2020

CREATE
BETTER HEALTH
SNAP-ED

CREATE BETTER HEALTH

ANNUAL REPORT

Publication Team

Authors

Casey Coombs, MS, RD, Create Better Health (SNAP-Ed) Assistant Director

Heidi LeBlanc, MS, Create Better Health (SNAP-Ed) Director

Contributors

LaCee Jiménez   **Marcia Gertge**

Jocelin Gibson   **Kristi Strongo**

Contents

EXECUTIVE SUMMARY

2020 was a unique and noteworthy year for the Utah State University Supplemental Nutrition Assistance Program-Education (SNAP-Ed), now known as Create Better Health (formerly known as Food $ense). This year marked 23 years of service for the SNAP-Ed program in Utah implemented by Utah State University Extension. Despite 6-months of our year being heavily impacted by the COVID-19 pandemic, our dedicated staff found innovative ways to continue to reach our audience in meaningful ways. This report highlights our work in direct nutrition education, policy, systems, and environments (PSE), social marketing, and indirect education through social media. The evaluation data, reporting numbers, and narratives show the impact we are making on the SNAP-Ed target audience and doing it efficiently with excellent management of funds. For strong program fidelity Create Better Health (SNAP-Ed) offered 13 ongoing projects (6 direct education, 3 PSE, 2 social marketing, and 2 indirect activities) and 2 new projects (1 direct education and 1 PSE) during FY 2020. A few of the highlights for SNAP-Ed 2020 include:

Online Programming

Create Better Health (SNAP-Ed) ventured into virtual teaching and offered:

104 virtual youth classes

262 virtual adult classes

Create Better Health Online saw significant increases during 2020, including:

535% increase in statewide Facebook reach

81% increase in county-based Facebook reach

129% increase in statewide Instagram reach

Direct Education

At least 6-months after participating in a Create Better Health series, adult participants reported:

60% use MyPlate more frequently to make food choices
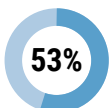
53% eat more fruit
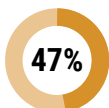
47% eat more vegetables
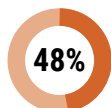
48% purchase more foods with lower added sugar
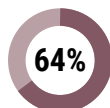
64% are physically active more days of the week

Major Achievements

Best Great Educational Material Award
from the Journal of Nutrition Education and Behavior for Create Better Health pilot study article.

3rd Place National Winner
for SNAP-Ed/EFNEP Curriculum from the National Extension Association of Family and Consumer Sciences for the Create Better Health Adult Nutrition Education Curriculum.

Policy, Systems, and Environment (PSE) Strategies

3 policy changes adopted

40 systems changes adopted

46 environmental changes adopted

Major Setbacks

Although COVID 19 was a major setback and Utah Create Better Health (SNAP-Ed) were not able to achieve all of our objectives, Utah had an incredible response to COVID. Utah had strong social media for many years, and with that we were able to adjust programming to be online quickly and efficiently.

Overall Assessment Statement

Utah Create Better Health (SNAP-Ed) reviewed roles and responsibilities to determine amounts spent on administrative costs. All administrative costs were essential to the implementation of SNAP-Ed programming in Utah. The administration of costs was determined by a percentage of need for administration vs. programming for state office staff and implementing staff. Utah's SNAP-Ed program was also able to achieve much, have a strong presence, and great reports in 2020. Utah is pleased with the work that has been accomplished, evaluated, and reported.

SNAP-ED NARRATIVE ANNUAL REPORT

EVALUATION REPORTS COMPLETED FOR 2020

Project	Key Project Objective(s)	Target Audience & Evaluation Type(s)	COVID-19 Impact on Evaluation
Adult Direct Education Create Better Health (CBH) & Create Better Health en español	**Based upon pre-post surveys, by September 30, 2020, at least....** 60% of participants will report an increase in fruit and/or vegetable intake since the start of the CBH series. 50% of participants will report an increase to adjust meals to use foods on hand since the start of the CBH series. 35% of participants will report an increase in exercise for at least 30 minutes since the start of the CBH series. **Based upon the 6-month follow-up, by September 30, 2020, at least...** 50% of CBH series participants will report an increase in having enough food to last the month. 55% of CBH series participants will report an increase in using MyPlate to make food choices.	**Target Audience:** English & Spanish-speaking adults Medium-term & long -term impact evaluation	Evaluation was conducted as planned, but due to many cancelled series, few participants completed both a pre and post survey.
Adult Direct Education Create Family Meals & Creaciones en la Cocina	**Based upon pre-post surveys, by September 30, 2020, at least...** 60% of participants will report an increase in having at least three family meals since the start of the CFM series. 60% of participants will report an increase in fruit and/or vegetable intake since the start of the CFM series. **Based upon the 6-month follow-up, by September 30, 2020, at least...** 50% of CFM series participants will report an increase in having enough food to last the month. 60% of CFM series participants will report an increase in using MyPlate to make food choices.	**Target Audience:** English & Spanish-speaking families Medium-term & long-term impact evaluation	Evaluation was conducted as planned, but few series were held due to COVID-19 resulting in sample size too small to assess program impacts. Analysis of 6-month follow-up classes was conducted as planned.

Adult Direct Education Create Farm Fresh Food	**Based on behavior checklist, by September 30, 2020, at least...** 50% of CFFF participants will report an increase in FV intake throughout the series. 50% of CFFF participants will report an increase in shopping at the farmers market.	**Target Audience:** English & Spanish speaking adults Medium-term impact evaluation	Create Farm Fresh Food was only offered virtually in 2020 as a one-time class. While evaluations were collected with virtual participants, responses cannot be matched from week to week to measure improvement over time.
Adult Direct Education & PSE Create Farm Fresh Gardens	**By September 30, 2020...** At least 10 individuals/families will participate in CFFG. SNAP-Ed will partner with at least three community garden locations to offer CFFG. SNAP-Ed will develop an impact evaluation to assess fruit and vegetable intake and food resource management improvements among CFFG participants.	**Target Audience:** English & Spanish speaking families Short-term impact evaluation	Direct education and evaluation did not accompany our community garden PSE efforts in 2020.
Youth Direct Education Food, Fun & Reading	**Based on parent surveys, by September 30, 2020, at least...** 20% will report an increase in preparing healthy foods after the FFR series. 20% will report their youth consumes more vegetables after participating in FFR series. 20% will report their youth participates in more physical activity after participating in FFR series.	**Target Audience:** Preschool- 1st graders Medium-term impact evaluation	Evaluation was conducted as planned, but due to many series being cancelled, the sample size of parent survey respondents is small.
Youth Direct Education Create MyPlate	**Based on parent surveys, by September 30, 2020, at least...** 65% will report that youth who participated in Create MyPlate consume more fruits and vegetables. 60% will report that youth who participated in Create MyPlate are more likely to be physically active. 50% will report being more likely to use MyPlate when making food choices for their family.	**Target Audience:** 2nd-6th graders Medium-term impact evaluation	Evaluation was conducted as planned, but due to many series being cancelled, the sample size of parent survey respondents is small.
Policy, Systems, and Environment (PSE) Strategy Create Healthy Pantries	**By September 30, 2020...** at least 20 pantries will implement Create Healthy Pantries. 75% of pantries working with SNAP-Ed will increase their environmental scan score by at least two points between baseline and follow-up. 50% of pantries working with SNAP-Ed will report increased shelf space, amount or variety of healthy options as an adopted change.	**Target Audience:** Food pantry clients Medium-term outcome evaluation	Due to COVID-19 restrictions, most pantries did not receive a follow-up assessment score to show improvements over time. PSE changes were tracked through observation and pantry report.

Policy, Systems, and Environment (PSE) Strategy Create Healthy Stores	**By September 30, 2020, at least...** 4 small retail settings will implement Create Healthy Stores. 80% of stores working with SNAP-Ed will increase their environmental scan score by at least two points between baseline and follow-up.	**Target Audience:** EBT accepting stores that are in SNAP-Ed eligible locations Medium-term outcome evaluation	Due to COVID-19 restrictions, fewer stores were worked with than intended, and most stores did not receive a follow-up assessment score to show improvements over time. PSE changes were tracked through observation and store report.
Policy, Systems, and Environment (PSE) Strategy Create Healthy Schools (Smarter Lunchrooms Movement)	**By September 30, 2020...** at least 4 schools will work with SNAP-Ed to implement SLM. Based on the SLM Scorecard, at least 50% of schools working with SNAP-Ed will increase their score by at least three points between baseline and follow-up.	**Target Audience:** SNAP-Ed eligible schools Medium-term outcome evaluation	Due to COVID-19 restrictions, none of the schools received a follow-up assessment score to show improvements over time. PSE changes were tracked through observation and school report.
Social Marketing Create Better Health Social Marketing	Based on formative research surveys, by September 30, 2020, Utah SNAP-Ed will develop at least three audience-focused educational/behavior messages (aligning with MT1 and MT3) that will be associated with the Create Better Health social marketing campaign. Based upon the 6-month follow-up survey, by September 30, 2020, at least 30% of survey respondents will identify the CBH social marketing campaign (aided recall).	**Target Audience:** SNAP-Ed eligible adults Formative evaluation	Formative evaluation, in the form of focus groups, was conducted virtually rather than in-person.
Indirect Education Create Better Health Social Media & Inter-generational Poverty E-newsletter	By September 30, 2020, 300 additional direct education participants will subscribe to the Create Better Health newsletter. **Based upon the 6-month follow-up survey, by September 30, 2020, at least** 10% of survey participants following SNAP-Ed social media will report visiting site(s) more than once. 50% of survey participants following SNAP-Ed social media will report being SNAP-Ed eligible.	**Target Audience:** SNAP-Ed eligible youth and adults, English & Spanish speaking Medium-term outcome evaluation	Impact evaluation was conducted as planned.

PLANNED IMPROVEMENTS

Project	Planned Improvement(s)
Adult Direct Education	• Pilot online Create Better Health self-paced course that participants can access at their convenience. • Strengthen education around topics/behaviors that see lower rates of improvement including adjusting recipes to use foods on hand, increasing vegetable intake, stretching food dollars to the last the month. • Develop individual level program evaluation for Create Farm Fresh Gardens program.
Youth Direct Education	• Pilot Captain Create curriculum and evaluate knowledge change for youth in K-3rd grade and behavior change for youth in 4-6th grades. • Add hand-washing lesson to youth curricula.
PSE: Create Healthy Pantries	• Identify strategies to adapt Thumbs Up for Healthy Choices to pantries that do not have client choice, such as those that have changed procedures during the COVID-19 pandemic and small rural pantries. • Increase the number of strategies that increase the availability of healthy foods in pantries (including Buy Produce for Your Neighbor food drives), not just the visibility and appeal of items already there.
PSE: Create Healthy Stores	• Expand Thumbs Up for Healthy Choices in retail settings by increasing community engagement and strengthening implementation partnerships. • Provide training to SNAP-Ed educators to help them improve the sustainability of Thumbs Up for Healthy Choices in retail settings so work may be expanded to new stores.
PSE: Create Healthy Schools	• Increase the self-efficacy of SNAP-Ed educators to work with SLM through additional trainings. • Provide SNAP-Ed educators with training to help them identify changes that are more feasible during the COVID-19 pandemic.
Social Marketing: Create Better Health	• Conduct process evaluation in order to continually improve the campaign and meet the needs of the target audience. • Use findings from focus group research to identify at least one new marketing medium that Create Better Health (SNAP-Ed) has not used in the past. • Focus development of messages on just MT3 (physical activity), eliminating MT1. This will allow for research concerning beliefs, barriers, and status of physical activity and promotional material pretesting to occur in one round of focus groups instead of two.
Social Marketing: Eat Fresh, Buy Local	• Provide training to farmers market managers so they can implement the campaign in order to improve project sustainability.
Indirect Education: Create Better Health Utah Social Media	• Increase training and provide necessary materials for ambassadors to teach virtual and online classes. • Increase online education opportunities by offering regular live and pre-recorded classes covering approved curricula: Create Better Health, Create Better Health en español, Captain Create MyPlate, and Food, Fun, and Reading. These classes will be hosted on Facebook and Zoom video platforms. • Continue to develop and grow the Captain Create YouTube audience and collection of MyPlate education videos. • Promote the Create Better Health Online course.

STAFF/PARTNER TRAINING

Staff Trainings (number held in 2020)

Annual SNAP-Ed Conference (1) - Annual program updates

- October 2-3, 2019- Complete statewide staff

Monthly Staff Meetings (31) - Program and policy updates

- 1st and 3rd Monday of the month- Complete statewide staff
- 2nd Monday of the month - SNAP-Ed county supervisors

Monthly In-service Trainings (6) - Professional development

- 4th Wednesday of each month- Complete statewide staff

Regional Trainings (19) – Paraprofessional development

All held virtually in 2020, topics included:

- Using Facebook live for direct education
- Maximizing social media reach - CBH social media team
- Cultural sensitivity
- Use by & sell by dates and food safety myths
- How to Steal a Dog book review
- PEARS/ Evaluation
- Working with refugee populations
- Networking panel presentations
- Nutrition hot topics/ Answering nutrition FAQs in your classes
- Youth direct education
- Latino populations
- Working with seniors

CONFERENCE PROCEEDINGS

Oral Presentations

Savoie-Roskos, M. (2020). 2020 Best GEM: Create Better Health: A practical approach to improving cooking skills and food security, Society for Nutrition Education and Behavior Annual Conference, Virtual.

Jewkes, M., Coombs, C., & LeBlanc H. (2020). Results of a needs assessment for online adult SNAP-Ed courses, National Extension Association of Family and Consumer Sciences Annual Conference, Virtual.

Lim, S.S., Young, M., & Coombs. C. (2020). Mountain Plains Region Data Aggregation Follow-Up, Association of SNAP Nutrition Education Administrators Annual Conference, Washington, D.C.

Poster Presentations

Coombs, C., Savoie Roskos, M., & LeBlanc, H. (2020). Measuring the long-term effectiveness of a SNAP-Ed curriculum, Society of Nutrition Education and Behavior Annual Conference, Virtual.

Strongo, K., Smith, M., Gwilliam-Bell, M., Merrill, C., Coombs, C., LeBlanc, H., LeCheminant, Richards, R.. (2020). Nutrition education program design implementation and evaluation, Society of Nutrition Education and Behavior Annual Conference, Virtual.

Stevens, K., Durward, C., & Savoie-Roskos, M. (2020). The Transtheoretical Model as predictor of fruit and vegetable intake in SNAP participants, Utah State University Student Research Symposium, Virtual.

Coombs, C. & LeBlanc, H. (2020). Create Better Health Utah SNAP-Ed Toolkit Interventions, Association of SNAP Nutrition Education Administrators, Washington, D.C.

JOURNAL PUBLICATIONS

Published Journal Articles

Wille, C. (2020) Creaciones en la Cocina: A culturally adapted nutrition education curriculum for Spanish-speaking latinos. Journal of Nutrition Education and Behavior, 52(7), 747-750.

Coombs, C., Savoie Roskos, M., LeBlanc, H. R., Gast, J. A., & Hendrickson, J. (2020). Nudging urban food pantry users in Utah toward healthier choices. Health Promotion Practice.

Garner, J., Coombs, C., Savoie-Roskos, M., Durward, C., & Sequin, R. (2020). A qualitative, multi-state analysis of the Double Up Food Bucks (DUFB) farmers market incentive program for SNAP users. Journal of Nutrition Education and Behavior, 52(7), 705-712.

