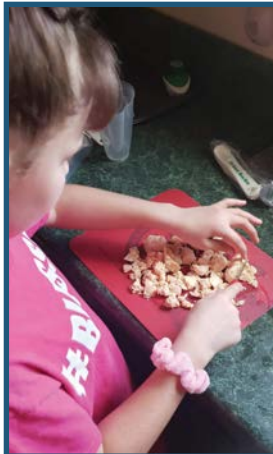


2020 VIRGINIA SNAP-ED ANNUAL REPORT



SNAP-ED PROGRAM OVERVIEW



The U.S. Department of Agriculture (USDA) is an equal opportunity provider and employer. This material is partially funded by USDA's Supplemental Nutrition Assistance Program – SNAP which provides nutrition assistance to people with low income. It can help you buy nutritious foods for a better diet. To find out more, contact your county or city Department of Social Services or to locate your county office call toll-free: 1-800-552-3431 (M-F 8:15-5:00, except holidays). By calling your local DSS office, you can get other useful information about services.

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A LETTER FROM THE LEADERSHIP OF VIRGINIA SNAP-ED

Dear Stakeholders,

The word that best describes this past year is “resilience.” Our country, our communities, and ourselves have experienced countless losses this year. But, in the end, we have collectively forged forward.

The same is true of Virginia SNAP-Ed. When faced with pivoting from programs delivered exclusively in person to programs delivered by phone, videoconferencing, or online - to ensure the safety of our employees, participants, and partners - our employees accepted this challenge.

As a team, we also worked together to create new opportunities to support food security, healthy eating, and physical activity through existing collaborations and new ones. Peer Educators and SNAP-Ed Agents were able to tailor our adapted “menu” of programming options to the needs and realities of their participants and partners. For example, some offered all of their programs by phone based on the lack or limited access to internet in their communities, while others found more success with the self-guided virtual education options. Along the way, we learned from each other and became stronger. As one Peer Educator who works with youth stated:

One of the key lessons we have learned is that it took flexibility and patience to adjust programming during the pandemic. We will continue to be flexible and to identify new ways to reach youth despite uncertain circumstance.

We are proud of our accomplishments and our program and how we supported our communities during this time. We are also optimistic about what we can achieve this next year.

Thank you for your ongoing support.

Sincerely,



Elena Serrano, PhD
FNP Director



Gina Kindred, EdD
Program Manager,
Operations



Sarah Misyak, PhD
Program Manager,
Evaluation & Research

SNAP-ED PROGRAM OVERVIEW

Virginia SNAP-Ed completed another year of working with SNAP-eligible individuals and families to promote food security, healthy eating, and physical activity across the Commonwealth through a variety of settings – learn, live, shop, and play - and delivery modes -peer and volunteer-led nutrition education, policy, systems and environmental changes, and social media and marketing. FY 2020 has been characterized by rapid change and

adaptation to conditions resulting from the COVID-19 pandemic. Social distancing measures due to the pandemic impacted the delivery method and style of Virginia SNAP-Ed programs and partnerships. It also put a halt on the hiring of any new employees. The overview highlights key achievements, challenges, and opportunities for growth in FY 2021.

In FY2020, Virginia SNAP-Ed enrolled...



39,165
youth
participants



5,096
adult
participants



2,725
teacher/volunteer
participants

ADAPTATIONS IN PROGRAMMING

In response to the COVID-19 pandemic, Virginia SNAP-Ed, like many organizations, was forced to transition all in-person programs to remote-only programs beginning in March 2020. This required a host of adaptations, ranging from delivery method to evaluation and reporting:

Glossary of Terms

In-Person Programming:

Programming held face-to-face with participants prior to implementation of social distancing measures. Paper evaluation forms were used.

Remote Programming:

Live (synchronous) programming held either via videoconferencing or over the phone with participants. At least two adults were required to be present in a Zoom room for youth programming in line with Virginia Tech and Virginia Cooperative Extension guidelines.

Virtual Programming:

Self-guided (asynchronous) online programming in the form of videos or online modules that participants could complete at a time and pace convenient to them.

