



# SNAP-Ed Local Implementing Agency Forum

*Join the Movement!*

March 17 & 18, 2015

Sacramento, CA



## SNAP-Ed 101

### Presenters

***Caryn Rizell***, Bureau Chief, CalFresh Nutrition Education and Outreach Bureau,  
California Department of Social Services

***Andy Riesenber***, Food Security and Obesity Prevention Team Leader, USDA FNS WRO

***Kelly Leone***, SNAP Nutrition Education Coordinator, El Dorado Hills Community Vision  
Coalition

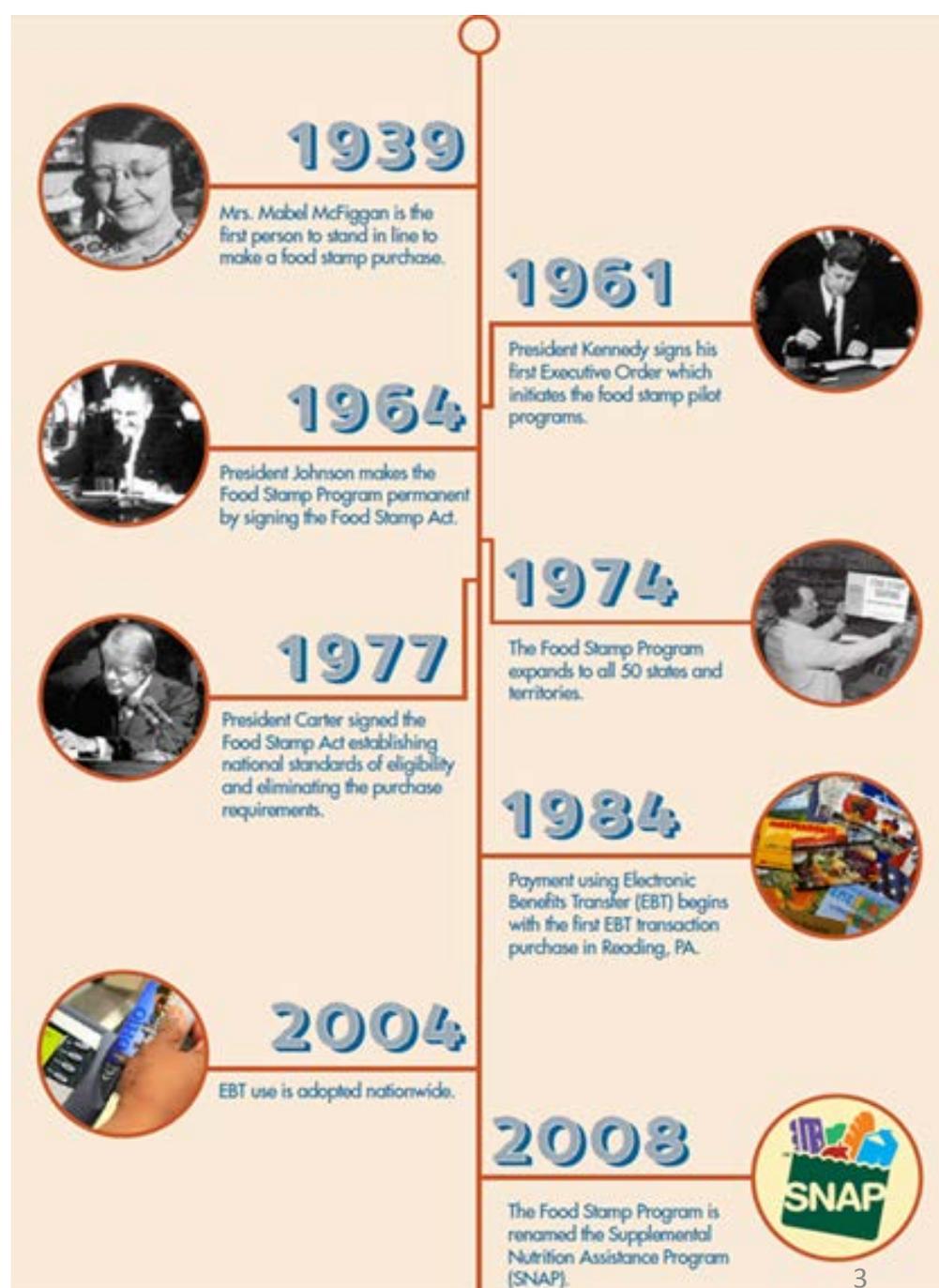
***Lan Ficht***, Project Supervisor, LA County Department of Community and Senior Services

# Session Overview

- I. Background
- II. Goals
- III. State Objectives
- IV. Funding Structure
- V. What is Public Health?
- VI. SNAP-Ed Guiding Principles
- VII. Panel Discussion
- VIII. Q&A

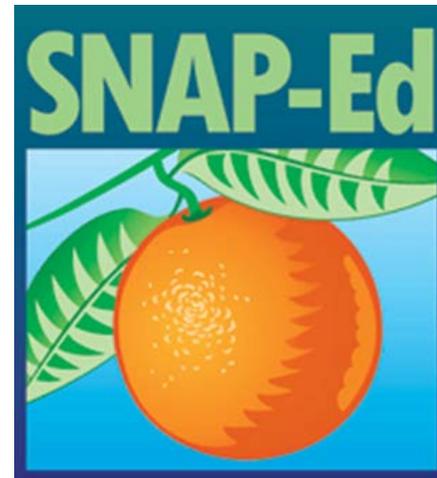


# History of the Food Stamp Program/SNAP



# SNAP Education Program

- Established as optional program in 1981
- States could apply for matching funds
- Primary Focus
  - Nutrition Education accompanied with physical activity promotion



