Working Across the Social-Ecological Model

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Western Region
## SNAP-ED Evaluation Framework

**Nutrition, Physical Activity, and Obesity Prevention Indicators**

### Individual

- **Readiness & Capacity (Short Term ST)**
  - Motivators (Knowledge, Intentions, Skills, and Goals)
    - ST1: MyPlate
    - ST2: Shopping
    - ST3: Physical Activity
    - ST4: Brand Recognition

- **Changes (Medium Term MT)**
  - Behavioral Changes
    - MT1: MyPlate
    - MT2: Shopping
    - MT3: Physical Activity

- **Effectiveness & Maintenance (Long Term LT)**
  - Dietary and Physical Activity Recommendations
    - LT1: MyPlate
    - LT2: Shopping
    - LT3: Physical Activity

### Environmental

- **Organizational Motivators**
  - EAT, WORK, LEARN, SHOP, AND PLAY
    - E1: Readiness
    - E2: Champions
    - E3: Partnerships

- **Adoption and Promotion**
  - MT4: Nutrition Supports
  - MT5: Physical Activity

### Sectors of Influence

- **Community Capacity**
  - MT6: Food Industry
  - MT7: Government

- **Community Changes**
  - MT8: Farmers Markets and Farm to School
  - MT9: Education
  - MT10: Community Design and Safety

- **Community Benefits**
  - LT11: Food Systems
  - LT12: Government

### Population Results (R)

- **Health**
  - R1: Overall Diet Quality
  - R2: Fruits & Vegetables
  - R3: Whole Grains
  - R4: Dairy
  - R5: Beverages
  - R6: Food Security
  - R7: Physical Activity

- **Social and Cultural Norms and Values**
  - NV20: Family Meals
  - NV21: Obesity Prevention Beliefs
  - NV22: Breastfeeding Norms
  - NV23: Physical Activity Norms
  - NV24: Active Commuting

4/5/2016
Partnerships
Partnerships

What is the value of partnerships in SNAP-Ed?
# FNS Nutrition Assistance Programs

## Supplemental Nutrition Assistance Program

<table>
<thead>
<tr>
<th>Child Nutrition</th>
<th>Food Distribution Programs</th>
<th>WIC</th>
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<tbody>
<tr>
<td>School Breakfast Program</td>
<td>Commodity Food Program</td>
<td>The Emergency Food Assistance Program</td>
</tr>
<tr>
<td>Fresh Fruit and Vegetable Program</td>
<td>Food Distribution Program on Indian Reservations</td>
<td>Farmers’ Market Nutrition Program (FMNP)</td>
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<tr>
<td>Special Milk Program</td>
<td>Team Nutrition</td>
<td>Senior Farmers’ Market Nutrition Program (SFMNP)</td>
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<td>Summer Food Service Program</td>
<td>Farm2School</td>
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## Program Descriptions

- **Supplemental Nutrition Assistance Program**
- **School Breakfast Program**
- **Fresh Fruit and Vegetable Program**
- **Special Milk Program**
- **Summer Food Service Program**
- **Child and Adult Care Food Program**
- **National School Lunch Program**
- **Team Nutrition**
- **Farm2School**
- **Commodity Food Program**
- **Food Distribution Program on Indian Reservations**
- **The Emergency Food Assistance Program**
- **Farmers’ Market Nutrition Program (FMNP)**
- **Senior Farmers’ Market Nutrition Program (SFMNP)**

**USDA**
Partnerships

State-Level

- State Nutrition Action Committee
- State SNAP-Ed Advisory Committee
- Food Policy Council

Community-Level

- Community Nutrition Action Plan
- Food Policy Council
- Let’s Move: Cities and Towns
- Community Benefits

Organizational-Level

- Local School Wellness Policies
Multi-Sector Collaboration, Defined

… “linking or sharing of information, resources, activities, and capabilities by organizations in two or more sectors to achieve jointly an outcome that could not be achieved by organizations in one sector separately”

