

# Collecting and Reporting Data: Online SNAP-Ed Programming

On behalf of the MFF Evaluation Team:  
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**MICHIGAN  
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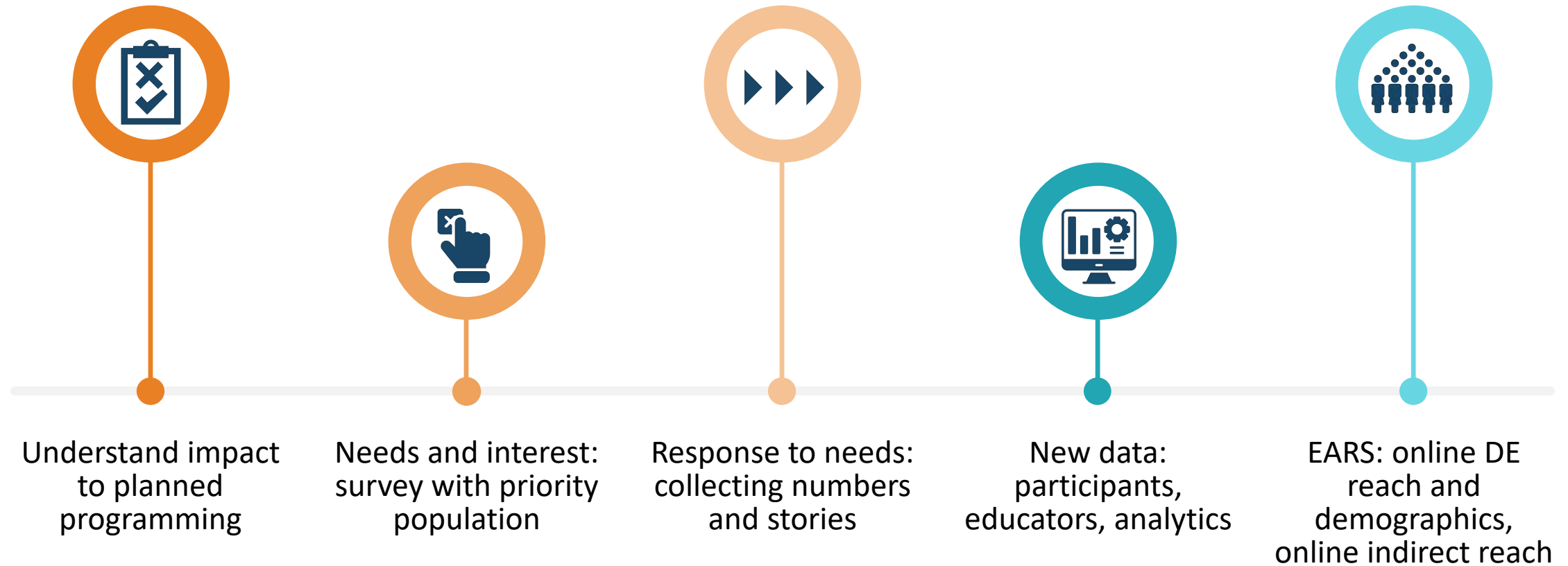
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**Collaborative  
of 50+ local  
and regional  
organizations  
that carry out  
DE and PSE  
initiatives.**

