HUNGER ★ FREE OKLAHOMA

Using Evidence to Inform Action: Double Up Oklahoma's Rapid Cycle Evaluation

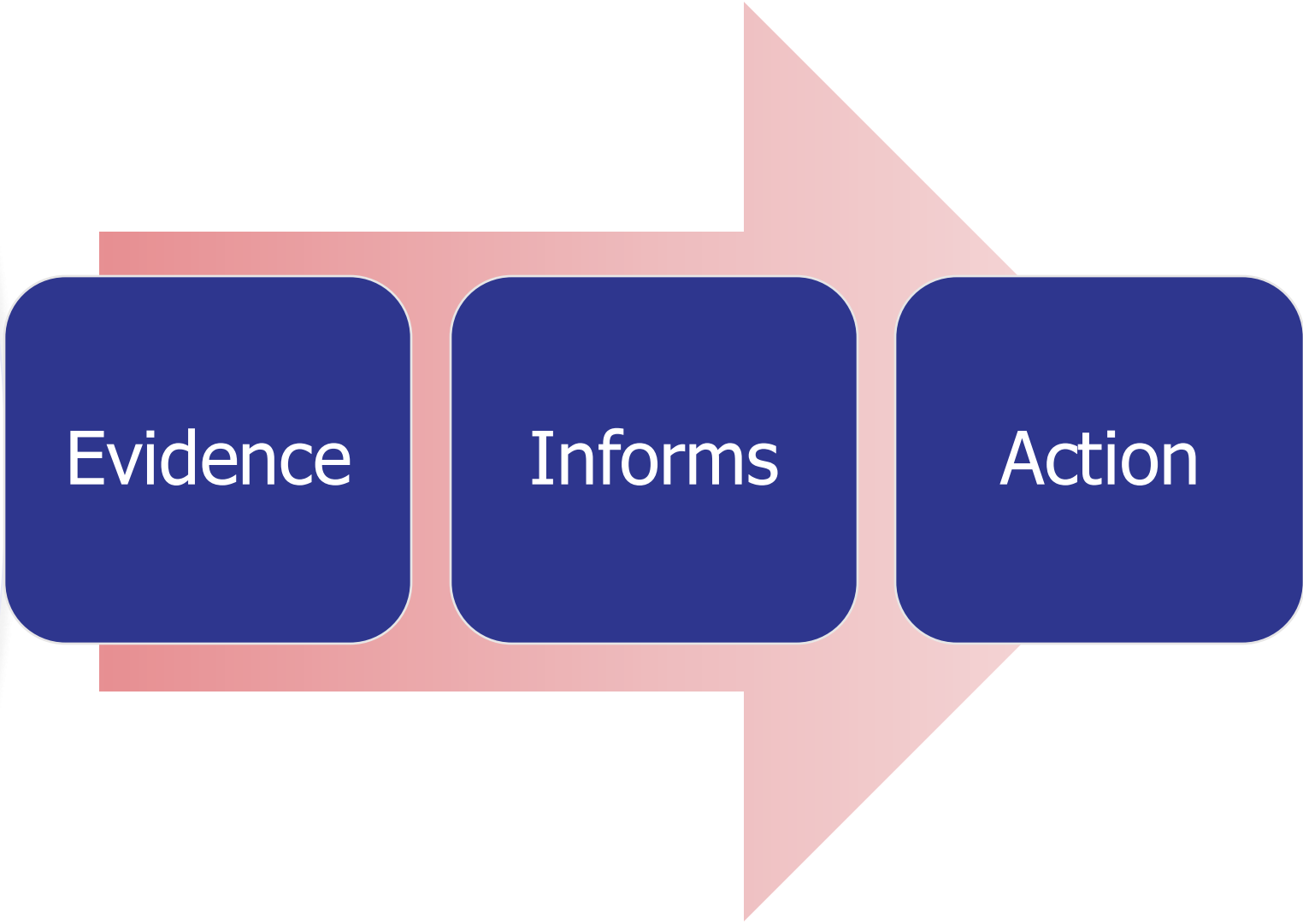
Dr. Mary Williams

Leslie Young

HUNGRY FOR ACTION
AN INITIATIVE OF HUNGER FREE OKLAHOMA
OKLAHOMA'S ANTI-HUNGER CONFERENCE

#HungryForActionOK

Double Up Oklahoma's Rapid Cycle Evaluation



HUNGER FREE OKLAHOMA

HUDSON COLLEGE OF PUBLIC HEALTH
The UNIVERSITY of OKLAHOMA HEALTH SCIENCES CENTER

Presenters

Leslie Young,
Senior Program Manager, DUO
Hunger Free Oklahoma

Mary Williams, PhD,
DUO Evaluator,
OUHSC Hudson COPH

HUNGER FREE OKLAHOMA

DOUBLE UP OKLAHOMA
A PROGRAM OF HUNGER FREE OK

HUDSON COLLEGE OF PUBLIC HEALTH
The UNIVERSITY of OKLAHOMA HEALTH SCIENCES CENTER

Objectives

EVALUATION OVERVIEW

DESCRIBE RAPID CYCLE EVALUATION

CASE STUDY: DOUBLE UP OKLAHOMA (DUO) NUTRITION INCENTIVE PROGRAM RCE

Why Evaluate?

1

Assess program/project - accountability & transparency

2

Identify strengths and weaknesses → Program improvements

3

Informed decision making

Evaluation Focus – What question(s) do you want to answer?

