



# Food From Home

November 2020 - June 2021





# Program Logic

*Food from Home aims to deliver a social marketing campaign to increase participation in edible gardening to facilitate climate and health co-benefits in Melbourne's South East.*

<b>Problem statements</b>	<b>Inputs</b>	<b>Activities</b>	<b>Short-term outcomes</b>	<b>Medium-term outcomes</b>	<b>Long-term outcomes</b>
<p>Communities in Melbourne's South East are vulnerable to poor health and health outcomes (that may be exacerbated by climate change inaction)</p> <p>Communities in Melbourne's South East face barriers to edible gardening at home such as a lack of knowledge, time, space, and affordability.</p>	<p>In-kind contributions</p> <p>Partnerships</p> <p>Project Advisory Group</p> <p>Knowledge and research</p> <p>Existing prevention structures</p> <p>Volunteers</p> <p>Creative Digital Agency</p>	<ul style="list-style-type: none"> <li>• Consumer insight survey</li> <li>• Community co-design workshop</li> <li>• Literature review</li> <li>• Digital communication strategy</li> <li>• Stakeholder toolkit</li> <li>• Campaign website</li> <li>• Resource development</li> <li>• Social media executions</li> <li>• Free Seeds initiative</li> </ul>	<p>Reach of campaign</p> <p>Engagement with campaign</p> <p>Earned media opportunities</p> <p>Increased knowledge, intent and self-efficacy to engage in edible gardening</p> <p>Community participation in online Facebook group</p>	<p>Increased awareness and recall of key campaign messages (benefits of edible gardening on climate and health)</p> <p>Increased motivation to engage in edible gardening at home and/or community gardens</p> <p>Increased participation in edible gardening at home and/or community gardens</p>	<p>Increase in individual and community adherence to norms around edible gardening</p> <p>Individuals will be resourced and engaged in edible gardening to promote climate and health co-benefits</p>

**Assumptions:** Ongoing commitment and engagement from partner agencies (adaptive capacity), community will have positive engagement with campaign, campaign will have broad reach and successfully influence intended audience

**External Factors:** Changing political climate, funding, changes in planning cycles for IHI funded partners, staff turnover, PCP funding uncertainty

# Campaign Evaluation

## Campaign effectiveness

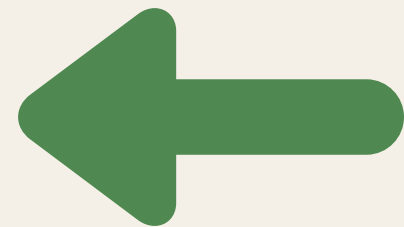
Data collected and analysed at monthly intervals

## Community impact

Data collected at 6 months [June/July]

## Partnerships

Data collected at 6 month mark [July]



Leia, Greater Dandenong



# Campaign Platforms

- Facebook
- Facebook group
- Instagram
- Website
- Newsletter
- YouTube



# Reach

Objective:

Campaign will reach  
25,000 people on social  
media in 6 months

**Total reach (social media)  
: 81,900**

# Engagement

**Resource downloads: 1,215**

**Content shares: 232**

**Active FB Group Users: 84%**

George, Cardinia Shire



# Campaign Activities

5

Seasonal recipes created

29

Beginner-friendly resources developed

10

Blog posts published

6

Newsletters published

9

Food from Home Stories created

15

Community gardens featured in local Directory



## Reducing waste and saving money in your edible garden: Water (2)

Using less water in your edible garden means you save while also helping the environment. Here are some creative ways to lower your water bill and conserve water!

- Keep a **bucket in the shower** to collect the water as it heats up. You can use the water from the kitchen or laundry taps before this heats up.
- Save the **water that is left over from when you cook pasta, vegetables** use this to water your plants. Just allow it to cool to room temperature to avoid salted water.
- Save the **water that is used to wash or rinse fruits and vegetables** them in a pot of water, or rinse them in a colander and place a pot to collect the water.
- Consider **putting your collected water into a watering can**. This way you can direct the water only to where it is needed (at the base of your plants).
- Consider **installing a rainwater system/rainwater tank**. This will allow you to collect and store rainwater to use on your garden. There is a cost involved and the cost will vary depending on which system you decide on.

For more growing resources, head to:  
[www.foodfromhome.org/resources/](http://www.foodfromhome.org/resources/)



## January Growing Guide

While there is no such thing as a typical Melbourne summer, the (hopefully) warm weather this month makes for the perfect time to get out into the garden and enjoy it!

