

Appendix D. Guidelines for Nutrition Education Materials

State agencies should design SNAP-Ed materials to address the cultural, literacy, language, and income needs of the SNAP-Ed target audience.

State agencies should submit media messages and materials prior to their release to FNS Regional Office staff for review, particularly when States are planning large media campaigns and productions.

FNS reserves a royalty-free, non-exclusive right to reproduce, publish, use, or authorize others to use photographs, videos, recordings, computer programs and related source codes, literature, or other products produced, in whole or in part, with SNAP funds for Government purposes. Please review *OTHER FEDERAL POLICIES RELEVANT TO ADMINISTRATION OF SNAP-ED: FEDERAL ROYALTY RIGHTS* for additional information and CFR citation.

Materials with subject matter that is beyond the scope of SNAP-Ed, including the screening for diseases and the treatment and management of diseases, are not allowable costs.

FNS encourages State agencies to submit their materials to the SNAP-Ed Connection for consideration and inclusion in the SNAP-Ed Library at <https://snaped.fns.usda.gov/snap-ed-library/submission-form>.

Guidelines for Duplicating or Editing SNAP-Ed Materials

If the materials will be reproduced as is, nothing needs to be done.

When any changes or additions are made to the content or design of SNAP-Ed materials, the SNAP and USDA logos must be removed and the following statement must be added:

“Adapted from U.S. Department of Agriculture, Supplemental Nutrition Assistance Program. USDA does not endorse any products, services, or organizations. Provided by (organization’s name).”

If the name or logo of an organization or company is added to the document, the SNAP and USDA logos must be removed and the following statement must be added:

“Adapted from U.S. Department of Agriculture, Supplemental Nutrition Assistance Program. USDA does not endorse any products, services, or organizations. Provided by (organization’s name).”

Guidelines for Use of the USDA and SNAP Logos

Use of the USDA logo must follow requirements as stated in the *USDA VISUAL STANDARDS GUIDE*. This guide provides detailed requirements for standards such as logo colors, size, and placement within documents. The guide can be found at <https://www.usda.gov/sites/default/files/documents/visual-standards-guide-january-2013.pdf>.

Use of the SNAP logo must follow requirements as stated in the *SUPPLEMENTAL NUTRITION ASSISTANCE PROGRAM (SNAP) USING THE SNAP LOGO* guide. The guide is located at <https://fns-prod.azureedge.net/sites/default/files/snap/SNAP-Logo-Guidance.pdf>.

Nondiscrimination Statement Use

The nondiscrimination statement lists all of the prohibited bases for discrimination contained in the USDA Civil Rights Policy Statement. Materials that should have the nondiscrimination statement include print (e.g., brochures, newsletters, education curricula, etc.) and non-print (e.g., audio, videos, websites, etc.) forms of communication. Documents developed, adapted, or reprinted by State and Implementing Agencies receiving financial assistance from FNS must have the following shortened nondiscrimination statement: **“This institution is an equal opportunity provider.”** when used specifically for SNAP-Ed. In general, anything that features USDA logos, such as MyPlate, or communicates SNAP-Ed programming information, including times, dates, and locations as well as objectives and outcomes of classes or activities, falls into this category. Moreover, all communication must comply with Section 508 (meet accessibility standards) and all applicable civil rights laws, regulations, Executive Orders, and policies (see <http://www.section508.gov/content/learn> for relevant information).

The full nondiscrimination statement provided at the end of this appendix document is rarely, if ever, required for SNAP-Ed. It is necessary to have if SNAP or other FNS program eligibility or application information is provided. For online sites, individual SNAP-Ed webpages should provide the full version of the nondiscrimination statement if there is information that requires the full statement to be featured even if it is on a different webpage of the site. A recommendation is to link to the appropriate version, available at <https://www.fns.usda.gov/usda-nondiscrimination-statement>, in the footer of the site.

