



Vermont SNAP-Ed Evaluation Summary Fiscal Year 2023

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Introduction and Program Overview

OVERVIEW OF SNAP-ED

Evidence-based strategies improving opportunities for people eligible for SNAP to make healthy food choices and be physically active

The Supplemental Nutrition Assistance Program (SNAP, or 3SquaresVT in Vermont) provides eligible households with monthly benefits to purchase food at participating retailers. SNAP is funded by the USDA's Food and Nutrition Service and is administered in Vermont by the Department for Children and Families. SNAP-Education (or SNAP-Ed) supports SNAP-eligible families by providing direct education and policy, systems, and environmental changes to increase healthy eating and physical activity, which are essential to health promotion and chronic disease prevention. Vermont's SNAP-Ed Program, overseen by the Vermont Department of Health (VDH), collaborates with six community-based organizations to implement three categories of evidence-based strategies focused on healthy eating and physical activity:



**Direct
education**



**Policy, systems,
environmental
(PSE) change**

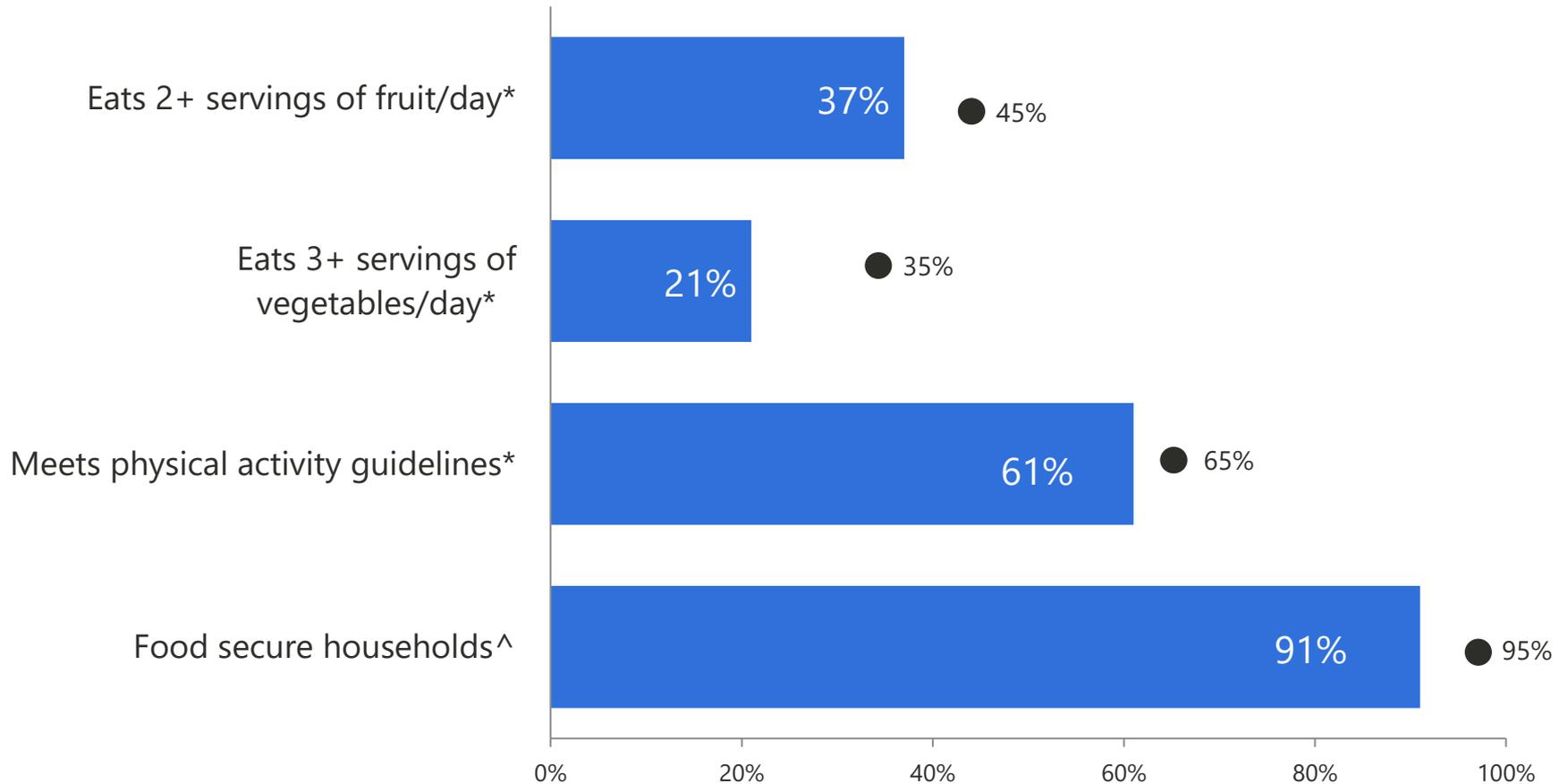


**Social
marketing**

By implementing these evidence-based strategies, SNAP-Ed partners help to increase the likelihood that people eligible for SNAP have the knowledge and opportunities they need to meet national dietary and physical activity guidelines. The evaluation of the SNAP-Ed program seeks to understand the short- and long-term impacts of these strategies on fruit and vegetable consumption and physical activity among SNAP-Ed participants. This report documents SNAP-Ed program achievements from federal fiscal year 2023 (FY 2023).