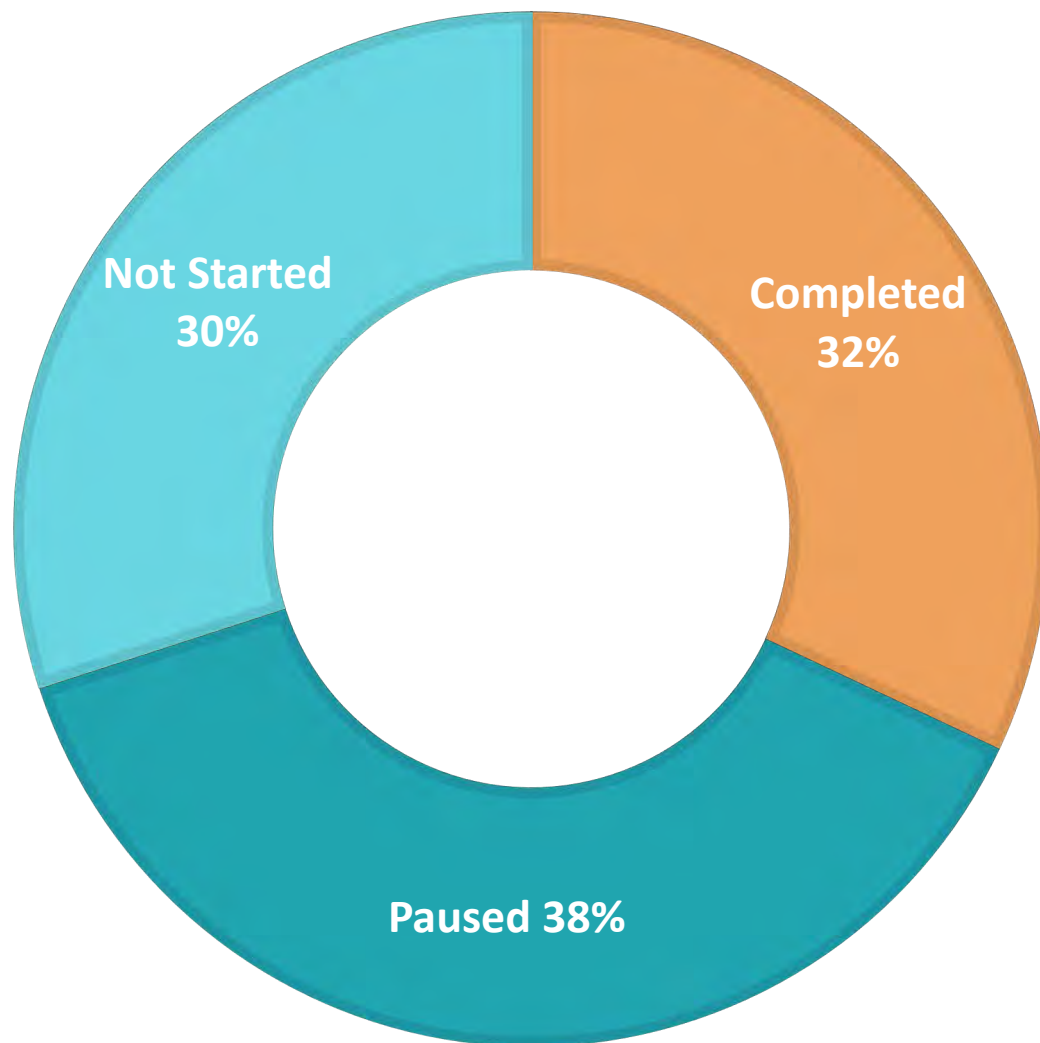


# Data Collection and Reporting Timeline





# Impact to planned programming: DE



32% of DE series were **completed** before Stay at Home Executive Order.

91% of **paused/not started** series were planned to take place in schools.



# Changes in habits since COVID-19 (n=1,334)

## Food

Decreased...  
food **shopping** frequency (42%)  
food **budget** (24%)

Increased **cooking/preparing**  
food at home frequency (41%)

