

# Notes from the 2008 ASNNA Winter Meeting

## What are you hoping to get out of this ASNNA meeting?

1. Ideas for targeting eligible audiences
2. Getting questions answered
3. Social marketing (7 responses)
4. Definition of Network (2 responses)
5. Bringing program to scale (2 responses)
6. Ideas and examples of networking/relationships (7 responses)
7. Initial goal of networks
8. Program improvement
9. Evaluation (6 responses)

## Meeting Parking lot items

1. Process for getting items onto the USDA Ag Library site  
**RESPONSE:** *Refer to FY08 Guidance Appendix F page 79.*
2. Copy of approved USDA media outlets used for radio and TV outreach messages and Ad Council  
**RESPONSE:** *Approved radio outlet available at <http://www.fns.usda.gov/fsp/outreach/radio-buys.htm> Note from USDA: Here is a link to the listing of the 2008 radio buy markets including the radio stations on which time was bought and the day parts during which the advertising will air. It also indicates which spots will air in which markets. As you will recall, these stations serve a predominantly low income audience for purposes of outreach and thus States may use this list to target FSNE messages without a need for waiver. Please share this information with your FSNE States and implementing agencies.*
3. Provide link to the Ad Council created ads  
**RESPONSE:** <http://www.adcouncil.org/default.aspx?id=475>
4. Technical Assistance for using/finding qualifying census tracts
5. Clarification on what is meant in the guidance under un-allowable costs for social marketing ...."with certain exceptions" .....
6. Explore possibilities for "buffer zones" surrounding qualifying sites for advertising (Outdoor).

7. Since a qualifying school qualifies the entire district for the summer food program can this be used for FSNE?
8. Can food stamp data from USDA be aggregated and shared?
9. Explore exceptions/waivers for rural states
10. Work with USDA on ways to enhance evaluation and share what is learned-----request meeting as follow-up to discussion at end of meeting
11. Work w/ WIC to explore opportunities to work on the new food package—education/promotion/messaging
12. Clarify the definition of “unduplicated count” and determine the purpose to help identify ways to support states in providing accurate data
13. Linking social marketing to eligibility outside of qualifying census tracts since the majority of food stamp recipients lives outside of qualifying census tracts
14. Get a list from USDA of the funded outreach grants  
*RESPONSE: 2008 grant awardees are not posted yet. Past year awardees available at*  
<http://www.fns.usda.gov/fsp/outreach/grants.htm>
15. Get a copy of the Outreach Plan  
*RESPONSE:*  
[http://www.fns.usda.gov/fsp/outreach/guidance/Outreach\\_Plan\\_Guidance.pdf](http://www.fns.usda.gov/fsp/outreach/guidance/Outreach_Plan_Guidance.pdf)
16. Need to provide high quality retail data/information
17. Clarification of question: Is non-profit cost share/match (CAP) allowable?
18. Would like to learn what happened to ERS prototype?

## Round Table Feedback Recommendations for ASNNA

- Share Sample Letters sent out by Grocery Associations
- Conduct survey on how states are gaining match from retail (food donated, demonstration volunteers (rate)
- Share ways on getting and using census tract data
- Identify other ways to find qualifying populations
- Track time Implementing Agencies are getting approved contracts from their state agencies
- Possibly establish a benchmark for ASNNA on serving older adults
- USDA has been requested by OMB to integrate EARS into the final report and USDA needs to provide a plan for approval.....suggestions should be provided to Judy Wilson.
- Re-issue the "survey monkey" on use and evaluation of the new USDA Materials.....States want to work together on evaluation-----tools may be on the USDA web site
- For the Evaluation----look at the guidance on the standards of evidence based and "principles for sound impact evaluations"  
*RESPONSE: The Principles of Sound Impact Eval Carol referenced is available at*  
<http://www.fns.usda.gov/oane/menu/Published/NutritionEducation/Files/EvaluationPrinciples.pdf#xml=http://65.216.150.153/texis/search/pdfhi.txt?query=principles+of+sound+impact&pr=FNS&order=r&cq=&id=4592c32f17>
- Survey ASNNA to develop list of state's match opportunities
- Share tools used to document match
- Survey ASNNA to determine hourly match rate for volunteers
- More discussion on interpretation of match guidelines
- Support and follow-up on evaluation of new USDA materials (feeding your family, etc)
- Suggest holding pre-meeting for next ASNNA meeting to solely focus on evaluation strategies

## Notes from each Roundtable

### RETAIL

- Many states planning for 09
- Definition of grocery store; convenience store; corner store
- Where do you get match (school/cash) for grocery store activities?
- Using partners to conduct activities (free)
- Partner with retail associations
- Contract at local level
- Working with state dietitians, especially with ongoing classes

- Focus on economical choices (coupons, in-season)
- For WIC food package what does \$7 look like/using a scale
- Cooperate approval barrier
- Track EBT/loyalty purchases----legality???
- Evaluation: intercepts, focus groups, flip chart "dot eval" (i.e. do you think you would make this at home?)
- Conduct demos outside of produce section (i.e. freezer section, canned section)
- Share tools b/t states
- Go to HQ of stores benefit for multiple states—Fed/regional (not every state covered)
- Work with F/V More Matters on co-branding
- Facilitate F/V More Matters into schools—benefit people/benefit stores
- Partner with WIC—joint approach; consistent messages with whole grains, milk, f/v; can help gain entry into stores; are stores mandated to do nut ed?
- Get retailers or Food Stamp office to prove \$50 K information
- 3 scenarios: \$50 k; destination stores; ?
- Stores with food stamp redemption, WIC or WIC only—allow merchandising, taste testing, PA announcements in store, TV messaging, FS outreach, SNAP in retail, school tours, co-marketing, larger events, menus/recipe cards, stuffers in bags, printing on bags, hook for FSNE classes (everyone's happy)
- Evaluation: count (interactive activity/demonstration/event); % of FS audience in store; merchandising/sales data

