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INTRODUCTION

The Michigan Fitness Foundation (MFF) started an Evaluation Consultation Group (ECG), a concept first tested in CDC program evaluation, in 2010 to continue the Michigan Nutrition Network's (MNN) strong focus on evaluation. The role of this group was to provide insights from program and evaluation realities and practices, to inform best practices, identify resources and progress, and establish next steps to improve the SNAP-Ed program outcome evaluation representative of the SNAP-Ed programming being implemented by MNN Partners. As a result a need was identified to establish common SNAP-Ed performance indicators and measures and operationalize the data collection and reporting strategies for a required MNN statewide program evaluation.

OBJECTIVES

In the fall of 2011 the ECG set its objectives to 1.) Identify a small set of SNAP-Ed targeted nutrition indicators for statewide outcome/impact evaluation; 2.) Identify measures and instrumentation for outcomes/ impact across MNN funded projects, 3.) Develop an evaluation design and sampling approach for statewide evaluation, and 4.) Develop survey administration guidance, training strategies, and technical assistance for partners implementing state evaluation requirements.





- Fruit and vegetable consumption was identified as the MNN statewide performance indicator in October 2011.
- Workgroups formed in November 2011.
- Survey Measures
- Survey Statistics
- Survey Delivery and Protocol

2012

- Workgroup recommendations were shared in January 2012.
- Discussion of recommendations occurred in February 2012.
- Statewide evaluation design completed by March.



A Process Model: Pilot Development of an Assessment of Fruit and Vegetable Intake in SNAP-Ed Populations

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RESULTS: ADULTS

22 Partner organizations participated in the Statewide Evaluation for Adults in FY13.

Pre-program survey Response Rate 54.26% (n=2,426)	Post–p Respon (
17.0	
83.0	
44.8	
17.5	
2.7	
0.4	
26.7	
64.7	
5.5	
5.7	
	Response Rate 54.26% (n=2,426) 17.0 17.0 83.0 44.8 17.5 2.7 0.4 26.7 64.7 5.5

• The preliminary analysis of the pre- and post-intervention NCI Fruit and Vegetable Screener survey suggests an increase in the average daily servings of fruit and vegetables consumed by adults from 4.2 servings/day to 4.4 servings/day.

TIMELINE

- Partners were informed of the newly required statewide evaluation in the FY13 RFP in March 2012.
- Survey tools were developed in Scantron software and printed March-July 2012.
- Training was provided to MNN Partners at SNAP-Ed University training in August 2012.
- Partners worked with MFF project Manager to determine sampling strategy for program participants October/November 2012.
- Technical Assistance calls were held with MNN Partners In November 2012 and January 2013.

rogram survey
se rate 41.10% n=1,983)
17.4
82.6
49.0
18.6
1.9
0.5
26.5
67.0
4.2
5.0

RESULTS: YOUTH

16 Partner organizations participated in the Statewide Evaluation for Youth in FY13.

	Pre-program survey Response Rate 78.00% (n=2,106)	Post-program survey Response Rate 65.00% (n=1,692)
GENDER		
Male	50.1	49.1
Female	49.9	49.3
AGE		
Mean	13.9	14.0
SD	2.3	2.3
RACE		
American Indian or Alaska Native	2.4	2.1
Asian	3.3	4.1
Black or African American	35.7	33.3
White	28.5	30.3
Other	19.1	18.0
ETHNICITY		
Hispanic/Latino	13.2	13.7

- The SNAP-Ed participants' responses are better in comparison to the overall youth in the US on YRBS measures for fruit and vegetable consumption.
- The preliminary analysis of the YRBS surveys suggests significant increases in fruit and vegetable consumption among youth before and after the intervention.

