MONTCLAIR STATE UNIVERSITY
Center for Research and Evaluation on Education and Human Services

EVALUATION OF THE SHAPINGNJ COMMUNITY GRANT PROGRAM

PROMOTING POLICY AND ENVIRONMENTAL CHANGE FOR OBESITY PREVENTION AT THE LOCAL LEVEL

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New Jersey Department of Health
Office of Nutrition & Fitness

Montclair State University
College of Education and Human Services
Center for Research and Evaluation on Education and Human Services (CREEHS)
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Evaluation of the ShapingNJ Community Grant Program

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Evaluation of the ShapingNJ Community Grant Program

EXECUTIVE SUMMARY

INTRODUCTION

The New Jersey Department of Health (NJDOH) is working to support policy and environmental changes to decrease and prevent obesity in communities at high-risk for this health outcome. Through the ShapingNJ initiative, NJDOH awarded grants to 18 nonprofit organizations and local health departments in high-risk communities to address strategies to decrease obesity. Funded nonprofit organizations worked alongside local partners to create and implement projects that would change the policies and environment of their communities. Communities received an average of $7,000 each, a range of $3,000 to $12,000,[1] from January to June 2013. The grantee organizations and their community partners were also provided with technical assistance and guidance from NJDOH, which included training on social media use, monthly conference calls, in-person meetings, site visits, and as needed access to ShapingNJ staff. Throughout the six-month grant program, grantees were required to share practices as well as data and documentation about the functioning of their local partnerships and the outcomes of their collaborative efforts.

The Center for Research and Evaluation on Education and Human Services (CREEHS) at Montclair State University was contracted to conduct an evaluation of the ShapingNJ Community Mini-Grant Program. This evaluation used data collected from multiple sources to address the following overarching questions:

1. To what extent have grantees established functional partnerships with local partners?
2. To what extent have the grantees made progress toward policy and/or environmental changes in their community that are likely to positively impact community health?
3. How was social media used to engage grantees in collaborative action?
4. What lessons can be learned from the implementation of this community grant program, including both successes and challenges that can inform ongoing obesity prevention work?

KEY FINDINGS

Evaluation Question #1
To what extent have grantees established functional partnerships with local partners?

Grantees highlighted building solid relationships as one of the key results of this grant project, including relationships with new partners and the expansion of their relationships with organizations to which they had a previous connection. This act was often referred to as "setting the

[1] The range of the grant awards varied by funding stream. In general, smaller amounts were awarded to six grantees who were funded by the New Jersey Council on Physical Fitness and Sports. These grantees were responsible only for implementing either a physical activity or nutrition-related strategy, whereas grantees receiving the larger sums implemented both types.

table" for future action. To some extent, these community grants were stepping-stones to gathering the right partners and beginning a working relationship, even if a project was not successfully carried out at this time. Building relationships with local partners helped them accomplish their projects by providing access to additional resources as well as expanding their collective knowledge and awareness of similar projects in the community. Grantees reported that similar community projects could now be connected and collaborative efforts were begun to address obesity prevention. ShapingNJ Community Grant recipients also increased community involvement, awareness, and support of the issue of obesity prevention. Further, the ShapingNJ partnerships facilitated connections with other communities and helped to create a network of communities who could connect to one another for ideas and assistance with implementing their projects.

The development of partnerships was not without its challenges, however. In interviews, about one-third of the grantees (29%) indicated that the grant's length (about six months) posed a challenge to its implementation. These grantees specified that they encountered difficulty scheduling meetings and following up with partners, finding supplies and additional funding, and arranging time that volunteers could work because of the project's time constraints. Additionally, few grantees reported that their projects had any impact on their ability to influence budget and funding decisions in their community.

Evaluation Question #2
To what extent have the grantees made progress toward policy and/or environmental changes in their community that are likely to positively impact community health?

ShapingNJ grant projects were required to have two foci: nutrition and physical activity. Projects primarily addressed food and nutrition through nutrition education and school or community gardens and physical activity through projects aimed at physical education for children (72%) and walking (40%).

Policy Change. The overall aim of ShapingNJ was to support grantees in making progress toward policy changes that would reduce or prevent obesity in their communities. Most respondents indicated that they had made progress or had achieved policy change in food and nutrition and/or physical activity (80% and 74%, respectively). Food and nutrition policy changes or progress toward them were most frequently achieved in projects in which grantees collaborated with schools and churches and addressed topics like school/community gardens, healthy food options, and wellness policies. Changes to policies about physical activity centered primarily on walking habits at work and in the community and increasing the play behaviors of children.

Environmental Change. A majority of the respondents indicated that they had made progress or had achieved environmental change in food and nutrition and/or physical activity (78% and 69%, respectively). At the time of data collection, communities were still working on their projects. Many communities were within some phase of improving the environment for physical activity. While they may not have made any changes yet, respondents were hopeful that their projects would influence future change based on the impacts they had seen in a short amount of time. Those who did report environmental change had created community gardens, provided healthy food

campaigns in local stores, offered nutrition classes, added bike racks around their town, organized play streets, beautified vacant lots, and had made neighborhood streets safer for walking.

Benefits. Overall, each survey respondent reported that his/her project had made at least a small impact on their community, regardless of their stage of implementation. Further, nearly all grantees agreed that their community (95%) and individual organizations (91%) would benefit from their involvement in the ShapingNJ Community Grant Initiative.

Evaluation Question #3
How was social media used to engage grantees in collaborative action?

A large component of this grant award was the emphasis on social media tools, which are changing the landscape for communication in health-related initiatives. Recent research investigates how social media might be used to disseminate messages about health topics and evaluate the impact of this type of communication (Chou, Hunt, Bekjord, Moser, and Hesse, 2009; Brodalski, et al, 2011; Gorham, Carter, Nowrouzi, McLean, and Guimond, 2012). ShapingNJ's technical assistance created and supported a network of grantees, promoted the use of three social media sites (i.e., Wordpress, Facebook, and Twitter), and provided training and resources to all grantees. Survey results indicate that the social media technical assistance provided by ShapingNJ positively impacted grantees' social media skills. In addition, the initiative contracted with Dan Fatton, formerly of New Jersey Future, to provide social media training and technical assistance to ShapingNJ grantees.

Social media provided a platform for highlighting program accomplishments and challenges. ShapingNJ required grantees to post monthly blogs on Wordpress that would summarize current grant activities and could address both the process and the outcomes of their projects. In sum, 87 blogs were posted, including 61 photos or images. In addition, grantees were encouraged to use Facebook and Twitter, though use of these websites was not required. Data collection on social media activity also indicated an increase in the number of friends and followers on the ShapingNJ Facebook and Twitter pages. Further, the ShapingNJ Klout score,[2] which measures the social media impact of a person or organization, increased 27 points from baseline to the end of the project, from 18 in February 2013 to 45 in July 2013. ShapingNJ had developed Facebook and Twitter profiles prior to this round of grantees, so the growth of ShapingNJ's social media presence cannot be solely attributed to this grant.

[2] A Klout score is a point-in-time score, from 1 to 100, which is computed from multiple sources of data (e.g., Facebook, Twitter, LinkedIn, Wikipedia) on a user's social media activity that assesses influence across its social network. A high Klout score indicates a high degree of influence.

Evaluation Question #4
What lessons can be learned from the implementation of this community grant program, including both successes and challenges that can inform ongoing obesity prevention work?

A number of lessons are to be learned from the ShapingNJ Community Grant Project. Based on the review of all of the collected data as well as our observations of program activities, we have identified the following successes:

1. The grant's clear deadline expectations and support served as a catalyst to action.
2. Grantees appreciated the opportunity to hear best practices from people nationwide doing similar work.
3. Much cross-learning occurred among grantees as a result of the ShapingNJ collaborative activities.
4. It was important to build a strong collaboration with partners before work was initiated.
5. Grantees built functional partnerships with both new partners and with partners with whom they had collaborated previously.
6. When working within a municipality, it was important to have the buy-in of the mayor and/or city departments.
7. Volunteers and the donation of in-kind resources can help further a program.
8. Grantees' projects were community-builders that got residents involved.
9. ShapingNJ had strong leaders.

A number of factors, as listed below, also challenged the ShapingNJ Community Grant initiative:

1. Time constraints frequently challenged grantees.
2. Grantees needed varying levels and types of technical assistance.
3. Grantees needed support to connect their blogging activities with the community.
4. Grantees did not communicate with one another on the Wordpress blog.

RECOMMENDATIONS

In light of these evaluation findings, the following recommendations are offered for further improving program implementation and outcomes:

- **Grantees can benefit from improved connections to their communities on social media.** Technical assistance could be provided to help grantees learn how to brand and advertise their projects.
- **ShapingNJ should continue the sharing of ideas through the calls, blogs, and meetings and encourage interaction between grantees on blogs and social media.** In interviews, grantees reported that they liked or were interested in being able to connect with one another outside of ShapingNJ activities but not all had done so. The 'speed-dating' activity may have occurred too early in the Initiative when grantees did not know yet what they needed or to whom they should reach out.

- **ShapingNJ should focus monthly technical assistance conference calls on grantees whose projects focus on similar topic areas.** Grantees reported that conference calls were lengthy and that some of the reporting from other grantees was not relevant to the work they were doing.
- **Grantees would prefer varying meeting locations.** Grantees liked the opportunity to meet together as a whole group but the travel time for many grantees in southern part of the state was too long.
- **ShapingNJ should have more conversations about how to sustain projects after the grant is diminished.** Some grantees are seasoned community grant recipients while others do not have much experience and could use technical assistance at addressing sustaining a project.
- **Grantees would benefit from more individualized technical assistance.** Some grantees recommended that an assessment of social media skills be performed earlier in the project period. Some of the grantees did not need much training while others needed quite a bit. Individualized training may be needed.

Evaluation of the ShapingNJ Mini-Grant Program

INTRODUCTION

According to the Centers for Disease Control and Prevention (CDC), as of 2009-2010, approximately one in three adults and one in six children are obese.[3] In light of this epidemic, the New Jersey Department of Health (NJDOH) is working to support policy and environmental changes to decrease and prevent obesity in communities at high-risk for this health outcome. Through the ShapingNJ initiative, NJDOH awarded 18 community grants to nonprofit organizations and local health departments in high-risk communities to address strategies to decrease obesity. Funded nonprofit organizations worked alongside local partners to create and implement projects that would change the policies and environment of their communities. Communities received an average of $7,000 each, a range of $3,000 to $12,000,[4] from January to June 2013. The grantee organizations and their community partners were also provided with technical assistance and guidance from NJDOH, which included training on social media use by social media consultant Dan Fatton, monthly conference calls, in-person meetings, site visits, and as-needed access to ShapingNJ staff. Throughout the six-month grant program, grantees were required to share practices as well as data and documentation about the functioning of their local partnerships and the outcomes of their collaborative efforts.

The Center for Research and Evaluation on Education and Human Services (CREEHS) is a University-based research and evaluation center designed to conduct state-of-the-art evaluation and applied research for enhancing program planning and success in order to foster a better educated, healthier, and more just society; provide high quality evaluation training and education; and advance evaluation science by bridging the research and practice communities. CREEHS collaborates with and provides services to educational agencies and institutions, community organizations, and health-related government and human services agencies. CREEHS is housed within Montclair State University's College of Education and Human Services, providing a venue for researchers, faculty, and students to collaborate in conducting thoughtful and responsive evaluation and research studies. CREEHS was contracted to conduct an evaluation of the ShapingNJ Community Grant Program. This evaluation addressed the following overarching questions:

1. To what extent have grantees established functional partnerships with local partners?
2. To what extent have the grantees made progress toward policy and/or environmental changes in their community that are likely to positively impact community health?
3. How was social media used to engage grantees in collaborative action?

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[3] Ogden, C., Carroll, M., Kit, B., and Flegal, K. (2012). Prevalence of obesity in the United States, 2009-2010. *NCHS Data Brief,* (82). Retrieved from, http://www.cdc.gov/nchs/data/databriefs/db82.pdf

[4] The range of the grant awards varied by funding stream. In general, smaller amounts were awarded to six grantees who were funded by the New Jersey Council on Physical Fitness and Sports. These grantees were responsible only for implementing either a physical activity or nutrition-related strategy, whereas grantees receiving the larger sums implemented both types.

4. What lessons can be learned from the implementation of this community grant program, including both successes and challenges that can inform ongoing obesity prevention work?

The CREEHS research team was headed by Rebecca Swann-Jackson, M.Ed., Senior Research Associate (Principal Investigator) and included Stephanie Prall, Graduate Research Assistant, and Eden Nagler Kyse, Ph.D., Director.

METHODS

This evaluation was informed by data collected from multiple sources, including: surveys of grantees; interviews with grantees; review of social media posts in Wordpress, Facebook, and Twitter; participation in and observations of grantee meetings and conference calls; and, a literature review. Each of these data sources is described in greater depth below. All instruments and their consent forms[5] are provided in Appendix A and B, respectively.

- **SURVEY.** The ShapingNJ survey[6] included 28 items adapted from the Wilder Collaboration Factors Inventory,[7] the Community Group Member Survey,[8] and the Community Organizational Assessment Tool.[9] The survey was developed by the CREEHS evaluation team and was finalized with input from the ShapingNJ program team. The survey aimed to collect information about the impact of the ShapingNJ initiative on grantees, including items related to: the grant project and its effect on the community, the impact of the technical assistance provided by ShapingNJ, and the success of collaboration among grantees and others in the communities.

  The survey was sent to the lead contact in each grantee community as well as individuals involved in their projects, as referred by lead contacts. Lead contacts from seven of the 18 grantee communities shared additional contacts for the survey. All potential survey respondents were invited by email to complete the online survey. In total, 26 surveys were completed by 16 of the 18 grantee communities, which is a response rate of 89%. An annotated summary of survey responses is included in Appendix C. Descriptive statistics (e.g., frequency analyses, cross-tabulations) were used to analyze survey data.

- **GRANTEE INTERVIEWS.** The CREEHS team conducted interviews with one or more members from each grantee community. Again, lead contacts in each community were asked to share contact information for any additional individuals who should participate in the interview. Interviewees were recruited by email. Interview questions invited discussion in the following

[5] CREEHS completed an Institutional Review Board (IRB) application to conduct this evaluation.
[6] The survey was administered by SurveyMonkey.
[7] Mattessich PW, Murray-Close M, Monsey BR, Wilder Research Center. 2001. The Wilder Collaboration Factors Inventory: Assessing Your Collaboration's Strengths and Weaknesses. St. Paul, MN: Fieldstone Alliance.
[8] *University of Wisconsin-Extension* 1 *Cooperative Extension, 9-97*
[9] Bright, R.D., Community Development Specialist, UW-Extension, Family Living Programs, from materials prepared by the Citizens Involvement Training Program, University of Massachusetts-Amherst, and from the Family Community Leadership, Western Rural Development Center. Revised January, 1998.

areas: grantees' individual project(s), the group(s) or partnership(s) they formed to implement their project(s), and the technical assistance from ShapingNJ staff and partners.

All interview participants were asked to complete a consent form acknowledging their understanding of the interview's purpose and their rights as a participant in this study. Consent forms were emailed to potential interviewees and were collected by email or fax, or at face-to-face meetings with ShapingNJ grantees. A total of 20 interviews were conducted with 17 of the 18 communities, which is a response rate of 94%. The majority of interviews were conducted by phone; one was held in person. Interview data were content analyzed for common themes and key contextual information.

