

FY19 SNAP-Ed Final Report Program Report Instruction Guide

Purpose of the Instruction Guide

The Instruction Guide is meant to guide you through the **Program Report** (required) of the FY 2019 Final Report. The Program Report must be completed online in Formstack. Follow the directions on the Final Report page on the [Partner Portal](#) to access the form.

In addition to reporting on process and outcome evaluation, the Program Report includes your:

- **Executive Summary** (*required*)
MS Word file to be uploaded within the “Program Report”.
- **Equipment Inventory** (*required*)
Excel file to be uploaded within the “Program Report”. [Click here to download the Equipment Inventory form](#) or access it from the Final Report page on the [Partner Portal](#).
- **Key Program Successes** (*optional*)
To be uploaded within the “Program Report”. You are strongly encouraged to use this section to lift up your significant SNAP-Ed achievements in FY 2019.
- **Additional Materials** (*optional*)
To be uploaded within the “Program Report”. This section allows you to attach any new/innovative material or resource that was developed by your SNAP-Ed program in FY 2019.

Note: Visit the Final Report page on the [Partner Portal](#) to access forms and instructions for the other components of the FY19 Final Report, including:

- *PSE Details Worksheet (Indicators ST5, MT5, MT6, and ST6);*
- *ST7 and ST8 PSE Details in Map to Healthy Living Update Portal*
- *EARS Data Report; and*
- *Financial Report*

IMPORTANT: To streamline the final report review process, please provide only the necessary facts and data requested within the “Program Report”, “Executive Summary”, and “Equipment Inventory” sections. Storytelling and sharing of program achievements, photos, new material development, etc. should be saved for the “Key Program Successes” and/or “Additional Materials” sections.

Format of the Instruction Guide

The Instruction Guide is organized by each section of the “Program Report”, including the “Executive Summary”, “Equipment Inventory”, “Key Program Successes”, and “Additional Materials”.

Each section includes a general description, tips for completion, and screenshots of the section in the actual online form.

Accompanying the Instruction Guide is an outline of the complete “Program Report”. [Click here to download the Program Report Outline](#) or find it on the Final Report page on the [Partner Portal](#). The outline may be used to draft your responses before inputting them into the online Formstack form. **Do not submit or upload the outline.** Only complete submissions through Formstack will be reviewed. Follow the directions on the Final Report page on the [Partner Portal](#).

Sections of the Program Report

Purpose of the Instruction Guide

Format of the Instruction Guide

PROGRAM REPORT (Contact Information)

PROCESS EVALUATION

PROCESS EVALUATION – DIRECT EDUCATION (DE)

PROCESS EVALUATION – POLICY, SYSTEMS, AND ENVIRONMENTAL CHANGE (PSE)

OUTCOME EVALUATION

OUTCOME EVALUATION: SMART OBJECTIVE < # >

OUTCOME EVALUATION DETAIL: SMART OBJECTIVE < # >

OVERALL ASSESSMENT OF FINDINGS

APPLICATION OF EVALUATION FINDINGS

EXECUTIVE SUMMARY

EQUIPMENT INVENTORY

KEY PROGRAM SUCCESSES

ADDITIONAL MATERIALS

PROGRAM REPORT (Contact Information)

Complete this section with the contact information of the person completing the report as well as the evaluation contact person.

Section Tips

- The evaluation contact person is the person at your organization responsible for the evaluation oversight of the SNAP-Ed program, also known as the “Evaluation Lead.”

Program and Evaluation Final Report

Outcome Indicators and Measures are referred to throughout this report and can be found in the interactive SNAP-Ed Evaluation Framework Interpretive Guide: <https://snapedtoolkit.org/framework/index/>. Indicators are highlighted in blue and can be clicked on to display the outcome description and associated measures.