Program related

- Are there barriers/facilitators to implementing the program?
- Is the program "working"? → What are the outcomes?
- Is the program sustainable?

Participant related

- How many people are using the program?
- Is the program reaching the intended audience?
- Are there barriers/facilitators to program participation?

Traditional vs Rapid Cycle Evaluation

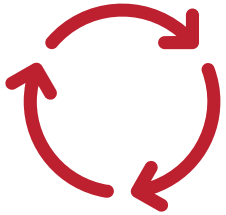
Traditional Evaluation

Conducted at end of program

Linear & peripheral

Data review - <u>after</u> program completion

<u>Uses</u>: program/intervention & details unlikely to change



Rapid Cycle Evaluation

Uses multiple feedback loops or cycles

Conducted during program to shape & improve

Data review - <u>during</u> implementation

<u>Uses</u>: Goals fixed, but details can be refined/improved.

- **Evidence from cycles informs program improvements**

Additional Elements of Rapid Cycle Evaluation

- Conducting data collection and analysis in parallel
- Timeliness & how findings can inform decision-making
- Continuous quality improvement
- Allows assessment of implementation changes over time
- Utilized more in health and healthcare
- Concerns: Data quality

➢ Engage key stakeholders

Sources: Vindrola-Padros, C., Brage, E., & Johnson, G. A. (2021). Rapid, Responsive, and Relevant?: A Systematic Review of Rapid Evaluations in Health Care. American Journal of Evaluation, 42(1), 13-27. https://doi.org/10.1177/1098214019886914.

Case Study: Double Up Oklahoma Store Rapid Cycle Evaluation

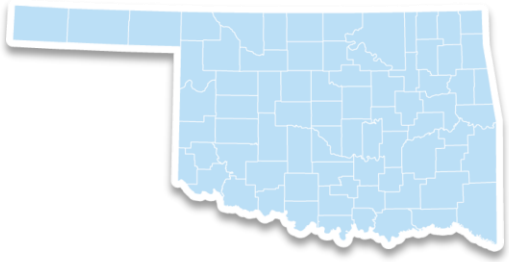
Describe Double Up Oklahoma (DUO)

Leslie Young, Presenter

Present DUO Rapid Cycle Evaluation Examples

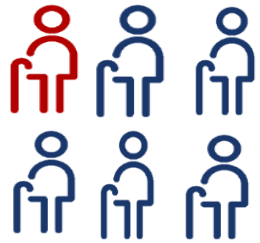
Mary Williams, Presenter

Oklahoma Landscape



Oklahoma is 1 of 7 states where food insecurity is higher than the national average.

15.4% Food Insecurity Rate overall



1 in 6 people

1 in 4 children

81% of OK SNAP customers don't purchase **healthy food** because it's **too expensive**

Poor Dietary Quality

49th

Produce Consumption

Oklahoma Ranks Poorly in Nutrition-related Chronic Health Conditions

41st

Diabetes

43rd

High Blood Pressure

48th

Obesity

Hunger Free Oklahoma

Working together

to ensure all Oklahomans

have enough food

every day

Nutrition Incentive Programs

- Address barriers to produce consumption
- Increase SNAP user purchasing power
- Promote healthy food choices
- USDA (federal), state, and private funding

Double Up Oklahoma (DUO)

- $1 for $1 match of any SNAP eligible purchases, up to $20 per day
- Double Up Incentives can be used to purchase fresh fruits & vegetables

Types of DUO Systems

Grocery Store Voucher

DUO Voucher prints on receipt

Grocery Store Loyalty Card

DUO added to store loyalty card

Farmers Market Token

DUO token match

Double Up Oklahoma Pilot & Expansion

Hunger Free Oklahoma awarded first grant

Hunger Free Oklahoma awarded largest USDA grant ever - $14.2M for 4 years

2020

Launch grocery store pilot in 1 store;

Operate 12 farm direct firms

2021

Expand pilot to 9 grocery stores;

