AMS Food Bank Strategy to Support All Clients

By Lauren, Julian, Ebod & Alex
Agenda

- Background
- Objectives
- Methods
- Results
- Discussion
- Deliverables & Recommendations
- Summary
- Conclusion
Background

- Increasing number of university-operated food banks in Canada
  - AMS Food Bank faced a 100% increase in usage from 2014 to 2015
- AMS Food Bank located at UBC in the Nest
- AMS Food Bank goal: provide “immediate, low-barrier emergency food relief to students most in need”
- Emergency food supply for students
- Most prevalent issues:
  - Lack of awareness of alternative resources
  - Communicating the purpose of the Food Bank
Research Goal & Objectives

- **Purpose:** implement a communication system between AMS Food Bank and members
- **Aim:** improve level of support provided
- **Objectives**
  - Identify *needs and user patterns* of food bank members
  - Provide *improved communication recommendations* to the AMS Food Bank
Research Questions

- What are the needs of food bank members?
- What constitutes optimal data collection practices in food banks?
- How to promote comfortable and appropriate use?
Methods (1): Analysis of Registration and Visitation Data

1) Registration Data:
   - (Partial) Student Number
   - Domestic/International
   - Graduate/Undergraduate
   - On Campus/Off Campus

2) Visitation Data:
   - Who was visiting?
   - When were they visiting?
   - How often were they visiting?

3) Target Audience
   - Out of the registered users, which cohort(s) were visiting most often?
## Results (1): Analysis of Registration Data

<table>
<thead>
<tr>
<th>Students (cohort)</th>
<th>UBC Student Population (%)</th>
<th>AMS Food Bank Clients (%)</th>
<th>Top 15 Clients (&gt;15 visits each)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Domestic</td>
<td>76</td>
<td>50</td>
<td>80</td>
</tr>
<tr>
<td>International</td>
<td>24</td>
<td>50</td>
<td>20</td>
</tr>
<tr>
<td>Undergraduates</td>
<td>79</td>
<td>66</td>
<td>53</td>
</tr>
<tr>
<td>Graduate</td>
<td>21</td>
<td>34</td>
<td>47</td>
</tr>
<tr>
<td>On Campus</td>
<td>22</td>
<td>40</td>
<td>40</td>
</tr>
<tr>
<td>Off Campus</td>
<td>78</td>
<td>60</td>
<td>60</td>
</tr>
</tbody>
</table>

### Registration Data:

- Domestic clients under-represented, domestic visitors over-represented
- Grad students overrepresented as clients and visitors
- Students living on campus more likely to register and visit food bank
Results (1): Analysis of Visitation Data

Visitation Data:

- When was food bank the busiest?
- Most frequent usage:
  - October
  - November
  - March
  - April

Data spanning September 19th, 2014 – March 13th, 2018

Frequency of Food Bank Usage
Discussion (1): Analysis of Registration and Visitation Data

Target Audience:
- Both domestic and international students
- Graduate students disproportionately represented
- On campus students disproportionately represented

When to target:
- October
- November
- March
- April

Future Recommendations:
- Improve data collection
Methods (2): Survey

Objective to evaluate:
- Perception of food bank purpose
- Needs of food bank members
- Preferred communication strategies

Survey
- Qualtrics
- 20 questions (5-10 minutes)
- Aim n = 50 (food bank members)
- Dissemination via email to all members
- 5 incentive packages

Analysis
- Review of results
- Simple cross-tabulations

Poster used to encourage survey participation
Results (2): Survey - 5 Key Findings

1. There is lack of clarity on the mission/purpose of the AMS Food Bank

Which of the following do you feel best describes the AMS Food Bank?

