

California Department of Public Health Center for Chronic Disease Prevention and Health Promotion Nutrition Education and Obesity Prevention Branch

Questions and Responses Supplemental Nutrition Assistance Program – Education (SNAP-Ed) Stakeholders’ Meeting - April 27, 2015

This document addresses questions received during the April 27, 2015, Nutrition Education and Obesity Prevention Branch (NEOPB) Stakeholders’ Meeting, whether in person or through the webinar “chat” option, except those which apply to Local Health Department (LHD) operations. These questions will be addressed in various venues such as the monthly All LHD Conference Calls and are intended for this specific audience. The following questions and responses have been grouped by theme and may be paraphrased to consolidate questions that address the same issue.

Meeting Purpose and Integration of Stakeholder Input

1. Would it be possible to track policy changes that occur as a result of our work?

Response: *Policy change activities are reported by Local Health Departments (LHDs) as a part of their final report, and then incorporated into the NEOPB report to United States Department of Agriculture (USDA) which is posted on the NEOPB California Department of Public Health (CDPH) website <http://www.cdph.ca.gov/PROGRAMS/CPNS/Pages/default.aspx>*

2. Consider adding presentations from some of the other State Implementing Agencies (SIAs) (e.g., Catholic Charities of California (CCC), County Welfare Departments (CWD), University of California Cooperative Extension (UCCE), and Area Agency on Aging (AAA); request they share their successes and challenges with addressing the policy, systems and environmental changes (PSEs) and implementing their work plans.

Response: *While there are benefits of sharing success stories and lessons learned, the Stakeholders’ Meetings are a legislative mandate under Trailer Bill Senate Bill (SB) 857 Section 92 and the purpose as defined in the bill is “to solicit input and receive feedback on the development, integration, and evaluation of nutrition education and obesity prevention programs, and to help minimize any disruption to services in the Supplemental Nutrition Assistance Program Education (SNAP-Ed) program during the transition of work from contracted vendors to the civil service.” It is not within the purview of CDPH to change the purpose of these Stakeholders’ Meetings to present information on the other SIAs. However, NEOPB will assess whether any SIA successes or challenges in addressing PSEs has a direct impact in NEOPB’s transition.*

Overview and Review of Stakeholder Meeting Process

3. How many people in the room or on the webinar are folks outside of NEOPB or other implementing agencies?

Response: *An estimated total of 12 in-person participants and 39 unique webinar connections for the April 27 Stakeholders' Meeting were categorized as non-SNAP-Ed-funded participants.*

4. Please post the PowerPoints and the stakeholder session recording as soon as reasonable. There is always a lot of great and useful information and ideas at the sessions and getting the recordings soon afterwards can enhance our SNAP-Ed knowledge.

Response: *The PowerPoint presentations have been posted on our website within one week following a meeting and sometimes posted the following day. The sessions are not recorded but input and feedback from stakeholders are captured through onsite question and answer periods, through the chat box online and through input and feedback forms we collect. These questions and answers are collated and posted on our website. Please check our website for all the meeting resources.*

<http://www.cdph.ca.gov/programs/cpns/Pages/EngagementandResource.aspx>

NEOPB Updates: Staffing and Contracts

5. After September, who will support training needs?

Response: *NEOPB's Training Development and Support Section (TDAS) have the main function of supporting training for the LHDs and will be providing this support after September. The TDAS team also works across different NEOPB sections to draw upon expertise to develop and/or implement trainings.*

NEOPB Updates: Administrative Budget Update

6. What funding threshold will guarantee an annual Management Evaluation (ME)? What was the criteria for elements included in the ME? What was included in a determination of "noteworthy?"

Response: *USDA's funding threshold for an annual ME is \$10 million. The ME requirements are listed in the USDA SNAP-Ed Guidance on pages 53-57*

<http://snap.nal.usda.gov/snap/Guidance/FinalFY2016SNAP-EdGuidance.pdf>. *USDA's Western Regional Office's (WRO) definition of "noteworthy" is a project which was: 1) excelling above and beyond the SNAP-Ed requirements; 2) comprehensive in addressing multiple levels of the Socio Ecological Model (SEM), and; 3) potential for replicating the project with other SNAP-Ed programs.*

7. If the SNAP participation increases, does that mean there's a possibility funding will increase as well?

Response: *The funding allocation to states is based on SNAP participation and expenditure rates through Federal Fiscal Year (FFY) 2018. However, since California's national SNAP participation rate is rising slowly; we don't expect to see any significant increases in funding due to an increase in our SNAP participation rate.*

8. Declining funding is a concern. If California funds do not decrease as much as expended or new funding comes in, will it be shared with Local Implementing Agencies (LIAs)?

