

CTSA and Community Partnership Provides Petersburg's Mobile Farm Market with the Analytic Capacity to Grow

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Disclosures

No conflicts of interest.

Petersburg Healthy Options Partnerships (PHOPs)

Awarded 5 year grant funding by Centers for Disease Control's High Obesity Program

2018



2020

Launched Petersburg Offers Produce (POP!) mobile farm markets

Gained access to national database of metrics at census tract level, City Health Dashboard

2022

Began collaborating with iTHRIV Informatics Team



Goals of Collaboration Between PHOPs and iTHRIV Informatics

PHOPs

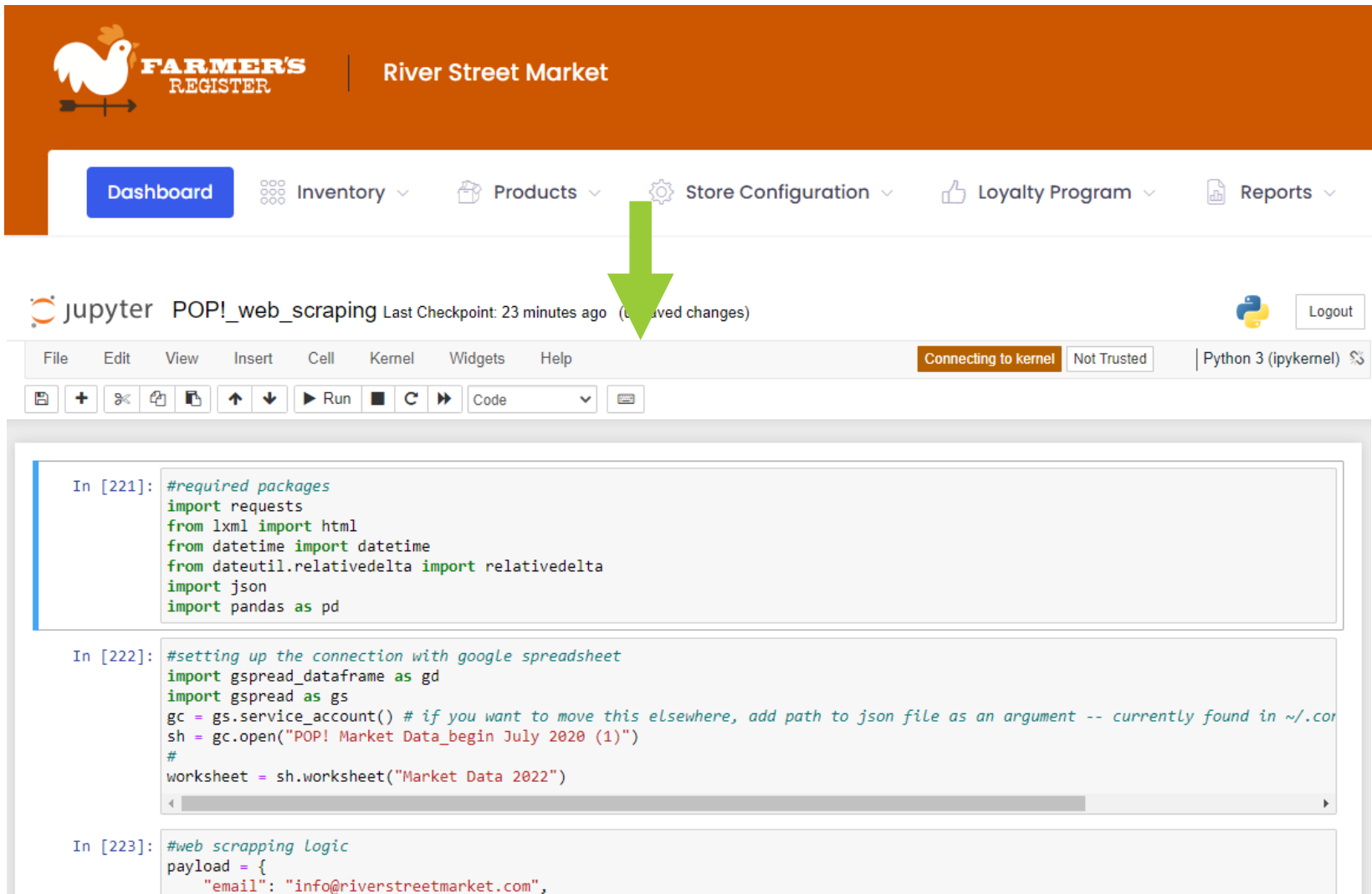
- Private, shareable data repository with live data update capability
- Up-to-date public-facing project reports to communicate with community partners and to serve as a resource to support other projects, grants, and community partners

iTHRIV

- Understand challenges in data collection, analysis, and dissemination experienced by PHOPs
- Provide feedback regarding best practices and insights into additional beneficial services and features