Savoie Roskos, M., Coombs, C., Neid-Avila, J., Chipman, J., Nelson, S., Rowley, L., & LeBlanc, H. R. (2019). Create Better Health: A practical approach to improving cooking skills and food security among SNAP-Ed participants. Journal of Nutrition Education and Behavior, (51)1.

Published Editorials for Academic Journals

Elnakib, S., Landry, M.J., Farris, A., & Coombs, C. (2020) Food Waste in K-12 schools: an opportunity to create more equitable and sustainable food systems. Journal of Nutrition Education and Behavior, 52(1), 463.

Coombs, C., Savoie-Roskos, M. & Elnakib, S. (2019). Engaging students through service-learning opportunities in public health. Journal of Nutrition Education and Behavior, 51(10), 1137.

Thompson, L., Savoie-Roskos, M., Farris, A., Riggsbee, K., & Wiggins, S. (2019). Addressing the issue of food insecurity on college campuses. Journal of Nutrition Education and Behavior, 51(5), 517.

Coombs, C., Savoie-Roskos, M., Fitzgerald, N., & Wolf, T. (2019). Public health nutrition: Translating research into practice. Journal of Nutrition Education and Behavior, 51(2), 127.

CURRICULUM DEVELOPMENT

Captain Create MyPlate Update (grades 4th-6th)

AWARDS

Award	Project	Awarding Association
SNAP-Ed/EFNEP Educational Program Award 3rd Place National Winner 1st Place Western Region Winner	Create Better Health Nutrition Curriculum for Adults	National Association of Family and Consumer Sciences (NEAFCS)
SNAP-Ed/EFNEP Educational Program Award 1st Place Winner	Create Better Health Nutrition Curriculum for Adults	Utah Extension Association of Family & Consumer Sciences (UEAFCS)
Best Great Educational Material (GEM) Award	Create Better Health: A practical approach to improving cooking skills and food security among SNAP-Ed participants	Journal of Nutrition Education and Behavior (JNEB)

SNAP-ED ANNUAL REPORT SUMMARY FOR OUTCOME AND IMPACT EVALUATION

COMPREHENSIVE PROGRAMMING MAP

CREATE BETTER HEALTH

POLICY, SYSTEMS, ENVIRONMENT (PSE)
- CREATE HEALTHY PANTRIES
  - Healthy Food Drives
  - Thumbs Up Pantries
  - Community Gardens
- CREATE HEALTHY STORES
  - Thumbs Up Retail
- CREATE HEALTHY SCHOOLS
  - Smarter Lunchroom
  - School Gardens
- Hunger Solutions Institute

ADULT DIRECT EDUCATION
- FAMILY
  - Create Family Meals
  - Creaciones en la Cocina
- ONLINE
  - Create Better Health
  - Zoom
  - Facebook Live
- FACE TO FACE
  - Create Better Health
  - Create Better Healh en español
  - Refugee (coming soon)
  - Create Farm Fresh Food
  - Create Farm Fresh Gardens

YOUTH DIRECT EDUCATION
- Captain Create MyPlate
- Food, Fun, & Reading

SOCIAL MARKETING
- Create Better Health
- Eat Fresh, Buy Local

INDIRECT EDUCATION & SOCIAL MEDIA
- INDIRECT EDUCATION
  - Farmers Market
  - Booths
  - Resources & Materials
- SOCIAL MEDIA
  - Newsletters
  - Websites
  - Blogs
  - YouTube
  - Facebook
  - Instagram
  - Twitter
  - Pinterest

OUTREACH BY COUNTY

County	Youth Participants (0-17 years old)	Adult Participants (18+ years old)	PSE Sites
Beaver	748	7	3
Box Elder	374	53	2
Cache	521	272	4
Carbon	476	135	3
Davis	309	213	3
Duchesne	116	39	5
Emery	131	251	2
Garfield	-**	-	-
Iron	483	62	-
Juab	923	489	2
Kane	827	70	4
Millard	1969	50	2
Piute	96	19	1
Salt Lake	346	867	6
San Juan	NA	NA	-
Sanpete	-	-	-
Sevier	-	-	-
Summit	24	9	1
Tooele	146	73	4
Uintah	-	20	3
Utah	299	768	4
Wasatch	10	10	-
Washington	195	59	8
Wayne	-	-	-
Weber	316	72	-
Totals	8,309	3,538	57

*Includes unduplicated participants enrolled in program activities (direct nutrition education)
**Counties that either did NOT have an active SNAP-Ed program or did not have active direct education or PSE program during FY2020.

ADULT DIRECT EDUCATION

Create Better Health

PROJECT GOALS

As a result of participating in Utah SNAP-Ed's adult education series, SNAP-Ed eligible audiences will increase food security and make healthy food choices within a limited budget and choose physically active lifestyles consistent with the current Dietary Guidelines for Americans and USDA's MyPlate. These choices will decrease the likelihood of developing obesity and other chronic diseases.

RELATED STATE OBJECTIVES

Based upon **pre-post surveys,** at least

60% of participants will report an increase in fruit and/or vegetable intake since the start of the CBH series.

50% of participants will report an increase to adjust meals to use foods on hand since the start of the CBH series.

Based upon the **6-month follow-up survey,** at least

35% of participants will report an increase in exercise for at least 30 minutes since the start of the CBH series.

50% of CBH series participants will report an increase in having enough food to last the month.

55% of CBH series participants will report an increase in using MyPlate to make food choices.

ASSOCIATED SNAP-ED FRAMEWORK INDICATORS

MT1-MT4   LT1-LT4

EVALUATION DESIGN

In one-time classes that are not part of a series, participants completed a retrospective pre-post survey about intent to change nutrition and physical activity related behaviors. For participants enrolled in a series of classes, two impact evaluations were conducted during different points in time to assess changes in skills and behaviors. Impact evaluation data was collected using a pre-post survey model for series participants. Participants were asked a series of questions about nutrition, food resource management, and physical activity related behaviors prior to and after participating in Create Better Health (CBH) classes. Additional data was also collected from series participants who agreed to participate in a 6-month follow-up survey regarding behaviors changed since participating in CBH classes.

Evaluation Participants

3,419 adults participated in Create Better Health classes

243 Create Better Health program activities
- 109 series
    - 84 face-to-face, 25 virtual
- 134 one-time classes
    - 90 face-to-face, 44 virtual
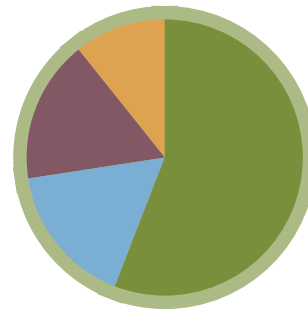
Covid-19 Impact on CBH Series

- **No Impact**
- **Modified/postponed**
- **Cancelled/not completed**
- **New**

Unit of Assignment

This was a non-experimental study design. All participants were asked to complete the same survey. Participants in a series acted as their own comparison unit by collecting the same data at two points in the intervention.

> "As I was reviewing if the class participants had eaten more fruits and vegetables in their diets in the last month since our Fruit and Vegetables lesson, [a participant] said that she had gone in for a checkup with her doctor. She said her A1C levels had dropped from 7.1 to 6.1 and she had told her doctor that was attending Create Better Health classes and she was learning to eat healthier and she was making changes. She then said, 'My doctor told me to come back and thank you because you are teaching me to eat healthy and my A1C levels dropped from 7.1 to 6.1.'"
>
> *- Millard County CBH ambassador*

OUTCOME AND IMPACT MEASURE(S)

Impact measures collected with a pre-post survey design during each Create Better Health series. Key behaviors measured include:

- Stretch food dollars so there is enough food to last through the month.
- Use MyPlate recommendations to make food choices.
- Adjust recipes to use foods already on hand.
- Shop with a grocery list.
- Use the nutrition facts labels.
- Fruit and vegetable intake.
- Physical activity behaviors.

Impact measures collected with a retrospective pre-post survey design during one time Create Better Health classes. Key behaviors measured included intent to improve:

- Stretch food dollars so there is enough food to last through the month
- Choose a variety of foods based on MyPlate recommendations
- Be physically active for at least 30 minutes, 5 days per week.
- Follow USDA food safety recommendations.

DATA COLLECTION

Pre-surveys were collected in the first class of CBH series. Mid-series surveys were collected in classes that occurred in the middle of a series (classes 2-7). Post-surveys were collected in the last class of a series. 6-month follow-up surveys were collected at least 6-months after completion of a series. During one-time classes, retrospective pre-post surveys were collected to assess intent to change. All data is self-reported.

RESULTS

Create Better Health Intent to Change Survey (n=370)
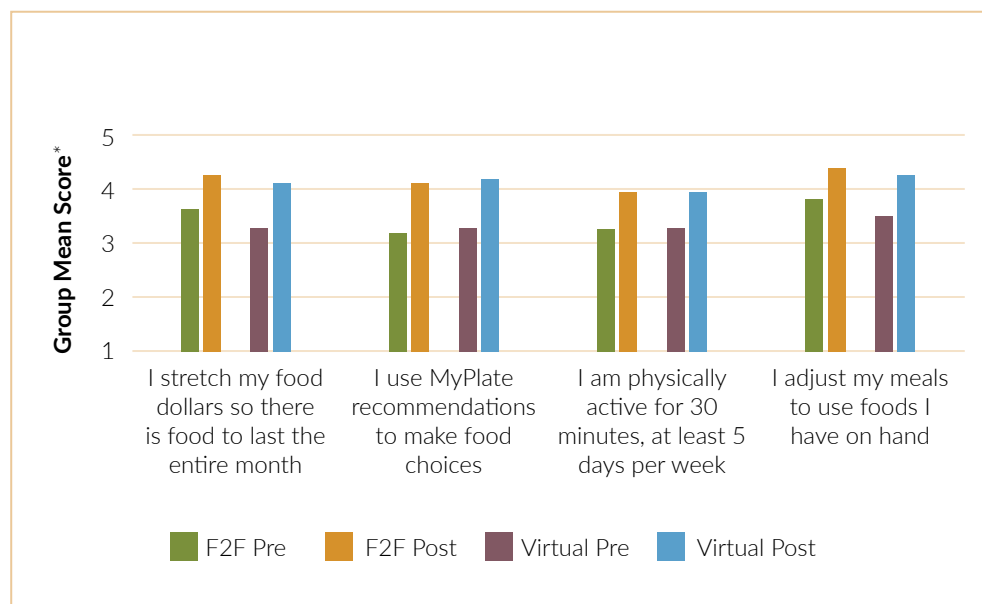
*1=never 2=seldom 3=sometimes 4=usually 5=always

Create Better Health one-time class intent to change surveys

Face-to-face (F2F) class respondents (n= 282)

Virtual class respondents (n =88)

Group mean reported

Create Better Health pre-post survey (series participants)

- 518 participants completed the pre-survey
- 206 participants completed the post-survey
- 84 participants completed both pre & post

At the end of a Create Better Health series, adult participants...

30%
increased stretching their food dollars to last the month (p=.113)

41%
increased using MyPlate to make food choices (p=.007)

48%
increased using nutrition fact labels to make food choices (p=.004)

43%
increased their fruit intake (p=.012)

38%
increased their vegetable intake (p=.006)

41%
adjusted meals to use food already on hand (p=.011)

56%
increased the number of days they were physically active for at least 30 minutes (p=.012)

"During the final class of a series, one participant was excited to share that she has been eating less meat, and has been choosing leaner meat options (such as chicken), and has been filling her plate with more veggies. She was excited to share that she has been making more salads and includes vegetables and fruits in her salads as well."

- CBH Ambassador, Utah County
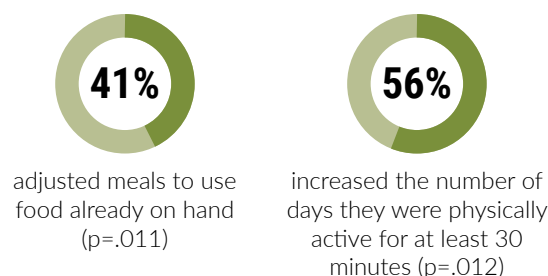
Create Better Health 6-month follow-up survey

At least 6-months after participating in a Create Better Health series, adult participants (n=54) ....

23%
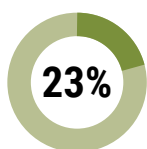
increased stretching their food dollars to last the month (p=.030)

60%

increased using MyPlate to make food choices (p <.001)

63%
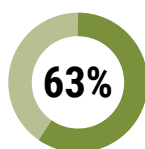
increased using nutrition facts labels to make food choices (p <.001)

53%

increased their fruit intake (p <.001)

47%
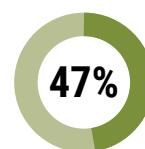
increased their vegetable intake (p =.002)

48%

increased their purchasing of foods with lower added sugar (p <.001)

45%
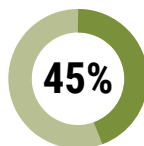
increased their purchasing of foods with lower added salt (p <.001)

50%

increased adjusting meals to use food already on hand (p <.001)

64%
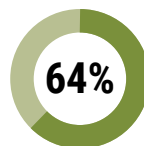
increased the number of days they are physically active for at least 30 minutes (p <.001)

p <.05 is statistically significant
Paired t-test used for continuous data
Wilcoxon signed rank test used for categorical data

Description of how evaluation results will be used

Data will be used to improve education and assist in identifying educator training needs.

POINT OF CONTACT

Casey Coombs and Heidi LeBlanc

RELEVANT JOURNAL REFERENCES

Savoie Roskos, M., Coombs, C., Neid-Avila, J., Chipman, J., Nelson, S., Rowley, L., & LeBlanc, H. R. Create Better Health: A Practical Approach to Improving Cooking Skills and Food Security Among SNAP-Ed Participants. Journal of Nutrition Education and Behavior. 2019;50:116-120. doi: 10.1016/j.jneb.2018.10.006

* Recipient of the 2020 Best Great Educational Material (GEM) Award from Journal of Nutrition Education and Behavior

Create Family Meals

PROJECT GOALS

As a result of participating in Utah SNAP-Ed's adult education series, SNAP-Ed eligible audiences will increase food security and make healthy food choices within a limited budget and choose physically active lifestyles consistent with the current Dietary Guidelines for Americans and USDA's MyPlate. These choices will decrease the likelihood of developing obesity and other chronic diseases.

RELATED STATE OBJECTIVES

Based upon **pre-post surveys,** at least

60% of participants will report an increase in having at least three family meals since the start of the CFM series.

60% of participants will report an increase in fruit and/or vegetable intake since the start of the CFM series.

Based upon the **6-month follow-up survey,** at least

50% of CFM series participants will report an increase in having enough food to last the month.

60% of CFM series participants will report an increase in using MyPlate to make food choices.

ASSOCIATED SNAP-ED FRAMEWORK INDICATORS

MT1-MT4   LT1-LT4

EVALUATION DESIGN

Two impact evaluations were conducted during different points in time with adult participants to assess changes in skills and behaviors. Impact evaluation data was collected using a pre-post survey model for series participants. Participants were asked a series of questions about nutrition, food resource management and physical activity related behaviors prior to and after participating in Create Family Meals (CFM) classes. Additional data was also collected from series participants who agreed to participate in a 6-month follow-up survey regarding behaviors changed since participating in CFM classes.