HEALTHY VERMONT TARGETS

SNAP-Ed is one of many state programs that contributes to the objectives below. Data shows that the state is making progress, but more work remains.



● Healthy Vermonter 2020 target (adults).

*Estimates for fruits and vegetables are from 2021 Behavioral Risk Factor Surveillance System (BRFSS) (unadjusted for age); Estimate for physical activity is from 2019-2020 (BRFSS) (age-adjusted, adults 18+)

^Estimate from 2019 Feeding America food insecurity rate (overall population)

SNAP-ED PARTNERS & STRATEGIES

Partners that implemented strategies over the full fiscal year (*and over second half of the fiscal year)



- Winter Passport
- Summer Passport



- NAP SACC (Early Care and Education)



NORTHERN TIER *
CENTER FOR HEALTH
FEDERALLY QUALIFIED HEALTH CENTER

- Healthy for Life Nutrition Education Series
- Cooking demonstrations
- Richford Main Street Market



- Eat Smart, Move More



- VT Fresh: Community food shelves
- Veggie Van Go mobile food shelves
- Newsletter and social marketing



- Growing Food, Growing Community Mobile Nutrition Education

Direct education PSE change Social marketing

Direct education strategies vary based on frequency, duration, and intensity, with the goal of impacting individual behaviors associated with healthy eating and physical activity. PSE changes are designed to make healthy eating and physical activity easier for individuals and families. Higher intensity educational activities may reach fewer individuals but are expected to yield greater impacts on behavior compared to PSE activities and social marketing, which are lower intensity but have higher anticipated reach. These icons are used throughout this report to indicate data from each type of strategy.

BUILDING HEALTH EQUITY IN SNAP-ED: PRIORITY POPULATIONS

SNAP-Ed works to address nutrition and physical activity inequities in Vermont

SNAP-Ed conducted a needs assessment to inform the three-year state plan that began in FY 2023. Using a health equity lens, demographic data, health statistics, and interview data, the needs assessment identified communities and populations that were disproportionately likely to be eligible for SNAP and marginalized because of their race, ethnicity, place of birth, sexual orientation, gender identity, disability status, socioeconomic status, age, or geography. These populations became SNAP-Ed's priority populations for FY23-25.

Based on the findings, Vermont identified that priority populations could most equitably and effectively be reached by removing the limitation of implementing SNAP-Ed strategies in only certain regions of the state. In FY23, all the SNAP-Ed partners began to identify priority populations from across the state to work with, and many offered new strategies to engage those groups. This work is described in the Partner Highlights section, below.

EMBEDDING HEALTH EQUITY IN SNAP-ED: PLANNING

SNAP-Ed program undertook strategic planning to operationalize Health Equity in their work

Informed by the SNAP-Ed state plan goal, Vermont aims to **increase the outreach to marginalized SNAP-eligible individuals and households** each year over the next three years and measure progress.

Year 1 (2022-23):
Focus on partner discussions, training, and planning around equity-based activities

Year 2 (2023-24):
Continue discussions and initiate piloting or implementing equity strategies

Year 3 (2024-25):
Conduct ongoing implementation, discussions, and overall progress evaluation

As part of **collaborative planning and discussions** to identify and enhance equity-building opportunities, SNAP-Ed grantees reflected on the following questions.

1. *How does health equity show up in SNAP-Ed work?*
2. *What are the challenges experienced in addressing health equity in SNAP-Ed work?*
3. *Which questions would you need answered or information do you need to help you know you are doing a great job?*

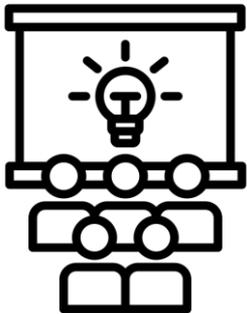


Source: <https://www.healthequitymatters.ca/health-equity/>

EMBEDDING HEALTH EQUITY IN SNAP-ED: APPROACHES

Based on the brainstorming sessions, the following three **equitable approaches** were identified and operationalized as process measures within quarterly grantee reporting systems with a goal to effectively reach priority populations.