Operate

17 farm direct firms

1 mobile market

2022

Operate

10 Grocery stores

18 farm direct firms

1 mobile market

2023

Operate

12 grocery stores

21 farm direct firms

1 mobile market

2024

Operate

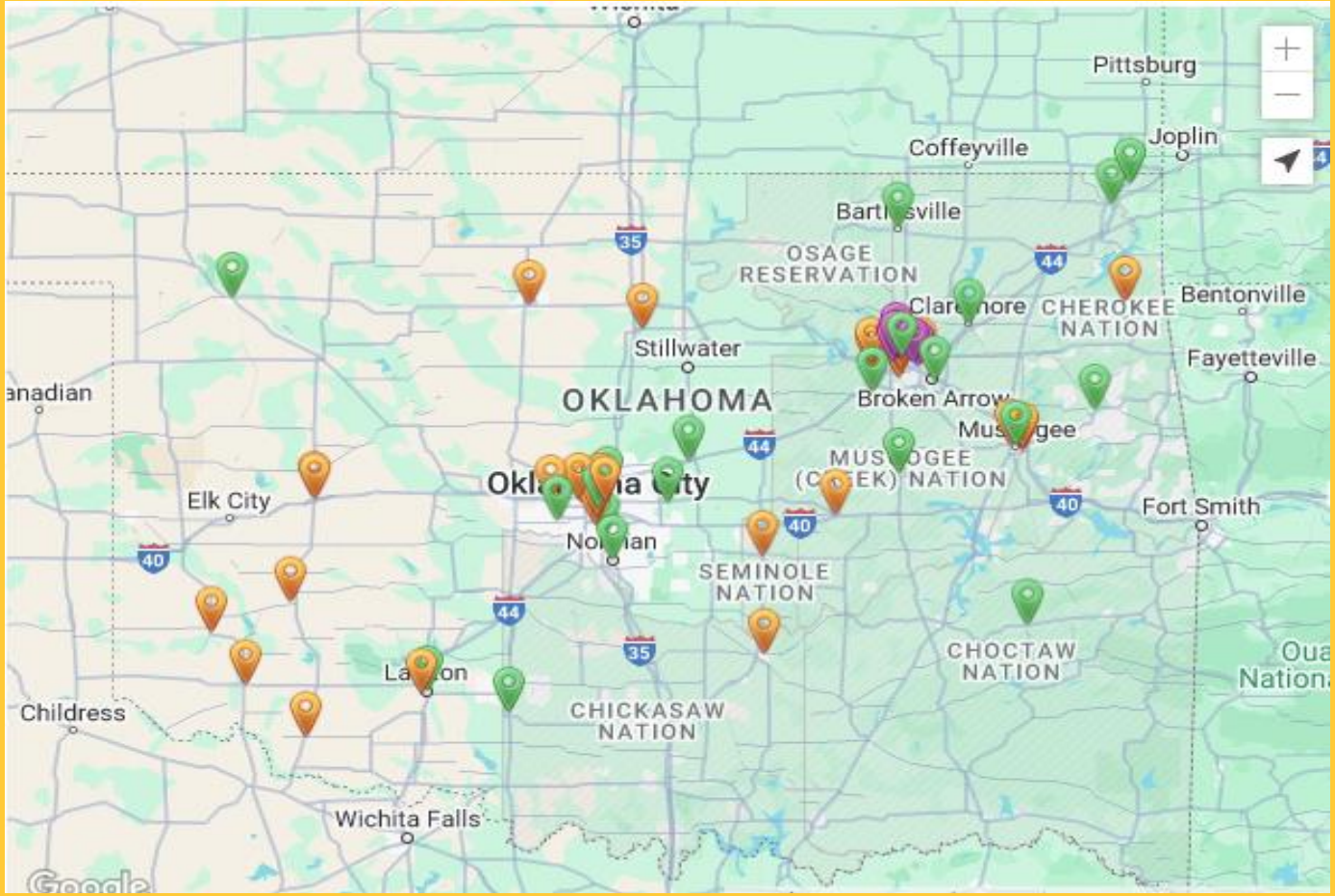
31 Grocery stores

24 farm direct firms

1 mobile market

Participating DUO Markets

