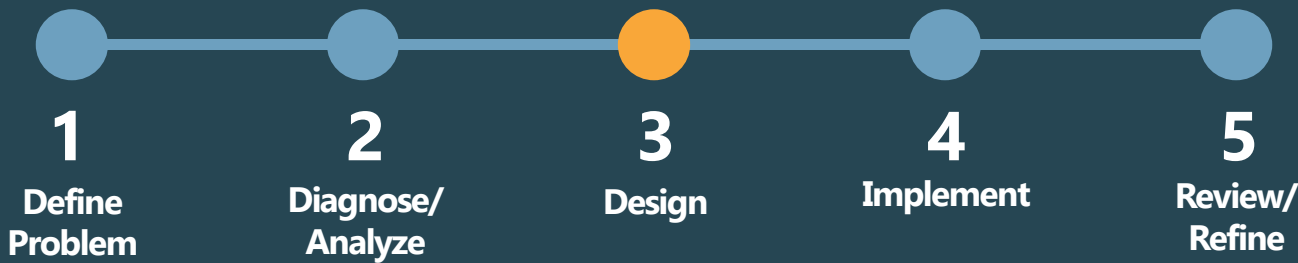


# 5 Steps to Improve SNAP E&T Participation and Engagement



## STEP 3 OBJECTIVE:

In Step 2, you gathered and integrated information from SNAP participants' lived experiences to deepen your understanding of the engagement problem area. In Step 3, you will brainstorm and prioritize a wide-range of solution ideas that could potentially improve engagement and address participant drop-off.

### A

#### "Change" Storm

Stretch your team's thinking by brainstorming potential solutions for your engagement problem across 4 categories for change: Written Communication Change, Oral Communication Change, Process Change, and Environment Change.

- Plan for 4 quick brainstorm rounds with your team, each lasting 3-5 minutes. Each round will be centered around a type of solution (right).
- For each round, allow team members 1 minute to quietly write down solution ideas for the given category.
- Then, for each round, give team members 2-4 minutes to share solutions round-robin style, encouraging team members to layer on new ideas.

##### Written Communication Change

New or revised letters, emails, social media campaigns, text messages, in-person signs or posters, branding

##### Oral Communication Change

New or revised phone scripts or talking points for staff

##### Process Change

Shortening or simplifying processes for participants to make it easier, reducing lag time for participants

##### Environment Change

Rearranging waiting room layouts, making information available in the lobby, changing "atmosphere"

### B

#### Decision Matrix

After your team has identified a wide range of possible solutions across categories, your next steps will be to prioritize the solutions you want to try out.

- Plan for a decision-making exercise with your team. Allow team members to nominate top solution ideas from your brainstorm session to evaluate.
- Use the Decision Matrix (left) to rate each nominated solution based on its potential for impact and its feasibility to implement.
- Solution ideas that rate high in both impact and feasibility should move forward!