Data Collection



The screenshot displays a web application interface for "River Street Market" with a navigation bar containing "Dashboard", "Inventory", "Products", "Store Configuration", "Loyalty Program", and "Reports". A green arrow points to a Jupyter notebook titled "POP!_web_scraping" with a "Last Checkpoint: 23 minutes ago" and "Unsaved changes" status. The notebook interface includes a menu bar (File, Edit, View, Insert, Cell, Kernel, Widgets, Help) and a toolbar with icons for file operations and execution. The code in the notebook is as follows:

```
In [221]: #required packages
import requests
from lxml import html
from datetime import datetime
from dateutil.relativedelta import relativedelta
import json
import pandas as pd

In [222]: #setting up the connection with google spreadsheet
import gspread_dataframe as gd
import gspread as gs
gc = gs.service_account() # if you want to move this elsewhere, add path to json file as an argument -- currently found in ~/.cor
sh = gc.open("POP! Market Data_begin July 2020 (1)")
#
worksheet = sh.worksheet("Market Data 2022")

In [223]: #web scrapping logic
payload = {
    "email": "info@riverstreetmarket.com",
```



Data Dissemination

iTHRIV Research Concierge Portal

Resource/Event Details

HOME > Petersburg Project: POP! Markets

Petersburg Project: POP! Markets

The POP! (Petersburg Offers Produce) Market is a mobile farm market that travels to neighborhoods in the City of Petersburg, VA to offer LOCAL, FRESH fruits and vegetables directly from nearby farmers. The POP! Market also sells value-added products (jams, canned goods, salsa, etc.) produced in the Tri-Cities area. POP! Market accepts SNAP/EBT (Supplemental Nutrition Assistance Program) and Virginia Fresh Match (double bucks on fresh produce).

Below you will see some information about what the POP! Market is accomplishing in the City of Petersburg, VA.

Average sales per market, including overall sales, SNAP sales and Virginia Fresh Match (double bucks on fresh produce) sales. (Bar chart displaying year-to-year comparison.)

[Click here to view](#)
Average POP! Market Sales

Average overall sales per market at each 2022 POP! Market site. (Bar chart for each site.)

[Click here to view](#)
Average Sales at Each POP! Market Location

SNAP sales at each 2022 market location. (Bar chart of SNAP sales as a % of overall sales.)

[Click here to view](#)
SNAP % of Average Overall POP! Market Sales

Information

Type
Center or Initiative

Home Institution
Virginia Tech

Institutions with access

UVA

Public

iTHRIV

Virginia Tech

Carilion

Inova

Fralin Biomedical Research Institute

VCU

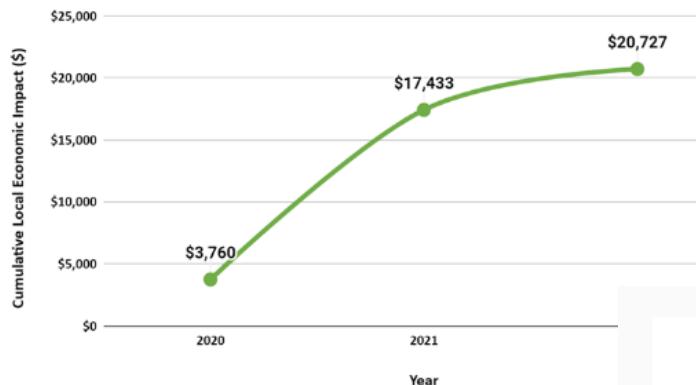
Categories

CONNECT  > iTHRIV Community Groups and Initiatives



Data Dissemination

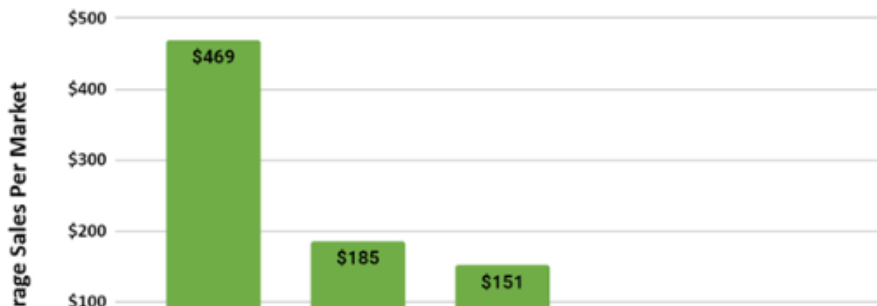
POP! Market Nutrition Program Cumulative Local Economic Impact