Please complete the following information:

Name of person completing this report

First NameLast Name

Email

Organization

Name of evaluation contact person at organization

Email address of evaluation contact person

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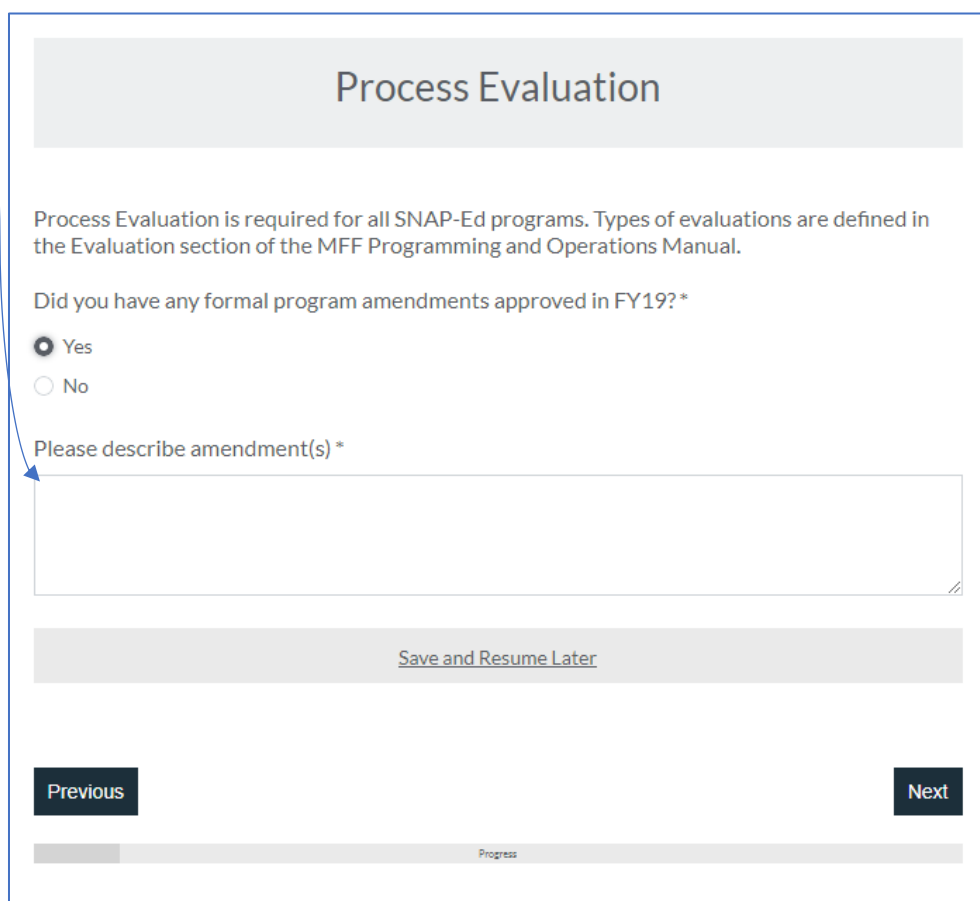
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PROCESS EVALUATION

In this section, report any formal, approved program amendments made to your SNAP-Ed program (either to Direct Education or Policy, Systems, and Environmental change) programming during FY 2019.

Section Tips

- If you report any program amendments (i.e., mark “yes”), describe the amendment(s) in the text box prompt.



Process Evaluation

Process Evaluation is required for all SNAP-Ed programs. Types of evaluations are defined in the Evaluation section of the MFF Programming and Operations Manual.

Did you have any formal program amendments approved in FY19? *

☒ Yes
☐ No

Please describe amendment(s) *

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PROCESS EVALUATION – DIRECT EDUCATION (DE)

Focusing on the **Direct Education (DE)** component(s) of your programming, describe any changes that were made to your DE, how fidelity was maintained, any participant feedback received, major successes, and barriers or lessons learned during the implementation of your DE in FY 2019.

Section Tips

- Refer to the results from your DE process evaluation tools. Examples of process evaluation tools that may have been used to track your Direct Education implementation include Nutrition Educator (NE) logs; site/supervision visit forms; NE, teacher, and/or administrator feedback surveys; staff meeting logs, etc.

Process Evaluation - Direct Education (DE)

Describe any changes made to the evidence-based DE intervention(s) used. How did you determine the changes were appropriate?

Describe how you monitored the fidelity of your DE intervention(s), including any changes made and how you tracked those changes.

Summarize feedback, solicited and unsolicited, from participants and program staff. Describe the steps taken to obtain feedback and how feedback was used to inform programming.

Briefly describe the major successes of your DE intervention(s) (expected and unexpected).

