



SNAP-Ed

WASHINGTON STATE UNIVERSITY
EXTENSION

**Region 3: Island, San Juan, Skagit, Snohomish and Whatcom Counties
FFY19 Annual Report: October 2018 – September 2019**

Region 3 SNAP-Ed FFY19 Annual Report

Contents

- Executive Summary (p. 2 - 7)
- Success Stories (p. 8 - 15)
- Evaluation (p. 16 - 17)
- Challenges (p. 17 - 18)

Region 3 SNAP-Ed FFY19 Annual Report

Implementing Agency (IA): Washington State University

Reporting Period: Federal Fiscal Year (FFY) 2019

Executive Summary

Washington State University is located in Pullman, Washington, with Extension offices in each county. The Region 3 Implementing Agency leads were headquartered in Whatcom and Snohomish WSU Extension offices, with administrative support from staff in the Pullman and Puyallup offices.

The WSU Extension mission is to “engage people, organizations, and communities to advance knowledge, economic well-being, and quality of life by fostering inquiry, learning, and the application of research”. WSU Extension is the bridge between university-based education, research, and expertise to meet the needs identified by members of our communities.

In FFY2019 WSU Extension has contributed to SNAP-Ed goals by:

- Connecting participants to other WSU programs such as: Master Gardeners, food preservation information, community-based agriculture and gardens, Master Composters, 4-H youth development, and Strengthening Families.
- Connecting and leveraging resources from the academic arm of WSU such as: School of Medicine, Nutrition and Exercise Physiology, emerging Food Systems work, Navigating Difference, EFNEP, Western Region Land Grant University SNAP-Ed Team, and WSU Land Grant University SNAP-Ed advocacy support in Washington DC.
- Providing technical assistance to local SNAP-Ed programs with needs assessment, planning and implementation of PSE and direct education strategies to improve nutrition and physical activity behaviors among SNAP eligible audiences.
- Conducting annual program monitoring and follow-up training to ensure fiscal accountability, program quality and compliance with SNAP-Ed guidance.
- Practicing regional resource sharing and highlighting regional programs and success stories based on the unique skills and resources of local program staff.
- Providing regional staff to support specific Region 3 goals in the areas of:
 - Farm to Community with 0.5 FTE dedicated to coordinating efforts to improve regional awareness of and access to Washington grown foods.
 - Latino Outreach with a 1.0 FTE Spanish Speaking Program Coordinator to provide culturally relevant direct education, PSE strategies and messages that speak to our growing Latino community.
- Identifying and supporting opportunities for program sustainability and expansion.
- Facilitating support of local CSO offices by coordinating with DSHS to distribute CSO contact information to local SNAP-Ed programs, and by highlighting and sharing work done by local programs already parting with CSO offices.

Region 3 SNAP-Ed FFY19 Annual Report

Interventions Conducted

*See **Appendix A: R3 SNAP-Ed Interventions Table**, for interventions detailed by program, domain and partner type

Based on local needs assessments, Region 3 has focused on reaching youth and their parents, to improve the number of youth who meet guidelines for physical activity and fruit and vegetable consumption. Interventions, reach, and demographics are outlined in the tables below.

Table: Region 3 Interventions by Domain

	Direct-Ed	PSE	Indirect-Ed	Social Marketing
Learn	<ul style="list-style-type: none"> • Choose Health: Food Fun and Fitness (CHFFF) • Coordinated Approach to Child Health (CATCH) • Read for Health • Food Smarts • Plan Shop Save Cook (PSSC) for teen parents 	<ul style="list-style-type: none"> • Farm to School: <ul style="list-style-type: none"> ○ School gardens ○ Harvest of the Month ○ After-school Cooking Clubs ○ Procurement • School District Wellness Committees • Physical Activity Brain Breaks • Smarter Lunchrooms • Walking School bus • Shared-use agreements and summer programs • Student Nutrition Action Councils • Grocery tours 	<ul style="list-style-type: none"> • Family Nights • Newsletters, recipes and educational handouts • Social Media • Fresh Fruit and Vegetable Program Support 	
Shop		<ul style="list-style-type: none"> • Farmers Markets: <ul style="list-style-type: none"> ○ EBT promotion, Fresh Bucks ○ FMNP and Senior FMNP promotion • Retail: <ul style="list-style-type: none"> ○ Health Bucks fruit and veggie Rx ○ Grocery tours ○ Complete Eats promotion • Food Banks: <ul style="list-style-type: none"> ○ Healthy Food Pantry Assessments 	<ul style="list-style-type: none"> • Bulletin boards • Newsletters, recipes and educational handouts • Recipe demonstrations at food banks and farmers markets 	

