

Using Social Media Data to Evaluate



Community Obesity Prevention Initiatives

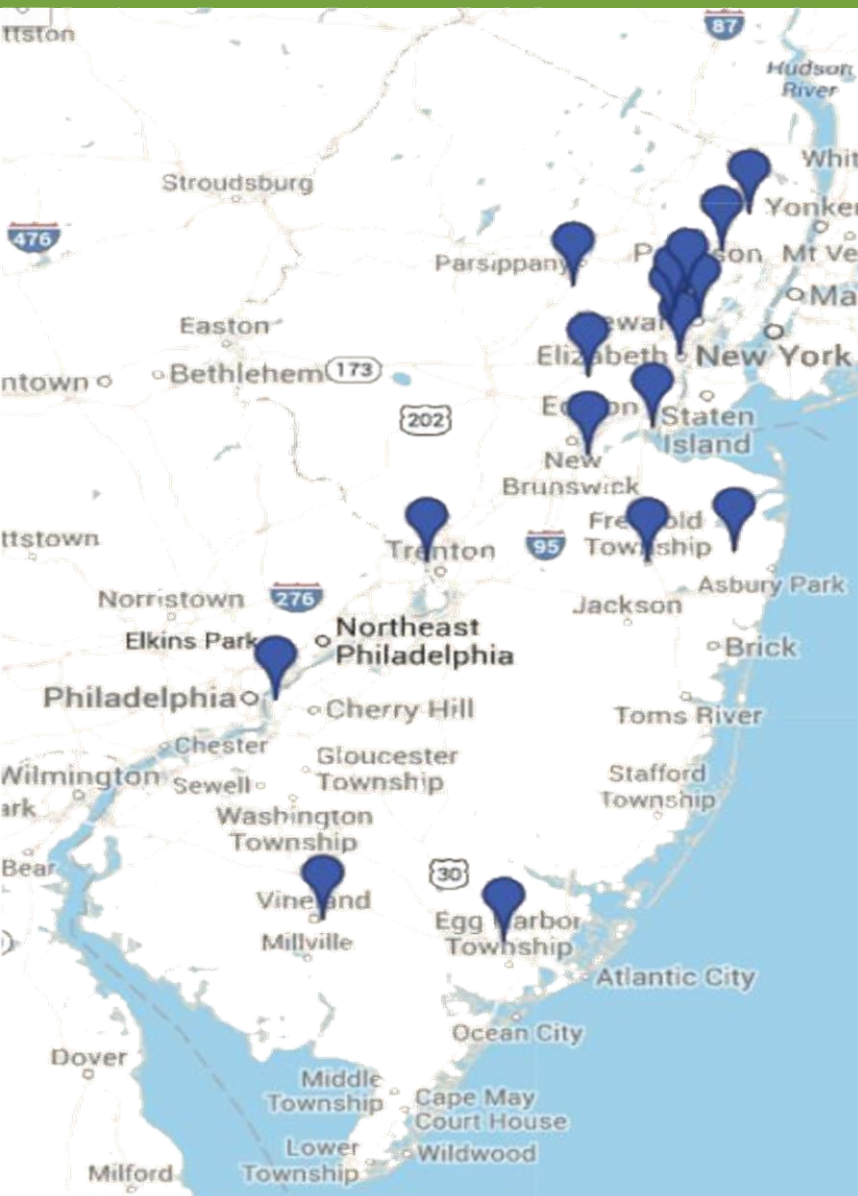


*eat
smart*

*be
active*

*live
well*





18 obesity prevention grants

Social media

Knowledge and Skill-building
Monitoring
Networking
Community outreach

<http://www.youtube.com/watch?v=QUCfFcchw1w>

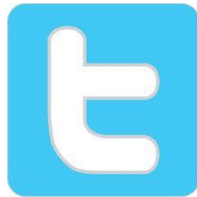
Social Media Revolution 2013 Video

Qualman, E. (2012, November 7). *Social Media Revolution 4*. Retrieved September 16, 2013, from
<http://www.youtube.com/watch?v=QUCfFcchw1w>

