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Section 1: Introduction to SNAP-Ed Protocol Manual

The purpose of this manual is to acquaint you with the Utah State University Create Better Health Utah (SNAP-Ed) program and its policies and procedures for the fiscal year 2020-21. Create Better Health Utah (SNAP-Ed) is a Utah-specific term for the Supplemental Nutrition Assistance Program Education (SNAP-Ed). The name “Create Better Health” is used to distinguish Utah’s program from other state programs. The funding for SNAP-Ed (and Create Better Health Utah) comes from the United States Department of Agriculture (USDA) for the purpose of providing education to help SNAP recipients and people living in poverty use their food budget wisely.

Create Better Health Utah (SNAP-Ed) was previously referred to as Food Sense. Create Better Health Utah sends a message that continues to tell people that it’s good to create better health. It is a positive message, it’s a message of hope, they can do this and it is within their realm of possibilities that can be accomplished in their lives. Finally, it is consistent in our message across the our comprehensive program.

Throughout this document, anytime SNAP-Ed is mentioned, it can be interchanged with Create Better Health Utah. SNAP is different than SNAP-Ed, SNAP is the program that gives supplemental food benefits to low-income individuals and families to expand their food dollars to end food insecurity. SNAP-Ed focuses on improving health through nutrition and physical activity, educating low-income individuals and families to stretch their food dollars, and solving food insecurity. The term “food stamps” will not be used in this document but will be referred to as SNAP benefits.

Whether you are a Create Better Health Ambassador, county supervisor, or administrative assistant, please refer to this protocol manual, which will be constantly changing and improving. This manual is to assist you in all aspects of your position. If followed you will find ultimate success in your position with Create Better Health. Each month, after statewide staff meetings, The Scoop acts as a monthly update to these policies and procedures and should be referred to with this manual. The Scoop is distributed through the Create Better Health Utah e-mail listserv, as well as posted to the program website at: http://extension.usu.edu/fscreate/. If you do not currently receive a copy of The Scoop by email, please contact Jocelin Gibson (jocelin.gibson@usu.edu) and ask her to put you on the listserv. You must have a current professional USU email address to be on the listserv.

Introduction to Utah State University

Utah SNAP-Ed (Create Better Health Utah) is a program that is part of Utah State University. It includes various pieces of the University. 1. Extension – the infrastructure for SNAP-Ed is enhanced through Extension. It is key for us to serve participants in all areas of Utah, having county offices located strategically, and faculty assisting in supervision and oversight of local programming. 2. Research – SNAP-Ed values evidence-based programming, and through
research projects and evidence-based evaluation Utah leads in curricula development, program outreach, and incorporating comprehensive programming. 3. Academic – It is key to work with professors, specifically in NDFS who contribute to educating the future in community nutrition. As well as developing and teaching hunger solutions that Utahans can get behind.

University Mission:

The mission of Utah State University is to be one of the nation’s premier student-centered land-grant and space-grant universities by fostering the principle that academics come first, by cultivating diversity of thought and culture, and by serving the public through learning, discovery, and engagement.

Engagement:

A core characteristic of USU is engagement with communities and people in economic development, improvements to quality of life, and human capital. This is perhaps most evident with the Utah Cooperative Extension Service, founded in 1914, which disseminates information and provides education through offices located throughout the state. But the scope of USU’s off-campus engagement is much greater. Through the practical application of knowledge, the University and its faculty are preserving the historical land-grant tradition of providing service and expertise to the state, nation, and world.

Introduction to USU Nutrition, Dietetics and Food Sciences

Create Better Health is housed in the USU NDFS (Nutrition, Dietetics, & Food Science) department and is in collaboration with Extension. Nutrition, Dietetics & Food Sciences affect just about every person, every day. From creating healthier diets to preparing better tasting foods to gaining greater understanding of disease and increased food safety, our department can prepare you for a great career in the "science of food".

In our department, students learn the engineering, biology and physical science of food through our Food Science major. Students can also become well-versed in clinical and community nutrition as well as food service management with our Dietetics degree. Our Nutrition degree explores the molecular and cellular levels of food, helping students to truly appreciate the building blocks of food and their impacts on consumers. Whatever interests you about Nutrition, Dietetics, and Food Science, we can offer you a hands-on learning experience with faculty dedicated to helping teach the next generation.

Introduction to USU Extension

Utah State University Extension provides research-based programs and resources with the goal of improving the lives of individuals, families and communities throughout Utah. USU Extension operates through a cooperative agreement between the United States Department of Agriculture, Utah State University, and county governments. Program areas include:

1) Agriculture and Natural Resources
2) Gardening

3) Home, Family, and Food

4) Utah 4-H and Youth

Founded in 1914 as part of the Smith-Lever Act, USU Extension plays a primary role in helping Utah State University fulfill its land-grant mission. Though more than 100 years old, USU Extension is as vital as ever, and perhaps even more so, due to the increased diversity and complexity of the issues people encounter today. The integration of teaching, research, and public service enables USU Extension to respond to critical and emerging issues with research-based, unbiased information.

USU Extension has an office in every county in Utah, with the exception of Daggett County, which is served by the Uintah County office. Faculty and educators facilitate programs and conduct research to meet the needs of citizens at each location.

**Introduction to United States Department of Agriculture- Food and Nutrition Services (FNS)**

Food and Nutrition Services is the branch of the United States Department of Agriculture that oversees the SNAP, WIC, and SNAP-Ed (Supplemental Nutrition Assistance Program – Education), etc. nationwide.

SNAP-Ed is an evidence-based program that helps people lead healthier lives. SNAP-Ed teaches people using or eligible for SNAP about good nutrition and how to make their food dollars stretch further. SNAP-Ed participants also learn to be physically active.

SNAP-Ed works by building partnerships with all types of community organizations. Communities have social marketing campaigns, hold nutrition education classes, and improve their policies, systems, and the environment of the community.

**Introduction to Department of Workforce Services (DWS)**

Department of Workforce Services is the State Agency that has oversight over the Utah SNAP-Ed program. Because DWS oversees SNAP benefits, they are the agency who works with agencies like USU to provide nutrition education throughout the state in the most efficient and effective way. USU has been the contract of that funding for the past 20 years. It is critical that as SNAP-Ed personnel we reach out to our local partners and support them, with hopes for their support back. Many local partners just don’t know us, so it’s our job to assist them in seeing us in the best light possible. At the state level, we have strong partnerships and collaborate often.

**Introduction to Utah State University Create Better Health Utah – SNAP-Ed**
The Create Better Health Utah (SNAP-Ed) program is a partnership of Utah State University Nutrition, Dietetics, and Food Sciences Department (NDFS), Cooperative Extension Services (CES), Utah Department of Workforce Services (DWS), and other collaborating agencies, including Utah’s State Nutrition Action Coalition (SNAC). The program provides nutrition education and obesity prevention interventions to low-income individuals in all 29 counties in the state, including online and/or face-to-face classes, digital/virtual education, Policy, Systems and Environment (PSE), Social Marketing, Indirect Education, and partnerships/coalition work:

Evidence has shown that the Create Better Health Utah (SNAP-Ed) program addresses food insecurity, while increasing healthy habits and decreasing obesity.

**Create Better Health Utah – SNAP-Ed Programmatic Highlights**

- Apply comprehensive program planning for both direct education, indirect, social marketing, & PSE projects.
- Contribute to policy, systems and environment projects that improve access and appeal of healthy foods and physical activity opportunities throughout Utah.
- Provide direct education in group settings in person and online.
- Support social marketing efforts to help the target audience overcome barriers to adopting healthy eating and physical activity behaviors.
- Focus efforts with Intergenerational Poverty (IGP) population to educate on healthy habits through evidence-based nutrition practices.
- Increase in collaboration and programming, specifically with the work to address hunger in Utah.

**Mission**

Utah’s SNAP-Ed mission (mirrors FNS’s mission): "we work with partners to provide food and nutrition education to people in need in a way that inspires public confidence and supports American agriculture."

**Focuses**

1. Provide strategies and interventions along with other health promotion efforts, to help the SNAP-Ed target audience establish healthy eating habits and a physically active lifestyle.
2. Primary prevention of disease to teach the SNAP-Ed target audience of the risk factors for nutrition-related chronic disease, such as obesity. Also, to prevent and postpone the onset of disease by establishing healthier eating habits and being more physically active.

**Goals**

1. Improve the likelihood that persons eligible for SNAP will make healthy food choices within a limited budget and choose physically active lifestyles consistent with the current Dietary Guidelines for Americans and the USDA Food Guidance.
2. As a result of Utah’s Policy, Systems and Environment (PSE) work, SNAP target audiences will have improved access to nutritious food and physical activity opportunities in their communities.
Welcome

Dear Create Better Health Utah (SNAP-Ed) Team Member,

Welcome to the Create Better Health Utah (SNAP-Ed) team! I am the director of the SNAP-Ed program in Utah. I also direct the Hunger Solutions Institute, an umbrella program that collaborates and coordinates efforts to solve hunger in Utah. I have worked with Utah State University Extension for over 21 years and directed the Create Better Health Utah (SNAP-Ed) program since 2005. I love this program, and I am proud of the work Utah’s SNAP-Ed program accomplishes. We have a dedicated and hardworking team serving in the State Office and many more on the ground in each of the counties. I am delighted you’re joining our group of dedicated and caring people. As a CBH Ambassador you will help individuals recognize and make nutritious choices and improve their overall health. You will also work with people in your community to make the healthy choice the easy choice. I hope you come to love the people you serve and teach; I believe you will find working with Create Better Health Utah as rewarding as I do.

Create Better Health Utah – SNAP-Ed is a leader among national SNAP-Ed programs. We have been successful because our ambassadors and supervisors work hard to make a difference in the lives of low-income individuals and families in their county. The fundamental role of an CBH Ambassador is to:

- Provide strategies, interventions, and other health promotion tools to help the SNAP-Ed target audience establish healthy eating habits and a physically active lifestyle.

- Help the SNAP-Ed audience prevent nutrition-related chronic disease, such as obesity and diabetes, through healthier eating habits and physically activity.

The State Office team is here to provide training, direction, technical assistance, and tools to help you deliver evidence-based programming. We have a support team, including your local county supervisor, here to make your position with us a success. Please do not hesitate to reach out to any of us.

Again, welcome to the Create Better Health Utah (SNAP-Ed) team. We are excited to have you.
Introduction to Create Better Health Utah (SNAP-Ed) State Office Team

Heidi LeBlanc

Create Better Health Utah – SNAP-Ed Program Director

heidi.leblanc@usu.edu
435-760-0925

Heidi is the director of both the Create Better Health (CBH) and Hunger Solutions Institute (HSI) programs. Her primary goal is to increase food security and improve the lives of Utahns through a healthy diet and physical activity. Heidi oversees the Utah SNAP-Ed grant plan and contract with the Department of Workforce Services (DWS) and USDA’s Food and Nutrition Service Program.

Heidi lives in Mantua, Utah with her husband and two children. She loves to draw, paint, read, and write. She enjoys spending time with her family; together they water ski, snowshoe, hike, and camp. Heidi feels fortunate to have such great employees at the State Office and in the counties. She sees those working at the grassroots level and recognizes they are the ones who make a difference in the lives of people each day. She has a passion for this program and loves to watch the CBH Ambassadors and counties succeed!

As the director of the program Heidi oversees all pieces of CBH and HSI programs and can answer any questions or redirect to the right team member on any topic as needed.

Casey Coombs

Program Assistant Director

Specializing Oversight: Adult/Youth Direct Education & Program Evaluation

casey.coombs@usu.edu
435-797-3725

Casey oversees direct nutrition education throughout the state, including curriculum development, implementation, and evaluation. She is also responsible for program evaluation including survey development, data analysis and reporting.

Casey’s passion for nutrition began in 2005 while working in Ecuador as a Peace Corps Volunteer. After living in Ecuador for about 3 years, Casey returned to her home in New York and began working with the Eat Smart New York (SNAP-Ed) program. This sparked her interest and passion for working with SNAP-Ed. Casey is also a registered dietitian.
In her personal time Casey loves gardening, cooking, hiking, and spending time with her husband and children.

If you need help with any of the following, you would contact Casey:
- Create Better Health Utah (SNAP-Ed) curricula
- Create Better Health
- Create Farm Fresh Food
- Create Family Mealtime
- Create MyPlate
- Food, Fun & Reading Program evaluation
- PEAR
- General nutrition questions
- Partnerships and coalitions (state and county)

Celina Wille
Latino Programming Director
celina.wille@usu.edu
435-752-6263

Celina Wille is an Assistant Professor for Latino Programs with Utah State University Extension. Celina oversees all Create Better Health Programming that is directed to the Latino audience and helps ensure program materials are accessible and culturally appropriate. Celina has worked for over 23 years in land grant institutions. Her experience includes various management, teaching, outreach, and capacity-building roles. She has been a 4-H and Youth Development Specialist at Texas A&M University, SNAP-Ed program manager for the Michigan Nutrition Network, and program evaluator for the Health and Nutrition Institute at Michigan State University Extension. While at Michigan State University, Celina was Associate Director of Diversity and Pluralism in the College of Agriculture and taught courses on campus and abroad. Overseas, she has managed USAID projects in Sub-Saharan Africa, and she is currently a technical consultant for a food and nutrition USAID-funded project in Guatemala.

Despite her hard work and dedication to professional responsibilities, Celina finds time to play. She is a globe-trotter who regularly travels to new and unfamiliar countries. She is also an enthusiastic foodie and has an ardent interest in exotic foods. To balance her interest in fine food, Celina is a weightlifter. Celina and her husband have four children; two children in college and twin daughters finishing up high school.

If you need help with any of the following, you would contact Celina:
- Latino audience needs
- Cultural sensitivity
- Creaciones en la Cocina Curriculum
Create Better Health in Spanish
Training for CBH Ambassadors teaching Spanish classes

Darlene Christensen
Youth Curriculum Coordinator
darlene.christensen@usu.edu
435-277-2406

Darlene became the Youth Curriculum coordinator in 2018. She provides leadership and guidance on the development of Food, Fun and Reading and the youth curricula. She works with a smart team of writers to continually update and enhance the youth programming.

In her free time, Darlene is active in pet rescue and works with her group Purrfect Pawprints to provide homes for cats. She spends time at the local pet store “socializing” kitties and getting them ready for adoptions. The pet store is only a block from her office so it is a nice way to take a break from the craziness of life. Darlene is enjoys quilting and does so long-distance with her mom in Montana and sister in Wyoming. She has two nephews Dodge and Decker that she enjoys spoiling rotten.

If you need help with any of the following, contact Darlene:
- Soaperhero.org
- Food, Fun, & Reading curriculum
- Youth curriculum
- Youth programming

Jocelin Gibson
Social Media & Marketing Coordinator
jocelin.gibson@usu.edu
435-590-0051

Jocelin joined the Create Better Health Utah program in 2013. She loves working with our amazing Social Media CBH Ambassadors and assisting them as they teach and promote a healthy lifestyle through online platforms. She also oversees program branding and marketing, so she works closely with USU Extension Marketing to make sure CBH materials reflect our look and style. Finally, she is the content manager for the program websites. If you ever have a hard time finding material on our staff website, she’s here to help!

Jocelin studied French Language and International Relations as an undergraduate and went back to school in 2013 to earn a master’s degree in Professional and Technical Writing. This means
her CBH responsibilities are a great fit for her skills and interests (especially if she can convince Heidi to send her to a website conference in Paris). Outside work, Jocelin loves spending time with her family. She has three children: two daughters and a son. Between the three of them, she and her husband spend a lot of time at mountain bike races, debate tournaments, golf courses, band concerts, and piano recitals.

If you need help with any of the following things, you contact Jocelin:
- CBH listservs
- Marketing flyers and class promotion
- Staff website
- Social media (statewide)
- Social media (county level)
- Facebook guidelines and PEARs reporting
- Create Better Health (and IGP) Newsletter
- Create Better Health YouTube channels
- Writing and editing assistance

LaCee Jimenez
Social Marketing, Eligibility, & Policy, Systems, and Environment Coordinator
lasee.jimenez@usu.edu
435-797-4209

LaCee grew up in Kanab, Utah. She has a bachelor’s degree from Brigham Young University in Public Health. In 2011, she joined Utah State University to work with the National Children’s Study and then transferred to Kane County to work as an Extension Educator from 2013-2015. LaCee has worked for the State Office since November 2015. Her primary responsibilities are to develop social marketing campaigns, educate and develop relationships with the Utah federal delegation, oversee policy, systems, and environment interventions, and help you find the Create Better Health Utah (SNAP-Ed) target audience. She is happy to help CBH Ambassadors and supervisors identify ideal locations for classes, social marketing, PSE, and recruiting activities.

LaCee is married to a sweet Nicaraguan man, and together they have two wonderful daughters. She speaks English, Spanish, and often Spanglish. Her hobbies include reading, singing, exploring, cooking, and learning new ways to be creative. She is a fan of the Maker Movement.

If you need help with any of the following things, you contact LaCee:
- Finding your target audience and recruiting
- Eligibility
Policy, systems, and environment interventions (PSEs)
Working with your legislator or local government
Social marketing campaigns

Kristi Strongo
Training Coordinator
kristi.strongo@usu.edu
801-669-1654

Kristi and her family live in the Utah County area. She and her husband John are parents to six children that keep home life busy. She spends a lot of time supporting kids’ activities, and is their greatest cheerleader on the sideline. Kristi graduated from UVU in Public and Community Health and is a Certified Health Education Specialist. She is a student in the HEP/MPH program at USU. She has been with Create Better Health Utah SNAP-Ed for 7 years and is currently working as one of the program training coordinators. Kristi enjoys working with partnerships and community agencies to share the amazing things that CBH Utah SNAP-Ed can do to help people within our communities. She is committed to helping CBH Ambassadors provide a valuable experience for participants.

Marcia Gertge
Training Coordinator
marcia.gertge@usu.edu
435-723-2244

Marcia Gertge grew up in Idaho, the youngest of 5 girls. She learned to love cooking and creating in the kitchen from her mom. Marcia loves being busy and active. As an athlete, she learned the importance of fueling her body for improved athletic performance. This love led her to graduate with two degrees, one in Exercise Science and another in Nutrition Science from Utah State University. She also works as a certified personal trainer. Marcia began with Utah SNAP-Ed as a nutrition educator in Davis County, and then continued to teach in Washington County when her family moved to Saint George in 2016. She is now a Training Coordinator for the program. Watching people learn new skills that empower their lives is really one of her favorite parts of the Utah SNAP-Ed program.
Kristi and Marcia are Create Better Health Utah (SNAP-Ed) Program Training Coordinators. They act as the liaison between the Utah SNAP-Ed State Office and SNAP-Ed supervisors and CBH Ambassadors. They help ensure statewide SNAP-Ed program fidelity by assisting with the training and monitoring of program implementers throughout the state. They help plan and hold regional trainings for statewide staff throughout the year.

If you need help with any of the following things, please contact Kristi or Marcia:
- New hire training
- Regional trainings
- Supervisor Training
- NNCP
- Program observations
- Training certifications and expiration dates
- PEARS training
- Management Evaluations
- Employee Wellness Program

Paola Johnson
*Training Coordinator-Latino Programming*
Paola.johnson@usu.edu
435-754-6975

Paola Johnson grew up in Guadalajara, México. She is happily married and the mother of 3 beautiful kids. She loves vegetables thanks to her grandparents. They are the reason of why she includes them in her daily meals. She loves to get involved in events among the Latino community. One of her goals is to help the vulnerable Latino population in Utah overcome language barriers. She believes language should not be a barrier to being able to have proactive communication with the population that Create Better Help serves. For Paola, it is also very important to help the new Spanish-speaking CBH Ambassadors to feel comfortable with the program, recruitment and teaching. Paola is a member of the program's translation team, where she jointly helps in the drafting and interpretation of each of the programs that can be translated into Spanish. Paola studied law and enjoys working to serve and improve the welfare of the population. She teams up with Marcia and Kristi to onboard and train the Spanish speaking Create Better Health Ambassadors.

If you need help with any of the following things with the Spanish curriculum, please contact Paola, Marcia or Kristi:
- New hire training
- Program observations
- Management Evaluations
Amalia Larson  
Create Better Health Staff Assistant  
Amalia.larson@usu.edu  
435-797-2134

As the Staff Assistant, Amalia assists with the day-to-day operations at the State Office. You’ll work with Amalia to order Create Better Health Utah (SNAP-Ed) program materials for your office, or if you have questions about your program budget. You will also go to her when you wish to hire a new CBH Ambassador or apply for a P-card.

Before working with Create Better Health, Amalia worked as an Allstate Personal Property Adjuster and has a great passion for helping people through the toughest times. Outside of work Amalia enjoys spending time with her Fiancé (Brian), her dog (Pickle) and her horse (Cinnamon Sugar). She competes in MMA, and Rodeo and enjoys bowling, hiking, camping and training in and teaching women’s self-defense.

If you need help with any of the following things, you contact Amalia:
- Supply orders
- County budgets
- Hiring
- P-card requests
- iPads
- Day-to-day programming

Liz Vaterlaus  
Program Business Manager  
liz.cerenzie@usu.edu  
435-797-0925

As the Business Manager, Liz oversees the spending on the Create Better Health Utah (SNAP-Ed) grant as well as other associated accounts (indexes). This includes verifying funds available for travel, EZ-
Buy, and P-card purchases. When there are requests for new P-cards, she ensures the information is accurate. If there are misplaced charges or erroneous transactions, she performs journal entries to make sure they are on the appropriate index.

Liz was born in San Diego, but grew up in Utah County and came up to USU to pursue her dual Bachelor’s degrees in Accounting and Finance. She met her husband on USU campus and they enjoy spending time with family, taking their puppy on hikes, playing games, and going to the gym together (which is actually where they met). Liz has recently discovered a passion for DIY home improvement projects, which most recently entailed building a stone fireplace for the living room.

If you need help with any of the following things, you contact Liz:
  - Service Now
  - P-Card applications
  - P-card transactions (including where they are in the process)
  - Purchase requisitions
  - Purchases requiring a check

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Randi Kendrick
Business Services Representative
randi.kendrick@usu.edu
435-797-4162

Randi is the Business Services Representative for the Nutrition, Dietetics and Food Sciences Department as well as the Create Better Health Utah (SNAP-Ed) program. Randi oversees P-Card Transactions as well as Travel Authorizations and Travel Reimbursements. She also oversees Aggie Time. This includes gathering p-card receipts and attaching them to verify all information is correct. She helps to verify all Travel Authorizations and Travel Reimbursements. She makes sure Aggie Time is complete and submitted by the due date.

Randi grew up in Cache Valley and is grateful for the opportunity to still live in Cache Valley surrounded by family. She has two dogs that she loves spending time with. She loves spending time with family boating, skiing or playing sports. She loves to travel both in the states and out of the states. Randi earned dual Bachelor’s Degrees from USU in Business Administration and Marketing as well as a Minor in Entrepreneurship.

If you need help with any of the following, please contact Randi:
  - P-Cards
  - Travel
  - Purchase Requisitions
<table>
<thead>
<tr>
<th>Program</th>
<th>Address</th>
<th>Contact</th>
<th>Email</th>
<th>Phone</th>
</tr>
</thead>
<tbody>
<tr>
<td>Beaver County Office</td>
<td>Beaver County Extension Office 65 N 400 E</td>
<td>Cindy Nelson</td>
<td><a href="mailto:cindy.nelson@usu.edu">cindy.nelson@usu.edu</a></td>
<td>(435) 438-6452</td>
</tr>
<tr>
<td></td>
<td>P.O. Box 466</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Box Elder County Office</td>
<td>Box Elder County Extension Office 01 S. Main</td>
<td>Interim – Marcia</td>
<td><a href="mailto:Marcia.gertge@usu.edu">Marcia.gertge@usu.edu</a></td>
<td>(435) 723-2244</td>
</tr>
<tr>
<td></td>
<td>Street Room 30</td>
<td>Gertge</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cache County Office</td>
<td>Cache County Administration Building, 179 N.</td>
<td>Jenna Dyckman</td>
<td><a href="mailto:Jenna.dyckman@usu.edu">Jenna.dyckman@usu.edu</a></td>
<td>(435)723-6263</td>
</tr>
<tr>
<td></td>
<td>Main, Suite 111</td>
<td></td>
<td>ext 1572</td>
<td></td>
</tr>
<tr>
<td>Carbon County Office</td>
<td>Carbon County Courthouse 120 E. Main</td>
<td>Christina Pay</td>
<td><a href="mailto:christina.pay@usu.edu">christina.pay@usu.edu</a></td>
<td>(435) 636-3236</td>
</tr>
<tr>
<td>Davis County Office</td>
<td>Davis County Extension Office 80 E Sego Lily</td>
<td>Emma Thompson</td>
<td><a href="mailto:Emma.thompson@usu.edu">Emma.thompson@usu.edu</a></td>
<td>(801) 451-3404</td>
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<td>Duchesne County Office</td>
<td>Duchesne County Extension Office 100 S. 50</td>
<td>Suzanne Prevedel</td>
<td><a href="mailto:suzanne.prevedel@usu.edu">suzanne.prevedel@usu.edu</a></td>
<td>(435) 738-1140</td>
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<td>E. PO Box 978</td>
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<td>Emery County Office</td>
<td>Emery County Extension Office 75 East Main</td>
<td>Christine Jensen</td>
<td><a href="mailto:christine.jensen@usu.edu">christine.jensen@usu.edu</a></td>
<td>(435) 381-3539</td>
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<td>Street PO Box 847</td>
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<td>Garfield County Office</td>
<td>Garfield County Courthouse 740 N. Main</td>
<td>Callie Ward</td>
<td><a href="mailto:callie.ward@usu.edu">callie.ward@usu.edu</a></td>
<td>(435) 676-1113</td>
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<td>Iron County Office</td>
<td>Iron County Extension Office 585 N. Main St.</td>
<td>Kathy Riggs</td>
<td><a href="mailto:kathleen.riggs@usu.edu">kathleen.riggs@usu.edu</a></td>
<td>(435) 586-8132</td>
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<td>Juab County Office</td>
<td>Juab County Extension Office 160 N. Main St.</td>
<td>Tasha Killian</td>
<td><a href="mailto:Tasha.killian@usu.edu">Tasha.killian@usu.edu</a></td>
<td>(435) 623-3451</td>
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<td>Kane County Office</td>
<td>Kane County Extension Office 180 W. 300 N.</td>
<td>Elizabeth Davis</td>
<td><a href="mailto:elizabeth.davis@usu.edu">elizabeth.davis@usu.edu</a></td>
<td>(435) 644-4917</td>
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<tr>
<td>Millard County</td>
<td>Millard County Delta Office</td>
<td>Eva Timothy</td>
<td><a href="mailto:eva.timothy@usu.edu">eva.timothy@usu.edu</a></td>
<td>(435) 864-1483 (435) 743-4221</td>
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<tr>
<td>Piute County</td>
<td>Piute County Extension Office 550 N. Main St.</td>
<td>Chris Jessen</td>
<td><a href="mailto:chris.jessen@usu.edu">chris.jessen@usu.edu</a></td>
<td>(435) 557-2901</td>
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<tr>
<td>Rich County</td>
<td>Rich County Courthouse 20 S Main St.</td>
<td>ONLINE ONLY</td>
<td></td>
<td>(435) 797-3923</td>
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<tr>
<td>Salt Lake County</td>
<td>Salt Lake County Government Complex, 2001 S. State St. Suite S1-300</td>
<td>Melanie Jewkes</td>
<td><a href="mailto:melanie.jewkes@usu.edu">melanie.jewkes@usu.edu</a></td>
<td>(385) 468-4838</td>
</tr>
<tr>
<td>San Juan County</td>
<td>San Juan County Courthouse 117 S. Main</td>
<td>Paige Wray</td>
<td><a href="mailto:Paige.wray@usu.edu">Paige.wray@usu.edu</a></td>
<td>(435) 587-3239</td>
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<tr>
<td>Sanpete County</td>
<td>Sanpete County Extension Office 325 W. 100 N.</td>
<td>Shannon Cromwell</td>
<td><a href="mailto:shannon.cromwell@usu.edu">shannon.cromwell@usu.edu</a></td>
<td>(435) 283-7596</td>
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<tr>
<td>Sevier County</td>
<td>Sevier County Extension Office 250 N. Main</td>
<td>Jonathan Swinton</td>
<td><a href="mailto:Jonathan.swinton@usu.edu">Jonathan.swinton@usu.edu</a></td>
<td>(435) 893-0471</td>
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<tr>
<td>Summit County</td>
<td>Summit County Extension Office 45 E. 100 N.</td>
<td>Steven Burge</td>
<td><a href="mailto:Steven.burge@usu.edu">Steven.burge@usu.edu</a></td>
<td>(435-336-3218</td>
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<tr>
<td>Tooele County</td>
<td>Tooele County Extension Office 151 N. Main St.</td>
<td>Darlene Christensen</td>
<td><a href="mailto:darlene.christensen@usu.edu">darlene.christensen@usu.edu</a></td>
<td>(435) 277-2406</td>
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<tr>
<td>Uintah County</td>
<td>Uintah County Extension Office 152 E. 100 N.</td>
<td>Ashley Stegeman</td>
<td><a href="mailto:Ashley.stegeman@usu.edu">Ashley.stegeman@usu.edu</a></td>
<td>(435) 781-5452</td>
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<tr>
<td>Utah County</td>
<td>Utah County Extension Office 100 E. Center St. Room L600</td>
<td>Cindy Jenkins</td>
<td><a href="mailto:Cindy.jenkins@usu.edu">Cindy.jenkins@usu.edu</a></td>
<td>385-268-6538</td>
</tr>
<tr>
<td>Wasatch County</td>
<td>Wasatch County Extension Office 55 S. 500 E.</td>
<td>Trisha Mathis</td>
<td><a href="mailto:Trisha.mathis@usu.edu">Trisha.mathis@usu.edu</a></td>
<td>(435) 657-3234</td>
</tr>
<tr>
<td>Washington County</td>
<td>Washington County Extension Office, 475 S. Donlee Dr.</td>
<td>Andrea Schmutz</td>
<td><a href="mailto:Andrea.schmutz@usu.edu">Andrea.schmutz@usu.edu</a></td>
<td>(435) 634-2692</td>
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There are several different types of agencies that implement SNAP-Ed programming nationwide. In Utah, Create Better Health (SNAP-Ed) is part of the state’s land-grant university- Utah State University. Here is a brochure that highlights some of the benefits associated with SNAP-Ed and land grant university systems.
Section 2: Staff Website

Create Better Health Utah (SNAP-Ed) Staff Website
http://extension.usu.edu/fscreate/

The Create Better Health Utah (SNAP-Ed) staff website is your virtual storage cabinet. The State Office keeps all program materials here, so you can refer to them and order what you need for your office. Please use only resources that are available on this website. We provide all the materials you need at this site, so there is no reason to look elsewhere for teaching supplies or recruiting materials.
There are a few tips to make the website more user-friendly:

**Browser Requirements:**
Utah State University’s webpages work best on Google chrome. If that is not an option, the next best browser is Microsoft Edge. Firefox, Internet Explorer, and Safari are often not compatible.

**Software Requirements:**
To view, download, print, sign, and utilize the templates and materials on the staff website, you’ll need Microsoft Office 2019 (specifically, Word, Excel, Outlook, and PowerPoint). This is available to you at no cost through your USU Microsoft email account and as a university employee. You will also need to download Adobe Acrobat Reader (the free version is adequate). And finally, you will need the Zoom Video Conferencing app.

**Software Updates:**
All Utah State University online programs assume you will be using the latest version of the browser and software. Periodically check your browser, Microsoft Office, Adobe Acrobat Reader, and Zoom to confirm you are using the most up-to-date version. If you are using an outdated version, it can interfere with entering your hours in AggieTime, downloading templates, and participating in online trainings.
http://extension.usu.edu/fscreate/

This webpage is designed and maintained for the CBH Ambassadors and supervisors. All materials on the fscreate website are allowed for programming in counties. For detailed information please contact the state office. The menu items are broken into categories that correspond to CBH Ambassador responsibilities:

**Lessons for Adults**
Here is where you will find all approved curriculum for adults: Create Better Health, Create Family Meals, Create Farm Fresh Food, and Creaciones en la Cocina. This is where we will post any additional adult curriculums once they are developed, designed, and approved.

**Lessons for Kids**
This is where you will find all approved curriculum for children: Create MyPlate, Food, Fun, & Reading. When new curriculums for youth are developed, designed, and approved, you will find them here.

**Ambassador Resources**
This is a bank of supplemental resources for CBH Ambassadors. The materials here are approved by the State Office as activities, handouts, videos, and recipes to use in classes and at recruiting events. This section also includes the supply order form necessary to order programming supplies from the State Office. The Employee Wellness Challenge is also found here.

**Farmers Market Materials**
Every Spring CBH Ambassadors begin working with farmers markets to promote and educate about the fresh produce in their county. This list of resources includes fliers, posters, recipes, and recipe books. The Farmers Market Toolkit is especially useful.

**Travel and Payroll**
Here you will find the links to enter payroll hours, submit travel reimbursement, and fill out travel authorizations. It is important you are using an up-to-date browser, preferably Google Chrome, for these links and online forms to work properly.

**PSE**
Here you will find the Policy, Systems, and Environment instructions and supplies. There is an abundance of information found here and everything you need to successfully implement and evaluate PSE in your county.

**Social Marketing**
Periodically our program participates in state and national marketing campaigns to promote SNAP-Ed concepts. The materials for new and previous social marketing campaigns can be found here.

**The Scoop**
The first and third Mondays of each month are our Statewide Staff Meeting. The notes from these meetings are called The Scoop. Here is where you will find the archive of previous meeting notes.

**PEARS and Reporting**
This is where you find information pertaining to PEARs and program reporting. Under this tab you find the class participant forms (for all classes), the WIC waiver, and class rolls. This is also where CBH Ambassadors go for instructions on how to report their PSE work and Facebook reach.

**Misc. Forms**
This is a collection of important but varied documents and forms. Eligibility Waivers, Food Allergies Warning poster, Photo Release Form, etc.

**County and State Reports**
This is our brag section. CBH Ambassadors and supervisors may have times when they want or need to showcase the work being done. This is where those types of reports and infographics can be found.

**Training**
Here is where the CBH Ambassador and supervisor can find everything related to new hire and on-going training. This also contains links to previously recorded staff meetings and Inservice. This is a rich collection of instructions and trainings for anyone new to Create Better Health Utah—SNAP-Ed, someone needing to re-certify, or a CBH Ambassador needing a refresher.

**Recruiting and Marketing**
This is the time saver section of the website. Here you will find templates galore! There are a variety of flyers, calendars, posters, and stock photos. This is where we keep the logos and letterhead. It is also where you will find the official USU and USDA Disclaimers and Nondiscrimination statements. This section of the website also includes links to DWS services, academic publications and journal articles.

**Supervisor Resources**
This section is of special interest to the Supervisor. It has the supply order form, county staff meeting agenda template, performance appraisal template, and a list of the Supervisor responsibilities.

**USU Hunger Solutions Institute**
Below are links to the Utah State University Hunger Solutions Institute webpage, an institute which collaborates closely Create Better Health (Utah SNAP-Ed).

**Social Media**
Here you will find shortcuts to the public websites: Create Better Health Utah blog, Create Better Health en español blog, Kids Create blog. There is also a comprehensive list of all state and county level social media Facebook pages. The bottom link is a Box folder in which ambassadors are invited to drop their Ambassadors in Action photos and other social media requests.
Section 3: CBH Ambassador Role & Responsibilities

CBH Ambassador

Create Better Health Utah (SNAP-Ed) hires ambassadors to provide education, activities, and resources to low-income participants throughout Utah. A CBH Ambassador job can look a variety of ways depending on the county and community needs: direct education, PSE, indirect education, social media, etc. Yet, the key components of the job are to reach low-income individuals and families, help them gain healthy skills through approved curricula and methods, recruit new participants and partnerships, and to report data in PEARs data management system. An Ambassador is provided with an array of responsibilities, in order to program and complete the work, ambassadors and supervisors work together to determine needs and programming activities and interventions that will be successful in the county.

Each CBH Ambassador has a supervisor, who is usually a local USU Extension faculty/educator. The supervisor is there to assist the educator throughout the job, and to provide direction and supervision of programming locally.

CBH Ambassador Training Needs

All new CBH Ambassadors need to follow and complete the Onboarding Training Course in Canvas. It will guide you through all the trainings and program background needed to be a successful ambassador. It is expected that you will complete this training with-in four weeks of your hire date. Your training coordinator will work closely with you during your onboarding. Contact Marcia Gertge Marcia.gertge@usu.edu or Kristi Strongo Kristi.strongo@usu.edu, if you have any new hire training questions.

To enroll in the course, follow this link: https://extension.learn.usu.edu/browse/food-sense/courses/food-sense-snap-ed-new-hire

Required Documentation and Trainings

Onboarding Training

Onboarding training is to be completed by all new CBH Ambassadors within the first 30 days. The purpose of Onboarding Training is to become well acquainted with Create Better Health Utah (SNAP-Ed) policies and procedures. This training will give the CBH Ambassador the tools and resources to know how to do his/her job and will provide the CBH Ambassador with valuable information. It is also important to access and utilize this policy manual. Ambassadors are held responsible for the information taught in the lessons and for performing their job duties in accordance with the instruction provided. This onboarding training canvas course also walks you through all of the trainings and documents required. The lessons can be reviewed at any time.
There are several trainings and documents that need to be completed as a CBH Ambassador. Each of these documents need to be uploaded and digitally stored in the county's Box folder. Email them to your county supervisor and upload them to Canvas course assignment when complete.

Background Criminal Investigation (BCI)
Upon hiring Utah State University will conduct a background check. It is a required piece of hiring to pass the BCI check.

Required Documents

The following documents are available to you through the onboarding training canvas course. If you need to renew a document, you can also find them on the Staff Website under the Training tab. Please send your signed document to your supervisors, and cc Marcia Gertge Marcia.gertge@usu.edu or Kristi Strongo Kristi.strongo@usu.edu on that email.

CBH Ambassador Role Statement
All CBH Ambassadors need to complete the current Role Statement. This document can be found on the Staff Menu in the Training tab. Staff Menu > Training > Ambassador Role Statement

Non-Disclosure Agreement (watch the Right to Privacy training listed below before signing)
This form must be signed every year and is required by the Department of Workforce Services. This document can be found on the Staff Menu in the Training tab.
Staff menu>Training> Non-disclosure agreement
http://extension.usu.edu/fscreate/ou-files/2017-18_staff/NonDisclosureAgreement.pdf

Code of Conduct
All employees working with Create Better Health Utah (SNAP-Ed) must read and sign the Code of Conduct. This document can be found on the Staff Menu in the Training tab> Code of Conduct

Photo Release
We need to have a photo release form for everyone who is captured on camera in conjunction with Create Better Health Utah – SNAP-Ed. You do not need to sign this one if you absolutely do not want us sharing your photo. Although, the sharing of you and the work you do enhances the SNAP-Ed program and shows a face to the work we do. So, it is highly encouraged.
http://extension.usu.edu/fscreate/ou-files/2017-18_staff/Photo_Release_Form.pdf

Required Trainings

CITI- Social & Behavioral Research
***This is required prior to working at all with the public.***

Before working with any program data or participants (this includes job shadowing and training), all Create Better Health Utah (SNAP-Ed) employees must complete the CITI certification. This is found at [http://rgs.usu.edu/irb/training/](http://rgs.usu.edu/irb/training/) and it must be completed every three years. Directions on how to register for this training are available on the onboarding canvas course. After the initial 1st time, you may do the renewal training, which is less strenuous and faster. *Any CBH Ambassadors who prefer to do this training in Spanish can contact Kristi Strongo at the State Office.*

**Defensive Driving**

All employees that travel for Create Better Health Utah (SNAP-Ed) (including driving to attend Annual Conference) need to complete the State of Utah Driver’s Training. It can be found through USU. [https://risk.usu.edu/vehicles/drivers-training](https://risk.usu.edu/vehicles/drivers-training) Participants need to follow the instructions on the page to take the driving test. This must be completed every two years.

**Civil Rights Training**

Every year the Create Better Health Utah (SNAP-Ed) State Office will provide a Civil Rights Training. This training needs to be completed every year it makes sure that everyone has fair access to programming activities and resources. This includes choosing locations that are accessible and accommodating to all participants. CBH Ambassadors need to make sure to prominently display the official “And Justice for All” Poster in offices, classes and booths. Posters can be ordered from the State Office through the state office staff assistant. [https://www.youtube.com/watch?v=aZ2T2T8LHTc](https://www.youtube.com/watch?v=aZ2T2T8LHTc)

**Rights to Privacy**

All information, particularly the names of participants must be kept confidential. Names of participants may not be discussed with spouses, friends, or others to whom the information is not directly pertinent to providing Create Better Health Utah (SNAP-Ed) programming. All Create Better Health Utah (SNAP-Ed) employees are required to sign a Non-Disclosure Agreement each year and watch the Rights to Privacy training. It is also important for all Create Better Health Utah (SNAP-Ed) employees and supervisors to practice good data protection principles. Sensitive documents (that include personal identifying information) should be locked in a safe location until it can be mailed to the State Office. Also, electronic documents with participant information must be stored in Box, the encrypted data storage site. USU employees can access their Box account at usu.box.com. Training Link: [https://www.youtube.com/watch?v=Hfr_v4N_L8w](https://www.youtube.com/watch?v=Hfr_v4N_L8w)

**Food Handler’s Permit**

Card must be current. Fee for certification can be purchased with the P-card or can be paid by the county. Permits can be obtained from the city/county health department, or can be obtained online at: [https://www.statefoodsafety.com/food-handler/utah-food-handler-permit?utah=](https://www.statefoodsafety.com/food-handler/utah-food-handler-permit?utah=)

**Sexual Harassment Prevention Training**

USU’s Affirmative Action/Equal Opportunity Department offers an online Sexual Harassment Prevention Training course available at [https://www.usu.edu/equity/trainings/employee-prevention](https://www.usu.edu/equity/trainings/employee-prevention). All USU employees must take this training every three years.
**National Nutrition Certification Program (NNCP)**

NNCP is an educational opportunity that will allow CBH Ambassadors to become certified. This certification program allows CBH Ambassadors to learn and remain knowledgeable on current nutrition basics. All CBH Ambassadors must be current with their certification. To become NNCP certified, the CBH Ambassador must complete the course with 80% accuracy on the quizzes and post test. This training needs to be renewed every three years.

https://extension.learn.usu.edu/browse/food-sense/

**Continuous Training**

**Yearly Annual Conference**

Annual Conference is held in the fall at the beginning of each new fiscal year. All Create Better Health Utah (SNAP-Ed) staff are expected to attend. Annual Conference is important for the following reasons:
- To receive updates on policy and procedure
- To learn more about nutrition related topics
- To build recruiting skills
- To build networking relationships with other counties and CBH Ambassadors
- To recognize progress and achievement, both individually and as counties
- To share teaching and recruiting ideas with other counties and CBH Ambassadors

NOTE: FNS requires all Create Better Health Utah (SNAP-Ed) employees to know agency rules and regulations. All employees are expected to attend Annual Conference. If you do not attend the conference you will be expected to make arrangements with the State Office to travel to Logan to receive the training and information you missed. Training is a required component in the job description.

**Region Trainings**

Region trainings are held in smaller group settings. All CBH Ambassadors are expected to attend the training nearest them.
- To receive updates on policy and procedure
- To build teaching and recruiting skills
- To build networking relationships with neighboring CBH Ambassadors
- To share teaching and recruiting ideas and best practices

**Statewide Staff Zoom Meetings and Special Trainings**

Statewide Zoom meetings are held the first and third Monday of each month at 10 am. It is required that CBH Ambassadors be part of the meeting. The trainings are live and interactive and occur over Zoom video conferencing software and the meeting ID is https://zoom.us/j/5728358317. Timely information, county sharing, and new resources are shared. Staff meetings can be reviewed any time on the CBH training channel on YouTube.

*The Scoop* notes are generated from the Statewide Staff Meeting. The Create Better Health Utah (SNAP-Ed) State Office will provide minutes from the statewide calls through this monthly email. It clarifies policy and procedure, makes individuals aware of current
issues, and keeps CBH Ambassadors aware of future events and policy changes. All CBH Ambassadors are required to obtain and use an official USU email account and to read The Scoop each time it is sent out.

**Monthly Create Better Health Utah (SNAP-Ed) Inservice**
Create Better Health Utah – SNAP-Ed staff in-service occurs the 4th Wednesday of each month. The trainings are live and interactive, and they take place over Zoom video conferencing software. Each training is recorded and posted on our YouTube training channel for CBH Ambassadors to refer back to later and for those who cannot attend the live presentation. Attendance or subsequent viewing is mandatory for CBH Ambassadors and Supervisors. CBH Ambassadors are to sign into the Chat box to mark their attendance. If they watch the in-service at a later date, they should email Marcia Gertge so she can record their viewing.

During the months where a live regional training occurs, there will be no statewide Inservice.

Inservice will be hosted on Zoom here:
https://Zoom.us/j/5728358317

Training recordings can be found here:
https://www.youtube.com/channel/UCGTezat2IKNS7euPK1jZAQ

**County Staff Meetings**
County Staff meetings are to be held often. It is recommended the CBH Ambassador and supervisor meet at least every other week to coordinate programming. This is a time to discuss calendaring and priorities, review reporting in PEARs, deal with problems, make suggestions and to receive supervisor training.

These meetings can be held in person while following COVID protocol when necessary or over Zoom.

A county staff meeting template can be downloaded and manipulated to meet your needs from the Supervisor Resources tab on the staff menu.

Staff Menu> Supervisor Tab> Optional county staff meeting agenda
Create Better Heath Ambassador Role Statement

2020-2021

Name: ____________________________________________

Title: Create Better Health Ambassador

Program Allocation of Hours: ________________

Note: SNAP-Ed funding is contingent upon allocations and grant funding by USDA Food and Nutrition Services.

Assigned County: __________________________________

Ambassador Home Address: ________________________________

Ambassador Personal Phone: ______________________________

USU Email: _________________________________________

Primary Function of Create Better Health Ambassador

Role: Implementing programming for Create Better Health Utah, SNAP-Ed. This includes Policy, System and Environment (PSE) work, social media, collecting and reporting data, and delivery of direct and indirect nutrition education in the assigned county/region.