Region 3 SNAP-Ed FFY19 Annual Report

		<ul style="list-style-type: none"> ○ Backpack programs ○ Healthy donation policies ○ Environmental changes and cues ○ Gleaning programs ○ Grow-a-row donation campaign 		
Live	<ul style="list-style-type: none"> ● Eating Smart, Being Active (ESBA) ● Plan Shop Save Cook (PSSC) ● Food Smarts 	<ul style="list-style-type: none"> ● Active transportation: <ul style="list-style-type: none"> ○ Walkability and bike-ability audits ○ County-wide Complete Streets Ordinance ● Farm to Community: <ul style="list-style-type: none"> ○ Community, Military and Tribal gardens ○ Youth Cooking Clubs, partnership w/ CACFP ○ Military to Farming career planning ○ Procurement ● Tribal walking groups 	<ul style="list-style-type: none"> ● Newsletters, recipes and educational handouts ● Newspaper articles ● Recipe demonstrations and environmental cues at CSOs 	
Play		<ul style="list-style-type: none"> ● Bike-ability audits ● Public bike safety events 	<ul style="list-style-type: none"> ● Food Hero social media 	
Work	<ul style="list-style-type: none"> ● Plan Shop Save Cook (PSSC) 	<ul style="list-style-type: none"> ● Grocery tours 		

Table: Estimated vs. Actual Reach

	FFY19 Estimated Reach		FFY19 Actual Reach
	Total	SNAP-Eligible	Total*
Direct Education	1,660	1,233	1,691
PSE Strategies	62,933	50,126	48,595
Total Indirect Education	39,821	35,562	165,656
Indirect Education Newly Reached	NA	NA	119,641

*Source: PEARS, ** SNAP-Eligible Reach information not available in PEARS

Region 3 SNAP-Ed FFY19 Annual Report

PSE reach was less than projected for the following reasons:

- A few programs experienced staff retirement and/or partner withdrawal, which led to a shortage of staff to conduct programming, and/or partners with which to conduct programming.
- PSE work is ongoing, often taking more than one year to establish partnerships and get to the intervention stage, resulting in a delay in reporting reach numbers.
- All local programs had discrepancies in PSE numbers reported in PEARS, vs on their annual reports. The region 3 data specialist is exploring the cause of differences in reporting so we can get closer to reflecting actual reach in PEARS reports. See “Challenges” section for more information.
- Many local programs continue to ask for additional guidance on estimating reach numbers in their plans, and the Region 3 IA appreciates ongoing opportunities to collaborate with other IAs and the Evaluation team on strategies to support our local programs with consistent reach estimation practices.

Regional Focus Area Highlight: Latino Outreach

In March 2018, the Region 3 IA hired a regional Spanish-Speaking/Latinx Outreach Specialist to conduct direct-education, indirect activities, translation of materials, and PSE outreach in Latinx communities. This position offers support to all regional SNAP-Ed programs, and her work is integrated into local-level plans. In FFY2019 this position reached:

- 14,914 participants, an estimated 40% of whom were Latinx/Spanish-speaking

Regional Focus Area Highlight: Farm to Community

During FFY19, the Farm to Community team supported activities in each county, as identified via a regional Farm to Community needs assessment conducted in FFY2018. Highlights from FFY19 include:

- Statewide Farm to School: Co-led the WA State Farm to School Food and Ag Education community of practice through representation on quarterly partner calls and workgroups.
- NW Farm to School Regional Gathering: Collaborated with Viva Farms, Whatcom F2S, WSDA and Common Threads to coordinate a regional farm to school gathering. Attended by more than 100 SNAP-Ed providers; school teachers, administrator and food service personnel; and other collaborators. The gathering provided TA for local food sourcing, best practices and resource sharing.
- Farmers Markets: In partnership with the Snohomish/Skagit WSFMA regional lead, presented SNAP/EBT market information at Snohomish County Food Bank Coalition and Snohomish County DSHS Local Planning Agency meetings to expand Farmers Market SNAP/EBT outreach and education to food banks, schools, CSOs, and housing sites in Snohomish County.