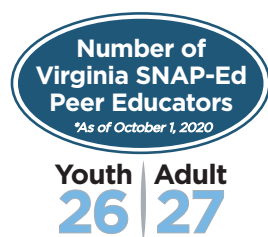
- Definitions of commonly used terms were established to ensure consistency in understanding across our program (see glossary of terms)
- Evidence-based programs were adapted for use by phone and video-conferencing
- Videos for all youth curricula were created to be offered as part of synchronous/live remote education offered by Peer Educators and asynchronous virtual education offered by trained volunteers
- Self-guided virtual nutrition education was offered to eligible adults by Peer Educator and volunteers by SNAP-Ed Agents
- Traditional paper versions of evaluation instruments were converted to phone-administered surveys or electronic and online surveys
- Weekly tele-work logs were collected from all employees
- Bi-weekly video- or phone meetings were employed to check-in about programming status, as well as the well-being of employees

2020 Virginia SNAP-Ed Annual Report

- A new online portal was created for lesson videos and resources
- Online surveys were conducted with field staff to solicit feedback on programming opportunities and training needs
- New programming and evaluation guidelines, as well as remote and virtual guidelines, were established for remote and virtual program delivery

To accomplish all of these, a tremendous number of trainings and continuing education opportunities were offered to employees through videoconferencing to ensure competency in delivering and evaluating programs through a variety of different modes. Office hours via videoconferencing were also offered to all employees to help provide technical assistance and answer any IT questions.

Sample Education and Reporting Guidelines for SNAP-Ed (for Peer Educators working with adults in live settings)



INITIATIVES PEER-LED NUTRITION EDUCATION (LEARN, LIVE, PLAY)

NUTRITION EDUCATION PROGRAMS FOR SNAP-ELIGIBLE YOUTH

A total of 36,445 youth participated in Virginia SNAP-Ed comprehensive programs, most of which were completed in-person prior to COVID-19. Although the total number of youth reached during FY 2020 was lower than FY 2019, positive behavior changes were noted across all youth groups who participated in these programs. Of teachers of preschool children, 75.7% (n=134) and 68.4% (n=121) of respondents reported children eating more fruits and vegetables at school (MT1), respectively, as a result of Virginia SNAP-Ed programs. Of the respondents, 73.3% (n=126) indicated children in their classrooms reported making healthier food choices following lessons. Following participation in Choose Health, there were statistically significant increases in self-reported vegetable and fruit consumption and a decrease in sugar-sweetened beverage consumption. For Teen Cuisine, a cooking-based program, there were statistically significant increases in vegetable consumption and decreases in fruit-flavored drinks and 100% fruit juice from pre to post lessons.

SNAP-Ed Adult Programming Opportunities Fall 2020 – Spring 2021		
All programs must follow FNI and VCE guidelines for in-person programming. No food experiences, including food demos, at this time for any groups – in-person or remote.		
Target Audience: SNAP-Eligible Adults		
Type of Education	Participants	Curricula & Approaches
Short-Term Education (20 minutes)	Adult-Eligible Adults	Short-term education is recommended to maximize teaching contacts and for marketing and recruiting for comprehensive education. Examples: • Pop-Talk by phone • Mini-lessons in-person • Electronic handouts to promote nutrition education programs • Letter to Go mini-grams
PEP Supports	Individuals at SNAP-Authorized, Farmers Markets, and Food Pantries	Heart Smarts Just Say Yes
Comprehensive Education*	Evaluation & Reporting	
	Evaluation Methods	
Comprehensive Education*	All delivery methods	SNAP-Ed Lesson Log (Group Attendance Log in addition to the following)
	ESBA in-person • 8 lessons, 4 sessions • Each lesson min of 30 minutes	SNAP-Ed Entry and Exit Form (fillable or paper copy) completed by the PA by phone with the participant OR SNAP-Ed Entry and Exit Form emailed survey to participant (PEARS)
	ESBA by Zoom • 8 lessons, 4 sessions • Each lesson min of 20 minutes	SNAP-Ed Entry and Exit Form (fillable or paper copy) completed by the PA by phone with the participant OR SNAP-Ed Entry and Exit Form emailed survey to participant (PEARS)
Comprehensive Education*	ESBA by phone • 8 lessons, 4 sessions • Each lesson min of 20 minutes	SNAP-Ed Entry and Exit Form (fillable or paper copy) completed by the PA by phone with the participant OR SNAP-Ed Entry and Exit Form emailed survey to participant (PEARS)

Team up with the Virginia Family Nutrition Program

Choose Health: Food, Fun, & Fitness
For 3rd to 6th Graders

Why Students Should Learn About Nutrition
Nutrition affects students' thinking skills, behavior, and health, all factors that impact academic performance. Studies find that good nutrition, particularly breakfast, can enhance a student's psychosocial well-being, reduce aggression, and decrease discipline problems.

