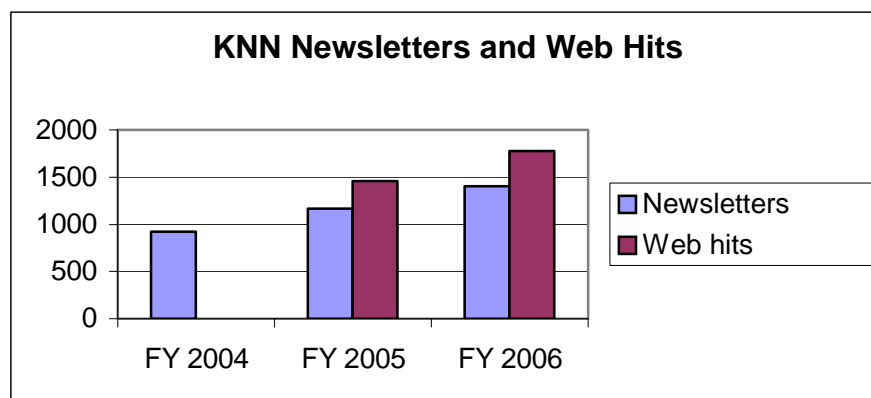


## “Long-term success means building partnerships.”

(Alberta Frost, Director, Office of Analysis, Nutrition and Evaluation. Conference Highlights, February 24-26, 2003, p. 29 [www.fns.usda.gov/nutritionconference](http://www.fns.usda.gov/nutritionconference))

The Kansas Nutrition Network (KNN) has as its mission to develop and expand partnerships which provide nutrition and physical activity education, and improve access to nutrition resources and nutrition and physical activity education to improve the health of low income Kansans. KNN accomplishes this through a variety of methods, including bi-monthly partner meetings, monthly email newsletters, a web page, and coordinating the State Nutrition Action Plan (SNAP). See [www.kansasnutritionnetwork.org](http://www.kansasnutritionnetwork.org).

The KNN email newsletter provides monthly information on issues affecting persons in poverty and current nutrition issues, such as overweight and obesity. The KNN newsletter was sent to 1,404 persons in FY 2006, compared with 1,164 persons in FY 2005, a 20.6% increase in distribution. The KNN website is designed for professionals. During FY 2006, the website had 1,774 hits, compared with 1,461 hits during FY 2005, a 21.4% increase in the number of hits.

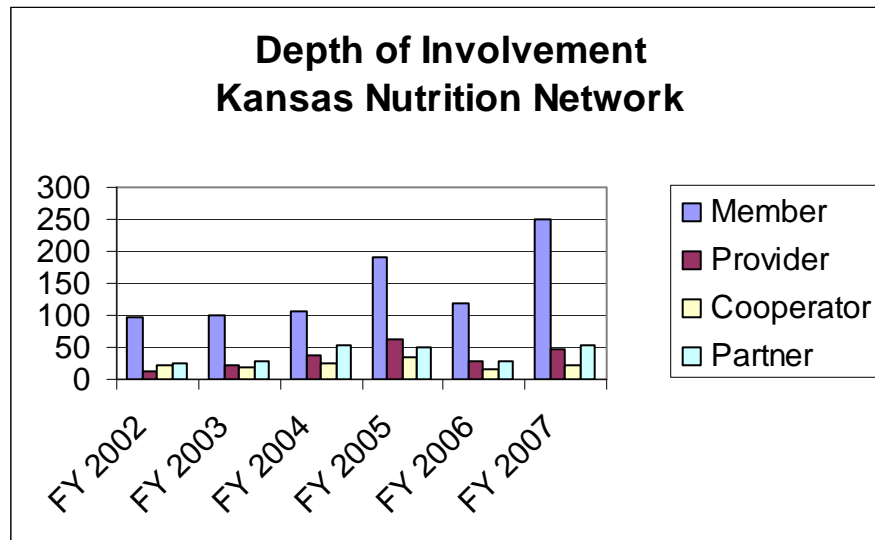


To evaluate the effectiveness of KNN, each KNN partner completes a Depth of Involvement form during KNN meetings. A **member** attends meetings and participates in on-going dialog and information sharing. A **provider** shares brochures, handouts, or other materials from their own organization. A **cooperator** assists with the outreach of other KNN organizations, such as distributing brochures of other organizations, or putting information about other organizations in newsletters. A **partnership** is a collaboration to create something new, such as a joint grant proposal or a joint project.

The number, type, depth, and strength of partnerships involved in the social marketing of nutrition education efforts can be important indicators of change. The greater the number and variety of community partnerships and the deeper the collaborations among these partners, the greater will be the exposure of the target audiences to social marketing messages and affordable and nutritious food (*J Nut Ed* 33 supp 1: S8-S9, 2001).

