

# Supplemental Nutrition Assistance Program Education (SNAP-Ed) One-Year Work Plan Instructions – FFY16

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## **SECTION A: OVERVIEW**

### **1. SNAP-Ed Implementing Agency (counterpart local agency) Names**

-Check the Implementing Agencies (IA's) that receive SNAP-Ed funding in your county and that will be contributing to the development of this Work Plan.

-Enter the name of the local agency after the corresponding agency type.

### **2. State Level Goals**

No information required.

### **3. State Level Objectives**

No information required.

### **4. Jurisdiction Description**

Each jurisdiction can use the SNAP-Ed County Profiles in conjunction with other county specific data obtained when completing this section and influencing the selection of activities to be included in the one year plan.

-Include a description of the SNAP-Ed eligible population in your jurisdiction. The description should include demographic and/or other information relevant to SNAP-Ed objectives such as population size, race/ethnic composition, primary language, nutrition and physical activity behaviors, geographic location, underserved areas, number of CalFresh participants and other nutrition-related programs serving low-income persons.

### **5. Community Assessment**

-Describe assessments and/or data sources used to identify jurisdictional needs focused on SNAP-Ed eligibles. **Identify what was learned from the survey or data source and unmet need in your jurisdiction.** Include the methodology on how this data is used to develop this Work Plan. Information included in this section is intended to help identify what was learned from survey or data sources and its impact on program delivery. Include updated information for FFY 16 in blue font.

### **6. Community Change Goals**

-Based on your community assessment, describe your long-term community change goals around obesity prevention in your jurisdiction. These are multi-year goals that support future efforts. Provide a description of the efforts in your jurisdiction which demonstrate how unmet need is being addressed and how this Integrated Work Plan will help to achieve your multi-year goals. Include PSE strategies used, integrated local objectives identified to support your long-term goals and how these objectives are tied to the needs assessment. Please note that although community change goals may have non-SNAP-Ed components, SNAP-Ed's role is to target the low-income population.

### **7. Partnerships and Collaborative Efforts [County Nutrition Action Plan (CNAP) Partners or comparable]**

-Enter a summary description of your collaborative efforts to achieve the SNAP-Ed goals and objectives. Include details about nutrition education and obesity prevention community goals that involve both non-funded and funded SNAP-Ed partners. This may be your CNAP, or if one does not exist for your local jurisdiction, please indicate a comparable or similar entity (council, coalition, consortium, collaborative) and its goals. Indicate how these partnerships will be used to coordinate healthy eating and physical activity strategies in the jurisdiction. Include how often your CNAP or comparable meets.

### **8. Key Messages**

-Check the box(es) for all key messages used.

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-Check "Other" and specify if additional key messages are used.

## **9. Educational Materials, Resources and Curriculum**

All curriculum and materials used will be from the approved USDA SNAP-Ed Connection website, and/or FFY 2016 USDA approved UC CalFresh, California Department of Aging, California Department of Social Services, Catholic Charities of California or the CDPH Nutrition Education Obesity Prevention Branch (NEOPB) Approved Nutrition Education Materials list. All curricula and materials will be defined and appropriate for the target audience identified in Section B: Target Audience Description of this document. The intent is to submit all curriculum, toolkits and/or resources used to implement Work Plan activities, thereby minimizing the need for contract revisions. [This statement is included in the Work Plan template. No additional information will be required].

## **10. Intervention and Evaluation Plan Narrative Summary (Not to exceed 5 pages)**

All intervention strategies used in SNAP-Ed must meet evidence-based standards for research-tested, practice-tested, or emerging programs as defined in the SNAP-Ed Interventions: A Toolkit for States. These can include comprehensive, multi-level interventions at multiple complementary organizational and institutional levels of the Social Ecological Model (SEM). Intervention strategies used must be proven to change behavior. Use the SNAP-Ed Interventions: A Toolkit for States: <http://snap.nal.usda.gov/snap/SNAP-EdInterventionsToolkit.pdf> and other resources provided by State SNAP-Ed Implementing Agencies to identify intervention strategies included in this one-year work plan.

