



Prevention Research Center
at Case Western Reserve University

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FreshLink

FreshLink is the core research project of the Prevention Research Center for Healthy Neighborhoods at Case Western Reserve University. FreshLink is a five-year (2014 - 2019) project focused on promoting health by improving access to fresh and healthy foods in Cleveland and East Cleveland neighborhoods.



Core Research of the
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Why FreshLink Is Here

FreshLink's goal is to work hand-in-hand with community partners to evaluate the reach, adoption, and impact of farmers' markets and the Double-Value Produce Perks program among people receiving SNAP benefits (formerly food stamps) in low-resource neighborhoods in Greater Cleveland, Ohio.

Plan, Grow, Study, Share

There are three major methods FreshLink is using to reach its goals:

- Survey of SNAP Recipients:** During the Summer of 2015, the FreshLink team surveyed 320 SNAP recipients with young children who live within one mile of a farmers' market in Greater Cleveland to learn more about how people who use and do not use farmers' markets and Produce Perks are similar and different in terms of their beliefs, behaviors, and constraints.
- FreshLink Food Habit Study:** FreshLink is conducting in-depth interviews with 30 community residents who previously took the FreshLink survey to learn even more about their social networks around food and food-related habits, such as how they make decisions around purchasing and preparing food and what to eat.
- Peer-to-Peer Dissemination Model:** Using what was learned in the previous phases, FreshLink will pilot test and then scale up a model of peer-to-peer dissemination, called FreshLink Ambassadors (FLAs). Ambassadors will be a small group of engaged community residents. After a four-week training program, the FLAs will be prepared to improve the reach, adoption, and impact of farmers' markets and the Double Value Produce Perks program by making referrals and holding small outreach events in their communities.



Community Partners Are Key

FreshLink has engaged an excellent group of community partners to contribute to planning and growth, including the Cuyahoga County Office of Job and Family Services, Ohio State University Extension, Cleveland Cuyahoga Food Policy Coalition, the Hunger Network of Greater Cleveland, Cleveland Botanical Garden, Greater Cleveland Neighborhood Centers Association, and the Greater Cleveland Food Bank.



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