



**Supplemental Nutrition Assistance Program Education  
Department of Health and Social Services,  
Division of Public Assistance, Family Nutrition/WIC**

**SNAP-Ed Needs Assessment Design  
Teleconference Fact Sheet  
February 15, 2013**

In April 2012, SNAP-Ed was transferred to the Family Nutrition Programs (FNP) office in the Division of Public Assistance, Department of Health and Social Services.

The goal of SNAP-Ed is to help people eligible for Supplemental Nutrition Assistance Program (SNAP) (formerly known as food stamps) benefits make healthy food choices within a limited budget and choose physically active lifestyles consistent with the current USDA Dietary Guidelines, food guidance, and nutrition messages.

In FY13, the federal program was restructured based on the Healthy, Hunger-Free Kids Act of 2010 which established a nutrition education and obesity prevention program. More emphasis was placed on obesity prevention in addition to nutrition education activities forming a more effective and comprehensive SNAP-Ed program.

Based on the new federal guidance, the SNAP-Ed Program will include behaviorally focused, evidence based nutrition education and obesity prevention interventions, projects, or social marketing campaigns.

USDA has encouraged states to focus on the following behavioral outcomes:

- Make one's plate ½ fruit and vegetables
- Increase whole grains
- Use low fat dairy products
- Increase physical activity, reduce sedentary behavior
- Maintain appropriate balance between food intake and activity

SNAP-Ed funding allows evidence based activities such as:

- Individual or group based nutrition education and activities
- Comprehensive interventions at organizational or institutional levels
- Community and public health approaches to improve nutrition

FY13 State SNAP-Ed Goals and Objectives are:

- Participants will:
  - Improve skills in food budgeting and meal planning
  - Increase consumption of fruits and vegetables
  - Decrease consumption of sugar-sweetened beverages
  - Improve knowledge of safe food practices
  - Increase physical activity
- SNAP-ED services are targeted to areas of highest need
- SNAP-Ed services are efficient
- USDA key messages are incorporated

USDA Guidance requires a needs assessment to determine nutrition education and obesity prevention activities. The State hired Dr. Betsy Nobmann to design a needs assessment tool that would effectively and efficiently deliver SNAP-Ed activities and interventions in FY 15. This design tool will provide suggested guidance for the needs assessment contractor. SNAP-Ed activities and interventions must target SNAP eligible populations.

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Prepared by Elaine Nisonger, WIC & Community Nutritionist  
(907) 269-8446  
elaine.nisonger@alaska.gov  
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