Evaluation Participants

264 individuals participated in Create Family Meals classes in 2020
- 95 adults, 169 children

16 Create Family Meals program activities
- 7 series
    - 6 face-to-face, 1 virtual
- 9 one-time-classes
    - 6 face-to-face, 3 virtual
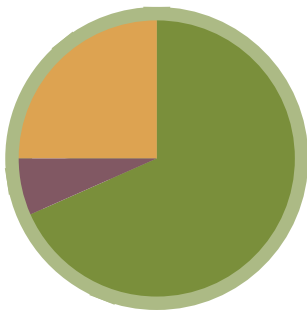
Covid-19 Impact on CFM Series

- No Impact
- Cancelled/ not completed
- New

Unit of Assignment

This was a non-experimental study design. All participants were asked to complete the same survey. Participants in a series acted as their own comparison unit by collecting the same data at two points in the intervention.

OUTCOME AND IMPACT MEASURE(S)

Impact measures collected with a pre-post survey design during each Create Family Meals series of four lessons. Key behaviors measured include:

- Stretch food dollars so there is enough food to last through the month.
- Eat meals as a family at least three times a week.
- Prepare meals at home at least three times a week.
- Fruit and vegetable intake.

DATA COLLECTION

Pre- surveys were collected in the first class of CFM series. Mid-series surveys were collected in classes that occurred in the middle of a series (classes 2-7). Post-surveys were collected in the last class of a series. 6-month follow-up surveys were collected at least 6-months after completion of a series. All data is self-reported

RESULTS

Note: Only six people completed both pre and post survey which is too small of sample size to evaluate the impact of the series on participants.

6-month follow-up survey (n=22)

6-months after participating in a Create Family Meals series, adult participants reported....

52%	**63%**	**38%**	**52%**
increased their vegetable intake (p=.004)	increased their fruit intake (p<.001)	prepare meals at home more frequently (p =.001)	eat meals as a family at least 3 x a week more frequently (p=.002)
24%	**55%**	**57%**	**67%**
stretch their food dollar to last the month more(p=.429)	use MyPlate to make food choices more (p=.004)	adjust recipes to use food already on hand more (p=.001)	use the nutrition facts label more (p=.001)
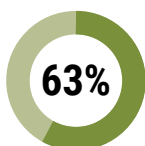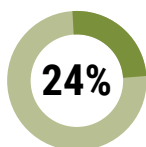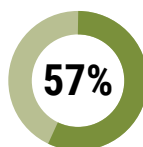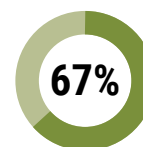
p <.05 statistically significant
Paired t-test used for continuous data (fruit & vegetable intake, physical activity)
Wilcoxon signed rank test used for categorical data

"After the first Creaciones en la Cocina online Facebook class, one of the participants sent a message that she had no more ideas [about what] food to make. But, she listened to the online class and loved the class that day. She sent to me a message and she showed me that she prepared a ceviche salad that was quick to make, healthy, and very tasty. She made it for her family and she was very happy. She said that she put into practice what she learned that day. After this class, she has not missed an online class on Facebook in Spanish and has put into practice exercising physical activity and cooking better at home with more ideas through our Create Better Health (SNAP-Ed) program."

- CBH Ambassador, Utah County

JUNE 6, 2020

En honor a tu clase   3:04 PM

Norma en serio muchas gracias por tu clase de hoy, tu clase salvo el día y la hora de la comida   3:38 PM
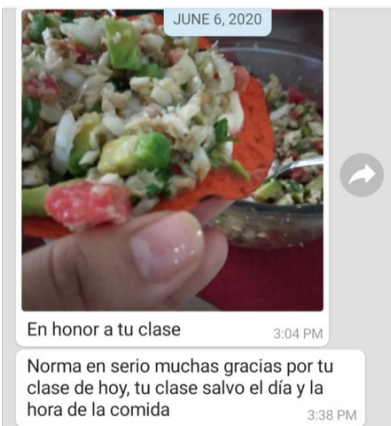
"After my first Create Family Meals class, I received a text from one of the participants that I consider a success story. 'Thanks again for all your hard work tonight! My kids had such a good time and even my picky eater can't stop talking about how yummy [the healthy chicken salad] all was! I especially love how you handed out a copy of the recipe, we will be making this again in the near future.'"

- CBH Ambassador, Box Elder County

Description of how evaluation results will be used

Data will be used to improve education and assist in identifying educator training needs.

POINT OF CONTACT

Casey Coombs and Heidi LeBlanc

RELEVANT JOURNAL REFERENCES

There are no journal references associated with this intervention.

Create Farm Fresh Foods & Gardens

PROJECT GOALS

As a result of participating in Utah SNAP-Ed's Create Farm Fresh Foods classes and Create Farm Fresh Gardens PSE strategy, participants will increase their fruit and vegetable intake, gardening knowledge and skills, and shop more frequently at local farmers markets.

RELATED STATE OBJECTIVES

Based on upon **behavior checklist,** at least

50%
of Create Farm Fresh Foods participants will report an increase in FV intake throughout the series.

50%
of Create Farm Fresh Foods participants will report an increase in shopping at the farmers market.

By **September 30, 2020,** at least

- 10 individuals/families will participate in Create Farm Fresh Gardens.

- SNAP-Ed will partner with at least three community garden locations to offer CFFG.

ASSOCIATED SNAP-ED FRAMEWORK INDICATORS

MT1, MT2, MT5

EVALUATION DESIGN

In previous years, impact evaluation was conducted for Create Farm Fresh Foods through a survey distributed during each class in a series. Data included changes in fruit and vegetable intake, and farmers market shopping behaviors throughout the course of series

Outcome evaluation was collected for Create Farm Fresh Gardens including number of participants and partnering community gardens.

Evaluation Participants

37 adults participated in Create Farm Fresh Food classes.

15 Create Farm Fresh Food program activities
- 15 virtual classes
- 100% one-time classes (0 series due to the delivery method)

307 individuals participated in Create Farm Fresh Gardens

Unit of Assignment

This was a non-experimental study design. Participants in a series acted as their own comparison unit by collecting the same data throughout a series. There were no control or comparison groups.

OUTCOME AND IMPACT MEASURE(S)

Impact measures collected by the Create Farm Fresh Food series included:

- Fruit and vegetable intake

- Farmers market shopping frequency

- Barriers to shopping at farmers market

- Tasting, purchasing, preparing new produce

Outcome measures collected for the Create Farm Fresh Gardens PSE strategy included

- Number of participants

- Number of partnering community/individual gardens

DATA COLLECTION

Impact measures were collected at the end of each Create Farm Fresh Food class. All data is self-reported.

RESULTS

Create Farm Fresh Food survey

- All Create Farm Fresh Food classes were held virtually in 2020. The classes were offered as one-time events and 96% of participants only completed one survey, so improvements over time can cannot be reported for FY2020.

"One of the families participating at the Community Garden, shared that they have been enjoying this summer activity as a family. The son has been helping and learning a lot during the process. The mother noticed the family has been eating more vegetables. She is happy because the youngest kid, a six-year-old girl, is learning to try different vegetables that she didn't want to eat before. 'If she helps harvesting, the mother says, then she tries a bite.'"

- CBH Ambassador, Cache County

> "[This year] was this family's first time growing a garden. They were very hesitant to try and grow a garden of their own. The mom asked a lot of questions and made sure she reached out to me with any questions regarding her garden. The season went on and they got peppers and tomatoes from their garden. In the Fall when it was time to do the last garden box check, I called and asked if she needed help cleaning up her garden for the season. She told me that she had already taken care of it and done research on how you can clean your garden and why. I was so happy to see that she was so scared at first and in the end she was even doing her own research to learn more on how to do things on her own."
>
> *- CBH Ambassador, Duchesne County*

> "Jenny and one of her sons planted a garden for the first-time last year. She returned this year. In our chat group she was sharing that last year, she had a great experience. She was able to harvest everything they planted. She saved money on food and produce. She was able to freeze tomatoes that lasted for 4 months. She ate more salads and cooked for her family healthier 'popusas' using zucchinis. She has been harvesting radish already this year, preparing salads with them."
>
> *- CBH Ambassador, Cache County*

Create Farm Fresh Gardens

307 individuals reached with Create Farm Fresh Gardens

39 garden boxes/plots were utilized

14 partners engaged in this project

Description of how evaluation results will be used

Data will be used to improve education, PSE strategies, and assist in identifying educator training needs.

POINT OF CONTACT

Casey Coombs and Heidi LeBlanc

RELEVANT JOURNAL REFERENCES

There are currently no journal references about this intervention.

YOUTH DIRECT EDUCATION

Create MyPlate

YOUTH DIRECT EDUCATION

PROJECT GOALS

As a result of participating in Utah SNAP-Ed's Create MyPlate classes, youth participants will make healthy food choices and choose physically active lifestyles consistent with the current Dietary Guidelines for Americans and USDA's MyPlate reducing their risk of developing obesity and related chronic diseases.

RELATED STATE OBJECTIVES

Based on a **parent survey,** at least

65%

of parents will report that youth who participated in Create MyPlate consume more fruits and vegetables.

60%

of parents will report that youth who participated in Create MyPlate are more likely to be physically active.

50%

of parents will report being more likely to use MyPlate when making food choices for their family.

ASSOCIATED SNAP-ED FRAMEWORK INDICATORS

MT1, MT3

EVALUATION DESIGN

Impact evaluation data is collected from the parents/guardians of youth who participated in a Create MyPlate series.

Evaluation participants

4,899 youth participated in Create MyPlate classes
60 parents completed a survey

203 program activities

- 157 face-to-face
- 44 webinar/online
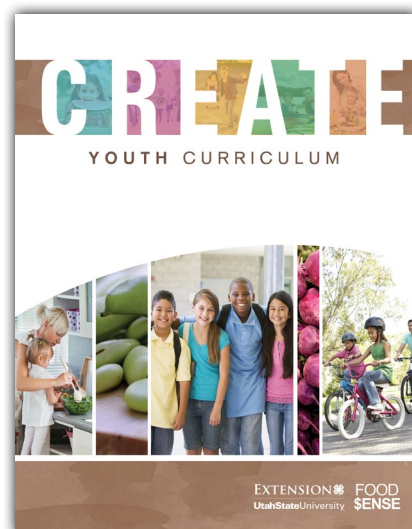
Unit of Assignment

This was a non-experimental study design. Parents/guardians of all youth participants were asked to complete the same survey. There were no control or comparison groups.
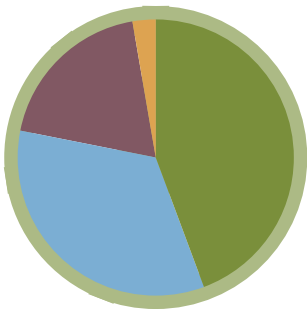
Covid-19 Impact on CMP Series

- No Impact
- Modified/postponed
- Cancelled/not completed
- New

OUTCOME AND IMPACT MEASURE(S)

Impact measures were collected through a parent/guardian survey after youth complete a series of Create MyPlate classes. Throughout the series, parent handouts and recipes are sent home to inform parents of what their child learned during each lesson. Key behaviors measured included:

- Youth consuming fruits and vegetables

- Youth being physically active

- Adults using MyPlate to make food choices for their family

DATA COLLECTION

Parents/guardians of youth participants voluntarily complete a retrospective pre/post survey when their child completes a Create MyPlate series. All data is self-reported.

RESULTS

Create MyPlate Parent Survey (n=60)
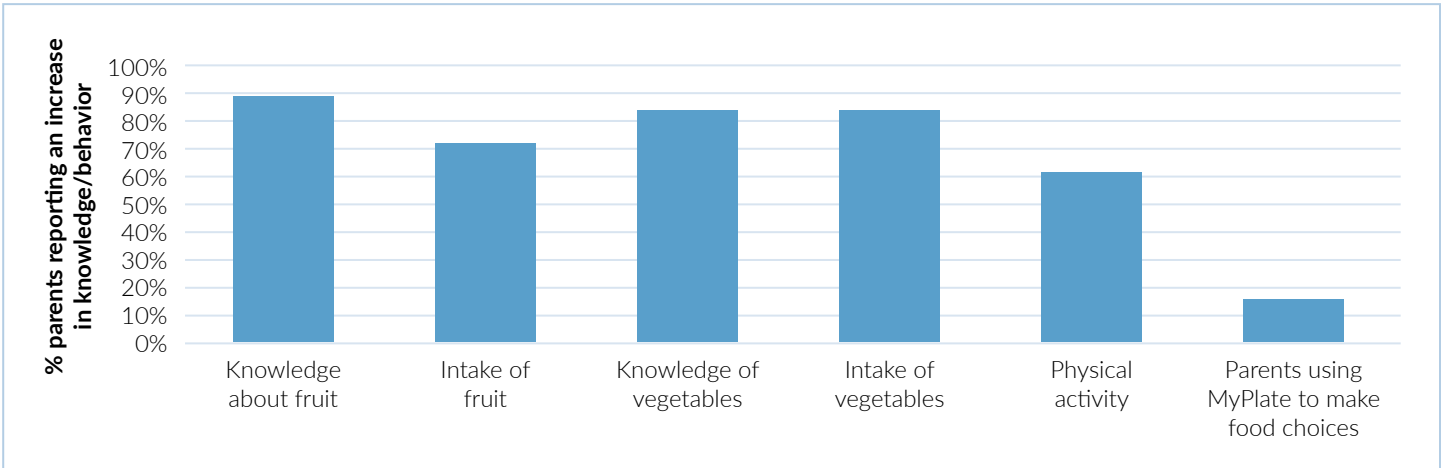
> "After teaching the protein lesson and having our snack, one of the little boys in the class came up and told me, 'When you said black beans I thought gross!! But I always like the snacks you bring so I thought I would try one bite. They were good! I'm going to tell my mom to buy me black beans now.'"
>
> *- CBH Ambassador, Beaver County*

"The week after we tried quinoa in a recipe in our class one of the boys came back and told me, 'After we tried quinoa last week I really liked it so I went home and told my mom that she should buy some. She got some at the store and we made it for dinner last week. My family really liked it too.'"

- CBH Ambassador, Beaver County

"A child in my community recently visited the Kane County library and took one of the Healthy Kids Today newsletters. His mom later told me how excited he was to learn more about MyPlate and that his picture was still hanging on the fridge. He analyzes every plate at meal time to see what food groups are included and which are not. His mom said it has made her, and her family, more conscious about what foods they are eating."

- CBH Ambassador, Kane County

Description of how evaluation results will be used

Data will be used to improve education and assist in identifying educator training needs.

POINT OF CONTACT

Darlene Christensen, Casey Coombs, and Heidi LeBlanc

RELEVANT JOURNAL REFERENCES

There are currently no journal references about this intervention.

Food, Fun, and Reading

PROJECT GOALS

As a result of participating in Utah SNAP-Ed's Food, Fun & Reading classes, youth participants will make healthy food choices and choose physically active lifestyles consistent with the current Dietary Guidelines for Americans and USDA's MyPlate reducing their risk of developing obesity and related chronic diseases.

RELATED STATE OBJECTIVES

Based on **parent surveys,** by September 30, 2020, at least

20% of parents will report an increase in preparing healthy foods after the FFR series.

20% of parents will report their youth consumes more vegetables after participating in FFR series.

20% of parents will report their youth participates in more physical activity after participating in FFR series.

ASSOCIATED SNAP-ED FRAMEWORK INDICATORS

MT1, MT3

EVALUATION DESIGN

Impact evaluation data is collected from the parents/guardians of youth who participated in a Food, Fun & Reading series.

