

Who's Story Do You Want to Tell?

Consider the successes your program and/or staff have had during the period of time being reported upon or before the period starts, decide what you would like to report upon.....

.....have you started working with a new organization?

e.g. a local service agency is having education provided

.....have you devoted extra effort to a special group?

e.g. pregnant teens or breastfeeding mom's

.....have you focused education on a specific topic area?

e.g. food resource management or increasing physical activity in participants

Is this success going to report on an individual or a group of individuals?

Consider the template to use which best represents the success being reported.....

.....**the individual** success could be reported on the Success Story template:

.....sample of template provided.

.....**the group** success could be reported on one of the Impact Statement templates:

.....sample of template provided.

Gather the information together to write the statement.

Consider the information that will be needed to demonstrate the success of the program.....

.....**for the individual:**

.....the progression notes for the individual

.....the thank you note or personal communications from the participant

.....the reported behavior changes from WebNEERS – instructions for individual change reports provided on pages 4 and 5 of this document.

.....for the group:

-the progression notes for the group(s) which have recorded the quotations from the participant(s)
-personal communications from members of the group, reflecting changes made
-personal communications from the agency, reflecting changes they may have observed and/or are reporting
-the information collected and entered into the WebNEERS – instructions for subgroups and filters are in the WebNEERS Manual section 3. Simplified instructions are on pages 6 – 10.

Focus the impact statement to highlight the success and the program

With the information pulled together, what do you want to focus upon in the report? Are significant behavior changes noted? Does the agency have an agency goal which can be complemented by the nutrition education efforts, i.e. better food resource management skills or increased fruit and vegetable consumption?

.....for the individual:

-consider if the information should be shared first person, from the Participant's perspective, or third person, from the staff person's perspective

.....for the group:

-consider the use of graphs depicting behavior changes and/or acceptable practice will add to the report; if yes:
 -Behavior change on an individual question?
 -Behaviors on a construct (Food Resource Management, Nutrition Practice, Food Safety, Physical Activity)?
 - for the base (federal) questions, additional questions or both?

Create the Impact Statement

Using the selected template and gathered information complete the impact statement.

Remember to include¹:

A title that captures the attention of the reader (use action verbs - avoid acronyms)

An issue statement that:

.....is strong and grabs attention (e.g. an emotional hook)

.....provides information about the issue (local, regional or state)

.....relates the information to the impact on health

.....define the “cost” savings for this impact

An intervention statement that:

.....transitions from issue to intervention

.....identifies who is conducting the intervention

.....defines the intervention process

An impact statement that:

.....provides specific outcomes (avoid broad statements)

.....uses participant quotes, when appropriate

.....has visual representation of outcomes (e.g. graphs, charts, pictures)

Formatting:

While templates are provided, as samples, counties may feel free to generate their own template for reporting these results.

Remember:

- Make it active voice, clear wording, free of grammatical or spelling inconsistencies (avoid jargon)
- One page (front to back)
- Use bullet lists and/or brief statements
- Include contact information
- Choose colors that complement logos
- Remember the Equal Opportunity Statement

1 Impact and Value: Telling Your Program’s Story; Department of Health and Human Services, <http://www.cdc.gov/oralhealth>

Generating Individual Behavior Change Reports:

1. Select Adult Checklists Review from the WebNEERS home page
2. Identify the criteria on which the report should be generated
 - a. Adult selection (Entire unit or by Staff)
 - b. Question selection (federal or additional questions)
 - c. Privacy (can omit participant names)
 - d. Sort by (Adult Custom ID or Adult Name)
 - e. Program status (who to included – all, graduates only etc.)
3. Select Submit
4. Locate the individual on whom you are generating the report
 - a. Questions 3, 5 & 6 [federal questions] are reverse-scored.

Notes:

For questions which are reverse-scored, a “negative score” in the Improved row would mean that the exit score was lower than the entry score and the movement was in the correct direction.