2013

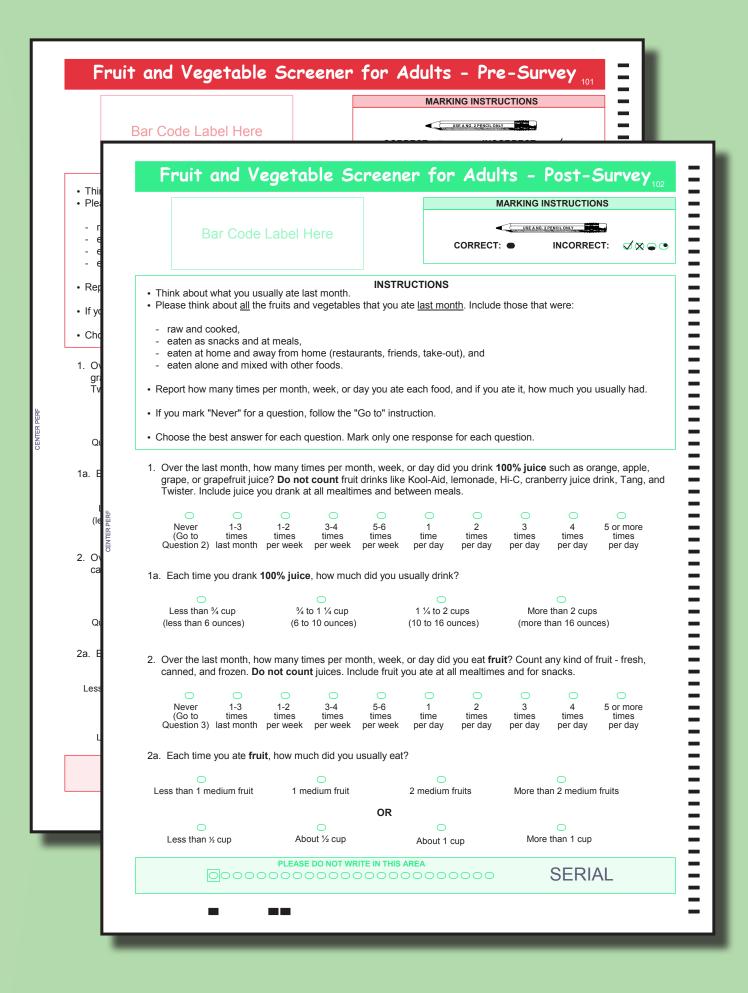
- Evaluation data collection occurred pre-post FY13 SNAP-Ed program implementation October 2012-September 2013.
- Data analysis occurred in the 1st and 2nd quarter of FY14.
- Results reported and communicated to stakeholders in 3rd and 4th quarter of FY14.

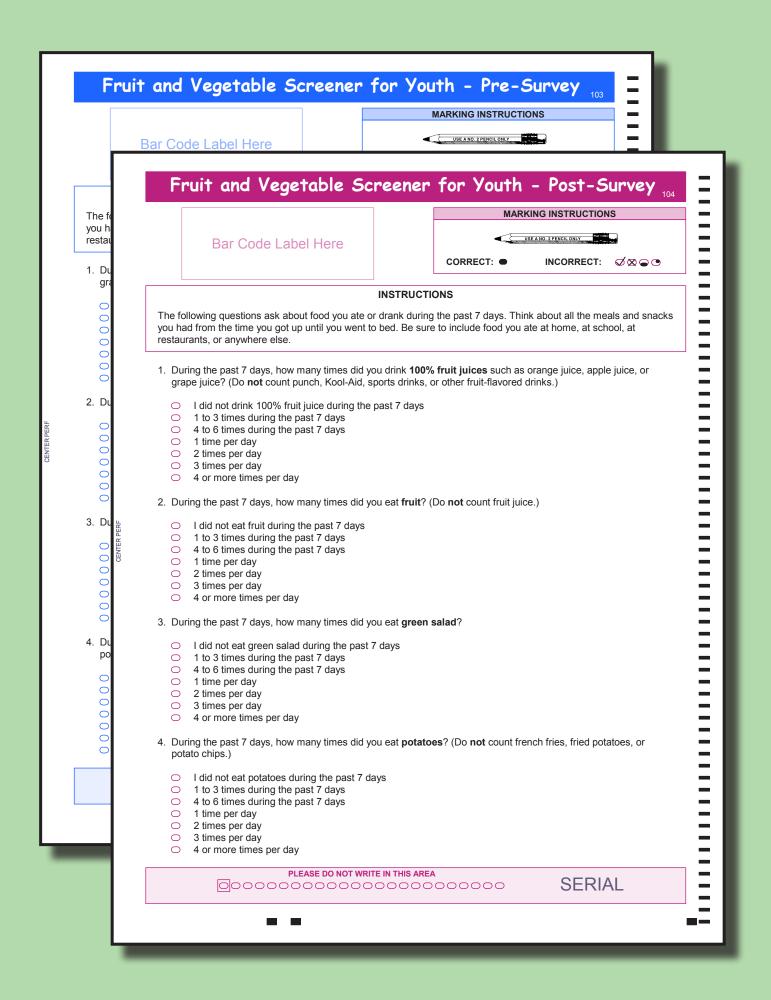
 Statewide Evaluation Instruction Guide was developed in September/October 2012.

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NEXT STEPS IN DATA ANALYSIS

- Explore variability of results by demographic characteristics.
- Further improve accuracy of data collection and response rates.
- Assess individual pre- and post-survey results through matched pair analysis.
- Report and disseminate findings to support continuation of SNAP-Ed work in multiple venues.





CONCLUSIONS

- A concept first tested with CDC program evaluation strategies translates to USDA program evaluation.
- Operationalizing a collaborative approach to the establishment of a statewide fruit and vegetable consumption measures:
- local community partner buy-in
- improved survey response rates
- improved accuracy of data collection
- o contribution od data to enable collective impact reporting
- increased the rigor of local program evaluation

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• further adoption of best practice strategies for nutrition education program evaluation

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