

Part 1 of 2



Re-engineering Food Stamp Program Nutrition Education

Policy Initiatives & Program Opportunities



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Food Stamp Program

- Serving 26 million low-income households
- \$275 million budgeted for nutrition education in FY 2007



Food Stamp Nutrition Education

- State option; 52 State Agencies have FSNE Plans
- 94 FSNE Implementing Agencies
 - 55% Cooperative Extension*
 - 33% included a nutrition education network*

* FY 2004



Session Overview

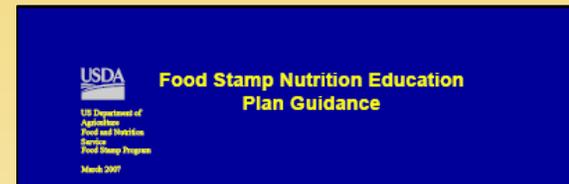
- Promising practices for the provision of FSNE
- National reporting system for FSNE
- New nutrition education materials
 - mothers with limited literacy skills
 - older adults

**Slide Handouts Available Post-Meeting on
the Food Stamp Nutrition Connection Web Site:
www.nal.usda.gov/foodstamp**



Guiding Principles

- Released April 2005
- Product of collaboration with Program partners
- Set standards of excellence for FSNE



**Food Stamp Nutrition Education
Guiding Principles**

Introduction:

The United States Department of Agriculture's (USDA) Food Stamp Program (FSP) provides nutrition assistance benefits to eligible low-income households that can be used to purchase foods from authorized food retailers, thereby providing a food security safety net. When Congress created the FSP in the early 1960's, it envisioned a program that provided households with access to a healthy, nutritious diet. Today, as this FSP has grown into the largest Food and Nutrition Service (FNS) nutrition assistance program, that goal remains central to its mission and purpose.

FNS encourages and supports nutrition education designed to help food stamp participants and eligibles choose healthy foods and active lifestyles. Under current regulations, State FSP agencies have the option to provide, as part of their administrative operations, nutrition education for persons who are eligible for the Program. States must submit an annual plan to FNS for approval; FNS then reimburses States for 50 percent of the allowable expenditures for nutrition education, comparable to the rate FNS provides for other administrative functions.

State FSP agencies contract with Cooperative State Research, Education and Extension Service (CSREES), State Departments of Health or Education, and State-level nutrition networks or others to provide nutrition education services to the target audience. In 1992, seven State agencies had approved food stamp nutrition education (FSNE) plans; this has grown to include fifty-two State agencies in 2004. Federal funds approved for FSNE grew from \$661,000 in 1992 to over \$228 million in 2004.

The growing interest in providing nutrition education as part of the FSP is supported by clear evidence of need. A USDA study from 2000 indicates many low-income adults do not know specific facts related to what types of dietary practices are healthful, such as what specific foods they should eat to maintain a healthy diet.¹ More recently, attention has focused on providing nutrition education and services to address the rising epidemic of overweight and obesity in America. Here, too, the need is great – for example, approximately 65% of adults in America and 16% of children and adolescents are overweight²—putting them at risk for serious health problems including heart disease, hypertension, diabetes and some cancers.

Low-income households have a higher prevalence of health conditions related to poor nutrition than households with higher incomes. Women with lower family income levels are 50% more likely to be obese than those with higher family incomes. Children of overweight mothers are more likely to be overweight themselves by age 6 than children of lean mothers.³ And, while obesity rates have doubled in children and tripled in adolescents over the last two decades, they have increased the most among those in the lowest income levels, especially African American and Mexican American children.^{4, 5}