Evaluation Participants

2,395 youth participated in FFR classes in 2020

- 71 parents/guardians completed survey

103 program activities

- 91 face-to-face
- 12 virtual

Unit of Assignment

This was a non-experimental study design. Parents/guardians of all youth participants were asked to complete the same survey. There were no control or comparison groups.

Food Fun & Reading

A PROGRAM FOR
Preschoolers – 2nd Graders and Parents

In each lesson
1. Read a children's story book
2. Talk about MyPlate and nutrition
3. Play a physically active game and
4. Make and enjoy a healthy snack

CREATE BETTER HEALTH
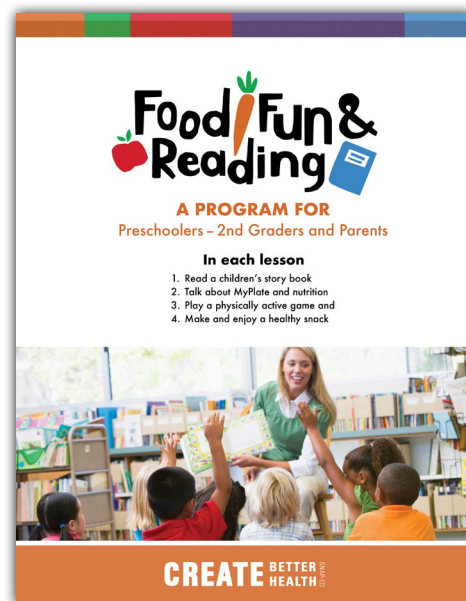
OUTCOME AND IMPACT MEASURE(S)

Impact measures are collected through a parent/guardian survey after youth complete a series of Food, Fun, and Reading classes. Throughout the series, parent handouts and recipes are sent home to inform parents of what their child learned during each lesson. Key behaviors measured include:

- Youth talking about healthy food

- Youth being physically active

- Youth eating fruits, vegetables, lean protein, and low-fat dairy

- Adults preparing healthy food
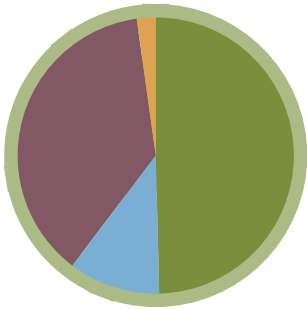
Covid-19 Impact on FFR Series

- ■ No Impact
- ■ Modified/postponed
- ■ Cancelled/not completed
- ■ New

> "My son hated vegetables and wasn't much of a fan when it came to fruits. I noticed a huge difference when he started taking classes, as he walked around the grocery store he'd point out and name certain vegetables and would say things like 'can we get some of that? I'd like to try it.' For meals he will either ask for vegetables and or fruit on the side, because he says they are 'filling and healthy for his body,' We are so amazed and proud of the knowledge he now has because of the classes he took! I love the recipes!"
>
> *- FFR participant parent*

DATA COLLECTION

Parents/guardians of youth participants voluntarily complete a retrospective pre/post survey when their child completes a Food, Fun, and Reading series. All data is self-reported.

RESULTS

Food, Fun, and Reading Parent Survey

After their child participated in a Food, Fun, and Reading series, parents/guardians (n=71):

48%	**31%**	**14%**	**25%**	**11%**	**10%**
reported their child talks about healthy food more	reported their child ate more vegetables	reported their child ate more fruits	reported their child consumed more dairy	reported their child was more physically active	reported they prepared healthy foods more often
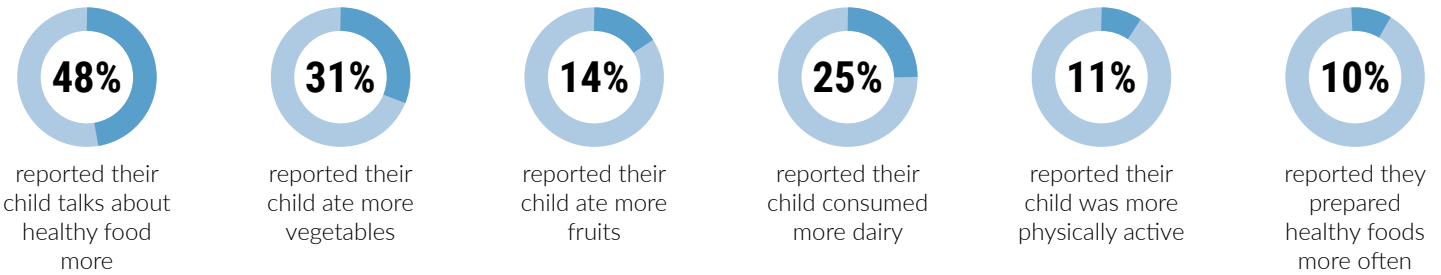
> "She LOVES 'cooking class.' She often will ask to help cook the recipes we get from the class. Those are a lot of fun and we will talk about eating healthy while we cook together. We love this class!"
>
> *- FFR participant parent*

Description of how evaluation results will be used

Data will be used to improve education, assist in identifying educator training needs.

POINT OF CONTACT

Darlene Christensen, Casey Coombs, and Heidi LeBlanc

RELEVANT JOURNAL REFERENCES

There are currently no journal references about this intervention.

POLICY, SYSTEMS, AND ENVIRONMENT STRATEGIES

Create Healthy Pantries

POLICY, SYSTEMS, ENVIRONMENT (PSE)

PROJECT GOALS

The overall goal of Create Healthy Pantries is to improve the availability, visibility, and appeal of healthy options in food pantries. Increased visibility and appeal will result in increased selection of targeted items by food pantry users. Items promoted by the Create Healthy Pantries program are low in sodium, added sugar, saturated and trans fats, as well as high in vitamins, minerals, and fiber.

RELATED STATE OBJECTIVES

Based on PSE reporting and Healthy Food Pantry Assessment Tool (HFPAT) scores, at least

20

pantries will implement Create Healthy Pantries.

50%

of pantries working with SNAP-Ed will report increased shelf space, amount, or variety of healthy options as an adopted change.

75%

of pantries working with SNAP-Ed will increase their environmental scan score by at least two points between baseline and follow-up.

ASSOCIATED SNAP-ED FRAMEWORK INDICATORS

ST5   MT5   LT12

EVALUATION DESIGN

Evaluation participants

Individual food pantry users were surveyed during FY 2017. Please refer to the 2017 Utah SNAP-Ed annual report for findings from impact and effectiveness at the individual level for this project or the relevant journal articles section below. Additional evaluation is occurring in FY2021 in rural food pantries.

During 2020, PSE changes in targeted food pantries were tracked by program staff. Baseline scores were identified by SNAP-Ed staff using an adapted version of the Healthy Food Pantry Assessment Tool (HFPAT). Due to COVID-19 restrictions, it was not possible to obtain follow-up assessments at most pantries.

Unit of Assignment

Each food pantry served as their own comparison group. Baseline scores for the healthy food environment were collected at the beginning of the fiscal year, or beginning of work with the pantries. Work at certain pantries began after COVID-19 restrictions and did not have a baseline assessment. Usually, a follow-up assessment is conducted at the end of the fiscal year, but that was not possible due to COVID-19 restrictions in 2020 in nearly all the pantries. As a result, PSE changes were reported to program staff based on project strategies and food pantry staff feedback.

Group Assignment

N/A

Unit Retention

Due to COVID-19, retention was particularly difficult.

Covid-19 Impact on Create Healthy Pantries

- 🟩 Modified
- 🟦 Postponed
- 🟪 Cancelled/not completed*
- 🟧 New
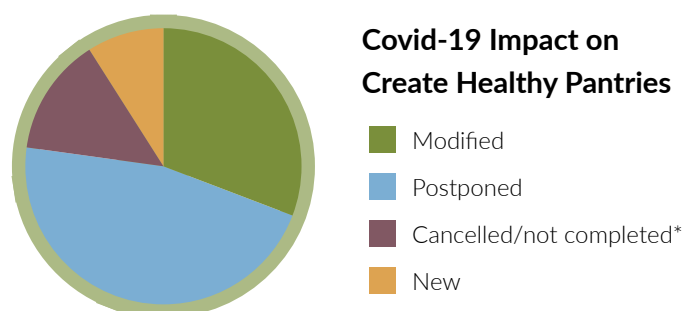
*NOTE: not all cancelled/not completed work was due to COVID-19

OUTCOME AND IMPACT MEASURES

During FY 2020, Create Healthy Pantries' outcomes were measured by tracking PSE changes implemented at the food pantries. Changes of interest included product availability, placement and promotion strategies that made healthier choices easier to make in pantries. In one pantry, SNAP-Ed staff collected data using the Healthy Food Pantry Assessment Tool (HFPAT) at the beginning of the year and then at the end of the year. The HFPAT scores were compared to measure improvements.

> "Participants have been very excited to see the fresh produce at the pantry and all the different varieties of produce offered from the program's donations."
>
> - CBH Ambassador, Duchesne County

DATA COLLECTION

PSE changes were tracked throughout the fiscal year by SNAP-Ed educators working in the individual pantries. Observational data was collected throughout the year to report PSE changes adopted by each food pantry that were not captured by the assessment tool or due to not being able to complete the assessment tool.

"[The Green River] pantry was forced to close completely this year because of COVID. So, each week I secured foods from the larger pantry in the county, found recipes to use the food, and sent a full bag of food each week [to families in need]. Each bag had foods from each food group and healthy recipes. I received feedback from one family with four children whose family eagerly awaited the bags each week... The mother said the bags were such a help not only to their food budget but also to their working together as a family to prepare and try new recipes. The mother is much more confident in her menu planning and meal preparation skills that she had previously been."

- CBH Ambassador, Emery County

RESULTS

35	66	49%	2,459	>23,822
pantries assisted with SNAP-Ed efforts.	total number of policy, systems, environment and promotion changes.	pantries increased amount of healthy foods available.	pounds of fresh produce donated to food pantries.	estimated pantry users reached.
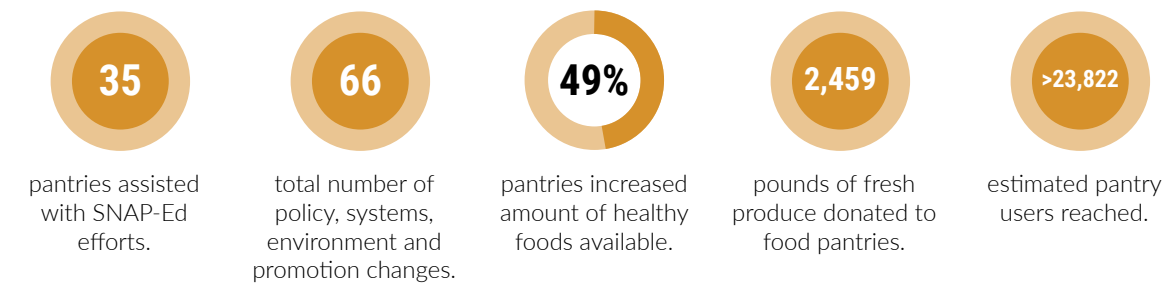
*Reach estimated through pantry reports and visual estimates of SNAP-Ed implementing the program.

- **1 policy change adopted**

    - Developed policies that encourage the establishment of new food distribution sites, food banks, food pantries, etc. (2 pantries)

- **33 systems changes adopted, including**

    - Initiated or expanded the collection or gleaning of excess healthy foods for distribution to clients, needy individuals, or charitable organizations (7 pantries)

    - Clients have the opportunity to choose at least some foods they would like to take from food pantries, food banks, or soup kitchens (i.e., a client-choice model) (5 pantries)

    - Improved menus/recipes (variety, quality, etc.) (5 pantries)

- **29 environment changes adopted, including**

    - Increased space/amount/variety of healthy options (includes shelf space, number of booths, options on menus) (17 pantries)

    - Established a new food bank, pantry or distribution site (7 pantries)

    - Improve the appeal, layout or display of meal food/beverages to encourage healthy and discourage unhealthy selections (3 pantries)

- **3 promotional strategies used, including**

    - Interactive educational display (that will stay at the site), other visual displays, posters, taste testing, live demonstrations, audiovisuals, celebrities, etc., to prompt healthy behavior choices close to the point of decision (2 pantries)

- **Healthy Food Pantry Assessment Tool score changes**

    - 13 baseline scores

    - 1 follow-up scores *

        - *COVID-19 made it very difficult to complete follow-up assessments. The one pantry that did complete the follow-up assessment scored 5 points higher after the SNAP-Ed interventions.

Description of how evaluation results will be used

Evaluation results will be used to identify additional PSE strategies that could be implemented statewide to continue to improve the availability, visibility, and appeal of healthy foods in food pantry settings. Evaluation results from individual pantries are used to identify strengths and weaknesses of each pantry and determine a plan for improvements.

POINT OF CONTACT

LaCee Jimenez, Heidi LeBlanc, and Casey Coombs

RELEVANT JOURNAL REFERENCES

Coombs, C., Savoie Roskos, M., LeBlanc, H. R., Gast, J. A., & Hendrickson, J. Understanding Food Pantry Users' Perception of Healthy Food Access in Pantries. Journal of the National Extension Association of Family and Consumer Sciences. 2019;14: 60-76.

Coombs, C., Savoie Roskos, M., LeBlanc, H. R., Gast, J. A., & Hendrickson, J. Nudging Urban Food Pantry Users in Utah Toward Healthier Choices. Health Promotion Practice. 2020. doi.org/10.1177/1524839920904688

The Thumbs Up for Healthy Choices Food Pantry Toolkit, used as one of the Create Healthy Pantry strategies, was accepted as a practice-based into the National SNAP-Ed Toolkit in 2019.

Farmers Feeding Utah

PROJECT GOALS

Farmers Feeding Utah (FFU) is a PSE strategy that is the direct result of COVID-19 impact on SNAP-Ed eligible families. FFU is a combined effort between the Utah Farm Bureau, Utah SNAP-Ed, Utah State University Hunger Solutions Institute, and various community partners and volunteers throughout the state. FFU aims to provide support and relief to both Utah farmers and ranchers, as well as food-insecure families who have been impacted by the pandemic.

HOW IT WORKS

Farmers Feeding Utah raises funds from individual and corporate donations to purchase agricultural commodities directly from farmers and ranchers. Purchased food is then distributed to family in needs through pop-up food pantries or is sent to stock local food pantries.

Utah SNAP-Ed assists in identifying and recruiting families in need, as well as coordinating efforts for food pantry distribution.

ASSOCIATED SNAP-ED FRAMEWORK INDICATORS

| ST8 | MT5 | MT8 | LT8 |

EVALUATION DESIGN

Farmers Feeding Utah was developed in response to COVID-19. No formal outcome evaluation was conducted in FY 2020. Impact evaluation is reported below.

Unit of Assignment

NA

Group Assignment

NA

Unit Retention

NA

OUTCOME AND IMPACT MEASURE(S)

Outcome measures include the estimated number of individuals provided food through the pop-up food pantry miracle events, the number of food pantries stocked with locally produced foods, and the estimated weight of food distributed.

