

Appendix C: Data Tables

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LIST OF ACRONYMS

| | |
|----------------|---|
| DGA | Dietary Guidelines for Americans |
| FY | Fiscal Year |
| IA | SNAP-Ed Implementing Agency |
| ITO | Indian Tribal Organization |
| PSA | Public service announcement |
| PSE | Policy, systems, and environment |
| SNAP | Supplemental Nutrition Assistance Program |
| SNAP-Ed | Supplemental Nutrition Assistance Program Education |
| TANF | Temporary Assistance for Needy Families |
| WIC | Special Supplemental Nutrition Program for Women, Infants, and Children |

Statewide Goals and Objectives

Table 1. Type of statewide goals identified in State Plan by fiscal year

| Goal Types | FY 2014 Number of States (%) | FY 2015 Number of States (%) | FY 2016 Number of States (%) |
|---|------------------------------------|------------------------------------|------------------------------------|
| TOTAL | 52 (100) | 53 (100) | 53 (100) |
| Individual knowledge and/or behavior goal | 50 (96) | 49 (93) | 48 (91) |
| Population-level goal | 7 (14) | 11 (21) | 18 (34) |
| PSE goal | 13 (25) | 16 (30) | 25 (47) |
| Social marketing goal | 2 (4) | 7 (13) | 4 (8) |
| Goals related to program administration, reach or planning (not health related) | 12 (23) | 9 (17) | 11 (21) |
| Other | 2 (4) | 0 (0) | 1 (2) |
| Statewide goals unclear or not reported | 1 (2) | 1 (2) | 0 (0) |

Source: SNAP-Ed State Plans. Categories not mutually exclusive therefore percentages may not add to 100.

Table 2. Statewide goal topic areas identified in State Plan by fiscal year

| Goal Topics | FY 2014 Number of States (%) | FY 2015 Number of States (%) | FY 2016 Number of States (%) |
|--|------------------------------------|------------------------------------|------------------------------------|
| Lifestyle consistent with the Dietary Guidelines for Americans | 27 (52) | 29 (55) | 26 (49) |
| Increase fruit and vegetable consumption | 26 (50) | 25 (47) | 21 (40) |
| Increase consumption of whole grains | 16 (31) | 17 (32) | 11 (21) |
| Switch to non-fat or low-fat milk and milk products | 19 (37) | 19 (36) | 14 (26) |
| Improve food resource management practices | 13 (25) | 13 (25) | 10 (19) |
| Improve calorie balance during each stage of life | 19 (37) | 19 (36) | 12 (23) |
| Prevent chronic diseases (i.e., obesity, diabetes) | 8 (15) | 7 (13) | 14 (26) |
| Increased physical activity | 28 (54) | 27 (51) | 32 (60) |
| Food safety | 12 (23) | 8 (15) | 5 (9) |
| Increased knowledge related to nutrition | 11 (21) | 7 (13) | 6 (11) |
| Increased knowledge related to physical activity | 7 (14) | 6 (11) | 5 (9) |
| General Healthy Eating | 3 (6) | 4 (8) | 7 (13) |
| Reduce consumption of sugar sweetened beverages | 0 (0) | 2 (4) | 5 (9) |
| Policy, systems, environmental change | 4 (8) | 6 (11) | 6 (11) |
| Increased food security | 4 (8) | 4 (8) | 4 (8) |
| Administrative goals | 3 (6) | 5 (9) | 4 (8) |
| Creating partnerships | 3 (6) | 2 (4) | 1 (2) |
| Other | 2 (4) | 3 (6) | 2 (4) |
| NONE IDENTIFIED | 2 (4) | 3 (6) | 1 (2) |

Source: SNAP-Ed State Plans. Categories not mutually exclusive therefore percentages may not add to 100.

Table 3. Statewide objectives identified in State plan by fiscal year

| Objectives Identified | FY 2014 | FY 2015 | FY 2016 |
|---------------------------------------|----------------------|----------------------|----------------------|
| | Number of States (%) | Number of States (%) | Number of States (%) |
| Yes, for all goals | 38 (73) | 43 (81) | 43 (81) |
| Yes, for some goals | 5 (10) | 4 (8) | 1 (2) |
| Yes, but not clearly related to goals | 7 (14) | 5 (9) | 9 (17) |
| No/unclear | 2 (4) | 1 (2) | 0 (0) |

Source: SNAP-Ed State Plans. Percentages may not add to 100 due to rounding.

SNAP-Ed Implementation

IMPLEMENTING AGENCY TYPES

Table 4. Implementing Agency Types by fiscal year

| Implementing Agency Type | FY 2014 | FY 2015 | FY 2016 |
|--|-------------------|-------------------|-------------------|
| | Number of IAs (%) | Number of IAs (%) | Number of IAs (%) |
| TOTAL | 132 (100) | 147 (100) | 147 (100) |
| Land grant university, cooperative extension | 49 (37) | 59 (40) | 58 (40) |
| Land grant university, not extension | 5 (4) | 4 (3) | 4 (3) |
| Other university | 6 (5) | 8 (5) | 8 (5) |
| Non-profit, general purpose | 11 (8) | 12 (8) | 14 (10) |
| Non-profit, food specific | 21 (16) | 24 (16) | 18 (12) |
| State department of public health | 8 (6) | 10 (7) | 10 (7) |
| State department of social services | 2 (2) | 3 (2) | 4 (3) |
| Other department of state government | 2 (2) | 1 (1) | 1 (1) |
| Local government agency | 19 (14) | 19 (13) | 24 (16) |
| Indian Tribal Organization | 7 (5) | 6 (4) | 5 (3) |
| Other | 2 (2) | 1 (1) | 1 (1) |

Source: EARS. Data for Guam and U.S. Virgin Islands was unavailable. Percentages may not add to 100 due to rounding.

Table 5. Implementing agency types (6 categories) by fiscal year

| Implementing Agency Type | FY 2014 | FY 2015 | FY 2016 |
|----------------------------|-------------------|-------------------|-------------------|
| | Number of IAs (%) | Number of IAs (%) | Number of IAs (%) |
| TOTAL | 132 (100) | 51 (100) | 51 (100) |
| University | 60 (46) | 71 (48) | 70 (48) |
| Non-profit | 32 (24) | 36 (25) | 32 (22) |
| State department | 12 (9) | 14 (10) | 15 (10) |
| Local government agency | 19 (14) | 19 (13) | 24 (16) |
| Indian Tribal Organization | 7 (5) | 6 (4) | 5 (3) |
| Other | 2 (2) | 1 (1) | 1 (1) |

Source: EARS. Data for Guam and U.S. Virgin Islands was unavailable. Percentages may not add to 100 due to rounding.

LEVEL AT WHICH SNAP-ED PROJECTS ARE DESCRIBED

Table 6. Level at which SNAP-Ed projects are described in State plans by fiscal year

| Levels | FY 2014 Number of States (%) | FY 2015 Number of States (%) | FY 2016 Number of States (%) |
|--|------------------------------------|------------------------------------|------------------------------------|
| Overall | 52 (100) | 53 (100) | 53 (100) |
| All activities conducted by a single IA constitute a “project” | 13 (25) | 13 (25) | 11 (21) |
| <i>Different</i> activities sponsored by the IA are described as distinct projects | 28 (54) | 32 (60) | 33 (62) |
| <i>Similar</i> activities sponsored by the IA that are implemented in different locations are described as distinct projects (e.g., each county constitutes a project) | 2 (4) | 2 (4) | 2 (4) |
| Other | 9 (17) | 6 (11) | 7 (13) |

Source: SNAP-Ed State Plans. Percentages may not add to 100 due to rounding.

TARGET AUDIENCES

Table 7. Age Groups SNAP-Ed Programs Planned to Target by fiscal year

| Age Group | FY 2014 Number of States (%) | FY 2015 Number of States (%) | FY 2016 Number of States (%) |
|--------------------------|---------------------------------|---------------------------------|---------------------------------|
| TOTAL | 52 (100) | 53 (100) | 53 (100) |
| < 5 years | 40 (77) | 43 (81) | 46 (87) |
| 5-17 years (school-aged) | 51 (98) | 52 (98) | 53 (100) |
| 18-59 years | 52 (100) | 52 (98) | 53 (100) |
| 60+ years | 50 (96) | 44 (83) | 46 (87) |
| Unclear/not reported | 8 (15) | 12 (23) | 16 (30) |

Source: SNAP-Ed State Plans. Categories not mutually exclusive therefore percentages may not add to 100.

Table 8. Age Groups SNAP-Ed Programs Reached (State-level) by fiscal year

| Age Group | FY 2014 Number of States (%) | FY 2015 Number of States (%) | FY 2016 Number of States (%) |
|--------------------------|---------------------------------|---------------------------------|---------------------------------|
| TOTAL | 51 (100) | 51 (100) | 51 (100) |
| < 5 years | 42 (82) | 49 (96) | 46 (90) |
| 5-17 years (school-aged) | 49 (96) | 51 (100) | 50 (98) |
| 18-59 years | 50 (98) | 51 (100) | 51 (100) |
| 60+ years | 50 (98) | 51 (100) | 51 (100) |

Source: EARS. Data for Guam and U.S. Virgin Islands was unavailable. Categories not mutually exclusive therefore percentages may not add to 100.

Table 9. Age Groups SNAP-Ed Programs Primarily Reached (State-level) by fiscal year

| Age Group | FY 2014 | FY 2015 | FY 2016 |
|--------------------------|----------------------|----------------------|----------------------|
| | Number of States (%) | Number of States (%) | Number of States (%) |
| TOTAL | 51 (100) | 51 (100) | 51 (100) |
| < 5 years | 1 (2) | 0 (0) | 1 (2) |
| 5-17 years (school-aged) | 45 (88) | 46 (90) | 42 (82) |
| 18-59 years | 5 (10) | 5 (10) | 8 (16) |
| 60+ years | 0 (0) | 0 (0) | 0 (0) |

Source: EARS. Data for Guam and U.S. Virgin Islands was unavailable. Percentages may not add to 100 due to rounding.

Table 10. Age Groups SNAP-Ed Programs Reached by Implementing Agencies by fiscal year

| Age Group | FY 2014 | FY 2015 | FY 2016 |
|--------------------------|----------------------|----------------------|----------------------|
| | Number of States (%) | Number of States (%) | Number of States (%) |
| TOTAL | 132 (100) | 147 (100) | 147 (100) |
| < 5 years | 72 (55) | 87 (59) | 63 (43) |
| 5-17 years (school-aged) | 97 (74) | 114 (78) | 91 (62) |
| 18-59 years | 119 (90) | 133 (91) | 69 (47) |
| 60+ years | 96 (73) | 114 (78) | 105 (71) |

Source: EARS. Data for Guam and U.S. Virgin Islands was unavailable. 5 IAs were missing information on age groups in FY 2014. 4 IAs were missing information on age groups in FY 2015. 7 IAs were missing information on age groups in FY 2016. Categories not mutually exclusive therefore percentages may not add to 100.

Table 11. Age Groups SNAP-Ed Programs Primarily Reached (IA-level) by fiscal year

| Age Group | FY 2014 | FY 2015 | FY 2016 |
|--------------------------|----------------------|----------------------|----------------------|
| | Number of States (%) | Number of States (%) | Number of States (%) |
| TOTAL | 132 (100) | 147 (100) | 147 (100) |
| < 5 years | 4 (3) | 4 (3) | 35 (24) |
| 5-17 years (school-aged) | 66 (50) | 73 (50) | 55 (37) |
| 18-59 years | 50 (38) | 60 (41) | 2 (1) |
| 60+ years | 6 (5) | 5 (3) | 36 (25) |
| Missing/NA | 6 (5) | 5 (3) | 19 (13) |

Source: EARS. Data for Guam and U.S. Virgin Islands was unavailable. 5 IAs were missing information on age groups in FY 2014. 4 IAs were missing information on age groups in FY 2015. 7 IAs were missing information on age groups in FY 2016. Percentages may not add to 100 due to rounding.

SNAP-ED PROGRAMMING TYPES

Table 12. Types of programming included by SNAP-Ed State Agencies by fiscal year

| Types of Programming | FY 2014 | FY 2015 | FY 2016 |
|----------------------|----------------------|----------------------|----------------------|
| | Number of States (%) | Number of States (%) | Number of States (%) |
| Total | 52 (100) | 53 (100) | 53 (100) |
| Any direct education | 52 (100) | 53 (100) | 53 (100) |
| Any social marketing | 29 (56) | 38 (72) | 38 (72) |
| Any PSE | 29 (56) | 49 (93) | 52 (98) |

Source: SNAP-Ed State Plans. Categories not mutually exclusive therefore percentages may not add to 100.

Table 13. Types of programming included in planned SNAP-Ed projects by fiscal year

| Types of Programming | FY 2014 | FY 2015 | FY 2016 |
|----------------------|------------------------|------------------------|------------------------|
| | Number of Projects (%) | Number of Projects (%) | Number of Projects (%) |
| Total | 585 (100) | 444 (100) | 438 (100) |
| Any direct education | 541 (92) | 393 (89) | 384 (88) |
| Any social marketing | 51 (9) | 95 (21) | 95 (22) |
| Any PSE | 178 (30) | 312 (70) | 364 (83) |

Source: SNAP-Ed State Plans. Categories not mutually exclusive therefore percentages may not add to 100.

Table 14. Combinations of programming included in planned SNAP-Ed projects by fiscal year

| Combinations of Programming by fiscal year | FY 2014 | FY 2015 | FY 2016 |
|--|----------------------|----------------------|----------------------|
| | Number of States (%) | Number of States (%) | Number of States (%) |
| Total | 52 (100) | 53 (100) | 53 (100) |
| Direct Education only | 12 (23) | 3 (6) | 1 (2) |
| Direct Education and PSE | 11 (21) | 12 (23) | 14 (26) |
| Direct Education and Social Marketing | 11 (21) | 1 (2) | 0 (0) |
| Direct Education, Social Marketing and PSE | 18 (35) | 37 (70) | 38 (72) |

Source: SNAP-Ed State Plans. Percentages may not add to 100 due to rounding.