ShapingNJ Social Media Guidance Document



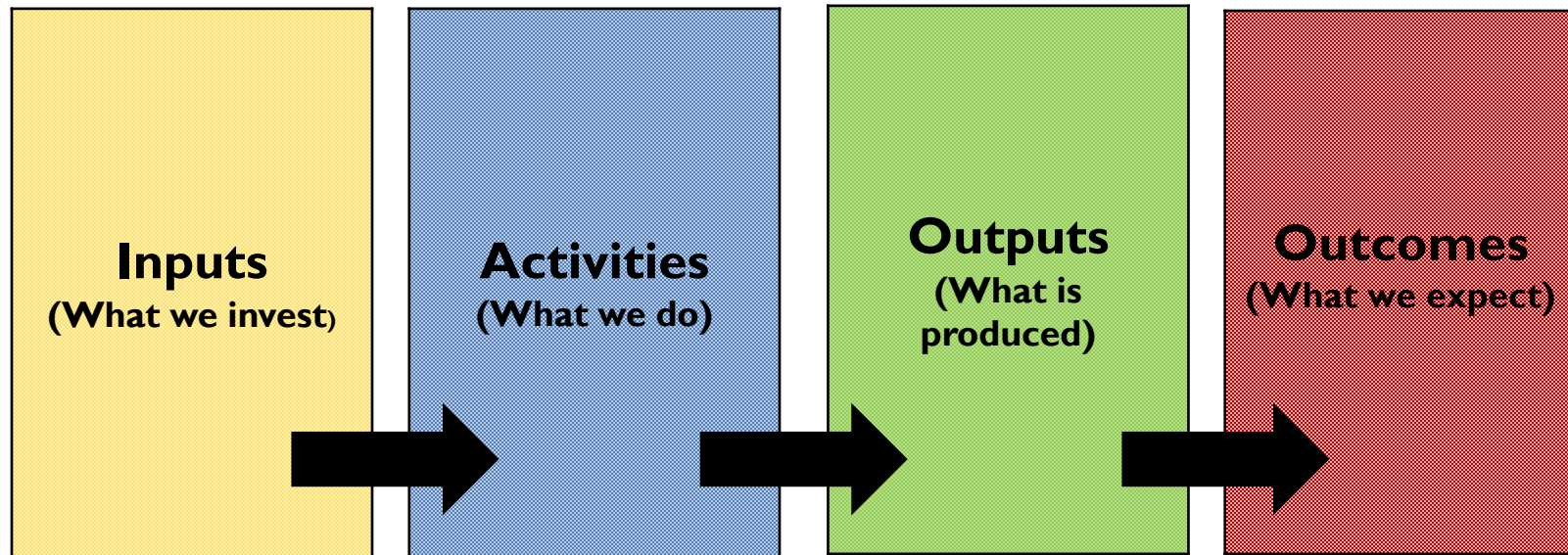
Training to
use



Impromptu Assistance

Formative and Summative Feedback

Logic Model



Assumptions

External Factors

Klout score



at start of project



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Posted on May 1, 2013 by ymcausa

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Healthy Connected Communities Begin With A Walk

*Elizabeth Community Leaders
Come Together to Discuss
Walkability Audit*

On Tuesday, April 23, 2013
nineteen Elizabeth and Union
County community leaders came
together to choose walking routes
for our Community Walkability
Audit on May 23, 2013. Leaders
included representatives from City
of Elizabeth, Trinitas Regional
Medical Center, Convent...



— Alan McCahay (YMCA of Eastern Union County)
presents information on Shaping Elizabeth Team.



After the audit we will all meet to hear results and recommendations in June 2013.

The YMCA of Eastern Union County, Trinitas, Regional Medical Center, Groundwork Elizabeth, The City of Elizabeth, Alan M. Voorhees Transportation Center, Rutgers and Michael Baker Corporation are working together on Shaping Elizabeth for improving the health and well-being of the residents of the City of Elizabeth.

