



# 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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# 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)	
<b>INDIVIDUAL</b> 	<b>GOALS AND INTENTIONS</b> ST1: Healthy Eating ST2: Food Resource Management ST3: Physical Activity and Reduced Sedentary Behavior ST4: Food Safety	<b>BEHAVIORAL CHANGES</b> MT1: Healthy Eating MT2: Food Resource Management MT3: Physical Activity and Reduced Sedentary Behavior MT4: Food Safety	<b>MAINTENANCE OF BEHAVIORAL CHANGES</b> LT1: Healthy Eating LT2: Food Resource Management LT3: Physical Activity and Reduced Sedentary Behavior LT4: Food Safety	<b>POPULATION RESULTS (R)</b>  <b>TRENDS AND REDUCTION IN DISPARITIES</b> 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
<b>ENVIRONMENTAL SETTINGS</b>  EAT, LIVE, WORK, LEARN, SHOP, AND PLAY	<b>ORGANIZATIONAL MOTIVATORS</b> ST5: Need and Readiness ST6: Champions ST7: Partnerships	<b>ORGANIZATIONAL ADOPTION AND PROMOTION</b> MT5: Nutrition Supports MT6: Physical Activity and Reduced Sedentary Behavior Supports	<b>ORGANIZATIONAL IMPLEMENTATION AND EFFECTIVENESS</b> LT5: Nutrition Supports Implementation LT6: Physical Activity Supports Implementation LT7: Program Recognition LT8: Media Coverage LT9: Leveraged Resources LT10: Planned Sustainability LT11: Unexpected Benefits	
<b>SECTORS OF INFLUENCE</b> 	<b>MULTI-SECTOR CAPACITY</b> ST8: Multi-Sector Partnerships and Planning	<b>MULTI-SECTOR CHANGES</b> 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	<b>MULTI-SECTOR IMPACTS</b> 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	<b>Increase availability of healthy food retail</b> , 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><b>ST4</b> 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><b>ST4</b> Qualitative data related to identification of healthy retail partner opportunities (SARN)</p> <p><u>Community partnerships/coalitions track:</u></p> <p><b>ST6/ST8</b> 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

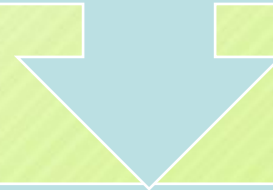


# Nurturing Growth: Online Path



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

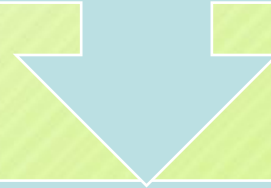
What needs improvement in your collaborative? (optional)

- **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



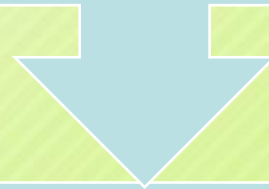


# Nurturing Growth: Paper-Based Path



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