Template 2: SNAP-Ed State Goals, Objectives, Projects, Campaigns, Evaluation, and Collaboration

### State Agency Goals and Objectives:

Identify your State’s 3-5 population health goals and related objectives based on the needs assessment and current availability of other services. Use the SMART format.

#### State-Level Goals (Add lines as needed):

* Establish healthy eating patterns, including fruits, and vegetables, whole grains, fat- free or low-fat milk products and proteins.
* Establish and maintain a physically active lifestyle and decrease sedentary behaviors.
* Promote obesity prevention activities.
* Plan easy, healthy meals and choose healthy snacks.
* Promote healthy eating and physical activity policies, systems, and environmental changes where people eat, live, learn, work, play and shop.

#### State-Level Objectives (Add lines as needed):

* Percentage of participants who show improvement in making healthy food choices.
* Percentage of participants who demonstrate increase in knowledge of healthy food choices and the benefits that result from improvements in daily diet.
* Percentage of participants who demonstrate increased knowledge of the benefits of physical activity and strategies for reducing inactivity.
* Percentage of participants who increase physical activity.
* Percentage of participants reached by PSE changes that were made in nee or continuing SNAP-Ed eligible sites.

#### Reporting Progress on State-Level Goals and Objectives:

Please describe how your State plans to electronically collect evaluation data that indicates progress towards State-level goals and objectives.

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### Description of projects/interventions:

Answer all questions for each project/intervention.

#### Project/Intervention Title:

#### Related State Objective(s):

Specify the objectives that the project/intervention will accomplish. Use the SMART format. Clearly state the purpose of the project.

#### Audience:

Specify the audience category as explained in Section A: Identifying and Understanding the Target Audience and other relevant characteristics of the proposed audience (e.g., age, gender, etc.). Describe how the project will focus education on the SNAP target audience.

#### Food and Activity Environments:

Describe how the project will reflect audience’s awareness and access to healthy foods and beverages, and places to be physically active.

#### Project Description:

Note how you will implement the program. Include information describing: Behavioral, policy, systems, or environmental changes; key educational messages; how and where services will be delivered, partner organization roles and contributions, duration of project; projected total number of individuals, sites, or systems participating or reached; and for strategies that include social marketing, include the frequency of messages.

#### Evidence Base:

Provide the name of each project, identify the evidence level, either research- or practice-based, and cite the supporting references. (Refer to the Checklist for Evidence-Based Approaches in Appendix E.

#### Key Performance Indicators (KPIs):

List the key measures/indicators of implementation or performance that you will capture or collect. Identify if these are new measures/indicators not collected in the past. An example of an implementation measure is the number of PSAs delivered in each media market during the intervention. One associated performance indicator might be the percent of people in a media market who report hearing the message.

#### Use of Existing Educational Materials:

Give the title, author, and description of existing educational materials that will be used in the delivery of the project/intervention. Specify the language(s) in which the materials will be used including English. Indicate whether the materials will be purchased and justify the need and cost.

#### Development of New Educational Materials:

Identify any new materials that you plan to produce or purchase and justify the need and cost.

### Evaluation Plans

Describe any evaluation planned. For each evaluation planned, please indicate:

Name: The name(s) of each project(s) that will be a part of this evaluation

Type: The type of evaluation as primarily a formative, process, outcome or impact assessment

Questions: The questions(s) that will be addressed

Provide approaches and planned use for each evaluation question.

Approach(es): The approach to conducting the evaluation, including scope, design, measures and data collection (Add lines as needed)

Planned use: Plans for using the results (Add lines as needed)

Prior Evaluation: If the project has been evaluated previously, note the most recent year in which the evaluation was done

Use of SNAP-Ed Evaluation Framework: Identify the Evaluation Framework indicators that are used.

### Coordination of Efforts

Describe efforts to coordinate, complement, and collaborate with other programs in order to deliver consistent behavior-focused nutrition and/or physical activity messages, comprehensive multi-level interventions, and community-based and public health approaches and to maximize the reach and potential impact of Federal nutrition education and nutrition assistance programs. State the purpose of the coordination and SNAP-Ed’s role. Describe how efforts avoid duplication of services, especially when two IAs are working in the same venue or jurisdiction. Retain written agreements.

New: Consultation with Indian Tribal Organizations (ITOs): For each ITO in your state, please provide the following:

***Name of the ITO:***

***Name of the individual(s) contacted:***

***Brief description of the outcome of the consultation and how it will impact the SNAP-Ed plan:***

End of new material.