Training & Education
for SNAP-Ed partner staff



Equity planning or training internal to implementing partner organizations

Representation
of underserved communities



Tailor programs and materials to meet priority population needs

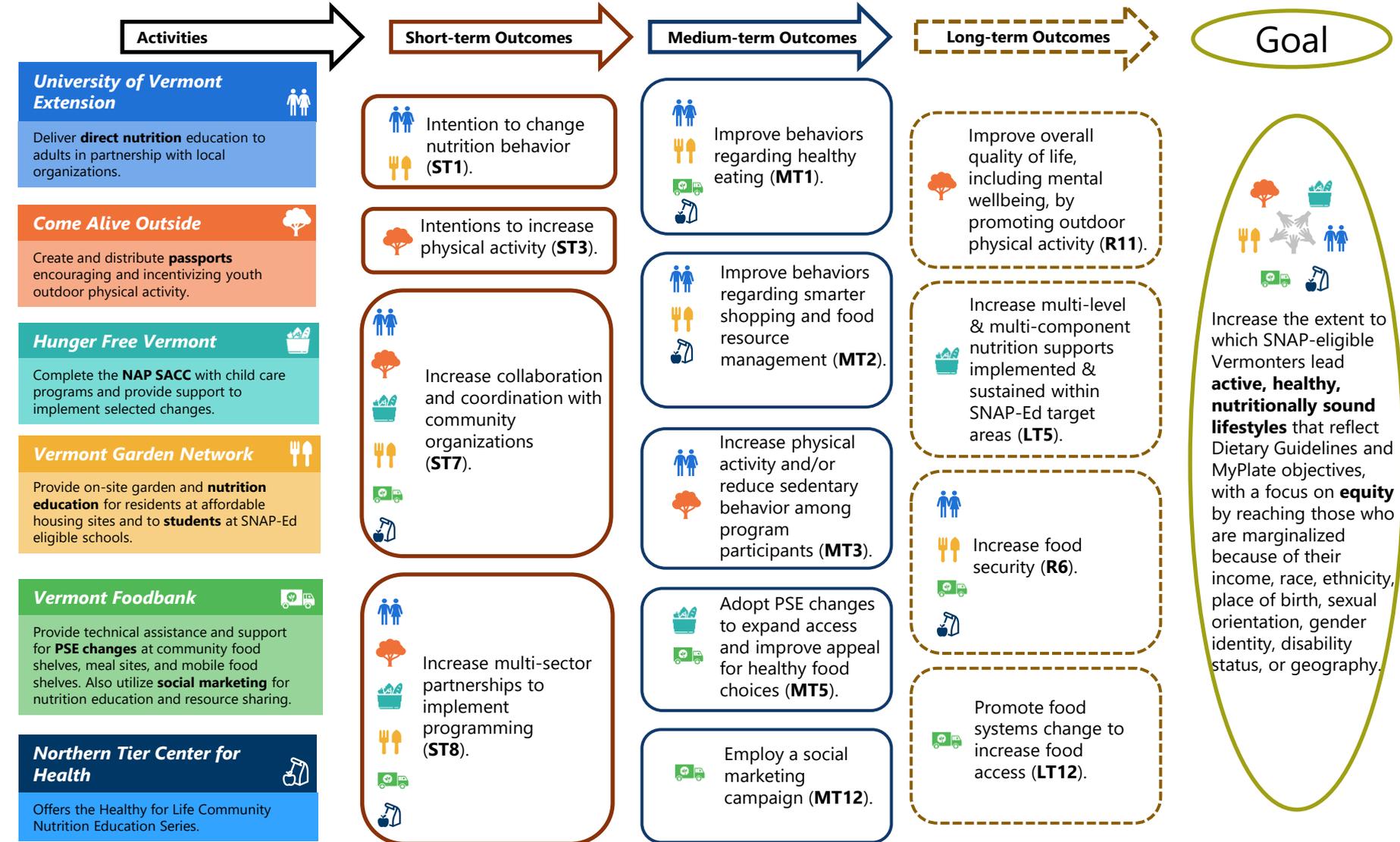
Partnerships & Coordination
to foster conversations



Partnerships, community engagement, and coordination

VERMONT SNAP-ED LOGIC MODEL

Partners have made progress towards SNAP-Ed Framework indicators, both individually and collectively



Statewide Coordination

Short-term (ST), Medium-term (MT), Long-term (LT), and Population level (R) outcomes were selected from the SNAP-Ed Evaluation Framework as they align with sub-recipient activities. NAP SACC is the Nutrition And Physical activity Self Assessment for Child Care. PSE is policy, systems, and environmental change.



Photo by [Jan Kopriva](#) on [Unsplash](#)

