



Food and Nutrition Service Update; SNAP-Ed Works

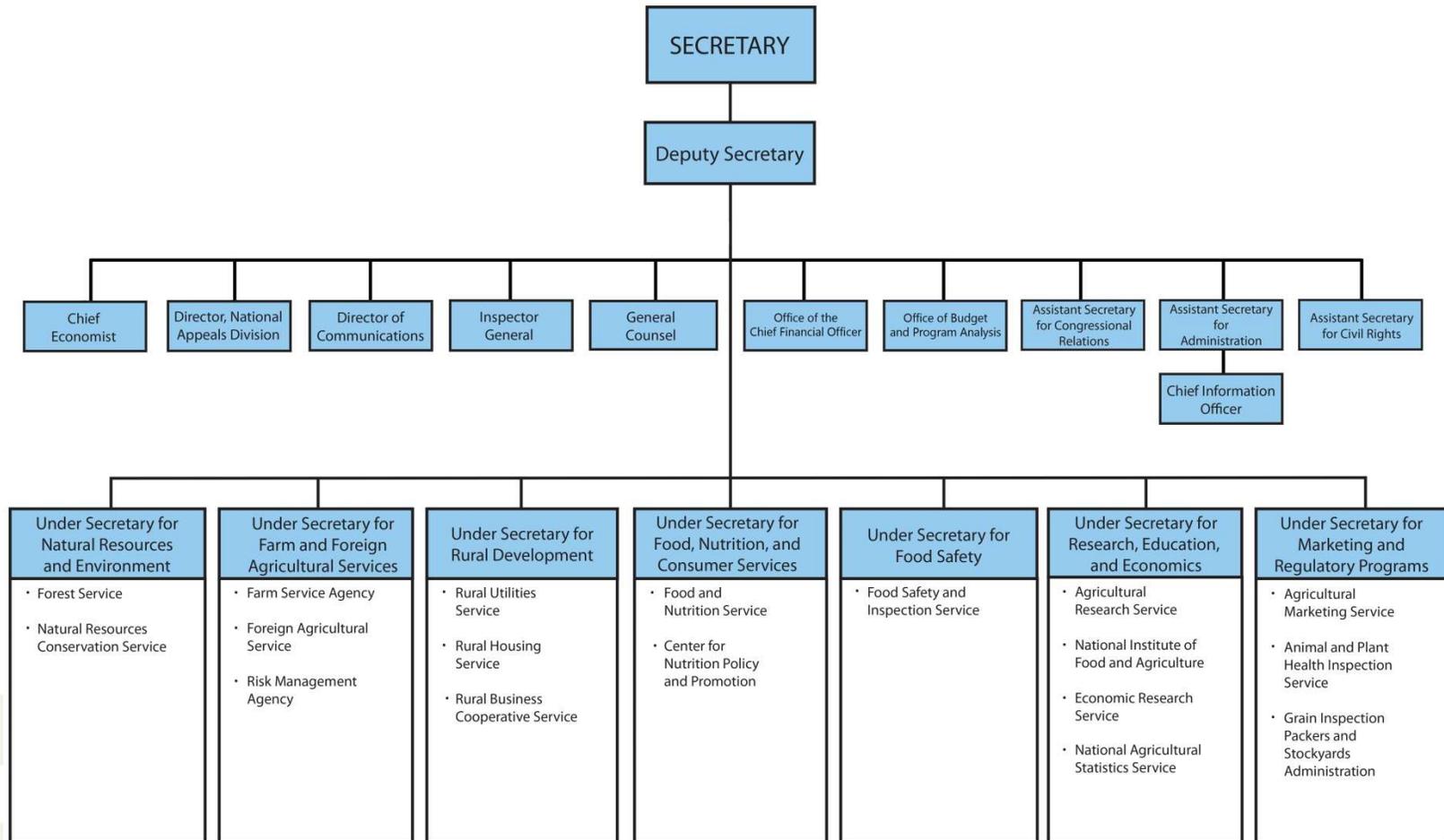
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Program Integrity Branch Chief
Western Region



Introduction



View from the Top



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]
- Healthy, Hunger Free Kids Act of 2010, Sec. 41 (PUBLIC LAW 111–296—DEC. 13, 2010)
- Agricultural Act of 2014, Sec. 4028. (PUBLIC LAW 113–79—FEB. 7, 2014)
- Code of Federal Regulations, Title 7 Agriculture § 272.2 (2)

