

III.	PROGRAM PLANNING AND RESOURCES SECTION
400	Supplemental Nutrition Assistance Program Education (SNAP-Ed) Activity Guidelines

This Section includes:

- 400.1 Supplemental Nutrition Assistance Program Education (SNAP-Ed) Recipient Guidelines
- 400.2 Nutrition Educational Materials Guidelines
 - A. Integrated Curriculum List
 - B. Resource Materials List
 - C. Non-approved curricula and Resources
 - D. Developing new materials
 - E. Sharing on SNAP-Ed Connection
 - F. Locally Produced Media activities
- 400.3 Acknowledgement / Funding Statement Guidelines
- 400.4 NEOPB and CDPH Logo Guidelines
- 400.5 Nutrition Education Reinforcement Items (NERIs)
- 400.6 Contractors/grantees Webpage Guidelines
- 400.7 Physical Activity Promotion Guidelines
- 400.8 CalFresh Program
- 400.9 Women, Infants, and Children (WIC) and NEOPB Collaboration Guidelines

400.1 Supplemental Nutrition Assistance Program Education (SNAP-Ed) Recipient Guidelines

The SNAP-Ed program serves low-income individuals who are eligible to receive SNAP benefits or other means tested Federal assistance programs (programs that require the income of an individual or family to be at or below 185% of FPL) and individuals residing in communities with a significant (50% or greater) low-income population. (See SNAP-Ed Guidance FYY 16 on page 22)

All Supplemental Nutrition Assistance Program Education (SNAP-Ed) activities must be targeted to SNAP-Ed eligible persons who are defined as persons currently participating in or eligible for the USDA Supplemental Nutrition Assistance Program (SNAP) because their incomes are not higher than 130 percent of the FPL. California has received approval to conduct activities in some locations, such as schools, where the target audience is at least 50 percent or greater.

Federal Poverty Guidelines for FFY 2015

Size of family unit	100 Percent of Poverty	110 Percent of Poverty	125 Percent of Poverty	150 Percent of Poverty	175 Percent of Poverty	185 Percent of Poverty	200 Percent of Poverty
1	\$11,670	\$12,837	\$14,588	\$17,505	\$20,423	\$21,590	\$23,340
2	\$15,730	\$17,303	\$19,663	\$23,595	\$27,528	\$29,101	\$31,460
3	\$19,790	\$21,769	\$24,738	\$29,685	\$34,633	\$36,612	\$39,580
4	\$23,850	\$26,235	\$29,813	\$35,775	\$41,738	\$44,123	\$47,700

5	\$27,910	\$30,701	\$34,888	\$41,865	\$48,843	\$51,634	\$55,820
6	\$31,970	\$35,167	\$39,963	\$47,955	\$55,948	\$59,145	\$63,940
7	\$36,030	\$39,633	\$45,038	\$54,045	\$63,053	\$66,656	\$72,060
8	\$40,090	\$44,099	\$50,113	\$60,135	\$70,158	\$74,167	\$80,180

<http://www.liheapch.acf.hhs.gov/profiles/povertytables/FY2015/popstate.htm> .

The NEOPB website provides a list of all qualifying census tracts and a list of the free/reduced price meal data for California schools. Additionally, the NEOPB website provides an online Geographical Information System (GIS) Map Viewer (www.cnngis.org) to assist contractors/grantees in identifying qualifying sites. Information about the GIS Map Viewer is provided in Section 900 Technical Assistance and Support. For more information about SNAP-Ed participant guidelines, LIAs are encouraged to read the current USDA SNAP-Ed Plan Guidance, which is available at <http://snap.nal.usda.gov>, or contact their assigned PO.

400.2 Nutrition Education Materials Guidelines

Materials used should address cultural, literacy, language and income needs of the SNAP-Ed target audience. Materials with the subject matter that is beyond the scope of SNAP-ED, including the screening of diseases and the treatment and management of diseases, are not allowable.

A. Integrated Curriculum List

The Integrated Curricula List was developed jointly by representatives of all State Implementing Agencies. The list includes all curricula and lesson plans that are approved for use by California SNAP-Ed programs Federal Fiscal Years FFY17-19, and it will be used during development of the three year Integrated Work Plans. The list is searchable and is intended to be used electronically. The entire document can also be printed. Please see the Instruction's tab for tips on searching and printing the list. The instructions also provide other background information regarding the list. Additionally, the list includes a glossary of terms that can be used to search for curricula that address a specific topic, evidence base, language, or program. The list is updated quarterly as needed. If you have any questions, please contact your Project Officer. The Integrated Curriculum List is posted at:

<http://www.cdph.ca.gov/programs/NEOPB/Pages/ApprovedSNAP-EdMaterials.aspx>

Additional nutrition curricula and lesson plans are available:

- in the SNAP-Ed Strategies and Interventions: An Obesity Prevention Toolkit for States
- on the SNAP-Ed Connection (web)

For questions regarding NEOPB approved curricula contractors/grantees are encouraged to contact their assigned PO.

