5 Steps to Improve SNAP E&T Participation and Engagement

SNAP to Skills

| 1	2	3	4	5
Define Problem	Diagnose/ Analyze	Design	Implement	Review/ Refine

STEP 4 and 5 OBJECTIVE:

In Step 3, you brainstormed and prioritized a range of solution ideas that could potentially improve engagement and address participant drop-off. In Steps 4 and 5, you will create a prototype for your solution, collect feedback from staff members and participants on the prototype, and launch a pilot that is informed by the data you collect.

A

Create a Prototype

A prototype is a simplified version of a solution that can be tested in order to quickly gather feedback. Some ideas, like changes to written communications, are easy to imagine as prototypes. Your team can easily mock-up a new letter, email, or flyer to test. Less tangible ideas, like changes to oral communication, can be prototyped, too. Your team can write up scripts or storyboards or even act out the new protocols for an eligibility interviewer communicating about SNAP E&T.
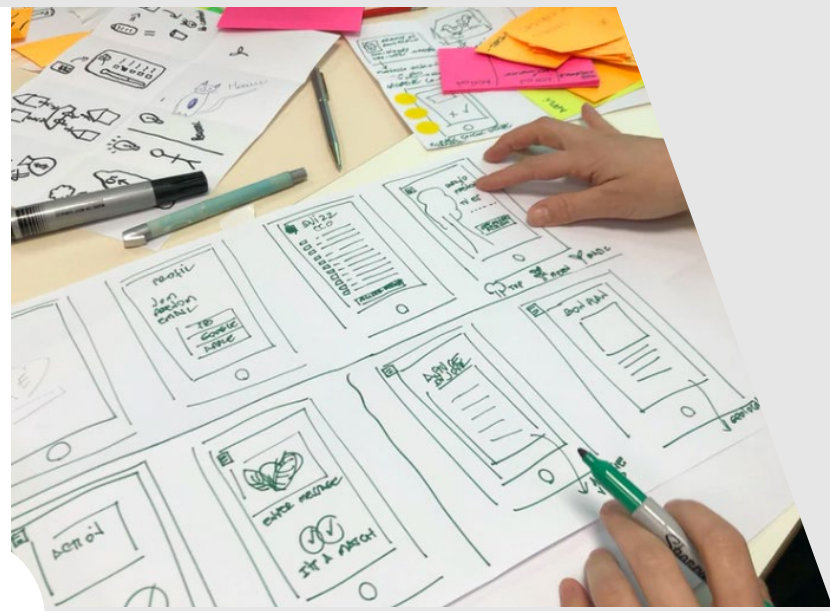
B

Get Feedback

Your team should try to get feedback from staff members and participants about your prototype as soon as possible. Plan to share early prototypes with the staff members who will be responsible for using the prototype with participants. If participants are accessible and willing, collecting their feedback early and often can be invaluable. Your team should welcome all feedback and consider critiques that challenge assumptions about how staff or participants might interact with the prototype. Using feedback and working with other stakeholders and partners, your team should continue to improve the prototype. If the prototype is not evolving, the team is likely not getting enough feedback or is not being responsive to feedback they do get.

C

Pilot and Refine

Your team should make a detailed plan for piloting the prototype, including how the effectiveness of the piloted prototype will be measured. The plan should focus on the nuts and bolts of implementation and concretely describe any necessary training and materials. Your team should closely monitor the implementation of the prototype and document how this solution is or is not going according to plan. If the prototype performance meets expectations, the team should continue to roll out full implementation. If needed, the prototype can be further refined and the pilot can continue, or the team can choose focus elsewhere.