



STRATEGIC PLAN TO IMPROVE COLLABORATION WITH PARTNER ORGANIZATIONS

Supplemental Nutrition Assistance Program Nutrition Education
Fiscal Years 2023 to 2026

In fiscal year 2023, the Supplemental Nutrition Assistance Program Nutrition Education (SNAP-Ed) developed the Strategic Plan to Improve Collaboration with Partner Organizations. This strategic plan creates a roadmap for collaborative efforts to enhance program participants' ability to embrace healthy eating patterns by strengthening SNAP-Ed's existing partnerships and creating new ones with similar and complementary programs.

Mission

The mission of USDA’s Food and Nutrition Service (FNS) is to work with partners to provide food and nutrition education to people in a way that inspires public confidence and supports American agriculture. SNAP-Ed supports this mission by increasing 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 USDA food guidance.

Goal and Objectives

The goal of this strategic plan is to improve SNAP-Ed’s collaborations with partner organizations. The SNAP Nutrition Education Branch (NEB) has defined five objectives to achieve this overall goal. These objectives focus on increasing communication, coordination, and collaboration with SNAP-Ed providers, key Federal and national partners, healthcare sector partners, and food system partners, as well as supporting State Nutrition Action Councils (Table 1).

Monitoring and Reporting

FNS will monitor SNAP-Ed’s progress on these objectives using the action item deliverables, and measure collaboration with partner organizations using the five levels of the collaboration continuum¹ (Figure 1). This continuum represents the stages of the collaboration process.

Figure 1. Levels of Collaboration Continuum



¹ Hogue, T. (1993). Community-based collaboration: Community wellness multiplied. Bend, OR: Chandler Center for Community Leadership

As partnerships strengthen and grow, they move from the introductory stage of networking to the collaboration side of the continuum. FNS will define improvements in collaboration with partner organizations as movement across stages towards collaboration. The SNAP NEB will prepare an annual report on SNAP-Ed collaboration efforts to share with FNS leadership and partner organizations.

Table 1. Strategic Objectives and Action Items

Objectives	Action Items
<p><i>Objective 1:</i> Increase communication, coordination, and collaboration with SNAP-Ed providers to enhance customer service.</p>	<ul style="list-style-type: none"> • Conduct quarterly or more frequent meetings with SNAP-Ed provider organizations representing State and implementing agencies. • Collaborate with SNAP-Ed provider organizations on evaluation and equity-related projects.
<p><i>Objective 2:</i> Increase communication, coordination, and collaboration with key Federal and national partners to create synergy and innovations.</p>	<ul style="list-style-type: none"> • Create constructive collaboration with Federal and national partners by establishing and working together to achieve common outcomes. • Engage at least two organizations with focus on physical activity to develop productive partnerships for resource sharing and development, and joint trainings.
<p><i>Objective 3:</i> Expand communication, coordination, and collaboration with healthcare sector partners to increase the reach of SNAP-Ed’s comprehensive multilevel approaches.</p>	<ul style="list-style-type: none"> • Conduct quarterly or more frequent meetings with Federal and national healthcare partners. • Explore opportunities to collaborate with other public and private healthcare partners.
<p><i>Objective 4:</i> Expand communication, coordination, and collaboration with food system partners to increase the reach of SNAP-Ed’s comprehensive multilevel approaches.</p>	<ul style="list-style-type: none"> • Conduct quarterly or more frequent meetings with FNS retail and incentive programs, and food distribution programs, to enhance SNAP-Ed partnership. • Conduct quarterly or more frequent meetings with USDA Agriculture Marketing Service and other food system partners to explore opportunities for collaboration.
<p><i>Objective 5:</i> Support the State Nutrition Action Council (SNAC) Initiatives to promote cross-program coordination and multisector collaborations.</p>	<ul style="list-style-type: none"> • Provide updates and technical assistance at quarterly regional SNAC meetings and communicate collaboration opportunities with internal and external partners. • Develop and conduct trainings for State SNAP-Ed providers and other partners to amplify collaboration efforts.