

Examples of Allowable and Unallowable Costs

ALLOWABLE	UNALLOWABLE
Literature/Materials/Audiovisuals	
<ul style="list-style-type: none"> • The nutrition education/promotion materials that address SNAP-Ed topics and are for use with or distribution to the SNAP-Ed audience • The purchase of other nutrition education materials, when there are no FNCS materials available that address SNAP-Ed topics and will be used with or distributed to the SNAP-Ed target audience • The production of State SNAP-Ed materials, for which no other comparable materials exist that support the State’s goals and objectives for SNAP-Ed and will be used with or distributed to the SNAP-Ed audience. States are encouraged to collaborate with other FNS programs on the messages conveyed in SNAP-Ed materials and in sharing the production costs 	<ul style="list-style-type: none"> • Costs for any nutrition education materials that have already been charged to another Federal or private program or source • Any material that endorses or promotes brand name products or retail stores • Manufacturer’s or store (cents off) coupons • Purchase or production of written or visual material for purposes of lobbying or influencing Federal, State, or local officials to pass or sign legislation or to influence the outcomes of an election, referendum, or initiative • Purchase or production of written or visual nutrition education messages, that is not consistent with the current <i>Dietary Guidelines for Americans</i> and MyPlate
Social Marketing Programs	
<ul style="list-style-type: none"> • Electronic, outdoor, indoor, transit, and print announcements of nutrition education- and obesity prevention-related activities for the SNAP-Ed target audience • Social and multi-media initiatives that are part of comprehensive interventions • Appropriate social marketing programs in which messages are delivered in areas/venues where at least 50 percent of persons are eligible for SNAP-Ed 	<ul style="list-style-type: none"> • Social marketing that targets the general population. In some instances, prorated costs based upon the number of the SNAP-Ed target audience that will be reached with the campaign may be allowed. FNS may consider alternate methods with justification • Publication or dissemination of nutrition education and obesity prevention messages that are inconsistent with the current <i>Dietary Guidelines for Americans</i> and <i>MyPlate</i> • Television and radio announcements/ advertisements that do not include a brief message about SNAP, its benefits, and how to apply

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Equipment	
<ul style="list-style-type: none"> • Purchase of office equipment. A county can donate equipment and use fair market value; however, any fair market value has to be adjusted to reflect Federal funding provided for the equipment. This can be arrived at by multiplying the fair market value times the State's percentage share invested in the equipment. • Equipment shared with non-SNAP users when cost-shared with those users or used by non-SNAP users when not needed for SNAP-Ed purposes as long as such use is incidental • Kitchen appliances, only with justification of need 	<ul style="list-style-type: none"> • Expenditures for equipment that exceeds prior approval thresholds, i.e., \$5,000 per unit, unless prior approval is received from FNS • Medical equipment except for inexpensive equipment such as anthropometric measuring tools that can be used to measure height and weight to determine and discuss BMI and calorie balance/physical activity
Food Samples, Supplies, and Provisions	
<ul style="list-style-type: none"> • Cost of food for recipe/taste testing purposes and cost of kitchen equipment and supplies necessary for food storage, preparation, and display of food prepared for demonstration purposes • Food samples associated with educational lessons 	<ul style="list-style-type: none"> • Ongoing snack or food service • Meal sized portions or complete meal service • Cost of food provided as groceries or supplemental food
Nutrition Education and Obesity Prevention	
<ul style="list-style-type: none"> • Classroom setting (salaries, space, equipment, materials) for SNAP Ed audience. Primary purpose of class shall be to provide nutrition and obesity prevention education. If nutrition and obesity education is included with other topics, only that portion of class pertaining to these topics is an allowable cost. • Physical activity demonstration, promotion, referral that includes a nutrition-related message based on <i>Dietary Guidelines for Americans</i> connected to the intervention • Classes on calorie balance (nutrition and physical activity) to manage weight consistent with the <i>Dietary Guidelines for Americans</i> • Activities that assist in advancing a nutrition education or obesity prevention-related community or environmental change for the low-income population 	<ul style="list-style-type: none"> • Classes that are designed to provide case management or "life skills" training such as classes on English as a second language, parenting, child development, crisis management, rental information • Medical nutrition therapy and secondary prevention interventions. Appendix F, Definitions • Weight loss classes specific to individuals, individualized meal plans, obesity treatment programs, etc. • Gym memberships, trainers, gym equipment, or facilities. Appendix E, Physical Activity

