FNEE6 (continued)

Objective, Target Audience, and Rationale: The Supplemental Nutrition Assistance Program – Education (SNAP-Ed) in Alabama recently added policy, system and environmental (PSE) strategies to facilitate positive changes to state and local food and physical activity environments. A tool, PSE Action Plan and Report, was developed to support 33 SNAP-Ed educators serving 57 counties in facilitating PSE changes, aggregate statewide data and track SNAP-Ed Evaluation Framework indicators.

Description: The Alabama SNAP-Ed Community Health Coordinator (CHC) works alongside a county educator to develop and update the tool. Alabama SNAP-Ed identified four strategy areas ensuring broad, yet coordinated, PSE efforts. The strategy(ies) for the PSE effort is indicated on the tool. A measurable, expected outcome also is devised. Other information collected with the tool includes setting, organizational lead, number of individuals reached and complimentary direct education. The tool also includes a table to plan activities within seven steps educators follow to ensure sustainable change: engage, assess, plan, implement, evaluate, celebrate and sustain. The CHC and county educator discuss and include activities necessary to accomplish within each step. Additionally, start and completion dates are included for each activity. Lastly, the CHC provides information on progress and challenges associated with each recorded activity based on information gleaned from a monthly reporting call with a county educator. Each up-to-date tool is electronically shared with county educators using a secure site.

Conclusions and Implications: Initial evidence demonstrates efficacy of this PSE Action Plan and Report in coordinating and reporting PSE efforts. Plans are underway to complete a process evaluation of this tool.

Funding: Supplemental Nutrition Assistance Program - Education

FNEE7 Monitoring and Reporting of Policy, Systems, and Environmental (PSE) Change: Lessons Learned from California SNAP-Ed

Betty Sun, MS, RD, bcsun@ucanr.edu, University of California ANR, Nutrition Policy Institute, 2115 Milvia Street, 3rd Floor, Berkeley, CA 94704; Lauren Whetstone, PhD, University of California ANR, Nutrition Policy Institute; Gail Woodward-Lopez, MPH, RD; Janice Kao, MPH

Objective: The evaluation of policy, systems, and environmental (PSE) change efforts is an emerging field within evaluation science. The purpose of this formative evaluation study was to understand how to effectively monitor and report California's Supplemental Nutrition Assistance Program Education (SNAP-Ed) PSE efforts.

Study Design, Setting, Participants: Multi-method approaches over three years (2014-2016) using two different PSE reporting systems, live webinar polling, an online survey of local implementers, and qualitative interviews with project directors and agency evaluators

provided pilot testing and feedback for the development of the California SNAP-Ed PSE reporting system.

Outcome Measures and Analysis: Data were collected and analyzed to understand the types of PSE efforts program implementers were able to and preferred to report. These included preferences between site- vs. strategy-level reporting, detailed vs. general measures, and the ability to report on USDA-required and other quantitative metrics. Also, PSE evaluation data were analyzed for quality and completeness as additional indicators of PSE reporting success.

Results: Local agencies reported PSE interventions in over 900 sites. Users were highly satisfied with the new streamlined online reporting system. Users preferred site-level reporting and wanted open-ended response boxes to describe their PSE progress. Aspects of PSE reporting that continue to be difficult included understanding: a) which projects constituted a SNAP-Ed PSE intervention, b) which stage in the implementation process a PSE should be reported, and c) how to measure reach. Additionally, using standardized tools would facilitate the assessment of environmental changes.

Conclusions and Implications: Challenges remain with PSE reporting at both the conceptual and practical level. Pilot testing, user feedback, and improved training are helping create the best possible PSE reporting system for SNAP-Ed.

Funding: USDA

FNEE8 Assessment of the Consumer Food Environment in Two Rural Oklahoma Communities

Elizabeth Hubbard, BA, BS, Oklahoma State University; Stephany Parker, PhD, steph.parker@okstate.edu, Oklahoma State University, 301 Human Sciences, Stillwater, OK 74078; Janice Hermann, PhD, LDN, RD, Oklahoma State University; Justin Quetone Moss, PhD

Objective: This study aimed to identify aspects of the consumer food environment that hold promise as targets for future policy, systems, and environmental-level nutrition interventions in two rural Oklahoma communities with a high proportion of Native American residents.

Study Design: Two surveyors visited grocery, dollar, and convenience stores in the communities on separate occasions to conduct surveys. The Nutrition Environment Measures Survey for Stores (NEMS-S) was used to assess food availability, quality, and pricing, and the Food Availability and Marketing Survey (FAMS) was used to assess food availability, quality, pricing, and marketing.

Outcome Measures and Analysis: Median, mean, and standard deviation were calculated for total NEMS-S and FAMS scores and for sub-sections of each survey for all stores and for convenience stores. Spearman's rank correlation test was used to analyze correlations between NEMS-S and FAMS scores. Percent agreement and Cohen's kappa were calculated for each item to assess inter-rater reliability.

Results: Most stores were convenience stores that lacked healthy options almost entirely. Across all store types, less healthy foods were prominently displayed in checkout

Continued on page S133