

USDA Food and Nutrition Service
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**Fiscal Year (FY) 2024
Supplemental Nutrition Assistance Program
Education (SNAP-Ed)
Plan Guidance**

Webinar
July 11, 2023


Closed Captioning Available, please see chat box for details

1

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Agenda

- Welcome
- SNAP-Ed Guidance Overview
- Update Process
- FY 2024 SNAP-Ed Plan Guidance
- Guidance Materials on SNAP-Ed
- Questions




2

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Poll #1

Question: Which agency/organization do you represent?

- SNAP State agency
- SNAP-Ed implementing agency (IA) or subgrantee
- FNS or other Federal agency
- Tribe or Tribal Organization Other




3

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SNAP-Ed Guidance Overview

Provides instructions to States to implement provisions of:

- Section 4019 of the Agriculture Improvement Act of 2018/Farm Bill
- The Food and Nutrition Act (FNA), Section 28
- SNAP Nutrition Education and Obesity Prevention Grant Program Final Rule



4

4

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SNAP-Ed Guidance Overview Cont.

The SNAP-Ed Plan Guidance includes:

- Instructions for developing and submitting State SNAP-Ed plans and reports
- FNS' expectations regarding SNAP-Ed requirements
- Examples of allowable and unallowable activities and costs

5

5

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Update Process

Guidance updates require:

- Communication and coordination among:
 - FNS Regional Offices
 - FNS programs
 - External Federal agencies
- Alignment with current guidance, policies and procedures
- Removal of inconsistent or obsolete information
- Internal review and approval processes

6

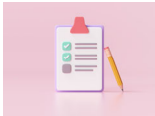
6

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Poll #2

Question: Where should I turn first for SNAP-Ed related instructions and guidance?

- SNAP-Ed Plan Guidance
- FNS Regional Office
- SNAP Nutrition Education Branch



7


7

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FY 2024 SNAP-Ed Plan Guidance

FY 2024 Supplemental Nutrition Assistance Program Education (SNAP-Ed) Plan Guidance
Nutrition Education and Obesity Prevention Grant Program

- Released May 10, 2023
- Supersedes previous releases
- Shared with States via email
- Uploaded to SNAP-Ed Connection



<https://snaped.fns.usda.gov/administration/snap-ed-guidance-and-policy>

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8

8

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FY 2024 Guidance memo

- USDA and FNS' commitment to food and nutrition security
- SNAP-Ed initiatives to strengthen impacts on public health and health equity
- Leveraging the White House Conference to Promote and Elevate Nutrition Security; The Role of the USDA FNS.



<https://www.fns.usda.gov/nutrition-security/fns-role>

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9

9

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FY 2024 SNAP-Ed Plan Guidance Updates

- New items call-out box
- Sections with new content or significant revisions are marked with **New... End of new material.**

New: FNS continues to support enhancement of SNAP-Ed services by providing improvements and clarifications in the SNAP-Ed Plan Guidance. This year, FNS included the following revisions to the Guidance:

- New Nutrition Education Branch (p. 1)
- Key terms in *italic* (p. 1)
- Abbreviations and acronyms update (p. 1, 117)
- Maximum use of PSE encouragement (p. 3, 7, 19)
- Tribal consultation clarification (p. 3, 30, 39)
- SNAP referrals clarification (p. 4)
- Nutrition Security overview (p. 5)

10

10

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FY 2024 SNAP-Ed Plan Guidance Updates

- Formatting changes:
 - Multilevel numbering system
 - Example: Section 1, 2, 3, 4, 4.1, 4.2, etc.
- Key terms are set in *italic*.
- Hyperlinked Table of Contents
- Updated abbreviations and acronyms

Contents

- 1.0 Introduction
- 1.1 Purpose
- 1.2 Scope
- 1.3 Authority
- 1.4 Definitions
- 1.5 Abbreviations and Acronyms
- 2.0 Program Overview
- 2.1 Program Objectives
- 2.2 Program Structure
- 2.3 Program Components
- 2.4 Program Funding
- 2.5 Program Evaluation
- 2.6 Program Reporting
- 2.7 Program Compliance
- 2.8 Program Security
- 2.9 Program Sustainability
- 2.10 Program Innovation
- 2.11 Program Collaboration
- 2.12 Program Transparency
- 2.13 Program Accountability
- 2.14 Program Effectiveness
- 2.15 Program Efficiency
- 2.16 Program Equity
- 2.17 Program Inclusion
- 2.18 Program Innovation
- 2.19 Program Sustainability
- 2.20 Program Accountability
- 2.21 Program Effectiveness
- 2.22 Program Efficiency
- 2.23 Program Equity
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- 3.97 Program Efficiency
- 3.98 Program Equity
- 3.99 Program Inclusion
- 4.00 Program Innovation

11

11

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Nutrition Education Branch (NEB)

- NEB establishes SNAP-Ed policy and guidance
- FNS Regional Offices monitor State SNAP-Ed projects

States consult Regional Offices on Program-related issues.

