
Vietnamese-Americans in Orange County: A review of Food Stamp & Fruit / Vegetable Patterns

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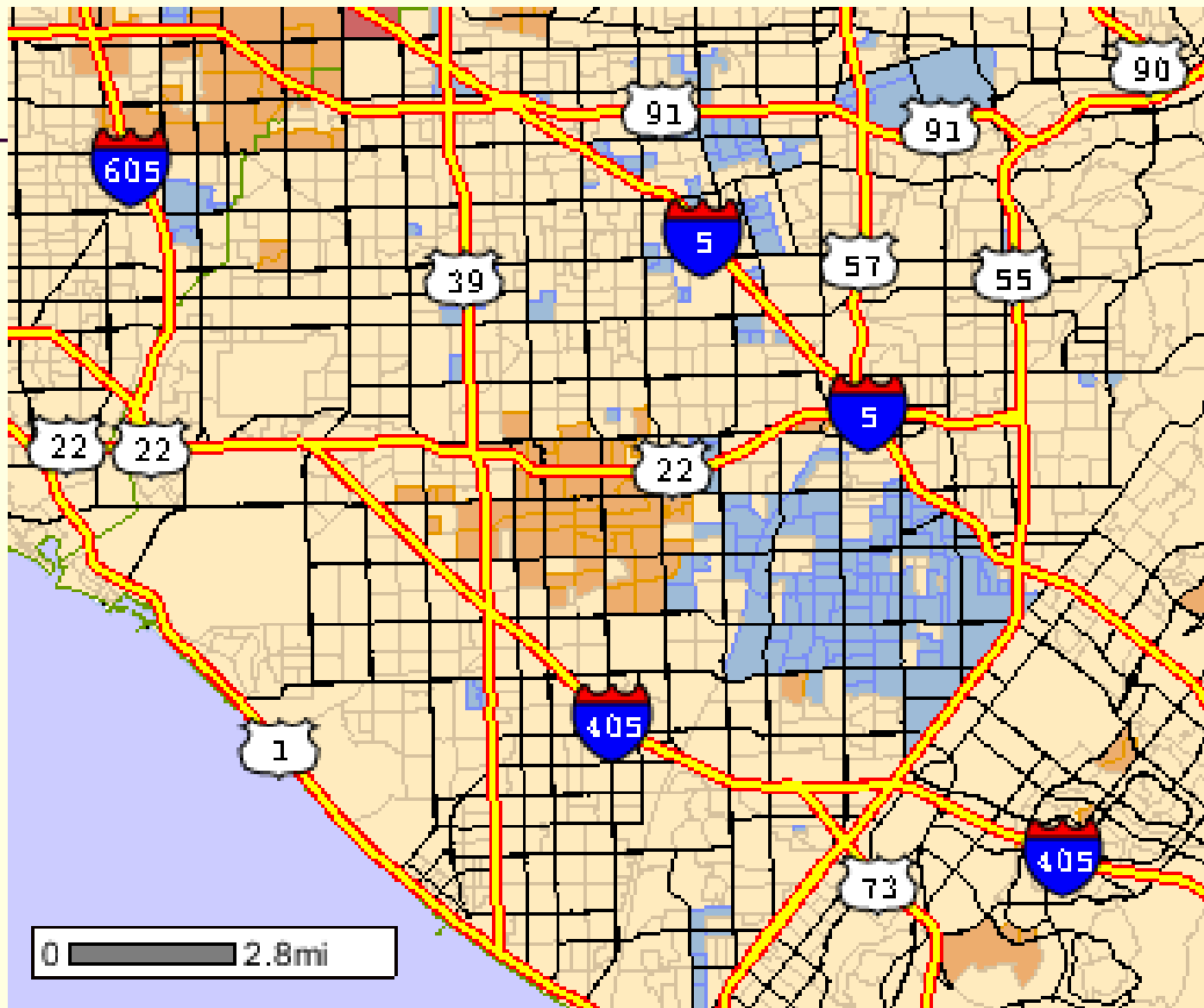
Funded by the USDA, through the California Nutrition Network



Introduction

- **135,548 Vietnamese-Americans in OC**
 - 31% of Westminster
 - 21% of Garden Grove
- **Background**
- **2 Surveys**
 - Grocery Store
 - Individuals





Grocery Store Survey n=17

17 markets (11 independent, 6 chain) in Westminster and Garden Grove

- Food Stamp use and perceptions
- Fruit & vegetable availability and sales
- Interest in promotional efforts related to Food Stamps and F & V

Food Stamp Use & Perceptions

- **100% accept Food Stamps**

 - 41% accepted WIC*

 - *1/11 independent, 6/6 chain accept WIC

- **100% liked EBT**

 - 47% reported EBT difficult to use

- **53% valuable for business**

 - (100% for WIC)

- **88% valuable for customers**

 - (100% for WIC)

Fruits & Vegetables Available

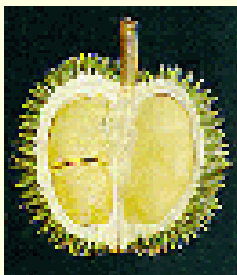
- 94% offered fresh
- 94% offered canned
- 88% offered dried
- 94% offered frozen fruit
- **70% offered frozen vegetables**
(Only 6 of 11 independent stores)



Fruit & Vegetable Sales

What are your best selling F & V?

