

# FFY2021 -- FFY2023 Nevada SNAP-Ed Evaluation Framework Matrix

## Overall State Goal:

Improve the likelihood that Nevadans eligible for SNAP will make healthy food choices with a limited budget and choose physically active lifestyles.

## Priority Overall Objectives:

- Assist Nevadans in overall diet quality and beverages (R1 and R5)
- Reduce food insecurity through Food Resource Management (R6)
- Increase Physical Activity and decrease sedentary behavior (R7)
- Increase daily fruit and vegetable consumption (R2)

## Priority Focus areas for Direct Education and PSE are:

1. Early Childhood
2. School Health
3. Increase Food Security
4. Adults and those with disabilities

1. Early Childhood		FY21		FY23			
Description of Strategy	Intended Reach	Process Indicator	STO (0-1 Yr) Indicators	MTO (2-3 Yrs) Indicators	LTO (3-5 Yrs) Indicators	Longer to (5+ Yrs) Indicators	Longest To (7+ Yrs) Indicators
1.1 Enhance the nutrition environment in <b>Early Care and Education (ECE) programs and centers</b> through nutrition education and PSE change	Number of ECEs that will be reached (Qtrly Rpts)	% of ECEs assessed (Qtrly Rpts): Number Go NAP SACCs completed Number planned assessments Number of meetings, including TA, with	<b>ST1, ST5</b> Score for Nutrition PSEs, Year 1 (Go NAP SACC - Child Nutrition) <b>ST5</b> Qualitative data re: readiness and capacity	<b>MT1, MT5</b> Increase in score <i>in at least Education &amp; Professional Development</i> for Nutrition PSEs, Year 3 (Go NAP SACC - Child Nutrition) <b>MT5</b> Qualitative data re: adoption of nutrition supports: number of changes	<b>LT1, LT5</b> Increase in score in <i>at least two areas, including Education &amp; Professional Development</i> , for Nutrition PSEs, Year 5 (Go NAP SACC - Child Nutrition)	<b>LT10</b> Sustainability Plan - Evidence that the program or site has a formal sustainability plan for nutrition, Year 7	<b>R1,2,4,5</b> Behavior change among youth toward increased adherence to national dietary guidelines (YRBSS)

		ECE leadership (Qtrly Rpts) Number of trainings with ECE staff on nutrition education, (Qtrly Rpts) % of ECEs reached that are provided TA and training on nutrition (Qtrly Rpts)	of ECE to offer nutrition education (Qtrly Rpts)	made per site (Qtrly Rpts) Total potential number of persons affected by the policy change per ECE on a regular basis		(ECE Wellness Policy Documented with implementation)	<b>R9</b> % of low-income youth in Nevada who are overweight and % who are obese (YRBSS) <b>R9</b> % of WIC children aged 2-5 in Nevada who are overweight and % who are obese (NV WIC data)
1.2 Improve <b>physical activity environment</b> in ECE through education and PSE change	Number of ECEs that will be reached (Qtrly Rpts)	% of ECEs assessed (Qtrly Rpts): Number Go NAP SACCs completed Number planned assessments Number of meetings, including TA, with ECE leadership (Qtrly Rpts) Number of trainings with ECE staff on increasing PA/decreasing sedentary behavior (Qtrly Rpts) % of ECEs reached that are provided TA and	<b>ST3, ST5</b> Baseline score for PA PSEs, Year 1 (Go NAP SACC – Infant & Child PA ) <b>ST5</b> Qualitative data re: readiness and capacity of the ECE for providing PA opportunities (Qtrly Rpts)	<b>MT3, MT6</b> Increase in score in <b>at least Time Provided</b> for PA PSEs, Year 3 (Go NAP SACC – Infant & Child PA) <b>MT6</b> Qualitative data re: adoption of PA supports (Qtrly Rpts): Number of changes per site Total potential number of persons affected by the policy change per ECE on a regular basis	<b>LT3, LT6</b> Increase in score in <b>at least Time Provided</b> and <b>Education &amp; Professional Development</b> for PA PSEs, Year 5 (Go NAP SACC – Infant & Child PA)	<b>LT10</b> Sustainability Plan - Evidence that the program or site has a formal sustainability plan for PA, Year 7 (ECE Wellness Policy Documented with implementation)	<b>R7</b> Behavior change among youth toward increased PA meeting national guidelines (YRBSS) <b>R9</b> % of low-income youth in Nevada who are overweight and % who are obese (YRBSS) <b>R9</b> % of WIC children aged 2-5 in Nevada who are overweight and % who

