



Food and  
Nutrition  
Service

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DATE: May 10, 2023

SUBJECT: SNAP Nutrition Education (SNAP-Ed) Plan Guidance for Fiscal Year (FY) 2024

TO: State SNAP-Ed Operators

The United States Department of Agriculture's (USDA) Food and Nutrition Service (FNS) is pleased to release the Supplemental Nutrition Assistance Program Nutrition Education (SNAP-Ed) Plan Guidance for Fiscal Year (FY) 2024. This document provides guidance to States for planning and implementing SNAP-Ed.

In the FY 2024 SNAP-Ed Plan Guidance, FNS describes SNAP-Ed's critical role in [advancing food and nutrition security](#). This builds on and complements our long-standing efforts to address food security. The USDA is expanding our efforts to advance food and nutrition security, with the intent that all Americans have consistent and equitable access to healthy, safe, affordable foods essential to optimal health and well-being. Our approach to tackling food and nutrition insecurity aims to recognize that structural inequities make it hard for many people to eat healthy and be physically active.

USDA and FNS are committed to food and nutrition security and to advancing equity and support for underserved communities throughout the Federal nutrition safety net, including SNAP-Ed. In response to the [Biden-Harris Administration's Executive Orders](#) related to food security and racial equity, as well as USDA's focus on food and nutrition security, FNS made several significant changes to SNAP-Ed in recent years, designed to strengthen its impacts on public health and health equity. These changes, also mentioned in the [Leveraging the White House Conference to Promote and Elevate Nutrition Security: The Role of the USDA FNS](#) report, include:

- Establishing a new [Nutrition Education Branch \(NEB\)](#) dedicated to SNAP-Ed;
- Improving data collection through implementation of a National Program Evaluation and Reporting System (N-PEARS);
- Developing new resources to ensure equity in SNAP-Ed program access, service delivery, and funding distribution; and
- Exercising maximum flexibility in the planned use of policy, system, and environmental change (PSE) approaches in State plans.

In 2022, FNS SNAP conducted a reorganization to increase capacity and improve our ability to service our partners and participants. As part of this reorganization, the NEB was created as the first FNS branch exclusively dedicated to SNAP-Ed implementation and objectives.

This change expands FNS's ability to enhance SNAP-Ed impact and meaningfully contribute to meeting USDA's nutrition security goals. The NEB is staffed by a talented and growing team of SNAP-Ed nutritionists who share a strong public health focus. The NEB aims to provide support in the form of capacity building to our Regional and State partners.

Collectively, these changes have helped SNAP-Ed mobilize our assets to help in the whole-of-society approach to implementing the historic [White House Conference on Hunger, Nutrition, and Health](#) and corresponding [National Strategy's](#) efforts to end hunger, improve nutrition and physical activity, and reduce diet-related diseases and disparities. We hope SNAP-Ed State and local partners continue to explore how they can help advance the Conference goals and consider making [White House Conference commitments](#) or as appropriate help those [who have made](#) or are considering new or enhanced commitments.

In 2021, FNS began development of N-PEARS, an electronic reporting system for State plans and annual reports. N-PEARS will launch this year, and the FY 2024 Guidance includes final instructions and screenshots from the N-PEARS system. State plans must be submitted through N-PEARS by August 15, 2023, and FNS is committed to supporting States as the system is released. Live and recorded trainings will be provided to aid in the submission of plans and reports in the coming year.

In 2022, FNS began an ongoing evaluation of SNAP-Ed service delivery to ensure an equity lens is incorporated in the operation and administration of SNAP-Ed. FNS will assess challenges and noteworthy practices in States' SNAP-Ed program planning, as well as implementation and notification processes. FNS expects that the evaluation will provide actionable recommendations to help improve SNAP-Ed's reach and service delivery.

Additionally, the FY 2024 Guidance clarifies State agencies' roles and responsibilities in ensuring equitable program access, which include leading statewide needs assessments and consulting with Tribes and Tribal Organizations. To assist SNAP-Ed agencies, FNS is offering several resources, including:

- The [SNAP-Ed Needs Assessment Toolkit](#), which aims to help SNAP State agencies meet program requirements and enhance their existing needs assessment capabilities; and
- The SNAP-Ed Guidance, which highlights [recent memos](#) clarifying expectations for SNAP State Agencies to consult with Tribes and Tribal Organizations in the development of their SNAP-Ed plans.

Finally, SNAP-Ed PSE change approaches are strongly aligned with USDA's efforts to improve nutrition security and support the goals of the 2022 White House Conference on Hunger, Nutrition, and Health. As such, FNS will exercise maximum flexibility in the use of PSE change approaches in SNAP-Ed plans. State agencies are encouraged to incorporate PSE strategies in their plans that address the National Strategy pillars, which are: improve food access and affordability; integrate nutrition and health; empower all consumers to make and have access to healthy choices; support physical activity for all; and enhance nutrition and food security research. The FY 2024 Guidance includes examples of how States can leverage SNAP-Ed for more impactful and equitable programming.

FNS encourages States to work with implementing agencies and other program partners to enhance and promote nutrition security. We welcome your comments on the guidance and ask that you direct them through your FNS Regional Office contacts. The FY 2024 Guidance is available on the [SNAP-Ed Connection](#) website.

Thank you for your continued partnership and support of SNAP-Ed and for all you do to help people lead healthy, active lives.

Sincerely,

**RACHEL FRISK** Digitally signed by RACHEL FRISK  
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Attachment: FY 2024 SNAP-Ed Plan Guidance