Contents

- Executive Summary (p. 2-6)
- Success Stories (p.7-12)
- Evaluation (p. 13-14)
- Challenges (p. 15-16)
Executive Summary

Washington State University is located in Pullman, Washington, with Extension offices in each county. SNAP-Ed is housed within this Extension system and draws on expertise from across the state. The Region 3 Implementing Agency leads were headquartered in Whatcom, Snohomish, and King WSU County 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 FFY2020 WSU Extension has contributed to SNAP-Ed goals by:

- Assisting local programs in responding to drastic changes in implementing program activities, and meeting goals and objectives due to the COVID19 pandemic. Specifically:
  
  o Holding open office hour (virtual) time each week at the beginning of the crisis to support local program staff in altering program activities and meeting community need.
  o Working with local program providers to identify new opportunities as well as necessary plan adjustments and amending project plans and budgets accordingly.
  o Implementing Agency Lead participation in workgroups and trainings to support coordination of efforts statewide. Examples include: Planning Action Committee (PAC), Virtual Education Workgroup, Friday Forums and What’s Up Wednesdays dedicated to COVID response, and PSE trainings.
  o Implementing Agency Lead participation in ongoing workgroups, networks, and coalitions that have shifted focus to COVID response. Examples include: WSU Food Systems Program, WA State Farm to School Network.
  o Support of local program staff participation in Virtual Education Workgroups that provided resources for SNAP-Ed providers to deliver nutrition education via virtual platforms.
  o Shifting monitoring activities and visits to virtual options to maintain safety of staff.

- 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. These activities were shifted to a virtual format due to the COVID19 pandemic.

- Facilitating 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 area of:
  - Latinx 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 Latinx community.

- Identifying and supporting opportunities for program sustainability and expansion including facilitating collaboration between local providers within counties.

- 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.

Interventions conducted through the domains of **Eat, Learn, Live, Play, Shop, and Work**

The table below shows interventions conducted in Region 3 in FY20. Many of these interventions were shifted or put on hold at the onset of the COVID19 pandemic.

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<th>Table: Region 3 Interventions by Domain</th>
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<td>• Coordinated Approach to Child Health (CATCH)</td>
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<td>o Grow-a-row donation campaign</td>
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### Regional Focus Area Highlight: Latino Outreach

Region 3 Implementing Agency has included 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. This specialist has provided added support during the COVID19 pandemic through translation of outreach materials, and outreach to communities hit hard by the crisis. During the FY20 year, she was also able to complete the University of Massachusetts Boston English/Spanish language translation program and now holds a Certificate in Translation for English to Spanish. In FY20 this program reached:

- 6,389 participants, an estimated 71% of whom were Latinx/Spanish-speaking

### 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 FFY2020 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
Region 3 SNAP-Ed FFY20 Annual Report

- 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
- 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 FFY2020, Region 3 was allocated $1,303,110
Final cumulative billing at the end of Q4 was $1,183,200
The % of total allocated funds spent was 91%

*The majority of unspent funds were as a result of the COVID-19 pandemic. Changes to programming resulted in significant reductions in staffing, travel, goods and services purchased, and supplies for program administration. Conferences were canceled or held virtually, partner meetings were not possible and most education delivery became virtual. In some cases, funds were shifted to LIAs that were able to increase activities and provide greater resources to participants. Positions that would have been filled were put on hold temporarily. The Implementing Agency team worked closely with LIAs and DSHS leadership to communicate new opportunities as well as provide information on anticipated underspend.*
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. In all program highlights, partnership is a key element to success.

Success Stories Highlighting PSE

Common Threads – “Community partnerships to increase food access in Bellingham”

Due to the pandemic, many farmers have lost the typical markets for their products at the same time that many families are experiencing food insecurity. By working cooperatively with the Bellingham Food Bank and the Bellingham Public Schools' Central Kitchen, Common Threads Farm has been able to address both challenges.

In late June 2020, Common Threads began coordinating volunteers to implement the 'Farm to Freezer' project. The Food Bank purchases produce (from minority owned farms when possible) to be processed by Common Threads volunteers into soups and sauces. Volunteers also harvest produce in school gardens. All these foods are packed into beautiful boxes for families and distributed once per week to SNAP-Ed eligible schools and affordable housing sites in Bellingham. Over 1200 pounds of garden produce was harvested and shared with families in 2020. At some school sites, volunteers noted that food boxes ran out within half an hour of delivery!