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Facebook 1

Like this:



Like

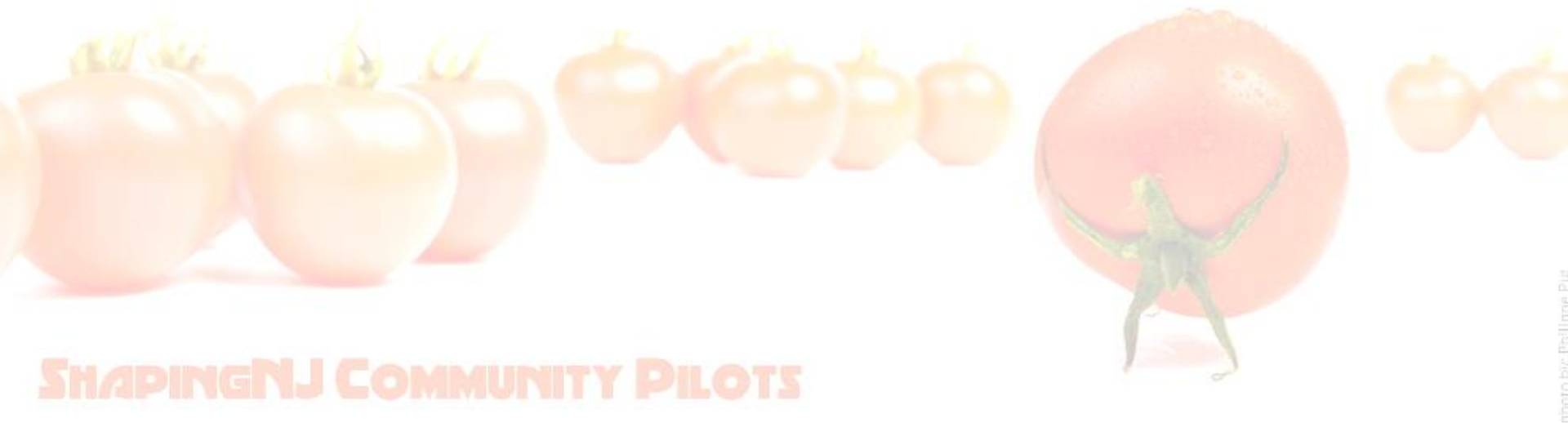
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This entry was posted in [Elizabeth](#) and tagged [Collaborations](#), [community health](#), [physical activity](#), [walk audits](#) by [ymcaeuc](#). Bookmark the [permalink](#).

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87 Blog posts



SHAPINGNJ COMMUNITY PILOTS

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61% of grantees met the blogging requirement



68.4%

of blogs included
photos



ShapingNJ shared a link.

October 10 



Results are in!

More than 75% of ShapingNJ community grantees successfully worked to change policies to make healthy food and physical activity more accessible.



**The Office of Nutrition and Fitness | ShapingNJ
Community Grantees Make their Communities
Healthier**

www.state.nj.us

2013 ShapingNJ Community Grant Project Outcomes

Like · Comment · Share

 1

 Regina Podhorin-Zilinski and 3 others like this.



Groundwork Elizabeth

Come Grow With Us! Community Garden Partnership news.

Today we held our weekly garden class at the Y in Elizabeth. We harvested full size, Antares Oakleaf red lettuce and Black Eyed Simpson green lettuce. Also staked out tomato plants with our resident tomato expert @christine Guryev. Basil, carrots, dill, eggplants, okra, peanuts, pepper, and tomatoes are all growing well with no sign of pest or rot. A few peanuts looked a bit wilted but are expected to survive.

We are always looking for volunteers! Inbox us or message project director Jackie Park Albaum if you have some time to help out in the gardens or if you have a couple of hours you can give from home we need some help entering in our weekly garden reports (we can scan and send!)...

[See More](#)



Elise Bremer-Nei

Great turnout at Union Baptist Church in Trenton this morning for Walk to School Safety Assessments with Partnership for Healthy Kids! — with Leigh Ann Von Hagen.



