The SNAP-Ed Evaluation Framework: Examples of Use at the Regional, State and Local Level

Moderator
Susan B. Foerster, MPH
Co-Chair, ASNNA Evaluation Committee
2016 ASNNA Winter Conference
February 9, 2016
Panel Overview

1. Laurel Jacobs, Evaluator, AZ Nutrition Network and the University of AZ

2. Kathleen Cullinen, Evaluation Specialist, MI Fitness Foundation

3. Heather Miles, SNAP Operations and Policy Analyst, OR Department of Human Services

4. Christi Kay, President, HealthMPowers, and the SERO Learning Community

5. Star Morrison, SNAP-Ed Coordinator, Mountain Plains Regional Office, FNS

6. Karen Franck, Co-Director, Regional Nutrition Education Center of Excellence, UT, Knoxville
Arizona SNAP-Ed

- LIAs
  - 7 county health departments
  - 1 Cooperative Extension
- Rural & urban, international border, 5th largest U.S. metropolis, tribal nations
- New 3-5 year work plans
- Food Systems, Active Living, School Health, Early Childhood
- New evaluators: University of Arizona
Challenge: New evaluators, new framework

What do you know about evaluation?
What do you know about our work?
How will new evaluation impact us?
Will we be punished?
### Meet the Challenge

<table>
<thead>
<tr>
<th>Description of Strategy</th>
<th>INTENDED REACH</th>
<th>PROCESS INDICATOR</th>
<th>STO (0-1 Yr) INDICATORS</th>
<th>MTO (2-3 Yrs) INDICATORS</th>
<th>LTO (3-5 Yrs) INDICATORS</th>
<th>LONGER TO (5+ Yrs) INDICATORS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Increase availability of healthy food retail, including mobile vendors, farmers’ markets, corner/country stores, and grocery stores.</td>
<td>Number of communities reached</td>
<td>Percent of communities reached (SART)</td>
<td><strong>ST4</strong> Baseline number of farmers’ markets and/or produce stands in communities reached, Year 1 (SART)</td>
<td><strong>MT4</strong> Increase in number of farmers’ markets and/or produce stands in communities reached, Year 3 (SART)</td>
<td><strong>LT9/LT13</strong> Sustained increase in scores for healthy retail policies and environments, Year 6 (CHANGE Nutrition)</td>
<td>LT9/LT13 Sustained increase in scores for healthy retail policies and environments, Year 6 (CHANGE Nutrition)</td>
</tr>
<tr>
<td>If working with individual partners/sites:</td>
<td>Number of meetings with site leaders/managers (SART)</td>
<td>Number of site leaders/managers met with/trained (SART)</td>
<td><strong>MT4/MT7</strong> Baseline scores for healthy retail policies and environments, Year 2 (CHANGE Nutrition)</td>
<td><strong>MT4/MT7</strong> Increase in scores for healthy retail policies and environments, Year 4 (CHANGE Nutrition)</td>
<td>LT2-5 Percent of adults who eat fruits at least twice and vegetables at least 3 times per day (BRFSS)</td>
<td>LT2-5 Percent of low-income adults who eat fruits at least twice and vegetables at least 3 times per day (BRFSS)</td>
</tr>
<tr>
<td>If working with multi-sector coalitions:</td>
<td>Number of meetings with multi-sector partnerships/coalitions (SART)</td>
<td><strong>ST4/ST8</strong> Qualitative data related to identification of healthy retail partner opportunities (SARN)</td>
<td>Multi-sector partnerships track:</td>
<td><strong>ST8</strong> Baseline scores for active partnerships, Year 1 (WCFI)</td>
<td>Multi-sector partnerships track:</td>
<td><strong>ST8</strong> Increase in scores for active partnerships, Year 3 (WCFI)</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Multi-sector coalitions track:</td>
<td></td>
<td></td>
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</tr>
</tbody>
</table>

**Notes:**
- SART: Short and Rapid Triage
- SARN: Strategic Analysis and Research Network
- WCFI: Whole Community Framework Index

**Legend:**
- **ST4:** Sustained increase in scores for healthy retail policies and environments, Year 6 (CHANGE Nutrition)
- **MT4:** Multi-sector partnerships track:
LIAs respond to alignment with national evaluation plan

Flexibility built in for diverse work plans

Training and TA builds capacity for a changing program

Insider/outside role builds trust and credibility

Successes
Lessons learned

Some indicators thornier than others (School Health!)