Region 3 SNAP-Ed FFY19 Annual Report

- Oak Harbor School Garden Committee: Coordinated with Oak Harbor School District Teacher on Special Assignment (TOSA) and District Nutrition Services Director to improve nutrition and physical activity environments and work towards including produce from the school gardens in the cafeteria.
- Farm to Preschool: Coordinated a “How to start an early childcare garden” workshop at the request of Snohomish County ECEAP & North Snohomish County Early Head Start. More than 30 early childcare teachers, cooks and leads attended the training.

Geographic Counties Served

Region 3 is a five county region in the northwest corner of Washington State. Comprised of the following counties:

- Snohomish (urban)
- Skagit (rural)
- Island (rural)
- Whatcom (rural)
- San Juan (rural)

Number and Type of Sub Grantees

In FFY2019 ten local programs received funds to conduct SNAP-Ed programming in Region 3.

Four programs are housed within the WSU Extension land grant university system:

- WSU Snohomish County Extension
- WSU Skagit County Extension
- WSU Island County Extension
- WSU Whatcom County Extension

Six programs are sub-grantees:

- Snohomish Health District (local health jurisdiction)
- Tulalip Tribes (Tribal)
- United General District 304 (local health jurisdiction)
- Island County Public Health (local health jurisdiction)
- Common Threads Farm (non-profit)
- San Juan County Health and Community Services (local health jurisdiction)

Principal Partners

Principal partners integral to planning, implementing and evaluating our SNAP-Ed work include:

- School districts and individual schools
- Early childcare providers
- Farmers markets

Region 3 SNAP-Ed FFY19 Annual Report

- Retail grocery
- Food banks and mobile food banks
- Tribal communities
- Military base
- Community Service Offices (CSO) and Community Resource Centers
- Low-income and transitional housing
- Government agencies such as Parks and Recreation, Public Works, Department of Transportation
- Job training sites such as Goodwill Industries

Funding Level

IN FFY2019, Region 3 was allocated \$1,485,810 for SNAP-Ed programming and administration. Mid-year we requested a cost amendment to provide translation certification training for the Regional Latinx Outreach Specialist, and also to cover Forum travel expenses for local program and IA staff, bringing the final total amount allocated to Region 3 for FFY2019 to \$1,501.121.

FFY2019 Region 3 Billing

	1 st Quarter	2 nd Quarter	3 rd Quarter	4 th Quarter
Total Billing	\$267,115.21	\$362,323.80	\$364,137.33	\$470,639.45
On target?	N	Y	Y	Y
Cumulative \$s		\$629,439.01	\$993,576.34	\$1,464,269.79
Cumulative %	18%	42%	67%	97.5%

\$36,851.21, or 2.5% was left unspent in Region 3 in FFY2019. The majority of unspent funds were the result of unexpected staff resignation in two local programs – Island County Public Health, and Snohomish WSU. All other programs spent within 3% of their budget totals, and Region 3 IA spent within 1% of budget total.

Region 3 SNAP-Ed FFY19 Annual Report

Success Stories

Success stories have been selected to show the breadth and variety of SNAP-Ed work in Region 3. Stories have been categorized into PSE, Partnerships, or Direct Education. However, it is difficult to separate partnership from PSE and Direct Education, and in most of these stories, partnership is a key element to success.