- **SOCIAL MEDIA REVIEW.** CREEHS participated in and monitored grantee activity on ShapingNJ social media sites (i.e., the ShapingNJ Wordpress Blog, Twitter page, and Facebook page). Grantees were required to post monthly blogs (a total of five blog entries) on the ShapingNJ Wordpress blog and were invited to participate in knowledge and information-sharing activities that took place on Twitter and Facebook. Participation in Twitter and Facebook activities was not a grant requirement but program staff encouraged it. A logic model detailing the data collection for the social media component is included in Appendix D. CREEHS' staff reviewed data bi-monthly. The review of social media sites yielded both quantitative and qualitative data, which were analyzed using descriptive statistics and/or content analyzed, as appropriate. At each bi-monthly review, CREEHS collected dates and authors as well as the number of postings and comments for each blog. The CREEHS team also collected data on the number of *followers*, *tweets*, *retweets*, *likes*, *postings*, and *comments* from the ShapingNJ's Facebook and Twitter accounts as well as the ShapingNJ hashtag (#) campaign.

STRENGTHS AND LIMITATIONS. One of the main strengths of this process was that the overall response rate to surveys and interviews was very high (89% and 94%, respectively). All grantees either participated in an interview or completed a survey. However, the amount of interaction among grantees on social media sites was limited, restricting our assessment. Grantees who did communicate with one another did so offline (e.g., by phone or email) and blogs and Facebook/Twitter postings rarely had comments.

BACKGROUND

The ShapingNJ initiative awarded 18 NJ communities[10] with grants to engage their communities in strategies that would impact obesity. Grantees worked with local partners in neighborhoods and communities at high-risk for obesity and poor health outcomes to facilitate policy and environmental change. For example, a community might partner with local houses of worship to implement a faith-based organization policy to serve healthy foods at all meals or with local schools to install and teach children to use outdoor fitness equipment. Throughout the initiative, the grantee organizations and their community partners received technical assistance and guidance

[10] Grantee communities included: Paramus, Bloomfield, Camden, East Orange, Atlantic City/Egg Harbor, Elizabeth, Garfield, Irvington, Ocean Township, Morristown, New Brunswick/East Brunswick, Newark (2 grantees), Perth Amboy, Plainfield, Trenton, Vineland, and Red Bank.

from NJDOH to help them fulfill grant requirements. The assistance, via e-mails, phone calls, meetings, and manuals, all helped with the social media aspect of the grant. Grantees were also invited to share practices on social media sites as well as data and documentation about the functioning of their local partnerships, and the health outcomes or changes in policy from their collaborative efforts over a six-month period.

A large component of this grant award was the emphasis on social media tools. ShapingNJ developed a Wordpress blog site (http://shapingnj.wordpress.com), both a Facebook page and private group (https://www.facebook.com/ShapingNJ), and a Twitter account (https://twitter.com/ShapingNJ). In addition, the initiative contracted with Dan Fatton, formerly of New Jersey Future, to provide social media training and technical assistance to ShapingNJ grantees. All grantees received a Social Media Technical Assistance Guide with additional detailed instructions for how to use each site (i.e., Wordpress Blog Site Facebook Page, Facebook Group, and Twitter). ShapingNJ required grantees to post monthly blogs (i.e., a total of five) to this site. Program staff recommended that blogs include updates on the implementation and outcomes of their projects, contain a photo or other image, and be limited to 250-500 words. In addition, grantees were encouraged to use Facebook and Twitter, though use of these websites was not required. CREEHS monitored grantees' social media activity at three different points in the six-month period, including Wordpress, Facebook, and Twitter. Specifically, CREEHS reviewed all blogs as well as social media postings on Facebook and Twitter at baseline and at two-month intervals. In addition, CREEHS recorded baseline and final measurements of Klout scores to determine the change in the social media impact of the ShapingNJ initiative. Klout scores are a point-in-time scores computed from multiple sources of data on a user's social media activity that assess an initiative's influence across its social network.

KEY FINDINGS

Data from surveys, interviews, social media site review and literature review were entered, cleaned, coded and analyzed. Data sources were triangulated to identify salient findings and patterns. Key findings are discussed below as they relate to each evaluation question.

PARTNERSHIPS

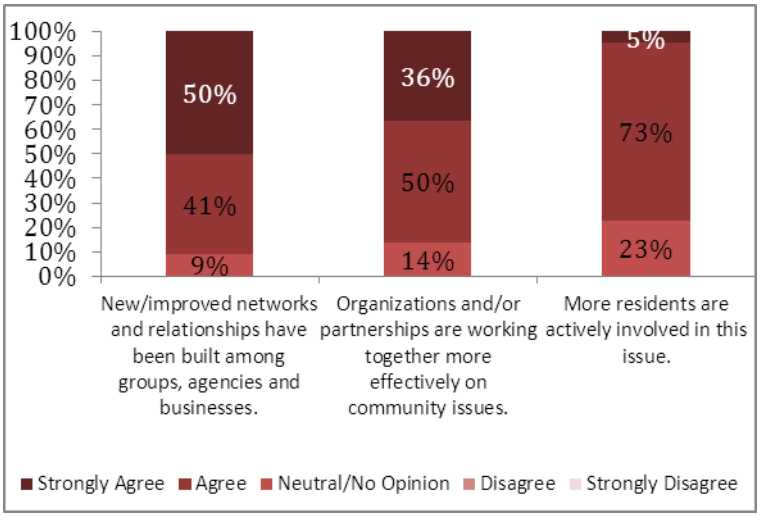
Evaluation Question #1: **To what extent have grantees established functional partnerships with local partners?**

Grantees identified relationship building as a key outcome of the ShapingNJ project. Grantees reported that during the ShapingNJ community grant period they had both formed new working relationships with partners as well as expanded relationships with individuals and/or organizations with which they had a

> *"What has been done has been revolutionary for [our community]. It brought partners out of the woodwork once they found out what we are trying to do. [Our project] helped us build a network to organizations we did not know existed."* - Grantee

previous connection**.** Several grantees reflected that working with local partners broadened their collective knowledge and awareness of similar projects happening in their community. In some cases, it was possible to connect these similar projects and collaborative efforts to address shared agendas were initiated. In addition, these partnerships (either newly-formed or existing) brought additional tangible resources such as space and donations. For example, one grantee was able to connect with local partners to recruit volunteers. Another partnership brought a connection to local parents and children in the community. Figure 1 displays the partnership-related survey items with the *highest* levels of respondent agreement on partnership-related items.

Figure 1: Highest Levels of Agreement on Survey Items Related to Partnership



As Displayed in Figure 1:

- Nearly all respondents (91%) agreed that new/improved networks and relationships among groups, agencies, and businesses had been built.
- The majority of respondents also agreed (86%) that organizations and/or partnerships were working together more effectively on community issues.
- More than three-quarters of respondents (78%) agreed that more residents were actively involved in the issue of their projects.

The ShapingNJ Community Grant Initiative set out to create a network of communities that could connect to one another for ideas and assistance implementing their projects. Three-quarters of the survey respondents (73%) agreed or strongly agreed that they had informal conversations about their project with others who are involved with the initiative. The multiple ways to connect to one another (i.e., social media, phone, email) likely played a part in helping to develop this internal network. In interviews, grantees pointed to the in-person meetings, monthly calls, and blogs as providing key information about what others were doing in their projects and some were inspired by the innovative ideas of others.

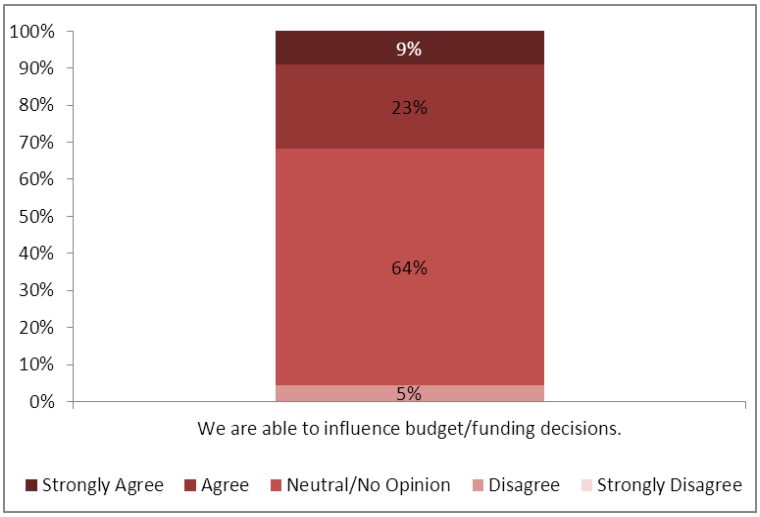
ShapingNJ Community Grant recipients increased community involvement, awareness, and support of the issue of obesity prevention. More than three-quarters of the survey

respondents agreed that there is greater public support for their issues (77%) as a result of their grant project and that all key stakeholders were represented (77%). Further, about two-thirds of survey respondents agreed (69% and 64%, respectively) that community awareness of the issue(s) addressed by their project had increased and that existing resources had been realigned or modified.

> *"Our relationship [with the municipal health department] seems to have really skyrocketed since the beginning of the grant. At an event at a municipal building, the mayor was there and bypassed our table, and was informed of what was happening with the city employees."* - Grantee

The community grant program's short timeline was restrictive to building even stronger partnerships. The development of partnerships was not without its challenges, however. Approximately one-third of the grantees (29%) indicated that the grant's brevity (i.e., about six months) posed a challenge to their projects' implementation. These grantees specified that they encountered difficulty scheduling meetings and following up with partners, finding supplies and additional funding, and arranging time that volunteers could work together because of the constraints. Figure 2 displays the partnership-related survey item with the *lowest* levels of respondent agreement.

Figure 2: Lowest Level of Agreement on Survey Items Related to Partnership



- Respondents reported low agreement (34%) with the statement that they had the ability to influence budget and funding decisions on their project's issue.

Creating Change

Evaluation Question #2: **To what extent have the grantees made progress toward policy and/or environmental changes in their community that are likely to positively impact community health?**

ShapingNJ grant projects were designed to address two public health needs: nutrition and physical activity. As shown in Figure 3, projects most commonly addressed food and nutrition

through efforts to improve or establish nutrition education (68% of all projects) and/or school or community gardens (48% of all projects). Figure 4 displays that grantees most frequently (72%) addressed physical activity through projects focused on physical education for children through physical activity education; physical activity at schools; and revamping or creating parks, playgrounds, and play areas. In addition, many projects were aimed at increasing walking and attending to sidewalks or trails for walking (40%).

Figure 3: Food/Nutrition Topics

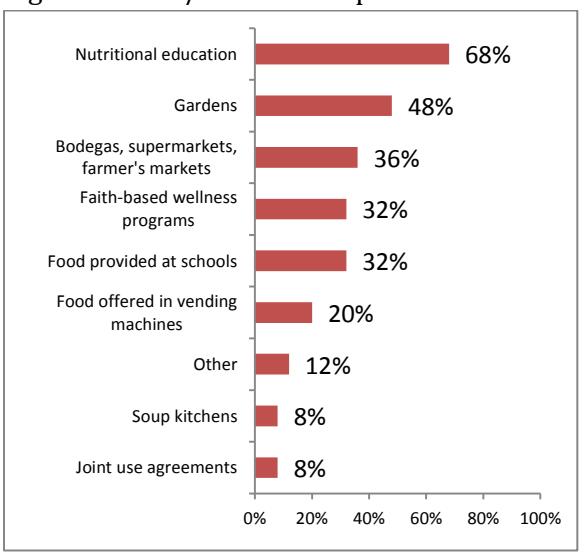
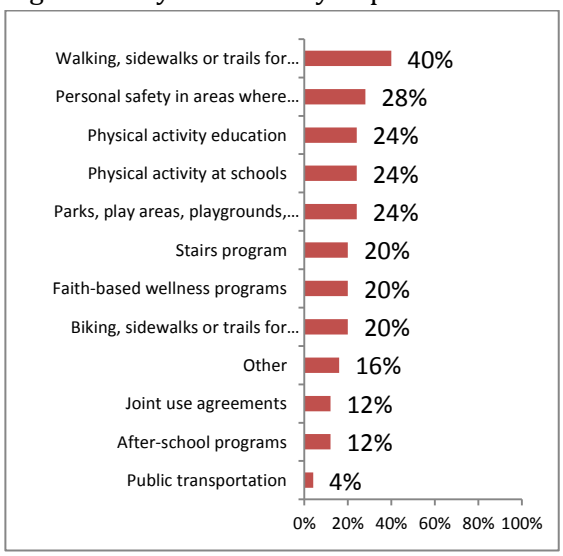
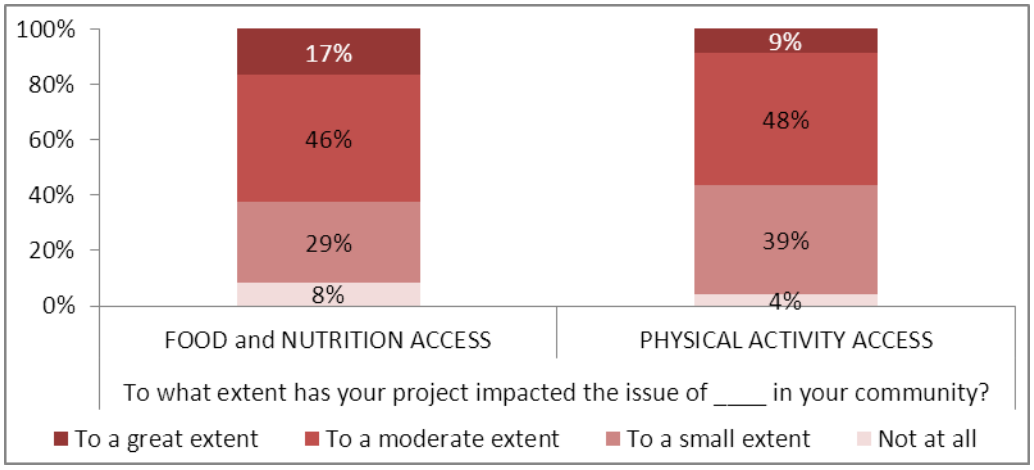


Figure 4: Physical Activity Topics



Survey respondents were asked to estimate the impact of their grant projects on the issue of food and nutrition access and physical activity access in their community. As shown in Figure 5, the great majority indicated their project impacted their community's food and nutrition access (92%) and physical activity access (96%) at least to a small extent.

Figure 5: Impact of Grant Projects on Food/Nutrition and Physical Activity Access



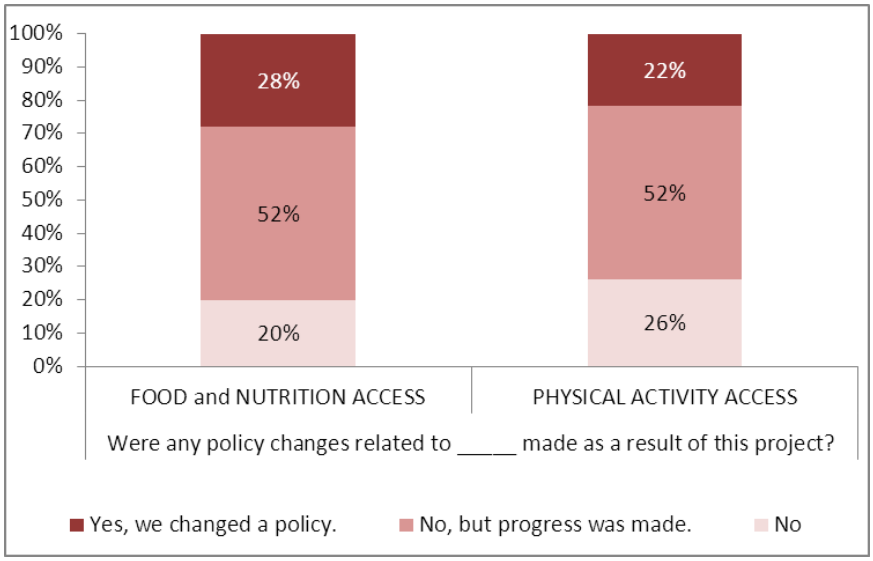
POLICY CHANGE

The overall aim of ShapingNJ was to support grantees in making progress toward policy changes that would reduce or prevent obesity in their communities. Policy change is defined as a change to a law, resolution, mandate, regulation, or formal/informal rule at the organizational, agency, or municipal level. The ShapingNJ survey provided the following two examples of a policy change for food and nutrition and for physical activity.