Position Overview:

- Dependably teach approved CBH Curriculum including basic nutrition, food safety, food money budgeting and physical activity (based on current dietary guidelines and outlined from the CBH state office in the protocol manual) to groups of low-income individuals and families eligible to receive SNAP benefits. Classes are offered virtually, as well as face-to-face.
- Provide community outreach to agencies and organizations in targeted areas with the purpose of motivating participants to develop healthier habits for themselves and their families. This includes Policy, Systems and Environment (PSE) work.
- Requires computer skills for communication, zoom conferences/meetings, reporting and planning.
- Requires regular travel within assigned county, region and district. Occasional travel to state trainings will also be required.
- Continuation of employment is based upon need, performance and available funding.
- Work under County Extension supervisors and state office leads.
- Must follow Create Better Health Utah (SNAP-Ed) policies and procedures.
Responsibilities:

- Work with a positive attitude, including interaction with supervisor, county team, state office, colleagues and general public.
- Recruit clientele for program participation through personal contact, advertising in public areas, brochures, local media, social media and Department of Workforce Service (DWS) client list.
- Not disclosing individuals and families reached by the program.
- Plan and coordinate with USU, DWS, WIC (Women, Infants and Children), Local Department of Health, Senior Centers, Head Start, Title 1 schools with 50% eligible for free/reduced lunch, church auxiliaries and other government and community organizations and agencies.
- Request referrals, set up opportunities to teach at agencies, provide information on upcoming classes, and network with other agencies to build local partnerships.
- Plan 3-6 program activities per 20-hour work week, depending on county circumstances and programming needs. (Prorate based on number of hours allocated). Keep google calendar(s) up-to-date with class/programming and other information requested by supervisors.
- Be aware of, and familiarize clients with available community resources, specifically DWS, WIC, local food banks and food pantries and Extension programs.
- Facilitate indirect education through booths and workshops for public events such as farmer’s markets where SNAP is accepted, online social media, county fairs, 4-H, churches and other organizations. Prioritize locations to best meet the SNAP-Ed target population.
- Participate in PSE work and report to the state office.
- Accurately collect and report evaluation data to the CBH SNAP-Ed, state office through the PEARs reporting system, in a timely fashion.
- Participate twice a month in statewide Zoom staff meetings on the 1st and 3rd Mondays at 10am, attend county planning and staff meetings, and participate in CBH in-service through Zoom on the 4th Wednesday of each month.
- Attend CBH regional trainings and CBH annual conference. As well as, participate with CBH trainers to conduct observations and individual training sessions and team-teaching opportunities.
- Submit purchase card receipts and accompanying documentation to supervisor or submit into service now within a week of purchase.
- Accurately submit travel and work hours in a timely manner.
- As requested, participate in social marketing campaigns and support statewide social marketing efforts.
- Understand policies and procedures and be willing to follow USDA, USU, and CBH guidelines. Follow code of conduct required by DWS. Keep confidential information confidential.
- Keep trainings and certificates current.

Please sign and date:

Ambassador: ___________________________ Date: __________
Supervisor: ___________________________ Date: __________

This material was funded by USDA’s Supplemental Nutrition Assistance Program — SNAP. This institution is an equal opportunity provider.

Utah State University is an affirmative action/equal opportunity institution.
Time Commitment

CBH Ambassadors are hired to work a specific number of hours per week, depending on the county’s agreement with the State Office. CBH Ambassadors should check with the county supervisor to know how many hours they have been hired to work. It is important to note that overtime is not allowed. The Create Better Health Utah (SNAP-Ed) budget is based on each county’s proposal. CBH Ambassadors should not exceed their contracted hours without prior approval from their supervisor (who will get approval from the State Office). In the event that an CBH Ambassador needs to work more than the allotted hours, the CBH Ambassador will need to work less the following week to keep within the contracted range.

There are five important components of an CBH Ambassador job: PSE (policy, systems, and environment) work, recruitment, direct education, indirect education and reporting. CBH Ambassadors need to plan their time in order to complete all job requirements.

Job Requirements

• Knowledge of basic nutrition based on DGA and MyPlate, food preparation, food shopping, food budgeting, and food storage skills. This basic knowledge is provided by Utah State University Create Better Health Utah (SNAP-Ed) State Office through trainings, National Nutrition Certification Program (NNCP), statewide staff meetings, monthly in-service, Regional Trainings and Annual Conference.

• Valid Utah driver’s license and insurance policy or access to reliable transportation. Mileage for work will be reimbursed.

• Primary insurance must be maintained on personal vehicle.

• Access to a computer and internet.

• Basic computer skills. Knowledge and ability to access computer and internet for emails, reports, online trainings, etc.

• USU email must be used for this job. It is professional to email out and receive emails to the USU email.

• Work well with people from diverse backgrounds and experiences. Effectively communicate and relate with low-income audiences without judgment. An CBH Ambassador’s job is to help families and individuals improve their lives.

• Keep accurate reports and stay current on reporting.

• Be willing to attend a 2-3 day Create Better Health Utah (SNAP-Ed) Annual Conference held each fall, typically in October and occasional 1-day Region Trainings throughout the year.
• Complete all training, attend statewide and county staff meetings, and view monthly Zoom training recordings.

• Complete and keep current all required trainings and certifications

• Network and become knowledgeable on available services and programs that you can refer to and receive referrals from within your community or county.

• Maintain confidentiality.

• Judge personal safety in any teaching situation.

• Have a passion for cooking and eating healthy.

• Teach classes online or in person to group settings using approved curriculum and recipes.

• Promote Statewide Social Marketing campaigns.

• Implement PSE efforts, choosing from the approved PSE Pick List

• Be willing to learn and follow Create Better Health Utah (SNAP-Ed) policies.

• Understand and have empathy for low-income audiences.

• Understand and promote eating well on a limited food budget.

• Have good organizational skills.

**Dress Code**

Dress should be clean, neat, modest, and appropriate for work with participants. During food demonstrations correct food safety principles should be followed: hair should be tightly pulled back; a clean apron and plastic gloves should be worn. No open toe shoes, sandals, or flips flops are allowed during classes. County supervisors may institute additional dress code requirements.

**Working Conditions**

CBH Ambassadors can expect:

• To work in low-income areas.

• Regular travel throughout designated county. Ambassadors will need to keep supervisor informed about travel that takes place for work. It is important for ambassadors to use their best judgement in traveling and when traveling in inclement weather conditions.

To travel outside of the assigned county required an approved Travel Authorization with approval through supervisor and State Office.
- Possible exposure to adverse weather conditions. CBH Ambassadors need to make best judgment calls based on travel conditions.

- Food preparation, handling, lifting, and storage.
Teaching Checklist

YOUTH CLASSES

BEFORE CLASS
- Enter Class on Google Calendar
- Shop for Ingredients
- Gather Paperwork & Handouts
- Get Eligibility Waiver Form Signed by Principal
  If Necessary

AT THE END OF EACH WEEK
- Add Any Missing Hours into AggieTime
- Double Check that PEARIS is Up to Date

SEND TO THE STATE OFFICE
AT END OF EACH MONTH
- Create Roll
- Eligibility Waivers

AT THE END OF THE MONTH
- Create Travel Reimbursement

THROUGHOUT THE MONTH
- Enter PEARIS Success Stories
- Enter PEARIS PSE Site Activities
- Enter PEARIS Partnerships
  and/or Coalitions Entries
- Enter PEARIS Indirect Activities
- Enter PEARIS Program Activities

EXTENSION
Utah State University

This material was funded by USDA’s Supplemental Nutrition Assistance Program – SNAP. This institution is an equal opportunity provider. Utah State University is an affirmative action/equal opportunity institution.
LEAVING Create Better Health Utah (SNAP-Ed)

If a CBH Ambassador plans to leave his/her position, the CBH Ambassador should give the county supervisor at least 2 week notice in a written memo. The supervisor will then forward the written memo to Heidi LeBlanc. Two weeks are requested as a courtesy to give Create Better Health Utah (SNAP-Ed) time to shift teaching obligations to other CBH Ambassadors and prepare for any necessary hiring. The program is hurt severely when CBH Ambassadors leave without planning for their participants to finish the nutrition lessons. We ask that the CBH Ambassador that is leaving fill out an exit interview survey. The survey is found here: https://usu.co1.qualtrics.com/jfe/form/SV_7OJv4WYJljeEtXT

All equipment must be returned to your supervisor before leaving the program...this includes:

- Items in the Create Better Health Kitchen Kits
- iPad and cover
- Banners, table top posters, pull up signage
- Wagon (for toting items to teaching locations)
- Printed materials
- Reinforcement materials
- Projector
- Additional handouts-lesson materials
- Farmers’ market supplies – if applicable
- Table clothes
- Apron – if never worn
- T-shirts – if never worn

Create Better Health Kitchen Kits

Each CBH Ambassador will have a Kitchen Kit. This is to be returned upon leaving the CBH Ambassador position. Each kit includes the following list:

Can Opener
Casserole Dish – 6 cup
Chef’s Knife
Cutting Boards – set of 3
Ladle
Liquid Measuring Cup
Measuring Cups
Measuring Spoons
Mixing Bowls – 3 & 5 quart
Omelet Pan
Paring Knife
Serving Spoon
Stirring Spoon
Soup Pot – 5 quart
Spatula Turner
Trivets - 2
Vegetable Peeler
Vegetable Scrubber
Ninja Blender
Hot Plate
Toaster Oven
Electric Skillet - 12”
List of Youth Curriculum Kit Supplies

Food, Fun & Reading curriculum is available at:
https://extension.usu.edu/fscreate/food_fun_and_reading

Food Fun and Reading Original Kit in Large Plastic Bag:
Given at 2017 Fall Conference
Six childrens books for all lessons
Lessons

Supplemental Food, Fun and Reading Kits in box
Given at 2018 state Food $ense conference:

- Mini speaker to plug in directly to iPad mini to use with lessons with activities with music (2 year warranty has been purchased so if you have problems with the speaker contact darlene.christensen@usu.edu)
- Whole grain bread food replica
- White bread food replica
- MyPlate Pocket Chart
- Jack and the Hungry Giant eat right with MyPlate book
- Hand air pump to pump up large red dice for Fruits lesson
- Two sets of colored poly dots
- Reggie Veggie says laminated poster
- 11 x 17” vegetable rainbow poster and 5 color vegetable posters
- MyPlate food pictures for MyPlate lesson
- New MyPlate lesson
List of Youth Curriculum Kit Supplies
Captain CREATE Kits - Given at 2019 Fall Conference

Kit includes three parts:

**Whole Grains Kit**: Jar of grains, wheat stalk and photos of grains in fields, Plastic grain foods

**Clear plastic box of plastic food**: NOTE: Plastic grains foods are in the Whole Grains kit - if you need them to use in a MyPlate lesson remember to replace them to the Whole Grains kit.

**Giant Ziploc bag of supplies**
*Inside Large Clear Bag:*
Rolled up—18 x 20" Eat a Rainbow Poster with small vegetable cards to Velcro
2 Large Numbered Dice
2 Large Color Dice with clear sleeves
MyPlate Puppet
Whole Grain Interactive Hard Poster Board
MyPlate Game
MyPlate stickers
6 MyPlate color plastic cones
*Icky Sicky Plush doll - Vitamin C visual*
2 scoops or large spoons for games
Plush eyeball - Vitamin A visual
Small plastic or plush heart - Potassium visual
Toy Dump truck - Fiber visual
Small colored balls
Puffy foods stickers and MyPlate sticker boards
MyPlate large posters/placemats
iPads
Each CBH Ambassador will have access to an iPad mini. These are to be used to enhance your learning experience for the participants and help you with reporting. iPads are given out by the state office staff assistant. When you receive your iPad please create a new iCloud account with your USU e-mail. Email this account/password information to the State office staff assistant so someone else has the ability to clear the iPad if necessary. If your employment with Create Better Health Utah (SNAP-Ed) ends, your iCloud account must be removed and the iPad returned to the State Office.

The following are helpful websites that you will want to become familiar with on your iPad.

Staff Menu
The CBH staff menu can be sent to your home screen. It will appear as an app, this makes it easy to access the staff menu.
https://extension.usu.edu/fscreate/

Email - Outlook
Outlook.usu.edu (you will use you’re A number and strong USU password in your e-mail address to log in)
https://owa.usu.edu/
Outlook is how you will access your USU e-mail and should be one of the first things you set up as a new employee.
Curriculum
From the staff menu download the curriculum to into iBook on your iPad. This will provide quick access to all curriculum.

PEARS

http://pears.oeie.org/accounts/signin

PEARS is the reporting system that we use to collect all of the data from our programming. You will enter all of your program data into PEARS including participant demographics, surveys, indirect activities, partnerships, and PSE activities. Shortly after you are hired, you will watch a Introduction to PEARS training video. This video is found in the onboarding training canvas course or on the Create Better Health Training YouTube channel. In addition to the Introductory PEARS trainings, you can also find several other PEARS trainings on our YouTube PEARS Training Playlist which you can access by following this link.
https://www.youtube.com/playlist?list=PLCV2wqgVxzg1hz3s4Kh0bQfbkoYjYOBTkPEARS The PEARS website also provides trainings on how to enter the various program types on their homepage. To access PEARS training click the Question Mark icon on the homepage and select Support. If you have any questions about PEARS please contact Casey Coombs at casey.coombs@usu.edu.

Trainer, Supervisor, and State and Federal Observations

CBH Ambassador Observations

Each CBH Ambassador will be observed throughout the grant year for program fidelity. These observations will be done by the State Office as well as the county supervisor. The CBH Ambassador will be evaluated based on the Create Better Health Utah (SNAP-Ed) Educational Activity Observation Tool which is a combination of Federal requirements and Create Better Health Utah (SNAP-Ed) policy and procedures. The State Office will contact the CBH Ambassador before attending a class. No special arrangements will need to be made for the class being observed.

During the 2020-2021 year the trainers will be observing online classes and visiting PSE sites for in person observation. Ambassadors should set aside some time to spend with the trainer when they are visiting the county.

Trainer Evaluations of CBH Ambassadors-
1. Each CBH Ambassador should be observed and evaluated by a program trainer once or twice each grant year.
2. Evaluator should use the Create Better Health Utah (SNAP-Ed) approved curriculum and Federal Educational Activity Observation Tool to record observations and make sure CBH Ambassador is meeting objectives. (Create Better Health Utah – SNAP-Ed Educational Activity Observation Tool)

Supervisor Observation of CBH Ambassadors

1. CBH Ambassadors should be observed by the supervisor for performance appraisals and occasionally throughout the grant year, preferably quarterly.
2. Supervisors have the option to use the approved Create Better Health Utah (SNAP-Ed) curriculum and Create Better Health Utah (SNAP-Ed) Educational Activity Observation tool to ensure the CBH Ambassador is meeting objectives. Found in the supervisor resource tab on the staff menu.
3. Use observation findings to direct CBH Ambassador and set goals in one on one meetings.
### LESSON
- Introduced CBH Program
- Introduced themselves
- Presented approved lesson plan
- Topic appropriate for audience
- Met lesson objectives
- Taught at the appropriate literacy level
- Consistent with USDA, DGA and MyPlate

### CURRICULUM
- Create Better Health
- Create Farm Fresh
- Creaciones en la Cocina
- Youth Create MyPlate
- Food, Fun & Reading

### CLASS CONTENT
- Involved Participants
- Free from disparaging remarks
- Free from endorsements
- Encourage behavior change
- Included an invitation to act
- Referred to CBH social media sites

### LOCATION
- Eligible location
- Conducive to learning
- Convenient for participants
- Comfortable, safe atmosphere
- Room was prepared prior to participants arrival
- Clean and uncluttered from participants perspective

### DISPLAY
- Justice for All
- Allergy Warning
- Social Media link or QR code visible

### PARTICIPANTS
- SNAP-Ed Eligible
- Education available in primary language
- Actively engaged

### EDUCATOR
- Relatable
- Positive rapport with participants
- Culturally sensitive and respectful to all
- Stayed within scope of practice
- Engaging in personality
- Well prepared
- Engaged learners
- Able to answer questions
- Provided referrals as appropriate
- Knowledgeable of local resources
- Stayed on task
- Checked for understanding
- Kept audience in mind

### RECIPE DEMONSTRATION
- Objectives met
- Food safety addressed
- Discussion included 2 tips to stretch food dollars
- Demo was related to lesson topic
- UsedCreates handout in demo
- Shared how to use the Creates method to make substitutions and variation
- Demo area was neat and tidy
- Participants have unobstructed view
- Provided sample size for participants
- Recipe met CBH guidelines
- Simple to prepare recipe
- Recipe didn’t require special kitchen tools
Supply Management

Each CBH Ambassador is responsible for making sure they have the supplies that they need to successfully complete their job. To make this a little easier the State Office staff assistant will put together your supply orders and mail them out to you at your extension office. To place an order, go to: https://usu.co1.qualtrics.com/jfe/form/SV_3dYpfr2IYN8Ugm. Make sure to put in the quantity of each item that you need. This link is found on the staff menu under CBH Ambassador Resources and Supervisor Resources.

Orders will be filled on Tuesday of each week. Please plan accordingly. Also, plan accordingly for printing time. If you have something that needs to be printed, please give us at least 3 weeks’ notice to get it completed.

Section 4: Supervisor Role and Responsibilities

Supervisors are faculty or educators who typically oversee Home and Community programming county where the program is housed. Create Better Health Utah (SNAP-Ed) is an optional program and is not required for any faculty or staff to oversee, but it is highly encouraged by Extension administration. Supervisors provide expertise in helping CBH Ambassadors to meet their job requirements. For supervisors there are perks such as increased reach and opportunities for research and publication. Supervisors are required to meet expectations in order to continue to have funding. Administration will allow for programming to continue under a different supervisor if requirements are not met. Some of the benefits of supervising the Create Better Health Utah (SNAP-Ed) program include:

- Grant funding
- Impacts
- Program Expansion
- Scholarly activities (journal articles, conference presentations, research posters, etc.)

Running the Program Without a CBH Ambassador

Running a program without an CBH Ambassador is possible. Our office is available to assist you with the things you can do as a supervisor and how to report them properly. Supervisors that are without an CBH Ambassador can continue to stay involved in the Create Better Health Utah (SNAP-Ed) program by attending statewide staff meetings, supervisor meetings and annual conference. The Create Better Health Utah (SNAP-Ed) program changes yearly based on the grant guidance. It is your responsibility to stay current with the policy and procedure of the program so that when an CBH Ambassador is hired you will be familiar with the current programming. Schedule supervisor one on ones with Heidi to keep her up to date with what is happening in your county.
An online CBH course will be coming soon and available to participants that live in a county that is not staffed with an educator. This course was written by Melanie Jewkes and will be introduced to the statewide staff when it launches.

**Hiring CBH Ambassadors**

Step 1: Identify a need to hire in your county.
Step 2: Request approval to hire from Heidi LeBlanc heidi.leblanc@usu.edu
Step 3: Once your request to hire has been approved, you will receive a Pre-Hire form to fill out from Amalia Larson or the current Staff Assistant.
Step 4: Please fill out all of the highlighted areas on the form and return to Amalia. (See forms below).
Step 5: Amalia will input the form into Service Now to be processed and posted.
Step 6: Once your job is posted Amalia will email you the job posting number and make sure you know how to use iCIMS.
Step 7: Once it is posted you can start recruiting.
Step 8: Review the candidates. Look for someone who will want to be part of the Create Better Health Team. (Maybe make a list of key traits that you are looking for from the job description).
*Remember that if you are looking for a specific group such as Spanish Speaking, efforts need to be made to recruit that type of person. Also, remember that the candidates must meet required qualifications.
Step 9: After identifying the person whom you would like to hire please send Heidi and Amalia an email with an explanation of why you are choosing that person and that they meet the qualifications. If your position was a bi-lingual position, but you have not selected a bi-lingual candidate, you need to provide sufficient justification as to why you are not hiring a bi-lingual person.
Step 10: While waiting to hear back from Heidi and Amalia please call the references; or call them prior to the interviews.
Step 11: Heidi and Amalia will either send you the go ahead to hire your candidate or turn it down.
Step 12: If approved, you may then call and offer the position to that person. It is okay if it is not that same day as these things can take some time.
Step 13: You can ask them when they are available to come in and do paperwork and let them know that it takes time to process.
Step 14: Amalia will send you the Hiring form. Please fill it out and return it to her. (See form below)
Step 15: As soon as the hiring request is submitted through USU, USU will let you know when they can be hired. This date will come from Amalia, as she is working with HR and Create Better Health Utah to make sure that we have the hiring in process.
Step 16: It is appropriate to give them two weeks from offering the job until their start date. This will give them opportunity to give notice at other positions. If they are available for immediate start, please let Amalia know and we can try to expedite the hiring process.
Step 17: All official paperwork for hiring (I9’s, etc.) can be completed by working with Amalia and Randi (randi.kendrick@usu.edu).

Pre-Hiring Form (Will be a fill-in form PDF)

Create Better Health – Posting a Position

**All positions within need to be reviewed, and approved through the State Office, to determine if there is funding available to hire for a position.

All requests for new jobs must be submitted to Amalia (amalia.larson@usu.edu) and then review at the next State Office Staff meeting (typically Monday) to determine if there is funding available for the county need. Once approved by State Office, then county supervisor and business services will be notified. Amalia will help submit the new hires in Service Now. All new hires will use the job description we provide - with a few modifications based on county needs. If protocol is not followed, supervisor will need to find funding elsewhere as this will not be an approved Create Better Health position.

Department: DPAGNF
Index: A45472
Position Advertisement: iCIMS (non-benefited)
Title: Create Better Health Ambassador
Number of Openings: __________
Position Type: Non-benefited (hourly) Part-time
Hours per week: __________
Position Location (County): __________
Search Type (Internal/External): __________
Firm Closing Date (Yes / No): __________
Closing date (if applicable): __________

Chair/Interviewer:
Name: __________________________
Email: __________________________
Phone: __________________________

Hourly Compensation Advertised: $12.50

Position Summary:
The Utah State University (USU) Extension Create Better Health (SNAP-ED) program is a comprehensive program that helps low-income individuals and families by providing direct education on basic nutrition, cooking skills and physical activity to youth and adults both online and face-to-face (as situations allow); collaborates with community partners to improve healthy food access and physical activity opportunities within communities (PSE work); provides outreach and education through social media platforms. USU Extension Create Better Health program in (Your County Here) is seeking a qualified individual to work part-time (20 hours per week depending on available grant funding) providing complementary elements of the program.
Job Description:
Dependably teach Create Better Health established and approved curriculum which covers: basic nutrition, food safety, food money budgeting and educate about physical activity to groups of low-income individuals and families eligible to receive SNAP benefits. Classes are offered virtually, as well as face-to-face. • Work with community partners to improve healthy food access and physical activity opportunities in your county (PSE work). Help make the healthy choice, the easy choice for your clients. • Requires computer skills for communication, reporting and planning. • Requires regular travel within assigned county and district. Occasional travel to state trainings will also be required. • Continuation of employment is based upon need, performance and available funding (funding is grant funded) • Work under County Extension supervisors. • Must follow Create Better Health (SNAP-Ed) policies and procedures. • Provide accurate and timely reports.

Responsibilities:
Work with a positive attitude, including interaction with state office, supervisor, county team and general public. • Recruit clientele for program participation through personal contact, advertising in public areas, brochures, local media, social media and Department of Workforce Service (DWS) client list, which will be provided by the state office. • Adhere to confidentiality requirements • Accurately collect and report evaluation data to the Create Better Health (SNAP-Ed) state office through the PEARs reporting system. • Participate twice a month in statewide Zoom staff meetings on the 1st and 3rd Mondays @ 10am, attend county planning and staff meetings, and participate in Create Better Health in-services. • Attend regional trainings and annual conference in October. • Complete approximately 3-6 activities per 20-hour work week, depending on county circumstances and programming needs. • Participate in approved PSE work and report to the state office. • Contribute to the county Google calendar. • Submit supply receipts and accompanying documentation to supervisor or enter into Banner Workflow within a week of purchase. • Accurately submit travel and work hours in a timely manner. • Plan and coordinate with USU, DWS, WIC (Women, Infants and Children), Local Department of Health, Senior Centers, Head Start, Title 1 schools with minimum 50% students eligible for free/reduced lunch, church auxiliaries and other government and community organizations and agencies. • Request referrals, provide information on upcoming classes, and network with other agencies to build local partnerships. • Be aware of and familiarize clients with available community resources, specifically DWS, WIC, local food banks and food pantries and Extension programs. • Facilitate booths and workshops for public events, such as farmers’ markets, where SNAP is accepted, county fairs, 4-H, churches and other organizations. • Support statewide social marketing efforts. • Understand policies and procedures and be willing to follow USDA and USU guidelines. Follow code of conduct required by DWS. Keep
confidential information confidential. • Keep trainings and certificates current. • Participate in multiple platforms (example: social media, live classes, zoom, face-to-face, etc.)

**Minimum Qualifications:**

1. A basic knowledge of food preparation and nutrition is recommended.

2. Job requires willingness to learn, work will with people, keep accurate records and do reports.

3. Personal internet access and some skill with computers and other electronic devices necessary.

4. Flexible hours.

5. Car and current insurance, valid driver’s license or access to transportation to meet with clients required. Mileage will be reimbursed.

6. Employees will be required to attend a two to three-day in-service training conference each year, which may be held on the USU campus.

**Required Documents:**

1. Cover Letter
2. Resume
3. Other (Please Specify):
Hiring Form - (Will be a fill-in form PDF)

Create Better Health – Hiring Form

Department: DPAGNF

Index: A45472

Does the Employee have an A-Number? Yes / No

If they do NOT have an A-number then you need to request one.

To request an A-Number please copy and paste the following into an email, add the information for your new hire and then send to Amalia (amalia.larson@usu.edu):

Name (include maiden name if married) –
Address –
Email –
Birthday –
Phone –

Employee’s need to have an A-Number before we can complete their hire in service now. Please do this as soon as possible so that the hire date doesn’t have to be delayed.

Please reach out to Randi (randi.kendrick@usu.edu) to fill out an I9 once you have an A-Number and know the hire date of your Ambassador (hire date must be at least three days out from the date you process the I9 and service now requests).

Employee Status

ACA Type: Variable
Preferred First Name:
Employee’s Full Name:
Employee A-Number (must have one):
Non-USU Email Address:
Address
State
City
Zip
**Biographical Information**

Gender (Male/Female/Not Available):

U.S. Citizen (Yes/No):

Work Location Zip Code:

Work Location (In the State of Utah or Out of State):

Ethnicity (Hispanic or Latino, Not Hispanic or Latino):

Race (check all that apply):

- [ ] Pacific Islander
- [ ] Hispanic
- [ ] American Indian / Alaskan Native
- [ ] Asian
- [ ] White, non-Hispanic
- [ ] Black, non-Hispanic

**Position Information**

Position Type: Hourly

Job Title: Create Better Health

Ambassador Job Ad/Req Number:

Position Number:

Start Date:

FTE: 50%

Direct Supervisor:

Supervisor Phone:

I-9 Completion Date:
Accounts Payable/Payroll

Direct Deposit Scan this Code with your phone camera Click on pop-up notification that will take you to Banner.usu.edu Enter your a# and strong password and Duo authentication Enter Direct Deposit information for Accounts Payable and Payroll (if employed by USU) If you have any questions please call The Controller’s Office @ 435-797-1011

All new hires will use the job description we provide - with a few modifications based on county needs. If protocol is not followed, supervisors will need to find funding elsewhere as this will not be an approved Create Better Health Utah (SNAP-Ed) position. Prior to advertising the supervisor must request hiring from amalia.larson@usu.edu, complete this document (which will be emailed to the supervisor), and receive approval from the State Office.
New Hire Training – Supervisor Role

As a supervisor it will be important to work closely with the newly hired ambassador as they complete the Onboarding Training Canvas course. Ambassadors will send you completion certificates to be uploaded into the Employee Data file in the CBH Box.

Termination of a CBH Ambassador
The State Office, specifically Heidi LeBlanc and Amalia Larson, should be notified immediately when an CBH Ambassador has given notice. Amalia will send you a PDF form, please fill it out completely and send it back. (See below). Amalia will submit it to ServiceNow to begin the processing of the termination.
Please have the CBH Ambassador complete the exit interview located on Qualtrics. To get to it you can simply click on the link in the excel form or below.

Termination Form

Please fill out completely and send to Amalia amalia.larson@usu.edu.

Employee Name:

Employee A-Number:

Phone number:

Position title:

Leave Settlement: (No Ambassador’s should be having leave, as they are hourly employee’s) Reason for

Termination:

1. Why do you feel your Ambassador is leaving their position? Leaving

2. How long has the Ambassador worked in your county? Time in County

3. What is their official termination date? Termination Date

4. What impacts has this Ambassador made in your county? Textile

5. What are your plans/suggestions for re-hiring? Re-Hiring

Please have your Ambassador fill out this CBH Ambassador Exit Interview Form –

https://usu.co1.qualtrics.com/jfe/form/SV_7OJv4WYjE1eIYXT

CBH Ambassador Exit Interview Form -
Conducting Performance Appraisals for CBH Ambassadors

Supervisors should conduct one performance appraisal annually. In conjunction with the appraisal, the supervisor should also observe the CBH Ambassador. More information regarding observation and performance appraisals can be found in the Supervisor Training Handbook. Performance Appraisals should be initially filled out by the CBH Ambassador, turned in electronically to the supervisor prior to meeting, so the supervisor can add in comments. It is best for a supervisor to be clear, exact and direct when providing a performance appraisal.

Observing an CBH Ambassador
Supervisor Observation of CBH Ambassadors
1. CBH Ambassadors should be observed by the supervisor for performance appraisals and occasionally throughout the grant year, preferably quarterly.
2. Supervisors will use the approved Create Better Health Utah (SNAP-Ed) curriculum and Create Better Health Utah (SNAP-Ed) Educational Activity Observation tool to ensure the Ambassador is meeting objectives.
3. Use observation findings to direct CBH Ambassador and set goals in one-on-one meetings.

When You May Need the State Office for County Issues

Heidi LeBlanc and Casey Coombs are available to assist in any corrective or termination needs for the county. All hourly CBH Ambassadors are employees at at-will.

USU Policy 390.1
Certain positions at the University are defined as "at-will." At-will positions are those where employment and compensation can be terminated with or without cause and with or without notice. Employees in these positions are generally hired to work at the pleasure of the President and include (but are not limited to) provost, vice presidents, director of athletics, athletic coaches, hourly employees and post-doctoral fellows. For those who have administrative positions that include academic rank this policy applies only to the administrative portion of the assignment. Professional and classified employees within the introductory period of employment are also considered at-will. At-will employees are not eligible to participate in the employee grievance process.

No one except the University President, or the President's designee, is authorized to provide any individual with special arrangements concerning terms or conditions of employment.

Since Create Better Health Utah (SNAP-Ed) is grant “soft” funded. Employees fit in this category and funding is contingent upon availability.
Performance Appraisals for Supervisors

The State Office provides Regional Directors with information and data on the work provided by the supervisor who is in partnership with the SNAP-ED program. The State Office looks at the agreement proposal and how the supervisor is meeting the CBH Ambassador and county needs.

- Part of insuring quality control is overseeing that CBH Ambassadors are meeting target audiences.
- Insuring that CBH Ambassadors have the support and resources to perform their jobs with excellence.
- Overseeing and providing staff meetings is necessary.
- Approving time and travel in a timely manner is essential.
- Other duties needed to supervise Create Better Health Utah—SNAP-Ed.

The supervisor performance appraisal is completed in early January by Heidi LeBlanc and includes the following:

Regional Directors use the evaluation provided by the State Office, when meeting with supervisors throughout the state, during their Performance Appraisals.

<table>
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<th>FY 2020 County Reports</th>
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<td>CBH Ambassadors</td>
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<td>Other Information</td>
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2021 Proposal/Agreement

FY 2021 Proposal is an agreement between the supervisor and the State Office. The supervisor needs to sign that they will to the best of their ability assist with SNAP-Ed in their county by:

Utah SNAP-Ed works in collaboration with Extension to provide excellence in programming in the following areas:
- Direct Education to Adults and Youth
- Policy, Systems and Environment work
Indirect Education (social media, newsletters, booths, etc.)
Social Marketing

When a county faculty/educator commits to being part of the SNAP-Ed program the supervisor is committed to insuring compliance with FNS, USU, and Create Better Health Utah (SNAP-Ed) rules and guidelines. These rules and guidelines are set up to insure evidence-based programming and evaluation. The supervisor is responsible to making sure they understand the policies, protocols, methods required for the CBH Ambassador to complete their responsibilities.

The supervisors provide oversight of the CBH Ambassadors, making sure they have the tools, resources, education and training needed to complete their jobs with excellence. The supervisor also provides performance appraisals on the CBH Ambassador(s). CBH Ambassador(s) are expected to complete the roles outlines in the current role statement. Progressive growth of the CBH Ambassador is an expectation. Approves time, travel and resources for the CBH Ambassador, making sure that fidelity is used in all decisions.

Part of insuring quality control is overseeing that CBH Ambassadors are meeting target audiences. Insuring that CBH Ambassadors have the support and resources to perform their jobs with excellence. Overseeing and providing staff meetings is necessary.

Also, in addition, there are opportunities for supervisors to advance with scholarly materials: curriculum development, pilot programs, impacts, grant funding, and journal writing. The scholarly works then will be assessed by a team of experts at the Create Better Health Utah (SNAP-Ed) office insuring that all work within SNAP-Ed is in compliance and is reasonable, necessary and allowable.

Signed by supervisor___________________________________ Date____________________

Signed by CBH Director__________________________________ Date____________________
# Checklist of Duties

## Supervisors

### Weekly
- Approve hours in AggieTime
- Check in with Ambassador
- Review CBH Google calendar

### Monthly
- Staff meeting preferable twice each month
  - Schedule teaching assignments
  - Update Ambassador on county happenings
  - Review program needs
  - Policy updates from state office
  - Review classes and partnerships
  - Ambassador reports on projects
  - *Hold Individual one on one interviews*
- Approve Aggie Time hours for Ambassador on 1st and 16th
- Review PEARs reporting
- Approve p-card transactions
- Assist with programming
- Zoom Meetings Mondays at 10 am:
  - Week 1: Statewide staff meeting
  - Week 2: Supervisor meeting
  - Week 3: Statewide training
  - Inservice Zoom 4th Wednesday at 10 am

### Quarterly
- Meet with staff one-on-one
- Observe Ambassador

### Yearly
- Digital Measures
- Performance Appraisals
- Contact Marcia for training dates
- Attend Annual Conference
- Attend Region Trainings as available
- Manage Partnership list
- Set yearly program goals with Ambassador
- Select PSE efforts for the year
  - *Scholarly Works*
  - *Write additional grants*

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*This material was funded by USDA’s Supplemental Nutrition Assistance Program – SNAP. This institution is an equal opportunity provider. Utah State University is an affirmative action/equal opportunity institution.*

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Staff Menu > Supervisor Resources > Responsibilities of Supervisor Checklist
Trainings for supervisors

A supervisor handbook has been created to help assist supervisors in the day to day CBH programming. Supervisors will be provided with a copy of this handbook when they begin as a supervisor in the CBH program. This document can also be found on the staff menu under Supervisor Resources.

Link to Supervisor Handbook:

Supervisors should participate in Zoom trainings, regional trainings, and annual conference to stay current on programming and protocol.

Monthly Create Better Health Utah (SNAP-Ed) Inservice

Monthly Inservice is a great opportunity for USU Extension Supervisors and Agents to present on an area of specialty. You are invited to present research you've conducted, an area of expertise, or a skill you believe would benefit the statewide staff. Please let Kristi Strongo or Marcia Gertge know if you have a presentation you would like to share with the statewide staff.

During the months where a live regional training occurs, there will be no statewide Inservice.

Inservice will be hosted on Zoom here:
https://Zoom.us/j/5728358317

Training recordings can be found here:
https://www.youtube.com/channel/UCGTezat2IKNS7euPK11jZAQ

County Staff Meetings

Staff meetings are required and should be held even if you just have one CBH Ambassador. It makes a difference if the CBH Ambassador has your support and supervision. County Staff meetings are to be held often. It is recommended the CBH Ambassador and supervisor communicate at least every other week to coordinate programming. This is a time to discuss calendaring and priorities, deal with problems, make suggestions and to receive supervisor assistance.

Adaptations for COVID-19

Follow state office guidance when planning any in-person meetings with SNAP-Ed. Practices such as social distancing by keeping 6 feet between people, wearing face covering (masks), and washing/sanitizing hands are critical for protecting ourselves as SNAP-Ed employees and protecting our employees.
Section 5: Create Better Health Utah (SNAP-Ed) Participants, Partners and Coalitions

Eligibility: Who is the target audience for SNAP-Ed?

While SNAP-Ed classes and resources would be helpful for many people, Create Better Health Utah (SNAP-Ed) is federally mandated to serve people who are SNAP-Ed eligible.

Who is SNAP-Ed Eligible?

People who are eligible for SNAP-Ed, often called the “target audience,” are persons who are SNAP participants, who are eligible for SNAP benefits or other means-tested Federal assistance programs that “require the income and/or assets of an individual or family to be at or below 185 percent of the Federal Poverty Guidelines” (Food and Nutrition Service, 2018). All people living in low-income communities with at least 50% of the households that are eligible for SNAP-Ed are also eligible. Reaching the target audience is important because Create Better Health Utah (SNAP-Ed) is accountable for funds spend on nutrition education. Money should be spent on those who qualify for the education, as they are likely the individuals who need it most. The program generally should not be marketed to higher-income individuals.

The Food and Nutrition Service have given four guidelines for identifying the SNAP-Ed target audience: 1) income, 2) qualifying locations, 3) locations serving low-income populations, and 4) retail locations serving low-income populations.

Income

Persons eligible for SNAP (FDPIR for American Indian Tribes) or means-tested federal assistance programs such as Supplemental Security Income (SSI), the WIC program, Child Nutrition Program, or Temporary Assistance for Needy Families (TANF) are eligible for Create Better Health Utah—SNAP-Ed. All these programs require that participants don’t earn more than 185% of the Federal Poverty Guidelines. Note that SNAP recipients earn 130% of the Federal Poverty Guidelines or less, and it is important to focus efforts on those who need the program most. In Utah, special efforts are made to reach intergenerational poverty families (families who suffer from chronic poverty).

<table>
<thead>
<tr>
<th>Household Size</th>
<th>Federal Poverty Guidelines</th>
<th>SNAP-Ed Eligible</th>
<th>SNAP &amp; SNAP-Ed Eligible</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Annual</td>
<td>Monthly</td>
<td>Weekly</td>
</tr>
<tr>
<td>1</td>
<td>12,760</td>
<td>23,606</td>
<td>1,968</td>
</tr>
<tr>
<td>2</td>
<td>17,240</td>
<td>31,894</td>
<td>2,658</td>
</tr>
<tr>
<td></td>
<td>21,720</td>
<td>40,182</td>
<td>3,346</td>
</tr>
<tr>
<td>---</td>
<td>--------</td>
<td>--------</td>
<td>-------</td>
</tr>
<tr>
<td>4</td>
<td>26,200</td>
<td>48,470</td>
<td>4,040</td>
</tr>
<tr>
<td>5</td>
<td>30,680</td>
<td>56,758</td>
<td>4,730</td>
</tr>
<tr>
<td>6</td>
<td>35,160</td>
<td>65,046</td>
<td>5,421</td>
</tr>
<tr>
<td>7</td>
<td>39,640</td>
<td>73,334</td>
<td>6,112</td>
</tr>
<tr>
<td>8</td>
<td>44,120</td>
<td>81,622</td>
<td>6,802</td>
</tr>
</tbody>
</table>

For each add’l family member, add 4,480

https://www.fns.usda.gov/cn/fr-032020

Persons typically not eligible for SNAP such as incarcerated persons, residents of nursing homes, boarders, or college/university students are ineligible for SNAP-Ed. Please check with the county supervisor or LaCee Jimenez the State Office if you aren’t sure about a specific individual or group.

**Qualifying Locations**

Persons using the services of food banks, food pantries, soup kitchens, public housing, SNAP/TANF readiness program sites, and similar locations are eligible for Create Better Health Utah—SNAP-Ed.

**Locations Serving Low-income Populations**

Persons at venues when it can be documented that the location/venue generally serves significantly (> 50%) low-income persons are eligible for Create Better Health Utah—SNAP-Ed. This would include persons attending or schools located in census tract areas or other defined area where at least 50% of persons are income eligible for SNAP-Ed. Schools where at least 50% of children qualify for free and reduced priced meals are also eligible.

**Eligibility Waiver.** If a site does not have documentation, census tract or school data, showing that it serves at least 50% of SNAP-Ed eligible people, then CBH Ambassadors or supervisors must fill out an eligibility waiver. This form must be signed but a site administrator or staff member, like a school principal, who can confirm that the site is eligible. This is often used at schools that are a little short of having 50% receive free and reduced lunches but have some eligible students who do not receive the assistance.

The waiver is filed electronically in the County’s Box folder and in each county office. Please send digital copies of the waiver to LaCee Jimenez or e-mail her letting her know that the documents have been added to the County SNAP-Ed Box folder. It must be renewed annually. It is best to renew waivers at the beginning of each fiscal year. If a class is taught several times at the same location, the initial waiver obtained for that location validates all future lessons taught there. Any new eligibility waivers should be sent monthly.

Counties may find it beneficial to make a list of locations at which they intend to teach during the upcoming year and spend the first few weeks of the new fiscal year obtaining eligibility waivers.
for those locations to validate any future classes taught there. Many counties have found it beneficial to visit the school district office to obtain eligibility waivers for all eligible schools in that district. This allows many waivers to be obtained at the same time.

This waiver can be found on the Staff Menu at: http://extension.usu.edu/fscreate/htm/staff-menu under Misc Forms.

**Retail Locations Serving Low-income Populations**

Persons shopping in grocery stores that are documented to redeem average monthly SNAP benefits of $50,000 or more are eligible for Create Better Health Utah—SNAP-Ed. Persons shopping in stores located in census tracts where at least 50% of persons have gross incomes that are equal to or less than 185% of the poverty threshold are also eligible. Rural grocery stores may also qualify if the store shows average monthly SNAP purchases are significant compared to overall sales. Contact LaCee Jimenez to determine if a rural store may qualify.

**Special Groups**

**Intergenerational Poverty Families**

Intergenerational poverty in Utah is an area of growing concern; Senator Reed (Weber County) initiated a state law to address it explicitly. The Utah Intergenerational Poverty Mitigation Act states that it will “establish and maintain a system to track intergenerational poverty related data to identify at-risk children and other groups, identify trends, and to assist case workers, social scientists, and government officials in the study and development of plans and programs to help individuals and families break the cycle of poverty.”

It is very important that Create Better Health Utah (SNAP-Ed) makes diligent efforts to recruit and teach members of IGP families. These families often need nutrition education services and focusing efforts on this group will allow the program to have substantial impacts on those who truly most need it.

**Latinos**

Create Better Health Utah (SNAP-Ed) is committed to providing nutrition education services to the underserved Hispanic audience. Oftentimes groups and organizations will provide translation classes and activities. The State Office has forms and curriculum handouts in Spanish. As county needs change, let the Create Better Health Utah (SNAP-Ed) State Office know and priorities can be made to provide culturally based education. For questions or concerns regarding Latino programming, contact Celina Wille and Paola Johnson.

**American Indians**

Create Better Health Utah (SNAP-Ed) had committed to expanding efforts to reach out to American Indian tribes. CBH Ambassador’s and supervisors must make sure to work with tribal leadership in order to facilitate access to tribal communities. If tribal restrictions do not allow CBH Ambassadors to have participants fill out participant class forms, please make sure to fill out other forms in PEARs, including success stories in order to capture some data for this important
People with Developmental Disabilities
Create Better Health Utah (SNAP-Ed) is prepared to provide nutrition education services to individuals with disabilities. However, these individuals must be in a situation where they have control over their food choices. If they live in an assisted living situation in which they can cook or choose their own food, they qualify for Create Better Health Utah—SNAP-Ed. It is important to teach these individuals a simplified curriculum to facilitate understanding and behavior change. They must meet the same financial guidelines as other Create Better Health Utah (SNAP-Ed) participants.

Seniors
Create Better Health Utah (SNAP-Ed) is willing and happy to provide nutrition education services to seniors. However, it is more difficult to determine whether seniors qualify financially. All seniors must meet the same financial stipulations as other Create Better Health Utah (SNAP-Ed) participants. Those seniors who are receiving Medicare and have control over their food choices qualify for Create Better Health Utah—SNAP-Ed. Those in assisted living situations are more likely to qualify than those who live in long-term care facilities. Remember, the key here is that the individuals must have control over their food choices. Those in long-term care rarely, if ever, have that control.

It is appropriate to recruit at senior centers, but if there is hesitation as to the financial eligibility of attendees, only a one-time recruitment visit is allowable until eligibility is verified. Senior centers within boundaries of qualifying schools or census tracts would be eligible for multiple visits or lessons.

Persons NOT Eligible for Create Better Health Utah (SNAP-Ed)
Incarcerated persons (including those in juvenile detention centers), boarders, or college/university students are not eligible to receive Create Better Health Utah (SNAP-Ed) lessons. The key is that participants must have control over and prepare their own meals (specifically in regard to extended care facilities and facilities for the disabled) and not be restricted from receiving SNAP when income eligible.

Statistics for the SNAP-Ed Target Audience in Utah
Below is a table with some demographic information about our target audience.