KNN generally holds partner meetings every other month throughout the year, during which time KNN partners complete the Depth of Involvement report forms. During FY 2006, there were fewer meetings held, which lowered the number of reports of member, provider, cooperator, and partner contacts. Many projects were undertaken outside of the KNN meetings; thus the reports of “member,” “cooperator,” “provider,” and “partner” were lower. However, KNN completed other

projects during FY 2006 that are not reflected in this graph. While there is concern with the appearance of reduced strength of partnership this year, many more partnerships were strengthened during the year. A few of the highlights of those projects are noted below.



- KNN received funding from the United Methodist Health Ministry Fund (UMHMF) to promote fruits and vegetables using Iowa’s very successful Pick a better snack fruit and vegetable campaign.
  - KNN partnered with the Senior Farmers Market to provide Pick a better snack materials to more than 7,000 low income seniors throughout Kansas. This was a new partnership for KNN.
  - KNN provided CDs, sample handouts and posters to every WIC clinic in Kansas, a potential reach of more than 100,000 low income persons.
  - Pick a better snack was included in the newsletter sent to every food stamp household in Kansas, a joint project with FNP and SRS.
  - Training was provided to FCS agents at their annual meeting, and sample handouts and materials were provided to each of the agents.
  - KNN partnered with the Kansas State Department of Education (KSDE) to make Pick a better snack materials available to CACFP centers and CACFP sponsoring agencies throughout Kansas. These materials were fully funded by KSDE.
  - Pick a better snack monthly nutrition education material is included on the food stamp information web pages, reaching a potential 1,000 food stamp applicants each month.
  - KNN partnered with a Head Start and an Early Head Start program to promote commodity foods, especially the fruits and vegetables, and used Pick a better snack handouts. Head Start staff offered cooking demonstrations and provided sample foods and information on how to obtain commodity foods to approximately 150 low income Head Start and Early Head Start families.
  
- KNN received funding from Kansas Wheat and Larksfield Place, a community for living in Wichita, Kansas, to promote whole grains among low income seniors in Sedgwick County. For this pilot project, Pick a better snack whole grain materials were adapted from the fruit and vegetable campaign. For example, one of the small handouts says: “Toast. Eat. How easy is that?” with a picture of a toaster. The written material provides information on how to choose whole grain foods and low fat, low sugar spreads for the toast. Sample food items,

recipes and small educational reinforcement materials were provided at senior centers and to Meals-on-Wheels participants. Kansas Wheat has been a long-time KNN partner, but this was the first time to provide funding for a project. Larksfield Place is a new KNN partner this fiscal year.

- KNN partnered with Kansas State Department of Education (KSDE) to provide Power Panther Preschool materials to CACFP family child care homes and centers, and to Extension staff. The material is an extension of *Berry Berry Good*, developed by KNN, which uses a children's book in combination with a food activity and a movement activity. Ten lessons were developed using the Power Panther as the spokescharacter. The goal is to increase the opportunities that children in child care programs have to eat more fruits and vegetables and to be more physically active. This was fully funded by KSDE.
- KNN partnered with the Kansas Association of Child Care Resource and Referral Agencies (KACCRRRA) Infant/Toddler program to train the Infant/Toddler Specialists in the use of *Berry Berry Good* and Pick a better snack whole grain promotion. The Infant/Toddler Specialists work with Head Start, Early Head Start and other child care programs throughout Kansas.
- KNN again coordinated the SNAP in Kansas. KNN worked with the Kansas State Department of Education (KSDE) and the schools that hosted Body Walk. Three schools with predominantly low income children were chosen. Those communities were encouraged to have community events that focused on nutrition and physical activity. KNN partners provided resources, including children's nutrition books, cook books, pedometers, posters, handouts, and many other items that could be used as incentives for those community events. More than 1,200 children from predominantly low income schools in Barton, Abilene, and Meade counties participated in Body Walk. Community events were held which reached hundreds of families in those communities, raising awareness of nutrition and physical activity, and providing educational information and resources.

A second means to evaluate the strength of KNN's partnerships is through the use of self-assessments. During FY 2004, this was completed using the Partnership Self-Assessment Tool, a reliable web-based tool that assesses how well the collaborative process is working. The tool is provided at no charge by the Center for the Advancement of Collaborative Strategies in Health with funding from the W.K. Kellogg Foundation.

