

**UWE**

# **Writing for the Brand**

**ENGAGE 2024**



# Importance & Value of Reporting

Matt Helie





# Why Reporting Matters

- **Demonstrating value – local, state, national**
- **Determining whether our program made a difference**
- **Seeing whether our program should continue**
- **Encouraging & invigorating volunteers and participants**



# At the Local Level:

- **Demonstrate your impact to local government and community members**
- **Let volunteers and participants know how impactful their work has been to the community**
- **Inspire new program participants and community partners**





# At the State & Federal Levels:

- **Demonstrating value to state and federal funders**
- **Raising awareness of our efforts at the state and federal legislatures**
- **Advocating for more funding, outside support, grants**
- **Speaking to the impact of our programs at a national level**





# On a Personal Level:

- **Impact statements and success stories remind us why we do this job**
- **Sharing our successes with our coworkers and supervisors**
- **Career growth and performance reviews**





# Annual & Impact Reporting

Glenn Owings





# Annual Reporting

- **Captures your effort on paper**
- **Communicates your work to your supervisor**
- **Connects efforts to outcomes**
  - **Numerical component: includes race/ethnicity/gender data and contact numbers**
  - **Descriptive component: location, programmatic area, educational hours, collaborations**



# Impact Statements

- **Highlight your most meaningful and effective programs**
  - **Do need to meet some specific benchmarks so they can be used effectively**



# Effective Impact Statements:

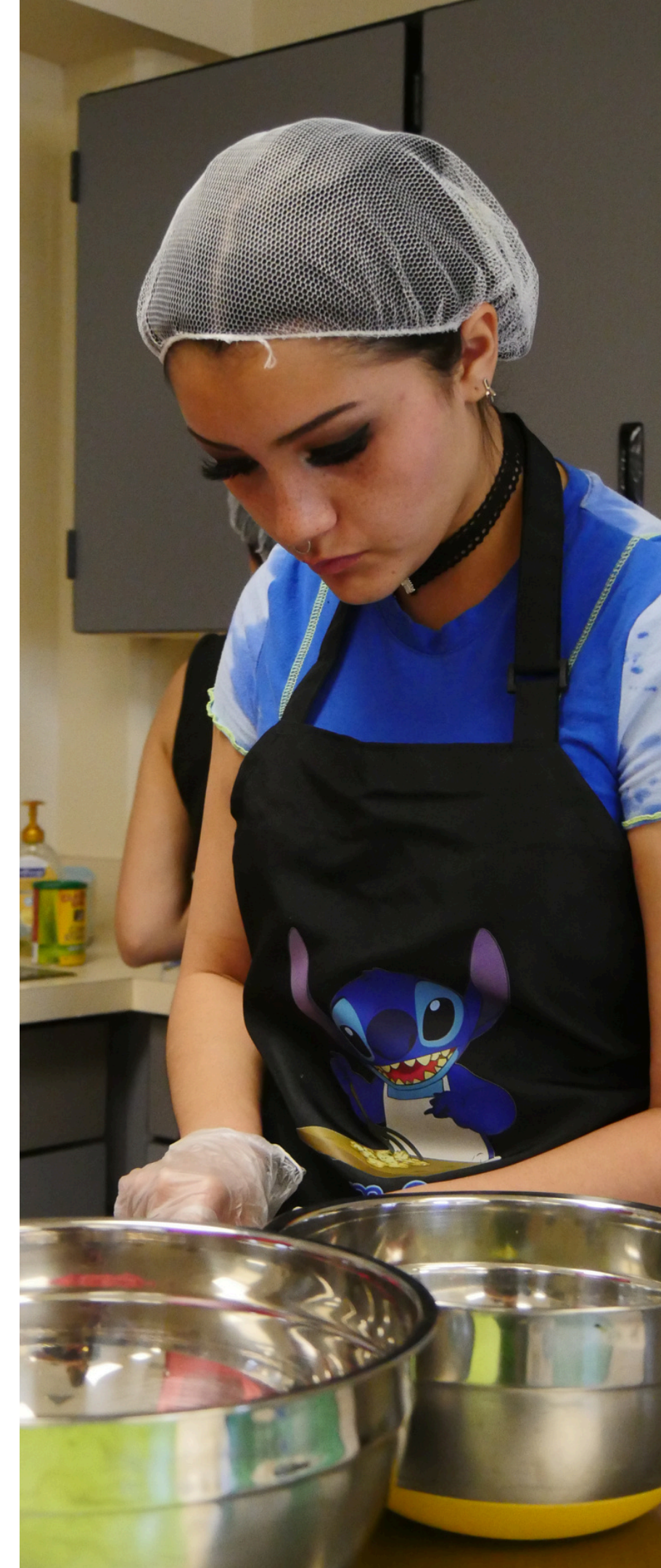
- **Tell a compelling story**
- **Note changes in knowledge, behavior, or conditions**
- **Combine quantitative data with personal experiences**