Table 15. Combination of programming types included in planned SNAP-Ed projects by level at which projects are described and by fiscal year

| Combination of Programming by Level | FY 2014 Number of States | FY 2014 Percentage of States | FY 2015 Number of States | FY 2015 Percentage of States | FY 2016 Number of States | FY 2016 Percentage of States |
|--|---------------------------------|-------------------------------------|---------------------------------|-------------------------------------|---------------------------------|-------------------------------------|
| All activities conducted by a single IA constitute a "project" | 13 | 25.0 | 13 | 24.5 | 11 | 20.8 |
| Direct Education only | 5 | -- | 2 | -- | 0 | -- |
| Direct Education and PSE | 2 | -- | 3 | -- | 2 | -- |
| Direct Education and Social Marketing | 4 | -- | 0 | -- | 0 | -- |
| Direct Education, Social Marketing and PSE | 2 | -- | 8 | -- | 9 | -- |
| Different activities sponsored by the IA are described as distinct projects | 28 | 53.8 | 32 | 60.4 | 33 | 62.3 |
| Direct Education only | 6 | -- | 1 | -- | 1 | -- |
| Direct Education and PSE | 7 | -- | 8 | -- | 10 | -- |
| Direct Education and Social Marketing | 5 | -- | 1 | -- | 0 | -- |
| Direct Education, Social Marketing and PSE | 10 | -- | 22 | -- | 22 | -- |
| Similar activities sponsored by the IA that are implemented in different locations are described as distinct projects | 2 | 3.8 | 2 | 3.8 | 2 | 3.8 |
| Direct Education only | 0 | -- | 0 | -- | 0 | -- |
| Direct Education and PSE | 0 | -- | 0 | -- | 0 | -- |
| Direct Education and Social Marketing | 0 | -- | 0 | -- | 0 | -- |
| Direct Education, Social Marketing and PSE | 2 | -- | 2 | -- | 2 | -- |
| Combination of methods | 9 | 17.3 | 5 | 9.4 | 7 | 13.2 |
| Direct Education only | 0 | -- | 0 | -- | 0 | -- |
| Direct Education and PSE | 1 | -- | 1 | -- | 2 | -- |
| Direct Education and Social Marketing | 0 | -- | 0 | -- | 0 | -- |
| Direct Education, Social Marketing and PSE | 4 | -- | 5 | -- | 5 | -- |

Source: SNAP-Ed State Plans

Direct Education Programming

DETAILS PROVIDED ON DIRECT EDUCATION

Table 16. Details provided on direct education programming by fiscal year

| Details Provided on Direct Education | FY 2014 Number of States (%) | FY 2015 Number of States (%) | FY 2016 Number of States (%) |
|---|------------------------------------|------------------------------------|------------------------------------|
| Total Number of States with Direct Education projects | 52 (100) | 53 (100) | 53 (100) |
| Target audience age groups | -- | -- | -- |
| Yes, for all projects | 48 (92) | 46 (87) | 45 (85) |
| Yes, for some but not all projects | 4 (8) | 6 (11) | 8 (15) |
| No/unclear/not reported | 0 (0) | 1 (2) | 0 (0) |
| Settings | -- | -- | -- |
| Yes, for all projects | 42 (81) | 46 (87) | 48 (91) |
| Yes, for some but not all projects | 10 (19) | 7 (13) | 5 (9) |
| No/unclear/not reported | 0 (0) | 0 (0) | 0 (0) |
| Partners | -- | -- | -- |
| Yes, for all projects | 25 (48) | 29 (55) | 30 (57) |
| Yes, for some but not all projects | 22 (42) | 18 (34) | 18 (34) |
| No/unclear/not reported | 5 (10) | 6 (11) | 5 (9) |
| Planned reach | -- | -- | -- |
| Yes, for all projects | 12 (23) | 10 (19) | 15 (28) |
| Yes, for some but not all projects | 23 (44) | 31 (59) | 19 (36) |
| No/unclear/not reported | 17 (33) | 12 (23) | 19 (36) |
| Types of series or sessions | -- | -- | -- |
| Yes, for all projects | 29 (56) | 33 (62) | 27 (51) |
| Yes, for some but not all projects | 21 (40) | 19 (36) | 23 (43) |
| No/unclear/not reported | 2 (4) | 1 (2) | 3 (6) |
| Number of planned contacts | -- | -- | -- |
| Yes, for all projects | 9 (17) | 11 (21) | 14 (26) |
| Yes, for some but not all projects | 20 (39) | 23 (43) | 19 (36) |
| No/unclear/not reported | 23 (44) | 19 (36) | 20 (38) |

Source: SNAP-Ed State Plans

DIRECT EDUCATION: SETTING

Table 17. Settings in which Direct Education was *Planned* by fiscal year

| Setting | FY 2014 | FY 2015 | FY 2016 |
|----------------------|----------------------|----------------------|----------------------|
| | Number of States (%) | Number of States (%) | Number of States (%) |
| TOTAL | 52 (100) | 53 (100) | 53 (100) |
| Eat | 41 (79) | 41 (77) | 38 (72) |
| Learn | 52 (100) | 53 (100) | 52 (98) |
| Live | 47 (90) | 47 (89) | 48 (91) |
| Play | 46 (89) | 48 (91) | 45 (85) |
| Shop | 46 (89) | 46 (87) | 48 (91) |
| Work | 40 (77) | 42 (79) | 40 (76) |
| Unclear/not reported | 10 (19) | 7 (13) | 5 (9) |

Source: SNAP-Ed State Plans. Categories not mutually exclusive therefore percentages may not add to 100.

Table 18. Settings in which Direct Education was *Implemented* by fiscal year

| Setting | FY 2014 | FY 2015 | FY 2016 |
|----------|----------------------|----------------------|----------------------|
| | Number of States (%) | Number of States (%) | Number of States (%) |
| TOTAL | 51 (100) | 51 (100) | 51 (100) |
| Eat | 48 (94) | 50 (98) | 50 (98) |
| Learn | 51 (100) | 51 (100) | 51 (100) |
| Live | 50 (98) | 51 (100) | 51 (100) |
| Play | 48 (94) | 51 (100) | 50 (98) |
| Shop | 50 (98) | 50 (98) | 49 (96) |
| Work | 50 (98) | 50 (98) | 49 (96) |
| Unclear* | 41 (80) | 42 (82) | 39 (77) |

Source: EARS. Data for Guam and U.S. Virgin Islands was unavailable. Categories not mutually exclusive therefore percentages may not add to 100. *Includes sites for which setting could not be determined because they were identified by the State agencies as “other” and no additional detail about the site was available.

Table 19. Total and mean number of sites per state for each setting in which direct education was implemented by fiscal year

FY 2014

| Setting | Total Number of Sites | Average Number of Sites Per State | Range (Min, Max) of Sites Per State |
|----------|-----------------------|-----------------------------------|-------------------------------------|
| TOTAL | 59,565 | -- | -- |
| Eat | 4,276 | 83.8 | 0, 595 |
| Learn | 28,005 | 549.1 | 21, 3403 |
| Live | 15,418 | 302.3 | 0, 4263 |
| Play | 3,189 | 62.5 | 0, 518 |
| Shop | 3,566 | 69.9 | 0, 725 |
| Work | 2,801 | 54.9 | 0, 484 |
| Unclear* | 2,310 | 45.3 | 0, 501 |

FY 2015

| Setting | Total Number of Sites | Average Number of Sites Per State | Range (Min, Max) of Sites Per State |
|----------|-----------------------|-----------------------------------|-------------------------------------|
| TOTAL | 49,681 | -- | -- |
| Eat | 3,924 | 76.9 | 0, 506 |
| Learn | 25,446 | 498.9 | 6, 3744 |
| Live | 9,348 | 183.3 | 1, 1213 |
| Play | 3,013 | 59.1 | 1, 352 |
| Shop | 3,606 | 70.7 | 0, 572 |
| Work | 2,230 | 43.7 | 0, 321 |
| Unclear* | 2,114 | 41.5 | 0, 522 |

FY 2016

| Setting | Total Number of Sites | Average Number of Sites Per State | Range (Min, Max) of Sites Per State |
|----------|-----------------------|-----------------------------------|-------------------------------------|
| TOTAL | 59,413 | -- | -- |
| Eat | 4,449 | 87.2 | 0, 664 |
| Learn | 27,502 | 539.3 | 2, 3989 |
| Live | 14,109 | 276.6 | 1, 4319 |
| Play | 3,765 | 73.8 | 0, 535 |
| Shop | 4,334 | 85 | 0, 785 |
| Work | 2,639 | 51.7 | 0, 277 |
| Unclear* | 2,615 | 51.3 | 0, 733 |

Source: EARS. Data for Guam and U.S. Virgin Islands was unavailable. *Includes sites for which setting could not be determined because they were identified by the State agencies as “other” and no additional detail about the site was available. Categories not mutually exclusive therefore percentages may not add to 100.

Table 20. Settings in which direct education was implemented by fiscal year

| Setting | FY 2014 | FY 2015 | FY 2016 |
|---------------------------------|----------------------|----------------------|----------------------|
| | Number of States (%) | Number of States (%) | Number of States (%) |
| TOTAL | 51 (100) | 51 (100) | 51 (100) |
| Food Stores | 39 (77) | 42 (82) | 41 (80) |
| Elderly Service Centers | 46 (90) | 45 (88) | 49 (96) |
| Libraries | 42 (82) | 48 (94) | 46 (90) |
| Public Schools | 51 (100) | 51 (100) | 51 (100) |
| Head Start Programs | 46 (90) | 49 (96) | 49 (96) |
| Other Youth Education | 49 (96) | 48 (94) | 49 (96) |
| WIC Programs | 44 (86) | 42 (82) | 44 (86) |
| Extension Offices | 44 (86) | 38 (75) | 42 (82) |
| Public Housing | 49 (96) | 49 (96) | 49 (96) |
| Individual Homes | 27 (53) | 25 (49) | 25 (49) |
| Churches | 45 (88) | 46 (90) | 48 (94) |
| Public/Community Health Centers | 46 (90) | 49 (96) | 49 (96) |
| Shelters | 44 (86) | 45 (88) | 47 (92) |
| Adult Rehabilitation Centers | 43 (84) | 44 (86) | 47 (92) |
| Community Centers | 48 (94) | 51 (100) | 50 (98) |
| Farmers Markets | 36 (71) | 41 (80) | 43 (84) |
| Emergency Food Assistance | 48 (94) | 48 (94) | 48 (94) |
| Adult Education & Job Training | 48 (94) | 48 (94) | 49 (96) |
| Worksites | 34 (67) | 31 (61) | 36 (71) |
| SNAP Offices | 34 (67) | 40 (78) | 39 (77) |
| Other | 41 (80) | 42 (82) | 39 (77) |

Source: EARS. Data for Guam and U.S. Virgin Islands was unavailable. Categories not mutually exclusive therefore percentages may not add to 100.

Table 21. Total and mean number of sites per State for each setting in which direct education was implemented by fiscal year

FY 2014

| Setting | Total Number of Sites | Average Number of Sites Per State | Range (Min, Max) of Sites Per State |
|---------------------------------|-----------------------|-----------------------------------|-------------------------------------|
| TOTAL | 59,565 | -- | -- |
| Food Stores | 1,378 | 27 | 0, 446 |
| Elderly Service Centers | 2,898 | 56.8 | 0, 415 |
| Libraries | 943 | 18.5 | 0, 196 |
| Public Schools | 18,236 | 357.6 | 17, 2674 |
| Head Start Programs | 3,590 | 70.4 | 0, 412 |
| Other Youth Education | 2,979 | 58.4 | 0, 515 |
| WIC Programs | 1,426 | 28 | 0, 275 |
| Extension Offices | 831 | 16.3 | 0, 120 |
| Public Housing | 2,389 | 46.8 | 0, 441 |
| Individual Homes | 7,820 | 153.3 | 0, 4110 |
| Churches | 2,227 | 43.7 | 0, 414 |
| Public/Community Health Centers | 1,493 | 29.3 | 0, 247 |
| Shelters | 722 | 14.2 | 0, 81 |
| Adult Rehabilitation Centers | 767 | 15 | 0, 151 |
| Community Centers | 3,189 | 62.5 | 0, 518 |
| Farmers Markets | 822 | 16.1 | (0, 196) |
| Emergency Food Assistance | 2,744 | 53.8 | (0, 529) |
| Adult Education & Job Training | 1,631 | 32 | (0, 349) |
| Worksites | 595 | 11.7 | (0, 196) |
| SNAP Offices | 575 | 11.3 | (0, 84) |
| Other | 2,310 | 45.3 | (0, 501) |

FY 2015

| Setting | Total Number of Sites | Average Number of Sites Per State | Range (Min, Max) of Sites Per State |
|---------------------------------|-----------------------|-----------------------------------|-------------------------------------|
| TOTAL | 49,681 | -- | -- |
| Food Stores | 975 | 19.1 | 0, 201 |
| Elderly Service Centers | 2,949 | 57.8 | 0, 453 |
| Libraries | 981 | 19.2 | 0, 139 |
| Public Schools | 16,936 | 332.1 | 4, 3065 |
| Head Start Programs | 3,379 | 66.3 | 0, 406 |
| Other Youth Education | 2,396 | 47 | 0, 308 |
| WIC Programs | 1,085 | 21.3 | 0, 278 |
| Extension Offices | 669 | 13.1 | 0, 120 |
| Public Housing | 2,368 | 46.4 | 0, 284 |
| Individual Homes | 1,484 | 29.1 | 0, 385 |
| Churches | 2,189 | 42.9 | 0, 255 |
| Public/Community Health Centers | 1,647 | 32.3 | 0, 236 |
| Shelters | 705 | 13.8 | 0, 82 |
| Adult Rehabilitation Centers | 955 | 18.7 | 0, 188 |
| Community Centers | 3,013 | 59.1 | 1, 352 |

| Setting | Total Number of Sites | Average Number of Sites Per State | Range (Min, Max) of Sites Per State |
|--------------------------------|-----------------------|-----------------------------------|-------------------------------------|
| Farmers Markets | 1,058 | 20.7 | 0, 265 |
| Emergency Food Assistance | 2,548 | 50 | 0, 406 |
| Adult Education & Job Training | 1,149 | 22.5 | 0, 146 |
| Worksites | 484 | 9.5 | 0, 220 |
| SNAP Offices | 597 | 11.7 | 0, 83 |
| Other | 2,114 | 41.5 | 0, 522 |