- **Fresh** – Banana / Lettuce (Sale items)
- **Canned** – Lychee (C=?) / Green Beans
- **Dried** – Raisins (I=?) /
Bamboo shoots, mushrooms (C=?)
- **Frozen** – Durian (I) & Strawberries (C) /
Green Beans, Corn, Peas*



(*I = 2/11 responses)

C = Chain, I = Independent

Promotional Efforts

Would you be willing to have any of the following in your grocery store?

- **Food Stamp**
 - 69% posters
 - 50% pamphlets
- **Fruit & Vegetables**
 - 94% posters
 - 81% pamphlets
 - 38% food demos / taste tests
 - 25% recipes



Using the Grocery Store Results

- Promote Food Stamps to consumers (Refer to WIC)
- Promote frozen vegetables????
- Develop recipes using “best selling” items
- Provide stores with free F & V posters and brochures
- Place health info in food ad circulars
- Review floor space devoted to F & V
- Work with Food Stamps to provide larger “Food Stamps Accepted” signs & determine items purchased

Individual Survey $n = 75$

**Multiple sites –
community, clinic & school**

- **Ethnicity & Age**
- **Food Stamp perceptions**
- **Fruit & vegetable consumption,
knowledge and perceptions**
- **Physical activity perceptions**

Ethnicity & Age

100% Vietnamese-American
10% additional ethnicity

- **8% were 18-29 yrs of age**
- **36% were 30-39 yrs of age**
- **17% were 40-49 yrs of age**
- **12% were 50 yrs of age and over**
- **25% did not report age**

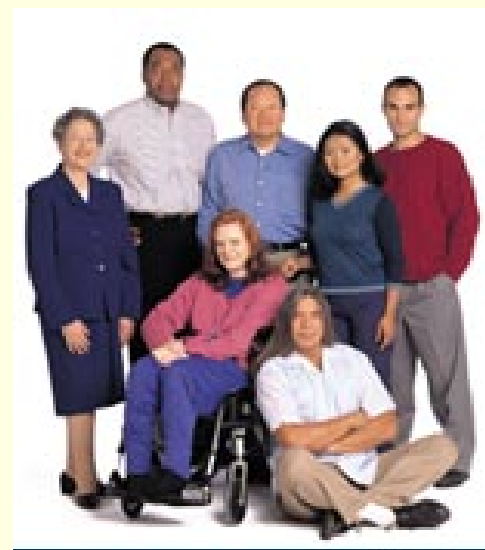
Food Stamp Perceptions

- **84%** Food Stamps good way for low-income families to buy food
- **25%** do not always have enough money for food
- **40%** have seen EBT used
- **46%** know how to apply for Food Stamps
 - 65% Medi-Cal
 - 37% WIC
 - 19% School Lunch

Barriers to Food Stamps

What keeps families from applying?

- **41% Language**
- **38% Unaware of the program**
- **32% Unsure how to apply**
- **30% Too much paperwork**
- **21% Afraid to apply**
- **17% Embarrassed**
- **5% Not needed**



Ways to Address Barriers

What would help families apply?

- **51% Assistance with the application**
- **38% Info on radio, TV, newspaper**
- **30% Written information**
- **27% Verbal information**

F & V Consumption

- **When:** 60% Bkfst, 81% Lunch,
73% Dinner, 57% Snacks
- **What:** 73% have 1-3 kinds a day
22% have 4-5 kinds a day
- **How Much:**
 - Servings Consumed:**
0-1 =14%, 2=44%, 3=37%, 4+=5%
 - Servings Needed:**
0-1=7%, 2-4=74%, 5-9=18%

F & V Knowledge

- **98% low in fat**
- **88% lower risk for heart disease & cancer**
- **91% have vitamins & minerals**
- **73% are in protein**

F & V Perceptions

- **97% important for good health**
- **83% eat enough F & V**
- **88% believe children eat enough F & V**
- **53% find it difficult to eat enough**
- **42% believe F & V cost too much**

Physical Activity Perceptions

- **93% important for good health**
- **76% get enough physical activity**
- **80% believe children get enough activity**
- **38% find it difficult be physically active**



Other Questions

- **What F & V do you buy most often?**
- **What do you consider a serving?**
- **What is your favorite way to eat fruit?**
- **What is your favorite way to eat vegetables?**

Using Individual Survey Results

Food Stamps:

- **Promote the use of Food Stamps**
- **Provide info in Vietnamese on how to apply & EBT use**
- **Work with others to provide assistance in filling out the Food Stamp application**

Using Individual Survey Results

Fruits & Vegetables – Positive findings:

- F & V linked with health benefits
- Consumed at meals and as snacks
- Cost of F & V not a concern for most
- Most wanted more nutrition information

Using Individual Survey Results

Fruits & Vegetables – Nutrition education:

- **Serving sizes or cups**
- **Recommended amounts**
- **Ways to increase variety**
 - **Demos and Taste Tests**
 - **Conduct at community sites**
 - **Use frozen/canned items**
 - **Classes**
 - **Nutrition**
 - **Cooking**



Conclusion

- Work with the state on the nutrition campaign targeting the API community
- Use the survey results to enhance nutrition education efforts reaching the Vietnamese-American community
- Expand efforts to promote Food Stamp use and F & V consumption by partnering with grocery stores and other community organizations

Thank You

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