

INTRODUCTION

Maps help us navigate through space, show information, and tell the stories of a place. Yet, maps are often made by government or other institutions who don't always know the landmarks, roads, or hidden gems of a place like the people who live there do.

In **Community Mapping**, the participants of the workshop become the map-makers and tell stories of their neighbourhood and their lives from *their* perspective. Community Mapping affords community members the power to show what is important to them. It is also a useful tool to discuss an issue that many can relate to, and provides a visual representation of these discussions, a place to record the stories.

Food Mapping draws upon community mapping techniques by using an engaging, visual, and arts-based activity to frame the conversation and get people talking about food. The workshop outline included in this tool-kit focuses specifically on answering questions related to food access in a particular neighbourhood, such as: *Where do you get your food? Which stores do you go to most? How do you get to these stores?* Food Mapping can also be used to



find out about gardening in the neighbourhood, community meal programs, food banks, or many other food-related issues. Community mapping, similarly, can be used as a method to discuss other neighbourhood issues and can follow the same structure outlined in this tool-kit.

While a professionally-made food map would include *all* the food stores or restaurants in a neighbourhood, a community-made map will show the ones most frequented and favoured by the participants. As participants begin making their mark on the map, we begin to learn about food access in that particular neighbourhood (or city). They place food stores they go to regularly, meal programs, relatives' houses, community gardens, etc. It is a chance to learn which ones are most frequented and why, and creates a space for discussion of these particular places and the positive or negative experiences associated with them.

BEFORE THE WORKSHOP

1. Plan Your Event:

a) What's the purpose?

Why are you organizing this workshop and what do you want to find out? Is it simply to get people talking or do you want to learn specific things about food access patterns in your community? Is it a research tool? Mapping can be a useful tool to find out answers to various questions, but make sure you know what you want to focus on (ie. do you want to learn which stores are good or bad in the eyes of the community? Do you want to learn where all the backyard or community gardens are in the neighbourhood? Or do you want to learn about transportation habits?)

b) What do you want others, especially the participants, to get out of this?

While the primary motivation for the workshop may be to collect information as a community-consultation tool, the participants should still get something out of participating. This can mean that the workshop discusses an issue the community wants to know the answer to and has asked you to organize a mapping activity and/or participants should be compensated for their feedback/time through a meal or honorariums, depending on what is appropriate for the space and participants you are working with.

c) How will the information be used?

You will want to know *prior* to the workshop what the information will be used for after you gather it. Workshop participants should be informed of what the purpose of the workshop is, and how/with whom the information will be used. You should also begin thinking about how you will report back the information you learned to the community. This might require a second follow-up workshop, or the production of a poster/handout which shares the information in space the participants frequent. Or, maybe you want to display the map in the workshop space for some time afterwards.

2. Partnering Organizations:

As you think about the questions above, identify potential partner organizations that have a stake or interest in the issue. Maybe they want to help organize the workshop or maybe they can provide a space to host the workshop. It is good to use a space that already has a relationship with the community and is already frequented by people. For example, you could hold your workshop during a regularly scheduled program. This will limit the amount of work you have to put into advertising/promotion.

If you want to reach diverse groups of people, you may need to organize a few workshops and think of common places where different people gather. For example, if you're trying to meet parents, organize a workshop in the parent room of a local school; if you're trying to reach newcomers, maybe an immigrant organization would be willing to host, and so on.

3. Promote Your Event:

- a) When organizing an event be sure to know who your audience is. If you know who you want to see at the workshop you can find the best ways to ensure they might be there. You can put posters up around the neighbourhood, send information over email, or if it's appropriate, you may even want to make a Facebook event. If it's a large event, perhaps contacting media and writing a media release is in order. Having a neighbourhood partner can also help you with promotion. Not only will they have community connections to promote it to, but they will also have a sense of what the best ways to promote events in their community are.
- b) Design a poster. It doesn't have to be pretty (but it can!) and should include all important information about the event (see the attached sample poster). This includes:
 - i. Name and description – be clear and concise. If people don't know what the workshop is about they probably won't come.
 - ii. Date, time – when does it start and how long might it last?
 - iii. Location – where is it? What's the name of the organization? What's the address? Which room will it take place in?
 - iv. Contact information – who can they contact for more information?
 - v. Other information – will there be childcare available? Will there be snacks or a meal provided? Is the building physically accessible? Who is welcome to come? Do they have to register in advance?

4. Things to keep in mind:

It is important to remember that this workshop doesn't necessarily work for everyone. For example, for the Our Food Our Health Our Culture program, we did this workshop with a group of newcomers who spoke a variety of languages and we had two translators in the room. I realized that making stickers of stores was not something they were interested in doing and it was hard to translate; so I skipped the visual mapping activity, and simply had a group discussion. Alternatively, some people may not be interested in talking, and would rather express their answers through art, visually on the map. Remember to be adaptable both while you are organizing the event and *during* the workshop. You may have to change your plans based on how the participants are responding.

HOW DOES IT WORK?

