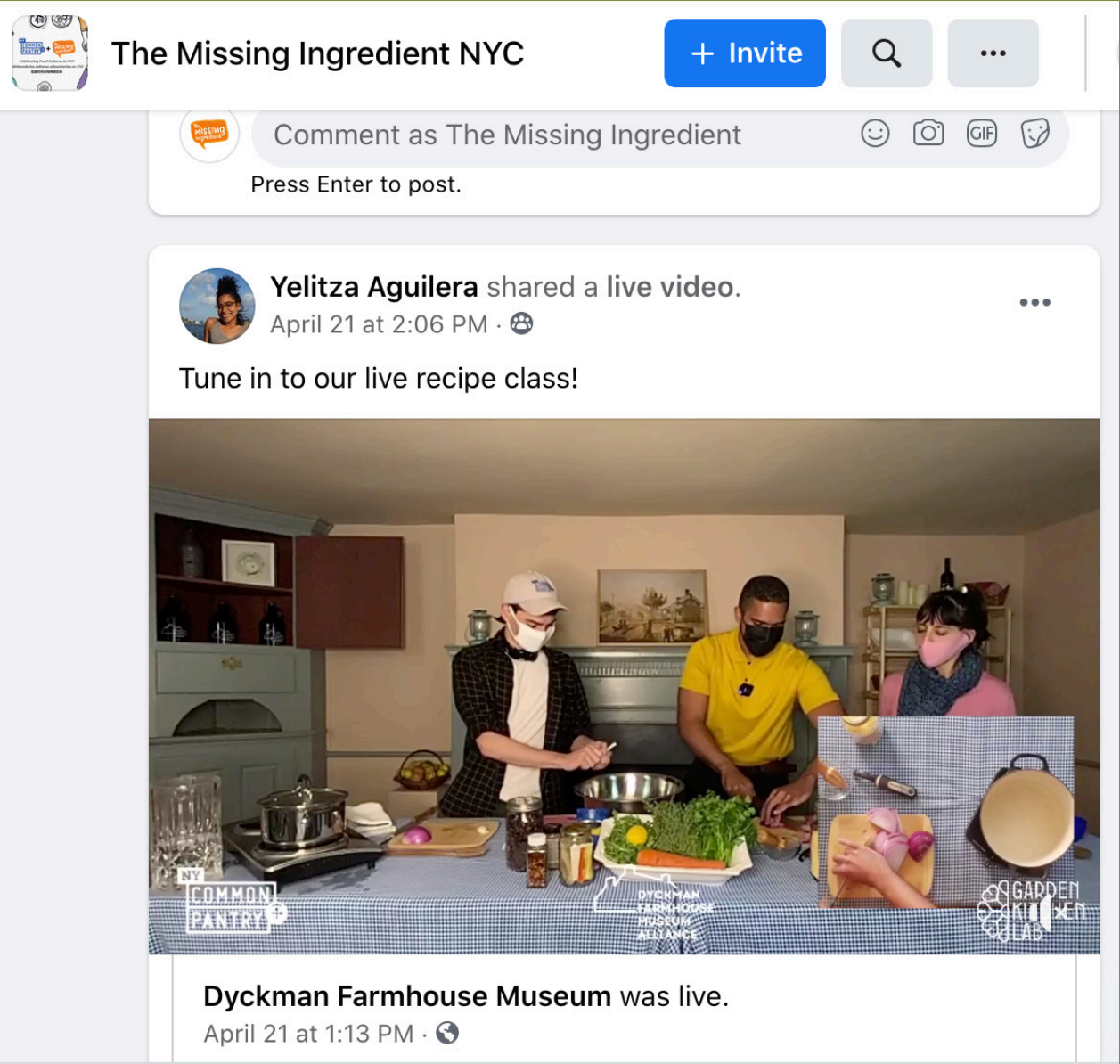
- Monica Benjamin, Principal at NYC Montessori Charter School

Remember, the school just beside the food pantry? To develop wrap around services for the community, I took the opportunity to do a cold call at the school's door on a sunny day when were out at the pop-up stall and asked the concerned person if they could spend two mins to visit us at the pop-up stall. Turns out she was the principal of the school. We then discussed the shared vision to bring collective impact to this issue and the wraparound support service idea came to life.



