



Icebreaker Activity

As You Arrive:

1. Visit one of the wall-mounted grids

2. Write up your:

- County
- Community Coalition Name(s)
- Check the appropriate boxes for the coalition's topic, size, and longevity



Growing Your Collaborations to Harvest PSE Success:

Collaboration Evaluation Training

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May 4, 2016



Today's "Planting"



✓ **Getting our hands dirty**

- Why evaluate coalitions?

✓ **Choosing our seeds**

- How can SNAP-Ed evaluate coalitions?

✓ **Nurturing further growth**

- How will contractors do it this year?



Getting our hands dirty:

Why evaluate

SNAP-Ed coalition work?



SNAP-ED EVALUATION FRAMEWORK

Nutrition, Physical Activity, and Obesity Prevention Indicators

| | READINESS & CAPACITY SHORT TERM (ST) | CHANGES MEDIUM TERM (MT) | EFFECTIVENESS & MAINTENANCE LONG TERM (LT) | |
|---|--|---|---|---|
| INDIVIDUAL  | GOALS AND INTENTIONS ST1: Healthy Eating ST2: Food Resource Management ST3: Physical Activity and Reduced Sedentary Behavior ST4: Food Safety | BEHAVIORAL CHANGES MT1: Healthy Eating MT2: Food Resource Management MT3: Physical Activity and Reduced Sedentary Behavior MT4: Food Safety | MAINTENANCE OF BEHAVIORAL CHANGES LT1: Healthy Eating LT2: Food Resource Management LT3: Physical Activity and Reduced Sedentary Behavior LT4: Food Safety | POPULATION RESULTS (R) TRENDS AND REDUCTION IN DISPARITIES R1: Overall Diet Quality R2: Fruits & Vegetables R3: Whole Grains R4: Dairy R5: Beverages R6: Food Security R7: Physical Activity and Reduced Sedentary Behavior R8: Breastfeeding R9: Healthy Weight R10: Family Meals R11: Quality of Life |
| ENVIRONMENTAL SETTINGS  EAT, LIVE, WORK, LEARN, SHOP, AND PLAY | ORGANIZATIONAL MOTIVATORS ST5: Need and Readiness ST6: Champions ST7: Partnerships | ORGANIZATIONAL ADOPTION AND PROMOTION MT5: Nutrition Supports MT6: Physical Activity and Reduced Sedentary Behavior Supports | ORGANIZATIONAL IMPLEMENTATION AND EFFECTIVENESS LT5: Nutrition Supports Implementation LT6: Physical Activity Supports Implementation LT7: Program Recognition LT8: Media Coverage LT9: Leveraged Resources LT10: Planned Sustainability LT11: Unexpected Benefits | |
| SECTORS OF INFLUENCE  | MULTI-SECTOR CAPACITY ST8: Multi-Sector Partnerships and Planning | MULTI-SECTOR CHANGES MT7: Government Policies MT8: Agriculture MT9: Education Policies MT10: Community Design and Safety MT11: Health Care Clinical-Community Linkages MT12: Social Marketing MT13: Media Practices | MULTI-SECTOR IMPACTS LT12: Food Systems LT13: Government Investments LT14: Agriculture Sales and Incentives LT15: Educational Attainment LT16: Shared Use Streets and Crime Reduction LT17: Health Care Cost Savings LT18: Commercial Marketing of Healthy Foods and Beverages LT19: Community-Wide Recognition Programs | |

CHANGES IN SOCIETAL NORMS AND VALUES

SNAP-ED EVALUATION FRAMEWORK

Nutrition, Physical Activity, and Obesity Prevention Indicators

INDIVIDUAL



ENVIRONMENTAL SETTINGS

EAT, LIVE,
WORK, LEARN,
SHOP, AND
PLAY



SECTORS OF INFLUENCE



SNAP-Ed across the SEM levels

SNAP-ED EVALUATION FRAMEWORK

Nutrition, Physical Activity, and Obesity Prevention Indicators

READINESS & CAPACITY
SHORT TERM (ST)

CHANGES
MEDIUM TERM (MT)

EFFECTIVENESS & MAINTENANCE
LONG TERM (LT)

INDIVIDUAL



ENVIRONMENTAL SETTINGS

EAT, LIVE,
WORK, LEARN,
SHOP, AND
PLAY



SECTORS OF INFLUENCE



Successes over time

Work across the SEM levels

SNAP-ED EVALUATION FRAMEWORK

Nutrition, Physical Activity, and Obesity Prevention Indicators

READINESS & CAPACITY SHORT TERM (ST)

CHANGES MEDIUM TERM (MT)

EFFECTIVENESS & MAINTENANCE LONG TERM (LT)

INDIVIDUAL



GOALS AND INTENTIONS

- ST1: Healthy Eating
- ST2: Food Resource Management
- ST3: Physical Activity and Reduced Sedentary Behavior
- ST4: Food Safety

ENVIRONMENTAL

SETTINGS

EAT, LIVE,
WORK, LEARN,
SHOP, AND
PLAY



ORGANIZATIONAL MOTIVATORS

- ST5: Need and Readiness
- ST6: Champions
- ST7: Partnerships

SECTORS OF INFLUENCE

MULTI-SECTOR CAPACITY

- ST8: Multi-Sector Partnerships and Planning



What we are evaluating

What is your coalition's readiness and capacity to engage in PSE changes?