Choose Health In-Class or at Home
The Family Nutrition Program can provide you with everything you need to share this evidence-based program with your students in-class or online at home, including newsletters and worksheets that support math, reading and writing, and science.

Follow Us! Like Us!

Lesson Topics:

- Drink Low-Fat Milk and Water**
Instead of Sweetened Drinks
Students measure out the amount of sugar in common beverages to encourage them to choose healthy beverages like water, low-fat milk, and 100% fruit juice.
- Color Your Plate**
Eat More Vegetables and Fruits
Students practice creating a healthy plate with the recommended amount of fruits and vegetables. They should eat each day.
- Read It Before You Eat It!**
The Nutrition Facts Label
Students use the Nutrition Facts Label to determine how much fat and sugar is in a variety of foods and drinks.
- Make Half Your Grains Whole**
Eat More Whole Grains
Students learn the difference between whole and refined grains, and practice deciding which foods are made from whole grains.
- Healthier Foods – Fast**
Eat Less High-Fat, High-Sugar Foods
Students discover why fast and convenience foods may not be healthy and visualize the fat content of restaurant foods.
- Power Up Your Day**
Eat Breakfast
Students explore ways to make a healthy breakfast using Puffins and compare the sugar and fiber content in cereals and convenience foods.

Virginia Cooperative Extension
www.ext.vt.edu

Eat Smart-Move More
www.eatsmartmovevireva.org

Last updated: Feb 11, 2020

Sample Marketing Flyer for Youth Programs

TEEN CUISINE @ HOME

Although remote comprehensive programs were offered to all existing Virginia SNAP-Ed school partners for kindergarten to grade 12 during COVID-19, most Peer Educators struggled to complete and secure programs within schools given the challenges faced by schools and teachers. As a result, Virginia SNAP-Ed sought to identify new ways of reaching SNAP-eligible youth. One of the most successful examples was Teen Cuisine @ Home.



Sample Footage from Teen Cuisine Videos Filmed for Remote and Virtual SNAP-Ed Programs

A total of 17 teams, consisting of Virginia 4-H and Virginia SNAP-Ed employees, recruited teens through existing school partners, 4-H clubs, and other agencies, but the program was delivered remotely outside of school time with parent consent and also provided cooking and recipe kits, through funding provided by the National 4-H Council from the Walmart Foundation to Virginia 4-H.



Kits included basic cooking utensils and supplies as well as food for recipes included in the curriculum to keep the interactive cooking and hands-on learning experiences that essential components of Teen Cuisine. Grant teams delivered a minimum of six hours of remote Teen Cuisine via video-conferencing that included cooking instruction, food safety, nutrition, health and physical activity.

Educators reported high attendance, interest, and engagement in Teen Cuisine @ Home from teens and parents. As one SNAP-Ed Agent SNAP-Ed Agent stated:

"The unexpected outcome of this program was that it engaged youth in a time when there were so few opportunities for engagement because of the pandemic. So many parents shared how excited their kids were each week to receive their new pack of ingredients, the video lesson, and the recipe. For example, one family lost their home and possessions to flooding in the Roanoke area in the spring on top of dealing with the pandemic. We were able to provide them with all the cooking tools they needed for the program. The mother said that her son who was enrolled in the program had been 'extremely depressed' for the last several months. She said that he got so excited when they got the initial supplies and food items. He asked her, after watching the lesson 1 video (featuring a chicken quesadilla recipe), what they were having for dinner. After answering that she wasn't sure yet, he said 'I got this mom, we are having chicken quesadillas tonight!' She said her son does NOT cook, but that night cooked everything by himself. It was the first time that she had seen him excited about anything in a very long time!"