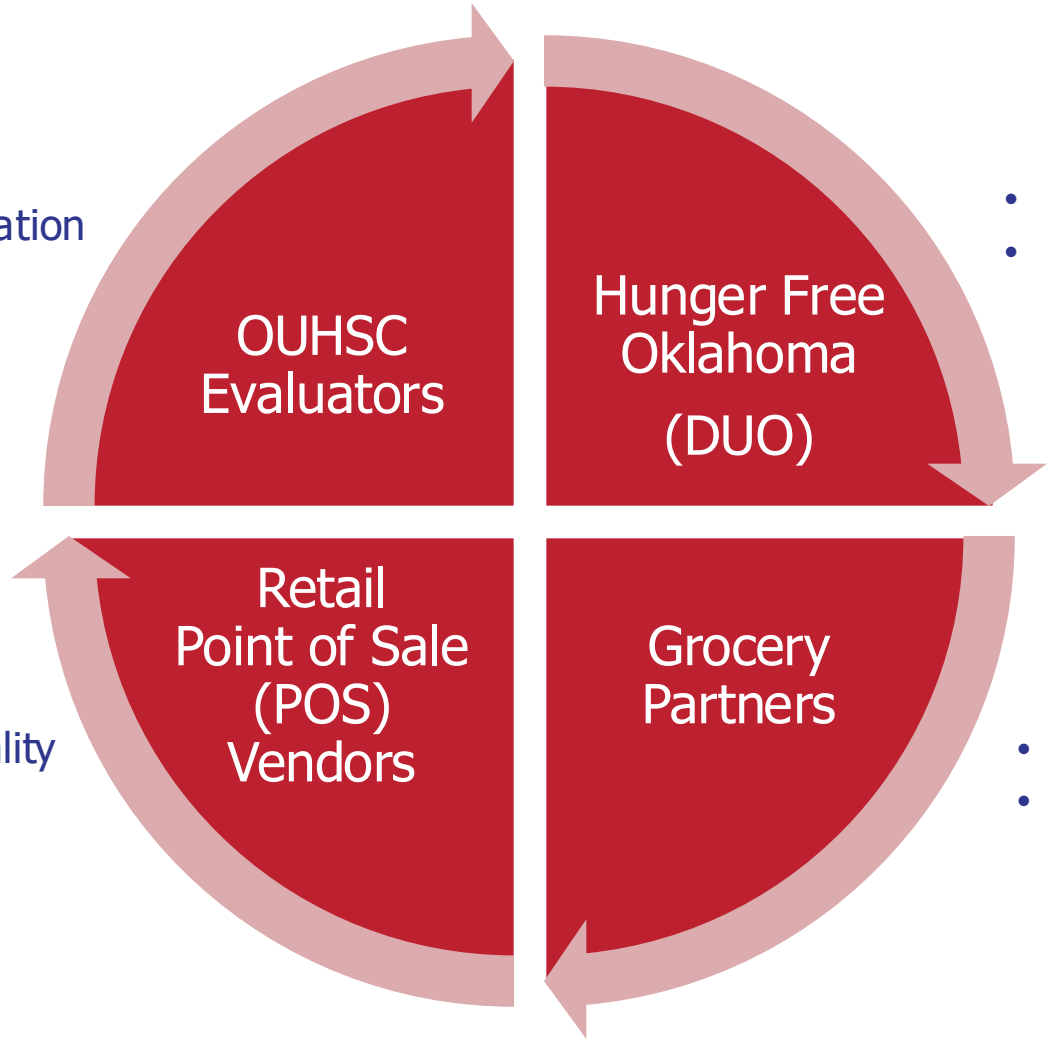
DoubleUpOklahoma.org



- Grocery Stores - 31
- Farmers Markets - 24
- Mobile Market Stops - 7

Great Working Relationships Strengthen the DUO Program

- Designing & Implement Evaluation
- Summarize findings



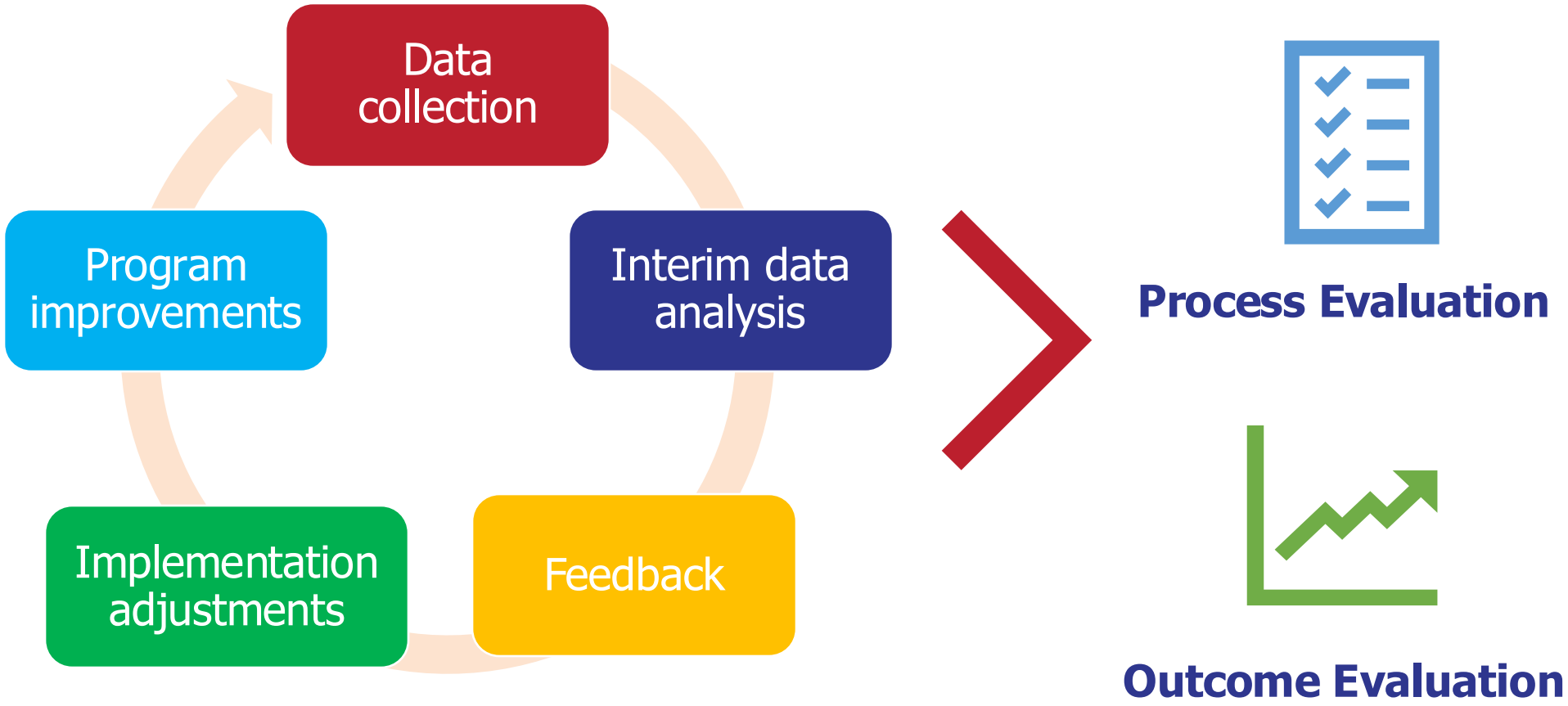
- Manage grant funding
- Manage DUO program requirements