Food and Nutrition: *A new faith-based organization policy to serve healthy foods at all meals.*
Physical Activity: A *company policy that now provides time off during work hours for physical activity.*

As shown in Figure 6, the majority of respondents to the grantee survey reported that they had made progress or had achieved policy change in food and nutrition access (80%). Three-quarters of responding grantees (74%) also reported that they had made progress toward or achieved policy change related to physical activity access.

Figure 6: Survey Respondents' Reports on Policy Change



Eight grantees (44% of the funded communities) reported changing policies in their communities. Projects that attempted to achieve policy changes in food and nutrition access most frequently included collaboration with schools (N=8) and churches (N=4) or a combination of these. The modified policies were most often related to gardens (N=4), healthy food options (N=4), and wellness policies (N=3). Schools changed curricula to focus more on the garden, adopted nutrition education, and enhanced their wellness policy for the breakfast program. Another grantee agreed to put healthy food/snack options into vending machines located in schools or community buildings. Other faith-based community organizations are in the process of policy change allowing for them to

> *"After school children and preschoolers walk to the [new] community garden once a week to work in the garden and are provided outdoor classroom learning."*
>
> *"Physical activity breaks are included in faith-based wellness policies."*

work with the school system through joint-use agreements as well as change their own nutrition policy. One grantee project is working to implement a zero trans-fat local ordinance in the local food establishments.

Projects that addressed policies about physical activity focused on walking habits whether at work or in the community. Several teams assessed their community's walkability and implemented programs that supported walking more often. In addition, other forms of physical activity policy change were being considered like implementing a swim program with the school district and providing space for children to play in commercial areas using neighborhood play streets.

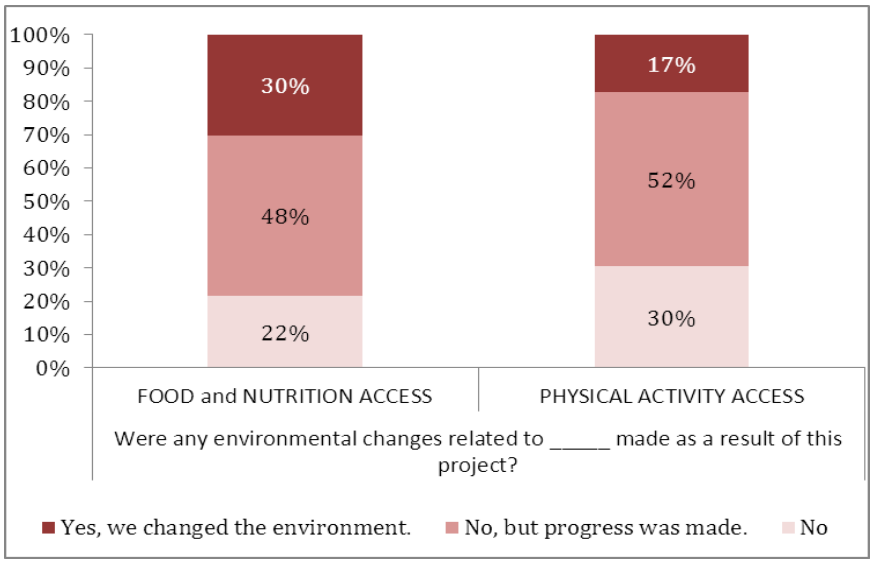
Environmental Change

Another focus of the ShapingNJ Community Grants was to create, or make progress toward, environmental change. Environmental change is defined as a change to the surroundings and the conditions that affect a community. The ShapingNJ grantee survey provided the following two examples of an environmental change for food and nutrition and physical activity.

Food and Nutrition: Vending machines in schools now have healthy choices.
Physical Activity: New sidewalks were created so that residents may walk safely in residential areas

As shown in Figure 7 below, the majority of respondents to the grantee survey reported that they had made progress or had achieved environmental change in food and nutrition (78%) access. More than two-thirds of responding grantees (69%) reported they had made progress or achieved environmental change in physical activity access. Conversations with grantees indicated that some timelines had been delayed regarding the installation or acquisition of equipment so some grantees had not made any changes at the time of the survey.

Figure 7: Survey Respondents' Reports on Environmental Change

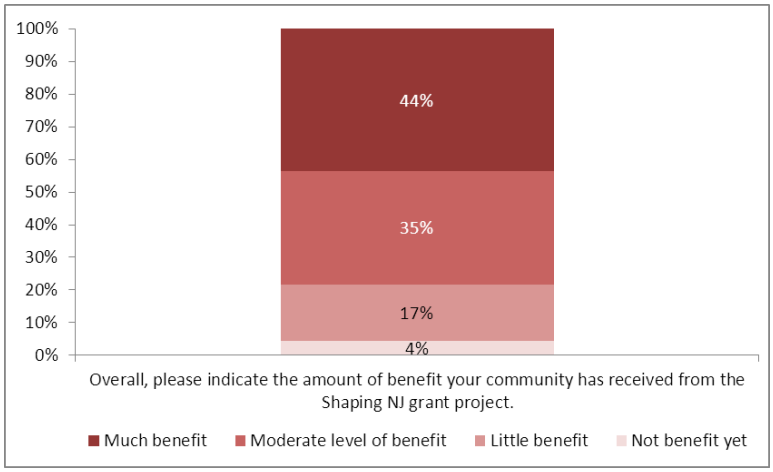


Nine grantees (50%) reported changing the environment in their communities. These grantees had created community gardens, provided healthy food campaigns in local stores, offered nutrition classes, added bike racks around their town, beautified vacant lots, and had made streets in neighborhoods safer for walking. At the time of data collection, communities were still working on their projects. Several communities were working on some phase of making the environment more walkable, either by establishing walking trails or performing a walkability analysis. Another community was in the process of installing a fitness circuit. In interviews, some respondents communicated that they hope their projects will influence policy and environment in the future based on the impacts they have seen so far in a short amount of time.

> *"[We converted] vacant land space into a producing garden for the church and local community."*
>
> *"The area is safer because we know and interact with one another providing a safer community for all involved."*

Overall, survey respondents felt that their projects, no matter what stage of implementation they were in had made an impact on their community, as shown in Figure 8.

Figure 8: Overall Level of Benefit to the Community



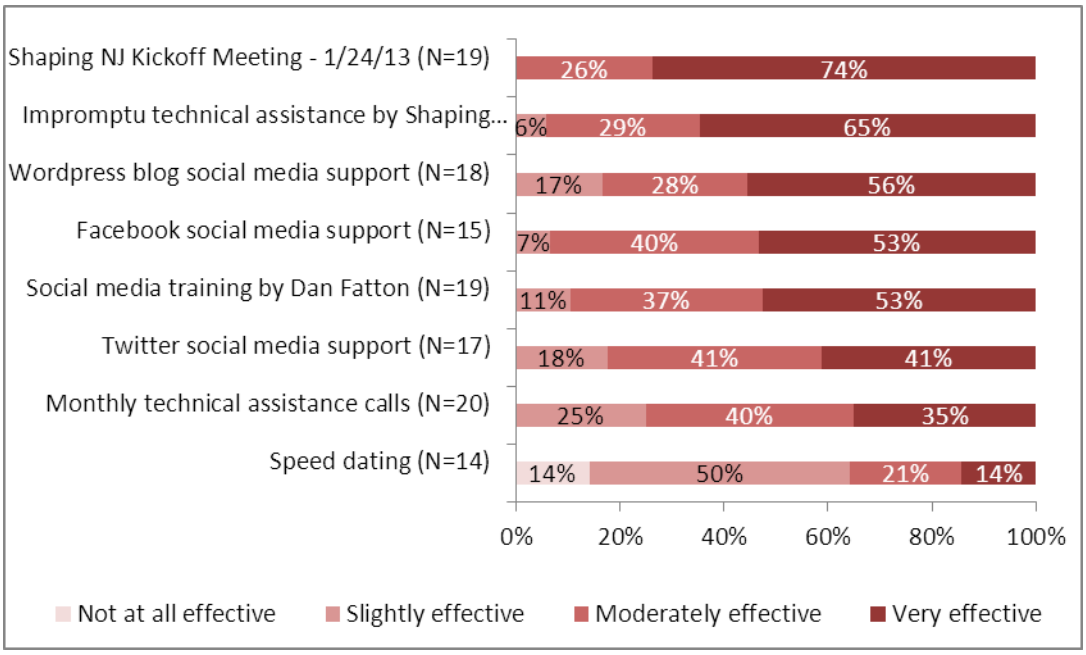
- All responding grantees (100%) reported that their community had benefited at least a little as a result of their ShapingNJ project.
- The majority of survey respondents (79%) reported that their community had received at least a moderate level of benefit from their ShapingNJ projects.
- No respondents (0%) indicated that there had been no benefit to their community yet,

Grantees reported that they were making changes in their communities, though these changes might be small. In interviews, grantees reported steps toward change including having a meeting with the town council to discuss walkability audits, and securing and preparing land for a community garden, even if nothing has been planted yet.

IMPACT OF TECHNICAL ASSISTANCE

ShapingNJ provided grantee organizations and their community partners with technical assistance and guidance from NJDOH, which included training on social media use, monthly conference calls, in-person meetings, site visits, and as-needed access to ShapingNJ staff. Grantees highlighted the useful sharing of ideas that occurred through the calls, blogs, and meetings. Figure 9 presents grantees' ratings of the effectiveness of each type of technical assistance provided in descending order (i.e., most effective to least).

Figure 9: Survey Respondents' Ratings of the Effectiveness of Technical Assistance



- Survey respondents indicated that the kickoff meeting and the "as-needed" technical assistance from ShapingNJ staff were most effective, with at least 94% of grantee survey respondents reporting these as at least *moderately effective*. Respondents remarked that the meetings were great for sharing ideas and resources and provided opportunity to build connections between communities. Multiple grantees suggested that the initiative vary the location of meetings (i.e., the addition of south or central New Jersey locations) considering all of the communities served by the grant.
- The social media training and support by Dan Fatton were also considered at least *moderately effective* by the majority of survey respondents (89%). Grantees indicated that they often needed Dan Fatton's assistance with posting their blogs or trouble-shooting one or more of the social media sites and he was very helpful and responsive.
- The monthly technical assistance calls and the speed dating activity received the lowest ratings of effectiveness. Some respondents commented that the calls were good for getting started but then got too lengthy with so many grantees reporting out. Others reported that listening to the ideas shared by others was helpful. Few interviewees indicated using speed dating to get

further acquainted with another grantee. This may be why this activity received low effectiveness ratings.

Grantees suggested how to improve technical assistance in the future. Regarding the monthly technical assistance calls, grantees lamented the time dedicated to the reporting out and sharing from each grantee. Grantees mentioned that this is information that is accessible on the ShapingNJ blogs and that this sharing via phone was often redundant. Further, grantees would have preferred to spend more time participating in knowledge-building activities, such as presentations by Charles Brown, Manager, New Jersey Bicycle and Pedestrian Resource Center, Voorhees Transportation Center and LiveWell Colorado. During the final in-person meeting on June 20, 2013, an extensive conversation occurred regarding how to make the monthly technical assistance more effective. It was decided that, for future community grant initiatives, smaller groups would be formed by project area. For example, all projects that were focused on community gardens would participate in conference calls more frequently while initiative-wide calls would be held once or twice during the grant period.

Figures 10 and 11 display the impact of technical assistance on grantee's social media skills. Over half of respondents (57%) reported that the technical assistance provided by ShapingNJ improved their skills at using social media. It is also important to note that 38% of grantees felt that they were skilled at using social media before the ShapingNJ grant. Of the respondents whose skills had improved, more than half of the grantees (54%) reported that their skills at using social media improved to moderate extent and another 39% reported that their skills at using social media improved to a small extent

Figure 10: Impact of Technical Asstance on Social Media Skills

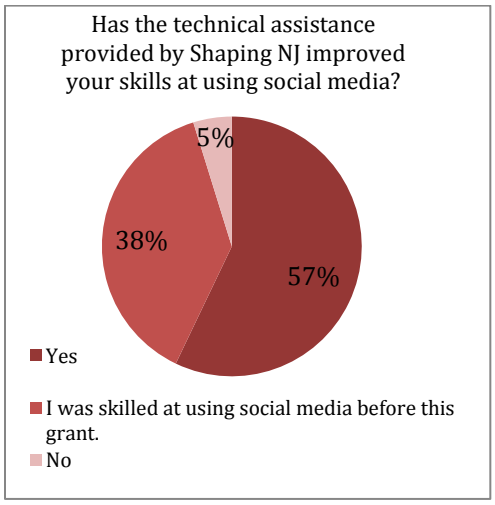
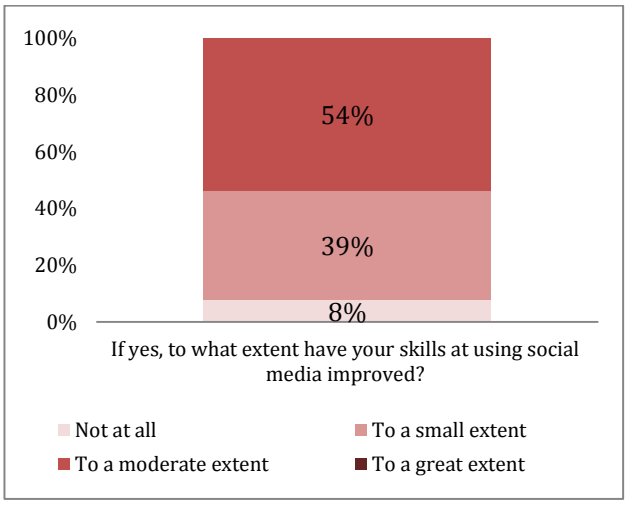


Figure 11: Extent That Social Media Skills Have Improved



In general, grantees did not have any recommendations of additional supports that they would need to improve their skills at using social media. However, a few grantees had a volunteer or hired a social media consultant to handle most of the blogging, posting, and tweeting. This additional staff person helped to free up the primary program directors from these additional responsibilities and

seemed to be a good strategy for addressing the participatory requirements of the grant. A couple of other grantees were motivated by the social media component and got very engaged. Two communities (i.e., Elizabeth and Vineland) had posted as many as eight blogs on the WordPress site. Respondents suggested having a social media workshop or more training and an assessment before developing the social media piece for their community or organization in order to improve the technical assistance for future grantees. Others felt that nothing else could be improved and were very impressed.

SOCIAL MEDIA USE

Evaluation Question #3: **How was social media used to engage grantees in collaborative action?**

The technical assistance ShapingNJ provided centered on social media use, which is changing the landscape for communication in health-related initiatives. Recent research investigates how social media might be used to disseminate messages about health topics and evaluates the impact of this type of communication (Chou, Hunt, Bekjord, Moser, and Hesse, 2009; Brodalski, et al, 2011; Gorham, Carter, Nowrouzi, McLean, and Guimond, 2012). As noted above, ShapingNJ's technical assistance created and supported a network of grantees and promoted the use of three social media sites (i.e., Wordpress, Facebook, and Twitter).