Based on retrospective post-tests, 98.6% of Teen Cuisine @ Home youth participants reported reading recipes when they cook or bake, 98.3% reported better measuring skills, 99.1% now know how to use a knife safely, and 98.6% now cook more. Respondents also reported strong intention to eat the recommended amount of fruits and vegetables, to drink less sugary drinks, and to stay physically active, as a result of Teen Cuisine.

2020 Virginia SNAP-Ed Annual Report

Parents reported positive impacts of the program on their families:

"It has been so amazing seeing the kids enjoy cooking and loving what they've cooked. I'm hoping you ladies will do another course soon! It's been great to see the kids do something fun and educational. The items you have provided have gone to good use so far!"

"Because of this class, we are both now going to focus on becoming healthier and meal planning together. We are going to start meal planning and prepping starting next week. We would love to participate in a part 2 session if you all ever offer this class again."

**In FY2020,
Since COVID...**

303

Teen Cuisine
@ Home
mini-grant
participants

320

Adult Zoom
Lesson Participants
Enrolled since
COVID

812

Number of
FNP Talks



Youth Participating in Teen Cuisine @Home

NUTRITION EDUCATION PROGRAMS FOR SNAP-ELIGIBLE ADULTS

Similar to youth comprehensive programs, declines were seen for enrollment and graduation in comprehensive programs for adults after transitioning from in-person education. During FY 2020, Virginia SNAP-Ed Peer Educators reached a total of 3,561 adults through comprehensive nutrition education: 1,832 were delivered in person, 140 were delivered via video-conferencing, and 343 were delivered either

via phone or a mix of two delivery platforms. Yet statistically significant improvements were seen as a result of program participation across all core topics, including food resource management, dietary quality, and physical activity. One participant reported that as a result of the program:

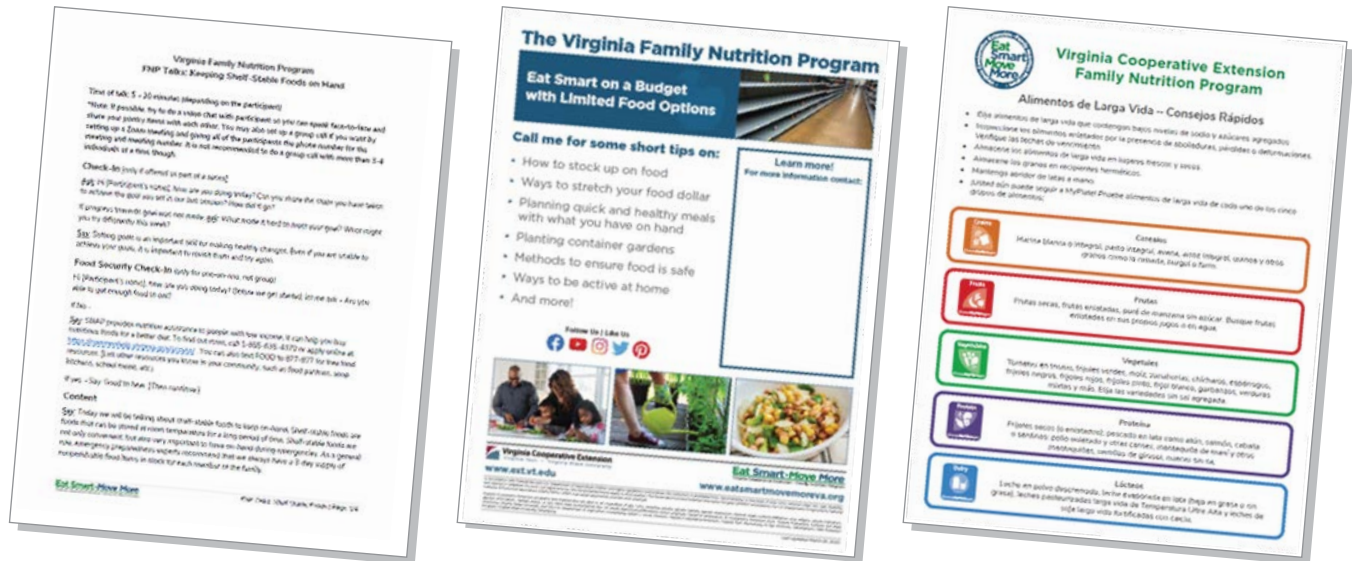
"We as a family also make a point to sit together at dinner with no television and we all walk or ride bikes after eating too. We also have stopped drinking soda and in doing this my son and I have lost a few pounds too."



