

September 2024

# Supplemental Nutrition Assistance Education Program

Evaluation Plan for Fiscal Year 2025

Chronic Disease Prevention Section  
Medical and Clinical Service Division  
Georgia Department of Public Health



# **SNAP-Ed Program Evaluation Plan**

Project Period: October 1, 2024-September 30, 2025

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# SNAP-Ed Program Evaluation Plan

## Project Period: October 1,2024-September 30,2025

### 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
<b>Direct Nutrition Education (DNE)</b>	<ul style="list-style-type: none"> <li>• By September 30, 2025, reach at least 400 SNAP-Ed eligible individuals with the direct nutrition education intervention.</li> <li>• By September 30, 2025, implement direct nutrition education series at 40 unique sites.</li> <li>• By September 30, 2025, improve healthy eating, physical activity, and food resource management behaviors among DNE participants by 5 percentage points.</li> </ul>	<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 intervention?</p>

	<ul style="list-style-type: none"> <li>• By September 30, 2025, increase the percentage of participants that frequently drink water in pre-test compared to post-test by 5 percentage points.</li> <li>• By September 30, 2025, increase the percentage of participants that consume more than one type of vegetable per day by 5 percentage points based on pre-test results.</li> <li>• By September 30, 2025, increase the percentage of participants that consume more than one type of fruit per day by 5 percentage points post- tests compared to pre-test.</li> <li>• By September 30, 2025, increase the number of participants that do not run out of food by the end of the month compared to pre-test values by 5 percentage points.</li> <li>• By September 30, 2025, the percentage of participants that engage in aerobics and muscle- building physical activity in post-test compared to pre-test by 5 percentage points.</li> </ul>	<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><b>Community Garden Initiative</b></p>	<ul style="list-style-type: none"> <li>• By September 30, 2025, maintain or develop at least 20 community gardens</li> <li>• By September 30, 2025, reach 3,000 SNAP-Ed eligible individuals directly with the community garden intervention.</li> </ul>	<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? How many individuals were reached by this intervention?</p> <p>How much produce was harvested and distributed?</p>

		What nutrition-related support changes were adopted and promoted?
<b>Food Policy Councils</b>	<ul style="list-style-type: none"> <li>By September 30, 2025, implement a minimum of 2 policy, systems, and environmental changes to improve local food systems.</li> </ul>	
<b>Social Marketing Campaigns</b>	<ul style="list-style-type: none"> <li>By September 30, 2025, conduct a social marketing campaign in 20 counties.</li> <li>By September 30, 2025, generate 20 million media impressions with the social marketing campaign.</li> </ul>	<p>How many state-wide social marketing campaigns were implemented?</p> <p>In how many counties were social marketing campaigns implemented? What is the total number of media impressions generated by outlet?</p> <p>What is the estimated reach of the social marketing campaigns?</p>

## Detailed Planned Evaluations

<b>Intervention Name</b>	<b>Direct Nutrition Education (DNE)</b>
<b>Evaluation Date Range</b>	<b>10/01/2024 - 09/30/2025</b>
<b>Evaluation Type</b>	<input checked="" type="checkbox"/> Process ( <i>determines if intervention was implemented as intended</i> ) <input checked="" type="checkbox"/> Outcome ( <i>measures change in participants in relation to the intervention</i> )
<b>Project Components to be Evaluated</b>	<input checked="" type="checkbox"/> Direct Education
<b>Describe the Evaluation design</b> –	The Direct Nutrition Education will be evaluated using a nonexperimental one-group pretest/posttest design to measure changes in healthy behaviors and food resource management. Pretest survey will be administered prior to Direct Education. Posttest will be administered after the Direct Education. Pretest and posttest responses will be matched using unique participant IDs for analysis.

