



PUBLIC HEALTH

**ALWAYS WORKING FOR A SAFER AND
HEALTHIER WASHINGTON**

DOH SNAP-Ed FFY14 Application Kickoff
January 31st, 2013

Housekeeping

1. Keep your phone on mute when not speaking.
2. Use the Go-to-Webinar questions box anytime to submit a question or comment.
3. During Q&A Opportunities – Use the question box or raise you hand.
4. When talking to the group remember to:
 - State your name and agency before speaking.
 - Ask questions that will benefit the group.
5. Keep an open-mind.

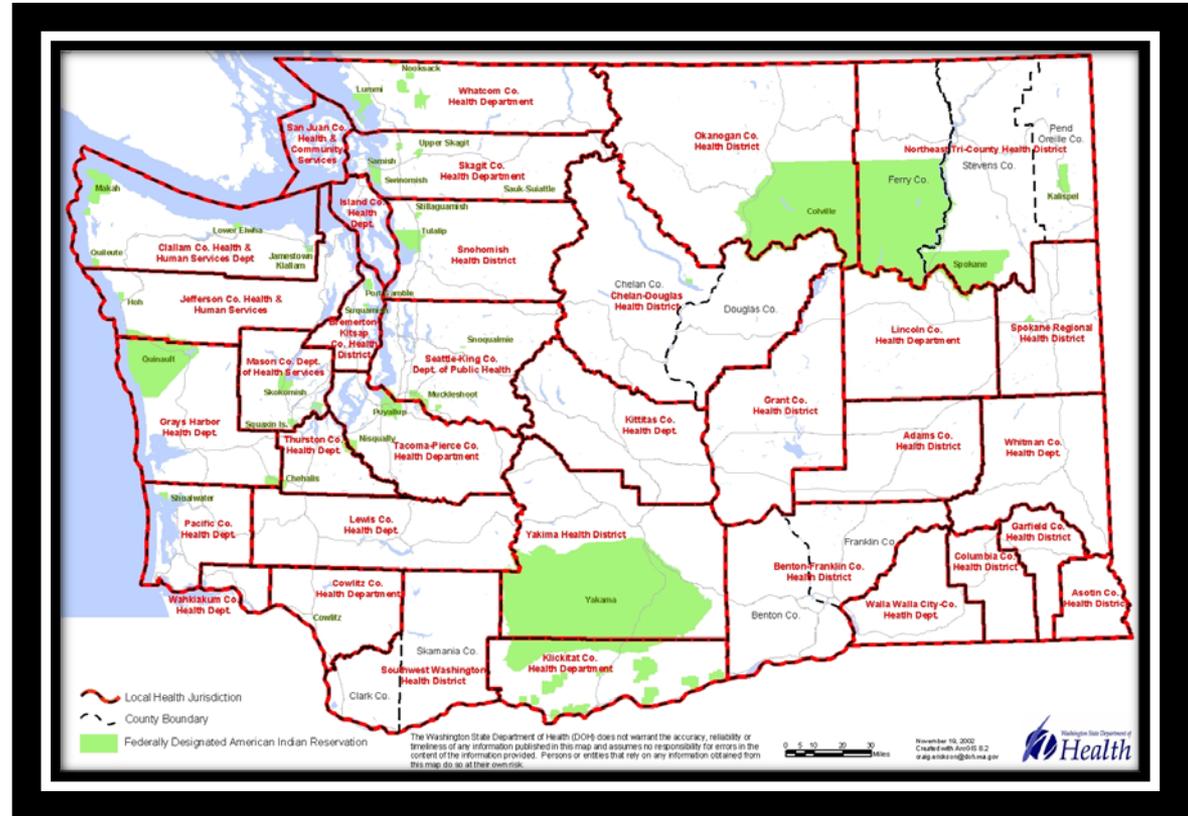
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Roll Call

Please state your name & agency

- Adams County
- Clallam County
- Columbia County
- Grant County
- Grays Harbor County
- Island County
- Jefferson County
- King County
- Pacific County
- Pierce County
- Spokane County
- Thurston County
- Wahkiakum County
- Walla Walla County
- Yakima County