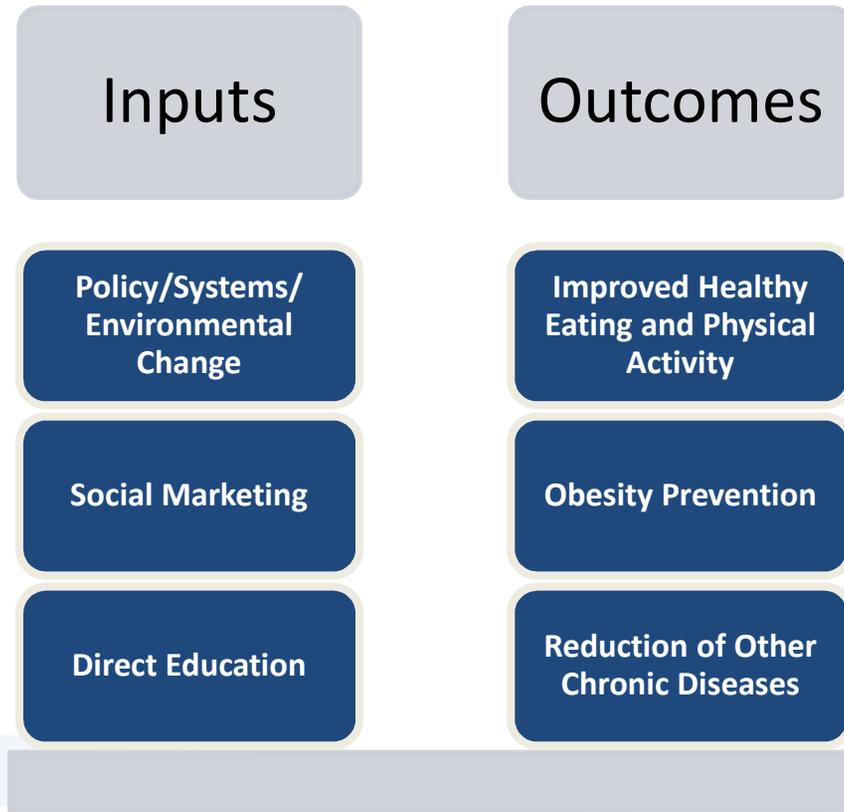


Behavioral Outcomes

- 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



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



SNAP-ED EVALUATION FRAMEWORK

Nutrition, Physical Activity, and Obesity Prevention Indicators



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

Federal

- Congress
- US Department of Agriculture/Food and Nutrition Service

State

- State SNAP Agency
 - *Grantee*
- SNAP-Ed Implementing Agencies (e.g., Land-Grant Universities, State Health Departments, Non-Profit Organizations, Nutrition Networks, Indian Tribal Organizations)
 - *Sub-grantee*

Local

- Local Agencies (County Cooperative Extension Offices, Local Health Departments)
- Low-income neighborhoods and community organizations
- Children and caregivers, adults, elderly

