Food and Nutrition Service Update; SNAP-Ed Works

Andy (Riesenber) Naja-Riese
Program Integrity Branch Chief
Western Region
Introduction
View from the Top

SECRETARY

Deputy Secretary

Chief Economist
Director, National Appeals Division
Director of Communications
Inspector General
General Counsel
Office of the Chief Financial Officer
Office of Budget and Program Analysis
Assistant Secretary for Congressional Relations
Assistant Secretary for Administration
Assistant Secretary for Civil Rights

Chief Information Officer

Under Secretary for Natural Resources and Environment
- Forest Service
- Natural Resources Conservation Service

Under Secretary for Farm and Foreign Agricultural Services
- Farm Service Agency
- Foreign Agricultural Service
- Risk Management Agency

Under Secretary for Rural Development
- Rural Utilities Service
- Rural Housing Service
- Rural Business Cooperative Service

Under Secretary for Food, Nutrition, and Consumer Services
- Food and Nutrition Service
- Center for Nutrition Policy and Promotion

Under Secretary for Food Safety
- Food Safety and Inspection Service

Under Secretary for Research, Education, and Economics
- Agricultural Research Service
- National Institute of Food and Agriculture
- Economic Research Service
- National Agricultural Statistics Service

Under Secretary for Marketing and Regulatory Programs
- Agricultural Marketing Service
- Animal and Plant Health Inspection Service
- Grain Inspection Packers and Stockyards Administration
Mission and Vision

Food, Nutrition, and Consumer Services Vision
To End Hunger and Improve Nutrition in America.

Food and Nutrition Service Mission
We work with partners to provide food and nutrition education to people in need in a way that inspires public confidence and supports American agriculture.
Regional Structure
What is SNAP-Ed?
SNAP-Ed Goal

To improve the likelihood that persons eligible for SNAP will make healthy food choices within a limited budget and choose physically active lifestyles consistent with the current Dietary Guidelines for Americans and the USDA food guidance.
Laws and Regulations

Healthy, Hunger Free Kids Act of 2010, Sec 241

(3) USE OF FUNDS.— (A) IN GENERAL.—A State agency may use funds provided under this section for any evidence-based allowable use of funds identified by the Administrator of the Food and Nutrition Service of the Department of Agriculture in consultation with the Director of the Centers for Disease Control and Prevention of the Department of Health and Human Services, including—

(i) individual and group-based nutrition education, health promotion, and intervention strategies;
(ii) comprehensive, multilevel interventions at multiple complementary organizational and institutional levels; and
(iii) community and public health approaches to improve nutrition

Citations:
- Food and Nutrition Act of 2008, Sec. 28 (As Amended Through PUBLIC LAW 113–128—July 22, 2014)
- Agricultural Act of 2014, Sec. 4028. (PUBLIC LAW 113–79—FEB. 7, 2014)
- Code of Federal Regulations, Title 7 Agriculture § 272.2 (2)
Behavioral Outcomes

• Make half your plate fruits and vegetables, at least half your grains whole grains, and switch to fat-free or low-fat milk and milk products.

• Increase physical activity and reduce time spent in sedentary behaviors as part of a healthy lifestyle.

• Maintain appropriate calorie balance during each stage of life.
SNAP-Ed Comprehensive Approach

**Inputs**
- Policy/Systems/Environmental Change
- Social Marketing
- Direct Education

**Outcomes**
- Improved Healthy Eating and Physical Activity
- Obesity Prevention
- Reduction of Other Chronic Diseases
Obesity Prevention

Obesity is common.
- More than one-third of U.S. adults (over 72 million people). Co-existence of obesity, poverty, and food insecurity. (CDC)

Obesity begins in childhood.
- 17% of U.S. children are obese. (CDC)

Obesity is costly.
- Annual medical costs of obesity is $147 billion. (Finkelstein et al., 2009)
Expanded Program Topics

Gardening

Physical Activity

Breastfeeding
# SNAP-ED Evaluation Framework

**Nutrition, Physical Activity, and Obesity Prevention Indicators**

## Individual

**Readiness & Capacity**
- Short Term (ST)
  - ST1: MyPlate
  - ST2: Shopping
  - ST3: Physical Activity
  - ST4: Brand Recognition

**Changes**
- Medium Term (MT)
  - MT1: MyPlate
  - MT2: Shopping
  - MT3: Physical Activity

**Effectiveness & Maintenance**
- Long Term (LT)
  - LT1: MyPlate
  - LT2: Shopping
  - LT3: Physical Activity

**Organizational Motivators**
- Eat, Work, Learn, Shop, and Play
  - EAT: Readiness
  - WORK: Champions
  - LEARN: Partnerships