-List all strategies used and integrated activities to be conducted for all Local Implementing Agencies. Explain how these activities were selected based on jurisdictional data. Include how the State Objectives are supported throughout the year. Describe how activities focus on the SNAP-Ed target audience and are comprehensive in scope with multiple approaches at more than one level of the SEM. Describe coordination and collaboration related activities that help support the delivery of consistent behavior-focused nutrition messages and comprehensive interventions. Include how each agency will collaborate and coordinate intervention sites that meet SNAP-Ed targeting criteria. The narrative summary should also include the local jurisdiction's description of how they intend to increase community engagement across different SNAP-Ed target audiences and various organizations.

-Provide a description of all Local Implementing Agencies' (LIAs') evaluation activities and how the information will be used to improve SNAP-Ed services. Refer to pages 6-8 for a description of required evaluation for each SIA. If planned, additional activities that go beyond those that are required can also be described.

## **SECTION B: TARGET AUDIENCE DESCRIPTION**

Information in this section should describe the SNAP-Ed target audience served by the Local Implementing Agencies.

### **Jurisdiction Name:**

-Enter the county name in the header.

### **1. Gender:**

-Enter the percentage of each gender targeted. Total should equal 100%.

### **2. Ages:**

-Enter the number for each age group that is targeted. This number will represent your total population and may not match the combined Projected Number of Low-income Persons Reached indicated in Section B-5.

### **3. Ethnicity /Race:**

#### **Ethnicity**

-Enter the percentage for Hispanic/Latino and Not Hispanic/Latino. The total of both should equal 100%.

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## **Race**

-Enter the percentage of Hispanic/Latino and Not Hispanic/Latino participants for each Race. The total of both do not need to equal 100%

## **4. Languages Used in Intervention Activities and Materials:**

-Enter the percentage of each primary language staff will use to conduct interventions and in materials used with the target audience. Total should equal 100%.

-Use "Other" if a language is not specified.

## **5. Projected Number of Low-Income Persons Reached:**

### **Direct Education (DE)**

A planned nutrition education event designed to increase knowledge and/or skills (not just awareness), based on an activity or lesson plan where participants are actively engaged in the learning process with an educator for at least 15 minutes. Examples include classroom instruction/lessons, planned one-on-one nutrition education, grocery store or farmers' market tours, and cooking demonstrations.

For an event to qualify as direct education you must be able to report the CalFresh participation status, age, gender, and race/ethnicity for each participant. If all four criteria are not collected the participant cannot be reported as direct education and will be counted as indirect education.

Data cards may be used to collect the necessary demographic information for direct education conducted with adults. The required demographics for direct education conducted with school / afterschool / preschool / daycare / Head Start children will be obtained by the Implementing Agency and/or NEOPB from the California Department of Education (CDE) and enrollment forms.

### **Indirect Education (IE)**

The distribution of information and resources that are designed to increase public awareness of SNAP-Ed and/or increase awareness and knowledge of food, dietary quality, food security, food safety, and food resource management/shopping behaviors. Indirect education includes any mass communications, public events, and materials distribution that are not part of direct education efforts.

Examples of indirect education include:

- Mass Communications: radio, TV, billboards, posters, paid/unpaid advertising, newspapers
- Print Materials Distribution: flyers, facts sheets, pamphlets, newsletters, nutrition articles
- Displays of Educational Materials such as bulletin boards, posters
- Public Events such as community events, health fairs, exhibits, open houses, back to school nights
- Forums or workshops where individual data for direct education cannot be collected.

### **Policy, System and Environment (PSE) Change/Environmental Supports**

Obesity prevention policy, systems, and environmental change strategies in settings where nutrition education is provided. Record the estimated number of persons reached by PSE activities in low-income SNAP-Ed eligible areas.