		training on increasing PA/decreasing sedentary behavior (Qtrly Rpts)					are obese (NV WIC Data)
1.3 Conduct <b>promotional (social marketing, social media) efforts</b> for PSE in early childhood and coordinate with state and/or local SNAP-Ed partners	Number of Social Marketing Campaigns conducted	<p>Number and % of people reached in each market segment (preschoolers, children aged 2-5, parents/caretakers)</p> <p>Social Media: Reach is number of people who saw the post, examples include:  Number of Impressions  Number of Ad Recalls  Number of posted engagements  Number of Likes  Number of clicks</p> <p>Social Marketing: Print, bill boards (reach or impressions include all persons who notice the unit, regardless of the</p>		<p><b>MT12</b>  Number and % of people reached in each market segment (preschoolers, children aged 2-5, parents/caretakers)</p> <p>Number of media impressions</p>			

		origin of their trips)					
<b>2. School Health</b> <div> <div>FY21</div> <div>FY23</div> </div>							
Description of Strategy	Intended Reach	Process Indicator	STO (0-1 Yr) Indicators	MTO (2-3 Yrs) Indicators	LTO (3-5 Yrs) Indicators	Longer to (5+ Yrs) Indicators	Longest To (7+ Yrs) Indicators
2.1 Improve the school nutrition environment through <b>access to nutrition education</b> in the classroom and <b>PSE change</b>	Number of schools that will be reached (Qtrly Rpt)	Number of meetings, including TA, with school or LEA representatives (Qtrly Rpt) % of schools (SNAP-Ed Eligible) reached where nutrition education is provided for the classroom (Qtrly Rpt)  Number of trainings with administrators, teachers (Qtrly Rpt)	<b>ST1, ST5</b> Qualitative data re: readiness and capacity related to increasing access or appeal to nutrition education (Qtrly Rpts)  <b>ST5</b> LWP Scores for nutrition environment, Year 1 (SPAN-ET or Alliance for Healthier Generation Healthy Schools Program Assessment Guide)	<b>MT1, MT5</b> Qualitative data re: adoption of nutrition related supports including potential reach and number of sites that make a change (Qtrly Rpts) <b>MT5</b> Implementation score for nutrition environment, Year 2-3 (Qtrly Rpts)  <b>MT5</b> Increase in LWP Scores for nutrition environment compared to baseline, Year 3 (SPAN-ET or Alliance for Healthier Generation Healthy Schools Program Assessment Guide)	<b>LT5</b> Number of sites that increase in at least two implementation scores and adopt > 1 nutrition related PSE change Year 4 (Qtrly Rpts) <b>LT6</b> Increase in LWP Scores for nutrition environment, Year 5 SPAN-ET or Alliance for Healthier Generation Healthy Schools Program Assessment Guide)	<b>R1,2,4,5</b> Behavior change among youth toward increased adherence to national dietary guidelines (YRBSS)	<b>R9</b> % of low-income youth in Nevada who are overweight and % who are obese (YRBSS)