# Impact Statements Used by:

- **Extension Administrative Team**
- **Communications and Technology**
- **Ultimately...the public!**





# How Impact Reports are Used

David Keto





# Impact Report Audiences

- **Federal delegation and agencies**
- **State legislators, key stakeholders and partners**
- **Board of Trustees**
- **County commissioners and stakeholders**





# Federal

- **NIFA reporting system (NRS)**
- **National land-grant impact database ([landgrant.org](http://landgrant.org))**
- **Content repurposed by NIFA ([nifa.usda.gov/news](http://nifa.usda.gov/news))**
- **NIFA-social and monthly themes**





# State

- Handout to state legislators, agencies, key stakeholders during legislative session
- On demand to respond to priorities





# University

- **BOT-as needed**
- **Engagement office-more storytelling in the future**
- **Office of Research**
- **Other collaborators**



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# Counties

- **For new commissioners and annually**
- **Key stakeholders and collaborators**
- **On demand with county specific impact statements**





# The new look



## MEETING WYOMING CHALLENGES WITH WYOMING SOLUTIONS

### 2024 Impacts



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### Community Vitality & Health

## Foster Community & Economic Vita

As Wyoming residents, we all share a passion for our natural resources and environment. Extension understands the complexity of managing these resources across a range of landscapes, interest groups, and desired outcomes. Our educators work with stakeholders across the state to address the resource challenges presented by our weather and climate to improve sustainability and achieve positive resources outcomes that bring multiple perspectives to the table.

At the direction of the Wyoming Governor's Office, UW Extension Educators partnered with the UW School of Energy Resources, UW Ruckelshaus Institute, and the Wyoming County Commissioners Association to host a series of public discussions on the BLMs Rocks Spring's Resource Management Plan. These partners helped provide to public a forum to thoughtfully and productively share their views on a particular contentious issue that affects both livelihoods and natural resources.

Extension Educators and Specialists offer pesticide safety education sessions across the state ensuring applicators can safely and effectively manage plant and animal pests to protect resources and maximize the efficiency of time and money spent on pest management.

In the last several years, particularly since the pandemic, Wyoming has seen an influx of new rural small-acreage landowners taking advantage of remote work or retiring to live the "country life." Our educators have responded by leading workshops, providing print and digital resources, and providing individual consultations to help new residents understand the challenges of climate, soils, plants (including weeds), and water that come with living in Wyoming. These efforts have helped rural landowners feel more confident in their ability to manage their properties, protect natural resources, and achieve their land management goals.



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# A few details

- **Will lag a year**
- **C&T will edit state level document**
- **Can consult for county level**
- **More details are better**
- **Can submit more than one statement**
- **Can link to additional resources**







# Lessons From CNP

Kali McCrackin Goodenough



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# About CNP Impact Reporting

- Reporting process
- Data
- Stories





# Components

- Overview
- Challenge
- Solution
- Stories



## WYOMING CENT\$IBLE NUTRITION PROGRAM

### 2023 IMPACTS | SNAP-Ed | EFNEP

#### OVERVIEW

The Cent\$ible Nutrition Program (CNP) is funded by two USDA grants, the Supplemental Nutrition Assistance Program-Education (SNAP-Ed) and the Expanded Food and Nutrition Education Program (EFNEP). SNAP-Ed and EFNEP help Americans with limited resources gain skills necessary for improved nutrition and physical activity. CNP provides nutrition and physical activity education to adults and youth, and works with local partners to support healthier communities. Through these efforts, CNP aims to help Wyoming's families with limited resources eat healthier for less while decreasing chronic disease and obesity.