**Remember, there is still time to sow seeds for beans and beetroot and silverbeet.** As for seedlings, there are lots of options to add to your garden over summer:



### HERBS

- Chives
- Watercress
- Parsley
- Sage
- Dill
- Tarragon



### VEGGIES

- Tomato
- Asian greens
- Lettuce
- Leeks
- Spring onion
- Zucchini

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# Media

- The campaign featured within 18 local and state publications
- Includes local papers, newsletters and blogs



# Free Seeds Initiative

3,500

Free vegetable seeds distributed

8

participating library services

\*Seeds also distributed through Dandenong Neighbourhood Learning Centre, Rosewood Downs Primary School, Friends of Victoria Avenue Reserve, Berwick Neighbourhood Centre and Endeavour Hills Neighbourhood Centre

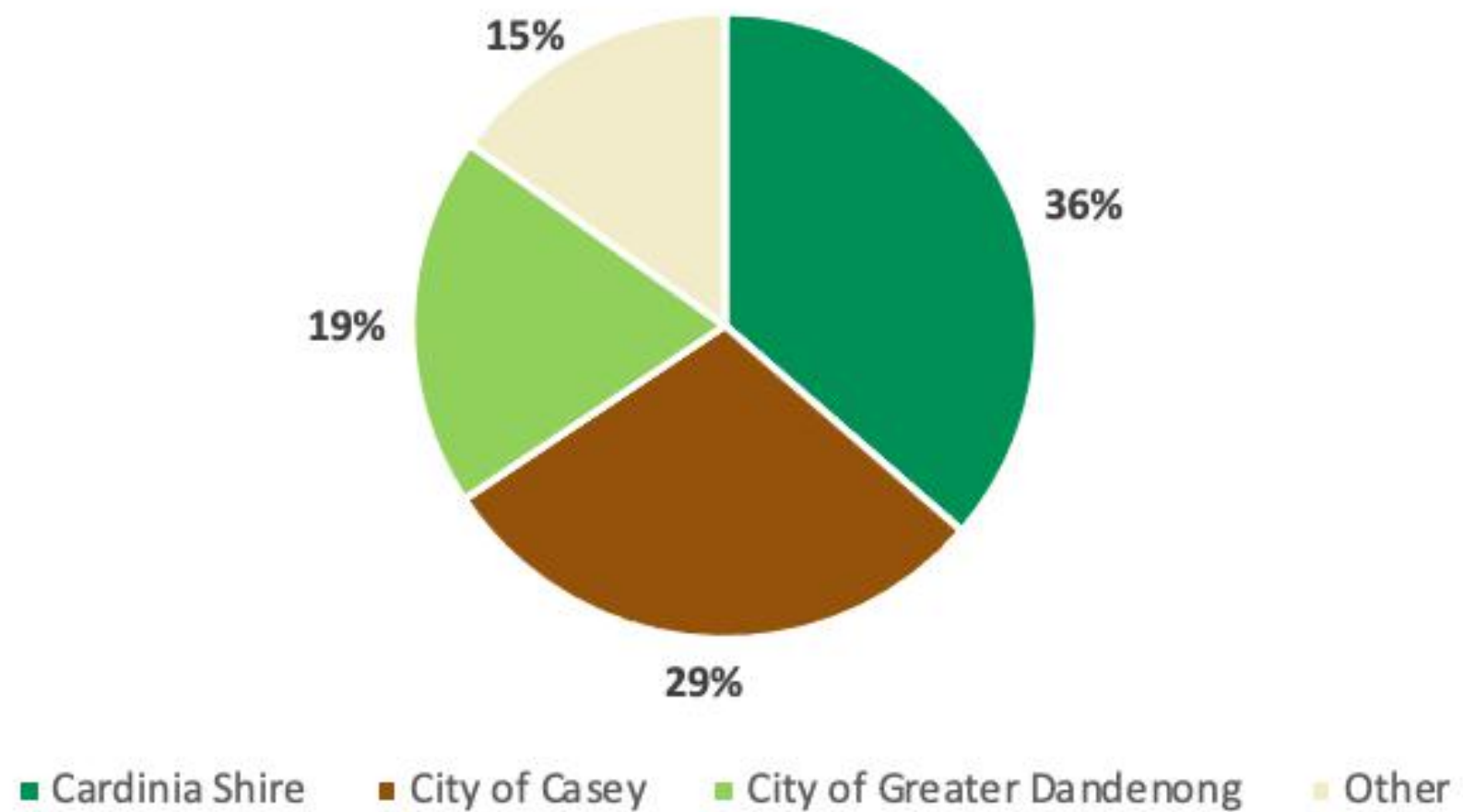




# Campaign Evaluation

## Free Seeds initiative

Free Seed Website Enquiries: Percentage by LGA