<p>2.2 Support the physical activity school environment through education and the <b>comprehensive school physical activity</b> programming (Qtrly Rpts).</p>	<p>Number of schools that will be reached (Qtrly Rpts)</p>	<p>Number of meetings, including TA, with school or LEA representatives (Qtrly Rpts) Number of trainings with schools on CSPAP (Qtrly Rpts) % of schools reached that are provided TA and training on CSPAP (Qtrly Rpts) % of schools assessed (Qtrly Rpts): Number assessments completed Number planned assessments</p>	<p><b>ST3, ST5</b> Qualitative data re: readiness and capacity related to CSPAP (Qtrly Rpts)</p> <p><b>ST5</b> LWP Scores for PE and PA, Year 1 (SPAN-ET or Alliance for Healthier Generation Healthy Schools Program Assessment Guide)</p>	<p><b>MT3, MT6</b> Qualitative data re: adoption of PA supports (Qtrly Rpts) <b>MT6</b> Implementation score for PE and Other PA, potential reach and number and proportion of sites that make a change Year 2-3 (Qtrly Rpts)</p> <p><b>MT6</b> Increase in LWP Scores for PE and PA, Year 3 (SPAN-ET or Alliance for Healthier Generation Healthy Schools Program Assessment Guide)</p>	<p><b>LT6</b> Increase in at least two implementation scores for PE and Other PA, Year 4 (Qtrly Rpts) <b>LT6</b> Increase in LWP Scores for PE and PA, Year 5 SPAN-ET or Alliance for Healthier Generation Healthy Schools Program Assessment Guide)</p>	<p><b>LT7</b> Program Recognition - The number of CSPAP-related recognition awards maintained or newly achieved (Qtrly Rpts) <b>LT10</b> Sustainability Plan – Formalized CSPAP, Years 6+ (Analysis of LWP) <b>R7</b> Behavior change among youth toward increased PA meeting national guidelines (YRBSS)</p>	<p><b>R9</b> Healthy weight - % of low-income youth in Nevada who are overweight and % who are obese (YRBSS)</p>
<p>2.3 Conduct <b>promotional (social marketing, social media) efforts</b> for school health and coordinate with state and/or local SNAP-Ed partners</p>	<p>Number of Social Marketing Campaigns conducted</p>	<p>Number and % of people reached in each market segment (school-aged children, parents/caretakers)</p>		<p><b>MT12</b> Number and % of people reached in each market segment (School-aged children)</p> <p>Number of media impressions</p>			

		<p>Social Media: Reach is number of people who saw the post, examples include: Number of Impressions Number of Ad Recalls Number of posted engagements Number of Likes Number of clicks</p> <p>Social Marketing: Print, bill boards (reach or impressions include all persons who notice the unit, regardless of the origin of their trips)</p>					
<b>3. Increase Food Security</b>							
			<b>FY21</b>	<b>FY23</b>			
<b>Description of Strategy</b>	<b>Intended Reach</b>	<b>Process Indicator</b>	<b>STO (0-1 Yr) Indicators</b>	<b>MTO (2-3 Yrs) Indicators</b>	<b>LTO (3-5 Yrs) Indicators</b>	<b>Longer to (5+ Yrs) Indicators</b>	<b>Longest To (7+ Yrs) Indicators</b>
<b>3.1</b> Support families through <b>food resource management classes</b> to assist in healthy meal planning and budgeting	<b>Number of Classes</b>	# of participants	<b>ST1, ST2</b> Readiness and capacity to set goals for food	<b>MT1, MT2</b> % of participants reporting food resource management behavior change	<b>LT2</b> % of participants that continue to demonstrate behavior change		<b>R6</b> USDA Prevalence of Household Food Security in Nevada