CNP is part of the University of Wyoming Extension and covers every county and the Wind River Reservation in Wyoming.

#### CHALLENGE



of Wyoming households report being **food insecure**<sup>1</sup>



of people in Wyoming have **limited resources** (up to 185% of federal poverty level)<sup>2</sup>

Of Wyomingites with **limited resources**:



of adults are **overweight**<sup>3</sup>



of adults are **obese**<sup>3</sup>



of youth are **obese or overweight**<sup>4</sup>

<sup>1</sup> U.S. Department of Agriculture. [Household Food Security in the United States in 2022](#).  
<sup>2</sup> U.S. Census Bureau. [2022 American Community Survey 1-Year Estimates](#), Poverty Status in the Past 12 Months.  
<sup>3</sup> Centers for Disease Control and Prevention. BRFSS Prevalence and Trends Data, 2022.  
<sup>4</sup> [Data Resource Center for Child and Adolescent Health](#). The National Survey of Children's Health, 2022.  
\* as defined by households making less than \$15,000/year  
\*\* based on household income of 100-199% of federal poverty level



# Example: CNP Highlight Report


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This material was funded by USDA's Supplemental Nutrition Assistance Program - SNAP and the Expanded Food and Nutrition Education Program-EFNEP. This institution is an equal opportunity provider.

#### CHALLENGE

- 11.4% of Wyoming households report being **food insecure**<sup>1</sup>
- 24.4% of people in Wyoming have **limited resources** (up to 185% of federal poverty level)<sup>2</sup>

Of Wyomingites with **limited resources**:

- 24.5% of adults are **overweight**<sup>3</sup>
- 34.4% of adults are **obese**<sup>3</sup>
- 29.2% of youth are **obese or overweight**<sup>4,5</sup>

<sup>1</sup> U.S. Department of Agriculture. Household Food Security in the United States in 2022.  
<sup>2</sup> U.S. Census Bureau. 2022 American Community Survey 3-Year Estimates. Poverty Status in the Past 12 Months.  
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#### SOLUTION: NUTRITION EDUCATION

##### ADULTS

CNP teaches a series of 8 lessons to adults, covering topics including MyPlate, food safety, cooking, menu planning, budgeting, and physical activity. In 2023, CNP taught classes in-person and online to 774 adult participants, with 672 graduating from the program. Graduates with matched pre and post assessment showed the following outcomes:

- 98% improved in 1+ **nutrition practices**
- 95% improved in 1+ **food resource management practices**
- 28% improved in 1+ **food security indicators**
- 84% improved in 1+ **food safety practices**
- 77% increased **physical activity**

##### YOUTH

CNP teaches K-12<sup>th</sup> grade youth using age-appropriate curricula. In 2023, 1,219 youth graduated from CNP lesson series. Below are select outcomes for youth in grades 3<sup>rd</sup>-12<sup>th</sup>.

Grade	Graduates	Outcomes
3 <sup>rd</sup> -5 <sup>th</sup> Grade	528	<ul style="list-style-type: none"> <li>40% increased in eating <b>vegetables</b></li> <li>36% increased in eating <b>fruit</b></li> <li>36% increased in how often they participate in <b>physical activity</b></li> </ul>
6 <sup>th</sup> -12 <sup>th</sup> Grade	288	<ul style="list-style-type: none"> <li>59% increased the number of <b>vegetables</b> consumed</li> <li>54% increased the number of <b>fruits</b> consumed</li> <li>49% increased the number of days they are <b>physical active</b> for at least an hour</li> </ul>

#### SOLUTION: COMMUNITY INTERVENTIONS

CNP focuses community intervention efforts in five areas: food pantries, local food, K-12 youth settings, early childhood education (ECE) sites, and Department of Family Services (DFS) referrals. Together, these interventions help make the healthy choice the easy choice in locations where Wyomingites with limited resources live, play, work, eat, learn, and shop.

