



Food Stamp Office Resource Kit (FSORK) Evaluation Results

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Background

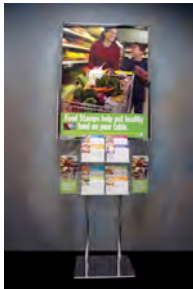


- FSORK was delivered to 255 certified food stamp offices in 53 of California's 58 counties

Goal: *To bring nutrition education into food stamp offices to provide clients with demonstrations, tips and recipes to help them purchase and prepare low-cost nutritious meals & snacks for their families*

- Collaboration between CDPH, *Network for a Healthy California*, the DSS Food Stamp Program, and the Western Regional Office of USDA Food and Nutrition Service, with input from the California Welfare Directors Association

FSORK Components



- 20-minute video "Good Food TV"
- Poster Display (floor or wall)
 - Poster
 - "Food Stamps Can Help Put Healthy Food on Your Table"
 - Brochure
 - Recipe cards (8)
- Resource Guide

Overview of Evaluation

- Conducted by the Research & Evaluation Unit, Cancer Prevention & Nutrition Section, CA Dept. of Public Health
- **Aim of the evaluation:**
 - Evaluate the utility of the intervention materials, especially the video component
 - Learn more about the food stamp office as a learning environment for future implementation of nutrition education

FSORK Evaluation

- Study uses predictors of behavior change and estimation of information retention to evaluate the usefulness of educational materials in the offices
- The evaluation consisted of two phases:
 - **Phase 1: Exit Survey**
 - In-person intercept survey (English/Spanish), 30 questions
 - Clients volunteered to take part in 5-7 minute survey about the video and materials in the waiting area
 - **Phase 2: Observation Study**
 - Direct observation methods used to assess implementation and delivery of intervention in food stamp office waiting areas
 - Enabled observers to record client attention to the video and interactions in the waiting area

Food Stamp Office Site Selection

- Four counties were chosen to participate in the study:
 - Contra Costa, Fresno, Orange & Sacramento
- Collectively, closely resembled the statewide demographics of California's food stamp population
- Represented different regions of the state
- FS Coordinator selected an office in their county implementing the FSORK and agreed to participate in the study
- Different sized offices were chosen to learn how well the FSORK worked in various settings

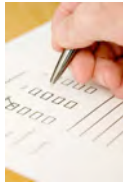
Food stamp office site selection

- Four counties were interested in participating the study:
 - Sacramento, Orange, Contra Costa and Fresno
- Collectively resembled the overall statewide food stamp participation population demographics (based on July 2004 Food Stamp Participation by Ethnic Group Report)
- Represented different areas of the state

Race/Ethnicity	Statewide Food Stamp Participants (2004)	Percent of Exit Survey Respondents (reported ethnicity)
Hispanic	43.4%	42.7%
White	25.2%	25.8%
Black	21.5%	17.9%
Asian or PI	6.8%	4.1%
American Indian, Alaskan Native	0.7%	3.1%

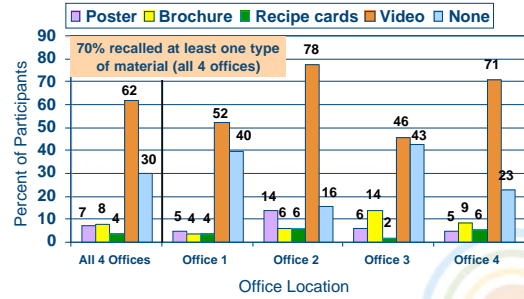
Characteristics of Food Stamp Offices in Study- Four Counties

Office Location	Office 1	Office 2	Office 3	Office 4
Reported # of clients served per day (estimated)	194	450	35	250
Approximate size of waiting area	20' x 15'	50' x 17'	11' x 40'	100' x 50'
# of seats	32	54	27	200
Type of Poster Display	Floor	2 Wall	Floor	2 Floor



Exit Survey Results

FSORK Materials Recalled in Waiting Areas - Unaided (out of all participants, 419)

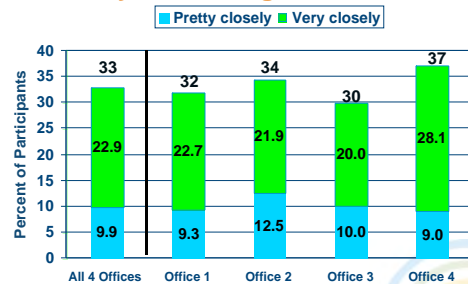


FSORK Video Recall

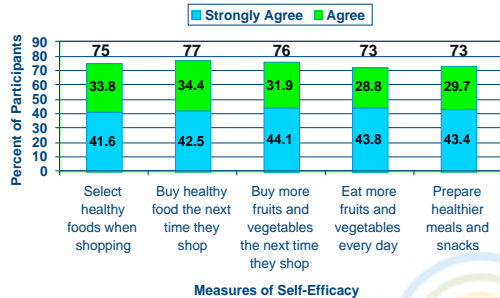
(out of 320 respondents reporting seeing the video)