For all questions, not reverse-scored, a “negative score” in the Improved row means that the exit score was lower than the entry score and the movement was in the wrong direction.

See sample on the following page.

- b. Constructs:
 - Questions 1, 2, 3, 4 – Food Resource Management
 - Questions 5, 6 – Food Safety
 - Questions 1, 7, 8, 9, 10 – Nutrition Practices

If using additional questions, it will be important to know which question fall into which construct for the calculation of improvement within construct.

Sample: Federal questions

ID	Name	Type	Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8	Q9	Q10
CTbk0084	-	Entry	5	4	1	4	2	3	5	4	5	2
		Exit	2	4	1	4	2	2	5	3	4	0
		Improvement	-3	0	0	0	0	1	0	-1	-1	-

Specifically:

- ID: CTbk0084: Decreased or made no changes:
 - Food Resource Management (decreased question 1 – no change 2, 3, 4)
 - Food Safety (no change question 5)
 - Nutrition Practice (decreased question 1, 8, 9 – and cannot be measured on question 10, as they did not respond at both points)
- ID: CTbk0084: Increased on 1 question
 - Food Safety (question 6)

Impact: This person improve their food safety practices related to thawing meat.

However, it can also be reported that on exit, this participant demonstrated acceptable food safety practices on keep food chilled and thawing meat. Acceptable practices are responses of never (1) and Seldom (2) leaving food out or thawing at room temperature.

It can also be reported that this participant reported to be food secure (score of 1 or 2 on Question 3), reported acceptable practices related to thinking about healthy food choices, shopping with a list and comparing prices. So while positive change was not observed, the participants’ practices are what we would like to see in our participants. Using these data, along with participant progress notes, can help round out a participant success story that puts a “face” on the program.

Generating Reports for Subsets (Groups) of Individuals Entered in WebNEERS

Determine if the subset is a “subgroup” or if a “filter” will provide the needed information.

e.g. Agency efforts that reach a variety of audiences (ages, family size, etc.) will require a **subgroup and a filter**.

Targeted education efforts directed toward a specific age group, gender, race/ethnicity, etc. can be generated with **a filter**.

Create the Subgroup and Filter to aggregate the information within WebNEERS.

...generate the filter only:

- 1) Select **Subgroups** on the **WebNEERS Home page** under the **Adults** or **Youth Groups Setup** section(s).

Note: This will display all of the subgroups currently available for the Institution level or Region level that the user is assigned.

Note: If there are multiple users in a Region level, all subgroups created within the Region level will be available here.

Note: Adding subgroups is the same process for Adult participants and Youth Groups. However, for subgroups to apply to both Adult participants and Youth Groups, the subgroup will need to be created under both the Adults and Youth Groups Setup sections.

- 2) Select Add Subgroup at the left of the screen above the table of subgroups.

Manage	Type	Name	Description	Date Modified
	Federal	EFNEP	Expanded Food Nutrition Education Program	10/02/2012
	Federal	ESWIC	ES / WIC	10/02/2012
	Federal	Sample	Diet/Checklist Sample Group	10/02/2012
	Federal	SNAP-Ed	Supplemental Nutrition Assistance Program - Education	10/02/2012
	Federal	Team Nutrition	Team Nutrition	10/02/2012

- 3) Name (this is the only required field for a subgroup) and Describe the subgroup

If you are an Institution Level user, **check the regions** you want the Subgroup to be available to.

- 4) Select Save to save the subgroup and return to the list of subgroups or Cancel to return to the list of subgroups.