<table>
<thead>
<tr>
<th>UTAH DEMOGRAPHICS*</th>
<th>NUMBER</th>
<th>PERCENT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unemployment rate, June 2020</td>
<td>n/a</td>
<td>5.1%</td>
</tr>
<tr>
<td>Total people living below 185% poverty, 2017</td>
<td>725,187</td>
<td>23.8%</td>
</tr>
<tr>
<td>Total people living below 100% poverty, 2017</td>
<td>296,577</td>
<td>9.7%</td>
</tr>
<tr>
<td>Description</td>
<td>Number</td>
<td>Percentage</td>
</tr>
<tr>
<td>----------------------------------------------------------------------------</td>
<td>--------------</td>
<td>------------</td>
</tr>
<tr>
<td>Children under 18 living below 185% poverty, 2017</td>
<td>264,339</td>
<td>28.9%</td>
</tr>
<tr>
<td>Children under 18 living in poverty, 2017</td>
<td>97,832</td>
<td>10.7%</td>
</tr>
<tr>
<td>Food Insecure Households, 2017</td>
<td>107,107</td>
<td>10.7%</td>
</tr>
<tr>
<td>Total People experiencing homelessness, 2018 estimate</td>
<td>2,876</td>
<td>n/a</td>
</tr>
<tr>
<td>Households receiving cash public assistance or SNAP</td>
<td>78,160</td>
<td>8.3%</td>
</tr>
</tbody>
</table>

(Food Research and Action Center [FRAC], 2019 – United States Bureau of Labor Statistics, 2019 – United States Census Bureau [USCB], 2018 – Department of Workforce Services, 2020)

With more than every 1 in 5 people in the state being eligible for our program, there are many people in Utah who we can reach with our program. If you would like to learn more information about target audience, read Appendix A: Utah’s SNAP-Ed Audience near the end of this manual.

Finding the Target Audience
It can be difficult to know where to begin looking to find the target audience. To help you, the State Office has created eligibility folders that include information specific to your county.

Eligibility Folder
To access this electronic folder, go to box.usu.edu and sign in with you’re A# and USU password. Each Box storage site looks a little different depending on how many files and folder you have. There should be one called “Eligibility Packets.” You can search for the folder in the search bar at the top of the page.

If you cannot find this folder, please contact LaCee Jimenez, to make sure that you have access to it.
Each folder should include the county IGP list, a list of new SNAP recipients, and eligible grocery stores. All this information is sensitive and must be protected. Please follow the guidelines presented in the Privacy Training and the non-disclosure agreement you sign for DWS. Please be aware that some counties may not have any eligible grocery stores of census tract locations.

The folder also has census maps to help people locate neighborhoods where they will best be able to reach the target audience. This will be most helpful for urban counties. The eligible school list is included in the folder too. Please use this information to not only figure out where to teach, but to also help your county prioritize efforts so you may help those who need SNAP-Ed most.

**County IGP and New SNAP Participant Lists**

These lists are provided by the Department of Workforce Services (DWS) and includes contact information for families that experience chronic poverty that has spanned over generations and for households who have recently signed up for SNAP. You may only use these lists in accordance with the following data exchange agreement.

**Data Exchange Plan**

In order to help the Utah SNAP-Ed program to market its program to SNAP participants, the Department of Workforce Services (DWS) has established a data exchange agreement as part of the SNAP-Ed grant contract. This SNAP participant household data includes personally identifiable data (PPI) and must be protected.

Utah SNAP-Ed’s purpose for using PPI for SNAP households is to market the SNAP-Ed program. It is only to be used to send newsletters, invitations and other information about SNAP-Ed services available to the SNAP participants.

In order to keep this PPI secure, DWS requires Utah SNAP-Ed employees to sign a non-disclosure agreement that mandates that all precautions should be made in order to keep SNAP participant PPI access restricted to authorized personnel and is only be used for authorized purposes.
Data shared between DWS and Utah SNAP-Ed is shared through an encrypted server and is password protected. DWS directly shares this file with the SNAP-Ed Director who saves the file in a restricted-access folder on Box.com, an encrypted, cloud-based storage system approved by Utah State University. In addition to the program director, state coordinators will have access to data for the entire state. Employees in each county will have access to data for SNAP households within their county. Only employees who have signed the non-disclosure agreement and who have participated in the annual privacy training will be allowed access to the PPI on the secure server.

Each year, all Utah SNAP-Ed employees will participate in a data security and privacy training provided by the program’s state coordinators or director. Each employee will also sign the annual non-disclosure agreement and a role statement that states that they understand their responsibilities for protecting PPI.

Every month when Utah SNAP-Ed receives a new file, the file from the previous month is deleted from the Box.com folder within 60 days. Frontline employees are trained to delete all files within 30 days of no longer needing the file. Any paper copies of data, e.g. mailing labels, are to be shredded immediately after use.

Data breaches may occur due to employee negligence (lost iPads), malicious employee behavior (disgruntled employees using PPI for unauthorized reasons) or external cybercriminal behavior (hacking into protected servers).

In the case of a data breach, the SNAP-Ed employee will contact the program director immediately who will then contact DWS and the Utah State University Information Technology Department.

How can I use the DWS lists?
You may use this contact information to send mailers. Make sure that nothing on the exterior of the mailer identifies the family as low-income. Postcards cannot say anything about SNAP or food insecurity. You may also send e-mails to the people on the list. When e-mailing make sure to blind carbon copy (bcc) the State Create Better Health Utah (SNAP-Ed) office (cbh_state_office@lists.usu.edu). Supervisors must approve all communication that is sent to families on these DWS lists. They may only be used for Create Better Health Utah (SNAP-Ed) programming and not for other Extension or partner projects.

Personal information that we receive for IGP and SNAP households is confidential, should be kept at the county office, and is not to be discussed with anyone but the county supervisor, county CBH Ambassadors, and the Create Better Health Utah (SNAP-Ed) State Office. Any copy of the lists must be safeguarded. Electronic files should be saved in Box (not just on a computer). All physical copies need to be kept in a secure location. DWS in your county should not be contacted for a full list of participants.
When contacting individuals on the lists do not tell them that you got their name from “a list.” This message makes many people nervous and suspicious. You may say to them, “After you signed up for SNAP benefits, you received a letter from DWS about a free nutrition program. I am calling to follow up with you about that letter and your interest in the nutrition program.”

If you are asked about how you got their information, please share this approved statement:

“Create Better Health Utah (SNAP-Ed) is Utah’s SNAP-Ed program (Supplemental Nutrition Assistance Education Program). As the educational component of the SNAP program, we partner with the Department of Workforce Services to provide free cooking, nutrition and physical activity classes that help SNAP participants make healthy choices on a limited budget. Anyone receiving SNAP benefits is automatically eligible for our program and classes we offer.”

It is important to respect the privacy of our participants. Please refer to Section 3, Required Trainings to learn more about protecting our target audience’s privacy and to find a link to the “Right to Privacy” training.

**Recruiting**

As part of recruiting, CBH Ambassadors are asked to plan, network, and coordinate with USU, DWS, WIC, local health departments, Head Start, eligible schools, church auxiliaries, and other government and community-based agencies and organizations. Recruitment can occur in many places and is not limited to specific sites. However, it makes sense to create partnerships with organizations where the target audience congregates.

To help with recruitment of the target audience, Create Better Health Utah (SNAP-Ed) works with the DWS to get Intergenerational Poverty (IGP) contact lists to assist with advertising classes. DWS and USU have an agreement that allows this to be possible. This list is only to be used for Create Better Health Utah (SNAP-Ed) purposes. **If using the e-mails included in the IGP and the New SNAP Participant lists, CBH Ambassadors must blind carbon copy (bcc) the addresses to maintain privacy. Also, carbon copy the e-mail to Heidi LeBlanc. If you are unsure how to do this please ask.**

**Developing Local SNAP-Ed Partnerships**

CBH Ambassadors will work with the county Create Better Health Utah (SNAP-Ed) supervisor to identify established and potential partnerships in the county. Supervisors should keep a fluid document of agencies and partnerships already established in the county. This document should have current contact information as well as a history of how Create Better Health Utah (SNAP-Ed) and this organization have interacted in the past.
Coalitions are a group of people, organizations or agencies that work together in partnership to achieve a common goal. Look for coalitions in your area that serve a similar purpose or have an interest in the same target population in your county. Attend coalition meetings regularly and be prepared to share what is happening with CBH in your county. Coalitions provide an opportunity to create forward movement for a cause that would not otherwise be achieved individually.

Representing Create Better Health Utah (SNAP-Ed) on local school councils. Community members are often part of the wellness committee for the school districts and local schools. Ask your local school district for opportunities serve as a committee member in schools that have free and reduced lunch participation of 50% or higher.

County Eligibility Packet in USU Box. CBH Ambassadors and Supervisors have access to an Eligibility Packet file in their county’s Box account. Here is where you will find the IGP list for your specific county. Remember this is confidential and protected information. The file will include county census data and maps. It includes a list of the eligible local schools, free and reduced lunch participation, and a list of information for finding other locations for recruitment and teaching. CBH Ambassadors and supervisors can contact LaCee Jimenez to gain access to this folder or to better understand and use the information in the file.

Meeting Potential Partners
CBH Ambassadors should schedule a time to meet with key stake holders, principals or administration of the agency. Email is an option but may not get the response you are looking for. These people are busy. If you are not getting a response from email drop in to introduce yourself and set up an appointment for a later date.

- Dress professionally and represent USU and Create Better Health Utah (SNAP-Ed) with pride.
- In the meeting share information about the program. Take handouts, infographic and curriculum. Be confident as you share all the ways Create Better Health Utah (SNAP-Ed) can impact an individual or family.
- Explain that lessons are taught in a series for best results. Research shows 4+ lessons produce the greatest behavior change. FNS recommends at least 6 classes in a series.
- No kitchen is necessary, just a table and room for people to sit.
- Share what you love about Create Better Health Utah—SNAP-Ed. Why you are part of this program.
- Work with the agency to determine the best way Create Better Health Utah (SNAP-Ed) can meet the needs of the community they serve. Times, locations and educational needs. The partnership should benefit both agencies.
- Each year send out partnership "Thank You" emails. Use this as an opportunity to update contact information and schedule a series during the upcoming year.
- Be willing to talk to people everywhere. You never know what connections they have. A simple question of "what do you do" can lead to scheduling a new series of classes.
Adaptations for COVID-19

Work with your supervisor and follow state office guidance when planning any in-person meetings with SNAP-Ed partners. Practices such as social distancing by keeping 6 feet between people, wearing face covering (masks), and washing/sanitizing hands are critical for protecting ourselves as SNAP-Ed employees and protecting our partners. Do not visit any partners in person if you are not feeling well. With current conditions of the pandemic, CBH ambassadors should only do work outside their home if they feel comfortable doing so. It is also important to make sure that the partner you wish to meet is comfortable with an in-person meeting. Please provide a virtual meeting option through Zoom, phone, etc. to each partner when initiating meetings.

State Nutrition Action Coalition (SNAC)

Throughout the nation, State Nutrition Action Coalitions (SNAC) are a popular tool for nutrition focused agencies to ensure that quality programming and resources are available to their state’s residents. Utah’s SNAC group was initially formed in 2005 and has continued to grow and evolve with the changing demographics and needs of Utah’s population. The mission of Utah’s SNAC group is to unite Utah agencies to improve food security, nutrition, and health for Utahns.

Create Better Health Utah (SNAP-Ed) has been a SNAC member since 2005 and works closely on a variety of projects with many of the agencies that are part of SNAC. The State Office team ensures that all of the partnering agencies are aware of the variety of programs our team offers throughout the state. Keeping other agencies informed of our work allows them to refer appropriate individuals to the Create Better Health Utah (SNAP-Ed) program. In turn, we also like to refer our participants to their services and programs. Below is a list of SNAC agencies and some of the services they provide that may be beneficial to your participants. Please feel free to share the information in your classes, booths, food pantries, etc. For a more extensive description of each of the agencies please visit their website.

<table>
<thead>
<tr>
<th>Agency</th>
<th>Description of Select Services</th>
<th>Contact Information</th>
</tr>
</thead>
</table>
| Department of Workforce Services | - Administrators of the SNAP program and other forms of assistance  
- Helps individuals prepare and find employment | Phone: 801-526-WORK  
Website: jobs.utah.gov |
| Get Healthy Utah            | - Non-profit organization that aims to reduce obesity through improvements in healthy eating and physical activity | Email: info@gethealthyutah.gov  
Website: Gethealthyutah.org |
| International Rescue Committee | - Work with refugee populations to improve health, safety,                                        | Phone: 801-328-1091  
Email: saltlakecity@rescue.org |
<table>
<thead>
<tr>
<th>Organization</th>
<th>Education, Economic Well-being, and Power</th>
<th>Website: <a href="http://www.rescue.org">www.rescue.org</a></th>
</tr>
</thead>
<tbody>
<tr>
<td>New Roots community garden</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sunny Vale Farmers’ Market</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Utah Department of Health-Healthy Living through Environment, Policy, and Improved Clinical Care (EPICC)</th>
<th>Improve food and physical activity environments in early childcare settings, schools, food pantries, stores</th>
<th>Phone: 1-888-222-2542 Website: choosehealth.utah.gov</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Promote breastfeeding</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Improve access to fruits and vegetables for low-income Utahns through management of Double Up Food Bucks &amp; Fruit and Vegetable RX program</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Utah State Board of Education-Child Nutrition Programs</th>
<th>Manages school meal programs throughout the state, including free and reduced meals</th>
<th>Phone: 801-538-7500 Website: <a href="http://www.schools.utah.gov/cnp">www.schools.utah.gov/cnp</a></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Farm to school initiatives</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Summer Meal Program</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Child and Adult Care Food Program (CACFP)</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>USU Extension Expanded Food and Nutrition Education Program (EFNEP)</th>
<th>Teaches individual and group classes about how to live well on a budget</th>
<th>Phone: 435-919-1328 Website: utahefnep.org</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Program available along Wasatch front</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>USU Extension Nutrition Dietetics and Food Sciences Department</th>
<th>Extension nutrition specialist</th>
<th>435-797-5842 Website: extension.usu.edu</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Variety of cooking, nutrition, and wellness classes offered</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Fact sheets</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Utahns Against Hunger</th>
<th>State and federal nutrition advocates</th>
<th>Phone: 801-328-2561 Email: <a href="mailto:info@uah.org">info@uah.org</a> Website: uah.org</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>SNAP outreach</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Provide technical assistance to farmers’ markets interested in accepting SNAP</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Women, Infants and Children (WIC) Program</th>
<th>Nutrition health assessments</th>
<th>Phone: 1-877-942-5437 Website: wic.utah.gov</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Nutrition counseling</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Nutrition classes</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Breastfeeding support</td>
<td></td>
</tr>
</tbody>
</table>
Partnerships

Building successful partnerships with local agencies is essential to the work of a CBH Ambassador. Partners help our program expand our reach and resources. Many partnering agencies work with similar priority populations and are happy to have our program teach their clients, recruit them for a class, or help them make healthy choices through our policy, systems, and environment work. Below is a list of common partners that Create Better Health Utah (SNAP-Ed) works with. These are not the only agencies/organizations you can work with, rather it is just a glimpse of some of our most popular partners throughout the state.

**Note:** Before offering Create Better Health Utah (SNAP-Ed) programming or recruiting potential participants be sure that the individuals served/reached by these agencies meet the eligibility requirements of our program. If a location charges a fee for their participants to be there, you may not be allowed to provide classes at that location. SNAP-Ed must be free to participants. Contact LaCee Jimenez to help you determine if that location is allowed.

<table>
<thead>
<tr>
<th>Agency/Organization</th>
<th>Create Better Health Utah (SNAP-Ed) Activities (these are just suggestions, there may be other appropriate activities)</th>
</tr>
</thead>
</table>
| Afterschool/Boys and Girls Club | • Youth classes  
• Recruit parents/families for other classes  
• PSE efforts (healthier snack guidelines, healthy rewards, wellness policy work- must fill out PSE Action Plan Form) |
| Aging and Adult Services    | • Adult classes (appropriate when seniors still make their own food decisions)  
• PSE efforts (healthy menu items, wellness policy work- must fill out PSE Action Plan Form) |
| Clinics/Hospitals           | • Adult classes  
• Recruit for Create Better Health Utah (SNAP-Ed) classes  
• Nutrition booths w/ demonstrations  
• Program referrals-inform employees about local Create Better Health Utah (SNAP-Ed) programs so they can share with their clients |
| Community Gardens           | • Adult/Family Classes  
  o Consider Create Farm Fresh Food classes  
  o Create Farm Fresh Gardens  
• Recruit for Create Better Health Utah (SNAP-Ed) classes |
<table>
<thead>
<tr>
<th>Service Area</th>
<th>Activities</th>
</tr>
</thead>
<tbody>
<tr>
<td>Domestic Violence Victim Assistance Programs</td>
<td>- PSE efforts (cultivate garden and distribute excess produce to agencies serving our priority population, i.e. food pantries, soup kitchens).</td>
</tr>
</tbody>
</table>
| Extension Offices                  | • Adult classes  
• Family classes  
• Create Better Health Utah (SNAP-Ed) is run through Extension offices  
• Adult classes  
• Youth classes  
• Family classes  
• Recruit for Create Better Health Utah (SNAP-Ed) classes through other Extension programs |
| Farmers’ Markets with EBT machines | • Buy Produce for Your Neighbor  
  • Nutrition education booths w/ recipe samples  
  • Recruit participants for Create Better Health Utah (SNAP-Ed) classes  
| Food Pantries/Food Banks           | • Create Healthy Pantries PSE efforts  
  • Thumbs Up for Healthy Choices, healthy food drives, community gardens, Buy Produce or Dinner for Your Neighbor  
  • Nutrition education booths  
  • Educate about Thumbs Up, easy pantry-friendly recipes  
  • Recruit for other Create Better Health Utah (SNAP-Ed) classes  
• Adult classes  
| Headstart/Early Headstart          | • Youth classes  
• Adult classes  
• Family classes  
• Recruit for other Create Better Health Utah (SNAP-Ed) classes  
| Homeless Shelters                  | • Adult classes  
  • Inquire about clients in transitional housing where they will have access to a kitchen  
• Youth classes  
• PSE efforts (community gardens, healthy food drives) |
| Human Services                     | • Adult classes  
• Family classes  
• Recruit for other Create Better Health Utah (SNAP-Ed) classes  
| Job skills worksites, Deseret Industries, Employment Centers, etc. | • Adult classes  
• Recruit for other Create Better Health Utah (SNAP-Ed) classes  
• Program referrals-inform employees about local Create Better Health Utah (SNAP-Ed) programs so they can share with their clients |
| Library Services                   | • Adult classes  
• Youth classes  
  • Food, Fun & Reading |
| Local and State Health Departments (UDOH) | • Recruit for other Create Better Health Utah (SNAP-Ed) classes  
| | • Note: check with LaCee Jimenez to make sure that the library is a good location for reaching the SNAP-Ed target audience  
| | • PSE partnerships  
| | o UDOH also has health educators that may be interested in partnering on PSE projects, specifically Smarter Lunchrooms and Create Healthy Stores  
| | • Program referrals-inform employees about local Create Better Health Utah (SNAP-Ed) programs so they can share with their clients  
| Local Interagency Councils (LIC) | • Partnership building  
| | • Partner on community wide PSE initiatives  
| | • Program referrals-inform members about local Create Better Health Utah (SNAP-Ed) programs so they can share with their clients  
| Local SNAP Office (Department of Workforce Services) | • Recruit for other Create Better Health Utah (SNAP-Ed) classes  
| | • Program referrals-inform employees about local Create Better Health Utah (SNAP-Ed) programs so they can share with their clients  
| Humanitarian Centers | • Adult classes  
| | o Curriculum tailored for ESL populations will be available soon!  
| | • Youth classes  
| | • Family classes  
| Public Assistance for Housing | • Adult classes  
| | • Youth classes  
| | • Family classes  
| | • Recruit for other Create Better Health Utah (SNAP-Ed) classes  
| Recreation/Community Centers | • Adult classes  
| | • Youth classes  
| | • Family classes  
| | • Recruit for other Create Better Health Utah (SNAP-Ed) classes  
| | • PSE efforts (policy to lower cost for low income – must fill out PSE plan form)  
| Religious groups | • PSE efforts (policy for healthy snacks for activities – must fill out PSE plan form)  
| | • Adult classes  
| | • Youth classes  
| | • Family classes  
| | • Recruit for other Create Better Health Utah (SNAP-Ed) classes  
| | • Note: be sure groups are part of Create Better Health Utah (SNAP-Ed) priority populations  
| Schools (Districts, Elementary, Middle/Jr. High, High) | • Youth classes |
| | • Recruit parents and families for other Create Better Health Utah (SNAP-Ed) classes  
• PSE efforts (Smarter Lunchroom Movement, safe walking/biking paths to school – must fill out PSE plan form)  
Tribes | • Adult classes  
• Youth classes  
• Family classes  
• PSE efforts (Thumbs Up for Healthy Choices in pantries and retail settings)  
Women Infants and Children (WIC) | • Adult classes  
• Youth classes  
• Family classes  
• Recruit for other Create Better Health Utah (SNAP-Ed) classes  
• Program referrals-inform employees about local Create Better Health Utah (SNAP-Ed) programs so they can share with their clients |

State Office Recruitment Helps

Create Better Health Utah Newsletter
The IGP contact list (referred to above) provides an effective online recruiting tool. Each month the names on the IGP list are sent a newsletter with a nutrition message, tip of the month, and seasonal recipe. The newsletter is county specific with contact information for your local Extension office and details about upcoming Create Better Health Utah (SNAP-Ed) classes or events in your county.

Candi Merritt designs and sends the newsletter, and it is an extension of the Create Better Health Utah blog. The newsletter is currently sent to over 70,000 email addresses, divided up by county. This newsletter helps fulfill the recruiting part of the CBH Ambassador job description. It gives you the ability to reach an online audience who you may not reach otherwise. It also announces upcoming classes in your county, which provides the information individuals need to find and attend classes.

It is a great recruitment tool that is already created for you. With minimal effort, the number of people you reach in your county can grow. The most important thing you can do is maintain the Google calendar as instructed. See section 9 for instructions on how to use the Google calendar.

The list is not limited to the IGP names. You can collect email addresses at Create Better Health Utah (SNAP-Ed) events and places where you would normally recruit. Send the names and email addresses to Candi Merritt. She needs them in an excel file with three columns. It should look like this:
<table>
<thead>
<tr>
<th>Last Name, First</th>
<th>Email</th>
<th>County</th>
</tr>
</thead>
<tbody>
<tr>
<td>Doe, Jane</td>
<td><a href="mailto:Jane.doe@usu.edu">Jane.doe@usu.edu</a></td>
<td>Summit</td>
</tr>
<tr>
<td>Smith, John</td>
<td><a href="mailto:John.smith@yahoo.com">John.smith@yahoo.com</a></td>
<td>Summit</td>
</tr>
</tbody>
</table>

Marketing Flyers and Editable Calendar Templates
Numerous flyers and marketing templates are provided to you for recruiting purposes. These can be found on the Staff Menu > Recruiting and Marketing > Recruiting and Marketing Materials. [https://extension.usu.edu/fscreate/marketing-materials](https://extension.usu.edu/fscreate/marketing-materials)

This webpage stores everything you should need to create marketing materials. It also includes additional branding supplies. Here you’ll find:
- Letterhead
- Logos
- Watermarks
- Links to approved stock photos
- A wide assortment of flyers for the different classes

This is also where you will find the USDA funding and non-discrimination statements. The USDA funding statement is required on all printed materials. The short non-discrimination statement is required on all printed materials, unless we are including information about applying for SNAP benefits, in which case, the full statement must be included. Without these disclaimers and logos, the material is not considered valid, and we cannot claim the associated cost.

USU also has an affirmative action/equal opportunity statement that must be included on our printed materials.

These statements are important. When creating your own marketing materials, always send them to Jocelin Gibson (jocelin.gibson@usu.edu) so she may affirm they have the right disclaimers and funding statement.

Printed and Electronic Recruiting Materials
Create Better Health Utah (SNAP-Ed) and USU Extension are working hard to foster a professional and more consistent visual identity. To make this easier, we have developed a Visual Identity Guide for program Supervisors and CBH Ambassadors to follow to ensure they represent our program with the appropriate brand, look, and logos.

Disclaimers
All Create Better Health Utah (SNAP-Ed) materials must have three disclaimers:

1. USDA Funding Statement
2. USDA Non-discrimination Statement
3. USU Equal Opportunity and Employer Statement

These three sentences must be legible and can be placed on the front or back of a printed document. The English and Spanish versions are available for download on the staff website on the Recruiting & Marketing Materials webpage.

**English:**
This material was funded by USDA's Supplemental Nutrition Assistance Program -- SNAP.
This institution is an equal opportunity provider.
Utah State University is an affirmative action/equal opportunity institution and is committed to a learning and working environment free from discrimination. For USU's non-discrimination notice, see equity.usu.edu/non-discrimination.

**Spanish:**
Este material se desarrolló con fondos proporcionados por el Supplemental Nutrition Assistance Program (SNAP en inglés) del Departamento de Agricultura de los EE.UU. (USDA siglas en inglés).
Esta institución es un proveedor que ofrece igualdad de oportunidades.
Utah State University es una institución de acción afirmativa e igualdad de derechos y está comprometido a tener un ambiente de trabajo y aprendizaje libre de discriminación. Para obtener la notificación de USU de no discriminar, véase equity.usu.edu/non-discrimination.

For publications that provide information on how to provide for SNAP benefits or which recruit for SNAP benefits (and not SNAP-Education), then a full disclaimer must be used. In situations like this, please reach out to Jocelin Gibson for permission to print. SNAP-Ed is not funded nor is it permitted to recruit for SNAP benefits.

**Logos**
Create Better Health logos have been created and approved by USU Trademark and Licensing Office. These logos cannot be manipulated or changed in any way.
These logos are to be used in conjunction with, but NOT combined with, the approved USU Extension logos. These logos cannot be manipulated or changed in any way.

The Create Better Health (SNAP-Ed) logo must be on the front page of all printed and electronic communications. The USU Extension logo must be present, preferably on the front page, but could be included on the back page if space prohibits it on the front.

Both logos must maintain an area of isolation, meaning they cannot be set up next to another image or logo. This way they are kept clear of competing visual elements. The space is based upon the size of the “U” of Utah State. This area is the same for the “B” in Better Health.

Always remember to share our logo with partnering agencies. Don’t wait to be asked, send the EPS file, and make sure our logo and disclaimer are included on the materials.

Email Signature
The Create Better Health (SNAP-Ed) email signature template is on the staff website on the Recruiting & Marketing Materials page. To create an email signature:

- Open the file in Acrobat
- Click the blue box next to your logo or design element
- Enter the preferred information
- Go to File - Export to – Image – png and select what to name and where to save your signature

For additional help with your signature, you can contact Jocelin Gibson.

Letterhead
For printed correspondence, a template of the official Create Better Health letterhead is provided on the staff menu on the Recruiting & Marketing Materials page.

Fonts
The base text of your marketing material should be Univers, Trend Sans One, Trend Sans Four, or Wisdom Script. Please remember to never use more than three font styles per document.

Templates
Templates are provided for marketing and recruiting purposes on the staff website on the Recruiting & Marketing Materials page.

Please Note: It is anticipated supervisors and ambassadors will use the provided templates rather than spend time developing flyers and calendars from scratch. All flyer and calendar templates are editable and capable of manipulation to meet your needs. The marketing supplies are there to ensure our branding, look, logos, as well as, to save you time.

If you have a recurring marketing tool need, please reach out to Jocelin Gibson and she can arrange to have a template made for you.

If you are unable to use the templates provided and must create something from scratch, below are the visual identity guidelines. Please send the materials to Jocelin Gibson for a second set of eyes. If you use a template, it can be assumed all visual identity guidelines have been followed and no approval is necessary.
Class Promotion
Advertisements may be done through means such as fliers, word-of-mouth, emails, mailings, and over Facebook. Below are some guidelines for various advertising initiatives.

- Promote classes in locations you will see the Create Better Health Utah (SNAP-Ed) target population. Always ask permission before leaving flyers at any location. Use the SNAP-Ed post cards to promote the program. These should always be available at the local DWS. Keep them stocked up. Order more from the State Office using the online order form. It can be found under Administrative Resources > Supply Order Form.

- If you live in a small community, consider grocery bag flyers with class information that the local grocery store can include when bagging groceries. They may even print them for you and provide groceries for the recipe demo. Then they become a partner.

- Reach out to city administration when using public buildings. Advertise classes in city newsletter, calendars, marquees, or websites.

- Display CBH banners at the locations you teach within the week of the scheduled class. Make sure staff is informed and able to answer questions about when, where, and what the classes will be about. They can help generate interest in the class. You could also include this information on the banner by adding an eye-catching sign with the details.

- Participate in indirect activities to promote classes in the area. If you have indirect opportunities, set up classes in the area through a partnership or agency. Use the indirect activity to generate interest in classes and introduce yourself to the people and gain their trust. Show that you care for them and want to see them come to classes. Have a list of classes or a flyer promoting a specific class as well as a sign up to receive the Create Better Health Utah newsletter where they will receive information about other upcoming classes in the area.

- Promote classes in other Extension events in the county, even within your own classes. For example, invite the parents at a Food, Fun, and Reading class to come to a Create Better Health class at the Extension office.

- Eventbrite can be used as a free resource if you want people to register for the class. This helps with planning and can create urgency if they feel seating is limited. You can also send out reminders through Eventbrite to those that sign up. Make sure they know the classes are free and provide details that will capture their attention. Sell it as a can’t miss event!

- Title classes to be eye catching and interesting. You will teach the classes as a series but can put a fun spin on it. For example, using holidays, focus the recipe demonstration on what is happening around that time (Easter "Egg"stravaganza and teach an egg skillet
class with CBH Lesson 1.) Mother's Day, Father's Day, Independence Day, etc. be creative, use your imagination. Use recipe demos to capture the attention of the participants and what is relevant to them. Ask participants what they want to learn about and make sure those topics are in the title or description of the class while still following the CBH lesson plan.

- One of the best ways to encourage people to come to classes is word of mouth. When someone comes to your class and you are engaging, entertaining, and provide a healthy learning environment people want to come back and bring someone with them. This will also work in your favor to create a support group for participants. Their friends will be setting goals and trying new things right along with them. Reinforcement materials can be used as door prizes for someone that brings a friend or follows the Facebook page. If supplies are limited have people enter a drawing for an item.

- When scheduling classes consider the audience you want to attract. Know and understand the priority population and keep them in mind as you plan classes. Make the location and time convenient for them. Content of the class should be applicable to the audience. Ask community leaders when is best to reach people. For example, you wouldn’t plan a Food, Fun and Reading class during the early afternoon at the local library. This is usually nap time for your target audience.

Social Media as Recruitment
More and more people are flocking to Facebook and social media. If you and your supervisor believe Facebook is a smart and effective place to reach people, please utilize this tool. Social media can be a great way to spread the word about classes you are teaching. Encourage people to follow your page at direct and indirect-ed opportunities. When you have people following your page, create EVENTS on Facebook. Check with your supervisor and decide together how much time you should spend each week on social media.

Facebook is not just a recruiting tool, it is also an indirect education activity, and therefore should be reported in PEARs. Instructions for reporting Facebook work as an Indirect Education Activity is under the Indirect Education section of this manual.

Please follow these guidelines in managing your county Facebook page:

Before starting, please consult with your supervisor. S/he must approve time and effort be put toward this as indirect education and as a recruiting effort.

Next, please contact Jocelin Gibson. She will need to be invited as a (silent) page administrator. And she can help you format your page with the correct logos, banners, profile pictures, etc.

Keep your page active. Post a minimum of two times per week. (This can be your own post or simply sharing Create Better Health Utah or Kids Create posts.)
Check inbox and notifications daily for requests for information by participants, but that is the only time you should spend in notifications and messages.

Have your target audience in mind every time you post. Be clear who you are talking to and be consistent in your outreach to SNAP recipients.

Remind followers about upcoming classes and events. It’s a great place to post a weekly calendar.

Always be professional. You can use a friendly tone and humor, but steer clear of immature, faddish, or meaningless posts.

Use appropriate stock photos. Always follow the license agreement (attribution or no, advertising, downloadable okay or not, etc.). A list of approved and readily available stock photos can be found on the staff website under Recruiting and Marketing Materials.

Never post participants images without a signed Photo Release form. These can be found on the staff website under Misc. Forms.

Use hashtags as a sorting tool, not a fad. For example, label all recipes #SNAPEdRecipes, and you can even specify by labeling something multiple times. For example, a strawberry and yogurt parfait could be labelled: #SNAPEdSmoothies #SNAPEdFruityDesserts #SNAPEdRecipes.

Always share content from the existing Create Better Health Utah (SNAP-Ed) statewide pages:
(FB) https://www.facebook.com/createbetterhealthutah
(FB) https://www.facebook.com/createbetterhealthkids/
(FB) https://www.facebook.com/createbetterhealthinspanish/

(Blog) https://createbetterhealthutah.org
(Blog) https://kidscreateutah.org/
(Blog) https://createbetterhealthenespanol.org

You can also share helpful information from USU Extension. Remember to SHARE these posts, do not copy and paste.

Don’t forget to report your efforts in PEARS. This is a great indirect education activity, and you should get credit for your efforts.

THE BOTTOM LINE
Remember that this free nutrition education program is for people who need it most. The program potential cannot be fulfilled if CBH Ambassadors are not targeting the right people. Contact the LaCee Jimenez with any questions regarding eligibility and recruitment.

Section 6: SNAP-Ed Comprehensive Programming

Over the years, SNAP-Ed has morphed from a simple nutrition education program into a comprehensive program reaching low-income populations through multiple ways. In Utah, we have provided many innovative practices to meet the guidance given through Food and Nutrition Service (FNS). Multiple approaches include: 1) individual, group, and family nutrition education and physical activity promotion in addition to related interventions; 2) comprehensive, multi-level interventions in environmental settings; and 3) community and public health approaches that reach a large segment of the population.

This section provides evidence-based approved programming. These comprehensive methods are improving the lives and health of the low-income population.
In Utah, the SNAP-Ed program is divided into areas of main focuses below that represent the comprehensive program areas.

It is critical for the State Office and state team to have access to the newest evidence-based information. This information changes yearly. And the materials included in this protocol manual are approved and allowed for education for FY 2021. If anything changes, the State Office will let the state team know of those changes through Zoom statewide staff meetings, scoop and/or emails. No other materials that are housed or have been used prior to this document are allowed. All materials on the website are currently up to date and may be used. www.extension.usu.edu/fscreate

USU Create Better Health Utah (SNAP-Ed) State Office is required to ensure that CBH Ambassadors and Supervisors are all trained. It is the requirement of a supervisor to ensure that this also is happening. And of course, personal responsibility and accountability for CBH Ambassadors to take advantage of the trainings and meetings provided by the state and local supervisors. Program trainers are available to assist.

Employees are on “soft” grant funding. Meaning that grant funding can be pulled back if there is not sufficient funding available through government entities. Create Better Health Utah (SNAP-Ed) has been part of USU since 1998.

Marketing is essential to Create Better Health Utah—SNAP-Ed. The program has a very “branded” or specific look. This is done on purpose, so that anyone who knows us can pick up materials and see our look and know that this is Utah State University Create Better Health Utah (SNAP-Ed) program. Please do not create your own materials, we have a graphic artist who does this for us. If you would like assistance, please let Amalia know and we can try to assist you.

2021 Program Objectives & Indicators

Comprehensive programming results in different objectives for every area of Create Better Health (SNAP-Ed). Below is a table that includes all of the objectives for the statewide Create Better Health (SNAP-Ed) program for 2021. As a Create Better Health Utah (SNAP-Ed) employee it is unlikely you will be involved in programming that helps reach every objective. This table is to help you see how comprehensive and wide reaching our program hopes to be during this year.

In addition to the program objectives, the table below also lists program area and indicators. The indicators come from the SNAP-Ed Evaluation Framework and are used to measure program success. Indicators represent key interventions we have been asked to focus on in our programming. As you can see there are many aspects of health and nutrition that are covered.
The following list of priority indicators are what Create Better Health Utah (SNAP-Ed) is focusing on during 2021.

- Medium-Term (MT) & Long-Term (LT) 1: Healthy Eating Behaviors
- MT & LT 2: Food Resource Management
- MT & LT 3: Physical Activity and Reduced Sedentary Behaviors
- MT & LT 5: Nutrition Supports Adopted in Environmental Settings
- Short-Term (ST) 7: Organizational Partnerships
- ST8: Multi-sector partnerships and planning

Each approved Create Better Health Utah (SNAP-Ed) activity is based upon these indicators. Often in your reporting you will be asked to list the indicators that were taught during your program activity. The chart below identifies which indicators are represented in each curriculum and program area.

<table>
<thead>
<tr>
<th>Project Title</th>
<th>Objectives FY 2021</th>
<th>Program Area &amp; Indicators Measured</th>
</tr>
</thead>
</table>
| Create Better Health Adult Education | Based upon pre-post surveys, by September 30, 2021, at least 65% of participants will report an increase in fruit and/or vegetable intake since the start of the *CBH* series.  
Based upon pre-post surveys, by September 30, 2021, at least 55% of participants will report an increase in adjusting meals to use foods on hand since the start of the *CBH* series.  
Based upon pre-post surveys, by September 30, 2021, at least 40% 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 survey, by September 30, 2021 at least 55% of *CBH* series participants will report an increase in having enough food to last the month.  
Based upon 6-month follow-up survey, by September 30, 2021, at least 60% of *CBH* series participants will report an increase in using MyPlate to make food choices. | Adult Direct Education  
MT1-MT4  
LT1-LT4  
ST7 |
<table>
<thead>
<tr>
<th>Create Better Health Adult Education (cont’d)</th>
<th>By September 30, 2021, after participating in a one-time online Create Better Health class, at least 65% of participants will report an intent to use MyPlate recommendations more often than prior to participating in the class. By September 30, 2021, after participating in a one-time online Create Better Health class, at least 65% of participants will report an intent to stretch their food dollars to last the month more often than prior to participating in the class.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Create Family Meals &amp; Creaciones en la Cocina</td>
<td>Based upon pre-post surveys, by September 30, 2021, at least 65% of participants will report an increase in having at least 3 family meals since the start of the CFM series. Based upon pre-post surveys by September 30, 2021 at least 65% 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, by September 30, 2021 at least 55% of CFM series participants will report an increase in having enough food to last the month. Based upon 6-month follow-up survey, by September 30, 2021 at least 65% of CFM series participants will report an increase in using MyPlate to make food choices.</td>
</tr>
<tr>
<td>Create Farm Fresh Food</td>
<td>Based on upon behavior checklist, by September 30, 2021, 55% of CFFF participants will report an increase in FV intake throughout the series. Based upon behavior checklists, by September 30, 2021, 55% of CFFF participants will report an increase in shopping at the farmers’ market.</td>
</tr>
<tr>
<td>Create Farm Fresh Gardens</td>
<td>By September 30, 2021, at least 12 individuals/families will participate in CFFG. By September 30, 2021, SNAP-Ed will partner with at least 4 community garden locations to offer CFFG.</td>
</tr>
<tr>
<td>Family Direct Education</td>
<td>MT1, MT2, MT4 LT1-4 ST7</td>
</tr>
<tr>
<td>Family Direct Education</td>
<td>MT1, MT2, MT5 (DUBF promotion) LT1 LT2 ST7</td>
</tr>
<tr>
<td>Adult Direct Education</td>
<td>PSE MT1 MT2 MT5</td>
</tr>
<tr>
<td><strong>Food, Fun &amp; Reading</strong></td>
<td><strong>Captain Create MyPlate</strong></td>
</tr>
<tr>
<td>--------------------------</td>
<td>-----------------------------</td>
</tr>
<tr>
<td>By September 30, 2021, at least 30% of the participants will report an increase in fruit and vegetable intake and improvement in food resource management after participating in <strong>CFFG</strong>.</td>
<td>By September 30, 2021, at least 68% of parents will report that youth who participated in <strong>Create MyPlate</strong> consume more fruits and vegetables.</td>
</tr>
<tr>
<td>Based on parent surveys, by September 30, 2021, at least 25% of parents will report an increase in preparing healthy foods after the <strong>FFR</strong> series.</td>
<td>By September 30, 2021, at least 53% of parents will report that youth who participated in <strong>Create MyPlate</strong> are more likely to wash their hands before preparing or eating food.</td>
</tr>
<tr>
<td>Based on parent surveys, by September 30, 2021, at least 25% of parents will report their youth consumes more vegetables after participating in <strong>FFR</strong> series.</td>
<td></td>
</tr>
<tr>
<td>Based on parent surveys, by September 30, 2021, at least 25% of parents will report their youth participates in more physical activity after participating in <strong>FFR</strong> series.</td>
<td></td>
</tr>
<tr>
<td>By September 30, 2021, after participating in an <strong>FFR</strong> face-to-face series of classes, at least 40% of youth participants will show improved recognition of what each food group is comprised of.</td>
<td></td>
</tr>
<tr>
<td>By September 30, 2021, after participating in an <strong>FFR</strong> face-to-face series of classes, at least 40% of youth participants will show improved recognition of healthy choices in each food group.</td>
<td></td>
</tr>
<tr>
<td>By September 30, 2021, after participating in an <strong>FFR</strong> face-to-face series of classes at least 40% of youth participants will show an improvement in identifying components of active lifestyles.</td>
<td></td>
</tr>
<tr>
<td><strong>Youth Direct Education</strong> MT1 MT3 ST7</td>
<td><strong>Youth Direct Education</strong> MT1 MT3 ST7</td>
</tr>
</tbody>
</table>
| **Captain Create MyPlate (cont’d)** | By September 30, 2021, at least 63% of parents will report that youth who participated in *Create MyPlate* are more likely to be physically active.  
By September 30, 2021, at least 53% of parents will report being more likely to use MyPlate when making food choices for their family.  
By September 30, 2021, after participating in a *Captain Create MyPlate* face-to-face series of classes, at least 40% of youth participants will show improved recognition of what each food group is comprised of.  
By September 30, 2021, after participating in a *Captain Create MyPlate* face-to-face series of classes, at least 40% of youth participants will show an improvement in understanding the importance of physically active lifestyles.  
By September 30, 2021, after participating in a *Captain Create MyPlate* face-to-face series of classes, at least 40% of students will be able to identify how long it takes to wash hands thoroughly. |
| **Create Healthy Pantries (Thumbs Up for Healthy Choices)** | By September 30, 2021, at least 22 pantries will implement *Create Healthy Pantries*.  
Based on scores from the HFPAT, by September 30, 2021, at least 75% of pantries working with SNAP-Ed will increase their environmental scan score by at least three points between baseline and follow-up.  
Based on PSE reporting in PEARs, by September 30, 2021, at least 60% of pantries working with SNAP-Ed will report increased shelf space, amount or variety of healthy options as an adopted change. |
| **Create Healthy Stores (Thumbs Up for Healthy Choices)** | By September 30, 2021, at least 6 stores will implement *Create Healthy Stores*.  
By September 30, 2021, at least 80% of stores working with SNAP-Ed will increase their environmental scan score by at least three points between baseline and follow-up. |
| **Create Healthy Schools (Smarter Lunchrooms Movement)** | By September 30, 2021, at least 5 schools will work with SNAP-Ed to implement *SLM*.  
Based on the *SLM* Scorecard, by September 30, 2021, at least 60% of schools working with SNAP-Ed will increase their score by at least three points between baseline and follow-up. | PSE  
ST5  
ST6  
ST7  
MT5 |
|---|---|---|
| **Create Better Health Social Marketing** | By September 30, 2021, as part of process evaluation, Utah SNAP-Ed will identify the three most cost-effective delivery channels for reaching the target audience based on persons reach, impressions, and aided recall data.  
Based upon the 6-month follow-up survey, by September 30, 2021, at least 30% of survey respondents will identify the *CBH* social marketing campaign (aided recall). | Social Marketing  
PSE  
MT12  
LT1  
LT3 |
| **Create Better Health Social Media** | By September 30, 2021, 350 additional direct education participants will subscribe to the *Create Better Health* newsletter.  
Based upon the 6-month follow-up survey, by September 30, 2021, at least 15% of survey participants following SNAP-Ed social media will report visiting site(s) more than once.  
Based upon the 6-month survey, by September 30, 2021, there will be at least 10% growth in online reach. | Social Media  
LT8 |
Section 7: Approved Program Resources  
Curriculum, PSE, Indirect & Social Marketing

Direct Nutrition Education

Direct education is one component of the Create Better Health Utah (SNAP-Ed) program. Direct education refers to nutrition classes taught to a variety of audiences including adults, youth, and families. We have a several approved curricula, outlined below, to choose from. Each of the curricula was developed to initiate positive nutrition and physical activity behavior change in specific audiences. As a SNAP-Ed program it is required that all of our nutrition education is based on United States Department of Agriculture (USDA) Dietary Guidelines for Americans and MyPlate. It is required that you use one of the approved curricula below for all of your Create Better Health Utah (SNAP-Ed) direct education activities.
Curriculum for Adult Audiences

*Create Better Health*

http://extension.usu.edu/fscreate/creates_curriculum_and_handouts

*Create Better Health* (CBH) is the Create Better Health Utah (SNAP-Ed) curriculum for adult audiences. This curriculum includes 8 lessons to be taught as a series with participants completing 6 or more lessons. CBH lessons have a structured format that includes a nutrition topic, physical activity discussion, and recipe demonstration and sample. The nutrition topics include information about how to make the healthiest choices from the five food groups represented in MyPlate, stretching food dollars, and understanding the Nutrition Facts Label. Each lesson also covers a physical activity topic including the three important types of physical activity (aerobic, strength, & flexibility), overcoming barriers to being active, and injury prevention. Finally, each lesson has a Creates recipe demonstration that will help reinforce the content taught in the class. CBH Ambassadors can choose the Create concept that they feel is best suited for the lesson and group.

The following message in the *Create Better Health* curriculum are consistent with the 2015-2020 Dietary Guideline for Americans:

**Follow a healthy eating pattern**
Eat a well-balanced diet that focuses on eating a variety of whole foods from each food group.

**Balance Calories**
Enjoy food, but eat less
Be aware of oversized portions; choose healthy, reasonable servings
Food to Increase
Make half the plate fruits and vegetables.
Make at least half of the grains, whole grains.
Switch to fat-free or low-fat (1%) milk

Foods to Reduce
Limit sodium, saturated fats, trans fats, and sugar sweetened beverages.
Drink water instead of sugar sweetened beverages.

Create Better Health will be most effective when taught as a series of at least 6, but ideally 8 lessons. Series are necessary because people rarely make behavior changes after hearing a message one time. It takes multiple reminders and reinforcements of those messages to motivate people to make difficult nutrition and lifestyle changes. Ideally you will schedule 60 minutes for each CBH lesson.