> "I am a single momma of four growing boys. I was so nervous going today, I'm not great in crowds. But everyone was so kind and thoughtful. By the time I left I had a huge lump in my throat and tears in my eyes. GRATEFUL for the kindness. Incredibly grateful for the beautiful food we received. Just so thankful!!"
>
> *- Farmers Feeding Utah Recipient*

> "I am very grateful for all of your hard work. And it is such a huge boost for eating healthy. Thank you all so very much. God bless."
>
> *- Farmers Feeding Utah Recipient*

> "Thank you so much! I know me and my husband worried we wouldn't have food the next few days. This helped us so so so much!!!!"
>
> *- Farmers Feeding Utah Recipient*

DATA COLLECTION

NA

RESULTS

4	**3**	**>9,000**	**18**	**>550K**	**605**
Miracle pop-up pantry distributions	pint-sized miracle distributions	individuals received food during pop-up pantry distributions	pantries received FFU foods	pounds of farm-fresh, locally produced food distributed	live sheep donated to the Navajo Nation

POINT OF CONTACT

Heidi LeBlanc

RELEVANT JOURNAL REFERENCES

There are no relevant journal references for this event, but there has been a multitude of local, state, and national Farmers Feeding Utah media coverage.

Create Healthy Schools

PROJECT GOALS

Create Healthy Schools aims to increase the selection of fruits, vegetables, nutrient-dense entrees, and low-fat milk in school cafeterias, as well as connect students with agriculture through gardening. It includes the Smarter Lunchroom Movement, which utilizes low-cost strategies that are proven to nudge students to make healthier choices. Some changes to cafeterias may include placement of nutrient dense food to improve visibility and appeal, prompting messages to encourage healthy choices, promoting foods using creative, appealing names, etc.

RELATED STATE OBJECTIVES

By **September 30, 2020,**

- SNAP-Ed will lead the implementation of Smarter Lunchrooms in at least four eligible schools.

- Participating schools will increase their Smarter Lunchrooms score by at least 5 points from baseline to follow-up assessment.

ASSOCIATED SNAP-ED FRAMEWORK INDICATORS

ST5   ST6   ST7   MT5

EVALUATION DESIGN

Evaluation participants

There were 15 schools that participated in the Create Healthy Schools program. The Smarter Lunchroom Movement strategy was introduced in 12 schools during FY 2020.

Unit of Assignment

Each school served as their own comparison group receiving a baseline and follow-up score from the Smarter Lunchroom Movement scorecard. Unfortunately, due to COVID-19 restrictions, all schools in the state were closed in March 2020. Nine schools completed the baseline assessment and none completed the follow-up assessment.

Group Assignment

N/A

Unit Retention
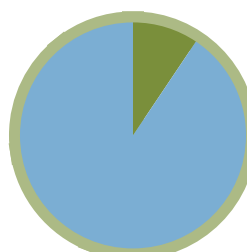
Covid-19 Impact on Create Healthy Schools

- Modified
- Cancelled/not completed

> "This is a great experience for the students. Teaching these kids about how to raise food is an important lesson."
>
> *- Dennis Atkin, Lapoint Elementary Principal, Uintah County*

> "The USU Extension staff worked hard throughout the summer to create a beautiful garden at the school with all of the produce being donated to the Ashley Valley Food Pantry. To date, more than 500 lbs. have been donated to help those in need have access to fresh vegetables."
>
> *- Derek Hopper, Uintah Basin Standard Reporter, Uintah County*

OUTCOME AND IMPACT MEASURES

During FY 2020, Create Healthy School outcome measures were tracked and recorded using the Smarter Lunchroom Movement Scorecard, observations, and measurements by SNAP-Ed staff.

DATA COLLECTION

PSE changes that improved the availability, visibility, and appeal of healthy foods in school cafeterias are measured using the Smarter Lunchroom Scorecard. The scorecard was intended to be used at two points during the year to collect a baseline score and follow-up score. Baseline scores were collected when the school began to work with Utah SNAP-Ed. Nine schools completed this assessment. A follow-up score was supposed to be collected at the end of the fiscal year but was not collected due to school closures.

RESULTS

15	>3,280	24
schools implemented PSE change	estimated youth reached	policy, systems, and environment changes adopted

- **1 policy change adopted, including:**
    - Established or improved food/beverage or nutrition related policy (childcare wellness, school wellness, workplace wellness, etc.) (1 school)

- **6 systems changes adopted, including:**
    - Improved or increased healthy beverage options (3 schools)
    - Improved menus/recipes (variety, quality, etc.) (1 school)
    - Initiated or expanded a mechanism for distributing onsite garden produce to families or communities (1 school)
    - Initiated, improved or expanded opportunities for parents/students/community to access fruits and vegetables from the garden (1 school)

- **12 environmental changes adopted, including:**

  - Established, initiated or expanded flavor station with healthy seasonings or low-fat dip added to the lunchroom (2 schools)

  - Established healthy food/beverage defaults (whole wheat bread, salad, or fruit instead of fries, water instead of soda, etc.) (2 schools)

  - Edible gardens (establish, reinvigorate or maintain food gardens) (2 schools)

  - Decreased space/amount/variety of unhealthy options (includes shelf space, number of booths, options on menus) (2 schools)

  - Established or improved salad bar (1 school)

  - Improved or expanded cafeteria/dining/serving areas or facilities (1 school)

  - Increased space/amount/variety of healthy options (includes shelf space, number of booths, options on menus) (1 school)

  - Initiated or expanded use of the garden for nutrition education (1 school)

- **5 promotional strategies used, including:**

  - Ensured meal service staff encourage healthy selections (3 schools)

  - Took steps to improve the appeal of the school meal program in order to increase meal participation (1 school)

  - Used interactive educational display (that will stay at the site), other visual displays, posters, taste testing, live demonstrations, audiovisuals, celebrities, etc., to prompt healthy behavior choices close to the point of decision (1 school)

Description of how evaluation results will be used

Evaluation results will be used to identify additional PSE strategies that could be implemented statewide to continue to improve the availability, visibility and appeal of healthy foods in SNAP-Ed eligible schools. Evaluation results from individual schools are used to identify strengths and weaknesses of each school and develop a plan of action.

Kindergarten didn't let the weather stop us from getting to go to the school garden and learn about different vegetables. We learned about corn and other grains. Best of all we were able to eat some yummy sweet corn 🌽! Thank you to Cara Murray and the great ladies from USU Extension ❣️

Thank you to USU Extension for sharing information about gardening. Students husked corn, learned about corn, and ate fresh corn on the cob. It was a fun and educational activity.

POINT OF CONTACT
LaCee Jimenez and Casey Coombs

RELEVANT JOURNAL REFERENCES
There are no journal references associated with this project.

Create Healthy Stores

PROJECT GOALS

The overall goal of the Create Healthy Stores program is to improve the visibility and appeal of healthy options in small retail settings that accept SNAP benefits. Increased visibility and appeal will result in increased purchase of targeted items by customers.

RELATED STATE OBJECTIVES

By **September 30, 2020,** at least....

4

small retail settings will implement Create Healthy Stores.

80%

of stores working with SNAP-Ed will increase their environmental scan score by at least two points between baseline and follow-up.

ASSOCIATED SNAP-ED FRAMEWORK INDICATORS

ST5   MT5

EVALUATION DESIGN

Evaluation participants

Create Healthy Stores was implemented by SNAP-Ed in three retail settings during FY 2020. Utah SNAP-Ed staff reported changes adopted by the stores in two locations (with the third location in the planning stage of the project). Due to COVID-19 restrictions, it was not possible to complete the baseline and follow-up assessments with an adapted version of the NYC Adopt-a-Shop assessment tool.

Unit of Assignment

Each retail setting was to serve as their own comparison group receiving a baseline and follow-up score from a store observation assessment tool, but none of the stores completed baseline or follow-up assessments due to COVID-19 restrictions.

Group Assignment

N/A

Unit Retention

All stores worked with SNAP-Ed through the end of the fiscal year.
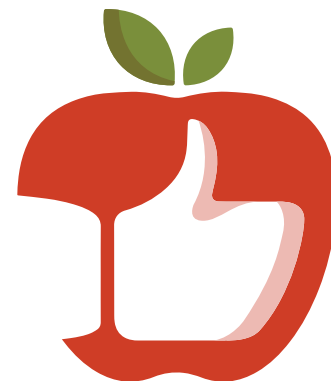
HealthyChoice™

> "I met with the owner of our local grocery store via ZOOM, about my PSE healthy check-out lane and she loved it. I made a PowerPoint presentation to present suggestions and options of implementation...She is having me email her the slides so she can print them out and give them to all her store managers. They are using it as a blueprint to redesign the aisles. She also committed to transform the busiest checkout lane to provide high exposure and attention to this lane. She is open to transforming other lanes as well if this lane proves successful. She was so excited about my work and wants to begin working on this ASAP."
>
> *- CBH Ambassador, Kane County*

OUTCOME AND IMPACT MEASURES

During FY 2020, Create Healthy Stores' outcomes were measured by observing and tracking PSE changes implemented at the store. Changes of interest included product availability, placement and promotion strategies that aim to make healthier choices easier for customers. Changes were observed and reported by SNAP-ed staff. Reach estimates were reported by the stores.

DATA COLLECTION

Because it was not possible to complete the adapted Adopt-a-Shop assessment tool with COVID-19 restrictions, observational data was used to report PSE changes adopted by each store.

RESULTS

3	**>4,000**	**1**	**1**	**5**
stores made PSE changes to improve healthy food access	estimated store customers reached	policy change adopted	system change adopted	environmental changes adopted
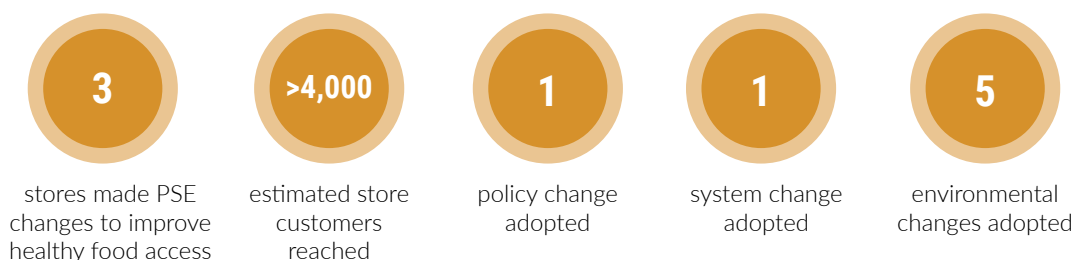
CHANGES ADOPTED

Policy Change

- Policy limiting unhealthy foods (1 store)

Systems Change

- Implemented guidelines for healthier snack food options (1 store)

Environmental Changes

- Improve appeal, layout or display of snack foods to encourage healthier selections (2 stores)

- Improved appeal, layout or display of meal food/beverages to encourage healthy and discourage unhealthy selections (2 stores)

- Created or enhanced healthy check out areas (1 store)

Promotional Strategy

- Used interactive educational display (that will stay at the site), other visual displays, posters, taste testing, live demonstrations, audiovisuals, celebrities, etc. to prompt healthy behavior choices close to the point of decision (1 store)

Description of how evaluation results will be used

Evaluation results will be used to identify additional PSE strategies that could be implemented statewide to continue to improve the availability, visibility and appeal of healthy foods in small retail settings. Evaluation results from individual stores are used to identify strengths and weaknesses of each store and develop a plan of action. Also, Utah SNAP-Ed will consider strategies for overcoming some of the obstacles that made it difficult to conduct assessments so stores will complete the assessments in 2021.

POINT OF CONTACT

LaCee Jimenez, Heidi LeBlanc, and Casey Coombs

RELEVANT JOURNAL REFERENCES

There are no journal references associated with this project.

INDIRECT EDUCATION

Social Media & Intergenerational Poverty Monthly e-newsletter

PROJECT GOALS

The goal of the social media program is to disseminate Utah SNAP-Ed education and information from USDA Dietary Guidelines, MyPlate, and the Utah Create Better Health curriculum. Social media is an effective and efficient way to reach participants where they go to learn and play online.

SNAP-Ed concepts are shared and promoted on mobile devices via YouTube, Facebook, Twitter, Instagram, Pinterest, and websites. Social media efforts aim to improve the visibility, availability, and appeal of nutritious foods. These sites also encourage and provide weekly tips on how to increase physical activity.

Create Better Health Newsletter reaches a specific target audience in Utah. In 2016, Utah SNAP-Ed, in cooperation with the Utah Department of Workforce Services and the Utah legislature, began addressing the needs of intergenerational poverty families. SNAP-Ed is a key player in combating the cycle of poverty, and Create Better Health sends a newsletter to this group each month. This newsletter distributes SNAP-Ed concepts and promotes healthy lifestyle choices. The monthly letter is specific to each county so it announces local farmers markets accepting SNAP EBT cards, healthy seasonal recipes, physical activity tips, and upcoming Create Better Health classes (live or virtual).

RELATED STATE OBJECTIVES

By September 30, 2020, 300 additional direct education participants will subscribe to the Create Better Health newsletter.

Based upon the **6-month follow-up survey,** at least...

10%

of survey participants following SNAP-Ed social media will report visiting site(s) more than once.

50%

of survey participants following SNAP-Ed social media will report being SNAP-Ed eligible.

EVALUATION DESIGN

Evaluation Design

Social Media reporting is pulled and compiled by the platform software. Facebook Insights, Google Analytics, Instagram Analytics, etc., provide reach, engagements, impressions, and follower data. This information is standardized and entered into the PEARS software.

Newsletter deliveries and open rates are provided by the email automation software HigherLogic.

Assignment to intervention and control or comparison conditions

N/A

Unit of Assignment

n/a

Group Assignment

The social media efforts are divided into two primary groups: Statewide Indirect Education and County Level Indirect Education. The statewide program breaks the audience into three groups: English Adults (Create Better Health Utah), Spanish Speaking Adults (Create Better Health en español), and Children (Kids Create!). Messaging is distributed across the various platforms.

County Level social media is divided by county. There are 22 Create Better Health County Facebook pages. These pages share the statewide messaging, but also promote local education and PSE efforts. This is where ambassadors offer Facebook Live classes and market upcoming virtual classes. Local efforts to fight food insecurity are posted on these pages.

Create Better Health Newsletter has two separate lists of recipients. The IGP (Intergenerational Poverty) list is a collection of names provided to Create Better Health by the Utah Department of Workforce Services. This list includes emails for the heads of household of families who meet the definition of intergenerational poverty. The second set of names are those gathered by Create Better Health Ambassadors at classes and where SNAP-Ed audiences gather. It also includes the emails of people who self-subscribe from social media and websites.

OUTCOME AND IMPACT MEASURE(S)

Outcome measures collected include:

- Number of messages delivered (posts)
- Number of reach (impressions)
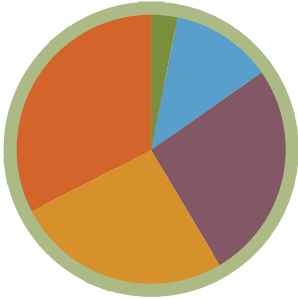
Frequency of CBH social media visits 6 months after participating in classes

- More than once a day
- Once per day
- Once per week
- Once per month
- Less than once per month

DATA COLLECTION

Social media programing used conventional web and social media analytics such as Google analytics, Facebook and Instagram unique visitors, page views, reach, engagements, etc.