<https://www.fns.usda.gov/fns-regional-offices>

12

12

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Nutrition Security Overview

- Includes new food security definition and updates to nutrition security definition
- Encourages States to emphasize the importance of programming that addresses food & nutrition security
- Includes examples of SNAP-Ed activities

13

13

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Encourage Maximum Use of PSE Approaches

- FNS encourages the maximum use of PSE approaches
- Prioritize comprehensive multi-level and/or public health approaches
- SNAP-Ed's role: consultant or technical advisor for creating changes
 - Assist organizations in maintaining and sustaining efforts

14

14

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Needs Assessment

- Target Audience and Needs Assessment section
- Consider the needs of American Indian and Alaskan Native populations
- Resources:
 - Toolkit
 - Webinars

<https://snaped.fns.usda.gov/library/materials/snap-ed-needs-assessment-toolkit>

15

15

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Tribes and Tribal Organizations

- Clarifies Tribal consultation requirements
 - SNAP regulations 7 CFR 272.2(b), 272.2(e)(7), and 7 CFR 281.2(b)
- Aligns with SNAP Tribal Consultation memos to include that States must:
 - actively engage in timely, meaningful, & substantive dialogue w/ Tribal Leadership or their designees
 - and consider the needs of American Indian and Alaskan Native populations


16

16

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Virtual Programming Requirements

- Includes virtual programming under allowable activities
- Clarifies agency responsibilities to:
 - collect demographic information
 - establish protocols
 - measure behavior change
 - display the "And Justice for All", poster in a readable way



17

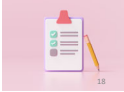
17

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Poll #3

Question: Where should the FY 2024 SNAP-Ed Plan be submitted?

- Education and Administrative Reporting System (EARS)
- Food Programs Reporting System (FPRS)
- National Program Evaluation and Reporting System (N-PEARS)




18

18

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N-PEARS

- FY 2024 plans and FY 2023 annual reports will be submitted through N-PEARS
- States can collect additional information for their plans and local level reporting
- N-PEARS mock-ups in Appendix B
- Social marketing reach
 - Annual Plans – indicate projected reach
 - Annual Reports – indicate impressions



19

19

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Plan and Annual Report Submissions Timeline

Date	Action
April 1 – August 15	• Plan submission period for the coming <i>fiscal year</i> . Annual Plans and updates to multiyear Plans for the coming <i>fiscal year</i> must be submitted by August 15
October 1	• Approval date or Regional Office response to States on Plan
December 31	• Provide status of prior <i>FY</i> allocation (Unobligated Funds Report, provided by Regional Coordinators)
January 31	• Due date for Annual Reports in N-PEARS. Beginning with the FY 2023 Annual Report, all Annual Reports will be submitted through N-PEARS, which replaced the Education and Administrative Reporting System (known as <i>EARS</i>) and the Annual Narrative Report
May 1	• Due date for Plan Amendments for current <i>fiscal year</i>

20

20

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Memorandum of Understanding (MOU)

- Clarifies MOU requirements for collaborations involving SNAP-Ed funds
- Specifies when agreements should be updated
 - when there is a change in activities, responsibilities and/or time periods

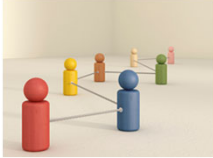
21

21

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SNAP Referrals

- The purpose of SNAP-Ed documents – nutrition education
- Clarifies allowability for referring SNAP participants to SNAP State Agencies and SNAP Outreach partners
 - Sharing factual information about SNAP is not a recruitment activity



22

22

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Allowable Cost

- Staff Training Cost
 - Mental and/or emotional health training for SNAP-Ed staff is allowable if directly correlates with a SNAP-Ed project
- Gardening Cost
 - Edible pollinator plants are allowable SNAP-Ed expenses
- Nutrition Education Reinforcement Items
 - T-shirts are unallowable NERI items

23

23

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Nondiscrimination statement update

- Includes the updated new full nondiscrimination statement
 - <https://www.fns.usda.gov/civil-rights/usda-nondiscrimination-statement-snap-fdpir>
- No changes to the short nondiscrimination statement:
 - “This institution is an equal opportunity provider.”




24

24

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Other Program and Agency Updates

- Start Simple with MyPlate
- MyPlate Communications
- Maternal and Child Health Services grant and training programs
- CDC resources



25

25

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Definitions of Terms in Appendix F

- New items call-out box
- Sections with new content or significant revisions are marked with **New... End of new material.**

- New or updated definitions in Appendix E: *Behaviorally Focused* (p. 288), *Cognizant Agency* (p. 289), *Direct education* (p. 289), *EARS* (p. 290), *Evidence-Based* (p. 290), *Impressions* (p. 291), *Interactive media* (p. 292), *Nutrition Security* (p. 294), *SNAP Outreach* (p. 295)
End of new material.


26

26

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Definitions

- Behaviorally Focused
- Cognizant Agency
- Direct Education
- EARS
- Evidence-based



27


27

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Definitions Cont.

Impressions
Newly added; represent the total number of times content is displayed to an audience during a given period. This metric is commonly used and readily available for most channels

Interactive Media
Newly added; mode of delivery of SNAP-Education *direct education* that includes active participant interaction and engagement, is considered virtual in nature and may be self-paced and/or self-directed



28


28

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Definitions Cont.

Nutrition Security
Revised; Means all Americans have consistent and equitable access to healthy, safe, affordable foods essential to optimal health and well-being.

SNAP Outreach
Revised; includes SNAP Outreach as an allowable SNAP-Education expense and clarifies that providing factual information is allowable



29


29

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Poll #4

Question: You can find the FY 2023 SNAP-Education Plan Guidance on SNAP-Education Connection.

- True
- False



30

30

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SNAP-Ed Connection

Administration tab –
Plan Guidance and Policy

SNAP-Ed Library – contains
previous years' Guidance
<https://snaped.fns.usda.gov/library/materials>

Check out our **redesigned** site!




<https://snaped.fns.usda.gov/administration/snap-ed-guidance-and-policy>

31

31

Questions



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32

32

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Thank you!

Contact us
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*This webinar has been recorded and will be posted on SNAP-Ed Connection soon.

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33

33
