

**SNAP-Ed 30th Anniversary Webinar Series:
SNAP-Ed Collaborations and Coalition Building Efforts (Webinar 3)**

Questions/Answers

Wisconsin

Q: What is the name of the software used for the dynamic social mapping? Thanks!

A: The mapping software is called Kumu (<https://kumu.io/>). Folks who are interested in learning more about Kumu might consider viewing this webinar hosted by Population Health Innovation Lab: <https://www.youtube.com/watch?v=O1Y9f8v7HN0>. We would be happy to make a connection to the Institute for Systems Change and Peacebuilding at UW-Milwaukee, who we are partnering with to build out the local food ecosystem map in Milwaukee.

Q: How much of the state program in Wisconsin is dedicated to this systems change work VS direct ed/programming to individuals?

A: Unfortunately, we are not currently able to provide an accurate estimate of how much of our state program work is systems change and how much is direct education/programming to individuals. We are striving to align our direct education work with Policy, System, and Environmental (PSE) change efforts. We believe all of these types of efforts are helpful and important in changing behavior.

Q: What is the role of the SNAP State Agency to SNAP-Ed in WI? Are you in the same agency?

A: In Wisconsin, the SNAP State Agency's role is to administer SNAP. This is done by the Wisconsin Department of Medicaid Services. SNAP-Ed is administered by the Wisconsin Department of Health Services. No, we are not the same agency. We have a collaborative agreement via a Memorandum of Understanding identifying our roles and responsibilities.

Q: To Tony, have you ever considered using SNAP-Ed funds to match non-federal, as an incentive? Would be like the original 'match' from FSNE days, but just use part of the federal SNAP-Ed grant to encourage others to add their dollars toward a common project?

A: Interesting question. I have thought about that, but I have heard that our grantees were relieved when 'match' went away, as it was time-consuming, difficult to track, and sometimes hard to find. In addition, the 'match' was not always available in relationship to the need. We are looking at other methods of leveraging funding toward common projects, such as through our work with a fiscal agent as part of the collective action initiative in Milwaukee and having subgrantees. Other sources of funds are important and we will continue to look for those with our partners and encourage others to add their dollars toward a common project.

West Virginia

Q: Is SNAP Stretch its own grant? Which?

A: SNAP Stretch is primarily funded through the USDA/NIFA Gus Schumacher Nutrition Incentive Program and a COVID response supplemental. We also have philanthropic dollars that help us piece this program together. We're working on getting state funding as well.

Q: SNAP educators going into grocery stores for cooking demos? Or are current grocery staff doing the cooking demos and getting paid via SNAP dollars during that time?

A: The SNAP Educators are doing the demonstrations in the grocery stores.

California

Q: What roles did the state departments of Education and Social Services SNAP State Agency plan in your establishment of school district linkages to CalFresh. Or did you work w/ the county CalFresh offices? What barriers did you have to overcome in getting the systems set up?

A: We worked with our County CalFresh/SNAP Offices. Our San Bernardino County Nutrition Action Partnership (CNAP) has established partnerships with our Transitional Assistance Department/CalFresh for many years. They have designated a CalFresh Outreach representative from their office to participate in CNAP meetings and work with CNAP/Department of Public Health Nutrition on outreach efforts. Also, since we have established partnerships with school districts, first working with summer meals, then expanding to school meal access all year long, CNAP was able to connect CalFresh/SNAP and school districts. In addition, No Kid Hungry and local Food Service Directors (CNAP co-chairs), were the key to providing the added expertise and credentials needed to get the systems set up. There have been relatively few barriers because of the strong previous partnerships, however getting 100% support of school districts in our County is sometimes difficult. (We were able to reach 75% of our school districts).

Q: Has/will the Community Eligibility Program (CEP) been used by your districts to help maintain lunch programs after the PH emergency?

A: Yes. Many of our school districts have made an increased effort to apply for CEP for school breakfast and lunch. In the state of California, "Universal Meals" will be implemented in all public schools beginning in School Year (SY) 22-23. The California Department of Education is requiring all eligible CA school districts to apply for CEP or other federal funding to increase federal dollars that fund school meals, and the state of California will make up the difference. No Kid Hungry has sponsored a series of workshops to assist schools in applying for CEP and the California Department of Education has also provided guidance.

Q: The work with CNAP and coalitions, is it considered a PSE? What are some impact measures besides # of events/lbs of food distributed, etc?

A: Some of the work, especially with CNAP workgroups, is considered PSE. For example, here are some of our recent PSE's:

- CalFresh Outreach in Schools and adding CalFresh links to school websites (e.g. 5 à 25 districts)
- Working/partnering with school districts to strengthen their School Wellness policies and these policies then being approved by their school district boards
- Working/partnering with Farmers Markets to apply and add Market Match to allow EBT customers to double their fruit and vegetable buying power.
- Working/partnering with the local American Heart Association to make portable blood pressure monitors available for check-out at libraries. (current project)
- Working with community organizations and school districts to Increase/add summer meal sites.

General

Q: Such great programs presented! Curious as to whether the great programs resulted in greater numbers of Medicaid enrollees to participate SNAP-Ed. I believe the ratio of Medicaid enrollees who are also enrolled in SNAP-Ed is oddly low on average nationally.

Response (California): Our local SNAP/CalFresh offices simultaneously work to enroll eligible CalFresh/SNAP applicants into Medicaid also and vice versa.

However, we (Quad County CNAPS, School District Leaders, and No Kid Hungry) are currently trying to figure out how we can measure the impact of our CNAP work which focuses on CalFresh outreach efforts with schools à referrals to the CalFresh website and applications. Stay tuned!

Response (Wisconsin): Thank you for your comment and question! We don't currently track this data.

Q: Not a question, just a shout-out to Brown County (1988) for getting FSNE started in the US--thank you, Brown County!!!

Response (Wisconsin): We are proud of our state and county roles in helping to start SNAP-Ed (formerly known as Food Stamp Nutrition Education or FSNE) when the University of Wisconsin-Extension in Brown County partnered with our State SNAP (then FSNE) Agency in 1988! Other universities and states followed with a group of 7 states offering SNAP-Ed in 1992.