*"The Cent\$ible Nutrition classes have helped our family. Budgeting is easier for me now, and we have saved \$150 a month on groceries. Everything is more expensive, and I have become more aware of needs over wants. We are not buying junk every day like we used to. We used to just toss stuff in the cart, but we now focus on sales. We are also eating more fruits and vegetables than ever."*  
-Uinta County Graduate

- Food Pantries**  
16 food pantry sites  
293 nutrition supports adopted  
12,699 people reached
- Local Food**  
41 partnerships  
27,321 pounds of local food donated to anti-hunger organizations
- K-12 Youth**  
18 K-12 youth sites  
415 nutrition & physical activity supports adopted or maintained  
1,518 youth reached
- ECE**  
34 ECE sites  
486 nutrition & physical activity supports adopted or maintained  
1,430 youth reached
- DFS Referrals**  
1,482 referrals  
77 referrals enrolled in CNP  
5.2% of CNP adult participants were DFS referrals in 2023

Visit [www.cncp.org](http://www.cncp.org) for more about our work or find us on Facebook: [www.facebook.com/UWCNP](https://www.facebook.com/UWCNP)

#### NEW COLLABORATION BRINGS WHOLE GRAINS TO THE WYOMING FOOD SECURITY SYSTEM

It takes a whole community to help make healthy food available to neighbors facing food insecurity. A new partnership between Wyoming Heritage Grains, Food Bank of Wyoming, the University of Wyoming Extension, and the Cent\$ible Nutrition Program (CNP) is doing just this through a donation of Wyoming-grown grains.

"This partnership brings together food producers and processors, agricultural research, food security agencies, and nutrition education to address food insecurity through a collaborative approach," said Mindy Meuli, director of CNP.

Through this collaboration, 2,000 pounds of milled spelt flour and 700 pounds of wheat berries are entering the Wyoming food security system. This effort comes at a time when food costs are rising and food pantries across the state are seeing more patrons than in the past. Food banks and food pantries play a vital role in addressing food insecurity along with food assistance programs like the Supplemental Nutrition Assistance Program (SNAP) and nutrition education programs like CNP. Many of these agencies and programs are also considering how access to nutritious foods fits into food security. Availability of fruits, vegetables, low-fat dairy, and whole grains at anti-hunger organizations is a big part of this work. The donation of locally grown spelt flour and wheat berries will boost these efforts, as both are whole grains.


"The donation of whole grains has a double benefit," said Meuli. "Not only does it increase food access, it addresses nutrition security, which provides nutritious and healthy food options to people who are food insecure."

"I think it's really important for people to eat real, whole food and so I was all about this project," said Sara Wood, owner of Wyoming Heritage Grains. Wood is a producer based out of Ralston, Wyoming. Her family homesteaded in the area and has been growing grains for 80 years. She grew the Red Spring wheat berries for this donation project and donated her time to mill the spelt into flour. CNP connected Wood with Food Bank of Wyoming to help with transportation and distribution of the grains.

"Supporting local producers and food initiatives is part of the future of feeding our Wyoming neighbors," said Rachel Bailey, director of Food Bank of Wyoming. "With our large presence and distribution capabilities, Food Bank of Wyoming has the ability to transport these grains to our community partners across the state who can ensure that this nutritious food is going to neighbors facing food insecurity. We are thrilled to be able to support this partnership that includes the growers, processors, and the Cent\$ible Nutrition Program, who can educate those in need on how to utilize these wonderfully nutritious offerings."

To support this effort, CNP will work with local food pantries this summer to provide educational materials and cooking demonstrations using these grains.