<b>Data Collection Methods</b>	<input checked="" type="checkbox"/> Self-administered paper survey <input checked="" type="checkbox"/> Self-administered online survey <input checked="" type="checkbox"/> Direct observations (ex-monitoring tool)
<b>Describe the Data Collection Methods</b>	<p>Self-administered paper and online surveys will be used for data collection. Paper surveys will be administered at in- person classes and to individuals unable to complete online surveys. Electronically generated links to online surveys will be shared with participants for completion.</p> <p>Periodic In-person and virtual fidelity check observations will be conducted to collect data on the implementation of Nutrition Education.</p>
<b>Evaluation Questions</b>	<ul style="list-style-type: none"> <li>• What proportion of the participant completed their pre and post- test?</li> <li>• What proportion of the participants improved their nutrition intake?</li> <li>• What proportion of the participants decreased their intake of sugar-sweetened beverages?</li> <li>• What proportion of the participants increased their intake of water?</li> <li>• What proportion of the participants do not run out of food at the end of the month?</li> <li>• How many SNAP-Ed eligible individuals were reached through DNE intervention?</li> <li>• How many unique sites offered the DNE series?</li> <li>• Were the DNE sessions delivered as intended?</li> <li>• How many DNE sessions were conducted?</li> <li>• What modifications were made to the mode of program delivery?</li> <li>• What percentage of participants consume more than one kind of fruits and vegetables per day?</li> <li>• How many cups of fruits and vegetables do participants consume per day?</li> <li>• What percentage of participants drink soda regularly?</li> <li>• What percentage of participants engaged in smarter shopping and employed food resource management strategies?</li> <li>• What average number of days participants engage in physical activities?</li> </ul>

<b>Identify the sampling technique and statistical analysis you plan to use to answer the above evaluation questions</b>	The evaluation will use convenience, point-in-time self-reported pre/post-test paper-based and online surveys to collect quantitative evaluation data. The data will be collected from SNAP-Ed participants and partners at intervention sites. All data will be collected, cleaned, and analyzed by DPH SNAP-Ed staff.
<b>Planned Use of Results</b>	<input checked="" type="checkbox"/> Intervention Design <input checked="" type="checkbox"/> Intervention adaptation or improvement <input checked="" type="checkbox"/> Other, please specify: Annual Progress Report
<b>Describe the Planned use of results</b>	<p>Participant feedback on satisfaction with the delivery of the DNE will be used for continuous process improvement. Assessment of participants' demographics will provide useful information on equity and inclusivity of the DNE intervention and provide a basis for strategizing to reach diverse participants in SNAP-Ed-funded health districts.</p> <p>Outcome findings will be shared with SNAP-Ed collaborators, partners, and leadership for planning and design of interventions.</p>
<b>Intervention Name</b>	<b>Community Gardens</b>
<b>Evaluation Date Range</b>	<b>10/01/2024 - 09/30/2025</b>
<b>Evaluation Type</b>	<input checked="" type="checkbox"/> Formative ( <i>used to shape intervention prior to implementation</i> ) <input checked="" type="checkbox"/> Process ( <i>determines if intervention was implemented as intended</i> ) <input checked="" type="checkbox"/> Outcome ( <i>measures change in participants in relation to the intervention</i> )
<b>When was the last time this Project was Evaluated ?</b> Please include information such as when and if the findings were shared?	Evaluation period of 10/01/2022-09/30/2023  DPH is collaborating with the internal Division of Communications to develop a fact sheet to share findings from the previous evaluation period.
<b><u>SNAP-Ed Framework</u></b> <b>Indicators that you are measuring for this project.</b>	MT5: Nutrition Supports <b>LT5: Nutrition Supports Implementation ST5: Need and Readiness</b> <b>ST7: Organizational Partnerships</b>
<b>Project Components to be Evaluated</b>	<input checked="" type="checkbox"/> PSE