Meeting Agenda

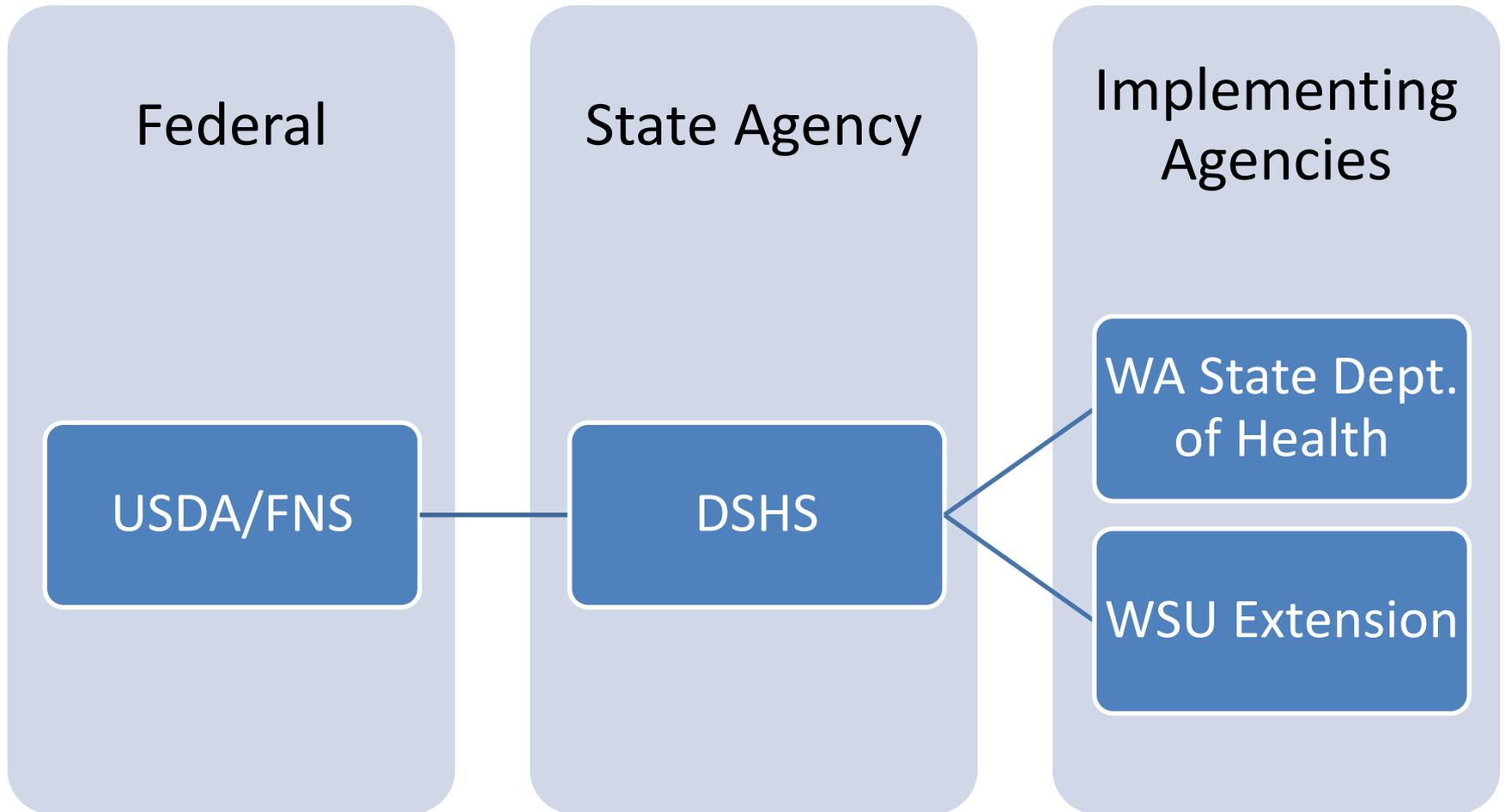
- Welcome & Housekeeping
- Roll Call
- USDA Updates & FFY14 Expectations
- Washington State Target Population
- FFY14 DOH Application Process and Timeline
- Next Steps
- Adjourn

