

SNAP-Ed Evaluation Framework: Strategies and Tools for Measuring the Priority Indicators

NCCOR's Connect & Explore Webinar will provide an overview of the NEW SNAP-Ed Evaluation Framework and Interpretive Guide and show how to use the Framework for program evaluation.

States and organizations are implementing comprehensive nutrition education and obesity prevention programs around the country as one approach to address the rise in childhood obesity. The Healthy, Hunger-Free Kids Act of 2010 stipulates that changes in policies, systems, and environments (PSEs) are to be layered with direct nutrition education and social marketing to enable, promote, and support healthy behaviors among low-income people and their communities. Supplemental Nutrition Assistance Program-Education (SNAP-Ed), the nutrition education and obesity prevention arm of the SNAP, aims to increase the likelihood that SNAP-Ed eligible households will make healthy diet and physical activity choices within a limited budget.

To establish a mechanism to evaluate program effectiveness and report results to funders, NCCOR, in partnership with the U.S. Department of Agriculture's Food and Nutrition Service (FNS), the Association of SNAP Nutrition Education Administrators (ASNNA), and more than 28 states, contributed and developed the *Supplemental Nutrition Assistance Program Education (SNAP-Ed) Evaluation Framework: Nutrition, Physical Activity, and Obesity Prevention Indicators*.

NCCOR is hosting a two-part Connect & Explore webinar series on the SNAP-Ed Evaluation Framework and Interpretive Guide. The first of the series was held on August 18 and shared how to use the SNAP-Ed Evaluation Framework to measure success in nutrition education and obesity prevention programs. The next webinar, "SNAP-Ed Evaluation Framework: Strategies and Tools for Measuring the Priority Indicators" will be held on September 8, 2016.

Connect & Explore gives you the chance to hear from prominent program leaders and practitioners in program evaluation. Guest speakers will share practical examples of measuring healthy eating behaviors, physical activity, and reduced sedentary behaviors in low-income children and families. Learn strategies and tools for measuring organizational needs and readiness, partnerships, and the reach and adoption of nutrition policy, systems, and environmental changes, in sites and organizations.

Join us on Thursday, September 8, at 3 p.m. ET, for the second 1 hour and 15-minute event. Guest speakers include:

- **Jean Butel, MPH**, Junior Researcher, RNECE-PSE Milestone 5 Project Manager and CHL Intervention Coordinator, College of Tropical Agriculture and Human Resources, University of Hawai'i at Mānoa
- **Lauren Whetstone, PhD**, Project Scientist, Nutrition Education and Obesity Prevention Unit, Nutrition Policy Institute, University of California Agriculture and Natural Resources
- **Heidi LeBlanc MS, CFCS**, Food Sense Director, Utah State University

You must register to receive webinar access. The event is free, but attendance is limited, so tell a colleague and [register today!](#)

Please consider sharing this information on your social networks using the hashtag #ConnectExplore. We will live-tweet the event, so be sure to follow the conversation at @NCCOR. For those who cannot attend, the webinar will be recorded and archived on www.nccor.org.

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The National Collaborative on Childhood Obesity Research (NCCOR) brings together four of the nation's leading research funders — the Centers for Disease Control and Prevention (CDC), the National Institutes of Health (NIH), the Robert Wood Johnson Foundation (RWJF), and the U.S. Department of Agriculture (USDA) — to address the problem of childhood obesity in America.

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