¹ Gibson F, Ranganathan A, Olson C. Dietary Intake and Dietary Aids. USDA, September 2000.
² Health, United States, 2003. Chartbook on Trends in the Health of Americans. Washington, DC, 2004. Available at: http://www.cdc.gov/nchs/data/hestats/obesity_03.pdf.
³ Berkey BS, Ludwig JA, Monks G, Stueckert AJ. Growth of children. *Ann N Y Acad Sci*. 2005; 11:140-5.
⁴ The Surgeon General's Call To Action To Prevent and Decrease Overweight, Public Health Service, Rockville, MD.
⁵ Ogden CL, Flegal DM, Carroll MD, Johnson CL. Prevalence and trends in overweight among US children and adolescents, 1999-2004. *JAMA*. 2002; 288:1728-32.
⁶ Health, United States, 2002. National Center for Health Statistics, CDC.



www.fns.usda.gov



Guiding Principles

- 1. FSNE is intended for food stamp participants and individuals eligible for the Food Stamp Program.**



Guiding Principles

- 2. FSNE is a set of learning experiences designed to facilitate the voluntary adoption of eating and other nutrition-related behaviors conducive to health and well-being for those on a limited budget.**



Guiding Principles

- 3. FSNE has the greatest potential impact on the nutrition-related behaviors of the overall food stamp population when it targets women and children in food stamp eligible households.**



Guiding Principles

- Female heads of households are primary food shoppers
- Moms are role models for kids
- Children and teens affect family grocery and meal choices



- 21% of FSP participants are women living with children
- 50% of FSP participants are children
- 62% of households with children are single-adult households



Guiding Principles

4. FSNE uses science-based, behaviorally-focused interventions and can maximize its national impact by concentrating on a small set of key outcomes.

- **Eat fruits & vegetables, whole grains, and fat-free or low-fat milk or milk products every day.**
- **Be physically active every day as part of a healthy lifestyle.**
- **Balance calorie intake from food and beverages with calories expended.**



Guiding Principles

- 5. FSNE can maximize its reach when coordination and collaboration take place among a variety of stakeholders at the local, State, regional and national levels.**



www.fns.usda.gov/oane/SNAP/SNAP.htm



Guiding Principles

- 6. FSNE is enhanced when the specific roles and responsibilities of local, State, regional and national food stamp agencies and nutrition education providers are defined and put into practice.**



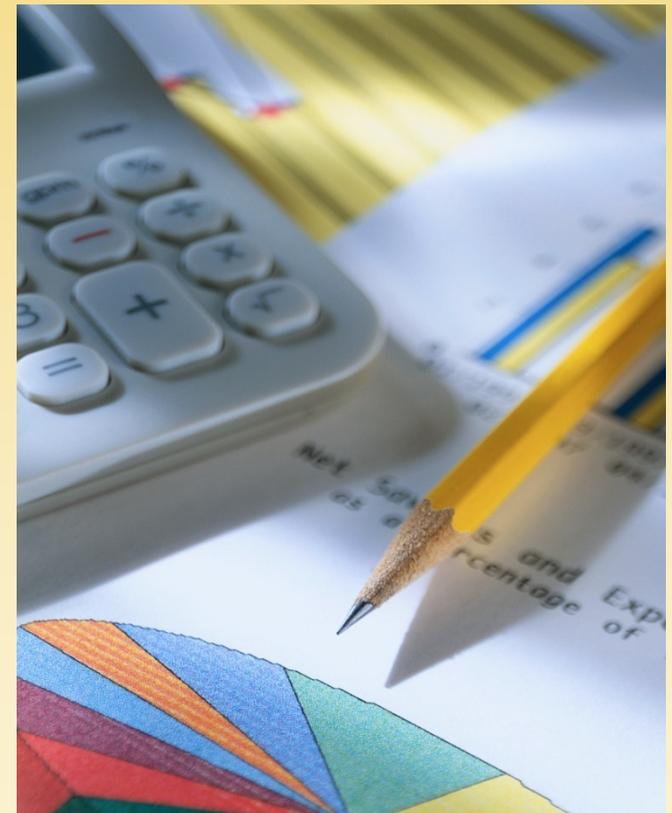
Education and Administrative Reporting System (EARS)

New form to report data on Food Stamp Nutrition Education (FSNE) Activities



The EARS Form

- Provides descriptive, not outcome data
- Annual report of prior Fiscal Year's information
- EARS is a reporting form, not a data collection tool.