- The pro rata share of costs of classes that are provided in conjunction with another program, e.g., WIC, provided the State agency describes the method for allocating costs between the programs
- Breastfeeding education, promotion, and support which is coordinated with WIC and which supplements and complements WIC services, rather than duplicating or supplanting them
- Messages that teach how to compare ingredients and nutrients among foods and beverage products
- Diabetes prevention education, promotion, and support that focuses on obesity prevention and is coordinated with multi-level interventions and/or public health approaches

- Clinical health screening (i.e., cholesterol testing, and blood glucose testing, etc.)
- Distribution of nutrition education reinforcement items costing over \$4.00 each
- Nutrition education costs that are charged to another Federal program such as WIC, EFNEP, Head Start
- Breastfeeding education, promotion, and support that duplicates or is provided through WIC, EFNEP, or Head Start funding
- Education provided to incarcerated or institutionalized persons who are not eligible for SNAP
- SNAP-Ed activities delivered to most able-bodied students, ages 18 through 49, enrolled in college or other institutions of higher education at least half time. For information on students that may be eligible: http://www.fns.usda.gov/SNAP/applicant_recipients/students.htm.

Space Allocation

- Space allocated to SNAP-Ed and other programs under a plan whereby the method of space/cost allocation between programs is documented and the costs are tracked
- Space donated by local school districts, but only the cost of the space based on depreciation

- Commercial rental space charges cannot be used for publicly owned space.

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Staff Compensation and Training Costs	
<ul style="list-style-type: none"> • SNAP-Ed-related training for program delivery staff • Staff time spent delivering nutrition education and obesity prevention activities to the SNAP-Ed target audience. Time must be charged at a rate commensurate with the duties being performed • General briefings to community health care providers serving low-income communities about SNAP-Ed activities in the community • Compensation for State agency staff to plan, oversee, and/or monitor the use of SNAP-Ed funds • Orientation of school, child care, or appropriate worksite food service staff on collaborative PSE change efforts 	<ul style="list-style-type: none"> • The time volunteers of a non-public agency, e.g., faith-based organizations, many food banks, etc. spend performing SNAP-Ed specific duties • A physician's or other professional time spent conducting SNAP-Ed activities when charges are based on a rate commensurate with his/her credentials as opposed to the duties he/she is performing • University courses that are not relevant to the practical delivery of SNAP-Ed to the SNAP-Ed target population • Training or development costs of food service workers or others not directly associated with delivery of SNAP-Ed

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Costs Associated With Other Activities

- Reimbursement for personal costs such as childcare, meals, lodging, and transportation for recipients of SNAP-Ed to actively participate in focus groups, needs assessment, and advisory groups to inform and improve SNAP-Ed effectiveness
- Interventions that promote the selection of healthy foods from vending machines
- Participation on relevant nutrition education and obesity prevention related State and local advisory panels focusing on the interests of the SNAP-Ed target audience

- Organized efforts to influence elected officials and lobbying for legislative/policy changes
- Costs associated with surveillance or surveys of the general population that are not prorated based on the number of likely SNAP-Ed population
- Money, vouchers, or passes provided to SNAP-Ed recipients to offset personal costs incurred so that they may attend nutrition education and obesity prevention classes, e.g., for childcare and transportation expenses
- Childcare or transportation services provided for SNAP-Ed recipients in conjunction with SNAP-Ed activities

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Policy, Systems, and Environmental Changes

- Costs associated with the implementation and maintenance of PSE efforts within the scope of SNAP-Ed
- Consultation with partner organizations on promoting organizational practice changes that support healthy food and beverages
- Analyzing and preparing data reports and sharing information on the expected benefits of PSE changes
- Consultation with food retailers, farmers, food distributors, and farmers market managers on increasing access to and promotion of whole grains, fruits and vegetables, and low-fat dairy
- Conducting environmental scans or assessments of the food and activity environments where food and activity decisions and choices are made
- Community forums or meetings with SNAP-Ed recipients or service providers on healthy eating and active living
- Point-of-purchase or point-of-decision signage and other behavioral cues to action that promote healthy eating or physical activity choices
- Resource kits with strategies for adopting, implementing, maintaining, and evaluating policy, systems, and environmental changes

- Costs associated with the establishment and maintenance of environmental or policy changes outside of the scope of SNAP-Ed, such as infrastructure, equipment, space, land, or construction
- Costs associated with capital improvements to retail stores, sidewalks, trails, bicycle paths, or dining facilities
- Costs associated with refrigeration units in grocery or convenience stores
- Financial incentives to community partners or retailers to support environmental or policy changes
- Salaries for retail store staff, farmers market managers, or food service workers for service operations
- License or permit fees for farmers markets or food retailers