USDA Updates and Expectations

- Program Funding
- SNAP-Ed Guidance
- USDA Expectations
- Social Ecological Framework Examples



SNAP-Ed Funding



SNAP-Ed Funding- FFY13

H.R. 8 (112th): American Taxpayer Relief Act of 2012 (sec701)

- National reduction of \$285 million (27.66%) to FFY13 only
- Washington State reduction = \$2,525,417 (~27.66%)
 - DSHS has \$748,831 in FFY13 unobligated funds
 - DOH reduction
 - State reduction ~77%
 - » Unobligated FFY12 funds
 - » State travel
 - » Materials and supplies
 - » FTE
 - Local reduction ~23%

SNAP-Ed Funding – FFY14

FFY14 Funding Considerations:

- Farm Bill- still waiting
- SNAP-Ed National Funding Formula starting FFY14 = 90/10 (90% = 2009 funding allocation/10% based on the state SNAP participation).
- DSHS – In February 2013, we are required to submit a snapshot of DOH proposed projects to DSHS.

Raise your hand & we will un-mute your line

Q&A

SNAP-Ed Guidance

FFY14 Guidance

- USDA is not expecting major changes from FFY13 guidance
- We should have a new guidance by the end of March

FFY13 Guidance Reminders:

- Obesity prevention focus in addition to nutrition education.
 - Obesity is a major outcome of food insecurity, poor diet and limited physical activity
 - Obesity is a risk factor for chronic disease
 - Medical costs
- Physical Activity & Gardening
- Approaches (pg. 8-11): Expand interventions to go beyond just direct nutrition education by allowing it to be accompanied by:
 - Comprehensive multilevel interventions
 - Community and Public Health approaches

USDA FFY14 Expectations

- Follow the SNAP-Ed Guidance
- Provide direct nutrition education accompanied by a multilevel approach
- Coordinate with Community Transformation Grants (CTG) and/or other community partners
- Develop creative/innovative projects
- Develop stronger outcomes