Social media provided a platform for highlighting program accomplishments and challenges. Grantees were required to post a monthly blog on the ShapingNJ Wordpress site (http://shapingnj.wordpress.com/) on the 15th of each month from February through June. Blogs covered what was happening with the individual grant projects. Grantees were encouraged to share photographs and report process measures such as the pounds of produce gardens yielded and the number of participants they had at events. Eleven of the 18 grantees (61%) met the blog-posting requirement of the grant, though some of the blogs were posted later than the deadline.[11] For those grantees that did not meet the required number of postings, they posted and average of 2.42 posts, ranging from one post to four posts. Through interviews and surveys, grantees reported that they did not have updates to report about during the allotted period. Further, due to the lack of time given for the grant projects, some grantees were caught in a waiting period for orders and deliveries to come through or the environment to change (i.e., snow on ground needed to melt before they could plant).

A total of 61 photographs or images were posted to the blog and many communities uploaded more than one picture for each post, as displayed in Table 1. All grantees had posted at least one photo or image. On average about two-thirds of the blogs (68%) contained a photo or image.

[11] Only three of the communities (17%) posted all five blogs by each deadline.

Further, three-quarters of the grantees (75%) were able to post their blogs on their own while the remainder relied on Dan Fatton, the social media consultant to the program, to post the blog for them. CREEHS recorded that blog posting by Dan Fatton occurred most often for a grantee's first post. Only five grantees (28%) required Dan Fatton to post multiple blogs. Interview results suggested that grantees most often contacted Dan Fatton to post their blogs when they were unable to access the ShapingNJ Wordpress site from work. For subsequent blogs, grantees reported that they posted from home.

Children learn basketball skills at a PlayStreet event in Perth Amboy.

Table 1: Wordpress Blog Posts

Number of grantees:	18
Total Blog Posts:	87
Total Required Posts:	90 (18 grantees * 5 posts each)
# of Grantees Meeting Requirement:	11
Average # of posts by those meeting requirement:	Mean: 6.36 Range: 5 - 8
Average # of posts by those *NOT* meeting requirement:	Mean: 2.42 Range: 1 - 4
# of Photos Posted:	61
% of Blogs with Photos:	68.4%
Blogs posted by:	Grantee = 65 Social Media Consultant = 22

The CREEHS team collected data on the social media activity of ShapingNJ's Facebook and Twitter page every two months after the start of the initiative (i.e., February, April, and June), as shown in Table 2. CREEHS collected data from each page, including the following:

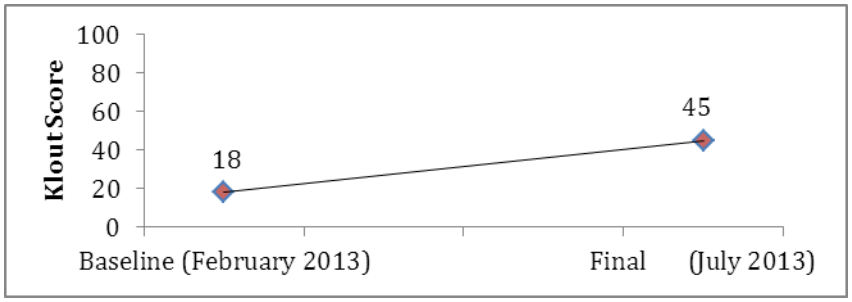
- Number of new status messages or blogs posted
- Number of new status messages or blogs shared by others
- Number of 'likes' to status messages or blogs
- Number of comments to status messages or blogs
- Number of friends/followers

It is important to keep the history and timeline of ShapingNJ's social media efforts in mind as context for this section. ShapingNJ originally developed its social media presence on Facebook and Twitter in March 2012, prior to the round of grantees on which this evaluation is focused. Both of these pages are targeted to the ShapingNJ partnership as whole, which includes a number of partners and multiple rounds of grantees. The growth of ShapingNJ's social media presence then cannot be *solely* attributed to the community grant initiative. Given the increased attention to social

media during this round of grants, it would not be unreasonable to expect an impact on ShapingNJ's presence on social media. However, this was not directly measured by this evaluation.

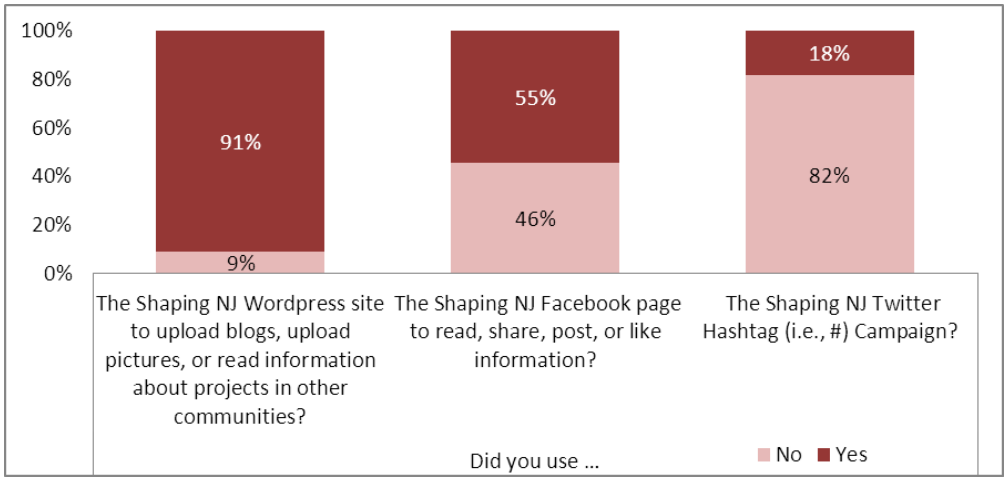
CREEHS recorded baseline and final measurements of Klout scores to determine the change in the social media impact of the ShapingNJ initiative. A Klout score is a point-in-time score, from 1 to 100, which is computed from multiple sources of data (e.g., Facebook, Twitter, LinkedIn, Wikipedia) on a user's social media activity that assesses influence across its social network. A high Klout score indicates a high degree of influence. Klout scores are derived from social media activity. For example, when the ShapingNJ initiative shares something on social media and people respond, its Klout score is impacted. Further, as per the Klout website, the higher a Klout score, the tougher it becomes to increase it. As shown below, the ShapingNJ Klout scores increased 27 points from baseline to the end of the project. As noted above, ShapingNJ had developed Facebook and Twitter profiles prior to this round of grantees, which may explain to the baseline score of 18 rather than zero. It is important to note that so the growth of ShapingNJ's social media presence cannot be solely attributed to this grant.

Figure 12: Change in the ShapingNJ Klout Score Over Time



Grantees found some of the social media tools promoted by ShapingNJ both useful and easy to use. Perceived usefulness and ease of use have been identified as factors that influence the use of social media sites for older adults (Braun & Van Swol, n.d.). Nearly all grantees were users of Wordpress, some used Facebook, but only a few used Twitter, as shown in Figure 13 below.

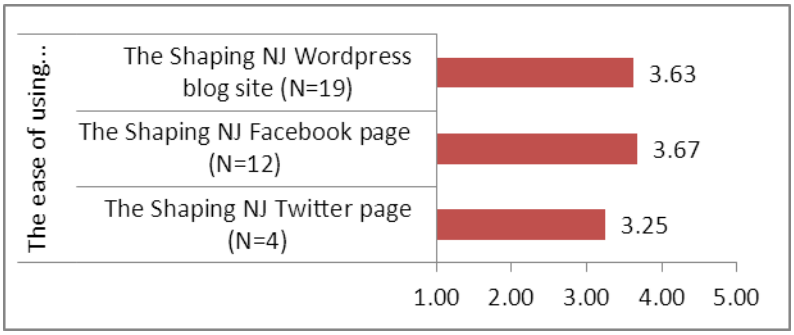
Figure 13: Social Media Use as Reported by Survey Respondents



- Because use of the ShapingNJ Wordpress site was a requirement of the grant, nearly all of the survey respondents (91%) reported that they used the site to upload blogs, upload pictures, or read information about projects in other communities.
- The use of Facebook and Twitter were not required but about half of the respondents (55%) indicated that they used the ShapingNJ Facebook Page to read, share, post, or like information. Only about 18% of respondents had used the Twitter hashtag campaign.

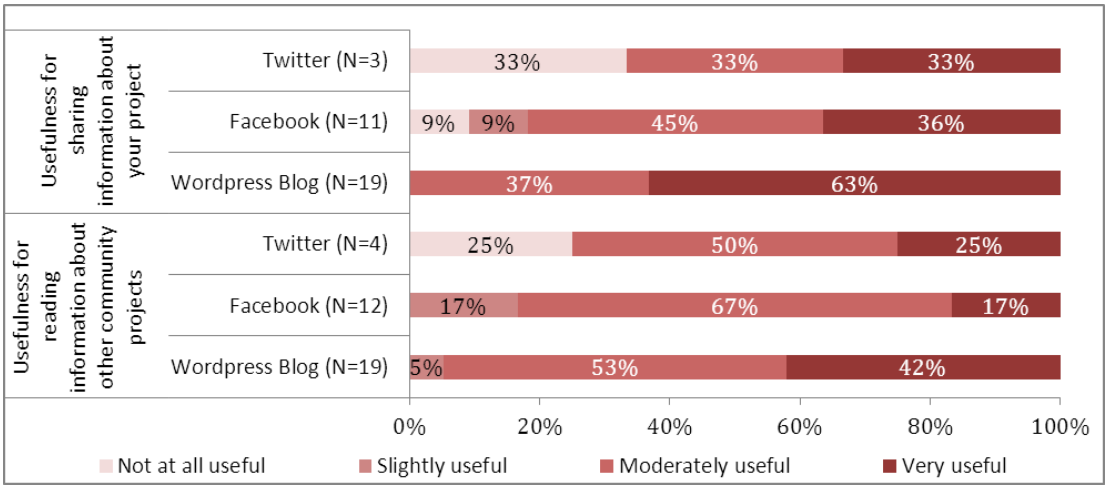
As shown in the figure below, on a scale from 1 to 5, where 5 equals very easy to use, survey respondents identified Facebook (3.67) as the easiest to use followed closely by Wordpress (3.63).

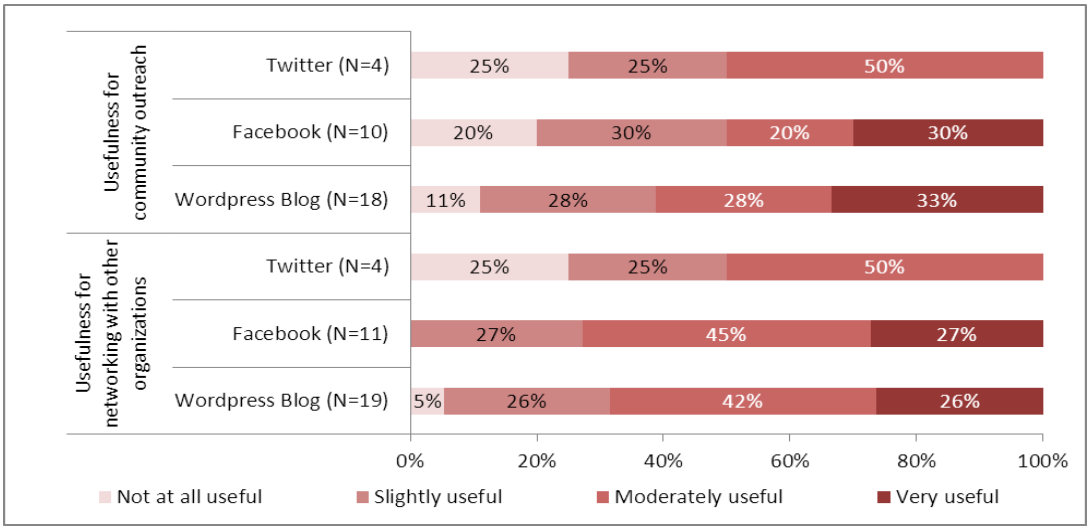
Figure 14: Ease of Use Ratings for Social Media Sites



The majority of grantee's explanations of their ease of using Wordpress rating were about receiving technical assistance on how to use it and that it took a while to understand. Respondents also added that once they received instruction/feedback, they were more able to navigate the Wordpress site. Only a few respondents indicated using Twitter and it received fair ratings but comments indicated that the site was "difficult to access from work" and "not a priority". Further, Figures 15 and 16 display that grantees rated Wordpress as the most useful "for reading information about other community projects" and "sharing information about your project". Facebook received the highest rankings (i.e., the great proportion of *very* and *moderately useful* responses) for networking with other organizations and community outreach.

Figures 15-16: Usefulness Ratings for Wordpress, Facebook, and Twitter





Between February 2013 and August 2013, the ShapingNJ Facebook page increased its number of friends to 200 while the ShapingNJ Twitter page increased its followers to 138. In general, social media activity on Facebook was much greater than similar activity on Twitter.

Table 2: Social Media Data Collection – Facebook and Twitter

Data Collection		# of original status messages or blogs		# of posts shared by others	# of comments to status messages or blogs	# of 'likes' to status messages or blogs
Facebook	February	82		18	27	159
	April	70		16	12	125
	June	87		14	13	76
	Total	**239**		**48**	**52**	**360**
		# of tweets		**# of posts retweeted by others**	**# of comments to tweets**	**# of tweets marked 'favorite' by others**
		Original	**Retweets**			
Twitter	February	12	18	11	0	2
	April	8	22	1	0	1
	June	7	6	7	7	2
	Total	**27**	**46**	**19**	**7**	**5**

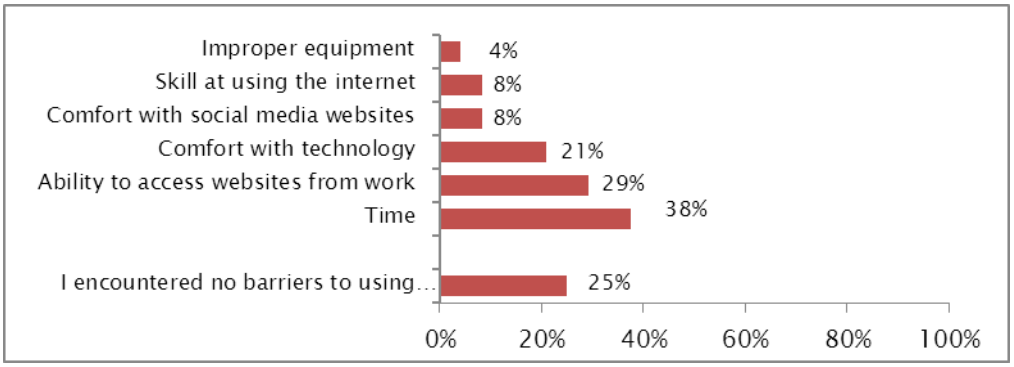
- During the grant period, the number of new status messages or blogs posted on Facebook was 88 as compared to 73 tweets on Twitter, 27 of which were original and the remainder were retweeted from others.
- The ShapingNJ Facebook page also appeared to have more active friends than did their Twitter account. A total of 48 messages originally posted by ShapingNJ were shared by friends versus 19 Twitter followers who did the same. Similarly, the ShapingNJ Facebook page had 360 'likes' to their posts while only 5 posts were marked as 'favorite' on Twitter.

ShapingNJ has extended its reach beyond its grantees. Review of social media data indicates that other Facebook and Twitter users have posted messages that mention ShapingNJ by tagging

"@ShapingNJ" on Facebook or using the hashtag campaign on Twitter (#ShapingNJ). There have been 88 posts since March 2012 on the ShapingNJ Facebook page from followers of the initiative, including New Jersey Farm to School Network, the Employers Association of New Jersey, the New Jersey Association of Child Care Resource and Referral Agencies, Child Care Connection – NJ, Get Fit NJ, and Get Up and Ride NJ. In addition, 100 tweets on the Twitter have used the hashtag campaign or mentioned ShapingNJ since August 2012. About half of the tweets (53%) were from non-followers of the ShapingNJ Twitter page and included community residents and those dedicated to healthy eating and fitness initiatives such as Jasmine Hall Ratliff, a program officer with the Robert Wood Johnson Foundation as well as dieticians and fitness experts like NJMarathon, Bike&Walk Montclair, Muscle Maker Grill, and NJL Health + Beauty.