Briefly describe any barriers experienced, how you addressed them, and any lessons learned to share with other programs.

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PROCESS EVALUATION – POLICY, SYSTEMS, AND ENVIRONMENTAL CHANGE (PSE)

Focusing on the **Policy, Systems, and Environmental change (PSE)** component(s) of your programming, describe any changes that were made to planned PSE work, how fidelity was maintained, any participant feedback received, major successes, and barriers or lessons learned during the implementation of your PSE initiatives in FY 2019.

Section Tips

- Refer to the results from your PSE process evaluation tools. Examples of process evaluation tools that may have been used to track your PSE implementation include the PSE log; intervention specific assessments and tracking documents (e.g., Smarter Lunchrooms Scorecard, CX3 assessment, HSAT, YPAR Worksheets, etc.); meeting minutes/logs; etc.

Process Evaluation - Policy, Systems and Environmental Change (PSE)

Describe any changes made to the planned process(es) of your PSE initiative(s). How did you determine the changes were appropriate?

Describe whether your planned process(es) for your PSE initiative(s) was implemented as anticipated (with fidelity). How did you monitor implementation and track any changes?

Summarize feedback, solicited and unsolicited, from participants and program staff. Describe the steps taken to obtain feedback and how feedback was used to inform programming.

Briefly describe the major successes of your PSE initiative(s) (expected and unexpected).

Briefly describe any barriers experienced, how you addressed them, and any lessons learned to share with other programs.

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OUTCOME EVALUATION

Outcome evaluation refers to your SMART objectives. Report the total number of SMART objectives your program had in FY 2019. At least one SMART objective is required.

Section Tips

- Ensure you use the **most recently approved version** of your FY 2019 Project Summary to report the number of objectives. If you are unsure whether you are using the current version of your Project Summary, contact your MFF Project Manager.
- The online form only allows up to 10 objectives. If your program has more than 10 SMART objectives, enter “10” in this section, and contact your MFF Project Manager for an additional, separate link to report on your additional objectives.

Outcome Evaluation

How many SMART objectives did your program have? (refer to your most up-to-date project summary) *

IMPORTANT: This report allows up to **10** objectives. If your program had more than 10 SMART objectives, enter "10" in the question above, and contact your MFF Project Manager who will supply you with a link to a separate form for the remaining objectives.

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The next two sections – (1) “Outcome Evaluation: **SMART Objective < # >**” and (2) “Outcome Evaluation Detail: **SMART Objective < # >**” – will be repeated for EACH of your (DE and PSE) **SMART objectives** (e.g., If you indicated having 5 SMART objectives in the previous question, the next two sections on outcome evaluation will be repeated 5 times.)

OUTCOME EVALUATION: **SMART OBJECTIVE < # >**

Insert the language from your SMART objective.

Then, mark the **INDICATOR(S)** (from the SNAP-Ed Evaluation Framework) that **objective < # >** measures. At least one Indicator is required (per SMART objective).

Section Tips

- Copy and paste the objective language from the **most recently approved version** of your FY 2019 Project Summary.
- When reporting on SMART objectives, number your objectives in the order they appear in your Project Summary.
- Only select the Indicator(s) for which you measured and have data to report on.
- If an objective relates to Indicator(s) that are not listed, select “Other Indicator(s).” A text box will prompt you to specify the “other” Indicator(s) and a description (e.g., MT4: Food Safety).
- Refer to the [SNAP-Ed Evaluation Framework Interpretive Guide](#) for more information on Indicators.

Outcome Evaluation: SMART Objective #1

What was SMART objective #1? (Copy and paste from your most up-to-date project summary.) *

What SNAP-Ed Evaluation Framework Indicator(s) did objective #1 measure? (check all that apply) *

☐ MT1: Healthy Eating Behaviors

☐ MT2: Food Resource Management

☐ MT3: Physical Activity and Reduced Sedentary Behaviors

☐ ST5: Need and Readiness

☐ ST6: Champions

☐ ST7: Partnerships

☐ MT5: Nutrition Supports

☐ MT6: Physical Activity and Reduced Sedentary Behavior Supports

☐ ST8: Multi-Sector Partnerships

☒ Other indicator(s)

Please specify "other" indicator(s) (include ST, MT, or LT and the number; e.g., MT4: Food Safety) *

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OUTCOME EVALUATION DETAIL: SMART OBJECTIVE < # >

For EACH INDICATOR selected in the previous question, identify the associated OUTCOME MEASURE(S). At least one Outcome Measure is required (per Indicator).