B. Resource Materials List

The Resource List consists of materials that are not curriculum or lesson plans. Some subject areas include handouts, games, activities, miscellaneous and resources. Instructions on how to use the list are provided in the Instruction tab. The list is updated quarterly. The list is available on the NEOPB web page.

C. Non-approved Curricula and Resources

If a contractor/grantee believes a curriculum or resource is not listed but would fill an identified gap, they may submit the material to their PO for NEOPB review for possible inclusion on the List.

D. Developing New Materials

Curriculum, lesson plans and other education materials may not be developed by contractors/grantees.

E. Sharing on SNAP-Ed Connection

Newly approved NEOPB materials or curricula may be shared on the USDA SNAP-Ed Connection website, <http://snap.nal.usda.gov>. The SNAP-Ed Connection website is an online resource provided by the USDA's Food and Nutrition Services and National Agriculture Library's Food and Nutrition Information Center. The website is designed to improve access to SNAP nutrition resources, including curricula, lesson plans, research, training, tools, and participant materials. The website provides information on how to submit materials for review, consideration and inclusion on the SNAP-Ed Connection website.

F. Locally-Produced Media Activities

All locally-produced media activities (public relations activities, and those designed for mass public consumption) must go through the NEOPB's media review process. All messaging conveyed through public channels, even closed circuit channels such as a school district's radio or television station qualify as media designed for mass public consumption.

Locally-produced media activities that must be listed in the Integrated Work Plan (IWP) and go through the media review process include, but are not limited to:

- Public Service Announcements scripts prior to production, and the finished product radio scripts prior to production
- Cooking demonstrations produced for TV
- Outdoor advertising concepts prior to production, including transit ads and catering trucks, press advisories and/or press releases prior to release
- Contractor/grantee authored newspaper articles on SNAP-Ed topics
- Videos produced for public view

Once submitted for approval, the PO will advance it through the NEOPB's media review process. NEOPB may be required to submit some to USDA Western Regional Office (WRO) for final approval.

In general, contractors/grantees should allow at least ten working days (from when NEOPB gets receipt of the material) for NEOPB approval. For those items requiring further approval (for items submitted to USDA WRO) the PO will advance it through this process and the contractor/grantee should allow 30 additional working days for approval.

400.3 Acknowledgement/Funding Statement Guidelines

Contractors/grantees are required to use specific USDA, NEOPB, and CDPH acknowledgment/funding statements on materials that are distributed to the public. Distribution items included are, but not limited to: educational and promotional materials, webpages, and surveys.

According to the current USDA SNAP-Ed Plan Guidance, all materials and reprinted materials must have the following:

- Non-discrimination statement;
- Funding acknowledgement of USDA's SNAP; and
- Brief Food Stamp outreach message.

Additional information about USDA's acknowledgement/funding statement requirements is available in the current USDA SNAP-Ed Plan Guidance, which can be accessed on the USDA website at <http://snap.nal.usda.gov>.

In addition to USDA requirements, materials must acknowledge NEOPB and CDPH. The required USDA, NEOPB, and CDPH acknowledgment/funding statements are available in the NEOPB's Branding Guidelines Manual under NEOPB Funding Statements, www.cachampionsforchange.net/Library/download/pdfs/CFC%20Brand%20Manual.pdf.

The Branding Guidelines Manual provides a variety of statement versions in English and Spanish to accommodate for space. Lists of materials are provided with the corresponding statement version that applies to each.

For questions regarding acknowledgement/funding statements, contractors/grantees are encouraged to contact their assigned PO.

400.4 NEOPB and CDPH Logo Guidelines

Newly developed materials must include the NEOPB (Champions for Change) logo. Contractors/grantees are required to include the CDPH logo only on highly visible advertisements and marketing efforts that have been adapted from state-level materials or advertising efforts. For example, when a local agency adapts NEOPB state-level produced transit ads, billboards, print advertisements, etc. for local use the CDPH logo should be included.

