Friday Forum
February 17, 2023

WA SNAP-Ed Needs Assessment
• WA SNAP-Ed Evaluation Team
Purpose of Friday Forum

Platform for sharing examples, resources, and opportunities for delivering PSE.

Facilitate discussion and exploration among SNAP-Ed providers

Provide an interactive learning experience
Tech Check

Stay muted when not speaking

Keep video on when possible

Use Chat box for questions
Tribal Land Acknowledgment

Text your zip code to 1-907-312-5085
Or go to https://land.codeforanchorage.org/
WHAT CAN WE LEARN FROM THE STATEWIDE SNAP-ED NEEDS ASSESSMENT?

Evaluation Team | February 17, 2023
Meet the SNAP-Ed Evaluation Team

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Agenda

- Background information
- Nutrition education
- Healthy eating
- Physical activity
- Promotion
- Discussion
- Q&A
What is the purpose of the state-level needs assessment?
How are we **approaching** the WA SNAP-Ed needs assessment?

- SNAP-eligible people
- We are here!

- SNAP-Ed partner organizations
- SNAP-Ed state and local staff
Where did our data come from?

Secondary data sources

- Population-level data
- Literature review

Primary data sources

- Interviews with SNAP-eligible people
- Surveys with SNAP-eligible people*
Who did we talk with?
What did we learn about nutrition education?

Primary data sources
- Interviews with SNAP-eligible people

Secondary data sources
- Literature review
Have you participated in nutrition education?

- Yes: 7%
- No: 88%
- Not sure: 2%
- Didn't respond: 2%
What do respondents want to learn about?

Healthy eating

New recipes

Healthy families
Research Questions

Is nutrition education more effective with certain age groups compared to others?

For which age groups is nutrition education most effective?
## Definitions

<table>
<thead>
<tr>
<th>Term</th>
<th>Definition</th>
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<tbody>
<tr>
<td>Effective/Efficacy</td>
<td>measurable positive behavior change</td>
</tr>
<tr>
<td>Younger youth</td>
<td>children ages 5-13 years</td>
</tr>
<tr>
<td>Older youth</td>
<td>children ages 12-18 years</td>
</tr>
<tr>
<td>Adults</td>
<td>individuals ages 18+ years</td>
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</table>
How does education impact...?

Younger Youth
Impacts knowledge, attitudes, beliefs
Combining with participatory strategies & PSE

Older Youth
Impacts behavior
Focus on building self-efficacy
Participatory strategies & PSE

Adults
Impacts behavior
Combining with cultural tailoring & PSE
<table>
<thead>
<tr>
<th>Literature Recommendations</th>
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<tbody>
<tr>
<td><strong>1</strong> Education for Older Youth &amp; Adults</td>
</tr>
<tr>
<td>• Lecture-based most effective with adults</td>
</tr>
<tr>
<td>• Direct education with experiential elements effective older youth</td>
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<tr>
<td><strong>2</strong> Intervention Duration Matters</td>
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<tr>
<td>• Longer interventions are better</td>
</tr>
<tr>
<td>• Duration for youth was 6+ months</td>
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<tr>
<td>• No set recommendation for adults</td>
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<tr>
<td><strong>3</strong> PSE for All</td>
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<tr>
<td>• Multifaceted interventions</td>
</tr>
<tr>
<td>• Experiential/Hands-on</td>
</tr>
<tr>
<td>• Choice &amp; Self-efficacy</td>
</tr>
<tr>
<td><strong>4</strong> Effective Participatory Strategies</td>
</tr>
<tr>
<td>• Cultural Tailoring</td>
</tr>
<tr>
<td>• Youth Involvement</td>
</tr>
</tbody>
</table>
What does this mean for us?

Think

- Take a minute to collect your thoughts

Write

- Jot down your thoughts on a sticky note(s) in Jamboard
What did we learn about **healthy eating**?