\*Total website enquiries: 301



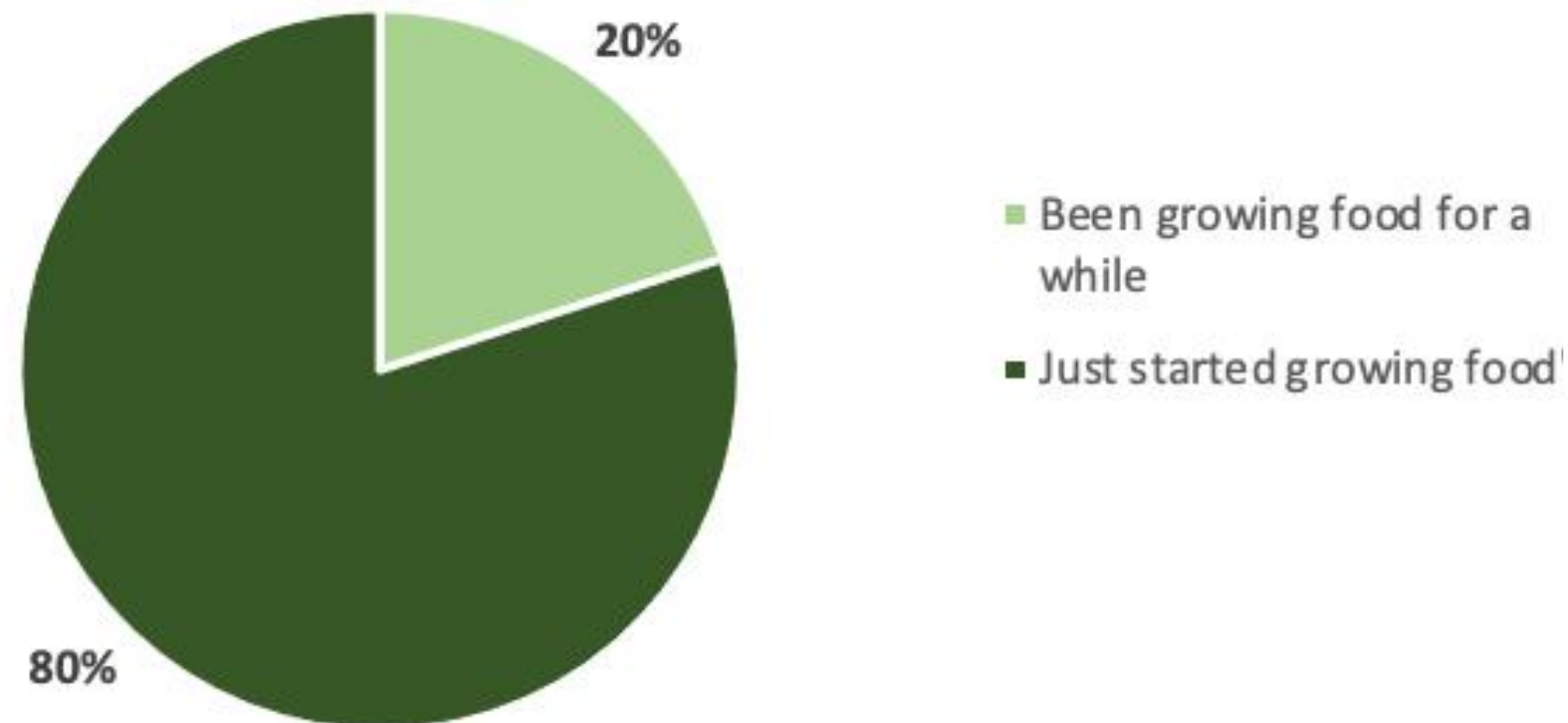
Dan, City of Casey



# Campaign Evaluation

## Free Seeds initiative (continued)

Free Seed Website Enquiries by Current Gardening Behaviours



Carol & Sue, Upper Beaconsfield Community Garden



# Campaign Evaluation

## Free Seeds initiative (continued)

- 27% of community survey respondents reported picking up free seeds
- Of the respondents who received seeds:
  - 65% had already planted them
  - 12.5% were planning on planting them soon
  - 18% were waiting for the right season to plant them
  - 4.5% said they gave the seeds away



# Campaign Evaluation

## Free Seeds initiative

- 100% of library services reported that participating in the initiative was a positive experience for library staff and community members.
- 100% of library services agreed that this initiative provided motivation for community members to grow food at home.

