

SNAP-Ed Program Evaluation Plan

Project Period: October 1,2022-September 30,2023

Overview of Evaluation

SNAP-Ed program evaluation will be carried out using the SNAP-Ed evaluation framework with emphasis on the SNAP-Ed priority indicators. Evaluation of SNAP-Ed interventions include formative, process and outcome evaluations. Formative evaluation will be conducted to assess community needs, capacity and readiness to implement new interventions. Process evaluation will be carried out to assess whether program activities were implemented as planned and measure expected outputs. Changes brought about by SNAP-Ed interventions will be evaluated through outcome evaluation. Evaluation data will be collected through monthly and quarterly reports, fidelity checks and participant self -reported surveys. Mandatory Technical Assistance calls with district staff and community partners provide avenue for progress reports and process modifications to achieve intended outputs. Programs are evaluated independently at the district, community or site levels. Results are then aggregated at the state level.

SNAP-Ed interventions at the district and local levels geared towards the State-level goals listed below:

- Create accessible inclusive SNAP Nutrition Education classes for SNAP-Ed eligible communities.
- In partnership with SNAP-Ed eligible participants, create environments and systems that nurture healthy eating and active living.
- In partnership with SNAP-Ed eligible participants create programs that improve healthy eating and active living.

The table below summarizes SNAP-Ed interventions, their SMART objectives and associated evaluation questions.

Intervention	Statewide Objectives	Evaluation questions
Direct Nutrition Education (DNE)	<p>By September 30, 2023; Reach at least 500 SNAP-Ed eligible individuals with the direct nutrition education intervention.</p> <p>Implement Direct Nutrition Education series at 45 unique sites.</p>	<p>Were the DNE sessions delivered as intended? How many DNE sessions were conducted?</p> <p>How many clients completed more than half of the DNE sessions?</p> <p>How many participants reported improved healthy behavior, increased physical activity and reduced sedentary behavior post intervention?</p> <p>What percentage of participants engaged in smarter shopping and employ food resource management strategies after completion of DNE sessions?</p> <p>How many partnerships were developed and maintained?</p>

<p>Community Garden Initiative</p>	<p>Maintain or develop at least 30 edible community gardens by September 30, 2023.</p> <p>Reach at least 500 individuals with the community garden initiative by September 30, 2022.</p>	<p>What community needs, assets and interest support the establishment of community garden?</p> <p>What community capacity and resources are available for establishment and maintenance of community garden?</p> <p>How many edible gardens were established or maintained?</p> <p>What were the barriers and facilitators?</p> <p>How many individuals were reached by this intervention?</p> <p>How much produce was harvested and distributed?</p> <p>What nutrition-related support changes were adopted and promoted?</p>
<p>Social Marketing Campaigns</p>	<p>By September 30, 2023, implement a social marketing campaign in 17 counties.</p> <p>Generate 11 million media impressions with the social marketing campaign by September 30,2023.</p>	<p>How many state-wide social marketing campaigns were implemented?</p> <p>In how many counties were social marketing campaigns implemented?</p> <p>What is the total number of media impressions generated by outlet?</p> <p>What is the estimated reach of the social marketing campaigns?</p>