FY 2016

| Setting | Total Number of Sites | Average Number of Sites Per State | Range (Min, Max) of Sites Per State |
|---------------------------------|-----------------------|-----------------------------------|-------------------------------------|
| TOTAL | 59,413 | -- | -- |
| Food Stores | 1,347 | 26.4 | 0, 392 |
| Elderly Service Centers | 3,102 | 60.8 | 0, 534 |
| Libraries | 1,153 | 22.6 | 0, 175 |
| Public Schools | 17,671 | 346.5 | 2, 3081 |
| Head Start Programs | 4,064 | 79.7 | 0, 511 |
| Other Youth Education | 2,469 | 48.4 | 0, 312 |
| WIC Programs | 1,140 | 22.4 | 0, 187 |
| Extension Offices | 1,005 | 19.7 | 0, 140 |
| Public Housing | 2,879 | 56.5 | 0, 488 |
| Individual Homes | 5,160 | 101.2 | 0, 4108 |
| Churches | 2,557 | 50.1 | 0, 354 |
| Public/Community Health Centers | 1,867 | 36.6 | 0, 250 |
| Shelters | 790 | 15.5 | 0, 98 |
| Adult Rehabilitation Centers | 856 | 16.8 | (0, 216) |
| Community Centers | 3765 | 73.8 | (0, 535) |
| Farmers Markets | 1425 | 27.9 | (0, 314) |
| Emergency Food Assistance | 2909 | 57.0 | (0, 602) |
| Adult Education & Job Training | 1452 | 28.5 | (0, 182) |
| Worksites | 503 | 9.9 | (0, 133) |
| SNAP Offices | 684 | 13.4 | (0, 78) |
| Other | 2615 | 51.3 | (0, 733) |

Source: EARS. Data for Guam and U.S. Virgin Islands was unavailable. Categories not mutually exclusive therefore percentages may not add to 100.

DIRECT EDUCATION: PLANNED PARTNERS

Table 22. Partners planned for direct education by fiscal year

| Setting | FY 2014 Number of States (%) | FY 2015 Number of States (%) | FY 2016 Number of States (%) |
|---|------------------------------------|------------------------------------|------------------------------------|
| TOTAL | 52 (100) | 53 (100) | 53 (100) |
| Agricultural organizations (includes farmers markets) | 17 (33) | 22 (42) | 22 (42) |
| Chefs/culinary institutes | 10 (19) | 9 (17) | 4 (8) |
| City and regional planning groups | 0 (0) | 2 (4) | 3 (6) |
| Early care and education facilities | 10 (19) | 13 (25) | 7 (13) |
| Faith-based groups | 13 (25) | 9 (17) | 10 (19) |
| Food banks/food pantries | 21 (40) | 23 (43) | 19 (36) |
| Food stores | 13 (25) | 8 (15) | 9 (17) |
| Foundations/philanthropy organizations/nonprofits | 22 (42) | 25 (47) | 25 (47) |
| Government program/agency | 36 (69) | 35 (66) | 35 (66) |
| Hospitals/healthcare organizations | 11 (21) | 16 (30) | 18 (34) |
| Human services organizations | 22 (42) | 18 (34) | 16 (30) |
| Indian Tribal Organizations | 6 (12) | 9 (17) | 7 (13) |
| Labor/workforce development groups | 8 (15) | 8 (15) | 6 (11) |
| Media/advertising groups | 1 (2) | 3 (6) | 2 (4) |
| Parks and recreation centers | 9 (17) | 10 (19) | 9 (17) |
| Public health organizations | 18 (35) | 17 (32) | 17 (32) |
| Restaurants | 0 (0) | 0 (0) | 0 (0) |
| Schools (colleges and universities) | 19 (37) | 15 (28) | 14 (26) |
| Schools (pre K-12) | 18 (35) | 22 (42) | 16 (30) |
| Transportation groups | 0 (0) | 1 (2) | 2 (4) |
| Worksites | 0 (0) | 1 (2) | 2 (4) |
| Other | 12 (23) | 17 (32) | 14 (26) |
| Unclear/Not Reported | 27 (52) | 24 (45) | 23 (43) |

Source: SNAP-Ed State Plans Examples of other partners are AmeriCorps, Food Corps, master gardener volunteers, food policy councils, and 4-H. Categories not mutually exclusive therefore percentages may not add to 100.

DIRECT EDUCATION: KEY MESSAGES OR PROGRAMS DELIVERED

Table 23. Content of direct education that was implemented by fiscal year

| Key Messages | FY 2014 | FY 2015 | FY 2016 |
|--|-------------------------|-------------------------|-------------------------|
| | Number of States (%) | Number of States (%) | Number of States (%) |
| TOTAL | 51 (100) | 51 (100) | 51 (100) |
| Fats and Oils | 2 (4) | 1 (2) | 1 (2) |
| Fiber-Rich Foods | 3 (6) | 5 (10) | 5 (10) |
| Food Safety | 19 (37) | 18 (35) | 18 (35) |
| Fruits & Vegetables | 47 (92) | 49 (96) | 49 (96) |
| Promote Healthy Weight | 13 (26) | 15 (29) | 15 (29) |
| Lean Meat and Beans | 4 (8) | 4 (8) | 4 (8) |
| Fat Free/Low Fat Milk | 14 (28) | 11 (22) | 14 (28) |
| Sodium & Potassium | 1 (2) | 1 (2) | 0 (0) |
| Physical Activity | 35 (69) | 36 (71) | 39 (77) |
| Mypyramid/Healthy Eating Plan | 41 (80) | 39 (77) | 42 (82) |
| Food Shopping/Preparation | 34 (67) | 36 (71) | 35 (69) |
| Limit Added Sugars or Caloric Sweeteners | 14 (28) | 13 (26) | 13 (26) |
| Whole Grains | 18 (35) | 15 (29) | 12 (24) |

Source: EARS. Data for Guam and U.S. Virgin Islands was unavailable. Categories not mutually exclusive therefore percentages may not add to 100.

DIRECT EDUCATION: REACH

Table 24. State-reported direct education reach by fiscal year

| State | FY 2014 | FY 2015 | FY 2016 |
|----------------------|-------------|-------------|-------------|
| | Total Reach | Total Reach | Total Reach |
| Alabama | 49,284 | 86,051 | 80,061 |
| Alaska | 4,565 | 1,286 | 3,896 |
| Arizona | 170,303 | 204,301 | 140,194 |
| Arkansas | 49,417 | 54,177 | 56,777 |
| California | 840,294 | 798,085 | 694,268 |
| Colorado | 10,033 | 13,351 | 20,709 |
| Connecticut | 39,400 | 37,767 | 39,270 |
| Delaware | 6,653 | 7,684 | 4,860 |
| District of Columbia | 21,011 | 31,229 | 45,411 |
| Florida | 84,496 | 103,680 | 119,701 |
| Georgia | 38,378 | 49,183 | 119,902 |
| Hawaii | 2,362 | 3,861 | 813 |
| Idaho | 10,659 | 6,160 | 5,009 |
| Illinois | 236,111 | 296,939 | 305,814 |
| Indiana | 49,804 | 65,574 | 59,324 |
| Iowa | 23,878 | 26,500 | 27,968 |
| Kansas | 32,683 | 38,516 | 37,699 |
| Kentucky | 424,208 | 407,598 | 527,653 |
| Louisiana | 47,949 | 49,227 | 16,543 |

| State | FY 2014 Total Reach | FY 2015 Total Reach | FY 2016 Total Reach |
|----------------|------------------------|------------------------|------------------------|
| Maine | 31,889 | 36,283 | 34,190 |
| Maryland | 31,952 | 21,623 | 25,069 |
| Massachusetts | 46,126 | 64,663 | 69,444 |
| Michigan | 239,556 | 279,233 | 291,016 |
| Minnesota | 29,057 | 9,743 | 16,706 |
| Mississippi | 60,443 | 72,591 | 93,563 |
| Missouri | 217,921 | 234,481 | 198,829 |
| Montana | 4,678 | 5,370 | 4,522 |
| Nebraska | 26,039 | 26,133 | 23,259 |
| Nevada | 20,436 | 16,193 | 14,891 |
| New Hampshire | 3,142 | 4,127 | 4,253 |
| New Jersey | 27,598 | 26,173 | 13,613 |
| New Mexico | 41,920 | 53,702 | 84,983 |
| New York | 104,810 | 121,205 | 189,184 |
| North Carolina | 21,995 | 35,042 | 44,590 |
| North Dakota | 11,147 | 14,141 | 14,522 |
| Ohio | 26,562 | 34,739 | 43,925 |
| Oklahoma | 7,033 | 18,395 | 14,994 |
| Oregon | 50,419 | 45,156 | 46,337 |
| Pennsylvania | 261,363 | 279,273 | 275,162 |
| Rhode Island | 5,139 | 5,313 | 4,711 |
| South Carolina | 7,100 | 11,426 | 27,116 |
| South Dakota | 2,502 | 767 | 2,458 |
| Tennessee | 25,923 | 35,437 | 31,154 |
| Texas | 2,497,381 | 1,775,708 | 439,107 |
| Utah | 25,848 | 33,197 | 29,975 |
| Vermont | 437 | 997 | 1,408 |
| Virginia | 113,789 | 106,197 | 132,580 |
| Washington | 78,990 | 143,350 | 127,190 |
| West Virginia | 14,287 | 20,833 | 17,972 |
| Wisconsin | 129,003 | 115,375 | 94,499 |
| Wyoming | 9,332 | 10,253 | 13,731 |

Source: EARS. Data for Guam and U.S. Virgin Islands was unavailable.

Table 25. Completeness of planned direct education reach by fiscal year

| Completeness of Planned Reach Data in State plan | FY 2014 Number of States (%) | FY 2015 Number of States (%) | FY 2016 Number of States (%) |
|---|---|---|---|
| TOTAL States including direct education | 52 (100) | 53 (100) | 53 (100) |
| Complete unduplicated planned reach provided for all direct education projects | 12 (23) | 10 (19) | 15 (28) |
| Incomplete or unclear unduplicated planned reach on one or more direct education projects | 40 (77) | 43 (81) | 38 (72) |

Source: SNAP-Ed State Plans. Percentages may not add to 100 due to rounding.

Table 26. Completeness of planned direct education reach by fiscal year by project

| Completeness of Planned Reach Data in State Plan | FY 2014 Number of States (%) | FY 2015 Number of States (%) | FY 2016 Number of States (%) |
|--|---|---|---|
| TOTAL projects including direct education | 538 (92) | 387 (87) | 378 (86) |
| Unduplicated planned reach provided for all direct education components of the project and each target audience subgroup | 390 (73) | 267 (69) | 266 (70) |
| Unduplicated planned reach provided but missing detail for at least one direct education component or target audience subgroup | 52 (10) | 40 (10) | 44 (12) |
| Unclear/not reported | 96 (18) | 80 (21) | 68 (18) |

Source: SNAP-Ed State Plans. Percentages may not add to 100 due to rounding.

Table 27. Direct education reach by fiscal year

| Actual Reach | FY 2014 Number of SNAP-Ed Participants (%) | FY 2015 Number of SNAP-Ed Participants (%) | FY 2016 Number of SNAP-Ed Participants (%) |
|---------------------|---|---|---|
| All Ages | 6,315,305 (100) | 5,938,288 (100) | 4,730,825 (100) |
| 0-5 years | 357,551 (5.7) | 338,291 (5.7) | 360,651 (7.6) |
| 5-17 years | 4,015,398 (63.6) | 4,189,487 (70.6) | 3,057,984 (64.6) |
| 18-59 years | 1,638,257 (25.9) | 1,082,203 (18.2) | 950,284 (20.1) |
| 60 + years | 304,099 (4.8) | 328,307 (5.5) | 361,906 (7.7) |

Note: Based on data reported in EARS.

DIRECT EDUCATION: TYPES OF SERIES OR SESSIONS

Table 28. Types of direct education series or sessions planned by fiscal year

| Age Group | FY 2014 | FY 2015 | FY 2016 |
|---------------------------|----------------------|----------------------|----------------------|
| | Number of States (%) | Number of States (%) | Number of States (%) |
| TOTAL | 52 (100) | 53 (100) | 53 (100) |
| Single session | 39 (75) | 42 (79) | 39 (74) |
| Series of 2 to 4 Sessions | 38 (73) | 42 (79) | 33 (62) |
| Series of 5 to 9 Sessions | 48 (92) | 48 (91) | 46 (87) |
| Series of 10+ Sessions | 29 (56) | 34 (64) | 31 (59) |
| Unclear/not reported | 23 (44) | 20 (38) | 26 (49) |

Source: SNAP-Ed State Plans. Categories not mutually exclusive therefore percentages may not add to 100.