Choosing our seeds:

How can we evaluate SNAP-Ed Coalitions?



A note about semantics



- Partners
 - A site or group of sites with which you have an MOA for SNAP-Ed services
 - Mesquite Valley Farmers' Market
 - Saint Joseph's Food Bank
 - Valley View School District
 - City of Gaffney Parks and Recreation



Collaborations

- Collaborations
 - Work with another agency, program, or coalition to achieve SNAP-Ed goals
 - Working with Safe Routes to School to host an event at a local school
 - Working with the City Zoning commission to facilitate a training on active built environments
 - Working with Master Gardeners to develop a survey of community garden needs





Coalitions

- Multi-sector coalitions
 - Formal ongoing work with multiple types of agencies or partners who are working to achieve goals relevant to Food Systems (1,3) and Active Living (6,7)
 - Examples from the icebreaker activity



This is what the AzNN will evaluate

One more semantics change...



| Strategy Number | Description of Strategy | INTENDED REACH | PROCESS INDICATOR | STO (0-1 Yr) INDICATORS |
|-----------------|--|---|---|--|
| 1 | Increase availability of healthy food retail , including mobile vendors, farmers' markets, corner/country stores, and grocery stores. | Number of communities that will be reached (SART) | <p>Percent of communities reached (SART)</p> <p><u>If working with individual partners/sites:</u></p> <p>Number of meetings with site leaders/managers (SART)</p> <p>Number of site leaders/managers met with/trained (SART)</p> <p><u>If working with community partnerships/coalitions:</u></p> <p>Number of meetings with community partnerships/coalitions (SART)</p> | <p>ST4 Baseline number of farmers' markets and/or produce stands in communities reached, Year 1 (SART)</p> <p><u>Individual partner/site track:</u></p> <p>ST4 Qualitative data related to identification of healthy retail partner opportunities (SARN)</p> <p><u>Community partnerships/coalitions track:</u></p> <p>ST6/ST8 Baseline scores for active partnerships, Year 1 (WCFI)</p> |

Now

If working with multi-sector coalitions:

Number of meetings with multi-sector partnerships/coalitions (SART)

ST4/ST8

Qualitative data related to identification of healthy retail partner opportunities (SARN)

Multi-sector coalitions track:

ST8 Baseline scores for active partnerships, Year 1 (WCFI)

Then...

Nurturing Growth:

How will contractors evaluate their coalitions this year?



The Wilder Collaboration Factors Inventory



- Survey on how a coalition is doing using 40 questions
- Uses research-tested success factors validated for reliability
- Coalition members rate their agreement with statements:
“Agencies in our community have a history of working together.”

The Wilder Collaboration Factors Inventory



- Free
- Takes about 15 minutes to complete
- Anonymous
- Available online or on paper

Examples of Success Factors

Do you think that factors like these are important in improving SNAP-Ed's chances of achieving PSE change?

History of collaboration/cooperation in the community

Seen as a legitimate leader in the community

Favorable political and social climate

Mutual respect, understanding, and trust

Appropriate cross-section of members



How will contractors complete the Wilder Inventory with their coalitions?



- Two paths
 - Online
 - Paper-based



- First step is same for both:
choosing which coalition(s) &
completing cover sheet

Wilder Inventory: Which Coalition(s)?



Working in
Strategy
1,3,6,7? **Yes**



At least 5
organizations
involved? **Yes**



In existence
for 6+
months? **Yes**

**Your
coalition
may
qualify...**



Wilder Cover Sheet Part 1

FY16 Cover Sheet for AzNN Wilder Collaboration Factors Inventory



Contractor Information

| | | | |
|---|------------------------|---------------------------------|------------------------|
| County: | <i>Choose an item.</i> | Contractor: | <i>Choose an item.</i> |
| Your Name: | | Sub-Contractor (if applicable): | |
| Your email address: | | | |
| Name of Coalition: | | | |
| You are working in the multi-sector coalition track with this coalition on strategy (check all that apply): <input type="checkbox"/> 1 <input type="checkbox"/> 3 <input type="checkbox"/> 6 <input type="checkbox"/> 7 | | | |
| Are there at least 5 coalition partners who regularly attend meetings? <input type="checkbox"/> Yes <input type="checkbox"/> No | | | |
| Has the coalition been in existence for at least 6 months? <input type="checkbox"/> Yes <input type="checkbox"/> No | | | |

Planting the Seed of Evaluation



- How do I interest my coalition in completing the Wilder Inventory?
 - Coalition members may be interested in effectiveness of the group or ways to improve
 - For long term PSE changes, effective coalitions are the best unit of analysis in the short term

