

Using Photographs and Visual Aids in SNAP-Ed Program Evaluation

NEED

2007 U.S. Office of Management and Budget Rating of the National SNAP-Ed Program: “Results Not Demonstrated”

A rating of Results Not Demonstrated (RND) indicates that a program has not been able to develop acceptable performance goals or collect data to determine whether it is performing.

MN SNAP-Ed: Low Literacy Participants

Protocol for MN SNAP-Ed evaluation excluded low-literacy participants (language, literacy, reading or learning challenges) from being issued a written evaluation form. Due to this and other aspects of the protocol, in 2009 nearly 90% of participants were not evaluated for outcomes.

No Measurable Outcome Data

In Minnesota, outcome data was not secured in measurable increments, so SNAP-Ed could not report on the degree or amount of change participants made as a result of participation in courses.



	0 cup	½ cup	1 cup	1 ½ cups	2 cups	2 ½ cups	3 cups or more
FRUIT							
1. I now eat ___ cups of fruit most days. (fill in circle)	<input type="radio"/>						
2. Before this class I ate ___ cups of fruit most days. (fill in circle)	<input type="radio"/>						
VEGETABLES							
3. I now eat ___ cups of vegetables most days. (fill in circle)	<input type="radio"/>						
4. Before this class I ate ___ cups of vegetables most days. (fill in circle)	<input type="radio"/>						

Development of Photo-Based Questions

- Utilized research done with photo-based questions from Marilyn Townsend and Kathryn Silva at UC-Davis. Adapted photo-based questions from Townsend and Silva’s work.
- Currently piloting the use of photo-based questions with a broad array of SNAP-Ed participants, including participants with language, literacy, reading and learning challenges
- Questions require participants to report amounts of foods eaten in ½ cup increments to document measurable change.

“Now” then “Before”; Post- then Pre- Question Sequence

The post- then pre- questions are issued to participants at the end of a course. They are asked about present behaviors, and then about behaviors prior to the course, at a point when the participant has gained the knowledge and understanding to answer the questions with a degree of validity.

Procedures and Protocol

- CNEs received training on utilizing a **poster** of the evaluation photo-questions to explain the questions as participants fill in their choices on an evaluation form containing the identical photo-questions. CNEs also use a **measuring cup** to illustrate the amounts of fruits and vegetables that constitute the ½ cup and 1 cup increments. They use this cup during their lessons as well as during the evaluation.
- Adjustments were made in the state evaluation protocol to include audiences with language, literacy, reading and learning challenges in outcome evaluation activities utilizing the photo-based questions.

FEEDBACK FROM CNEs (COMMUNITY NUTRITION EDUCATORS)

The photo-based questions can be used for almost every audience - all ages, varying learning needs, multiple settings.

The “cup” has proven to be a useful teaching tool. CNE’s put food and food models in the cup to illustrate recommended amounts of vegetables and fruits to consume.



CNEs are making recommendations for additional picture-based questions.

Poster too big, cumbersome for CNE use at certain sites. Smaller poster has been provided for SNAP-Ed CNEs.

Some participants express confusion about ½ cup measurements and about “now” then “before”. Further training necessary for CNEs to assist participants in understanding the questions



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