The nondiscrimination statement should be made available in English or other languages appropriate for the local population served or directly affected by any USDA program or activity. Please be sure to use the provided USDA translations, rather than

Appendix D: Guidelines for Nutrition Education Materials

have the statement translated for you. Translated versions of the nondiscrimination statement will be available in the following languages:

- Amharic
- Arabic
- Armenian
- Chinese (both Traditional and Simplified)
- Haitian Creole
- Farsi
- Vietnamese
- Laotian
- Portuguese (Brazil)
- Serbo-Croatian
- Khmer
- Polish
- Hindi
- Hmong
- Korean
- Russian
- Somali
- Thai
- Urdu

Please refer to <https://www.fns.usda.gov/usda-nondiscrimination-statement> for more information on translated statements.

SNAP-Ed State and Implementing Agencies are required to notify applicants with disabilities and limited English proficiency (LEP) persons of their right to free language assistance and accommodations and provide free language assistance and accommodations upon request.

SNAP State Agencies must also ensure equal opportunity access for persons with disabilities. This includes ensuring that communications with applicants, participants, members of the public, and companions with disabilities are as effective as communications for people without disabilities. Persons with disabilities who require alternative means of communication of program information, including web-based information, must be provided with alternative formats (e.g. Braille, large print, audiotape, American Sign Language, etc.). If materials developed and released by the USDA are needed in alternative formats, please contact the SNAP-Ed National Office by emailing SNAP-Ed@usda.gov with the type of alternative format requested (Braille, large print, etc.), the quantity desired, and a mailing address. Additionally, State Agencies that participate in SNAP must take reasonable steps to ensure that LEP persons have meaningful access to programs, services, and benefits. This includes the requirement to provide bilingual program information and certification materials and interpretation services to single-language minorities in certain project areas.

The nondiscrimination statement is not needed if a document meets the following criteria:

- is not funded by the USDA/SNAP-Ed;
 - only contains content that provides general information for the public (examples are menus, calendars, and recipes);
- and
- has no SNAP or SNAP-Ed program information or reference to SNAP application or eligibility.

Appendix D: Guidelines for Nutrition Education Materials

When in doubt about proper usage of the nondiscrimination statement, refer to your regional SNAP-Ed Coordinator.

Example Documents

Example 1:



What does SNAP-Ed provide?

- ◆ An 8-12 lesson, interactive, research-based nutrition curriculum
- ◆ Adaptable material to meet each participant's needs
- ◆ Lessons delivered in small groups or one-on-one sessions

Participants receive...

- ◆ Water bottle
- ◆ Grocery shopping list
- ◆ Produce brush
- ◆ Measuring cups and spoons
- ◆ Stretch band and physical activity booklet
- ◆ Food thermometer
- ◆ Cookbook
- ◆ Graduation certificate

Participants learn how to...

- ◆ Read food labels
- ◆ Save money on groceries
- ◆ Make healthy food choices
- ◆ Be more active

Optional lessons are available addressing nutrition during pregnancy, feeding a new baby, introducing solid foods, and feeding young children.

Hands-on learning allows participants to create healthy recipes and learn the essentials of food safety.

What participants had to say...

"I look at nutrition labels for fat and sugars. I try to eat more vegetables by adding them to my meals and I eat smaller portions rather than eating till I'm full."

"I personally like the classes because I learned some easy and nutritious recipes, as well as how to properly use the thermometer."

"My success has been great! I've started to eat healthier and I don't eat out as much. I've also started cooking which is a huge change for me, but I am trying!"

Since the handout above includes program information, such as goals and objectives, it would require the short nondiscrimination statement, "This institution is an equal opportunity provider."

