THE ROOTS OF FOOD JUSTICE: A MIXED-METHOD EXPLORATION OF INNOVATIVE PRACTICES TO PROMOTE WELL-BEING

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Research aims: Contrast Traditional and Innovative Models for Food Banks

Traditional Model
- Shame
- Scarcity
- Separation

Innovative Model
- Choice
- Community
- Consideration
SHAME

Needing to prove circumstances elicits shame.

Long lines, public stories of hardship, and dilapidated buildings can promote shame.

Ivancic and Dooling, (2023); Swales et al., (2020)
FOOD BANKS

Tacoma & Pierce County Food Banks

Note: Food banks often change their hours and days of operation. Call first to confirm this information. Many food banks require an appointment as well as proof of ID, residency, social security, etc. Some may limit number of visits per year.

Emergency Food Network partner food bank sites listed by days of the week.
Emergency Food Network partner food bank programs listed by sites.
SCARCITY

Scarcity promotes fixation and attention bias.

Scarcity can have an influence on decision making abilities, causing more stress and less confidence.

Crandall and Temple (2018); Gee and Asim (2019); Huijsmans et al. (2019); Shah et al. (2012); Shah et al. (2018)
Signage that sends a message of scarcity.
Food assistance may not always align with cultural or religious preferences.

Accessibility challenges can contribute to exclusion.

Horberg et al. (2009); Rochow-Meyer (2009)
Choice

Community

Consideration
Intentional anti-scarcity design promotes security.

Integrated solutions empower customers with choice.

Mani et al. (2013)
COMMUNITY

Innovative tools for consistent communication.

Solutions are tailored to specific needs of community.
• GoodRoots’ Lockers out-perform 95% of brick-and-mortar food banks in Pierce County.

• They have more than 10,000 visits annually.
INDIVIDUALS SERVED

- 2019: <50,000
- 2023: 244,664

OPERATING BUDGET

- 2019: $50,000
- 2024: $3.2m
CONSIDERATION

Diversity of foods provides a sense of belonging to customers.

Intentional design establishes trust and security.

Carter (2021)
Hi I want to thank you and everyone on your team we had a great lunch-dinner today. Everything I cooked today was from the market (you guys)
My family was so happy 😊
THE IMPACT

• This project is the culmination of my year-long internship at GoodRoots Northwest, formerly the Bonney Lake Food Bank, as part of my training at UW Tacoma as a psychology student.

• This project has included extensive literature review on inclusive food access.

• Qualitative and quantitative evidence supports of the efficacy and feasibility of an inclusive approach to promote choice, community, and consideration.
THANK YOU

- Thank you to Stacey Crnich, who saw what couldn’t be unseen and dove headfirst into creating life-changing opportunities for our community.
- Thank you to Dr. Leighann Chaffee, who guided me and walked through this project with me and believed in the work being done at GoodRoots.
- Thank you to the volunteers and staff at GoodRoots, who were so patient, kind, and an inspiration.
- And thank you to the customers at The Market. This has been a transformative experience, and I am so grateful for my interactions with each person.