New ways of marketing, including emailing marketing flyers and using yard signs (like the one shown here) (in English and Spanish) were utilized this year to recruit participants.

FNP TALKS

Peer Educators reported that many of their participants were under extreme stress as a result of COVID-19 and were not interested in “formal” programs or a series of classes. They also reported concerns about the food security status of their participants and clients of their partners, including food pantries. They requested a method by which to check-in with former participants and potential new participants. Based on this feedback, *FNP Talks* was developed in English and Spanish.



FNP Talks are short lessons/scripts offered by phone covering topics relevant to challenges and constraints experienced by adult participants during the pandemic. They could be offered individually or as part of a series, depending on the interest of their participant. Topics were generated from Peer Educators. Handouts were also developed to be distributed electronically.

Topics included how to start a vegetable garden, yoga and mindfulness at home, food pantry inventory and using a grocery list, quick lunches for adults and families with kids, getting kids involved in the kitchen, food storage and safely freezing foods, USDA MyPlate food planning during the coronavirus pandemic, shopping with limited options, and shelf-stable foods.

Peer Educators reported that *FNP Talks* were well-received:

“People are isolated, they have a lot of stress and anxiety right now and this is time for them to look forward to. One participant tried recipes and reports back about how that went. They are still learning, getting interaction, and helping their mental health.”

A systematic evaluation of *FNP Talks* will be conducted during FY 2021.

VOLUNTEER-LED NUTRITION EDUCATION

In FY 2021, Virginia SNAP-Ed saw an increase in the number of volunteers, but a marked decline in volunteer hours, youth served, and indirect contacts. While SNAP-Ed Agents were able to recruit volunteers prior to COVID-19, the volunteers, who are primarily school teachers, did not have the same opportunities to teach the curricula once schools closed. For the beginning of the 20-21 school year, many schools were also reluctant to commit to nutrition education with scheduling uncertain.

SNAP-Ed Audiences Reached by SNAP-Ed Trained Volunteers					
	Volunteers	Volunteer Hours	Youth Served By SNAP-Ed Trained Volunteers	Indirect Contacts	Indirect Media Contacts
Program Totals	727	3,244	14,215	114,694	386,764

Many SNAP-Ed Agents contributed to the development of videos of lessons to be used virtually by teachers in the event they did not have the confidence or instructional time to devote to teaching nutrition they could request students view them outside of class. Videos were created for LEAP, Choose Health, and Teen Cuisine. Additionally, homework/assignments were created.

SNAP-Ed Agents reported that their partners appreciated the resources. One volunteer stated:

"I have been wanting to let you know that your hand washing lessons was truly the timely one. I saw my students following the steps when they were washing their hands."

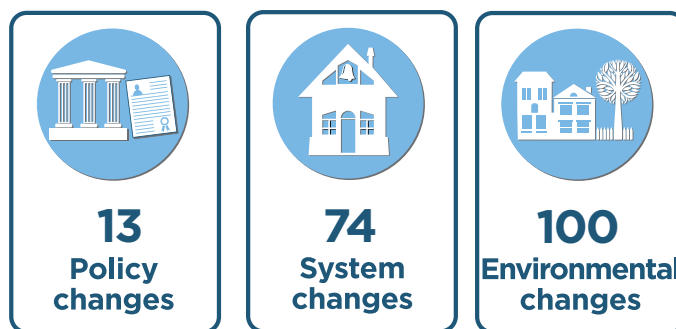


Sample Video Lesson Used by Volunteers in Virtual Programs

Some of the challenges faced by teacher partners led to expanded partnerships with out of school programs serving youth with new PSE initiatives.