As outcomes infuse programming, training and ongoing support are essential

LIAs will buy into the national framework when they trust that it will be responsive to their programming.
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ASSESSING PRIORITIES

- 2011-2013 – Scanned authoritative PSE recommendations for SNAP-Ed alignment

- 2014 – Identified channels in which SIAs provided direct education, EARS 2013-13, with PSE subset

- 2014 – Compared against authoritative recommendations, *WRO Framework* and interventions in *SNAP-Ed Toolkit*
FFY’ 15 PSE ACTIVITIES PER SELECT WRO FRAMEWORK INDICATORS

- ASNNA FFY’ 15 scan, 20 states responded via survey monkey on listserv

- Domains: Eat, Live, Learn, Work, Play, Shop

- Environmental (PSE) Indicators:
  - ST4 – Identification of opportunities (need, readiness)
  - ST6 – Partnerships (partners to work with)
  - MT4 – Nutrition supports adopted (implementation)
THE PSE ‘15 NUMBERS

- ≥ 25% of states reported being in the **planning and/or implementation** phases for one or more of the three indicators (ST4, MT4, ST6) in the WRO Framework channels:

  - Community Organizations (LIVE)
  - Child Care; Head Start; Early Care and Education; Schools; After-School (LEARN)
  - Parks and Recreation; Boys and Girls Clubs (PLAY)
  - Farmers Markets; Grocery Stores; Food Pantries (SHOP)
Two Implementing Agencies:
Michigan Fitness Foundation (MFF) & Michigan State University Cooperative Extension (MSUE)

- Increase fruit and vegetable consumption
- Increase physical activity
- 2+ million Michiganders
- All 83 Michigan counties
MFF and MSUE Practice- or Research-Tested PSE Interventions and Evaluation Resources

- Healthy School Action Tools (HSAT)
- PE-NuT™ – Physical Education and Nutrition Education Working Together
- Smarter Lunchrooms Movement
- Nutrition and Physical Activity Self-Assessment for Child Care (NAP SACC)
- Designing Health Environments at Work (DHEW)
- Michigan Harvest of the Month™
- Discover Michigan Fresh – Guided Tour of the Farmers’ Market
Do SMART Objectives align with:

- Core Curriculum and/or PSE Intervention
- Lessons/Activities to Achieve SMART Objectives
- Name of Evaluation Tool(s)/Survey(s) and Citation(s)
- Specific Questions from Tool(s)/Survey(s) that Measure each SMART Objective
- Level(s) of SEM and Framework Indicators to be Measured
State and Local Training and TA

Delivery mode can range from statewide to local trainings:

 live online webinars with Q&A

 LMS/recorded webinars with FAQs

 case studies

 one-on-one training sessions (diverse programming)
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Oregon SNAP-Ed

The Food Hero program is designed to inspire low-income families with simple and cost-effective recipes and meal-planning ideas that emphasize the message that fruits and veggies (including canned and frozen) are a key part of a healthy and balanced diet.

- Brand development and recognition
- Partnership trust and links
- Implement mutual goals
## Not Your Everyday Apples

### Nutrients Per Serving

<table>
<thead>
<tr>
<th>Nutrient</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Calories</td>
<td>120</td>
</tr>
<tr>
<td>Protein</td>
<td>0.6 g</td>
</tr>
<tr>
<td>Carbohydrates</td>
<td>29 g</td>
</tr>
<tr>
<td>Total Fat</td>
<td>1.6 g</td>
</tr>
<tr>
<td>Saturated Fat</td>
<td>0.3 g</td>
</tr>
<tr>
<td>Cholesterol</td>
<td>0 mg</td>
</tr>
<tr>
<td>Vitamin A</td>
<td>82 IU</td>
</tr>
<tr>
<td>Vitamin C</td>
<td>7 mg</td>
</tr>
<tr>
<td>Iron</td>
<td>0.2 mg</td>
</tr>
<tr>
<td>Calcium</td>
<td>13 mg</td>
</tr>
<tr>
<td>Sodium</td>
<td>14 mg</td>
</tr>
<tr>
<td>Dietary Fiber</td>
<td>4 g</td>
</tr>
</tbody>
</table>
# Not Your Everyday Apples