Table 29. Types of direct education series or sessions implemented by fiscal year

| Age Group | FY 2014 | FY 2015 | FY 2016 |
|---------------------------|----------------------|----------------------|----------------------|
| | Number of States (%) | Number of States (%) | Number of States (%) |
| TOTAL | 51 (100) | 51 (100) | 51 (100) |
| Single session | 46 (90) | 49 (96) | 48 (94) |
| Series of 2 to 4 Sessions | 48 (94) | 47 (92) | 47 (92) |
| Series of 5 to 9 Sessions | 49 (96) | 51 (100) | 50 (98) |
| Series of 10+ Sessions | 43 (84) | 43 (84) | 48 (94) |

Source: EARS. Data for Guam and U.S. Virgin Islands was unavailable. Categories not mutually exclusive therefore percentages may not add to 100.

**Table 30. Total and mean number of direct education series or sessions implemented by fiscal year
FY 2014**

| Age Group | Total Number of Sessions | Average Number of Sessions Per State | Range (Min, Max) of Sessions Per State |
|---------------------------|--------------------------|--------------------------------------|--|
| TOTAL | 773,988 | -- | -- |
| Single session | 271,997 | 5913 | 1, 98376 |
| Series of 2 to 4 Sessions | 180,233 | 3755 | 1, 110946 |
| Series of 5 to 9 Sessions | 151,906 | 3100 | 13, 25596 |
| Series of 10+ Sessions | 169,852 | 3950 | 2, 108546 |

FY 2015

| Age Group | Total Number of Sessions | Average Number of Sessions Per State | Range (Min, Max) of Sessions Per State |
|---------------------------|--------------------------|--------------------------------------|--|
| TOTAL | 712,657 | -- | -- |
| Single session | 239,946 | 4897 | 1, 96503 |
| Series of 2 to 4 Sessions | 139,562 | 2969 | 5, 88132 |
| Series of 5 to 9 Sessions | 145,093 | 2845 | 2, 41779 |
| Series of 10+ Sessions | 188,056 | 4373 | 1, 125987 |

FY 2016

| Age Group | Total Number of Sessions | Average Number of Sessions Per State | Range (Min, Max) of Sessions Per State |
|---------------------------|--------------------------|--------------------------------------|--|
| TOTAL | 870,785 | -- | -- |
| Single session | 266,008 | 5542 | 49, 109217 |
| Series of 2 to 4 Sessions | 129,677 | 2759 | 2, 71033 |
| Series of 5 to 9 Sessions | 257,767 | 5155 | 20, 114175 |
| Series of 10+ Sessions | 217,333 | 4528 | 1, 110606 |

Source: EARS. Data for Guam and U.S. Virgin Islands was unavailable.

Social Marketing Programming

SOCIAL MARKETING: IMPLEMENTING AGENCY TYPES

Table 31. Implementing agency types delivering social marketing by fiscal year

| IA Types Delivering Social Marketing | FY 2014 Number of IAs (%) | FY 2015 Number of IAs (%) | FY 2016 Number of IAs (%) |
|--|------------------------------|------------------------------|------------------------------|
| TOTAL | 24 (100) | 29 (100) | 35 (100) |
| Land grant university, cooperative extension | 9 (38) | 14 (48) | 17 (49) |
| Land grant university, not extension | 1 (4) | 1 (4) | 1 (3) |
| Other university | 3 (13) | 4 (14) | 4 (11) |
| Non-profit, general purpose | 2 (8) | 2 (7) | 3 (9) |
| Non-profit, food specific | 4 (17) | 2 (7) | 3 (9) |
| State department of public health | 4 (17) | 5 (17) | 5 (14) |
| Indian Tribal Organization | 1 (4) | 1 (4) | 1 (3) |
| Other | -- | -- | 1 (3) |

Source: EARS. Data for Guam and U.S. Virgin Islands was unavailable. Percentages may not add to 100 due to rounding.

Table 32. Implementing agency types (collapsed) delivering social marketing by fiscal year

| IA Types Delivering Social Marketing | FY 2014 Number of IAs (%) | FY 2015 Number of IAs (%) | FY 2016 Number of IAs (%) |
|--------------------------------------|------------------------------|------------------------------|------------------------------|
| TOTAL | 132 (100) | 51 (100) | 51 (100) |
| University | 13 (54) | 19 (66) | 70 (48) |
| Non-profit | 6 (25) | 4 (14) | 32 (22) |
| State department | 4 (17) | 5 (17) | 15 (10) |
| Indian Tribal Organization | 1 (4) | 1 (4) | 24 (16) |

Source: EARS. Data for Guam and U.S. Virgin Islands was unavailable. Percentages may not add to 100 due to rounding.

DETAILS PROVIDED ON SOCIAL MARKETING

Table 33. Details provided on social marketing programming by fiscal year

| Details Provided on Social Marketing | FY 2014 Number of States (%) | FY 2015 Number of States (%) | FY 2016 Number of States (%) |
|---|------------------------------------|------------------------------------|------------------------------------|
| Total Number of States with Social Marketing projects | 29 (56) | 38 (72) | 38 (72) |
| Scale of campaign | -- | -- | -- |
| Yes, for all projects | 28 (97) | 34 (90) | 36 (95) |
| Yes, for some but not all projects | 1 (3) | 3 (8) | 1 (3) |
| No/unclear/not reported | 0 (0) | 1 (3) | 1 (3) |
| Target audience | -- | -- | -- |
| Yes, for all projects | 27 (93) | 33 (87) | 30 (79) |
| Yes, for some but not all projects | 1 (3) | 3 (8) | 5 (13) |
| No/unclear/not reported | 1 (3) | 2 (5) | 3 (8) |
| Major campaign activities | -- | -- | -- |
| Yes, for all projects | 28 (97) | 32 (84) | 37 (97) |
| Yes, for some but not all projects | 1 (3) | 6 (16) | 1 (3) |
| No/unclear/not reported | 0 (0) | 0 (0) | 0 (0) |
| Levels of intervention | -- | -- | -- |
| Yes, for all projects | 26 (90) | 27 (71) | 28 (74) |
| Yes, for some but not all projects | 1 (3) | 5 (13) | 5 (13) |
| No/unclear/not reported | 2 (7) | 6 (16) | 5 (13) |
| Intervention channels | -- | -- | -- |
| Yes, for all projects | 27 (93) | 28 (74) | 30 (79) |
| Yes, for some but not all projects | 1 (3) | 6 (16) | 3 (8) |
| No/unclear/not reported | 1 (3) | 4 (11) | 5 (13) |
| Planned reach | -- | -- | -- |
| Yes, for all projects | 4 (14) | 7 (18) | 6 (16) |
| Yes, for some but not all projects | 9 (31) | 10 (26) | 10 (26) |
| No/unclear/not reported | 16 (55) | 21 (55) | 22 (58) |
| Partners | -- | -- | -- |
| Yes, for all projects | 17 (59) | 25 (66) | 22 (58) |
| Yes, for some but not all projects | 7 (24) | 8 (21) | 8 (21) |
| No/unclear/not reported | 5 (17) | 5 (13) | 8 (21) |

Source: SNAP-Ed State Plans

SOCIAL MARKETING: LEVELS OF INTERVENTION

Table 34. Social marketing levels at which social marketing campaign coordinated by fiscal year

| Age Group | FY 2014 | FY 2015 | FY 2016 |
|---------------------|----------------------|----------------------|----------------------|
| | Number of States (%) | Number of States (%) | Number of States (%) |
| TOTAL | 29 (56) | 38 (72) | 38 (72) |
| State agency | 5 (17) | 10 (26) | 11 (29) |
| Implementing agency | 25 (86) | 28 (74) | 26 (68) |
| Local | 1 (3) | 5 (13) | 7 (18) |
| Unclear/Unknown | 1 (3) | 4 (11) | 2 (5) |

Source: SNAP-Ed State Plans. Includes States that described social marketing activities in their State Plan. Categories not mutually exclusive therefore percentages may not add to 100.

Table 35. Social marketing levels of intervention planned by fiscal year

| Age Group | FY 2014 | FY 2015 | FY 2016 |
|--------------------------|----------------------|----------------------|----------------------|
| | Number of States (%) | Number of States (%) | Number of States (%) |
| TOTAL | 29 (56) | 38 (72) | 38 (72) |
| Individual | 21 (72) | 25 (66) | 26 (68) |
| Interpersonal (groups) | 4 (14) | 4 (11) | 9 (24) |
| Institution/Organization | 6 (21) | 9 (24) | 10 (26) |
| Community | 7 (24) | 9 (24) | 17 (45) |
| All levels | 9 (31) | 8 (21) | 9 (24) |
| Other | 0 (0) | 0 (0) | 1 (3) |
| Unclear/not reported | 3 (10) | 11 (29) | 10 (26) |

Source: SNAP-Ed State Plans. Categories not mutually exclusive therefore percentages may not add to 100.

SOCIAL MARKETING: TYPES OF CAMPAIGN ACTIVITIES

Table 36. Types of social marketing activities planned by fiscal year

| | FY 2014 | FY 2015 | FY 2016 |
|--|----------------------|----------------------|----------------------|
| | Number of States (%) | Number of States (%) | Number of States (%) |
| TOTAL | 29 (56) | 38 (72) | 38 (72) |
| Planning (incl. market and formative research) | 15 (52) | 18 (47) | 23 (61) |
| Developing (includes campaign/materials design and consumer testing) | 22 (76) | 22 (58) | 25 (66) |
| Implementing | 26 (90) | 33 (87) | 34 (90) |
| Tracking and Evaluation | 16 (55) | 16 (42) | 20 (53) |
| Unclear/not reported | 1 (3) | 6 (16) | 1 (3) |

Source: SNAP-Ed State Plans. Categories not mutually exclusive therefore percentages may not add to 100.

Table 37. Types of social marketing activities implemented by fiscal year

| Age Group | FY 2014 | FY 2015 | FY 2016 |
|-------------------------|----------------------|----------------------|----------------------|
| | Number of States (%) | Number of States (%) | Number of States (%) |
| TOTAL | 21 (100) | 26 (100) | 27 (100) |
| Planning | 8 (38) | 14 (54) | 17 (63) |
| Developing | 17 (81) | 15 (58) | 19 (70) |
| Implementing | 18 (86) | 16 (62) | 25 (93) |
| Tracking and Evaluation | 14 (67) | 10 (39) | 21 (78) |

Source: EARS. Data for Guam and U.S. Virgin Islands was unavailable. Categories not mutually exclusive therefore percentages may not add to 100.

Table 38. Social marketing levels of intervention implemented by fiscal year

| Age Group | FY 2014 | FY 2015 | FY 2016 |
|--------------------------|----------------------|----------------------|----------------------|
| | Number of States (%) | Number of States (%) | Number of States (%) |
| TOTAL | 21 (100) | 26 (100) | 27 (100) |
| Individual | 11 (52) | 10 (39) | 16 (59) |
| Interpersonal (groups) | 7 (33) | 5 (19) | 11 (41) |
| Institution/Organization | 3 (14) | 2 (8) | 6 (22) |
| Community | 6 (29) | 4 (15) | 7 (26) |
| All levels | 7 (33) | 8 (31) | 13 (48) |
| Other | 0 (0) | 1 (4) | 0 (0) |

Source: EARS. Data for Guam and U.S. Virgin Islands was unavailable. Categories not mutually exclusive therefore percentages may not add to 100.

SOCIAL MARKETING: INTERVENTION CHANNELS

Table 39. Planned social marketing intervention channels by fiscal year

| Social Marketing Intervention Channels States Planned to Use | FY 2014 Number of States (%) | FY 2015 Number of States (%) | FY 2016 Number of States (%) |
|--|---------------------------------|---------------------------------|---------------------------------|
| TOTAL, States with Planned Social Marketing | 29 (56) | 38 (72) | 38 (72) |
| Nutrition Education Radio PSA | 12 (41) | 14 (37) | 18 (47) |
| Planned reach reported | 3 (10) | 4 (11) | 4 (11) |
| Nutrition Education TV PSA | 8 (28) | 9 (24) | 12 (32) |
| Planned reach reported | 2 (7) | 1 (3) | 4 (11) |
| Nutrition Education articles | 9 (31) | 7 (18) | 6 (16) |
| Planned reach reported | 0 (0) | 3 (8) | 1 (3) |
| Billboards, bus wraps, or other signage | 13 (45) | 21 (55) | 20 (53) |
| Planned reach reported | 2 (7) | 5 (13) | 6 (16) |
| Sponsor/participate in community events/fairs | 6 (21) | 7 (18) | 3 (8) |
| Planned reach reported | 2 (7) | 3 (8) | 2 (5) |
| Fact sheets/ pamphlets/ newsletters | 18 (62) | 17 (45) | 20 (53) |
| Planned reach reported | 4 (14) | 4 (11) | 3 (8) |
| Posters | 16 (55) | 25 (66) | 23 (61) |
| Planned reach reported | 1 (3) | 2 (5) | 6 (16) |
| Calendars | 3 (10) | 2 (5) | 4 (11) |
| Planned reach reported | 1 (3) | 1 (3) | 1 (3) |
| Promotional materials w/nutr. messages | 11 (38) | 17 (45) | 12 (32) |
| Planned reach reported | 1 (3) | 1 (3) | 0 (0) |

| Social Marketing Intervention Channels States Planned to Use | FY 2014 Number of States (%) | FY 2015 Number of States (%) | FY 2016 Number of States (%) |
|--|---------------------------------|---------------------------------|---------------------------------|
| Website | 14 (48) | 20 (53) | 22 (58) |
| Planned reach reported | 1 (3) | 3 (8) | 1 (3) |
| Electronic (email) materials/info dist. | 8 (28) | 8 (21) | 10 (26) |
| Planned reach reported | 1 (3) | 1 (3) | 1 (3) |
| Videos/CD-Roms | 7 (24) | 11 (29) | 9 (24) |
| Planned reach reported | 0 (0) | 2 (5) | 0 (0) |
| Retail/point-of-purchase activities | 7 (24) | 13 (34) | 9 (24) |
| Planned reach reported | 2 (7) | 2 (5) | 1 (3) |
| Other | 18 (62) | 17 (45) | 21 (55) |
| Planned reach reported | 4 (14) | 5 (13) | 7 (18) |

Source: SNAP-Ed State Plans. Examples of “Other” include social media platforms, like Facebook, YouTube and Twitter and school district newsletters. Categories not mutually exclusive therefore percentages may not add to 100.