- Develop the DUO POS functionality
- Provide reports

- Promote DUO to customers
- Maintain program compliance

Case Study: DUO Rapid Cycle Evaluation

DUO Rapid Cycle Evaluation



Evidence from cycles informs actions

Steps in Development of RCE for DUO

INCLUDE PARTNERS IN PLANNING & FEEDBACK

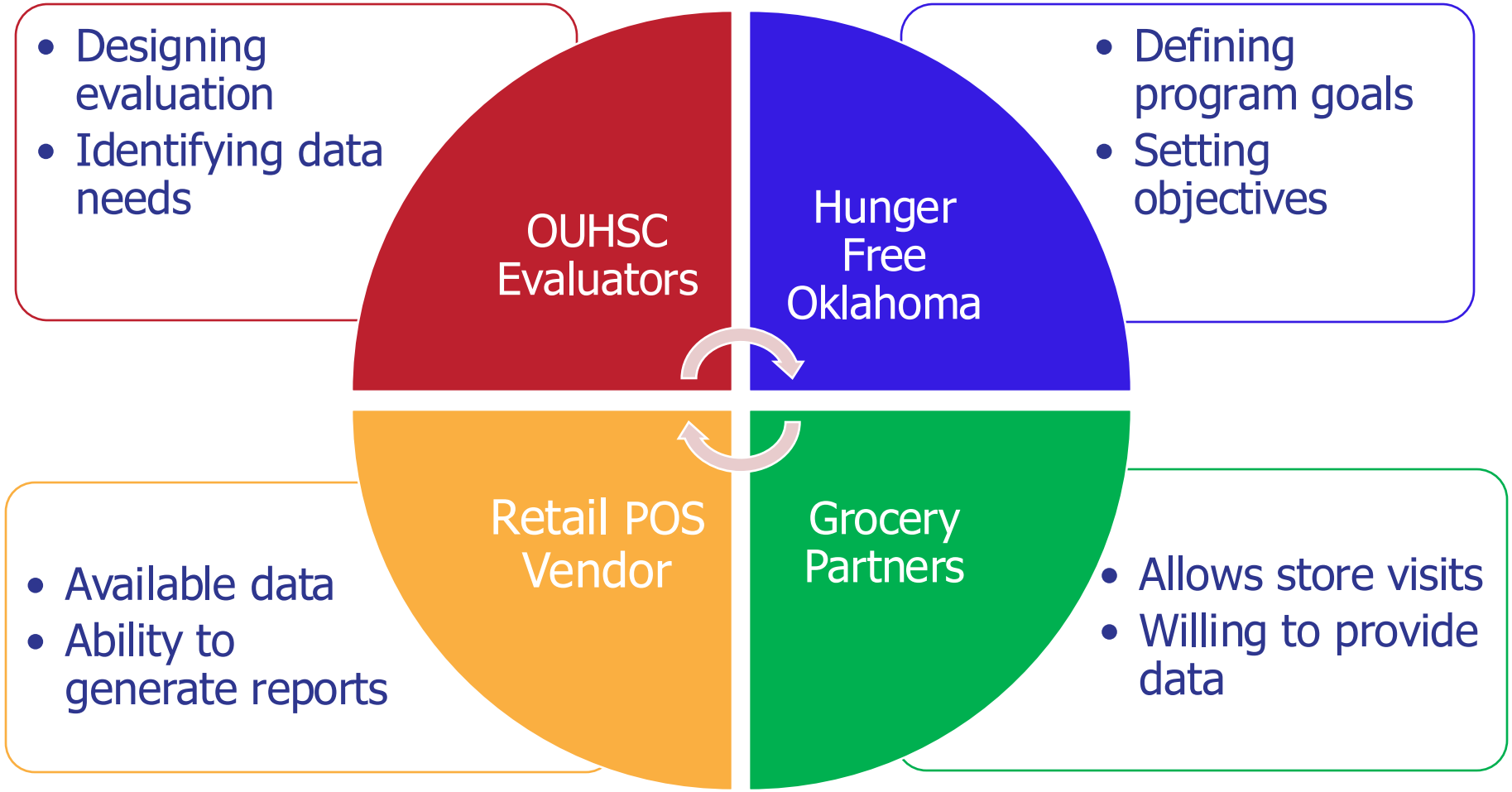
SET OBJECTIVES (FOCUS) & TAILOR EVALUATION TOOLS/SYSTEM

SET CYCLE FOR FEEDBACK (TIMELY)

SET-UP DATA COLLECTION PRIOR TO INITIATION

ANALYZING DATA FOR EVIDENCE

DUO Partners in Evaluation Planning



Focus – Set Objectives & Tailor Evaluation

Objective #1:

SNAP customers aware of DUO program at store

Signage visible
- Evaluated: Site visit observation

Cashier/Employee informing customers
- Evaluated: Site visit observation

Objective #2:

Increase produce sales and variety among SNAP customers

Management perspective
- Evaluated: Interviews

Changes in Sales
- Evaluated: Transaction and UPC data

Set Feedback Cycle

Formative

- Weekly site visits
- Weekly data reviews

Established

- 2-week site visits
- Weekly data reviews

Maintenance

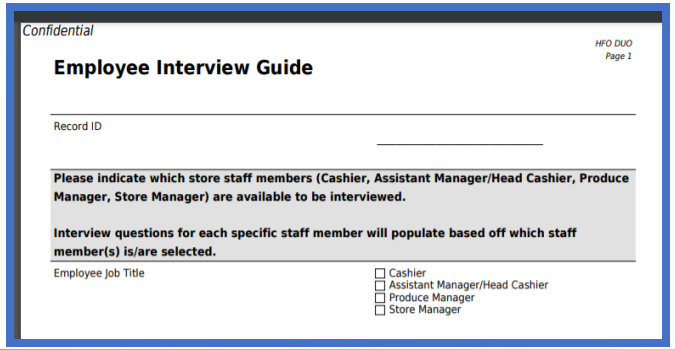
- Monthly site visits
- Weekly data reviews

Set-up Data Collection Prior to Program Start

Process evaluation tools

- Observations
  - ✓ Signage
  - ✓ Stocking
  - ✓ Quality

- Interviews



Confidential

HFO DUO
Page 1

Employee Interview Guide

Record ID _____

Please indicate which store staff members (Cashier, Assistant Manager/Head Cashier, Produce Manager, Store Manager) are available to be interviewed.