### Meal Pattern Crediting: 1/4 cup serving provides 1/4 cup Fruit

- Prep time: 10 minutes
- Cooking time: 20 minutes

### Process #2, Same Day Preparation

<table>
<thead>
<tr>
<th>Ingredients</th>
<th>Weight</th>
<th>Measure</th>
<th>Weight</th>
<th>Measure</th>
<th>Directions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Apples, fresh (125-138 count)</td>
<td>16 pounds</td>
<td>about 48 small apples</td>
<td>32 pounds</td>
<td>about 96 small apples</td>
<td>Preheat oven to 375°F. Wash the apples, core and cut into 6 even wedges.</td>
</tr>
<tr>
<td>Raisins or dried cranberries</td>
<td>12 ounces</td>
<td>1 pound 8 ounces</td>
<td>1 Cup</td>
<td>1 Cup</td>
<td>Mix apples with raisins or dried cranberries, butter or margarine, sugar and cinnamon.</td>
</tr>
<tr>
<td>Soft butter or margarine, melted</td>
<td>1/4 Cup</td>
<td>1 Cup</td>
<td>1 Cup</td>
<td>1 Cup</td>
<td>Place the apple mixture into 2-inch full-size steamtable pan coated lightly with nonstick spray. For 48 servings use 2 2-inch full-size steamtable pans, for 96 servings use 4 2-inch full-size steamtable pans. Cover pans with foil. Bake in the preheated 375°F oven for about 30 minutes. Remove foil and continue baking for 10-15 more minutes until apples are golden and caramelized.</td>
</tr>
<tr>
<td>Brown Sugar</td>
<td>1/4 Cup</td>
<td>1 Cup</td>
<td>1 Cup</td>
<td>1 Cup</td>
<td>CCP: Heat to 140°F or higher. CCP: Hold for hot service at 135°F or higher.</td>
</tr>
<tr>
<td>Cinnamon</td>
<td>1 Tablespoon</td>
<td>2 Tablespoons</td>
<td>1 Tablespoon</td>
<td>2 Tablespoons</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Serving</th>
<th>Yield</th>
<th>Volume</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/4 cup</td>
<td>48 Servings: 1.5 gallons</td>
<td>96 Servings: 3 gallons</td>
<td>Try serving this with lowfat vanilla yogurt.</td>
</tr>
</tbody>
</table>

**Volume:**
- 48 Servings: about 16 pounds
- 96 Servings: about 32 pounds
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The Beginning

The Southeast Learning Community project was funded by CDC and implemented by PHI in partnership with Southeast Regional Office.

A needs assessment was conducted to prioritize regional opportunities and support

- WRO Evaluation Framework
- PSE implementation
Getting Started

Convene a Workgroup to review SNAP-Ed Evaluation Framework

- Select common measures for the Southeast Region
- Focus on top six priority indicators
- Representation from all eight states

Meet 1-2 Times per Month
Reasonable Expectations

- Great leadership from SERO: Supportive and flexible

- Measuring SERO Common Indicators across the region is mandatory for FFY 2017

- Every state must collect all selected indicators (not every IA)
Strong Participation and Engagement

- 20 consistent participants
- Share tools – Google Drive
- Independent facilitator and process helps to bring the group to consensus
- Opportunities to share best practices
- Highlights regional similarities and strengths
Partnerships and Collaboration

- USDA Southeast Region
- CDC
- PHI
- RNECE-South
- State Agencies
- Implementing Agencies
Work to Date: SERO Common Indicators

- MT1 MyPlate Behaviors
- MT2 Shopping Behaviors
- MT5 Nutrition Supports Adopted
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Translating the Evaluation Framework in the MPR
Evidence-Based SNAP-Ed Programming and Evaluation

- An evaluation committee was established in the Mountain Plains Region to focus on evidence-based nutrition education and obesity prevention strategies.

- As part of the FFY2015 SNAP-Ed Plan submission process, MPRO required States to submit logic models.