- A supplemental food source for all UBC students. 12 (22%)
- A supplemental food service for UBC students without access to sufficiently nutritious food. 16 (30%)
- An emergency food relief service for UBC students without access to enough food to eat. 26 (48%)

n = 60
Results (2): **Survey - 5 Key Findings**

2. Usership of the food bank is varied
3. There is a gap in awareness of additional support resources and demand to learn more

- Enrolment Services Professionals (ESPs)
- AMS Speakeasy
- AMS Vice
- AMS Advocacy
- UBC Centre for Student Involvement and Careers
- UBC Wellness Centre
- Quest Food Exchange
- Greater Vancouver Food Bank

9% (5/54) have not heard of any of these resources.

44.4% (24/54) have not used any of these resources.

88.9% (48/54) indicate that it would be helpful to learn more about additional resources/services.
Results (2): Survey - 5 Key Findings

4. Specific additional resources are prioritized by AMS Food Bank members over others:

- **Financial support**: 31 (65%)
- **Community kitchens**: 17
- **Affordable and healthy recipes**: 12
- **Community gardens**: 12
- **Food asset maps**: 13
- **Programs to purchase food cheaply**: 33 (69%)
- **Addictions support for substances**: 3
- **Other addictions support**: 4
- **Support with physical health**: 10
- **Support with mental health**: 18 (38%)
- **Counselling services**: 19 (40%)
- **Academic support**: 16
- **Career and employment support**: 22 (46%)
- **Other**: 2
- **I don’t need more support**: 3

(n = 48)
Results (2): **Survey - 5 Key Findings**

5. Monthly Newsletter and Website are preferred methods of communication:

> How would you like to learn about other resources and services? (select all that apply)

<table>
<thead>
<tr>
<th>Method</th>
<th>Count</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Website</td>
<td>30</td>
<td>63%</td>
</tr>
<tr>
<td>Monthly emails/newsletter</td>
<td>33</td>
<td>69%</td>
</tr>
<tr>
<td>A physical pamphlet or guide available at the Food Bank</td>
<td>14</td>
<td>29%</td>
</tr>
<tr>
<td>Workshops (e.g. cooking, bulk-buying, support groups)</td>
<td>20</td>
<td>42%</td>
</tr>
<tr>
<td>Other:</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>I don't want to learn about other resources</td>
<td>3</td>
<td></td>
</tr>
</tbody>
</table>

(n = 48)
Discussion (2): Survey

1. **Challenge:** usership and perspectives of the AMS Food Bank are complex.

2. **Opportunity** to deliver info on additional resources. Certain additional resources are prioritized by food bank members (**Financial, food, employment, mental health**).

3. **Opportunity** to use (at least) newsletter and website to effectively communicate these resources.
Points of Interest

Registration & Visitation Data:

- **667 students registered** between September 2014 and March 2018
- **Average visits per client = 2.86**
- **Average visits per top (15) clients = 22.53**
- **14% of all registered students supporting a family**
- **53% of top 15 clients supporting a family**
- **100% of top 3 clients supporting a family**
Points of Interest

Survey Data:

- Self reported needy months: January, February, and March
- Reasons: tuition and changes in income
- At least 18/54 (33.3%) have never used another food bank
- Average self-reported number of uses last term: 2.3
- More use ≠ more food insecure
Survey respondents of AMS Food Bank members were interested in the following resources, intended to meet their *wellbeing needs*:

- Programs to purchase affordable food (~69% respondents)
- Financial Support (~65%)
- Career and Employment Support (~46%)
- Counselling Services (~40%)
- Academic Support (~32%)
Fostering Support & Promoting Transparency: **Our Recommendations**

- We propose the transparency of information be made more apparent to support the wellbeing of AMS Food Bank members.
- The results of the survey indicated Food Bank clients were interested in:
  - **Monthly newsletter** (69% respondents)
    - This will contain information on:
      - Events
      - Career opportunities
  - **Redesigned website** (63% respondents)
    - This will contain detailed information of resources
  - **Welcome email**
    - This will introduce new clients to key information also available on the redesigned website.
Hi, Welcome to the AMS Food Bank!

Providing Emergency Food Relief since 2006

We want to thank you for visiting us at the AMS Food Bank! We want you to know that the AMS Food Bank is here for you and the community in order to provide supportive relief, where we ensure a safe space that is open without any borders. We assure you that the privacy of your information will remain strictly confidential.