			resource management				
<b>3.2</b> Implement PSE changes to encourage healthy food choices among <b>pantry clients</b>	Number of food pantries that will be trained and pre-assessed using the Oregon Food Bank Healthy Pantry Initiative  Number of Food Pantries assessed	% of food pantries assessed (Qtrly Rpts)	<b>ST2</b> Rating on score of food pantry assessment (Oregon Food Bank Healthy Pantry Snapshot)	<b>MT2</b> Increase rating of score on food pantry assessment (Oregon Food Bank Healthy Pantry Snapshot)  Total potential number of persons affected by the policy change per site on a regular basis	<b>LT2</b> Rating is maintained for 6 months to 5 years	<b>LT10</b> Sustainability Plan - Evidence that the program or site has a formal sustainability plan for implementation and evaluation of Oregon Food Bank Healthy Pantry Initiative, Year 7	Conduct annual Healthy Eating Index Score survey among pantry clients
<b>3.3</b> <b>Increase access and availability of healthy food in the community,</b> including mobile vendors, farmers' markets, corner/county stores, and grocery stores	Number of Communities that will be reached	% of communities reached (Qtrly Rpts) % of retailers assessed (Qtrly Rpts) Number assessments completed  Number intended for assessment  Number of	<b>ST5,6,7,8</b> Qualitative data re: healthy food retail readiness and capacity, champions, and/or partnerships (Qtrly Rpts)	<b>MT5,7</b> Scores for healthy retail PSEs, Year 2 (STORE)  <b>MT5</b> Number and proportion of sites that make at least one change in writing or practice to expand access or improve appeal for healthy eating  Total potential number of persons affected by the policy change per site on a regular basis	<b>MT5,7</b> Increase in scores for healthy retail PSEs, Year 4 (STORE)  <b>MT5</b> Increase Number and proportion of sites that make at least one change in writing or practice to expand access or improve appeal for healthy eating	<b>LT10,12</b> Sustained increase in scores for healthy retail PSEs, Year 6 (STORE) <b>R2</b> % of low-income adults who meet fruit and vegetable guidelines (BRFSS)	<b>R9</b> % of low-income adults in Nevada who are overweight and % who are obese (BRFSS) <b>R9</b> % of low-income youth in Nevada who are overweight

		meetings with site leaders (Qtrly Rpts) Number of site leaders met with/trained (Qtrly Rpts)					ht and % who are obese (YRBSS)
3.4 Conduct <b>promotional (social marketing) efforts</b> with Food Security and coordinate with state and/or local SNAP-Ed partners	Number of Social Marketing Campaigns conducted	Number and % of people reached in each market segment Social Media: Reach is number of people who saw the post, examples include: Number of Impressions Number of Ad Recalls Number of posted engagements Number of Likes Number of clicks  Social Marketing: Print, bill boards (reach or impressions include all persons who notice the unit,		<b>MT12</b> Number and % of people reached in each market segment  Number of media impressions			



		regardless of the origin of their trips)					
<b>4. Adults and those with Disabilities      FY21      FY23</b>							
<b>Description of Strategy</b>	<b>Intended Reach</b>	<b>Process Indicator</b>	<b>STO (0-1 Yr) Indicators</b>	<b>MTO (2-3 Yrs) Indicators</b>	<b>LTO (3-5 Yrs) Indicators</b>	<b>Longer to (5+ Yrs) Indicators</b>	<b>Longest To (7+ Yrs) Indicators</b>
4.1 Provide <b>evidence-based healthy eating and physical activity education in support of policy, system, and environmental change</b> strategies to eligible <b>adult and those with disabilities</b> audiences in eligible <b>community sites</b> to promote consumption of healthy foods and beverages and active lifestyles.	Number of class series planned (Qtrly Rpts)	% Adult DE series completed  % of participants who complete pre-post assessments	<b>ST1:</b> Healthy Eating <b>ST3:</b> Physical Activity and Reduced Sedentary Behavior <b>ST7:</b> Number of partnerships	<b>MT1,2</b> Increase in MyPlate scores for adults, pre to post annually (UCCE Food Behavior Checklist)  <b>MT3</b> Increase in PA behaviors scores for adults, pre to post, Annually (On the Go! Survey)	<b>LT1-3</b> Behavior change among adults associated with sustained adherence to national dietary and PA guidelines and improved food resource management, Year 5 (BRFSS)	<b>R7</b> Population level behavior change among adults toward sustained adherence to national dietary and PA guidelines and reduced food insecurity, Year 7 (BRFSS)	<b>R9</b> % of low-income adults in Nevada who are overweight and % who are obese (BRFSS)