## Environmental

**Adoption and Promotion**
- MT4: Nutrition Supports
- MT5: Physical Activity

## Sectors of Influence

**Community Change**
- MT6: Food Industry
- MT7: Government
- MT8: Farmers Markets and Farm to School
- MT9: Education
- MT10: Community Design and Safety
- MT11: Health Care
- MT12: Social Marketing and Media Practices

**Community Benefits**
- LT1: Food Systems
- LT2: Government
- LT3: Agricultural Sales
- LT4: Educational Attainment
- LT5: Shared Use Streets and Crime Reduction
- LT6: Health Care Cost Savings
- LT7: Improved Food Marketing
- LT8: Let’s Move Recognition

**Population Results (R)**
- Health
  - R1: Overall Diet Quality
  - R2: Fruits & Vegetables
  - R3: Whole Grains
  - R4: Dairy
  - R5: Beverages
  - R6: Food Security
  - R7: Physical Activity
  - R8: Breastfeeding
  - R9: Healthy Weight
  - R10: Quality of Life

**Societal Changes, Norms & Values (NV)**
- NV1: Family Meals
- NV2: Obesity Prevention Bullies
- NV3: Breastfeeding Norms
- NV4: Physical Activity Norms
- NV5: Active Commuting

2/24/2016
SNAP-Ed Funding

- 100% Federal Grant
- No State contribution
- 2-year period of performance (carry-in)
- Only source of Federal funds for SNAP-Ed

Funding Formula Components
1. State’s percentage of national SNAP-Ed expenditures
2. State’s percentage of national SNAP participation
# Agencies

<table>
<thead>
<tr>
<th><strong>Federal</strong></th>
<th><strong>State</strong></th>
<th><strong>Local</strong></th>
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<tbody>
<tr>
<td>Congress</td>
<td>State SNAP Agency</td>
<td>Local Agencies (County Cooperative Extension Offices, Local Health Departments)</td>
</tr>
<tr>
<td>US Department of Agriculture/Food and Nutrition Service</td>
<td>Grantee</td>
<td>Low-income neighborhoods and community organizations</td>
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<tr>
<td></td>
<td>SNAP-Ed Implementing Agencies (e.g., Land-Grant Universities, State Health Departments, Non-Profit Organizations, Nutrition Networks, Indian Tribal Organizations)</td>
<td>Children and caregivers, adults, elderly</td>
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<td>Sub-grantee</td>
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2/24/2016
SNAP-Ed Primary Audience
## Audience Targeting Methodology

**Income-based** – Persons eligible for other means-tested Federal assistance programs, including TANF

**Location-based** – Food pantries, soup kitchens, public housing sites

**School-based** – Schools where least 50% of the student body receives free or reduced price meals

**Work-site-based**: Persons employed at organizations or locations where at least 50% of the employees are working poor

**Geography-based**: Census tracts (or other defined communities) where at least 50% of residents have gross incomes at or below 185% of poverty

**Media/Marketing-based**: At least 50% of the audience has gross incomes at or below 185% of poverty

**Retail-based**: Stores that redeem average monthly SNAP benefits of $50,000 or more or stores in low-income census tracts
USDA Healthy NewStart
Northwest community Action

The nutrition info and demos have impacted my weight loss transformation. I am very grateful for this program. It has helped me lose 35 pounds of weight loss and I am feeling great. I have more energy for family time, work, bike riding, swimming, and yard work.

I wanted to thank you all for your program. It really amazed the change in my life. The info and demos by staff are so well presented. The message is clear on a Healthy New Start.

Nutrition Education works. Special thanks to Flora, Ashley, Lacy, Brandy.
Direct or Indirect Education

**Direct Education:**
Participants actively engaged in the learning process with an educator and/or interactive media

- **Direct:** Completed demographic information collected
- **Indirect:** Demographic information not collected

**Indirect Education:**
Distribution of information and resources, including any mass communications, public events and materials distribution.

- **Indirect:** Demographic Information not collected

**NERI?**
Nutrition education reinforcement items are educational extenders that convey nutrition and physical activity messages. Must be nominal value (< $4)
Plan Approaches

Approach 1:
- individual and group-based nutrition education, health promotion, and intervention strategies

Approach 2:
- comprehensive, multilevel interventions at multiple organizational and institutional levels
- Whole-site approaches (may include education, marketing, PSE)

Approach 3:
- community and public health approaches
- Jurisdiction-wide approaches (neighborhoods, cities, towns, tribes)
Nutrition Education: Defined

SNAP nutrition education and obesity prevention services are any combination of educational strategies, accompanied by environmental supports, designed to facilitate voluntary adoption of food and physical activity choices and other nutrition-related behaviors conducive to the health and well-being of SNAP participants and low-income individuals eligible to participate in SNAP and other means-tested Federal assistance programs.

