

Introduction

This Fiscal Year (FY) 2019 Supplemental Nutrition Assistance Program Education (SNAP-Ed) Plan Guidance provides instructions for developing and submitting State nutrition education and obesity prevention grant program plans, commonly referred to as State SNAP-Ed Plans. It describes Food and Nutrition Service (FNS) expectations regarding State SNAP-Ed requirements and includes examples of activities that can be used in SNAP-Ed programming.

Some sections have been broadened to provide additional instructions and in some places new information has been added.

Sections that include new content or have revisions will be marked with text reading **New:** with the end of the new section marked with **End of new material** to assist users in identifying this information. Additional minor edits throughout have been made to assure consistency and to correct insignificant editorial and grammatical issues. Activities that are State requirements or FNS expectations, or are significant to program implementation are set in **bold** type to facilitate identification.

The FY 2019 SNAP-Ed Plan Guidance supersedes previous releases and provides instructions to States to implement all provisions of Section 28 of the Food and Nutrition Act (FNA) of 2008.

Summary of Regulations and Background

The SNAP-Ed Plan Guidance includes provisions of the FNA, Section 28, as amended by the Healthy, Hunger-Free

New: In the 2019 Plan Guidance

FNS continues to support enhancement of SNAP-Ed services by providing improvements and clarifications in the SNAP-Ed Plan Guidance. This year, FNS made the following revisions to improve program operations:

- Additional guidance on documentation of staff time and effort
- Clarification of State and local agencies as cognizant agency for food service and safety regulations.
- Increase of Nutrition Education Reinforcement Item (NERI) allowable per-item cost to \$5.00
- Clarification that knives are not acceptable NERI items.
- Inclusion of efforts to reduce food waste as an allowable policy, systems, and environment change.
- Updated conference attendance guidelines to reflect attendance at national, regional, or State/local conferences and meetings.
- Clarification on allowable cost for focus groups.
- Reference for the USDA logo Visual Standards Guide for use in publications.
- Explanation of process for making changes to agencies and users in the Food Program reporting System (FPRS) database.

End of new material.

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Kids Act of 2010 (HHFKA), and the SNAP: Nutrition Education and Obesity Prevention Grant Program Final Rule.

The final rule, SNAP: Nutrition Education and Obesity Prevention Grant Program, was published March 30, 2016 to implement the SNAP Education (SNAP-Ed) provisions of the HHFKA. The rule also implements a provision of the Agricultural Act of 2014 to authorize physical activity promotion in addition to promotion of healthy food choices as part of this nutrition education and obesity prevention program. Highlights include:

- States, in consultation with local operators of other Federal and State programs must present a valid and data-driven needs assessment of nutrition, physical activity, and obesity prevention needs of the target population and their barriers to accessing healthy foods and physical activity in the State SNAP-Ed Plan. This helps to ensure SNAP-Ed activities complement the nutrition education and obesity prevention efforts of these programs.
- Under this rule, States must implement two or more of the following complementary approaches to deliver evidence-based nutrition education and obesity prevention activities that are based on the Dietary Guidelines for Americans (DGA)
 - individual or group-based nutrition education, health promotion, and intervention strategies;
 - comprehensive, multi-level interventions; and
 - community and public health approaches.
- The target audience for SNAP-Ed is defined as SNAP participants and low-income individuals eligible to receive SNAP benefits or other means-tested Federal assistance programs, such as Medicaid or Temporary Assistance for Needy

SNAP nutrition education and obesity prevention services

Per 7 CFR §272.2 (d)(2)(vii)(B), SNAP-Ed services are

“a combination of educational strategies, accompanied by supporting policy, systems, and environmental interventions, demonstrated to facilitate adoption of food and physical activity choices and other nutrition-related behaviors conducive to the health and well-being of SNAP participants and low-income individuals eligible to receive benefits under SNAP or other means-tested programs and individuals residing in communities with a significant low-income population.

Interventions: A specific set of evidence-based, behaviorally-focused activities and/or actions to promote healthy eating and active lifestyles.

Intervention strategies: Broad approaches to intervening on specific target areas.

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Families, as well as individuals residing in communities with a significant low-income population.

States must meet SNAP-Ed statutory, regulatory, and policy recommendations including:

- Implementing policy, systems, and environmental change (PSE) approaches, such as multi-level interventions and community and public health approaches in addition to individual or group-based (direct) nutrition education, to deliver effective, evidence-based nutrition education and obesity prevention programming.
- Coordinating with and complementing nutrition education and obesity prevention services delivered in other U.S. Department of Agriculture (USDA) nutrition and education programs, as well as other federal nutrition and nutrition education programs. Programs for partnership include the Expanded Food and Nutrition Education Program (EFNEP), the Food Distribution Program on Indian Reservations (FDPIR), the Commodity Supplemental Food Program (CSFP) and the National School Lunch Program (NSLP), among others.
- Partnering with other national, State, and local initiatives to further the reach and impact of SNAP-Ed activities. Developing and enhancing partnerships is critical to instituting multi-level interventions and community and public health approaches in communities.
- Evaluating SNAP-Ed interventions using evaluation indicators across the Social-Ecological Model, such as those identified in FNS's SNAP-Ed Evaluation Framework, that are specific to each intervention and the overall plan's impact using appropriate outcome measures and indicators.

Determining SNAP-Ed State Allocations

The method for determining State SNAP-Ed allocations is based on State shares of SNAP-Ed expenditures in addition to State shares of SNAP participation. For FY 2018 and each year thereafter, the ratio of expenditures to participation is a 50/50 weighting of expenditures to participation. Estimated FY 2018 allocations to assist States in preparing their FY 2018 Plan budgets are attached to the transmittal correspondence accompanying this document.

SNAP Promotion Rule and SNAP-Ed

Per the Final Rule on SNAP Promotion, recruitment activities designed to persuade an individual to apply for SNAP benefits; television, radio, or billboard advertisements that are designed to promote SNAP benefits and enrollment; or agreements with foreign governments designed to promote SNAP benefits and enrollment are prohibited.

For SNAP-Ed, this means that information regarding SNAP enrollment should not be placed on any billboard, radio, television or video recording that may be part of a SNAP-

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Want to find the full text of the regulations and resources listed in this section? You can find them at:

- Food and Nutrition Act (FNA) of 2008, Section 28:
<https://www.fns.usda.gov/sites/default/files/snap/Food-And-Nutrition-Act-2008.pdf>
- Healthy, Hunger-Free Kids Act of 2010 (HHFKA):
https://www.fns.usda.gov/sites/default/files/PL_111-296.pdf
- SNAP: Nutrition Education and Obesity Prevention Grant Program Final Rule:
<https://www.federalregister.gov/documents/2016/03/31/2016-07179/supplemental-nutrition-assistance-program-nutrition-education-and-obesity-prevention-grant-program>
- SNAP Promotion Final Rule:
<https://www.federalregister.gov/documents/2016/12/20/2016-30621/supplemental-nutrition-assistance-program-promotion>
- 2015-2020 Dietary Guidelines for Americans (DGA):
<https://health.gov/dietaryguidelines/2015/guidelines/>

Ed intervention. Basic SNAP Information or a link to SNAP information may be placed on handouts, brochures, recipes, etc. only.