



Network Preview – FFY 2011

What's Ahead for SNAP-Ed and SNAP Outreach

Susan B. Foerster, MPH, RD and Rosanne Stephenson, MPA
Network for a Healthy California

Network Statewide Collaborative
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What Are SNAP-Ed Vital Stats?

- State Share @ \$120.4 million (\$118.4M in FFY 10)
- Federal Share @ \$108.9 million (\$109.8M in FFY 10)—amendment pending
- 86 LIAs and NIAs
- 17 LFNEs and 3 faith projects
- 11 Regional Networks—year 3
- 11 Leadership projects
- 2 large service contracts & IAA with CDSS

SNAP-Ed 'SMART' Objectives

- Fruits and vegetables—increase intake significantly by 2011 in adults, teens, children through all activities, especially Campaigns, programs, *HOTM*, and more, collaborate with WIC
- Physical activity—increase rates, helped with 3 new intervention resources & collaboration
- Reach—maintain FFY 10 levels via community programs and mass communications (wild card—new EARS reporting)
- Improve infrastructure, administration and evaluation (automation, spend rate, training)

Network's Brand Architecture



Primary Targets: Internal Culture, Intermediaries, Consumers
Secondary: Policy Makers, Executive Branch, Advocates, Media, Government Partners
Tools & Disciplines: Community Development, Systems Change, Policy, Research and Evaluation, Environmental, Industry Practices, Communications

What Are *Network's* Strategic or "Signature Initiatives"?

- Build momentum through mass communications—new RS&E contract
- Strengthen PA integration (PA 'pillar')
- Promote participation in CalFresh (food security 'pillar')
- *ReThink Your Drink* (chronic disease 'pillar', starting with obesity)

Signature Initiatives (2)

- Stabilize LHD participation, maintain service in high-need areas
- Streamline paperwork—contracts, automation, targeting
- Build the evidence base—reporting, EARS, a continuum of evaluations

We Think "Social Ecological"



What About Leadership/ Special Projects?

- CAN-Act, CCLHO, CCLHDN
- LHD stabilization
- Community Champions (California Women LEAD, CMAF)
- Afterschool (CCS)
- Farm-to-School

Leadership/Special Projects (2)

- TA for Regional Nutrition Education Initiatives (BMC)
- Summer Meals
- Peer-to-peer projects (CPL, LFNE)
- *Nutrition Primer* (update)
- Teatro (Latino Campaign)
- Early childhood (pending)

Showcase a Continuum of Evaluation Results (*a la* IoM)

- Engage all 5 sectors→
- Leadership inputs and leveraged resources→
- New strategies and actions →
- Outcomes in...
 - Institutional and system behaviors
 - Attitudes and norms
 - Supportive, healthy environments
 - Population behaviors

What Other Initiatives Can Help?

- USDA – end hunger by 2015, *Know Your Farmer, Know Your Food*, Healthier US School Challenge
- CDC – ARRA, *Communities Putting Prevention to Work*
- Federal – 2010 *Dietary Guidelines for Americans*, end obesity in a generation, *Let's Move!*
- Non-profit initiatives—TCE, KP, RWJF
- Prevention Trust in Health Care Reform?

Change Is Coming!

- Brown/Newsom Administration and Superintendent Torlakson in Sacramento
- Lame duck session, then a new Congress
- Child Nutrition Reauthorization? (S 3307)
 - Continuing Resolution expires on 12/3
 - Coordinate with CDE and WIC on new provisions
 - SNAP-Ed could change

SNAP-Ed Highlights of S 3307, "the Lincoln bill"

SNAP-Ed becomes the Nutrition Education and Obesity Prevention Grant Program

- * Total funding capped through 2018, states' base is FFY 09 expenditure level
- * State Share no longer required
- * "Public health approaches" allowed
- * Advisory roles created, including for CDC
- * Reallocation starts in FFY 14 (SNAP caseload, expenditure rates)
- * USDA draft standards by Jan. 1, 2012

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Practical Considerations

- Poverty and food insecurity will continue to impede progress.
- LIA, NIA processes for FFY 12 remain in place but with provisions for flexibility in event of statutory changes
- States will continue to work with USDA on paperwork, allow ability, targeting issues
- SNAP-Ed → NEOP remains in Farm Bill, scheduled for reauthorization in 2012
- Thus, FFY 11 is opportunity for strategic outreach, sustainability, and new partners

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California's Supplemental Nutrition Assistance Program

Partnering to improve access to nutrition benefits

CalFresh Outreach Plan 2011 & 2012

- USDA Food and Nutrition Service approved the CalFresh outreach plan for 2 years beginning October 1, 2011 and ending September 30, 2012
- This plan is implemented through an interagency agreement from the California Department of Social Services (CDSS) with the California Department of Public Health (CDPH)
- The interagency agreement between CDSS and CDPH started in 2004.

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CalFresh Outreach Budget

- FFY 2011
 - Federal Share of Cost = \$9,328,727
 - State Share of Cost = \$9,699,060
 - Total CalFresh Outreach costs = \$19,027,787
- FFY 2012
 - Federal Share of Cost = \$9,924,952
 - State Share of Cost = \$10,558,398
 - Total CalFresh Outreach costs = \$20,483,350

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How is CalFresh outreach funded?

- Similar to Local Incentive Award Program
- Prime Contractors act as umbrella organizations and subcontract with like community-based organizations
- USDA reimburse for every \$2 allowable outreach expedited USDA reimburses \$1 to CDPH. CDPH reimburses 50 cents to subcontractors and pays prime administrative costs.
- CalFresh outreach funding is separate from SNAP-Ed funding

Who does the CalFresh outreach?

- 7 Prime Contractors
California Association of Food Banks,
Central Valley Health Network,
CSU Chico Research Foundation,
Catholic Charities of California,
UFW Foundation,
Clinica Sierra Vista
Info Line San Diego dba San Diego 211
- 88 Subcontractors
- 22 Sub Hub contractors
- 117 contracted agency participate in outreach
(see handout)

Highlights for FFY 2011

- Rollout of CalFresh Name
- New CalFresh Materials
- Partnership with California Department of Aging
- Partnership with Senior Legal Hotline
- Tool Kit for CalFresh Outreach Partners
- Outdoor Advertising
- Media Partnership with Clear Channel and Radio Bilingual
- Staff Liaisons

What is CalFresh outreach?

- CalFresh outreach partners:
 - Expand partnerships in the community to promote CalFresh
 - Educate clients, partners, and stakeholders about CalFresh
 - Help clients fill out the CalFresh application if using paper and pencil or online systems
 - Help clients estimate the amount of their CalFresh
 - Partner with the county CalFresh administrators to streamline access to CalFresh
- CalFresh outreach funding is separate from SNAP-Ed funding

Where is CalFresh outreach happening?



Websites

www.cdph.ca.gov/programs/cpns/Pages/FoodStampOutreach.aspx
www.networkforahealthycalifornia.net
www.cachampionsforchange.net
www.cnngis.org

Thanks!

Outreach Contact information:

Rosanne Stephenson (916) 449-5403
Maria Leech (916) 449-5318 (Outreach)
Pamela Delapa (916) 449-5382 (Outreach)