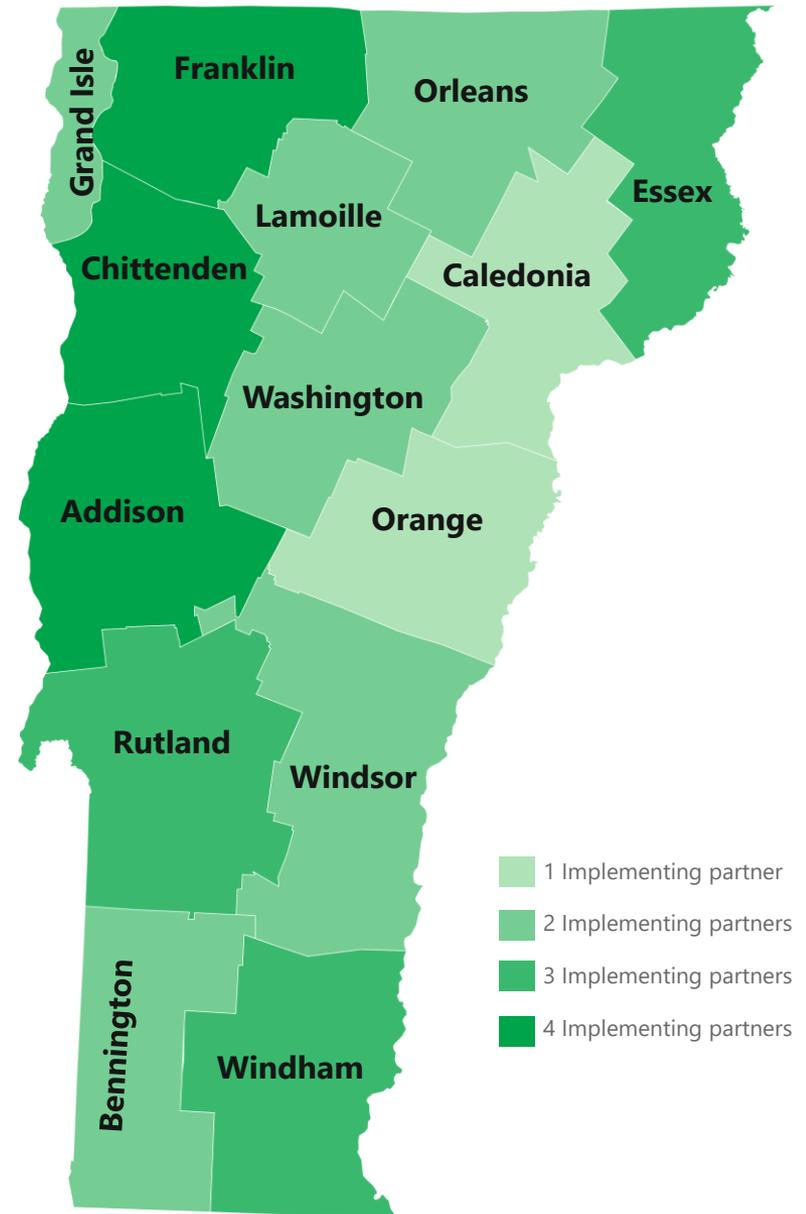
Statewide Activities and Reach

WHERE SNAP-ED WORKS

SNAP-Ed strategies were implemented in 14 counties

In FY23, SNAP-Ed strategies were put into action in the counties depicted on the map to the right. Over the past year, SNAP-Ed implementing partners have broadened their coverage areas while still customizing their programs to meet the unique needs of local communities. **Collectively, these implementing partners operated in all 14 counties within the state**, an improvement over previous years.

The partners expanded their reach across the state, and **many offered new strategies to engage priority populations**. Specifically, one implementing partner reached two counties, two implementing partners worked in each of the six counties, three implementing partners worked in each of the three counties, and four implementing partners extended their efforts to each of the remaining three counties.



STATEWIDE REACH BY COUNTY

SNAP-Ed activities vary by county, with some layering to amplify program effects



| County | Passport Programs | Veggie Van Go & VT Fresh | NAP SACC* | Mobile Classroom | Healthy for Life | Eat Smart, Move More |
|------------|-------------------|--------------------------|-----------|------------------|------------------|----------------------|
| Addison | | | | | | |
| Bennington | | | | | | |
| Caledonia | | | | | | |
| Chittenden | | | | | | |
| Essex | | | | | | |
| Franklin | | | | | | |
| Grand Isle | | | | | | |
| Lamoille | | | | | | |
| Orange | | | | | | |
| Orleans | | | | | | |
| Rutland | | | | | | |
| Washington | | | | | | |
| Windham | | | | | | |
| Windsor | | | | | | |

*NAP SACC: Nutrition and Physical Activity Self-Assessment for Child Care



STATEWIDE REACH

SNAP-Ed strategies reached over 110,000 Vermonters in FY23*



Direct
education

3,726

Direct education included both nutrition and physical activity education, with tailored programs for youth and adults. These educational events were implemented by Come Alive Outside, NOTCH, UVM-Extension, VT Garden Network.



Policy, systems,
environmental (PSE)
change

108,432

PSE strategies included improving access to and appeal of fresh produce and other health food options at community food shelves, and grocery stores. These activities were implemented by NOTCH, Hunger Free Vermont, VT Foodbank.



Social marketing

Social media
33,141

Vermont Foodbank used social marketing to promote healthy eating and active living. Reach is based on the number of unique accounts reached.

Website
7,322

Vermont Foodbank also posts recipes and nutrition education information on their website.

*While reported reach is unduplicated at the strategy level, the statewide total may include duplication because people may have participated in more than one strategy.

STATEWIDE INITIATIVES AND COORDINATION

VDH supports cross-cutting efforts by SNAP-Ed implementing partners and external organizations

SNAP-Ed is just one of many statewide programs working to improve the health of Vermonters by increasing access to healthy foods. The image to the right shows the many components of **Vermont's food system**. The Vermont Nutrition Education Committee (VNEC) and the Vermont Farm to Plate Initiative are two statewide initiatives that complement SNAP-Ed's work by addressing additional components of Vermont's food system in alignment with SNAP-Ed goals. Many SNAP-Ed partners leverage resources provided through the program to support work that benefits Vermonters beyond SNAP-Ed. VDH actively participates in and supports the work of these cross-cutting efforts to minimize duplication and amplify impact.



Figure by Vermont Farm to Plate



Partner Highlights

COME ALIVE OUTSIDE

Engaging kids in physical activity year round



**Direct
education**

**2,636
youth
reached**

**18
schools/
community
centers**

**43
community
partnerships**

Through its Summer and Winter Wellness Passport Program, Come Alive Outside (CAO) works to keep youth and families active all year long. Participants earn points for each activity completed and can claim prizes after earning 10 points with no limit on prizes earned! Parent survey completion at the end of the season enters a child in the grand prize drawings.

