



Success Story Title:	“Let the Lansing City Market Pamper You”
Location	Ingham County (Lansing, Michigan)
Focus	The main focus of the event was to increase fruit and vegetable consumption among women.
Strategy	The state WISEWOMAN Program partnered with 5 local partners to create a one-day event at the farmers market to introduce women to the healthy choices available at the Farmer’s Market and help them better connect with the farmers who grow their food.
Outcomes	Over 250 women attended the event and feedback from both vendors and participants indicated that the event exceeded expectations.
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For more information about the Michigan WISEWOMAN Program go to <http://www.michigancancer.org/bcccp/wiseWomanProgram/index.cfm>

Ingham County WISEWOMEN Pamper Themselves at the Farmer's Market

In May of 2007, the state WISEWOMAN office received a \$2,500 grant from the Office on Women's Health (OWH) to plan and present a one-day wellness event as part of the National Women's Health Week. This year the OWH theme was "Pamper Yourself".

Project Partners

This event was a collaborative effort between state WISEWOMAN staff, Northwest Initiative (a non-profit organization working to develop healthy communities in Lansing), Friends of the Lansing City Market, Lansing Entertainment & Public Facilities Authority (LEPFA) - Lansing City Farmers Market, Lansing Public Schools, and the State of Michigan - Working on Wellness (WOW) Program.

Project Description

When women arrived at the farmers market with their promotional flyers (these were mailed to WISEWOMAN participants, distributed in the mailboxes of school teachers and e-mailed to staff employees) they were directed to a health education table where WISEWOMAN staff distributed bags filled with health education materials, health screening information, flower and vegetable seeds, and free coupons to redeem at participating vendors the day of the event. Six vendors at the market agreed to participate and provided items to the women. The vendors and items included:

- ✓ Organic apple vendor – bags of dried apple slices
- ✓ Local vegetable farm run by the mentally challenged – small heads of bok choy (several recipes for bok choy were included in the bag)
- ✓ Florist – small bouquets of fresh flowers
- ✓ Herbal soap maker – scented soaps specially made for the event
- ✓ Local nursery – potted plants
- ✓ Local cheese vendor – bag of cheese samples

The vendors also provided information on how to prepare or care for the items they were giving away.

The event was scheduled to run from 10am – 2pm (Women actually began arriving as early as 9am.). Throughout the event a local musician played the hammered dulcimer and classical guitar. A massage therapist provided free chair massages (she had a steady line beside her chair throughout the event) and a yoga teacher from a near-by yoga studio provided free demonstrations and handouts on basic yoga poses and principles. A local chef was also on hand giving away free samples using products from one of the participating vendors.

The event was advertised through Public Service announcements, the Lansing State Journal, promotional flyers in the mailboxes of Lansing Public School

teachers, in the statewide wellness newsletter, announcements at the NorthWest Initiative's Women's health Club and mailings to WISEWOMAN participants. Flyers and mailings were labeled so that we could identify which target group attended.

Project Outcomes

The main focus of the event was to introduce women to the healthy choices available at the Farmer's Market and help them better connect with the farmers who grow their food. Based on the lively conversations between vendors and the participants and unsolicited participant and vendor comments, the "*Let Lansing City Market Pamper You*" event exceeded the expectations of all involved. Approximately 250 women attended.

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