### Indicators of increased motivation and participation:

- Community members going back for more seeds.
- Increased borrowing of gardening books.
- Majority of people registering for seeds online were new to growing food.
- Generated discussions about growing food, gardening and food security amongst library staff and community.



Viththiya, Mythily and Sai, Greater Dandenong



# Campaign Evaluation

## Community Impact

- Community survey responses n= 73

### Campaign recall

- 100% of respondents could correctly recall at least 1 key campaign message
- The top three campaign messages correctly recalled included:
  1. Growing food at home is good for our environment (84.75%)
  2. Growing food at home doesn't have to be expensive (79.66%)
  3. Growing food at home is good for our physical health (77.97%)



Kim, Berwick Community Garden



# Campaign Evaluation

## Community Impact (continued)

### Community Knowledge and Attitudes: Key outcomes

- 83% of respondents could reported that the *Food from Home* campaign had:
  - Increased understanding of the environmental benefits of growing food at home
  - Increased level of support towards people and communities growing food at home
- 80% of respondents reported:
  - Increased motivation to grow food at home
  - Increased awareness of local edible gardening events and initiatives
- 76% of respondents reported:
  - Increased understanding of how to grow food at home
  - Increased understanding of the health benefits of growing food at home



Angelique & Josh, Cardinia Shire



# Campaign Evaluation

## Community Impact (continued)

### Community Attitudes and Behaviours: Key outcomes

- 78% of respondents reported that the *Food from Home* campaign motivated them to start growing food at home, with a further 18.5% reporting that they plan to start growing.
- For respondents who were already growing food, the campaign impacted them in the following ways:
  - 68% felt more motivated to grow food at home
  - 34% felt more satisfied about growing food at home
  - 32% reported growing a more diverse range of food
  - 27% reported growing more food
  - 24% reported growing food in more sustainable ways



Elaine, Cardinia Shire

FOOD  
FROM  
HOME

# Campaign Evaluation

## Community Impact (continued)

### Community Attitudes and Behaviours: Key outcomes

- The *Food from Home* campaign also positively influenced the following behaviours:
  - Reducing food waste (54%)
  - Eating seasonally (47.5%)
  - Encouraging family and friends to grow food (46%)
  - **Engaging in gardening as a physical activity (44%)**
  - Seed saving (44%)
  - Engaging in gardening for mental health (42.37%)
  - **Reducing carbon footprint through gardening (41%)**
  - **Increasing fruit and vegetable consumption (30.5%)**
- 3% of respondents reported the campaign had no influence on the listed behaviours.



Eilidh, City of Casey





# Campaign Evaluation

## Community Impact (continued)

### Satisfaction: Key outcomes

- 68% of respondents reported telling someone they knew about the *Food from Home* campaign
- 100% of respondents indicated they would like to see the *Food from Home* campaign continue



Shirley, Hallam Primary School



*"Being a member of the FB page and community has been very positive and I enjoy the tips and interactions of other members as well as just the reminder to keep going/growing;"*

*"I think this is a fantastic campaign and I appreciate knowing all the local events and initiatives in the South East. I'm new(ish) to the area and this has really helped me engage."*

## **Qualitative feedback...**

*"Food from home has been a god send, especially during Covid lockdown in 2020. It has encouraged us to grow more varieties of vegetables and herbs and has been an incredible source of information for us. The staff are truly amazing and answered all queries extremely quickly, and I find them most helpful and their information reliable"*

*"Fantastic resource that is always well presented and so informative. Always a nice break from the Covid news when the Food from Home newsletter comes into my inbox! Keep up the great work!"*

*"I love discovering how many wonderful gardeners there are around me."*

*"Loved it - great campaign that was simple and easy to follow"*

*"The campaign is doing a great job at raising awareness around the benefits to both the environment and people's overall health. Campaign's like this are a great way to reach those of us who before would've never thought to grow food from home, and appreciate the overall benefits."*



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## Critical success factors...

- Multi-platform campaign approach
- Six-month project duration
- Community-led education strategy
- Community partnerships

## What we'd do differently...

- Discipline-specific expertise (internal)
- Engage community stakeholders earlier

# Reflections

Key learnings identified by project team

Zoe, Greater Dandenong