The NEOPB and CDPH logos are available on the NEOPB's Communication Resource Library website at www.cachampionsforchange.net/Library/logohome.php, in English and Spanish, as are other NEOPB logos (e.g., Harvest of the Month, Power Play!). Guidelines about the correct usage of NEOPB logos are provided in the NEOPB's Branding Guidelines Manual www.cachampionsforchange.net/Library/download/pdfs/CFC%20Brand%20Manual.pdf.

For questions regarding NEOPB and CDPH logos, contractors/grantees are encouraged to contact their assigned PO.

400.5 Nutrition Education Reinforcement Items (NERIs)

Nutrition Education Reinforcement Items refers to a class of goods that were given to SNAP-Ed eligible persons and intermediaries containing or conveying good nutrition and physical activity messages for the purpose of reinforcing nutrition education and enabling

behavior change. A State of California mandate no longer allows for distribution of SWAG/NERI (stuff we all get).

Contractors/grantees may exhaust their allotted supply of NEOPB distributed support materials. If contractors/grantees want to purchase non-NEOPB support materials, they must obtain NEOPB approval prior to purchase.

Distributed support materials should meet the following criteria:

- Be targeted to SNAP participants or SNAP-Ed eligible consumers;
- Have a clear relevance and useful connection to the NEOPB's nutrition and physical activity messages and objectives, contain an educational message, and have a use that is directly related to reinforce NEOPB messages;
- Have value as useful nutrition education tools integrated within the local program's IWP;
- Be offered only after weighing and assessing other relative needs and cost-effectiveness; Be of nominal value of \$4 or less per item, (not include shipping and handling and tax);
- Be provided in conjunction with a relevant nutrition message and physical activity message.
- Must comply with all state and federal safety requirements with respect to production including Proposition 65 requirements for lead content. Current guidelines for distribution of promotional items related to potential lead hazards are available on the CDPH website at www.cdph.ca.gov.
- Should not endorse or promote brand-name products, retail stores or provide additional financial assistance such as manufacturer or store coupons.

Cash awards or coupons for food are not permitted.

Examples of ALLOWABLE support materials to be given away

- NEOPB calendars that contain nutrition and physical activity messages
- NEOPB cookbooks
- "Green prescriptions" pads for healthy eating and physical activity
- Paper products such as stickers, book marks, coloring pages, Potter the Otter materials (not the book).

Examples of UNALLOWABLE support materials

- Celebratory item and item designed primarily as staff morale boosters.
- Item intended for person who is not a SNAP participant, applicant, or SNAP-Ed eligible
- Item (even of nominal value) which has no nutrition education message. Example: chef's hat, pedometers
- Any item costing more than \$4.

For questions about non-NEOPB support materials, contractors/grantees should contact their PO or refer to the current USDA SNAP-Ed Plan Guidance, which can be accessed on the USDA website at <http://snap.nal.usda.gov>.

400.6 LIAs Webpage Guidelines

Should contractors/grantees choose to create a webpage, the NEOPB Webpage Guidelines document provides guidance on design and usability, as well as requirements for content, "look and feel," and USDA/NEOPB attributions and acknowledgement. It is not NEOPB's intent to prescribe a definitive template that will keep contractors/grantees from

developing their own unique page. Rather, it is the NEOPB's goal to have quality webpages that are developed efficiently, generally consistent, and branded among NEOPB funded partners.

Contractors/grantees who want to create a webpage must get approval from their PO. It is strongly suggested that contractors/grantees keep in communication with their PO during the development of their webpage. This communication will allow contractors/grantees to discuss specific needs and concerns or challenges in meeting the NEOPB webpage guidelines. The webpage will be reviewed/approved by the NEOPB media staff.

400.7 Physical Activity Promotion Guidelines

The USDA supports the inclusion of physical activity promotion in the NEOPB Integrated Work Plan (IWP). Based on the 2008 Physical Activity Guidelines published by the U.S. Department of Health and Human Services, children and adolescence should do one hour (60 minutes) or more of physical activity every day; most of the one hour or more should either be moderate- or vigorous-intensity aerobic physical activity. Adults should do two hours and 30 minutes a week of moderate-intensity or 75 minutes a week of vigorous-intensity aerobic physical activity.

Physical activity (PA) promotion is an allowable cost when integrated with nutrition education.

Allowable costs include activities that educate participants and promote physical activity, such as providing the SNAP-Ed audience with information and encouragement to make physical activity part of their lifestyle.

