

The logo is a circular emblem with a light green border. Inside the circle, there is a solid green heart shape positioned above two stylized green hands that are cupped together, palms facing each other. The hands appear to be holding or supporting the heart.

AMS Food Bank Strategy to Support All Clients

...

By Lauren, Julian, Ebod & Alex

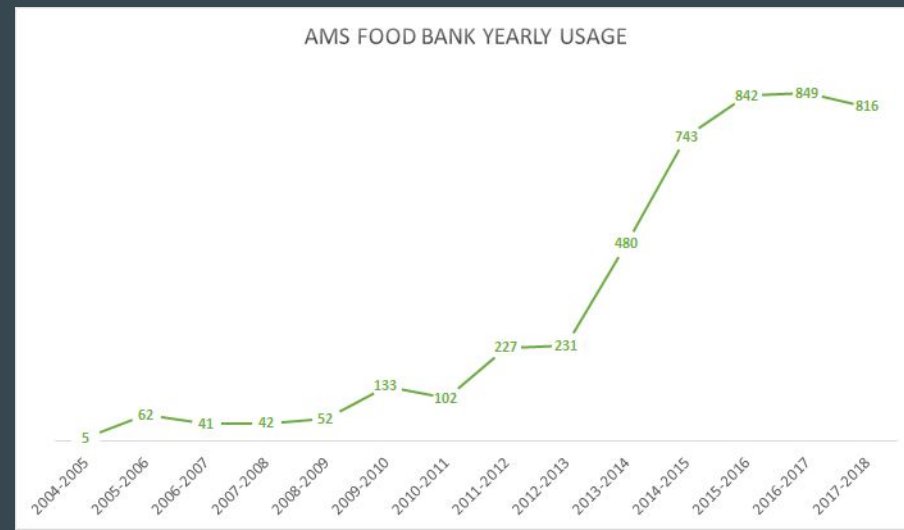
Agenda

- 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

Students (cohort)	UBC Student Population (%)	AMS Food Bank Clients (%)	Top 15 Clients (>15 visits each)
Domestic	76	50	80
International	24	50	20
Undergraduates	79	66	53
Graduate	21	34	47
On Campus	22	40	40
Off Campus	78	60	60

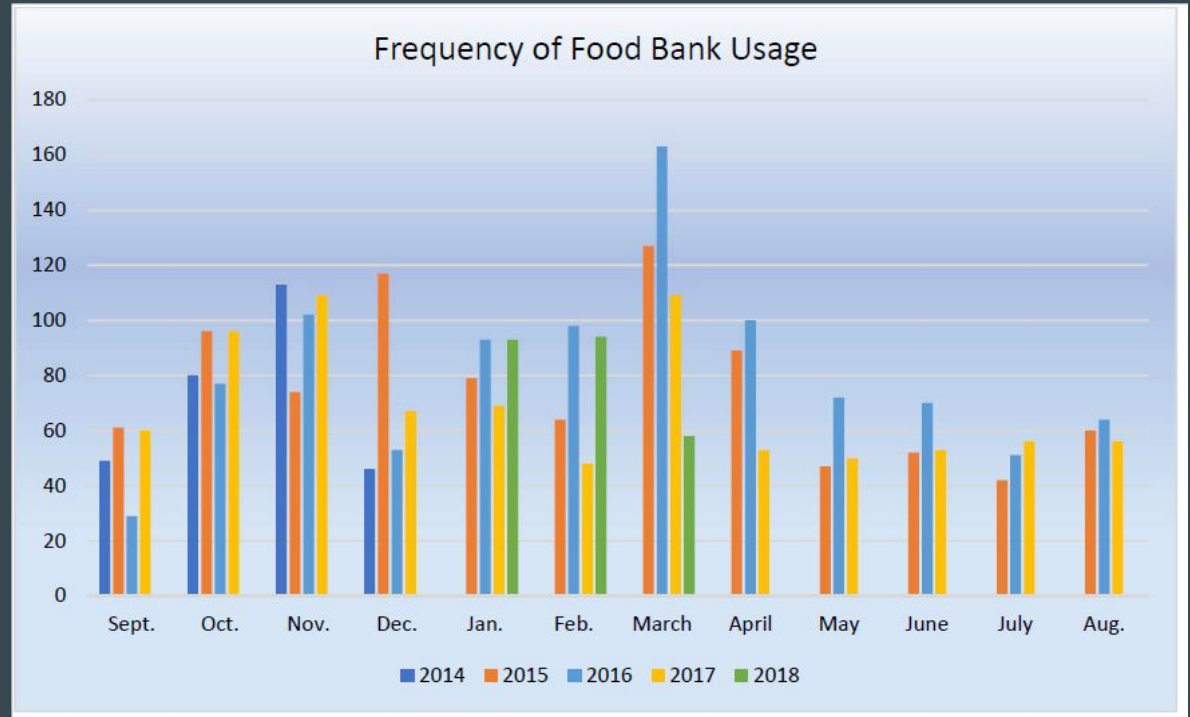
Registration Data:

- 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

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



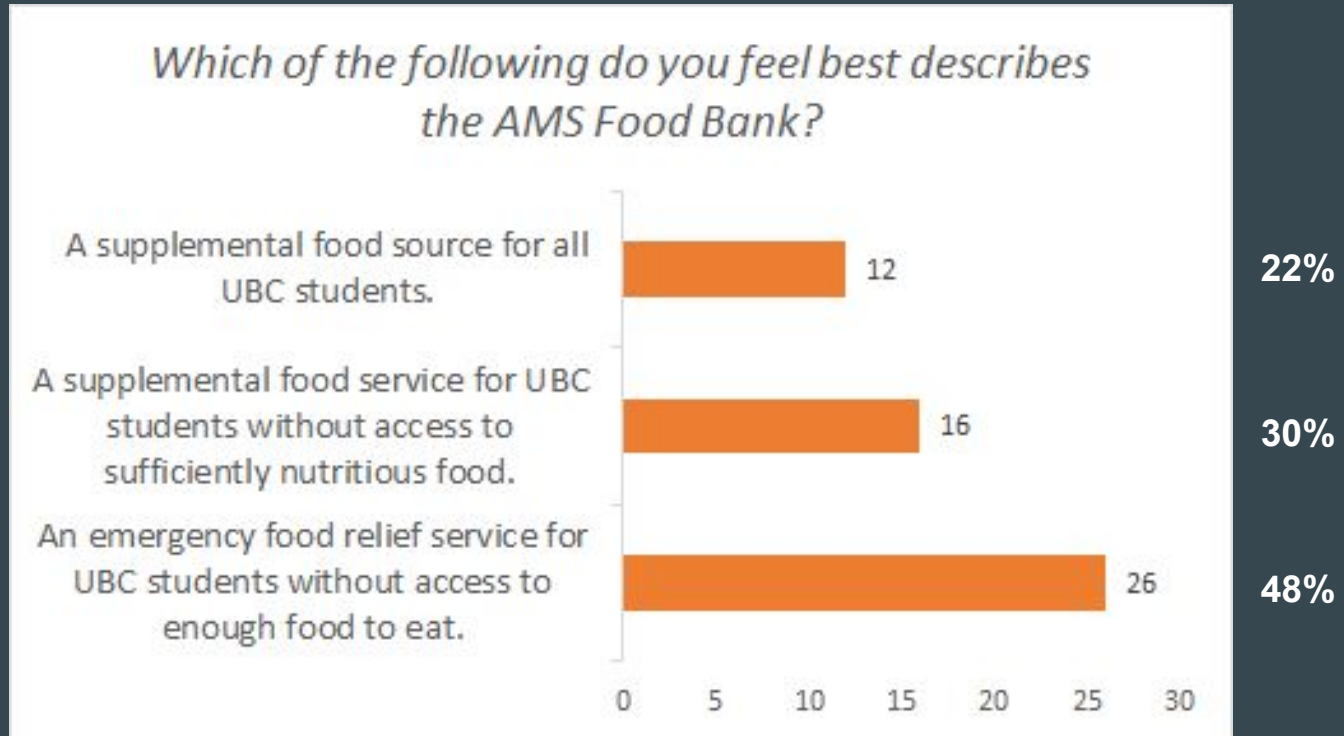
The poster features a logo at the top center consisting of a heart with two hands cupping it, all within a circular border. Below the logo, the text reads "We want to hear back from you!". The central graphic shows five hands of different colors (magenta, blue, red, yellow, green) raised against a background of many smaller, grey hands. Below this graphic, the text says: "You have the chance to help us improve the Food Bank's services and win one of two \$50 gift bundles that includes a \$25 UBC Bookstore Gift Card and a \$25 grocery gift card, or win one of three \$25 grocery gift cards." At the bottom, it says "Please complete our survey by March 12th!". Along the bottom edge, there are ten vertical URLs: <http://bit.ly/2oE1zfl>, <http://bit.ly/2oE1zfl>, <http://bit.ly/2oE1zfl>, <http://bit.ly/2oE1zfl>, <http://bit.ly/2oE1zfl>, <http://bit.ly/2oE1zfl>, <http://bit.ly/2oE1zfl>, <http://bit.ly/2oE1zfl>, <http://bit.ly/2oE1zfl>, and <http://bit.ly/2oE1zfl>.