Then, for the objective, describe:

- Associated intervention(s);
- Data collection tool(s) used to measure the outcome(s) (response required for both DE and PSE objectives);
- Total number of participants (response required for DE objectives; PSE objectives, if applicable);
- Number of surveys distributed (response required for DE objectives; PSE objectives, if applicable); and number of surveys returned (response required for DE objectives; PSE objectives, if applicable).

You must also report if you met the objective. If yes, provide the evidence that the objective was met; if no, explain the progress toward meeting the objective and the factors that contributed to not meeting it. Maximum 750-character count (including spaces).

Section Tips

- Outcome measures: The desired benefits, improvements, or achievements of a specific program or goal. For example, some of the Outcome Measures for MT5: Nutrition Supports include:
 - MT5b – Total number of policy changes;
 - MT5c – Total number of systems changes;
 - MT5d – Total number of environmental changes; etc.
- Only select the Outcome Measure(s) for which you measured and have data to report on.
- If Outcome Measures “MT1: Other food groups (a, b, e, j)” or “MT2: Other food resource management behavioral changes (a, c, d, f, k, m)” are selected, a text box will prompt you to specify the “other” food groups and “other” food resource management behavioral changes, respectively.
- If you have an Indicator that has Outcome Measure(s) that are not listed, select “Other Outcome Measure(s).” A text box will prompt you to specify the “other” Outcome Measure(s) and a description.
- If “Other Indicator(s)” was selected in the previous question, a text box will prompt you to specify what Outcome Measure(s) were used for the “other” Indicator(s).
- Refer to the [SNAP-Ed Evaluation Framework Interpretive Guide](#) for more information on Outcome Measures.
- Examples of data collection tools include surveys (e.g., Adult Fruit/Vegetable Screener, Youth Physical Activity Screener, That’s Me, My Choices, etc.); the PSE log; intervention specific assessments (e.g., Smarter Lunchrooms Scorecard, CX3, etc.), and other DE or PSE outcome evaluation tools.

Outcome Evaluation: SMART Objective #1 Detail

Select the outcome measure(s) used for MT5: Nutrition Supports (check all that apply) *

- ☐ MT5: Number of sites or organizations that make at least one change in writing or practice to expand access or improve appeal for healthy eating (a)
- ☐ MT5: Total number of policy changes (b)
- ☐ MT5: Total number of systems changes (c)
- ☐ MT5: Total number of environmental changes (d)
- ☐ MT5: Total number of promotional efforts for a PSE change (e)
- ☐ MT5 Other outcome measure

What intervention(s) were used for this objective?

5210
BodyWorks
Botany on Your Plate
CentSible Nutrition Program
Color Me Healthy
Cooking Matters at the Store Tour
Cooking Matters for Adults
Cooking Matters for Families
Cooking Matters for Kids
Cooking Matters for Parents

Use the scroll bar on the right to scroll through the list of interventions. To select more than one intervention, press Ctrl while clicking on the interventions. To deselect an intervention, press Ctrl and click on the intervention.

For this SMART objective, please specify the following:

Data collection/evaluation tool(s) used (response required for DE and PSE objectives)

Total number of participants (response required for DE objectives; PSE objectives, if applicable)

Number of distributed surveys (response required for DE objectives; PSE objectives, if applicable)

Number of returned surveys (response required for DE objectives; PSE objectives, if applicable)

Did you meet SMART objective #1? *

- ☐ Yes
- ☐ No

Did you meet SMART objective #1? *

- ☒ Yes
- ☐ No

Provide evidence that the objective was met. *

750/750

Did you meet SMART objective #1? *

- ☐ Yes
- ☒ No

Indicate your progress toward meeting the objective, and identify factors that contributed to not meeting it. *

750/750

OVERALL ASSESSMENT OF FINDINGS

Describe how your DE and PSE programming contributed to community wrap-around programming and how the needs identified in your FY 2019 proposal were addressed with your programming efforts.

