

Appendix A: Templates for SNAP-Ed Plans and Reports

The following templates are provided for the completion of SNAP-Ed Plans and Annual Reports. Information for all Implementing Agencies should be consolidated where appropriate. Refer to *APPENDIX G DEFINITIONS OF TERMS* for terms used in these templates. The templates are available as stand-alone documents on the SNAP-Ed Connection at <https://snaped.fns.usda.gov/program-administration/guidance-and-templates> and are Word or Excel spreadsheets on the SNAP-Ed Connection.

- Template 1. Identifying and Understanding the SNAP-Ed Target Audience
- Template 2. State Agency Goals, Objectives, Projects, Campaigns, Evaluation, and Collaboration
- Template 3. SNAP-Ed Staffing Plan
- Template 4. Section A: SNAP-Ed Plan Budget Information By Project (for Sub-Grantees)
- Template 4. Section B: SNAP-Ed Budget Information By Project
- Template 4. Section C: SNAP-Ed Budget Information By Project (Travel)
- Template 5. SNAP-Ed Plan Assurances
- Template 6. SNAP-Ed Plan Signatures
- Template 7. Section A: SNAP-Ed Narrative Annual Report
- Template 7. Section B: SNAP-Ed Summary for Impact Evaluations

Template1: Identifying and Understanding the SNAP-Ed Target Audience

Template 1: Identifying and Understanding the SNAP-Ed Target Audience

Needs Assessment Methodology

Concisely describe and justify your methodology for assessing the population health-related nutrition and physical activity needs of the State target audience. Sources of data may include obesity and poverty rates, racial/ethnic differences, tribal status, fruit and vegetable consumption, Behavioral Risk Factor Surveillance System data. Refer to Section 2 of this Guidance, Describing the Target Audience for other sources. Ensure data is current, i.e., less than five years old.

Existing information (source, content, time frame):

New information collection (source and content):

Needs Assessment Findings

Demographic Characteristics of SNAP-Ed Target Audience:

If information is available, discuss geographic location, race/ethnicity, tribal status, age, gender, family composition, education, and primary language. Reference the source(s) of any data described.

Target Audience (Add rows as needed)	Source (Add rows as needed)

State-Specific Diet-Related Health Statistics on Target Population:

Provide State-specific data on child and adult obesity and diet-related diseases such as Type 2 diabetes and hypertension, for target population if available.

Other Nutrition-Related Programs Serving Low-Income Persons:

Discuss the availability of other nutrition-related programs, services, and social marketing campaigns (i.e., EFNEP, Child Nutrition services, etc.).

Areas of the State Where SNAP Target Audience Is Underserved or Has Not Had Access to SNAP-Ed Previously:

Implications of Your Needs Assessment and How These Findings Were Applied to This Current Year's SNAP-Ed Plan:

Template 2: SNAP-Ed State Goals, Objectives, Projects, Campaigns, Evaluation, and Collaboration

Template 2: SNAP-Ed State Goals, Objectives, Projects, Campaigns, Evaluation, and Collaboration

State Agency Goals and Objectives:

Identify your State's 3-5 population health goals and related objectives based on the needs assessment and current availability of other services. Use the SMART format.

State-Level Goals (Add lines as needed):

State-Level Objectives (Add lines as needed):

Reporting Progress on State-Level Goals and Objectives:

Please describe how your State plans to electronically collect evaluation data that indicates progress towards State-level goals and objectives.

Description of projects/interventions:

Answer all questions for each project/intervention.

Project/Intervention Title:

Related State Objective(s):

Specify the objectives that the project/intervention will accomplish. Use the SMART format. Clearly state the purpose of the project.

Audience:

Specify the audience category as explained in Section A: Identifying and Understanding the Target Audience and other relevant characteristics of the proposed audience (e.g., age, gender, etc.). Describe how the project will focus education on the SNAP target audience.