- 87% who reported watching the video were able to recall specific tips or messages.
 - 18% mentioned “To eat fruits and vegetables”
 - no one mentioned “Use EBT at the farmers’ market”
- Overall, 2.5% felt the video was trying to tell them to buy healthy food with EBT
- 40% trusted the woman in the kitchen teaching recipes the most to give them good tips on healthy eating

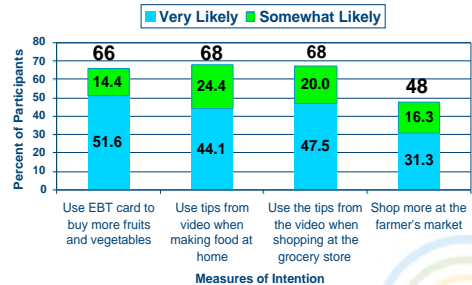
Food Stamp Client Self-Reported Intensity of Viewing FSORK Video



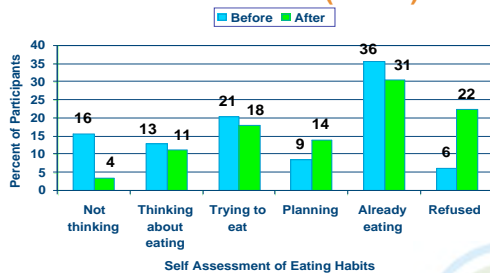
Self-Efficacy of Participants After Watching FSORK Video (n=320)



Intention of Participants After Watching FSORK Video (n=320)

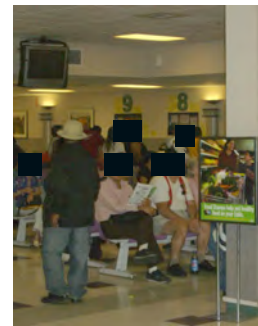


Self-Assessment of Healthy Eating Practices Before and After* Viewing FSORK Video (n=320)



* As measured by two questions post-test, Q26 and Q27

Observation Study Results



Overview of Observation Study

Part I: Environmental Scan

- 3 visual scans of all clients in the waiting area were gathered during the 20-minute viewing period (video time)
 - averaged to provide a more stable estimate of the characteristics of clients
 - Estimation total clients in waiting area
 - Estimation of total number of clients looking at the screen
- Monitored poster display visitation and types of materials (brochures and recipe cards) taken
- Observers rated waiting area noise level

Overview of Observation Study (Cont.)

Part II: Individual Observation

- Observers identified a client in the waiting area who began to focus attention to the video
- Client was observed minute by minute for the entire 20-minute viewing period or as long client was in waiting area
- For each minute:
 - Clients were given a credit for
 - 'watching' (> 30 seconds) or
 - 'glancing' (approx. 2-3 seconds)
 - Any activities that distracted clients from paying attention to the video

Part I: Environmental Scan Results

- On average, 17% of clients in the waiting area looked (watched or glanced) at the video

Food Stamp Office Site Location	Total clients observed	Percent of clients looking at the screen during viewing period
Office 1	91	31%
Office 2	291	35%
Office 3	134	29%
Office 4	1,301	11%
All 4 Offices	1,817	17%

- Significant differences observed in the percentage of clients looking at the screen between offices ($p < .001$)

Environmental Scan: Other Observations

Seat Orientation

- Office 2- opportunity to observe impact of changes in seating arrangement
 - Day 1: back-to-back seating
 - Day 2: seats facing screen
- Significant difference found in percentage of clients who looked at the video seats faced the screen (43 vs. 30 percent, $p < .05$)

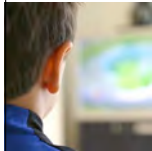
Poster Display and Brochure Rack Visitation

- No more than 6 percent of clients in the waiting areas visited the poster display (36 people) – during approximately 60 hours of observation time

Noise Level

- Eyes on screen dropped 17 percent when the video was 'difficult to hear'

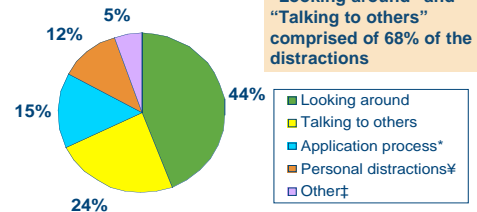
Part II: Individual Observation Results



Eyes on screen intensity

- 111 clients were observed
- Over half (55%) of clients observed were 'watching' between 1 and 5 cumulative minutes out of any of the possible 20 minutes
- Over 70 percent of clients observed were 'glancing' between 1 and 5 cumulative minutes out of any of the possible 20 minutes
- Clients are 'watching' and 'glancing' for short periods of time throughout video

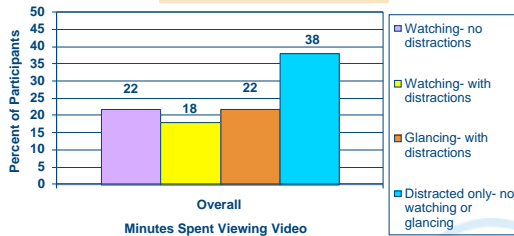
Distractions and Activities Observed in Waiting Areas