CBH Graduation
Adult participants have the opportunity to graduate from our Create Better Health series. In order to graduate, adults must attend at least 6 classes. Ideally these participants will have filled out all of the requested surveys throughout the series (see Section 8 for more information on surveys). However, if participants have not completed all the surveys, but did attend at least 6 classes in the series they are still considered graduates. CBH graduates will receive a lunch box and a graduation certificate.

You can edit and print the graduation certificate from the staff website à http://extension.usu.edu/fscreate/ou-files/2017-18_staff/Food_Sense_Certificate_OY-Oct2018.pdf

You can order insulated lunch bags from the Supply Order Form to keep on hand in your county so you can distribute them during the last class in your series. YOU CAN DISTRIBUTE CERTIFICATES AND LUNCH BAGS ONLY TO PARTICIPANTS WHO COMPLETED AT LEAST 6 CLASSES.

CBH Description

<table>
<thead>
<tr>
<th>Behavioral or PSE changes</th>
<th>Stretch food dollars to last the month</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Increase fruit and vegetable intake</td>
</tr>
<tr>
<td></td>
<td>Shop with a list</td>
</tr>
<tr>
<td></td>
<td>Read nutrition facts labels</td>
</tr>
<tr>
<td></td>
<td>Follow food safety recommendations</td>
</tr>
<tr>
<td></td>
<td>Adjust meals to use food on hand</td>
</tr>
<tr>
<td></td>
<td>Be physically active</td>
</tr>
</tbody>
</table>

| Key educational messages                  | Following USDA Dietary Guidelines for Americans & MyPlate recommendations, food |


| **How CBH will be delivered** | CBH will be delivered through face-to-face group lessons taught by nutrition education assistants. Classes and materials are provided in English and Spanish. Each lesson will provide interactive communications with hands-on learning from cooking demonstrations and recipe testing.  
CBH will also be offered online through a user-friendly learning management system, intended to be taken at convenience of the participants. Each lesson will include a video demonstration, physical activity recommendations, printable handout, and recipe. Classes and materials are provided in English. There will also be imbedded interactive response activities to reinforce learning in each lesson. At the end of the series, the participant will answer questions and receive a certificate of achievement. |
| **Where CBH will be delivered** | Location of face-to-face lessons may include adult education and learning centers, rehabilitation centers, churches, community centers, elderly service sites, emergency food assistance sites, county Extension offices, DWS offices, low-income housing units, etc.  
CBH Online will be created with Canvas Instructure software and housed on the Utah SNAP-Ed createbetterhealth.usu.edu website. The lessons will be available online at no cost. A link to the course will be provided on Social Media, at DWS offices, in newsletters, on the program website, and on printed information cards. |
| **Partner roles & contributions** | In an effort to encourage attendance at either in-person or online CBH classes, Utah SNAP-Ed will continue to work with community agencies. Partnering agencies will be given information to advertise to their audiences, as appropriate, including web graphics, fliers, |
etc., to aid in marketing. Locations where SNAP eligibles will be recruited include: adult education and learning centers, rehabilitation centers, churches, community centers, elderly service sites, emergency food assistance sites, county extension offices, farmers' markets, SNAP offices, food stores, Head Start Programs, homes, libraries, public/community health centers, public housing, schools, shelters, WIC offices, DWS offices worksites, and other locations where the target audience may congregate.

<table>
<thead>
<tr>
<th>Duration of the project</th>
<th>Face-to-face CBH participants will be encouraged to attend at least 6, but up to 8, lessons to complete the series. Each lesson is 45-60 minutes.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>CBH Online participants will be encouraged to take a series of 6 or more lessons to receive a certification of completion. However, they may sign up for 1-8 lessons, depending on their need and interest. Each lesson takes between 30-45 minutes to complete.</td>
</tr>
</tbody>
</table>

| Projected total number of individuals, sites, or systems participating or reached | Over 5,000 unduplicated adult participants will be reached annually with face-to-face CBH classes. During the CBH online pilot program in FY 2021, at least 30 participants will complete the course. |

See Section 8 for details on how to conduct program evaluation for Create Better Health classes.

*Create Farm Fresh Food*

http://extension.usu.edu/fscreate/create_farm_fresh_food_curriculum_handouts
The *Create Farm Fresh Food* is a supplement to the CBH curriculum that can be used for adult audiences during the farmers’ market season. The specific goal of the CFFF curriculum is to increase SNAP participants’ use of local farmers’ markets as well as their intake of fruits and vegetables. CFFF is designed to be taught as a four-lesson part of a 6-8 lesson *Create Better Health* series. The content from CFFF is to be incorporated into the core lessons of the *Create Better Health* curriculum (see CBH for info on core lessons). The information in the CFFF curriculum should replace the physical activity portion of the CBH lesson it is incorporated into.

**Project Description**

<table>
<thead>
<tr>
<th>Behavioral and PSE changes</th>
<th>Behavioral changes:</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Increased farmers’ market shopping frequency</td>
</tr>
<tr>
<td></td>
<td>Increased fruit and vegetable intake</td>
</tr>
<tr>
<td></td>
<td>PSE changes:</td>
</tr>
<tr>
<td></td>
<td>CFFF supports and promotes the use of Double Up Food Bucks farmers’ market incentive program</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Key Educational Messages</th>
<th>Overcoming barriers of shopping at farmers’ markets</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Increasing intake of farm fresh produce</td>
</tr>
<tr>
<td></td>
<td>Shopping at farmers’ markets on a budget</td>
</tr>
<tr>
<td></td>
<td>Seasonal meal planning</td>
</tr>
<tr>
<td></td>
<td>Seasonal, healthy cooking skills</td>
</tr>
<tr>
<td></td>
<td>Following MyPlate recommendations</td>
</tr>
<tr>
<td></td>
<td>Food safety procedures</td>
</tr>
<tr>
<td></td>
<td>Eat Fresh, Buy Local</td>
</tr>
<tr>
<td></td>
<td>Increased fresh fruits and vegetables with Double Up Food Bucks</td>
</tr>
</tbody>
</table>

| How CFFF will be delivered | The CFFF is a series of 4 classes designed to be taught over a 4-week period as part of a 6-8 week *Create Better Health* series. Each |
An interactive lesson provides hands-on learning activities, cooking demonstrations, and a recipe tasting. Each lesson focuses on overcoming barriers often associated with shopping at farmers’ markets. Classes and materials are available in Spanish and English.

**Where CFFF will be delivered**

*CFFF* is offered in counties where a farmers’ market with an EBT machine is available to participants. The class series can be taught in a variety of locations in close proximity to the market. Series of classes will not be held directly at the farmers’ market. The classes can be held on the day of the market or during the week. The classes are taught during the farmers’ market season – June through October. SNAP-Ed educators have the option of providing a farmers’ market tour to their participants as part of the series.

**Duration**

*CFFF* is a series of 4 classes designed to be taught over a 4-week period. Counties with multiple markets may teach more than one series during the farmers’ market season. The class duration is between 30-60 minutes.

**Partner roles and contributions**

Partners will be organizations or locations where we are able to promote and teach *CFFF* classes. Partnering organizations will potentially provide their clients as participants, as well as the facility in which to teach the classes.

DUFB partners include Utah Department of Health and Utahns Against Hunger, as they oversee the promotion and management of the program. They provide promotional materials and market support for DUFB.

DUFB and UDOH also contribute to the development of *Eat Fresh, Buy Local* social marketing materials through the Farmer Market Promotion Program. As part of the project, they will also contribute to a statewide effort to educate farmers, managers, and vendors on best practices for
serving SNAP/EBT customers through the Utah Farmers’ Market Network.

<table>
<thead>
<tr>
<th>Projected # of participants</th>
<th>Projected numbers of unduplicated participants:</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>FY 2020 &gt; 200</td>
</tr>
<tr>
<td></td>
<td>FY 2021 &gt; 225</td>
</tr>
<tr>
<td></td>
<td>FY 2022 &gt; 250</td>
</tr>
</tbody>
</table>

### CFFF Graduation

Adult participants have the opportunity to graduate from our *Create Farm Fresh Food* series. In order to graduate, adults must attend at least 6 classes. Ideally these participants will have filled out all of the requested surveys throughout the series (see Section 8 for more information on surveys). However, if participants have not completed all the surveys, but did attend at least 6 classes in the series they are still considered graduates. CFFF graduates will receive a lunch box and a graduation certificate.

You can edit and print the graduation certificate from the staff website à [http://extension.usu.edu/fscreate/ou-files/2017-18_staff/Food_Sense_Certificate_OY-Oct2018.pdf](http://extension.usu.edu/fscreate/ou-files/2017-18_staff/Food_Sense_Certificate_OY-Oct2018.pdf)

You can order insulated lunch bags from the Supply Order Form to keep on hand in your county so you can distribute them during the last class in your series. YOU CAN DISTRIBUTE CERTIFICATES AND LUNCH BAGS ONLY TO PARTICIPANTS WHO COMPLETED AT LEAST 6 CLASSES.

**See Section 8 for details on how to conduct and report program evaluation for Create Farm Fresh Food**
Create Family Meals is a four-lesson family-based curriculum with lessons focused on developing healthy families through encouraging healthy eating patterns and increasing daily physical activity. Participants learn how to follow the USDA Dietary Guidelines for Americans. Participants will learn to turn the Dietary Guidelines for Americans into nutritious, appealing family meals. Ideally, Create Family Meals will be offered in locations where families are able to prepare and share a meal together.

Creaciones en la Cocina is the Spanish version of the Create Family Meals curriculum. It is designed to teach the same principles based on USDA Dietary Guidelines for Americans, but uses culturally appropriate recipes and addresses needs unique to Latino participants.

Project Description

| Behavioral or PSE changes | Increased family mealtime  
Increased fruit and vegetable consumption  
Increased use of MyPlate  
Improved food safety practices  
Improved food security |
|----------------------------|-----------------------------------------------|
| Key messages               | The importance and benefits of family mealtime  
Planning, shopping, and cooking skills  
Budgeting to stretch food dollars to last the month  
MyPlate and Dietary Guidelines recommendations for healthy food and physical activity choices  
Food safety  
Importance of breakfast |
| **How Create Family Meals will be implemented** | *CFM* is a direct education strategy that will be delivered in face-to-face group lessons. Classes and materials are available in English and Spanish. Each class will feature a lesson from the *CFM* curriculum, and include a hands-on cooking demonstration and sample. Families will all participate in the cooking lesson and food preparation resulting in samples for their family to taste. |
| **Where Create Family Meals will be delivered** | Locations of *CFM* may include adult education and learning centers, churches, county extension offices, schools, public/community health centers, and public housing centers. Locations must have a kitchen which allow families to directly participate in the cooking lesson. |
| **Partner roles & contributions** | A variety of organizations including schools, community centers, Head Start programs, and recreation centers will provide the location to hold *CFM* classes. Other essential partners are County Extension offices; they are required to provide the funding for the food for *CFM* classes. *CFM* classes ideally give families the opportunity to prepare and consume a meal together at each lesson. SNAP-Ed funding can only be used for food samples, rather than the whole meal, so county Extension funds are required for the classes. |
| **Create Family Meals duration** | *CFM* is a 4-week series. Each class lasts about 1-2 hours. |
| **Projected # of participants** | FY 2020 ≥ 30 families  
FY 2021 ≥ 30 families  
FY 2022 ≥ 30 families *  
*Numbers are lower than other direct education strategies due to the need to secure outside funding for the recipe and meal supplies. |

See Section 8 for details on how to conduct and report program evaluation for *Create Family Meals*. 
Curriculum for Youth Audiences

*Captain Create MyPlate*

http://extension.usu.edu/fscreate/ à Lessons for Kids

*Captain Create MyPlate* is the primary curriculum for youth audiences. The curriculum is designed to reach youth in Kindergarten- 6th grade. The lessons are based on USDA Dietary Guidelines for Americans and MyPlate. *Captain Create MyPlate* contains eight lessons that feature interactive activities about MyPlate food groups, handwashing, physical activity, and healthy snacking. The goal of the curriculum is to help youth create healthy diet and activity habits that they will sustain throughout their lives.

**Materials for Create MyPlate**
The following materials can be used as a supplement to the *Captain Create MyPlate* curriculum.

**Supplemental Resources for Captain Create MyPlate classes:**

- Soaper Hero
  - Utah State University Extension
  - Description: Soaper hero is a hands hygiene project that focuses on educating children of all ages on why hand washing is so important and how to wash hands correctly. [http://www.soaperhero.org/](http://www.soaperhero.org/)

- Yoga for Kids
  - University of Arkansas Extension
  - Description: Yoga for Kids aims to increase fitness, decrease stress, and improve mental focus in a noncompetitive manner through teaching yoga.
See Section 8 for details on how to conduct and report program evaluation for Captain Create MyPlate.

Food, Fun, and Reading
http://extension.usu.edu/fscreate/food_fun_and_reading

Food, Fun, and Reading is a six-lesson series designed for youth from pre-K through 2nd grade. The original curriculum was developed by University of Vermont Extension in the late 1990s, and was updated in 2018 by Utah State University Extension agents to reflect the updated 2015-2020 Dietary Guidelines and MyPlate. The lessons engage young children with an interactive lesson about a MyPlate food group, a physical activity game, and tasting a kid-friendly, healthy recipe. The nutrition topic is reinforced by reading a related food-focused story.

See Section 8 for details on how to conduct and report program evaluation for Fun, Food & Reading.

Policy, Systems and Environment (PSE) Work
POLICY SYSTEMS AND ENVIRONMENT (PSE) WORK

Research shows that the best strategy for obesity prevention includes a combination of direct nutrition education, social marketing, and policy, system, and environment (PSE) work. According to the SNAP-Ed Plan Guidance FY 2017, “Using these three elements helps create conditions where people are encouraged to act on their [SNAP-Ed] education and awareness and where the healthy choice becomes the easy and preferred choice.” PSE is a required component of SNAP-Ed nationwide. It is intended to complement your teaching responsibilities outlined in other chapters throughout this manual. Under most circumstances, it is required that every
county has at least one PSE project underway. PSE projects can be implemented by the CBH AMBASSADOR, supervisor, or a combination of these positions.

POLICY WORK
Policies are written organizational rules, guidelines, or courses of action. They are made in the public, non-profit, and business sector. Policies can help guide behavioral changes for our target population.

Create Better Health Utah (SNAP-Ed) Policy Work Examples
A CBH Ambassador, supervising educator, or faculty member joins the wellness committee at a school where he/she teaches Create Better Health Utah (SNAP-Ed) classes. The committee discusses writing a new school policy to require recess before lunch in elementary schools so children are hungrier to eat enough lunch to fuel the rest of their day. The CBH Ambassador, supervising educator, or faculty member reinforces the importance of this policy by reminding committee members that some low-income children may not have the opportunity to eat a full meal when they return home from school making it essential these students have a good appetite and enough time to eat a nourishing lunch. The wellness committee agrees and they move the policy forward.

SYSTEMS WORK
System change is an unwritten, ongoing organizational change that impacts many people. System changes often alter how an organization, or group of organizations conduct business. These changes often result in the adoption of a new intervention or a new use of resources. System changes may come either before or after a policy change.

Create Better Health Utah (SNAP-Ed) System Work Examples
A CBH Ambassador, supervising educator, or faculty member works with the local Extension Master Gardener Program to establish a system for the gardeners to grow produce for the local food pantry. The CBH Ambassador talks with the pantry clients, staff, and gardeners to determine what would be the best items to grow. The CBH Ambassador provides seeds and plants for the garden plots. The CBH Ambassador coordinates a distribution plan with the gardeners and pantry to ensure that the produce is distributed to clients while it is still very high quality. CBH Ambassadors report the number of pounds donated to the pantry.

ENVIRONMENT WORK
Environmental changes are modifications to places where our target audience eat, work, play, live, eat, or shop for food. These changes will ultimately improve access or appeal for nutritious food and/or physical activity opportunities. Environmental modifications are not always changes made to the physical environment. They can also impact the social or economic environments.

Create Better Health Utah (SNAP-Ed) Environment Work Examples
A food pantry manager approaches a CBH Ambassador, supervising educator, or faculty member with a concern that clients are not taking the dried beans or lentils. The CBH Ambassador uses
the Thumbs Up Toolkit to nudge clients to select these items by placing the ‘healthy choice’ shelf sign in front of the beans and lentils. The CBH Ambassador also gives clients a recipe sample and recipe card teaching clients how to use these products. A CBH Ambassador approaches a corner store manager about having more fresh fruits available for purchase. The manager complains that people never buy the fresh fruit before it goes bad and has to be thrown out. The CBH Ambassador notices that the fresh fruit display is in the back corner of the store on a dusty rack. The CBH Ambassador works with the store manager to purchase a few colorful baskets to place at the register with the fruit. After a few weeks, the manager notices that people are impulse buying the fruit for a snack rather than candy bars.

CHOOSING PSE PROJECTS

PSE projects may seem overwhelming to identify and start. The State Office and your supervising educator, or faculty member can help determine the best PSE strategies for you and your community. CBH Ambassadors have the option to choose from pre-approved projects on the PSE Pick List, or can work with the State Office to develop or contribute to a PSE strategy specific to their county.

PSE PICK LIST

The PSE Pick List is an approved list of PSE projects that can be implemented by any CBH Ambassador. These projects are preapproved because they contain all components required by the national SNAP-Ed guidelines including the necessary tools for assessment, implementation, and evaluation. Several times per year, CBH Ambassadors interested in, or actively implementing projects from the PSE Pick List will receive necessary trainings and updates via a Zoom conference call.

PSE PICK LIST FOR FY 2021 (OCTOBER 2020-SEPTEMBER 2021)

<table>
<thead>
<tr>
<th>PSE Goal</th>
<th>Associated Projects</th>
<th>Strategy</th>
</tr>
</thead>
<tbody>
<tr>
<td>Create Healthy Pantries</td>
<td>Healthy Food Drives (includes Buy Dinner for Your Neighbor &amp; Buy Produce for Your Neighbor)</td>
<td>Increase availability of healthy foods in pantry.</td>
</tr>
<tr>
<td></td>
<td>Community Gardens</td>
<td>Increase availability of healthy foods in pantry.</td>
</tr>
<tr>
<td></td>
<td>Thumbs Up for Healthy Choices in Food Pantries</td>
<td>Increase visibility and appeal of healthy foods in pantry.</td>
</tr>
<tr>
<td>Create Healthy Stores</td>
<td>Thumbs Up for Healthy Choices in Retail Settings</td>
<td>Increase availability, visibility, and appeal of healthy foods in small retail settings.</td>
</tr>
<tr>
<td>Create Healthy Schools</td>
<td>Smarter Lunchroom Movements (SLM)</td>
<td>Increase visibility and appeal of healthy options in school cafeteria.</td>
</tr>
<tr>
<td>-----------------------</td>
<td>------------------------------------</td>
<td>---------------------------------------------------------------------</td>
</tr>
<tr>
<td></td>
<td>School Gardens</td>
<td>Increase availability of healthy foods in schools.</td>
</tr>
</tbody>
</table>

**PSE STRATEGIES NOT ON PSE PICK LIST**

While the State Office tries to offer a variety of approved PSE projects, counties sometimes have needs beyond the scope of the PSE Pick List. **If you identify a need or project in your community that you would like to work on you must fill out the brief Create Better Health Utah (SNAP-Ed) Policy, Systems, and Environmental Strategies Action Plan form. This form can be found on the staff website under the PSE tab.** Once the form is returned to the State Office, a meeting will be scheduled between the CBH Ambassador, supervisor, and state PSE coordinator to discuss the project in more detail.

The point of the form and initial meeting is not to make county-specific projects more difficult, but to determine the following items:

1. If the project is a true PSE strategy (many indirect activities are often misreported as PSE).
2. If tools are already available that can be used to facilitate the project.
3. If the project meets the federal requirements of an approved SNAP-Ed project.
   
   **NOTE:** PSE projects must meet certain criteria to be funded with our federal funding.
4. The best way to move forward with the project.

All PSE strategies not on the PSE Pick List requires the Create Better Health Utah (SNAP-Ed) Policy, Systems, and Environmental Strategies Action Plan form before moving forward. Any PSE strategies entered into Pears that are not on the PSE Pick List and do not have a filed form will be questioned immediately.
Adaptations to Policy, System, and Environment Work during COVID-19

The COVID-19 pandemic has disrupted many policies, systems, and environments that impact people in Utah, especially those who are part of our target audience. Unemployment and problems with established food systems are just some of the challenges people are facing. Data shows that those who experience poverty and food insecurity are more likely experience diabetes and other underlying health conditions making them higher risk of being severely impacted by infection with COVID-19. Our target audience is vulnerable to both the economic and health disaster that is impacting the world.

CBH has a great responsibility to support low income families and individuals during this time. Part of that obligation is being conscientious and limiting the spread of COVID-19. All PSE work must be done under the approval of Utah State University’s Risk Management Team. This will ensure that we take all appropriate measures to protect ourselves and those we serve. The policies will change as the risk of the pandemic changes. We all need to be patient and flexible during this difficult time. Heidi LeBlanc and Casey Coombs are the liaison between county SNAP-Ed programs and Risk Management. Any new projects must be submitted through them.

• USU employees are required to wear face coverings or disposable masks in all university buildings and vehicles, and outside anytime you cannot practice social distancing.
• CBH has extended this requirement to all CBH work, including that outside University vehicles and buildings. The state office has provided face coverings for all employees to ensure you can “mask up” for any work you do outside your home.
• Avoid close contact with people from other households. Maintain at least 6 feet distance, avoid shaking hands and other forms of physical contact.
• Wash your hands often and well.
• If you are ill, please stay home.
• While some in-person activities may be permitted at this time, food sampling will not be allowed until further notice from the CBH State Office.
• Know that if you are not comfortable with working outside your home, it will not be required at this time. Those who stay home will need to use technology in order to adapt their programming so they can continue to serve the SNAP-Ed audience.

Create Healthy Food Pantries

Food pantry users experience a variety of barriers that prevent them from making healthy choices in the pantry. To help address these barriers, CBH Ambassadors can choose from a variety of projects to make healthy choices more available, visible, and appealing to pantry users. The most successful CBH Ambassadors will engage in at least one strategy to increase the amount of healthy food in a pantry (community garden work and/or healthy food drives), as well as use the Thumbs Up for Healthy Choices nudge program to promote the healthy options.

Healthy Food Drives

A great way to increase the amount of healthy foods in your local food pantry is to hold a community food drive that requests healthy options. Food drives can be conducted in a variety of locations including Extension offices, farmers markets, local grocery stores, or throughout the community by dropping bags off at individual houses.

The first step to conducting a successful healthy food drive is to talk to your pantry manager about foods they would like to see donated that fit both their needs and the health guidelines of our program. Options may include low-sodium canned beans and vegetables, canned fruit packed in 100% fruit juice, whole grain cereals and pastas, nut butters, canned protein (tuna, salmon, chicken, etc.), and low-fat shelf stable milk. It also important to mention to the pantry manager, and to include on all your marketing materials, that all food donations are appreciated. We would not want to discourage people from donating, even if the items do not meet the healthy guidelines.

Another key to a successful food drive is partnering with other organizations that will support and help promote the food drive. Extension agents will likely have a good idea which local
organizations may be interested in helping. Local grocery stores may also be willing to help by either donating specific foods or allowing you to leave a box and marketing materials requesting the healthy items.

You can find some marketing materials for healthy food drives on the staff website under the PSE tab. The posters can be edited to include the items your pantry has requested, as well as your pantry’s name and/or logo. If you need something other than the materials available, they must be approved by the State Office before distributing them.
The above example represents a partnership between Create Better Health Utah—SNAP-Ed, the local pantry and youth groups from the Church of Jesus Christ of Latter-day Saints. These postcards were stapled to donation envelopes and dropped off at homes throughout Millard County.

Above is a bag that was printed through a partnership between the Northern Utah Trapper Trails Boy Scout of America Council, Utah Department of Health, and Create Better Health Utah—SNAP-Ed. The bags were distributed throughout multiple counties in northern Utah.

Adaptations during COVID-19

With increased stress on food systems and increased food insecurity, working with food pantries to increase access to nutritious food is critical. You can make a huge difference in the lives of people in your community by working to help increase healthy food at food pantries. Make sure to work closely with your food pantry to determine what their needs are and their ability to receive donations. Follow all the social distancing guidelines that have lined out in previous sections, like wearing your face mask and washing your hands often, when you visit a pantry in person to drop off food donations.

Buy Dinner for Your Neighbor
Another version of a healthy food drive is our *Buy Dinner for Your Neighbor* program. This program requires a partnership between Create Better Health Utah—SNAP-Ed, a local grocer, and food pantry. For this program, the CBH Ambassador prepackages recipe bags at the grocery store with all of the ingredients needed to make a meal. A recipe for how to prepare the meal is also included. These bags are for sale for a set price at the grocery store (price is determined by the store). Customers are encouraged to buy a meal bag for themselves and then donate one to the local food pantry. The CBH Ambassador must be considerate of the types of products being donated to the food pantry. Recipes with all non-perishable items are ideal, but some pantries may be able to manage some perishable ingredients. Talk to your local pantry to see what works for them. The CBH Ambassador must coordinate the packaging and distribution of the bags to the pantry. The most successful CBH Ambassador will have a booth where the bags are being sold to talk to customers about the program, and let them sample the recipe that the bag will make.

You can order a large standing or hanging *Buy Dinner for Your Neighbor* banner from the State Office. It can be customized to include the name and/or logo of the grocery store and pantry you are partnering with.
You can also use the adaptation of “Buy Dinner for Your Neighbor” at farmers market called “Buy Produce for Your Neighbor.” This program requires a partnership between Create Better Health Utah—SNAP-Ed, a local farmers market, and food pantry. Customers are encouraged to buy extra produce and donate it to the food pantry. Talk to your local pantry to see how to best arrange the donation delivery process and to make sure they have capacity to receive the donated produce. The CBH Ambassador must coordinate delivery of the produce to the pantry. The most successful CBH Ambassador will have a booth at the farmers market where he or she can talk to customers about the program and will have buy-in from vendors who will post marketing materials at their booths. It is important to work with your farmers market to make sure that the program is allowed at your market.

You can order a large standing or hanging Buy Produce for Your Neighbor banner from the State Office. It can be customized to include the name and/or logo of the grocery store and pantry you are partnering with. You can also order smaller hanging banners for vendor booths and an arrow pointing to where donations are collected.

**COVID-19 Adaptations**

There are a couple ways that the Buy Produce for Your Neighbor program can be implemented without a Create Better Health Ambassador onsite while the market is open to the public. It does require strong
support from the local farmers market staff/volunteers and vendors. Talk with your farmers market contacts to determine the best method for gathering and picking up the donations.

1. **Single donation booth/area near the exit of the market.** Because Department of Agriculture is recommending that markets have an entrance and then flows customer traffic through to a designated exit, it is possible for there to be a donation area near the exit. There can be a banner/poster near the entrance, ideally near the market information booth, so people can ask questions about the program. Then vendors who support the effort may place posters/small banners at their booths to remind the shoppers as the move through the market. They then can drop off produce near the exit.

2. **Donations with each vendor.** The vendors will have a box at their booth where they will place donated food items throughout the market hours. At the end of market, the vendors will then take the donated items to a centralized location (it’s recommended that they stagger this with other vendors).

The SNAP-Ed Ambassador can then pick up the donation box and deliver the produce to the food pantry. It is recommended that the ambassador use a scale to weigh how much produce is collected each week. Use gloves when handling the produce for weighing. The ambassador will need to follow all social distancing and good public health practices by wearing a face mask, washing their hands before and after picking up the donations, and sanitizing the box holding the produce before moving it.

**Community Garden Work**

Working with community gardens is also an approved strategy to create healthy pantries. Getting produce from the garden donated to the local food pantry is another effective approach to increase the amount of fresh produce available for pantry users. There are a couple of ways you can engage in community garden work:

- Coordinate a day and time for garden members to harvest and leave their excess produce for the local food pantry. During that day and time the CBH Ambassador should go to the garden, pick up the produce and deliver it to the pantry. It is important to ensure the quality of the produce is still high, so providing coolers to the garden for people to leave their produce would be helpful. Make sure to coordinate with the pantry manager about receiving the produce. If they do not have adequate refrigeration consider bringing the produce to the pantry during a distribution time.

- Grow a row for the hungry. Work with other local agencies to plant, maintain, and harvest produce specifically for the food pantry. While some CBH Ambassador time and resources can be used to help maintain a garden plot, the most successful programs will have partners to also assist with the production. Volunteer groups from other areas of Extension including 4-H and the master gardeners are potential partners to explore.

- Work with your local community garden organizers to identify other potential ways to help get garden produce to our priority population.
Adaptations during COVID-19
Ambassadors are not to meet with SNAP-Ed participants currently. If you plan to hold Create Farm Fresh Gardens, or a similar project with SNAP-Ed participants receiving gardening and nutrition education as they grow their own produce, you must do all education virtually, over the phone, or through paper handouts.

If you are considering growing produce at a community garden for donation, please inform the state office and your supervisor of your plans. Please know that any work outside of your home is voluntary. If you feel uncomfortable, are considered high-risk due to age or underlying medical conditions, or feel unwell, we strongly urge you to not do work activities outside your home.

Work at community gardens will be approved on a case-by-case basis. If your activity is approved, you must follow these guidelines:

- Always follow social distancing guidelines by keeping at least 6 feet between yourself and others at the garden.
- Do not go to the garden when it is busy. You should avoid having more than 20 people at the garden and need to be able to maintain social distancing.
- Always wear a face mask while working at the community garden.
- Bring your own tools, if possible. If you cannot bring your own tools, bring disinfectant (i.e. wipes or sanitizing spray and rag) to clean the communal tools before and after use.
- If there are not handwashing facilities at the garden, make sure to take and use hand sanitizer. Be aware that hand sanitizer is not as effective as washing your hands with soap and water, especially when you have visible dirt on your hands. Wash your hands as soon as you can. Also consider wearing gloves while working in the garden.
- Be aware of the surfaces you are in contact with at the garden, including water spigots, hoses, gates, etc. Disinfect these surfaces if you can.
- Limit how often you go and how long you stay at the garden.

Thumbs Up for Healthy Choices in Food Pantries
Hopefully your efforts to increase the amount of healthy foods in the pantry have started to pay off! To help pantry clients easily identify and select the healthy options that are available in their pantry, CBH Ambassadors can use a variety of strategies outlined in the *Thumbs Up for Healthy Choices Food Pantry Toolkit*. The aim of the Thumbs Up for Healthy Choices program is to make healthy options more visible and appealing to pantry users. Thumbs Up promotes items that are high in vitamins, minerals and fiber and low in sodium, added sugar, and saturated and trans fats. The Thumbs Up for Healthy Choices Food Pantry toolkit contains everything you need to know to identify and promote the healthy options. Included in the toolkit are suggestions on how to approach the pantry manager, a healthy pantry assessment tool, nutrition criteria for the foods that can be labeled as healthy, and a description of the program components available to you as an CBH Ambassador.

Available Tools:

**Thumbs Up for Healthy Choices Toolkit-Food Pantries**

[http://extension.usu.edu/fscreate/]  
à PSE Tab à Thumbs Up Materials—Food Pantries & Retail Settings à Thumbs Up Toolkit for Food Pantries

Includes everything you need to know to successfully implement Thumbs Up in a pantry setting.

**Healthy Food Pantry Assessment Tool**

[http://extension.usu.edu/fscreate/]  
à PSE Tab à Thumbs Up Materials—Food Pantries & Retail Settings à Healthy Food Pantry Assessment Tool

The Healthy Food Pantry Assessment Toolkit is used to assess what the pantry is already doing to promote client nutrition, as well as help pantry managers determine what things they would like to do that you can assist with. It is required that you conduct this assessment when you begin to work with a pantry (or at the beginning of each fiscal year), as well as when you complete your work with the pantry (or at the end of the fiscal year). The pantry will receive a score each time you conduct the assessment. Your goal is to see an increase in their score which will indicate an increase in the number of things the pantry is doing to improve client health and nutrition.

See section 8 for details on how to use and report findings from the Healthy Food Pantry Assessment Tool.

**Promotion Tools**

Once you conduct your food pantry assessment tool you can begin using the Thumbs Up tools to promote healthy foods. Every pantry is set up a bit differently. In response to this variety of pantry settings, Create Better Health Utah (SNAP-Ed) has developed a myriad of promotion tools you can use to help pantry clients easily identify healthy options. Use any combination of the items below to make the program visible. Below is a table that includes each of the available
tools, how to use them, as well as how to obtain them. **Note new branding and marketing materials for FY2021.**

<table>
<thead>
<tr>
<th>Item</th>
<th>Image</th>
<th>Use</th>
<th>How to Obtain</th>
</tr>
</thead>
<tbody>
<tr>
<td>Shelf Talkers</td>
<td><img src="image" alt="Shelf Talkers Image" /></td>
<td>Place directly on shelf in front of healthy choice. Available in English &amp; Spanish</td>
<td>Order from the State Office.</td>
</tr>
<tr>
<td>2” square</td>
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<tr>
<td>4” square</td>
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<tr>
<td>1x3” strip</td>
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<td></td>
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<tr>
<td>Shelf Labels</td>
<td><img src="image" alt="Shelf Labels Image" /></td>
<td>Contain different messages to help clients make a healthy choice. Available in English &amp; Spanish</td>
<td>Order from the State Office.</td>
</tr>
<tr>
<td>1 x 6” strips</td>
<td></td>
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<tr>
<td>Set of 8 different messages</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Shelf Clips</td>
<td><img src="image" alt="Shelf Clips Image" /></td>
<td>Use to attach shelf talkers onto the shelves.</td>
<td>Order from State Office.</td>
</tr>
<tr>
<td>Shelf Educators</td>
<td><img src="image" alt="Shelf Educators Image" /></td>
<td>Contain nutrition &amp; use highlights for common food pantry items.</td>
<td>Available on staff website Print at county office.</td>
</tr>
<tr>
<td>29 educators</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4x6”</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tip Sheets</td>
<td><img src="image" alt="Tip Sheets Image" /></td>
<td>Contains a variety of ideas on how to use common food pantry items.</td>
<td>Available on staff website.</td>
</tr>
<tr>
<td>17 tip sheets</td>
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<td></td>
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<tr>
<td>4x6”</td>
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<tr>
<td>8x11”</td>
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<tr>
<td><strong>Recipe Cards</strong></td>
<td><strong>Poster Templates</strong></td>
<td><strong>Banners</strong></td>
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<tr>
<td>Single or double sided 4x6” 2x4”</td>
<td>8x11” 11x17”</td>
<td>Standing Banners (horizontal)</td>
<td></td>
</tr>
<tr>
<td>Editable template to add food pantry friendly recipe</td>
<td>Editable poster template that can be used for pantry specific needs</td>
<td>Large banners to educate pantry users about the program</td>
<td></td>
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<tr>
<td>Available on staff website. Print at county office.</td>
<td>Print at county level or order through State Office.</td>
<td>Order from State Office</td>
<td></td>
</tr>
</tbody>
</table>

**How to Use Black Beans**

1. **Potato hash**
   - Preheat oven to 400°F. Cut potatoes into wedges and toss with olive oil and salt.
   - Bake for 20-25 minutes or until tender and golden brown.
   - Add to a warm bowl of cooked black beans and serve.

2. **Taco, burrito, and enchiladas**
   - Shred cooked black beans into tortillas or blanket burritos.
   - Add your favorite toppings like cheese, salsa, and guacamole.

3. **Chili**
   - Use ground beef or turkey instead of black beans in your favorite chili recipe.

4. **Rice bowl**
   - Add black beans to rice with mixed vegetables of choice.
<table>
<thead>
<tr>
<th>Hanging Banners (vertical)</th>
<th>Should be used in all pantries.</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Posters 11x17”</strong></td>
<td>Information posters to educate pantry users about program. Available in English &amp; Spanish</td>
</tr>
<tr>
<td><strong>Information Cards 4x6”</strong></td>
<td>Cards to educate pantry users about the program. Place a stack where people sign in for pantry services. Available in English &amp; Spanish</td>
</tr>
<tr>
<td><strong>Grocery Cart Signs &amp; Holders</strong></td>
<td>Grocery cart signs and holders to educate pantry users about the program. Available in English &amp; Spanish.</td>
</tr>
</tbody>
</table>
### Pantry Staff/volunteer information sheet

![Image of MyPlate and Thumbs Up program for food pantry volunteers/staff]

3-page sheet that describes MyPlate and the Thumbs Up program for food pantry volunteers/staff. Order from State Office or print at county office.

### Recipe Bags

![Image of Recipe Bags]

See description below. Order from State Office (bag only, recipes not included).

### Prepackaged Recipe Bags

Another option that some CBH Ambassadors have used to help increase the selection of healthy foods is to pre-package bags with ingredients needed to make a healthy Create Better Health Utah (SNAP-Ed) recipe. You can order strong, clear bags from the staff order form for this strategy. Often the pantry will not have all of the ingredients needed to make the total recipe. In this case, be sure to indicate on the recipe card which ingredients are included, and which ingredients still need to be obtained. This is a great strategy to use if the pantry has a lot of an item that fits the Thumbs Up guidelines that they are hoping to move out of the pantry. This can be an excellent strategy to help people make the Healthy Choice when pantries are allowing their participants to select items inside the pantry due to COVID-19.

### Nutrition Education Booths

A hugely important part of a successful Thumbs Up program in a food pantry is a nutrition education booth. Booths are an opportunity to talk to pantry users about the Thumbs Up program and the importance of making healthy choices. When possible, offer a recipe sample for pantry users to try while they wait. This is also a good opportunity to recruit participants for other Create Better Health Utah (SNAP-Ed) classes or programs you are holding. *Samples are NOT permitted due to COVID-19 at this time.
Create Healthy Stores

Another PSE option for CBH Ambassadors is to create healthy store environments. The goal of our healthy store PSE initiatives is to improve the availability, visibility, and appeal of healthy options in small retail settings like corner stores, convenience stores, or small grocers. This work can be conducted using the variety of strategies in our Thumbs Up for Healthy Choices Retail Settings Toolkit.

Similar to our food pantry work, Thumbs Up for Healthy Choices uses simple marketing strategies that are known to increase the selection of targeted item. The strategies in the toolkit have been used in retail settings for decades, but the big difference is we are using them to promote healthy foods. We use the same logo and many of the same promotion tools in both retail and pantry settings to increase the recognition of our program by our priority audience.

The Thumbs Up for Healthy Choices Retail Settings Toolkit includes everything you need to locate an eligible and interested store, discuss potential strategies with the store manager/owner, assess the current food environment, identify healthy foods, and determine the marketing strategies the store owner is interested in trying. Any store working with the Thumbs Up program must accept SNAP benefits.

Here are some of the tools you will need to get started to create healthy stores:

Store Owner Interview
http://extension.usu.edu/fscreate/ à PSE Tab àThumbs Up Materials—Food Pantries & Retail Settings àThumbs Up Retail Store Manager Interview

Use this survey to get to know the store owner better and to learn what challenges he or she may face and how Create Better Health Utah (SNAP-Ed) can help.

Date: CBH Ambassador Name:
Store Name: Name of Owner:
Address:

How long have you owned or managed this store? _______ years _________months

What are the 3 top-selling items in your store, including nonfood items?
1.
2.
3.

Are there any healthier items that you are interested in selling? _____ Yes _____No

If so, what are they?
What makes it hard to carry more healthy foods in your store?

How can we best help you offer and sell healthier foods?

Thank you for your time!

Store Observation Form**
http://extension.usu.edu/fscreate/ à PSE Tab àThumbs Up Materials—Food Pantries & Retail Settings àThumbs Up Retail Observation Form

After the store owner has agreed to participate, it’s helpful to assess what products the store currently stocks and promotes, what healthy options are already available, and where there is room for improvement. You will conduct this same assessment two times. Once at the beginning of your work with the store (or beginning of the fiscal year) and again at the end of the fiscal year. Your goal is to see an increase in the total score by the end of the fiscal year (or when you finish your work with the store). You will enter the score of baseline and follow-up assessment into PEARs to show the work you have done through the year.

See Section 8 for details on how to use and report the Store Observation Form.

Healthy Retail Strategies Pick List
http://extension.usu.edu/fscreate/ à PSE Tab àThumbs Up Materials—Food Pantries & Retail Settings àRetail Changes Pick List

There are many ways to improve the sale of healthy foods and beverages. Below are a variety of strategies that have been shown to improve the sale of targeted items. Go through the list with store owners/managers and identify which options they are interested in trying. Or, brainstorm with the owners/managers to come up with other ideas that work better for their location!

<table>
<thead>
<tr>
<th>Product Placement Strategies</th>
</tr>
</thead>
<tbody>
<tr>
<td>Place fruits and vegetables at the front of the store, in a highly visible location.</td>
</tr>
</tbody>
</table>
Offer ready to eat fruits or vegetables, i.e. bananas, oranges, washed apples, baby carrots right at the cash register.

Place non-perishable healthy snacks, i.e. baked chips, granola bars, etc. right next to the cash register instead of high sugar candy bars.

Display water, or other low-calorie drinks at eye level in the refrigerated section.

Place whole grain cereals at eye level. Move sugary cereals to higher shelves, out of the eye level of small children.

Place low-sodium, or no salt added canned vegetables at eye level.

Place canned fruits packed in 100% fruit juice at eye level.

**Product Promotion Strategies**

| Promote all healthy foods and beverages using Thumbs Up signage on shelves and refrigerators. |
| Use Thumbs Up shelf educators to teach consumers how to identify the healthier options (i.e. look for reduced sodium beans, look for whole grain pasta, etc.) |
| Remove unhealthy food advertising from the entry door and store. Replace with Thumbs Up posters and banners. |
| Offer recipes for healthy products throughout the store. Place recipes close to the foods they utilize. |
| Create recipe kits that contain all the necessary ingredients and the recipe card. Promote these recipes at nutrition education booths in the store (see below). |
| Promote only water and low-calorie beverages in circulars and other in-store advertising, instead of high calorie, sugar sweetened drinks. |
| Schedule weekly, or monthly Create Better Health Utah (SNAP-Ed) nutrition education booths with recipe samples in the store. |
| Promote Create Better Health Utah (SNAP-Ed) education booths and recipe sampling on local radio stations, newspapers, and other local outlets to advertise. |

**Product Availability Strategies**

| Stock low-sodium, or no salt added canned goods, i.e. vegetables, beans, broth, soups, etc. |
| Stock canned fruit packed in 100% fruit juice, or water. |
| Stock at least two healthy snacks, i.e. whole grain pretzels, low-sugar granola bars, low-fat yogurt, unsweetened dried fruit, etc. |
Stock 100% whole grain products, i.e. brown rice, whole grain pasta, oatmeal, 100% whole wheat bread.

Stock sugar sweetened beverages that are 16 oz. or smaller, i.e. soda, energy drinks, fruit drinks, etc.

OTHER STRATEGIES OF INTEREST

Thumbs Up for Healthy Choices Retail Setting Toolkit
Find more information on all of these tools as well as nutrition guidelines for identifying healthy foods in the Thumbs Up for Healthy Choice Retail Toolkit.

http://extension.usu.edu/fscreate/à PSE TabàThumbs Up Materials—Food Pantries & Retail SettingsàThumbs Up Toolkit for Retail Settings

Nutrition education booths- VERY IMPORTANT!!

Having a physical presence at the store to promote the new marketing strategies and/or new healthy foods that are available will be essential to a successful store intervention. It is recommended that you set up a regular schedule to have a nutrition education booth at the store. For example, let customers know that Create Better Health Utah (SNAP-Ed) will be at the store every other Saturday with great nutrition education and a delicious recipe sample. The
booth can provide information to the consumers about how to make healthy choices, as well as an explanation of the Thumbs Up program. If time and budget allow, preparing a sample or doing a recipe demonstration at the store will also likely increase the sale of the item(s) being featured. *Samples are NOT permitted due to COVID-19 at this time.

Promotion Tools:

Once you conduct your interviews, store observation form, and healthy retail pick list you can begin using the Thumbs Up tools to promote healthy foods. Every store is set up a bit differently. In response to this variety of settings, Create Better Health Utah (SNAP-Ed) has developed a myriad of promotion tools you can use to help customers easily identify healthy options. Use any combination of the items below to make the program visible. The below table includes each of the available tools, how to use them, as well as how to obtain them. Note new branding and promotional materials for FY 2021.

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<tr>
<td>Item</td>
<td>Description</td>
<td>Availability</td>
<td></td>
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<td>----------------------</td>
<td>-----------------------------------------------------------------------------</td>
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</tr>
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<td>Shelf Educators</td>
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<td>Available on staff website Print at county office.</td>
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<td>Poster Templates</td>
<td>8x11” 11x17”</td>
<td>Available at county level or order through State Office.</td>
<td></td>
</tr>
<tr>
<td><strong>Banners</strong></td>
<td>Large banners to educate pantry users about the program. Should be used in all pantries.</td>
<td>Order from State Office.</td>
<td></td>
</tr>
<tr>
<td>--------------</td>
<td>-----------------------------------------------------------------------------------------------------------------</td>
<td>--------------------------</td>
<td></td>
</tr>
<tr>
<td><strong>Standing Banners (horizontal)</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Hanging Banners (vertical)</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Posters 11x17”</strong></td>
<td>Information posters to educate pantry users about program. Available in English &amp; Spanish</td>
<td>Order from State Office.</td>
<td></td>
</tr>
<tr>
<td><strong>Information Cards 4x6”</strong></td>
<td>Cards to educate pantry users about the program. Place a stack where people sign in for pantry services.</td>
<td>Order from State Office.</td>
<td></td>
</tr>
<tr>
<td><strong>Grocery Cart Signs &amp; Holders</strong></td>
<td>Available in English &amp; Spanish</td>
<td>Grocery cart signs and holders to educate pantry users about the program. Available in English &amp; Spanish.</td>
<td>Order signs and holders from State Office.</td>
</tr>
<tr>
<td>-------------------------------</td>
<td>-------------------------------</td>
<td>-------------------------------------------------------------------------------------------------</td>
<td>-----------------------------------------------------------------</td>
</tr>
<tr>
<td><strong>Pantry Staff/volunteer information sheet</strong></td>
<td></td>
<td>3-page sheet that describes MyPlate and the Thumbs Up program for food pantry volunteers/staff</td>
<td>Order from State Office or print at county office.</td>
</tr>
<tr>
<td><strong>Healthy Snacks/Swaps/Choice/Lunch Posters</strong></td>
<td></td>
<td>1-page posters that give ideas for healthy lunches, snacks, drinks, and swaps.</td>
<td>Print at county level or order through State Office.</td>
</tr>
<tr>
<td><strong>Recipe Bags</strong></td>
<td>See description below</td>
<td></td>
<td>Order from State Office (bag only, recipes not included).</td>
</tr>
</tbody>
</table>
Create Healthy Schools

PSE initiatives that make healthy choices easier for youth audiences are just as important as those geared towards adults. Create Better Health Utah (SNAP-Ed) youth PSE efforts are focused in school settings where youth spend a lot of their time and make many food choices from a young age.