Success Stories Highlighting PSE and Partnerships

Domain: Shop

Island County Public Health: “Goosefoot Collaboration on Whidbey Island Farm Stand/Store/Market Directory Map”

The Goosefoot Community Fund is a non-profit that serves the mission to build a sense of place and community, preserve rural traditions, enhance local commerce, and help create a healthy, sustainable future for South Whidbey Island. Each year they put out a directory detailing roadside farm stands, farm stores, CSAs and Farmers Markets with locations, hours, and types of items sold from produce to beef, flowers and other local products. They also include other partners such as Whidbey Kitchen, Whidbey Island Conservation District, Whidbey Island Grown, and Slow Food Whidbey Island.

As one of its annual goals was to find new ways to promote EBT at Farmers Markets, Island County Public Health reached out to the Goosefoot while they were designing this year’s Farm Stand/Store/Market Directory, and they were more than enthusiastic about including an EBT demarcation for those farms and markets who currently accept EBT as payment. Next to the farm’s name there are symbols or letters to indicate their offerings. There is also a legend with descriptions for clarification.

This partnership was particularly exciting because of its wide reach—over 1,000 brochures have already been distributed and two farms that did not previously offer EBT have inquired about how they might do so. We have a similar goal of promoting healthy, locally grown foods and now our reach can be amplified.

Click here to see the [Whidbey Island Farm Stand Brochure](#)

Region 3 SNAP-Ed FFY19 Annual Report

Domain: Live/Work

WSU Island County Extension: “Naval Air Station Whidbey Island SNAP-Ed gardens make a healthy impact on sailors, their families, and civilian staff”



Washington State University Extension, Island County’s SNAP-Ed program has been assisting with two gardens at the Naval Air Station Whidbey Island (NASWI). The program is a partnership between the Navy Morale, Welfare and Recreation (MWR) program, WSU Extension Island County SNAP-Ed, and Master Gardeners. With three raised garden beds at the Convergence Zone Recreation Center (which serves military families) and eight raised beds at the Liberty Center (for unaccompanied sailors), the gardens provide not only a variety of fresh vegetables and fruit but also opportunities for learning gardening techniques and trying new healthy recipes.

At the Convergence Zone families and staff are invited to volunteer and harvest carrots, peas, garlic, lettuce, broccoli and herbs. SNAP-Ed staff offered recipe demonstrations one day a month during the spring and summer. Parents, children, and individuals joined in to try SNAP-approved recipes using produce grown in the garden.

The garden beds at Liberty grow everything from tomatoes to tomatillos, including herbs, ground cherries, cucumbers, squash, garlic, onions, carrots, kale, popcorn, and much more. Sailors and civilian staff are encouraged to volunteer in the gardens and to take its bounty. Often the garden volunteers do not know when to plant or when things are ripe. Some have never eaten a sugar snap pea or cucumber fresh off the vine. One sailor remarked that, “These cucumbers are amazing, you have to try some,” as she cut them up for five other new volunteers to the garden.

The program has generated hundreds of volunteer hours a month and donated hundreds of pounds of produce to a local food bank. It has been so successful that other Naval MWRs are interested in starting programs on their bases.

An early advocate for the Navy gardens, Jeffery Shaw, CIV NAS Whidbey Is, N92, shared, “Sailors come from all corners of the US and many have not been this exposed garden-fresh produce. If our program is

Region 3 SNAP-Ed FFY19 Annual Report

able to have one sailor taste produce straight from the garden, harvested with their own hands, we have succeeded. We have opened their eyes to the issues of food security, food sourcing and healthy eating and if we are lucky, we helped cultivate a passion for gardening.”

Domain: Live/Work

WSU Skagit County Extension: “SNAP-Ed DSHS CSO Lobby Takeover and Updates for Staff”



WSU Skagit County Extension has been working with the local DSHS CSO office for 2 years now, and their relationship has become a great partnership for both entities. WSU Skagit County Extension staff has been attending their local DSHS Local Planning Area Meetings, which bring DSHS and their partners together to establish outreach for SNAP participants. As a result of these meetings, WSU Skagit County Extension was invited to the CSO office for a Lobby Takeover— a month-long event in which SNAP-Ed staff visit the lobby every day to conduct food demos, provide education, and promote healthy eating campaigns.

