



PUBLIC ENGAGEMENT ACTIVITY

MEGHNA MATHEWS
MEES718K

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01 DESCRIPTION OF PES

32nd Street Farmer's Market, Baltimore, MD

Upon arrival, there will be a QR code to an anonymous survey, which will ask questions about demographics (age, gender, race, and income)

After taking the short survey, shoppers are encouraged to walk around the whole market first to gain a sense of products sold by the vendors

There will be signs posted around that market to direct shoppers

At the end of the survey, there will be a list of vendors for those of lower-income households/communities

There will be a question asking if the respondent is interested in an interview

- If they click yes, they will be prompted to answer a new set of questions

Since the farmers market is only open from 7am-12pm, interviews would take no longer than 10 minutes



02 GOALS AND AUDIENCE

GOAL:

Act or behave in a certain way in terms of environmental decisions or other personal decisions such as career choice

Get black communities of low-income housing to change their consumption patterns (purchase more products from farmers markets because higher quality foods that are sustainably grown would aid in promoting healthy and sustainable diets)

AUDIENCE:

Low-income consumers or Black descent who don't regularly shop at farmers markets because they don't have resources

02 AUDIENCE CHARACTERISTICS

How to connect with/encourage with audience:

- Based on the people that agree to be interviewed, I can assume that they don't receive adequate nutrition from their current diet
- There is a lack of knowledge in how healthy the produce is compared to their current intake
- Understand the barriers for people of lower-income communities to buy healthier food

What makes it challenging to connect with/encourage with audience:

- I can assume that low-income communities don't know how to utilize healthy foods
- They don't have adequate income to purchase foods at farmers markets since the food is more expensive
- Not all farmers markets accept SNAP benefits, so people of low-income communities may not know which ones do

03 OUTCOME 1: Audience knows or is aware of specific science information

My audience is aware that they reside in low income areas, so it would be helpful if they know how they can purchase healthier foods in surrounding higher income areas. However, there are barriers associated with low income communities buying healthier foods, including: transportation, education, resources, and accessibility.

Helping low income communities understand that they can also purchase the higher quality foods will help them to be interested in shopping at farmers markets more often and be open to healthier food options.

To support this outcome, I will use time for dialogue/listening as a tactic, so I could firstly talk to one/a few members of the lower income communities in Baltimore and ask questions about how they normally receive their food.

03 OUTCOME 2: Audience believes scientists are motivated by desire to help society

(Assumption) My audience could potentially believe that nothing is currently being done to address food insecurity or that there is an unwillingness to help their communities, so it would

Tactics:

- time for dialogue/ listening
 - shows that I am listening to the issue before explaining why I want to help
- tone/style/intensity
 - the way I communicate my personal story would help them understand that someone close to me has experienced a similar situation

I can engage in a conversation with someone from a low income household and understand their beliefs about how much scientists are willing to help. Then I can share a personal story that stuck with me over the years, which is why I want to help people because I don't want them to experience what my family member had gone through.

03 OUTCOME 3: Audience believes that they have the ability to do a certain behavior

(Assumption) Given the connections/challenges, my audience is likely to shop at cheaper convenience stores instead of buying higher quality produce like those sold at farmers markets, so if they believe they can purchase more healthy foods, they might start shopping at farmers markets.

Tactics:

- channel
 - Many people have at least one form of social media, so I could use different platforms to get them to come to the farmers market
- time for dialogue/listening
 - Understanding their thought process and consumption habits is beneficial in knowing or confirming the assumptions of barriers associated with low income communities not shopping at farmers markets
- time of day
 - I can post in the mornings so that it will be in people's feed by the time they check their social media accounts. Posting regularly would minimize the possibility of attendees missing the post

RECIPES



0 1 Before leaving the farmers market, people that do not know how to utilize the produce can pick up a brochure or recipe pamphlet

Assuming that the low-income communities don't already know how to use the produce, providing them with a way to learn recipes could help them purchase it more often