

LFS 350

Group 7 Hastings-Sunrise

Proposal Report

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Purpose

To provide a tool to members of the Vancouver Hastings-Sunrise community dealing with food insecurity for locating food assets that supports food access, that is current, dynamic, and easy to use, as well as for Vancouver agencies and community partners to view and utilize strategically.

Significance

The food asset map can help us highlight the strengths, gaps, and areas for improvement in local food systems. It promotes inter-community interaction by redirecting community members to the resources available in the community rather than seeking an exterior source of assistance. The Asset Based Community Development is an approach for community-based development, expanding on the idea that by drawing attention to existing resources in our community that are not well recognized, we can build those assets to support the members of the community by using what is already available (Mathie et al., 2003).

Objectives

Our objective is to update information and to refine the existing Vancouver Food Asset Map consisting of community organizations and schools by entering relevant data into spreadsheets. In doing so, we aim to make a map that is easy-to-use and current for community members and agencies to locate food assets in their area. The second objective is to collect feedback to improve the Vancouver Food Asset Map by trialing the current map with community members.

Background and Context

Mapping food assets is a useful method for bringing forth the strengths, gaps and areas for improvement in local food systems. This method highlights the unequal distribution of assets within a city and break down barriers that communities face to ensure everyone has access to nutritious foods while encouraging locally-based food self-reliance at the same time.

From the census provided by Statistics Canada (2013), we can gather that since a larger percentage of the population speak a language other than English (41.8% of the population), and 49.3% speaks a language other than English. Due to the amount of non-English speakers in the community, we will focus on making the asset map easy to understand and follow by excluding abbreviations and jargons. As well, during our presentation to the Hastings-Sunrise community, we will be explaining the map to the participants in simplified English, and will also have group members translate into Mandarin and Cantonese if necessary.

The median household income for this community in 2011 was \$59952, which is higher in comparison to the \$56113 average for the City of Vancouver. In addition, 18.1% of the Hastings-Sunrise community population live in low income households, lower than the 20.5% average of the overall Vancouver population. With higher household income, map users in this community

may focus on the quality of assets, seeking a wider variety of foods in terms of cultural diversity and nutritional content.

Background

- Mapping food asset is a useful method to improve local food systems by making it easier for community members, city staff and officials whose work can make use of the asset map to see and distribute the community asset strategically. It solves problems within the community by using food assets to inspire, support and guide community members in their work/problems.
- An example of a similar project in another region is the Toronto Food by Ward (Toronto Food Policy Council, 2016).
- The map can highlight the unequal distribution of assets in the region and assist in redistribution of resources to where it's required to ensure its availability to the residents.
- This project is a continuation of work previously completed by ASTU 360 in UBC Sociology department, and a collaboration with Vancouver Coastal Health (and various project partners depending on the community region the group is in charge of).
- A long-term project in which more LFS 350 groups along with their respective community partners will continue on with it next term, and possibly for an even longer period of time.

Research Questions

- Are the people interested and will they actually use the map in the future to assist them with their problems?
- Is the Food Asset Maps easy to use and what can be improved?
- How will the food asset map help us figure out the gaps and strengths in our food system?

Methodology

- Having Hastings-Sunrise community members test the use of the Food Asset Maps and collecting their feedback regarding ease of use and whether the resource is suitable.
- Conducting observations and recording data in the form of surveys followed with analysis of the data by statistics and graphing.
- Updating the information on the spreadsheet and obtaining information on newly formed community organizations.
- Collectively summarizing feedback from community partners and members in order to suggest recommendations for future progression of the project. The purpose of this is so that Vancouver Coastal Health staff and prospective LFS 350 students may use this information and apply it when further developing the asset map in the future.

Methods

1. Data collection

- a. Conducting research on demographics and interacting with community members of Hastings-Sunrise area in order to provide accurate information to be input into the asset map.
 - b. Using scripts provided by Vancouver Coastal Health to make calls or emails to community organizations and schools in Vancouver based on a list provided by Vancouver Coastal Health to collect updated information as required on the spreadsheet.
 - c. Information and data collected from the calls and emails will be entered into the excel sheet in order to update the asset map.
2. Map trialing
- a. Quantitative: An evaluation form (derived from pilot test and provided by VCH partners) will be given to and completed by community members. Evaluation is an online word document and answers are based on Yes/No/Not Sure categories.
 - b. We will divide ourselves into groups of 2 people and we will provide 4 laptops to be used for map trialing and information collection. Each group will trial the map with each participant one-on-one and collect feedback before continuing to the next participant.
 - c. Community members will be approached individually (English, and Cantonese/Mandarin if necessary), introduced to our project, given instructions on map use, asked to trial the map and then complete evaluation forms.

Reference

1. Mathie, A., & Cunningham, G. (2003). *From clients to citizens: Asset-based community development as a strategy for community-driven development*. *Development in Practice*, 13(5), 474-486. doi:10.1080/0961452032000125857
2. Statistics Canada, Census. (2013). *Hastings-Sunrise Community Statistics*. Retrieved from <http://vancouver.ca/files/cov/Hastings-Sunrise-census-data.pdf>
3. Toronto Food Policy Council. (2016). *Food by Ward*. Retrieved from <http://tfpc.to/food-by-ward>