Biographical Narrative

Amanda Osborne is a CD Educator II with the Cuyahoga County Extension office, which has an area leader and representation for all four program areas. She “stewards” Hiring and Government Affairs for her office. She holds a B.S. in Geography from Ohio University and a M.A. in Urban Geography from The George Washington University. Amanda is responsible for planning, teaching and evaluating educational programs that support the development of a sustainable local/regional food system with a focus on building/enhancing systems and creating new economic development opportunities. She provides Extension leadership to local food policy coalition related initiatives, as well as works to establish and foster collaborative opportunities with local, regional, state and national community development organizations. In addition, she conducts community data analysis, identifies and participates in research projects, identifies and secures additional external funding, plans and implements appropriate program impact evaluation, and provides relevant program outcome information to public officials, legislators, other stakeholders. Amanda’s provides a minimum of 25% specialization in the area of Community Planning with a focus on local/regional food systems to the Western Reserve EERA, region, and state Extension professionals. Her position is county cost-share funded and approximately 10% of her time is dedicated to statewide efforts in the areas above.

Major Accomplishments

Program, teaching major accomplishments
Amanda’s work on two evidence-based models for improving community nutrition, Produce Perks and Produce Prescription (PRx), has been recognized at the local, state and national levels. Since 2015, she has cultivated partnerships with the Prevention Research Center for Healthy Neighborhoods (PRCHN), the Cuyahoga County Board of Health, and over 30 community-based farmers’ markets to ensure the success and continuation of the Produce Perks and Produce Prescription (PRx) programs in Cuyahoga County. She has developed strategic partnerships with Ohio Department of Jobs and Family Services (ODJFS) and MetroHealth Women, Infants, and Children (WIC) to promote Produce Perks and farmers’ market utilization among low-income families. Much of her work (e.g. outreach plans, evaluation and data collection methods, and training materials) has been adopted at the state level by Produce Perks Midwest.

Through the Produce Perks program, her work has helped to feed over 4,800 families and funneled over $300,000 into the pockets of 120 farmers in Northeast Ohio. Through the Produce Prescription program, her work has helped to increase fruit and vegetable consumption for approximately 2,000 families and direct an additional $64,000 into the pockets of local farmers. Over the last four years, Amanda has built relationships with funders and expanded these programs’ reach. Since 2015, she has secured over $600,000 in private, corporate, and federal funding.

Amanda helped execute a USDA Food Insecurity Nutrition Incentive (FINI) grant in partnership with Wholesome Wave from 2015-2018, providing technical assistance and training to over 40 farmers’ markets in Northeast Ohio. Specifically, she was responsible for the implementation, management, and expansion of the Produce Perks program in Northeast Ohio. She expanded the effort to Lorain, Medina, Portage, and Stark counties by launching the program with local farmers’ markets and helping to build their capacity. A second FINI grant award in partnership with Produce Perks Midwest (PPM) will provide nutrition incentive funding through 2021 and was possible due to Amanda’s initial FINI efforts.

Amanda has taught over 4,500 people on a variety of topics including food security, healthy food access, incentive programming, food waste and recovery, food policy, and direct-to-consumer marketing. The Natural Resource Conservation Service, The Case Western Reserve School of Medicine, the Stark County Food Policy Council, and the Ohio Dairy Association, among others have invited her to present. Furthermore, she
has been invited by her colleagues to teach classes on farmers’ markets, direct-to-consumer marketing, and food security in Medina, Noble, and Summit Counties. Her class on food security for the Medina County Government Academy has been ranked as the top class in the program’s series by participants. Her teaching style is often described by others as relaxed and conversational. She is known for her unique ability to effectively communicate complex data sets with community members through geospatial mapping.

In 2018, she developed a series of monthly virtual convenings as part of the Ohio Food Policy Network (OFPN); a network that consists of over 200 members, 23 local food policy councils, and a number of local and state government agencies. These convenings were designed to fulfill the educational goals of OFPN. Leveraging her professional connections, she has secured many high level speakers for the convenings, including the former Deputy Director of USDA Agricultural Marketing Service (AMS). These convenings have been shared at the national level many times by the John Hopkins National Food Policy Network. In 2018, the virtual convenings provided education to over 400 individuals and organizations.

**Creatively and scholarly work major accomplishments**

Since 2015, Amanda has been responsible for creating annual data collection tools, training manuals, promotional materials, program reports, and funder reports for the Produce Perks and Produce Prescription programs. Additionally, she has created GIS maps to show program impact at the county and state level.