(Adapted from definition by Isobel R. Contento, PhD in Nutrition Education, Linking Research, Theory, and Practice, Jones and Bartlett Publishers, 2011)
Best Practices for Nutrition Education for Low-Income Audiences

• 28 best practices
• Use best practices to self-assess program strengths and limitations;
• Include behavior change theory and research-based content in program design;
• Deliver evidence-based curricula, messages, and materials appropriate for the specific target audience;
• Ensure fidelity in program delivery, educator training, data collection, and evaluation; and
• Link evaluation to program design, program delivery, educator training, and appropriate levels of the Social-Ecological Model.

Baker, S; Auld, G; MacKinnon, C; Ammerman, A; Hanula, G; Lohse, B; Scott, M; Serrano, E; Tucker, E; and Wardlaw, M. Best Practices in Nutrition Education for Low-Income Audiences (2014).
Evidence-Based

An evidence-based approach for nutrition education and obesity prevention is defined as the integration of the best research evidence with the best available practice-based evidence.
What is the effect of nutrition education delivered via digital media and/or technology on children’s dietary intake-related behaviors?

Moderate evidence shows that nutrition education delivered via digital media/technology (computer- and internet-based programs) may be effective for improving dietary intake-related behaviors among children and adolescents.

Grade: Moderate
A Continuum of Evidence for Nutrition Education: Descriptions

<table>
<thead>
<tr>
<th>Research-tested</th>
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<tr>
<td>• Peer reviewed journal publications</td>
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<td>• Testing across multiple populations and venues</td>
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<td>• Experimental or quasi-experimental study designs with control groups</td>
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<td>• Meta-analyses or systematic reviews are most conclusive</td>
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<tr>
<th>Practice-tested</th>
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<td>• Evaluated for program effectiveness</td>
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<tr>
<td>• Reflects known best practices in nutrition education and obesity prevention strategies</td>
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<th>Emerging</th>
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<td>• Innovative, pilot projects</td>
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<td>• Respond to unmet needs in addressing Healthy People 2020 objectives</td>
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# Checklist for Evidence-Based Approaches

## Checklist for Evidence-Based Approaches: SNAP-Ed

<table>
<thead>
<tr>
<th>Identify Strategy or Intervention Name:</th>
<th>Yes</th>
<th>No</th>
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<tbody>
<tr>
<td>Many strategies or interventions have already been reviewed for their effectiveness for nutrition education and obesity prevention. To begin, check if the approach is recognized as evidence-based by at least one government or scientific agency, or listed in a registry reviewed by experts and researchers in nutrition education and obesity prevention.</td>
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<tr>
<td><a href="http://snap.nal.usda.gov/snap/Guidance/ChecklistforEvidence-Based.docx">National Collaborative for Childhood Obesity Research: SNAP-Ed Interventions Toolkit</a></td>
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<td><a href="http://snap.nal.usda.gov/snap/Guidance/ChecklistforEvidence-Based.docx">Food and Nutrition Service: Nutrition Evidence Library</a></td>
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<tr>
<td><a href="http://snap.nal.usda.gov/snap/Guidance/ChecklistforEvidence-Based.docx">National Cancer Institute: Research-Tested Interventions Program</a></td>
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<td><a href="http://snap.nal.usda.gov/snap/Guidance/ChecklistforEvidence-Based.docx">What Works for Health: Policies and Programs to Improve Wisconsin’s Health</a></td>
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<tr>
<td><a href="http://snap.nal.usda.gov/snap/Guidance/ChecklistforEvidence-Based.docx">University of North Carolina Center of Excellence for Training and Research Translation</a></td>
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<tr>
<td>Other (specify, attach with submission):</td>
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Notes/Comments:

If you answered to yes to any of the above, congratulations, your strategy or intervention has been certified as research- or practice-tested! If you answered no, go to Step 2.

## Step 2

Search for evaluation results for your intervention or strategy with a university or public health partner using the following guidelines.

<table>
<thead>
<tr>
<th>A</th>
<th>Is there at least one peer-reviewed[^1] scientific journal article that concludes your approach has significant positive impacts on individual behaviors, food/physical activity environments, or obesity prevention policies?</th>
</tr>
</thead>
</table>

[Journal article title, publication date:]

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<tr>
<th>B</th>
<th>Was the approach tested and compared against some type of control condition present (e.g., a similar venue or population that does not receive the intervention or strategy) with significant positive effects?</th>
</tr>
</thead>
</table>

Notes/Comments (including applicable supporting files to be attached with submission):

[^1]: Peer-reviewed articles have been critiqued by the author's peers, who are experts in a given field or academic discipline. Articles published in peer-reviewed journals meet standards of excellence in scientific research. Examples of peer-reviewed journals with SNAP-Ed articles include Journal of Nutrition Education and Behavior and Preventing Chronic Disease.

