

FFY2020 Nevada SNAP-Ed Evaluation Framework Matrix

Overall State Goal:

Improve the likelihood that Nevadans eligible for SNAP will make healthy food choices with a limited budget and choose physically active lifestyles.

Priority Overall Objectives:

- Assist Nevadans in overall diet quality and beverages (R1 and R5)
- Reduce food insecurity through Food Resource Management (R6)
- Increase Physical Activity and decrease sedentary behavior (R7)
- Increase daily fruit and vegetable consumption (R2)

Priority Focus areas for Direct Education and PSE are:

1. Early Childhood
2. School Health
3. Increase Food Security
4. Adults and those with disabilities

1. Early Childhood							
Description of Strategy	Intended Reach	Process Indicator	STO (0-1 Yr) Indicators	MTO (2-3 Yrs) Indicators	LTO (3-5 Yrs) Indicators	Longer to (5+ Yrs) Indicators	Longest To (7+ Yrs) Indicators
1.1 Enhance the nutrition environment in Early Care and Education (ECE) programs and centers through nutrition education and PSE change	Number of ECEs that will be reached (Qtrly Rpts)	% of ECEs assessed (Qtrly Rpts): Number Go NAP SACCs Number planned assessments Number of meetings, including TA, with ECE leadership (Qtrly Rpts)	ST1, ST5 Score for Nutrition PSEs, Year 1 (Go NAP SACC - Child Nutrition) ST5 Qualitative data re: readiness and capacity of ECE to	MT1, MT5 Increase in score <i>in at least Education & Professional Development</i> for Nutrition PSEs, Year 3 (Go NAP SACC - Child Nutrition) MT5 Qualitative data re: adoption of nutrition supports: number of changes	LT1, LT5 Increase in score in <i>at least two areas, including Education & Professional Development</i> , for Nutrition PSEs, Year 5 (Go NAP SACC - Child Nutrition)	LT10 Sustainability Plan - Evidence that the program or site has a formal sustainability plan for nutrition, Year 7	R1,2,4,5 Behavior change among youth toward increased adherence to national dietary guidelines (YRBSS) R9 % of low-income youth

		Number of trainings with ECE staff on nutrition education, (Qtrly Rpts) % of ECEs reached that are provided TA and training on nutrition (Qtrly Rpts)	offer nutrition education (Qtrly Rpts)	made per site (Qtrly Rpts) Total potential number of persons affected by the policy change per ECE on a regular basis		(ECE Wellness Policy Documented with implementation)	in Nevada who are overweight and % who are obese (YRBSS) R9 % of WIC children aged 2-5 in Nevada who are overweight and % who are obese (NV WIC data)
1.2 Improve physical activity environment in ECE through education and PSE change	Number of ECEs that will be reached (Qtrly Rpts)	% of ECEs assessed (Qtrly Rpts): Number Go NAP SACCs completed Number planned assessments Number of meetings, including TA, with ECE leadership (Qtrly Rpts) Number of trainings with ECE staff on increasing PA/decreasing sedentary behavior (Qtrly Rpts) % of ECEs reached that are provided TA and training on increasing	ST3, ST5 Baseline score for PA PSEs, Year 1 (Go NAP SACC – Infant & Child PA) ST5 Qualitative data re: readiness and capacity of the ECE for providing PA opportunities (Qtrly Rpts)	MT3, MT6 Increase in score in at least Time Provided for PA PSEs, Year 3 (Go NAP SACC – Infant & Child PA) MT6 Qualitative data re: adoption of PA supports (Qtrly Rpts): Number of changes per site Total potential number of persons affected by the policy change per ECE on a regular basis	LT3, LT6 Increase in score in at least Time Provided and Education & Professional Development for PA PSEs, Year 5 (Go NAP SACC – Infant & Child PA)	LT10 Sustainability Plan - Evidence that the program or site has a formal sustainability plan for PA, Year 7 (ECE Wellness Policy Documented with implementation)	R7 Behavior change among youth toward increased PA meeting national guidelines (YRBSS) R9 % of low-income youth in Nevada who are overweight and % who are obese (YRBSS) R9 % of WIC children aged 2-5 in Nevada who are overweight and % who are obese (NV WIC Data)

		PA/decreasing sedentary behavior (Qtrly Rpts)					
1.3 Conduct promotional (social marketing, social media) efforts for PSE in early childhood and coordinate with state and/or local SNAP-Ed partners	Number of Social Marketing Campaigns conducted	<p>Number and % of people reached in each market segment (preschoolers, children aged 2-5, parents/caretakers)</p> <p>Social Media: Reach is number of people who saw the post, examples include: Number of Impressions Number of Ad Recalls Number of posted engagements Number of Likes Number of clicks</p> <p>Social Marketing: Print, bill boards (reach or impressions include all persons who notice the unit, regardless of the origin of their trips)</p>		<p>MT12 Number and % of people reached in each market segment (preschoolers, children aged 2-5, parents/caretakers)</p> <p>Number of media impressions</p>			