Table 40. Intervention channels through which social marketing was implemented by fiscal year

| Social Marketing Channel | FY 2014 Number of States (%) | FY 2015 Number of States (%) | FY 2016 Number of States (%) |
|---|---------------------------------|---------------------------------|---------------------------------|
| TOTAL | 21 (100) | 26 (100) | 27 (100) |
| Nutrition Education Radio PSA | 11 (52) | 11 (42) | 12 (44) |
| Nutrition Education TV PSA | 6 (29) | 7 (27) | 10 (37) |
| Nutrition Education articles | 4 (19) | 6 (23) | 11 (41) |
| Billboards, bus wraps, or other signage | 14 (67) | 12 (46) | 18 (67) |
| Participation in community events/fairs | 11 (52) | 11 (42) | 15 (56) |
| Sponsor community events/fairs | 9 (43) | 3 (12) | 5 (19) |
| Fact sheets/ pamphlets/ newsletters | 15 (71) | 13 (50) | 19 (70) |
| Posters | 12 (57) | 11 (42) | 17 (63) |
| Calendars | 2 (10) | 3 (12) | 8 (30) |
| Promotional materials w/nutr. messages | 11 (52) | 11 (42) | 17 (63) |
| Website | 15 (71) | 13 (50) | 21 (78) |
| Electronic (email) materials/info dist. | 6 (29) | 9 (35) | 13 (48) |
| Videos/CD-Roms | 5 (24) | 4 (15) | 9 (33) |
| Retail/point-of-purchase activities | 5 (24) | 7 (27) | 8 (30) |
| Other | 9 (43) | 6 (23) | 13 (48) |

Source: EARS. Data for Guam and U.S. Virgin Islands was unavailable. Examples of “other” include social media (Facebook, Twitter, and Instagram), online advertising, and text messaging. Categories not mutually exclusive therefore percentages may not add to 100.

SOCIAL MARKETING: KEY MESSAGES

Table 41. Social marketing key messages implemented by fiscal year

| Actual Reach | FY 2014 | FY 2015 | FY 2016 |
|-------------------------------|----------------------|----------------------|----------------------|
| | Number of States (%) | Number of States (%) | Number of States (%) |
| TOTAL | 21 (100) | 26 (100) | 26 (100) |
| Milk | 3 (14) | 4 (15) | 3 (11) |
| Fats/oils | 0 (0) | 1 (4) | 1 (4) |
| Fiber-rich foods | 0 (0) | 0 (0) | 2 (7) |
| Food shopping/preparation | 4 (19) | 9 (35) | 14 (52) |
| Fruits/vegetables | 14 (67) | 17 (65) | 25 (93) |
| Lean meat and beans | 1 (5) | (0) | 2 (7) |
| Limit added sugars/sweeteners | 5 (24) | 3 (12) | 7 (26) |
| MyPlate | 6 (29) | 6 (23) | 8 (30) |
| Physical activity | 8 (38) | 8 (31) | 16 (59) |
| Promote health weight | 6 (29) | 2 (8) | 2 (7) |
| Sodium/potassium | 0 (0) | 0 (0) | 1 (4) |
| Whole grains | 3 (14) | 0 (0) | 1 (4) |
| Food safety | 0 (0) | 0 (0) | 1 (4) |
| Other | 1 (5) | 3 (12) | 5 (19) |

Source: EARS. Data for Guam and U.S. Virgin Islands was unavailable. Note: Missing data for one state. Categories not mutually exclusive therefore percentages may not add to 100.

SOCIAL MARKETING: PRIORITY POPULATIONS

Table 42. Social marketing priority populations by fiscal year

| Population | FY 2014 | FY 2015 | FY 2016 |
|--|----------------------|----------------------|----------------------|
| | Number of States (%) | Number of States (%) | Number of States (%) |
| TOTAL | 21 (100) | 26 (100) | 27 (100) |
| Race | -- | -- | -- |
| American Indian/Alaska Native | 7 (33) | 9 (35) | 16 (60) |
| Asian | 8 (38) | 10 (39) | 17 (63) |
| Black | 12 (57) | 13 (50) | 18 (67) |
| Native Hawaiian/Other Pacific Islander | 7 (33) | 8 (31) | 14 (52) |
| White | 11 (52) | 16 (62) | 21 (78) |
| Ethnicity | -- | -- | -- |
| Hispanic | 12 (57) | 14 (54) | 23 (85) |
| Not hispanic | 11 (52) | 13 (50) | 21 (78) |
| Sex | -- | -- | -- |
| Female | 15 (71) | 18 (69) | 24 (89) |
| Male | 9 (43) | 13 (50) | 21 (78) |
| Age | -- | -- | -- |
| All ages | 5 (24) | 9 (35) | 12 (44) |
| Less than 5 years old | 3 (14) | 2 (8) | 5 (19) |
| 5-17 years old | 8 (38) | 4 (15) | 11 (41) |
| 18-59 years old | 12 (57) | 12 (46) | 17 (63) |
| 60+ years old | 4 (19) | 5 (19) | 6 (22) |

Source: EARS. Data for Guam and U.S. Virgin Islands was unavailable. Note: Missing data for one state.

SOCIAL MARKETING: REACH

Table 43. State-reported social marketing reach by fiscal year

| State | FY 2014 Total Reach | FY 2015 Total Reach | FY 2016 Total Reach |
|----------------|------------------------|------------------------|------------------------|
| Alaska | 108 | - | - |
| Alabama | - | 4,556,092 | 7,807,417 |
| Arizona | 24,147,119 | 229,523,733 | 179,741,232 |
| California | 11,390,000 | 8,314,699 | 9,611,242 |
| Florida | - | - | - |
| Georgia | - | 279 | 312,302 |
| Idaho | - | - | 774,737 |
| Iowa | 7,237,016 | 7,064,684 | 6,004,739 |
| Kentucky | | 1,569,580 | 1,519,557 |
| Louisiana | 43,110 | 181,742 | 95,767 |
| Maine | 260,000 | 4,210,002 | 11,503,052 |
| Michigan | 6,440,225 | 7,432,500 | 4,143,342 |
| Missouri | 173,008 | 158,708 | 23,806 |
| Nevada | 38,586 | 13,541 | 12,355,037 |
| New Jersey | 14,873 | 18,416 | - |
| New Mexico | 8,000 | 30,000 | 98,000 |
| New York | 233,905 | | 64,000 |
| North Carolina | 162,509 | 3,249,925 | 24,363,849 |
| Ohio | - | - | 900 |
| Oklahoma | 3,652,099 | 16,020,681 | 2,366,334 |
| Oregon | 15,093,775 | 15,896,377 | 6,892,877 |
| Pennsylvania | 71,216 | 80,823 | 401,830 |
| Tennessee | - | 353,726 | 906,226 |
| Texas | 65,789,732 | 46,723,279 | 35,141,415 |
| Utah | - | - | 130,000 |
| Vermont | - | - | 244,745 |
| Virginia | 943,725 | 25,725,108 | 1,264,743 |
| Washington | - | 175,047 | 170,337 |
| West Virginia | 16,733,174 | 3,589,350 | 6,397,315 |

Source: EARS. Data for Guam and U.S. Virgin Islands was unavailable.

SOCIAL MARKETING: PLANNED PARTNERS

Table 44. Types of partners planned to be engaged for social marketing by fiscal year

| Partners | FY 2014 | FY 2015 | FY 2016 |
|--|-------------------------|-------------------------|-------------------------|
| | Number of States (%) | Number of States (%) | Number of States (%) |
| TOTAL | 29 (56) | 38 (72) | 38 (72) |
| Agricultural organizations (includes farmers markets) | 6 (21) | 13 (34) | 12 (32) |
| Chefs/culinary institutes | 1 (3) | 2 (5) | 0 (0) |
| City and regional planning groups | 2 (7) | 0 (0) | 1 (3) |
| Early care and education facilities | 3 (10) | 2 (5) | 5 (13) |
| Faith-based groups | 3 (10) | 2 (5) | 3 (8) |
| Food banks/food pantries | 8 (28) | 13 (34) | 8 (21) |
| Food stores | 8 (28) | 15 (40) | 12 (32) |
| Foundations/ philanthropy organizations/ nonprofits | 1 (3) | 6 (16) | 5 (13) |
| Government program/agency | 16 (55) | 20 (53) | 20 (53) |
| Hospitals/healthcare organizations | 5 (17) | 1 (3) | 2 (5) |
| Human services organizations | 3 (10) | 5 (13) | 4 (11) |
| Indian Tribal Organizations | 1 (3) | 2 (5) | 2 (5) |
| Labor/workforce development groups | 0 (0) | 1 (3) | 3 (8) |
| Media/advertising groups | 4 (14) | 5 (13) | 8 (21) |
| Parks and recreation centers | 0 (0) | 4 (11) | 4 (11) |
| Public health organizations | 1 (3) | 7 (18) | 5 (13) |
| Restaurants | 0 (0) | 0 (0) | 1 (3) |
| Schools (colleges and universities) | 6 (21) | 3 (8) | 7 (18) |
| Schools (pre K-12) | 11 (38) | 17 (45) | 16 (42) |
| Transportation groups | 0 (0) | 0 (0) | 0 (0) |
| Worksites | 0 (0) | 1 (3) | 0 (0) |
| Other | 7 (24) | 10 (26) | 7 (18) |
| Unclear/Not reported | 12 (41) | 13 (34) | 16 (42) |

Note: Percentage of those States with Social Marketing Campaigns. Based on information reported in State Plan. Categories not mutually exclusive therefore percentages may not add to 100.

PSE Strategies

DETAILS PROVIDED ON PSE

Table 45. Details provided on PSE programming by fiscal year

| Details Provided on PSE | FY 2014 | FY 2015 | FY 2016 |
|---|----------------------|----------------------|----------------------|
| | Number of States (%) | Number of States (%) | Number of States (%) |
| Total Number of States with PSE project | 29 (56) | 49 (93) | 52 (98) |
| Planned reach | -- | -- | -- |
| Yes, for all projects | 7 (24) | 16 (33) | 19 (37) |
| Yes, for some but not all projects | 15 (52) | 21 (43) | 22 (42) |
| No/unclear/not reported | 7 (24) | 12 (25) | 11 (21) |
| Planned settings | -- | -- | -- |
| Yes, for all projects | 19 (66) | 38 (78) | 41 (79) |
| Yes, for some but not all projects | 7 (24) | 9 (18) | 10 (19) |
| No/unclear/not reported | 3 (10) | 2 (4) | 1 (2) |
| Partners | -- | -- | -- |
| Yes, for all projects | 14 (48) | 29 (59) | 30 (58) |
| Yes, for some but not all projects | 13 (45) | 16 (33) | 19 (37) |
| No/unclear/not reported | 2 (7) | 4 (8) | 3 (6) |

Source: SNAP-Ed State Plans

PSE: SETTINGS

Table 46. Settings in which PSE strategies were planned by fiscal year

| Setting | FY 2014 | FY 2015 | FY 2016 |
|----------------------|----------------------|----------------------|----------------------|
| | Number of States (%) | Number of States (%) | Number of States (%) |
| TOTAL | 29 (56) | 49 (93) | 52 (98) |
| Eat | 10 (35) | 19 (39) | 26 (50) |
| Learn | 19 (66) | 44 (90) | 48 (92) |
| Live | 22 (76) | 43 (88) | 47 (90) |
| Play | 9 (31) | 19 (39) | 21 (40) |
| Shop | 9 (31) | 25 (51) | 29 (56) |
| Work | 20 (69) | 34 (69) | 43 (83) |
| Unclear/not reported | 10 (35) | 11 (22) | 11 (21) |

Source: SNAP-Ed State Plans. Categories not mutually exclusive therefore percentages may not add to 100.

Table 47. Settings in which PSE strategies were implemented by fiscal year

| Setting | FY 2014 | FY 2015 | FY 2016 |
|----------------------|----------------------|----------------------|----------------------|
| | Number of States (%) | Number of States (%) | Number of States (%) |
| TOTAL | 23 (44) | 36 (68) | 44 (83) |
| Eat | 3 (6) | 10 (19) | 14 (26) |
| Learn | 11 (21) | 28 (53) | 37 (70) |
| Live | 13 (25) | 31 (59) | 41 (77) |
| Play | 5 (10) | 8 (15) | 17 (32) |
| Shop | 6 (12) | 15 (28) | 20 (38) |
| Work | 5 (10) | 0 (0) | 1 (2) |
| Unclear/not reported | 11 (21) | 26 (49) | 33 (62) |

Source: EARS. Data for Guam and U.S. Virgin Islands was unavailable. Categories not mutually exclusive therefore percentages may not add to 100.