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



Nutrition Education



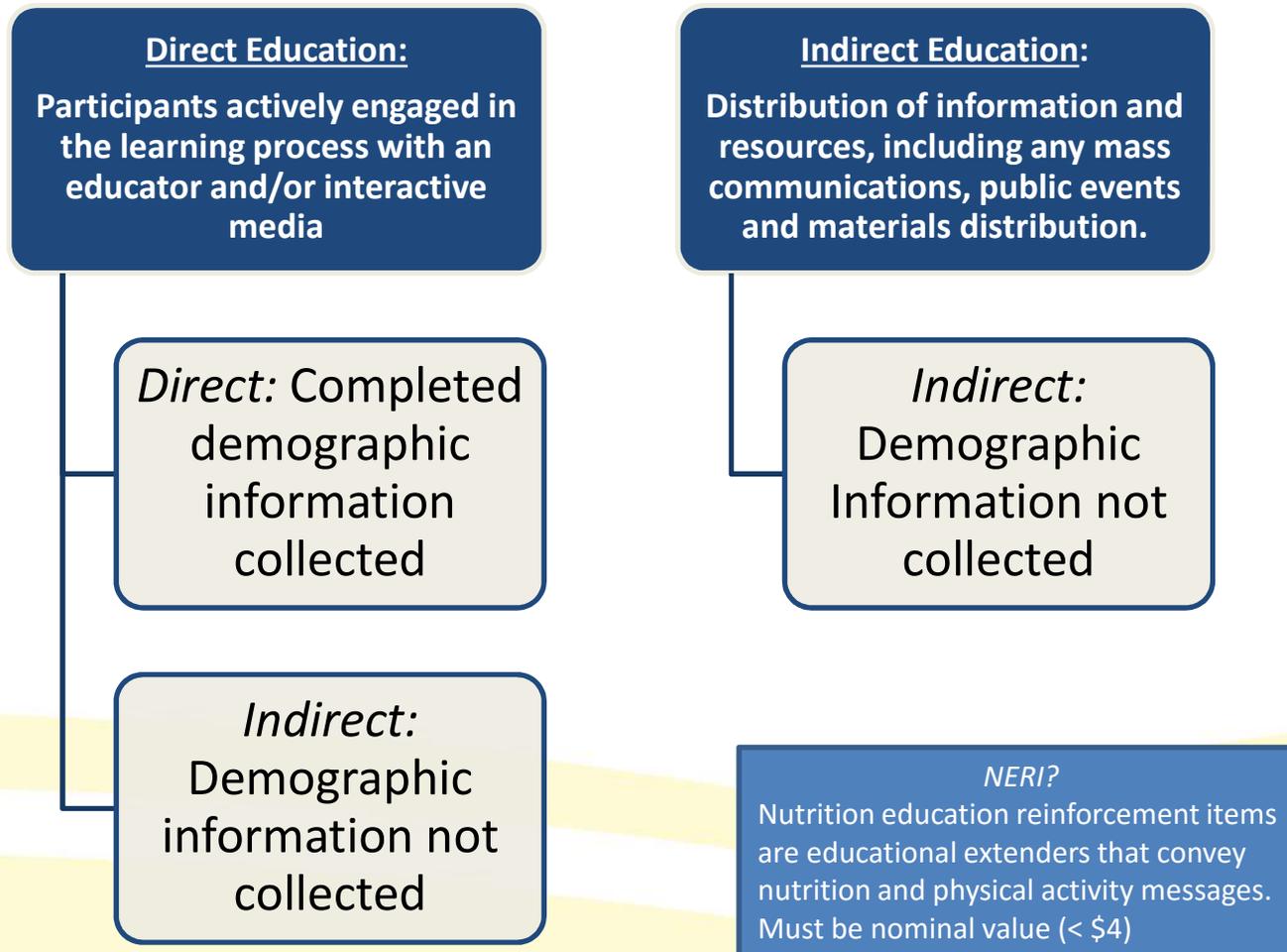
Client Stories

USDA Healthy NewSTART
Northwest community Action
The nutrition info + Demos have impacted
my weight loss/transformation I AM VERY
GRATEFUL for this program it has helped me
35 pounds of weight loss And I AM Feeling
great have more energy for family time
work bike riding swimming And yard work
I wanted to thank you All for your
program it really AMAZING the change in my
Life The info + Demos by staff are so well presented
The message is clear on A Healthy New START.
Nutrition Education works special thanks to
Elaaci, Ashley, LACY, Brandy



2/24/2016

Direct or Indirect Education



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.



<http://snap.nal.usda.gov/snap/CSUBestPractices.pdf>

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).
2/24/2016

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

Research-tested

- Peer reviewed journal publications
- Testing across multiple populations and venues
- Experimental or quasi-experimental study designs with control groups
- Meta-analyses or systematic reviews are most conclusive

Practice-tested

- Evaluated for program effectiveness
- Reflects known best practices in nutrition education and obesity prevention strategies

Emerging

- Innovative, pilot projects
- Respond to unmet needs in addressing Healthy People 2020 objectives

Checklist for Evidence-Based Approaches

Checklist for Evidence-Based Approaches: SNAP-Ed

Identify Strategy or Intervention Name:			
Step 1	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.	Yes	No
	National Collaborative for Childhood Obesity Research: SNAP-Ed Interventions Toolkit		
	Food and Nutrition Service: Nutrition Evidence Library		
	National Cancer Institute: Research-Tested Interventions Program		
	U.S. Department of Health and Human Services: Guide to Community Preventive Services		
	U.S. Department of Health and Human Services: Rural Obesity Prevention Toolkit		
	What Works for Health: Policies and Programs to Improve Wisconsin's Health		
	University of North Carolina Center of Excellence for Training and Research Translation		
	Other (specify, attach with submission): _____		
Notes/Comments:			
<i>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.</i>			
Step 2	Search for evaluation results for your intervention or strategy with a university or public health partner using the following guidelines.	Yes	No
A	Is there at least one peer-reviewed ⁴ , scientific journal article that concludes your approach has significant positive impacts on individual behaviors, food/physical activity environments, or obesity prevention policies? Journal, article title, publication date: _____		
B	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?		
Notes/Comments (including applicable supporting files to be attached with submission):			

⁴ 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*.