Section Tips

- Community wrap-around programming: A comprehensive approach to programming that is coordinated, includes multiple components, and reaches the target population(s) on multiple levels of the Social-Ecological Model (SEM). At a minimum, this includes direct education and PSE efforts that work in tandem and are mutually-reinforcing.

The screenshot shows a web form titled "Overall Assessment of Findings". It contains two text input areas. The first is preceded by the question "How did DE and PSE interventions reinforce each other to create comprehensive community wrap-around programming?". The second is preceded by "Describe how the coordination of community wrap-around efforts filled the gap between the needs identified in your proposal and the needs met with your programming." Below the input areas is a "Save and Resume Later" button. At the bottom are "Previous" and "Next" buttons, and a progress bar.

APPLICATION OF EVALUATION FINDINGS

Describe how the results from your process and outcome evaluations will inform your future SNAP-Ed programming, any new needs that were identified, and if you have plans to share your program results in presentations, articles, other reports, etc.

Section Tips

- Ensure both DE and PSE evaluation findings are appropriately represented.

The screenshot shows a web form titled "Application of Evaluation Findings". It contains three text input areas. The first is preceded by "Describe how you propose using the process and outcome evaluation results of your Direct Education (DE) and PSE intervention(s) to improve future SNAP-Ed programming. Be as specific as you can." The second is preceded by "Describe any new needs identified from your evaluation findings and how they will be used to inform future programming." The third is preceded by "If applicable, describe your plans to share findings in presentations, journal articles, and other reports (MFF pre-approval is required). Include citations." Below the input areas is a "Save and Resume Later" button. At the bottom are "Previous" and "Next" buttons, and a progress bar.

The subsequent sections – “Executive Summary”, “Equipment Inventory”, “Key Program Successes”, and “Additional Materials” – require file uploading. The combined limit for all uploaded materials is 25 MB.

EXECUTIVE SUMMARY

Upload a MS Word, one-page (maximum 500 word) Executive Summary for your FY 2019 SNAP-Ed program, highlighting both your PSE and DE work. The following must be included:

- Overall program goals;
- Program description (interventions, settings, and target populations);
- Evaluation methods for data collection, indicators, and outcome measures;
- Effectiveness of interventions to achieve SMART objectives; and
- Major achievements and outcomes

Section Tips

- The Executive Summary should act as a stand-alone summary of your SNAP-Ed program and outcomes achieved in FY 2019.
- Do not repeat your Project Summary; rather, provide a reflection of your program implementation over the program year.
- Summarize the major themes of any achievements and outcomes. Additional details, such as anecdotes, photos, and success stories, should be saved for the “Key Program Successes” section.

Executive Summary

Upload a one-page (not more than 500 words) Executive Summary of SNAP-Ed activities during FY 2019. This is reviewed by MFF, MDHHS, and USDA. Include the following for both direct education (DE) and policy, systems, and environmental change (PSE) initiatives:

1. Overall program goals
2. Program description: interventions, settings, and populations
3. Evaluation methods for data collection, outcome indicators, and measures
4. Effectiveness of interventions to achieve SMART objectives
5. Major achievements and outcomes

Upload the executive summary for your program. *

Choose File

No File Chosen

(MS Word file only)

[Save and Resume Later](#)

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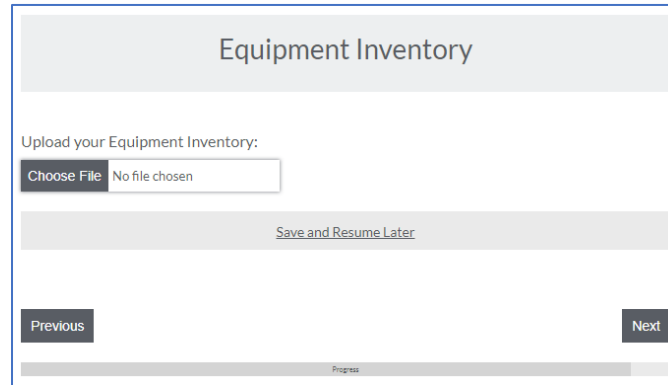
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EQUIPMENT INVENTORY

Upload your Equipment Inventory form in this section.