PSE: PARTNERS

Table 48. Partners planned for PSE strategies by fiscal year

| Partner Type | FY 2014 | FY 2015 | FY 2016 |
|---|----------------------|----------------------|----------------------|
| | Number of States (%) | Number of States (%) | Number of States (%) |
| TOTAL | 29 (56) | 49 (93) | 52 (98) |
| Agricultural organizations (includes farmers markets) | 15 (52) | 20 (41) | 30 (58) |
| Chefs/culinary institutes | 2 (7) | 2 (4) | 2 (4) |
| City and regional planning groups | 3 (10) | 12 (25) | 11 (21) |
| Early care and education facilities | 4 (14) | 8 (16) | 10 (19) |
| Faith-based groups | 4 (14) | 5 (10) | 9 (17) |
| Food banks/food pantries | 3 (10) | 15 (31) | 16 (31) |
| Food stores | 6 (21) | 15 (31) | 16 (31) |
| Foundations/philanthropy organizations/nonprofits | 11 (38) | 18 (37) | 21 (40) |
| Government program/agency | 14 (48) | 31 (63) | 40 (77) |
| Hospitals/healthcare organizations | 4 (14) | 12 (25) | 12 (23) |
| Human services organizations | 3 (10) | 11 (22) | 10 (19) |
| Indian Tribal Organizations | 3 (10) | 8 (16) | 9 (17) |
| Labor/workforce development groups | 2 (7) | 2 (4) | 2 (4) |
| Media/advertising groups | 0 (0) | 1 (2) | 1 (2) |
| Parks and recreation centers | 3 (10) | 10 (20) | 13 (25) |
| Public health organizations | 8 (28) | 15 (31) | 23 (44) |
| Restaurants | 1 (3) | 2 (4) | 1 (2) |
| Schools (colleges and universities) | 5 (17) | 13 (27) | 15 (29) |
| Schools (pre K-12) | 10 (35) | 24 (49) | 19 (37) |

| Partner Type | FY 2014 | FY 2015 | FY 2016 |
|-----------------------|----------------------|----------------------|----------------------|
| | Number of States (%) | Number of States (%) | Number of States (%) |
| Transportation groups | 1 (3) | 2 (4) | 3 (6) |
| Worksites | 2 (7) | 2 (4) | 3 (6) |
| Other | 17 (59) | 24 (49) | 25 (48) |
| Unclear/Not Reported | 15 (52) | 20 (41) | 22 (42) |

Source: SNAP-Ed State Plans. Examples of “Other” are food alliances, coalitions, community wellness committee, economic development council, 4-H, master gardeners. Categories not mutually exclusive therefore percentages may not add to 100.

PSE: REACH

Table 49. Level at which planned reach is described for PSE strategies, among those States with planned PSE strategies

| Level | FY 2014 | FY 2015 | FY 2016 |
|--|----------------------|----------------------|----------------------|
| | Number of States (%) | Number of States (%) | Number of States (%) |
| Total States with planned PSE strategies | 29 (56) | 49 (93) | 52 (98) |
| Number of people | 7 (24) | 11 (22) | 14 (27) |
| Number of partners | 10 (35) | 16 (33) | 25 (48) |
| Number of settings | 15 (52) | 29 (59) | 32 (62) |
| Number of strategies implemented | 10 (35) | 22 (45) | 27 (52) |
| Other | 3 (10) | 5 (10) | 4 (8) |
| Unclear/not provided | 22 (76) | 34 (69) | 33 (64) |

Source: SNAP-Ed State Plans. Categories not mutually exclusive therefore percentages may not add to 100.

Interventions Used by SNAP-Ed IAs

STATE AGENCY APPROVED INTERVENTIONS

Table 50. State agency provides list of approved SNAP-Ed interventions in the State plan that can be implemented by its IAs by fiscal year

| List Provided | FY 2014 Number of States (%) | FY 2015 Number of States (%) | FY 2016 Number of States (%) |
|---------------|------------------------------------|------------------------------------|------------------------------------|
| Yes | 20 (39) | 24 (45) | 25 (47) |
| No/unclear | 32 (62) | 29 (55) | 28 (53) |

Source: SNAP-Ed State Plans

USE OF INTERVENTIONS IN SNAP-ED TOOLKIT

Table 51. Use of the 2016 SNAP-Ed toolkit interventions by fiscal year

| Number of Interventions | FY 2014 Number of States | FY 2014 Percentage of States | FY 2015 Number of States | FY 2015 Percentage of States | FY 2016 Number of States | FY 2016 Percentage of States |
|----------------------------|--------------------------------|------------------------------------|--------------------------------|------------------------------------|--------------------------------|------------------------------------|
| None | 9 | 17 | 8 | 15 | 7 | 13 |
| 1-5 interventions | 26 | 50 | 25 | 47 | 24 | 45 |
| 6-10 interventions | 11 | 21 | 10 | 17 | 8 | 15 |
| More than 10 interventions | 6 | 12 | 10 | 21 | 14 | 26 |

Table 52. Average number of interventions from the 2016 SNAP-Ed toolkit implemented by each State by fiscal year

| Number of Interventions | FY 2014 Average | FY 2014 Range (Min, Max) | FY 2015 Average | FY 2015 Range (Min, Max) | FY 2016 Average | FY 2016 Range (Min, Max) |
|---|--------------------|--------------------------------|--------------------|--------------------------------|--------------------|--------------------------------|
| Average number of interventions used in a State | 8.40 | 0, 135 | 13.9 | 0, 289 | 17.8 | 0, 465 |

Source: SNAP-Ed State Plans

Table 53. Twelve most commonly used interventions from the 2016 SNAP-Ed toolkit by fiscal year

| Most Commonly Used Interventions | FY 2014 | FY 2015 | FY 2016 |
|--|----------------------|----------------------|----------------------|
| | Number of States (%) | Number of States (%) | Number of States (%) |
| Cooking Matters at the Store (national) | 20 (39) | 26 (49) | 27 (51) |
| Cooking Matters (national) | 21 (40) | 25 (47) | 26 (49) |
| Eating Smart o Being Active (CO) | 18 (35) | 21 (40) | 20 (38) |
| Color Me Healthy (NC) | 14 (27) | 16 (30) | 15 (28) |
| Coordinated Approach to Child Health, CATCH® (TX) | 5 (10) | 14 (26) | 12 (23) |
| Pick a better snack™ (IA) | 6 (12) | 8 (15) | 11 (21) |
| Rethink Your Drink (CA) | 7 (14) | 10 (19) | 11 (21) |
| Smarter Lunchrooms Movement (national) | 3 (6) | 5 (9) | 11 (21) |
| Media-Smart Youth® (national) | 7 (14) | 8 (15) | 10 (19) |
| Faithful Families Eating Smart & Moving More (NC) | 3 (6) | 2 (4) | 9 (17) |
| Eat Well Play Hard in Child Care Settings (NY) | 5 (10) | 6 (11) | 8 (15) |
| Nutrition and Physical Activity Self-Assessment for Child Care, NAP StateCC (NC) | 2 (4) | 6 (11) | 7 (13) |

Source: SNAP-Ed State Plans. Categories not mutually exclusive therefore percentages may not add to 100.

Table 54. Modifications made to interventions among States using interventions from the 2016 SNAP-Ed toolkit by fiscal year

| Modifications | FY 2014 | FY 2015 | FY 2016 |
|--|----------------------|----------------------|----------------------|
| | Number of States (%) | Number of States (%) | Number of States (%) |
| TOTAL States using toolkit interventions | 43 (83) | 45 (85) | 46 (87) |
| Yes | 18 (42) | 15 (33) | 19 (41) |
| No | 25 (58) | 30 (67) | 27 (59) |

Source: SNAP-Ed State Plans

USE OF INTERVENTIONS THAT ARE NOT IN THE SNAP-ED TOOLKIT

Table 55. Use of interventions that are not from the 2016 SNAP-Ed toolkit implemented by fiscal year, at the State agency-level

| Use of Interventions | FY 2014 | FY 2015 | FY 2016 |
|---|----------------------|----------------------|----------------------|
| | Number of States (%) | Number of States (%) | Number of States (%) |
| Yes | 52 (100) | 53 (100) | 53 (100) |
| Described as evidence-based | - | - | - |
| Yes, all interventions were described as evidence-based | 33 (64) | 40 (76) | 44 (83) |
| Some but not all interventions were described as evidence-based | 26 (50) | 30 (57) | 27 (51) |
| No, not described | 33 (64) | 27 (51) | 23 (43) |

Source: SNAP-Ed State Plans. Categories not mutually exclusive therefore percentages may not add to 100.

Table 56. Use of interventions that are not from the 2016 SNAP-Ed toolkit implemented by fiscal year, at the project-level

| Use of Interventions | FY 2014 Number of Projects (%) | FY 2014 Number of Projects (%) | FY 2014 Number of Projects (%) |
|---|--------------------------------------|--------------------------------------|--------------------------------------|
| TOTAL | 585 (100) | 444 (100) | 438 (100) |
| Yes | 530 (90.6) | 391 (88.1) | 383 (87.4) |
| No | 55 (9.4) | 53 (11.9) | 55 (12.6) |
| Described as evidence-based* | - | - | - |
| Yes, all interventions were described as evidence-based | 131 (24.7) | 177 (45.3) | 257 (67.1) |
| Some but not all interventions were described as evidence-based | 126 (23.8) | 95 (24.3) | 50 (13.1) |
| No, not described | 264 (49.8) | 111 (28.4) | 69 (18) |

Note: Percentages based on those that said “yes” interventions not in the SNAP-Ed toolkit were used. For several projects (9 in FY14, 8 in FY15 and 7 in FY16) the response to whether or not the projects were evidence-based was missing.

SNAP-Ed Funding

Table 57. Percentage of Federal SNAP-Ed dollars expended on social marketing among States that implemented a social marketing campaign by fiscal year

| Fiscal Year | Number of States | Average Percentage | Range (Min, Max) Percentage |
|-------------|------------------|--------------------|-----------------------------|
| FY 2014 | 19 | 5.8 | 0, 30.3 |
| FY 2015 | 25 | 8.8 | <1, 33.1 |
| FY 2016 | 25 | 7.0 | 0, 25.3 |

Source: EARS

Table 58. Percentage of estimated final budget expended by SNAP-Ed agencies, FY 2014

| State | Final Budget (Including Carry-In) | Federal Expenditures | Percent of Final Budget Expended |
|-----------------------|--------------------------------------|----------------------|-------------------------------------|
| Alabama | \$3,829,598 | \$2,984,680 | 77.9 |
| Alaska | \$484,020 | \$286,165 | 59.1 |
| Arizona | \$16,491,586 | \$14,216,790 | 86.2 |
| Arkansas | \$1,640,236 | \$1,339,318 | 81.7 |
| California | \$149,447,227 | \$67,785,763 | 45.4 |
| Colorado | \$5,208,159 | \$2,618,836 | 50.3 |
| Connecticut | \$3,227,873 | \$2,747,709 | 85.1 |
| Delaware | \$1,525,905 | \$943,469 | 61.8 |
| District of Columbia* | \$410,052 | \$942,564 | 229.9 |
| Florida | \$5,781,971 | \$3,375,624 | 58.4 |
| Georgia | \$3,082,563 | \$1,097,089 | 35.6 |

| State | Final Budget (Including Carry-In) | Federal Expenditures | Percent of Final Budget Expended |
|----------------|--------------------------------------|----------------------|-------------------------------------|
| Hawaii | \$1,120,483 | \$581,662 | 51.9 |
| Idaho | \$1,061,631 | \$930,408 | 87.6 |
| Illinois | \$15,179,589 | \$10,958,534 | 72.2 |
| Indiana | \$5,468,288 | \$4,024,234 | 73.6 |
| Iowa | \$2,236,097 | \$1,313,272 | 58.7 |
| Kansas | \$2,489,822 | \$1,732,082 | 69.6 |
| Kentucky | \$10,983,584 | \$3,129,002 | 28.5 |
| Louisiana | \$2,795,603 | \$2,068,481 | 74 |
| Maryland | \$3,649,320 | \$2,761,138 | 75.7 |
| Massachusetts | \$3,320,807 | \$2,702,136 | 81.4 |
| Michigan | \$33,222,503 | \$20,360,987 | 61.3 |
| Minnesota | \$9,414,688 | \$9,216,602 | 97.9 |
| Mississippi | \$3,259,022 | \$2,257,443 | 69.3 |
| Montana | \$944,594 | \$644,217 | 68.2 |
| Nebraska | \$1,606,812 | \$1,195,066 | 74.4 |
| Nevada | \$1,710,755 | \$1,283,387 | 75 |
| New Hampshire | \$949,649 | \$709,044 | 74.7 |
| New Jersey | \$7,338,139 | \$5,153,965 | 70.2 |
| New Mexico | \$3,100,054 | \$2,627,469 | 84.8 |
| New York | \$18,402,083 | \$14,827,940 | 80.6 |
| North Carolina | \$2,911,752 | \$1,892,549 | 65 |
| North Dakota | \$1,211,573 | \$1,171,573 | 96.7 |
| Ohio | \$4,696,735 | \$3,301,570 | 70.3 |
| Oklahoma | \$5,361,845 | \$5,361,690 | 100 |
| Oregon | \$7,912,265 | \$6,981,087 | 88.2 |
| Pennsylvania | \$26,960,558 | \$21,551,537 | 79.9 |
| Rhode Island | \$1,025,655 | \$1,025,655 | 100 |
| South Carolina | \$1,002,383 | \$338,137 | 33.7 |
| South Dakota | \$513,606 | \$335,664 | 65.4 |
| Tennessee | \$2,604,321 | \$1,492,334 | 57.3 |
| Texas | \$8,370,569 | \$4,982,153 | 59.5 |
| Utah | \$1,107,451 | \$976,614 | 88.2 |
| Vermont | \$128,770 | \$128,770 | 100 |
| Virginia | \$6,110,296 | \$4,913,001 | 80.4 |
| Washington | \$9,968,757 | \$5,526,464 | 55.4 |
| West Virginia | \$3,314,961 | \$3,017,370 | 91 |
| Wisconsin | \$10,961,715 | \$8,312,511 | 75.8 |
| Wyoming | \$2,648,333 | \$1,559,664 | 58.9 |

Source: State approval letters and EARS data.

*Data may be erroneous since spending more than an approved Federal budget is not expected.