EARS:

What will it accomplish?

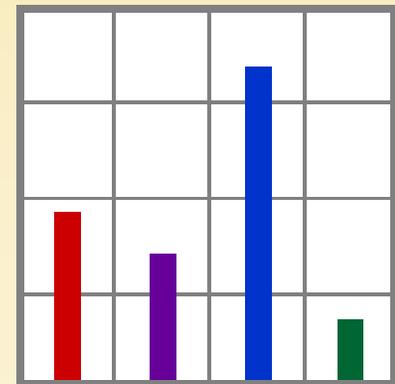
- Inform management decisions
- Support policy initiatives
- Provide documentation for legislative, budget & other requests
- Support the planning function



EARS: *What it will not do?*

EARS is one of several actions FNS has taken to enhance our understanding of State and local FSNE activities...it will not tell us everything.

- Replace the year end report.
- Tell us about all aspects of FSNE.
- Provide evaluation data.



The EARS Form

Designed to capture information on:

- Direct Education
- Social Marketing
- Indirect Education
- Financial Data



Reporting of Data

- Food Program Reporting System (FPRS)
- Data housed and analyzed at the National Data Bank
 - User-friendly reports
 - Exportable analysis file



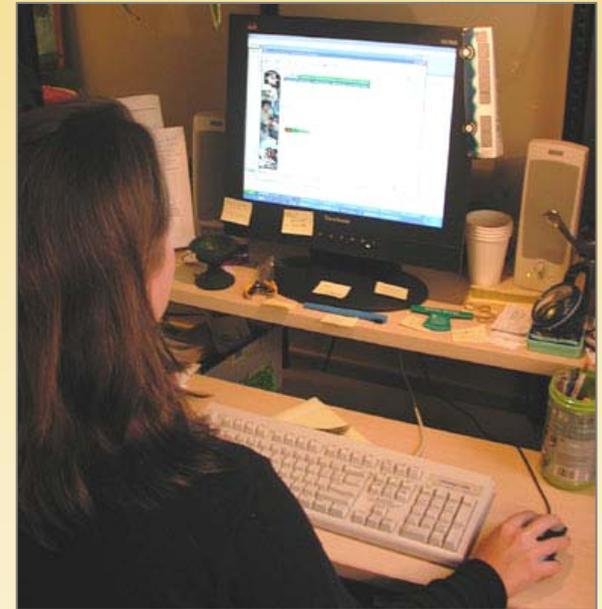
EARS Online Submission

- State FSP agencies (SAs) will use the system to submit the information reported by Implementing Agencies (IA).
- Data may be reported and entered into the system for each IA.
- SAs will be able to access current and prior years data.
- Recruiting States for Testing of the Submission System – Spring/Summer 2008



States' Role in Testing

- IAs collect and submit paper EARS to SA
- SA submits FSNE data to FNS using the online system
- Both provide feedback to FNS on their experience using the system



Benefits of Participating in System Test

- Early training on the EARS Form
- Pre-release look at the online system
- Influence online system development
- Ensure system operates efficiently and accurately