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



SNAP-Ed Comprehensive Approaches

Seniors

Early care and
education

Refugee
populations

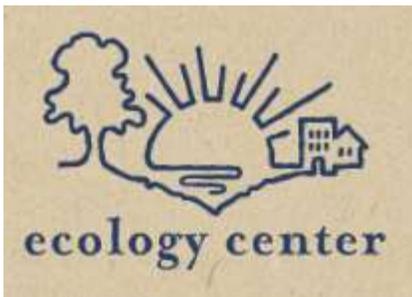
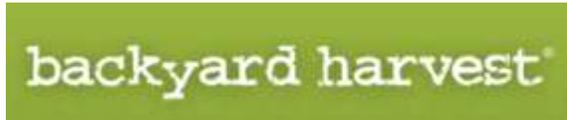
Career
Pathways

Farmers Markets



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Financial Incentives for SNAP Recipients*



2/24/2016

*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

2/24/2016



Health Care Partnerships



2/24/2016

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 and a half inches.

Pictured Here

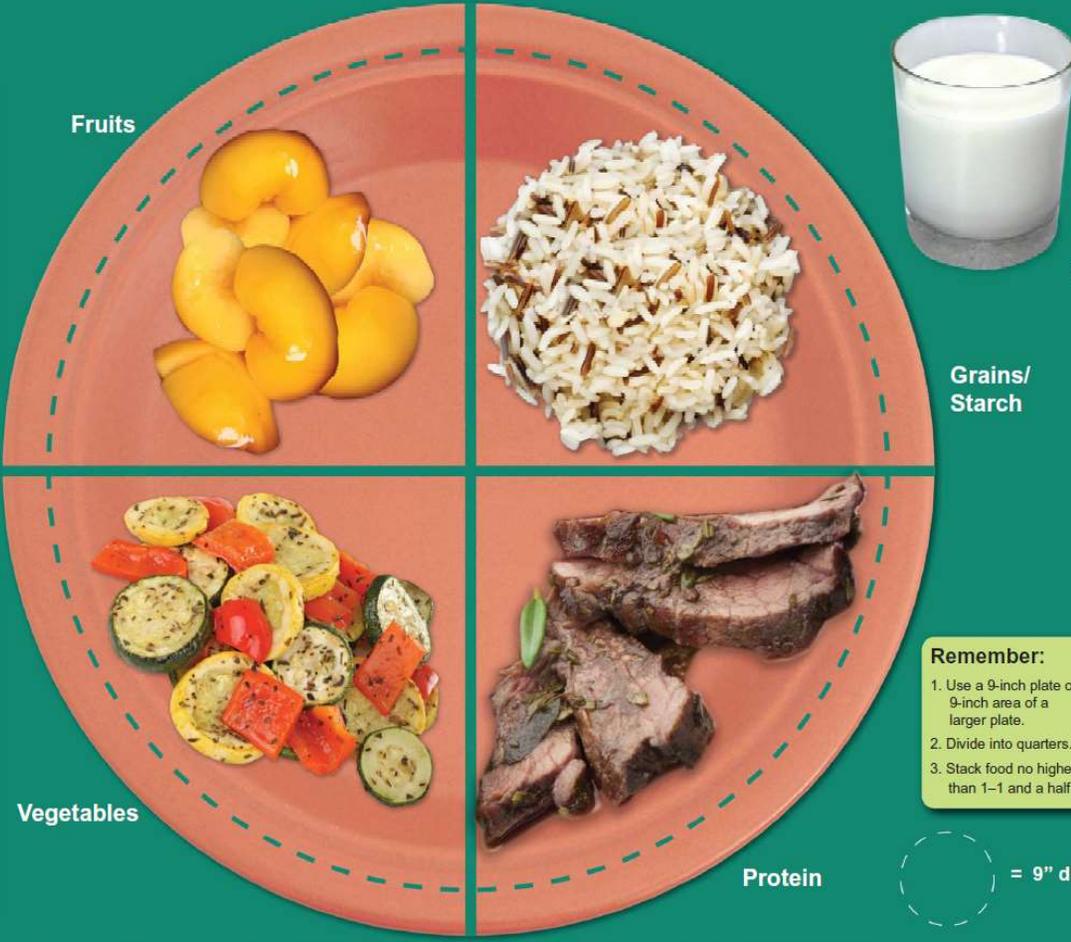
- Canned peaches, no syrup
- Baked squash and peppers
- Steamed white and brown rice
- Baked deer meat with garlic
- Low-fat, nonfat, lactose-free or soy milk

Printed Placemats

Large, full-color, printed placemats will be available by fall 2012 at www.diabetes.ihs.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.