Example 2:

Farmer's Market Stir-Fry ^[1]

Serves: 8

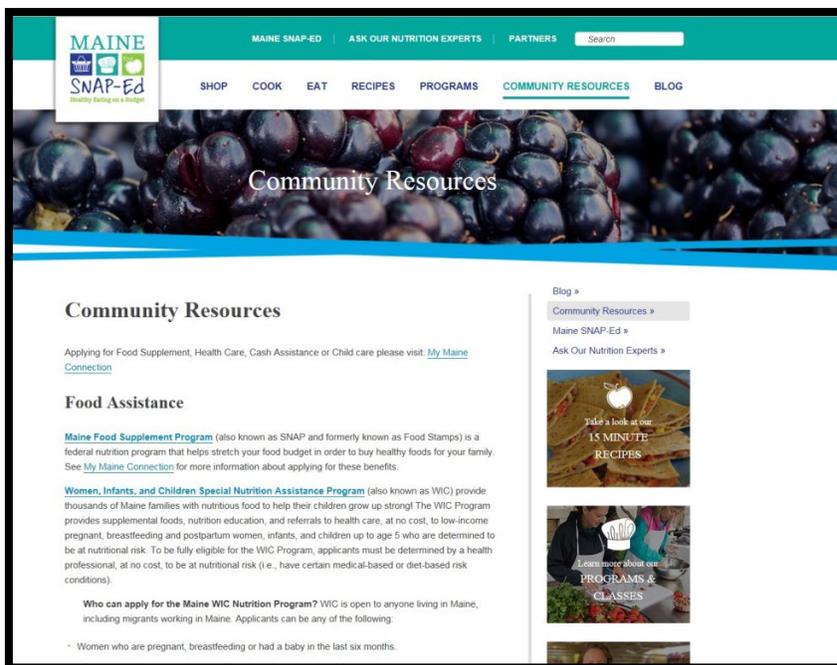
Ingredients:

- 2 cups cooked brown rice
- vegetable oil cooking spray
- 3 gloves garlic or $\frac{1}{2}$ teaspoon garlic powder
- 1 teaspoon fresh ginger or $\frac{1}{2}$ teaspoon ground ginger
- 1 cup onion, diced
- 1 cup broccoli, cut into bite-sized pieces
- 1 cup carrots, sliced
- 1 cup cabbage, chopped
- 1 cup cauliflower, cut into bite-sized pieces

Appendix D: Guidelines for Nutrition Education Materials

The Farmer's Market Stir-Fry recipe does not provide SNAP-Ed program information or use a USDA or MyPlate logo, so no nondiscrimination statement is required.

Example 3:



The web page pictured above includes a link to application forms for SNAP benefits and therefore requires the full nondiscrimination statement from the USDA website at <https://www.fns.usda.gov/usda-nondiscrimination-statement>. The link to the appropriate statement can be placed in the footer.

Example 4:



Appendix D: Guidelines for Nutrition Education Materials

The website pictured above does not link to or feature SNAP benefit information or applications, so the short nondiscrimination statement suffices.

Example 5



This participant recruitment flyer would require the short nondiscrimination statement since it includes SNAP-Ed program information, such as locations and contact details. Although the program is not explicitly referred to as a “SNAP-Ed” activity, the short nondiscrimination statement is required because the program provides nutrition education using SNAP-Ed funding.

Full Nondiscrimination Statement

English:

In accordance with Federal civil rights law and U.S. Department of Agriculture (USDA) civil rights regulations and policies, the USDA, its Agencies, offices, and employees, and institutions participating in or administering USDA programs are prohibited from discriminating based on race, color, national origin, sex, religious creed, disability, age, political beliefs, or reprisal or retaliation for prior civil rights activity in any program or activity conducted or funded by USDA.

Persons with disabilities who require alternative means of communication for program information (e.g. Braille, large print, audiotope, American Sign Language, etc.), should contact the Agency (State or local) where they applied for benefits. Individuals who are deaf, hard of hearing or have speech disabilities may contact USDA through the Federal Relay Service at (800) 877-8339. Additionally, program information may be made available in languages other than English.