# SNAP-Ed Goals

Improve the likelihood that persons eligible for SNAP will

Make healthy food choices within a limited budget

Choose physically active lifestyles consistent with the current Dietary Guidelines for Americans and the USDA food guidance

# California SNAP-Ed Objectives



Consumption and Access to Healthy Foods



Consumption and Access to Healthy Beverages and Reduce Consumption of Unhealthy Beverages



Increase Physical Activity and Reduce Sedentary Behavior



Environmental Supports for Nutrition Education and/or Physical Activity



Food Resource Management/Food Security

# SNAP-Ed Focus

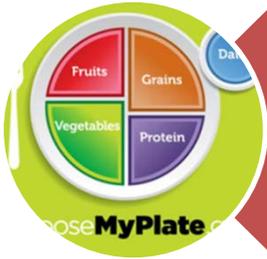
## Health Promotion

- Establish healthy eating habits and a physically active lifestyles

## Primary Prevention

- Reduce risk of nutrition-related chronic diseases

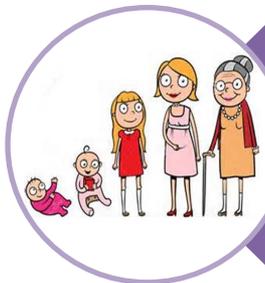
# Key Behavioral Outcomes



Make half your plate fruits and vegetables, at least half your grains whole grains, and switch to fat-free or low-fat milk and milk products

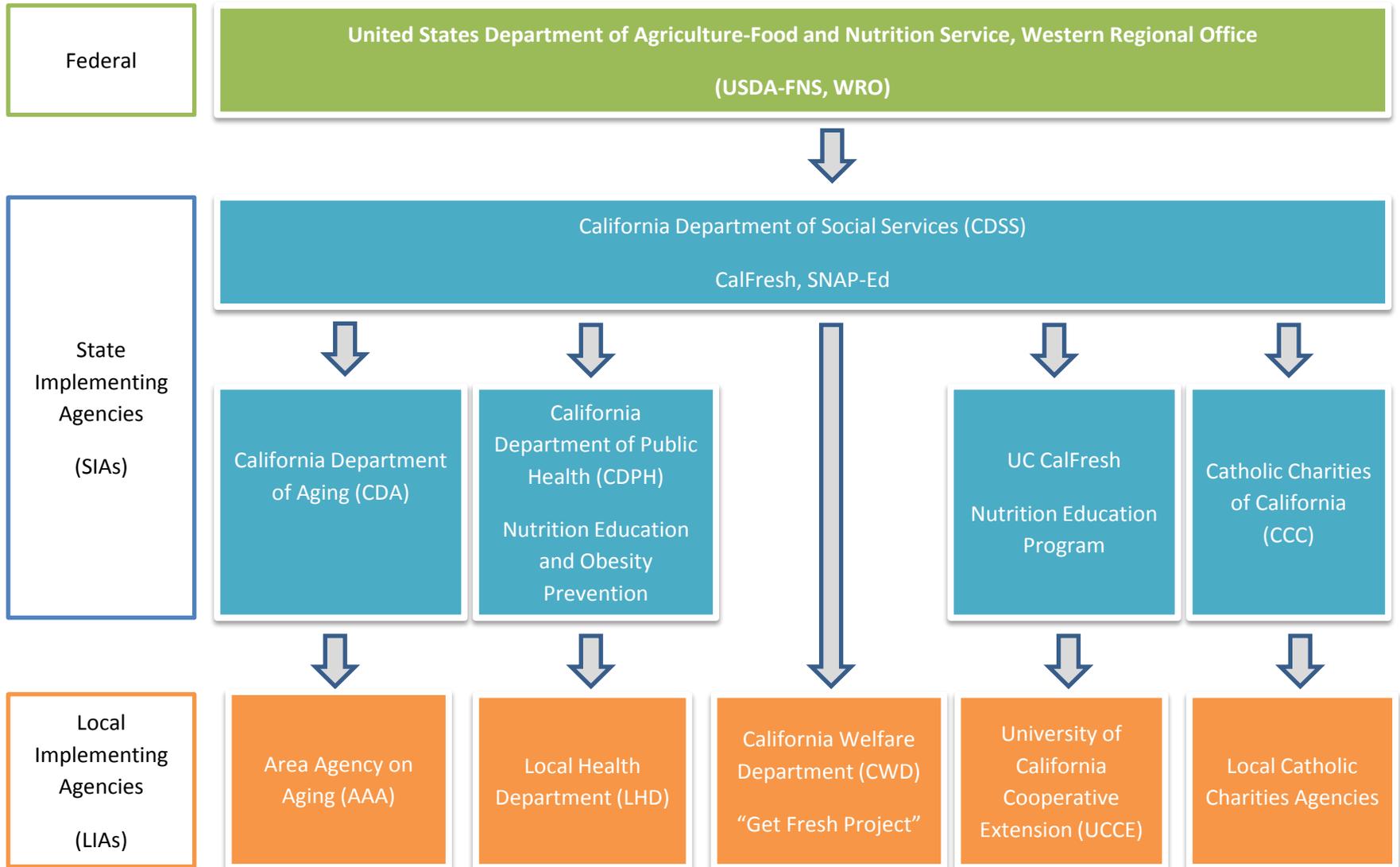


Increase physical activity and reduce time spent in sedentary behaviors as part of a healthy lifestyle



Maintain appropriate calorie balance during each stage of life : childhood, adolescence, adulthood, pregnancy and breastfeeding, and older age