These are parents from the montessori school enrolling with us for farm share and signing up for the nutrition workshop which we conducted on Earth day!!

EARTH DAY NUTRITION WORKSHOP



We went live with our first nutrition workshop in collaboration with Dyckman farmhouse Museum and Garden Kitchen lab using the facebook group.

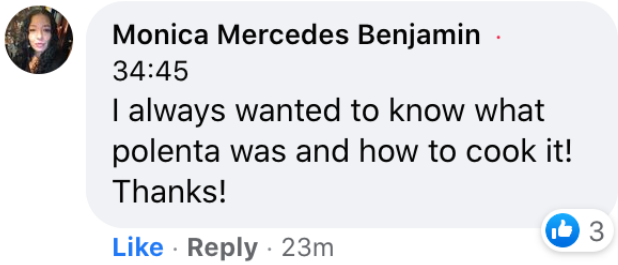
FEEDBACK FROM THE COMMUNITY



“My children are engaging more in the kitchen and have started indulging in eating healthy after the probe activity. I am really forward to bring my neighbors into this program too”

- Martha Guzman,
Participant from Cultural probe

Photos from live workshops



Martha attended the earth day workshop and shared with us these pictures

SUSTAINING THE INTERVENTION

To sustain this intervention, I worked with Director of Nutrition at NYCP to correspond with an intern. We have hired the intern who is a graduate professional in Nutrition. The intern is hired by the director. The intern is looking to develop the community for her thesis under the guidance of Andrew and his team at New York Common Pantry. The Missing Ingredient is onward and upward from here!

The Missing Ingredient has the potential to help us communicate more effectively with our participants, and provide more community-informed programming.

Andrew Maslowski
Senior Public Nutritionist, NYCP

FEEDBACK FROM THE NGO

" I am really looking forward to continuing to allow this group to grow, folding in physical activity and continued group learning for future program iterations. The attention to detail and addressing the specific needs of the community for continuing to improve healthy behaviors is both new to our program offerings but also approachable with its human centered design model "

Ora Kemp,
Director of Nutrition, NYCP



Jenny Coraisaca

Thu, Apr 22, 10:03 PM (6 days ago)



to me, Ora, Andrew, Shanna, Julianna, Riya, Wendy, Yelitza, Christopher, Yuqing ▾

Nidhi,

On behalf of Live Healthy! Program, I wanted to say **THANK YOU**. I wanted to let you know how much we appreciate the knowledge, skills, and creativity you brought to our team. You have supported us in our efforts to create a culture of health in the communities we served through **"The Missing Ingredient."** We really appreciate everything that you taught us.

Good luck and congratulations on your well-deserved success!



Yelitza Aguilera

9:58 AM (10 hours ago)