RESULTS

6-month follow-up survey (n=76)
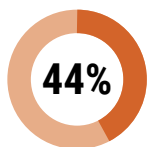
44%
following at least one CBH social media site
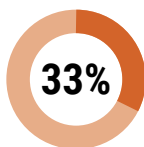
33%
social media followers participated in a federal nutrition assistance program (eligibility)
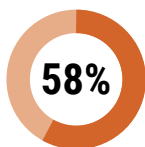
58%
were stressed or worried about having enough money to buy nutritious foods

Blogs & Website	Number of Messages	Reach (Unique)
Create Better Health Utah Blog	54	34,817
Create Better Health en español Blog	32	496
Kids Create!	116	17,563
Create Better Health Kane County	60	5,945
USU Extension Create Better Health Website	n/a	5,348
Total		**64,169**

Facebook	Number of Messages	Reach (Unique)
Create Better Health Utah	732	3,297,731
Create Better Health en español	145	987,170
Kids Create!	135	26,011
Utah SNAP-Ed Works	138	16,466
USU Hunger Solutions Institute	203	12,313
Create Better Health Counties (18)	n/a	712,923
Create Better Health en español Counties (4)	298	36,481
Create Better Health Utah Stories	1519	1,177
Total		**5,090,272**

YouTube	Number of Messages	Reach (Unique)
Create Better Health Utah	4 (New)	4,838
Kids Create / Captain Create	22 (New)	3,025
Total		7,863

Instagram	Number of Messages	Reach (Unique)
Create Better Health Utah	595	92,977
Create Better Health Utah Stories	1519	70,094
Create Better Health Counties (3)	n/a	8,906
USU Hunger Solutions Institute	99	7,552
Total		179,529

Pinterest	Number of Messages	Reach (Unique)
Create Better Health Utah	n/a	139,708
Total		139,708

Twitter	Number of Messages	Reach (Unique)
Create Better Health Utah	527	74,865
Utah SNAP-Ed Works	99	17,914
USU Hunger Solutions Institute	114	20,566
Total		113,345

LinkedIn	Number of Messages	Reach (Unique)
Create Better Health Utah	100	1,717
Total		1,717

Create Better Health Newsletter	Number of Messages	Reach (Unique)
Newsletter Recipients IGP	296	701,977
Newsletter Recipients SNAP-Ed	320	46,839
Newsletter Blasts Emergency Food Sites	2	65,676
Total		814,492

Description of how evaluation results will be used

Data will be used to identify the best avenues to reach SNAP-Ed eligible audiences with indirect education.

POINT OF CONTACT

Jocelin A. Gibson & Heidi LeBlanc

RELEVANT JOURNAL REFERENCES

There are no journal references associated with this data.
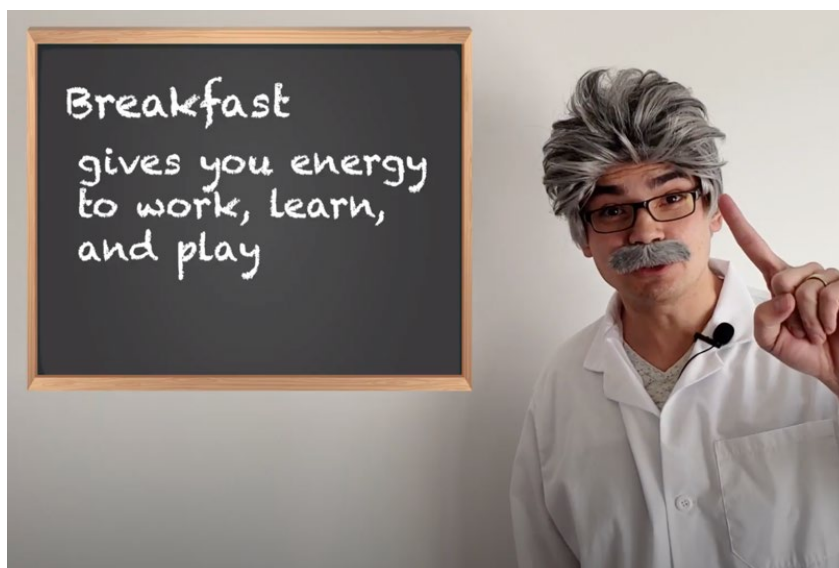
SUCCESS STORIES

Around the World in 80 Plates

- The Kids Create Utah blog features kid-friendly recipes and teaches about healthy foods in an accessible way. Each week the blog features a nutrition tip and recipe of the week. During 2020, online traffic to the Kids Create blog more than doubled since 2019.

- In June 2020, the blog also began a new post series called "Around the World in 80 Plates." Each weekly "trip" includes a map and a few facts about the location and people or language, a recipe to try, and a popular game or physical activity from the featured country. The goal for this post series was to encourage kids to learn about new places, and try new foods and recipes with their families. This series boosted activity and visits to the blog site by 130% since it was introduced.

Captain Create YouTube Channel Popularity

- I asked if she'd seen the Captain Create videos. She said, "Oh yeah! We watch the videos when you post them. In fact, since the last video about Supermans, my son has been doing them everywhere around the house. He even started doing them on the arm of the couch to pretend like he's flying. We had to have a conversation about that, but he's been doing them on his own and just for fun."

- As soon as I pulled the videos up on my phone the children rushed over to see what was playing. Everyone was quiet, and about 30 seconds into the pushup tips video, two of the boys aged 7 and 5 immediately jumped to the floor and started doing pushups! The adults hadn't prompted them, and the video doesn't explicitly invite the children to join in. The boys just started exercising on their own!

- When I asked him about watching the pushup video, he shared that he showed it to his 9 year old son who is more confident doing pushups now and that they wanted to do the challenge together of doing pushups for the entire month. He expressed his excitement for the channel and that it's a great way to teach his son proper technique at a basic level and in a way that engages children.
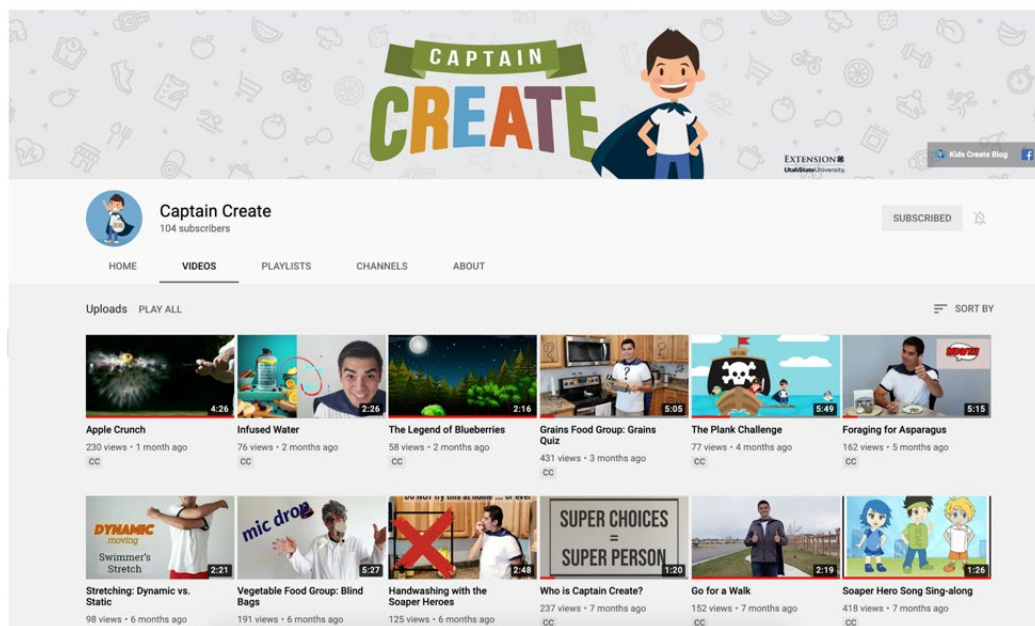
Create Better Health Social Media

- Serving in the Vulnerable Community: South Franklin Community Center (located in a low income area) reached out to get the stir fry recipe from a Facebook Story so they could post it on their Facebook page.

- Seeking Healthy Recipes: I received a message on Create Better Health Utah Instagram from an individual who attended one of our classes. She requested the recipe that was demonstrated and she had tasted at the class so she could make it at home.

- Sharing Education Tools: I received a message on Facebook from a lady who had attended a class in Utah County. She was preparing to teach a class of her own to a youth group. She requested some of our brochures to pass along to her class participants. I gave her the information for the Utah County Extension office so she could swing by and pick them up. She told me she was going to make a salad for her class and wanted to use our recipe for Vegetarian Chili.

- Interstate Cooperation: The Utah SNAP-Ed Works social media is designed to share the highlights of our program to partnerships and stakeholders and increase the awareness of the work we are doing. After sharing some stats from Beaver County's 2019 work, we received a comment from Food e-Talk on Twitter. They said "This is amazing. Great Job!".

- SNAP-Ed Minnesota reached out over Facebook and requested information so they could tune in to one of our Facebook live classes.

SOCIAL MARKETING

Create Better Health

SOCIAL MARKETING

PROJECT GOALS

The goal of Create Better Health social marketing campaign is to promote healthy behaviors taught in Create Better Health classes. The campaign's specific behavior focus is increased physical activity.

RELATED STATE OBJECTIVES

Based on **formative research surveys**

Utah SNAP-Ed will develop at least three audience-focused educational/behavior messages (aligning with MT1 and MT3) that will be associated with the Create Better Health social marketing campaign.

Based upon the **6-month follow-up survey,** at least

30%
of survey respondents will identify the CBH social marketing campaign (aided recall).

ASSOCIATED SNAP-ED FRAMEWORK INDICATORS
MT12   MT13

EVALUATION DESIGN

Formative research was conducted with focus groups through the Zoom meeting application. Aided recall data was collected from adults who agreed to take a follow-up survey 6-months after participating in a SNAP-Ed series.

Evaluation Participants

Participants were eligible for the focus group if they were at least 18 years old, parents of school-aged children who were eligible for the free and reduced lunch program and were either physically active or planning to become more physically active.

Assignment of intervention and control or comparison conditions

The evaluation was not part of an experimental-design study.

Unit of Assignment

N/A

Group Assignment

N/A

Unit Retention

N/A

OUTCOME AND IMPACT MEASURES

Outcome measures collected include:

- Aided recall of social marketing campaign

DATA COLLECTION

Formative research insights were collected through secondary research and focus groups. Focus group participants were recruited through email invitations to intergenerational poverty households that were randomly selected via an Excel formula. The focus groups were conducted using the Zoom meeting application. Participant who completed the focus group were compensated $35 for their time (not funded by SNAP-Ed).

RESULTS

39%

6-month follow-up survey respondents identified the Create Better Health: Create an Active Winter campaign (aided recall)

5

focus groups conducted

24

total participants

21

females

3

males
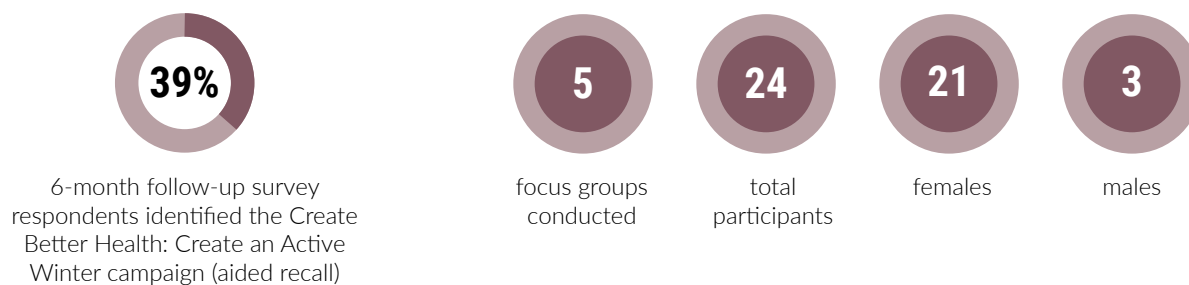
- **Top Motivators for Physical Activity-**
  - Health benefits of exercise (both physical and mental)
  - Setting a good example and maintaining good health for their children
  - Social supports (i.e., workout buddies)

- **Top Barriers to Physical Activity**
  - Parental and family responsibilities
  - Physical/mental health limitations

- **Top Recommendations for Being Physically Active**
  - Plan/prioritize time to be naturally active each day
  - Start small
  - Find an enjoyable activity

- **Top Places where People are Physically Active**
  - Outdoors
  - Home
- **Top Places for Campaign Messaging**
  - Places where people are waiting (e.g., movie theaters, WIC offices, bus stops, etc.)
  - Children's schools
  - Grocery stores

- **Top Channels for Campaign Messaging**
  - Social media
  - Community events
  - Digital ads

PRETESTING PROMOTIONAL MATERIALS AND MESSAGING

Ranking of materials

Most Popular ——————————————————————————→ Least Popular

Ranking of messaging

Most Popular ——————————————————————————→ Least Popular

Healthy Choices Create Better Health	Move More to Create Better Health	Be Active to Create Better Health	Create Better Health

Description of how evaluation results will be used

Data will be used to guide the campaign in 2021. Utah SNAP-Ed will use this data to plan the social marketing campaign. It will impact positioning of the product (physical activity), strategies for overcoming barriers and emphasizing benefits, and promotional messaging and creative.

"I think this was really fun. I've never done anything like this before...hopefully our input does help with things 'cause that would be great."

- Focus group participant

POINT OF CONTACT

LaCee Jimenez & Heidi LeBlanc

RELEVANT JOURNAL REFERENCES

There are no journal articles associated with this data.

Eat Fresh, Buy Local

PROJECT GOALS

The goal of Eat Fresh, Buy Local is to educate SNAP recipients informing them that they can use SNAP benefits at certain farmers markets and that most markets provide the Double Up Food Bucks produce incentive program. It also supports healthy behaviors taught in Create Farm Fresh Food classes.

RELATED STATE OBJECTIVES

Based upon the **6-month follow-up survey,** by September 30, 2020, at least

30% of survey respondents will identify the CBH social marketing campaign (aided recall).

ASSOCIATED SNAP-ED FRAMEWORK INDICATORS

MT12   MT13

EVALUATION DESIGN

Outcome data (reach and usage) was gathered using commercial market data and sales data provided by the Utah Department of Health. Aided recall data was collected from adults who agreed to take a follow-up survey 6-months after participating in a SNAP-Ed series.

Evaluation Participants

Adults who participated in a SNAP-Ed series of classes were recruited to complete a follow-up survey at least 6-months after participating. Aided recall questions about the EFBL social marketing materials were included in the survey.

Unit of Assignment

N/A

Group Assignment

N/A

Unit Retention

N/A

OUTCOME AND IMPACT MEASURES

Outcome measures collected included:

- Number of people reached
- Number of impressions
- Number of new SNAP shoppers at farmers markets
- Number of SNAP transactions at farmers markets
- Increased SNAP and Double Up Food Bucks sales at farmers markets
- Aided recall of social marketing campaign

DATA COLLECTION

Outcome measures were collected through commercial marketing data and sales/customer data provided by the Utah Department of Health. Aided recall data was collected through the SNAP-Ed 6-month follow-up survey.

RESULTS

- > 455,438 unique individuals were reached by the social marketing campaign
- 7,582,591 campaign impressions
- 53% of 6-month follow-survey respondents identified the campaign (aided recall)

As of September 2020, Utah farmers markets reported*

266%
increase in
SNAP customers

133%
increase in
SNAP sales

122%
increase in Double Up
Food Bucks redeemed

54%
increase in
SNAP transactions
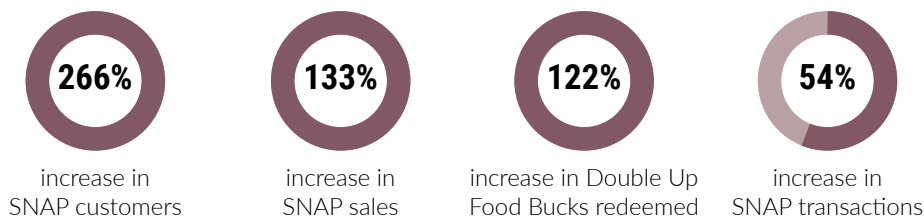
There were multiple variables that could have impacted the considerable increase of SNAP participation at farmers markets in addition to the social marketing campaign. The Double Up Food Bucks incentive was increased from $20 to $30. The Farmers Market Promotion Program coalition team also provided trainings to support farmers market managers with reaching the SNAP audience and resources for accepting SNAP. The COVID-19 pandemic may have influenced where people prefer to shop as well.