2/24/2016

[27](http://snap.nal.usda.gov/snap/Guidance/ChecklistforEvidence-Based.docx)
FY 2016 Regional SNAP-Ed Priorities
SNAP-Ed Priorities

- Evaluation: SNAP-Ed Evaluation Framework
- Nutrition Education and Obesity Prevention (SNAP-Ed) Comprehensive Approaches
- EBT at Farmers Markets
- Financial Incentives for SNAP Recipients
- Nutrition Assistance in the Territories
- Nutrition Assistance in Indian Tribal Organizations
- Health Care
- Summer Feeding Program Enrichment Activities
- Food and Nutrition Policies and Partnerships

2/24/2016
SNAP-Ed Comprehensive Approaches

- Seniors
- Early care and education
- Refugee populations
- Career Pathways
Farmers Markets
Financial Incentives for SNAP Recipients*

*SNAP Funds cannot pay for incentives
Asian Pacific Islanders

Pacific Rim Nutrition Collaborative Training Meeting
August 10 -11, 2015

Key Themes:
1. Focus on the faith
2. Improve the health of the public
Health Care Partnerships
Alaska Native Tribes and Tribal Organizations

MY NATIVE PLATE
An Easy Way to Help Your Family Know How Much to Eat

Helping your family eat in a healthy way is EASY!

Remember these 3 steps:
1. Use a 9-inch plate or 9-inch area of a larger plate.
2. Divide into quarters.
   - 1/4 plate is fruits
   - 1/4 plate is vegetables
   - 1/4 plate is grains or starch
   - 1/4 plate is meat, fish or poultry
3. Stack food no higher than 1 1/2 and a half inches.

Pictured Here
- Canned peaches, no syrup
- Baked squash and peppers
- Steamed white and brown rice
- Baked deer meat with garlic
- Low-fat, nonfat, lactose-free or soy milk

Printed Placemats
Large, full-color, printed placemats will be available by fall 2012 at www.diabetes.hhs.gov/click on “Online Catalog.” There is no charge for placemats or shipping.

Produced by: Indian Health Service, Division of Diabetes Treatment and Prevention, and based on the USDA My Plate. For more information, go to www.ChooseMyPlate.gov
Multi-Sector Partnerships

Social and Cultural Norms and Values

Sectors

Settings

Individual Factors

Systems
- Government
- Education
- Healthcare
- Transportation

Organizations
- Public health
- Community
- Advocacy

Businesses & Industries
- Planning and development
- Agriculture
- Food and beverage
- Manufacturing
- Retail
- Entertainment
- Marketing
- Media

Food & Beverage Intake

Physical Activity

= Health Outcomes
Summer Feeding Promotion

SUMMER MEALS for KIDS & TEENS
Being Served in Your Community

To find a location near you, call 1-866-3-HUNGRY or go to
www.fns.usda.gov/summerfoodrocks

OPEN to All Children, 18 and younger
NO Enrollment, NO Cost!

2/24/2016
Resources
SNAP-Ed Connection (snaped.fns.usda.gov)
MyPlate, MyWins (choosemyplate.gov)

Make half your plate fruits and vegetables: Focus on whole fruits
- Choose whole fruits—fresh, frozen, dried, or canned in 100% juice.
- Enjoy fruit with meals, as snacks, or as a dessert.

Make half your grains whole grains
- Look for whole grains listed first or second on the ingredients list—try oatmeal, popcorn, whole-grain bread, and brown rice.
- Limit grain desserts and snacks, such as cakes, cookies, and pastries.

Move to low-fat or fat-free milk or yogurt
- Choose fat-free milk, yogurt, and soy beverages (soy milk) to cut back on saturated fat.
- Replace sour cream, cream, and regular cheese with low-fat yogurt, milk, and cheese.

Make half your plate fruits and vegetables: Vary your veggies
- Try adding fresh, frozen, or canned vegetables to salads, sides, and main dishes.
- Choose a variety of colorful veggies prepared in healthy ways: steamed, sautéed, roasted, or raw.

Vary your protein routine
- Mix up your protein foods to include seafood, beans and peas, unsalted nuts and seeds, soy products, eggs, and lean meats and poultry.
- Try main dishes made with beans and seafood, like tuna salad or bean chili.

Limit
- Drink and eat less sodium, saturated fat, and added sugars
  - Use the Nutrition Facts label and ingredients list to limit items high in sodium, saturated fat, and added sugars.
  - Choose vegetable oils instead of butter, and oil-based sauces and dips instead of ones with butter, cream, or cheese.
  - Drink water instead of sugary drinks.
Strawberry S'Mores
This quick, easy, and mouth-watering recipe is a perfect afternoon snack for the early days of summer. Kids will love that they can make it themselves, and parents will love that it's an inexpensive and healthy treat!
Contact Information

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  Andrew.riesenberg@fns.usda.gov