CAO partners with local school districts to distribute passports and to survey students and parents about passport use and impacts; passports may also be obtained directly from the CAO website. Other partnerships include parks and recreation, local businesses, health centers, other local nonprofit organizations, and government agencies.

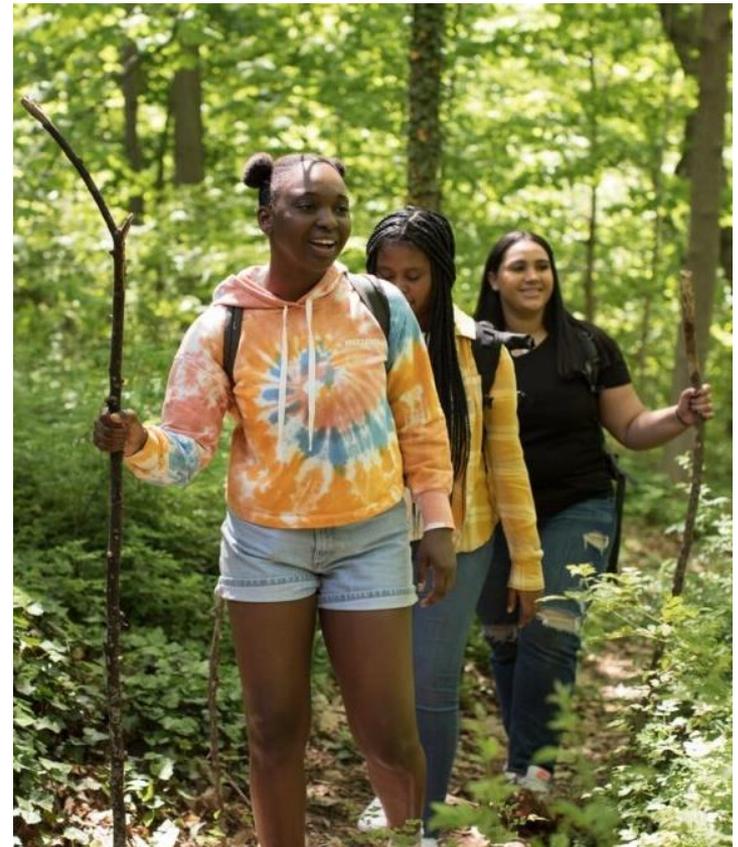


Photo source: *Nappy and Children Nature Network*

COME ALIVE OUTSIDE IN ACTION

CAO passport activities benefit families' physical and mental well-being

"This summer, while our family's house got fixed after getting flooded, we were living in my grandpa's RV in their driveway. I'm the oldest, my little brother is 6, and my sister is 8. My mom decided that since we had nothing better to do, we should try to complete all of the activities in the outdoor Passport and see how many prizes we could earn, especially since you can keep earning prizes all summer! I have the most points with 180! I'm planning to complete two more activities and then collect all the prizes! Check it out!"

- 11-year-old Passport recipient

"After sharing her story with us, Ryan shoved their sticker-covered, and very worn passport into our hands with a giant grin on their face."

- CAO program manager



Photo by Come Alive Outside

COME ALIVE OUTSIDE CENTERING EQUITY

Ensuring people from all walks of life connect with nature in ways that bring them joy



The staff and board members of Come Alive Outside participated in a year-long Diversity, Equity, Inclusion, and Justice (DEIJ) Fellowship. This program involved learning, unlearning, and taking action on DEIJ principles to become a more inclusive organization when working with priority populations in outdoor recreation and healthcare settings.



Come Alive Outside collaborated with partner organizations to review and ensure the safety and inclusivity of marketing materials and event content for their intended audience.



Come Alive Outside took part in three panels discussing the impact of partnerships on advancing equity. In addition, they had 17 new/renewed partnerships in 2023, adding to the diversity of their partnerships.

HUNGER FREE VERMONT

Changing the environment to improve child nutrition



PSE change

286
people
reached

22
local
partners

54
Hunger
Council
meetings

Hunger Free Vermont (HFVT) is a technical assistance and advocacy organization that implements PSE strategies to promote healthy eating, family food security, and physical activity among youth across the state. SNAP-Ed funds their *Nutrition and Physical Activity Self-Assessment for Child Care (NAP SACC)* program, which helps child care centers improve policies and environments to support young children in getting healthy food and physical activity. NAP SACC continued using a hybrid format in FY23 providing hands-on training experiences. All four early childhood programs created and implemented action plans to improve nutrition policies and practices.

NAP SACC professional development activities continued to be impacted by early childcare and education programs frequently changing operations plans and significant capacity challenges. In response, HFVT worked to adjust the program to the needs of the early childhood educators and included compensation for their participation, which directly supported implementation of action plan goals.