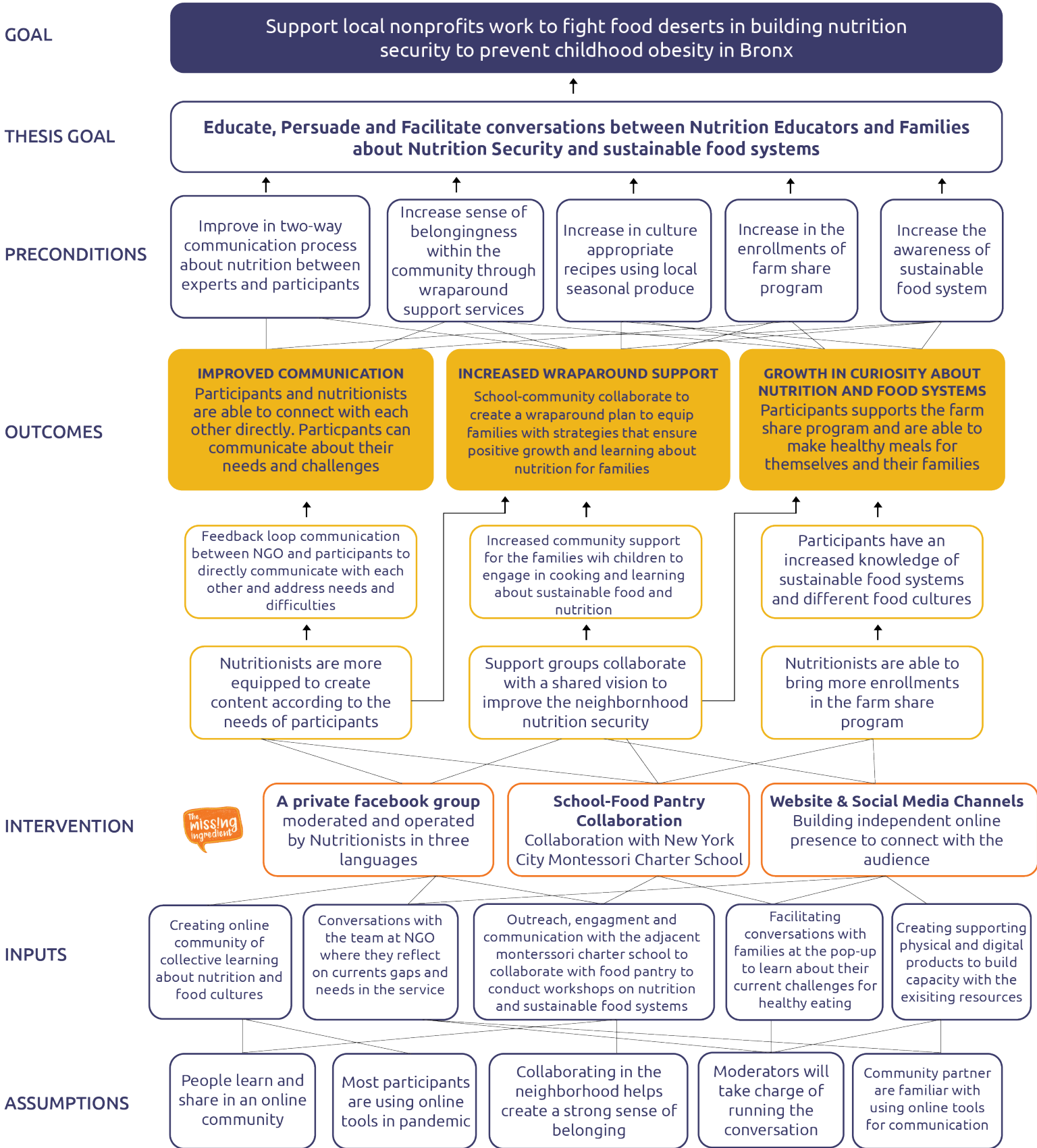
to me ▾

Nidhi -

Thank you for your help. I learned so many tips from witnessing your design process. I love your visuals, as I've told you in the past! What time is the thesis event? I would like to save the date on my calendar.

Warmly,
Yelitza

THEORY OF CHANGE



*Participants are people who are enrolled in the Farm Share a program by NY Common Pantry Live Healthy program

NARRATIVE

My theory of change shows how building relationships through honest conversations leads to change at various stages in my intervention.

From my research, about childhood obesity, I learned that children are prone to develop the habits that they are surrounded with. The environment in which people are not necessarily the choices they make but sometimes the choices that they have. However, there are many local nonprofits who are engaged in fixing this environment. My thesis focuses on supporting their efforts to educate, persuade and facilitate conversation within the community directly from the experts and leverage the power of two way communication and community collaboration to build healthy communities.

As my theory of change indicates there are set of preconditions which are required to address especially how can we bring curiosity and support system that leads to growth for nutritionists and also for the participants.

Nutritionists needs to understand that to improve diets we need to see what participant's current food behaviours and build environment looks like. The community of people can sustain themselves if they have a sense of belongingness internally within the community and with nutritionists. I believe that creating a safe space where they can build their community with friends and family builds support.