The Partnership Self-Assessment Tool assesses the success of a partnership's collaborative process by measuring the level of synergy. Synergy is a key indicator of a successful collaborative process because it reflects **the extent to which the partnership can do more than any of its individual participants**. Put another way, a partnership's level of synergy indicates the extent to which the partnership, as a whole, is greater than the sum of its parts (Partnership Self-Assessment Tool, Center for the Advancement of Collaborative Strategies in Health, p. 4 [www.partnershiptool.net](http://www.partnershiptool.net)).

The Early Childhood Action Team (ECAT) is a working group of KNN, a collaboration of agencies and individuals working on children's health and wellness issues. The members of ECAT completed a self-assessment of the team, and the findings were reported on 09/09/04. **The overall synergy score was 4.4 out of a possible score of 5, which reflects the extent to which the participants are accomplishing more together than they can on their own.**

During 2001-2002, KNN contracted with Best Start Social Marketing to conduct interviews of KNN partner agencies to ascertain attitudes regarding KNN's mission, relative success at fulfilling that mission, and how to improve efforts to better serve the partner agencies.

What stand out in this series of interviews are the overwhelming positive experiences that partner representatives share regarding their participation in KNN. While ideas and recommendations for future direction of the organization are offered, there are no negative findings in the data, nor negative comments found among interviews. This is highly unusual in studies of partnership and stakeholder relations that Best Start has previously conducted. Partner representatives perceive KNN as an organization that is functioning at a high level in terms of meeting the partner organization's needs, achieving organizational goals, and effectively supporting interaction among partner organizations.

(Kansas Nutrition Network Partner Interviews, Best Start Social Marketing, March 2002, p 3)

KNN is all about building partnerships. To more effectively provide nutrition education and improve access to nutrition resources, including food stamps, to low income Kansans, KNN works to build and sustain partnerships. KNN has consistently shown growth in developing and supporting partnerships, and KNN partners report that they perceive KNN as functioning at a high level in supporting partner agencies. KNN helps agencies achieve more by working together through KNN than they can by working independently to improve the health of low income Kansans.

## Appendix A. Template 1: State Nutrition Education Report Summary

**Section A. State Nutrition Education Report Summary**-provide the following data for each project and social marketing campaign that took place during FY 2006. See page 6 for instructions.

State Summary of <u>Projects</u> . A project is a discrete unit of nutrition education intervention at the local level.							
Project Name	Delivery Locations		Audience		Methods	Content	Evaluation
	Geographic Area (Statewide or counties reached)	Delivery Sites (type and number)	Targeted Audience	Total No. of Participants (estimated, unduplicated count)	Frequency, Duration and Type of Educational Methods	Key Message(s)	Type and Status
1. Using commodity foods	Reno County	Head Start and Early Head Start	Parents of enrolled children	140 families	1 formal class for parents; children's educational materials in the classroom; take-home materials provided to all families.	Choose f/v for snacks	Process
2.							
3.							

\*For evaluation type, indicate Formative, Process, Impact, Outcome or None.

## Appendix A. Template 1: State Nutrition Education Report Summary (continued)

### State Summary of Social Marketing Campaigns.

Social Marketing is defined as a disciplined, consumer-focused, research-based process to plan, develop, implement and evaluate interventions, programs and multiple channels of communications designed to influence the voluntary behavior or a large number of people in the target audience. (Adapted from Alan Andreasen 1995 and Social Marketing Division of Society for Nutrition Education.)

Title		Location		Audience		Methods	Content	Evaluation
Name of Campaign	Geographic Area (Statewide or counties reached)	Length of Campaign (months)	Targeted Audience	Total No. of Persons Reached (estimated)	Primary Activities (campaign materials design, radio PSAs, bus wraps, point of sale advertising, etc.)	Key Message(s)	Type* and Status	
1. Pick a better snack fruit and vegetable promotion campaign	Statewide	12 months	All food stamp participants and those eligible for food stamps in Kansas	100,000+	Dissemination of campaign materials. Train-the-trainer sessions. Radio PSAs, community events, web page updates.	Choose a fruit or vegetable for a snack.	Outcomes telephone evaluation completed 2/06. Process and impact evaluation on going.	
2. Pick a better snack whole grain promotional campaign	Sedgwick County	2 months pilot project.	Low income older Kansans. Adapted for all age groups.	400 older Kansans; 100 child care staff included in train-the-trainer sessions.	Adapted f/v campaign materials to whole grain promotion. Pilot-tested in one county with older Kansans. Train-the-trainer sessions for child care staff.	Choose more whole grain items for snacks.	Formative evaluation on going.	
3. SNAP in Kansas	Barton, Abilene, and Meade Counties	One month	Low income food stamp eligible children, and all ages in those three counties.	More than 1,200 children; hundreds more families	Community events.	Power Panther: Eat Smart, Play Hard	Process.	