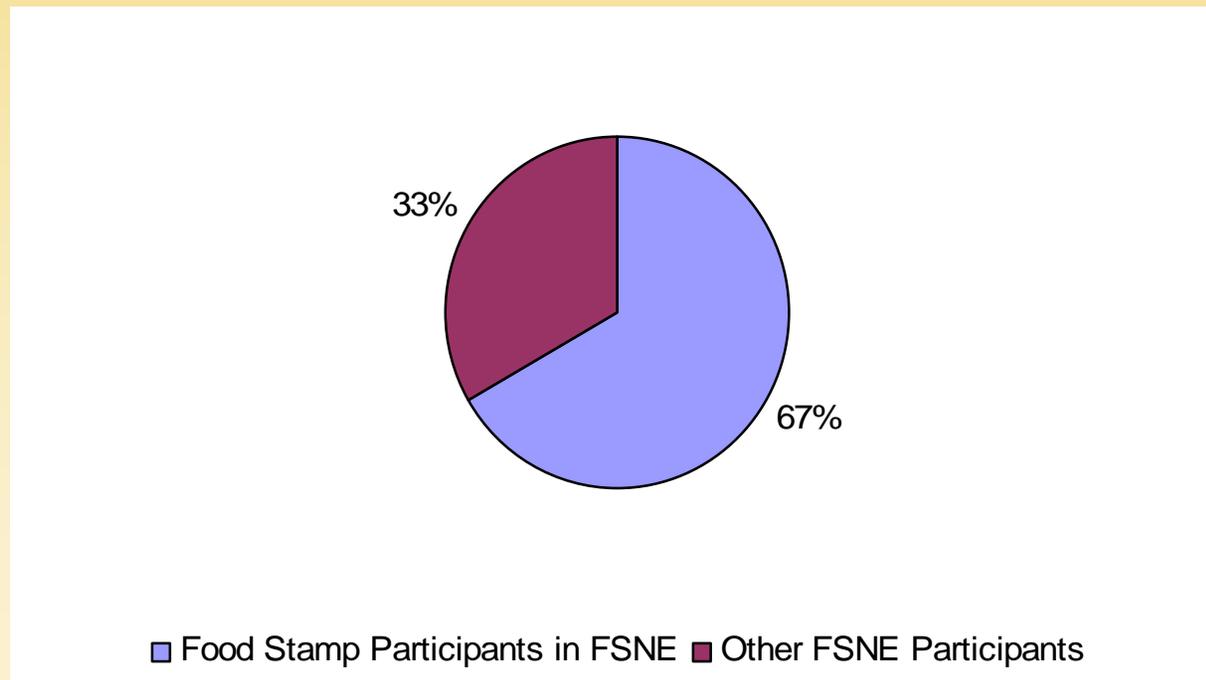


Example Outputs



FSNE Participants by FSP Status

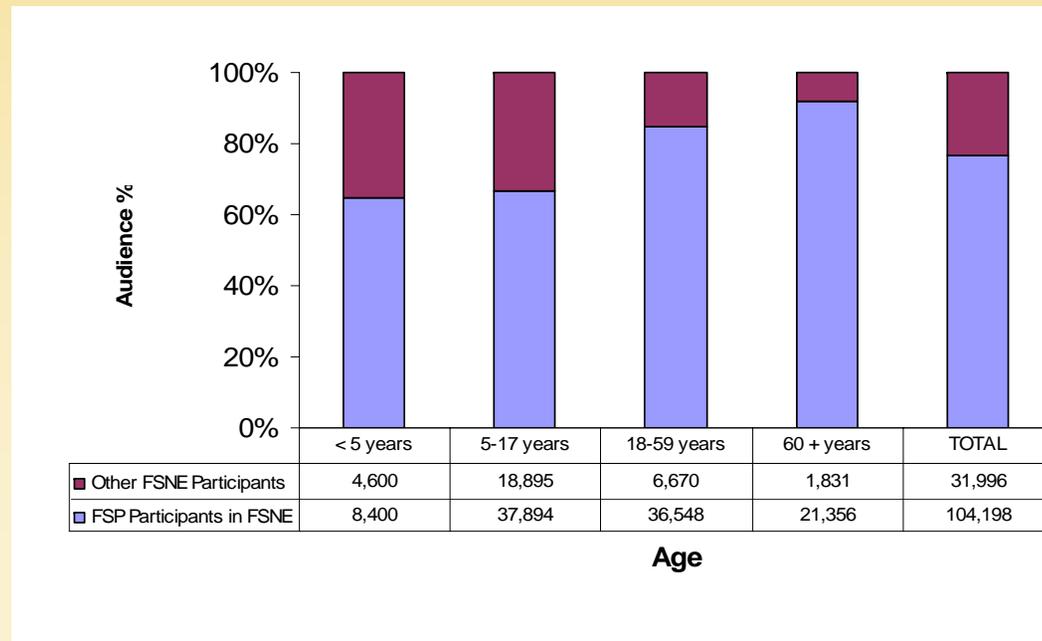
- How many FSNE participants are enrolled in the Food Stamp Program?