Due to pandemic, everything is transitioning into an online space. The development of wraparound services within the community along with an online forum for continuing conversations where they can share, ask questions and learn from each other is what I believe will improve communication gap between nutritionists and communities, and strengthen the neighbourhood support servicies to create sense of belongingness and bring curiosity amongst participants to learn about nutrition and sustainable food systems.

ASSUMPTIONS

Although this Theory of Change is based on extensive research, prototyping and co-creation with stakeholders, there are some important assumptions to acknowledge. We are asuming that due to pandemic, families have started transitioning into online communities and participants are doing a lot of communication for their children with school through facebook. Most of the NGO participants are using one or the other online tool. For nutritionists, I am assuming are comfortable to facilitate in an online space.

LOGICAL FRAMEWORK

LOGICAL FRAMEWORK CONT.

Inputs	Activities	Outputs	Intermediate Outcomes	Long term Outcomes
THE TEAM <ul style="list-style-type: none">- NY Common Pantry (NYCP) Bronx Team- Andrew Maslowski (Senior Public Nutritionist - NYCP) (Community Partner)-Nidhi Desai (me) ADVISORS <ul style="list-style-type: none">-Sloan Leo (Thesis)-Program Chair PARTICIPANTS <ul style="list-style-type: none">- Co-creation participants- Nutrition eductors- Doctors & Caregivers- Online communities- Policy Makers Nutrition Summit- New York City Montessori Charter School TOOLS & SPACE <ul style="list-style-type: none">- Zoom- Google Suite- Adobe Suite- Laptop- Cellphone- Keynote- Slack- Miro- Office Supplies (Post-its, paper, writing supplies, internet connection)- DSI Space- Home (US & India)- Facebook- Whatsapp- Text Messaging Service	CO-CREATING & TESTING <ul style="list-style-type: none">- Co-designing cultural probe with Nutritionists and participants- Debriefing session to evaluate insights from probe- Testing the probe with team- Making five Cultural probe kit- Distributing on Farm share day- Collecting & Sharing probes through google drive & through text messaging- Co-creating necessary materials for the facebook group, website, and other communication Materials with NYCP team BUILDING RELATIONSHIPS & CAPACITY <ul style="list-style-type: none">- Volunteering 6 weeks in person to learn about the system, meet the community and support the work at NGO-NYCP- Facilitation workshop with Team NYCP to align goals through zoom and miro- Using exsiting resources like canva and google suite to make social media plan and design materials to build capacity for educators- Creating promotional materials for inviting participants to join the facebook group PILOTING & LAUNCHING <ul style="list-style-type: none">- Launching Facebook group- Pop-up at the NYCP in Bronx every tuesday during farm share distribution day from March - April- Promotion through Instagram, Newsletter and flyers- Collaborating with New York City Montessori Charter School to conduct workshops and bring community to facebook and enrollments for farm share EVALUATION <ul style="list-style-type: none">- Feedback during facilitation workshop- Follow-up with participants- Integrating facebook group with other collaborations- Enrollments at Pop-up Stall- Partipants joining facebook group- Follow up with team for using social media	Wraparound support within neighborhood school to conduct workshops with families Online Community facilitated in three languages on Facebook group, an independent website for collaboration, A Pop-up at NGO every week from March - April, Social Media Channels to share promotional Materials all through exisiting digital channels familiar to the team at NYCP <ul style="list-style-type: none">- No. of families attending the after school program- No. of participants joining the facebook group- Types of discussions during the workshop and on facebook group- No. of likes, Comments and posts shared on the group-No. of people coming to the pop-up stall at NYCP- No. of Questions asked about Nutrition/Healthy living- No. of queries received- No. of participants their friends and family- No. of enrollments signed up through pop-up and website- Improving neighborhood collaborations through outreach	FOR NGO - NY COMMON PANTRY <ul style="list-style-type: none">- Improving neighborhood ties and collaborations- Improved communication within the NGO with build capacity to support participants- Nutritionists are more equipped to create content according to the needs of participants- Nutritionists have an increased knowledge of their participants food cultures, their needs and challenges when it comes to healthy eating- Nutritionists are able to bring more enrollments in the farm share program- NGO able to reach more families to support nutrition security through outreach plan FOR FAMILIES <ul style="list-style-type: none">- Strategies to develop healthy nutrition habits and community group for support- Participants are able to communicate their needs & challenges directly with the nutritionist at food pantry- Participants have an increased understanding of different food cultures and are cooking at home- Participants have an increased knowledge of sustainable food systems- Partcipants are able to make their friends and family to learn about nutrition, healthy living and sustainable food systems- Partcipants have sense of belongingness within the community	<ul style="list-style-type: none">-Improve neighborhood wrap around support service for families- Improve the communication between participants and the nutrition educators- Bring more engagement from nutrition educators for the participants as per their needs and challenges- Familiarize participants with sustainable food systems and upcoming programs along with their friends and family- Create a space for two-way communication- Overall, Improve consistent communication between nutrition eductors and participants and Create a sense of belongingness and healthy communities through collaborations and shared vision