Food and Activity Environments:

Describe how the project will reflect audience's awareness and access to healthy foods and beverages, and places to be physically active.

Template 2: SNAP-Ed State Goals, Objectives, Projects, Campaigns, Evaluation, and Collaboration

Project Description:

Note how you will implement the program. Include information describing: Behavioral, policy, systems, or environmental changes; key educational messages; how and where services will be delivered, partner organization roles and contributions, duration of project; projected total number of individuals, sites, or systems participating or reached; and for strategies that include social marketing, include the frequency of messages.

Evidence Base:

Provide the name of each project, identify the evidence level, either research- or practice-based, and cite the supporting references. (Refer to the Checklist for Evidence-Based Approaches in Appendix E.

Key Performance Indicators (KPIs):

List the key measures/indicators of implementation or performance that you will capture or collect. Identify if these are new measures/indicators not collected in the past. An example of an implementation measure is the number of PSAs delivered in each media market during the intervention. One associated performance indicator might be the percent of people in a media market who report hearing the message.

Use of Existing Educational Materials:

Give the title, author, and description of existing educational materials that will be used in the delivery of the project/intervention. Specify the language(s) in which the materials will be used including English. Indicate whether the materials will be purchased and justify the need and cost.

Development of New Educational Materials:

Identify any new materials that you plan to produce or purchase and justify the need and cost.

Evaluation Plans

Describe any evaluation planned. For each evaluation planned, please indicate:

Name: The name(s) of each project(s) that will be a part of this evaluation

Template 2: SNAP-Ed State Goals, Objectives, Projects, Campaigns, Evaluation, and Collaboration

Type: The type of evaluation as primarily a formative, process, outcome or impact assessment

Questions: The questions(s) that will be addressed

Provide approaches and planned use for each evaluation question.

Approach(es): The approach to conducting the evaluation, including scope, design, measures and data collection (Add lines as needed)

Planned use: Plans for using the results (Add lines as needed)

Prior Evaluation: If the project has been evaluated previously, note the most recent year in which the evaluation was done

Use of SNAP-Ed Evaluation Framework: Identify the Evaluation Framework indicators that are used.

Coordination of Efforts

Describe efforts to coordinate, complement, and collaborate with other programs in order to deliver consistent behavior-focused nutrition and/or physical activity messages, comprehensive multi-level interventions, and community-based and public health approaches and to maximize the reach and potential impact of Federal nutrition education and nutrition assistance programs. State the purpose of the coordination and SNAP-Ed's role. Describe how efforts avoid duplication of services, especially when two IAs are working in the same venue or jurisdiction. Retain written agreements.

New: Consultation with Indian Tribal Organizations (ITOs): For each ITO in your state, please provide the following:

Name of the ITO:

Name of the individual(s) contacted:

Brief description of the outcome of the consultation and how it will impact the SNAP-Ed plan:

End of new material.

Template 3: SNAP-Ed Staffing Plan

Template 3: SNAP-Ed Staffing Plan

Provide the following summary by SNAP-Ed project for all paid staff in the budget. Complete a summary for each project. Provide the Full Time Equivalents (FTE), describe staff responsibilities as they relate to SNAP-Ed, and note the funding amounts that will be paid by State and/or Federal funds. Add rows as needed.

Project Name:

Position Title Attach statement of work listing SNAP-Ed related job duties for each position	FTEs charged to SNAP-Ed Attach definition of FTE and basis for calculations	Percentage of SNAP-Ed Time Spent on Management/Administrative Duties	Percentage of SNAP-Ed Time Spent on SNAP-Ed delivery. Include all approaches described in Guidance Section 1	SNAP-Ed Salary, Benefits, and Wages Federal dollars only
			Total Staffing Budget: Enter total for all salary, benefits, and wages from Federal dollars here.	

Template 4: SNAP-Ed Budget Information by Project

Template 4: SNAP-Ed Budget Information by Project

Section A. Budget Summary for Sub-Grantee

Refer to Appendix E. for additional information on allowable costs.