Some grantees encountered barriers that impeded their ability to comply with the grant's participatory requirements. As shown in Figure 17 below, the most common barriers to using social media were time (38%) and the ability to access websites from work (29%), neither of which could be addressed by ShapingNJ technical assistance.

Figure 17: Barriers to Social Media Use



ShapingNJ would be able to address respondents' comfort with technology. Respondents recommended that technical assistance be improved by incorporating individualized technical assistance, which could be informed by conducting an assessment before developing the social media piece for their community or organization.

LESSONS LEARNED

Evaluation Question #4: **What lessons can be learned from the implementation of this community grant program, including both successes and challenges, that can inform ongoing obesity prevention work?**

A number of lessons are to be learned from the ShapingNJ Community Grant Project. Based on the review of all of the collected data including our observations of program activities, we have identified the following successes:

1. **The grant's clear deadline expectations and support served as a catalyst to action.** ShapingNJ provided very clear instruction on the grant's expectations and participatory

requirements. Those who contacted ShapingNJ for impromptu support reported that ShapingNJ connected them to new partners, provided encouragement, and in general was very helpful. Further, one grantee described, "*This was a really good experience for* [our community] *to get into some areas we talked about but did not have catalyst to force the conversation. We had deadlines and seed money to make it happen. It brought two neat initiatives to the table*."

2. **Grantees appreciated the opportunity to hear best practices from people nationwide doing similar work**. They reported it was rewarding to hear that other organizations had overcome similar issues and problems. One grantee indicated that these technical assistance calls, "*Widened the scope of what [they] would be able to do...*" Another agreed that "[doing this work successfully] *is possible even if you live in a community who is adverse to these types of changes. You will find supporters or those who are at least sympathetic. Once* [the project] *gains momentum the work is easier*."

3. **Much cross-learning occurred among grantees as a result of the ShapingNJ collaborative activities** (i.e., speed dating, in-person meetings, conference calls). In various conversations, grantees learned from others what works and does not work in their communities. These conversations were sparked as a result of the program-initiated conference calls and blogs but occurred off-line. For example, one grantee learned through a conference call about another project's partnering with other types of organizations and contacted that grantee directly for more information.

4. **It was important to build a strong collaboration with partners before work was initiated.** Some grantees indicated that it was necessary to divide workload and separate projects by expertise. Further, strong collaborations helped grantees by providing needed resources. Other members of the collaboration were able to provide when the grantee could not. Grantees found this effort to be worthwhile. One grantee reported, "*We plan on keeping the coalition going unfunded and promoting what is going on at the various agencies*."

5. **Grantees built functional partnerships with both new partners and with partners with whom they had collaborated with previously.** Grantees indicated this was the first time old and new partners had been brought together in one group, and that these collaborations were beneficial. One grantee indicated, "*It has raised the attention of the organizations to put separate agendas aside to work on collaborative agendas focused on a specific goal. [We are] talking about things in an upfront matter. No organization [is] promoting itself. It was just all about healthy active living.*" The grantees who worked with faith-based organizations, such as local churches, reported favorable outcomes but noted that they did require some oversight to meet deadlines.

6. **When working within a municipality, it was important to have the buy-in of the mayor and/or city departments**. In many cases, municipal employees were instrumental to making

things happen (e.g., farmer's markets, playstreets, walking audits, playgrounds). For example, one city department facilitated the right city permits, another participated in walking audits and was able to obtain needed remediation immediately, another department arranged for wood chips from their recycling center to be delivered as ground cover for a new playground. Building relationships with city agencies proved key to successful project implementation.

7. **Volunteers and the donation of in-kind resources can help further a program.** Many projects involved the use of volunteers to run aspects of their programs (e.g., physical activity programs, social media grant requirements, donating time). Grantees received in-kind donations such as space, supplies, staff, and food and beverages. For example, a playstreet project obtained volunteers from a local soccer association and the recreation department used a partnership with the city to have bus routes changed and close streets, and drew on a partnership with an insurance company to establish the play street event. The grantee only had to use its funds to purchase basketball hoops, refreshments, and advertising.

8. **The community grant projects were community-builders that got residents involved.** Many of the grantees reported that their community was engaged in the projects that they had initiated using ShapingNJ Community Grant funds. Grantees worked with a diverse population in their communities, from children and parents, to church congregants and parolees. For example, grantees reported that community gardens were tended by Rutgers Master Gardeners, community members, current offenders who needed to perform community service, and past offenders who were returning to society and aimed to positively impact the community they once violated.

9. **ShapingNJ had strong leaders.** Nearly all grantees (91%) agreed or strongly agreed that the people in leadership positions for the ShapingNJ Community Grant Initiative had good skills for working with other people and organizations.

The ShapingNJ Community Grant initiative was also challenged by a number of factors. These are described in greater detail in the list below.

1. **Time was the most frequently reported challenge to the ShapingNJ Community Grant Initiative.** Evaluation results were mixed as to the extent to which time was an obstacle. On surveys the majority of grantees (82%) agreed or strongly agreed that they were currently able to keep up with the work necessary to coordinate all the people, organizations, and activities related to for the ShapingNJ Community Grant Initiative. In interviews, however, grantees reported challenges scheduling meetings with partners, participating in ShapingNJ meetings and conference calls, being able to read through the blogs of other grantees, and meeting the participatory requirements of the grant. One grantee lamented, "*It was very time consuming. It was not a simple project for the amount of money we received. It seemed like it was a lot for a little bit of money in a short time frame. If we would've known the amount of time*

and staff resources needed, we would've been more prepared or identified other lead people besides [the ones selected]."

2. **Grantees needed varying levels and types of technical assistance.** The learning curve for all the different grantees was diverse. Some grantees were experienced in doing this work while others struggled to implement their projects. Similarly, grantees varied on the level of social media assistance they needed though many reported that they successfully contacted social media support person Dan Fatton to get their questions answered.

3. **Grantees needed support to connect their blogging activities with the community.** Too much emphasis may have been placed on social media instead of publicizing the projects. One grantee reported, "*The community is not getting these messages. It appears* [that] *we are talking to ourselves.*" There is a need for greater advertising of their projects. Another grantee suggested a ShapingNJ application for smart phones as a possibility for distributing the messages of ShapingNJ.

4. **Grantees did not communicate with one another on the Wordpress blog.** Review of the blogs indicates that communities did not comment on the blogs of other grantees. If it is a goal of the ShapingNJ Community Grant Initiative that grantees are more engaged with one another, the Initiative may need to consider requiring more inter-collaboration. The blogs may need to be an internal collaboration tool as well as an external reporting mechanism.

5. **Technical assistance calls should be shorter and/or more targeted.** Grantees reported that the calls were long and involved too many people on one phone call. Further, they reported that more structure (e.g., specific time allocation or responses to targeted questions) was needed when taking the individual reports of the grantees.

RECOMMENDATIONS

In light of these evaluation findings, the following recommendations are offered for further improving program implementation and outcomes:

- **Grantees can benefit from improved connections to their communities on social media.** Technical assistance could be provided to help grantees learn how to brand and advertise their projects.

- **ShapingNJ should continue the sharing of ideas through calls, blogs, and meetings and encourage interaction between grantees on blogs and social media.** In interviews, grantees reported that they liked or were interested in being able to connect with one another outside of ShapingNJ activities but not all had done so. The "speed-dating" activity may have occurred too early in the Initiative when grantees did not know yet what they needed or to whom they should reach out.

- **ShapingNJ should focus monthly technical assistance conference calls with grantees whose projects focus on similar topic areas.** Grantees reported that conference calls were lengthy and that some of the reporting from other grantees was not relevant to the work they were doing.

- **Grantees would prefer varying the meeting locations.** Grantees liked the opportunity to meet together as a whole group but the travel time to northern NJ for many grantees in the southern part of the state was too long.

- **ShapingNJ should have more conversations about how to sustain projects after the ShapingNJ grant is diminished.** Some grantees are seasoned grant recipients while others do not have much experience and could use technical assistance on sustaining a project beyond the funding period.

- **Grantees would benefit from more individualized technical assistance.** Some grantees recommended that an assessment of social media skills be done early on in the project period. Some of the grantees did not need much training, while others needed quite a bit. Individualized training may be needed.

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Appendices

Appendix A – Instruments

Appendix B – Consent Forms

Appendix C – Annotated Grantee Survey

Appendix D – Social Media Logic Model

Appendix A – Instruments

- Grantee survey
- Interview protocol
- Social media tracking sheets

Online Grantee Survey

Directions: Please answer these questions about the Shaping NJ grant project that you implemented in your community.

1. **Please check all of the FOOD and NUTRITION topics that your Shaping NJ grant project addresses. (CHECK all that apply)**

___Gardens
___Food offered in vending machines
___Bodegas, supermarkets, farmer's markets
___Food provided at schools
___Nutrition education
___Joint use agreements
___Soup kitchens
___Faith-based wellness programs
___Other _____

2. **To what extent has your project impacted the issue of FOOD and NUTRITION ACCESS in your community?**

○ Not at all	○ To a small extent	○ To a moderate extent	○ To a great extent

3. **Were any policy changes related to FOOD and NUTRITION ACCESS made as a result of this project?** *Policies may be a law, resolution, mandate, regulation, or rule - both formal and informal. They may be at the organization or agency or at the municipal level.* (An example of a policy change could be: Faith-based organization policy to serve healthy foods at all meals or farmer's markets that now accept food stamps, WIC, and EBT cards.)

Yes, we changed a policy.	○ No, but progress was made.	○ No (If No, skip to #4)

3b. If yes, please describe the policy changes or the progress that was made. _____

4. **Were any environmental changes related to FOOD and NUTRITION ACCESS made as a result of this project?** *The environment means the surroundings and the conditions that affect your community*. (An example of an environmental change could be: Vending machines in schools now have healthy choices.)

Yes, we changed a policy.	○ No, but progress was made.	○ No (If No, skip to #5)

4b. If yes, please describe the environmental changes or the progress that was made. _____

5. **Please check all of the PHYSICAL ACTIVITY ACCESS topics that your Shaping NJ grant project addresses. (CHECK all that apply)**

___ Parks, play areas, playgrounds, pools
___ Biking, sidewalks or trails for biking
___ Walking, sidewalks or trails for walking
___ Personal safety in areas where people are or could be physically active
___ Physical activity at schools
___ After-school programs
___ Physical activity education
___ Joint use agreements
___ Public transportation
___Faith-based wellness programs
___ Stairs programs
___Other _____

6. **To what extent has your project impacted the issue of PHYSICAL ACTIVITY ACCESS in your community?**

○ Not at all	○ To a small extent	○ To a moderate extent	○ To a great extent

7. **Were any policy changes related to PHYSICAL ACTIVITY ACCESS made as a result of this project?** *Policies may be a law, resolution, mandate, regulation, or rule - both formal and informal. They may be at the organization or agency or at the municipal level*. (An example of a policy change could be: A company policy that now provides time off during work hours for physical activity.)

Yes, we changed a policy.	○ No, but progress was made.	○ No (If No, skip to #8)

7b. If yes, please describe the policy changes or the progress that was made. _____

8. **Were any environmental changes related to PHYSICAL ACTIVITY ACCESS made as a result of this project?** (The environment means the surroundings and the conditions that affect your community. An example of an environmental change could be: New sidewalks were created so that residents may walk safely in residential areas.)

Yes, we changed a policy.	○ No, but progress was made.	○ No (If No, skip to #9)

8b. If yes, please describe the environmental changes or the progress that was made. _____

9. **Overall, please indicate the amount of benefit your community has received from your Shaping NJ grant project. (check ONE):**

○ No benefit yet	○ Little benefit	○ Moderate level of benefit	○ Much benefit

10. **The next set of questions asks about the impact of your project on the community. For each of the following statements, please rate your level of agreement.**

	As a result of our grant project...	**Strongly Disagree**	**Disagree**	**Neutral, No Opinion**	**Agree**	**Strongly Agree**
Involvement of People	a. More residents are actively involved in this issue.					
	b. Community-wide awareness of the issue has increased.					
	c. There is greater public support for the issue.					
	d. New/improved networks and relationships have been built among groups, agencies and businesses.					
	e. Organizations and/or partnerships are working together more effectively on community issues.					
	f. All key stakeholders are represented.					
Resources	g. We are able to influence budget/funding decisions.					
	h. Existing resources have been realigned or modified.					

11. In this section, we are interested in the Shaping NJ Community Mini-Grant Initiative. In particular, we would like to know how the 18 communities in the Shaping NJ Community Mini-Grant Initiative have worked together over the last 6 months. We would also like to get your feedback about the Initiative overall. For each of the following statements, please rate your level of agreement. There is no right or wrong answer.

		Strongly Disagree	Disagree	Neutral, No Opinion	Agree	Strongly Agree
Open and frequent communication	a. People in the **Shaping NJ Community Mini-Grant Initiative** communicate openly with one another.					
	b. I am informed as often as I should be about what goes on in **Shaping NJ Community Mini-Grant Initiative**.					
	c. The people who lead the **Shaping NJ Community Mini-Grant Initiative** (e.g., Janet, Kate, Erin, Stacy) communicate well with members.					
Established informal relationships	d. Communication among the people in the **Shaping NJ Community Mini-Grant Initiative** happens at both formal meetings and in informal ways.					
	e. I personally have informal conversations about my project with others who are involved with the **Shaping NJ Community Mini-Grant Initiative**.					
Self-interest	f. My community will benefit from being involved in the **Shaping NJ Community Mini-Grant Initiative**.					
	g. My organization will benefit from being involved in the **Shaping NJ Community Mini-Grant Initiative**.					
Skilled leadership	h. The people in leadership positions for the **Shaping NJ Community Mini-Grant Initiative** (e.g., Janet, Kate, Erin, Stacy) have good skills for working with other people and organizations.					
Appropriate pace of development	i. The **Shaping NJ Community Mini-Grant Initiative** has tried to take on the right amount of work at the right pace.					
	j. We are currently able to keep up with the work necessary to coordinate all the people, organizations, and activities related to for the **Shaping NJ Community Mini-Grant Initiative**.					