POLICY, SYSTEMS, AND ENVIRONMENTAL (PSE) CHANGE INITIATIVES (LEARN, SHOP, LIVE, AND PLAY)

Whereas direct education was limited during COVID-19, efforts to facilitate PSE changes were conducted in new and different ways. Additionally, some of the changes that were conceived several years ago were able to be implemented. These efforts resulted in a substantial increase of 60 PSE changes from FY 2019.



The focus of PSEs still remains with SNAP-authorized stores and farmers markets, as well as SNAP-eligible schools.

Virginia SNAP-ED Policy, Systems Environmental and Promotional Changes by Setting Type					
Setting	Changes				Potential Reach (n)
	Policy	Systems	Environmental	Promotion	
Before and after-school programs	0	1	2	0	47
Bicycle and walking paths	0	0	0	1	4,293
Community and recreation centers	0	1	1	0	45
Community organizations	2	1	5	0	300
Early care and education facilities	0	2	4	0	40
Extension offices	0	4	2	0	2,845
Faith-based centers/places of worship	0	8	7	0	619
Family resource centers	1	6	4	0	21,006
Farmers Markets	0	6	2	0	45,765
Food assistance sites, food banks, and food pantries	0	7	3	5	39,915
Gardens	0	0	1	0	100
Health care clinics and hospitals	0	0	2	0	0
Individual homes or public housing sites	0	4	7	0	18
Large food stores and retailers (4+ registers)	0	5	4	5	113,277
Schools (K-12, elementary, middle, and high)	4	15	8	5	119,575
Small food stores (<= 3 registers)	0	11	12	9	10,333
Youth Organizations (e.g. Boys or Girls Clubs, YMCA)	6	3	11	0	108,309
Total	13	74	75	25	466,487

Potential reach was determined using zip code tabulation data (farmers markets, health care clinics and hospitals, large food stores, and small food stores), Virginia Department of Education statistics (schools), and site estimates of individuals served (food assistance sites). Direct tabulation of participants was used in other settings. Promotion refers to posting posters and flyers.

SNAP-Ed Agents retained partnerships with 14 SNAP-authorized retail outlets throughout the Commonwealth through the *Shop Smart, Eat Smart* program. Phase two of *Shop Smart, Eat Smart* was launched this year. Food demonstrations and *Just Say Yes!* videos were also created by SNAP-Ed Agents for use by stores and farmers markets.

Virginia SNAP-Ed played a critical role in partnership with Virginia Fresh Match and the Virginia Farmers Market Association in providing technical assistance to farmers markets to meet rules and regulations set forth by the Virginia Department of Agriculture and Consumer Services to remain open as a food access point during the COVID-19 pandemic.

2020 Virginia SNAP-Ed Annual Report

Virginia SNAP-Ed also completed its fourth year of the Farmers Market Manager Certification Program, which was adjusted to accommodate social distancing requirements. This program continues to be instrumental in providing Virginia farmers market managers with the skills necessary to attract and serve SNAP shoppers and is key to Virginia SNAP-Ed's strong partnership with the Virginia Farmers Market Association.

A new garden-to-go initiative was launched in response to field staff input and community partner requests and partnerships. A total of 64 teams were awarded mini-grants to assemble supplies (growing bags/containers, soil, seeds) to grow small container gardens at home. Instructional videos and remote support were also offered. Feedback was extremely positive. One participant stated:

"I'm looking for a job, but it's been hard. I have adult children that have been asking for help with their kids while they work since the kids are home from school. That makes it even harder to find a job, because they need my help. I don't want them to worry about me, so I haven't told them that I'm struggling. Getting some extra fresh vegetables each week has helped."



Finally, nutrition and physical activity challenges were offered to schools and other youth programs to encourage healthy eating and physical activity for 4 weeks among youth.







- **Nutrition – Eat Smart – Challenge**
– Increase water, fruit, and vegetable consumption among youth, grades 3 – 12.
- **Physical Activity – Eat More – Challenge**
– Promote 60-minutes of physical activity each day among youth, K – 12.



SOCIAL MEDIA AND MARKETING (LIVE AND SHOP)

In FY 2020, Virginia SNAP-Ed (as part of the Virginia Family Nutrition Program) increased its online presence to support programming and on-going behavior change for participants with educational content in a variety of online platforms, including Facebook, Twitter, Instagram, Pinterest, an updated website, and electronic newsletters.