The following form the basic principles of SNAP-Ed policy on physical activity:

- Educational and program materials developed to promote and reinforce physical activity for all target audiences should include messages that link nutrition and physical activity, and explain the associated health benefits of active lifestyles.
- All programming such as workshops, conferences, and trainings for SNAP-Ed participants that encourages physical activity should include a focus on promotion of healthy eating behaviors. Activities may include physical activity demonstration for the SNAP-Ed audience and training for staff to develop skills to help SNAP-Ed participants.
- Contractors/grantees are encouraged to coordinate with community, faith-based, youth, recreational, and other organizations.

Allowable purchases may include inexpensive physical activity equipment such as stability balls, hand weights, jump ropes, hula hoops to use in ongoing physical activity in conjunction with nutrition education provided to the low-income target audience. These items are to be retained by staff for class use only, and not for distribution to clients to take home.

400.8 CalFresh Program

SNAP is known in California as CalFresh. The CalFresh Program is the first line of defense against hunger and an important source of nutrition assistance. Partners can play a critical role by providing those who may be eligible, but are not participating, with a brief informational message about CalFresh when delivering nutrition education. Please note that CalFresh promotion may only be done in conjunction with nutrition education.

Examples of ALLOWABLE Promotion Activities

- Providing an Educational Message: Including an educational message about CalFresh in nutrition education activities and interventions. The message can be as simple as: The

CalFresh Program provides nutrition assistance to people with low incomes. It can help you buy nutritious foods for a better diet. For more information, call 1-877-847-3663 [or insert a local phone number]. Or the message can be more interactive (e.g., leading participants through activities to identify CalFresh as a way to supplement households' grocery budgets so that healthier foods can be purchased).

- Distributing Promotional Materials: Distributing flyers, handouts, and brochures that provide information about the CalFresh Program as part of nutrition education activities. Contractors/grantees are encouraged to use existing materials, such as those produced by the NEOPB and USDA that are available to contractors/grantees at no cost. The USDA SNAP brochures cannot be duplicated or printed using SNAP-Ed funds. Local CalFresh office locations and contact information may be added to these national brochures. CalFresh materials are available at <http://www.cdph.ca.gov/programs/cpns/Pages/FoodStampOutreach.aspx>
- Encouraging SNAP-Ed Participants to Call for More Information: Providing SNAP-Ed participants the Information Line in English (1-877-847-3663) or Spanish (1-888-9-COMIDA), a toll-free hotline where callers can get information about applying for their county of residence.
- Partnering with Organizations conducting CalFresh outreach: Contractors/grantees are encouraged to partner with organizations (e.g. CalFresh offices, food banks, clinics, social service agencies) conducting CalFresh outreach.

Examples of how contractors/grantees can partner with organizations include inviting organization representatives to:

- Sponsor a table/booth at health fairs, farmers' markets, back-to-school nights, and other community venues or events where contractors/grantees are providing nutrition education.
- Be guest speakers at nutrition education classes.
- Present or display detailed information on applying for food stamps as part of nutrition education activities.
- Include outreach information at radio, television or newspaper interviews.
- Conduct nutrition education at a sponsor's outreach event.

Examples of UNALLOWABLE Promotion Activities

- CalFresh promotion activities that stand alone and are not integrated into a larger nutrition education activity.
- Pre-screening or assisting individuals with completing CalFresh applications and obtaining verification.
- Accompanying individuals to the CalFresh office to assist with the application process.
- Convening meetings that focus exclusively or primarily on CalFresh outreach and increasing CalFresh participation.
- Producing print materials (e.g. brochures, posters) that are primarily CalFresh outreach in nature.
- Designing a CalFresh outreach program, including the development, publication, and distribution of materials to the community.

400.9 Women, Infants, and Children (WIC) and NEOPB Collaboration Guidelines

Collaboration between local Women, Infants, and Children (WIC) agencies and NEOPB contractors/grantees provide opportunities to reinforce and build upon nutrition education messages across programs using multiple sources to the same target audience. Successful collaborative partnerships will allow WIC agencies and NEOPB's LIAs to supplement and complement each other's nutrition education services rather than supplant them.

When providing breastfeeding education a written signed agreement, such as a Memorandum of Understanding (MOU) or Letter of Agreement, must be in place stating the degree of collaboration and specific responsibilities of both WIC and SNAP-Ed participants.

Examples of ALLOWABLE nutrition education activities in collaboration with WIC

- Providing specific nutrition education not otherwise offered by WIC such as information on MyPlate for kids.
- Breastfeeding education, promotion, and support which is coordinated with WIC and which supplements and complements WIC services, rather than duplicating or supplanting them.
- SNAP-Ed can advance breastfeeding through such activities as working on lactation policies and promotion at qualifying work sites, child care facilities or other community venues.