# Funding Structure



# Who are the Agencies?

## Federal

- Congress
- US Department of Agriculture/Food and Nutrition Service

## State

- State SNAP Agency
  - *Grantee*
- SNAP-Ed Implementing Agencies (e.g., Land-Grant Universities, State Health Departments, Non-Profit Organizations, Nutrition Networks, Indian Tribal Organizations)
  - *Sub-grantee*

## Local

- Local Agencies (County Cooperative Extension Offices, Local Health Departments)
- Low-income neighborhoods and community organizations
- Children and caregivers, adults, elderly

# Healthy, Hunger-Free Kids Act (HHFKA) 2010c

- Programmatic Changes
  - Included an emphasis on obesity prevention in addition to Nutrition Education
  - Expanded focus of allowable activities to nutrition education
  - Required the use of evidence-based activities, and coordination with other nutrition and health programs.
  - Stricter limits for nutritional content of foods sold in schools.
- Funding Structure Change
  - Cost-sharing program to 100% Federal funding



# Funding Structure

## 100% Federal Grant

- No State contribution
- 2-year period of performance (carry-in)
- Only source of Federal funds for SNAP-Ed

## Funding Formula Components

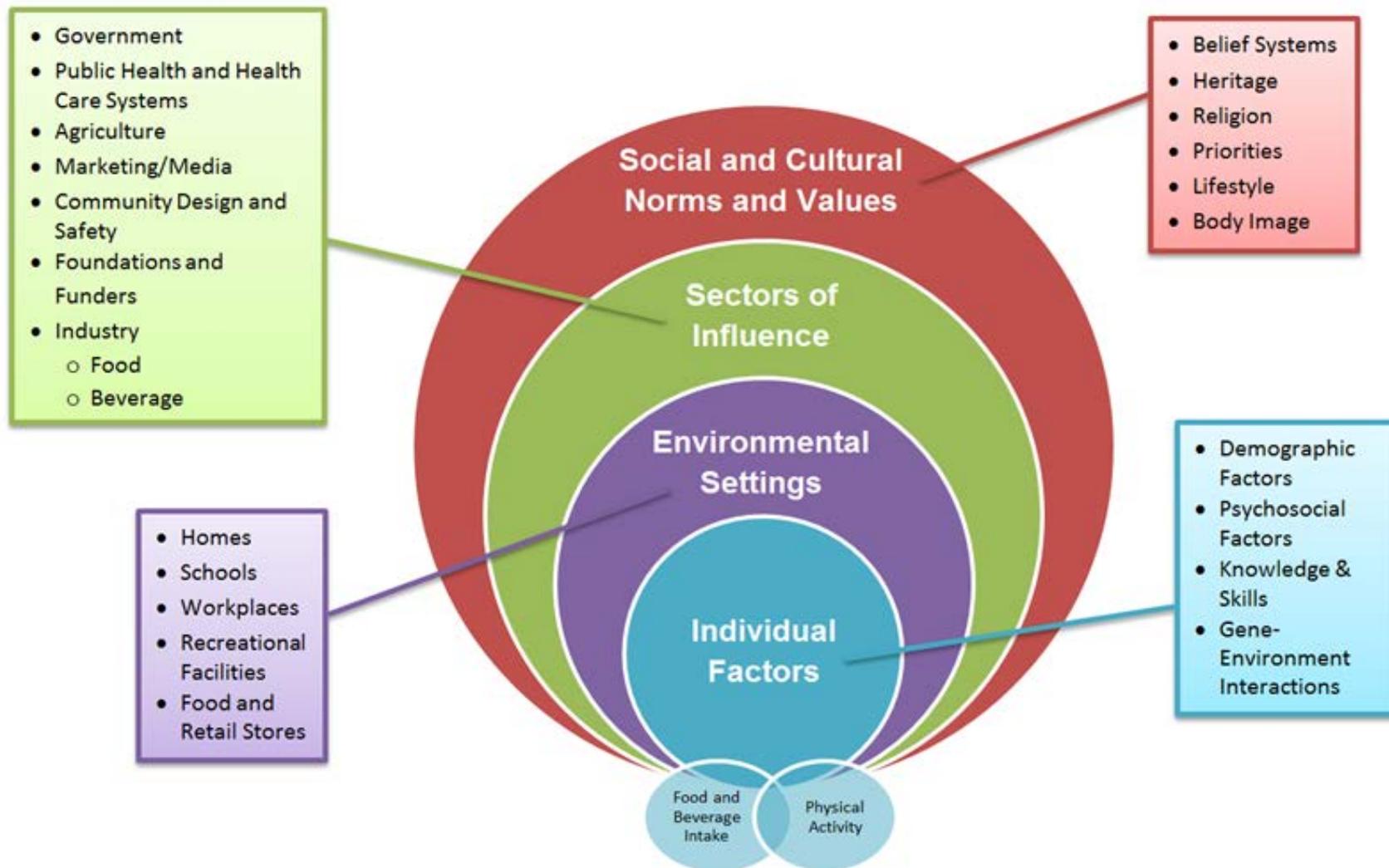
- State's percentage of national SNAP-Ed expenditures
- State's percentage of national SNAP participation

# What is Public Health?



Source: Institute of Medicine

# Social-Ecological Model



# What is Nutrition Education?

*SNAP nutrition education and obesity prevention services are any combination of **educational strategies**, accompanied by **environmental supports**, designed to **facilitate voluntary 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 participate in SNAP and other means-tested Federal assistance programs.*