Interview questions for each specific staff member will populate based off which staff member(s) is/are selected.

Employee Job Title

- ☐ Cashier
- ☐ Assistant Manager/Head Cashier
- ☐ Produce Manager
- ☐ Store Manager

Outcomes – Sales

Weekly dataset examples

Example Transaction data (deidentified)

trans_id	sales_date	store_no	lane_no	trans_no	rewards_no	card_no	issue_count	issue_value	reissue_count	reissue_value	redeem_count	redeem_value	subtotal_sales	net_sales	snap_tendered
XXXXXXX	10/24/2021	XXX	2	10	XXXX	XXXX	1	20.00	0	0.00	0	0.00	22.85	22.85	25.14
XXXXXXX	10/24/2021	XXX	2	14	XXXX	XXXX	1	20.00	1	8.24	1	11.76	21.22	9.46	11.58
XXXXXXX	10/24/2021	XXX	2	15	XXXX	XXXX	1	20.00	0	0.00	0	0.00	42.15	42.15	46.37
XXXXXXX	10/24/2021	XXX	2	17	XXXX	XXXX	1	10.00	0	0.00	0	0.00	9.47	9.47	10.42
12340000	10/24/2021	XXX	2	67	XXXX	XXXX	1	20.00	1	7.41	2	32.59	89.18	56.59	65.51
XXXXXXX	10/24/2021	XXX	2	20	XXXX	XXXX	1	20.00	1	2.45	1	17.55	48.3	30.75	35.18
XXXXXXX	10/24/2021	XXX	2	34	XXXX	XXXX	1	17.00	1	17.41	1	2.59	10.36	7.77	0
XXXXXXX	10/24/2021	XXX	2	37	XXXX	XXXX	1	9.00	0	0.00	0	0.00	7.92	7.92	8.71
XXXXXXX	10/24/2021	XXX	3	4	XXXX	XXXX	1	14.00	0	0.00	0	0.00	12.61	12.61	13.87
XXXXXXX	10/24/2021	XXX	2	47	XXXX	XXXX	1	8.00	1	8.11	3	38.89	38.89	0	0
XXXXXXX	10/24/2021	XXX	3	5	XXXX	XXXX	1	12.00	0	0.00	0	0.00	15.67	15.67	12.26
XXXXXXX	10/24/2021	XXX	2	53	XXXX	XXXX	1	14.00	0	0.00	0	0.00	12.58	12.58	13.84
XXXXXXX	10/24/2021	XXX	3	7	XXXX	XXXX	1	16.00	0	0.00	0	0.00	14.13	14.13	15.54
XXXXXXX	10/24/2021	XXX	2	58	XXXX	XXXX	1	7.00	1	6.81	1	13.19	43.87	30.68	0
XXXXXXX	10/24/2021	XXX	3	9	XXXX	XXXX	1	20.00	0	0.00	1	14.00	61.75	47.75	21.5

Voucher data

trans_id	sales_date	store_no	coupon_type	coupon_code	expire_date	coupon_value	reissue_amount
12340000	10/24/2021	146	I	9876123456789012-20220122-20-146-02-067	1/22/2022	20.00	7.41
12340000	10/24/2021	146	R	9876123456789012-20211219-20-146-04-194	12/19/2021	20.00	-
12340000	10/24/2021	146	R	9876123456789012-20220107-20-146-03-026	1/7/2022	12.59	-

Produce UPC data

trans_id	sales_date	store_no	upc	item_sales
12340000	10/24/2021	146	4011	2.33
12340000	10/24/2021	146	4087	0.92
12340000	10/24/2021	146	71575620002	4.14
12340000	10/24/2021	146	71575620002	4.14
12340000	10/24/2021	146	4023	5.19
12340000	10/24/2021	146	71575620002	4.14
12340000	10/24/2021	146	4068	2.48
12340000	10/24/2021	146	4663	2.23
12340000	10/24/2021	146	2461753310	2.92
12340000	10/24/2021	146	7143000965	2.05
12340000	10/24/2021	146	7143000965	2.05

Analyzing & Combining Data for Evidence

RCE Shelf Signage Example

Data collection	Signage observations & interviews
Interim data analysis	• In store DUO shelf signage not displayed • Interviews – signage knocked down
Feedback	→ HFO & Grocers
Implementation adjustments	Redesign of signage (not sticking out)
Program improvements	Shelf signage remained displayed longer