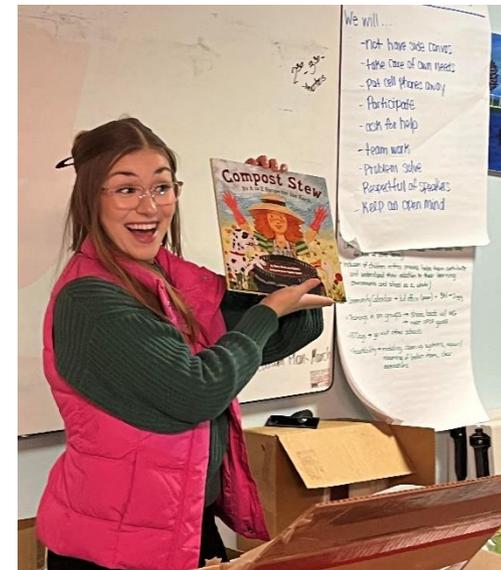


Photo by Hunger Free Vermont

HUNGER FREE VERMONT IN ACTION: NAP SACC

Upgrades to educational training to enhance in-class food and nutrition experiences

The Natural Child School, a preschool in Brattleboro, VT, recognized the need for support in improving feeding practices and promoting healthy eating within their program. With support from NAP SACC, the **school staff engaged in training sessions and discussions** addressing food biases, food-related trauma, and the unique role of early childhood educators in shaping children's food experiences. They implemented changes such as **adopting more encouraging mealtime language** and **creating a welcoming environment for food and nutrition education**. Additionally, they received developmentally appropriate nutrition resources and activities. The Natural Child School shared their knowledge with a regional early childhood education network, leading to a collective focus on nutrition and food security education. **This effort resulted in a follow-up training that offered professional development credits, benefiting multiple programs.**



Photos by *The Natural Child School (a preschool)*

Student at the school engaging in nutrition activities with fruit and veggie plushies and healthy snacks.

HUNGER FREE VERMONT CENTERING EQUITY

Providing inclusivity training and improving accessibility of food access resources



HFVT added **food and weight bias training to the NAP SACC program** to increase early childhood staff's knowledge and sensitivity toward the challenges of providing children with a healthy diet while also experiencing social challenges such as poverty and homelessness.



HFVT advocated on behalf of early childhood programs for translation of child nutrition materials into multiple languages by the Vermont Agency of Education. The Agency has begun taking steps toward translating materials for the Child and Adult Care Food Program to support diverse families.

NORTHERN TIER CENTER FOR HEALTH



NORTHERN TIER
CENTER FOR HEALTH
FEDERALLY QUALIFIED HEALTH CENTER

Making it easier to shop for and prepare healthy meals



**PSE
change**



**Direct
education**

**1,968
reached**

**41
Events**

**12
community
partnerships**

The Northern Tier Center for Health (NOTCH) is a Federally Qualified Health Center in Richford that provides primary care services and operates the Main Street Market, a social grocery store that provides access to nutritious, fresh, and affordable food choices. As a pilot recipient, NOTCH began offering the American Heart Association's *Healthy for Life*® community-based nutrition and well-being program series at the Richford Health Center and various satellite locations in Franklin County. The hour-long sessions provided direct education on cooking skills and grocery shopping to increase participants' knowledge and confidence to shop for and prepare healthy meals. NOTCH also provided in-store demonstration of the *Healthy for Life*® recipes with sample and resource handouts, as well as resources and flyers.

NOTCH's PSE work focused on bringing new healthy foods to the grocery store, such as no-salt or reduced sodium canned vegetable products and low-fat or non-fat dairy items.



*Healthy for Life Double-Duty Meals session at Enosburgh Public Library
Photo provided by NOTCH.*

NORTHERN TIER CENTER FOR HEALTH CENTERING EQUITY

Expanding partnerships and adapting curriculum to serve priority populations



NOTCH provided educational opportunities at partner sites within the community to ensure that SNAP-Ed direct education is **accessible to community members**, especially those facing challenges due to their **rural location** or **limited access to transportation**.



NOTCH **expanded its partnership** with the Abenaki Nation of Missisquoi tribal leadership by collaborating on the Healthy for Life® direct education activities. They established a summer series schedule with three key touchpoints, during which they would **adapt the Healthy for Life® curriculum to include culturally significant foods** like cranberry beans and corn. This collaboration was designed to align with the Abenaki of Missisquoi's ongoing hypertension program, which is funded by the Vermont Department of Health.

NORTHERN TIER CENTER FOR HEALTH IN ACTION

Celebrating the Seasonal Harvest with the Abenaki Nation of Missisquoi

In 2023, NOTCH and the Abenaki Nation of Missisquoi collaborated to integrate health initiatives and nutrition education in Swanton, Vermont. This partnership resulted in a three-session Healthy for Life® series held at the Abenaki of Missisquoi Tribal Office, focusing on incorporating **Abenaki heritage foods into heart-healthy recipes**. Topics included **plant-based protein selection** (featuring Heritage Cranberry Beans), **healthy ingredient substitutions** (using locally grown produce), and **plant-forward eating strategies** (cooking with the Abenaki Three Sisters of Agriculture: corn, beans, and squash).

The program led to significant improvements in participants' **food resource management skills, healthier food choices, and increased fruit and vegetable consumption**. This successful collaboration also fostered **greater community engagement**, with many participants from the Abenaki community continuing to engage in NOTCH's programs throughout 2023, thereby extending the impact of the initiative in the Swanton area.