Fruits

**Grains/
Starch**

Dairy

Vegetables

Protein

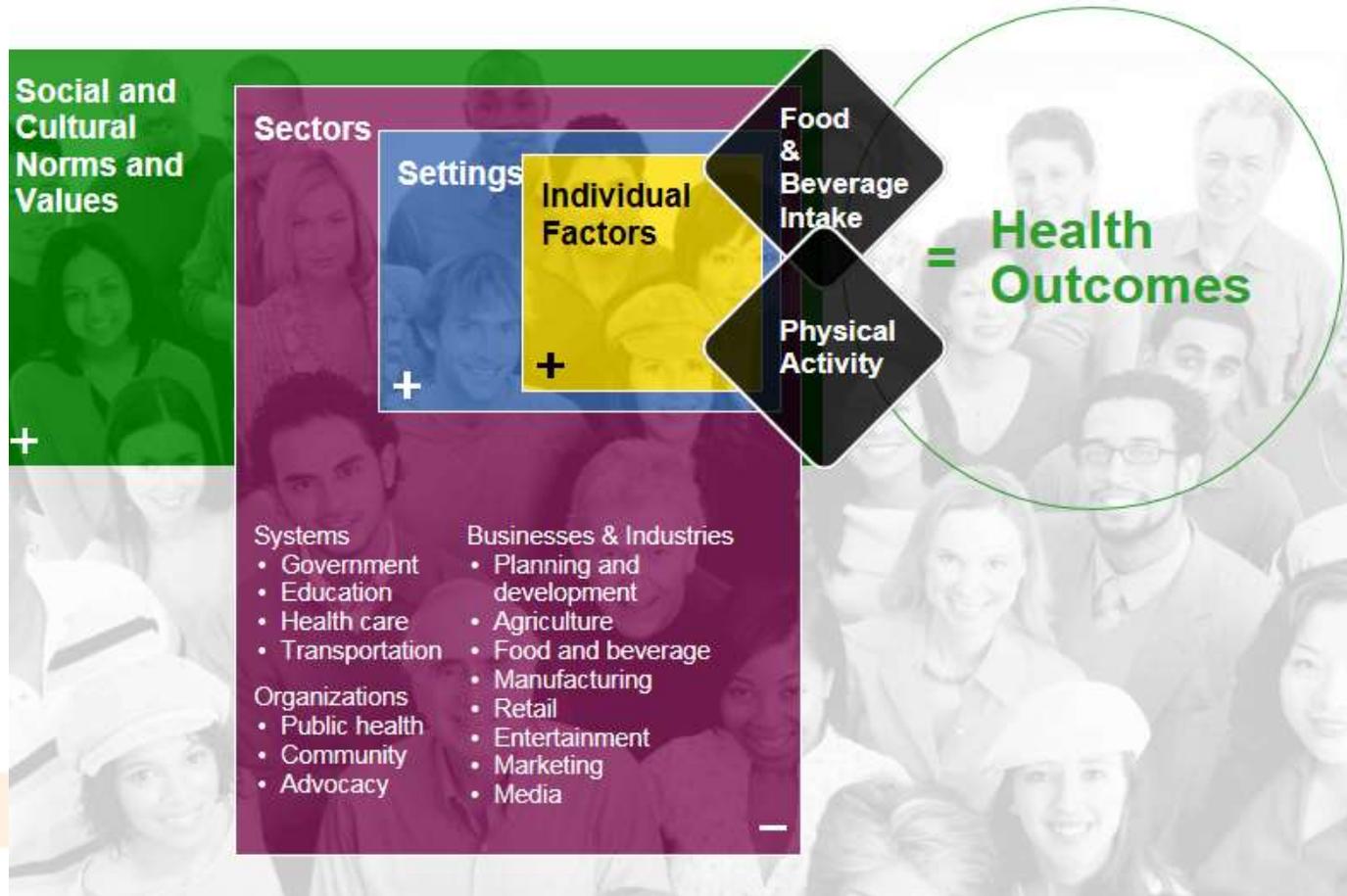
Remember:

1. Use a 9-inch plate or 9-inch area of a larger plate.
2. Divide into quarters.
3. Stack food no higher than 1-1 and a half inches.

