

Farm to Early Care and Education Shared Metrics: Outcomes, Indicators, and Measures for Farm to ECE Evaluation

Social Media Toolkit

The National Farm to School Network (NFSN), in partnership with The Policy Equity Group, has developed the Farm to Early Care and Education (Farm to ECE) Shared Metrics resource. This resource is intended for farm to ECE practitioners and evaluators to guide planning, implementation, research, evaluation, and reporting efforts. The resource focuses on outcomes, indicators, and measures specific to farm to ECE and emphasizes metrics related to equity. This work aligns to farm to ECE-specific metrics and tools to move our collective work forward under shared priorities and language. This alignment of priorities can also guide and improve decision making for policymakers and funders who can make better informed decisions on the growth and direction of the farm to ECE movement. The new [farm to ECE metrics resource](#) consists of:

- Farm to ECE Shared Metrics: Outcomes, Indicators and Metrics for Farm to ECE Evaluation
- Farm to ECE Shared Metrics User Guide and Framing Resource
- Farm to ECE Shared Metrics Guidance Video
- Farm to ECE Shared Metrics Blog Post
- Farm to ECE Shared Metrics Sharing Toolkit
- Farm to ECE Shared Metrics Webinar (coming soon!)

Stay connected with us for more content, information, and opportunities to get involved:

Policy Equity Group:

- Visit our website at policyequity.com
- @policyequity - follow us on Twitter
- Follow us on Facebook by searching for “The Policy Equity Group”
- Follow us on LinkedIn by searching for “The Policy Equity Group”

National Farm to School Network:

- Visit our website at farmtoschool.org
- #farmtoschool - Use these hashtags in your social media messages
- @FarmtoSchool - follow us on Twitter and Instagram
- Follow us on Facebook by searching for “National Farm to School Network”

Ways to Share

- **Social Media Posts** Use the suggested content or create your own.
- **Blog and Newsletter Content** Include the sample content and link to the new resources at farmtoschool.org/resources-main/farm-to-ece-metrics

Social Media Posts

Handles

- National Farm to School Network (producer) @farmtoschool
- Policy Equity Group (producer) @policyequity
- W.K. Kellogg Foundation (funder) @WK_Kellogg_Fdn
- Centers for Disease Control & Prevention (partner) @CDCgov

Hashtags

#ECE
#F2ECE
#FarmToSchool
#SchoolGardens
#TrueFood
#SchoolMealsForAll
#Farm2School
#FarmtoSchool
#GardenBasedLearning
#EarlyChildhood

LinkedIn / Facebook Sample Posts:

1. Farm to Early Care and Education programs can help children, families, and caregivers learn and grow through increased access to local foods, edible gardens, and food and agricultural education. But how do we know they're living up to their promise?

Our new tool has answers. It offers #F2ECE practitioners and evaluators a set of shared metrics to measure the impact and outcomes of Farm2ECE programs. Check it out – and help us grow the movement! farmtoschool.org/resources-main/farm-to-ece-metrics

2. Thanks @FarmToSchool for working with us to produce our new tool for #FarmToECE practitioners and evaluators and @WK_Kellogg_Fdn for supporting it!

We developed this tool to help the field ensure F2ECE programs are reaching their full potential to help children, families, and caregivers eat healthy and well, learn, and grow and to advance equity and justice. Take a look, share it, and help us grow the #Farm2School movement! farmtoschool.org/resources-main/farm-to-ece-metrics

Sample Twitter Posts:

Just out! New tool to help the #ECE field assess the impact and outcomes of Farm-to-Early Care and Education programs. Check it out here:

farmtoschool.org/resources-main/farm-to-ece-metrics

Thanks @FarmToSchool for working with us to produce our new evaluation tool for #FarmToECE practitioners and evaluators, and thanks @WK_Kellogg_Fdn for supporting it! Take a look – and help us grow the #Farm2School movement!

farmtoschool.org/resources-main/farm-to-ece-metrics

Local food! Edible gardens! Agriculture education! These core elements of #Farm-to-ECE programs help nurture kids, families, and communities. Check out our new tool to learn how to grow #F2ECE programs and the Farm-to-School Movement!

farmtoschool.org/resources-main/farm-to-ece-metrics

#FarmToECE programs increase access to local foods, edible gardens, and food and ag education for our youngest learners and their families and caregivers. Take a look at our new tool to learn how to assess and support these important programs.

