



Food and
Nutrition
Service

Park Office
Center

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MAR 31 2014

SUBJECT: Supplemental Nutrition Assistance Program Education (SNAP-Ed)
State Plan Guidance for Federal Fiscal Year (FFY) 2015

TO: State SNAP-Ed Cooperators

The Food and Nutrition Service (FNS) is pleased to release the Supplemental Nutrition Assistance Program Education (SNAP-Ed) State Plan Guidance for Federal Fiscal Year (FFY) 2015. This document provides guidance to States for planning and implementing SNAP-Ed, with a focus to enhanced SNAP-Ed programming in accordance with the intent of the Healthy, Hunger Free Kids Act of 2010 (HHFKA).

On April 5, 2013, FNS published the Interim Rule *SNAP: Nutrition Education and Obesity Prevention Grant Program*, codifying the provisions of the HHFKA. The FFY 2015 SNAP-Ed Guidance provides instructions for States developing SNAP-Ed Plans and emphasizes FNS' expectations regarding how States implement the SNAP-Ed requirements.

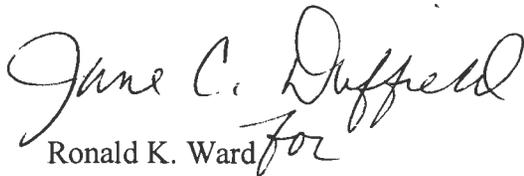
FNS applauds States on their efforts to implement HHFKA provisions and to expand nutrition education and obesity prevention interventions through new and innovative approaches. The FFY 2015 Guidance emphasizes that States must include only evidence-based activities, as defined in the guidance, in SNAP-Ed Plans and highlights the need for evaluation of SNAP-Ed interventions to demonstrate program impacts. FNS continues to make requested improvements to the guidance. We have added a section on policy, systems, and environmental change and have included more examples that can be used in SNAP-Ed programming throughout the document.

SNAP-Ed grant funding allocations in FFY 2015 continue to be based on the HHFKA formula, with SNAP participation factoring into the formula at a greater weight. The ratio of the base SNAP-Ed expenditures to participation is 80/20 for FFY 2015 and will continue to evolve until the ratio of expenditures to participation is 50/50 in FFY 2018. A chart of the State FFY 2015 estimated allocations that can be used for planning purposes is attached.

For FFY 2015, SNAP-Ed programming is authorized for \$407 million nationally. Since the participation figures to compute the final 2015 State funding are not yet available, the attached estimated allocations are for planning purposes only and do not reflect final State allocations. Please be reminded that SNAP-Ed allocations are subject to the availability of Federal funds.

The *SNAP-Ed Strategies and Interventions: An Obesity Prevention Toolkit for States* developed through FNS collaboration with the National Collaborative on Childhood Obesity Research (NCCOR) was introduced with the 2014 Guidance and revised last July. The Toolkit contains a wide range of strategies and interventions including policy, systems, and environmental change interventions that have been identified as appropriate for SNAP-Ed programs. FNS intends to update the toolkit again in the coming months with more evidence based strategies and interventions. We encourage States and implementing agencies to submit additional ideas for strategies and interventions to consider for future inclusion in the toolkit.

Thank you for your continued efforts in support of SNAP-Ed. The guidance and SNAP-Ed Interventions Toolkit are available in pdf format on the SNAP-Ed Connection Web site at: <http://snap.nal.usda.gov>. We welcome your comments on the guidance and ask that you direct them through your FNS regional office contacts.

A handwritten signature in black ink that reads "Jane C. Duffield". The signature is written in a cursive style with a large, looping "J" and "D".

Ronald K. Ward *for*
Director
Program Accountability and Administration Division

Attachment: FY 2015 State SNAP-Ed Estimated Allocations