*Abenaki Nation of Missisquoi SNAP-Education participants enjoy a 'Three Sisters stew'.
Photo provided by NOTCH.*

UNIVERSITY OF VERMONT EXTENSION



Making it easier to shop for and prepare healthy meals



**Direct
education**

**56
reached**

**18
Events**

**3
community
partnerships**

University of Vermont's Cooperative Extension Community Nutrition Education Program implements the national Expanded Food and Nutrition Education Program (EFNEP). EFNEP offers free, hands-on nutrition education for income-eligible parents and caregivers, teens and children. At the highest level, this program strives to combat hunger, malnutrition, obesity, and poverty through one-on-one education. SNAP-Ed compliments these efforts by allowing Extension to reach broader audience.

The *Families Eating Smart Moving More* curriculum provides online lessons and in-person cooking activities. This program teaches evidence-based nutrition principles like shopping with a grocery list, using ingredient labels to make food choices, making half your plate fruits and vegetables, drinking water instead of sugary drinks, and being active and reducing sedentary behaviors—as part of a healthy lifestyle.



Photo provided by University of Vermont Extension

UNIVERSITY OF VERMONT EXTENSION CENTERING EQUITY

Expanding partnerships strategically to serve priority populations



The Extension successfully reached out to the Swanton Recreation Department Director and leaders of the Missisquoi Abenaki tribal community to expand their program reach to serve priority populations.



The Extension successfully forged new partnership with Valley Vista that offers substance use disorder programming in Vermont to extend their direct education to those in recovery.



In planning for FY2024, the Extension will be working with Champlain college and the Burlington Housing Authority and Champlain Housing Trust to serve BIPOC and people with disabilities.

UNIVERSITY OF VERMONT EXTENSION IN ACTION

Reinforcing healthy eating skills through community nutrition education programming

In 2023, the Extension offered nutrition and cooking education through SNAP-Ed and Expanded Food and Nutrition Education program (EFNEP) funding. SNAP-Ed was introduced at a residential addiction treatment facility, providing two four-lesson series to prepare residents for recovery. They aimed to **assist residents in making healthier and budget-friendly food choices for themselves and their families.**

One participant from the residential program, also a SNAP-Ed participant, completed the program and joined a long-term residential program in another part of the state. Driven to regain custody of her children and provide a healthy environment, after completing SNAP-Ed program, she voluntarily enrolled in a six-session EFNEP program. **She shared her nutrition and budgeting knowledge gained from SNAP-Ed,** including reading nutrition labels, incorporating healthier options, and budgeting for nutritious meals. This reinforced her confidence and knowledge even during intensive detox, **making her journey from SNAP-Ed to EFNEP a significant success.**



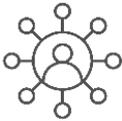
*Photo 1: Home-made tortillas; Photo 2: Veggies for stir-fry;
Photo 3: Whole-wheat pancakes.
Photo provided by UVM Extension*

VERMONT FOODBANK

Increasing access to fresh produce for all Vermonters



**PSE
change**



**Social
marketing**

Estimate
106,371
reached

135
sites
served

Over
172,789
social
media
views

The Vermont Foodbank provides nutritious food through a network of community partners statewide: food shelves, meal sites, senior centers, school and hospital programs. It also operates *Veggie Van Go*, a mobile food pantry offering drive-up distributions. The food bank implements PSE strategies through their *VT Fresh* and *Veggie Van Go* programs.

In FY 23 the Foodbank provided technical assistance to food sites in areas such as displays and signage, safe food handling and storage, systems and strategies to increase accessibility to fresh foods and be responsive to community needs. The Foodbank also continued to reach participants through social media marketing strategies, printed materials, an improved *VT Fresh* website, and the *VT Fresh* electronic nutrition education newsletter. Content included recipes and opportunities for participants to test recipes and share their feedback online.



Photo by Vermont Foodbank

VERMONT FOODBANK IN ACTION

Food center enhances inclusivity in food access through meaningful PSE changes

Slate Valley Cares (SVC) in Fair Haven partnered with *VT Fresh* to improve food access in their community. With new leadership by community members, SVC initiated a series of changes, including a name transformation, facility upgrades, extended operating hours, and a shift from calling those they serve "**clients**" to "**community members.**" These changes aligned with SNAP-Ed equity goals, aiming to reduce stigma, enhance accessibility, and foster inclusivity in the food environment. SVC's primary goal was to provide a more dignified way to access food, which involved **acquiring shelving and shopping carts**, redesigning the store layout, and introducing an in-house "farmers' market" stand to display fresh produce attractively. An **innovative system upgrade** streamlined inventory management and provided a **dignified shopping experience** to community members, resulting in more fresh produce availability and more people visiting. SVC's efforts have not only **increased food access** in their rural area but have also tackled the stigma associated with charitable food.



Photos provided by Vermont Food Bank

VERMONT FOODBANK CENTERING EQUITY

Combined efforts aim to increase cultural relevance, accessibility, and inclusivity in Vermont Foodbank's food assistance programs.



Training and professional development in equity, diversity, and inclusion equipped Foodbank staff to effectively meet the unique needs of priority populations.



Veggie Van Go (VVG) specifically served rural communities, offering drive-through and home delivery options to aid seniors and those with disabilities.