[Like](#) · [Comment](#) · [Share](#) · June 8 at 10:21am near Trenton, NJ



Sandy Segrest Van Sant

Shaping Red Bank had a very successful outing with a 3rd grade class from Red Bank Primary School last week! Walked with their teacher and one parent using our pedometers to 2 of our bodegas that participate in the Healthy Pick program and then onto to Soul Kitchen's raised bed gardens!

[Like](#) · [Comment](#) · June 11 at 1:26pm



239 status updates

360 likes

52 comments

48 shares



ShapingNJ @ShapingNJ

22 Feb

@NatlGardenAssn Youth Garden Grant Award winner
@RVYMCA more community #gardens & healthy foods soon!
shapingnj.wordpress.com/2013/02/22/rar... #shapingnj

Collapse

← Reply 🗑 Delete ★ Favorite ⋮ More

1

RETWEET



7:52 AM - 22 Feb 13 · Details

Reply to @RVYMCA



ProdigalsTweets @ProdigalsTweets

20 Feb

Read about the first of our @ShapingNJ events here:
Community Clean Up wp.me/p36xdy-1N via @wordpressdotcom
#ShapingNJ

 Retweeted by ShapingNJ

Collapse

 Reply

 Retweeted

 Favorited

 More

1

RETWEET

1

FAVORITE



5:43 PM - 20 Feb 13 · Details

Reply to @ProdigalsTweets @wordpressdotcom



ShapingNJ @ShapingNJ

@njhealthykids #Trenton partnership focuses on walk audits, @SafeRoutesNJ & faith community
shapingnj.wordpress.com/2013/02/20/tre... @trentonymca
#shapingnj

Favorited by Safe Routes NJ

View photo

20 Feb



ProdigalsTweets @ProdigalsTweets

We're empowering our kids thanks to @ShapingNJ! Check out our Gardening 101 Class. bit.ly/Zx9XnF #HealthyLiving #ShapingNJ

Expand

20 Mar

WordPress.com

Prodigal Progeny Gardening 101 Class

Prodigal Sons & Daughters Redirection Services Inc. hosted an information session for the children of our members to learn how to plant seeds that will be moved to our Paradise Gardens communit...

[View on web](#)



njhealthykids @njhealthykids

Gardening in Garfield with @GarfieldYMCA wp.me/s36xdy-91
#ShapingNJ #communitygardens via @ShapingNJ

View photo

14 Feb



ProdigalsTweets @ProdigalsTweets

Have we told you how much we love our volunteers?
wp.me/p36xdy-be We're so grateful to have so many hands in
#ShapingNJ

View details

31 May



ShapingNJ @ShapingNJ

#Walking trails, #AtlanticCity parks, vouchers for #produce and
#healthy food demos from @AtlantiCareNJ
shapingnj.wordpress.com/2013/02/19/atl... #shapingnj

View summary

19 Feb



Garfield YMCA @GarfieldYMCA

The Garfield YMCA Celebrates Healthy Kid's Day with a
Ribbon Cutting of the Jewel Street Community Gar…
wp.me/p36xdy-ad

Retweeted by ShapingNJ

View details

8 May



Laura Torchio @bikepedlit

@ShapingNJ Community Grantees Rocking lessons learned w/ Kate
Kraft, Janet Heroux and Dan Fatton on cell #shapingnj
pic.twitter.com/7moF9DMrJJ

View photo

20 Jun



ShapingNJ @ShapingNJ

@YMCAEUC has a new logo for the
1 Flight Up, 2 Flights Down campaign
shapingnj.wordpress.com/2013/03/11/one... @blousteinschool
@ElizInsideOut #shapingnj

View photo

11 Mar



NJBWC @NJBikeWalk

Final @completestreets & @saferoutesnow workshop tomorrow!
#SustainableJersey & #ShapingNJ newjerseybikewalk.org/?p=415