In addition to activities in the lobby during the month of November, SNAP-Ed staff were able to connect with the DSHS staff during staff their 10-minute staff "huddles." Participating in the huddles was an opportunity to share information about SNAP-Ed activities with the DSHS staff, including schedules for classes and CSO lobby demos. In addition, WSU Skagit County Extension shared information on incentive programs, such as Complete Eats, that enhance client’s benefits. Because of the value of connecting with CSO staff to share information that will help DSHS clients increase their buying power for more fruits and vegetables and create a healthier lifestyle for their families, WSU Skagit County Extension has been asked to return on a regular basis to meet with staff during huddles.

"We are very much open to continued Food Demos.... It makes a huge difference to have WSU and SNAP education in our lobby and to have this regularly would be ideal. Let’s meet and discuss it!" - Edwin Blau, Mount Vernon CSO office

Region 3 SNAP-Ed FFY19 Annual Report

This work was highlighted in the [“Washington State SNAP-Ed and CSOs”](#) presentation on the statewide SNAP-Ed website.

Domain: Learn

United General District 304 – Community Health Outreach Program (CHOP): “Harvest of the Month Videos”

This year, CHOP began filming Harvest of the Month videos featuring local farmers to accompany monthly taste tests in the elementary classrooms. Teachers and students have enjoyed watching these videos and seeing some familiar faces of local farmers and SNAP-Ed staff.

"Having a chance for our students to touch and taste so many different types of fresh vegetables and fruits is a good opportunity for our students. I love the onsite interviews of the farmer who grew the product so our students can connect better with the value of fresh, local produce." -Brian Isakson, Principal at Evergreen Elementary

Click here to see the [Cauliflower Video and success story featured on the wasnap-ed.org website](#)

Domain: Shop

WSU Whatcom County Extension: “Connecting seniors to Fresh Bucks and FMNP program incentives at local farmers markets”

WSU Whatcom County SNAP-Ed has been partnering with the low-income senior residence, Eleanor Apartments, for the past three years. Senior residents and the director of Eleanor place were not aware of the EBT matching incentive programs available at the local farmers markets and wanted information for participating in the FMNP program for seniors.

WSU Whatcom County SNAP-Ed set up a tour and informative session for the seniors with the director of the farmers market, where the seniors learned where and how to use their EBT benefits to purchase foods, as well as information about the Fresh Bucks incentive program to double their spending power in purchasing locally grown fruits and vegetables at the market. Senior participants were delighted to learn of the resources available at both the downtown Bellingham and Barkley Farmers Markets!

Region 3 SNAP-Ed FFY19 Annual Report

Domain: Learn/Live

Common Threads: "East Whatcom County summer meal program success"



Using their SNAP-Ed funds, Common threads leveraged their PSE efforts with Kendall Elementary and Alderwood Elementary to establish relationships with East Whatcom County Resource Center and Sterling Meadows Apartments (low-income housing). These already strong relationships, supported by SNAP-Ed, prepared Common Threads to submit a proposal to Share Our Strength for the summer meal program innovation project. Common Threads was one of four programs nationally that received support to do an "innovative" summer meal program. As noted, this project was not SNAP-Ed funded, but leveraged to extend our SNAP-Ed funded work due to success with our existing partnerships.

Common Threads made USDA-reimbursable breakfasts and lunches with kids at the East Whatcom Regional Resource Center and reimbursable-snacks at Sterling Meadows during the summer of 2019. Common Threads hypothesized that kids would happily eat whole foods focused healthy meals if they played a role in preparing them. As kids lined up for "thirds" of lunchtime salad, there was no doubt that their hunch was right. Participating kids expanded their palates, eating family style meals and joyfully taking vegetables home to share with their families. Common Threads touched the lives of close to 60 children at least once and regularly had 25–35 kids participating in the hands-on breakfast, lunch, and snack programs. Five hundred seventy seven reimbursable meals were served through CACFP in total.

While the program will be evaluated more comprehensively, this program created a joyful place for kids to spend their summertime hours and have the chance to eat wholesome food in the company of their peers and caring adults. Common Threads believes they have only touched the tip of the iceberg in terms of capacity to change kids eating behaviors through joyful, hands-on food experiences.

