

Sample Plan Implementation Worksheet

Local Plan Goal

Increase access to healthy food for low-income residents.

Implementation Objective

1. Determine why low-income residents do not use SNAP benefits at local farmers' markets.
2. If lack of awareness is linked to lack of use of benefits, develop strategy to increase awareness.

Why did you choose this objective?

The majority of local farmers' markets accept EBT benefits. However, the use of these benefits has been less than expected.

Health Equity Impact Assessment

What health inequities currently exist in the community? How does the action plan impact these inequities? Why were specific objectives or actions chosen/prioritized over others?

Rates of diabetes, childhood obesity, and other metabolic illnesses are higher among low-income residents. While the multiple farmers' markets in the city/county accept SNAP benefits, the benefits are almost never used there. This suggests the possibility that awareness among beneficiaries is low.

Assessment of Unintended Consequences

How will you solicit diverse feedback to monitor for unintended consequences of working toward the objective or taking a specific action?

Local food banks are attended almost entirely by low-income residents facing food insecurity and hunger. We will coordinate with these food banks to interview and survey its customers and determine extent to which they go to the farmers' markets, use their benefits there, or even know that they can use them there. We will also speak with city and county officials to explore what they have done in terms of outreach.

How will you measure and respond to unintended consequences of this objective or action?

We will use surveys that are intended to capture a broad range of reasons why low-income individuals would not use their benefits at a farmers market. This will include a section in which a survey-taker can speak freely. If it turns out the issue is not one of awareness, we will modify our intervention to include more appropriate stakeholders or actions (e.g., local transit agency and planners if the issue is accessibility; city/county social media or marketing teams if the issue is dietary preferences or how farmers' markets are viewed).

Evaluation Plan and SMART Objectives

Formative Evaluation: what resources do you need to evaluate implementation?

Resources: Surveyors/interviewers from the University and Extension. Data from farmers' markets. Communication with local officials involved in community outreach. We will survey the area for the number and locations of farmers' markets. We will want to visit at least three different local food banks in different regions of the municipality to gather baseline data. Then we will want to analyze the data to see if our hypothesis — that beneficiaries are largely unaware that they can use their benefits — is correct.

Process Evaluation: What key activities will you perform and how often? Are you on track to complete these objectives?

Promote the farmers market via mail, through in-person visits to human resource agencies; signage on public areas (bus benches, schools, etc.); social media and website updates; and potential actors in the non-profit or private sectors (e.g., hospitals and clinics, community health centers, food banks).

Outcome Evaluation: What has the outcome of your implementation action been?

A 500 percent increase in the use of these benefits at farmers' markets.

Impact Evaluation: What progress has this action had in realizing the long-term public health goal?

More low-income people are using their benefits on fresh, healthy fruits, vegetables, and whole grains.

Has anything occurred in the community that might influence the impact of the project?

Hard frost in late spring killed many vegetables leading to reduced vendor capacity.

What **SMART** (Specific, Measurable, Achievable, Relevant and Timely) measures or other feedback will you use to assess progress toward your goal over time?

Nov–Jan 2019: Contact local food shelves in different regions of the city and identify at least 3 food shelves to survey about farmers market usage by customers. Develop and conduct survey at no less than 3 local food shelves. Jan–Feb 2019: Analyze data and identify barriers to use of SNAP/EBT at farmers' markets. Mar 2019–May 2020: Implement changes; promotion via mail and in-person human resource visits; signage on public areas (bus benches, etc.); social media and website updates. Mar 2019–May 2020: Gather monthly data from farmers' markets to explore whether there has been a change over time.

What measures might others use to evaluate the value of your work and progress toward your community health goal?

Local officials might want to see whether there has been an increase in the amount of SNAP recipients at farmers' market, as well as an increase in EBT money spent at farmers' markets.

Action Steps ✓

Action	Stakeholders, Funding and Resources ?	Anticipating Challenges ?	Timeframe for Action ?
Collect baseline data	University students, food banks Extension \$\$, clipboards, pens	Robust number of respondents? Receptiveness of food banks?	Nov 2018–Jan 2019
Analyze data	Statistical package, Extension \$\$, data analyst	The possibility of our hypothesis being wrong. We will need to change our intervention (probably requiring more \$\$) and move our schedule out some.	Jan 2019–Feb 2019
Perform outreach activities	Local officials, human resource staffers, Extension \$\$	Requires external efforts (human resource agencies, social media staff, etc.)	Mar 2019–May 2020
Monitor program effectiveness	Data analyst, farmers' markets, Extension \$\$	Tracking externalities remotely (Farmers market moves? Transit lines shift to or away from markets?)	Mar 2019–May 2020

Please note: Implementation of a specific plan goal will usually involve multiple implementation objectives, and related action steps, which you will articulate during the facilitation process. Please replicate the process, above, as needed.

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Outcome Evaluation: What has the outcome of your implementation action been?

Impact Evaluation: What progress has this action had in realizing the long-term public health goal?

Has anything occurred in the community that might influence the impact of the project?

What **SMART** (Specific, Measurable, Achievable, Relevant and Timely) measures or other feedback will you use to assess progress toward your goal over time?

What measures might others use to evaluate the value of your work and progress toward your community health goal?