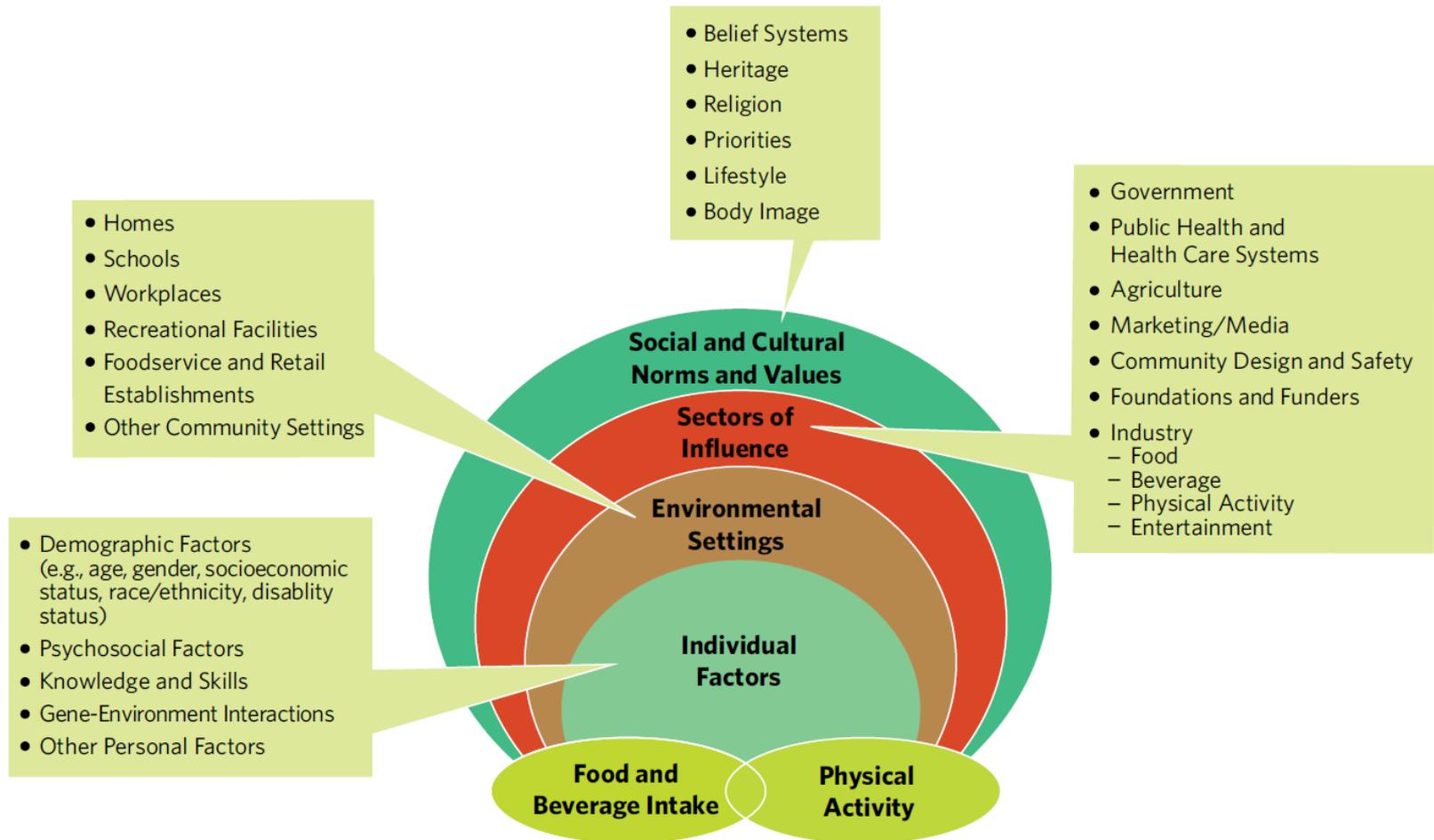
SNAP-Ed Approaches

- Individual group based education
- Comprehensive multilevel interventions
- Community and public health

Why focus on multi-level approaches to nutrition, physical activity, and obesity prevention?

- The environment in which we live, work & play affects our behaviors & choices.
- Venues and neighborhoods lacking access to healthy food options mean people cannot make healthy choices. As a result they suffer from poorer health outcomes than other members of our society.

Creating Opportunities for Healthy Eating and Active Living: A Socio-Ecological Approach



Coordination and Collaboration

Public health activities should be coordinated with public health departments, or other civic groups working on related public health issues.

- [Community Transformation Grants](#) (CTG) – DOH will send out local information to potential contractors
- YMCA community projects
- Local coalitions working on similar topics

Innovation/Creativity

What does this mean?

- New ways of providing nutrition education and SNAP-Ed services within Washington State
 - Medical providers
 - Retail
 - Multimedia
- Better approaches for changing behavior
- More cost effective ways of delivery services and impacting behavior

Stronger Outcomes

- Projects should work toward changing behaviors in relationship to the 2010 Dietary Guidelines.
- USDA no longer wants states to use food preference, intent, or attitude measures as project objectives.
- We have been asked to focus on:
 - Increasing consumption of healthy foods (Fruits, veggies, whole grain, low fat milk, lean protein).
 - Reducing consumption of high calorie or high sodium foods
 - Increasing physical activity & reduction of sedentary behavior*
 - Improving other health indicators
 - BMI
 - Food insecurity
 - Environmental and Policy Changes

Raise your hand & we will un-mute your line

Q&A

How Does SNAP-Ed Fit into the Social Ecological Framework?

SNAP-Ed: Individuals

- Eligible individuals you serve on a regular basis
 - This is your base population that you build off of within the social ecological framework.
1. Children - childcare, school, afterschool/summer programs
 2. Adults - housing, TANF classes, Pregnancy medical care
 3. Seniors - meal sites, housing

Note: USDA requires all contractors to continue to **provide direct nutrition** education.

How Does SNAP-Ed Fit into the Social Ecological Framework?

Environmental Settings:

- Depends on the individual target audience
 1. Children – home, childcare home/facility, school cafeteria/classroom.
 2. Adults - housing, workplace, medical provider, grocery store
 3. Seniors - housing, senior center, community center

How Does SNAP-Ed Fit into the Social Ecological Framework?