"This is part of our program's mission to help improve food access in Wyoming," said Meuli.





# Example: SNAP-Ed Cross-Regional Report

**WYOMING SNAP-ED** Mountain Plains Region

**Wyoming's Approach**

Wyoming SNAP-Ed, called the Cent\$ible Nutrition Program (CNP), aims to help people with limited resources eat healthier on a budget. Using direct education and multilevel interventions, Wyoming SNAP-Ed addresses food insecurity; chronic disease and obesity prevention; and health disparities for the SNAP-Ed audience. CNP's county-based educators provide direct education to adults and youth with limited resources and connect with a variety of community partners to build a healthier Wyoming at a local level. Wyoming SNAP-Ed, administered through the University of Wyoming Extension, covers every county in Wyoming and the Wind River Reservation.

**Key Individual Impacts**

Of adult participants:

- 52% ate fruits more often daily.
- 53% ate vegetables more daily.
- 70% improved in one or more physical activity behaviors.
- 83% improved in one or more food safety practices.
- 93% improved in one or more food resource management practices.

**Additional Individual Impacts**

- 922 adults were reached.
- 1,748 youth were reached.
- 35% of youth improved fruit consumption.
- 34% of youth improved vegetable consumption.
- 39% of youth improved in duration of physical activity.

**Community Impacts**

Wyoming SNAP-Ed works with local partners to implement community interventions (PSE changes) that put healthier options within reach for SNAP-Ed audiences. In 2022, focus areas for interventions included food pantries, local food efforts, K-12 youth settings, early childhood education centers, and cross-referrals with agencies serving a similar audience. Additionally, Wyoming SNAP-Ed collaborates with University of Wyoming Extension specialists and Agricultural Research Centers to facilitate partnerships with statewide organizations working to reduce hunger in Wyoming.

**K-12 Youth PSE**

22	60
K-12 youth sites	nutrition and physical activity supports adopted
3,136 youth reached	

**Early Childhood Education**

22	72
early childhood education centers	nutrition and physical activity supports adopted
1,430 youth reached	

**Healthy Food Pantry**

13	40
food pantries	nutrition supports adopted
4,888 individuals reached	

**Local Food PSE**

58	35,354
partnerships	pounds of produce donated
16,870 individuals reached	

**Department of Family Services (DFS) Referrals**

1,281	5.2%
referrals received	of adult direct education participants came from DFS referrals

**Other Highlights**

**State Tribal Impact**

Wyoming SNAP-Ed strives to increase the health of individuals living on the Wind River Reservation (WRR) in central Wyoming. Two local SNAP-Ed educators, representing both the Eastern Shoshone Tribe and the Northern Arapaho Tribe, provide programming through direct education and PSEs, ensuring cultural relevancy and maintaining cultural sensitivity at the core of their work. The data below showcases the individual impacts for adults graduating from direct education classes on the WRR.

- 95% of adults improved in one or more dietary quality practices.
- 100% improved in one or more food resource management practices.
- 72% improved in one or more physical activity behaviors.
- 91% of adults improved in one or more food safety practices.
- 41% improved in one or more food security practices.

As part of SNAP-Ed partnership efforts on the WRR, local educators work with the Food Bank of Wyoming (FBW) on its mobile food pantry distribution. FBW is striving to provide more culturally appropriate food items to recipients and works with partners on the WRR to make this possible. To support this effort, Wyoming SNAP-Ed provides culturally relevant recipes to go with the food boxes. Since May 2022, 29 different recipes have been created and shared on a webpage, with 356 hits on the page, and 55 downloads of recipe cards since December 2022.