**21%**

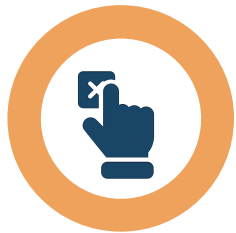
**eating fewer fruits & vegetables**

## Physical Activity

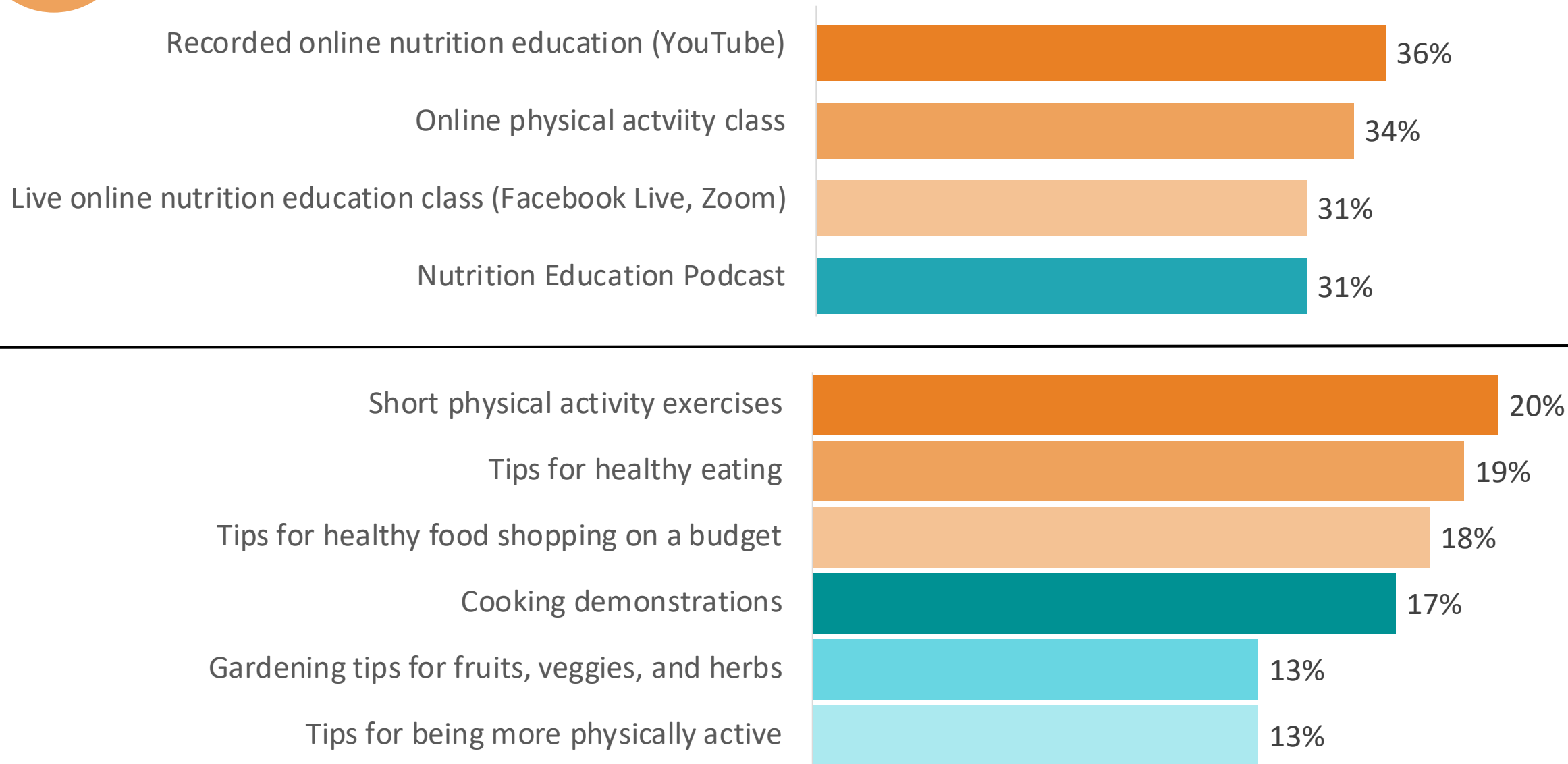
Decreased...  
access to **places** (49%)  
available **equipment** (40%)  
amount of **time** (31%)

**35%**

**getting less physical activity**



# Virtual Learning (n=1,334)





# Response to Needs across programs

83 Change delivery method for existing interventions

22 Offer new interventions

16 Program in a new setting

10 Serve a new audience

FARMERS MARKET  
FOOD NAVIGATOR  
PROGRAM







# Response to Needs

## Who

Program Leads  
Educators  
Participants

## How

Survey  
Interviews  
Photos

## What

Describe the process you used to convert the intervention from in-person to virtual.

What new methods did you use to interact with participants?

How easy was it for you to follow along with the educator?







# New Data – Participants & Educators

## Online Participant Survey:

Traditional process questions (interest, learn something new), ST1 (intentions to increase F/V consumptions) and new questions about online format, distractions, preferences for virtual learning topics, length