Examples of estimated reach:

- The number of persons working in or learning in or eating from a community garden in a low-income area per year
- The number of children attending qualifying childcare centers, and their parents, in low-income areas with PSE intervention activities per year
- The number of students per year attending schools in low-income areas participating in farm-to-school initiatives or Smarter Lunchroom Movement (SLM)

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- The number of persons shopping at farmers' markets in low-income areas (average day or per year, if possible)

-Enter the total number of low-income persons reached by all IA's for each category:

- Direct Education (estimated unduplicated)
- Indirect Education (estimated duplicated)
- PSE change in low-income, SNAP-Ed eligible areas

## **6. Intervention Sites:**

-Enter the number of sites/locations for each type of setting the project targets. Sites numbers entered should reflect those served by all Local Implementing Agencies. Total for each intervention site must match total number listed on Means-Tested, Census Tract and Free and Reduced Price Meals (FRPM) datasheets.

-Use "Other" for site types not listed.

-Enter the total number of intervention sites.

## **SECTION C: INTERVENTION PLAN**

### **SNAP-Ed Local Objective**

Each Local Objective should be for one year, support one or more State Objective(s), include PSE change effort(s) where applicable and can reflect work across multiple Intervention Categories. The number of Local Objectives can vary based on need.

-All local objectives should be written in the SMART (Specific, Measurable, Achievable, Relevant, and Time Based) format.

-Each Local Objective should be numbered in numeric order.

### **State Objective(s)**

The State-level outcome targets will be assessed by the State through various evaluation approaches. Local jurisdictions are not required or expected to solely or uniformly provide data to demonstrate achievement of the outcome targets in State Objectives 1, 2, 3. However, for State Objective 4 Policy/Systems/Environmental change reports from local jurisdictions will be the single source for evaluating achievement of this outcome target. The use of the term "adults" in the state level objectives includes both adults ages 18–59 years and seniors age 60 years and above.

-Check the box(es) for each State Objective(s) that your Local Objective and activities support.

### **PSE Strateg(ies) that support Local Objective**

A listing of PSE Change topics can be found on the USDA SNAP-Ed Connection website:  
<http://snap.nal.usda.gov/snap/SNAP-EdInterventionsToolkit.pdf>.

-When applicable, enter the PSE strategy supported by your Local Objective. One or more PSE Strategy can be listed. If not applicable, list N/A.

### **Activity Number**

-The Activities have been pre-numbered for you. The numbering convention is as follows:

- 1.1 = Local Objective 1, Activity 1
- 2.1 = Local Objective 2, Activity 1

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## **Activity Description**

-Activities should be specific and quantified with one activity per activity description line. An activity may be supported by more than one Intervention Category.

-Include activities that reflect efforts to coordinate, complement, and collaborate with other programs in order to deliver consistent behavior-focused nutrition messages and more comprehensive intervention.

-Media, social media and public relations activities can be those (but not exclusively) that support Community Events planned at the local level. All media, social media and web-based activities must be targeted to the SNAP-Ed eligible population and delivered in multiple venues that meet SNAP-Ed targeting criteria.

-Community Event Activities should reflect all aspects of developing and implementing the actual community event.

-If activities for coordination/collaboration support more than one objective or apply to other activities, reference the other objective or activity numbers in the description.

## **Intervention Category**

Intervention Categories are as follows:

- CED = Community/Nutrition Education Direct
- CEI = Community/Nutrition Education Indirect
- MPR = Media, Social Media, Public Relations and Messaging
- C&C = Coordination and Collaboration
- TTA = Training and Technical Assistance

-For each Activity, check the box(es) for each Intervention Category the activity supports. An activity may be supported by more than one Intervention Category.

## **Responsible SNAP-Ed Agency(ies)**

-Check the box for the agency that is responsible for conducting the activity:

- CWD = County Welfare Department
- LHD = Local Health Department
- AAA = Area Agency on Aging
- UCCE = UC Cooperative Extension: UCCE
- CCC = Catholic Charities of California

## **Subcontractor(s)**

-For each activity that is conducted, provide the name of the subcontractor that is fulfilling it under the appropriate responsible SNAP-Ed agency listed (CWD, LHD, AAA, UCCE or CCC).