Filters

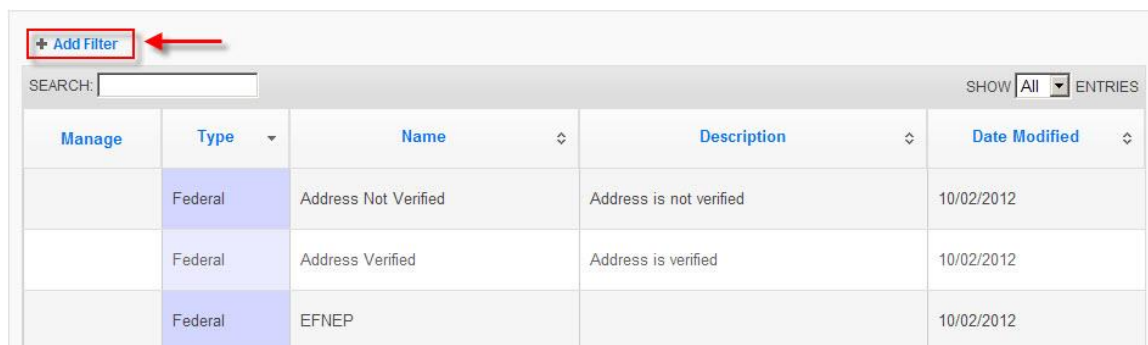
Filters allow the user to select (filter) adult participants or youth groups based on specific criteria. Almost all adult-based reports, including the Adult Summary, the Diet Summary, and the Behavior Checklist Summary can be prepared using the Adult Filters. This is also the case for youth-based reports. Each level of **WebNEERS**, Federal (F), Institute (I), and Region (R) may create its own filters. The filter allows the user to create subsets of the adult data using logical expressions. This is useful for viewing summary reports. When the filter is used, only adults or youth groups who meet the filter criteria are included in the report. The default filter **all adults or all youth groups** may be used to include all participants. Filters are designated Federal (F), Institute (I), or Region (R), depending on who prepared the filter. Region users cannot revise or delete Institute or Federal filters.

Adding Filters

1. Select **Filters** on the **WebNEERS Home page** under the **Adults** or **Youth Groups** section – this will display all of the filters currently available.

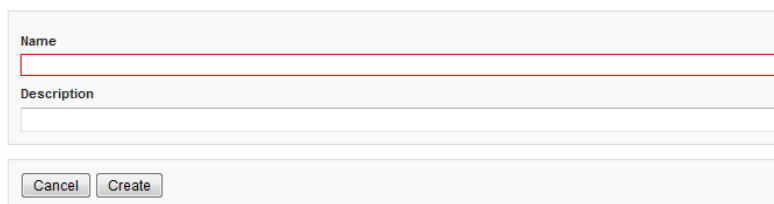
Note: If there are multiple users in a region, all filters created, regardless of who created the filter in the Region, will be available and listed on this screen.

2. Select **Add Filter**



Manage	Type	Name	Description	Date Modified
	Federal	Address Not Verified	Address is not verified	10/02/2012
	Federal	Address Verified	Address is verified	10/02/2012
	Federal	EFNEP		10/02/2012

3. **Name** (this is the only required field) and *Describe* the filter



Name

Description

4. Select **Create**

Note: The number of adults or youth groups captured by the filter is listed below the Description field. Before characteristics are selected, the number is equal to the total number of adults or youth groups in the region or the institution. The number will update as you apply characteristics to the filter.

Identify the characteristics of the participants to be filtered.

a. **Demographic Option** (Adult and Youth Filters)

Note: Select or enter information on this screen to build a filter based on specific information such as age, entry and exit dates, # of lessons, income level, and/or poverty level (e.g., a filter for a race subcode can be used to generate summary reports for a population of interest). This is the only step needed if a unique filter for specific demographic information is of interest.

Setup Adults: Example screenshot on which filters can be generated (demographics, subgroups, public assistance)

Name
Manual

Description
Manual1

Total Adults in this Filter
0

Demographics

Subgroups

Public Assistance

Setup Youth Groups: Example screenshot on which filters can be generated (demographics, subgroups)

Name
test

Description
Test

Total Youth Groups in this Filter
26

Demographics

Subgroups

b. **Subgroups Option** (Adult and Youth Filters)

Note: Select one or more subgroups from each column as needed. In most cases, this will be the only step needed for creating a group filter.