* includes filling out paperwork, standing in line, & called to appointment
 ¥ includes attending to children, talking on cell phone, reading, eating/drinking and sleeping/resting
 ‡ includes departed from waiting area, knitting/crocheting, looking down/staring into space

Video Viewing Minutes With or Without Distractions

40% of clients viewing time was spent 'watching'



Food Stamp Coordinator Survey: Background

- Administered 5-minute survey (16 questions) to Food Stamp Coordinators at County Welfare Directors Association meeting
- Some coordinators with multiple offices implementing FSORK
- To obtain feedback about implementation of the FSORK in the offices
 - Use of the FSORK materials
 - Barriers to implementation
 - Suggestions

FS Office Coordinator Survey Results (n=30)

- 87% reported the **poster display** units are still displayed in waiting areas (10% Reported Don't Know)
- 43% reported the poster displays were broken (13 counties, 30 poster displays broken); 13% DK
- When asked: "In general, how often are offices with the kit playing the **FSORK video "Good Food TV"** in the waiting areas?"
 - 28% Everyday
 - 7% A few times a week
 - 10% A few times a month
 - 24% Never
 - 10% Other (Examples: 2x in AM & 2x in PM, 1x in 5-6 weeks)
 - 21% Don't know (reported by coordinators with 10+ offices)

FS Office Coordinator Survey Results (n=30)

- 69% thought clients like the recipe cards most
- 89% responded "very likely" or "likely" to use the kit if it is updated (4% "not likely"; 7% DK)
- 34% suggested using "smaller posters to display in other areas of the office"
- 27% suggested "take one brochures for the service windows" to increase awareness of FSORK



Key Findings- Exit Survey Recall

- Unaided recall yielded **70 percent** of participants recalling seeing at least one FSORK material about healthy eating.
- **Fewer than 10 percent** of participants surveyed remembered seeing materials such as the brochures (8%), poster (7%) or recipe cards (4%).
- **87 percent** of participants who reported watching the video were able to recall specific tips or messages.



Key Findings- Exit Survey Behavioral Measures

- Of those who watched the video, approximately **one-third** (32.8 percent) of clients reported watching the video
 - "pretty closely" (10%)
 - "very closely" (23%)
- Measures of **self-efficacy** for healthy eating, purchase and preparation ranging from **73 - 77%** reporting "agree" or "strongly agree"
- Based on a perceived before and after question related to stages of change, participants who reported they were "**planning to eat more healthy foods**" shifted from **8.6% to 14.1%** after watching the video.



Key Findings- Observation Study Environmental Scan

- In waiting area, **17 percent** of individuals looked at the video (either 'glancing' or 'watching') during a given 20-minute video viewing period.
- Eyes on screen decreased **17 percent** when the observers rated it was difficult to hear the video in the waiting area.
- No more than **6 percent** of the food stamp clients in the waiting areas visited the FSORK poster display.



Key Findings- Observation Study Individual Observation

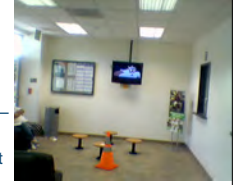
- Of clients who initially engaged with the video, **40 percent** of their viewing time was spent '**watching**'.
- **Over half** (55%) of the client 'watching' minutes were between **1 to 5** cumulative minute-segments.
- During **38%** of the potential viewing time, clients who initially engaged with the video were **distracted with no watching**.

Limitations

- Data from only 4 of the 255 food stamp offices in the state
- Eyes on Screen from Observation Study does not equate to information retention
- Eyes on Screen could not capture clients who were listening only and not watching
 - Exit survey and estimation of recall was important as additional measure
- High recall rates from Exit Survey may be due to multiple viewing sessions during waiting time
- Exit Survey did not measure estimated number of times video viewed

Conclusions

- Use of video media in offices shows potential for delivery of nutrition education, but attention to optimal implementation is important
- Use of a poster display for nutrition education materials is not as effective – if used, placement is critical
- Video viewing in offices occurs in short segments often along with numerous distractions
- Recall of video messaging can be high and may lead to self-efficacy and intention to buy/eat/prepare healthy foods



Recommendations for FSORK's Future Use & Implementation Guidelines

- A set of guidelines needs to be created with specific information and considerations for implementation of the FSORK
 - Instructions on how to set the DVD to play the video on a continuous loop in English/Spanish
 - Site monitoring of video by staff (e.g. volume)
 - Guidelines for placement of the poster display and brochure rack
- Other promotions, prompts or cues elsewhere in waiting area to increase awareness of FSORK

For More Information

About the FSORK visit: www.goodfoodtv.org or contact Lawrence Montgomery, (916) 449-5429, Lawrence.Montgomery@cdph.ca.gov

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This project was funded by USDA's Food Stamp Program through the California Department of Public Health's Network for a Healthy California. These institutions are equal opportunity providers and employers. The Food Stamp Program provides nutrition assistance to people with low income. It can help buy nutritious foods for a better diet. For information on the Food Stamp Program in California, call 1-888-328-3483.