Section Tips

- [Download the Equipment Inventory form here](#) or access it via the Final Report page on the [Partner Portal](#).
- Equipment to include in this inventory is defined as: "anything that plugs in" or "recharges by plugging in" that costs less than \$5,000 per piece.



The screenshot shows a web form titled "Equipment Inventory". Below the title, it says "Upload your Equipment Inventory:". There is a "Choose File" button and a text box that says "No file chosen". Below this is a "Save and Resume Later" link. At the bottom, there are "Previous" and "Next" buttons, and a progress bar.

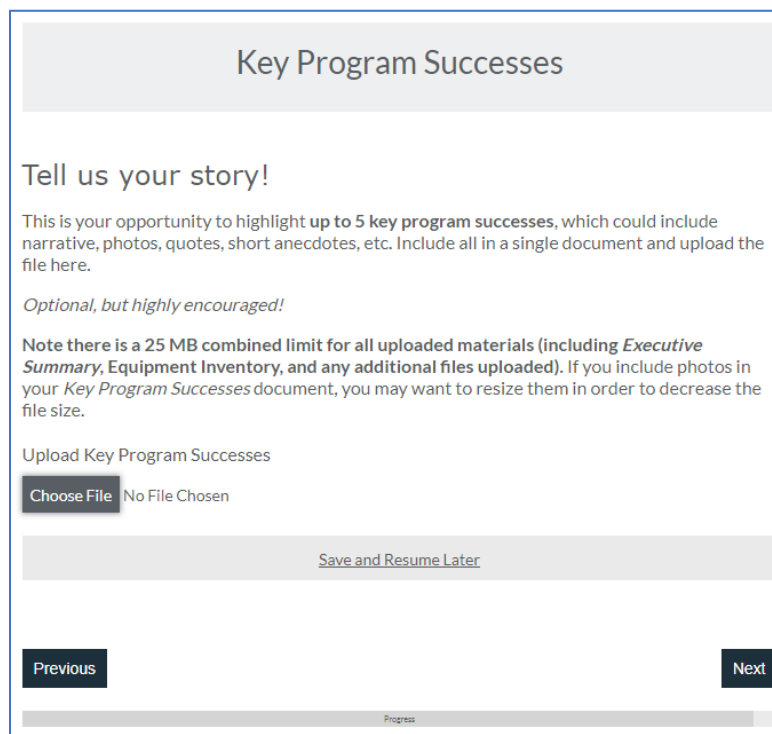
KEY PROGRAM SUCCESSES

This section is **optional**, but strongly encouraged, to illustrate the impact and significance of your SNAP-Ed programming.

In a single document, describe **up to five** program successes in FY 2019. Key program successes may include narrative, short anecdotes, quotes, photos, etc.

Section Tips

- Not every achievement can be shared; instead, select up to five of the most significant achievements that represent the best of your program.
- Please do not include a summary of your Program Highlights over the year or include copies of assessments used.
- If you include photos, you may want to resize them in order to decrease the file size.



The screenshot shows a web form titled "Key Program Successes". Below the title, it says "Tell us your story!". There is a paragraph of text: "This is your opportunity to highlight up to 5 key program successes, which could include narrative, photos, quotes, short anecdotes, etc. Include all in a single document and upload the file here." Below this is a link that says "Optional, but highly encouraged!". Then, another paragraph of text: "Note there is a 25 MB combined limit for all uploaded materials (including Executive Summary, Equipment Inventory, and any additional files uploaded). If you include photos in your Key Program Successes document, you may want to resize them in order to decrease the file size." Below this is the text "Upload Key Program Successes". There is a "Choose File" button and a text box that says "No File Chosen". Below this is a "Save and Resume Later" link. At the bottom, there are "Previous" and "Next" buttons, and a progress bar.

ADDITIONAL MATERIALS

This section is **optional**.

New or innovative program materials or resources developed in FY 2019 may be attached in this section.

Section Tips

- Only include materials or resources newly created by your SNAP-Ed program.

Additional Materials

New or innovative program materials or resources developed in FY 2019 can be uploaded here.

File

Choose File

No File Chosen

File

Choose File

No File Chosen

[Save and Resume Later](#)

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Submit Report

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