Contracts/Grants/Agreements for nutrition education services:

Provide the information below for each contract, grant, or agreement.

Name of sub-grantee:

Total Federal funding, grant:

Description of services and/or products:

Cost of specific services and/or products:

Template 4: SNAP-Ed Budget Information by Project

Section B. Project Costs

For each sub-grantee, provide the Federal cost for each planned nutrition project. Provide a detailed breakdown that includes, at a minimum, the information contained in the following table. An Excel version of this form is available online at the SNAP-Ed Connection. Please note the clarification of some cost categories below in order to comply with the Agriculture Improvement Act of 2018.

Federal Fiscal Year:

State:

Sub-grantee Name:

Expenses	Unobligated Balances (Carry-over) from Previous FY	Current FY Budget	Non-Federal Support
Salary/Benefits			
Contracts/Sub-Grants/Agreements			
Non-Capital Equipment/ Office Supplies			
Nutrition Education Materials			
Travel			
Building/Space Lease or Rental			
Cost of Publicly-Owned Building Space			
Maintenance and Repair			
Institutional Memberships and Subscriptions			
Equipment and Other Capital Expenditures			
Total Direct Costs			
Indirect Costs (Indirect Cost Rate=_____)			
Total Federal Funds			Leave blank
Total Federal Funds Including Unobligated Balance from Previous FY	Leave Blank		Leave Blank
Estimated Unobligated Balance from Current FY to Next FY, if any	Leave blank		

Signature of Responsible Official: _____

Date: _____

Template 4: SNAP-Ed Budget Information by Project

Budget narrative:

Salary/Benefits:

Contracts/Sub-Grants/Agreements: Retain copies of agreements on site.

Non-capital equipment/office supplies:

Nutrition Education Materials:

Travel:

Building/space lease or rental:

Cost of publicly-owned building space:

Maintenance and repair:

Institutional memberships and subscriptions:

Equipment and other capital expenditures:

Total direct costs:

Total indirect costs: Include both a total and the indirect cost rate. Provide assurance that the indirect cost rate is an approved rate as described in [SECTION 3, FINANCIAL AND COST POLICY](#).

Total Federal funds:

Template 4: SNAP-Ed Budget Information by Project

Estimated unobligated balances (carry-over) from current FY to next FY, if any:

Please note that unobligated balances cannot be obligated in the next Federal FY if the funds are in the last year of their two-year period of performance.

Total Federal funds including unobligated balance from previous FY:

Indicate the total amount of Federal funding to be used in your State Plan. **This should include any unobligated balance from the previous FY.**

Template 4: SNAP-Ed Budget Information by Project

Section C. Travel

Travel expenditures are a variable cost. In order to be considered for funding, the request should provide a direct and clear link to providing quality SNAP-Ed programming for the target audience. States are reminded that they may use a portion of their SNAP-Ed allocation for State agency travel for the same purpose. Total Travel Cost (In- and Out-of-State) per project to be entered as line 5 of budget summary (Template 4).

Provide the following information for all travel included in your SNAP-Ed budget:

In-State Travel

Travel Purpose: Justification of need for travel, including how attendance will benefit SNAP-Ed

Travel destination (city, town or county or indicate local travel):

Number of staff traveling:

Cost of travel for this purpose:

Total In-State Travel Cost:

Out-of-State Travel

Travel Purpose: Justification of need for travel, including how attendance will benefit SNAP-Ed

Travel destination (city and State):

Number of staff traveling:

Cost of travel for this purpose:

Total In-State Travel Cost:

Template 5: SNAP-Ed Plan Assurance

Template 5: SNAP-Ed Plan Assurances

State Agency completion only: To assure compliance with policies described in this Guidance, the SNAP-Ed Plan shall include the following assurances. Mark your response to the right.