## **Time Frame/Quarter**

-Enter the quarter in which the activity will be completed. Use the following format:

- 1<sup>st</sup> Quarter = October 1 – December 31
- 2<sup>nd</sup> Quarter = January 1 – March 31
- 3<sup>rd</sup> Quarter = April 1 – June 30
- 4<sup>th</sup> Quarter = July 1 – September 30

## **Documentation**

-Documentation types listed should reflect evidence of the activity being conducted. Ex: agendas, protocols, press packets, tools, community events announcements, etc.

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## Educational Materials, Resources and Curriculum

### Curriculum, Toolkit, Resource Name

-In the table provided, enter the exact name of the curriculum, toolkit and/or resource for the activities for each Local Objective shown on the approved USDA SNAP-Ed Connection website, and/or on **FFY 2016** USDA approved UC CalFresh, California Department of Aging, California Department of Social Services, Catholic Charities of California or the CDPH Nutrition Education Obesity Prevention Branch (NEOPB) Nutrition Education Materials lists. Do not list Fact Sheets.

### Category

-Check the box for the type of category:

RT= Research-tested

PT= Practice-tested

E= Emerging

### SNAP-Ed Agencies

-Check the box for the agency using each curriculum, toolkit or resource:

CWD = County Welfare Department

LHD = Local Health Department

AAA = Area Agency on Aging

UCCE = UC Cooperative Extension: UCCE

CCC = Catholic Charities of California

## Evaluation Activities

Include required **and** additional evaluation activities. Required evaluation activities are those that are included in each SNAP-Ed Implementing Agency's (IA) grant/contract documents.

All implementing agencies have the requirement of process evaluation or activity tracking to document activities implemented, sites, number and demographic characteristics of participants reached for the SNAP Education and Administrative Reporting System (EARS) federal reporting.

In addition to the required evaluation, implementing agencies are strongly encouraged to identify additional evaluation question(s) and activities intended to contribute to the improvement of SNAP-Ed services in their jurisdiction. Various evaluation methods might be used to address these improving-oriented questions such as soliciting client feedback through small group discussion or client satisfaction surveys. Unlike required evaluation activities, the State will not be providing or requiring specific evaluation instruments or methods for these additional evaluation activities.

## Required Evaluation

**Process Evaluation:** All implementing agencies have the requirement of process evaluation or activity tracking to document activities implemented, sites, number and demographic characteristics of participants reached for the SNAP Education and Administrative Reporting System (EARS) federal reporting.

Agency	Formative Evaluation (FE)	Process Evaluation (PE)	Outcomes Evaluation (OE)	Impact Evaluation (IE)
CDPH*	<b>Community Assessment:</b> LHDs are expected to use Communities of Excellence in Nutrition, Physical Activity and Obesity Prevention (CX3) or other evidence-based	<b>Policy System and Environment (PSE) Change—</b> Annual reporting on measures of reach, effectiveness, adoption, implementation and maintenance.	Same as Process Evaluation	LHDs receiving \$350k or more. Impact Outcome Evaluation (IOE) using validated survey instruments to measure change in nutrition education