<p><b>Describe the Evaluation design</b>  <i>– if the evaluation includes randomized assignment to a study group, provide the unit of randomization</i></p>	<p>Community gardens will be evaluated using a non- experimental evaluation design. The evaluation will focus on formative, process, and outcome measures following specific indicators in the SNAP-Ed Evaluation framework.</p>
<p><b>Data Collection Methods</b></p>	<ul style="list-style-type: none"> <li><input checked="" type="checkbox"/> Self-administered paper survey</li> <li><input checked="" type="checkbox"/> Self-administered online survey</li> <li><input checked="" type="checkbox"/> Direct observations (ex-monitoring tool)</li> </ul>
<p><b>Describe the Data Collection Methods</b></p>	<p>Monthly reporting tools will be used to collect data on the implementation and output of the community garden intervention. Site visits will be conducted at all garden sites to observe the state, progress, and garden practices during the growing season. Monthly partner calls will provide space for narrative updates on garden activities, challenges, and successes. A posttest survey will be administered to all community garden partners to collect information on their experience implementing the intervention and ways in which the program implementation and reach could be improved.</p>
<p><b>Evaluation Questions</b></p>	<ul style="list-style-type: none"> <li>• What community needs and interests support the establishment of community gardens?</li> <li>• What community capacity and resources are available for establishment and maintenance of community gardens?</li> <li>• How many of the proposed community garden interventions were implemented in each targeted community?</li> <li>• What was the ease (successes, challenges, and barriers) of implementation for both the implementing local health department and the targeted setting?</li> <li>• What changes or modifications were made during the implementation?</li> <li>• What opportunities exist for improvement in the process?</li> <li>• How many partnerships were developed or strengthened to implement this intervention?</li> <li>• What sectors and organizations constituted the partnerships for this intervention</li> <li>• How many community gardens were established or maintained to produce fresh produce?</li> <li>• What is the total number of system changes?</li> <li>• What is the total number of environmental changes?</li> <li>• What is the total number of promotional efforts for a PSE</li> </ul>



	<p>change?</p> <ul style="list-style-type: none"> <li>• How many individuals were reached by this intervention?</li> <li>• What is the total number of sites or organizations that implemented multi-component and multi-level interventions as defined by the SNAP-Ed evaluation framework?</li> <li>• How much produce was donated to the food distribution system?</li> </ul>
Identify the sampling technique and statistical analysis you plan to use to answer the above evaluation questions	<ul style="list-style-type: none"> <li>• The evaluation will use convenience, point-in-time self-reported pre/post-test paper-based and online surveys to collect qualitative and quantitative evaluation data. The data will be collected from SNAP-Ed participants and partners at community garden sites. All data will be</li> </ul>
Planned Use of Results	<ul style="list-style-type: none"> <li>• <input checked="" type="checkbox"/> Intervention Design</li> <li>• <input checked="" type="checkbox"/> Intervention adaptation or improvement</li> <li>• <input checked="" type="checkbox"/> Other, please specify: Annual Progress Report</li> </ul>
Describe the Planned use of results	<ul style="list-style-type: none"> <li>• Monthly reports provide individual garden progress and how they are contributing to the overall DPH community garden objective and provide an avenue for adaptation, improvement, and provision of additional resources to improve yield and reach. Results will be used to track data and strategize ways to improve garden practices and plan on designing interventions that meet the needs of the communities in which they are implemented. Data from the results will be useful in supporting and expanding community gardens in funded health districts.</li> </ul>
<b>Intervention Name</b>	<b>Food Policy Councils</b>
<b>Evaluation Date Range</b>	<b>10/01/2024 - 09/30/2025</b>
<b>Evaluation Type</b>	<input checked="" type="checkbox"/> Formative ( <i>used to shape intervention prior to implementation</i> ) <input checked="" type="checkbox"/> Process ( <i>determines if intervention was implemented as intended</i> )
<b>When was the last time this Project was Evaluated ?</b> Please include information such as when and if the findings were shared?	This project has not been evaluated.
<b>SNAP-Ed Framework Indicators that you are measuring for this project.</b>	ST7: Organizational Partnerships MT5: Nutrition Supports