Smarter Lunchroom Movement (SLM)
The Smarter Lunchroom Movement (SLM) is a PSE effort that was developed by Cornell University and is used by over 30,000 schools nationwide! The goal of SLM is to nudge, or encourage students to make healthier choices in the cafeteria. The program has been shown to increase participation in the national school lunch program, reduce food waste, and increase students’ intake of healthy foods. SLM offers over 60 low-cost, effective strategies that cafeterias can apply to increase the selection of healthy foods in the cafeteria. SLM promotes fruits, vegetables, nutrient dense entrees, whole grains, and low-fat unflavored milk. Part of the reason for SLM’s popularity is it has shown to increase the selection and intake of these healthful items without reducing the overall selection available to the students.

Utah is excited to become part of the Smarter Lunchroom Movement. The implementation of SLM is a partnership between Create Better Health Utah—SNAP-Ed, Utah School Board of Education Child Nutrition Programs, and the Utah Department of Health.

Smarter Lunchroom Movement Tools
All SLM tools are developed by Cornell University.

<table>
<thead>
<tr>
<th>Tool</th>
<th>Description</th>
<th>How to obtain</th>
</tr>
</thead>
<tbody>
<tr>
<td>Smarter Lunchroom Handbook</td>
<td>Comprehensive, detailed look at the SLM. Contains detailed information about the program’s guiding principles and objectives, effective cafeteria strategies, the Smarter Lunchrooms Scorecard, the path to successful implementation.</td>
<td>Order from State Office</td>
</tr>
<tr>
<td>Smarter Lunchrooms Scorecard</td>
<td>Contains 60 simple, no-cost or low-cost strategies that lunchrooms can use to</td>
<td>An online scorecard tracker is available online.</td>
</tr>
</tbody>
</table>
### Increase Participation, Improve Intake of Healthy Food, and Reduce Food Waste

The scorecard is used to track improvements made to the cafeteria throughout the year.

*Using and reporting scorecard results is required.

If you prefer a laminated scorecard you can write on, order it from the State Office.

### Smarter Lunchroom Magnet Sets

Allows you and the interested cafeteria/school visualize the changes they would like to make as part of SLM.

Order from the State Office. Counties with multiple CBH Ambassadors are encouraged to share a single set of magnets.

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**See Section 8 for details on how to evaluate and report your work with the Smarter Lunchroom Movement.**

### Indirect Education

Indirect education is the distribution of information and resources, including any mass communications, community events, interviews, advertisements, and materials distributions that are not considered direct education or social marketing. Indirect education is a great way to increase awareness about your county’s Create Better Health Utah (SNAP-Ed) program, recruit participants to classes, and share our nutrition and wellness messages.

### Facebook as a Method of Recruiting and Indirect Education

Many communities in Utah use Facebook as a way to communicate community events, local activities, and regional information. If you work in a county that utilizes Facebook for other community announcements, and if you have reason to believe your target audience is using Facebook, you should consider having a county Create Better Health Utah (SNAP-Ed) Facebook page.
Hosting a county Create Better Health Utah (SNAP-Ed) Facebook page does not require a great deal of time or effort. The typical county page will share the educational and promotional material posted by our statewide social media CBH Ambassadors (Create Better Health Utah, Kids Create, and Create Better Health en español). The county CBH Ambassador should also post upcoming events, classes, or farmers’ market information in their area. CBH Ambassadors are not asked to spend work hours creating content, taking pictures, or writing lengthy posts. They should be sharing the existing content and announcing upcoming events. And post COVID, they can host classes over this platform.

**County CBH Ambassadors Who Provide Social Media**

Before starting, please consult with your supervisor. S/he must approve time and effort be put toward this as indirect education and as a recruiting effort.

Next, please contact Jocelin Gibson. She will need to be invited as a (silent) page administrator. And she can help you format your page with the correct logos, banners, profile pictures, etc.

Keep your page active. Post a minimum of two times per week. (This can include sharing Create Better Health Utah and Kids Create posts.)

Check inbox and notifications daily for requests for information by participants, but that is the only time you should spend in notifications and messages.

Have your target audience in mind every time you post. Be clear who you are talking to and be consistent in your outreach to SNAP recipients.

Always be professional. You can use a friendly tone and humor, but steer clear of immature, faddish, or meaningless posts.

Use appropriate stock photos. Always follow the license agreement (attribution or no, advertising, downloadable okay or not, etc.). A list of approved and readily available stock photos can be found on the staff website under Recruiting and Marketing Materials.

Never post participants images without a signed Photo Release form. These can be found on the staff website under Misc Forms.

Use hashtags as a sorting tool, not a fad. For example, label all recipes #SNAPEdRecipes, and you can even specify by labeling something multiple times. For example, a strawberry and yogurt parfait could be labelled: #SNAPEdSmoothies #SNAPEdFruityDesserts #SNAPEdRecipes.

(Facebook) [www.facebook.com/createbetterhealthutah/](http://www.facebook.com/createbetterhealthutah/)
You can also share helpful information from USU Extension. Remember to SHARE these posts, do not copy and paste.

Don’t forget to report your efforts in PEARS. This is a great indirect education activity, and you should get credit for your efforts.

Individual counties should always report their Facebook numbers in PEARS. See section 8 for detailed instructions on how to retrieve your reach numbers from Facebook and enter your work into PEARS.

Farmers’ Market Booths

In addition to social media, another option for indirect education is to have a Create Better Health Utah (SNAP-Ed) nutrition education booth at select farmers’ markets throughout the state. Farmers’ markets that are approved to have a Create Better Health Utah (SNAP-Ed) booth are required to accept EBT/SNAP benefits and will ideally offer the Double Up Food Bucks incentive program. They should also be located in an area that is easily accessible to our priority population.

The goal of the farmers’ market nutrition education booths is to increase participants’ fruit and vegetable consumption through improving their nutrition knowledge and willingness to try new produce. A secondary goal of the booth is increase awareness of Create Better Health Utah (SNAP-Ed) and recruit participants for classes and other programming. These goals are reached through offering market patrons education about the different produce available at the market as well as a sample of quick, easy, nutritious recipe that features seasonal fruits and vegetables. *Samples are NOT permitted due to COVID-19 at this time.*

You can find all the information you need to successfully identify a market location, gather supplies for your market booth, and plan your weekly nutrition education and recipe sample in the Create Better Health Utah (SNAP-Ed) farmers’ market booth toolkit. Remember, you must have approval from your supervisor and the State Office to have a Create Better Health Utah (SNAP-Ed) booth at your local farmers’ market.
In addition to the toolkit there are other tools available for your farmers’ market booth. You can access all of these materials on the staff website under the Farmers Market Materials tab.

<table>
<thead>
<tr>
<th>Item</th>
<th>Image</th>
<th>Use</th>
<th>How to obtain</th>
</tr>
</thead>
<tbody>
<tr>
<td>Farmers’ Market Posters 8x11” or 11x17”</td>
<td><img src="image" alt="Broccoli Poster" /></td>
<td>33 fruit or vegetable posters. Each poster features a different fruit or vegetable and details nutrition, use, storage, selection, and preparation tips.</td>
<td>Order through the State Office or print at the county office.</td>
</tr>
<tr>
<td>Farmers’ Market Recipes-English</td>
<td><img src="image" alt="Apple Salad" /></td>
<td>90 Food $ense tried and true recipes that feature seasonal fruits and vegetables.</td>
<td>Order from State Office or print at county office. Allow four weeks for printing and delivery.</td>
</tr>
<tr>
<td>Farmers’ Market Recipes-Spanish</td>
<td><img src="image" alt="Salsa Fresca Casero" /></td>
<td>Farmers’ market friendly recipes that have been translated into Spanish</td>
<td>Available on the staff website. Order from State Office or print at county office. Allow four weeks for printing and delivery.</td>
</tr>
<tr>
<td>Farmers’ Market Recipe Template</td>
<td><img src="image" alt="Name of Recipe" /></td>
<td>A blank recipe template for farmers’ market recipes.</td>
<td>Fill out the recipe template. Order from the State Office or print at the county office.</td>
</tr>
</tbody>
</table>
Social Marketing

Social marketing uses behavior theory and marketing techniques to influence a target audience to adopt a behavior that benefits the audience or society. In Create Better Health Utah—SNAP-Ed, social marketing serves as a support and reminder for what participants learn in class, a recruitment tool making more people aware of Create Better Health Utah—SNAP-Ed, and a strategy to help our target audience adopt the behaviors that we teach in our direct education classes. Below are the current social marketing projects with each campaign’s messages and marketing mix. Social marketing in Utah is conducted by the State Office, which may request assistance from counties and social media, but is not to be a CBH Ambassador or Supervisors role.

<table>
<thead>
<tr>
<th>Campaign</th>
<th>Message and Months</th>
<th>Product</th>
<th>Price</th>
<th>Place</th>
<th>Promotion</th>
</tr>
</thead>
<tbody>
<tr>
<td>Create Better Health</td>
<td>TBD (January-March)</td>
<td>Be active.</td>
<td>TBD.</td>
<td>The public website will have campaign information. Counties can share resources in classes and at indirect education booths.</td>
<td>Campaign materials have been market tested in 2020. The data from focus groups is currently being analyzed. The goal is to begin the campaign in January 2021.</td>
</tr>
<tr>
<td>Eat Fresh, Buy Local</td>
<td>Eat Farm Fresh, Fresh tastes best (June-September)</td>
<td>Buy fresh produce at Eligible Farmers Markets.</td>
<td>Double Up Food Bucks lowers the cost.</td>
<td>Materials will be shared at eligible farmers markets and Create Farm Fresh Food classes. Some campaign information is</td>
<td>Campaign promotional materials include bus ads, posters, flyers, and social media ads.</td>
</tr>
</tbody>
</table>
County Efforts
There are several ways that you can support social marketing campaigns. Below are a few things you can consider doing to help.

CBH AMBASSADORS:
• Share campaign materials in classes and indirect activities
• Promote the target behavior in classes
• Hold a promotional event or challenge that supports the campaign message
• Gather local information for campaign handouts and materials
• Gather images and videos for promotional materials
• Share social media posts by the social media CBH Ambassador team
• Help identify local “Champions” for word-of-mouth marketing
• Assist with formative research data collection

Supervisors:
• Share campaign materials with community partners
• Write materials for the campaign (press releases, fact sheets, etc.)
• Oversee a promotional event or challenge that supports the campaign message
• Be a media liaison and share campaign messaging on a local news station or radio show
• Assist with formative research

Section 8: Evaluation

Direct Education, PSE, Indirect & Social Marketing

Create Better Health Utah (SNAP-Ed) is a funded through the USDA Nutrition Education and Obesity Prevention Grant Program. Recipients of the grant funds are required to offer evidence-based programming that is based on the USDA Dietary Guidelines. Successful programming will improve healthy eating, physical activity behaviors and food resource management practices of the people reached. SNAP-Ed programs will also improve access to healthy foods and physical activity opportunities in locations where the target audience eat, play, work, live, learn and shop.

To show that our programming is reaching the goals of the grant program and positively impacting the lives of those we reach, we are required to evaluate and report program impacts annually. We use a variety of strategies to collect data including, but not limited to, participant surveys, parent surveys, environmental scan tools (for PSE efforts), and reach and impression estimates. We use the results from these strategies to assess and improve all areas of our programming. PEARS is our data management system where each CBH Ambassador is required to enter the data they collect from their programming. The State Office utilizes data from around
the state for our annual reports, regional impact studies and further grant funding. In short, evaluation keeps Create Better Health Utah (SNAP-Ed) running! It helps us expand our reach and further our goal of creating a healthier Utah.

Create Better Health Utah (SNAP-Ed) has approved procedures and evaluation tools for each curriculum, PSE strategy, and indirect activity. It is required that CBH Ambassadors follow the approved procedures for all activities. The table below briefly outlines what you need for each specific program. Below the table you will find additional details. As we continue to make our programming better evaluation tools may change from time to time. Always feel free to reach out to the State Office with questions.

All the tools you need for program evaluation can be found at on the staff website. https://extension.usu.edu/fscreate/ à PEARS and Reporting OR Misc. Forms

All paper surveys should be ordered through the State Office via the supply order form. Use the tab for Ambassador Resources or Supervisor Resources, and click the link supply order form. Fill out as necessary. Allow 2 weeks for your order to arrive.

| FY 2021 Evaluation Snapshot |
|-------------------------------|-------------------------------|-------------------------------|-------------------------------|
| Direct Education - Adult | Direct Education - Youth | PSE | Indirect Education |
| Create Better Health (CBH) | Captain Create My Plate (CMP) | Create Healthy Pantries | Indirect Education |
| • Script | • Classroom Data Form- demographics. | • Baseline – Complete a HFPAT. | • Report #’s reached through various methods. |
| • Adult Roll | • 1st lesson- pre worksheet | • Follow-up – Complete a HFPAT to compare scores and improvement s. | • Additional: photos, comments, etc. |
| • 1st lesson – pre-test. | • Final Lesson- post worksheet | | |
| • Final lesson (6th-8th lesson) – post-test | and distribute youth letter for parents to complete survey in Qualtrics | | |
| • In-between lessons-mid series survey | | | |
| • One-time lesson only – do one-time survey | | | |
| | | | |
| Create Farm Fresh Foods (CFF) | Food, Fun and Reading (FFR) | Create Healthy Stores | Social Marketing |
| • Script | • Classroom Data Form- demographics. | • Baseline - Complete Store Observation Form. | |
| • Adult Roll | • Final lesson | | |
| • Create Farm Fresh Foods survey. | | | |

State Office
• Provides and conducts evaluations, unless requesting assistance from counties.
• Additional: photos if you spot the social marketing campaigns in your area, comments, etc.
If parents are at class distribute paper survey
- If parents are not at class send home youth letter for parents to complete online survey
- Follow-up – Complete Store Observation Form.

<table>
<thead>
<tr>
<th>Create Family Meals (CFM) &amp; Creaciones</th>
<th>CBH for Refugees (Adult Direct Education)</th>
<th>Create Healthy Schools</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Script</td>
<td>• Observation classes to be completed by CBH Ambassador every 4th class.</td>
<td>• Baseline - Complete a SLM scorecard assessment.</td>
</tr>
<tr>
<td>• Adult Roll</td>
<td></td>
<td>• Follow-up - Complete a SLM scorecard assessment.</td>
</tr>
<tr>
<td>• 1st lesson – pre-test</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Final lesson (4th lesson)-post-test</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• In-between lessons-mid-series survey.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Evaluation Procedures & Survey Tools

**Adult & Family Direct Education Evaluation**

(Create Better Health, Create Farm Fresh Food, Create Family Meals & Creaciones en la Cocina)

When a Create Better Health Utah (SNAP-Ed) class is offered to adults, participants should always be given the option to fill out a participant survey. This is a chance for us to collect data about our program. The data allows to learn what parts of our curriculum are helping participants make behavior changes, as well as what areas need improvement. We use this data to improve our education and tailor it to fit our audience’s needs.

**Method for Survey Distribution in Face-to-face Adult & Family Classes**

**Step 1:** Distribute Adult Roll and appropriate survey tool to participants. Read script to inform participants why they are being asked to complete the survey.

**Step 2:** Allow participants time to complete the survey. Collect completed tools.

**Step 3:** Ask anyone who came in late to sign in on the adult roll and give them the opportunity to complete the survey.
Step 4: Enter survey responses into PEARS. Mail the surveys and rolls to the state office each month.

Method for Creating a Link to Survey in PEARS for Online Classes

IMPORTANT: You will have to create the Program Activity entry in PEARS BEFORE you teach your class so that you have the link needed to share the survey.

- Log-in to PEARS
- TRACKà Program Activity

PROGRAM ACTIVITY INFORMATION

- Create a new program activity
  - You will create a NEW program activity for each Facebook Live class you teach.
- Program activity name
  - Give your program activity a name that makes it clear this is an online class
    - i.e. Facebook Live Create Better Health – Class 1
- Site
  - Select your Extension Office
- Unit
  - Select your county
- Delivery people
- Method used to deliver this program
  - Select webinar/online
- Sessions
  - Each of these entries will only have one session since we are reporting each class separately.
  - Enter Date, Start Time, Length
  - You will have to enter the # of participants after your broadcast
  - You are NOT using IM (Interactive Media), do not click

SNAP-ED CUSTOM DATA

- Intervention Name
- Priority Indicators
  - CBH: Healthy Eating Behaviors, Food Resource Management Behaviors or Physical Activity & Reduced Sedentary Behavior
- Target audiences
- Setting
  - For classes where your audience is likely viewing from home select LIVE à Other individual places or neighborhoods where people live.
o For classes where your audience is likely viewing from work select WORK à Other places people go to work.

• Setting Other
  o Enter COVID-19 HOME OR
  o Enter COVID-19 WORK

• Primary curriculum
  o Select Create Better Health

• Objectives
  o Select appropriate objectives based on the lesson you are teaching

• Intervention Topics
  o Select appropriate topics based on the lesson you are teaching

• Did this activity include a food demonstration/taste test?
  o Select yes or no

• What recipe was used

PROGRAM ACTIVITY DEMOGRAPHICS
You will come back to this section after your broadcast.

• Total: To be determined (TBD)
• Method used to determine demographic makeup of participants
  o If you use the survey data provided by participants after your class select Actual Count
  o If you do not have survey data and use data provided by Facebook select Estimated Count

• Source of data
  o Commercial market data on audience size

• Age & Sex: TBD
• Ethnicity – you can select unknown if you are unsure
• Race - you can select unknown if you are unsure

ATTACH SURVEYS

• Click Attach Survey
  o Select Online Create Better Health ONE TIME Survey or Spanish Online Create Better Health One Time Survey

• Once you attach the survey click to link to create a link to your survey

• **This is the link and QR code you will share through your Facebook classes to ask participants to take your survey.
• This is what you will see:
• Completed survey data will automatically be added to your program activity. You will not have to enter the data from the surveys.
• You will be able to see the responses, but you will not be able to edit anything.

MARK AS COMPLETE

• You must keep the program activity open for participants to access the survey. Do not Mark as Complete until you feel no one else will complete the survey.
• You need to enter participant demographics before you can mark it complete.
• If you attach a survey and no one fills it out you will have to remove it from your program activity before you will be able to mark it complete.

Curriculum Survey Tools

Please note for FY 2021, due to an increase in online programming there are two versions of each survey- an online version and face-to-face version. Be sure that you are using the correct surveys for the classes you are teaching.

Create Better Health Classes
For the *Create Better Health* curriculum we currently use a pre-post survey model for classes. Participants complete a survey at the beginning of a series of *Create Better Health* classes and then answers the same questions in the last class of their *Create Better Health* series. For classes in between the first and last class we offer a short two question survey to gain more data on the participant’s experience.

These surveys are also in Spanish on the staff website with the title of *Creaciones en la Cocina Para Mejor Salud.*
Create Better Health Pre-Survey
Distributed in the FIRST class of a series. Can also be distributed during the 2nd class for new participants.

CREATE BETTER HEALTH PRE SURVEY

First letter of first name: _____  First letter of last name: _____

Birth Month: _____  Birth Day: _____

For example, if you were born on May 1st you would write:  Birth Month: 05  Birth Day: 01

Gender
○ Male  ○ 18-59 years  ○ Hispanic
○ Female  ○ 60+ years  ○ Non-Hispanic

Race (select all that apply)
○ American Indian/Alaskan Native
○ Asian
○ Black/African American
○ Native Hawaiian or Other Pacific Islander
○ White

How often in the past 12 months would you say you were worried or stressed about having enough money to buy nutritious meals?
○ All months  ○ Some months  ○ Never

In the past 12 months, how many months did anyone in your household receive benefits from a federal food assistance program? (SNAP, WIC, free and reduced lunch program, or any other federal food assistance program)
○ All months  ○ Some months  ○ Never

How many Create Better Health classes have you already attended this year? (including this one)
○ 1  ○ 2  ○ 3  ○ 4  ○ 5  ○ 6  ○ 7  ○ 8 or more

How did you hear about the Create Better Health Program?
○ Social media  ○ Friends or family  ○ Community organization  ○ School
○ Flyers or poster  ○ Other, please explain: __________________________
1. Prior to taking Create Better Health (SNAP-Ed) classes

<table>
<thead>
<tr>
<th>Response</th>
<th>Never</th>
<th>Seldom</th>
<th>Sometimes</th>
<th>Usually</th>
<th>Always</th>
</tr>
</thead>
<tbody>
<tr>
<td>I stretch my food dollars so there is food to last the entire month.</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>I choose a variety of foods based on MyPlate recommendations.</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>I use the nutrition facts label to make food choices.</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>I shop with a grocery list.</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>I follow USDA food safety recommendations.</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>I adjust meals to use foods I already have at home.</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
</tbody>
</table>

2. How many times a day do you eat fruit?
   *(Include fresh, frozen, dried and canned fruit. Do not include juice.)*

   - ☐ I rarely eat fruit
   - ☐ Less than 1 time a day (couple times a week)
   - ☐ 1 time a day
   - ☐ 2 times a day
   - ☐ 3 times a day
   - ☐ 4 or more times a day

3. How many times a day do you eat vegetables?
   *(Include fresh, frozen and canned vegetables. Do not count french fries, potato chips or rice.)*

   - ☐ I rarely eat vegetables
   - ☐ Less than 1 time a day (couple times a week)
   - ☐ 1 time a day
   - ☐ 2 times a day
   - ☐ 3 times a day
   - ☐ 4 or more times a day

4. How often do you drink regular soda *(not diet)*, fruit punch,
   fruit drinks, sweet tea or sports drinks?

   - ☐ Never
   - ☐ 1-3 times a week
   - ☐ 4-6 times a week
   - ☐ 1 time a day
   - ☐ 2 times a day
   - ☐ 3 times a day
   - ☐ 4 or more times a day

5. In the past week, how many days did you exercise for at least 30 minutes?

   - ☐ 0
   - ☐ 1
   - ☐ 2
   - ☐ 3
   - ☐ 4
   - ☐ 5
   - ☐ 6
   - ☐ 7
6. What do think will make it difficult for you to follow MyPlate recommendations for nutrition and physical activity? Select all that apply.

○ It is hard to find all food groups from MyPlate
○ It is hard to find places to exercise
○ Convenience and marketing of less healthy food options
○ Difficulty knowing what food to choose when shopping
○ Other, please describe ________________________________
○ It will not be difficult to follow MyPlate recommendations

Are you willing to take a follow-up survey in 6 months to be entered in a drawing for a $250 prize?  Are you willing to take a follow-up survey in 1 year to be entered in a drawing for a $250 prize?

○ Yes  ○ No  ○ Yes  ○ No

Are you interested in receiving our free Create Better Health Utah Newsletter?

○ Yes  ○ No

If you answered yes to any of the above questions, please clearly write your email address.

Email: ________________________________

For Office Use Only:

Ambassador Name: ________________________________ Lesson: ________________________________
Location: ________________________________

This material was funded by USDA’s Supplemental Nutrition Assistance Program — SNAP. This institution is an equal opportunity provider. Utah State University is an affirmative action/equal opportunity institution and is committed to a learning and working environment free from discrimination, including harassment. For USU’s non-discrimination notice, see equity.usu.edu/non-discrimination.
Create Better Health Mid-Series Survey
Distributed during classes in the middle of series, i.e. lessons 2-7

Use during classes in the middle of a series

First letter of first name: _____  First letter of last name: _____
Birth Month: _____  Birth Day: _____
For example, if you were born on May 1st you would write: Birth Month: 05  Birth Day: 01

Gender  Age  Ethnicity  Race (select all that apply)
Ο Male  Ο 18-59 years  Ο Hispanic  Ο American Indian/Alaskan Native
Ο Female  Ο 60+ years  Ο Non-Hispanic  Ο Asian
Ο  Ο Black/African American  Ο Native Hawaiian or Other Pacific Islander  Ο White

What, if anything, have you done to improve your eating habits since taking the Create Better Health class?
____________________________________________________________________________________

What, if anything, have you done to increase your physical activity since taking the Create Better Health class?
____________________________________________________________________________________

How would you rate the content of this class?
Ο Poor  Ο Fair  Ο Good  Ο Very Good  Ο Exceptional

How would you rate the instructor of this class?
Ο Poor  Ο Fair  Ο Good  Ο Very Good  Ο Exceptional

Would you like to receive our free Create Better Health newsletter?
If so, please clearly write your email address here:
Email: __________________________________________

For Office Use Only:
Ambassador Name: __________________________ Lesson: __________________________
Location: __________________________

EXTENSION
Utah State University

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Create Better Health Post-Survey
Distributed during last class in a series

CREATE BETTER HEALTH POST SURVEY
Use in the last class of a series

First letter of first name: _____  First letter of last name: _____

Birth Month: _____  Birth Day: _____
For example, if you were born on May 1st you would write: Birth Month: 05  Birth Day: 01

Gender  Age  Ethnicity
〇 Male  〇 18-59 years  〇 Hispanic
〇 Female  〇 60+ years  〇 Non-Hispanic

Race (select all that apply)
〇 American Indian/Alaskan Native
〇 Asian
〇 Black/African American
〇 Native Hawaiian or Other Pacific Islander
〇 White

How often in the past 12 months would you say you were worried or stressed about having enough money to buy nutritious meals?
〇 All months  〇 Some months  〇 Never

In the past 12 months, how many months did anyone in your household receive benefits from a federal food assistance program? (SNAP, WIC, free and reduced lunch program, or any other federal food assistance program)
〇 All months  〇 Some months  〇 Never

How many Create Better Health classes have you already attended this year? (including this one)
〇 1  〇 2  〇 3  〇 4  〇 5  〇 6  〇 7  〇 8 or more

How did you hear about the Create Better Health Program?
〇 Social media  〇 Friends or family  〇 Community organization  〇 School
〇 Flyers or poster  〇 Other, please explain: ________________________________
1. After taking Create Better Health (SNAP-Ed) classes

<table>
<thead>
<tr>
<th>Outcome</th>
<th>Rarely</th>
<th>Seldom</th>
<th>Sometimes</th>
<th>Usually</th>
<th>Always</th>
</tr>
</thead>
<tbody>
<tr>
<td>I stretch my food dollars so there is food to last the entire month.</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
</tr>
<tr>
<td>I choose a variety of foods based on MyPlate recommendations.</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
</tr>
<tr>
<td>I use the nutrition facts label to make food choices.</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
</tr>
<tr>
<td>I shop with a grocery list.</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
</tr>
<tr>
<td>I follow USDA food safety recommendations.</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
</tr>
<tr>
<td>I adjust meals to use foods I already have at home.</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
</tr>
</tbody>
</table>

2. How many times a day do you eat fruit?

(Include fresh, frozen, dried and canned fruit. Do not include juice.)

- ○ I rarely eat fruit
- ○ 2 times a day
- ○ Less than 1 time a day (couple times a week)
- ○ 3 times a day
- ○ 1 time a day
- ○ 4 or more times a day

3. How many times a day do you eat vegetables?

(Include fresh, frozen and canned vegetables. Do not count french fries, potato chips or rice.)

- ○ I rarely eat vegetables
- ○ 2 times a day
- ○ Less than 1 time a day (couple times a week)
- ○ 3 times a day
- ○ 1 time a day
- ○ 4 or more times a day

4. How often do you drink regular soda (not diet), fruit punch, fruit drinks, sweet tea or sports drinks?

- ○ Never
- ○ 2 times a day
- ○ 1-3 times a week
- ○ 3 times a day
- ○ 4-6 times a week
- ○ 4 or more times a day
- ○ 1 time a day

5. In the past week, how many days did you exercise for at least 30 minutes?

- ○ 0
- ○ 1
- ○ 2
- ○ 3
- ○ 4
- ○ 5
- ○ 6
- ○ 7
6. What made it difficult for you to follow MyPlate recommendations for nutrition and physical activity that you learned about in this series? Select all that apply.

- It is hard to find all food groups from MyPlate
- It is hard to find safe places to exercise
- Convenience and marketing of less healthy food options
- Difficulty knowing what food to choose when shopping
- Other, please describe ____________________________
- It was not be difficult to follow MyPlate recommendations

How would you rate the content of this class?

- Poor
- Fair
- Good
- Very Good
- Exceptional

How would you rate the Instructor of this class?

- Poor
- Fair
- Good
- Very Good
- Exceptional

Are you willing to take a follow-up survey in 6 months to be entered in a drawing for a $250 prize?

- Yes
- No

Are you willing to take a follow-up survey in 1 year to be entered in a drawing for a $250 prize?

- Yes
- No

Are you interested in receiving our free Create Better Health Utah Newsletter?

- Yes
- No

If you answered yes to any of the above questions, please clearly write your email address.

Email: ________________________________

For Office Use Only:

Ambassador Name: ___________________ Lesson: ___________________

Location: ___________________________

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Create Better Health One Time Class Survey
Distributed ONLY during one-time classes that are not part of a series. Remember these types of classes should be limited and be used as a recruitment tool for a series.

**CREATE BETTER HEALTH ONE-TIME SURVEY**

Used in a class that is **NOT** part of a series

- **Gender**
  - Male
  - Female

- **Age**
  - 18-59 years
  - 60+ years

- **Ethnicity**
  - Hispanic
  - Non-Hispanic

**Race (select all that apply)**
- American Indian/Alaskan Native
- Asian
- Black/African American
- Native Hawaiian or Other Pacific Islander
- White

**How often in the past 12 months would you say you were worried or stressed about having enough money to buy nutritious meals?**
- All months
- Some months
- Never

**In the past 12 months, how many months did anyone in your household receive benefits from a federal food assistance program?** *(SNAP, WIC, free and reduced lunch program, or any other federal food assistance program)*
- All months
- Some months
- Never

**How did you hear about the Create Better Health Program?**
- Social media
- Friends or family
- Community organization
- School
- Flyers or poster
- Other, please explain: __________________________

**What do think will make it difficult for you to follow MyPlate recommendations for nutrition and physical activity? Select all that apply.**

- Hard to find all food groups from MyPlate
- Hard to find safe places to exercise
- Convenience and marketing of less healthy food options
- Difficulty knowing what food to choose when shopping
- Other, please describe __________________________
- It will not be difficult to follow MyPlate recommendations
Prior to taking Create Better Health (SNAP-Ed) classes

<table>
<thead>
<tr>
<th></th>
<th>Never</th>
<th>Seldom</th>
<th>Sometimes</th>
<th>Usually</th>
<th>Always</th>
</tr>
</thead>
<tbody>
<tr>
<td>I stretch my food dollars so there is food to last the entire month.</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>I choose a variety of foods based on MyPlate recommendations.</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>I am physically active for at least 30 minutes, 5 days a week.</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>I adjust meals to use foods I already have at home.</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
</tbody>
</table>

As a RESULT of what I learned today,

<table>
<thead>
<tr>
<th></th>
<th>Never</th>
<th>Seldom</th>
<th>Sometimes</th>
<th>Usually</th>
<th>Always</th>
</tr>
</thead>
<tbody>
<tr>
<td>I plan to stretch my food dollars so there is food to last the entire month.</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>I plan to choose a variety of foods based on MyPlate recommendations.</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>I plan to be physically active for at least 30 minutes, 5 days a week.</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>I plan to adjust meals to use foods I already have at home.</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
</tbody>
</table>

Are you interested in being contacted about free Create Better Health Utah (SNAP-Ed) classes in your area?

☐ Yes ☐ No

If you answered yes to any of the above questions, please clearly write your email address.

Email: _______________________

Are you interested in receiving our free Create Better Health newsletter?

☐ Yes ☐ No

For Office Use Only:

CBH Ambassador Name: ____________________________

Location: _______________________________________

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### CREATE FARM FRESH FOOD

**EVALUATION**

1. **How many Create Farm Fresh Food classes have you already attended this year (including this one)?**
   - [ ] 1
   - [ ] 2
   - [ ] 3
   - [ ] 4 or more

2. **Have you attended other Create Better Health classes besides Create Farm Fresh Foods?**
   - [ ] Yes
   - [ ] No
   - [ ] Create Better Health
   - [ ] Create Family Meals
   - [ ] Unsure which class

---

Questions 3-8 are about fruit and vegetables that you ate in the past week. Please think about all the forms of fruits and vegetables including cooked, raw, fresh, frozen, or canned. Please think about all meals, snacks, foods consumed at home and away from home.

<table>
<thead>
<tr>
<th>Never</th>
<th>1-2 times per wk</th>
<th>3-4 times per wk</th>
<th>5-6 times per wk</th>
<th>1 time per day</th>
<th>2 times per day</th>
<th>3 times per day or more</th>
</tr>
</thead>
</table>

3. **During the past week, how often did you drink 100% PURE fruit juices? Do not include fruit-flavored drinks with added sugar or fruit juice you made at home and added sugar to. Only include 100% juice.**

4. **During the past week, not counting juice, how often did you eat fruit? Count fresh, frozen, or canned fruit.**

5. **During the past week, how often did you eat cooked or canned beans, such as refried, baked, black, garbanzo beans, beans in soup, edamame, tofu, or lentils? Do NOT include long green beans.**

6. **During the past week, how often did you eat dark green vegetables such as broccoli or dark leafy greens including romaine, chard, collard greens, kale, or spinach?**

7. **During the past week, how often did you eat orange-colored vegetables such as sweet potatoes, pumpkin, winter squash, or carrots?**

8. **Not counting what you have already mentioned, how often did you eat OTHER vegetables in the past week? Examples of other vegetables include tomatoes, tomato juice, V-8 juice, corn, eggplant, peas, lettuce, cabbage, and white potatoes that were baked or mashed, not fried.**
Questions 9-13 are about shopping at the farmers market.

<table>
<thead>
<tr>
<th>Question</th>
<th>Never</th>
<th>Once a month</th>
<th>Twice a month</th>
<th>Once a week</th>
<th>More than once per week</th>
</tr>
</thead>
<tbody>
<tr>
<td>9. About how often do you shop at farmers markets when they are in season (include this year or last year)?</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
</tr>
<tr>
<td>10. When you shop at the farmers market, how often do you use your EBT (SNAP, Food Stamp, Horizon) card?</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
</tr>
<tr>
<td>11. When you shop at the farmers market, how often do you use Double Up Food Bucks (DUFB)?</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Question</th>
<th>Never</th>
<th>Rarely</th>
<th>Sometimes</th>
<th>Very Often</th>
<th>Always</th>
<th>Never heard of DUFB</th>
<th>DUFB is not available at the market</th>
</tr>
</thead>
<tbody>
<tr>
<td>12. Since taking Create Better Health classes, do you shop at farmers markets more frequently than in the past?</td>
<td>○ Yes</td>
<td>○ No</td>
<td>○ Unsure</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

13. Did you shop the farmers market last week?
○ Yes  ○ No

If yes, how did you buy your fruits and vegetables?
(Check all that apply)
○ EBT (SNAP, Food Stamps, Horizon Card)
○ Double Up Food Bucks
○ Cash
○ Other ________________________________

If no, why not?
(Check all that apply)
○ Forgot about the market
○ Was busy with other things
○ Did not have SNAP benefits to spend
○ Did not have transportation
○ I prefer shopping at the grocery store
○ I did not know about the market
○ Other
Questions 14 & 15 are about your experience with the Create Farm Fresh classes.

**14. As a result of the Create Better Health classes, have you done any of the following? (Check all that apply)**

- [ ] Tasted new types of produce
- [ ] Purchased new types of produce
- [ ] Prepared new types of produce
- [ ] Purchased more produce
- [ ] Other

**15. Have you prepared any of the recipes from the Create Better Health classes at home?**

- [ ] Yes
- [ ] No
- [ ] Unsure

**16. First letter of your first name ____  First letter of your last name ____**

**17. Birth month and date ____________  18. Gender  [ ] M  [ ] F**

(i.e., if you were born on January 31, write 01/31)

**19. Age**

- [ ] 18-34 years
- [ ] 35-59 years
- [ ] 60+ years
- [ ] Prefer not to answer

**20. Ethnicity**

- [ ] Hispanic
- [ ] Non-Hispanic

**21. Race (select all that apply)**

- [ ] American Indian/Alaskan Native
- [ ] Asian
- [ ] Black/African American
- [ ] Native Hawaiian/Other Pacific Islander
- [ ] White

**Are you willing to take a follow-up survey in 6 months to be entered in a drawing for a $250 prize?**

- [ ] Yes
- [ ] No

**Are you willing to take a follow-up survey in 1 year to be entered in a drawing for a $250 prize?**

- [ ] Yes
- [ ] No

**Are you interested in receiving our free Create Better Health newsletter?**

- [ ] Yes
- [ ] No

If you answered yes to any of the above questions, please legibly write in your name and email address or phone number so we can contact you for the prize drawing:

Email __________________________

---

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Create Family Meals & Creaciones en la Cocina
For the *Create Family Meals* curriculum we also use a pre-post survey model for classes. Participants complete a survey at the beginning of a *Create Family Meals* series and then answers the same questions in the last class of their *Create Family Meals* series. For classes in between the first and last class we offer a short two question survey to gain more data on the participant’s experience. Only one person per family needs to complete a survey.

These surveys are also in Spanish on the staff website with the title of *Creaciones en la Cocina*. 
Create Family Meals Pre-Survey
Distributed during the first class in a series. Can also be distributed to new families during the second class.

CREATE FAMILY MEALS PRE SURVEY
Use in the first class of a series

First letter of first name: _____  First letter of last name: _____
Birth Month: _____  Birth Day: _____
For example, if you were born on May 1st you would write:  Birth Month: 05  Birth Day: 01

Gender
○ Male
○ Female

Age
○ 18-59 years
○ 60+ years

Ethnicity
○ Hispanic
○ Non-Hispanic

Race (select all that apply)
○ American Indian/Alaskan Native
○ Asian
○ Black/African American
○ Native Hawaiian or Other Pacific Islander
○ White

How often in the past 12 months would you say you were worried or stressed about having enough money to buy nutritious meals?
○ All months  ○ Some months  ○ Never

In the past 12 months, how many months did anyone in your household receive benefits from a federal food assistance program? (SNAP, WIC, free and reduced lunch program, or any other federal food assistance program)
○ All months  ○ Some months  ○ Never

How many Create Family Meals or Create Better Health (SNAP-Ed) classes have you attended this year? (including this one)
○ 1  ○ 2  ○ 3  ○ 4  ○ 5  ○ 6  ○ 7  ○ 8 or more
1. Prior to taking Create Family Meals (SNAP-Ed) classes

<table>
<thead>
<tr>
<th>Item</th>
<th>Never</th>
<th>Seldom</th>
<th>Sometimes</th>
<th>Usually</th>
<th>Always</th>
</tr>
</thead>
<tbody>
<tr>
<td>I stretch my food dollars so there is food to last the entire month.</td>
<td></td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>We eat meals as a family at least three times a week.</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>We prepare meals at home at least three times a week.</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>I choose a variety of foods based on MyPlate recommendations.</td>
<td></td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>I use the nutrition facts labels to make food choices.</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>I shop with a grocery list.</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>I follow USDA food safety recommendations.</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>I adjust meals to use foods I already have at home.</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
</tbody>
</table>

2. How many times a day do you eat fruit?
*(Include fresh, frozen, dried and canned fruit. Do not include juice.)*

- I rarely eat fruit
- 2 times a day
- 3 times a day
- 4 or more times a day

3. How many times a day do you eat vegetables?
*(Include fresh, frozen and canned vegetables. Do not count french fries, potato chips or rice.)*

- I rarely eat vegetables
- 2 times a day
- 3 times a day
- 4 or more times a day

4. How did you hear about the Create Family Meals Program?

- Social media
- Friends or family
- Community organization
- School
- Flyers or poster
- Other, please explain:
Are you willing to take a follow-up survey in 6 months to be entered in a drawing for a $250 prize?  

☐ Yes  ☐ No

Are you willing to take a follow-up survey in 1 year to be entered in a drawing for a $250 prize?  

☐ Yes  ☐ No

Are you interested in receiving our free Create Better Health Utah Newsletter?  

☐ Yes  ☐ No

If you answered yes to any of the above questions, please clearly write your email address.

Email: ____________________________

For Office Use Only:

Ambassador Name: ____________________________  Lesson: ____________________________

Location: ____________________________

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CREATE FAMILY MEALS MID-SERIES CLASSES

Use during classes in the middle of a series

First letter of first name: ______  First letter of last name: ______

Birth Month: ______  Birth Day: ______

For example, if you were born on May 1st you would write:  Birth Month: 05  Birth Day: 01

Gender  Age  Ethnicity  Race (select all that apply)
○ Male  ○ Female  ○ 18-59 years  ○ Hispanic  ○ American Indian/Alaskan Native
○ 60+ years  ○ Non-Hispanic  ○ Asian  ○ Black/African American
○  Native Hawaiian or Other Pacific Islander  ○ White

What, if anything, have you done to improve your and your family’s eating habits since taking
Create Family Meals classes?

__________________________________________________________________________

What was the most valuable thing you learned at your last Create Family Meals class?

__________________________________________________________________________

Would you like to receive our free Create Better Health newsletter?
If so, please clearly write your email address here:

Email: ____________________________

For Office Use Only:

Ambassador Name: ____________________________  Lesson: ____________________________

Location: ____________________________

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committed to a learning and working environment free from discrimination, including harassment. For USU’s
non-discrimination notice, see equity.usu.edu/non-discrimination.
CREATE FAMILY MEALS POST SURVEY
Use in the last class of a series

First letter of first name: _____ First letter of last name: _____
Birth Month: _____ Birth Day: _____
For example, if you were born on May 1st you would write: Birth Month: 05 Birth Day: 01

Gender
- Male
- Female

Age
- 18-59 years
- 60+ years

Ethnicity
- Hispanic
- Non-Hispanic

Race (select all that apply)
- American Indian/Alaskan Native
- Asian
- Black/African American
- Native Hawaiian or Other Pacific Islander
- White

How often in the past 12 months would you say you were worried or stressed about having enough money to buy nutritious meals?
- All months
- Some months
- Never

In the past 12 months, how many months did anyone in your household receive benefits from a federal food assistance program? (SNAP, WIC, free and reduced lunch program, or any other federal food assistance program)
- All months
- Some months
- Never

How many Create Family Meals or Create Better Health (SNAP-Ed) classes have you attended this year? (including this one)
- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8 or more
1. After taking Create Family Meals (SNAP-Ed) classes

<table>
<thead>
<tr>
<th>Never</th>
<th>Seldom</th>
<th>Sometimes</th>
<th>Usually</th>
<th>Always</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
- I stretch my food dollars so there is food to last the entire month.
- We eat meals as a family at least three times a week.
- We prepare meals at home at least three times a week.
- I choose a variety of foods based on MyPlate recommendations.
- I use the nutrition facts labels to make food choices.
- I shop with a grocery list.
- I follow USDA food safety recommendations.
- I adjust meals to use foods I already have at home.

2. How many times a day do you eat fruit?
   *(Include fresh, frozen, dried and canned fruit. Do not include juice.)*

   - I rarely eat fruit
   - 2 times a day
   - Less than 1 time a day (couple times a week)
   - 3 times a day
   - 4 or more times a day
   - 1 time a day

3. How many times a day do you eat vegetables?
   *(Include fresh, frozen and canned vegetables. Do not count french fries, potato chips or rice.)*

   - I rarely eat vegetables
   - 2 times a day
   - Less than 1 time a day (couple times a week)
   - 3 times a day
   - 4 or more times a day
   - 1 time a day

4. How did you hear about the Create Family Meals Program?

   - Social media
   - Friends or family
   - Community organization
   - School
   - Flyers or poster
   - Other, please explain:
How would you rate the content of this class?

- Poor  - Fair  - Good  - Very Good  - Exceptional

How would you rate the instructor of this class?

- Poor  - Fair  - Good  - Very Good  - Exceptional

Are you willing to take a follow-up survey in 6 months to be entered in a drawing for a $250 prize?

- Yes  - No

Are you willing to take a follow-up survey in 1 year to be entered in a drawing for a $250 prize?

- Yes  - No

Are you interested in receiving our free Create Better Health Utah Newsletter?

- Yes  - No

If you answered yes to any of the above questions, please clearly write your email address.

Email: ____________________________

For Office Use Only:

Ambassador Name: __________________ Lesson: __________________

Location: __________________________________________

This material was funded by USDA’s Supplemental Nutrition Assistance Program — SNAP. This institution is an equal opportunity provider. Utah State University is an affirmative action/equal opportunity institution and is committed to a learning and working environment free from discrimination, including harassment. For USU’s non-discrimination notice, see equity.usu.edu/non-discrimination.
Youth Direct Education Evaluation
(Captain Create MyPlate & Food, Fun & Reading)

NEW CONTENT FOR 2021. Captain Create MyPlate is new youth curriculum and therefore it is essential that we evaluate the curriculum to ensure it is having a positive impact on kids’ nutrition and physical activity knowledge. To do this we are going to ask youth participants to complete a pre and post worksheet to analyze knowledge gained throughout the series. There are two different worksheets; one for students in grades K-2 and one for kids in 3rd – 6th grade. These are tools that were designed and tested specifically for these age groups and are used across the nation.

Method for Captain Create MyPlate Demographics Collection and Pre-Post Worksheets.

Step 1: Give the Classroom Data Form to the teacher of the class. This form will capture the demographics of the classroom where you are teaching. Ideally the teacher will fill out this form. The form only needs to be filled out one time per series.