## Qualitative Interviews with past participants:

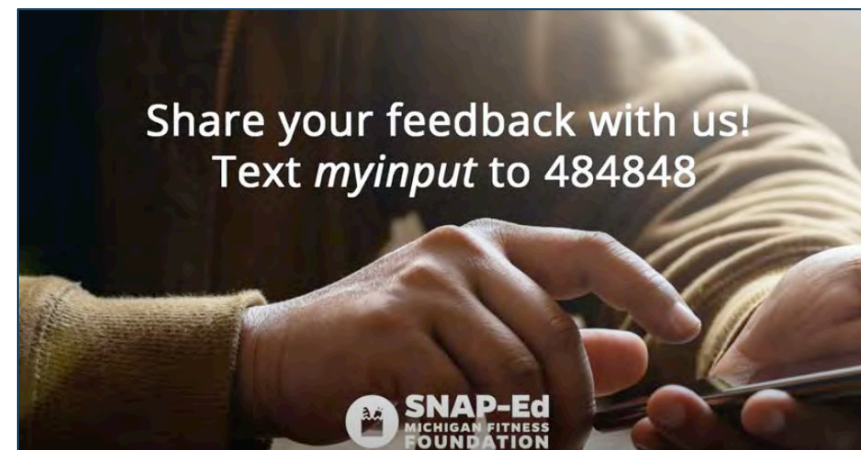
To what extent are participants using program learnings to stay healthy during the COVID-19 pandemic?

## Text to provide survey feedback for YouTube videos:

Type of video, who watched it, interesting, learn anything new, will you use anything you learned.

## Educator Log:

New questions about recruitment, online delivery format, adaptations, engagement, distractions





# New Data – Analytics

## Online Articles April-June

10 stories published

304,320 reached

8,931 engagements

7:55 average time on page

## Facebook Analytics - July

326 Engaged users (up 255%)

2,464 Post Impressions (up 122%)

274 Reactions (up 322%)

1,575 Post reach (up 106%)

## YouTube Analytics April-June

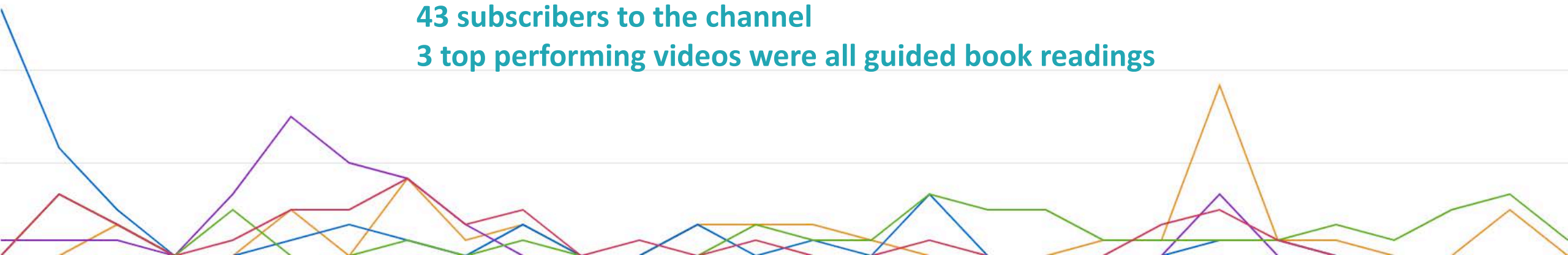
2,100 video views

757 unique viewers

50 hours total watch time of all videos by all viewers

43 subscribers to the channel

3 top performing videos were all guided book readings





# EARS –Demographics and Reach

## Online DE Demographics

- Match your in-person method, when possible
- Recruitment site
- Post survey
- Pop-up survey
- Sign-in sheet
- Include your methodology



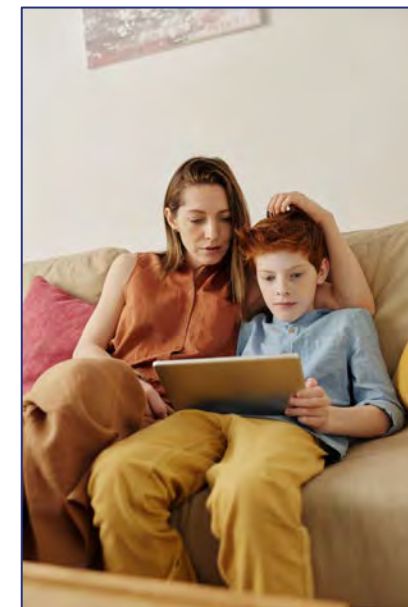
## Online DE Reach

- Sign-in through chat
- Sign-in through survey link
- Pop-up survey
- Count participants on the screen
- Platform data



## Online Indirect Reach

- Analytics
- Embed in webpage?
- E-Newsletters







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**Thank you!**

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