Region 3 SNAP-Ed FFY19 Annual Report

Domain: Live

San Juan County Health and Community Services: “Complete Streets Ordinance Passed by San Juan County Council”

San Juan County Health and Community Services partners with other county agencies, Public Works, Department of Community Development, Parks and Recreation, and Land Bank, as well as community partners, including San Juan Island Trails, Lopez Island Trails Committee, and Friends of the San Juans, to promote bike and pedestrian safety initiatives. These initiatives include Tour de Friday Harbor Family bike events and promotions to capture community support of safety shoulders and areas where children and families can safely ride bikes or walk on roadways.

Complete Streets is a program developed by the Washington State Department of Transportation to encourage road planners to assess the needs of pedestrians, bicyclists, motorists and transit riders on roads throughout the state. It requires a municipality to agree to draft street-design plans that accommodate all modes of transportation. However, it does not stipulate that the final design must include those details, nor that any predetermined set standards be applied.

San Juan County Health and Community Services, along with a collection of community partners, completed walkability/bikeability audits on all three islands around low-income housing and schools. Results from the audits concluded that there was a severe lack of sidewalks and roadways with room for bicyclists. This information was presented in a report to Board of Health and County Council with the goal of gaining their support of efforts to improve the built environment and provide opportunities for people in the community to safely walk or ride bikes to school, work, and play.

On November 27, 2019, San Juan County Council passed a Complete Streets Ordinance, which requires Public Works to consider multi-users as part of standard road improvements when designing roadways in the county. By passing this ordinance and becoming the second county in Washington State to do so, San Juan County hopes to qualify for more funding opportunities that support non-motorized road improvement projects to increase safety for pedestrians and bicyclists. Specifically, San Juan County aims to support safety shoulders and trails that facilitate multi-modal transportation for people where they live, shop, work and play. It was imperative to build community support and show the need to the council to ensure their support of this Ordinance.

“Every time we do something for a road it needs to have a solution that provides pedestrian and bicycle pathways,” Councilmember Rick Hughes said.

Click here to see the [video on success story on the wasnap-ed.org website](#)

Domain: Shop/Learn

WSU Snohomish County Extension: “Snohomish Backpack Alliance Inaugural Meeting”

Backpack programs in North Snohomish County are coordinated by various stakeholders—schools, food banks, individuals in the community—and each backpack program has unique strategies and goals to

Region 3 SNAP-Ed FFY19 Annual Report

provide emergency food to youth in the community. In site visits and communication with pack coordinators a few observations were made:

- Access to and the provision of fresh fruits and vegetables is a challenge due to storage, packing, cost, spoilage
- Access to protein is a challenge due to policies around peanut allergies and cost of protein items
- The provision of less nutritious 'snack' foods is common because they are low cost, lightweight, have a long shelf-life, and are appealing to youth

WSU SNAP-Ed worked with the Stanwood Camano Food Bank - HOPE Backpack Program Coordinator to engage and create collaboration between emergency weekend backpack programs in North Snohomish County. The Snohomish Backpack Alliance had its first meeting that included 6 programs. This kick off got the wheels turning for group collaboration and increased purchasing power. SNAP-Ed helped bring these stakeholders together and voiced a need and ideas to include fresh fruit and vegetables and healthy protein options in pack programming.

Domain: Live

Tulalip Tribes: "Keiser Moses Pow Wow"

In January, the Moses Family invited the Diabetes Prevention and SNAP-Ed Programs to be a part of their son's 16th Birthday Pow Wow Event. The Moses family asked the Tulalip SNAP-Ed team to help create the menu, cook, and serve the dinner offered at the sacred ceremony. Including SNAP-Ed in planning for this event meant including more fruits, vegetables, and whole grains. Normally at these events family or other tribal members cook and serve the food. Usually these foods consist of Fry Bread, spaghetti and smoked salmon.

This event was especially significant as this was the first time in history any of the Tulalip departments have been asked to conduct such a service at such a highly respectable and sacramental event.

The Moses family has been attending the Tulalip Garden Days events for the last 7 years. Because of the great work Veronica Leahy, Master Gardener and Diabetes Prevention Program Coordinator, has been doing with the community at these events, the Moses family was inspired to invite us to cater. The Moses family has been very supportive and active in the Tulalip community garden at the Health Clinic.