Amanda co-authored the Produce Perks Toolkit for Farmers’ Markets in partnership with PPM. This resource has been used to train over 100 farmers’ markets across the state. The toolkit has been provided to other states (such as Virginia) by Wholesome Wave to serve as an example of a clear, concise, and effective training manual to replicate locally. Amanda won the NACDEP North Central Team Educational Material Award in 2019, and is currently a candidate for national recognition.

To increase produce utilization among low-income mothers participating in the Produce Prescription program, Amanda helped author a baby food cookbook titled, *Simple & Fresh Recipes for Baby and Family: A Guide to Using Fruits and Vegetables from Your Local Farmers’ Market*, with a now-former FCS Educator. The cookbook won a JCEP Creative Works Award and has recently been peer-reviewed to be produced and sold by Noodle Soup, a nationally recognized health promotion company.

Through her work with Produce Perks and Produce Prescription, Amanda has helped to author several peer-reviewed journal articles published in *The Journal of Preventing Chronic Disease*, *The Journal of Health Promotion Practice*, and *The Journal of Nutrition and Education Behavior*, and *The Journal of Health Behavior Research*. According to the editor, the publication in *The Journal of Nutrition and Education Behavior* was among the most read articles in the journal for the second quarter of 2017, and the full-text article was requested over 384 times.

Amanda has made six conference presentations as a part of Annual Extension Conference, OSU Engagement Conference, and National Association of Community Development Professionals (NACDEP) Conference. Her poster submission for the National Urban Extension Conference in May of 2019 was recently accepted.

**Service major accomplishments**

Amanda has served as Ohio NACDEP president and played a key role as part of the 2018 NACDEP national conference planning committee (hosted in Cleveland). She has also served on the A&P Promotion Committee, CFAES Knowledge Exchange Advisory Committee, and supported the OSU Wooster and Mansfield Campus Plans.
Since joining Extension, Amanda has provided significant leadership to the community at the local, regional, and state level through over 20 steering committees, coalitions, and research projects. A few of her most notable community service accomplishments include the PRCHN FreshLink Study, OH-NIN, and OFPN.

Amanda has shown leadership in her county office by addressing a variety of local ANR and FCS programmatic opportunities during a number of position vacancies. Doing so enabled the continuation of the signature Market Gardener Training Program, and the successful execution of the New Beginnings for New Fathers Financial Literacy Education program supported by an ODJFS state-level grant.

Since 2015, Amanda has served as a Partner and Investigator for the FreshLink study, the core research of the PRCHN funded by the CDC. With her expertise in nutrition incentive programming and her connection to local farmers’ markets, she helped to guide development and implementation of the FreshLink intervention by designing data collection techniques and assessing feasibility for farmers’ markets. The FreshLink model is currently being disseminated nationally.

Amanda has served on the OH-NIN steering committee since 2015. In addition to helping execute two USDA FINI grants as mentioned above, she helped to guide the expansion of the Produce Perks program across the state by providing expertise in capacity building, data collection, management processes, and training. She conducted GIS mapping which informed the expansion plan that was included in the 2018 FINI grant application, and has mapped FINI grant program impacts by congressional district to help OH-NIN communicate with elected officials.

In 2017, Amanda was invited to serve on the Ohio Food Policy Network (OFPN) by Dr. Jill Clark, a faculty member in the Glenn College of Public Affairs and advisor to the Ohio Department of Agriculture (ODA). She helps lead network communications and create educational opportunities to advance the network. She also serves on the OFPN Annual Summit planning committee, a convening that draws over 150 attendees each year.

**Plans For The Future**

Amanda is currently planning to pilot a WIC nutrition incentive program in partnership with her local FCS Educator and MetroHealth WIC. This will be the first WIC incentive program in the state of Ohio, and will be one of only 5 known programs in the country. This incentive pilot will be an expansion of the Produce Perks program and will increase access to fresh, local fruits and vegetables for an additional 500 families in Cuyahoga County. The pilot will examine how distribution methods may or may not influence incentive redemption and the findings will be disseminated through future conference presentations and publications.

Amanda will be re-launching the Produce Prescription program in 2019 in partnership with the Prevention Research Center for Healthy Neighborhoods and The Philadelphia Food Trust’s Food Access Raises Everyone (FARE). This program will serve up to 150 food insecure residents experiencing diet-related illnesses in 2019. Current and future programming will focus on building capacity at the clinic level and creating efficient clinical processes for long-term sustainability. She plans to provide education and training to other states (such as Indiana) that are interested in fruit and vegetable prescription programming.

Finally, she plans to help execute the current FINI grant and provide support to the state-level policy campaign. If state funding is secured, $1 million would be made available for nutrition incentives to support Ohio’s food insecure families and farmers.