Step 2. During the first class in a series distribute and complete the worksheet before you start the lesson. Please note there is just a single worksheet and the ambassador will select whether it is pre or post in the box at the end of the survey. We have called it a worksheet so that students do not feel like it is a test. Please work through each of the questions with the class and allow students time to ask questions and complete the respond to the question before moving onto the next question. We recognize this will take time, but since we are not doing recipe sampling at this time, we hope the extra time can be used for this important evaluation. Important: please ask students to write their first name and first letter of their last name on the worksheet. This will be important for matching their pre and post responses.

Step 3. Enter the responses from the worksheets into PEARS. Use the instructions provided to enter the data into PEARS. For the K-2nd grade worksheet you will simply enter if the student got the answer correct into PEARS. Use the codebook (coming soon) to identify if they got the answer correct. For 3rd-6th grade there are not right or wrong answers, so you will enter the responses as the student marked them on the sheet. If the student selected more than one answer to a question, do not enter any answer for that question.

Step 4. In the last class of the series distribute the same worksheet to the students. Ambassadors will select “post” in the box at the end of the worksheet. Again, ask students to put their first name and the first initial of their last name on the worksheet. Work through the worksheet with the entire group giving each student time to ask questions and mark their response.

Step 5. Also, in the last class of the series, distribute Youth Parent Survey Letter and link to parent survey to students during the last class in a series. Students should be encouraged to give this letter and the survey link to their parents or guardians. Follow instructions below in the Food, Fun and Reading Parent Survey Distribution section below.
Step 6. Enter the results from the last class worksheets into PEARs. Again, for K-2 worksheets you will simply select if they answered the question correctly. For the 3rd-6th grade worksheet you will enter the response the student selected. If the student circled more than one response for a question, do not enter any answer to that question.

*Captain Create MyPlate K-2nd grade worksheet* (same tool used for pre and post assessment)

*Captain Create MyPlate 3rd-6th grade worksheet* (same tool used for pre and post assessment)
Food, Fun & Reading Surveys

We do not directly survey youth that participate in the Food, Fun & Reading classes, but we still want to gather information about knowledge and behavior change that is resulting from FFR. Rather than surveying youth, we survey parents or guardians of children that participate in our classes. This is a chance for us to collect data about our program in order to learn what is or is not working and how to move forward in future programming. The surveys help us have a well-rounded understanding of behavior change that may or may not be happening with our participants. We use this data to improve our education and tailor it to fit our audience’s needs.

Method for Parent Survey Distribution in Youth (for both Food, Fun & Reading and Captain Create MyPlate)

Step 1: Give the Classroom Data Form to the teacher of the class. This form will capture the demographics of the classroom where you are teaching. Ideally the teacher will fill out this form. The form only needs to be filled out one time per series.

For classes you teach in a school or other location where parents are not present:

Step 2: Distribute Youth Parent Survey Letter and link to parent survey to students during the last class in a series. Students should be encouraged to give this letter and the survey link to their parents or guardians. There is a different letter and survey link for Captain Create MyPlate and Food, Fun, & Reading.

Step 3: Enter information from the Create Better Health Utah (SNAP-Ed) Classroom Data Form into PEARS. Send the form to the state office.

For classes you teach to youth where the parents/guardians ARE present (i.e. Food, Fun & Reading in a library):

Step 2: Distribute the parent survey to parents during the last class in the series. Distribute small reinforcement item (which you order from the State Office) to parents who return the survey.

Step 3: Enter the information from the Classroom Data Form and parent survey responses into PEARS. Send the form and surveys to the state office.

Youth Roll for an on-going series

The youth roll is to be used with the classroom data form for ongoing series outside of a classroom setting. This form is not mandatory but can aid you in keeping track of youth when you see a variety of youth at each class of your series. The classroom data form that lists the
demographics of the children is still mandatory. The youth roll can be used as a supplement to help keep track of the youth you teach. Please send this roll in to the state office on a monthly basis. It includes sensitive identifying information about the children and must be in a locked cabinet when not in use.

Youth Parent Survey Tools

*Captain Create MyPlate* Parent Survey

Parent Letter and link to survey distributed at the end of a series. The survey is housed in QUALTRICS.

Select English or Spanish

Your student just completed a series of *Captain Create MyPlate* nutrition classes offered through the Utah State University Extension Create Better Health (SNAP-Ed) Program. The series aims to teach kids how to make healthy food choices from all the MyPlate food groups and be physically active every day. We hope that throughout the series of classes your child has shared with you what he/she learned in the classes.

In order to assess if our programming is helping kids and their families make healthy food and activity choices we ask all parents to complete this short survey. The survey will take you less than 5 minutes to complete. To thank you for your participation, we will mail you a small gift ($5.00 value) for your child.

Please answer all questions honestly. Honest responses allow us to know where our program is working and what improvements need to made.

Are you 18 years of age or older
Yes
No

Please answer the following questions about your child.

What grade is your child that participated in Captain Create MyPlate classes enrolled in?
1st grade
2nd grade
3rd grade
4th grade
5th grade
6th grade
What school does your child attend?

Please indicate any differences you have noticed in your child’s behavior and attitudes towards the foods listed below since they started participating in the Captain Create MyPlate nutrition education classes.

**Scale is:**  
No difference  Some difference  Significant difference

Knowledge of  
Fruits  
Vegetables  
Whole grains (i.e. brown rice, whole wheat bread, oatmeal, etc.)  
Lean protein (i.e. beans, chicken, fish, etc.)  
Low-fat dairy (i.e. 1% or skim milk, yogurt, etc.)

Request for  
Fruits  
Vegetables  
Whole Grains  
Lean protein  
Low-fat dairy

Intake of  
Fruits  
Vegetables  
Whole Grains  
Lean protein  
Low-fat dairy

Being physically active for at least 60 minute a day

Please indicate whether you agree or disagree with the following statements. Since my child started taking the Captain Create MyPlate classes, I...

**Scale is**  
disagree  neither agree/disagree  agree

Use MyPlate to make food choices for my family

Purchase *more*
Fruits
Vegetables
Whole Grains
Lean protein
Low-fat dairy

Serve my family more
Fruits
Vegetables
Whole grains
Lean protein
Low-fat dairy

Are you interested in receiving our free Create Better Health newsletter? The newsletter includes tips and tricks to create better health, as well as opportunities for free classes in your community.

Are you willing to take a follow-up survey in 6 months to be entered in a drawing for a $250 prize?

Are you willing to take a follow-up survey in 1 year to be entered in a drawing for a $250 prize?

If you answered yes to any of the above questions, please enter your name and email address or phone number below so we can contact you about the survey and prize drawing.

Name:
Email:
Phone Number:

Thank you for taking this survey. If you would like to receive a small gift (up to a $5 value) for your child please provide your full name and shipping address (including city, state, and zip code)
Food, Fun & Reading Survey
Parent Letter and Survey Link should be distributed at the end of the series

FOOD FUN & READING SURVEY
Your child has just completed the Food, Fun and Reading program offered through Create Better Health Utah (SNAP-Ed). Please complete this survey about the impacts the program has had on you and your child’s nutrition related behaviors. This survey will take less than 10 minutes to complete. If you have more than one child that participated in the program, please complete a survey for each child. To thank you for your time, you will receive a small gift for your child.

Which county do you live in?

What is your child’s age?
○ Less than 3 years old
○ 3 years old
○ 4 years old
○ 5 years old
○ 6 years old
○ 7 years old or older

What is your child’s gender?
○ Male
○ Female

What is your child’s ethnicity?
○ Hispanic
○ Non-Hispanic

What is your child’s primary race?
○ American Indian/ Alaska Native
○ Asian
○ Black/African American
○ Native Hawaiian or Other Pacific Islander
○ White

What is your child’s additional race (if applicable)?
○ American Indian/ Alaska Native
○ Asian
○ Black/African American
○ Native Hawaiian or Other Pacific Islander
○ White

How often in the past 12 months would you say you were worried or stressed about having enough money to buy nutritious meals?
○ All months
○ Some months
○ Never

In the past 12 months, how many months did anyone in your house hold receive benefits from a federal food assistance program? (SNAP, WIC, free and reduced lunch program, or any other federal food assistance program.)
○ All months
○ Some months
○ Never
<table>
<thead>
<tr>
<th>PRIOR to attending FFR classes, how often did your child</th>
<th>Never</th>
<th>Seldom</th>
<th>Sometimes</th>
<th>Usually</th>
<th>Always</th>
</tr>
</thead>
<tbody>
<tr>
<td>Talk about healthy foods (fruits, vegetables, whole grains, lean protein, low-fat dairy)?</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
</tr>
<tr>
<td>Eat vegetables (fresh, frozen, canned, not including french fries)?</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
</tr>
<tr>
<td>Eat fruits (fresh, frozen, canned)?</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
</tr>
<tr>
<td>Eat lean protein (i.e. chicken breast, lean beef, beans, tofu, fish, etc.)?</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
</tr>
<tr>
<td>Eat low-fat dairy?</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
</tr>
<tr>
<td>Engage in physical activity or active play?</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
</tr>
<tr>
<td>How often do <strong>YOU</strong> prepare healthy food for your family? ?</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>AFTER to attending FFR classes, how often does your child</th>
<th>Never</th>
<th>Seldom</th>
<th>Sometimes</th>
<th>Usually</th>
<th>Always</th>
</tr>
</thead>
<tbody>
<tr>
<td>Talk about healthy foods (fruits, vegetables, whole grains, lean protein, low-fat dairy)?</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
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<tr>
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<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
</tr>
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<td>○</td>
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<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
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<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
</tr>
<tr>
<td>How often do <strong>YOU</strong> prepare healthy food for your family? ?</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
</tr>
</tbody>
</table>

Did you read the parent information distributed during each lesson?

○ Yes  ○ No  ○ If no, please explain why __________________________

How useful did you find the parent information about the lessons?

○ Extremely useful  ○ Very useful  ○ Moderately useful
○ Slightly useful  ○ Not at all useful
Please provide any additional comments, feedback, or details about your or your child's behavior after participation in the Food, Fun and Reading program.


Thank you for participating in the survey!
Please turn in your survey to the Food, Fun and Reading educator to receive the reward for your child.
PSE Evaluation

Our direct education evaluation assesses knowledge and behavior changes made by individuals as a result of our classes. Evaluating PSE changes is very different. The goal of PSE work is to improve the availability, visibility, and/or appeal of healthy foods and physical activity opportunities. The best way to capture if our PSE strategies are reaching this goal is to conduct a type of evaluation called an environmental scan. An environmental scan uses an assessment tool that looks at a variety of factors that assess the healthfulness of the options available at a specific location.

For each of our PSE strategies- Create Healthy Food Pantries, Create Healthy Stores, and Create Healthy Retail settings we have an approved environmental scan tool.

Method for conducting environmental scans in pantries, stores, and schools.

Step 1: Contact appropriate personnel in the setting you are hoping to do some PSE work. Get permission to conduct the environmental scan.

Step 2: At the beginning of the fiscal year, or at the beginning of your work with a new site, fill complete the environmental scan tool. Determine the score for that setting (each tool has instructions on how to determine the score).

Step 3: Discuss the score with the appropriate personnel. Based on the score determine what PSE changes the agency wants to focus on. Enter this baseline assessment score into PEARS (instructions below).

Step 4: Implement PSE changes throughout the year.

Step 5: At the end of the fiscal year, or when you are finished working with that site, conduct the same environmental scan a second time. Your goal is to see an increase in the score for that site. An increase in scores indicates changes that have the improved availability, visibility, and/or appeal of healthy foods and physical activity options. Enter this follow-up assessment score into PEARS (instructions below).

Create Healthy Food Pantries Tool
Healthy Food Pantry Assessment Tool
http://extension.usu.edu/fscreate/ à PSE tab à Thumbs Up Materials – Food Pantries & Retail Settings à Healthy Food Pantry Assessment Tool
Create Healthy Stores Tool
Store Observation Form
http://extension.usu.edu/fscreate/ à PSE tab à Thumbs Up Materials – Food Pantries & Retail
Settings à Thumbs Up Retail Store Observation Form

CBH AMBASSADOR Name: Date:
Store Name: Address:

1. Check one:
   ○ Baseline Observation ○ Follow-Up Observation

2. Are there ads for the following products on the outside of the store? Mark all that apply.
   ○ Tobacco ○ Sugary Drinks
   ○ Beer ○ Other, please specify:

3. Are there ads for the following products on the inside of the store? Mark all that apply.
   ○ Tobacco ○ Sugary Drinks
   ○ Beer ○ Other, please specify:

4. Are there any ads of the front door?
   ○ Yes ○ No

5. Are there any shelf talkers or signs that identify healthy food choices?
   ○ Yes
   ○ No
6. How many types of fresh vegetables are for sale?

7. How many types of fresh fruit are for sale?

8. Please circle the number that best describes the overall quality of fresh produce

<table>
<thead>
<tr>
<th>At this site, what is the overall quality of the...</th>
<th>Poor quality (brown, bruised, overripe, wilted)</th>
<th>Low mixed quality (more poor than good)</th>
<th>High mixed quality (more good than poor)</th>
<th>Good quality (absolutely NO rotting or moldy items, all very fresh, no soft spots, good color)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fresh Vegetables</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>Fresh Fruit</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
</tbody>
</table>

9. Please circle Yes or No to indicate whether the store has/does the following:

<table>
<thead>
<tr>
<th>Stocks low-fat milk (1% or fat-free)</th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stocks canned fruit in 100% juice</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>Stocks canned vegetables, beans or soups with a label that says “low-sodium,” “low-salt,” “no salt added” or other messages indicating low in sodium</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>Stocks baked potato chips</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>Stocks dried fruit with no sugar added</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>Stocks nuts with no sugar added and no more than 200 milligrams of sodium per serving</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>Places produce, or other ‘healthy’ snacks, at the cash register</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>Places produce near the front entrance of the store</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>Places refrigerated water at eye level</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>Places refrigerated low-calorie drinks at eye level (low-calorie drinks have no more than 25 calories per 8-ounce serving)</td>
<td>Yes</td>
<td>No</td>
</tr>
</tbody>
</table>

**Total Score:** __________

To score the store:

Questions 1-4: No score
Question 5: 1 point for ‘Yes’, 0 points for ‘No’
Question 6: 1 point for each fresh vegetable offered
Question 7: 1 point for each fresh fruit offered
Question 8: The same number of points as the number you circled (ie: 2 points if you circled 2)
Question 9: 1 point for each ‘Yes’ response

Total the number of points received.

Your goal should be to see an increase the total store by the end of the fiscal year (or when you finish your work with the store).

**Form adapted from NYC Adopt-a-Shop Store Observation Form.

Create Healthy Schools Tool
Smarter Lunchroom Movement Scorecard
http://extension.usu.edu/fscreate/ou-files/2017-18_staff/SLM_Scorecard_May2.pdf

Indirect Education Evaluation

Indirect education evaluation involves estimating the reach of the materials and/or information shared through community events, nutrition education booths, advertisements, newsletters, and social media. The impact of the indirect education on an individual participant is not collected. Find detailed instructions on how to enter reach for indirect activities, including how to determine and enter the reach of county Facebook pages in the section below.

Social Marketing Evaluation

The State Office social marketing coordinator is responsible for all evaluation and reporting of social marketing efforts. CBH AMBASSADORs are not responsible for evaluating or reporting in this program area.
How to Enter Direct Education, PSE & Indirect Education into PEARs

Program Activities

All direct education classes must be entered into PEARs on a weekly basis. The directions on how to add a new program activity are found below.

1. Go to the “Program Activities” page (Track / Program Activities).
2. Click + Add
3. Give your program activity a name. This is a required field, as is everything else marked with a red asterisk.
4. Choose the program area your activity falls under. Be aware that you WILL NOT be able to change this selection later.
5. The program group field is not required but it can be useful when program activity data is being compiled. If you have a specific group your program activity is targeted towards or a specific subject it is focused on, choose that here (options available change depending on the program area selected).
6. If this activity is connected to a specific action plan you can list that in the box under “Action Plan.”
   This is an optional field but it is helpful for PEs when they are developing their action plan impact reports.
7. The next step is entering the site for the program activity. You have the option of selecting an organization with multiple sites (like a school district) or a single location. If you cannot find the site you need you have the option to add it by typing in the name, clicking the + Add site button, and filling out the required information for the site.
8. Next, choose the unit the activity was given in.
9. Adding delivery people is not required but it is very helpful. Adding someone as a delivery person allows them to see the program activity without being able to edit it. It also gives them credit for the activity. The creator of the activity is not automatically added as a delivery person, so if you helped deliver the program remember to add yourself.
10. If you had volunteers help with your activity you will give the number of volunteers and the total hours worked by ALL volunteers. For example, if you had an activity with two sessions and three volunteers, all of which worked two hours each session the math would look like:

   \[ 2 \text{ sessions} \times 3 \text{ volunteers} \times 2 \text{ hours} = 12 \text{ total volunteer hours} \]

11. Recording sessions is the next step. If your program activity just met once you only need to fill out one session. Otherwise, add a session for each time your program activity meets by using the + Add button. If you accidentally add too many sessions you can delete any of them by clicking the - Remove button next to the session you need removed (these changes will not be recorded until the program activity is saved). Each session requires that you enter a start date and session length (in minutes).

12. If you have any additional comments about the activity you can leave them in the box above the save buttons.

13. Click Save to finalize the entry or Save and continue to navigate to the “Demographics” section or the “Custom Data” section if applicable. Some program areas require custom data to be logged. If you don’t see a “Custom Data” section, it isn’t required and you will be taken to the “Demographics” section instead.
PSE PEARs Entry Instructions

Create Healthy Pantries PEARs Entry
Please follow these instructions for creating a PEARs PSE entry for projects implemented in food pantries.

GENERAL INFORMATION

Site or organization
Add the name of the food pantry
If you are working at multiple pantries create a new PSE entry for each pantry

Intervention Name
Create Healthy Pantries

Unit
Your County

COVID-19 Impact
Select whether this project was new, postponed, modified, or cancelled due to COVID-19.

Select if the site is a USDA summer meal site, American Indian reservation, or military base.

PSE Setting
Food assistance sites, food banks and food pantries (under ‘Shop’ blue heading)

Intervention Topics
This will depend on what projects you are doing to create a healthy pantry. You may add multiple intervention topics. Below are intervention topics that are specific to the pick-list PSE strategies. Please include these intervention topics for the projects listed below that you are working on to create a healthy pantry, unless you feel they do not reflect the work you are doing. You may add additional intervention topics that are specific to your work with the pantry.

<table>
<thead>
<tr>
<th>Project</th>
<th>Project Impact</th>
<th>Intervention Topic to select</th>
</tr>
</thead>
<tbody>
<tr>
<td>Community Garden Work</td>
<td>Donate fresh produce to pantry</td>
<td>Fruits &amp; vegetables</td>
</tr>
<tr>
<td>Healthy Food Drives (including Buy Produce for Your Neighbor)</td>
<td>Increase availability of healthy foods</td>
<td>Choose topics that reflect specific items requested through food drive. For example, fruits and vegetables, whole grains, fiber-rich foods, limiting sodium, protein foods, etc.</td>
</tr>
</tbody>
</table>
Thumbs Up for Healthy Choices

<table>
<thead>
<tr>
<th>Increase visibility and appeal of healthy options</th>
<th>Limiting added sugars</th>
<th>Limiting saturated fats</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Limiting sodium</td>
<td>Fruits and vegetables</td>
</tr>
<tr>
<td></td>
<td>Whole grains</td>
<td>Fiber-rich foods</td>
</tr>
</tbody>
</table>

Example: If you have done a healthy food drive and the Thumbs Up program you would include the intervention topics from the bottom two rows above.

In what Federal Fiscal Year did you first contact this site to participate in SNAP-Ed funded PSE work?

Enter year you started your pantry work. It is OK to work with the same pantry for multiple years.

Stages of Implementation

Select your stage of implementation from the available choices.
Be sure to show progress in your implementation by updating the stage regularly. You can have more than one box checked at the same time.

An example of a timeline for working with a new food pantry, you would check the following boxes:
October 2020- Select contacted site and agreed to participate
October 2020- Select planning and preparation for implementation
December 2020-Select started implementation of changes
February 2021-Select continued to implement changes
May 2021-Select worked to maintain changes
September 2021-Select conducted follow-up assessments, evaluation

In this example, at the end of the fiscal year, all of the boxes would be checked.

Comments

Please list your weekly activities in this box to help track how you are spending your PSE time. Please include the date, amount of time spent, and a brief description of the activity.

Example:
October 25 – collected excess produce from community garden and delivered to pantry – 3 hours
November 2- replaced shelf talkers and packed recipe bags – 2 hours
November 15 – organized low-sodium shelf, educated pantry staff & volunteers about Thumbs Up– 4 hours

COLLABORATORS
If there is another ambassador or supervisor who is working on the PSE project or who needs access to edit and/or view, add them in this section.

- To add the collaborator first, **Click +Add Collaborator.**
- Type in the textbox under **User** to find the other Create Better Health Ambassador or Supervisor you wish to add.
- Once you clicked their name then you can show whether this person is “involved in performing the work described in this record”. Select the box, if appropriate.
- Under **Access** you may select what permissions this person has for the record by choosing either “View & Edit” or “View Only.”
- Finally, you may describe the role this person had in the project in the textbox below “What role or contribution this user offer in this record?”
  - For example, if you are adding your supervisor, you may enter that this person supervised the project and initiated contact with the PSE site.

**NEEDS, READINESS & EFFECTIVENESS**

**Did you conduct any needs or readiness assessments at this site or org.....**
Select YES (this is required for all work in food pantries)
**Click +Add Assessment**

**Assessment Type**
Select Needs assessment/environmental scan

**Survey Instrument**
Select Healthy Food Pantry Assessment Toolkit

**Approximate date baseline assessment administered**
Enter date of your first assessment (will be at the beginning of the fiscal year or when you start with a new pantry)

**Brief description of baseline assessment results**
Add highlights, areas for improvement, etc.

**Assessment Score**
Add score from Healthy Food Pantry Assessment Toolkit

**Approximate date follow-up assessment administered**
Enter date of your follow-up assessment

**Brief description of follow-up assessment results**
Add highlights, areas that were improved, etc.
**Follow-up Assessment Score**
The goal is to have this score higher than the baseline assessment conducted earlier in the year.

**STRATEGY**
If you are doing complementary strategies *in addition* to your PSE work in the pantry select them here. For example, you would select the following if you were also:

<table>
<thead>
<tr>
<th>Complementary Activities</th>
<th>Examples of when to select</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Evidence-based education</strong></td>
<td>If you are also offering Create Better Health classes in the food pantry</td>
</tr>
<tr>
<td><strong>Marketing (Advertising, Promotion, etc.)</strong></td>
<td>If you are also having a booth where you recruit food pantry users to other Create Better Health Utah (SNAP-Ed) classes. If you leave fliers about your classes at the pantry.</td>
</tr>
<tr>
<td><strong>Parent/community involvement</strong></td>
<td>If you are conducting healthy food drives or have community garden members donating excess produce.</td>
</tr>
<tr>
<td><strong>Staff training on continuous program and policy implementation</strong></td>
<td>If you train pantry volunteers and staff to help implement the Thumbs Up program.</td>
</tr>
</tbody>
</table>

**SNAP-Ed Funding**
Select the appropriate responses for the different options. This can change as the year progresses.

**Involvement**
Select appropriate response for youth involvement.

**CHANGES ADOPTED**
This will depend on what projects you are doing to create a healthy pantry. You may add multiple changes adopted. Below are changes adopted that are specific to the pick-list PSE strategies. Please include these changes for the projects listed below that you are working on to create a healthy pantry, unless you feel your work has not resulted in these changes. You may also add additional changes adopted that are specific to your work with the pantry. Do not add changes that already were happening before SNAP-Ed began the project. The changes are listed alphabetically in PEARS.

<table>
<thead>
<tr>
<th>Project</th>
<th>Project Impact</th>
<th>Changes Adopted</th>
</tr>
</thead>
<tbody>
<tr>
<td>Community Garden Work</td>
<td>Donate fresh produce to pantry</td>
<td>Increased space/amount/variety of healthy options (includes shelf space, number of booths, options on menus)</td>
</tr>
<tr>
<td>Initiative</td>
<td>Description</td>
<td>Example</td>
</tr>
<tr>
<td>------------------------------------------------</td>
<td>-----------------------------------------------------------------------------</td>
<td>---------------------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>Healthy Food Drives</td>
<td>Initiated, improved or expanded opportunities for parents/students/community to access fruits and vegetables from the garden</td>
<td>Initiating a healthy food drive to increase access to healthy fruits and vegetables for students, parents, and community members.</td>
</tr>
<tr>
<td></td>
<td>Initiated or expanded the collection or gleaning of excess healthy foods for distribution to clients, needy individuals, or charitable organizations</td>
<td>Expanding food gleaning efforts to provide excess healthy foods to those in need.</td>
</tr>
<tr>
<td>Thumbs Up for Healthy Choices</td>
<td>Increase availability of healthy foods</td>
<td>Implemented healthy fundraisers to increase the availability of healthy foods.</td>
</tr>
<tr>
<td></td>
<td>Improved food purchasing/donation specifications or vendor agreements towards healthier food(s)/beverages</td>
<td>Improving food specifications to ensure healthier options are available for purchase.</td>
</tr>
<tr>
<td></td>
<td>Increased space/amount/variety of healthy options (includes shelf space, number of booths, options on menus)</td>
<td>Increasing the variety and amount of healthy options available to clients.</td>
</tr>
</tbody>
</table>

**Healthy Food Drives**

- Increase availability of healthy foods
- Implemented, improved or expanded healthy fundraisers
- Improved food purchasing/donation specifications or vendor agreements towards healthier food(s)/beverages
- Increased space/amount/variety of healthy options (includes shelf space, number of booths, options on menus)

**Thumbs Up for Healthy Choices**

- Increase visibility and appeal of healthy options
- 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)
- Improved appeal, layout or display of meal food/beverages to encourage healthy and discourage unhealthy selections
- 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
Reach

Method used to determine reach
Select Measured if the pantry provides you with accurate counts of the people they reach
Select Estimated if pantry provides you with an estimated reach or you estimate the reach on your own

Source of data
Select Survey of target audience if pantry provides accurate count
Select Visual estimate if no formal tool was used

Total number of people reached by PSE work
Add your measured or estimated number of people reached

Characteristics of those reached
If you don’t know the specific demographics, i.e.: age, gender, ethnicity, etc. of pantry users select Unknown. You do not have to try to estimate.

INDIVIDUAL EFFECTIVENESS

Are you evaluating individual-level effectiveness?...
Select No

RECOGNITION & MEDIA COVERAGE
Add as appropriate

SUSTAINABILITY
Answer as appropriate

REFLECTION
Answer as appropriate

MARK AS COMPLETE
Only mark as complete when you finish your work with the food pantry for the fiscal year.
Remember, all pantry work must have two assessments conducted and reported in the Needs, Readiness & Effectiveness section (see above), one at the beginning of your work with them and one at the end. Enter your follow-up assessment information before marking this entry as complete.

Create Healthy Stores PEARS Entry
Please follow these instructions for creating a PEARS PSE entry for projects implemented in retail settings such as corner stores or convenience stores.
GENERAL INFORMATION

Site or organization
Add the name of the store
If you are working at multiple stores create a new PSE entry for each store

Intervention Name
Create Healthy Stores

Unit
Your County

COVID-19 Impact
Select whether this project was new, postponed, modified, or cancelled due to COVID-19.

Select if the site is a USDA summer meal site, American Indian reservation, or military base.

PSE Setting
Select which setting best reflects the store you are working in:
Small food stores (<=3 registers)
Large food stores (4+ registers)

Intervention Topics
This will depend on what strategies you are doing to create a healthy store. You may add multiple intervention topics. Below are intervention topics that are specific to the pick-list PSE strategies. Please include these intervention topics for the projects listed below that you are working on to create a healthy store, unless you feel they do not reflect the work you are doing. You may add additional intervention topics that are specific to your work with the store.

<table>
<thead>
<tr>
<th>Project</th>
<th>Intervention Topic to select</th>
</tr>
</thead>
</table>
| Increasing inventory of healthy items (ie: low sodium canned options, whole grain items, fresh produce, water, etc). | Fruits & vegetables  
Fiber-rich foods  
Dairy  
Limiting sodium  
Limiting added sugar  
Whole grains  
Protein foods  
Limiting saturated fat  
Water  
Etc. |
| Thumbs Up for Healthy Choices                     | Limiting added sugars                               |
Using the marketing tools to promote Thumbs Up Foods that are
Limiting saturated fats
Limiting sodium
Fiber-rich foods
Whole Grains
Fruits & Vegetables

In what Federal Fiscal Year did you first contact this site to participate in SNAP-Ed funded PSE work?

Enter year you started your store work. It is OK to work with the same store for multiple years.

Stages of Implementation

Select your stage of implementation from the available choices.
Be sure to show progress in your implementation by updating the stage regularly. You can have more than one box checked at the same time.

An example of a timeline for working with a new food pantry, you would check the following boxes:
October 2019 - Select contacted site and agreed to participate
October 2019 - Select planning and preparation for implementation
December 2019 - Select started implementation of changes
February 2019 - Select continued to implement changes
May 2019 - Select worked to maintain changes
September 2019 - Select conducted follow-up assessments, evaluation

In this example, at the end of the fiscal year, all of the boxes would be checked.

Comments
Please list your weekly activities in this box to help track how you are spending your PSE time.
Please include the date, amount of time spent, and a brief description of the activity.

Example:
October 25 – Interviewed store manager and conducted store assessment – 2 hours
November 2 - Moved healthy options to more visible shelving location and placed shelf-talkers on those items – 1 hour
November 15 – Set up a booth to educate customers about the Thumbs Up program and got their feedback on healthy options they would like to see available in the store. - 3 hours

COLLABORATORS

If there is another ambassador or supervisor who is working on the PSE project or who needs access to edit and/or view, add them in this section.
• To add the collaborator first, **Click +Add Collaborator.**

• Type in the textbox under **User** to find the other Create Better Health Ambassador or Supervisor you wish to add.

• Once you clicked their name then you can show whether this person is “involved in performing the work described in this record”. Select the box, if appropriate.

• Under **Access** you may select what permissions this person has for the record by choosing either “View & Edit” or “View Only.”

• Finally, you may describe the role this person had in the project in the textbox below “What role or contribution this user offer in this record?”
  o For example, if you are adding your supervisor, you may enter that this person supervised the project and initiated contact with the PSE site.

**NEEDS, READINESS & EFFECTIVENESS**

**Did you conduct any needs or readiness assessments at this site or org.....**
Select YES (this is required for all work in corner or convenience stores)
**Click +Add Assessment**

**Assessment Type**
Select Needs assessment/environmental scan

**Survey Instrument**
Select Other
Enter NYC Adopt-a-Shop Store Observation Form

**Approximate date baseline assessment administered**
Enter date of your first assessment (will be at the beginning of the fiscal year or when you start with a new store)

**Brief description of baseline assessment results**
Add highlights, areas for improvement, etc.

**Assessment Score**
Add score from Observation Form

**Approximate date follow-up assessment administered**
Enter date of your follow-up assessment

**Brief description of follow-up assessment results**
Add highlights, areas that were improved, etc.

**Follow-up Assessment Score**
The goal is to have this score higher than the baseline assessment conducted earlier in the year

**STRATEGY**
If you are doing complementary strategies in addition to your PSE work in the store select them here. For example, you would select the following if you were also:

<table>
<thead>
<tr>
<th>Complementary Activities</th>
<th>Examples of when to select</th>
</tr>
</thead>
<tbody>
<tr>
<td>Evidence-based education</td>
<td>If you are also offering Create Better Health classes in the store</td>
</tr>
<tr>
<td>Marketing (Advertising, Promotion, etc.)</td>
<td>If you are also having a booth where you recruit customers to other Create Better Health Utah (SNAP-Ed) classes. If you leave fliers about your classes at the store.</td>
</tr>
<tr>
<td>Parent/community involvement</td>
<td>Unlikely you will select this unless you have a kick-off event to unveil the changes.</td>
</tr>
<tr>
<td>Staff training on continuous program and policy implementation</td>
<td>If you train store employees how to implement the Thumbs Up program.</td>
</tr>
</tbody>
</table>

SNAP-Ed Funding
Select the appropriate responses for the different options. This can change as the year progresses.

Involvement
Select appropriate response for youth involvement.

CHANGES ADOPTED

This will depend on what strategies you are using to create a healthy store. You may add multiple changes adopted. Below are changes adopted that are specific to the strategy options listed in the Thumbs Up for Healthy Choices in Retail Settings Toolkit. Please use this table as a reference for choosing changes adopted, but make sure the ones you choose reflect your work with the store. There isn’t a one size fits all for this PSE project! You may also add additional changes adopted that are specific to your work with the pantry. The changes are listed alphabetically in PEARS.

<table>
<thead>
<tr>
<th>Strategy</th>
<th>Project Impact</th>
<th>Changes Adopted</th>
</tr>
</thead>
<tbody>
<tr>
<td>Product Placement Strategies</td>
<td>Improving visibility of healthy options.</td>
<td>Improved appeal, layout or display of meal food/beverages to encourage healthy and discourage unhealthy selections</td>
</tr>
<tr>
<td>Product Promotion Strategies</td>
<td>Increase visibility and appeal of healthy foods</td>
<td>Created or enhanced healthy check out area</td>
</tr>
</tbody>
</table>
*Includes using Thumbs Up materials to promote healthy options. Also includes nutrition education booths at the store to increase awareness about Thumbs Up and healthy available options.

Implemented or enhanced limitations on marketing or promotion of less healthy options

Improved appeal, layout or display of meal food/beverages to encourage healthy and discourage unhealthy selections

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

<table>
<thead>
<tr>
<th>Product Availability Strategies</th>
<th>Increase availability of healthy options</th>
<th>Decreased shelf space, amount or variety of unhealthy options</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Improved or increased healthy beverage options</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Increased shelf space, amount or variety of healthy options</td>
</tr>
</tbody>
</table>

Reach

Method used to determine reach
Select Measured if the store provides you with accurate counts of the customers they reach
Select Estimated if the store provides you with an estimated reach or you estimate the reach on your own

Source of data
Select Survey of target audience if store provides accurate count of customers
Select Visual estimate if no formal tool was used

Total number of people reached by PSE work
Add your measured or estimated number of people reached

Characteristics of those reached
If you don’t know the specific demographics, i.e.: age, gender, ethnicity, etc. of customers select Unknown. You do not have to try to estimate.

INDIVIDUAL EFFECTIVENESS
Are you evaluating individual-level effectiveness....?  
Select No

RECOGNITION & MEDIA COVERAGE  
Add as appropriate

SUSTAINABILITY  
Answer as appropriate

REFLECTION  
Answer as appropriate

MARK AS COMPLETE  
Only mark as complete when you finish your work with the store for the fiscal year. Remember, all store work must have two assessments conducted and reported in the Needs, Readiness & Effectiveness section (see above), one at the beginning of your work with them and one at the end. Enter your follow-up assessment information before marking this entry as complete.

Create Healthy Schools PEARs Entry  
Please follow these instructions for creating a PEARs PSE entry for projects implemented in schools. For FY 2019, this includes the Smarter Lunchroom Movements (SLM).

GENERAL INFORMATION  
Site or organization  
Add the name of the school  
If you are working at multiple schools create a new PSE entry for each school

Intervention Name  
Create Healthy Schools

Unit  
Your County

COVID-19 Impact  
Select whether this project was new, postponed, modified, or cancelled due to COVID-19.

Select if the site is a USDA summer meal site, American Indian reservation, or military base.

PSE Setting  
Schools (preschools, K-12, elementary, middle, and high)
**Intervention Topics**
This will depend on what strategies you are doing to create healthy schools. You may add multiple intervention topics. Below are intervention topics that are common for the Smarter Lunchroom Movement (SLM). Please include intervention topics that seem relevant to the specific work you are doing within the school. You may choose intervention topics from PEARs that are not listed below as needed.

<table>
<thead>
<tr>
<th>Project</th>
<th>Intervention Topic to select</th>
</tr>
</thead>
<tbody>
<tr>
<td>Smarter Lunchrooms Movement</td>
<td>Fruits &amp; vegetables</td>
</tr>
<tr>
<td><strong>Topics are dependent on the specific activities you are working on with the individual school. Consider the specific foods you are promoting, as well as the ones you are discouraging.</strong></td>
<td>Fiber-rich foods</td>
</tr>
<tr>
<td></td>
<td>Dairy</td>
</tr>
<tr>
<td></td>
<td>Limiting sodium</td>
</tr>
<tr>
<td></td>
<td>Limiting added sugar</td>
</tr>
<tr>
<td></td>
<td>Whole grains</td>
</tr>
<tr>
<td></td>
<td>Protein foods</td>
</tr>
<tr>
<td></td>
<td>Limiting saturated fat</td>
</tr>
<tr>
<td></td>
<td>Water</td>
</tr>
<tr>
<td></td>
<td>MyPlate food groups and portions for a healthy eating pattern</td>
</tr>
</tbody>
</table>

For example, if the only change your cafeteria can start with is the fresh fruit basket you would only choose fruits & vegetables as the intervention topic.

**In what Federal Fiscal Year did you first contact this site to participate in SNAP-Ed funded PSE work?**

Enter year you started your work in the school. It is OK to work with the same store for multiple years.

**Stages of Implementation**

Select your stage of implementation from the available choices. Be sure to show progress in your implementation by updating the stage regularly. You can have more than one box checked at the same time.

An example of a timeline for working with a school, you would check the following boxes:
October 2019- Select contacted site and agreed to participate
October 2019- Select planning and preparation for implementation
December 2019-Select started implementation of changes
February 2019-Select continued to implement changes
May 2019-Select worked to maintain changes
September 2019-Select conducted follow-up assessments, evaluation
In this example, at the end of the fiscal year, all of the boxes would be checked.

**Comments**
Please list your weekly activities in this box to help track how you are spending your PSE time. Please include the date, amount of time spent, and a brief description of the activity.

Example:
October 25 – Met with school administrators and food service staff – 1.5 hours
November 2- Conducted school assessment with Smarter Lunchroom Scorecard -2 hours
November 15 – Met with school administrators and food service staff to discuss scorecard results and strategies of interest – 1 hour
December 2- helped school implement fruit basket and create creative names for menu items – 2 hours

**COLLABORATORS**

If there is another ambassador or supervisor who is working on the PSE project or who needs access to edit and/or view, add them in this section.

- To add the collaborator first, Click +Add Collaborator.
- Type in the textbox under User to find the other Create Better Health Ambassador or Supervisor you wish to add.
- Once you clicked their name then you can show whether this person is “involved in performing the work described in this record”. Select the box, if appropriate.
- Under Access you may select what permissions this person has for the record by choosing either “View & Edit” or “View Only.”
- Finally, you may describe the role this person had in the project in the textbox below “What role or contribution this user offer in this record?”
  - For example, if you are adding your supervisor, you may enter that this person supervised the project and initiated contact with the PSE site.

**NEEDS, READINESS & EFFECTIVENESS**

Did you conduct any needs or readiness assessments at this site or org.....
Select YES (this is required for all work in food pantries)

**Click +Add Assessment**

**Assessment Type**
Select Needs assessment/environmental scan

**Survey Instrument**
Select Smarter Lunchrooms Self-Assessment Scorecard
Approximate date baseline assessment administered
Enter date of your first assessment (will be at the beginning of the fiscal year or when you start with a new school)

Brief description of baseline assessment results
Add highlights, areas for improvement, etc.

Assessment Score
Add score from Smarter Lunchrooms Self-Assessment Scorecard

Approximate date follow-up assessment administered
Enter date of your follow-up assessment

Brief description of follow-up assessment results
Add highlights, areas that were improved, etc.

Follow-up Assessment Score
The goal is to have this score higher than the baseline assessment conducted earlier in the year

STRATEGY
If you are doing complementary strategies in addition to your Smarter Lunchroom work select them here. For example, you would select the following if you were also:

<table>
<thead>
<tr>
<th>Complementary Activities</th>
<th>Examples of when to select</th>
</tr>
</thead>
<tbody>
<tr>
<td>Evidence-based education</td>
<td>If you are also offering Create Better Health Utah (SNAP-Ed) classes in the school.</td>
</tr>
<tr>
<td>Marketing (Advertising, Promotion, etc.)</td>
<td>Helping the school to promote the school lunch program.</td>
</tr>
<tr>
<td>Parent/community involvement</td>
<td>If you work with the school to inform parents of the changes being made to the school environment.</td>
</tr>
<tr>
<td>Staff training on continuous program and policy implementation</td>
<td>If you train food service employees or other school staff how to maintain the SLM changes.</td>
</tr>
</tbody>
</table>

SNAP-Ed Funding
Select the appropriate responses for the different options. This can change as the year progresses.

Involvement
Select appropriate response for youth involvement.
CHANGES ADOPTED

This will depend on what strategies you are using to create a healthy school with the Smarter Lunchrooms Movement. You may add multiple changes adopted. Below are some likely changes adopted as a result of the SLM. The table is broken up into the categories from the Smarter Lunchrooms Self-Assessment Scorecard. Choose the changes adopted that best reflect your work in that specific school. You also choose changes adopted from PEARs that are not listed below as needed. The changes are listed alphabetically in PEARs.

<table>
<thead>
<tr>
<th>Scorecard Section</th>
<th>Possible Changes Adopted</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Focus on Fruit</strong></td>
<td>Improved appeal, layout or display of meal food/beverages to encourage healthy and discourage unhealthy selections</td>
</tr>
<tr>
<td></td>
<td>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</td>
</tr>
<tr>
<td><strong>Vary the Vegetables</strong></td>
<td>Flavor station with low-sodium/no-sodium seasonings added to lunchroom</td>
</tr>
<tr>
<td></td>
<td>Improved appeal, layout or display of meal food/beverages to encourage healthy and discourage unhealthy selections</td>
</tr>
<tr>
<td></td>
<td>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</td>
</tr>
<tr>
<td><strong>Highlight the Salad</strong></td>
<td>Established or improved salad bar</td>
</tr>
<tr>
<td></td>
<td>Improved appeal, layout or display of meal food/beverages to encourage healthy and discourage unhealthy selections</td>
</tr>
<tr>
<td></td>
<td>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</td>
</tr>
<tr>
<td><strong>Move More White Milk</strong></td>
<td>Improved appeal, layout or display of meal food/beverages to encourage healthy and discourage unhealthy selections</td>
</tr>
<tr>
<td></td>
<td>Increased space/amount/variety of healthy options (includes shelf space, number of booths, options on menus)</td>
</tr>
<tr>
<td></td>
<td>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</td>
</tr>
</tbody>
</table>
| **Boost Reimbursable Meals** | Increased space/amount/variety of healthy options (includes shelf space, number of booths, options on menus)  
Took steps to improve the appeal of the school meal program in order to increase meal participation  
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 |
| **Lunchroom Atmosphere** | Increased space/amount/variety of healthy options (includes shelf space, number of booths, options on menus)  
Meal service staff encourages healthy selections  
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 |
| **School Community Involvement** | Established or improved food/beverage or nutrition related policy (childcare wellness, school wellness, workplace wellness, etc.)  
Edible gardens (establish, reinvigorate or maintain food gardens)  
Initiated or expanded use of onsite garden produce for meals/snacks provided onsite  
Initiated, improved or expanded opportunities for parents/students/community to access fruits and vegetables from the garden  
Initiated, improved or expanded opportunities for parents/students/community to work in the garden  
Took steps to improve the appeal of the school meal program in order to increase meal participation |

**Reach**

**Method used to determine reach**
Select **Measured** if the school provides you with *accurate counts* of the students that use the cafeteria
Select **Estimated** if school provides you with an *estimated reach* or you estimate the reach on your own.

**Source of data**
Select **Survey of target audience** if school provides an accurate count
Select **Visual estimate** if no formal tool was used

**Total number of people reached by PSE work**
Add your measured or estimated number of people reached

**Characteristics of those reached**
If you don’t know the specific demographics, i.e.: age, gender, ethnicity, etc. of students select Unknown. You do not have to try to estimate.

**INDIVIDUAL EFFECTIVENESS**

**Are you evaluating individual-level effectiveness?**
Select No

**RECOGNITION & MEDIA COVERAGE**
Add as appropriate

**SUSTAINABILITY**
Answer as appropriate

**REFLECTION**
Answer as appropriate

**MARK AS COMPLETE**
Only mark as complete when you finish your work with the school for the fiscal year. Remember, all schools work must have two assessments conducted and reported in the Needs, Readiness & Effectiveness section (see above), one at the beginning of your work with them and one at the end. Enter your follow-up assessment information before marking this entry as complete.

**Indirect Activity PEARS Entry Instructions**

Indirect activities must be entered into PEARS weekly. Indirect activities are defined as, “the distribution or display of information and resources, including any mass communications, public events (such as health fairs, farmers’ markets, community fairs, etc.) which involve limited, to no interaction with an instructor.” Other examples of indirect activities include leaving CBH brochures at a DWS office, radio broadcast, display at the county fair, booth at a back to school...
night, distributing a newsletter, and the use of social media platforms. Please note that instructions for social media reporting are below.

CBH Ambassadors are encouraged to participate in indirect activities in order to increase awareness and recognition of the Create Better Health Utah (SNAP-Ed) program in their county. Ambassadors should also use indirect activities to recruit participants for adult, family or youth classes, as well as to educate community members about PSE efforts.

CBH Ambassadors are required to develop an Indirect Activity entry for each activity in PEARs. However, if CBH Ambassadors have a recurring indirect activity, such as a nutrition education booth at a weekly farmers’ market or a booth at a monthly employee wellness fair, you will create one indirect activity entry for that event. Within that entry you will be able to capture the different dates, intervention channels, and people reached during each time you attended the event. See below for detailed instructions on how to create an indirect activity entry in PEARs.

**General Information**

**Title:** Give your indirect activity a Title.

**Intervention Name:** Select intervention name from the drop-down menu that most closely reflects what was promoted during the indirect activity. For example, if you were recruiting for Food, Fun and Reading you would select that as the intervention name. If you are doing a general promotion of the program (i.e. at a health fair) select, Create Better Health.
**Unit:** Most CBH ambassadors will select the county they work in.