One volunteer at Carl Cozier Elementary shared, "A student walked up with his mom and it was the first time I’d seen him in a while. We got to catch up a little bit and I offered him some garden produce. When I offered him [some] strawberries, he got a huge smile and started jumping up and down."

Another volunteer shared, “It’s especially great to hear how families plan to use the food, whether that’s the salad that they’re going to add to their meal that night or the vegetable that they tried for the first time and loved so much they put it in everything."

From a PSE perspective, it’s a triple win:

- Farmers whose markets have been compromised report that they are staying in business thanks to this program;
- Produce from school gardens goes to use despite schools being closed; and
- Community members experiencing food insecurity have access to food harvested, prepared, and frozen at peak ripeness and nutrient density.
WSU Extension SNAP-Ed programs collaborate with WSU Extension Master Gardeners programs to respond to COVID-19

As public restrictions were mandated due to COVID-19, WSU SNAP-Ed programs in Whatcom and Skagit counties were no longer able to provide in-person programming with food bank and school partners and plans had to change quickly. Partners expressed that their greatest need was assistance with emergency food distribution. Since SNAP-Ed was unable to receive a waiver to provide this support, SNAP-Ed staff explored other options for providing support while still following SNAP-Ed guidance. Opportunities identified within two Extension offices led to a partnership with the Master Gardener program that provided both tangible food plant starts and education to support using these foods as part of a healthy diet and physically active lifestyle.

In June of 2020, WSU Whatcom Co. Ext. SNAP-Ed purchased 250 plant starts from the Whatcom Master Gardeners program to distribute with multi-lingual gardening educational resources at three low-income community housing sites in Whatcom County: Sterling Meadows, New Way Ministries, and Eleanor Apartments. Informative handouts detailing the care and growing requirements of the various plants were translated into Spanish by the regional Spanish-speaking SNAP-Ed coordinator. Resources on the health benefits of the produce as well as tips for harvesting and preparing the items were also included.

In April of 2020, the Skagit County Master Gardeners provided over 200 plant starts for distribution to SNAP-Ed participants in Skagit County at community gardens, a food bank, and an Elementary school garden. In addition to the plants distributed, the Skagit WSU SNAP-Ed team provided technical assistance and gardening educational resources to the Tri Parish food bank and Jefferson Elementary gardens. The results of everyone’s efforts came to fruition when the first heads of lettuce were harvested from these community gardens and dispersed to local families experiencing food insecurity.

Based on the positive response from site partners and participants, WSU Whatcom and Skagit County Extension SNAP-Ed programs continued to build upon collaborative community outreach efforts with Master Gardener program partners by providing garden technical assistance and sharing recipe and food storage information throughout the growing and harvesting season.

Chuck Tookey, community director at Sterling Meadows, upon receiving the plants and resources shared, "You have no idea what this will mean to residents; being able to grow their own food and being given resources on how to store and cook the foods they grow is so important to build knowledge, community, and resiliency. Thank you!"

Photo: 80 plant starts for Sterling Meadows residents, WSU Whatcom Co. Ext. SNAP-Ed
United General Hospital District #304 CHOP – “Harvest of the Month becomes Harvest of the Week”

Changes in access to schools and cafeterias as a result of COVID-19 led to a halt in the planned Harvest of the Month program with the Sedro-Woolley School District. United General District 304 identified opportunities to serve families that were already accessing services through the WIC Clinic with emergency resource kits including diapers, formula, masks, hand sanitizer, books, and medicine lock bags. Combining resources, including SNAP-Ed funding and staff expertise with this effort meant that each of these kits, delivered weekly, included a “Harvest of the Week” item. This produce was procured from a local farm and was accompanied by a recipe sheet detailing age-appropriate preparation suggestions for infants, toddlers, and the rest of the family. These kits were well-received by families and the success of the program led to discussions on continuing this work in the future.

Participants received kits featuring

- Blueberries from Cascadian Farm
- Zucchini, beets, and broccoli from Viva Farms
- Recipes geared toward parents with young children

Sample of the nutrition education materials included in the kits. *See Appendix A: United General Recipe Card Blueberries

Success Stories Highlighting Partnerships

San Juan County Health and Community Services – “FARM Fund”

San Juan County Health and Community Services SNAP-Ed coordinator, Kristen Rezabek participates in the San Juan Islands Agricultural Guild (Ag Guild) FARM (Food, Agriculture, Relationships, Markets) Fund program. The FARM fund, through partnerships with the Orcas Island Community Foundation and San Juan Island Community Foundation, distributed over $165,000 in grants to farms serving Orcas and San Juan Island to increase local food production, meet food security needs, and provide economic incentives and local jobs during the COVID-19 pandemic. These grants were made possible by the
extraordinary generosity of donors dedicated to the immediate scaling-up of agricultural production to ensure that every Island family in need has access to fresh local food, not only during the COVID-19 crisis, but for years to come.