Sample Output Only

FSNE Participants by Age

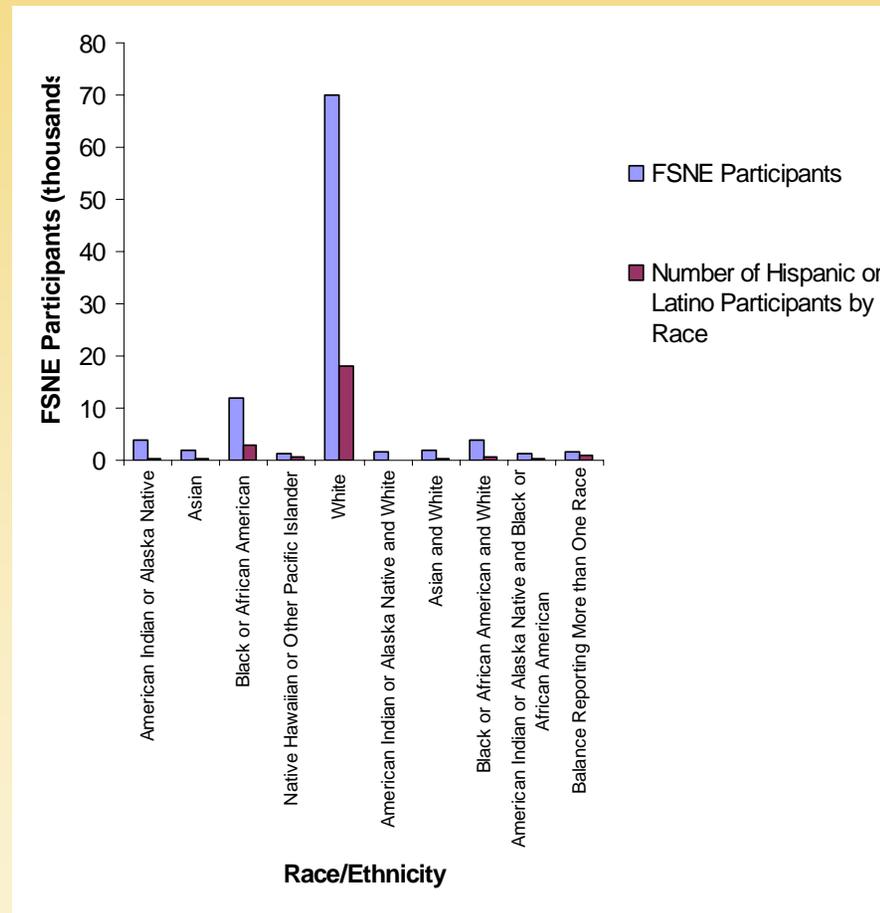
- What age(s) are FSNE participants?
- Which age group(s) are receiving the most/least FSNE?



