

REM Script – Lansing and Flint

Introductions and Brief Overview

(10 minutes)

Thank you all for coming today! We wanted to begin by introducing ourselves, and then I'll talk through the agenda for this today, and then do some introductions.

My name is Dylan Galos from Wilder Research, and I'm here with my colleagues XX from the Michigan Fitness Foundation and my colleague Sera Kinoglu, who will have the chance to introduce themselves shortly. We've been working with the Michigan Fitness Foundation for the past few months to support their evaluation work.

In our discussions with Lila and the team at the Michigan Fitness Foundation, we heard that they wanted to learn more some of the broader impacts on the community of the businesses they've assisted over the years. These are the stories that may not always get told, or the ripple effects of this work. And so that's where this discussion comes in.

Tonight we'll be spending some time reflecting on some of these impacts. We'll be talking about changes you may have experienced personally, that you've seen with participants or experienced at your organization, as well as changes in your community.

So tonight's session will also be participatory. We're going to begin the evening with some individual reflection and then discussions in pairs and then share out. And then in the second half of the evening, we'll have a larger group discussion. Throughout these conversations, we'll be using a visual "mind-mapping" method, so we'll be working together to create a visual map out some of the ideas we hear. (What that looks like will become a little more clear as we begin.)

We do have a packed agenda and a great turnout this evening. We'd like to hear from as many people as possible, so we may redirect the conversation at some points.

I would also like to acknowledge that any information we gather today will be confidential. Your name will not be associated with anything that is put on the map.

Does anyone have any questions?

We recognize that people in the room may be connected to SNAP-Ed work in different ways. So let's begin with some introductions.

Please share your name and briefly, how you're connected to SNAP-Ed work in your community. We'll go around the whole room.

To bring:

- Sign in sheet
- Agendas for participants
- Sharpies and pens
- Facilitator script
- Laptop with XMind mapping program loaded & working
- LCD projector
- Giant post-it notes
- Extra paper

[Introduce key staff in the room too.]

Appreciative inquiry questions (30 minutes)

Now we are going to ask you to reflect on your experience with SNAP-Ed in your community. On the back of your agenda, you'll see three questions:

- What is one important change that you've seen or that you've experienced personally that has come out of the work of SNAP-Ed?
- What new or deepened connections have you made with others as a result of SNAP-Ed?
- How are organizations or individuals working together differently as a result of SNAP-Ed?

Take about five minutes to individually reflect on these questions and feel free to jot any ideas on the back of the agenda. You can focus on any or all of the questions. With your permission, we'll collecting these at the end of today's session, so please do your best to write clearly.

[After five minutes of quiet reflection]

Alright, now you'll pair up with a partner to share what you wrote down. Find someone who you do not know very well and take about the next 10-15 minutes to talk about what you wrote down. By the end of this time, I'll ask you to each write down on the post-its one or two key impacts that you talked about during the discussion. We'll ask you to be as specific as possible with the examples you put on the post-its. (Please put one idea per post-it.)

[After 10-15 minutes, bring the group back]

Let's now go around and share with the larger group what you discussed with your partner.

You can come up and put your post-its on the wall. For right now, I'll ask that you just share one or two examples, but you will have a chance to offer additional ideas later in the discussion. If by the end of the discussion, there are ideas that you did not have a chance to share but that you think are important for us to know, please feel free to write them down on the back of your agenda. If what you share seems related to something someone else has already put on the wall, you can put it near that comment on our map.

At first, comments on the map may seem "all over the place." Over time, it gets clearer as we hear how things are connected.

(Go around to each participant to get short reports on what they shared.)

Thank you all for sharing your ideas. Let's take about a ten minute break, and when we come back, we'll talk about some of the key themes we heard and explore some of the ripples from this work.

-10 MINUTE BREAK-

Theming (10 minutes)

[During the break, the facilitator and mapper work together to begin to initially categorize the responses on the map and discussion how to focus the first rippling questions. After about ten minutes, bring the group back together.]

During the last part of the session, I was entering what you put on the wall into a mapping program on the computer. Over the break, we built on some of the initial groupings that you started to come up with to identify some key themes based on what we heard from your stories.

These themes are just a way to help us begin to organize the many changes all of you listed.

[Mapper walks through each theme and provides several examples of the types of items that they placed under each.]

- Would you take out or change any of the themes I listed?
- Did you hear any other key themes?

[Mapper should make adjustments to the map based on the group's feedback.]

Rippling questions (35 minutes)

In this phase of conversation, we focus on the “so what” – as in, with all the changes that have come out of SNAP-Ed work, what difference did it make for you? For your organization? For participants?

As we discuss your answers, [Mapper] will continue to map them to see what connections emerge.

Just a couple of guidelines for this part of the session:

- Review the way your comments show up on the map. We invite you speak up if it doesn't reflect what you've said, either in terms of the overall idea, or if there are key names or terms that we didn't get quite right.
- The map at the end of the evening will by no means be final. It may still look a little disorganized, so we will take it back and clean it up. We may also interview a couple of people who were not able to attend tonight's session but whose input should be included, and we will work with the Michigan Fitness Foundation to finalize the map. If you'd like to receive a copy of the final map and summary, we have a sign-up sheet by the door.

So let's begin.

1. How has SNAP-Ed impacted participants' knowledge, skills, or awareness related to health? What changes in health behaviors have you observed among participants as a result of SNAP-Ed?

2. How has SNAP-Ed influenced *how* participants are engaged in efforts to improve health?
 - a. What efforts have been made to engage participants as leaders as a result of SNAP-Ed?
3. What relationships have you seen formed or strengthened as a result of SNAP-Ed?
4. How has SNAP-Ed shifted organizations' understanding of or capacity to address health or health equity?
 - a. In what ways has SNAP-Ed impacted organizations' knowledge of or capacity to address the needs and interests of participants?
5. What changes in policies or practices have happened as a result of SNAP-Ed?
 - a. How is the policy change leading to changes in practices used by organizations or institutions?
6. Some programs can also change how large or powerful systems – like school systems or city councils - function. What, if any, types of system changes have happened that you feel are related to SNAP-Ed?
7. What changes in your community's physical environment have you seen as a result of SNAP-Ed - such as the types of food-related resources that are available, how people get to or use these resources, or where people feel welcome?
8. What financial or economic impacts have you seen as a result of the SNAP-Ed work?
9. Are there any other unexpected things that have happened as a result of your involvement with SNAP-Ed?
10. What challenges were encountered along the way in this work? Are there things that happened as a ripple of the program that you wish hadn't happened?
11. Other factors, such as community's economy, the current political climate, or other programs in the community can also have an impact on community development. From your perspective, are there other factors in the community that have either contributed to positive impacts or creating negative impacts?

Reflection and closing (10 minutes)

The map may still look a little messy, but let's take a few moments to review our map so far.

- Have we missed anything really important? If so, let's add it.

- What seems most significant?
- At this point, what is most impressive to you about what is on the map or that you heard today?

If there is still something we did not have time to get to, please write it down on the back of the agenda in as much detail as you are able and we will incorporate it into the map.

THANK YOU for your help here today and for your efforts!