# PSE Change Strategies

## **POLICY:**

Written statement of organizational position, decision or course of action

## **SYSTEMS:**

Changes in organizational procedures

**ENVIRONMENT:** Physical, observable changes in the built, economic, and/or social environment

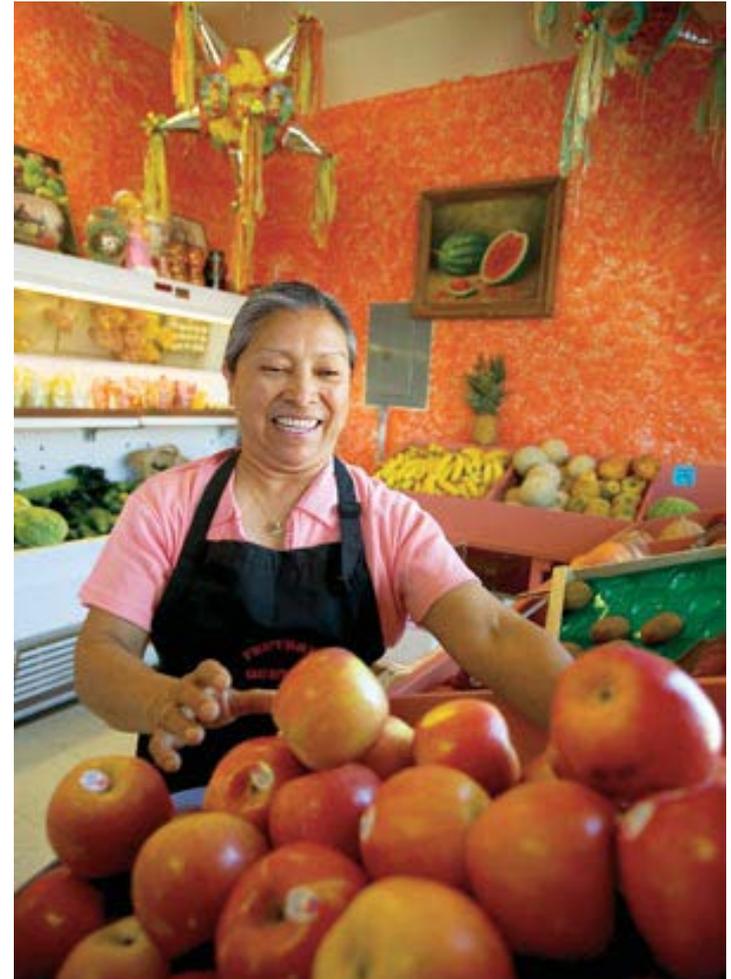


# Why is SNAP-Ed important?

Prevents obesity and related chronic diseases

Encourages healthy purchases in SNAP households

Serves low-income audiences of all ages



# Guiding Principles

1. Serve SNAP Participants and Low-Income Individuals
2. Nutrition Education and Obesity Prevention Approaches
3. Primary Target Audience
4. Evidence-Based Approach
5. Coordination and Collaboration
6. Clearly Defined Roles and Responsibilities



# Serve SNAP Participants and Low-Income Individuals

- Eligibility of populations and venues
  - Location-based
  - Income-based



# Nutrition Education and Obesity Prevention Approaches

- Individual or group-based nutrition education
- Multi-level interventions at multiple organizational and institutional levels
- Community and public health strategies
- Social marketing



# Primary Target Audience

- Low-Income Women and Children



# Evidence-Based Interventions

## Evidence-based Approach

### Best Research Evidence

- Relevant rigorous research

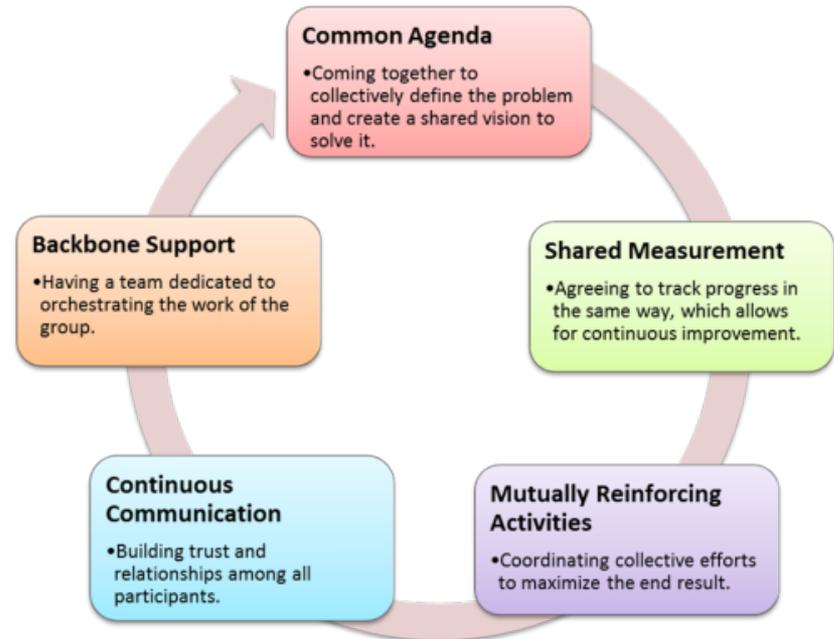
### Practice-Based Evidence

- Case studies, pilot studies, and evidence from the field

The integration of the best research evidence with the best available practice-based evidence.