- The logic model was our first step in aligning the framework with program planning, implementation, and evaluation.
<table>
<thead>
<tr>
<th>Scope of Interventions:</th>
<th>Environmental</th>
<th>Sectors of Influence</th>
<th>Social and Cultural Norms</th>
</tr>
</thead>
<tbody>
<tr>
<td>Individual (self-study), &amp; Group-based nutrition education, physical activity promotion, and intervention strategies.</td>
<td>Organizational changes, policies, rules, marketing, and access to make healthy choices easier.</td>
<td>Community and public health approaches.</td>
<td>Cumulative effects of all intervention categories combined.</td>
</tr>
<tr>
<td>Overarching Evaluation Hypothesis:</td>
<td>Food Sense (SNAP-Ed) programming positively impacts participants’ diet, physical activity and health.</td>
<td>Food Sense (SNAP-Ed) facilitates access and creates appeal for improved dietary and physical activity choices in the settings where the nutrition education is provided.</td>
<td>Food Sense (SNAP-Ed) works to integrate comprehensive strategies that collectively impact lifelong healthy eating and active living in low-income communities.</td>
</tr>
</tbody>
</table>
During our Spring FFY2015 SNAP-Ed Conference in Utah, the region identified the need for a standardized regional evaluation system.

This would enable us to systematically collect data on our priority outcome indicators and provide us with aggregate data at the regional level utilizing the SNAP-Ed Evaluation Framework.

A regional reporting and tracking system (PEARS) allows us to work toward common indicators within the evaluation framework.
Reporting System Alignment

GUIDANCE PLAN
- Key Behavioral Outcomes:
  - Maintain appropriate calorie balance
  - Make 1/2 your plate fruits and vegetables
  - At least half of consumed grains are whole grains
  - Switch to fat-free/low-fat milk and milk products
  - Increase physical activity
- Use a comprehensive approach that addresses multiple levels of the socio-ecological model (SEM)

FRAMWORK
- Fourteen Preferred Indicators:
  - Individual
  - Nutrition
    - MyPlate Behaviors
      - Healthy Eating Patterns
    - Baking Behaviors
    - Physical Activity Behaviors
  - Biking
  - Frailty and Vegetables
  - Social Support
  - Sectors of Influence
    - Agriculture
    - Health Care

2015 KS SNAP-Ed PLAN
- Individual and Family Program Goals:
  - Improve overall dietary quality
  - Outcome:
    - Consume more fruits and vegetables
  - Outcome:
    - Consume more whole grains
  - Outcome:
    - Increase food resource management skills
  - Outcome:
    - Plan meals ahead of time
  - Outcome:
    - Increase participation in physical activity
- Policy, Systems, and Environmental Goals:
  - Develop state & local partnerships, identify opportunities, eliminate barriers to nutrition education
  - Outcome:
    - Gain awareness related to nutrition priorities
  - Identify ways to improve:
    - Food at community venues
    - Food quality and availability in emergency food programs
    - Food safety at community events
    - Identify ways for making local foods readily available
  - Influence/create/revise social systems and public policies related to core areas
  - Outcome:
    - Work together to identify issues and needs related to nutrition and physical priorities
    - Address community needs in areas such as:
      - Increasing safe, affordable, accessible areas for walking, bicycling, etc.
      - Coordinating food assistance programs
      - Instilling food handler food safety certification
      - Increasing community gardens, farmer’s markets, etc.
Sharing our Stories of Success

- MPRO requested quarterly success stories highlighting interventions directed at all levels of the framework with special emphasis placed on policy, systems, and environmental change interventions.

- Identify successful and innovative strategies through our stories of success.

- Allows for compelling stories with State officials, commissioners, and other key stakeholders.
Iowa Nutrition Network:
Farm to School: A Success Among Staff and Students

Photo Courtesy of: Iowa Nutrition Network – Linn County Extension Ann Torbert
Next Steps

- Leverage resources to enhance our capacity to analyze and map our data.
- Review of instrument tools within PEARS
- Face-to face meeting in Denver, CO
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SNAP-Ed in Tennessee

- Tennessee State University & University of Tennessee
- 95 counties
- Coalition-focused
PSE Activities

- Tasty Days
- Farmers’ Market Fresh
- Germ City
- Commodity Foods
- Health Fairs
- Community Gardens
- Food Fiesta
- Healthier Tennessee

And the list goes on . . .
Framework

Method to capture PSE work

- Focus on **critical** indicators
- Guide for proposal
- Guide for training
Continued Growth & Stronger Interventions

- PSE-focused Specialist
- PSE initiatives
- Increased county buy-in
- Increased partner buy-in
“What gets measured gets done.”

~Andy Naja-Riese, MSPH
Program Integrity Branch Chief, SNAP
USDA FNS, Western Regional Office