**Activity Date Range:**
If your activity is a one-time event, enter the date of your activity (start date and end date are the same)

If your activity is recurring (i.e. a weekly or monthly farmers’ market booth), select the first date you will attend the event (start date) and the last day of the event (end date). This is how you indicate that the event is occurring more than a single time.

**File Upload**
If you have photos or other materials from the event that you would like to attach to the indirect activity you can attach them here.

**Intervention Channels & Reach**
This is the section where you will report what types of materials were distributed and the estimated number of people you reached at the event.

**IMPORTANT NOTE:**

You can enter more than one intervention channel for each activity.
Example if you have a farmers’ market entry you would select ‘Community Event- in which participated” and “hard copy materials” for the recipe cards you distributed.

You can also enter the same intervention channel more than one time to capture the reach of the activity on different dates.
Example: For a three-week farmers’ market you could add the community event- in which you participated three different times in order to capture the reach of the event each time you go.

**Intervention Channel**
Select the appropriate intervention channel from the drop-down menu. The intervention channel is how you reached the people during the indirect activity (i.e. radio interview, distribution of brochures, social media, etc.)

**Description**
Write a short description that describes your intervention channel. For example, if you selected community event/s fairs- in which participated your description may be Farmers’ Market booth. Or, if you selected hard copy materials your description may be farmers market recipe cards.

**Site**
Select the site of your activity from the drop-down menu. If the site is new, select Add Site and follow instructions to enter site into PEARS.

**Estimated number of unique individuals reached**
This is number of individuals you estimate you reached at the event. There are a couple of ways to estimate this:

- **Best practice:** Count the number of materials you distributed (i.e. brochures, recipe cards, recipe samples, etc.). This number would best reflect how many people you actually interacted with versus those that were just present at the event.
- If you do not distribute any hard materials that you can count, or if you run out of materials but still interact with people you will just estimate the number you interacted with.
- This could also be the number of email addresses you sent something to, how many posters you hung up, how many brochures you left at DWS, etc.

**Estimated number of new individuals reached.**
New individuals refer to the people reached by the indirect activity that have not attended a class, or been reached through a PSE or social marketing campaign. This number should be equal to or less than the number of unique individuals reported above.

We recognize that it is nearly impossible to know if someone has been reached through a PSE effort or social marketing campaign in your county. So, please use your best judgement for this number.

Example: You have a booth at farmers’ market and estimate that you reached 200 unique individuals (based on the number of recipe samples you distributed). You recognized 5 of those people from your classes. You would report the number of new individuals reached as 195.

**Source of reach data**
Select how you estimated the unique and new individuals reached.
Most of the time you will select visual estimate.

**Mark as Complete**
Mark the activity as complete when all the information is added.

Note: If the event is recurring, do not mark the entry as complete until you will no longer be participating in the activity OR the end of fiscal year occurs.
COUNTY FACEBOOK REPORTING INSTRUCTIONS

Individual counties should always report their Facebook reach in PEARS.

PEARS
Only one Indirect Activity will be created for work on the Facebook page. Once the Indirect Activity is created in PEARS, you will simply update it with Facebook reach each month.

Log in to PEARS (link is on the staff website under PEARS & Reporting)
Click on Track (top menu bar)
Select Indirect Activities
Select Add (found at top right)
Title: Create Better Health [County] Facebook
Intervention name: Create Better Health
Unit: [County]
COVID-19 Impact: Modified due to COVID-19
Does this activity include a food demonstration/taste test: No
Intervention topics: [Skip]
Activity Date Range: 10/01/2020 through 09/30/2021 (the entire grant year)
Click Save
Now you have an Indirect Activity under which you will add your monthly Facebook Impressions (reach).
FACEBOOK
When you report Facebook reach each month in PEARS, please follow these instructions.

Find the # Daily Total Impressions by generating a quick report on your Facebook page.

Log in to the Create Better Health [County] Facebook page.
Click on Insights (top menu bar)
Click on Export Data (found at top right)

Click on Date Range
Select the date range (select “last month,” or mark the date range for the report)
Click on Export Data (be sure to select xlsx format if that is not the default)
The report will download to the computer in Excel format
Open the report called Facebook Insights Data Export – Create Better Health [Your County] – [Date]
Scroll horizontal to Column T: (It is labeled: Daily Total Impressions: The number of times any content from your Page or about your Page entered a person’s screen. This includes posts, stories, check-ins, ads, social information from people who interact with your Page and more.)
Sum total Column T to get the monthly total (if there are questions about how to sum total a column, give Jocelin Gibson a call. It’s a swift keystroke.)
This sum total is the number of people who have seen content associated with the page for the date range selected.
Save this report to the computer as an Excel file (xlsx) so it can be uploaded into PEARS.
Rename the file as the Month and Year (Ex: May 2020.xls)

PEARS
Log in to PEARS (link is on the staff website under PEARS & Reporting)
Click on Track (found along top menu bar)
Select Indirect Activities
Click on Create Better Health [County] Facebook
Select Edit (green button on top far right)
The date range will show the entire grant year 10/01/2021 through 09/30/2022
Upload the file of the month’s data originally called Facebook Insights Data Export – Create Better Health [Your County] – [Date] but renamed to Facebook Insights [Month Year]
Select Save and Continue

Intervention Channels and Reach: click Add Intervention Channel
Select: Social media (e.g. Facebook, Twitter, and Pinterest)
Description: Type the Month you are reporting (e.g. May 2021)
Site: Create Better Health [County] Facebook*

*First time you enter this site, you will have to create it. Click Add Site.
   Name: Create Better Health [County] Facebook
   Address: [Facebook url / web address]
   Parent Organization: [Skip]
   City: [City of Extension Office]
   State and Zip: [Extension office state and zip]
Primary Contact: [Ambassador name]
Email Address: [Ambassador usu.edu email]
Phone #: [Extension office phone number]
Setting: Learn: Other places people go to ‘learn’
Is this site ADA accessible: Yes
Click Save

Estimated # of Unique Individuals Reached: enter the sum total of the Column T labeled Daily Total Impressions from the Facebook Insights Report
Estimated # of New Individuals Reached: 0 (zero)
Source of Data: Commercial Market Data
Click Save

Review your entry – there should be a list of all your monthly entries here:
Channel = Social Media (e.g. Facebook, Twitter, and Pinterest)
Description = Month for which you are reporting (May 2020)
Site = Create Better Health [County] Facebook
Reach = Number people who saw your Facebook page that month/0
Source = Commercial Market Data
Click Save and Continue

You will not mark this as complete until the end of the grant year. This Indirect Activity is the same entry you will update each month as you enter the new numbers on your Facebook page.

At the end of September, you will go in and mark this Indirect Activity Complete.

Please don’t hesitate to call Jocelin Gibson at the end of the month with questions on entering your Facebook Indirect Education count.

Below are a few tips for successfully hosting a county Create Better Health Facebook page:

Before starting, please contact Jocelin Gibson. She will need to be invited as a (silent) page administrator. And she can help you format your page with the correct logos, banners, profile pictures, etc.

Keep your page active. Post a minimum of two times per week. (This includes sharing other Create Better Health posts.)

Check inbox and notifications daily for requests for information by participants, but that is the only time you should spend in notifications and messages.

Have your target audience in mind every time you post. Be clear who you are talking to and be consistent in your outreach to SNAP recipients.

Always be professional. You can use a friendly tone and humor, but steer clear of immature, faddish, or meaningless posts.
Use appropriate stock photos. Always to follow the license agreement (attribution or no, advertising, downloadable okay or not, etc.). A list of approved and readily available stock photos can be found on the staff website under Recruiting and Marketing Materials.

Never post participants images without a signed Photo Release form. These can be found on the staff website under Misc Forms.

Use hashtags as a sorting tool, not a fad. For example, label all recipes #SNAPEdRecipes, and you can even specify by labeling something multiple times. For example, a strawberry and yogurt parfait could be labelled: #SNAPEdSmoothies #SNAPEdFruityDesserts #SNAPEdRecipes #createbetterhealth

Always share from the existing Create Better Health statewide pages:

https://www.facebook.com/createbetterhealthutah

https://www.facebook.com/createbetterhealthkids/

https://www.facebook.com/createbetterhealthinspanish/

You can also share helpful information from USU Extension. Remember to SHARE these posts, do not copy and paste.

https://www.facebook.com/usuextension/

Don’t forget to report your efforts in PEARs. This is a great indirect education activity, and you should get credit for your efforts.
NEW OPTIONS FOR ONLINE TEACHING DUE TO COVID 2020

Teaching in-person and face-to-face is exceptionally fun and effective. Unfortunately, face-to-face programming can only be approved by a case-by-case basis and some counties may not be approved for this type of programming at this time. The good news is, we have an excellent online option. For those counties who host a Create Better Health Facebook page and those who have access to their USU Extension County Facebook page, you can host “live” or previously recorded classes over this platform.

I
First step is to decide on a location from which to present. Ideally, you can teach from your own home or apartment (kitchen, dining area, any place where you can set up a table for your demo), or you may be able to broadcast from the Extension County building, or another reliably clean location.

II
The second step is to get the word out that classes will now be taught via Facebook Live. Let people know they should not go to the original location, but instead, join you online. You can do this by following the same steps you took to market the class in the first place: inform your contact at the original location (library, DWS, WIC, food pantry...), announce class is now online over social media (your county or Extension FB page), update and replace existing flyers with the new online class info. Make sure the hosting entity knows the change in plans and how to find the online class so they can tell people who call or show up. In short, whatever steps you took to organize and recruit for the original face-to-face class should be updated to reflect Facebook live as the new location.

III
Do a test live video using “Only Me” privacy setting. This will allow you to experiment without anyone actually seeing your video. It will feel odd talking to a camera, and it will no doubt rattle you to have no banter or class engagement. This will be a different style of teaching with no interaction and no smiling faces looking back at you. Keep your chin up and know that you are doing great! Watch a recording of your mini-trial-lesson to self-critique. A few key tips to remember:

- Smile
- Amplify energy and be enthusiastic
- Don’t worry about mistakes or stutters – it’s bound to happen
- Little mistakes make you human – not a problem with live feed
- Engage with commenters if you can stop to look at comments in the live feed
- When possible, have a fellow ambassador hold the camera, watch the feed, and respond to comments for you
- Ask viewers to subscribe to get your notifications about the next class so they can watch the next class
- Broadcast for at least 20 minutes and no longer than 60
Follow the steps below to host a Facebook Live class. For more detailed instructions on how to host a class, request the additional document *Detailed Instructions on how to Host a Live Facebook Class* from Jocelin Gibson.

1. Tap the camera icon to the left of your search bar.
2. Give Facebook access to your camera and microphone when prompted.
3. Switch to "Live" on the bottom of your camera screen.
4. Choose your privacy and posting settings.
5. Write a compelling description (This is a live Create Better Health class. Join us to learn how to...)
6. Choose your location.
7. Set your camera’s orientation.
8. Click the blue "Start Live Video" button to start broadcasting.
10. Click "Finish" to end the broadcast.
11. Post your reply and save the video to your camera roll.

**FACEBOOK ONLINE CLASS REPORTING INSTRUCTIONS**

There will be two primary types of online classes – those with online survey responses and those without. They will require two different types of reporting in PEARS. **County Facebook classes should be reported separate from regular Facebook indirect activity efforts. If an ambassador teaches a class over Facebook (live or pre-recorded) this is how they will report their work in PEARS.**

**ONLINE CLASSES WITH SURVEY RESPONSE REPORTING INSTRUCTIONS**

These instructions are for your online adult classes that have survey responses in PEARS. These classes may have been taught through Facebook or Zoom. The instructions describe how to obtain your program reach and demographics from the surveys your participants completed using a link you provided them from PEARS.

If you taught online adult or youth classes, but no one completed the survey you will delete your program activity and create an indirect activity for that class. To do so, follow the set of instructions you have received entitled, “Facebook Classes with No Survey Responses Reporting Instructions.”

**Step 1: Determine if your Program Activities have any surveys attached**

- PEARS à Analyze à Program Activities
  - This will list all of your program activities for the year.
They are sorted by the date that the entry was last modified. The most recent modification (not necessarily class) is first.

- The I/R column
  - I= instruments (aka surveys) that you attached to this program.
  - R= responses to your surveys.
  - Example= If your I/R column is 1/3 that means you have one type of survey attached (ie. CBH one-time survey) and 3 people responded to your survey.

- For any ONLINE program activity that does not have any survey responses you will need to delete that program activity and create a new indirect activity for that class.
  - Follow the instructions in, “Facebook Classes with No Survey Responses Reporting Instructions.”
    - This includes both adult and youth programming.

**Step 2: For Program Activities that have survey responses, export your survey responses**

- PEARS à Analyze à Survey Data à Responses by Survey
- **Uncheck the 'Completed' Box at the top of the screen-** *important step!*
- Find the survey in the list that you would like to see the data for, i.e. ONLINE Create Better Health One-Time Survey
  - Note: If you have used different surveys since the beginning of COVID-19 you will have to do this for each of the surveys you have distributed through your online classes.
    - For example, if you have used English and Spanish Online CBH One-Time Surveys you would have to do this step for each survey.
- Select ‘Export’ for the survey you would like to export
- Export to Excel Spreadsheet
  - This will export all of your responses to that survey
  - It may include more than one program activity
- Select the “Response Data” tab at the bottom of the spreadsheet to view your responses.
- Separate your program activities based on the number in Column A.
  - I.E. Add a blank row between your program activities so it is easy to see the gather the date for each program activity separately.

<table>
<thead>
<tr>
<th>Program Activity ID</th>
<th>Program Name</th>
<th>Program Entered By</th>
<th>Unit</th>
<th>Primary Curriculum</th>
<th>Program is Complete</th>
<th>Response Collection Method</th>
</tr>
</thead>
<tbody>
<tr>
<td>2600702</td>
<td>Facebook Live/Create amazing veggies</td>
<td>Laurie Bates</td>
<td>Jude County</td>
<td>Create Better Health</td>
<td>0 Public Link</td>
<td></td>
</tr>
<tr>
<td>2600702</td>
<td>Facebook Live/Create amazing veggies</td>
<td>Laurie Bates</td>
<td>Jude County</td>
<td>Create Better Health</td>
<td>0 Public Link</td>
<td></td>
</tr>
<tr>
<td>2600751</td>
<td>Facebook Live/Create amazing veggies</td>
<td>Laurie Bates</td>
<td>Jude County</td>
<td>Create Better Health</td>
<td>0 Manual Entry</td>
<td></td>
</tr>
<tr>
<td>2600752</td>
<td>Facebook Live/Create amazing veggies</td>
<td>Laurie Bates</td>
<td>Jude County</td>
<td>Create Better Health</td>
<td>0 Public Link</td>
<td></td>
</tr>
<tr>
<td>2600725</td>
<td>ONLINE Facebook Live CBH - Create a Wrap, Food Safety</td>
<td>Laurie Bates</td>
<td>Jude County</td>
<td>Create Better Health</td>
<td>0 Public Link</td>
<td></td>
</tr>
<tr>
<td>2600725</td>
<td>ONLINE Facebook Live CBH - Create a Wrap, Food Safety</td>
<td>Laurie Bates</td>
<td>Jude County</td>
<td>Create Better Health</td>
<td>0 Public Link</td>
<td></td>
</tr>
<tr>
<td>2600879</td>
<td>Facebook Recorded Online Create Better Health - Dairy and Injury Prevention Class</td>
<td>Laurie Bates</td>
<td>Jude County</td>
<td>Create Better Health</td>
<td>0 Public Link</td>
<td></td>
</tr>
<tr>
<td>2600879</td>
<td>Facebook Recorded Online Create Better Health - Dairy and Injury Prevention Class</td>
<td>Laurie Bates</td>
<td>Jude County</td>
<td>Create Better Health</td>
<td>0 Public Link</td>
<td></td>
</tr>
<tr>
<td>2600933</td>
<td>Facebook Live/Create a soup</td>
<td>Laurie Bates</td>
<td>Jude County</td>
<td>Create Better Health</td>
<td>0 Public Link</td>
<td></td>
</tr>
<tr>
<td>2600933</td>
<td>Facebook Live/Create a soup</td>
<td>Laurie Bates</td>
<td>Jude County</td>
<td>Create Better Health</td>
<td>0 Public Link</td>
<td></td>
</tr>
<tr>
<td>2600943</td>
<td>Facebook Live/Create a fruitly dessert</td>
<td>Laurie Bates</td>
<td>Jude County</td>
<td>Create Better Health</td>
<td>0 Public Link</td>
<td></td>
</tr>
<tr>
<td>2600943</td>
<td>Facebook Live/Create a fruitly dessert</td>
<td>Laurie Bates</td>
<td>Jude County</td>
<td>Create Better Health</td>
<td>0 Public Link</td>
<td></td>
</tr>
<tr>
<td>2600959</td>
<td>Facebook Live/Create a wrap for breakfast</td>
<td>Laurie Bates</td>
<td>Jude County</td>
<td>Create Better Health</td>
<td>0 Public Link</td>
<td></td>
</tr>
<tr>
<td>2600959</td>
<td>Facebook Live/Create a wrap for breakfast</td>
<td>Laurie Bates</td>
<td>Jude County</td>
<td>Create Better Health</td>
<td>0 Public Link</td>
<td></td>
</tr>
</tbody>
</table>

- You will collect your demographic data from the following columns:
  - Column M- Gender
  - Column N – Age
  - Column O- Ethnicity

201
Step 3: Enter the demographic information from your Excel Spreadsheet into PEARs

- PEARs à Track à Program Activities
- Open the program activity that you have data for
  - Match based on Program Activity ID AND/OR Program Activity Name
  - Double check that you are entering the right numbers for the right program activity
- Go to Demographics
- Under demographics enter the numbers from your spreadsheet
- Total
  - NOTE: The Excel spreadsheet will not give you the total number reached. You will have to total that based on one of the demographic characteristics.
    - For example: If you have 4 females and 1 male, you would enter 5 in the ‘Total’ box
- Method used to determine demographic makeup of participants
  - Select: Actual Count
- Source of Data
  - Select: Survey of target audience
- Age & Sex
  - Use data from Excel spreadsheet
- Ethnicity and Race
  - Use data from Excel spreadsheet
  - Note: You will only enter the information from the primary race question (column P). You do not need to enter secondary race information.

Step 4: Mark your Program Activity as COMPLETE

- Once you have entered your data and you are not planning to share the link to the survey any longer you can mark the Program Activity as complete.
- You do not need to do anything with any other data from your spreadsheet including the responses to Likert scale questions or the email address for the newsletter.

ONLINE CLASSES WITHOUT SURVEY RESPONSE REPORTING INSTRUCTIONS

First, create an Indirect Activity dedicated to Facebook Classes in PEARs. Each subsequent Facebook class will be entered as a new channel under this single Indirect Activity.

Log in to PEARs (found on Staff Website > PEARs and Reporting)
Click on Track (top menu bar)
Select **Indirect Activities**
Select **Add** (top right)
Title: **Create Better Health Facebook Classes**
Intervention name: **Create Better Health**
Unit: **[County]**
COVID-19 Impact: **New due to COVID-19**
Does this activity include a food demonstration: **Yes**
What recipe(s) were used: **[will add later]**
Intervention topics: **[select intervention topics covered in classes; can go back and add more later]**
Activity Date Range: **10/01/2020 through 09/30/2021** (duration of the entire grant year)
File Attachments: **[skip for now]**
Click **Save**

After you have taught a Facebook class and are ready to report the reach, follow these instructions to add an Intervention Channel:

Log in to **PEARS** (found on Staff Website > PEARS and Reporting)
Click on **Track** (top menu bar)
Select **Indirect Activities**
Select **Create Better Health Facebook Classes**
What recipe(s) were used: **[add recipe demo detail]**
Go to **Intervention Channels and Reach** (far right menu)
Intervention channel: click **Add Intervention Channel**
Select: **Social media (e.g. Facebook, Twitter, and Pinterest)**
Description: **Lesson # Facebook Class [Date of Class]** (Ex: Lesson 4 Facebook Class 04/22/2020)
Site: **Create Better Health [County] Facebook** (Ex: Create Better Health Iron County Facebook, https://www.facebook.com/createbetterhealthironcounty/)
*If you haven’t set up the county Facebook page as a site or if it is incorrectly listed, please do the following:
Click: **Add Site**
Name: **Create Better Health [County] Facebook** (Ex: Create Better Health Iron County Facebook)
Address: **[URL of the Facebook page]** (https://www.facebook.com/createbetterhealthironcounty/)
Parent Organization: **Skip**
City: **[Extension County office city]** (Ex: Cedar City)
State: **Utah**
Zip: **[Extension County office zip code]** (Ex: 84720)
Primary Contact: **[Ambassador name]**
Email Address: **[Ambassador usu.edu email]**
Phone: **[Extension County office phone]**
Setting: **Learn > Other places people go to “learn”**
Is this site ADA accessible? **Yes**
Estimated # of unique individuals reached:  [Instructions below]
Estimated # of new individuals reaches: 0 (Zero)
Source of Data:  Commercial Market Data
Click Save

Review your entry:
Channel = Social Media (e.g. Facebook, Twitter, and Pinterest)
Description = Lesson # Facebook Class #/#/2020
Site = Create Better Health [your] County Facebook
Reach = # of views
Source = Commercial Market Data
Click Save and Continue
You will not mark this as complete until the end of the grant year. This is the same entry you will update each time you enter a Facebook class.

Each time you report on a Facebook class you will go in and edit the existing Indirect Activity.

Log in to PEARs
Click on Track (top menu bar)
Select Indirect Activities
Click on Create Better Health Facebook Classes
Select Edit (green button on top far right)
The date range should show the entire grant year 10/01/2020 through 09/30/2020
Intervention Channels and Reach: click Add Intervention Channel
Select: Social media (e.g. Facebook, Twitter, and Pinterest)
Description: Lesson # Facebook Class [Date of Class]
Site: Create Better Health [County] Facebook
Estimated # of Unique Individuals Reached:  [Instructions below]
Estimated # of New Individuals Reached: 0 (zero)
Source of Data:  Commercial Market Data
Click Save
Review your entry:
Channel = Social Media (e.g. Facebook, Twitter, and Pinterest)
Description = Lesson # Facebook Class #/#/2020
Site = Create Better Health [ ] County Facebook
Reach = Class reach
Source = Commercial Market Data
Click Save and Continue
You will not mark this as complete until the end of the grant year. This is the same entry you will update with each Facebook class.

At the end of September, you will go in and mark this Indirect Activity Complete. When you submit your last entry and prior to marking it Complete please upload a screen shot of the Facebook Video Library as evidence of the View numbers for the year.
Please don’t hesitate to call Jocelin Gibson with questions on entering your Facebook Classes Indirect Activity count.

HOW TO FIND REACH (VIEWS) ON AN INDIVIDUAL FACEBOOK CLASS

Please remember that the online class views will continue to occur for a few days after the original live class or the recorded video is posted. We recommend you wait at least one month before reporting the “views” for your video in PEARs to allow for maximum views to be captured.

Log in to your county Facebook page
Click on Videos (left menu bar)
Click Video Library (top right menu)
See Views (third column)
This is the number you will report for your reach for that class.

At the end of the year when you are going in to close this Indirect Activity and mark it complete, please take a screen shot of the Videos Library and upload it to the files section of this Indirect Activity record. It should look something like the image below:
Success Stories
Success stories are a great way to capture the qualitative effort for our programs. This is a chance to write a paragraph about participants behavior change throughout their time participating in Create Better Health Utah—SNAP-Ed. When a participant tells you about an experience or lifestyle change they have made because of the education they have received that is a success and we want to hear about it! The directions on how to input a success story into PEARS are found below.

PEARS Close Out
The current reporting year October 1, 2019- September 30, 2020

The SNAP-Ed grant funds one year of programming from the beginning of October to the end of September the following year. All data input into PEARS during this year period is editable until the last day of September. We are unable to edit any data included in the reporting period once it is over. This is why it is advisable to stay current with your data input. September is typically a busy month with schools back in session. Do not get behind inputting data into PEARS! Please still teach up until the end of September but plan to do so in a way that you will allow you to
have time to add those program activities into PEARS. All series of classes must be finished by the end of September. All PSE projects must be completed in PEARS. Although some aspects of programming may be multi-year endeavors (such as PSE, coalitions and marketing campaigns), for reporting purposes, the entries should only include information about the work done in the current reporting period. All other work will be logged in the reporting period within which it was completed. After you have logged all relevant data for the reporting period, you will need to mark it as complete. Doing this ensures that others know it is ready for review and inclusion in impact reports. Below is a list of snapshots from PEARS on how to close out and complete each part of our programming.

How to Mark a Program Activity as Complete

Although a Program Activity can be included in reports if it is incomplete, marking an activity as complete ensures that it will be included in all reports and lets reviewers looking at the data know that the information shown is complete.

You may use the progress bar as a guide to see what needs to be entered/completed before the program activity can be reported on.

To Mark a Program Activity as Complete

1. Review all data entered to make sure it is correct.
2. If your program activity has a Custom Data section, make sure it is filled out.
3. At the very least, make sure you have filled out the Total Participants in the Demographics section.
4. If you have no survey instruments or if you have entered all the survey instruments and response data you wish to, click "Mark as Complete" to move on to the "Mark as Complete" section.
5. Finally, click [Mark as Complete]

Note
A survey instrument must have response data in order to mark a program activity as complete.
How To Mark an Indirect Activity as Complete

Marking an Indirect Activity as Complete

Once you have finished entering data for you Indirect Activity you will want to mark it complete so that it shows up in all organizational reports. To do this:

1. Go to the Mark as Complete section by clicking “Save and continue” from the Intervention Channels and Reach page or by clicking the blue hyperlink in the progress bar.

2. Click “Mark as Complete” to mark your indirect activity as complete.

3. While your indirect activity is marked as complete you will not be able to edit it. To edit completed indirect activities you will need to mark them as incomplete. On the Mark as Complete page click “Mark as Incomplete” to unlock your data for editing.

Note:
You will only be able to edit indirect activities from the current reporting period. Data from previous reporting periods is locked at the end of the reporting period.

How to Mark a PSE Site Activity as Complete

Before a PSE Site Activity can be used for reporting, it must be marked as complete so the system knows that all data has been entered.

You may use the progress bar as a guide to see what needs to be entered/completed before the program activity can be reported on.

To Mark a PSE Site Activity as Complete

1. Review all data entered to make sure it is correct.

2. Next, click “Mark as Complete” located in the progress bar.

3. Finally, click Mark as Complete.
Section 9: Quality Control

Management Evaluations
Throughout each year the State Create Better Health Utah (SNAP-Ed) office will visit with various counties to conduct a management evaluation. This visit will usually occur on the first or third Monday after the Statewide Staff Meeting. The visits will be held over zoom conferencing and will include meeting with the supervisor and ambassadors in the county. The ME will be used to have an overview of programming in the county and will be used to determine policy compliance, support local SNAP-Ed efforts and express praise for areas of excellence.

Marcia and Kristi will reach out to the county team members and will coordinate scheduling for these meetings.

Monthly Evaluations
Every month, the State Office will compile a short report of Create Better Health Utah (SNAP-Ed) efforts for each county for the previous month. These reports include reporting numbers for program activities, indirect activities, PSE activities, social media efforts, success stories and Google calendar events. The report also includes information about training needs for CBH Ambassadors, hours the CBH Ambassadors worked, and status of the budget. These regular reports may be used to determine county needs, help the State Office prevent any problems, and highlight excellent practices.

For training purpose, an CBH Ambassador trainer may observe classes throughout the year. During these visits, the trainers will fill out the Observation Tool and often will share recommendations for improvement and encouragement for what is going well.

Create Better Health Utah (SNAP-Ed) Google Calendar

calendar.google.com

Each county is required to maintain a county Google calendar that is shared with the State Office and DWS. The Google calendar is mandatory. This is the clearinghouse for all Create Better Health Utah (SNAP-Ed) activities and events occurring in Utah at any given time. Ideally, counties will schedule most classes at least a month in advance. The calendar is reviewed and cross-referenced with PEAR data and staff work hours. It is consulted for scheduling management evaluations, on-site training, and stakeholder visits. It will also be used to recruit class participants through the Create Better Health Utah Newsletter. Supervisors must make sure all Create Better Health Utah (SNAP-Ed) activities are listed. Program funders have access to the calendar and will notice if a county doesn’t show that Create Better Health Utah (SNAP-Ed) is active there.
Counties may assign CBH Ambassadors or a staff assistant to keep the calendar up-to-date. Supervisors should contact the state office Staff Assistant in order to request access to the calendar for a staff assistant.

The google calendar entries need to be in by the fifteenth of the month prior in order to be included in the newsletter and sent to DWS. Please notify Amalia if you have classes entered after the fifteenth so that she can go back and review the new entries.

**When filling out event entries, staff should use the following instructions.**

Sign in with your USU e-mail. Google will send you to the USU secure log-in. If you have a Gmail account, make sure that you are signed in with your USU e-mail account. You can check to see what account is signed in at the top right corner.
Add an event:

- Click on the red circle icon with a plus sign in the bottom right corner.
- In “Add title,” write OPEN or CLOSED (this must be the first term in the event title). This indicates whether the event is OPEN to the public or CLOSED to the public. Next include the location. Please include class name (curriculum title).
- Below you can schedule the date, starting and ending time for the class.
• In the text box for “Add location,” you must put the actual building name and street address of the event for closed and open classes. If the event is in an undisclosed or confidential location, you should still include the name of the site, but may exclude the address.
• Make sure that the county calendar is selected.
• In the “Description” section, please include the name of the class (Mommy & Me, Create an Omelet, Create Farm Fresh Food...) and a description. This is what will be used in the Create Better Health Utah Newsletter mailed to your county recruiting list. **If the event is not a class, please specify that it is a PSE or an indirect activity.** It can also be helpful to include contact information for the point of contact at the class/activity site and the names of the CBH Ambassadors assigned to that class.
• Click the blue “SAVE” button to save and add the activity to the calendar.

See some good example of event entries below.

For questions regarding the Google calendar, please email amalia.larson@usu.edu
Risk Management Guidelines for Create Better Health Utah (SNAP-Ed)

Food Allergy Protocol

As a CBH Ambassador it is our responsibility to make all possible efforts to reduce the risk of a participant having an allergic reaction to a recipe sample. Below you will find the requirements for different program types. You will notice that you are always required to display the Food Allergy Warning Sign which you can find here:

Staff Website > Misc. Forms > Food Allergy Warning

http://extension.usu.edu/fscreate/ou-files/2017-18_staff/Food_Allergy_Warning.pdf

Adult classes

CBH Ambassadors are required to always display the Food Allergy Warning Sign in ALL classes. The responsibility to not taste the recipe sample ultimately falls on the adult participant, but it is your responsibility to display the sign.

If you are teaching a series of classes to the same adults it is good customer service to ask about food allergies during the first lesson. If your participants report any food allergies, please refrain from using that food in your future recipe demonstrations during the series.

Youth classes in schools (no parents present)

CBH Ambassadors are required to display the Food Allergy Warning Sign in ALL classes. In addition to the sign, you are also required to request from the school a list of food allergies present in the entire school. The school does not need to share the names of the students with the allergies, just the list of allergens. Please become familiar with the list and refrain from using any of the ingredients listed as an allergen in ANY classroom within that school. If a school refuses to share the allergen list with you, please do not offer recipe samples as part of your programming.

Youth classes where parents/guardians are present

CBH Ambassadors are required to display the Food Allergy Warning Sign in ALL classes. If parents are present, at the beginning of each lesson ask parents to immediately inform you if their child has a food allergy. If parents are dropping kids off at a class and then leaving the area, they must sign their child in and give permission for their child to taste the sample. You can find the form for this on the staff website à youth education à parent sign in sheet.

Indirect Activities (i.e. health fair, farmers’ market, etc.)
CBH Ambassadors are required to display the Food Allergy Warning Sign at all events where they are serving recipe samples. Do not give recipe samples to any child that is not accompanied by an adult.

Civil Rights

As a USDA and USU program, CBH is required to provide access to our program regardless of race, color, national origin, sex, age, religion, disability or political belief. The program must provide reasonable accommodations and work to be inclusive in our marketing and programming. When hired and annually, all CBH employees and supervisors must complete a Civil Rights Training. This helps each employee know what is required to ensure equitable access and make SNAP-Ed a program for everyone that makes up our target audience. Note that socioeconomic status is not a protected class and not providing equal access to higher income families and individuals is not a civil rights issue.

Filing a Civil Rights Claim

If a participant ever expresses that their civil rights have been violated. Practice good customer service skills, while maintaining your safety, and share the information on the “And Justice For All Poster” that is required at all SNAP-Ed program activities (including indirect, PSE, and social marketing activities).
Please remember that a person may feel like their rights have been violated even when you may not have intentionally done anything to violate their rights or if you don’t agree that a violation has occurred. As soon as you are able, contact your supervisor and Heidi LeBlanc to let them know of the complaint.

(Policy adapted from USU 4-H Extension)

INSURANCE DEFINITIONS

Liability Insurance

Liability insurance provides the insured entity protection from the risk of damage claims for which the insured entity is held legally liable. After payment of a deductible, a liability insurance policy will cover the payment of damages that the insured would have to pay if found legally responsible for the event that caused a third-party damages. Liability insurance coverage also provides legal representation and coverage of legal costs in situations where a claim goes to court.

USU has liability insurance coverage through the Utah Division of Risk Management. This coverage extends to employees and officially registered volunteers acting in the course and scope of their employment or volunteer assignment with USU. It does not provide coverage for
an employee acting outside the scope of his or her employment. The following examples illustrate this concept:

- If a USU grounds crew employee is mowing a lawn on the USU campus and the lawn mower accidentally throws a rock through someone else’s car window, USU would be responsible for the damage and the liability insurance policy would pay for the damages.
- If that same USU employee is mowing his or her own lawn and the mower throws a rock through the neighbor’s car window, USU’s liability insurance would not be involved.

**Workers Compensation**

Workers compensation insurance covers medical expenses incurred by employees who are injured in the course and scope of their employment. USU has a workers compensation policy through the Workers Compensation Fund.

USU procures this coverage for all USU employees and officially registered volunteers. Should an employee or registered volunteer be injured while performing duties for and on behalf of USU, workers compensation insurance will cover the cost of getting him or her well again so he or she can return to work. It is important to note that workers compensation insurance is aimed solely at workplace injuries and workplace-related conditions. Workers compensation insurance is not health insurance.

- Workers compensation only covers workplace injuries. In some cases, an employee may have preexisting conditions that may cause or exacerbate a workplace injury. In these cases, while workers compensation claims adjusters may acknowledge that there are preexisting conditions, they are only obligated to cover the costs of the workplace injury.
- Workers compensation does not cover students or participants in USU-related activities.

**Property Insurance**

Property insurance provides coverage for USU property that is damaged or otherwise lost. USU’s property insurance is provided by the Utah Division of Risk Management. It is an “all risk” policy meaning that all risks are covered except those that have been specifically excluded.

All property that is owned by or in the care and custody of USU as well as all buildings owned by USU are covered by this policy. Buildings leased to USU are not covered. USU Risk Management reports building and contents values to the Utah Division of Risk Management each year. It is important for USU units to have a current inventory of the contents and the value of the contents in their respective buildings so USU Risk Management can ensure that the insurance is maintained at an appropriate level.

- Your unit should work with USU Risk Management to have documentation describing what it would cost to replace everything you have in a building in case there was a total loss, like from a fire.
• The policy will only cover property owned or in the care and custody of USU. An employee’s personal property is not covered.
• There is a $1000.00 deductible on property claims.

Automobile Insurance

USU has automobile liability and physical damage insurance coverage through the Utah Division of Risk Management. This insurance covers vehicles owned by USU and used by USU permissive drivers during the course and scope of their employment.

• To be a permissive driver, a person needs to have permission from USU to drive the vehicle and he or she needs to have passed the State of Utah Online Driver’s Training Course and submitted his or her certificate of completion to USU Parking and Transportation. This training may be accessed at the following webpage: https://parking.usu.edu/fleet-operations/driver-training
• If a USU employee or registered volunteer is injured while riding in a USU vehicle, medical expenses would be paid by the Workers Compensation Fund, not through the Utah Division of Risk Management.
• There is very limited personal injury protection (PIP) coverage for personal injuries suffered by non-USU employees and non-registered volunteers riding as passengers in a USU vehicle.
• There is a deductible of up to $1,500.00 for automobile physical damage claims.
• When using a rental vehicle, USU employees and registered volunteers must use a rental company with a State Contract. A claim involving a rental vehicle that was not rented through a State Contract may be covered but can have a $10,000.00 deductible.
• Insurance follows the vehicle, meaning, an employee’s personal automobile insurance is the primary insurance for their own vehicle, even if he or she is using that vehicle for work purposes.

Health Insurance

USU Risk Management does not provide health insurance covering medical costs to any student or participant in a USU-related activity.

• Groups associated with USU might carry their own insurance. For example, 4-H has a small medical coverage policy through American Income Life. The coverage limits are small and intended to cover a participant’s own insurance deductible in the case of an injury. The participant’s own insurance would still be paying the bulk of the medical costs.

4H/Extension activities may include the following types of individuals:

Employee
An employee is an individual legally employed by the University in any capacity.

*Participant*

A Create Better Health Utah (SNAP-Ed) participant is someone actively and directly participating in a Create Better Health Utah (SNAP-Ed) program, group, or activity who is not an employee or registered volunteer.

*Spectator*

Anyone who is not an employee, registered volunteer, or participant of a Create Better Health Utah (SNAP-Ed) program, event, or activity and is simply in attendance to observe the program, event, or activity.

Frequently Asked Questions

**WORKERS COMPENSATION**

**What are the correct steps to follow when a USU employee or registered volunteer is injured or there is an emergency during a Create Better Health Utah (SNAP-Ed) activity?**

- Emergency response plans should be developed and understood by activity leaders before any activity takes place. Emergency response plans should include the steps that will be taken in the case of a foreseeable incident, including where the nearest clinic or hospital is to the location of the activity, what first-aid resources should be on hand, emergency contact information for participants, and at what point should activity leaders call 911.
  - The Workers Compensation Fund (WCF) has various healthcare facilities with whom they prefer to work. This includes all Intermountain Healthcare WorkMed locations.
  - A complete list of WCF Preferred Medical Providers can be found on the WCF website: [https://www.wcf.com/preferred-medical-providers](https://www.wcf.com/preferred-medical-providers)
  - If there are no preferred medical providers close enough to provide appropriate treatment, take the injured individual to the nearest healthcare facility that can provide appropriate treatment.
  - For serious injuries, call 911 and take the injured individual to the nearest emergency room.
- When an injury does occur, the first step is to get the injured employee or registered volunteer the appropriate treatment. This could include onsite first-aid up to calling 911. When in doubt about the appropriate treatment, err on the side of caution and take the injured party to a clinic, an emergency room, or call 911.
  - Where possible, the employee or registered volunteer’s supervisor should accompany the injured person to the healthcare provider.

**What is the reporting process after a USU employee or registered volunteer has been injured during a Create Better Health Utah (SNAP-Ed) activity?**
• An Employer’s First Report of Injury should be completed and sent to USU Risk Management as soon as possible after the injury. The electronic report form can be found on the USU Risk Management website.
  o In the case of dismemberment or death, USU Risk Management should be notified immediately.
• A Supervisor’s Investigation Report should be filed with USU Risk Management the same day as the injury. The employee or registered volunteer’s supervisor will need to investigate the cause of the incident and determine what can be changed to avoid a similar incident in the future. The electronic investigation form can be found on the USU Risk Management website.
  o USU Environmental Health and Safety and/or USU Risk Management may perform further investigation.

What happens after the reports have been filed?

• USU Risk Management will use the information in the Employer’s First Report of Injury to file a WCF claim. A WCF claim number will be generated and USU Risk Management will send the claim number and paperwork to the injured individual.
• After the claim has been filed, WCF will assign a claims adjuster who will contact the injured individual. Treatment and payment for treatment is handled between the employee/registered volunteer, the medical provider, and the claims adjuster. Questions about covered treatment or payments for services provided should be directed to the WCF adjuster assigned to the claim.
  o WCF can be contacted at 385-351-8010. When calling, please reference the claim number.
  o WCF will need copies of all doctors’ notes, restrictions, and billing documents. Please keep the documents and provide them to the WCF adjuster. The medical provider will not send the documents to the WCF adjuster.
  o Employees/Registered Volunteers are responsible for following doctor’s orders and restrictions.
  o Supervisors are responsible for helping employees/registered volunteers follow doctor’s orders and restrictions while employees/volunteers are at work.
  o If the doctor has ordered the employee/volunteer to miss work, the employee/registered volunteer should not return to work until returning is approved by their doctor.
  o Supervisors are encouraged to help employees/volunteers return to work as soon as possible by finding ways to accommodate doctor’s restrictions while the injured employee/registered volunteer is recovering.

If you have more detailed questions about workers compensation, please contact USU Risk Management at 435-797-1951.

USU does have workers compensation but not healthcare coverage for Create Better Health Utah (SNAP-Ed) participants. All Create Better Health Utah (SNAP-Ed) group, program, and
activity leaders should have emergency plans in place for how to respond to an incident or emergency involving a Create Better Health Utah (SNAP-Ed) participant. Even though there is no insurance coverage for participants and spectators, incidents/injuries should still be reported to Create Better Health Utah (SNAP-Ed) administration and USU Risk Management.

MINORS
Do all Create Better Health Utah (SNAP-Ed) volunteers need background checks to be able to work with minors?

- Even if there are Create Better Health Utah (SNAP-Ed) staff present, all Create Better Health Utah (SNAP-Ed) volunteers need to pass a background check and complete all Create Better Health Utah (SNAP-Ed) training before working with minors or other at-risk populations.

VEHICLES/TRAVEL
Who can drive a USU vehicle?

- USU employees and registered volunteers may drive USU vehicles, but all use of a USU vehicle must comply with USU Policy 514 – Vehicle Use Policy.
  - At a minimum, the driver must:
    1. Hold a valid driver’s license
    2. Complete the State of Utah Driver Safety Program. The online training can be found at https://parking.usu.edu/htm/parking-information/drivers-representation-form/.
      - Be sure to follow the instructions found on this link. Certificates of completion have to be emailed to the USU fleet manager for the program to be fully completed.

Can a USU employee and/or volunteer use their personal vehicle for USU business?

- However, using a personal vehicle for USU business, or any purpose, has some inherent risk. Insurance policies follow the vehicle. USU does not carry any auto physical damage insurance that would cover damage to an employee’s vehicle, even if that vehicle were being used for USU business. If the personal vehicle were in an accident, USU’s auto insurance would not cover the physical damage to that vehicle.
  - Many private auto insurance policies exclude damage caused to a vehicle while it is being used for business purposes. If a Create Better Health Utah (SNAP-Ed) employee/registered volunteer is using his or her personal vehicle for business purposes and is in an accident, he or she should check with their insurance provider to make sure they have coverage for business use of their vehicle.
1. Mileage paid to Create Better Health Utah (SNAP-Ed) employee/volunteer for travel in his or her personal vehicle is intended to cover such things as gas, maintenance, and auto insurance.

Is it possible to use a car from a car rental company for Create Better Health Utah (SNAP-Ed) travel? Must receive prior approval.

- It is possible, and in some cases preferable, to use a vehicle rented from a vehicle rental company. The State of Utah has negotiated contracts with Enterprise, Hertz, and National to provide rental car services to State entities.
- Auto insurance is already included in these State Contracts, so extra insurance does not need to be purchased.
  - When renting a vehicle from Enterprise, Hertz, or National it is important to reference that the rental is for USU and to use the State Contract number.
  - Please visit the USU Risk Management website for more information on the rented vehicle State Contracts.
- These guidelines also apply to travel outside of the State of Utah.
- It is not recommended you drive internationally. If driving is required outside of the U.S., use the rental companies with State Contract where possible and purchase the offered additional insurance.
- Vehicle rentals are not recommended from companies without a State Contract even though they may have cheaper rates. If an employee/registered volunteer rents a vehicle from a company without a contract with the State of Utah, they should purchase extra insurance from that company, as the Utah Division of Risk Management may impose a $10,000.00 deductible or deny a claim completely.

If an employee or registered volunteer is traveling on behalf of Create Better Health Utah (SNAP-Ed) in their personal vehicle and is in an accident, does it need to be reported?

- Yes

How should an auto accident be reported?

- If the accident involves a vehicle owned by USU, the driver of the vehicle should file a Vehicle Accident Report with USU Risk Management as soon as possible. The online form to file this report can be found on the USU Risk Management website.
  - In order to use the online form, you will need to have a USU A#. If you do not have an A#, a printable version of the form can be found on the Frequently Used Forms link on the USU Risk Management Website.
- If the accident happens in a rental vehicle from a company with a State Contract, report the accident to the rental company.
- If an employee/registered volunteer is injured in the accident, they should seek the appropriate treatment and follow the procedures for filing a WCF claim.
• Whenever a USU employee/registered volunteer is involved in a vehicle accident, they should call 911 and get a police report of the accident.

PROCEDURES

Should there be an emergency plan for every Create Better Health Utah (SNAP-Ed) program or activity?

• Emergency response plans should be developed and understood by activity leaders before any activity takes place. Emergency response plans should include the steps that will be taken in the case of a foreseeable incident, including where the nearest clinic or hospital is to the location of the activity, what first-aid resources should be on hand, emergency contact information for participants, and at what point should activity leaders call 911.
• For advice and help developing an emergency response plan, please contact USU Risk Management at 435-797-1951.

What is the procedure to create a liability waiver?

• Contact USU Risk Management at 435-797-1951.

What kind of review should be done for facilities used for Create Better Health Utah (SNAP-Ed) programs, activities, and events?

• Program, activity, and event leaders should ascertain that the desired venue is appropriate for the planned program, activity, or event. If the desired venue is not appropriate, another venue should be selected.

How should a Create Better Health Utah (SNAP-Ed) employee or volunteer report inappropriate behavior and/or harassment from another volunteer or participant?

• If a volunteer becomes aware of inappropriate behavior and/or harassment of any kind, it should be reported immediately to the volunteer’s supervisor and the AA/EO Office. Online reporting forms for the AA/EO Office are available at http://www.aaeo.usu.edu.
• If you have first-hand knowledge of mistreatment, then it is essential to report.