(Bryson et al., 2007)
<table>
<thead>
<tr>
<th>Your Agency</th>
<th>Partner 1</th>
<th>Partner 2</th>
<th>Partner 3</th>
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<tbody>
<tr>
<td>Laws and regulation</td>
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<td>Change organizational practices and policies</td>
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<td>School</td>
<td>Local Hospital</td>
<td>Food Bank</td>
<td>City Parks</td>
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<tr>
<td>Laws and regulation</td>
<td>Smart snacks</td>
<td>Community health worker – billable service</td>
<td>City policy for mobile distribution van</td>
</tr>
<tr>
<td>Change organizational practices and policies</td>
<td>Joint use policy with parks and rec</td>
<td>Electronic prompts for BMI and food insecurity screening</td>
<td>Healthy donations policy</td>
</tr>
<tr>
<td>Build state and local coalitions and networks</td>
<td>Member of Local Food Security Taskforce</td>
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<td>Safe Routes to School National Network</td>
</tr>
<tr>
<td>Train and provide technical assistance to state and local agencies</td>
<td>How to improve nutrition standards in after school programs</td>
<td>Provider training on BMI screening and referrals to nutrition education</td>
<td>Training on weekend backpack program in schools</td>
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<td>Investigate community risks and barriers to nutrition</td>
<td>CDC’s School Health Index</td>
<td>Community health needs assessments</td>
<td>Health impact assessment</td>
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<td>Market healthy behaviors community-wide</td>
<td>School-based marketing campaign</td>
<td>Direct mail campaign</td>
<td>Texting/SMS campaign for SNAP</td>
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<td>Inform and empower individuals and families</td>
<td>Nutrition classes with parent night</td>
<td>Diabetes prevention class</td>
<td>6 week adult series</td>
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<td>Pedestrian safety videos</td>
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Policy, Systems, and Environmental Changes
Comprehensive Approaches: Obesity Prevention

Institute of Medicine
Public health approaches

- Broader reach of the target population without individual blame or stigma.
- The environment in which we eat, live, work, learn, shop, play, affects our behaviors & choices.
- Our behaviors and choices (based on the opportunities we have) affect our health.
- Venues and neighborhoods that have access to healthy foods & safe streets mean that people can make healthy choices that result in better health outcomes.
- Venues and neighborhoods lacking this access mean that people cannot make healthy choices.
Definition of Policy, Systems, and Environmental Changes

- **Programs**: Activities targeted to individuals or groups to change knowledge or behaviors, typically has a beginning and an end.
- **Policy**: A written statement of an organizational position, decision, or course of action.
- **Systems**: Unwritten, ongoing, organization decisions or changes that result in new activities reaching large proportions of people the organization serves.
- **Environmental Change**: Includes the built or physical environments which are visual/observable, but may include economic, social, normative or message environments.
The ABCDs of PSEs

- Assessments of need and organizational readiness
- Buy-in from key decision-makers, leaders, champions, and partners
- Changes take effect and are evaluated for effectiveness, mid-course changes occur
- Disparities based on race/ethnicity, income, geography, etc. reduced
- Sustainability to endure new leadership and resource availability
Policy Change

• **Policies** include laws, rules, regulations, ordinances, and procedures designed to guide behavior.
  
  – *Examples:*
    • Local ordinance allowing residents to plant community gardens in vacant lots
    • School policy allowing use of facilities for recreation during non-school hours.
Environmental Change

- **Environmental interventions** include changes to the physical, social, or economic environments.
  - **Physical**: Opening a farm stand at a local welfare office, or posting signage at vending machines identifying healthy foods.
  - **Social**: Changing attitudes among teachers about disallowing candy in the classroom, or improving parenting practices and social supports to limit their children’s time watching television or playing video games.
  - **Economic**: Offering financial incentives to consumers who purchase fresh fruits and vegetables. *(NOTE: SNAP funds cannot pay for financial incentives)*
Fruit and vegetable access

Pricing

Product Placement

Business Plan

Marketing Cling

Promotional Materials

Photo Credit: Arteaga’s Food Center
Systems Change

• **Systems changes** include changes to the way an organization conducts business. These changes impact:
  – all aspects of an organization or institution and
  – endure time, leadership changes, etc.

• **Types of systems:**
  – Welfare offices, schools, parks and recreation, transportation, food distribution
## Moving from Programs to PSEs: Physical Activity (PA)

<table>
<thead>
<tr>
<th>Program</th>
<th>Policy or Environmental Change</th>
</tr>
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<tbody>
<tr>
<td>Host a Family PA/Fitness Night</td>
<td>Make school facilities available to families for regular physical activity</td>
</tr>
<tr>
<td>Provide a PA lesson</td>
<td>Adopt a PA policy that calls for 30 mins. of PA a day</td>
</tr>
<tr>
<td>Provide health screenings</td>
<td>Establish a school sponsored staff wellness team</td>
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<tr>
<td>Celebrate National Sport and PE Month</td>
<td>Provide PA opportunities every day over morning announcements</td>
</tr>
<tr>
<td>Participate in a walking program</td>
<td>Create a safe routes to school or walking school bus program</td>
</tr>
</tbody>
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Putting the Pieces Together

Program
Zumba after school

Policy
Can use facilities after school

Environment
Work out room created

System
Active School - for Students and Staff
Contact Information

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