



**Work Group: Data Management & Research**

Date: February 10<sup>th</sup>, 2010

Time: 3:30 – 5:00 pm

Location: PHLP Building, 22<sup>nd</sup> Street Oakland

**Attendance**

Hank Herrera, Nathan McClintock, Heather Wooten, Alethea Harper, Alexandra Hudson

**Agenda Item 1: Follow-up from 1/21 OFPC meeting**

**Agenda Item 1: Follow-up from 1/21 OFPC Meeting**

**1a. Review research wish list (Google doc)**

- Discussion:
  - Since the list will never really be complete, let's put it online now.
  - It might be helpful if we could have an embedded function to email questions to Alethea (who would then post them online).
  - We could add a discipline category (nutrition, public health, etc) where you could put different things.
  - We could have a level of analysis category (e.g. molecular and biological could include nutrition and social and communal could include sociology).
- Action:
  - Let's post what we have so far (Hank: if we use Google Apps we can make it interactive).
  - Let's have a "submit a research question" button!
  - Nathan will send the list to a few professors (Alexandra will email Nathan when it's up).

**1b: Review proposed metrics (Google doc)**

- Discussion:
  - We're supposed to revise which are good metrics to tackle and start filling in the blanks for each metric.
  - It would be so useful to include GIS data in here. If people have already compiled the information, it would be most time-savvy for us to not reinvent the wheel.
  - **Increases food security in Oakland**
    - The term "food security" is vague – should we take the old school version of food security as in food pantries or access to healthy food? According to

*The OFPC is incubated by:*

*Food First*

the USDA, food security does not mean 'number of stores.' For Heather, it would be nice to use a hybrid of the two.

- Can we extrapolate affordability and quality of food to a particular type of store? We can probably do this with the data we have now, but we should be concerned with relying on data that won't be regularly collected.
  - Is there a website that gives you an average price of an item in a zipcode? (yes but you have to pay for it)
  - Does USDA have a comprehensive list of a 'thrifty food basket'?
- *Method of collection:*
  - It would not take more than a couple days to go out to neighborhoods with a market basket of items and go out and collect prices. This could be compiled by undergrads/high school students as a community research project.
  - Fruit prices and vegetable prices will change throughout the year, but realistically beyond measuring these >2x/year, do we need to go out and see how much items cost? We would probably want to compare prices in summer and winter.
- *Indicators*
  - Square footage for fruits and vegetables as a percentage of store size (as a benchmark we could see how this grows)
  - Small and medium sized stores accepting federal assistance.
  - The federal government does not present a food security measure at the county, much less the city level, so maybe we could figure out how to have this ('various takes on food security' – old school [i.e. pantry] v. new school measures) included in a phone survey.
    - Add this to the CHIS (California health interview survey). But CHIS does not go lower than the city. This may become a cost-benefit proposition as, while a lot of these data points would be nice to have, they will be expensive to collect.
- **Build greater Public Health in Oakland**
  - Matt as a public liaison – work with him to develop a set of things that we want to track (childhood obesity, diabetes, etc).
  - Heather will send Matt this indicator and ask for his help in filling it out.
- **Support local agriculture**
  - NASS – national agricultural statistical service (we could get a break-down by county).
  - *Data source*
    - Farmers' markets rosters (there are two major companies that organize the markets here, Pacific and Marin, so Brad could find out who/how many people are selling at the markets).
  - We should fund a study to take a sample of California farmers to see where exactly they sell their products! A lot can tell us what whole-seller they to, but this is not as straight-forward as it seems.
    - Each store can do its own local sourcing (the stores would know this).
    - From there, we can see how many direct markets there are and how many whole-sellers there are.