How do we report an incident if a Create Better Health Utah (SNAP-Ed) employee or registered volunteer causes damage to public or private property or to another person while volunteering?

• All incidents/accidents should be reported to USU Risk Management.
  o Auto accidents can be reported here.
  o Property damage incidents can be reported here.
  o Injuries to other people can be reported here.
In order to use the online form, you will need to have a USU A#. If you do not have an A#, a printable version of the form can be found on the Frequently Used Forms link on the USU Risk Management Website.

- Each Create Better Health Utah (SNAP-Ed) program or group may also have their own additional internal reporting process to report incidents to Create Better Health Utah (SNAP-Ed) leadership.

Can Create Better Health Utah (SNAP-Ed) equipment and property be rented or loaned to the general public, employees or volunteers for personal use, or third parties unaffiliated with Create Better Health Utah—SNAP-Ed?

- Create Better Health Utah (SNAP-Ed) equipment and property can only be used by Create Better Health Utah (SNAP-Ed) groups and for approved Create Better Health Utah (SNAP-Ed) activities. It is not appropriate, and against USU policy, to rent or lend Create Better Health Utah (SNAP-Ed) equipment or property to third parties unaffiliated with Create Better Health Utah (SNAP-Ed) without University authorization.
- USU departments and entities are not third parties. They may use Create Better Health Utah (SNAP-Ed) equipment and property for University-related activities.

How and when is Create Better Health Utah (SNAP-Ed) equipment and property authorized for the general public or a third party?

- Create Better Health Utah (SNAP-Ed) equipment may be authorized for use by a third party to support Create Better Health Utah (SNAP-Ed) activities. Authorization occurs through existing processes:
  - The use, sharing, loaning of equipment or property may be included as part of an approved grant or contract.
  - Agreements may be approved through the University’s Document Review process. Agreements should address issues of liability, indemnification, scope of use, time, supervision, responsibility for repairs, etc. Risk Management can assist with the development of such agreements.
  - Procedures for “check-out” kits, “shopping-carts”, “lending libraries”, etc. may be developed and approved through the University’s Document Review process. Risk Management can assist with language that addresses issues of liability, indemnification, scope of use, time, supervision, responsibility for repairs, etc.
- Create Better Health Utah (SNAP-Ed) equipment and property is not authorized for non-USU Create Better Health Utah (SNAP-Ed) purposes. When a third party is authorized to use Create Better Health Utah (SNAP-Ed) equipment and property, they do not receive a blanket authorization. The authorization is tied to the approved Create Better Health Utah—SNAP-Ed/USU grant, event, activity, etc. Authorization does not extend to other activities conducted by the third party. Exceptions require a written agreement approved through the University’s Document Review process.
Section 10: Budgets

County Budgets

Being grant funded and needing to use every dime of the grant each year, we have set a plan in place that makes the county budgets a bit fluid. Our office tracks expenses per county each month, it usually is the month after because of the systems at USU. When expenses are not used it puts us in an uncomfortable situation and so then the State Office removes the extra allocated a month and makes sure it is used. This helps with hiring new staff or other expenses needed. At the beginning of the fiscal year, the State Office sends out the amount for the year, divided by 12 for each month. If expenses are being saved for a specific project like Farmer’s Markets in the Summer, or School education in the school year – then we project that the funding will be used. Supervisors must request these special budgets up front or as soon as possible.

Funding of staff, supplies and travel are to be very specific to Create Better Health Utah (SNAP-Ed) programming. CBH Ambassadors, supplies (whether food or materials) and any county or state travel must be official business.

Another thing to note, is that all materials and resources developed by Create Better Health Utah (SNAP-Ed) cannot be charged to the public. All materials are free! Counties cannot even re-coop printing costs. They are to be free, specifically Create Better Health Utah (SNAP-Ed) funded materials are to be to the target audience. If the supervisors or other faculty or educators want to use one of the resources for their programming they can print or purchase the item and then give the resource away.

Cost Policy Overview

Create Better Health Utah—SNAP-Ed
Reviewed August 20, 2018
(NOTE: SO = State Office)

To be allowable expenses they must:
1. Support an activity within the SNAP-Ed approved plan.
2. Conform to cost principles
3. Conform to SNAP specific rules for specific items of cost
4. What activities are considered SNAP-Ed activities?
   a. Use the program areas (Adult/Youth Education, PSE, Social Media, Social Marketing, Indirect, etc.)
   b. Support areas (Evaluation, Budgeting, Paperwork, etc.)
   c. Comprehensive program (A + B)
Cost Principles
1. Staff CBH Ambassador, state and regional program people. **MUST BE APPROVED THROUGH State Office. (New hire CBH Ambassadors)
2. Nutrition Education Interventions within approved plan to target audience. **FOLLOWS CURRICULUM
3. Physical Activity interventions within approved plan to target audience
4. Gardening interventions within approved plan to target audience. **MUST BE PREAPPROVED
5. Breastfeeding supporting WIC – they have cornered the market, so we refer our participants to them. At this time – this is not an approved activity in Utah’s plan. *NOT ALLOWED IN UTAH CREATE BETTER HEALTH UTAH—SNAP-ED
6. Evaluations – on knowledge and behaviors are approved in our plan. **CRITICAL TO FOLLOW GUIDELINES
7. Evaluating SNAP-Ed projects and interventions as described in our plan/protocols/need clarification – we are here for you. **IMPORTANT

Items not allowed:
1. Interventions to not eligible SNAP participants
2. Cannot spend $ on materials that endorses products or stores
3. Cannot promote specific coupons
4. Any work not consistent with the current Dietary Guidelines for Americans and MyPlate
5. Ongoing snacks or food service
6. Meal sized portions or complete meal service
7. Cost of food provided as groceries or supplemental food for participants, etc.
8. Life skill classes – refer participants to Extensions work.
9. Incentives over $4 – must be preapproved through the State Office.
10. Education provided to incarcerated or institutionalized persons who cannot choose and purchase their own food.
11. College/University students – 18-49 years old.
12. 4-H camps – they must be Create Better Health Utah (SNAP-Ed) camps.

3 criteria to look at or think about when purchasing a purchase:
1. **Reasonable** – does it make sense? Needed?
2. **Necessary** – is this needed to carry out program cost?
3. **Allocable** – meet the cost policy? If it is something extra – like family meals, then costs must be prorated.

Specifically Allowed:
1. Supplies, postage, copies, travel – but only county travel, regional trainings, and state conference – *(FYI - - other meetings like Bridges and FACS are no longer allowed. It had to be pre-approved and is tightened through federal guidelines).*
2. Cost of food for recipe/taste testing purposes and cost of kitchen equipment (purchased through State Office) and supplies necessary for food storage, preparation, and display of food prepared for demo purposes.
3. Food Samples associated with educational lessons.
4. Physical activity demo, etc. that is associated with educational lessons.
5. Gardening expenses associated with education lessons as approved by State Office.
6. Classes and demonstrations, and materials from the approved curricula.
7. PSE related costs as approved by State Office.

**P-Card Application Process**

To request a P-Card CBH, ambassadors should have their supervisor email a request to the State Office Staff Assistant and include the name of the CBH Ambassador and A# as well as the name and A# of the supervisor. The State Office Staff Assistant will obtain approval for the issuance of the P-Card and submit the request for the new card.

P-card holders and supervisors are also required to complete the P-Card trainings offered by USU. Training for supervisor and CBH Ambassador can be found here: Pcard.usu.edu. Videos are found on right hand side. All CBH Ambassador’s need to watch the first two training videos.

All funds used for Create Better Health Utah (SNAP-Ed) must be allowable, reasonable and necessary. Please refer to cost policy for details.

**Travel**

**Creating a New Travel Authorization**

Log into USU Dashboard
https://dashboards.usu.edu

Select Travel
Travel Forms Page
• Select New Travel Authorization

Request
• Confirm requested by is your name

Traveler: Enter A# of the traveler
• This will be your personal A# if you are creating a TA for yourself
• If you are doing it for someone else, it will be their A#
• It will autofill after the TA# is entered

Trip Information
• Travel/Project Name: Last, First, FY21, Oct-June
• Purpose select: Year Open
• Description: CBH open travel
• International Destinations: No
• Student Travelers: No
• Departure Date: Oct 1, 2020
• Return Date: June 30, 2021
• Departure City: Enter the city of the Extension Office you work from
• Destination City: Re-enter city
• List Destination- None
• COVID Risk-Select YES- Please be sure to stay in contact with your supervisor and the state office about allowed travel during COVID
• COVID contingency plan to quarantine- Select YES
  • Work with the State office and the county supervisor to establish a quarantine plan.
  • Travel is only allowed within your county. Any out of county travel will require a separate TA that must be submitted 1 week prior to travel start date.

Travel Options
• Select- Mileage

Mileage for personal Vehicle
• Estimate Number of Miles: Enter 1
• Vehicle Category: Private Automobile

Funding
• Scroll down to Mileage Index: Enter current funding year index, FY 21 A48638
• Do not change anything in Mileage Account

Scroll back to the top and submit

Approving your TA
Approving your TA is easy. ServiceNow will send you an email. With-in the email there are instructions to approve from the email itself.
Review the information by scrolling down to the details look over the information. If everything is correct go ahead and approve. If it needs review or corrections, you will follow the instructions below and leave a comment about what needs to be corrected.

Write down your new TA number that can be found under your name.

To approve your TA from USU Dashboards click Activity. Select Approvals. In the left corner of the green tiles you will see Travel Authorizations. Select this tile, it will take you to another page. You will probably have only one item listed here. Find your TA request and select the blue circle, when you open the blue circle you will be able to see everyone that must approve the TA and the progress bar. If everything looks correct, click Approve in the gray bar. If it needs correction, add the needed corrections into comments and select Return for Correction.
Submitting your TR

Log into USU Dashboards
http://dashboards.usu.edu
Select Travel> New Travel Reimbursements
Enter your A number- This will auto populate
Enter your TA number- it will show in the drop-down box when you hit search.
You will make a couple of changes in the reimbursement form

- **Travel/Project**: Last, First, FY21(month of travel)
- **Description**: CBH, Open Travel

- **Edit start and end dates** of travel to reflect travel dates. *This is not the best example since I only traveled 2 day this month but you get it right?*

- **Edit Mileage** to match your mileage log for this month:

CBH Utah SNAP-Ed

Processing P-card Receipts
Access your USU Dashboard and log in
https://dashboards.usu.edu

- Click on ACTIVITY
- Click TASKS at the top of the Activity Dashboard
- Click P-Card Tasks
- In the next screen you will see your outstanding p-card transactions
- Click on the blue circle to open the task for processing

Transaction

- Check for accuracy: Cardholder name, invoice date, card number amount and supplier
- Attach receipt using the paperclip located in the top right of the gray bar. Upload scanned copy of receipt.
- These things must be visible in the scanned image:
  - Payment transaction
  - Tax Free
  - Itemized
  - Vendor name
  - Date of transaction
Transaction Information

- Receipt Classification select *Meals and Entertainment*
- Receipt Type select *Itemized*
- If you do not have an itemized receipt or are missing any of the five items, you will select the substitute receipt form. This will open another box that needs to be filled out. This box replaces the paper substitute receipt form.
- Description- enter in this format *(CBH) (Curriculum) (date) (location)*
  o for example, CBH, CBH 9/5/2020 Layton Food Bank.
- No reference number or approval needed

Meal and Entertainment Details

- Event date: Select date of event
- Business Purpose: Cut and paste description, use again here
- Event Location: Enter location of class
- Attendees/Affiliation: enter See Attached (attach the class attendance list using the paperclip located in the top right of the gray bar)

Distribution

- Index 1: Enter current Create Better Health Utah SNAP-Ed index number, FY21 Index A48638
- Account: Enter 712900 (This is program supplies and the most common account number)
- Double check the amount and make sure it matches the receipt
- You should not need to worry about the second Index

Comments

- Leave any comments you feel would be helpful for others reviewing this task

You should be able to view the attached receipt and attendance in the preview window under comments box

If you are not finished with this task click update, it will stay in your que. If you are done, click Save and Close Task and it will be sent on to the next level for approval.

Section 11: Create Better Health Utah (SNAP-Ed) Employee Wellness Program

For CBH Ambassadors and any other part-time, non-benefitted employee

We all know the benefits of healthy living: increased energy and productivity, decreased risk of chronic disease, and a better-quality life, but healthy living is often easier said than done. Finding time to incorporate healthy behaviors in our personal lives can be complicated between the hustle and bustle of work, family, school, and other responsibilities. In an effort to practice what we preach, we have created a simple wellness program for our employees. Creating better health in our communities starts with us.
We hope that as you increase your personal wellness, you will experience improved productivity and job satisfaction. Have fun working towards these challenges both individually and as a team.

**Modeling Behavior**

Ambassadors of Create Better Health Utah are allowed to take 30 minutes per 10 hours worked to create better health. If you are a 20 hour per week employee then you can use one hour of your work time to improve your health. This is privilege we hope you take advantage of. You can use your time all at once, or split it between multiple days (i.e. take a 15-minute walk in the middle of your work day 4 days/week). Modeling behavior can include being physically active, menu planning, create a family meal, etc.

Please share pictures from modeling behavior. It can be a snapshot of a healthy meal you prepared or the sunset you enjoyed on your evening walk. These brief glimpses into our CBH Ambassadors lives as they are living the SNAP-Ed principles is a powerful tool in promoting better health. These snapshots can be taken with your iPad mini and emailed to Candi.Merritt@usu.edu.

**Office Improvements**

Collectively as a program, we are encouraging healthy office environments to make it easier to choose healthy behaviors. Below are some suggestions of behaviors your team can adapt to improve the health environment of your office.

**Healthy Food Environment**

Assure healthy options are available when food is incorporated into an office event. Instead of keeping candy in a jar on your desk, keep a jar of mixed nuts. Bring sliced fruits or veggies to office meetings and parties. Pack your own lunches or pick healthy lunch destinations for your team to gather at.

**Meetings**

Try going on a 30-minute walk for your staff meeting rather than sitting around a table. Encourage employees to call in and take a walk during Zoom meetings. Avoid holding meetings over lunchtime to allow employees the opportunity to eat a nutritious mid-day meal.

**Recipe Sharing**

Encourage conversations where healthy recipes can be shared among fellow employees.

**Work Settings**

Where available, design an office space that allows you to stand as well as sit while you work.

Work together with your team to incorporate these changes into your office culture.

**Virtual Health Fair**
In addition to modeling behavior and office improvements we would also like to encourage ambassadors to practice what he/she teaches. To help facilitate this, during the Create Better Health Fiscal Year from October 2020 - September 2021, we will hold a monthly virtual health fair. The health fair will include a variety of topics that promote good nutrition, physical activity, and mental health well-being. These activities do not count toward work time.

The virtual health fair will be hosted on the USU Create Better Health Ambassador Facebook group and through various zoom meetings throughout the year.

Entries into a prize drawing will be awarded for participation and completed challenges. At the end of the year, a prize drawing will be held. Three winners will receive a prize valued at $100. Prizes will help encourage healthy living.

October - Preventative Care
November – Sleep
December - Gratitude & Giving
January - Hobby Month
February - American Heart Month
March - National Nutrition Month
April - Stress Awareness
May - Barbecue & Salad Month
June - Effective Communication
July - Parks & Recreation Month
August - Family Fun Month
September - Self-Improvement Month

Appendix

Definitions & Acronyms used by SNAP-Ed

<table>
<thead>
<tr>
<th>Acronym</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>CES</td>
<td>Cooperative Extension Service</td>
</tr>
<tr>
<td>DGA</td>
<td>Dietary Guidelines for Americans</td>
</tr>
<tr>
<td>DROPS</td>
<td>Delivery Redistribution of Produce and Surplus</td>
</tr>
<tr>
<td>DWS</td>
<td>Department of Workforce Services</td>
</tr>
<tr>
<td>FEP</td>
<td>Family Employment Program (UT version of TANF or welfare)</td>
</tr>
<tr>
<td>Abbreviation</td>
<td>Full Form</td>
</tr>
<tr>
<td>--------------</td>
<td>-----------</td>
</tr>
<tr>
<td>FNS</td>
<td>Food and Nutrition Service</td>
</tr>
<tr>
<td>FPG</td>
<td>Federal Poverty Guidelines</td>
</tr>
<tr>
<td>FPL</td>
<td>Federal Poverty Level</td>
</tr>
<tr>
<td>FDPIR</td>
<td>Federal Distribution Program on Indian Reservations</td>
</tr>
<tr>
<td>IGP</td>
<td>Inter-Generational poverty</td>
</tr>
<tr>
<td>NDFS</td>
<td>Nutrition, Dietetics and Food Sciences</td>
</tr>
<tr>
<td>NEA</td>
<td>Nutrition Education Assistant</td>
</tr>
<tr>
<td>NIFA</td>
<td>National Institute of Food and Agriculture</td>
</tr>
<tr>
<td>OMB</td>
<td>Office of Management and Budget</td>
</tr>
<tr>
<td>PSE</td>
<td>Policy Systems and Environments</td>
</tr>
<tr>
<td>PEARs</td>
<td>Program Evaluation and Reporting System</td>
</tr>
<tr>
<td>SNAP</td>
<td>Supplemental Nutrition Assistance Program</td>
</tr>
<tr>
<td>SNAP-Ed</td>
<td>Supplemental Nutrition Assistance Program- Education</td>
</tr>
<tr>
<td>TANF</td>
<td>Temporary Assistance for Needy Family</td>
</tr>
<tr>
<td>USDA</td>
<td>United State Department of Agriculture</td>
</tr>
<tr>
<td>USU</td>
<td>Utah State University</td>
</tr>
<tr>
<td>WIC</td>
<td>Women, Infants and Children Supplemental Food Program</td>
</tr>
</tbody>
</table>
## APPENDIX: UTAH’S SNAP-ED AUDIENCE

<table>
<thead>
<tr>
<th>COUNTY</th>
<th>INDIVIDUALS</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Beaver</td>
<td>882</td>
<td>13.4%</td>
</tr>
<tr>
<td>Box Elder</td>
<td>5,539</td>
<td>10.1%</td>
</tr>
<tr>
<td>Cache</td>
<td>10,429</td>
<td>8.2%</td>
</tr>
<tr>
<td>Carbon</td>
<td>3,869</td>
<td>19.1%</td>
</tr>
<tr>
<td>Daggett</td>
<td>41</td>
<td>4.2%</td>
</tr>
<tr>
<td>Davis</td>
<td>23,614</td>
<td>6.7%</td>
</tr>
<tr>
<td>Duchesne</td>
<td>3,086</td>
<td>15.5%</td>
</tr>
<tr>
<td>Emery</td>
<td>1,336</td>
<td>13.3%</td>
</tr>
<tr>
<td>Garfield</td>
<td>363</td>
<td>7.1%</td>
</tr>
<tr>
<td>Grand</td>
<td>1,192</td>
<td>12.2%</td>
</tr>
<tr>
<td>Iron</td>
<td>8,063</td>
<td>15.3%</td>
</tr>
<tr>
<td>Juab</td>
<td>1,137</td>
<td>11.1%</td>
</tr>
<tr>
<td>Kane</td>
<td>682</td>
<td>8.8%</td>
</tr>
<tr>
<td>Millard</td>
<td>1,467</td>
<td>11.3%</td>
</tr>
<tr>
<td>Morgan</td>
<td>293</td>
<td>2.4%</td>
</tr>
<tr>
<td>Piute</td>
<td>176</td>
<td>12.2%</td>
</tr>
<tr>
<td>Rich</td>
<td>212</td>
<td>8.6%</td>
</tr>
<tr>
<td>Salt Lake</td>
<td>111,876</td>
<td>9.7%</td>
</tr>
<tr>
<td>San Juan</td>
<td>4,557</td>
<td>29.5%</td>
</tr>
<tr>
<td>Sanpete</td>
<td>3,133</td>
<td>10.2%</td>
</tr>
<tr>
<td>Sevier</td>
<td>3,262</td>
<td>15.1%</td>
</tr>
<tr>
<td>Summit</td>
<td>969</td>
<td>2.3%</td>
</tr>
<tr>
<td>Tooele</td>
<td>7,436</td>
<td>10.6%</td>
</tr>
<tr>
<td>Uintah</td>
<td>5,025</td>
<td>19.8%</td>
</tr>
<tr>
<td>Utah</td>
<td>41,575</td>
<td>6.7%</td>
</tr>
<tr>
<td>Wasatch</td>
<td>1,284</td>
<td>3.9%</td>
</tr>
<tr>
<td>Washington</td>
<td>17,285</td>
<td>10.1%</td>
</tr>
<tr>
<td>Wayne</td>
<td>254</td>
<td>9.4%</td>
</tr>
<tr>
<td>Weber</td>
<td>31,048</td>
<td>12.1%</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>290,085</strong></td>
<td><strong>9.2%</strong></td>
</tr>
</tbody>
</table>

(Utah Department of Work Force Services [DWS], 2019)

*Percentage based on population estimates from U.S. Census Bureau for 2018.*
### ZIPCODES WITH HIGHEST NUMBER OF SNAP PARTICIPANTS IN UTAH 2019

<table>
<thead>
<tr>
<th>ZIPCODE</th>
<th>CITY</th>
<th>POPULATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>84119</td>
<td>West Valley City</td>
<td>9,598</td>
</tr>
<tr>
<td>84404</td>
<td>Ogden</td>
<td>9,231</td>
</tr>
<tr>
<td>84401</td>
<td>Ogden</td>
<td>8,108</td>
</tr>
<tr>
<td>84120</td>
<td>West Valley City</td>
<td>7,967</td>
</tr>
<tr>
<td>84015</td>
<td>Clearfield</td>
<td>7,661</td>
</tr>
<tr>
<td>84116</td>
<td>Salt Lake City</td>
<td>6,642</td>
</tr>
<tr>
<td>84115</td>
<td>Salt Lake City</td>
<td>6,403</td>
</tr>
<tr>
<td>84074</td>
<td>Tooele</td>
<td>5,811</td>
</tr>
<tr>
<td>84118</td>
<td>Salt Lake City</td>
<td>5,746</td>
</tr>
<tr>
<td>84041</td>
<td>Layton</td>
<td>5,678</td>
</tr>
</tbody>
</table>

(DWS, 2019)

### GENDER OF SNAP PARTICIPANTS IN UTAH 2019

<table>
<thead>
<tr>
<th>AGE</th>
<th>INDIVIDUALS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>131,312</td>
</tr>
<tr>
<td>Female</td>
<td>158,771</td>
</tr>
<tr>
<td>Unknown</td>
<td>0</td>
</tr>
<tr>
<td>TOTAL</td>
<td>290,085</td>
</tr>
</tbody>
</table>

(DWS, 2019)

### AGE OF SNAP PARTICIPANTS IN UTAH 2019

<table>
<thead>
<tr>
<th>AGE</th>
<th>INDIVIDUALS</th>
</tr>
</thead>
<tbody>
<tr>
<td>0 to 5</td>
<td>59,841</td>
</tr>
<tr>
<td>6 to 17</td>
<td>87,644</td>
</tr>
<tr>
<td>18 to 59</td>
<td>126,625</td>
</tr>
<tr>
<td>60 and Older</td>
<td>15,975</td>
</tr>
<tr>
<td>TOTAL</td>
<td>290,085</td>
</tr>
</tbody>
</table>

(DWS, 2019)

### PRIMARY LANGUAGE OF SNAP PARTICIPANTS IN UTAH 2019

<table>
<thead>
<tr>
<th>LANGUAGE</th>
<th>INDIVIDUALS</th>
</tr>
</thead>
<tbody>
<tr>
<td>English</td>
<td>261,712</td>
</tr>
<tr>
<td>Spanish</td>
<td>16,485</td>
</tr>
<tr>
<td>Other Languages</td>
<td>11,844</td>
</tr>
<tr>
<td>Unknown</td>
<td>44</td>
</tr>
<tr>
<td>TOTAL</td>
<td>290,085</td>
</tr>
</tbody>
</table>

(DWS, 2019)

### ETHNICITY OF SNAP PARTICIPANTS IN UTAH 2019

<table>
<thead>
<tr>
<th>ETHNICITY</th>
<th>INDIVIDUALS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hispanic/Latino</td>
<td>38,062</td>
</tr>
<tr>
<td>Non-Hispanic/Latino</td>
<td>199,216</td>
</tr>
<tr>
<td>Undeclared</td>
<td>52,753</td>
</tr>
<tr>
<td>Unknown</td>
<td>54</td>
</tr>
<tr>
<td>TOTAL</td>
<td>290,085</td>
</tr>
</tbody>
</table>

(DWS, 2019)
SNAP HOUSEHOLD PROFILES, BY U.S. CONGRESSIONAL DISTRICT

<table>
<thead>
<tr>
<th>CHARACTERISTICS</th>
<th>STATE</th>
<th>DISTRICT 1</th>
<th>DISTRICT 2</th>
<th>DISTRICT 3</th>
<th>DISTRICT 4</th>
</tr>
</thead>
<tbody>
<tr>
<td>Households</td>
<td>66,759</td>
<td>17,950</td>
<td>21,342</td>
<td>12,497</td>
<td>14,970</td>
</tr>
<tr>
<td>With one or more people 60 years and older</td>
<td>26.2%</td>
<td>23.3%</td>
<td>28.0%</td>
<td>27.1%</td>
<td>28.1%</td>
</tr>
<tr>
<td>With child(ren) under 18 years</td>
<td>65.1%</td>
<td>65.5%</td>
<td>60.1%</td>
<td>69.6%</td>
<td>68.0%</td>
</tr>
<tr>
<td>Married-couple family with child(ren)</td>
<td>31.0%</td>
<td>29.9%</td>
<td>26.6%</td>
<td>38.1%</td>
<td>32.7%</td>
</tr>
<tr>
<td>Female Householder (no spouse present) with child(ren)</td>
<td>27.3%</td>
<td>28.5%</td>
<td>25.9%</td>
<td>25.9%</td>
<td>29.1%</td>
</tr>
<tr>
<td>With disabled individuals</td>
<td>45.2%</td>
<td>43.6%</td>
<td>45.1%</td>
<td>51.3%</td>
<td>42.1%</td>
</tr>
<tr>
<td>No workers in past 12 months</td>
<td>13.0%</td>
<td>13.6%</td>
<td>11.2%</td>
<td>12.3%</td>
<td>15.0%</td>
</tr>
<tr>
<td>1 worker in the past 12 months</td>
<td>45.5%</td>
<td>43.0%</td>
<td>54.8%</td>
<td>46.2%</td>
<td>36.8%</td>
</tr>
<tr>
<td>2 workers in the past 12 months</td>
<td>41.6%</td>
<td>43.4%</td>
<td>34.0%</td>
<td>41.6%</td>
<td>48.2%</td>
</tr>
<tr>
<td>Median income in past 12 months</td>
<td>$29,978</td>
<td>$29,798</td>
<td>$26,598</td>
<td>$27,365</td>
<td>$33,501</td>
</tr>
</tbody>
</table>

RACE OF SNAP PARTICIPANTS IN UTAH 2019

<table>
<thead>
<tr>
<th>RACE</th>
<th>INDIVIDUALS</th>
</tr>
</thead>
<tbody>
<tr>
<td>American Indian or Alaskan Native</td>
<td>9,017</td>
</tr>
<tr>
<td>Asian</td>
<td>3,667</td>
</tr>
<tr>
<td>Black or African American</td>
<td>7,049</td>
</tr>
<tr>
<td>Native Hawaiian or Other Pacific Islander</td>
<td>3,793</td>
</tr>
<tr>
<td>White</td>
<td>127,552</td>
</tr>
<tr>
<td>Other</td>
<td>1,307</td>
</tr>
<tr>
<td>Unknown</td>
<td>137,700</td>
</tr>
<tr>
<td>TOTAL</td>
<td>290,085</td>
</tr>
</tbody>
</table>

Demographic characteristics of Intergenerational Poverty (IGP) target audience

<table>
<thead>
<tr>
<th>UTAHNS EXPERIENCING INTERGENERATIONAL POVERTY</th>
<th>TOTAL</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults Experiencing IGP</td>
<td>40,122</td>
<td>4%</td>
</tr>
<tr>
<td>Children Experiencing IGP</td>
<td>59,059</td>
<td>7%</td>
</tr>
<tr>
<td>Children Experiencing IGP in single-parent households</td>
<td>n/a</td>
<td>61%</td>
</tr>
</tbody>
</table>

(DWS, 2018)
### Percent of Population Experiencing Intergenerational Poverty

<table>
<thead>
<tr>
<th>County</th>
<th>Adults</th>
<th>Children</th>
</tr>
</thead>
<tbody>
<tr>
<td>Beaver</td>
<td>4.3%</td>
<td>9%</td>
</tr>
<tr>
<td>Box Elder</td>
<td>4.1%</td>
<td>8%</td>
</tr>
<tr>
<td>Cache</td>
<td>2.2%</td>
<td>5%</td>
</tr>
<tr>
<td>Carbon</td>
<td>10.9%</td>
<td>16%</td>
</tr>
<tr>
<td>Daggett</td>
<td>N&lt;10</td>
<td>7%</td>
</tr>
<tr>
<td>Davis</td>
<td>2.3%</td>
<td>4%</td>
</tr>
<tr>
<td>Duchesne</td>
<td>8.9%</td>
<td>14%</td>
</tr>
<tr>
<td>Emery</td>
<td>5.8%</td>
<td>9%</td>
</tr>
<tr>
<td>Garfield</td>
<td>3.3%</td>
<td>7%</td>
</tr>
<tr>
<td>Iron</td>
<td>4.6%</td>
<td>12%</td>
</tr>
<tr>
<td>Juab</td>
<td>4.5%</td>
<td>9%</td>
</tr>
<tr>
<td>Kane</td>
<td>3.8%</td>
<td>8%</td>
</tr>
<tr>
<td>Millard</td>
<td>5.3%</td>
<td>9%</td>
</tr>
<tr>
<td>Morgan</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>Piute</td>
<td>3.9%</td>
<td>7%</td>
</tr>
<tr>
<td>Rich</td>
<td>1.8%</td>
<td>5%</td>
</tr>
<tr>
<td>Salt Lake</td>
<td>3.1%</td>
<td>7%</td>
</tr>
<tr>
<td>San Juan</td>
<td>18.5%</td>
<td>31%</td>
</tr>
<tr>
<td>Sanpete</td>
<td>4%</td>
<td>11%</td>
</tr>
<tr>
<td>Sevier</td>
<td>8.6%</td>
<td>15%</td>
</tr>
<tr>
<td>Summit</td>
<td>0.6%</td>
<td>1%</td>
</tr>
<tr>
<td>Tooele</td>
<td>4.4%</td>
<td>8%</td>
</tr>
<tr>
<td>Uintah</td>
<td>6.4%</td>
<td>12%</td>
</tr>
<tr>
<td>Utah</td>
<td>1.8%</td>
<td>4%</td>
</tr>
<tr>
<td>Wasatch</td>
<td>1.3%</td>
<td>2%</td>
</tr>
<tr>
<td>Washington</td>
<td>3.3%</td>
<td>8%</td>
</tr>
<tr>
<td>Wayne</td>
<td>3.9%</td>
<td>5%</td>
</tr>
<tr>
<td>Weber</td>
<td>5.1%</td>
<td>10%</td>
</tr>
</tbody>
</table>

(Utah Intergenerational Welfare Reform Commission [IWRC], 2017)

### Schools Where 30% or More Students Experience Intergenerational Poverty

<table>
<thead>
<tr>
<th>DISTRICT</th>
<th>SCHOOL</th>
<th>% IGP Enrollment</th>
</tr>
</thead>
<tbody>
<tr>
<td>San Juan District</td>
<td>Montezuma Creek School</td>
<td>45.0%</td>
</tr>
<tr>
<td>San Juan District</td>
<td>Bluff School</td>
<td>45.0%</td>
</tr>
<tr>
<td>Washington District</td>
<td>Post HS Self-Cont</td>
<td>43.0%</td>
</tr>
<tr>
<td>San Juan District</td>
<td>Tse’Bii’Nidzisgai School</td>
<td>38.8%</td>
</tr>
<tr>
<td>Granite District</td>
<td>Granite Technical Institute</td>
<td>37.2%</td>
</tr>
<tr>
<td>Canyons District</td>
<td>Canyons Transition Academy</td>
<td>33.3%</td>
</tr>
<tr>
<td>San Juan District</td>
<td>Whitehorse High</td>
<td>33.1%</td>
</tr>
<tr>
<td>San Juan District</td>
<td>Navajo Mountain High</td>
<td>30-39%</td>
</tr>
</tbody>
</table>

(IWRC, 2018)
State-Specific Diet-Related Health Statistics on Target Population

Overweight and Obesity
- In 2017, the CDC reported that 35% of Utah adults and 13% of Utah adolescents have an overweight classification, and 25.3% of Utah adults and 9.6% of Utah adolescents have obesity (Centers for Disease Control & Prevention [CDC], 2017).
- Minorities experience obesity at higher rates compared to white Utahns (25.9%): Native Hawaiian/Pacific Islanders (45.5%), American Indian/Alaskan Natives (34.3%), and Black/African American (29.1%) (Utah Data: Behavior Risk-Factor Surveillance System [BRFSS], 2017). Latinos also experience higher rates at 27.9% (Trust for America’s Health and Robert Wood Johnson Foundation, 2018).
- The Utah SNAP-Ed target population has higher obesity and overweight (66.4%) compared to the general population at 60.3% (BRFSS, 2017).
- According to the National Survey of Children’s Health, Utah has the lowest rate (8.7%) of children ages 10-17 experiencing obesity (Robert Wood Johnson Foundation, 2018).
- Even though Utah has a lower rate of obesity compared to most states, there are six counties (Box Elder, Tooele, Sevier, Garfield, Carbon, and Millard) in Utah with rates above the national average (State of Utah, 2016).
- The SNAP-Ed target audience can be susceptible to obesity due to the unique challenges this group faces. The Food Research and Action Center found that “limited resources, lack of access to healthy, affordable foods, cycles of food deprivation and overeating, high levels of stress/anxiety/depression, fewer opportunities for physical activity, greater exposure to market of obesity-promoting products, and limited access to health care” could all contribute to higher rates of obesity in the food insecure and low-income population (2015).

Arthritis
- According to the Arthritis Foundation, obesity is associated with various forms of arthritis, including osteoarthritis, rheumatoid arthritis, gout, and psoriatic arthritis (Kane, A., n.d.).
- Nearly 1 in 4 (24.6%) of SNAP-Ed eligible adults experience arthritis in Utah (BRFSS, 2017).
- People earning less than $15,000 a year are more than three times as likely as people with the highest incomes (over $75,000) to experience debilitating arthritis that limits their ability to work (BRFSS, 2017).

Heart Disease and Stroke
- In 2017, heart disease and stroke were the first and fifth leading causes of death in Utah, respectively (CDC, 2018).
- Households in Utah earning less than $15,000 a year have higher rates of angina/coronary heart disease, heart attack, and stroke (CDC, 2017).
- Up from 4% in 2016, doctors had told 5% of the SNAP-Ed target audience that they experienced a heart attack in 2017 (BRFSS, 2017).
• As of 2017, doctors had told 3.6% of SNAP-Ed eligible people in Utah that they experienced a stroke (BRFSS, 2017).

**Hypertension**

• In Utah, 30.5% of SNAP-Ed eligible adults have been told they have high blood pressure, or hypertension, compared to 24.5% for adults above 185% of the poverty level (BRFSS, 2017).

• Within the SNAP-Ed target audience, Blacks (37.2%) and Pacific Islanders (36.8%) have the highest rates of high blood pressure (BRFSS, 2017).

**Type 2 Diabetes**

• In Utah, 11% of people at or below 185% of the federal poverty level have diabetes compared to 7.1% of the general population (BRFSS, 2017). Within the SNAP-Ed target audience, those who are American Indian/Alaskan Natives have an even higher rate of 13.4% (BRFSS, 2017).

**Nutrition-related Behavior Characteristics**

**Dietary and food purchasing habits of Utah SNAP target audience and their implications**

• Only a small proportion of SNAP-Ed eligible adults report eating the recommended amount of fruits and vegetables. Nearly 32% report eating two or more servings of fruit daily, and just 11% report eating three or more daily servings of vegetables (BRFSS, 2017).

• In 2016, the United States Department of Agriculture reported that 40% of SNAP benefits are used to purchase staple foods like meat, produce, eggs, milk, and bread. Another 40% is used to purchase a variety of items like cereal, rice, beans, and prepared foods. Twenty percent of benefits are reported to be used to buy “sweetened drinks, desserts, salty snacks, candy, and sugar.”

• SNAP households spend a larger percentage of their food dollars on animal-based proteins, sweetened beverages, frozen prepared foods, prepared desserts, and prepared foods compared to non-SNAP households (United State Department of Agriculture [USDA], 2016).

• SNAP households use a smaller percentage of their benefits to purchase vegetables, high-fat dairy/cheese, and fruits compared to non-SNAP households (USDA, 2016).

• Food insecure persons may tend to purchase more nonperishable, canned, or energy-dense processed foods due to problems with shopping frequency. Participation in SNAP-Ed can improve food resource management and healthy food choices (Nguyen et al., 2015; Utah Food $ense (SNAP-Ed), 2017).

• Low-income Utahns reported that there is a need for more knowledge of farmers’ markets, community gardens, healthier options at food pantries, and convenience stores (Utah Food $ense (SNAP-Ed), 2017; Utah Food $ense (SNAP-Ed), 2016).
• Low-income Utahns have indicated a need to develop meal planning and cooking skills (Utah Food Sense (SNAP-Ed), 2017).
• Many low-income individuals believe eating healthy foods, especially fresh fruits and vegetables, is essential, but they also report the cost is prohibitive (Utah Food Sense (SNAP-Ed), 2017; Utah Food Sense (SNAP-Ed), 2016).
• Food insecurity is related to lower diet quality and inadequate nutritional intake associated with chronic disease and obesity. Researchers expect this to be related to the cycle of food scarcity and overconsumption when it is available (Nguyen & et al., 2015).

Where and how Utah’s SNAP target audience eat
• Low-income neighborhoods often “lack full-service grocery stores and farmers' markets where residents can buy a variety of fruits, vegetables, whole grains, and low-fat dairy products” (FRAC, 2015). Residents of these neighborhoods have to rely on either transportation or small convenience stores that have limited fresh produce, low-fat dairy, and whole grain products to buy their groceries.
• According to the Utah Food Sense (SNAP-Ed) Community Needs Survey, SNAP recipients would like to have access to more farmers’ markets and to have more healthy options at convenience stores (2016).
• Low-income communities have a large availability of fast food restaurants. These restaurants serve many energy-dense foods at relatively low prices. Fast food consumption is associated with a diet high in calories and low in nutrients, and frequent consumption may lead to weight gain (FRAC, 2015).
• The USDA has categorized areas of Utah as food deserts based on the low access to grocery stores, as well as low-income levels of residents. Much of southern Utah is considered a food desert, including majority areas of Beaver, Iron, Washington, San Juan, and Sanpete county (Ver Ploeg & Breneman, 2015). Rural and urban SNAP-Ed participants have reported a lack of transportation, inconvenience, cost of traveling, and lack of local resources as barriers to access healthy food (Utah Food Sense (SNAP-Ed), 2017).
• Utah ranks 49th with one of the lowest SNAP participation rates in the nation. Only 70% of SNAP-eligible people apply for SNAP benefits (FRAC, 2019). There are some additional services and programs that may be able to help these individuals and families access food: community food pantries, the Special Supplemental Nutrition Program for Women, Infants and Children (WIC), the National School Breakfast and Lunch programs (free and reduced-price), Summer Meals, and faith-based food pantries.

Where and how Utah’s SNAP target audience redeem benefits
• SNAP-Ed participants redeem most of their benefits at large grocery stores or local rural grocery stores that accept the Utah Horizon Card or Electronic Benefits Transfer (EBT) cards (DWS, 2019; Utah Food Sense (SNAP-Ed), 2017; Utah Food Sense (SNAP-Ed), 2016).
• The state of Utah has 20 current farmers’ markets/stands that accept EBT Cards at 22 locations. The locations of farmers’ markets with EBT machines include:
ocal markets include: SLC Downtown Farmers Markets, 9th West Market, Liberty Park Market; Sunnyvale Farmers Market, and Sugar House Farmers Market in Salt Lake City; New Roots Farmers Market in South Salt Lake, Provo Farmers Market; Spanish Fork Farmers Market; Sunset Farmers Markets in Springville, Cedar Hills, and Orem; Wilkerson Farm Stand; Cache Valley Gardeners Market in Logan; Brigham City Farmers Market; USU Botanical Center Farmers Market in Kaysville; Syracuse City Farmers Market; Kohles’ Family Farm Stand in Kaysville; Farmers Market Ogden; Summit County Community Market in Park City; Grist Mill Farmers Market in Tooele; Roosevelt Farmers Market; Nature Hills Farm Stand in Cedar City; and Downtown Farmers Market at Ancestor Square in St. George (Utahns Against Hunger, 2019).

Physical Activity-related Behavior Characteristics

Where and how Utah’s SNAP target audience engages in physical activity

- In Utah, 28.5% of SNAP-Ed eligible people report being inactive compared to only 16.1% of non-eligible individuals (BRFSS, 2017). According to the Utah Health Values study, one of the leading barriers to physical activity is time (Heart + Mind, 2017). A lack of time is a barrier specifically for the target audience as well (Utah Food Sense (SNAP-Ed), 2017).
- Only 19.1% of Utah adolescents (in 9th-12th grades) report reaching the recommended amount of 1 hour of moderate/strenuous physical activity a day (CDC, 2017).
- Some barriers to physical activity in communities where the SNAP-Ed target audiences live include cost, safety concern (lack of lighting, safe sidewalks, and police presence), childcare, and weather (Utah Food Sense (SNAP-Ed), 2017). Low-income neighborhoods have fewer resources, like parks and recreation facilities, that promote physical activity, and low-income school students spend less time being active in physical education classes (FRAC, 2015).
- Low-income Utahns report the need for free or subsidized membership to recreation facilities that provide childcare (Utah Food Sense (SNAP-Ed), 2017).
- Low-income households are less likely to live near safe and inexpensive recreation resources. To increase accessibility, it is important that physical activity promotion activities include policy, systems, and environment changes (Utah Food Sense (SNAP-Ed), 2017; Utah Food Sense (SNAP-Ed), 2016).
- Many SNAP-Ed participants report walking as a way to travel and be active (Utah Food Sense (SNAP-Ed), 2017).
Lifestyle Characteristics

Where and how Utah’s SNAP target audience live, learn, work, and play

- Seventy-two percent of Utah’s SNAP recipients live in the geographical location known as the Wasatch Front, an urban area that contains Utah, Salt Lake, Davis, and Weber counties. Salt Lake County alone comprises 39% of the SNAP recipient population (Utah DWS, 2019).
- Rural San Juan and Piute Counties have the highest poverty rates in the state at 27.4% and 20.2%, respectively (Community Action Partnership of Utah [CAPU], 2018). While County Health Rankings did not rank Piute County, it did rank San Juan as the lowest county in the state for health outcomes and factors (2019).
- San Juan County has the highest rate of food insecurity in Utah at 19.4% with Iron (16.9%), Garfield (15.6%) and Wayne (15.1%) having the next highest rates in the state (Feeding America, 2017).
- There are six Utah school districts with a majority of students enrolling in the Free and Reduced Lunch Program.
  - Ogden School District (73.8%)
  - San Juan School District (72.9%)
  - North Sanpete School District (54.8%)
  - Salt Lake School District (54.8%)
  - Logan School District (53.6%)
  - Millard School District (53.0%) (Utah State Board of Education [USBE], 2018).
- The Food Research and Action Center estimates that on average, from 2012-2016, Utah had the highest percent of SNAP households with at least one person working at 86.3% (FRAC, 2019). While 26% of all working families are considered low-income in Utah, working minority families that are low-income in Utah are above the national average at 44% (Working Poor Families Project, 2016).
- The annual income for an employee earning minimum wage in Utah is $15,080. For a single parent with two children, this income is well below the poverty threshold (CAPU, 2018).
- Unemployment is higher in the counties with the highest poverty rates. While Utah’s rate is 3.0%, it is 5.7% in San Juan County and 4.7% in Piute County. Piute County has the lowest job growth rate of -4.5% in the state (Utah DWS, 2019).
- Most Utah SNAP-Ed focus group participants report that their food choices are influenced by information they receive from local schools, family, and Facebook (Utah Food Sense [SNAP-Ed], 2017).
- Even though social media participation is lower for households earning $30,000 or less annually compared to higher incomes, participation for this group has increased from 56% in 2015 to 68% in 2019 with the most popular platforms being Facebook and YouTube (PRC, 2019).

Social and Cultural Values and Norms

- According to the Utah Health Values Study, Utahns do not consider adult and childhood
obesity as top priorities for the state (Heart+Mind Strategies [HMS], 2017).

- Eighty-eight percent of Utahns believe individuals have the most responsibility for making sure they live a healthy lifestyle (HMS, 2017).

- Utahns view schools as the most influential sector for addressing nutrition and physical activity behaviors (Utah Food Sense (SNAP-Ed), 2017; HMS, 2017).

- Social marketing that bases messages on core values is more likely to inspire behavior change.
  - The ability to care for family and friends motivates many middle-aged adults, while the quality of life and freedom motivate younger and older adults (HMS, 2017).

- Many Utahns are considered religious (53% attend religious services at least once a week), but only 33% of Utahns believe the faith-based sector is influential in health behavior (Pew Research Center [PRC], 2014; HMS, 2017)*.

- A large percentage of Utahns (45%) report a conservative political ideology, and 66% believe government should be smaller and provide fewer services (PRC, 2014)*.
  - Fifty-three percent believe that “government aid to the poor does more harm than good” (PRC, 2014)*.

- Utah is the highest ranked state for volunteerism, with 43.2% of residents volunteering (Corporation for National & Community Service [CNCS], 2015).

- Cultural competency is important for minority population-targeted health interventions (Kagie, Lin, Hussain, & Thompson, 2019; Diaz-Rios, Muzzaffar, Meline, & Chapman-Novakofski, 2016).

*This is the most recent data for these topics from a highly credible source.