

**1) List 4 primary project objectives that are specifically supported by SNAP-Ed funds during FY 14.**  
*Objectives should reflect the results that you seek to demonstrate in your program; what you seek to accomplish. Objectives should be specific, measurable, appropriate, realistic, and time specific.*

1. By September 2014, as measured by pre/post surveys, increase vegetable consumption among adults by 10% , teen by 10%, and children by 10%.
2. By September 2014, as measured by pre/post surveys, increase fruit consumption among adults by 10%, teens by 10%, and children by 10%.
3. By September 2014, as measured by pre/post surveys, increase consumption of low/fat/nonfat milk and water among adults by 5%, teens by 7%, and children by 5%.
4. By September 2014, as measured by pre/post surveys, increase physical activity among adults by 5%, teens by 5%, and children by 5%.

**2) What is the rationale for these objectives?**

*What is the need? How will achieving these objectives contribute to statewide goals to improve consumption of healthy foods, reduce consumption of unhealthy foods, and increase the number of place-based nutrition and physical activity environment supports?*

Valid and reliable data to measure progress in attaining each objective must come from standardized instruments that are administered at times that represent systematic before and after exposure to or participation in, an intervention. NEOP will conduct statewide evaluation of local SNAP-Ed interventions by obtaining consistent measures and evaluation procedures from local health departments. These measures will include pre/post comparisons from nutrition intervention courses, and/or from 2014 as compared with 2013 survey responses by adults, teens and children from randomly-sampled SNAP households.

**3) Please identify which type(s) of policy, environment, and systems changes you will work to address in FY 14 to help accomplish your objectives.**

*Below are examples of public health approaches that may be used to accompany direct or indirect nutrition education. Please place an "x" in the box for those that apply. This list is not comprehensive; please write-in other proposed approaches for review.*

	Use community or place-based messaging to promote access and appeal for healthy foods, beverages, and/or physical activity.
	Use digital or on-line media to promote access and appeal for healthy foods, beverages, and/or physical activity.
	Mobilize community partnerships around healthy eating and active living.

	Develop wellness policies in schools, after-school, or child care settings sites that support children and family nutrition and health.
	Develop healthy corner stores or food retail policies and organizational practices.
	Develop nutrition standards at emergency food distribution sites.
	Develop point-of-purchase marketing/signage at food retailers.
	Measure health status or individual risk factors for obesity in the SNAP-Ed population.
	Investigate environmental or cultural barriers to healthy eating and active living.
	Provide training or technical assistance to health or community professionals.
	Develop healthy procurement policies, healthy nutrition standards, and/or signage for congregate meals providers.
	Create work-site SNAP-Ed programs.
	Link farms to institutions through farm stands or farm-to-where-you-are initiatives.
	Cultivate community or school gardens.
	Promote access/appeal, or policy changes to support physical activity or exercise.
	Other, specify:
	Other, specify:

**4) If applicable, briefly describe how your sub-contractor(s) will support the LHD in achieving its objectives for FY 14?**

*Be specific in how your sub-contractors will contribute to the LHD project's success.*

**Sample Response:**

There are a total of **[insert #]** proposed subcontractors in **[insert LHD Name]** County's FY14 SNAP-Ed Program project. All subcontractors will support our program in achieving the four above identified objectives to increase vegetable, fruit, low-fat/nonfat milk, and water consumption; as well as increase physical activity amongst adults, teens, and children.

**Objectives 1-3:** Specifically, **[insert #, if applicable]** subcontractor(s) will take on a coordination role along with **[insert #]** additional subcontractors to directly work and train youth and adults at local school district sites. Collectively, these **[insert #]** subcontractors will support

the LHD to provide nutrition education activities to youth (teens and children) and adults (parents and teachers) at school district affiliated venues such as classrooms, school sponsored events, early childhood education sites, before and after school programs, teacher in-service/trainings, and partnership activities with local parks and recreational programs. Subcontractors will train teachers on the use of taste testing or food demonstration curriculum, materials and student workbooks, such as Harvest of the Month; train parents at nutrition education classes taking place at before and after school programs; and conduct food demonstrations and taste testing activities at school-wide events targeting both youth and adults. Additional nutrition education on the importance of vegetable, fruit, low-fat/nonfat milk, and water consumption will be coordinated by the subcontractors through the distribution of newsletters and other education materials sent directly to parents of youth and teens of targeted sites.

**Objectives 1-4:** [insert #] subcontractor(s) will also serve as the coordinating body for youth engagement trainings of both youth and teens at school and community sites, e.g. before and after-school programs, parks and recreational programs, faith based organizations, and youth-focused service organizations. [insert #] additional community based organizations will be subcontracted to directly provide these trainings. The purpose of the youth engagement related activities will be to increase awareness for policies, systems, and environmental change approaches to establishing wellness policies at their respective school sites.

[insert LHD name] County LHD will specifically address **Objective 3** by working on a policies, systems, and environmental change strategy to increase the number of water stations at school sites. Students will be educated on the importance of hydration before, during and after physical activity, trained in the different methods in which they can communicate the newly acquired knowledge to peers, parents, teachers, and administrators within their school district; and help collect formative evaluation data on the level of support for increasing water stations amongst peers, parents, and adults.

Wellness policies, depending on the exact nature of the policy adopted, will help create an environment where it is easier to engage in the healthy consumption of fruits, vegetables, low-fat/nonfat milk, and water; as well as increase physical activity.

**5) If you are awarding multiple sub-contracts for a similar type of service (e.g., school-based or peer-to-peer), please state specifically how the sub-contractors will complement one another?**

*Will there be differences in their target audiences, geographic locales, performance measures, etc.?*

**Sample Response:**

There will be [insert #] subcontractor(s) who will coordinate the school-based trainings of children, teens, and adults as it relates to taste testing and food demonstration activities, e.g. Harvest of the Month, cooking demos, etc. [insert #] subcontractors will be actually conducting the trainings at different geographic locations in the county servicing a mix of medium and large sized school districts comprised of a significant number of target youth (estimated >10K FRPM youth). All subcontractors will support the program by collecting process evaluation data such as number of individuals reached, materials distributed, and documentation of the number and

type of activities conducted. Formative evaluation will also be conducted to ascertain any changes in fruit and vegetable consumption and beverage intake.

A similar model of coordination and implementation will also take place amongst three subcontractors for the youth engagement related activities to support the adoption and implementation of school wellness policies.

**6) Any other comments regarding the scope of your proposed activities or sub-contractors in FY 14?**