Virginia Family Nutrition Program (including Virginia SNAP-Ed) Social Media and Marketing Initiative

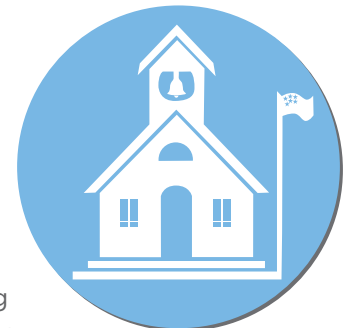
	2863 followers +26.6% over FY 2019	311,955 reach (organic & paid) +189.5% over FY 2019	7537 engagements 6.9% organic engagement rate
	572 followers +5.0% over FY 2019	60,000 impressions -33.0% under FY 2019	1% engagement rate +150.0% over FY 2019
	680 followers +62.0% over FY 2019	15,142 impressions	5.9% engagement rate
	94 followers +14.6% over FY 2019	57,020 impressions -95.7% under FY 2019	1.7% engagement rate +41.7% over FY 2019
	86,896 unique pageviews +44.0% over FY 2019	9458 referrals +25.6% over FY 2019	3933 social referrals +7.3% over FY 2019
	6366 subscribers +11.8% over FY 2019	11,272 emails opened +5.5% over FY 2019	14.7% average percentage of opens +25.6% over FY 2019

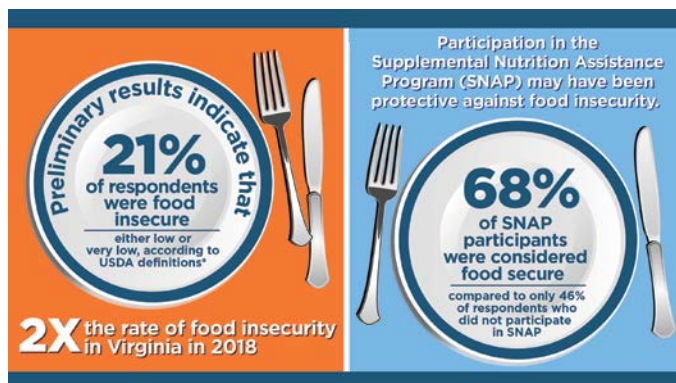
PARTNERSHIP HIGHLIGHT: TEAM NUTRITION TRAINING GRANT

The Team Nutrition Training Grant is a collaboration with the Virginia Department of Education office of School Nutrition Programs (VDOE-SNP). The goals of Team Nutrition project in Virginia are to help school administering federal meal programs to provide nutrition education and encourage students to follow healthy eating patterns that align with the Dietary Guidelines for Americans 2015-2020 through state-wide trainings. Virginia SNAP-Ed partnered with VDOE-SNP to conduct the evaluation for this initiative.

Highlights of Results and Progress:

School Nutrition Directors were significantly more likely to implement Farm to School and Harvest of the Month, a major focus in the state, after attending a training in February 2020. The COVID-19 pandemic forced the trainings to be held online in FY 2020. The evaluation method was adapted to facilitate ease of completion in an online format, moving from pre-post training evaluations to post only. Following online trainings, school nutrition directors were most confident with the Community Eligibility Provision, working with school administrators, CACFP meal patterns, receiving direct certification in the VDOE-SNP web portal and emergency feeding (a special topic due to the COVID-19 pandemic). The percentage of trainees who preferred virtual over in-person trainings also increased from 35% to 50% throughout the summer of 2020. While FY 2020 was scheduled to be the third and final year for this initiative, VDOE-SNP applied for and received a no-cost extension to continue the project into FY 2021. In FY 2021, student preferences on recipes and marketing materials will be collected.





VIRGINIA FOOD SECURITY ASSESSMENT

In early spring, a food security survey was administered in Virginia. Survey questions included socio-demographic information, participation in nutrition assistance programs, food security status, mental health status, food resource management, dietary practices, and interest in nutrition education. A total of 1,764 responded with 21% of respondents being food insecure.