Sample Output Only

FSNE Participants by Race and Ethnicity

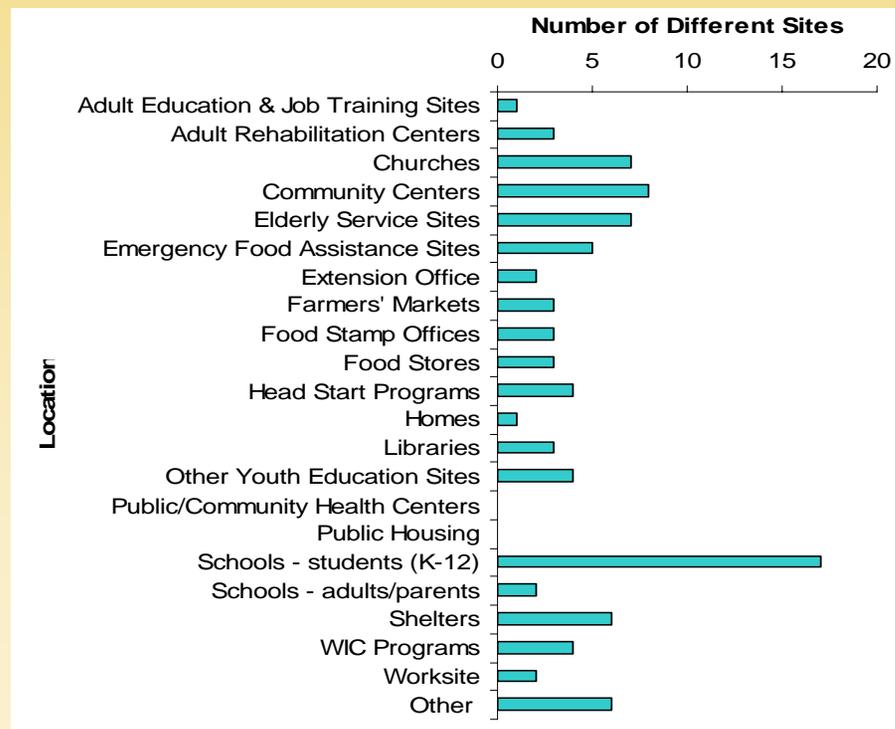
- What is the racial composition of FSNE participants?
- Which racial group(s) are being reached most/least through FSNE?



Sample Output Only

FSNE Delivery Sites/Locations

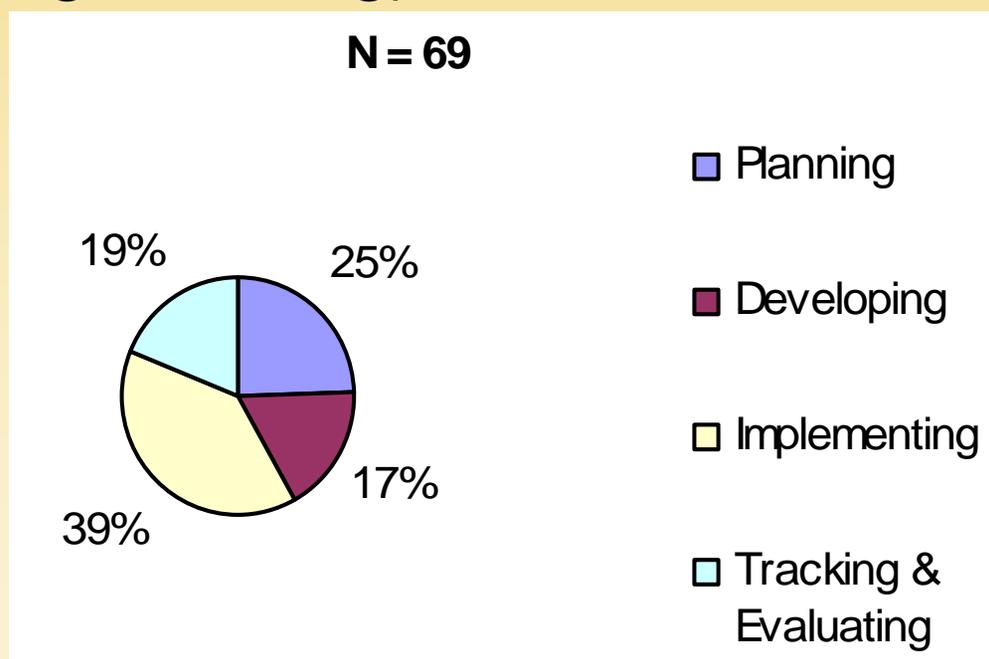
- Where is FSNE being delivered?