# Coordination and Collaboration

- Collective Impact
- Assessment Protocol for Excellence in Public Health (APEXPH)
- Precede-Proceed



# Clearly Defined Roles and Responsibilities

## USDA, FNS

- Establishes policy, guidelines, procedures, programs, & activities
- Allocates funding to State agencies
- Monitors State SNAP-Ed projects

## State Agencies

- Offers training and technical assistance
- Provides leadership, direction, and information to LIAs
- Collaboratively develops State Plan
- Monitors LIA programs
- Collects and reports data

## Local Implementing Agencies

- Delivers NEOP services
- Coordinates and collaborates with other local service providers
- Collects and reports data



# El Dorado County SNAP Ed Getting Started

**Presented by:**

**Kelly Leone Nutrition Coordinator**

## Background

- **Located in east-central California, encompasses 1,805 square miles of rolling hills and mountainous terrain**
- **Western boundary contains part of Folsom Lake**
- **Eastern boundary is California-Nevada State line**
- **Topographically divided into two zones**
  - **The northeast corner of the County is in the Lake Tahoe basin**
  - **Remainder of the County is in the “western slope”**

# Map

## El Dorado County



# Who We Are



## **El Dorado Hills Community Vision Coalition Inc.**

- **Established 1998**
- **501 C3 Non Profit Corporation**
- **Established a community coalition for safe, healthy, drug free youth with federal funds that brought community leaders from 12 different sectors to the table**
- **Long history working closely with county public health under the county health and human services agency**

# How that impacts SNAP Ed



- **Through the years the coalition has grown and strengthened with the addition of private, county, state and foundation funding**
- **These partnerships were key when we were awarded the SNAP Ed contract for El Dorado County**

# SNAP Ed Beginnings



**Contract began in October 2013**

***Started from SCRATCH***

- **Utilized our previous relationships**
  - **Public health, chronic disease prevention coalition, WIC, Head Start, First 5, Food Bank, Health and human services & EDCOE**
- **Pulled from those strong ties to launch our CNAP Group**

# Working with other LIA's - UCCE



- **With our county being so spread out and rural, it was decided that we would split our county (and the work) geographically**
- **UCCE focus's on South Lake Tahoe**
  - **Community/school gardens**
  - **Classroom nutrition education**
  - **Direct and indirect community education**

# EDH Community Vision Coalition



**Our focus is on the Western Slope which makes up 86% of El Dorado County's population**

- **Food Bank distributions**
  - Providing nutrition education, taste tests and recipes that match up to the food they receive that day
- **Community Events**
- **School Wellness**
- **Harvest of the Month**

# Year One



- **Time spent mapping out how to implement the scope of work**
- **Deciphering acronyms and watching webinars**
- **Working from the State list of means tested sites and qualified census tracts, direct and indirect nutrition education started**
- **Networking, relationship building**
- **CNAP started**
- **CX3**

# List of Partners from Year One



- **El Dorado County Office of Education**
- **Health and Human Services**
- **Public Health**
- **Head Start**
- **UCCE**
- **First 5**
- **WIC**

# Year Two



- **Brought a change in staff**
- **Time spent re-navigating our work plan and learning the SNAP Ed ABC's**
- **Building off of prior relationships and making new ones - CNAP has grown**
- **We have a strategic and comprehensive action plan (CNAP)**
- **Focus on PSE work and community change**
- **Continued nutrition education throughout the Western Slope and at community events**

# Year Two - New Partnerships & Growing



- **Farm Bureau**
- **EDC Community Health Clinic**
- **Marshall Hospital**
- **Local Farmers**
- **Community members**
- **Health Education Council**
- **Library**
- **4H**
- **Farmers market representative**
- **Faith based RN's**
- **Community Resource Center**
- **Eat Fresh.org**
- **Parent nutrition group**
- **Social Services**
- **CAFF**

# Challenges



- **Change in staffing**
- **Figuring out the geographical divide and who was working where**
- **Perceived low income areas where not in a qualified census tracts**
- **Continuity and consistency of information**

***Successes make the challenges WORTH IT!***

# Successes



- **Partnership with UCCE**

When working together we are able to enhance and complement each other's work

*This is Win-Win for ALL!*

- **CNAP growth with many different sectors represented and a website developed**
- **Relationships built, trust gained, paves the way for community change**
- **Collective Impact**

# CNAP in Action!



## Brainstorming Session & Working together on our Action Plan...



# CNAP

## #UnSelfies2015

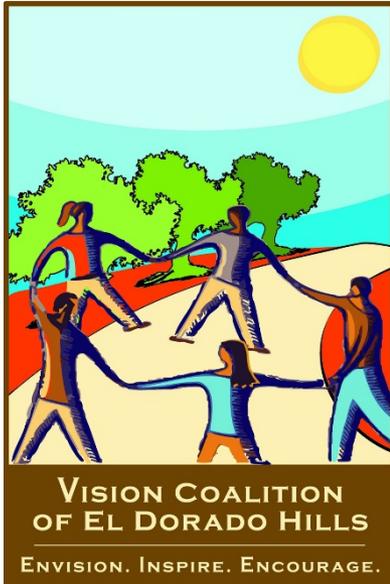


# I am committed to...



- What are you going to commit to doing to have an impact...
- Personal and/or Professional