SNAP-Ed Plan Assurances	Yes	No
The State SNAP agency is accountable for the content of the State SNAP-Ed Plan and provides oversight to any sub-grantees. The State SNAP agency is fiscally responsible for nutrition education activities funded with SNAP funds and is liable for repayment of unallowable costs.		
Efforts have been made to target SNAP-Ed to the SNAP-Ed target population.		
Only expanded or additional coverage of those activities funded under the Expanded Food and Nutrition Education Program (EFNEP) are claimed under the SNAP-Ed grant. Approved activities are those designed to expand the State's current EFNEP coverage in order to serve additional SNAP-Ed individuals or to provide additional education services to EFNEP clients who are eligible for the SNAP. Activities funded under the EFNEP grant are not included in the budget for SNAP-Ed.		
Documentation of payments for approved SNAP-Ed activities is maintained by the State and will be available for USDA review and audit.		
Contracts are procured through competitive bid procedures governed by State procurement regulations.		
Program activities are conducted in compliance with all applicable Federal laws, rules, and regulations including Civil Rights and OMB circulars governing cost issues.		
Program activities do not supplant existing nutrition education programs, and where operating in conjunction with existing programs, enhance and supplement them.		
Program activities are reasonable and necessary to accomplish SNAP-Ed objectives and goals.		
All materials developed or printed with SNAP Education funds include the appropriate USDA nondiscrimination statement and credit to SNAP as a funding source.		
Messages of nutrition education and obesity prevention are consistent with the Dietary Guidelines for Americans.		

Template 6: SNAP-Ed Plan Signatures

Template 6: SNAP-Ed Plan Signatures

Supplemental Nutrition Assistance Program Annual Plan for SNAP-Ed

State Agency:

Date:

Federal Fiscal Year:

Certified By:

Date:

SNAP STATE AGENCY FISCAL REVIEWER

Date:

Template 7: SNAP-Ed Narrative Annual Report

Template 7: Section A. SNAP-Ed Narrative Annual Report

Consolidate all implementing agency (IA) information into one State annual report using the template below. Refer to the Definitions Section for terms used in this template.

SNAP-Ed Program Overview:

Provide a one page (not more than 500 words) executive summary of SNAP-Ed activities and outcomes during the reporting fiscal year. Please include the following as applicable:

Progress in achieving no more than 3-5 overarching goals:

Number of new projects implemented during the reporting year by identified primary approach: (specify approach as Direct, Indirect, Social Marketing, Policy, Systems, or Environmental Change)

Number of ongoing projects that were operational during the reporting year identified by primary approach: (specify approach as Direct, Indirect, Social Marketing, Policy, Systems, or Environmental Change):

Major achievements (not already addressed):

Major setbacks, if any:

Overall assessment:

Template 7: SNAP-Ed Narrative Annual Report

SNAP-Ed Administrative Expenditures

To help FNS better understand State SNAP-Ed administrative expenditures, provide the percent and dollar value of administrative expenses used for each IA in the State for each of the following categories. A sample calculation of percent of total administrative expenditures is as follows: Administrative expenditures for X University are \$550,000. Administrative salary expenses totaled \$220,000. $(\$550,000 / \$220,000) \times 100 = 40\%$, so 40 percent of administrative expenditures was used for administrative salaries. Please note the clarification of some cost categories below in order to comply with the Agriculture Improvement Act of 2018.

Percent of Total Administrative Expenditures for each Implementing Agency by Type of Expense

Type of Administrative Expense:	Name of IA: (Example) X State University		Name of IA: (add columns as needed)	
	% values (Example)	\$ values (Example)	% values	\$ values
Administrative Salary and Benefits	40%	\$220,000		
Administrative Training Functions	15%	\$82,500		
Reporting Costs	2.5%	\$13,750		
Equipment/Office Supplies	10%	\$55,000		
Operating Costs	10%	\$55,000		
Indirect Costs (not including building space)	12%	\$66,000		
Building/Space Lease or Rental	0%	\$0		
Cost of Publicly-Owned Building Space	10%	\$55,000		
Institutional Memberships and Subscriptions	0.05%	\$2,750		

