Mission and Vision Statements

• Mission
  – To create opportunities for youth to have positive experiences that encourage healthy life choices.

• Vision
  – To create positive opportunities for young people that encourage and support long-standing Pueblo values such as kindness, generosity, and compassion, in hopes that these young people will contribute to the solidarity and health of our Pueblo community in order to perpetuate the Pueblo way of life
Cochiti Farmer’s Mentorship Program

A program that pairs older experienced farmers with young people to transmit generational Pueblo farm knowledge

Program was a result of community food assessment
Beforehand....

• Make sure everyone working with the project is on the same page.

• Consider information gathered and shared. This information becomes PUBLIC and can be used against you. The Tribe has to be aware of the projects.

• Don’t be afraid of sharing needs or “failures.” HONESTY IS THE BEST POLICY
3 Stages of Evaluation

1st Stage: Prior to the Program
What kind of programs will reflect the values of the community?  
- food assessment (Needs Assessment to ESTABLISH GOALS)

2nd Stage: During Program
What is our program producing? What can we tell funders?  
What are our measures? (MEETING GOALS)

3rd Stage: After Program
How can we improve our program? Reviewing (REEVALUATING GOALS TO SEE IF THEY MEET OUR NEEDS) *** Power to make program look good or bad ***
Stage One: Needs to Establishing Goals

• What kind of programs do we need?
  ****What are our needs?**********
  – We all had an “idea” about what we needed but we needed some starting point.
  – Basically, you are just extracting what people are thinking.
  – COMMUNITY FOOD ASSESSMENT SURVEY
Cochiti Community Food Assessment Survey

Please Circle the relevant demographic information:

1. Male
   Female

2. Age:

3. How people live in your household?  ____

4. How many of those are under 18?

5. Are you employed outside of household?
   YES    NO

6. Do you earn over $12,000 a year?(optional)
   YES    NO

Food Information

7. Are you one of the main people who shop for food for your household?
   YES    NO

8. Do you receive food assistance?
   WIC    FOOD STAMPS COMMODITIES

9. How much do you think your household spends per month on food?

10. Name the three major places you buy food?
   1. _______________
   2. _______________
   3. _______________

11. Do you or your family grow your own food?
    YES    NO

12. Do you buy food at the C-store?
    YES    NO

Why or why not? _______________

13. Do you buy any food at C-store or Romeros?
    YES    NO

What do you usually buy there? _______________

14. Do you have difficulty getting to the store?
    YES    NO

How do you get there? _______________

15. Do you go to town just to buy food?
    YES    NO

FOOD CHOICES

16. How often do you get fruits and vegetables?
    Not at all 1xweek 2xweek everyday

17. How often do you drink soda?

STATS

How tall are you? _______________

How much do you weigh? _______________

Culture

Do you think people are interested in Cochiti food traditions? YES NO

If you could tell our Leaders anything about food/tradition/health issues, what would you tell
Surveys and Focus Groups

• We gave incentives for doing a survey. T-shirts worked great for us.

• We come from a small community so we knew what questions to ask, so that was our starting point. If you don’t come from the community, you will have to do more work to get the right questions.

• We knew where people would gather.
Surveys and Focus Groups contd.

• We gathered the information from the survey and to explore the information more we decided to do focus groups. This is where it got funny.
Focus Group Problems for us

• There was usually one person who talked over the others.
• People were trying to guess what we wanted to hear.
• People came only for the food and incentives and did not participate.
• We had to find a more meaningful way to explore issues.
Our new approach

• The MOLE Approach

• Basically, we sent our board into the field to sit with people in and asked questions.

   BINGO

   GATHERINGS

These conversations were recorded in notebooks and used for information gathering. Much more effective
STAGE TWO: During Program

• Stage One ➔ Need new farmers, more traditional crops, less junk food
• --➔ Traditional Farming Program
• GOAL 1) To produce more farmers- # of participants
• GOAL 2) To increase home food production- poundage
• GOAL 3) To create a market for our farmers- linking our farmers with buyers *# of meetings
Stage Three: After the program

1) Did we meet our goals?
   a) Did we produce farmers?
   b) Did we increase local food production?
   c) Did we connect farmers with buyers?

This helps us plan for the next cycle...

Stage 3- We found talking to the farmers or participants and perceptions extremely important.
Stage 3 Continued

• Other things to consider:
  – Cycles of Production
  – Population, you can increase every year but in a small place you run out of people to focus on...
    • So you build new programs to keep participation going
    • We should have had at least 5 years of programming in mind. We just started the mentorship program without much insight into the next years until mid way through the first year
Pareto Optimal

**Pareto optimality**, is a state of allocation of resources in which it is impossible to make any one individual better off without making at least one individual worse off.

Keep this in mind for all programs. All program will peter off so its best account for that beforehand.
Lessons Learned

Pictures, Pictures, Pictures

1) Talk to people and record those things. Antidote's are great.
2) You can’t plan beforehand enough....(More information in the beginning the better.)
3) Focus on numbers.
4) Numbers + Antidotes= great evaluation report
5) Failures or unmeet goals are just as valuable as accomplished ones
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