In the FARM fund first round, a nine-member committee vetted and ranked 30 proposals from farmers on Orcas and Waldron Island. The committee selected four proposals from farmers who pledged to increase production and provide fresh, local farm products to the Orcas Food Bank and Orcas Island School District for free or significantly reduced cost. Recipients include: Maple Rock Farm, Lum Farm, Morningstar Farm, and Rainbow Chicken Ranch.

The second round of FARM funds recruited farms on San Juan and Lopez Island to apply for a microloan program to fund season extension projects and repay the no interest loan by donating products or selling food, at cost, to food access organizations. The four farms selected include: Midnight's Farm, Sweet Earth Farm, Cloudberry farm, and North Start Farm. The recipients received funds to provide season extender projects such as a caterpillar tunnel, greenhouse, grape trellis system, and grain silo.

“The Orcas Island Food Bank alone has seen an over 200% increase [in clients]. At the same time, our farmers, who normally sell to restaurants, and the farmers markets are struggling to begin their season at all. This critical funding will allow four island farms to provide desperately needed food to island families for free or dramatically reduced costs, while supporting themselves and their employees,” said Hilary Canty, Executive Director of the Orcas Island Community Foundation.

“It was incredibly hard to choose from so many impressive proposals,” said Ag Guild Director Steph Coffey. “We greatly appreciate the opportunity the Orcas (and San Juan Island) Community Foundation has provided to local farms to expand production to meet emergency food needs now and into the future.”

WSU Snohomish County Extension – “Snohomish County food resource mapping”

In response to COVID-19, many of the places that SNAP-eligible people access food made changes to how that food was accessed. This included food banks changing hours, schools modifying meal distribution, new food delivery sites opening, and some food sites closing. Additionally, loss of income led to a drastic increase in people experiencing food insecurity. As these programs were working hard to adjust to these challenges, updated online tools and connection points were not always available.
WSU Extension SNAP-Ed heard from local partners and participants that having one place to go to find out how to access these resources would be very helpful. In response, SNAP-Ed staff developed an interactive map to support food access in Snohomish County. The map includes food banks, school meal sites, senior meal sites, backpack programs, and farmers markets. The community was invited to provide feedback and insight into resources that may have been missed.

The map was posted in late July and at the time of this report it had been visited more than 2,000 times. It has been shared by school districts, food banks and community members, posted on the Snohomish County COVID response website and distributed weekly by Snohomish County ECEAP to county-wide partners.

SNAP-Ed staff update this resource regularly to help meet the community need for tools that are comprehensive and current.

Link to the map:
https://extension.wsu.edu/snohomish/families/snap-ed/food-access-snohomish-county/

Screenshot of map:

Success Story Highlighting Direct-Ed

WSU Skagit County Extension – “Direct education delivery gains a champion and deepens impact”

WSU Skagit County Extension SNAP-Ed began working with West View Elementary School in 2017, implementing a Harvest of the Month campaign in the lunchroom. SNAP-Ed staff had been developing a relationship with the Principal as school staff were hesitant to give up classroom time for nutrition education. In the summer of 2019, WSU Skagit Co. SNAP-Ed was invited to teach a summer school nutrition education series at West View Elementary. During the series, SNAP-Ed staff identified a champion in classroom teacher Jose Perez. He was very impressed with the SNAP-Ed direct education programming and advocated with the Principal for future SNAP-Ed direct education series in his classroom. In the beginning of FY20, SNAP-Ed staff delivered a seven-lesson Coordinated Approach to Child Heath (CATCH) series.

Through this successful direct education partnership, involvement at multiple levels of the school have been made possible with Jose as a champion. He has assisted with supporting nutrition lessons in his
classroom and providing additional reinforcements with SNAP-Ed nutritional messages to students and their families. Jose incorporated the Harvest of the Month campaign into learning opportunities for students to connect the programming to their own lives and had them write monthly essays based on their experience. At the end of the SNAP-Ed series in his classroom, Jose reported that students were encouraging each other to bring healthier snacks to school. Impressed by the amount of student engagement and positive response to the SNAP-Ed classroom series, Jose encouraged other teachers at West View to request SNAP-Ed direct education outreach in their classrooms.