Table 59. Percentage of estimated final budget expended by SNAP-Ed agencies, FY 2015

| State | Final Budget (Including Carry-In) | Federal Expenditures | Percent of Final Budget Expended |
|----------------------|--------------------------------------|----------------------|-------------------------------------|
| Alabama | \$4,319,710 | \$4,074,670 | 94.3 |
| Alaska | \$420,536 | \$333,205 | 79.2 |
| Arizona | \$18,785,155 | \$4,464,932 | 23.8 |
| Arkansas | \$2,298,482 | \$1,787,163 | 77.8 |
| California | \$156,271,443 | \$70,570,212 | 45.2 |
| Connecticut* | \$3,335,416 | \$3,434,038 | 103 |
| Delaware | \$990,506 | \$791,028 | 79.9 |
| District of Columbia | \$2,028,289 | \$1,223,353 | 60.3 |
| Florida | \$9,151,395 | \$7,028,254 | 76.8 |
| Georgia | \$5,584,985 | \$3,405,765 | 61 |
| Hawaii | \$1,708,404 | \$583,005 | 34.1 |
| Idaho | \$1,500,233 | \$824,775 | 55 |
| Illinois | \$18,708,907 | \$10,757,338 | 57.5 |
| Indiana | \$5,872,139 | \$4,959,847 | 84.5 |
| Iowa | \$3,054,731 | \$1,506,517 | 49.3 |
| Kansas | \$2,547,558 | \$2,141,367 | 84.1 |
| Kentucky | \$10,614,975 | \$8,026,679 | 75.6 |
| Louisiana* | \$3,350,742 | \$3,719,312 | 111 |
| Maryland | \$4,404,467 | \$3,255,147 | 73.9 |
| Massachusetts | \$4,286,543 | \$3,555,115 | 82.9 |
| Michigan | \$40,670,469 | \$25,228,648 | 62 |
| Minnesota | \$11,497,089 | \$3,943,421 | 34.3 |
| Mississippi | \$3,305,467 | \$2,326,235 | 70.4 |
| Montana | \$1,183,524 | \$893,713 | 75.5 |
| Nebraska | \$1,923,210 | \$1,386,215 | 72.1 |
| Nevada | \$1,885,953 | \$1,357,100 | 72 |
| New Hampshire | \$1,036,855 | \$1,023,202 | 98.7 |
| New Jersey | \$7,477,032 | \$6,630,345 | 88.7 |
| New Mexico* | \$3,803,346 | \$5,350,587 | 140.7 |
| New York | \$19,453,630 | \$11,028,225 | 56.7 |
| North Carolina | \$5,027,785 | \$3,618,643 | 72 |
| North Dakota | \$1,403,115 | \$657,117 | 46.8 |
| Ohio | \$4,696,753 | \$4,213,726 | 89.7 |
| Oklahoma | \$5,436,175 | \$5,436,175 | 100 |
| Oregon | \$9,681,314 | \$6,431,058 | 66.4 |
| Pennsylvania | \$24,103,593 | \$22,294,423 | 92.5 |
| Rhode Island* | \$1,100,004 | \$1,363,585 | 124 |
| South Carolina | \$1,991,289 | \$916,369 | 46 |
| South Dakota | \$705,979 | \$273,374 | 38.7 |
| Tennessee | \$4,080,624 | \$3,153,631 | 77.3 |
| Texas | \$13,240,550 | \$6,233,473 | 47.1 |
| Utah | \$1,309,747 | \$1,244,171 | 95 |
| Vermont | \$212,565 | \$211,569 | 99.5 |
| Virginia | \$7,068,493 | \$5,011,805 | 70.9 |
| Washington | \$11,584,171 | \$5,777,312 | 49.9 |

| State | Final Budget (Including Carry-In) | Federal Expenditures | Percent of Final Budget Expended |
|----------------|--------------------------------------|----------------------|-------------------------------------|
| West Virginia* | \$3,314,961 | \$3,403,182 | 102.7 |
| Wisconsin | \$10,961,715 | \$8,435,950 | 77 |
| Wyoming | \$2,820,913 | \$1,712,399 | 60.7 |

Source: State approval letters and EARS data.

Note: Colorado excluded from table because missing budget information for FY 2015.

*Data may be erroneous since spending more than an approved Federal budget is not expected.

Table 60. Percentage of estimated final budget expended by SNAP-Ed agencies, FY 2016

| State | Final Budget (Including Carry-In) | Federal Expenditures | Percent of Final Budget Expended |
|----------------------|--------------------------------------|----------------------|-------------------------------------|
| Alabama | \$4,793,101 | \$4,044,365 | 84.4 |
| Alaska | \$614,584 | \$150,590 | 24.5 |
| Arizona | \$14,751,514 | \$7,768,425 | 52.7 |
| Arkansas | \$2,002,566 | \$1,903,969 | 95.1 |
| California | \$149,587,301 | \$51,817,213 | 34.6 |
| Colorado | \$4,121,009 | \$4,050,015 | 98.3 |
| Connecticut | \$3,445,550 | \$3,254,370 | 94.5 |
| Delaware | \$1,112,049 | \$828,106 | 74.5 |
| District of Columbia | \$1,960,891 | \$994,753 | 50.7 |
| Florida | \$14,375,122 | \$10,047,787 | 69.9 |
| Georgia | \$6,947,513 | \$5,083,170 | 73.2 |
| Hawaii | \$1,745,305 | \$783,388 | 44.9 |
| Idaho | \$1,519,013 | \$1,026,583 | 67.6 |
| Illinois | \$18,857,545 | \$3,455,723 | 18.3 |
| Indiana | \$10,285,067 | \$7,556,007 | 73.5 |
| Iowa | \$2,552,456 | \$1,655,203 | 64.8 |
| Kansas | \$2,513,019 | \$2,458,104 | 97.8 |
| Kentucky | \$13,306,554 | \$3,288 | 0 |
| Louisiana | \$3,850,886 | \$1,285,311 | 33.4 |
| Maryland | \$6,021,337 | \$2,485,588 | 41.3 |
| Massachusetts | \$4,730,503 | \$3,660,065 | 77.4 |
| Michigan* | \$23,721,159 | \$27,002,749 | 113.8 |
| Minnesota | \$13,361,611 | \$9,580,844 | 71.7 |
| Mississippi | \$3,849,706 | \$2,601,178 | 67.6 |
| Montana* | \$917,524 | \$931,777 | 101.6 |
| Nebraska | \$1,607,053 | \$967,474 | 60.2 |
| Nevada | \$2,227,351 | \$1,700,043 | 76.3 |
| New Hampshire | \$1,025,619 | \$831,766 | 81.1 |
| New Jersey | \$9,752,668 | \$7,710,585 | 79.1 |
| New Mexico | \$4,873,213 | \$2,851,546 | 58.5 |
| New York | \$20,649,460 | \$16,879,430 | 81.7 |
| North Carolina | \$6,901,695 | \$5,451,179 | 79 |
| North Dakota | \$1,029,043 | \$584,301 | 56.8 |
| Ohio | \$10,100,310 | \$4,451,218 | 44.1 |
| Oklahoma | \$5,399,329 | \$5,040,269 | 93.4 |
| Oregon | \$8,125,544 | \$6,760,310 | 83.2 |
| Pennsylvania | \$23,368,593 | \$22,292,456 | 95.4 |

| State | Final Budget (Including Carry-In) | Federal Expenditures | Percent of Final Budget Expended |
|----------------|--------------------------------------|----------------------|-------------------------------------|
| Rhode Island | \$1,162,090 | \$1,162,090 | 100 |
| South Carolina | \$2,789,919 | \$2,087,278 | 74.8 |
| South Dakota | \$600,675 | \$519,347 | 86.5 |
| Tennessee | \$4,625,213 | \$3,697,229 | 79.9 |
| Texas | \$16,421,672 | \$13,605,735 | 82.9 |
| Utah* | \$1,298,114 | \$1,398,114 | 107.7 |
| Vermont | \$271,056 | \$254,400 | 93.9 |
| Virginia* | \$7,038,233 | \$7,614,775 | 108.2 |
| West Virginia | \$3,369,232 | \$3,188,336 | 94.6 |
| Wisconsin | \$10,150,212 | \$8,416,321 | 82.9 |
| Wyoming* | \$1,805,715 | \$1,827,029 | 101.2 |

Source: State approval letters and EARS data.

Note: Washington State excluded from table because missing budget information for FY 2015.

*Data may be erroneous since spending more than an approved Federal budget is not expected.

Table 61. Carry-in funds from previous Fiscal Year by fiscal year

| Fiscal year | Total Number of States | Number of States with Carry-In (%) | Average Amount of Carry-in per State | Range (Min, Max) Amount of Carry-In |
|-------------|------------------------|------------------------------------|--------------------------------------|-------------------------------------|
| FY 2014 | 53 | 23 (43) | \$1,799,831 | \$40,000, \$14,126,896 |
| FY 2015 | 53 | 36 (67) | \$2,382,293 | \$37,745, \$3,3685,141 |
| FY 2016 | 53 | 31 (59) | \$2,581,595 | \$332, \$33,057,588 |

Source: State plan approval letters.

Table 62. Budget amendment by fiscal year

| Fiscal year | Number of States | Number of States with Budget Amendment (%) |
|-------------|------------------|--|
| FY 2014 | 53 | 7 (13) |
| FY 2015 | 53 | 12 (23) |
| FY 2016 | 52 | 4 (8) |

Source: Approval letters.

SNAP-Ed Evaluation and Reported Outcomes

USE OF AN EVALUATION FRAMEWORK

Table 63. Use of indicators from a framework for monitoring and evaluation at the state- or IA-level by fiscal year

| Use of Indicators | FY 2014 | FY 2015 | FY 2016 |
|----------------------------|----------------------|----------------------|----------------------|
| | Number of States (%) | Number of States (%) | Number of States (%) |
| Yes | 12 (46) | 20 (63) | 30 (81) |
| No | 14 (54) | 12 (38) | 7 (19) |
| Framework Used | - | - | - |
| Western Region | 5 (10) | 7 (13) | 24 (45) |
| State adapted or other | 7 (14) | 13 (25) | 6 (11) |
| National, released in 2016 | n/a | n/a | 27 (51) |

Source: Annual Reports. Percentages may not add to 100 due to rounding.

Table 64. State Plan describes outcome measures associated with each selected indicator at the state- or IA-level by fiscal year

| Outcome Measures | FY 2014 | FY 2015 | FY 2016 |
|-----------------------------------|----------------------|----------------------|----------------------|
| | Number of States (%) | Number of States (%) | Number of States (%) |
| Total | 26 (50) | 32 (60) | 37 (70) |
| Yes, for all indicators | 7 (27) | 15 (47) | 15 (41) |
| Yes, but for only some indicators | 10 (39) | 12 (38) | 12 (32) |
| No/Unclear | 9 (35) | 5 (16) | 10 (27) |

Source: SNAP-Ed State Plans. Percentages may not add to 100 due to rounding.

Table 65. Twelve most commonly evaluated indicators from the SNAP-Ed Evaluation Framework by fiscal year

| Most Commonly Evaluated Indicators | FY 2014 | FY 2015 | FY 2016 |
|---|----------------------|----------------------|----------------------|
| | Number of States (%) | Number of States (%) | Number of States (%) |
| MT3: PA and Reduced Sedentary Behavior | 3 (6) | 5 (9) | 19 (36) |
| MT1: Healthy Eating | 2 (4) | 4 (8) | 18 (34) |
| MT2: Food Resource Management | 3 (6) | 6 (11) | 18 (34) |
| MT6: PA and Reduced Sedentary Behavior Supports | 2 (4) | 2 (4) | 17 (32) |
| MT5: Nutrition Supports | 3 (6) | 3 (6) | 14 (26) |
| ST7: Partnerships | 4 (8) | 4 (8) | 13 (25) |
| ST5: Need and Readiness | 0 (0) | 4 (8) | 9 (17) |
| MT12: Social Marketing | 0 (0) | 3 (6) | 8 (15) |
| ST1: Healthy Eating | 3 (6) | 2 (4) | 7 (13) |
| ST2: Food Resource Management | 3 (6) | 2 (4) | 5 (9) |
| ST6: Champions | 0 (0) | 0 (0) | 5 (9) |
| ST8: Partnerships | 0 (0) | 1 (2) | 5 (9) |

Source: Annual Reports.

Table 66. Evaluated indicators among States using a state-adapted or framework other than the SNAP-Ed Evaluation Framework

| Evaluated Indicators | FY 2014 | FY 2014 | FY 2015 |
|---|------------------|----------------------|------------------|
| | Number of States | Percentage of States | Number of States |
| Individual: Healthy eating | 5 (10) | 11 (21) | 4 (8) |
| Individual: Physical activity and reduced sedentary behavior | 3 (6) | 9 (17) | 4 (8) |
| Environmental: Organizational adoption and promotion of nutrition or physical activity supports | 2 (4) | 5 (9) | 4 (8) |
| Individual: Food resource management | 2 (4) | 10 (19) | 3 (6) |
| Environmental: Organizational motivators | 1 (2) | 4 (8) | 2 (4) |
| Sectors of influence: Multi-sector capacity | 1 (2) | 2 (4) | 2 (4) |
| Individual: Food safety | 3 (6) | 4 (8) | 1 (2) |
| Individual: Other | 0 (0) | 1 (2) | 1 (2) |
| Sectors of influence: Multi-sector changes | 0 (0) | 0 (0) | 1 (2) |
| Environmental: Organizational implementation and effectiveness | 1 (2) | 1 (2) | 0 (0) |

Source: Annual Reports

IDENTIFICATION OF INDICATORS THAT WILL BE USED FOR MONITORING AND EVALUATION

Table 67. State plan describes indicators that will be used for monitoring and evaluation by fiscal year

| Indicators Described | FY 2014 | FY 2015 | FY 2016 |
|-------------------------|----------------------|----------------------|----------------------|
| | Number of States (%) | Number of States (%) | Number of States (%) |
| Yes | 46 (89) | 49 (93) | 51 (96) |
| No/unclear/not reported | 6 (12) | 4 (8) | 2 (4) |

Source: SNAP-Ed State Plans. Percentages may not add to 100 due to rounding.