To file a program complaint of discrimination, complete the USDA Program Discrimination Complaint Form, (AD-3027) found online at: http://www.ascr.usda.gov/complaint_filing_cust.html, and at any USDA office, or write a letter addressed to USDA and provide in the letter all of the information requested in the

Appendix D: Guidelines for Nutrition Education Materials

form. To request a copy of the complaint form, call (866) 632-9992. Submit your completed form or letter to USDA by:

- (1) mail: U.S. Department of Agriculture
Office of the Assistant Secretary for Civil Rights
1400 Independence Avenue, SW
Washington, D.C. 20250-9410;
- (2) fax: (202) 690-7442; or
- (3) email: program.intake@usda.gov.

This institution is an equal opportunity provider.

Spanish

Las agencias estatales o locales de SNAP y FDPIR, y sus beneficiarios secundarios, deben publicar el siguiente Aviso de No Discriminación:

De conformidad con la Ley Federal de Derechos Civiles y los reglamentos y políticas de derechos civiles del Departamento de Agricultura de los EE. UU. (USDA, por sus siglas en inglés), se prohíbe que el USDA, sus agencias, oficinas, empleados e instituciones que participan o administran programas del USDA discriminen sobre la base de raza, color, nacionalidad, sexo, credo religioso, discapacidad, edad, creencias políticas, o en represalia o venganza por actividades previas de derechos civiles en algún programa o actividad realizados o financiados por el USDA.

Las personas con discapacidades que necesiten medios alternativos para la comunicación de la información del programa (por ejemplo, sistema Braille, letras grandes, cintas de audio, lenguaje de señas americano, etc.), deben ponerse en contacto con la agencia (estatal o local) en la que solicitaron los beneficios. Las personas sordas, con dificultades de audición o con discapacidades del habla pueden comunicarse con el USDA por medio del Federal Relay Service [Servicio Federal de Retransmisión] llamando al (800) 877-8339. Además, la información del programa se puede proporcionar en otros idiomas.

Para presentar una denuncia de discriminación, complete el Formulario de Denuncia de Discriminación del Programa del USDA, (AD-3027) que está disponible en línea en: http://www.ocio.usda.gov/sites/default/files/docs/2012/Spanish_Form_508_Compliant_6_8_12_0.pdf, y en cualquier oficina del USDA, o bien escriba una carta dirigida al USDA e incluya en la carta toda la información solicitada en el formulario. Para solicitar

Appendix D: Guidelines for Nutrition Education Materials

una copia del formulario de denuncia, llame al (866) 632-9992. Haga llegar su formulario lleno o carta al USDA por:

- (1) correo: U.S. Department of Agriculture
Office of the Assistant Secretary for Civil Rights
1400 Independence Avenue, SW
Washington, D.C. 20250-9410;
- (2) fax: (202) 690-7442; o
- (3) correo electrónico: program.intake@usda.gov.

Esta institución es un proveedor que ofrece igualdad de oportunidades.

Edits and size requirements

Additions, edits, or deletions to the Civil Rights statement are not allowed. The minimum font size for nondiscrimination statements for brochures is 8 point. For all other printed materials and web pages, the statement must be legible. Use of a smaller font size must be approved by FNS CRD in writing.

Credit

Should be provided to SNAP as a funding source on newly developed and reprinted materials. FNS recommends the following statements:

English: “This material was funded by USDA's Supplemental Nutrition Assistance Program - SNAP.”

Spanish: “Este material se desarrolló con fondos proporcionados por el Supplemental Nutrition Assistance Program (SNAP en inglés) del Departamento de Agricultura de los EE.UU. (USDA siglas en inglés).”