At this event, AnneCherise Jensen, Tulalip SNAP-Ed Program Coordinator, was asked to create a salad with the sacred food, smoked salmon. This was the first time where the smoked salmon had been served with the greens of the Earth. A deceased & highly respected tribal elder once said, "I am afraid that our people will forget about the green plants of this Earth. We must remember to consume the foods of the Earth, not just the sea". With this, the SNAP-Ed team had the privilege of creating a simple, delicious salad that many of the participants raved about.

Though not all people did eat or like the salad, the desire of the Moses family to bring this message to their Tulalip Friends and Family was meaningful. It was a soft and subtle message to the people indicating, "Diabetes is killing our community. We must take action today to stop this disease from affecting our future generations".

Region 3 SNAP-Ed FFY19 Annual Report

Success Stories Highlighting Direct-Ed and Partnerships

Domain: Work

Latino Outreach: “Direct-Ed in Collaboration with Job Training Program”



In March 2019, the Region 3 Latino Outreach Specialist provided a four-week Plan, Shop, Save, Cook class for the students at the Whatcom Goodwill Job Training Center. This was the beginning of a partnership between the Whatcom WSU Extension SNAP-Ed program and Whatcom Goodwill. Norma Suarez, an employee with Goodwill, was very passionate about bringing SNAP-Ed to the center to teach this class. She had taken a class several years ago and found it very inspiring. She was instrumental in recruiting students and she herself participated in the classes.

The students were engaged in the subject matter, asking many great questions and giving positive feedback. They greatly enjoyed preparing new recipes and seeing how fast and easy healthy cooking can be. At the end of the class series, Ms. Suarez offered a Goodwill gift certificate to the students who finished the class so that they could buy their own kitchen supplies. This was exciting for them because they had been admiring some of the tools used in class. This was the beginning of a great partnership because the two agencies made the experience both fun and rewarding for the students. Ms. Suarez has already asked about the possibility of future nutrition classes.

Region 3 SNAP-Ed FFY19 Annual Report

Evaluation

Formative, Process, and Outcome evaluation that occurred in Region 3, outside of the statewide evaluation effort includes:

Region 3 IA:

Formative Evaluation: Local program support and technical assistance needs

- Purpose: Determine needs for local program training and technical assistance with direct education, PSE assessment and implementation, PEARS, fiscal and budgeting, plan amendments and report writing
- Tools: Surveys at regional meetings, Quarterly report question, Program monitoring checklist, Site visit checklist

Region 3 Local Providers:

Formative Evaluation: Local partner priorities, program planning, and relationship development

- Purpose: Work with local partners and SNAP-Ed delivery sites to determine assets, priorities, and opportunities for support and program delivery.
- Tools: Meetings with partners, surveys, participation in local coalitions and steering committees, activities to strengthen relationships

San Juan Health and Community Services:

Formative Evaluation: Needs assessment for Grow Your Own Food Workshop with families with preschool age children.

- Purpose: To determine interest, education topics perceived by families as important, and availability of family to schedule workshop series
- Tools: Survey

WSU Snohomish Extension:

Formative Evaluation: Focus groups conducted at food banks

- Purpose: In partnership with the Nutritious Food and Health Workgroup, conducted focus groups to explore ways to better connect clinics and emergency food delivery sites
- Tools: Focus groups

Island County Public Health and WSU Island County Extension

Process Evaluation: Elementary School Teachers and Administration Strategic Planning through ongoing participation in Oak Harbor Public Schools Garden Steering Committee.

- Purpose: To evaluate school garden program to date, and gain feedback from teachers and staff on goals and how to improve
- Tools: Prioritization, Action Plans, Annual planning meeting includes extra time for assessing progress toward goals and prioritizing activities for upcoming year

Region 3 SNAP-Ed FFY19 Annual Report

Common Threads Farms:

Outcome Evaluation: Impact Report

- Purpose: Evaluation of school-based food education programs to determine impact of gardening and cooking lessons.*
- Tools: Here is the link to a [one-page summary](#), as well as the [full report](#).