<p>4.2 Support <b>family-friendly physical activity opportunities</b> throughout the year, throughout the community.</p>	<p>Number of class series planned (Qtrly Rpts)</p>	<p>% Adult DE series completed</p> <p>% of Senior Centers Reached</p> <p>% of participants who complete pre-post assessments</p>		<p><b>MT1,2</b> Increase in MyPlate scores for adults, pre to post annually (UCCE Food Behavior Checklist)</p> <p><b>MT3</b> Increase in PA behaviors scores for adults, pre to post, Annually (On the Go! Survey)</p> <p><b>MT5</b> Total number of policy changes</p> <p>Number of sites that make at least one change in writing or practice improve appeal for healthy eating and physical activity</p>	<p><b>LT1-3</b> Behavior change among adults associated with sustained adherence to national dietary and PA guidelines and improved food resource management, Year 5 (BRFSS)</p>	<p><b>R7</b> Population level behavior change among adults toward sustained adherence to national dietary and PA guidelines and reduced food insecurity, Year 7 (BRFSS)</p>	<p><b>R9</b> % of low-income adults in Nevada who are overweight and % who are obese (BRFSS)</p>
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<p>4.3 Support <b>family-friendly physical activity opportunities</b> throughout the year, throughout the community.</p>	<p>Number of communities that will be reached (Qtrly Rpts)</p>	<p>% of communities reached (Qtrly Rpts)</p> <p>Number of planning meetings with PA partners (Qtrly Rpts)</p>	<p><b>ST5</b> Qualitative data re: readiness and capacity for supporting family-friendly PA opportunities (Qtrly Rpts)</p> <p><b>ST5</b> Number of people reached by PA opportunities, Year 1 (Qtrly Rpts)</p> <p><b>ST5</b> Number of physical activity opportunities provided, Year 1 (Qtrly Rpts)</p>	<p><b>MT6</b> Qualitative data related to adoption of PA supports (Qtrly Rpts)</p> <p><b>MT6</b> Increase in number of people reached by PA opportunities, including adults and youth, Year 3 (Qtrly Rpts)</p> <p><b>MT6</b> Increase in number of physical activity opportunities provided, Year 3 (Qtrly Rpts)</p>	<p><b>LT6</b> Qualitative data related to the implementation of PA supports (Qtrly Rpts)</p> <p><b>LT6</b> Sustained increase in number of people reached by PA opportunities, including adults and youth, Year 5 (Qtrly Rpts)</p> <p><b>LT6</b> Sustained increase in number of physical activity opportunities provided, Year 5 (Qtrly Rpts)</p>	<p><b>LT10</b> Sustainability Plan – Institutionalization of community-wide plan for sustained and ongoing PA opportunities, Year 5 (Qtrly Rpts)</p> <p><b>R7</b> Behavior change among adults toward increased adherence to national physical activity guidelines (BRFSS)</p> <p><b>R7</b> Behavior change among youth toward increased adherence to national PA guidelines (YRBSS)</p>	<p><b>R9</b> % of low-income adults in Nevada who are overweight and % who are obese (BRFSS)</p> <p><b>R9</b> % of low-income youth in Nevada who are overweight and % who are obese (YRBSS)</p> <p><b>R9</b> % of WIC children aged 2- 5 in Nevada who are overweight and % who are obese (NV WIC Data)</p>

<p>4.4 Conduct <b>promotional (social marketing, social media)</b> efforts for adults and coordinate with state and/or local SNAP-Ed partners</p>	<p>Number of Social Marketing Campaigns conducted</p>	<p>Number and % of people reached in each market segment Social Media: Reach is number of people who saw the post, examples include: Number of Impressions Number of Ad Recalls Number of posted engagements Number of Likes Number of clicks</p> <p>Social Marketing: Print, bill boards (reach or impressions include all persons who notice the unit, regardless of the origin of their trips)</p>		<p><b>MT12</b> Number and % of people reached in each market segment (women, men, elders, workers, etc.)</p> <p>Number of media impressions</p>			
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**Key:**

ECEs-Early Care and Education

PSE-policies, system, and environmental

NAP SACC-Nutrition and Physical Activity Self-Assessment for Child Care

TA-technical assistance

YRBSS-Youth Risk Behavior Surveillance System

WIC-Women, Children, and Infant Supplemental Nutrition Program

PA-physical activity

PE-physical education

LEA-local education agency

LWP-local wellness policy

SPAN-ET-School Physical Activity and Nutrition-Environment Tool

CSPAP-Comprehensive School Physical Activity Program

STORE-Stocking Opportunities in the Retail Environment Tool

DE-direct education