Sample Output Only

Social Marketing Initiatives

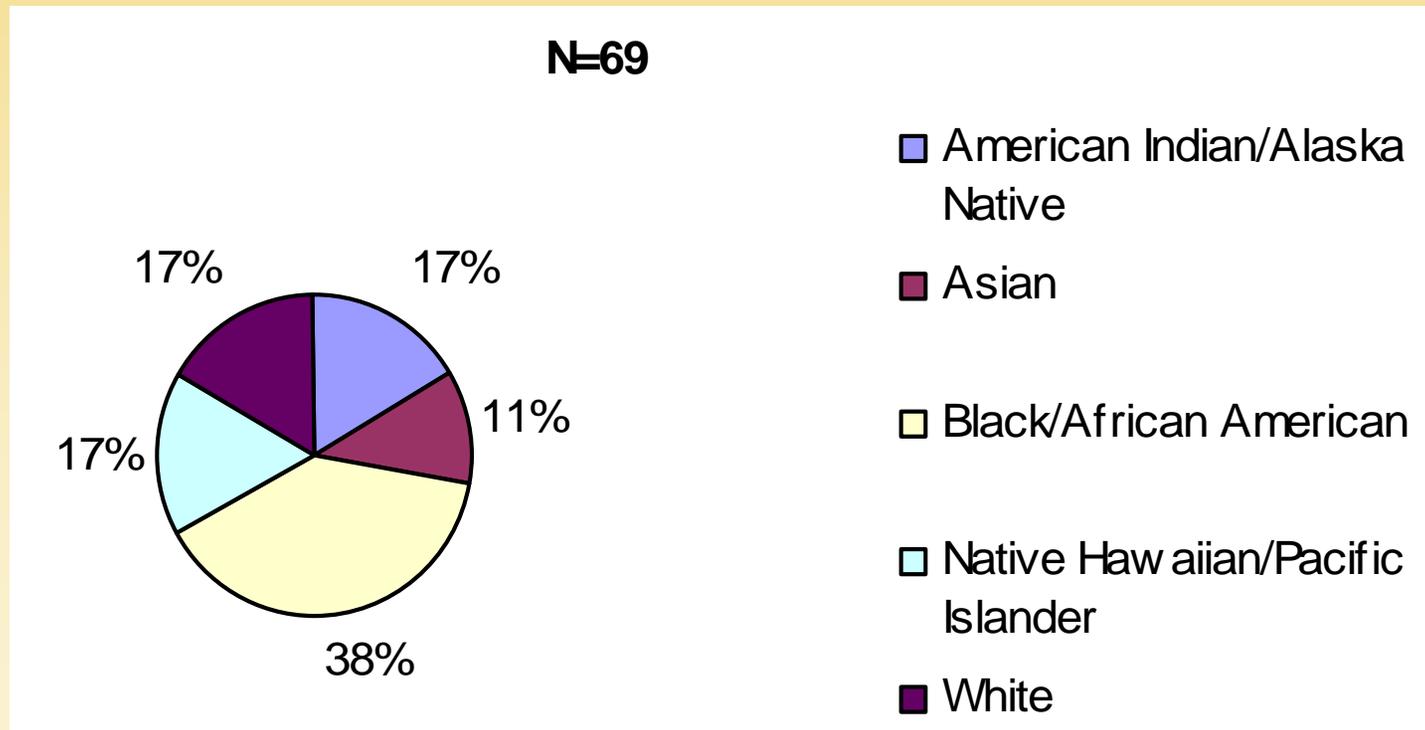
- What were social marketing campaigns' major activities for this year (planning, developing, implementing, tracking)?



Sample Output Only

Social Marketing Initiatives

- Who is being targeted? Can look at ethnicity, race, gender, and age.

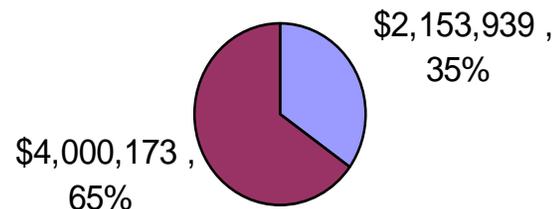


Sample Output Only

Expenditure of Funds

- Proportion of funds spent on administration vs. service delivery?