Template 7: SNAP-Ed Narrative Annual Report

SNAP-Ed Evaluation Reports Completed for this Reporting Year

Using the table below, identify the type(s) of SNAP-Ed evaluations by project that resulted in a written evaluation report of methods, findings, and conclusions. Use the following abbreviations to indicate the type of evaluation that was performed:

- **FE = Formative Evaluation**
- **PE = Process Evaluation**
- **OE = Outcome Evaluation**
- **IE = Impact Evaluation**

To learn more about the definition of each type of intervention, please visit [SECTION 2. SNAP-ED PLAN PROCESS, ANNUAL REPORT, SECTION A. NARRATIVE ANNUAL REPORT, SNAP-ED EVALUATION REPORTS](#) of the SNAP-Ed Guidance.

Include a copy of each evaluation report that was produced as an appendix. Evaluation reports should clearly identify the associated project name(s) on the cover or first page. Add rows as needed.

Project Name	Key Project Objective(s)	Target Audience	Evaluation Type(s) (FE, PE, OE, IE)

SNAP-Ed Planned Improvements:

Describe any modifications planned for in the next fiscal year to improve the effectiveness of specific SNAP-Ed projects and/or to address problems experienced during the past year. Please identify the specific project(s).

Other Accomplishments (Optional)

States may provide a brief description of other SNAP-Ed projects that have had major impacts and are not reported in the sections above. Relevant documentation may be attached as an appendix. Potential topics for inclusion are listed below:

- **Staff/partner trainings**
- **Conference presentations and/or other journal publications**
- **Curriculum development**
- **Partnership activities**

Template 7: SNAP-Ed Narrative Annual Report

- **Case studies**
- **Award**

Appendices:

Attach evaluation reports included under item #3.

Template 7: Section B. SNAP-Ed Annual Report Summary for Outcome and Impact Evaluations

Provide the information requested below for any impact evaluation efforts that were completed during the previous year.

Name of Project or Social Marketing Program: If multiple projects or programs were part of a single impact evaluation, please list each of them.

Total Cost of Evaluation

Project Goals: Identify each specific goal being assessed by the evaluation.

Evaluation Design

Evaluation participants: Describe how many units (and individuals if they were not the unit of assignment) were being evaluated

Assignment to intervention and control or comparison conditions

Unit of Assignment: Describe the unit of assignment to intervention or control or comparison groups. Describe how many units (and individuals if they were not the unit of assignment) were in the intervention and control or comparison groups at the start and end of the study.

Group Assignment: Describe how assignment to intervention and control groups was carried out. Be explicit about whether or not this assignment was random.

Unit Retention: Provide the percentage of participants by treatment condition (intervention and control group) that completed the intervention.

Outcome and Impact Measure(s): For each evaluation impact, describe the measure(s) used. Descriptions should indicate if the focus is on knowledge, skills, attitudes, behavior, PSE change, or something else. Each measure should be characterized in terms of its nutrition or obesity prevention focus, e.g. “was a policy

Template 7: SNAP-Ed Narrative Annual Report

implemented making an improvement in a school nutrition or physical activity environment?”

Data Collection: Describe the points at which data were collected from intervention and control group participants. For example, these points may include pre-test or baseline, midway through the intervention, post-test as intervention ends, or follow-up some weeks or months after the intervention ends. Finally indicate if impact data were collected through observation, self-report, or another method.

Results: Compare intervention and control groups at each measurement point, by individual measure. Report the number of intervention and the number of control group participants measured at each point. Describe any tests of statistical significance and the results.

Description of how evaluation results will be used:

Point of Contact: Provide a contact for additional details.

Relevant Journal References: Reference to any other report of the evaluation. Include whether the results will be submitted for publication, and if so, to what publication.