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

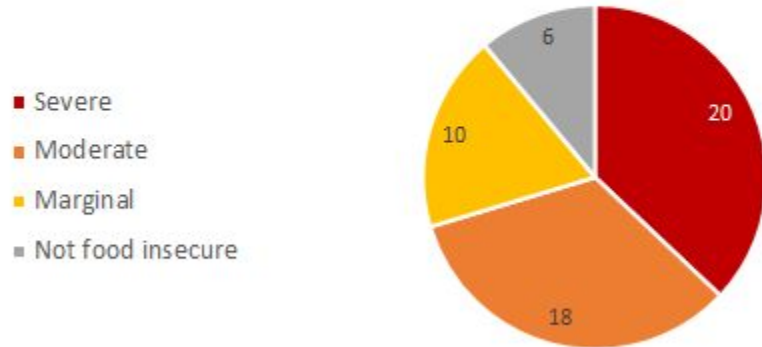
n = 60



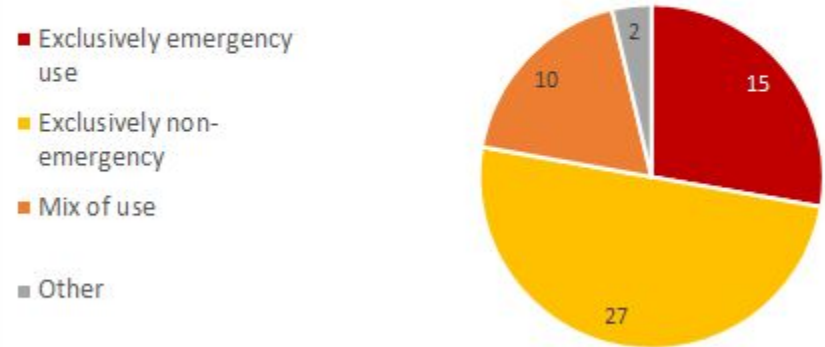
Results (2): Survey - 5 Key Findings

2. Usership of the food bank is varied

Levels of Food Insecurity Experienced by AMS Food Bank Members



Emergency vs. Non-emergency use of the AMS Food Bank by Members



Results (2): Survey - 5 Key Findings

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.