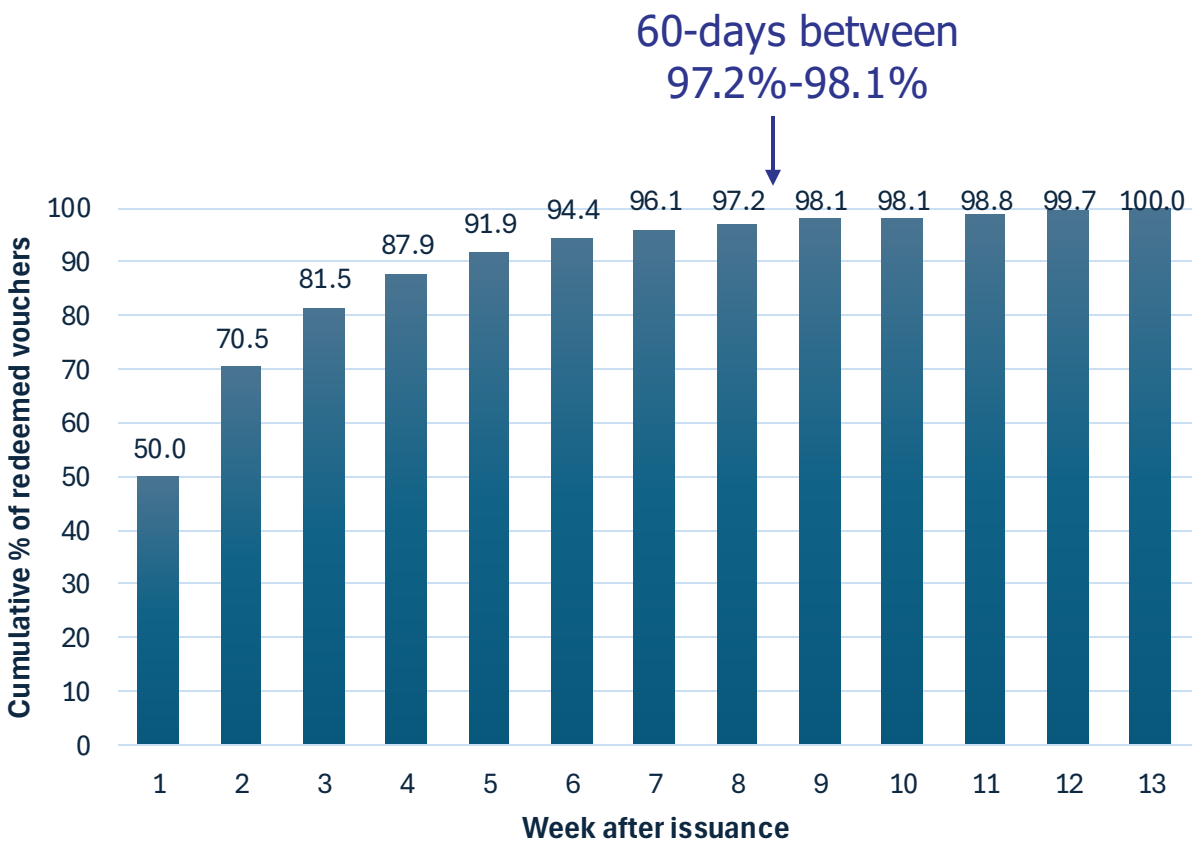
DUO
DOUBLE UP OKLAHOMA
APPROVED ITEM

RCE Voucher Redemption Example

Data collection	Interviews & Sales data
Interim data analysis	Unable to process > 1 voucher redemption in single transaction (interviews & sales data)
Feedback	→ HFO, grocer & POS vendor
Implementation adjustments	POS vendor updated POS build
Program improvements	Able to use multiple vouchers in one transaction

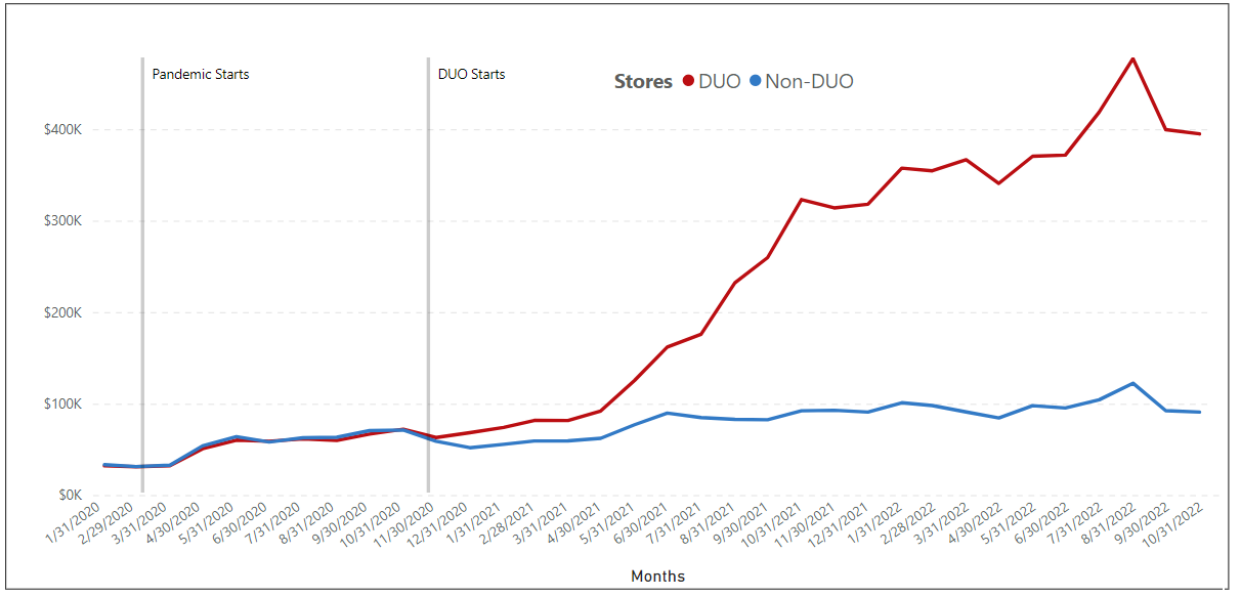
RCE Voucher Expiration Example

Data collection	Sales data
Interim data analysis	> 97% redeemed within the first 60-days
Feedback	→ HFO
Implementation adjustments	• POS vendor updated build • Grocer updated each store
Program improvements	Improved HFO's planning to project spending