It is useful to begin with a large blank piece of paper with a few major/common neighbourhood streets drawn out. Participants can continue to fill in streets as they map. Having a large resource map in the workshop room is useful to help visually recreate a map of neighbourhood and to confirm which streets go where. It is also possible to map directly onto an existing neighbourhood map if you have the means to enlarge it.

If the map begins as a blank slate, it will allow community members to add their own story to the map, with all individual stories connecting to form an overall food map. Participants will draw out neighbourhood streets, the stores they buy food at, or the organizations they eat at, food banks, grandparents' houses, community gardens, or schools if they eat, receive, or purchase food at any of these places.

Depending on the size, the workshop will run for about 1.5 hours, allowing time at the end for food.

Begin with introductory activities ('ice breakers') and explain the purpose of the workshop. Then you can begin to invite people to place things on the map. See the outline below for a workshop structure. The focus on the workshop can be directed by the types of questions asked in section 4, below. This outline is merely an example and it is good to be open to shifting the focus and layout of the workshop based on participants and intended outcomes.

Tools/Supplies to remember:

- Large paper
- Markers: various colours, various sizes.
- Stamps or sticker paper
- Pens and pencils
- Scissors
- Scrap paper
- Resource map (hang on the wall)
- Sign-in sheet (name, contact information, or other info you might want to collect for reporting)
- Food, drinks
- Flipchart paper

SAMPLE WORKSHOP OUTLINE

1. Intro/Ice breaker (10 minutes)
 - a. Welcome, what are we doing here? Outline of what will happen.
 - b. Icebreaker: Go around in a circle, say your name and what your favourite food is.

2. Listing food places activity (10 minutes)
 - Think of all the places you ate/got food in the last week: Let's make a list. Record everything on a large sheet of flipchart paper.

3. Mapping activity (allow participants to place items on the map for approximately 15-20 minutes before shifting to #4)
 - Participants will engage in a collective art activity putting on the map all the places they normally access food: stores, community centres, family/friends' places, restaurants...
 - Make a sticker for this place, draw it out or simply write its name, and then place it in the correct location on the map.
 - It's good to begin with the list you compiled together, make a sticker for one of the places and put it on the map to show them an example. Then allow them to make more stickers based on that initial list, as well as continue to brainstorm.
 - Alternate activities: You can also get participants to mark up the route they take for each trip (ie. from their house to the store). Or, get each participant to make their own individual map on a smaller piece of paper that would include their home and all the places they get food from.

4. Example questions (to ask during mapping; length of time can be determined based on when participants start to lose interest and conversations slow down)
 - a. Focusing on the stores used by the majority of people: why do you use this store the most?
 - b. How do you get to the store? How far do you travel?
 - c. How often do you do a big shopping trip?
 - d. How often do you do a fill-in trip (just for a few, small items)?
 - e. Can you get what you want at these stores?
 - f. What do you want to see more of?
 - g. Do you like shopping at these stores?
 - h. Are there stores that you would rather use but don't? Why or why not?

5. Closing activity: Imagine you had a magic wand that you could wave over your neighbourhood to help yourself, and others, have an easier time getting the foods you want (or healthy foods). What would you do? What would you change? What does this look like? (ie. corner stores, farmers markets, large grocery store, good food boxes). As the facilitator, you can give your answer first to explain the idea if people aren't catching on.

AFTER THE WORKSHOP

Following the workshop, it's useful to write a short report: what went well? What didn't work? What did you learn? To help answer these questions, you may want to have the participants fill out an evaluation sheet at the end of the workshop. If you do this, be sure they can fill it out anonymously, but also offer assistance if literacy is an obstacle.

As an organizer, do your own evaluation of the workshop: did you get the information you thought you would? What would you change next time? What did most of the discussions revolve around? It can also be useful to record what is on the map in your own notes, in case the map will live on in another space.

When recording and analyzing the discussions that took place, it's useful to search for patterns in responses, for example:

- Did all respondents indicate they shop at one store or one type of store? What does this tell you about this store (type) versus the others?
- Are the stores concentrated in a particular area/street?
- Are there specific types of food people can't access in this neighbourhood? Are they willing to travel further for this type of food or do they go without it?
- Were certain stores valued more highly than others? Why?
- Was there a unanimous desire for what people would like to see change or were there several various ideas?

Compile all these responses and notes into a report to keep on file, or to share with others. Think back to what you decided before the workshop on how the information would be used and follow-up with the community. Make sure to follow through on what you promise to participants in the workshops. For example, this could be a second workshop to talk about what you have learned, a poster in the workshop venue, a website post, etc. It is a good idea to ask your participants how they want to hear back from you so that you can report back to the community in the most appropriate way.

EXAMPLE POSTER

FOOD MAPPING!

Enjoy a **FREE LUNCH** and take part in an **ART ACTIVITY!**

Let's make a map of where we get our food in the North End!

Receive a gift certificate to Neechi Foods for participating!

Friday, August 16, 2013
@ Indian Family Centre
470 Selkirk Avenue
11:30 am - 1 pm

Call or email to reserve a spot,
 Lissie at 204-927-2346/ lissie@foodmattersmanitoba.ca

Children welcome in the workshop room! Bus tickets available.