Sectors of Influence

- Government
 - Food industry
 - Media
 - Community Design
1. Policies
 2. Environmental Interventions

Sectors of Influence: Policies and Environmental Change

- **Policies** include laws, rules, regulations, ordinances, and procedures designed to guide behavior.
 - *Examples:* passing a law allowing residents to plant community gardens in vacant lots or a school allowing use of facilities for recreation during non-school hours.
- **Environmental interventions** include changes to the physical, social, or economic environments.
 - *Physical:* Opening a farm stand at a local welfare office, or improving stairwell access and appeal.
 - *Social:* Changing attitudes among teachers about disallowing candy in the classroom, or consulting with faith-based or cultural leaders to create healthier food and beverages for religious or cultural observances.

Changing How We Do Business: Systems Changes

- **Systems changes** include coordinated improvements in processes, operations, or outcomes across a network of organizations or institutions
 - *Examples:*
 - Group (consolidated) purchasing with other school districts to obtain healthier food and beverage items at a lower cost.
 - Mechanisms for purchasing food directly from farms including farmers' markets, farm stands, community-supported agriculture, "pick your own," and farm-to-school initiatives.
 - Leverage food policy councils to promote better communication between organizations (government agencies and businesses, farmers, food processors, consumers, and businesses).
 - Adopt set of common SNAP-Ed evaluation measures across local projects.

SNAP-Ed Project Example

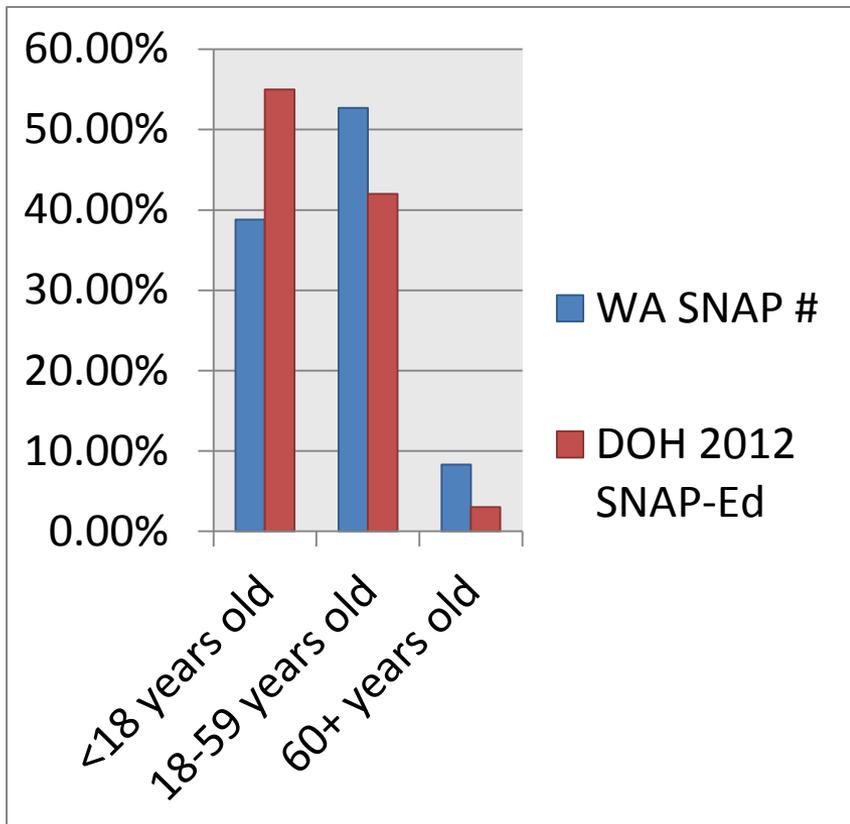
- Individual = Senior citizen
 - Senior living in a senior housing development.
 - Direct education = a class series (10 classes) on eating healthy and active living
- Environmental: Housing, meal site, food bank,
 - Post bulletin board nutrition education within the senior housing development
 - Post consistent nutrition and physical activity messaging at local CSO, Food banks, and meal sites that serve your senior population.
 - Partner with local YMCA or another group to bring physical activity opportunity into housing.
 - Provide community events within the housing center to promote physical activity options, meal options, and local resources
- Sectors of influence:
 - Work with local community members on how to reduce barriers and improve how many seniors are participating in SNAP and other benefits