Description of how evaluation results will be used

Data will be used to guide the campaign in 2021. It will also be used to get buy-in from farmers markets so they can take on more of the implementation of the Eat Fresh, Buy Local campaign when grant funding ends for the project.

POINT OF CONTACT

LaCee Jimenez & Heidi LeBlanc

RELEVANT JOURNAL REFERENCES

There are no journal articles associated with this data.
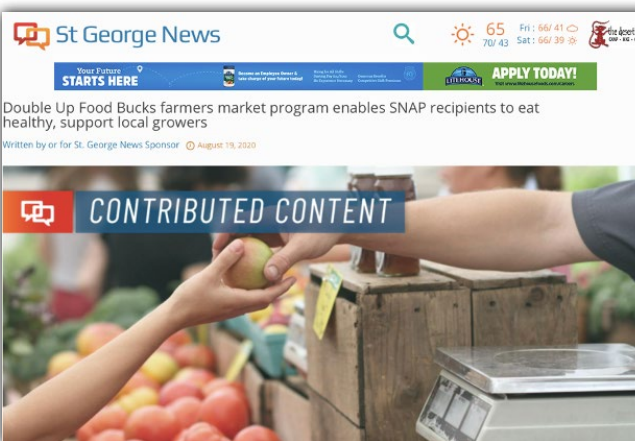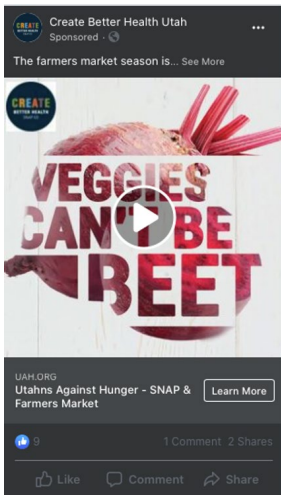
PARTNERSHIPS & COALITIONS

Partnerships

SNAP-Ed partnerships are defined as "two or more individuals or organizations who regularly meet, exchange information, and identify and implement mutually reinforcing activities that contribute to organizational changes or policies."

Associated SNAP-Ed Framework: ST7   **181 partnerships were reported for FY 2020**

- Schools (preschools, K-12, elementary, middle, and high)
- Food banks/food pantries
- Libraries
- Agricultural organizations (includes farmers markets)
- Early child care and education facilities
- Local governments/agencies
- Parks and recreation centers
- Government programs/agency (federal, state, local, etc.)
- Community members/individuals
- Food stores (convenience, grocery, supermarkets, etc.)
- Foundations/philanthropy organizations/nonprofits
- Hospitals/healthcare organizations
- Human services organizations
- Labor/workforce development groups
- Indian Tribal Organizations
- Other
- Senior housing
- Federal governments/agencies
- Public/low-income housing groups
- City and regional planning groups
- Shelter/temporary housing
- Faith-based groups
- Schools (colleges and universities)
- State governments/agencies
- Transportattion groups
- Worksites
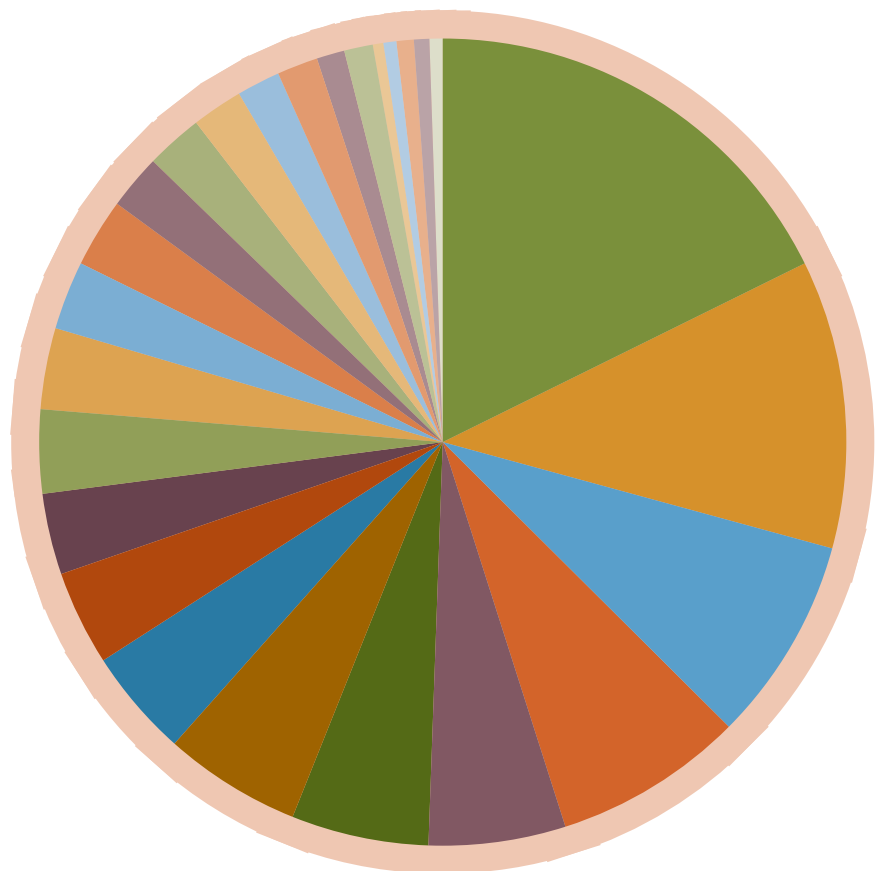
Partnership Highlight:

Utah State University Hunger Solutions Institute

Hunger Solutions Institute (HSI) is an integrated academic, Extension, and community organization dedicated to generate educational and societal solutions to hunger. HSI works to disseminate the best practices among hunger-relief organizations, improve collaboration and cooperative efforts between public and private organizations, and unite higher education institutions and various academic disciplines in Utah to find solutions for state, federal, and world-wide food insecurity. Utah State University's HSI program is a partnership with Create Better Health (SNAP-Ed). Through this partnership Utah SNAP-Ed is leveraged to improve solutions to hunger.

HSI Accomplishments

Social Media

Increased reach on social media.

Hunger Solutions Institute is on Facebook, Instagram and Twitter.

- Instagram reaching 5,552.
- Facebook reaching 11,224.
- Twitter reaching 25,666.

HSI Newsletter

Quarterly newsletters sent to partners

Newsletter	# of Recipients	Open Rate
Quarter 1	61	69%
Quarter 2	64	59%
Quarter 3	73	51%

Auburn University Presentation

In March 2020, Heidi LeBlanc, director of HSI, presented to Universities Fighting World Hunger, focusing on local hunger efforts in the southwestern United States. Information on Utah SNAP-Ed was shared, focusing on demographics of low-income families in Utah.

HSI student work on USU campus

Through a community nutrition course on USU campus, students are charged to work with various organizations to create projects as a service learning opportunity. Four students are charged to work with the Hunger Solutions Institute, and the work they determined to do is assess access to food for students on campus during COVID. Students are polling other students through social media. The end goal of this work is to provide students with knowledge and ability to find ways to access food and increase their food security.

Farmers Feeding Utah Projects

Utah State University was approached by the Farm Bureau to start Farmers Feeding Utah on April 24, 2020. Hunger Solutions Institute and Create Better Health (SNAP-Ed) were identified to become a partner with this project, being able to help identify areas and demographics in need of additional food assistance due to both COVID, intergenerational poverty, and other factors. Utah State University CBH and HSI are key partners to the work happening across Utah.

COVID-19 Impact Study

Project Title: Determining Changes in Food Access, Food Security, and Diet Quality Among SNAP Participants in Utah

Applicant Name: Dr. Mateja R. Savoie-Roskos, Casey Coombs, Heidi LeBlanc

Legal Name of Applicant Organization: Utah State University Extension, Create Better Health (CBH)

The purpose of this research is to determine how COVID-19 has impacted the ability for Utahns to access adequate amounts of safe and affordable food. Specifically, we are interested in learning about changes in shopping habits, dietary patterns, and use of various assistance programs. Utahns being asked to participate in this research were currently receiving or had previously received Supplemental Nutrition Assistance Program (SNAP) benefits, also known as Food Stamps, in Utah.

Data and results from the report are under analysis and will be shared in 2021.

SNAP-Ed Coalitions

SNAP-Ed Coalitions are defined as a "group of individuals or organizations that commit to joint action in adopting practices, supports, and/or standards, typically for a longer period of time."

Associated SNAP-Ed Framework Indicators: ST8

19 Coalitions (14 local, 5 state)

101 Partners represented in coalitions

Coalition Member Sectors of Influence

Bar chart titled "Coalition Member Sectors of Influence" showing Number of Agencies by sector:
- Education: ~31
- Public Health or Health Care: ~24
- Government: ~17
- Community Design: ~15
- Other: ~8
- Agriculture: ~7
- Food Industry: ~6
- Public Safety: ~3

X-axis: Number of Agencies

FIND US HERE

UTAH ADULTS

Create Better Health Utah .... createbetterhealthutah.org
facebook.com/createbetterhealthutah
instagram.com/createbetterhealthutah
pinterest.com/createbetterhealthutah
twitter.com/CBHUtah
youtube.com/channel/UCp5fRTxguUUpO-OJWXLx3FQ
extension.usu.edu/createbetterhealth

Create Better Health en español .... createbetterhealthenespanol.org
facebook.com/createbetterhealthinspanish

UTAH KIDS

Kids Create! .... kidscreateutah.org
facebook.com/createbetterhealthkids

Captain Create! youtube.com/channel/UCA9UUVYEagSVjyzf8enp9gQ

COUNTY PAGES

Beaver County .... facebook.com/createbetterhealthbeavercounty
Box Elder County .... facebook.com/createbetterhealthboxeldercounty
Cache County .... facebook.com/createbetterhealthcachecounty
Cache County - Spanish .... facebook.com/createbetterhealthenespanolcachecounty
Davis County .... facebook.com/createbetterhealthdaviscounty
Duchesne County .... facebook.com/createbetterhealthduchesnecounty
Duchesne County - Spanish .... facebook.com/creacionesenlacocinaduchesnecounty
Iron County .... facebook.com/createbetterhealthironcounty
Juab County .... facebook.com/createbetterhealthjuabcounty
Millard County .... facebook.com/createbetterhealthmillardcounty
Piute County .... facebook.com/createbetterhealthpiutecounty
Salt Lake County .... facebook.com/createbetterhealthsaltlakecounty
Salt Lake County - Spanish .... facebook.com/createbetterhealthenespanolsaltlakecounty
San Juan .... facebook.com/createbetterhealthsanjuancounty
Sevier County .... facebook.com/createbetterhealthseviercounty
Summit County .... facebook.com/createbetterhealthsummitcounty
Tooele County .... facebook.com/createbetterhealthtooelecounty
Uintah County .... facebook.com/createbetterhealthuintahcounty
Utah County .... facebook.com/createbetterhealthutahcounty
Utah County - Spanish .... facebook.com/createbetterhealthenespanolutahcounty
Wasatch County .... facebook.com/createbetterhealthwasatchcounty
Wayne County .... facebook.com/createbetterhealthwaynecounty/
Weber County .... facebook.com/createbetterhealthwebercounty
Kane County .... facebook.com/kaneextension/
Washington County .... facebook.com/usuextwashington/

UTAH SNAP-ED FACULTY, STAFF, AMBASSADORS, & PARTNERS

Create Better Health Ambassadors .... extension.usu.edu/fscreate
youtube.com/channel/UCGTezat2IKNS7euPK11jZAQ
facebook.com/groups/CreateBetterHealthAmbassadors

Utah SNAP-Ed Works .... facebook.com/UtahSNAPEd
twitter.com/utah_ed

Utah SNAP-Ed .... linkedin.com/company/utah-snap-ed

USU Hunger Solutions Institute .... extension.usu.edu/hsi/
facebook.com/usuhungersolutionsinstitute
instagram.com/usuhungersolutionsinstitute
twitter.com/usu_hsi

APPENDICES

2020 National Nutrition Certification Program (NNCP)

Program Area

Coordination Efforts

Total Cost of Evaluation

Project Goals

The overall goal of the NNCP program is to increase nutrition knowledge and teaching skills of paraprofessional nutrition educators. Nutrition and physical activity information based on the USDA Dietary Guidelines, MyPlate and the Physical Activity Guidelines for Americans is taught in an friendly, non-competitive, and accurate manner. Topics include: basic nutrition, vitamins, minerals, menu planning, food safety, physical activity, chronic diseases, childhood nutrition, cooking skills and the art of teaching. This online training course is offered at no cost to nutrition educators and has become a popular training tool for nutrition paraprofessionals across the nation.

Related State Objectives

N/A

Evaluation Design

Evaluation Participants

Course participants must pass each end-of-section quiz before moving on to the next lesson. The course ends with a final exam of 100 questions. The course participant must receive 80% or higher in order to earn the NNCP Certificate of Completion.

Unit of Assignment

N/A

Group Assignment

N/A

Unit Retention

N/A

Outcome and Impact Measures

Data Collection

N/A

Results

2,213

students enrolled in the NNCP Program in 2019-20 grant year.

110%

This is a 110% increase from the previous year.

> "This [during COVID-19] is great timing Utah, thank you! I bet there will be lots of people signing up while they are unable to do programming."

> "I am the EFNEP Coordinator from Mississippi State University. We have been encouraging our Nutrition Educators (para-professionals) to complete or renew their NNCP. Thank you for making this training available at no cost. It has been an excellent resource for professional development."

States Served	Number of Participants		States Served	Number of Participants
Alabama	031		Nebraska	061
Alaska	012		Nevada	012
Arizona	032		New Hampshire	042
Arkansas	009		New Jersey	016
California	127		New Mexico	165
Colorado	008		New York	036
Connecticut	022		North Carolina	006
Delaware	003		North Dakota	062
Florida	260		Ohio	023
Georgia	036		Oklahoma	038
Hawaii	017		Oregon	120
Idaho	018		Pennsylvania	001
Illinois	172		Rhode Island	037
Indiana	078		South Carolina	004
Iowa	022		South Dakota	055
Kansas	027		Tennessee	068
Kentucky	020		Texas	079
Louisiana	033		Utah	003
Maine	011		Vermont	083
Maryland	009		Virginia	054
Massachusetts	021		Washington	003
Michigan	050		West Virginia	038
Minnesota	005		Wisconsin	004
Mississippi	025		Wyoming	109
Missouri	021		Outside the U.S.	58
Montana	007		**Total**	**2,213**

Outside the US includes Austria, Canada, Egypt, England, Estonia, Germany, India, Mexico, Nigeria, Puerto Rico, Russia, Turkey, Ukraine.

Major Agencies Trained by NNCP

- SNAP-Ed
- EFNEP
- WIC
- Cooperative Extension
- Department of Public Health

- Community Health Programs
- Food Pantries
- Schools/Child Nutrition Departments
- Private Health Consultant

- Students
- Government Childcare
- Private Childcare
- Hispanic Health Council
- Tribal Government Health

- Job Corps
- AmeriCorps
- Hospitals
- Medical Centers

Certification expires after 3 years. Two-hundred sixty-three participants returned to renew their certificate.