<b>Project Components to be Evaluated</b>	<input checked="" type="checkbox"/> PSE
<b>Describe the Evaluation design</b> – if the evaluation includes randomized assignment to a study group, provide the unit of randomization	The evaluation will focus on assessing the existence and operations of food policy councils in the funded health districts. A Pre and post-test design will be used in the collection of data to assess progress in the fiscal year under review. The main instrument for the data collection will be the Food Policy Council scorecard.
<b>Data Collection Methods</b>	<input checked="" type="checkbox"/> In-person survey <input checked="" type="checkbox"/> Direct observations (ex-monitoring tool) <input checked="" type="checkbox"/> Other, please specify: Food Policy Scorecard
<b>Describe the Data Collection Methods</b> (e.g., self-administered paper survey, qualitative interview, focus group, etc)	The Food Policy Council scorecard will be used to collect data on the organizational structure, organizational purposes, key implementation activities, and council accomplishments in the fiscal year.
<b>Evaluation Questions</b>	<ul style="list-style-type: none"> <li>• Where and how many food policy councils were developed?</li> <li>• Which local organizations are collaborating on local food issues</li> <li>• What was the ease (successes, challenges, and barriers) of implementation for both the implementing local health department and partner organizations?</li> <li>• What opportunities exist for improvement in the process?</li> </ul>
<b>Identify the sampling technique and statistical analysis you plan to use to answer the above evaluation questions</b>	Self-reported data by the implementing agencies using scorecards, fidelity checklists, and quarterly reporting. Qualitative methods; Statistical tools and fact sheets
<b>Planned Use of Results</b>	<input checked="" type="checkbox"/> Intervention Design <input checked="" type="checkbox"/> Intervention adaptation or improvement <input checked="" type="checkbox"/> Other, please specify: Annual Progress Report
<b>Describe the Planned use of results</b>	Results will primarily be used to inform intervention improvement and adaptation to meet the specific needs of food councils in funded health districts. Results will be useful in the design of the intervention, modification of goals and objectives as well as the use of lessons learned for intervention expansion and adoption in other Health Districts.
<b>Intervention Name</b>	<b>Social Marketing Campaign</b>
<b>Evaluation Date Range</b>	<b>10/01/2024 - 09/30/2025</b>

<b>Evaluation Type</b>	<input checked="" type="checkbox"/> Process ( <i>determines if intervention was implemented as intended</i> ) <input checked="" type="checkbox"/> Outcome ( <i>measures change in participants in relation to the intervention</i> )
<b>When was the last time this Project was Evaluated ?</b> Please include information such as when and if the findings were shared?	<p>Evaluation period of 10/01/2022-09/30/2023</p> <p>DPH is collaborating with the internal Division of Communications to develop a fact sheet to share findings from the previous evaluation period.</p>
<b>SNAP-Ed Framework Indicators that you are measuring for this project.</b>	MT12: Social Marketing
<b>Project Components to be Evaluated</b>	<input checked="" type="checkbox"/> Social Marketing
<b>Describe the Evaluation design</b> – if the evaluation includes randomized assignment to a study group, provide the unit of randomization	<p>Statewide geotargeted social marketing campaigns will rely on data from commercial market data analytics.</p> <p>Contractors will provide data on reach and media impressions generated after implementing the campaigns. The data will be evaluated against set objectives in the contract agreement.</p>
<b>Data Collection Methods</b>	<input checked="" type="checkbox"/> Other, please specify: Analytics from social marketing vendor
<b>Describe the Data Collection Methods</b>	Data on statewide social marketing campaigns will be collected by contractors using market data analytics.
<b>Evaluation Questions</b>	<ul style="list-style-type: none"> <li>• How many campaigns were created?</li> <li>• What were the messages?</li> <li>• In what counties was the campaign implemented?</li> <li>• What was the reach of the campaign?</li> <li>• How many counties was the campaign implemented in?</li> <li>• Was the social marketing campaign implemented as planned?</li> <li>• What is the total number of media impressions by outlet?</li> </ul>
<b>Identify the sampling technique and statistical analysis you plan to use to answer the above evaluation questions</b>	Analytics will be tracked by the vendors that will implement the campaign.
	<input checked="" type="checkbox"/> Intervention Design <input checked="" type="checkbox"/> Intervention adaptation or improvement <input checked="" type="checkbox"/> Other, please specify: Annual Progress Report

<b>Describe the Planned use of results</b>	Evaluation results are aimed at influencing intervention designs, adoption, and improvement. Findings will form part of the annual SNAP-Ed progress report and presentation shared with collaborators, partners, and leadership.
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