# Thank You



*Contact Information*

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# Los Angeles County

## Community and Senior Services

### Aging and Adult Services Branch

#### Area Agency on Aging

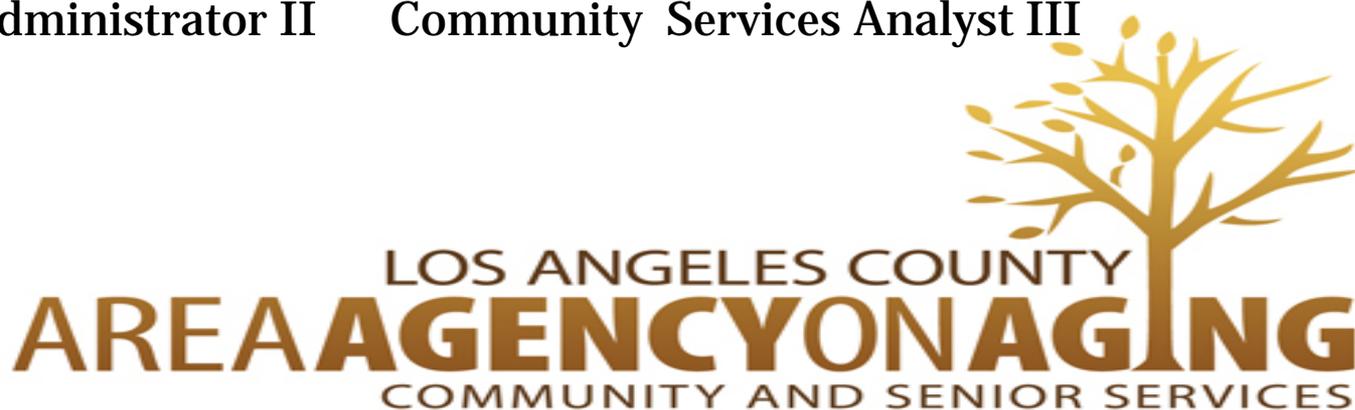
March 2015

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# Los Angeles County AREA AGENCY ON AGING

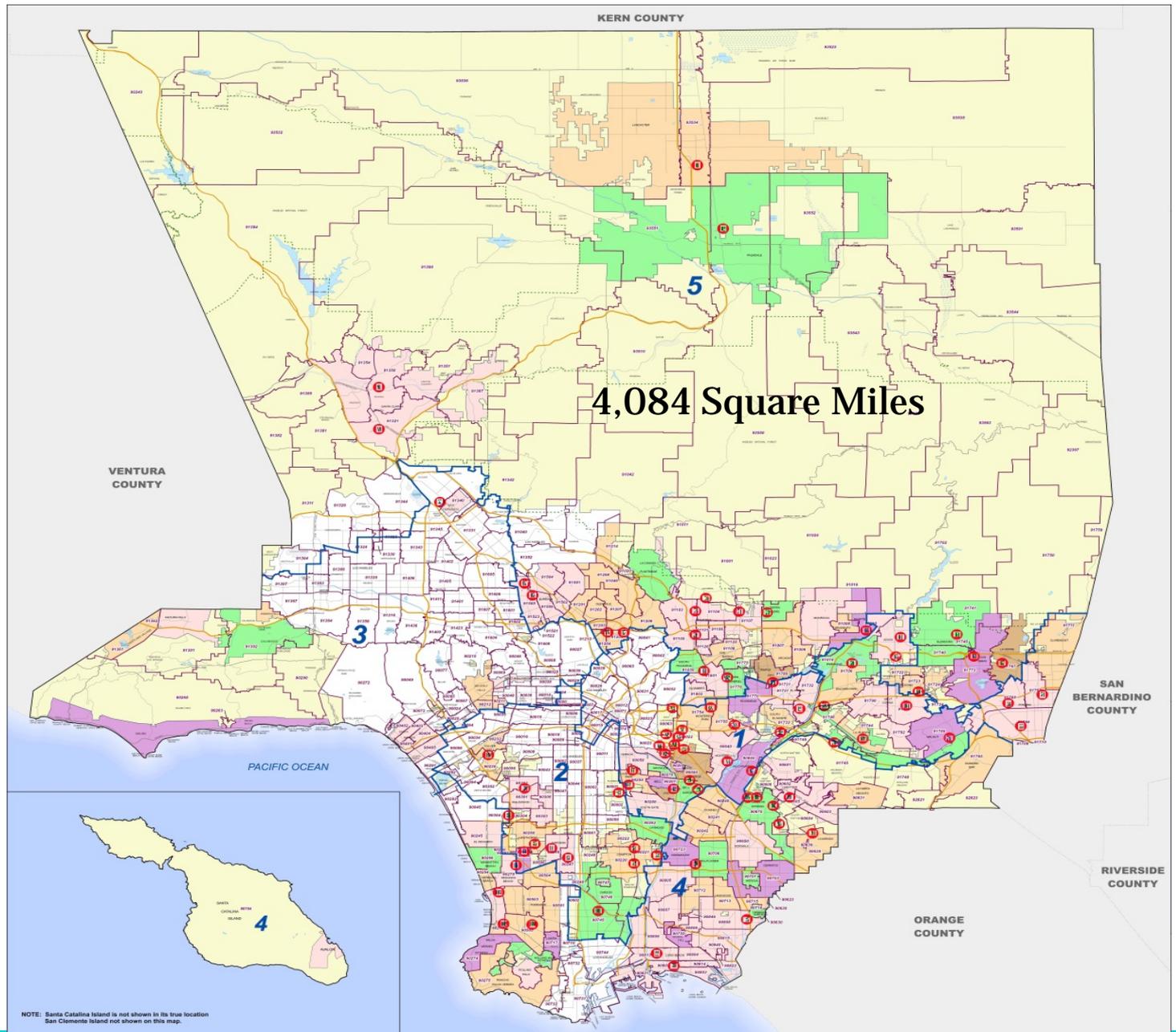


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## Supplemental Nutrition Assistance Program- Nutrition Education and Obesity Prevention (SNAP-Ed)