2. School Health							
Description of Strategy	Intended Reach	Process Indicator	STO (0-1 Yr) Indicators	MTO (2-3 Yrs) Indicators	LTO (3-5 Yrs) Indicators	Longer to (5+ Yrs) Indicators	Longest To (7+ Yrs) Indicators
2.1 Improve the school nutrition environment through access to nutrition education in the classroom and PSE change	Number of schools that will be reached (Qtrly Rpt)	Number of meetings, including TA, with school or LEA representatives (Qtrly Rpt) % of schools (SNAP-Ed Eligible) reached where nutrition education is provided for the classroom (Qtrly Rpt) Number of trainings with administrators, teachers (Qtrly Rpt)	ST1, ST5 Qualitative data re: readiness and capacity related to increasing access or appeal to nutrition education (Qtrly Rpts) ST5 LWP Scores for nutrition environment, Year 1 (SPAN-ET or Alliance for Healthier Generation Healthy Schools Program Assessment Guide)	MT1, MT5 Qualitative data re: adoption of nutrition related supports including potential reach and number of sites that make a change (Qtrly Rpts) MT5 Implementation score for nutrition environment, Year 2-3 (Qtrly Rpts) MT5 Increase in LWP Scores for nutrition environment compared to baseline, Year 3 (SPAN-ET or Alliance for Healthier Generation Healthy Schools Program Assessment Guide)	LT5 Number of sites that increase in at least two implementation scores and adopt > 1 nutrition related PSE change Year 4 (Qtrly Rpts) LT6 Increase in LWP Scores for nutrition environment, Year 5 SPAN-ET or Alliance for Healthier Generation Healthy Schools Program Assessment Guide)	R1,2,4,5 Behavior change among youth toward increased adherence to national dietary guidelines (YRBSS)	R9 % of low-income youth in Nevada who are overweight and % who are obese (YRBSS)

<p>2.2 Support the physical activity school environment through education and the comprehensive school physical activity programming (Qtrly Rpts).</p>	<p>Number of schools that will be reached (Qtrly Rpts)</p>	<p>Number of meetings, including TA, with school or LEA representatives (Qtrly Rpts) Number of trainings with schools on CSPAP (Qtrly Rpts) % of schools reached that are provided TA and training on CSPAP (Qtrly Rpts) % of schools assessed (Qtrly Rpts): Number assessments completed Number planned assessments</p>	<p>ST3, ST5 Qualitative data re: readiness and capacity related to CSPAP (Qtrly Rpts) ST5 LWP Scores for PE and PA, Year 1 (SPAN-ET or Alliance for Healthier Generation Healthy Schools Program Assessment Guide)</p>	<p>MT3, MT6 Qualitative data re: adoption of PA supports (Qtrly Rpts) MT6 Implementation score for PE and Other PA, potential reach and number and proportion of sites that make a change Year 2-3 (Qtrly Rpts) MT6 Increase in LWP Scores for PE and PA, Year 3 (SPAN-ET or Alliance for Healthier Generation Healthy Schools Program Assessment Guide)</p>	<p>LT6 Increase in at least two implementation scores for PE and Other PA, Year 4 (Qtrly Rpts) LT6 Increase in LWP Scores for PE and PA, Year 5 SPAN-ET or Alliance for Healthier Generation Healthy Schools Program Assessment Guide)</p>	<p>LT7 Program Recognition - The number of CSPAP-related recognition awards maintained or newly achieved (Qtrly Rpts) LT10 Sustainability Plan – Formalized CSPAP, Years 6+ (Analysis of LWP) R7 Behavior change among youth toward increased PA meeting national guidelines (YRBSS)</p>	<p>R9 Healthy weight - % of low-income youth in Nevada who are overweight and % who are obese (YRBSS)</p>
<p>2.3 Conduct promotional (social marketing, social media) efforts for school health and coordinate with state and/or local SNAP-Ed partners</p>	<p>Number of Social Marketing Campaigns conducted</p>	<p>Number and % of people reached in each market segment (school-aged children, parents/caretakers)</p>		<p>MT12 Number and % of people reached in each market segment (School-aged children) Number of media impressions</p>			

		<p>Social Media: Reach is number of people who saw the post, examples include: Number of Impressions Number of Ad Recalls Number of posted engagements Number of Likes Number of clicks</p> <p>Social Marketing: Print, bill boards (reach or impressions include all persons who notice the unit, regardless of the origin of their trips)</p>					
--	--	---	--	--	--	--	--