SNAP-Ed Evaluation Reports Completed for this Reporting Year							
Delivery Mode	Setting	Key Project Objective(s)	Target Audience	Check all Evaluation Types for Which Reports Are Included			
				FE	PE	OE	IE
Peer-Led Nutrition Education (in-person, remote)	Learn	Nutrition and Health	SNAP-Eligible Adult	<input type="checkbox"/>	<input type="checkbox"/>	x	<input type="checkbox"/>
Peer-Led Nutrition Education (in-person, phone, remote)	Live	Nutrition and Health	SNAP-Eligible Youth	<input type="checkbox"/>	<input type="checkbox"/>	x	<input type="checkbox"/>
Volunteer-Led Nutrition Education (in-person, remote)	Learn		SNAP-Eligible Virginians	<input type="checkbox"/>	x	x	<input type="checkbox"/>
Policy, Systems, and Environmental Change Initiatives	Shop, Learn	PSE		x	x	x	<input type="checkbox"/>
Social Media and Marketing	Shop, Live	PSE, Social Marketing	SNAP-Eligible Virginians	x	x	x	<input type="checkbox"/>

SNAP-ED PLANNED IMPROVEMENTS

Virginia SNAP-Ed has numerous improvements planned for FY 2021 and beyond, including the following.

Learn:

Peer Educators working with youth will be trained on Summer Food, Summer Moves an evidence-based program aimed at supporting healthy eating and physical activity at summer feeding sites, before and after school programs, parks and recreational facilities, and other agencies working with youth.

Live:

FNP Talks will be evaluated more formally during FY 2021 in order to report out impacts. Additionally, *Eat Smart, Move More...* at Faith-Based Organizations will be revisited once they can safely resume their operations.

Shop:

Shop Smart, Eat Smart will be expanded to food pantries.

Play:

Virginia SNAP-ED will expand its focus on physical activity in FY 2021. A needs assessment was originally planned for FY 2020, but this was postponed to FY 2021 to allow staff to focus on shifting programming to remote and virtual formats during the COVID-19 pandemic. The needs assessment will focus on opportunities for partnerships statewide and staff and participant preferences for channels, frequencies, and formats of physical activity programming.

Social Media and Marketing:

There are several goals for the website and blog for FY 2021. Most importantly, the introduction of a search bar function would allow Virginia SNAP-Ed to better understand what users, especially unique users, are most interested in on the website. Other future strategies include editing copy for ease of understanding for digital visitors, adding more unique exercise videos to the platform and ultimately updating the WordPress theme to reflect modern expectations and digital marketing trends.

Assessment and Evaluation:

In FY 2020, Virginia SNAP-ED fully transitioned to using the PEARS evaluation and reporting for all SNAP-Ed activities. Data audits will be implemented in FY 2021 to ensure consistency and accuracy in reporting. Follow-up technical assistance will be provided to SNAP-Ed Peer Educators to correct data quality issues identified in FY 2020. Technical assistance will also be provided to managers to allow them to better use PEARS as a personnel management tool.

Quality Assurance:

Virginia SNAP-ED's planned improvements for FY 2021 focus on strengthening remote programming. Uncertainty due to the COVID-19 pandemic necessitated a rapid shift to remote and virtual programming in FY 2020. While in-person programming will resume in FY 2021 when permitted, remote programming via phone or videoconferencing will remain as options. An intense training and support plan was implemented in FY 2020 to ensure staff were able to implement remote programming options, but further steps to ensure program quality and implementation fidelity. Training and support will continue. In addition, supervisors will conduct teaching observations of SNAP-Ed Peer Educators offering remote programs via videoconference. These will serve as implementation fidelity checks as well as an opportunity for coaching.

Partnerships:

Partnerships continue to be the core of every SNAP-Ed activity and program. Virginia SNAP-Ed will continue to work toward strengthening partnerships at local, state, and inter-state levels. Partnerships will be particularly important for developing a comprehensive initiative at Food Banks and Food Pantries in the Shop setting. While partnerships with food banks and pantries have always been vital for nutrition education, strengthening these relationships will allow Virginia SNAP-Ed to layer PSE and social marketing strategies for comprehensive, multi-level initiatives.



Virginia Cooperative Extension • Family Nutrition Program
www.eatsmartmovemoreva.org

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