Growing your Garden Story through Evaluation
HNMC Capacity Building Workshop Three

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How does evaluation help you tell your garden story?

It helps you communicate to others:

• How did it get started? – finding the land, permission, zoning, access to water etc..

• Who participated – small group? community-wide? diversity?

• What resulted from the garden in terms of social interaction and community spirit?

• What did the garden produce – food!

• Who did the food go to?

• What did they do with it? Cook, Put up?
So how do you measure all of this?

• Think about:
  – What information/data you need to tell a convincing story
  – How will you collect/document this information?
How did the garden get started?

• Any barriers? How did you overcome them?
• What information would you pass along to others trying to do the same thing?
• How do you keep track of this information?
  – Notebook
  – Meeting notes
  – Tape conversations
  – Flash/phone video/pictures of meetings, interviews, etc.
Who participates in the garden?

• Age, ethnicity, income, place of residence
• How do they work together
• Do they learn from each other?
• Do people come to you asking to participate?
What is the social impact?

- Does the garden bring people together who didn’t know each other before?
- Do people feel good about working together?
- Do kids learn more about where their food comes from?

How to measure?

- Stories
- Surveys, interviews
What did the garden produce?

How do we measure this??
Where did the food go? What did they do with it?

• Did it benefit those who need it?
• Did people learn new skills? – cooking, canning and freezing?
• Did people enjoy it?
  – More than other food?
• Are more people starting their own gardens?
• How to measure??
Questions?

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