# Los Angeles County SNAP-Ed Sites



# SNAP-Ed RD Training – July 10, 2014

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# Sample Tasting and Food Demo

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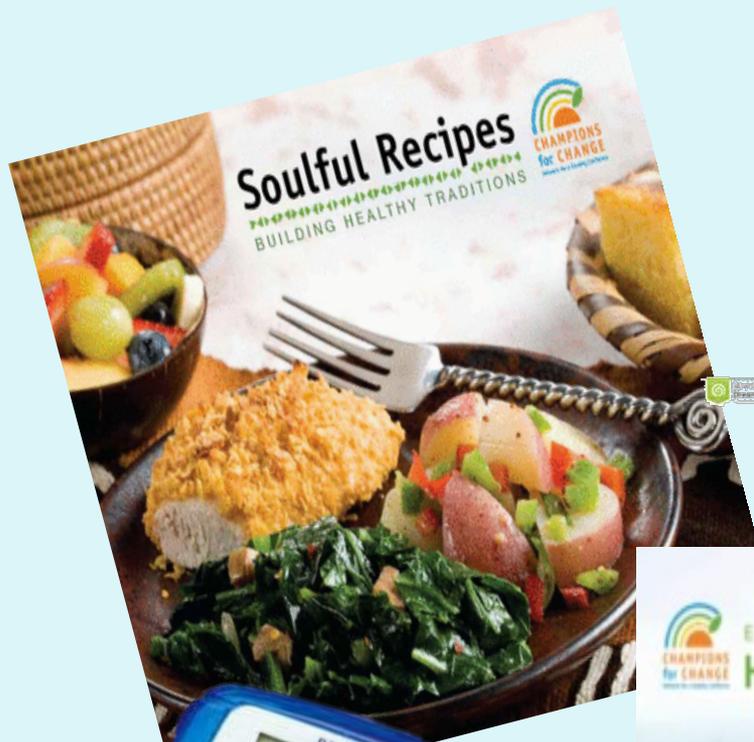


# Cooking Demonstration

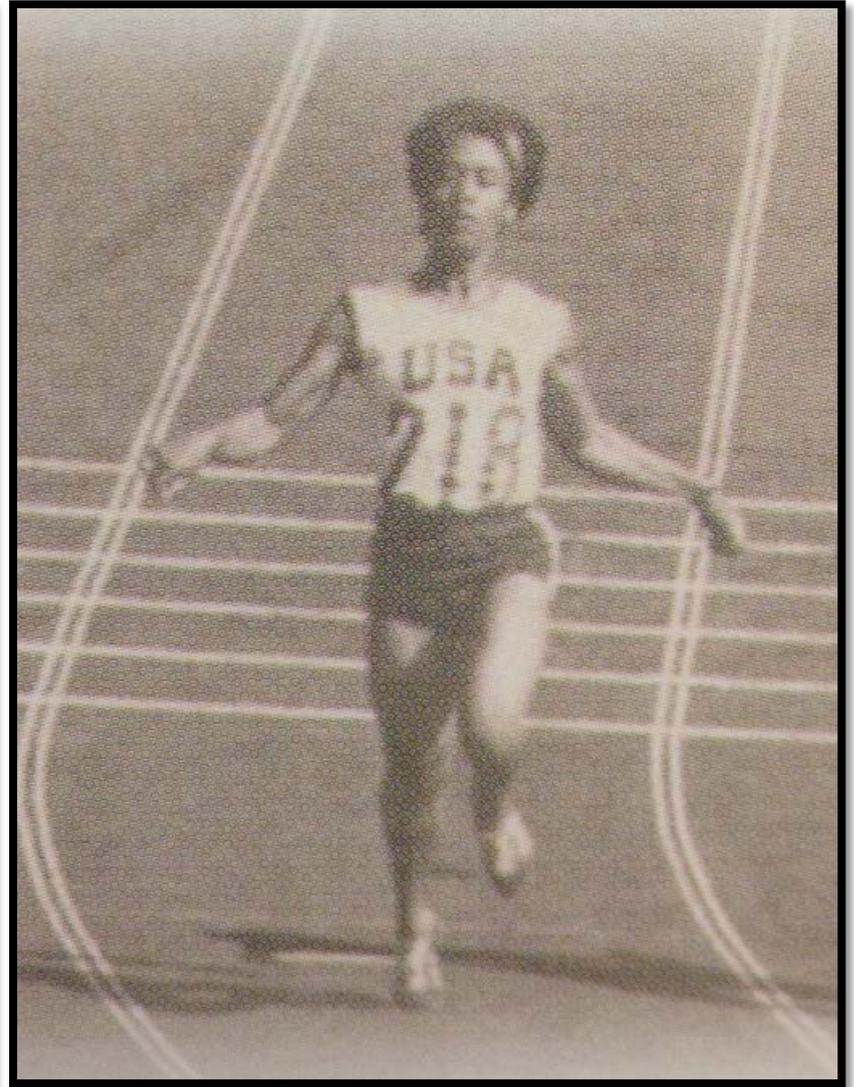
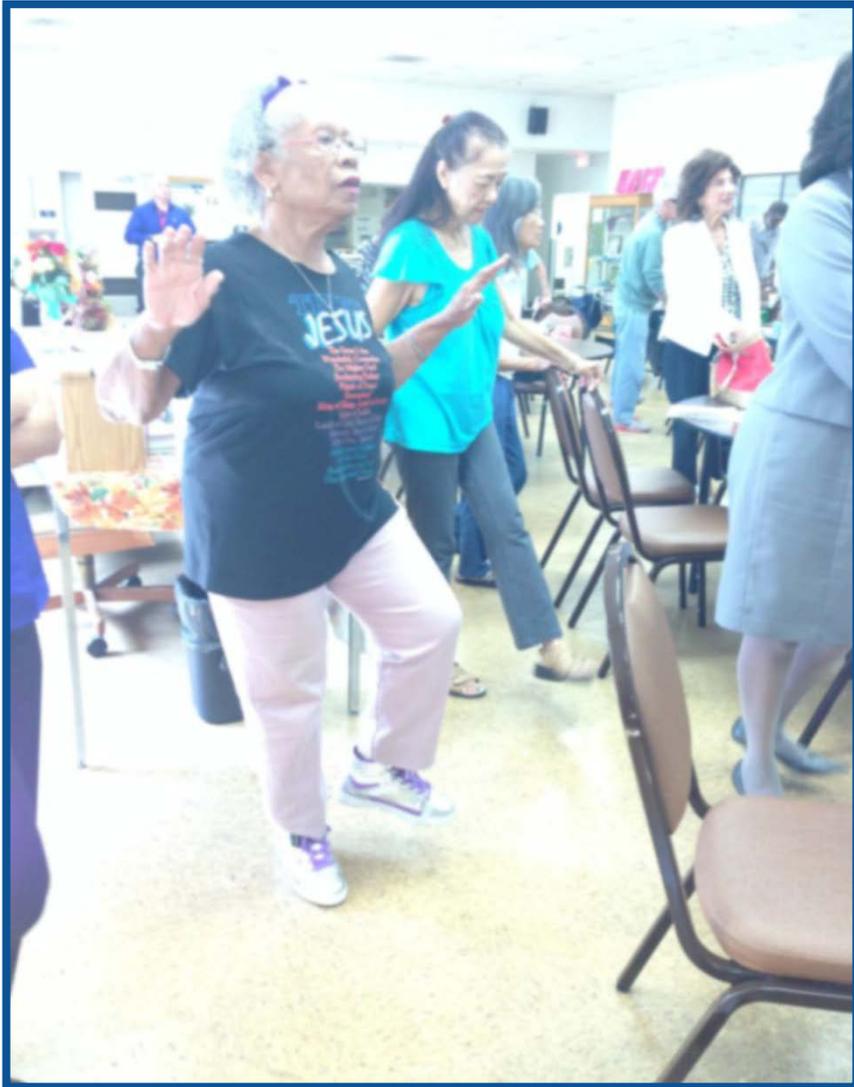