INDICATORS

Indicators	Description	Method	Frequency	Level
No of participants took part in cultural probe	Number of participants who took part in prototyping cultural probe	Individually counted	Before Intervention	Input
No of families attending the nutrition workshop through school	Number of families from school showed interest in attending nutrition workshop	Recorded through digital platform	During Intervention	Output
No. of participants joining the facebook group	Number of participants showed interest in joining the facebook group	Recorded through digital platform	After Intervention	Output
Types of discussions on facebook group	Types of discussions taking place with group admins and within the community	Recorded through digital platform	After Intervention	Output
No. of likes, Comments and posts shared on the group	Number of people showing engagement and interest	Recorded through digital platform	After Intervention	Output
No of times people approached educators through facebook group	Two-way communication happening between participants and nutrition educators	Recorded through digital platform	During Intervention	Output
No. of people coming to the pop-up stall at NYCP	Number of people showing interest and asking about the group	Observation	During Intervention	Output
No. of questions asked about Nutrition and Healthy living	Number of people showing curiosity and learning about nutrition & healthy living	Observation	During Intervention	Output
No. of participants their friends and family	Number of people asking their friends and family to join the facebook group	Recorded through digital platform	During and after Intervention	Output
No. of enrollments signed up through pop-up and website	Number of people joining the farm share program at pop-up	Recorded in-person	During and after Intervention	Output

PROTOTYPING AND MONITORING

Prototyping Questions

- How can we look at the current conditions of the food system of our participants?
- What are the current constraints in the organisation to bring people together?
- How we bring different communities together to learn about healthy food?
- What is the current build environment for participants to bring healthy food home?
- What are the main barriers in cooking at home for parents and caregivers ?
- How can we strengthen the current communication of the organisation?
- What do participants learn and implement from the nutrition workshops?
- How can we learn from the community about their needs and challenges?
- How can we engage more people to support in the journey of healthy living?
- How can we get the nutrition educators to speak directly with the participants?
- How do we know how farm share participants are using the produce?
- How can we facilitate conversation about nutrition between the community and build curiosity to learn about about sustainable food system?

Monitoring Questions

- Did they shared more food with each other and had conversations?
- Are nutrition educators able to learn about participant’s current food enviornment and behaviors?
- Is the collaboration with the school helping families in building support for their children’s nutrition?
- Are participants able to communicate with other members of the group?
- Is the organisation able to reach more people to engage in the farm share program?
- Is the team at NYCP feel more supported with the intervention?
- Is the team feeling equipped to sustain the intervention?

EVALUATION APPROACH

Outcomes	Questions
Increase sense of belongingness within the community through wraparound support services	<ul style="list-style-type: none">- Are the collaborations with support groups in the neighborhood helps develop the sense of belongingness within the community?- Are these collaborations increasing the farm share enrollments?- Are the families feeling supported to develop wholesome meals for their families?
Increase communication gap between community members and nutrition educators	<ul style="list-style-type: none">- Are the community members able to reach nutritionist directly to speak about their needs and challenges to make wholesome meals?- Are nutritionists able to see what people are cooking and eating at home?- Is the team at NGO able to understand what are the gaps in their service and feel more equipped to address the gaps?

THE TEAM



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