An updated course was ready to publish this year. Updates include the addition of the Physical Activity Guidelines for Americans, Types of Physical Activity, Time Management & Making Healthy Choices and Culinary Skills Modules. This updated version went live in March when COVID-19 hit. The opportunity to take this course during that time was beneficial to many paraprofessionals and may account for our increased enrollment.

Description of how evaluation results will be used

N/A

Point of Contact

Marcia Gertge & Heidi LeBlanc

EARS Budget

2020 EARS Financial Reporting

Type of Administrative Expense: Total Administrative Cost: $653,873.38	Name of IA: Utah State University Create Better Health	
	% values	$ values
Administrative Salary and Benefits	53%	$348,369.56
Administrative Training and Functions	5%	$31,127.05
Reporting Costs	3%	$20,000
Equipment/Office Supplies	1%	$5,825.08
Indirect Costs (not including building space)	38%	$248,551.69
Cost of publicly owned building space	0%	$0.00
Institutional Memberships and Subscriptions	0%	$0.00

EARS Data

Unit(s): Utah
Report Timestamp: Dec. 3, 2020, 3:54 p.m.

Please see the official EARS form documentation at **snaped.fns.usda.gov/education-and-administrative-reporting-system** for more detailed explanations of the items below, including lists of valid codes for items 5 and 6.

ITEM 1 Data on SNAP-Ed

State: Utah
Federal Fiscal Year: SNAP-Ed 2020 (October 1, 2019 - September 30, 2020)
Implementing Agency: Utah State University

ITEM 2 Direct Education - information on participation by age and sex

Number of SNAP-Ed participants (unduplicated) by age group and sex

Per FNS guidance, unduplicated in item 2 means unique individuals per intervention, regardless of the number of sessions he/she has participated in. Individuals attending multiple interventions would be counted once for each unique intervention. Direct education participation demographics are reported in program activities (/track/programs/).

Age	Female	Male	Actual Count	Estimated Count	Total
Less than 5 years	642	634	953	324	1,276
5-17 years	3,696	3,321	5,618	1,415	7,033
18-59 years	2,136	576	2,029	814	2,843
60 years or older	516	164	617	78	695
Total	**6,990**	**4,695**	**9,216**	**2,631**	**11,847**

ITEM 3 Direct Education - information on participation by race and ethnicity

Number of unduplicated SNAP-Ed participants by race and ethnicity

As in Item 2, a row may have both actual counts and estimated counts. Actual counts should be used whenever people self-identify. Estimated counts are appropriate in certain cases, such as when individuals do not identify with a specific race and are assigned one or more than one for reporting purposes. Per FNS guidance, total is computed as the sum of hispanic and non-hispanic participants.

		Actual Count of SNAP-Ed Participants	Estimated Count of SNAP-Ed Participants
Ethnicity	Hispanic/Latino	1,886	464
	Non-Hispanic/Latino	5,661	1,440
Race	American Indian or Alaska Native	164	122
	Asian	188	52
	Black or African American	337	49
	Native Hawaiian or Other Pacific Islander	83	30
	White	7,628	1,662
Total		**7,547**	**1,904**

ITEM 4 Direct Education - characterizing education session format, delivery, time, and use of interactive media

Programming details

Interactive multimedia integrates text, audio, graphics, still images, and moving pictures into one computer-controlled, multimedia product that provides an individualized educational experience based on a participant's input.

Format	A. Number of Series Delivered	B. Time Range		C. Number of Sessions Delivered Using Interactive Media
		Sessions (in minutes)	Number of Sessions	
1. Single Session	273	0-30 31-60 61-90 91-120 Over 120	60 175 32 5 1	0
2. Series of 2 to 4 sessions	136	0-30 31-60 61-90 91-120 Over 120	93 292 24 14 0	0

		0-30	320	
3. Series of 5 to 9 sessions	174	31-60 61-90 91-120 Over 120	652 53 12 0	0
4. Series of 10 or more sessions	11	0-30 31-60 61-90 91-120 Over 120	19 118 0 0 1	0

ITEM 5 Interventions - characterizing implementation, indirect education, reach, and expenditures

The following table pulls together interventions reported in program activities, PSE site activities, indirect activities, and social marketing. Codes for this item are listed in the official SNAP-Ed EARS Form at *snaped.fns.usda.gov/snap/EARS/EARSFormforFY2017-FY2019Reporting.pdf*. Indirect education is captured in Column I, and may be blank if not applicable. The year of implementation (column C) is not currently tracked in PEARS. Also, while all reported PSE records are included in this table, population codes and reach (columns E & F) are only included for PSE records that are at least in the "Started implementation of changes" stage of implementation. For Social Marketing campaigns, we count one site per specified setting.

A. Name or Descriptive Title for the Intervention	B. Intervention Type(s) (DE, SM and/or PSE) (Select All That Apply)	C. Year	D. Implementation Stage (Use Codes)	E. Priority Population(s) (Use Codes)	F. Estimated Number of SNAP-Ed Participants Reached	G. Data Sources (Select All That Apply)	H. Intervention Settings (Use Codes) and Number of Sites Per Setting	I. Indirect Intervention Channels (Use Codes)	J. Intervention Topic(s)
Other, please specify - COVID-19	PSE	1 of 2	I, P	5-17, 18-59, <5,>60M, FAI/AN, A,B, W,NH/PI H/L, N	141567	C, O,V	BB, 3; S, 1	B, N	F, H, I, K,O8
Captain Create MyPlate	DE, PSE	1 of 3	I, P	5-17, 18-59, <5,>60M, FAI/AN, A,B, W,NH/PI H/L, N	8915	C, O,S, V	G, 18; H, 3; I, 3; K, 4; M, 24; N,1; O2, 1; O3, 4	E, H, O7,S, V	A, B, C, D,E, F, G, H,I, J, K, L,M, N, O,O8, O9, P,Q, R
Captain Create MyPlate - COVID-19	DE	1 of 2	I	5-17, 18-59M, FW, AI/AN,A, B H/L, N	3839	C, O,S, V	M, 6; O2, 1; O3, 6	H, N, S, V	A, C, F, G,H, I, J, K,L, M, N,O, O9, P,Q, R
Create Farm Fresh Gardens	DE, PSE	1 of 3	D, I, P, T & E	18-59, 5-17, >60F, MW H/L	346	V	H, 1; P, 1; S, 1; Y, 4	O7	A, D, E, F,O8, R
Create Farm Fresh Gardens - COVID-19	PSE	1 of 2	D, I, P, T & E	5-17F, MAI/AN H/L, N	400	C, S	M, 1	S	F

Create Better Health	DE, PSE, SM	1 of 3	D, I, P, T & E	5-17, 18-59, >60,<5 M, FNH/PI, W,AI/AN, A,B N, H/L	152898	C, O,S, V	A, 5; BB, 6; FF, 10; G, 4; H, 11;HH, 2; I, 11; J, 11; K, 5; L, 1; M,7; N, 2; O, 1; O1, 4; O2, 9; O3,14; O5, 1; O6, 2; P, 6; Q, 3; R, 2;S, 5; T, 7; U, 6; W, 4; Z, 1	A, B, C, E,H, N, O7,S, V, W	A, B, C, D,E, F, G, H,I, J, K, L,M, N, O,O8, O9, P,Q, R
Create Better Health - COVID-19	DE, PSE	1 of 2	I, P	>60, 18-59, 5-17M, FW, AI/AN,A, B,NH/PI N, H/L	14346	C, O,S, V	AA, 1; FF, 1; I, 2; M, 1; O1, 1; O2,2; O3, 17; Q, 1; T, 1	A, E, H,O7, S	A, B, C, D,E, F, G, H,I, J, K, L,M, N, O,O8, O9, P,Q, R
Create Farm Fresh Food	DE, SM	1 of 3	D, I, T & E	<5 M, FW	470989	C, V	AA, 1; I, 1; O1, 1	A, B, E, H,O7, S, T,V	A, B, C, F,G, O8
Create Farm Fresh Food - COVID-19	DE	1 of 2	I	18-59,>60M, FWN, H/L	108	C, S, V	I, 1; K, 1; O3, 4	E, H, S, V	A, B, C, F,G, H, I, K,M, N, O,O9
Create Family Meals	DE	1 of 3	I	<5, 5-17,18-59,>60M, FW, AI/AN,B, NH/PI N, H/L	863	C, O,S, V	A, 2; BB, 1; I, 1; J, 1; N, 1; O1, 2;O3, 1	E, H, S	A, B, C, F,G, H, J, L,M, N, O,R
Create Family Meals - COVID-19	DE	1 of 2	I, P	5-17, 18-59, <5,>60M, FAI/AN, A,B, W,NH/PI H/L, N	1801	C, V	M, I	H, N, O7,S	A, C, E, G,H, I, P, R
Create Healthy Pantries (includes Thumbs Up)	PSE	1 of 3	D, I, P, T & E	18-59, <5,5-17, >60F, MW, B, A,AI/AN,NH/PI H/L, N	19892	C, O,S, V	BB, 15; F, 2; M, 1	H, O7	A, B, C, D,E, F, G, H,I, K, M, N,O
Create Healthy Pantries (includes Thumbs Up) -COVID-19	PSE	1 of 2	I, P, T & E	18-59, <5, 5-17, >60 F, M W, B, A, AI/AN, NH/PI H/L, N	1624	O, S, V	BB, 2; Y, 2	H	A, B, C, D,E, F, G, H,I, K, M, N,O
Create Healthy Stores (includes Thumbs Up)	PSE	1 of 3	D, I, P	18-59, <5, 5-17, >60 F, M W, B, A, AI/AN, NH/PI H/L, N	0		EE, 1; O1, 1		B, D, F, H,K, M, N,O
Create Healthy Stores (includes Thumbs Up) -COVID-19	PSE	1 of 2	I, P	18-59, <5, 5-17, >60 F, M W, B, A, AI/AN, NH/PI H/L, N	4000	O	EE, 1		F, G, H, I,K, M, N,O
Create Healthy Schools (includes Smarter Lunchrooms)	PSE	1 of 3	I, P	5-17F, MB, A,AI/AN,NH/PI, W H/L, N	4123	O, S, V	M, 10	H	A, D, E, F,H, K, M,N

Create Healthy Schools (includes Smarter Lunchrooms) -COVID-19		1 of 2	I, P	5-17, F, M W, B, A, AI/AN, NH/PI H/L, N	1380	V	M,10	H, O7	A, D, E, F, H, K, M, N
Food, Fun & Reading	DE	1 of 3	I	5-17, <5,18-59,>60M, FA, W, B,NH/PI,AI/AN H/L, N	2892	C, O,S, V	BB, 1; G, 3; H, 20; I, 1; K, 8; M,12; O1, 1; O2, 1; O3, 3	H, S	A, C, D, E,F, G, H, I,J, K, L, M,N, O, O9,P, Q, R
Food, Fun & Reading - COVID-19	DE	1 of 2	I	<5, 5-17,18-59,>60M, FAI/ AN, A,B, NH/ PI,W H/L, N	4646	C, O,S, V	K, 1; O3, 4	H, S	A, F, G, H,I, K, O9,P, Q
Creaciones en la Cocina (Create Family Meals in Spanish)	DE	1 of 3	I	<5, 5-17,18-59,>60M, FW, AI/AN H/L, N	238	C, S, V	I, 1; J, 1; M, 2; O, 1; O3, 1; R, 1	S	A, B, C, D,E, F, G, H,I, J, K, L,M, N, O,P, Q, R
Creaciones en la Cocina (Create Family Meals in Spanish) - COVID-19	DE	1 of 2	I	18-59F, MW, BH/L, N	29	S, V	I, 1; O3, 3	S	A, B, C, D,F, I, L, M,N, O, P, R
Create Better Health en español (Create Better Health in Spanish)	DE	1 of 3	I	18-59,>60, 5-17,<5 F, MW, A H/L, N	14072	C, S, V	M, 1; O, 2; O3, 4; Q, 1; R, 1	O7, S	A, B, C, D,E, F, G, H,I, J, K, L,M, N, O,O9, P, R
Create Better Health en español (Create Better Health in Spanish)	DE	1 of 2	I	18-59,>60F, MWH/L, N	33280	C, O,S, V	I, 2; O3, 3	H, S	A, C, F, G,H, I, K, N,O, R

ITEM 6 Partnerships - entities that receive no direct SNAP-Ed funding but are involved in SNAP-Ed programs

The following table includes records reported in the partnerships (/track/partnerships/) module only.

Partner Title	A. Number of Partners You Work with this Reporting Year	B. Assistance	C. Assistance Provided If Applicable (Use Codes)	D. Intervention Type(s) with Partner's Involvement (DE, SM, and/or PSE) (Select All That Apply)
Agricultural organizations (includes farmers markets)	14	A, S, F, H, P, R,C, D, E, I, O	A, H, M, E, I, P,C, D, R	DE, PSE, SM

Chefs/culinary institutes	0			
City and regional planning groups	2	R, I	D, I, P	DE, SM
Early care and education facilities (includes child care centers and day care homes as well as Head Start, preschool, and pre-kindergarten programs)	10	A, H, M, R, S, I,C, D, E, P, O	H, M, P, I, E, A,C, D, R	DE, PSE
Faith-based groups	1	H, P, S	H, I, M	DE
Food banks/food pantries	21	S, E, I, A, P, H,R, C, D	A, P, H, M, I, S,E, R, C, D, O	DE, PSE, SM
Food stores (convenience stores, grocery stores, supermarkets, etc.)	6	S, R, M, A, H,F, P	A, H, E, I, M, P	DE, PSE, SM
Foundations/philanthropy organizations/nonprots	7	A, C, P, H, R, S,I	C, H, M, I, S	DE, PSE
Government program/agency (federal, state, local, etc.)	37	I, C, R, S, A, F,H, M, D, P, E	I, C, O, H, M, P,E, A, R, S, D	DE, PSE, SM
Hospitals/healthcare organizations (includes health insurance companies)	6	R, S, A, H, F, I	O, H, I, P, E, M,A, S	DE, PSE, SM
Human services organizations	14	A, H, R, S, O	H, I, M, E, A, P,R, F	DE, PSE, SM
Indian Tribal organizations	4	A, R, S, F, O, P	H, I, M, A, P	DE, PSE, SM
Labor/workforce development groups	5	R, S, P, A	H, I, M, A	DE
Media/advertising groups	0			
Other: Community members/individuals	7	R, S, A, H, I, O,F, C, P	H, M, A, C, D,E, O, P	DE, PSE, SM
Other: Industry groups	0			
Other: Other commercial enterprises/businesses	1	R, S	A, I	DE
Parks and recreation centers	2	A, H, R, S, C	H, M, A	DE
Public health organizations	7	A, C, D, P, R, S,M, F, H, I	A, D, H, R, E,M, P	DE, PSE, SM
Restaurants	0			
Schools (colleges and universities)	1	S	H	DE
Schools (preschools, K-12, elementary, middle, and high)	31	S, R, H, P, A,M, I, E	H, O, M, A, I, R,P, E, C, D	DE, PSE, SM
Transportation groups	1	A, E, H, R	A, C, D, E, H	DE
Worksites	1	C, D, M, P, S	C, D, E, H, M	DE
Other	3	C, R, S	H, M, E	DE
Total	**181**	**N/A**	**N/A**	**N/A**