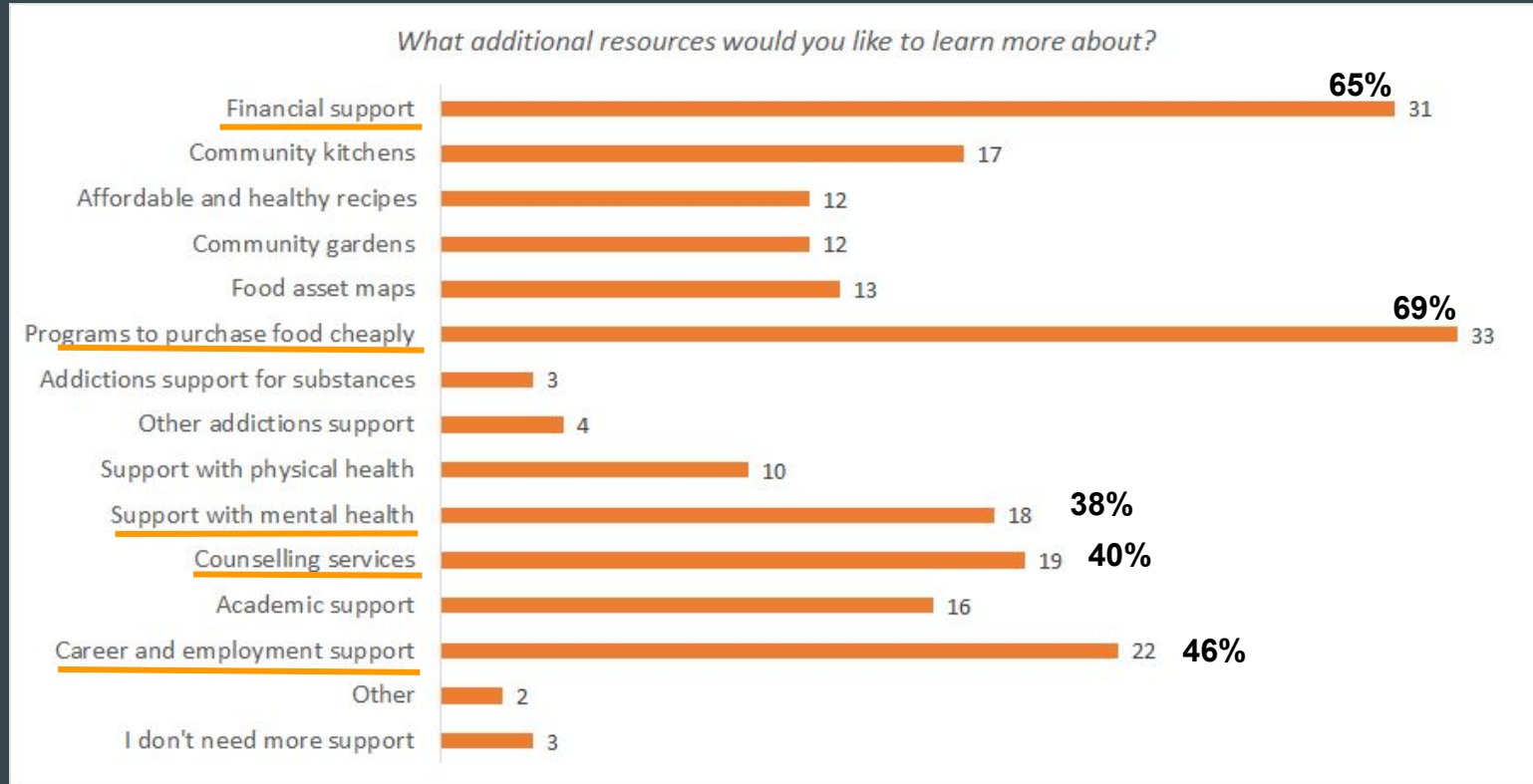
44.4 % (24/54) have not used any of these resources

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:

(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)



(n = 48)

Discussion (2): Survey

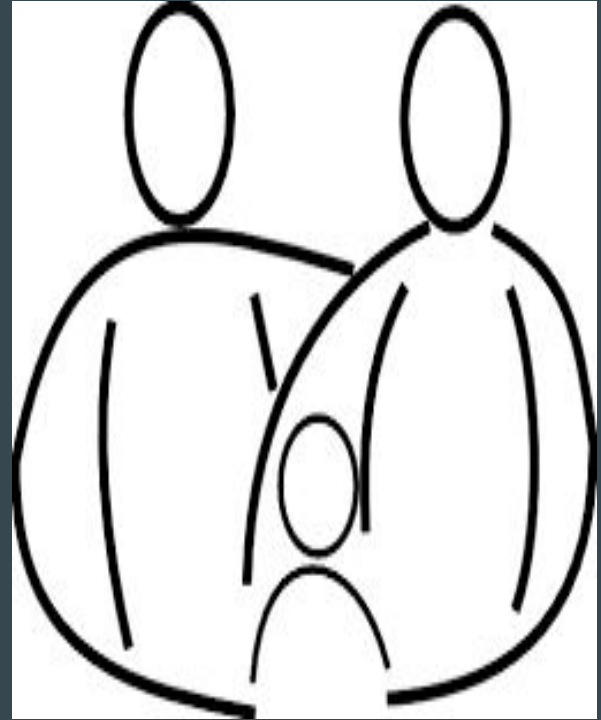
1. **Challenge:** usership and perspectives of the AMS Food Bank are complex.
2. **Opportunity** to deliver info on additional resources. Certain additional resources are prioritized by food bank members (**Financial, food, employment, mental health**).
3. **Opportunity** to use (at least) newsletter and website to effectively communicate these resources.