12. **Please rate the effectiveness of the technical assistance provided by Shaping NJ.**

How effective was the technical assistance provided by Shaping NJ?	**Not at all effective**	**Slightly effective**	**Moderately Effective**	**Very effective**	**Not Applicable**
Monthly technical assistance calls					
Social media **training** by Dan Fatton					
Social media support by Dan Fatton on using the **Wordpress Blog**					
Social media support by Dan Fatton on using **Facebook**					
Social media support by Dan Fatton on using **Twitter**					
Speed dating					
Shaping NJ Kickoff Meeting (1/24/13)					
Shaping NJ Final Meeting (6/13/13)					
Impromptu technical assistance by Shaping NJ staff (e.g., Janet, Kate, Stacy)					

13. **What barriers, if any, to using social media did you encounter? (Check all that apply)**

_I encountered no barriers to using the social media tools promoted by Shaping NJ.
_Comfort with technology
_Comfort with social media websites
_Access to the internet
_Skill at using the internet
_Ability to access websites from work
_Improper equipment
_Time
_Other: _____

14. **Has the technical assistance provided by Shaping NJ improved your skills at using social media?**

I was skilled at using social media before this grant. (Skip to #17)	No (Skip to #15)	Yes (Skip to #16)

15. **What other supports would you need from Shaping NJ to improve your skills at using social media?**

Open-Ended

16. **If yes, to what extent have your skills at using social media improved? (Check ONE)**

○ **Not at all**	○ **To a small extent**	○ **To a moderate extent**	○ **To a great extent**

17. **In your opinion, what could be done to improve the technical assistance for future grantees?**

Open-Ended

18. **Did you use the Shaping NJ Wordpress site to upload blogs, upload pictures, or read information about projects in other communities?**

Yes. (Continue to #19)	○ No. (Skip to #21)

19. **Please rate the usefulness of the Shaping NJ Wordpress blog. If you did not use the site for these purposes, please select *Not Applicable*.**

How useful was the Wordpress Blog for…	**Not at all useful**	**Slightly useful**	**Moderately useful**	**Very useful**	**Not Applicable**
Reading information about other community projects					
Sharing information about your project					
Networking with other organizations					
Community outreach					

20. **In general, on a scale from 1 to 5, where 1=Not at All Easy to Use and 5=Very Easy to Use, please rate the ease of using the Shaping NJ Wordpress blog site. ____ (Please use a whole number)**

Explain your rating:

21. **Did you use the Shaping NJ Facebook page to read, share, post, or like information?**

Yes. (Continue to #22)	○ No. (Skip to #24)

22. **Please rate the usefulness of the Shaping NJ Facebook page. If you did not use the site for these purposes, please select *Not Applicable.***

How useful was the Shaping NJ Facebook page for…	**Not at all useful**	**Slightly useful**	**Moderately useful**	**Very useful**	**Not Applicable**
Reading information about other community projects					
Sharing information about your project					
Learning about research studies and articles related to your grant projects					
Sharing research studies and articles related to your grant projects					
Networking with other organizations					
Community outreach					
Contributing to the Shaping NJ discourse (e.g., adding comments, likes, posting messages)					
Tagging @Shaping NJ in messages about your project					

23. **In general, on a scale from 1 to 5, where 1=Not at All Easy to Use and 5=Very Easy to Use, please rate the ease of using the Shaping NJ Facebook page. ____ (Please use whole number)**

Explain your rating:

24. **Did you use the Shaping NJ Twitter Hashtag (i.e., #) Campaign?**

Yes. (Continue to #25)	○ No. (Skip to #27)

25. Please rate the usefulness of the Shaping NJ Twitter Hashtag (i.e., #) Campaign.

How useful was the Shaping NJ Twitter Hashtag (#) Campaign for…	Not at all useful	Slightly useful	Moderately useful	Very useful	Not Applicable
Reading information about other community projects					
Sharing information about your project					
Networking with other organizations					
Community outreach					
Contributing to the Shaping NJ discourse (e.g., adding comments, likes, posting messages)					
Tagging #Shaping NJ in messages about your project					

26. In general, on a scale from 1 to 5, where 1=Not at All Easy to Use and 5=Very Easy to Use, please rate the ease of using the Shaping NJ Twitter page. ____(Please use a whole number)

Explain your rating:

Respondent Information

27. In which of the following age ranges does your age fall?

- ☐ 18-24
- ☐ 25-34
- ☐ 35-44
- ☐ 45-54
- ☐ 55-64
- ☐ 65 or older

28. This is the end of the survey. If you have any additional information that you would like to share about your experiences with the Shaping NJ Community Mini-Grant project, please enter it in the space below.

Open-Ended

Thank you for completing this survey. The information you have shared will be very valuable to the program.

Interview Protocol

Thank you all for taking the time to speak with me today.

My name is _____ and this is _____. We are researchers from The Center for Research and Evaluation on Education and Human Services (CREEHS) at Montclair State University. We are conducting a program evaluation of the Shaping NJ Community Mini-Grant program. The evaluation is not funded by Shaping NJ. It is funded by an external organization. The results of the evaluation will not affect future grant awards. As part of the overall evaluation, we are talking to each grantee to gain more insight about your thoughts and experiences being involved in this grant. This interview will focus on three components: your individual grant project, the group or partnership you have formed to implement your project, and the technical assistance you have received from Shaping NJ staff and partners.

This interview should take 30-45 minutes. If it's OK with you all, we would like to audio record the session because we don't want to miss any of your comments. Although we may take some notes during this session, we can't possibly write fast enough to get it all down and we don't want to miss anything. All responses will be kept confidential. We will make sure that any information we include in our report(s) does not identify anyone individually as the respondent. We will use the recording to summarize the common themes that come across from the focus groups and other data sources. The recording will not be shared with anyone outside the MSU research team.

Remember that you are a volunteer. We hope you will choose to participate in the interview because your responses may inform improvements to the Shaping NJ initiative. You do not have to answer any questions that you don't want to answer. You may also stop at any time and not be in this interview.

Are there any questions about what I have just explained?

Are you willing to participate in this focus group? (If so, please sign consent form.) If you consent to be recorded during this interview, please also check that you agree.

Let's begin with a brief discussion of your individual project.

1. Describe the group of partners that work on your project.
   (Probe for: members, how was this partnership formed, length of time working together, any past collaborations.)
2. Have you encountered any obstacles in implementing your project?
   a. If so, please describe them.
   b. Were these resolved? If so, how?

3. How, if at all, have you been able to use the Shaping NJ grant to attract support from others in your community? *(For example: the attention of elected officials or prominent figures in your community, financial support, provision of in-kind resources like staff, space, or materials.)*

4. What has been the **impact** of your project on your community? *(Probe for: Financial impact – leveraging additional funds, saving costs on something, Community capacity – enhancing coalitions, teaching new skills, fostering relationships, Behaviors – eating more veggies, walking more)*

This next section is about the technical assistance (TA) provided by Shaping NJ staff, consultants and resources and Dan Fatton. (Examples of TA: monthly technical assistance calls, grantee meetings social media training and support, speed dating)

5. How, if at all, has the technical assistance provided by Shaping NJ supported the **implementation** of your project?

6. Have you encountered any barriers that prevented or hindered your ability to complete the participatory expectations of the grant (e.g., posting blogs, collaboration with other grantees, participating in meetings)?
    a. Were these resolved? If so, how?

7. Please describe the **impact**, if any, that the technical assistance provided by Shaping NJ had on your project?

8. What lessons have you learned from your collaboration with other grantee communities?

9. What has been the most useful or successful aspect of the technical assistance provided by Shaping NJ? Least useful or successful?

10. In your opinion, what could be done to improve the technical assistance provided to future grantees?

11. Is there anything else you would like to share?

Thank you very much for your time and participation in this interview!

Wordpress Tracking Form						
Organization:	Vineland					
Date Checked:	**Wordpress Activity**	**28-Feb-2013**	**31-Mar-2013**	**30-Apr-2013**	**31-May-2013**	**30-Jun-2013**
Blog	# of Total Posts					
	Specifics of Required Posts	**Post #1**	**Post #2**	**Post #3**	**Post #4**	**Post #5**
	Content					
	Photos					
	# of Comments/ Replys					
	Special Characteristics (e.g., links)					
Facebook	# of posts on internal FB page					
	Date Reviewed:					

Shaping NJ Facebook Page and Twitter Tracking Form

SITE	SOCIAL MEDIA ACTIVITY	2/28/2013	4/30/2013	6/30/2013
SHAPING NJ FACEBOOK PAGE	# OF NEW STATUS MESSAGES OR BLOGS POSTED			
	# OF NEW STATUS MESSAGES OR BLOGS SHARED BY OTHERS			
	# OF 'LIKES' TO STATUS MESSAGES OR BLOGS			
	# OF COMMENTS TO STATUS MESSAGES OR BLOGS			
	# OF FRIENDS TO GRANTEE FACEBOOK PROFILE			
SHAPING NJ TWITTER PAGE	# OF TWEETS POSTED			
	# OF ORIGINAL TWEETS			
	# OF COMMENTS TO TWEETS			

Site	Social Media Activity	2/28/2013	4/30/2013	6/30/2013
	# of 'favorite' tweets			
	# of tweets retweeted by others			
	# of new followers of Twitter profile			

APPENDIX B – CONSENT FORMS

- Grantee survey implied consent form
- Interview consent form

Grantee Survey Implied Consent Form

Dear Participant,

The Center for Research and Evaluation on Education and Human Services (CREEHS) is evaluating the *Shaping NJ* community mini-grant project on behalf of the NJ Department of Health and Senior Services (NJ DOH), Office of Nutrition and Fitness (ONF). We hope to learn about the impact of the Shaping NJ initiative on the grantees from this evaluation. The evaluation is not funded by Shaping NJ. It is funded by an external organization. The results of the evaluation will not affect future grant awards. We are specifically interested in what the communities have accomplished from the grant awards, grantee's opinions of the technical assistance Shaping NJ and Dan Fatton, and the strength of the community partnerships—both within communities and between them. You are invited to be a part of this evaluation. You were chosen as a possible participant in this evaluation because you are involved in a program to prevent obesity, which is funded by NJ DOH ONF.

If you want to participate, please fill out the survey given below. By finishing this survey you have given consent to participate in this survey. The survey will collect information about the impact of the Shaping NJ initiative on the grantees. It will take about 30-45 minutes to complete. There will be questions about your grant project and its effect on the community, the technical assistance that Shaping NJ provided, and about how grantees work together and in the communities. There are no direct benefits to completing the survey, but your responses will be used to improve how Shaping NJ supports its grantees in the future. There are no major risks to participating in the study, but it may take some time to complete the survey.

Survey responses will not be shared with anyone. Only the CREEHS Evaluation Team will look at the survey responses. All data collected about Shaping NJ in this survey will be combined with information from other data sources (e.g., from interviews, social media posts, and other documentation) into a final report. The final report will not identify any individuals by name, organization, age, or other characteristics.

Your decision whether or not to participate will not affect your future relationships with Shaping NJ, the NJ DOH ONF, or Montclair State University. If you decide to participate, you can stop at any time. You may also skip questions that you do not want to answer or may refuse to complete the survey.

Please feel free to ask questions regarding this study. You may contact me if you have other questions at 973-655-7763 or swannjacksor@mail.montclair.edu. Any questions about your rights may be directed to Dr. Katrina Bulkley, Chair of the Institutional Review Board at Montclair State University at reviewboard@mail.montclair.edu or 973-655-5189.

Thank you for your time.

Sincerely,

Rebecca Swann-Jackson
Center for Research and Evaluation on Education and Human Services

By clicking the link below, I confirm that I have read this form and decided that I will participate in the project described above. Its general purposes, the particulars of involvement, and possible risks and inconveniences have been explained to my satisfaction. I understand that I can discontinue participation at any time. My consent also indicates that I am 18 years of age. [Please feel free to print a copy of this consent.]

☐ I agree to participate (link to survey) ☐ I decline (link to close webpage)

The study has been approved by the Montclair State University Institutional Review Board as study #00____ on _.

Grantee Interview Implied Consent Form

CONSENT FORM FOR ADULT PARTICIPATION IN AN INTERVIEW

Please read below carefully. You can ask questions at any time. You can talk to other people before you sign this form.

Study's Title: Evaluation of the Shaping NJ Community Mini-Grant program

Why is this study being done? The Center for Research and Evaluation on Education and Human Services (CREEHS) at Montclair State University is conducting a program evaluation of the Shaping NJ Community Mini-Grant program. The evaluation is not funded by Shaping NJ. It is funded by an external organization. The results of the evaluation will not affect future grant awards. We are talking to each grantee to learn about your thoughts and experiences of being involved in this grant.

What will happen while you are in the study? If you choose to be in this study, you will participate in a telephone interview. We will ask you questions about three things. We want to know about your individual grant project. We will ask about the group or partnership you have formed to implement your project. We also want to know what you think about the technical assistance that Shaping NJ staff and partners offered to you.

We would like to audio record this conversation. The recording will make sure that we don't miss or misinterpret anything that you say. We will tell you as soon as we start to record and when we are finished recording. The recording will not be shared with anyone outside of the MSU research team. No one else will hear it. We will erase the audio files after we have finished our report.

The report will include combine the results of the interview with other information (e.g., surveys, social media records) that we have collected.

Time: The interview will take 30-45 minutes.

Risks: The risks to you are minimal. You may feel some inconvenience because of the time it takes to complete the interview. These risks are not expected to be any greater that anything you encounter in everyday life. You do not have to answer any question that you don't want to. You can also ask us to not include an answer that you have changed your mind about.

Benefits: You may benefit from this study because your responses will be used to improve how Shaping NJ supports its grantees in the future. Your answers may also help identify best practices and areas of need.

Who will know that you are in this study? You will not be linked to any reports of this study. We will keep who you are confidential. All of the information you provide will be summarized and synthesized with data we collect from all other sources.

Do you have to be in the study?
You do not have to be in this study. You are a volunteer! It is okay if you want to stop at any time and not be part of the evaluation. You do not have to answer any questions you do not want to answer. Nothing will happen to you.

Do you have any questions about this study? Phone or email the Principal Investigator, Rebecca Swann-Jackson, at 973-655-4247, and evalcenter@mail.montclair.edu.
Do you have any questions about your rights as a research participant? Phone or email the IRB Chair, Dr. Katrina Bulkley, at 973-655-5189 or reviewboard@mail.montclair.edu.

Please initial:

It is okay to audiotape me while I am in this study:

Please initial: _____ Yes _____ No

It is okay to use my audiotaped data in the research:

Please initial: _____ Yes _____ No

One copy of this consent form is for you to keep.

Statement of Consent

I have read this form and decided that I will participate in the project described above. Its general purposes, the particulars of involvement, and possible risks and inconveniences have been explained to my satisfaction. I understand that I can withdraw at any time. My signature also indicates that I am 18 years of age or older and have received a copy of this consent form.

_____	_____	_____
Print your name here	Sign your name here	Date
Rebecca Swann-Jackson	_____	_____
Name of Principal Investigator	Signature	Date

APPENDIX C – ANNOTATED GRANTEE SURVEY

1. **Please check all of the FOOD and NUTRITION topics that your Shaping NJ grant project addresses. (CHECK all that apply)**

	Checked	
	N	**%**
Gardens	12	48.0%
Food offered in vending machines	5	20.0%
Bodegas, supermarkets, farmer's markets	9	36.0%
Food provided at schools	8	32.0%
Nutritional education	17	68.0%
Joint use agreements	2	8.0%
Soup kitchens	2	8.0%
Faith-based wellness programs	8	32.0%
Other	3	12.0%
Community members use garden to plant and harvest produce when available	*1*	*4.0%*
Physical activity in the school	*1*	*4.0%*
Walking assessments to identify issues impeding Safe Routes to School	*1*	*4.0%*

2. **To what extent has your project impacted the issue of FOOD and NUTRITION ACCESS in your community?**

	Total	Not at all		To a small extent		To a moderate extent		To a great extent	
	Valid N	**N**	**%**	**N**	**%**	**N**	**%**	**N**	**%**
To what extent has your project impacted the issue of FOOD and NUTRITION ACCESS in your community?	24	2	8.3%	7	29.2%	11	45.8%	4	16.7%

3. **Were any policy changes related to FOOD and NUTRITION ACCESS made as a result of this project?** *Policies may be a law, resolution, mandate, regulation, or rule - both formal and informal. They may be at the organization or agency or at the municipal level.* (An example of a policy change could be: Faith-based organization policy to serve healthy foods at all meals or farmer's markets that now accept food stamps, WIC, and EBT cards.)