Secondary data sources

Primary data sources

- Population data
- Interviews with SNAP-eligible people
Healthy Eating in Washington State

Percentage of Adults Who Reported Consuming Fruits 1 or More Times a Day, by Household Income (2021)

Data from CDC’s 2021 Behavioral Risk Factor Surveillance System (BRFSS) surveys
Healthy Eating in Washington State

Percentage of Adults Who Reported Consuming Vegetables 1 or More Times a Day, by Household Income (2021)

Data from CDC’s 2021 Behavioral Risk Factor Surveillance System (BRFSS) surveys
Healthy Eating in Washington State

Percent of people with Limited Access to Healthy Foods: 5.1%

Data from County Health Rankings.
Healthy Eating in Washington State

Percent of people experiencing food insecurity (ACS): 10.4%

Data from County Health Rankings.
How do respondents characterize ‘healthy eating’?

“How do respondents characterize ‘healthy eating’?

“Eating foods that make us feel good - a cookie, not 10 cookies. Variety and rainbow of fruits and veggies.”

“Looks like nothing out of a box. Eating from the ground - fresh fruits and veggies. Nothing processed or added chemicals. Don’t make you sick.”

“Baked chicken - anything baked. Fruit and veggies on side. Water. Tend to like pop more in the family.”
What makes healthy eating easy or difficult?

**Facilitators**
- Available time
- Social ties
- Motivation
- Access

**Barriers**
- Limited access
- Limited time
- Habits or preferences
What did we learn about **physical activity**?

**Secondary data sources**

Population data

**Primary data sources**

Interviews with SNAP-eligible people
Physical Activity in Washington State

Percentage of Adults Who Reported Doing No Physical Activity or Exercise Other than Their Job in the Past 30 Days, by Household Income (2021)

Data from America’s Health Rankings based on CDC Behavioral Risk Factor Surveillance System (BRFSS) data
Physical Activity in Washington State


- Less than $25,000: 19.1% (Washington State), 15.9% (United States)
- $25,000 to $49,999: 22.7% (Washington State), 20.2% (United States)
- $50,000 - $74,999: 24.6% (Washington State), 23.6% (United States)
- $75,000 or more: 29.9% (Washington State), 27.9% (United States)

Data from America’s Health Rankings based on CDC Behavioral Risk Factor Surveillance System (BRFSS) data
What does physical activity look like for respondents?

“Can walk to grocery store or walk to post office or walk to grandma's house. Get a walk in everywhere.”

“Chasing the kids around, do a lot of family activities to the park and in the yard with the dogs.”

“Walking and workouts at home.”
What makes physical activity easy or difficult?

**Facilitators**
- Neighborhood safety
- Children
- Social support
- Time
- Access

**Barriers**
- Limited time
- Weather
- Motivation
- Safety
What does this mean for us?

Think
- Take a minute to collect your thoughts

Write
- Jot down your thoughts on a sticky note(s) in Jamboard
What did we learn about health promotion?

Primary data sources

Interviews with SNAP-eligible people
Key Information Channels

Who do you go to for information on nutrition and physical activity?

- Health care worker (doctor, nutritionist, etc.): 21%
- Family and friends: 19%
- Celebrities (influencer): 7%
- SNAP-Ed or nutrition education class: 2%
Media Preferences

What media do you use for nutrition and physical activity information?

- Facebook: 33%
- Instagram: 26%
- TikTok: 23%
- YouTube: 21%
- Website: 14%
- Books: 2%
Why do respondents prefer these sources?

“Just because I can do my own research and figure out what’s best for myself.”

“Easily accessible and already on social media - might as well make it informative.”
What channels should SNAP-Ed consider?

How would you like to get information on nutrition and physical activity?

- Social media: 47%
- At a community event: 21%
- App: 16%
- Streaming online: 14%
- Website: 12%
- TV show: 7%
- Pamphlets: 7%
- Books: 2%
- One on one with an instructor: 2%
- Text messages: 2%
What does this mean for us?

1: Think on your own
2: Share in pairs
4: Share with another pair
ALL: Share highlights with the group
Questions?
Thank you!

SNAPedEvaluation@doh.wa.gov
To request this document in another format, call 1-800-525-0127. Deaf or hard of hearing customers, please call 711 (Washington Relay) or email civil.rights@doh.wa.gov.