Points of Interest

Registration & Visitation Data:

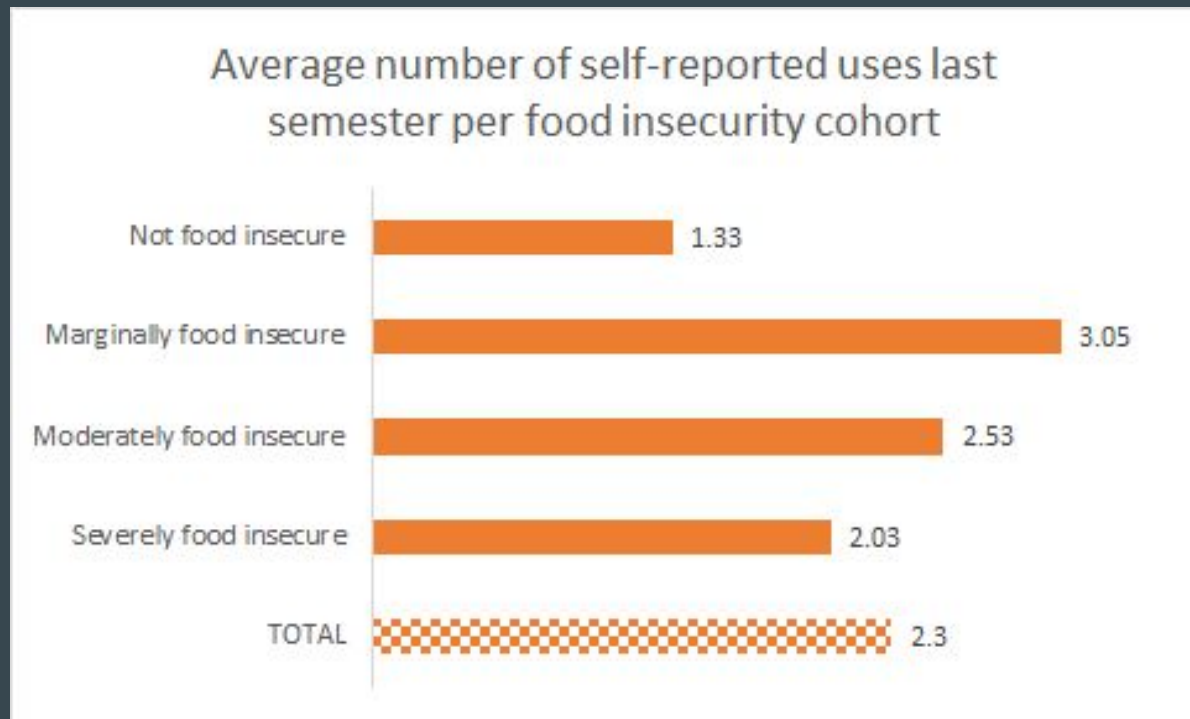
- **667** students registered between **September 2014** and **March 2018**
- Average visits per client = **2.86**
- Average visits per top (15) clients = **22.53**
- **14%** of all **registered students** supporting a family
- **53%** of top **15 clients** supporting a family
- **100%** of top **3 clients**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



Fostering Support & Promoting Transparency: **Types of Resources**

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



Fostering Support & Promoting Transparency: Welcome Email

Hi _____, Welcome to the AMS Food Bank!



Resources

Homepage

Events

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 [notetaking](#) 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 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 when 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.

Thank you! Questions?



In partnership with:



Student Society
of UBC Vancouver

ubc sustainability