www.farmtoschool.org/resources-main/farm-to-ece-metrics

#Farm2ECE programs help kids, families, and communities eat healthy food, learn, and grow. But how do we know they're working? Our evaluation tool has answers:

www.farmtoschool.org/resources-main/farm-to-ece-metrics

Attn #Farm-to-Early Care and Education practitioners: Check out our new tool to evaluate your F2ECE program: www.farmtoschool.org/resources-main/farm-to-ece-metrics

Do you need to assess your #FarmToSchool program, but aren't sure where to start? Take a look at our new #F2ECE evaluation roadmap – it shows the way to effective assessment:

www.farmtoschool.org/resources-main/farm-to-ece-metrics

We know that #Farm2ECE programs have tons of potential – but determining whether they're reaching their full potential is tricky. Our new tool offers clarity. It aims to help practitioners and evaluators ensure these important programs are reaching their goals and helping kids, families, and communities grow. www.farmtoschool.org/resources-main/farm-to-ece-metrics

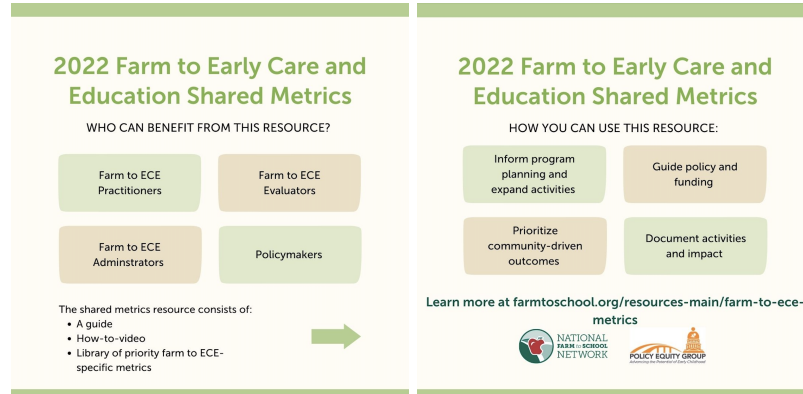
Is your #Farm2ECE program meeting its goals? Our new guide gives practitioners and evaluators in the field a “menu of metrics” to best evaluate programs. Take your pick – and see what's working and what's not: www.farmtoschool.org/resources-main/farm-to-ece-metrics

#Farm-to-ECE programs help kids, families, and communities grow. But how can we grow these essential learning programs? Our new evaluation tool shows how:

www.farmtoschool.org/resources-main/farm-to-ece-metrics

Social Media Graphics

Find the social media graphics [here](#)



Sample Text for Newsletters and Blogs:

Short version:

Farm to Early Care and Education Shared Metrics Now Available

The National Farm to School Network (NFSN) and The Policy Equity Group (PEG) have developed a new resource intended for farm to ECE practitioners, evaluators, administrators, and policymakers. This resource will help farm to ECE stakeholders plan, implement, research, evaluate, and report their efforts. The shared metrics resource consists of a guide, how-to video, and a library of priority farm to ECE-specific metrics complete with reference tools. With a focus on metrics related to equity, this resource will move our collective farm to ECE work forward under shared priorities and language. This alignment of priorities can also guide decision making for policymakers and funders on the growth and direction of the farm to ECE movement. Explore the metrics at www.farmtoschool.org/resources-main/farm-to-ece-metrics.

Long Version:

Farm to Early Care and Education Shared Metrics Now Available

The National Farm to School Network (NFSN) and The Policy Equity Group (PEG) have developed a new resource intended for farm to ECE practitioners, evaluators, administrators, and policymakers. This resource will help farm to ECE stakeholders to:

- Gather Ideas, inform program planning, and expand activities
- Inform evaluation planning
- Prioritize community-driven outcomes
- Document activities and impact

The resource builds on National Farm to School Network's (NFSN) 2014 resource, *Evaluation for Transformation: A Cross Sectoral Evaluation Framework for Farm to School*, but draws out and customizes outcomes, indicators, and measures specific to farm to ECE and emphasizes metrics related to equity. This work aligns to farm to ECE-specific metrics and tools to move our collective work forward under shared priorities and language. This alignment of priorities can also guide decision making for policymakers and funders on the growth and direction of the farm to ECE movement. This resource is intended to be both inspirational and aspirational. Although there are existing measures for many of the metrics listed, it is hoped that gaps identified here will also drive the development of new evaluation tools and new approaches to assessing farm to ECE impact and outcomes. ECE Shared Metrics Resource is a living document that will continue to be updated with new support resources and information as the work of farm to ECE evaluation continues to evolve. Explore the metrics at www.farmtoschool.org/resources-main/farm-to-ece-metrics.