FSNE Expenditures by Category of Spending



■ Expenditures for FSNE Program Delivery ■ Administrative Costs



Sample Output Only

The EARS Training Plan

- Regional one day face-to-face trainings
- Series of follow-up web-based or conference call trainings on key issues.
- Overarching on-line training manual
- Presentations as part of other meetings



Implementation Timeline

- Allow 2+ years for full implementation
- SA submit an EARS Implementation schedule with 2008 FSNE State Plan
- Reminder: All states must begin reporting fiscal data in 2008.

Appendix I. Template 9: EARS Implementation Plan

| Component of EARS | Target Date for Reporting Data |
|--|--------------------------------|
| <p>Add instructions per my last comments. Direction: Enter the date that you expect to start implementing data for each of the components of EARS. All States must begin submitting the Expenditure information for items 9 and 10 no later than 10/08; however States may begin submitting this data as early as 10/07. If an item is not applicable to your State, please indicate that it is "Not Applicable" (NA). For example, if implementing agencies in your State do not have a social marketing campaign, you would indicate "NA".</p> | |
| Direct Education Contacts | |
| 1. Unduplicated Count of FSNE Participants by Age and FSP Status | |
| 2. Unduplicated Count of FSNE Participants by Gender | |
| 3. Unduplicated Count of FSNE Participants by Race and Ethnicity | |
| 4. Number of FSNE Delivery Sites by Type of Setting | |
| 5. Direct Education Programming Format | |
| 6. Primary Content of Direct Education | |
| Social Marketing | |
| 7. Description of Social Marketing Campaigns | |
| Indirect Education | |
| 8. Types of Material Distributed and Estimated Size of Audience Reached Through Communication and Events | |
| Summary of Expenditures | |
| 9. Expenditures by Source of Funding | 12/30/08 |
| 10. Expenditures by Category of Spending | 12/30/08 |



EARS

Milestones & Timeline

| Action/Task | Timeframe |
|--|----------------|
| ■ Establish EARS Workgroup | Fall 2003 |
| ■ Test pilot EARS | Winter 2004 |
| ■ OMB Clearance | |
| Publish 60-Day Notice | July 2006 |
| Submit OMB Package | January 2007 |
| OMB Approval Expected | August 2007 |
| ■ EARS On-line Data Submission System | |
| Award Contract | September 2007 |
| Develop System | June 2008 |
| Test System | July 2008 |
| Implementation | October 2008 |



EARS

Milestones & Timeline

| Action/Task | Timeframe |
|--|--------------------|
| <ul style="list-style-type: none"> ■ EARS Training | |
| Award Contract | Jan 2007 |
| Develop Training Material | Feb – Sept 2007 |
| Conduct Regional Trainings | Oct 2007– Mar 2008 |
| Conduct Training Conference Calls | Jan – Nov 2008 |
| Online Training Resource | Jan 2009 |
| <ul style="list-style-type: none"> ■ First Year EARS Implementation | |
| Report financial data (9 and 10) | Fiscal Year 2008 |
| <ul style="list-style-type: none"> ■ Full EARS Implementation | |
| Report all applicable EARS data | Fiscal Year 2010 |
| <ul style="list-style-type: none"> ■ Monitoring & Technical Assistance | Ongoing |
| <ul style="list-style-type: none"> ■ Feedback | Ongoing |



Challenges for FNS and States

- Ambitious timeline
- Resource limitations may impact number and frequency of training events
- Variance in the difficulties States may have implementing EARS; some will be early implementers others may lag behind



Opportunities EARS Offers

- EARS will provide uniform definitions for FSNE
- Data will provide a picture of FSNE activities on a state, regional and national level
- Allow for trend analysis
- Data will be available to support policy and legislative efforts



Next Steps

Get Ready--Get Set--Go!

- Start Planning
 - Identify gaps in current collection
 - Determine how to fill them
 - Identify training needs and timeline
- Make adjustments in data collection
- Consider participating in testing
- Prepare and submit reports in 2008
- Use and Share Data!



**Thanks for your
support of this effort!**