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Agency	Formative Evaluation (FE)	Process Evaluation (PE)	Outcomes Evaluation (OE)	Impact Evaluation (IE)
	community assessment to develop a plan for achieving identified changes.			participants' nutrition and physical activity behaviors.
UC CalFresh	<p><b>Intent to Change</b> questions are used with Adult participants to measure current behavior and readiness to change behavior.</p> <p><b>Pre/Post Assessments</b> measure behavior change relating to resource management and food security status with Adult participants.</p> <p><b>Teacher Observation Tool</b> assesses teachers perceived behavior change of students.</p> <p><b>Teacher Tasting Tool</b> assesses the teacher's perception of student's baseline exposure to various foods and willingness to either try again or ask for these foods in the future.</p> <p><b>Community Assessment:</b> Smarter Lunchrooms Self-assessment Scorecard.</p>	<p><b>Reporting Tools Workbooks</b> are completed by each county. Data gathered from counties measures program goals to ensure reach, target audience and intended approaches.</p> <p><b>Policy System and Environment (PSE) Change</b>— Annual reporting on measures of reach, effectiveness, adoption, implementation and maintenance.</p>	<p><b>Intent to Change</b> questions are used with Adult participants to measure readiness to change behavior.</p> <p><b>Adult Taste Testing Tool</b> assesses adult participants' baseline exposure to healthy foods and willingness to try again or ask for in the future.</p> <p><b>Retrospective Assessments</b> are used with specific curriculum to assess participant knowledge and behavior change.</p> <p><b>Pre/Post Assessments</b> measure behavior change relating to resource management and food security status with Adult participants.</p> <p><b>Teacher Tasting Tool</b> assesses the teacher's perception of student's baseline exposure to various foods and willingness to either try again or ask for these foods in the future.</p>	
CDSS	In the 19 Get Fresh counties and Catholic Charities of California, multiple strategies/interventions	Based on strategies and, or intervention implemented by each county, a series of process,	At a minimum, Get Fresh counties are encouraged to utilize outcome evaluations to	Get Fresh counties receiving \$400k or more will conduct Impact Evaluation to measure the

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Agency	Formative Evaluation (FE)	Process Evaluation (PE)	Outcomes Evaluation (OE)	Impact Evaluation (IE)
	are implemented based on the needs and assessment of the local low-income communities assuring no duplication of services for the intended target population.	formative, outcome, and impact evaluations will be conducted. USDA approved materials and evaluation components will be utilized and conducted.	demonstrate that changes occurred in the presence of an intervention.	effectiveness of the intervention in changing the target populations' attitudes, awareness and/or behavior.
<b>CDA</b>		Required SNAP Education and Administrative Reporting System (EARS) - Activity tracking to document activities implemented, sites, number and demographic characteristics of participants reached.	Outcome evaluation using validated survey instruments identified by CDA <sup>1</sup> to demonstrate change occurred in presence of an intervention.	
<b>CCC</b>				

\* Refer to the evaluation and reporting outlined in the NEOPB Deliverables for Local Health Department Grants.

<sup>1</sup> Refer to "Older Adult Approved SNAP-Ed Nutrition Education Obesity Prevention Interventions and Required Evaluation Tool".

### **Activity Number**

-The Activities have been pre-numbered for you. They should begin with the letter "E" and follow the Local Objective Activities in numeric order. The numbering convention is as follows:

- E.1.4 = Local Objective 1, Evaluation Activity 4
- E.2.4 = Local Objective 2, Evaluation Activity 4

### **Evaluation Activity Description**

-Activities should be specific and quantified with one activity per activity description line.

### **Evaluation Type, Formative, Process, Outcome or Impact**

Evaluation types are defined as:

- Formative – occurs up front and provides information that is used during the development of an intervention.
- Process – systematically describes how an intervention looks in operation or actual practice.
- Outcome or Impact – addresses the question of whether or not anticipated group changes or differences occur in conjunction with an intervention (outcome) and allows one to conclude authoritatively, whether or not the observed outcomes are a result of the intervention (impact).

-Check the box to indicate the type of evaluation the activity describes.

### **Responsible SNAP-Ed Agency(ies)**

-Check the box for the agency that is responsible for conducting the activity:

- CWD = County Welfare Department
- LHD = Local Health Department

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AAA = Area Agency on Aging  
UCCE = UC Cooperative Extension: UCCE  
CCC = Catholic Charities of California

## **Time Frame/Quarter**

-Enter the quarter in which the activity will be completed. Use the following format:

1<sup>st</sup> Quarter = October 1 – December 31

2<sup>nd</sup> Quarter = January 1 – March 31

3<sup>rd</sup> Quarter = April 1 – June 30

4<sup>th</sup> Quarter = July 1 – September 30

## **Tool/Documentation**

-Documentation types listed should reflect evidence of the activity being conducted. Ex: Evaluation tools and evaluation reports completed.