In at least one	In all	Not in all	Not in at least one
X or Y	X and Y	Not (X or Y) = Not X and Not Y	Not (X and Y) = Not X or Not Y

To filter data for one (1) subgroup, highlight that group in the **In at least one column** and select **Save**.

To filter data for multiple subgroups or multiple exceptions follow these guidelines:

- **In at least one column** - Participant must be in at least one of the selected subgroups in either X or Y (OR)
- **In all Column** - Participant must be in ALL of the selected subgroups – in both X and Y (AND)
- **Not in all Column** - Participant is NOT in ALL of the selected subgroups – in neither X nor Y (NOR)
- **Not in at least one Column** - Participant is NOT in at least one of the selected subgroups – not in both X and Y – i.e., Either Not in X or Not in Y (NAND)

Note: A subgroup selected in one column cannot be selected in another, while multiple subgroups can be selected in the same column.

c. Public Assistance Option (Adult Filters)

Note: Public Assistance is not collected for Youth Groups and therefore cannot be filtered.

Note: Select one or more public assistance from each column as needed. In most cases, this will be the only step needed for creating a group filter.

In at least one	In all	Not in all	Not in at least one
X or Y	X and Y	Not (X or Y) = Not X and Not Y	Not (X and Y) = Not X or Not Y

To filter data for one (1) public assistance, highlight that group in **In at least one column** and select **Save**.

The subgroup(s) and filter(s) are now ready for use. All participants to be included within the reports must have their subgroups updated, to include this new assignment (specifically, they will have their required 3 and this new assignment for a total of 4 subgroups). Once all individuals have been

identified, any report relying upon the adult data can be generated using the filter to pull only these assigned subgroup members.

Generate the Adult Summary Report, Adult Checklist Summary Report and Adult Diet Summary Report using the filter created above to determine what improvements have been made and/or what percentage of participants are reporting acceptable practices.

For specific information on understanding the reports available from WebNEERS, please see the Understanding the WebNEERS Reports Manual. The information below is intended to act as a brief overview.

To identify behavior changes (positive improvement) on specific questions or groups of questions, pull the Adult Checklist Summary Report. Examination of Section II. Behavior Change by Questions provides aggregated information on improved behaviors for specific questions (core and additional) contained in WebNEERS.

Example: 66% of graduates improved the meal planning

II. Behavior Change by Question (Core Questions)

Question	Number of Responses	Improved		Unchanged		Decreased	
		Nbr	Pct	Nbr	Pct	Nbr	Pct
1. Plan meals ahead	79	52	66%	17	22%	10	13%
2. Compare prices before you buy food	77	50	65%	20	26%	7	9%
3. Run out of food before the end of the month	78	32	41%	43	55%	3	4%
4. Shop with a grocery list	79	50	63%	22	28%	7	9%
5. Let foods sit out for more than two hours	79	36	46%	41	52%	2	3%
6. Thaw frozen foods at room temperature	79	51	65%	23	29%	5	6%
7. Think about healthy food choices	79	49	62%	23	29%	7	9%
8. Prepare foods without adding salt	78	53	68%	19	24%	6	8%
9. Use 'Nutrition Facts' on the label to make food choices	78	61	78%	11	14%	6	8%
10. Children eat within 2 hours of waking up	67	34	51%	24	36%	9	13%

Note: The number of responses varies by question due to missing data.

Examination of Section IV provides aggregated information on improvement within clusters.

Example: 89% of graduates improved food resource management practices.

IV. Summary of the Number of Practices Improved Within Clusters of Questions

Food Resource Management Practices:

89% (70 of 79) of participants showed improvement in one or more food resource management practice (i.e. plan meals, compare prices, does not run out of food or uses grocery lists).