Raise your hand & we will un-mute your line

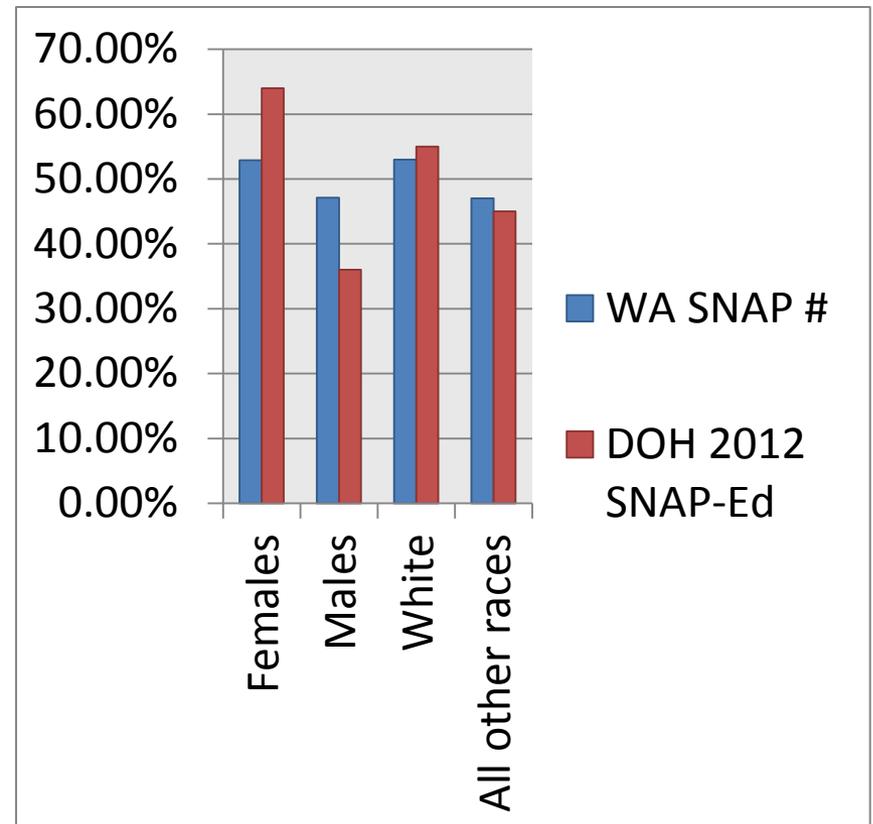
Q&A

Washington State Target Audience

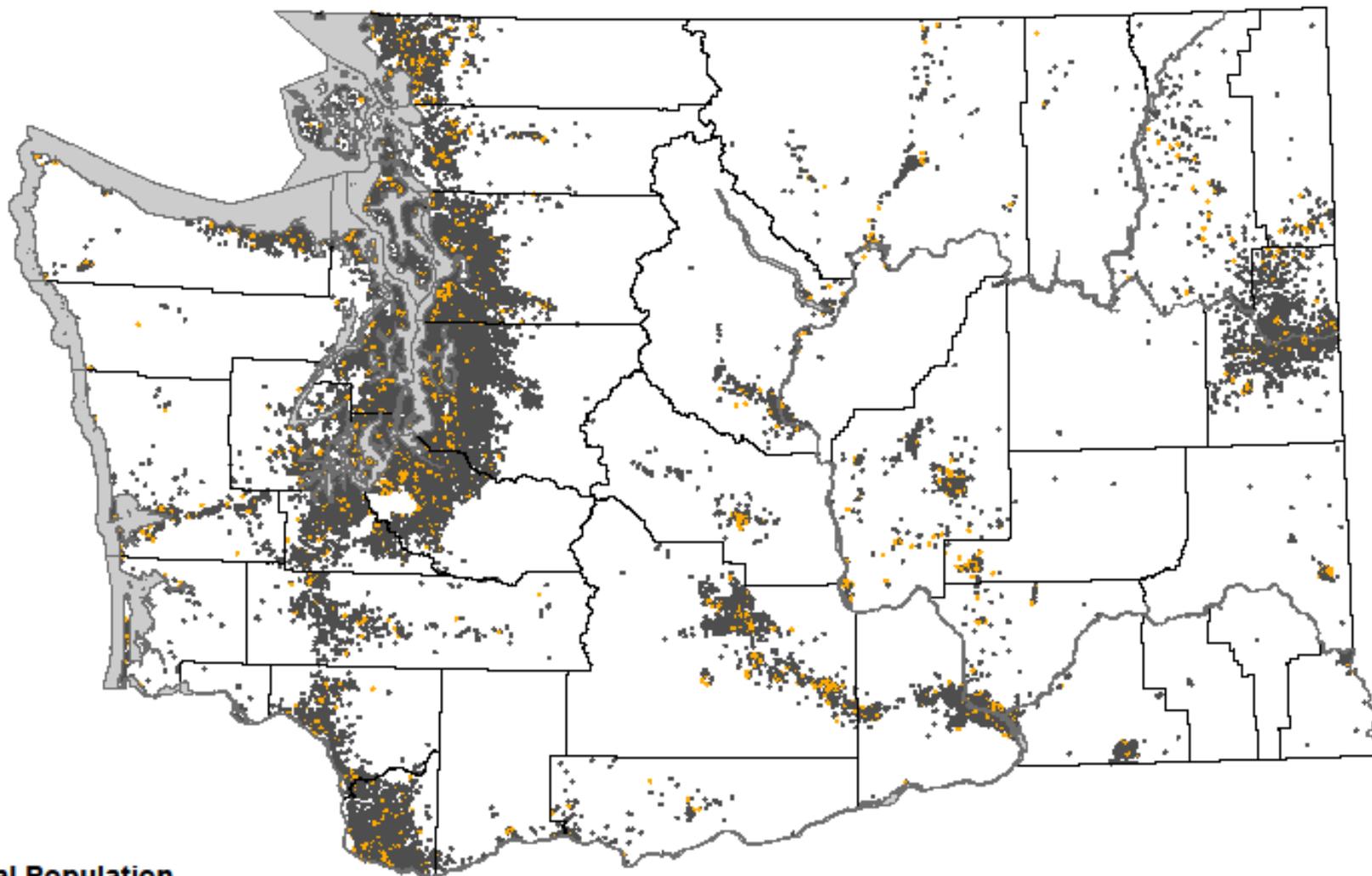
Age Demographics



Race & Gender Demographics



SNAP Eligible Population: Income < 185% Poverty



Total Population

● 1 dot = 200 people

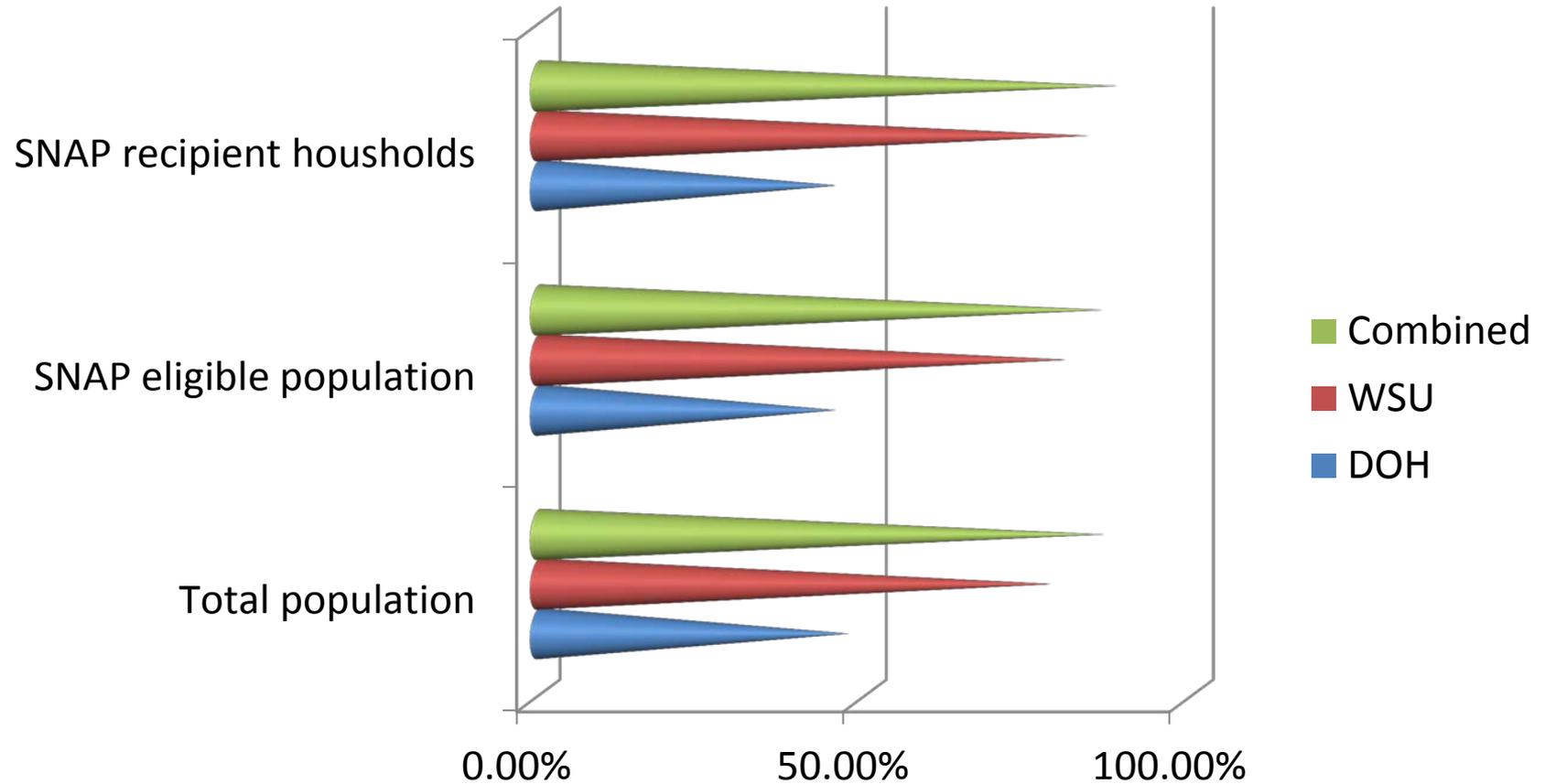
SNAP Eligible Population

● 1 Dot = 200 people





State Need Compared to SNAP-Ed Site Locations



Raise your hand & we will un-mute your line

Q&A

DOH FFY14 Application Expectations

- All questions should be submitted to SNAP-Ed mailbox snap-ed@doh.wa.gov
- Scoring FFY14 applications
 - This process and the tool will be shared during the application narrative training.