= 9" diameter



Multi-Sector Partnerships



Summer Feeding Promotion



The poster features a teal background with a yellow and orange gradient at the bottom. At the top left is the USDA logo and the text "United States Department of Agriculture". The main headline "School's Out!" is in a white oval on an orange background. Below it, "POWER UP" is written in purple on a yellow starburst, with an orange arrow pointing up to "for Summer Fun!" in white on a purple background. A circular inset photo shows a young child sitting at a table with a meal of bread, fruit, and a carton of Dean's milk. The text "SUMMER MEALS for KIDS & TEENS Being Served in Your Community" is centered in a yellow box. Below that, an orange box contains the text "To find a location near you, call 1-866-3-HUNGRY or go to www.fns.usda.gov/summerfoodrocks". A small starburst icon says "40 YEARS of Summer Meals". The bottom yellow box contains the text "OPEN to All Children, 18 and younger NO Enrollment, NO Cost!". A QR code is in the bottom right corner, and the date "2/24/2016" is at the very bottom.

USDA
United States Department of Agriculture

School's Out!

POWER UP
for
Summer Fun!

SUMMER MEALS for KIDS & TEENS
Being Served in Your Community

To find a location near you,
call 1-866-3-HUNGRY or go to
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40 YEARS of Summer Meals

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

2/24/2016



Resources

SNAP-Ed Connection (snaped.fns.usda.gov)

The screenshot shows the homepage of the SNAP-Ed Connection website. At the top, there is a header with the USDA logo and the text "United States Department of Agriculture". Below this is a navigation bar with links for "Home", "About SNAP-Ed Connection", "Topics A-Z", "e-Bulletin", "SNAP-Ed Talk", "Contact Us", and "Help". The main content area is divided into several sections:

- Search SNAP-Ed Connection:** A search box with a "Go" button and links for "Search all USDA", "Advanced Search", and "Search Tips".
- Home:** A central text block stating: "The SNAP-Ed Connection is a dynamic online resource center for State and local SNAP-Ed providers. SNAP-Ed Connection is funded by USDA's **Food and Nutrition Service (FNS)** and maintained at the **National Agricultural Library's** Food and Nutrition Information Center."
- Browse Nutrition Education Tools:** A list of resources including "Eat Right When Money's Tight", "Resource Finder", "Meal Planning, Shopping, and Budgeting", "Nutrition Through the Seasons", "Handouts and Web Sites", "Recipes", "Photo Gallery", "Basic Nutrition for Everyone", "MyPlate for My Family", "Eat Smart, Live Strong", "Materials from FNS", "Spanish Materials", and "Nutrition Assessment".
- I Want To:** A list of actions: "Order FNS materials from the SNAP Ordering Center", "Accept SNAP Benefits in my store", and "Visit the SNAP (Food Stamp Program) Web site".
- Follow us on Twitter:** A social media link.
- Now Available EARS Online Training Module!** A promotional banner for the EARS training module.
- Featured Resources:** A grid of six resource cards:
 - Read the FY2015 SNAP-Ed Guidance:** Accompanied by a thumbnail image of people.
 - New! MyPlate for My Family:** Accompanied by a thumbnail image of a family.
 - SNAP-Ed Interventions Toolkit for States:** Accompanied by a thumbnail image of a person at a computer.
 - Eat Smart, Live Strong Activity Kit:** Accompanied by a thumbnail image of the "Eat Smart, Live Strong" logo.
 - CSU Best Practices in Nutrition Education:** Accompanied by a thumbnail image of a book cover.
 - Seasonal Produce Guide:** Accompanied by a thumbnail image of a winter produce guide.
 - Recipes:** Accompanied by a thumbnail image of a person.
 - Access MyPlate and Dietary Guidelines:** Accompanied by a thumbnail image of a MyPlate graphic.



MyPlate, MyWins (choosemyplate.gov)

The infographic is set against a dark grey background. At the center is a grey rounded rectangle containing five colored icons: a red 'Fruits' icon with an apple and banana, an orange 'Grains' icon with wheat and rice, a blue 'Dairy' icon with a milk carton and glass, a green 'Vegetables' icon with various veggie silhouettes, and a purple 'Protein' icon with a fish, egg, and bean. To the right of this central box is a pink 'Limit' icon with a salt shaker, sugar packet, and butter. Lines connect the text blocks to their respective icons.

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 healthful 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.



USDA Mixing Bowl (whatscooking.fns.usda.gov)



Household Recipes

Large Quantity Recipes

Recetas en Español



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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