*This report was produced in partnership with Serve WA and Washington Service Corps and includes non-SNAP-Ed eligible schools receiving services through other grants.

Challenges

Some programs noticed a decrease in the percentage of kids qualifying for Free & Reduced Price meals at some schools. Some school partners are concerned that the additional requirement of social security # on the FRP application might be affecting the number of Latinx and immigrant families who apply.

Feedback from the four local programs working with food banks, that food bank staff is not receptive to/ready for the Healthy Food Pantry Assessment tool. Region 3 IA noted this barrier, and is exploring other tools, trainings or resources that can support regional efforts to assess and improve food bank policies and environments.

Local programs continued to voice frustration due to the focus of Evaluation only on Direct Education.

- Only 4/10 programs in Region 3 do direct-ed, and we estimate this is only about 25% of the SNAP-Ed work happening in Region 3. Direct-ed staff express feeling overburdened with visits from Evaluation and Curriculum on top of our local ME visits.
- All 10 programs in Region 3 do PSE, and we estimate this accounts for 75% of SNAP-Ed work in Region 3. Staff working on PSE express that they have little to no support with evaluating and showing the impacts of their programs
- **Solution/Response:** The IA surveyed local programs on evaluation needs, and invited our new Regional Evaluation Specialist from the statewide Evaluation Team to meet and discuss those needs in March.
- **Solution/Response:** Nikki and Erica from the statewide Evaluation Team attended the Spring Region 3 meeting in Bellingham as an opportunity to get to know the programs, and hear needs directly from program providers. This also provided an opportunity for the Evaluation Team to share information and ask our providers questions to help us all exist on the same page using language we all understand.
- **Solution/Response:** PSE Evaluation pilots in the areas of schools and food banks are welcomed and appreciated! The IA will work with local programs doing PSE work outside of these areas to assist them in submitting requests to the Evaluation team as needed for evaluation support.

Region 3 SNAP-Ed FFY19 Annual Report

Staffing challenges: Several local programs experienced new or ongoing challenges with staffing, with reasons ranging from maternity leave, to delayed hiring, to staff resignation/turnover.

- **Solutions:** The Region 3 IA met with programs as staffing problems are identified, to determine what support is needed to ensure programming and partner needs are met if/when staffing shortage occurs.

How to support and report programming that leverages other funds for expanded reach: several local programs utilize multiple funding streams to conduct SNAP-Ed allowable work. These organizations voiced frustration that the full impacts of this work are not reportable via the current SNAP-Ed reporting system. We also heard frustration about meetings and trainings being focused on the needs of programs that are 100% SNAP-Ed funded, and that the two types of program models do not always understand each other.

- **Solution/Response:** The Region 3 IA plans to explore options for reporting more broadly in PEARS, and ways to document the impact that leveraged funds from outside SNAP-Ed expand the reach and effectiveness of SNAP-Ed funds.
- **Solution/Response:** At an in-person Region 3 meeting in FFY2020, IA leads will facilitate a discussion to help 100% SNAP-Ed funded programs and multi-funded programs to better understand their respective models, and how they can support and learn from each other. A possible outcome of this would be a map that includes SNAP-Ed funded work and also the work that is leveraged through other funds.

Several local SNAP-Ed programs have reported programming changes due to partners being unresponsive, or champions not being available due to time constraints.

- **Solutions:** We continue to advise local programs to adjust their plans to fit local needs and readiness, including reaching out to new partners, as those changes occur.

All local SNAP-Ed programs were found to have discrepancies between reach and activities reported in annual reports vs what was reported in PEARS. Some significant reach was reported on annual reports, but not in PEARS, and discovered too late to add that information to PEARS.

- **Solutions:** The Region 3 Data Specialist is meeting with each local program to investigate reasons for reporting inconsistencies, and providing technical assistance to correct these inconsistencies going forward. The IA will be exploring ideas to reduce discrepancies in future reporting, including changing quarterly & annual report templates to better reflect PEARS and/or changing report deadlines to ensure discrepancies are caught early enough to make changes in PEARS if needed.