Social marketing efforts concentrated on developing and promoting culturally responsive recipes, active participation in community events, and engaging a broader audience.



Website made more accessible by enhancing readability and including translations in multiple languages.



Strategic partnerships with organizations to support community-led food access projects that serve priority populations and were responsive to community needs and preferences.

VERMONT GARDEN NETWORK

Building a Mobile Nutrition Education Classroom



**Direct
education**

**841
reached**

**65
events**

**26
community
partnerships**

Vermont Garden Network (VGN)'s goal was to create a mobile classroom and travel across the state of Vermont to food insecure communities and underserved areas, connecting people of all ages with information and education about nutrition and the benefits of locally grown produce. With the support of SNAP-Ed and community sponsors, VGN purchased and retrofitted a van with gardening and culinary supplies, a portable cooktop, seating, and educational materials. They delivered workshops in schools, libraries, senior centers, residential gardens, and an outdoor educational center. Each event included discussion about in-season produce; recipe demonstrations and tasting; guidance about the nutritional benefits of food; growing food in garden; using local produce from a farmers market, CSA or food shelf. Some sites received additional education about shopping, storing and preparing food from the grocery store.



Photo by Vermont Garden Network

VERMONT GARDEN NETWORK IN ACTION

Veducation Van takes nutrition education program to Willowell community garden

Willowell, a Vermont community garden, focuses on naturalism and land exploration. They grow food and support programming for students K-12, educate residents about gardening, donate to food shelves, and host community workdays. Recognizing the need to enhance modern life skills like reading nutrition labels, they partnered with the Vermont Garden Network.

VGN used their *Veducation Van* to **expand students' understanding of food systems and informed choices**. The curriculum covered group activities focused on **prepared and packaged foods**, **psychological impacts of advertisements**, and **intricacies of food labeling**. Many students exceeded learning goals, and Willowell invited Vermont Garden Network back for a third year in 2024, showcasing their **strong partnership and knowledge transfer**.



Photo by Vermont Garden Network

VERMONT GARDEN NETWORK CENTERING EQUITY

Expanding reach and access through active outreach



VGN set a goal to create translations in at least two languages for all educational materials they create for workshops this year; with more to come in subsequent years.



VGN cross-referenced last year's program reach maps, identified underserved areas, and expanded their programming into those counties in 2023. In addition, VGN reached out to every school with over 50% Free & Reduced lunch eligibility and successfully visited every Vermont county by the end of 2023. In 2024, VGN plans to focus on reaching marginalized groups.



VGN has begun expanding their outreach to marginalized communities through partnerships with education providers for WIC recipients, libraries, community centers, and outreach at local health fairs. The hope is to create valuable programs for those who need it the most.



Conclusions and Recommendations

APPROACH TO DRAWING CONCLUSIONS

The conclusions and recommendations in this section were informed by PDA's evaluation approach, which includes:

- An emphasis on **use** and **practical value** of evaluation findings.
- The use of **multiple methods**, including quantitative and qualitative data, and mapping to enrich evaluation findings.
- **PDA's review and collaborative discussion** of findings with Vermont SNAP-Ed program

This section summarizes key takeaways from the FY23 evaluation, drawing on findings from all partners. The conclusions and recommendations in this section represent the PDA's and VDH's common understanding of the Vermont SNAP-Ed program.



KEY TAKEAWAYS



The SNAP-Ed program had a broad reach through direct education, PSE change strategies, and social marketing, covering all counties in Vermont for the first time in FY23.



The six implementing partners continue to work toward established targets for reach and PSE changes. Use of standard reporting templates facilitated analysis of program-wide efforts.



Formal partnerships with other organizations in the state are used to align the goals and activities of Vermont agencies working on federal food assistance and physical activity programs.



SNAP-Ed grantees are actively centering program-specific equity goals to improve their reach to marginalized populations by focusing on training and education for SNAP-Ed partner staff, tailoring programs to the needs of underserved communities, and establishing and enhancing partnerships and coordination across the state.

STATEWIDE RECOMMENDATIONS

Equity Focus

In FY23, through collaborative planning and discussion the SNAP-Ed program began to integrate equity into implementing partners' efforts and introduced equity metrics in quarterly reports to track progress.

Going forward, the program can improve outreach to the identified priority groups through engagement in evaluative reflection, continued peer learning, assessing equity progress, and taking action to address equity challenges encountered in the process.

Geography

The FY22 needs assessment emphasized the importance of lifting restrictions on the geographical areas where SNAP-Ed activities can take place. This change enabled SNAP-Ed partners to provide services to high-priority groups no matter where they are located. It also facilitated the integration of SNAP-Ed into other statewide programs. Future assessments should concentrate on evaluating how this change affects SNAP-Ed's ability to serve these high-priority groups.

Evaluation

The SNAP-Ed program could benefit from conducting process evaluation to improve program delivery. Cost-effective ways to do this include regularly reflecting on what is/is not going well and/or adding 1-2 questions to participant surveys to assess program satisfaction. Furthermore, SNAP-Ed partners are encouraged to consistently enhance their programs and engage in reflective practice, which will help maintain and support their ongoing health equity initiatives.

ACKNOWLEDGEMENTS

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- Lily Dunk (Professional Data Analysts)