About Team Nutrition Materials

Team Nutrition is an initiative of the US. Department of Agriculture’s Food and Nutrition Service that supports the Child Nutrition Programs through training and technical assistance for foodservice, nutrition education for children and their caregivers, and school and community support for healthy eating and physical activity. The goal of Team Nutrition is to improve children's lifelong eating and physical activity habits through nutrition education based on the principles of the Dietary Guidelines for Americans and MyPlate. SNAP-Ed and Team Nutrition materials may be used to deliver direct nutrition education and physical activity through Approach One.

Appendix D: Guidelines for Nutrition Education Materials

Under the Team Nutrition initiative, FNS provides numerous high-quality free educational materials for schools and child care. Materials developed under the Team Nutrition initiative utilize six communication channels:

1. food service
2. classroom
3. school
4. home
5. community
6. media

These channels offer a comprehensive network for delivering consistent and reinforcing nutrition messages to children and their caretakers. Social cognitive theory provides the theoretical framework for Team Nutrition, as this addresses personal, behavioral, and environmental factors that influence behavior.

Articles about the Team Nutrition approach include:

- The Story of Team Nutrition <http://www.fns.usda.gov/story-team-nutrition-executive-summary-pilot-study>; and
- The Team Nutrition Pilot Study: Lessons Learned From Implementing a Comprehensive School-based Intervention <http://www.ncbi.nlm.nih.gov/pubmed/12047818>.

The development process for Team Nutrition materials includes the following:

- Review of peer-reviewed nutrition education literature
- Application of Social Cognitive Theory and development of behaviorally focused objectives
- Formative research with the target audience to test concepts, nutrition education messages, and images
- Alignment with educational standards, such as math, science, English, and health
- Formative research of draft materials with the target audience (e.g., piloting of materials in classrooms, focus group testing of parent materials, teacher interviews, etc.)
- Review by Child Nutrition experts and stakeholders
- Review by U.S. Department of Agriculture and the Department of Health and Human Services via a Dietary Guidelines Work Group for consistency with the Dietary Guidelines for American and technical accuracy

Eat Smart Live Strong was evaluated as part of the SNAP Education and Evaluation Study, Wave II (see <http://www.fns.usda.gov/sites/default/files/SNAPEdWaveII.pdf>). My Plate for My Family is an update of the Loving Your Family, Feeding their Future nutrition education kit and is considered practice-based. States are encouraged to

Appendix D: Guidelines for Nutrition Education Materials

conduct evaluations of this resource if implemented as part of their nutrition education and obesity prevention interventions.

Examples of Team Nutrition materials (<http://teamnutrition.usda.gov/>) include:

- Discover MyPlate: Nutrition Education for Kindergarten
- Serving Up MyPlate: A Yummy Curriculum (Grades 1-6)
- The Great Garden Detective Adventure (Grades 3-4)
- Dig In! Nutrition Education from the Ground Up (Grades 5-6)
- Healthier Middle Schools: Everyone Can Help

Start Simple with MyPlate

CNPP's *Start Simple with MyPlate* campaign was developed to promote healthy eating and physical activity.

- *START SIMPLE WITH MYPLATE* (<https://www.choosemyplate.gov/start-simple-myplate>) provides tips from the five MyPlate food groups (Fruits, Vegetables, Grains, Protein Foods, Dairy) that Americans can easily incorporate into their busy lives
- The ideas fit a variety of food preferences, health goals, and budgets
- The goal is to help consumers with daily food choices, increase awareness of the MyPlate food groups, and provide ways to meet food group targets



Start simple
with MyPlate

Food and Drug Administration (FDA) Nutrition Label Educational Materials

FDA's Center for Food Safety and Applied Nutrition (CFSAN) has a wealth of educational materials that make it easy to understand and use the Nutrition Facts label, Menu Labeling, and other nutrition and food safety topics. Consumers, educators, teachers, dietitians, and health professionals are invited to check out CFSAN's many online resources, and downloadable and printable materials in the CFSAN Education Resource Library (<https://epublication.fda.gov/epub/>) and on CFSAN's Nutrition Education Page (<https://www.fda.gov/nutritioneducation>).