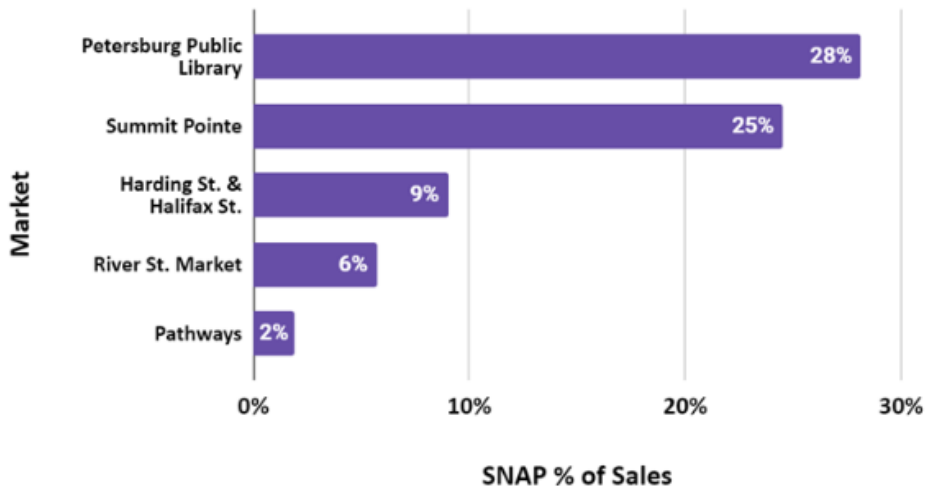
POP! Market Nutrition Program Cumulative Local Economic Impact ([link](#))

Local Economic Impact of the POP! Market Nutrition Incentive Programs (dolla

Average Sales at Each POP! Market Location (2022)

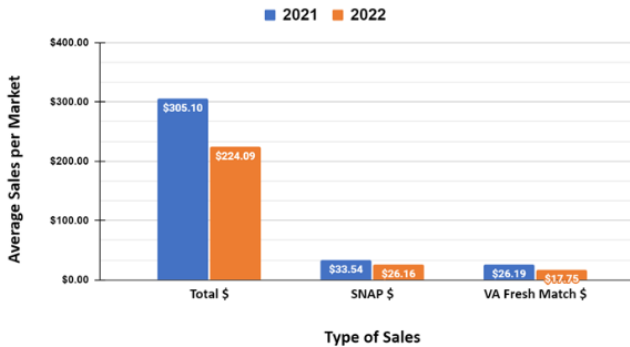


SNAP % of Average Overall POP! Market Sales



SNAP % of Average Overall POP! Market Sales ([link to live graph](#))

Average POP! Market Sales



Average POP! Market Sales ([link to live graph](#))

Average sales per market, including overall sales, SNAP sales and Virginia Fresh Match (double buc

SNAP sales at each market location (as a % of overall sales) for each 2022 site



Results and Feedback

“This is so important; it changes everything to be able to show this to people”.

~ Cheryl Bursch, PHOPs Food Access Director

"The technical assistance and support provided by iTHRIV, through our partnership, allowed us to spend less time and effort on data updates and analysis and more time on providing those numbers in communications and reports to community stakeholders and members. iTHRIV helped our team to be more efficient and functional."

~ Lisa Homa, Assistant Project Director/Evaluator

- Supported an evaluation of overall, SNAP and Virginia Fresh Match sales of current POP! Market sites, as the POP! Market looks to expand from two sites per week to six.



Future Plans

- Continued support for PHOPs with adjustments as needed based on feedback
- Cycle 2 of iTHRIV
 - Establish new data pathways for community partners
 - Develop process for community partners to receive project specific informatics and data management support





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*Please help us continue our support for clinical and translational research by citing our grant number in relevant publications:
National Center for Advancing Translational Science of the National Institutes of Health Award UL1TR003015/ KL2TR003016.*