3. Increase Food Security

Description of Strategy	Intended Reach	Process Indicator	STO (0-1 Yr) Indicators	MTO (2-3 Yrs) Indicators	LTO (3-5 Yrs) Indicators	Longer to (5+ Yrs) Indicators	Longest To (7+ Yrs) Indicators
<p>3.1 Support families through food resource management classes to assist in healthy meal planning and budgeting</p>	<p>Number of Classes</p>	<p># of participants</p>	<p>ST1, ST2 Readiness and capacity to set goals for food resource management</p>	<p>MT1, MT2 % of participants reporting food resource management behavior change</p>	<p>LT2 % of participants that continue to demonstrate behavior change</p>		<p>R6 USDA Prevalence of Household Food Security in Nevada</p>

<p>3.2 Implement PSE changes to encourage healthy food choices among pantry clients</p>	<p>Number of food pantries that will be trained and pre-assessed using the Oregon Food Bank Healthy Pantry Initiative</p> <p>Number of Food Pantries assessed</p>	<p>% of food pantries assessed (Qtrly Rpts)</p>	<p>ST2 Rating on score of food pantry assessment (Oregon Food Bank Healthy Pantry Snapshot)</p>	<p>MT2 Increase rating of score on food pantry assessment (Oregon Food Bank Healthy Pantry Snapshot)</p> <p>Total potential number of persons affected by the policy change per site on a regular basis</p>	<p>LT2 Rating is maintained for 6 months to 5 years</p>	<p>LT10 Sustainability Plan - Evidence that the program or site has a formal sustainability plan for implementation and evaluation of Oregon Food Bank Healthy Pantry Initiative, Year 7</p>	<p>Conduct annual Healthy Eating Index Score survey among pantry clients</p>
<p>3.3 Increase access and availability of healthy food in the community, including mobile vendors, farmers' markets, corner/county stores, and grocery stores</p>	<p>Number of Communities that will be reached</p>	<p>% of communities reached (Qtrly Rpts) % of retailers assessed (Qtrly Rpts) Number assessments completed</p> <p>Number intended for assessment</p> <p>Number of meetings with site leaders</p>	<p>ST5,6,7,8 Qualitative data re: healthy food retail readiness and capacity, champions, and/or partnerships (Qtrly Rpts)</p>	<p>MT5,7 Scores for healthy retail PSEs, Year 2 (STORE)</p> <p>MT5 Number and proportion of sites that make at least one change in writing or practice to expand access or improve appeal for healthy eating</p> <p>Total potential number of persons affected by the policy change per site on a regular basis</p>	<p>MT5,7 Increase in scores for healthy retail PSEs, Year 4 (STORE)</p> <p>MT5 Increase Number and proportion of sites that make at least one change in writing or practice to expand access or improve appeal for healthy eating</p>	<p>LT10,12 Sustained increase in scores for healthy retail PSEs, Year 6 (STORE)</p> <p>R2 % of low-income adults who meet fruit and vegetable guidelines (BRFSS)</p>	<p>R9 % of low-income adults in Nevada who are overweight and % who are obese (BRFSS) R9 % of low-income youth in Nevada who are overweight and % who are</p>

		(Qtrly Rpts) Number of site leaders met with/trained (Qtrly Rpts)					obese (YRBSS)
3.4 Conduct promotional (social marketing) efforts with Food Security and coordinate with state and/or local SNAP-Ed partners	Number of Social Marketing Campaigns conducted	Number and % of people reached in each market segment Social Media: Reach is number of people who saw the post, examples include: Number of Impressions Number of Ad Recalls Number of posted engagements Number of Likes Number of clicks Social Marketing: Print, bill boards (reach or impressions include all persons who notice the unit, regardless of the origin of their trips)		MT12 Number and % of people reached in each market segment Number of media impressions			

4. Adults and those with Disabilities							
Description of Strategy	Intended Reach	Process Indicator	STO (0-1 Yr) Indicators	MTO (2-3 Yrs) Indicators	LTO (3-5 Yrs) Indicators	Longer to (5+ Yrs) Indicators	Longest To (7+ Yrs) Indicators
4.1 Provide evidence-based healthy eating and physical activity education in support of policy, system, and environmental change strategies to eligible adult and those with disabilities audiences in eligible community sites to promote consumption of healthy foods and beverages and active lifestyles.	Number of class series planned (Qtrly Rpts)	% Adult DE series completed % of participants who complete pre-post assessments	ST1: Healthy Eating ST3: Physical Activity and Reduced Sedentary Behavior ST7: Number of partnerships	MT1,2 Increase in MyPlate scores for adults, pre to post annually (UCCE Food Behavior Checklist) MT3 Increase in PA behaviors scores for adults, pre to post, Annually (On the Go! Survey)	LT1-3 Behavior change among adults associated with sustained adherence to national dietary and PA guidelines and improved food resource management, Year 5 (BRFSS)	R7 Population level behavior change among adults toward sustained adherence to national dietary and PA guidelines and reduced food insecurity, Year 7 (BRFSS)	R9 % of low-income adults in Nevada who are overweight and % who are obese (BRFSS)