	Total	Not at all		To a small extent		To a moderate extent		To a great extent	
	Valid N	N	%	N	%	N	%	N	%
To what extent has your project impacted the issue of FOOD and NUTRITION ACCESS in your community?	24	2	8.3%	7	29.2%	11	45.8%	4	16.7%

3b. If yes, please describe the policy changes or the progress that was made

No Response (N=10)
All four churches that we targeted are in the process of adopting a wellness policy, and 3 are in the process of adopting joint-use policies with neighborhood schools.
Both YMCA and Obama Charter School children curriculum was change to add the garden process into their weekly schedule.
Church wellness policies adopted in three churches.
connection between school and private day care to start a community garden, local chef to support to teach healthy cooking practices.
Fresh vegetables grown in our garden will be used in schools and community events.
Healthy food at church functions are encouraged
library targeted school and city hall agreed to change to healthy vending selections
More community members were able to participate due to funding received from mini-grant
Nutrition education of pre school children and parents and teens and their parents.
party policy under consideration; also a salad bar
The Breakfast-in-the-Classroom project enhanced the adopted wellness policy that NJPHK-Camden worked on with Camden Public School District. The BOE is interested in expanding the pilot to all district schools. On the contrary, the State Take-Over was a major barrier to completing the work.
The non-profits that will be working with us will sign an agreement that states their support for healthy eating measures for their clients
The nutrition policy was changed in the Living Faith Alliance church.
We added a community garden across the street from our YMCA. While this did not result in a policy change, this did and will positively affect our community
Zero trans fat local ordinance in the food establisments of Township is in the process of approval Under local ordinance started food Safety class for food handlers in food establishments in English, Spanish, Creole and Chinese to prevent food born diseases. Low sodium local ordinance i
Total (N=25)

4. **Were any environmental changes related to FOOD and NUTRITION ACCESS made as a result of this project?** *The environment means the surroundings and the conditions that affect your community*. (An example of an environmental change could be: Vending machines in schools now have healthy choices.)

	Total	Yes, we changed a policy.		No, but progress was made.		No	
	Valid N	N	%	N	%	N	%
Were any environmental changes related to FOOD and NUTRITION ACCESS made as a result of this project?	23	7	30.4%	11	47.8%	5	21.7%

4b. If yes, please describe the environmental changes or the progress that was made

No Response (N=11)
A community garden is now available for our children and residents
Added physical activity to family services.
Adopting four grocery stores near schools to provide healthy options to community like fresh fruits, granola bars, nuts etc. Healthy pick campaign is initiated at two supermarkets to encourage the residents to buy healthy f
Bike racks in process of being placed around town; developed a one-mile loop walk linking the 2 riverfront parks with permanent sign in one park
Conversion on vacant land space into a producing garden for the church and local community.
Equipment was purchased for adoption of Breakfast in the Classroom at Molina School.
Fresh veggies were made available to community members who may not have the funds to purchase in a neighborhood store or supermarket and we beautified three lots once used for dumping providing a social setting for the area.
Installation and expansion of school garden.
labeling food in bodegas
No joint use agreements yet--- raising awareness and gaining increased understanding of why orgs do not want to take on the liability.
Nutrition classes are offered
Our garden will provide fresh produce for the clients of our partner non-profits as well as providing gardening and nutrition education
Vending machines in the YMCA now only have healthy choices.
Walking Assessment reports are being compiled and presented to public works. The department will be encouraged to accelerate work on priority areas to make the streets surrounding neighborhood schools safer.
Total (N=25)

5. **Please check all of the PHYSICAL ACTIVITY ACCESS topics that your Shaping NJ grant project addresses. (CHECK all that apply)**

	Checked	
	N	**%**
Parks, play areas, playgrounds, pools	6	24.0%
Biking, sidewalks or trails for biking	5	20.0%
Walking, sidewalks or trails for walking	10	40.0%
Personal safety in areas where people are or could be physically active	7	28.0%
Physical activity at schools	6	24.0%
After-school programs	3	12.0%
Physical activity education	6	24.0%
Joint use agreements	3	12.0%
Public transportation	1	4.0%
Faith-based wellness programs	5	20.0%
Stairs program	5	20.0%
Other	4	16.0%
CPTED	*1*	*4.0%*
Gardening is a very physical activity not only do our community members work in the garden but we also have community organization come out on a weekly basis to work in our garden.	*1*	*4.0%*
Open/ Play Street Program	*1*	*4.0%*
Physical activity of gardening	*1*	*4.0%*

6. **To what extent has your project impacted the issue of PHYSICAL ACTIVITY ACCESS in your community?**

	Total	Not at all		To a small extent		To a moderate extent		To a great extent	
	Valid N	**N**	**%**	**N**	**%**	**N**	**%**	**N**	**%**
To what extent has your project impacted the issue of PHYSICAL ACTIVITY ACCESS in your community?	23	1	4.3%	9	39.1%	11	47.8%	2	8.7%

7. **Were any policy changes related to PHYSICAL ACTIVITY ACCESS made as a result of this project?** *Policies may be a law, resolution, mandate, regulation, or rule - both formal and informal. They may be at the organization or agency or at the municipal level*. (An example of a policy change could be: A company policy that now provides time off during work hours for physical activity.)

	Total	Yes, we changed a policy.		No, but progress was made.		No	
	Valid N	N	%	N	%	N	%
Were any policy changes related to PHYSICAL ACTIVITY ACCESS made as a result of this project?	23	5	21.7%	12	52.2%	6	26.1%

7b. If yes, please describe the policy changes or the progress that was made.

No Response (N=12)
A number of elementary school Principals are considering offer a learn to swim program for thier students next year.
A walkability audit was conducted and with the results we hope to influence any policy change that may be needed.
After School children and preschoolers walk to the community garden once a week to work in the garden and are provided outdoor classroom learning.
Implementation of an electronic journal for students
Mayor and administration is in the process to policy to encourage the Township employees for fifteen minutes walk around Town Hall during lunch break. Irvington Health Department is developing annual weight loss competition within Township employees. Mayor and administration is exploring the option to provide exercise r
No policy change. But our "One Flight Up, Two Flights Down" was piloted at Trinitas Regional Medical Center. Our goal is to spread this across the city (to city Hall, School, etc.)
Physical activity breaks included in faith based wellness policies. And walking audits to be completed.
Prodigal Sons & Daughters works with another community organization "Newark Community Solutions" a organization working with Judge Pratt who sentences it's participants to community service to work off any small offenses or fines instead of incarceration. This is the group that comes out to our garden to work every week.
Still working on establishing walking trails. Will need more time on this,as we are having to reconsider opportunity with private land vs. public land.
Street safety is now being analyzed and will be addressed.
The CPTED workgroup was developed from the original Camden team that was trained in the April 2012 training. They developed and conducted an assessment of all Camden parks and identified areas that CPTED techniques can be implemented.
To offer play time before and after services.
Walking Assessment reports are being compiled and presented to public works. The department will be encouraged to accelerate work on priority areas to make the streets surrounding neighborhood schools safer.
Total (N=25)

8. **Were any environmental changes related to PHYSICAL ACTIVITY ACCESS made as a result of this project?** (The environment means the surroundings and the conditions that affect your community. An example of an environmental change could be: New sidewalks were created so that residents may walk safely in residential areas.)

	Total	Yes, we changed a policy.		No, but progress was made.		No	
	Valid N	N	%	N	%	N	%
Were any environmental changes related to PHYSICAL ACTIVITY ACCESS made as a result of this project?	23	4	17.4%	12	52.2%	7	30.4 %

8b. If yes, please describe the environmental changes or the progress that was made.

No Response (N=11)
Again through the audit with the reports phase we hope that we will influence for change based on the results
Bike lanes and walking trail
During the developing and executing process of Open/ Play Street program, local political leadership, the police department, fire department, health department and other Township employees developing good relationship with the community members . The residents are feeling little comfortable and confidents to comes out to p
Historical Sites and walking routes reviewed and prepared for participants
In process of installing fitness circuit. Had problems with vendor and experienced delay in purchase and, as a result, installation of circuit.
Members of our community are working in the garden and socializing with one another. This has increased since we started our gardens (4) years ago. The area is safer because we know and interact with one another providing a safer community for all involved.
Our team had a Walkability Audit. Two teams walked throughout areas of Elizabeth, NJ to inspect the street, walk-ways, paint, signage, traffic, safety, lighting, etc. A team (Michael Baker Corporation) is currently compiling our results. These results will be then reviewed for further implementation. So, no changes yet. But a lot was learned, discussed and considered.
see above
To date, we are finalizing the surveys and assessment and will determine what environmental changes will be completed by end of June.
Walking Assessment reports are being compiled and presented to public works. The department will be encouraged to accelerate work on priority areas to make the streets surrounding neighborhood schools safer.
walking audits to yield streetscape recommendations and be part of comprehensive safe routes to school travel plan surrounding three schools.
Walking signage and routes are in the works for specific neighborhoods in NJ.
Walking signs were added to communities in Atlantic City to encourage walking. Signs included healthy messages promoting walking and walking safety.
We have family play time after Sunday services.
Total (N=25)

9. **Overall, please indicate the amount of benefit your community has received from your Shaping NJ grant project. (check ONE):**

	Total	No benefit yet		Little benefit		Moderate level of benefit		Much benefit	
	Valid N	N	%	N	%	N	%	N	%
Overall, please indicate the amount of benefit your community has received from the Shaping NJ grant project.	23	1	4.3%	4	17.4%	8	34.8%	10	43.5%

10. **The next set of questions asks about the impact of your project on the community. For each of the following statements, please rate your level of agreement.**

As a result of our grant project:	Total	Strongly Disagree		Disagree		Neutral/No Opinion		Agree		Strongly Agree	
	Valid N	N	%	N	%	N	%	N	%	N	%
More residents are actively involved in this issue.	23	0	0.0%	0	0.0%	5	21.7%	17	73.9%	1	4.3%
Community-wide awareness of the issue has increased.	23	0	0.0%	1	4.3%	6	26.1%	13	56.5%	3	13.0%
There is greater public support for the issue.	23	0	0.0%	0	0.0%	5	21.7%	15	65.2%	3	13.0%
New/improved networks and relationships have been built among groups, agencies and businesses.	23	0	0.0%	0	0.0%	2	8.7%	9	39.1%	12	52.2%
Organizations and/or partnerships are working together more effectively on community issues.	23	0	0.0%	0	0.0%	3	13.0%	12	52.2%	8	34.8%
All key stakeholders are represented.	23	0	0.0%	1	4.3%	4	17.4%	15	65.2%	3	13.0%
We are able to influence budget/funding decisions.	23	0	0.0%	1	4.3%	14	60.9%	5	21.7%	3	13.0%
Existing resources have been realigned or modified.	23	0	0.0%	0	0.0%	8	34.8%	12	52.2%	3	13.0%

11. In this section, we are interested in the Shaping NJ Community Mini-Grant Initiative. In particular, we would like to know how the 18 communities in the Shaping NJ Community Mini-Grant Initiative have worked together over the last 6 months. We would also like to get your feedback about the Initiative overall. There is no right or wrong answer.

For each of the following statements, please rate your level of agreement:	Total N	Strongly Disagree		Disagree		Neutral/No Opinion		Agree		Strongly Agree	
		N	%	N	%	N	%	N	%	N	%
People in the Shaping NJ Community Mini-Grant Initiative communicate openly with one another.	22	0	0.0%	1	4.5%	2	9.1%	10	45.5%	9	40.9%
I am informed as often as I should be about what goes on in Shaping NJ Community Mini-Grant Initiative.	22	1	4.5%	1	4.5%	4	18.2%	7	31.8%	9	40.9%
The people who lead the Shaping NJ Community Mini-Grant Initiative (e.g., Janet, Kate, Erin, Stacy) communicate well with members.	22	1	4.5%	0	0.0%	2	9.1%	10	45.5%	9	40.9%
Communication among the people in the Shaping NJ Community Mini-Grant Initiative happens at both formal meetings and in informal ways.	22	0	0.0%	1	4.5%	3	13.6%	10	45.5%	8	36.4%
I personally have informal conversations about my project with others who are involved with the Shaping NJ Community Mini-Grant Initiative.	22	1	4.5%	3	13.6%	2	9.1%	8	36.4%	8	36.4%
My community will benefit from being involved in the Shaping NJ Community Mini-Grant Initiative.	22	0	0.0%	0	0.0%	1	4.5%	6	27.3%	15	68.2%
My organization will benefit from being involved in the Shaping NJ Community Mini-Grant Initiative.	22	0	0.0%	0	0.0%	2	9.1%	6	27.3%	14	63.6%
The people in leadership positions for the Shaping NJ Community Mini-Grant Initiative (e.g., Janet, Kate, Erin, Stacy) have good skills for working with other people and organizations.	21	0	0.0%	1	4.8%	1	4.8%	6	28.6%	13	61.9%
The Shaping NJ Community Mini-Grant Initiative has tried to take on the right amount of work at the right pace.	22	0	0.0%	3	13.6%	8	36.4%	5	22.7%	6	27.3%
We are currently able to keep up with the work necessary to coordinate all the people, organizations, and activities related to for the Shaping NJ Community Mini-Grant Initiative.	22	1	4.5%	0	0.0%	3	13.6%	9	40.9%	9	40.9%

12. Please rate the effectiveness of the technical assistance provided by Shaping NJ.

Effectiveness of the technical assistance provided by Shaping NJ:	Total N	Not at all effective		Slightly effective		Moderately effective		Very effective		Not Applicable	
		N	%	N	%	N	%	N	%	N	%
Monthly technical assistance calls	21	0	0.0%	5	23.8%	8	38.1%	7	33.3%	1	4.8%
Social media training by Dan Fatton	21	0	0.0%	2	9.5%	7	33.3%	10	47.6%	2	9.5%
Social media support by Dan Fatton on using the Wordpress Blog	21	0	0.0%	3	14.3%	5	23.8%	10	47.6%	3	14.3%
Social media support by Dan Fatton on using Facebook	21	0	0.0%	1	4.8%	6	28.6%	8	38.1%	6	28.6%
Social media support by Dan Fatton on using Twitter	22	0	0.0%	3	13.6%	7	31.8%	7	31.8%	5	22.7%
Speed dating	21	2	9.5%	7	33.3%	3	14.3%	2	9.5%	7	33.3%
Shaping NJ Kickoff Meeting (1/24/13)	21	0	0.0%	0	0.0%	5	23.8%	14	66.7%	2	9.5%
Impromptu technical assistance by Shaping NJ staff (e.g., Janet, Kate, Stacy)	20	0	0.0%	1	5.0%	5	25.0%	11	55.0%	3	15.0%

13. What barriers, if any, to using social media did you encounter? (Check all that apply)

Barriers to using social media:	Checked	
	N	%
I encountered no barriers to using the social media tools promoted by Shaping NJ.	7	28.0%
Comfort with technology	5	20.0%
Comfort with social media websites	2	8.0%
Access to the internet	1	4.0%
Skill at using the internet	2	8.3%
Ability to access websites from work	8	32.0%
Improper equipment	1	4.2%
Time	9	37.5%
Other	5	20.0%
communication/media restrictions for RWJF grantees	*1*	*4.0%*
PSD has a volunteer that did all our blogs, tweets and Facebook postings. She is very, very good and we had little trouble using all that applied.	*1*	*4.0%*
social media is blocked by administration organization-wide	*1*	*4.0%*
The complicated time consuming process to upload the info on website	*1*	*4.0%*
Wordpress was intimidating at first but Iearned quickly.	*1*	*4.0%*

14. What other supports would you need from Shaping NJ to improve your skills at using social media?

- *No responses given* -

15. Has the technical assistance provided by Shaping NJ improved your skills at using social media?

	Total	I was skilled at using social media before this grant.		No		Yes	
	Valid N	N	%	N	%	N	%
Has the technical assistance provided by Shaping NJ improved your skills at using social media?	21	8	38.1%	1	4.8%	12	57.1%

16. If yes, to what extent have your skills at using social media improved? (Check ONE)

	Total	Not at all		To a small extent		To a moderate extent		To a great extent	
	Valid N	N	%	N	%	N	%	N	%
If yes, to what extent have your skills at using social media improved? (Check ONE)	13	1	7.7%	5	38.5%	7	53.8%	0	0.0%

17. In your opinion, what could be done to improve the technical assistance for future grantees?

In your opinion, what could be done to improve the technical assistance for future grantees?
No Response (N=11)
A partial day workshop to work on alternative ways to use social media.
Continue using the social media as a form of reporting. It was so much better to report than developing a written report. Very creative!
Create a survey tool or post-grant reporting system similar to this online survey for the report submission instead of a post-grant report narrative.
Grantees should be given a "social media assessment" Prior to the development of the social media strategy. This should include a combination of a self-report survey as well as some sort of skills test that gives participants the opportunity to attempt uploading/logging in/communicating with social media platforms. The social media coordinator can then use this information to ensure that social media reporting begins at an acceptable comfort level for grantees, then helps grantees develop reasonable new skills. This strategy may also provide richer evaluative measures.
I have no opinions for improvement. All worked very well
More focused calls- agenda items, less time sharing
More hands on and time with the person implementing the social media websites.

n/a
None - I think the opportunity to use a written report was a good alternate option to those who may not have permission to access social media at their worksites
Not sure
On site technical assistance at a meeting in a computer lab. TA could include creation of first blog.
Provide more technical training to utilize social media.
Using a portal such as Huddle or FUZE, where Shaping NJ mini-grantees could connect off-line; exchange docs and ideas. The phone calls were very time consuming- and not effective- perhaps a web chat would have made it more exciting.
Very helpful team. I'm very impressed with their dedication and knowledge.
Total (N=25)

18. Did you use the Shaping NJ Wordpress site to upload blogs, upload pictures, or read information about projects in other communities?