COVID-19 had a profound impact on participants and partners on the WRR. In 2022, many of Wyoming SNAP-Ed's previously established partnerships were revived, increasing from three in 2021 to 25 in 2022. A notable collaboration was established with the First Lady's Wyoming Hunger Initiative to purchase Instant Pots that were given to tribal Temporary Assistance for Needy Families class participants after completion of the lesson series. Instant Pots, or multipurpose electric pressure cookers, are a valuable tool for many SNAP-Ed participants, particularly on the WRR, who may not have access to kitchen equipment or appliances that are safe. Additionally, these tools allow participants to cook ingredients like dry beans, which are often distributed through anti-hunger organizations yet are time-intensive to prepare. Multipurpose electric pressure cookers decrease cook time, which may help participants cook at home more often and contribute to increased food resource management and food security. "The use of the Instant Pots gives the user time and new ways to cook food faster and safer," reports the WRR SNAP-Ed educator. Additional funding is being obtained through Farm Credit Services to continue this project statewide, including the WRR.



**Success Stories**

**Healthier Food Pantry Options**

"We are so thankful for the education received from Cent\$ible Nutrition. Because of what we've learned our pantry is shifting to healthier food options. A great addition has been our Diabetic Bin that Shelley helped us with. We continue to love offering fresh produce, as patrons have loved that addition. We continue to learn and grow and better suit the needs of our people all because of the help and education of Cent\$ible Nutrition working with us." - Food pantry director, Lincoln County



**Meal Ideas**

"I gained new ideas on meals to eat that are healthier and better snack choices. I know how to approach the grocery store. Better prep - using less and healthier oil. Thank you for showing me better nutrition and cooking healthier foods." - Laramie County adult graduate, 2022

**Mini-Grants Support Childcare Centers to Make Health-Focused Changes**

In 2022, Wyoming SNAP-Ed launched a new mini-grant program in collaboration with the Wyoming Department of Health. The mini-grants are designed to support childcare centers in creating environments that encourage healthy childhood nutrition and physical activity.

"Building healthy habits that last a lifetime starts during childhood and childcare centers can play an integral role in establishing these habits," says Mindy Meuli, director of Wyoming SNAP-Ed. "With this mini-grant program, we aim to support childcare centers in creating environments that encourage healthy childhood nutrition and physical activity practices, particularly those centers serving families with limited resources."

Childcare centers work with SNAP-Ed educators to complete an environmental scan to identify areas where they would like to make changes to meet best practices. The mini-grant then enables them to put these practices into place to support children in establishing healthy habits.

"This mini grant improved the overall quality of my program by addressing health and nutrition areas that I had not addressed," reported Sara Allison, director of Learning Safari Childcare in Green River. "I was able to purchase individual water bottles for each child and several large motor [skill] play sets to meet the two hours of active play goal during months that it's too cold to play outside."

In grant year 2022, 17 childcare centers received mini-grants, and a new round of funding is set to open in January 2023, in collaboration with the Wyoming Department of Health and the Wyoming Head Start Collaboration Office through the Wyoming Department of Education.





# Tips

- Data collection
- Audience
- Qualitative +  
quantitative data







# Impact Writing Tips

Brooke Ortel



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# **Before you start writing . . .**

- **What difference did your program make for clientele?**
- **How did their world improve?**





# 3 key components

- **Relevance**
- **Response**
- **Results/impact**





# Relevance

- **What issue did your program address?**
- **Audience: Who is the program for and why is this issue important to them?**
- **How can education help?**





# Response

- **What activities, events, or resources did you lead or develop to help clientele address the problem?**
- **Who/what/when/where**





# Results/impact: So what?

- **Positive changes in knowledge, behavior, or conditions (social, economic, environmental)**
- **Qualitative**
- **Quantitative**



# Be choosy

- **Do the numbers show both response and impact?**
- **Do they add to the story?**





# Readability

- **Consider your audience**
- **Avoid jargon**
- **Minimize acronym use**
- **Keep it brief & exact**





# Resources

- **APLU's Land-grant impacts database: [landgrantimpacts.org](http://landgrantimpacts.org)**
- **“County Impact Writing Guide,” University of Arkansas Cooperative Extension Service**
- **“Writing Effective Impact Statements: Who Cares? So What?” (Virginia Polytech)**
- **“Effective Impact Statements,” UNH Cooperative Extension**
- **UWE employee resources**