Below, we have provided a list of additional supportive resources that are available to access:

Supportive Food Relief Resources

- If you are seeking additional food relief, the Greater Vancouver Food Bank (GVFB) provides weekly access to food, where you can register at their head-office or at any of their locations in North Vancouver, Vancouver, Burnaby, and New Westminster. For more information, visit their website or contact them at (604) 876-3601.
- Vancouver Coastal Health (VCH) offers a food asset map, which contains a list of food services that provide free and low-cost meals available on their map of Vancouver.

Financial Support

- Financial support is available at UBC, where they will ensure you have the financial resources to continue your studies (as defined by UBC Policy #72). UBC offers bursaries, scholarships and awards, and wage subsidy programs like their Work Learn program. You can find out more by following the link and contacting your Enrolment Services Professional (ESP).
- Other alternatives include student loans from StudentAidBC, which also offers grants and scholarships, which do not have to be repaid, as well as interest-free

Career and Employment Support

- If you are seeking part-time or full-time employment, UBC provides a listing of job opportunities at CareersOnline or you can also visit their job board. If you are seeking part-time jobs, other opportunities include note-taking for courses, where you can earn a total of $337 for a 3-credit course or $674 for a 6-credit course. You can also seek employment with AMS, where you get involved with UBC and the services it provides the community.
- You can also access WorkBC for employment opportunities, where you can filter jobs through jobs according to your location, job type, and education. Listings for these jobs are updated regularly, so you have the flexibility of applying anytime during the year.

Academic Support

- UBC offers academic support that meet a variety of different needs, such as figuring out your progress in your degree to tutorial sessions that can ensure your academic success. If you have any questions regarding your degree or academics, you can contact an advisor from your program or your Enrolment Services Professional (ESP) who can direct you and provide appropriate referrals. UBC also offers a range of tutorial sessions for studying, writing, and ESL that are available for sign-up or drop-in.

Give what you can, take what you need, we'll be here for you. If you would like more information or have any questions about our resources, please visit our website or get in touch with us in-person, by phone, or by email, whatever is most comfortable for you.

Sincerely,
The AMS Food Bank Team

(604) 822-2371

foodbank@ams.ubc.ca

Nest 2131
Mon & Tues, 12-4pm
Wed, 11am-3pm
Fostering Support & Promoting Transparency: **Monthly Newsletter**

**AMS Food Bank News Basket**

**Events**
The AMS Food Bank will be hosting...
e.g. Workshop
e.g. Food Drive

**Updates**
e.g. Agora Café is hiring!
e.g. We have x, x, x available at the Food Bank!

**Recipe of the Month**
This month’s recipe...

---

**Updates**
e.g. Agora Café is hiring!
e.g. We have x, x, x available at the Food Bank!

**Recipe of the Month**
This month’s recipe...

---

Sincerely yours,
The AMS Food Bank Team

- (604) 822-2371
- foodbank@ams.ubc.ca
- Nest 2131
  - Mon & Tues, 12-4pm
  - Wed, 11am-3pm
Summary Slide

From this...
- Collected prior registration and visitation data
- Conducted and collected survey to address members' needs

We found...
- Majority of students wanted to learn more about alternative resources
- Over half the students had a lack of clarity on the proper usership of the AMS Food Bank

So we propose...
- A welcome email, monthly newsletter, and website recommendations
Conclusion

- We believe that our recommendations will **improve the transparency** of information that AMS Food Bank members can benefit from in order to **improve their wellbeing**.
  - We hope that promoting communication between the Food Bank and their members will **clearly inform members** of the Food Bank’s purpose to **ensure appropriate use**.
- Moving forward, we believe that the AMS Food Bank has the opportunity to **further empower** their members by organizing **more** cooking workshops and food drives.
- It is our hope that this will ultimately contribute to **alleviating food insecurity** and **promoting resilience** in our campus community.