### Match

WV: Uses space—does audit  
 TX: does volunteer match; will try space  
 MT: supervising agents; space; teacher match, university faculty  
 NJ: agents, teacher, space  
 MI: space, volunteer, teacher, agent, professional and non-professional  
 CA: teacher, agent  
 MO: teacher time, space, cost share field, faculty  
 OR: general fund--\$ from participation rate, teacher, space, food banks  
 ME: teacher time (25 hrs/yr min), coalitions from tobacco settlement \$'s  
 SD: educators, faculty, teachers, space

Challenges: Competing for state \$; reporting correctly (streamline); conflicts with qualified match, interpretation of guidance on match

ASNNA role: to find a platform for different states to share creative ways to develop match, clarify with USDA non-profit match, ideas on private \$ match

### Identifying Qualifying audience for FSNE

- Find person/office within state system for census tract data
- How do you get started or find census tract data
- Definition of unduplicated count---How are states handling this??
- Utilizing community agencies to connect low-income families and individuals
- Outside funding can help
- Schools are a popular channel because free and reduced lunch data are available
- Look for established community groups (captive audience)
- Tying Zip-code data to FPL data
- CA has GIS mapping system for basic targeting

### GIS

- Data layers
- [www.cnngis.org](http://www.cnngis.org)
- USDA should make available high quality geo-coded retail data for GIS use by state networks

### Outreach

- ASNNA could get *Guidance* for Outreach state plans to members so they can explore providing services under this possibly more flexible mechanism. Most states did not know of separate rules nor have understanding of where FS promotion stops and Outreach begins. Generally see anti-hunger, charitable and advocate groups as doing this type of work.
- USDA could provide states a complete list of current and past Outreach grantees in order for networks to work w/ them.
- ASNNA could seek flexibility from USDA in firewall between FSNE and Outreach, especially for low-participation states. Nutrition should be a strong marketing hook for FSP to use in Outreach that is not being used under current procedures.

- ASNNA could work w/ APHSA to secure organizational support from state FSP directors to support linkages and collaboration opportunities.
- There was concern about system barriers: program complexity, FSP clients dropping out of the program during recertification, federal tax rebate and state/local hikes in minimum wage inadvertently (and temporarily) knocking people off the FSP, and excessive amount of paperwork to become eligible for FSP.

<b>Speaker Notes</b>
----------------------

**All speaker power points will be available online soon!**

**Carol Olander fireside chat notes**

1. With FY07 FSNE Guidance some change to clarify FNS position on evaluation
  - a. Eval is reasonable and necessary when:
    - i. Related to proposed nut ed.
    - ii. Evaluation plan is described
    - iii. Plan for using evaluation results is included
    - iv. Commitment to report eval status/results in annual report to USDA
  - b. FNS will consider following types of evaluation:
    - i. Formative
    - ii. Process
    - iii. Outcome – assess responses that occur in presence of intervention
    - iv. Impact – assess responses in a manner that supports attribution to intervention
  - c. Steps for justify proposed evaluation
    - i. State the project the eval is tied to
      1. Type of eval planning to pursue
    - ii. Identify questions you want to answer
    - iii. Describe approach – i.e., design, sample, measures, data collection & analysis
    - iv. Describe how results will be used
    - v. Describe any prior evaluation of project, including when occurred and results
  - d. Important consideration: if any evaluation budget exceeds \$400,000, then impact eval strongly encouraged.
    - i. Note: any project may use impact eval regardless of budget.

- ii. Follow criteria in "Principles of Sound Impact Evaluation" on FNS Web site
- 2. New Project Food Stamp Nutrition Education and Evaluation Models (Hoke Wilson overseeing project)
  - a. Goal: identify effective examples of evaluation
  - b. Competitively selected (2-4 projects) based on:
    - i. Compatibility with guiding principles
    - ii. Cooperation with rigorous, independent evaluation
    - iii. Other criteria to be determined
  - c. FNS evaluation contract competitively awarded in FY08
  - d. Project sites selected early in FY09
  - e. Projects chosen would be included as addendum to 2010 FSNE plan
  - f. Projects funded at usual 50% reimbursement of approved costs
  - g. Intent to cover 100%, of at least some, costs implementing agencies incur associated with FNS evaluation
- 3. Proposed Farm Bill
  - a. Obesity prevention pilots targeted at low-income persons
  - b. Both House and Senate bills contain similar but not identical provisions
  - c. Both propose expenditure of \$50 million over 5 years
  - d. Both call for rigorous evaluation
  - e. Senate includes more specific project focus, including fruit and vegetable incentives at purchase point

**SAVE THE DATE: Upcoming ASNNA Conference Calls**

**Dates:**

**March 25 (Tues)**

**June 24 (Tues)**

**September 30 (Tues)**

**January 6 (Tues)**

**Time:**

9:30-10:30am (Hawaii)

11:30-12:30pm (PST)

12:30-1:30pm (MST)

1:30-2:30pm (CST)

2:30-3:30pm (EST)

**SAVE THE DATE: 2009 ASNNA Winter Conference**

**February 17-19, 2009 in San Antonio, TX!**

February 17: Pre-conference evaluation workshop (1 pm -5 pm)

February 18: Conference 8-5 pm

February 19: Conference 8-5 pm

*Please plan on returning home late the evening of February 19<sup>th</sup> or 20<sup>th</sup>*

**SAVE THE DATE: SNE Conference**

**July 19-23, 2008 in Atlanta, GA**

ASNNA will be meeting during the SNE Conference.

Log on to <http://www.sne.org/conference/index.html> for more information.