Table 68. Additional detail provided in State Plans that describe the use of indicators by fiscal year

| Additional Detail | FY 2014 | FY 2015 | FY 2016 |
|--|----------------------|----------------------|----------------------|
| | Number of States (%) | Number of States (%) | Number of States (%) |
| TOTAL, States describing indicators at State- or IA-level | 26 (50) | 32 (60) | 37 (70) |
| Whether indicators are from a framework | -- | -- | -- |
| Yes | 12 (46) | 20 (63) | 30 (81) |
| No/unclear/not reported | 14 (54) | 12 (38) | 7 (19) |
| Whether indicators are tied to State's goals and objectives | -- | -- | -- |
| Yes | 5 (42) | 15 (75) | 16 (53) |
| No/unclear/not reported | 7 (58) | 5 (25) | 14 (47) |
| Outcomes associated with indicators | -- | -- | -- |
| Yes, for all indicators | 7 (27) | 15 (47) | 15 (41) |
| Yes, but for only some indicators | 10 (39) | 12 (38) | 12 (32) |
| No/unclear/not reported | 9 (35) | 5 (16) | 10 (27) |

Source: SNAP-Ed State Plans. Categories not mutually exclusive therefore percentages may not add to 100.

Table 69. Measureable improvements resulting from direct education by fiscal year

| Measureable Improvements | FY 2014 | FY 2015 | FY 2016 |
|-------------------------------------|----------------------|----------------------|----------------------|
| | Number of States (%) | Number of States (%) | Number of States (%) |
| Total implementing Direct Education | 51 (100) | 51 (100) | 51 (100) |
| Yes, based on impact evaluation | 8 (16) | 6 (12) | 12 (24) |
| Yes, based on outcome evaluation | 39 (77) | 41 (80) | 40 (78) |
| Yes, based on process evaluation | 19 (37) | 21 (41) | 21 (41) |
| Yes, based on assumptions* | 0 (0) | 0 (0) | 0 (0) |

Source: EARS data was used to determine total number of State agencies implementing direct education each year and was missing for both Guam and the U.S. Virgin Islands. Annual Reports were used to determine the number of State agencies reporting measurable improvement. *This category was assigned to State agencies that described measurable improvements but not clearly associate them with an evaluation. Categories not mutually exclusive therefore percentages may not add to 100.

Table 70. Measureable improvements resulting from social marketing by fiscal year

| Measureable Improvements | FY 2014 | FY 2015 | FY 2016 |
|---|----------------------|----------------------|----------------------|
| | Number of States (%) | Number of States (%) | Number of States (%) |
| Total implementing Social Marketing campaigns | 21 (41) | 26 (51) | 26 (51) |
| Yes, based on impact evaluation | 2 (10) | 1 (4) | 3 (12) |
| Yes, based on outcome evaluation | 9 (43) | 8 (31) | 13 (50) |
| Yes, based on process evaluation | 8 (38) | 11 (42) | 14 (54) |
| Yes, based on assumptions | 0 (0) | 0 (0) | 2 (8) |

Source: EARS data was used to determine total number of State agencies implementing social marketing each year and was missing for both Guam and the U.S. Virgin Islands. Annual Reports were used to determine the number of State agencies reporting measurable improvement. *This category was assigned to State agencies that described measurable improvements but not clearly associate them with an evaluation. Categories not mutually exclusive therefore percentages may not add to 100.

Table 71. Measureable improvements resulting from PSE strategies by fiscal year

| Measureable Improvements | FY 2014 | FY 2015 | FY 2016 |
|-----------------------------------|----------------------|----------------------|----------------------|
| | Number of States (%) | Number of States (%) | Number of States (%) |
| Total implementing PSE Strategies | 23 (44) | 36 (68) | 44 (83) |
| Yes, based on impact evaluation | 1 (4) | 0 (0) | 3 (7) |
| Yes, based on outcome evaluation | 7 (30) | 11 (31) | 20 (46) |
| Yes, based on process evaluation | 7 (30) | 16 (44) | 26 (59) |
| Yes, based on assumptions | 0 (0) | 6 (17) | 4 (9) |

Source: Annual Reports. *This category was assigned to State agencies that described measurable improvements but not clearly associate them with an evaluation. Categories not mutually exclusive therefore percentages may not add to 100.

Table 72. Types of evaluation conducted by fiscal year

| Types of Evaluation | FY 2014 | FY 2015 | FY 2016 |
|----------------------|----------------------|----------------------|----------------------|
| | Number of States (%) | Number of States (%) | Number of States (%) |
| Formative | 24 (46) | 26 (49) | 32 (60) |
| Process | 36 (69) | 37 (70) | 36 (68) |
| Outcome | 47 (90) | 50 (94) | 45 (85) |
| Impact | 12 (23) | 14 (26) | 18 (34) |
| Unclear/Not reported | 3 (6) | 3 (6) | 5 (9) |

Source: Annual Reports. Categories not mutually exclusive therefore percentages may not add to 100.

DESCRIBES ACHIEVEMENTS IN IMPLEMENTING PROGRAM AS PLANNED

Table 73. Annual Report describes achievements in implementing program as planned by fiscal year

| Annual Reports Describe Achievements | FY 2014 | FY 2015 | FY 2016 |
|--------------------------------------|----------------------|----------------------|----------------------|
| | Number of States (%) | Number of States (%) | Number of States (%) |
| Yes | 47 (90) | 48 (91) | 51 (96) |
| Exemplary description | 13 (28) | 16 (33) | 19 (37) |
| Not exemplary | 34 (72) | 32 (67) | 32 (63) |
| No/unclear/not reported | 5 (10) | 5 (9) | 2 (4) |

Source: Annual Reports. Percentages may not add to 100 due to rounding.

Table 74. Annual Report describes progress in achieving overarching statewide goals by fiscal year

| Annual Reports Describe Progress | FY 2014 | FY 2015 | FY 2016 |
|----------------------------------|----------------------|----------------------|----------------------|
| | Number of States (%) | Number of States (%) | Number of States (%) |
| Yes | 38 (73) | 46 (87) | 43 (81) |
| Exemplary description | 12 (32) | 14 (30) | 15 (35) |
| Not exemplary | 26 (68) | 32 (70) | 28 (65) |
| No/unclear/not reported | 14 (27) | 7 (13) | 10 (19) |

Source: Annual Reports. Percentages may not add to 100 due to rounding.

DESCRIBES SETBACKS IN ACCOMPLISHING PLANNED PROGRAMMING

Table 75. Annual reports describes setbacks in accomplishing planned programming by fiscal year

| Setbacks | FY 2014 | FY 2015 | FY 2016 |
|-------------------------|----------------------|----------------------|----------------------|
| | Number of States (%) | Number of States (%) | Number of States (%) |
| Yes | 44 (85) | 40 (76) | 33 (62) |
| No/unclear/not reported | 8 (15) | 13 (25) | 20 (38) |

Source: Annual Reports. Percentages may not add to 100 due to rounding.

DESCRIBES TYPES OF EVALUATIONS CONDUCTED

Table 76. Annual reports describes types of evaluations conducted by fiscal year

| Types of Evaluations | FY 2014 | FY 2015 | FY 2016 |
|-------------------------|----------------------|----------------------|----------------------|
| | Number of States (%) | Number of States (%) | Number of States (%) |
| Yes | 49 (94) | 50 (94) | 48 (91) |
| No/unclear/not reported | 3 (6) | 3 (6) | 5 (9) |

Source: Annual Reports. Percentages may not add to 100 due to rounding.

DESCRIBES MEASUREABLE IMPROVEMENTS IN ANNUAL REPORT

Table 77. Annual reports describes SNAP-Ed programming related results by fiscal year

| SNAP-Ed Programming Related Results | FY 2014 Number of States (%) | FY 2015 Number of States (%) | FY 2016 Number of States (%) |
|--|------------------------------------|------------------------------------|------------------------------------|
| Resulting from direct education | -- | -- | -- |
| Yes | 41 (79) | 43 (81) | 43 (81) |
| No/unclear/not reported | 11 (21) | 10 (19) | 10 (19) |
| Resulting from social marketing | -- | -- | -- |
| Yes | 10 (19) | 14 (26) | 19 (36) |
| No/unclear/not reported | 42 (81) | 39 (74) | 34 (64) |
| Resulting from PSE | -- | -- | -- |
| Yes | 9 (17) | 25 (47) | 37 (70) |
| No/unclear/not reported | 43 (83) | 28 (53) | 16 (30) |

Source: Annual Reports. Categories not mutually exclusive therefore percentages may not add to 100.

Table 78. Type of key performance measures or indicators State planned to use for monitoring and evaluation by fiscal year

| Type of Key Performance Measures or Indicators | FY 2014 Number of States (%) | FY 2015 Number of States (%) | FY 2016 Number of States (%) |
|---|---------------------------------|---------------------------------|---------------------------------|
| Yes, indicators described in State Plan at the State or IA-Level | 26 (50) | 32 (60) | 37 (70) |
| From Western Region Framework | 5 (10) | 7 (13) | 24 (45) |
| From State-adapted or other framework | 7 (14) | 13 (25) | 6 (11) |
| Unclear | 14 (27) | 12 (23) | 7 (13) |
| Yes, indicators described in State Plan at the project level | 30 (58) | 26 (49) | 28 (53) |
| No, indicators not described in State plan | 6 (12) | 4 (8) | 2 (4) |

Source: SNAP-Ed State Plans. Categories not mutually exclusive therefore percentages may not add to 100.

Table 79. Top ten most frequently targeted health and behavior indicators among States using the SNAP-Ed Evaluation Framework by fiscal year

| Top Ten Indicators | FY 2014 | FY 2015 | FY 2016 |
|---|----------------------|----------------------|----------------------|
| | Number of States (%) | Number of States (%) | Number of States (%) |
| TOTAL | 5 (10) | 7 (13) | 24 (45) |
| MT5: Nutrition Supports | 3 (60) | 5 (71) | 22 (92) |
| ST5: Need and Readiness | 2 (40) | 6 (86) | 22 (92) |
| ST7: Partnerships | 4 (80) | 5 (71) | 22 (92) |
| MT2: Food Resource Management | 3 (60) | 6 (86) | 21 (88) |
| MT3: PA and Reduced Sedentary Behavior | 3 (60) | 5 (71) | 21 (88) |
| MT6: PA and Reduced Sedentary Behavior Supports | 3 (60) | 3 (43) | 21 (88) |
| MT1: Healthy Eating | 2 (40) | 4 (57) | 20 (83) |
| ST1: Healthy Eating | 3 (60) | 3 (43) | 12 (50) |
| MT12: Social Marketing | 2 (40) | 4 (57) | 11 (46) |
| ST6: Champions | 2 (40) | 1 (14) | 10 (42) |

Source: SNAP-Ed State Plans. Includes State agencies that used the SNAP-Ed Evaluation Framework and cited indicators at the State- or IA-level. Categories not mutually exclusive therefore percentages may not add to 100.

Table 80. Targeted health and behavior indicators among States using a State-adapted or other evaluation framework (other than the SNAP-Ed Evaluation Framework) by fiscal year

| Targeted Indicators | FY 2014 | FY 2015 | FY 2016 |
|---|----------------------|----------------------|----------------------|
| | Number of States (%) | Number of States (%) | Number of States (%) |
| Total | 7 (13) | 13 (25) | 6 (11) |
| Individual: Healthy eating | 6 (86) | 12 (92) | 5 (83) |
| Individual: Physical activity and reduced sedentary behavior | 4 (57) | 12 (92) | 5 (83) |
| Environmental: Organizational adoption and promotion of nutrition or physical activity supports | 4 (57) | 11 (85) | 5 (83) |
| Individual: Food resource management | 5 (71) | 12 (92) | 4 (67) |
| Environmental: Organizational motivators | 2 (29) | 5 (38) | 4 (67) |
| Individual: Other | 2 (29) | 1 (8) | 2 (33) |
| Environmental: Organizational implementation and effectiveness | 2 (29) | 4 (31) | 2 (33) |
| Sectors of influence: Multi-sector capacity | 2 (29) | 5 (38) | 2 (33) |
| Individual: Food safety | 4 (57) | 4 (31) | 1 (17) |
| Sectors of influence: Multi-sector changes | 2 (29) | 4 (31) | 1 (17) |
| Population Results: Trends and reduction in disparities | 0 (0) | 2 (15) | 1 (17) |
| Environmental: Other | 0 (0) | 1 (8) | 0 (0) |
| Sectors of influence: Multi-sector impacts | 2 (29) | 1 (8) | 0 (0) |
| Sectors of influence: Other | 0 (0) | 0 (0) | 0 (0) |
| Population Results: Other | 1 (14) | 0 (0) | 0 (0) |

Source: SNAP-Ed State Plans. Includes State agencies that cited a State-adapted or other evaluation framework (other than SNAP-Ed Evaluation Framework) and included indicators at the State- or IA-level. Categories not mutually exclusive therefore percentages may not add to 100.

Table 81. Level of indicators selected among States using any evaluation framework by fiscal year

| Level | FY 2014 | FY 2015 | FY 2016 |
|--|----------------------|----------------------|----------------------|
| | Number of States (%) | Number of States (%) | Number of States (%) |
| Total | 26 (50) | 32 (60) | 37 (70) |
| Individual-level | 11 (42) | 20 (63) | 29 (78) |
| Environmental settings | 8 (31) | 18 (56) | 29 (78) |
| Sectors of influence | 6 (23) | 10 (31) | 12 (32) |
| Social and cultural norms and values or population-level | 2 (8) | 4 (13) | 2 (5) |

Source: SNAP-Ed State Plans. Includes State agencies that cited the SNAP-Ed Evaluation Framework, State-adapted, or other evaluation framework and included indicators at the State- or IA-level. Categories not mutually exclusive therefore percentages may not add to 100.