Jose overheard his students in the lunch line discussing the sugary beverage lesson and the students chose the white milk instead of the chocolate milk. "I couldn't believe it; they love chocolate milk.... that is how we know they are listening when you see stuff like that!"

Photos: Mariah Brown-Pounds teaching first SNAP-Ed direct education series at West View Elementary School
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, report writing and COVID-19 response.
- Tools: Surveys at regional meetings, Quarterly report questions, Program monitoring checklist, Site visit checklist, Individual check-ins.

Region 3 Local Providers:

**Formative Evaluation:** Local partner and participant 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; and Interact directly with SNAP eligible audiences to identify priorities, current expertise, and community driven initiatives already under way.
- Tools: Meetings with partners, surveys, focus groups and stakeholder meetings, participation in local coalitions and steering committees, activities to strengthen and deepen relationships.

*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 and Harvest of the Month 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.

*Island County Public Health and WSU Island County Extension*

**Outcome Evaluation:** Elementary school students at SNAP-Ed schools in Oak Harbor
- Purpose: Through a collaborative process involving SNAP-Ed staff from both agencies, a pilot survey was developed to assess the impact of school gardens and Harvest of the Month activities on students’ knowledge and behavior in the two elementary schools served by SNAP-Ed.
- Tools: Through a partnership with the librarian, the survey was administered during library time in the fall. The plan was to administer the survey again at the end of the
school year. This plan, however, was not able to be completed due to COVID-19 related school closures.

Common Threads Farms:

**Process & Outcome Evaluation:** Teacher evaluation

- Purpose: Evaluation of school-based food education programs to determine impact of gardening and cooking lessons as well as gather input from the school staff for use in future programming plans.
- Tools: *See Appendix B: Common Threads Evaluation Summary*

WSU Skagit County Extension:

**Process & Outcome Evaluation:** Survey of participants in virtual cooking classes offered by partner agency Promise House

- Purpose: Gauge effectiveness of virtual program offered and gather feedback for use in future program planning.
- Tools: Survey administered to class participants. *See Appendix C: WSU Skagit Participant Survey*
Challenges

COVID-19 pandemic changes to programming, outreach and focus. Nearly every aspect of how SNAP-Ed programming is delivered was very suddenly altered with the onset of the COVID-19 global pandemic. Local providers had to quickly adjust plans and find ways to respond to new and different needs in the community. Direct education projects that were planned in person were halted. PSE projects that were either in the beginning stages or well established were also interrupted.

- Solution/response: The Region 3 Implementing Agency team worked with local providers to assist them in adjusting programming activities. Technical support was provided on a weekly basis during open office hours as well as on an individual basis as needed.

- Solution/response: The Region 3 Implementing Agency team worked with local providers to identify which activities needed to be altered and what new opportunities might exist. Project plan and budget amendments were prepared and submitted accordingly.

- Solution/response: The Region 3 Implementing Agency team worked with the WA State SNAP-Ed Leadership Team to coordinate adjustments and provide guidance on new activities so that local providers could respond quickly.

Staffing/ability to fill open positions. SNAP-Ed staff positions need to be filled with people that possess specific skills and expertise. Program budgets often do not support compensation that entices people with those skills and expertise to apply for and accept these positions. Those circumstances in conjunction with limited applicant pools in rural and remote communities has left positions unfilled for several months to close to a year in some cases. This situation was only exacerbated by the onset of the COVID-19 pandemic.

- Solution/response: Region 3 Implementing Agency continues to advocate for compensation that attracts a wider pool of applicants as well as conducting search processes that are more likely to attract applicants that are representative of the communities we work with.

Local programs continued to voice frustration with a lack of evaluation tools for PSE.

- Solution/Response: The Data Specialist for the Region 3 Implementing Agency gathered concerns and served as a liaison to the statewide Evaluation Team whenever possible.

- Solution/Response: Local providers were encouraged to use the evaluation request form so that information on gaps could be communicated to the statewide Evaluation Team in a more formal and consistent way.

Inconsistencies in PEARs reporting were found between reach and how activities were reported by LIAs.
- **Solution/Response**: The Data Specialist for the Region provided training, resources, and technical assistance to LIAs so that activities could be reported with greater consistency and numbers reported on quarterly reports reflected those in PEARs.

Local Health District SNAP-Ed staff activated to emergency response and unable to carry out program plans.

- **Solution/Response**: The Implementing Agency team worked with SNAP-Ed staff from Island County Public Health and Snohomish Health District to amend program plans and budget projections due to the loss of ability to complete programming. Where possible, other SNAP-Ed programs were called in to assist if needed.

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