Planting the Seed of Evaluation



- What if I am not in charge of the coalition, only a member?
 - Talk to the leader, ask for an agenda item or other set-aside time
- What if my coalition only meets rarely?
 - Online communication
 - Distribution to coalition members through other meetings/events

Nurturing Growth: Choosing Which Path



Choose Online

- You: comfortable with web-based surveys
- Coalition members: have & use email addresses

Choose Paper

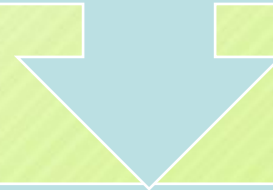
- You: not so comfortable with web-based surveys
- Coalition members: don't have or use email addresses

Nurturing Growth: Online Path



1. Follow the link we give you

*Talk with your evaluator first to make sure
your coalition qualifies*



2. Register a coalition

Use your name and email address

Nurturing Growth: Online Path



3. Email survey link to
coalition members

They complete it



4. Receive a response summary
from Wilder website

*Forward a copy to Evaluation Team
with cover sheet*



The Response Summary



Summary scoring of all your group's completed inventories (found 3)

Average scores for each of the 20 factors:

| Factor | Factor Average |
|--|----------------|
| History of collaboration or cooperation in the community | 2.0 |
| Collaborative group seen as a legitimate leader in the community | 2.3 |
| Favorable political and social climate | 3.7 |
| Mutual respect, understanding, and trust | 1.5 |
| Appropriate cross section of members | 2.8 |
| Members see collaboration as in their self-interest | 2.3 |
| Ability to compromise | 2.0 |
| Members share a stake in both process and outcome | 2.2 |
| Multiple layers of decision-making | 3.0 |
| Flexibility | 2.2 |
| Development of clear roles and policy guidelines | 2.2 |
| Adaptability | 2.0 |
| Appropriate pace of development | 2.8 |
| Open and frequent communication | 2.0 |
| Established informal relationships and communications links | 2.7 |
| Concrete, attainable goals and objectives | 2.6 |
| Shared vision | 2.5 |
| Unique purpose | 3.5 |
| Sufficient funds, staff, materials, and time | 3.5 |
| Skilled leadership | 2.0 |

Your group's average scores for each factor

As a general rule...

Scores of 4.0 to 5.0 - strengths, don't need attention

Scores of 3.0 to 3.9 - borderline, deserve discussion

Scores of 1.0 to 2.9 - concerns that should be addressed

What is working well in your collaborative? (optional)

- **Communication and establishing a shared vision and clear set of objectives.**
- **I'm not sure, we're just starting up.**
- **Involvement from all of the required stakeholder groups.**

Listing of all text responses

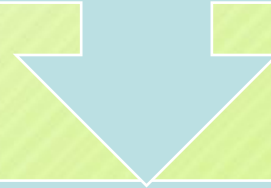
What needs improvement in your collaborative? (optional)

- **Keeping meetings on track and focused on accomplishing specific tasks.**
- **The things that most need improvement in my collaborative are: Planning, Scheduling, Moving To Action.**

Nurturing Growth: Paper-Based Path



1. Visit the Evaluation website
*Talk with your evaluator first to make
sure your coalition qualifies*



2. Print out Wilder Inventory
Enough for all coalition members

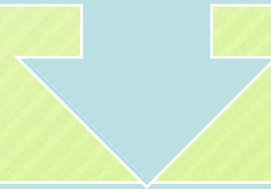


Nurturing Growth: Paper-Based Path



3. Give surveys to coalition members

They complete them!



4. Send completed surveys
To Evaluation Team with cover sheet





Wilder Cover Sheet Part 2

How was the Wilder Inventory completed with this coalition?

- ☐ The Contractor created a group online and sent survey links to coalition members via email.
- ☐ The Contractor printed paper surveys and brought them to a coalition meeting.
- ☐ Other (specify):

Please provide any additional comments below regarding the Wilder Inventory administration/data collection experience.

You may include things such as challenges in completing the inventory, reactions of coalition leaders/members to the inventory, etc.

A Complete Wilder Inventory



Contractor & Eval Team both have a copy of:

- Wilder cover sheet
- Response summary from the Wilder website
- Summary of recommendations for contractors related to the findings

SNAP-ED EVALUATION FRAMEWORK

Nutrition, Physical Activity, and Obesity Prevention Indicators



POPULATION RESULTS (R)

TRENDS AND REDUCTION IN DISPARITIES

- R1: Overall Diet Quality
- R2: Fruits & Vegetables
- R3: Whole Grains
- R4: Dairy
- R5: Beverages
- R6: Food Security
- R7: Physical Activity and Reduced Sedentary Behavior
- R8: Breastfeeding
- R9: Healthy Weight
- R10: Family Meals
- R11: Quality of Life

CHANGES IN SOCIETAL NORMS AND VALUES



Questions?



Created by Rflor
from Noun Project