Favorited by NJBWC

Expand

20 Jul 11



ShapingNJ @ShapingNJ

#bikeracks coming soon in @redbank_nj to complement
@completestreets policy and @SafeRoutesNJ program.
shapingnj.wordpress.com/2013/02/14/mon... #shapingnj

View summary

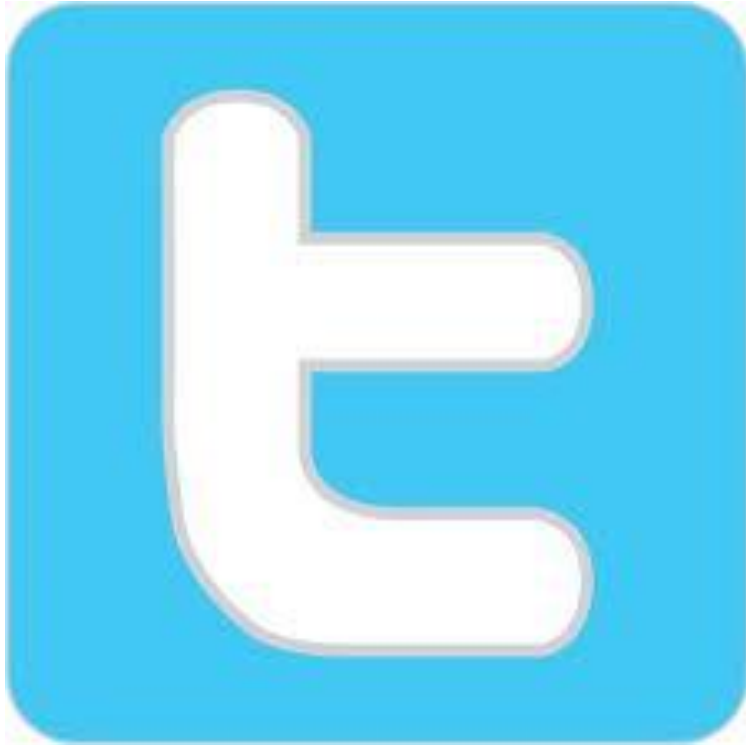
15 Feb



Center for Research and Evaluation
on Education and Human Services

American Evaluation Association October 19, 2013 Washington, DC





27 tweets

46 retweets

19 tweets retweeted

7 comments

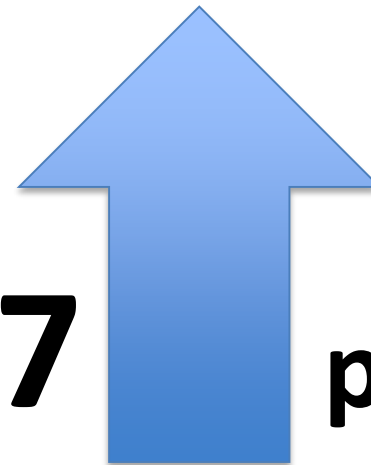
5 tweets favorited

Klout score



at project end

27



points



Increased **capacity** to use technology



Increased **awareness** of grantees' **community** obesity prevention programs



Increased **communication** between grantees



Increased **awareness** of **ShapingNJ**
strategies



Increased **participation** in obesity prevention
initiatives



Increased **media visibility** of obesity
prevention strategies

Supported program improvement

Real time monitoring

Outreach mechanism

Measuring outreach



Outreach versus
monitoring

Technology
limitations

Teasing out the part versus
the whole



Increase interaction between grantees

Connect
grantees to their
communities

Customize technical assistance





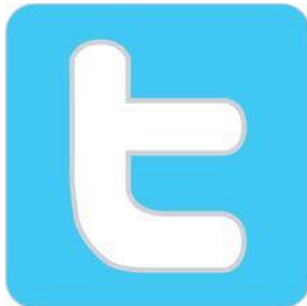
www.shapingnj.gov



Phillipe Put

SHAPINGNJ COMMUNITY PILOTS

www.shapingnj.wordpress.com



shapingnj

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