<p>4.2 Provide evidence-based healthy eating and physical activity education in support of policy, system, and environmental change strategies to eligible seniors and those with disabilities audiences in eligible community sites to promote consumption of healthy foods and beverages and active lifestyles.</p>	<p>Number of class series planned (Qtrly Rpts)</p>	<p>% Adult DE series completed</p> <p>% of Senior Centers Reached</p> <p>% of participants who complete pre-post assessments</p>		<p>MT1,2 Increase in MyPlate scores for adults, pre to post annually (UCCE Food Behavior Checklist)</p> <p>MT3 Increase in PA behaviors scores for adults, pre to post, Annually (On the Go! Survey)</p> <p>MT5 Total number of policy changes</p> <p>Number of sites that make at least one change in writing or practice improve appeal for healthy eating and physical activity</p>	<p>LT1-3 Behavior change among adults associated with sustained adherence to national dietary and PA guidelines and improved food resource management, Year 5 (BRFSS)</p>	<p>R7 Population level behavior change among adults toward sustained adherence to national dietary and PA guidelines and reduced food insecurity, Year 7 (BRFSS)</p>	<p>R9 % of low-income adults in Nevada who are overweight and % who are obese (BRFSS)</p>
--	--	--	--	---	--	---	--

<p>4.3 Support family-friendly physical activity opportunities throughout the year, throughout the community.</p>	<p>Number of communities that will be reached (Qtrly Rpts)</p>	<p>% of communities reached (Qtrly Rpts)</p> <p>Number of planning meetings with PA partners (Qtrly Rpts)</p>	<p>ST5 Qualitative data re: readiness and capacity for supporting family-friendly PA opportunities (Qtrly Rpts)</p> <p>ST5 Number of people reached by PA opportunities, Year 1 (Qtrly Rpts)</p> <p>ST5 Number of physical activity opportunities provided, Year 1 (Qtrly Rpts)</p>	<p>MT6 Qualitative data related to adoption of PA supports (Qtrly Rpts)</p> <p>MT6 Increase in number of people reached by PA opportunities, including adults and youth, Year 3 (Qtrly Rpts)</p> <p>MT6 Increase in number of physical activity opportunities provided, Year 3 (Qtrly Rpts)</p>	<p>LT6 Qualitative data related to the implementation of PA supports (Qtrly Rpts)</p> <p>LT6 Sustained increase in number of people reached by PA opportunities, including adults and youth, Year 5 (Qtrly Rpts)</p> <p>LT6 Sustained increase in number of physical activity opportunities provided, Year 5 (Qtrly Rpts)</p>	<p>LT10 Sustainability Plan – Institutionalization of community-wide plan for sustained and ongoing PA opportunities, Year 5 (Qtrly Rpts)</p> <p>R7 Behavior change among adults toward increased adherence to national physical activity guidelines (BRFSS)</p> <p>R7 Behavior change among youth toward increased adherence to national PA guidelines (YRBSS)</p>	<p>R9 % of low-income adults in Nevada who are overweight and % who are obese (BRFSS)</p> <p>R9 % of low-income youth in Nevada who are overweight and % who are obese (YRBSS)</p> <p>R9 % of WIC children aged 2- 5 in Nevada who are overweight and % who are obese (NV WIC Data)</p>

<p>4.4 Conduct promotional (social marketing, social media) efforts for adults and coordinate with state and/or local SNAP-Ed partners</p>	<p>Number of Social Marketing Campaigns conducted</p>	<p>Number and % of people reached in each market segment Social Media: Reach is number of people who saw the post, examples include: Number of Impressions Number of Ad Recalls Number of posted engagements Number of Likes Number of clicks</p> <p>Social Marketing: Print, bill boards (reach or impressions include all persons who notice the unit, regardless of the origin of their trips)</p>		<p>MT12 Number and % of people reached in each market segment (women, men, elders, workers, etc.)</p> <p>Number of media impressions</p>			
---	---	---	--	---	--	--	--

Key:

ECEs-Early Care and Education

PSE-policies, system, and environmental

NAP SACC-Nutrition and Physical Activity Self-Assessment for Child Care

TA-technical assistance

YRBSS-Youth Risk Behavior Surveillance System

WIC-Women, Children, and Infant Supplemental Nutrition Program

PA-physical activity

PE-physical education

LEA-local education agency

LWP-local wellness policy

SPAN-ET-School Physical Activity and Nutrition-Environment Tool

CSPAP-Comprehensive School Physical Activity Program

STORE-Stocking Opportunities in the Retail Environment Tool

DE-direct education