	Total	Yes		No	
	Valid N	N	%	N	%
Did you use the Shaping NJ Wordpress site to upload blogs, upload pictures, or read information about projects in other communities?	22	20	90.9%	2	9.1%

19. Please rate the usefulness of the Shaping NJ Wordpress blog. If you did not use the site for these purposes, please select *Not Applicable*.

Usefulness of Wordpress Blog for:	Total	Not at all useful		Slightly useful		Moderately useful		Very useful		Not applicable	
	Valid N	N	%	N	%	N	%	N	%	N	%
Reading information about other community projects	20	0	0.0%	1	5.0%	10	50.0%	8	40.0%	1	5.0%
Sharing information about your project	20	0	0.0%	0	0.0%	7	35.0%	12	60.0%	1	5.0%
Networking with other organizations	20	1	5.0%	5	25.0%	8	40.0%	5	25.0%	1	5.0%
Community outreach	20	2	10.0%	5	25.0%	5	25.0%	6	30.0%	2	10.0%

20. In general, on a scale from 1 to 5, where 1=Not at All Easy to Use and 5=Very Easy to Use, please rate the ease of using the Shaping NJ Wordpress blog site. ____ (Please use a whole number)

	N	Minimum	Maximum	Mean	Std. Deviation
The ease of using the Shaping NJ Wordpress blog site.	19	2	5	3.63	.761

Please explain your rating on the ease of using Wordpress.

No Response (N=9)
Actually, my supervisor completed the Blog responsibilities. She had initial difficulty, but I believe she now has submitted up to 10 blogs. She has demonstrated some of the techniques and I feel I can also follow through.
Dan helped me post.
Had to get over apprehension and then adding pictures or information I am still not sure how to do effectively.
It can be more simple and easy steps to use .
It took me a bit to learn but eventually got the hang of it.
It was hard for me because I'm not that good with technology.
Lisa sheets posted all of my blogging info
no control on advertisements and other things that ppear on site
Not sure of how twitter, Shaping NJ and my blog work together. Not sure what we are supposed to do with them other than use Shaping NJ to report on progress.
once I got one on one instruction it was easier to use
Once I was able to access the site (which took a bit of trying) I could easily upload to the blog. I just didn't have a lot to report as our project is slow to move
Our organization must obtain permission before uploading anything to social media, which makes it difficult to engage the community in a timely manner. I haven't found a single comment on the word press blog, which is a discouraging symptom of lack of networking and community engagement.
Very easy to use and upload pictures
With quick explanation from Dan I was able to grasp it. I don't have time to read a how to, or instructions. That I was able to get on the phone and in ten minutes use the site-that's important, and it was easy.
Wordpress is a social media website we were not at all fimilar with so we had to learn what we needed to do to navigate our way through but our volunteer Daphride Exume consulted with Dan Fatton a couple of times and she was good to go.
Wordpress was easy to use- however I did not find myself reading other peoples blog posts.
Total (N=25)

21. Did you use the Shaping NJ Facebook page to read, share, post, or like information?

	Total	**Yes**		**No**	
	Valid N	**N**	**%**	**N**	**%**
Did you use the Shaping NJ Facebook page to read, share, post, or like information?	22	12	54.5%	10	45.5%

22. Please rate the usefulness of the Shaping NJ Facebook page. If you did not use the site for these purposes, please select *Not Applicable*.

Usefulness of Facebook for:	Total	Not at all useful		Slightly useful		Moderately useful		Very useful		Not applicable	
	Valid N	N	%	N	%	N	%	N	%	N	%
Reading information about other community projects	12	0	0.0%	2	16.7%	8	66.7%	2	16.7%	0	0.0%
Sharing information about your project	12	1	8.3%	1	8.3%	5	41.7%	4	33.3%	1	8.3%
Learning about research studies and articles related to your grant projects	12	1	8.3%	2	16.7%	4	33.3%	4	33.3%	1	8.3%
Sharing research studies and articles related to your grant projects	12	2	16.7%	1	8.3%	6	50.0%	2	16.7%	1	8.3%
Networking with other organizations	12	0	0.0%	3	25.0%	5	41.7%	3	25.0%	1	8.3%
Community outreach	12	2	16.7%	3	25.0%	2	16.7%	3	25.0%	2	16.7%
Contributing to the Shaping NJ discourse (e.g., adding comments, likes, posting messages)	12	1	8.3%	2	16.7%	6	50.0%	2	16.7%	1	8.3%
Tagging @Shaping NJ in messages about your project	12	3	25.0%	0	0.0%	4	33.3%	1	8.3%	4	33.3%

23. In general, on a scale from 1 to 5, where 1=Not at All Easy to Use and 5=Very Easy to Use, please rate the ease of using the Shaping NJ Facebook page. ____ (Please use whole number)

	N	Minimum	Maximum	Mean	Std. Deviation
The ease of using the Shaping NJ Facebook page.	12	2	5	3.67	1.073

24. Please explain your rating on the ease of using Facebook

No Response (N=18)
Facebook user...there's no difference
I made my own shaping red bank page instead
I'm not a social media person but when I did go to ShapingNJ Facebook page I was very pleased with what I saw both with PSD and other participants in the ShapingNJ mini-grant.
Once I "liked" the page, obtaining info was not a problem
Our engagement with the Facebook page was limited due to the approval process our organization is bound by. It would have been very helpful to "lurk" and see what other grantees were posting, but there seemed to be very little activity considering 20 organizations were awarded grants.
Very easy to use and post to

We are just not using as an organization so could not tie to us and I think just do not think about using it yet.
Total (N=25)

25. Did you use the Shaping NJ Twitter Hashtag (i.e., #) Campaign?

	Total	**Yes**		**No**	
	Valid N	**N**	**%**	**N**	**%**
Did you use the Shaping NJ Twitter Hashtag (i.e., #) Campaign?	22	4	18.2%	18	81.8%

26. Please rate the usefulness of the Shaping NJ Twitter Hashtag (i.e., #) Campaign.

Usefulness of Twitter for:	**Total**	**Not at all useful**		**Slightly useful**		**Moderately useful**		**Very useful**		**Not applicable**	
	Valid N	**N**	**%**	**N**	**%**	**N**	**%**	**N**	**%**	**N**	**%**
Reading information about other community projects	4	1	25.0%	0	0.0%	2	50.0%	1	25.0%	0	0.0%
Sharing information about your project	4	1	25.0%	0	0.0%	1	25.0%	1	25.0%	1	25.0%
Networking with other organizations	4	1	25.0%	1	25.0%	2	50.0%	0	0.0%	0	0.0%
Community outreach	4	1	25.0%	1	25.0%	2	50.0%	0	0.0%	0	0.0%
Contributing to the Shaping NJ discourse (e.g., adding comments, likes, posting messages)	4	1	25.0%	1	25.0%	2	50.0%	0	0.0%	0	0.0%
Tagging #Shaping NJ in messages about your project	3	1	33.3%	1	33.3%	1	33.3%	0	0.0%	0	0.0%

27. In general, on a scale from 1 to 5, where 1=Not at All Easy to Use and 5=Very Easy to Use, please rate the ease of using the Shaping NJ Twitter page. ____(Please use a whole number)

	N	Minimum	Maximum	Mean	Std. Deviation
The ease of using the Shaping NJ Twitter page.	4	1	5	3.25	1.708

28. Please explain your rating on the ease of using Twitter

No Response (N=22)
Difficult to access from work and confusing
I had to be careful with social media on the CPTED work because of the sensitivity of the Camden Metro transition. Politically, I did not want this work to be targeted as part of any discussion related to the direct Metro transition which is a very controversial topic in the city.
Not so up to speed on Twitter, and it's not a priority at this moment. We only use it to the capability we know.
Total (N=25)

29. In which of the following age ranges does your age fall?

	Total	**18-24**		**25-34**		**35-44**		**45-54**		**55-64**		**65 or older**	
	Valid N	**N**	**%**	**N**	**%**	**N**	**%**	**N**	**%**	**N**	**%**	**N**	**%**
How old are you?	21	0	0.0%	6	28.6%	3	14.3%	6	28.6%	6	28.6%	0	0.0%

30. This is the end of the survey. If you have any additional information that you would like to share about your experiences with the Shaping NJ Community Mini-Grant project, please enter it in the space below.

No Response (N=11)
I really, really loved the experience and the opportunity to meet the ShapingNJ staff we had a fun time at the kick-off meeting in January and on the phone at the technical assistance conference calls. I was made to feel very comfortable meeting new people and making friends with a like mind. I am greatly looking forward to our last meeting on June 20th were we will meet up with people I have learned to respect and like. I am also looking forward to a very long and pleasant relationship with all these new found friends.
In the future more time to carry out projects would be appreciated. The 6-month delivery timeframe was slightly intense. It also made it difficult b/c we had already communicated with partners that we had not received funding, to learn later that we in fact did. This made it difficult to mobilize. More timely and transparent communication regarding delays, etc. would be appreciated.
Integrating the use of technology was a great idea! And I hope the Department begins considering how they can incorporate technology into grant reporting on a more consistent and regular basis. Unfortunately, as a RWJF grantee, we are instructed not to use Facebook or twitter without prior approval from communications department. We are permitted to use our personal handle or Facebook page, but personally I did not feel comfortable with that. I felt the updates that were given on the conference calls- took up too much time without providing the necessary space/time for valuable feedback. In the future it might be helpful to set up small groups of people working on similar initiatives so they can really develop relationships and bounce ideas off each other. All in all this was a wonderful opportunity and I hope we can more great work with Shaping NJ!

It was ironic that we chose to focus this mini-grant on projects with the district and on public safety and half-way into the grant, the community faces a district state take-over and a complete transition of the city's police force. Policy and environmental change work forces you to adjust to many obstacles that you may/may not foresee in your planning. The key is to be transparent with all your partners, maintain those relationships and adjust your plan!
Needed more time.
Our experience was great. We developed partnerships and strengthened community relationships. The impact of our project, while small so far, has the potential of being very great. Our Association is very excited about what we have done so far, and the future possibilities. We greatly appreciate the opportunity!
Thank you for the opportunity to participate in a grant project using contemporary communication tools
The ability to incentivize participation in walking audits and adoption of wellness policies for churches proved to be a successful tool.
The communication through email was often late, not at all sent, and the final meeting date has had multiple dates from month 2's technical assistance call.
The experience has been intense in the time period which has pros and cons. The grant helped us to establish our community team I have a concern about sustainability with our funds and how to keep the team going.
The Shaping NJ grants really help our community to initiate and mobilize the residents to change their life style to eat healthy foods and physically active. With Shaping NJ 2012 grant we created two community gardens projects, community gardening club and community walking club and it also help us to generate two more grants from Wells Fargo & TD Bank to create four more community gardens in the community. Regardless with all challenges I am very hopeful ShapingNJ 2013 mini grant program of Open/ Play street, adopt grocery stores and healthy pick initiative will be more successful in future. We are aware that the progress will be slow because of community demographic, economic, cultural barriers but community is understanding the importance of healthy foods and physical activities. Being a new Health Officer in the Township of Irvington ,working the
The timeline on the grant was a problem. Our funds targeted purchase/installation of an outdoor fitness circuit. We have purchasing problems that delayed this and made it difficult for me to answer questions concerning impact of the project. Installation should be complete prior to the end of the grant period, but we would need to evaluate effectiveness over the coming year to provide a valid outcome. If we had a full year for the project this would not have occurred.
When developing our grant application the projects were very detailed and required more time to be completed. In the months provided (February-June) we accomplished as much as time allotted. More time would have been useful. Despite, we will continue our efforts past the deadlines provided.
Would like to see the timeframe for implementing the grant longer but feel great strides were made to commit many community resources to work towards our goals.
Total (N=25)

APPENDIX D – SOCIAL MEDIA LOGIC MODEL

Shaping NJ Mini-Grant Evaluation: Social Media Component Logic Model

Inputs (What we invest)	Activities (What we do)	Outputs (How we measure what we do)		Outcomes -- Impact: *Short-term*	Outcomes -- Impact: *Long-term*
• Messages developed by individual grantees • Internet access • Grantee staff • Other individuals from the public • Other grantees • Social Media Technical Assistance by New Jersey Future	• Using Wordpress to: ○ post blogs about their own individual programs ○ respond to messages about Shaping NJ and/or other grantees' projects	• # of blogs posted (min = 5; starting 2/15/13) • # of photos posted to blogs • # of comments to blogs • # of replies to blogs • Site traffic measurement	Increased Shaping NJ "Klout score". (Baseline score is 18 – 2/1/13)	• Increased awareness of Shaping NJ strategies and role of the community pilots • Increased awareness of grantees' individual community obesity prevention programs • Increased community capacity to use new technology to promote community health • Increased community participation in obesity prevention initiatives • Increased communication between pilot sites • Increased visibility of obesity prevention strategies within the media	• Replication of successful initiatives at other sites within the target communities • Replication of successful initiatives across communities and outside the pilot municipalities • Continuing relationship between pilot communities • Leveraging social media to share lessons learned • Successful continuation of projects post-funding period • Decrease in actual obesity rates in participating communities
	• Using Facebook to: ○ post status messages about their own individual programs ○ share links about relevant to obesity prevention ○ respond to status messages about Shaping NJ and/or other grantees' projects	• # of new status messages or blogs posted • # of new status messages or blogs shared by others • # of 'likes' to status messages or blogs • # of comments to status messages or blogs • # of new friends to grantee Facebook profile • # of posts on internal FB page			
	• Using Twitter to ○ tweet about their own individual programs ○ respond to tweets about Shaping NJ and/or other grantees' projects	• # of tweets posted • # of comments to tweets • # of tweets retweeted by others • # of new followers of Twitter profile			

Assumptions: Grantees have access to the internet and have the tecnological capacity and skill to conduct the listed activities. Likewise, their community constituents have the access and skill to respond to their activities.

External Factors: Grantees have access to technical assistance services through the DoH and social media coaching services by Dan Fatton.

- - - = not required