

STRENGTHENING DETROIT VOICES

Telephone Town Hall Summary



WHAT:

Telephone Town Hall

WHY:

To create an opportunity for thousands of Detroiters to engage in a community conversation about accessibility and affordability of healthy food options.

HOW:

The Telephone Town Hall combines traditional communications methods with contemporary technology to create a highly interactive virtual town hall meeting, allowing thousands of participants to interact with a panel of experts in the food systems field.

CALLER STATISTICS

Invitation
Calls Made:
47,751



Invitation Calls
Answered:
11,100



↑ = 250



Invitations
Accepted:
7,485



67%



Participants
on entire
length of call:



450

Participants
screened for
questions:



127

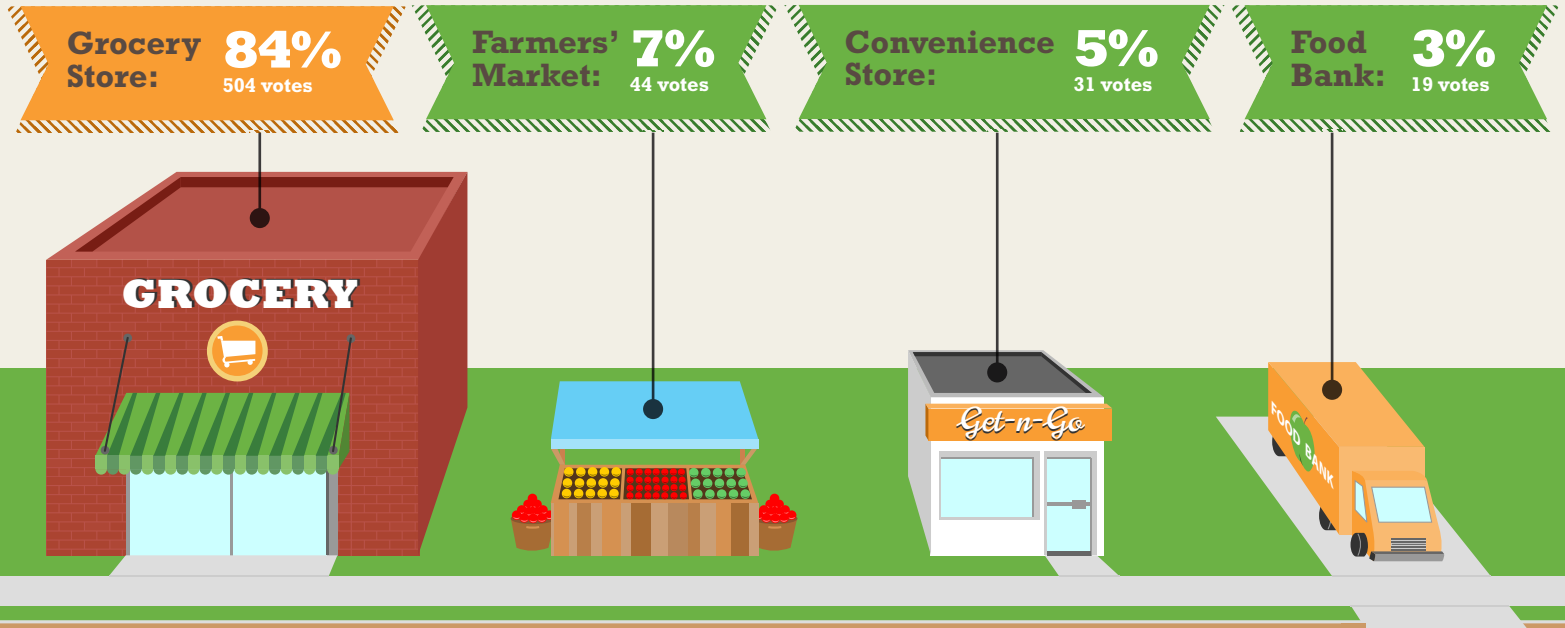
Participants
who spoke live
on the air:



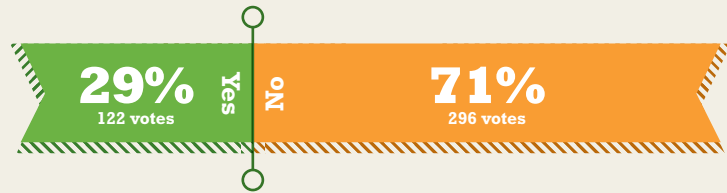
12

POLL QUESTIONS

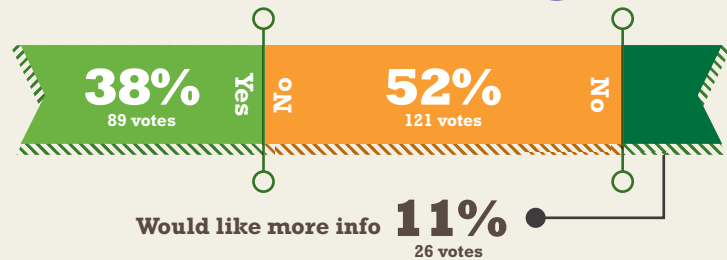
Where do you get most of your groceries?



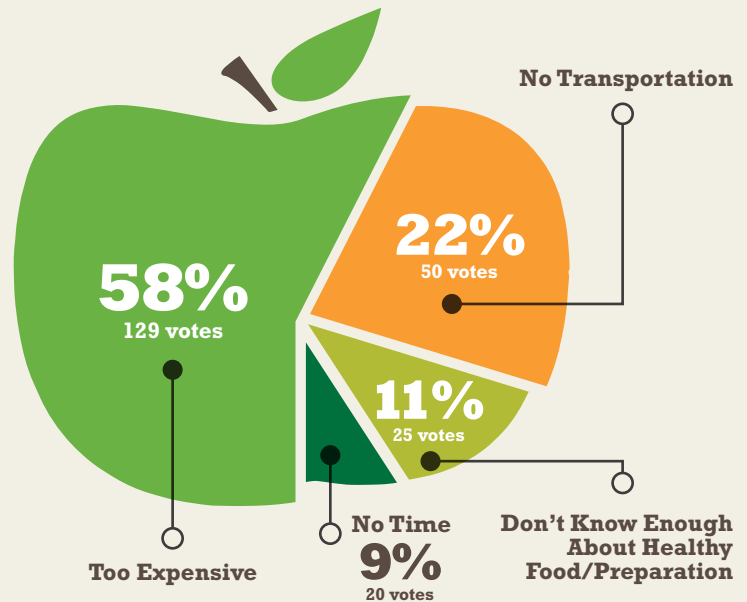
Have you heard of Fair Food Network's "Double Up Food Bucks" program?



Do you have a Bridge Card?



What is the biggest issue you face in feeding your family healthy food?



CONCLUSION

The Telephone Town Hall engaged thousands of community members in this important conversation. They were heard; they asked questions; and their voices are being amplified to leaders and policy makers through the Strengthening Detroit Voices project at Fair Food Network.

For more information on Strengthening Detroit Voices, including the audio recording of the Telephone Town Hall, please visit: <http://www.fairfoodnetwork.org/what-we-do/projects/strengthening-detroit-voices>