# Nutrition Education Reinforcement Items (NERIs)

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# Physical Fitness Activity



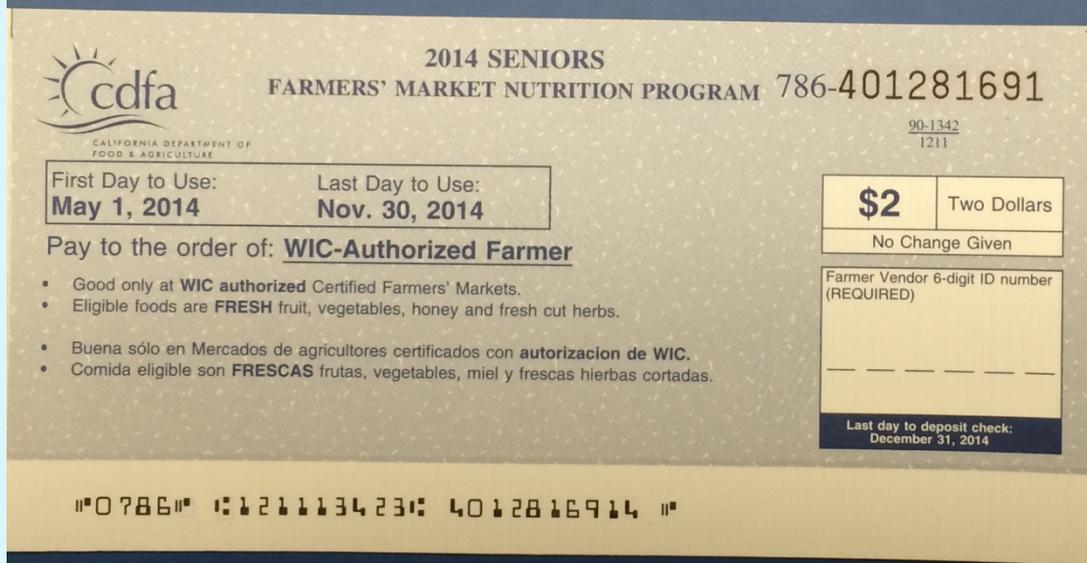
# Fast Food Choices

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# Seniors Farmers' Market Nutrition Program

Seniors Farmers' Market Nutrition Program – coupled with SNAP-Ed in Phase I to provide low income seniors with \$20 coupon booklets to be used at eligible certified farmers' markets.



# Next Step: Planting Seeds for Sustainability

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**Exploring partnerships with Los Angeles County Public Health contractor to increase access to fresh fruits and vegetables:**

Obtain fruits and vegetables grown in local faith-based community gardens.



Utilize seasonal free fruits and vegetables for nutrition class cooking demonstrations, taste samplings, and take home recipe cards.



Provide fruits and vegetables grown in community gardens to SNAP-Ed participants on a regular basis.

# Video

## Testimonials of SNAP-Ed Participants

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<http://www.youtube.com/watch?v=IId9W8KY3YM&feature=youtu.be>

# Los Angeles County Community and Senior Services Aging and Adult Services Branch-Area Agency on Aging

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**Thank You**



# Questions?