Evidence: Increase SNAP Produce Sales

Sales data evidence



Interviews

"Yesterday a customer told me that she and her family had NEVER eaten vegetables or fruit regularly until DUO came around."

- Store Personnel

"Parents say **kids** have been eating healthier. They use DUO bucks for **snacks after school**."

- Store Personnel

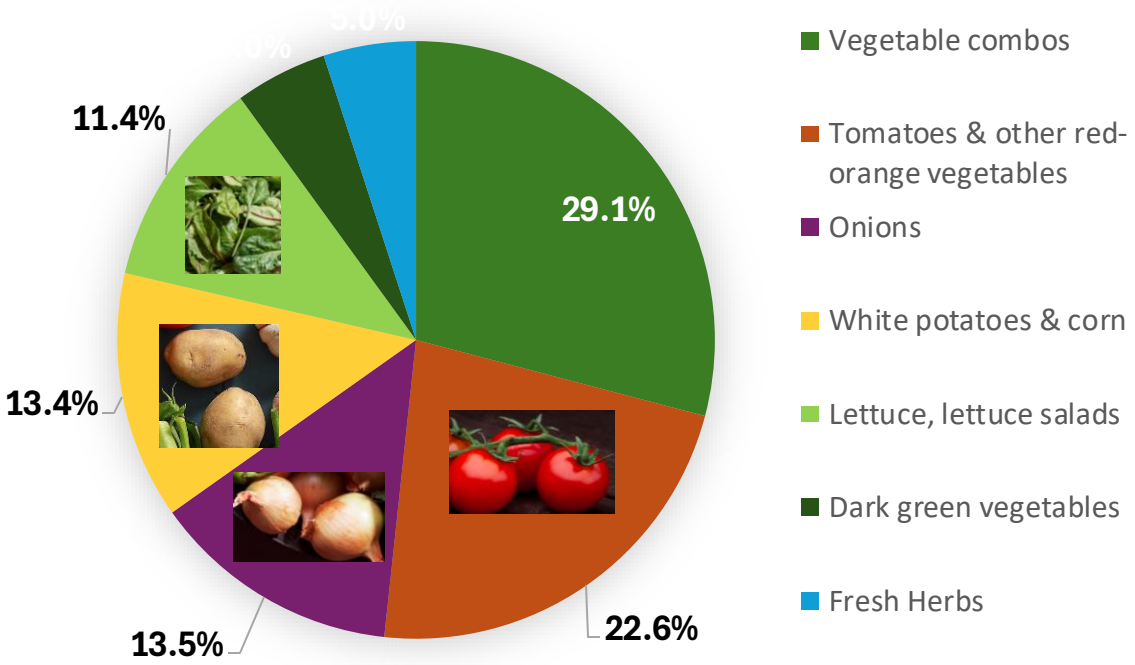
Evidence: Increased Variety of Produce Sales

Interviews

"Brought in Eat Smart pre-cut vegetable bags, more varieties of tomatoes, and bean sprouts. People have been going crazy for the kale that I brought in - and the lettuce."
- Produce Manager

"We've had to increase our volume, but we've also been able to bring in new products [bok choy and taro root], specifically for the new Asian community that is here."
- Produce Manager

Sales data evidence



Key Takeaways

RCE

- Engage partners
- Timely feedback
- Quickly identify areas for improvement

DUO Impacts

- REACH: > 114,000 unique SNAP consumers received at least 1 voucher
- Redemption rate increased from ~20% to > 40%
- SNAP-DUO produce sales rose > 150% in DUO stores vs matched non-DUO stores
- > 50% items purchased were vegetables
- > 16% of SNAP produce sold were value-added

Presentation Contributors

OUHSC Hudson College of Public Health

- Marianna Wetherill, PhD, MPH, RDN/LD
- Chris Moghaddami, MPH, MHA
- Ana Lusk, MS
- Kay Woodring, MPH
- Madison Hemenway, MPH student
- Laurel Rose, MPH student

Hunger Free Oklahoma

- Richard Comeau, Chief Program Officer
- Ahmed Omar, DUO Operations Specialist

Thank You to our Funders

This work is supported by the GusNIP - Double Up Oklahoma, project award no. 2022-70415-41628, from the U.S. Department of Agriculture's National Institute of Food and Agriculture.

Double Up Oklahoma is supported with funding from:

- USDA National Institute of Food and Agriculture
- Ascension St. John Foundation
- Sanford & Irene Burnstein Foundation
- George Kaiser Family Foundation
- Tobacco Settlement Endowment Trust
- Oklahoma Human Services
- Tulsa Area United Way
- The Anne & Henry Zarrow Foundation

HUNGER ★ FREE
OKLAHOMA

Scan to Give Session Feedback

#HungryForActionOK