- Applicants need to follow USDA expectations as mentioned in this presentation
- The DOH application has been revised to reflect current USDA requirements.

Timeline

- Letter of Intent Due - February 25th
- Applications Due - April 22nd
- Application Content Review- April 23rd
Content requirements: If missing information you will receive an email on April 23rd with the missing information listed out and given 24hours to submit this information.
 - If information is submitted within 24 hours you will move on to the scoring process, but points will be deducted from the total score.
 - If information is not submitted with 24 hours your will not move on to the scoring process.
- Scoring Applications - Week of April 22nd
- Budget Questions - May 1st
- Preliminary Funding Awards - Week of May 6th
- Finalize Application details for USDA – May and June
- Submit Applications to DSHS & USDA – June 25th

Next Steps

- DOH will send out the following resources
 - Available Qualifying Eligibility Data
 - OSPI free and reduce lunch (FRL)#s
 - Childcare - As requested
 - Retailers - As requested
 - CTG projects and local contacts
- Application Trainings
 - Application Process/Narrative – Feb 14th at 11am
 - Budget – Feb 20th at 11am
- Program updates & FAQ's will be posted online at [SNAP-ED Contractor Application Webpage](#)
- Submit all questions to the SNAP-Ed mailbox

Raise your hand & we will un-mute your line

Q&A

Meeting Adjourned

Thank You!

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