Response: *Yes, if California's number of SNAP enrollees increases enough to change the funding allocation to California, funds would be increased and formulas would be readjusted accordingly.*

9. How is the \$30 million that NEOP provides to subcontractors through the LHDs divided up?

Response: *LHDs received approximately \$68 million in SNAP-Ed funding for the current federal fiscal year. Of the \$68 million, the LHDs subcontract out \$30 million or 44% of the total. Of the \$30 million subcontracted by LHDs, \$12.4 million or 41% is subcontracted to CBOs, \$11.1 million or 36% to schools and \$6.8 million or 23% to Other (consultants, evaluation, etc.).*

10. When is the public going to be allowed to purchase NEOPB materials at cost?

Response: *Our primary responsibility is to provide materials to our funded LHDs and other SIAs for their SNAP-Ed interventions. We continue to work diligently with the Office of State Publishing on a cost recovery site for LHDs, SIAs and the public. We have removed many of the barriers, but need to have a system that can accept credit cards along with purchase orders. We will continue to provide updates on our efforts on LHD calls or in our newsletters.*

NEOPB Updates: Evaluation and Initiatives

11. What is the logic in the process of the integrated work plan? What is the evaluation method?

Response: *The integrated work plan was a request of USDA in order to more easily determine the SNAP-Ed activities within a given county. Immediate implementation of the integrated work plan has made it necessary to address evaluation of the process/system after the fact. WRO is pulling SIAs together to work on this.*

12. Is the state considering evaluation metrics that can be combined across programs?

Response: *Yes. NEOPB is working with the other SIAs to develop standardized evaluation metrics across SIAs.*

13. At the March Forum Andy Riesenburt from WRO talked about five indicators that may advance obesity prevention, will the state be incorporating these five indicators into the LHD work plans?

Response: *Yes, NEOPB is working to incorporate indicators into portfolios for the 2016/2017 work plans.*

14. Will there be evaluation that would be appropriate for use by the county to look at collective impact as a result of the LIA's efforts, beyond the basic data collected through the Activity Tracking Form (ATF)? Discuss strategies for justifying programs to county leaders and stakeholders.

Response: *NEOPB is trying to resolve that by having integrated work plans to be implemented as soon as possible. Also, all of the SIAs met to focus on evaluation in March and a second meeting will be planned and coordinated soon. Additionally, CDPH is leading a comprehensive evaluation of 17 LHDs, the outcomes of which will be representative of the collective impact of all SNAP-Ed activities irrespective of the SIA sponsoring the activity.*

15. Please address changing policies and initiatives, especially in terms of measurement and evaluation. How are direct and indirect numbers used for evaluation?

Response: *The evaluation strategy for measuring changes in policies is based on the reach, effectiveness, adoption, implementation, and maintenance (RE-AIM) framework, which considers program elements that can improve the sustainable adoption and implementation of effective, generalizable, evidence-based interventions. Indicators of reach, effectiveness, adoption, implementation, and maintenance of policy change will be reported by local health departments annually. Counts for direct and indirect education from the Education and Administrative Reporting System (EARS) are used for our comprehensive evaluation.*

NEOPB Strategic Planning Process

16. An integrated work plan for the five agencies is critical; however, the timeline may need to be extended. NEOPB should be communicating with its SIA partners so that program delivery is better integrated and cooperative at the local level.

Response: *During development of the integrated work plan, communication is ongoing between all SIAs. Regularly scheduled communication also occurs in that NEOPB attends bi-monthly meetings convened by California Department of Social Services (CDSS) and comprised of all SIA partners to communicate updates on activities and programs that impact LHDs, as well as other LIAs. Additionally, CDPH meets with CDSS, the responsible state agency each month. CDSS also meets with the other SIAs monthly.*

17. Physical activity is a key objective; however, there is little focus from NEOPB.

Response: *NEOPB was very pleased to see the recent shifts in USDA Guidance supporting increased allowability for SNAP-Ed funded physical activity promotion efforts. NEOPB has responded to this by increasing formative research and planning efforts to create a foundation for physical activity program and materials expansion available through SNAP-Ed.*

LHD SNAP-Ed Implementation

18. Have you identified the curricula that you are going to use to replace *Harvest of the Month* (HOTM) student workbooks K-3? Many organizations have fiscal cutoff dates for purchasing that are quickly approaching, so the identification of appropriate materials for our partner schools is critical. The HOTM workbooks submitted for review are for grades 4-6, but when we do school-based nutrition education, we need to provide materials for all grades, including K-3.

Response: *In FFY 16 NEOPB's HOTM workbooks for grades K-3 can continue to be implemented with SNAP-Ed funding as long as the contacts are counted as indirect education. For direct education contacts for ages 3-5 (preschool), LHDs can use Occidental College HOTM materials found at <http://www.farmtopreschool.org/documents/F2P%20Curriculum.pdf>. For direct education for grades 1st-3rd LHDs are encouraged to use the MyPlate Yummy Curriculum found at <http://www.fns.usda.gov/tn/serving-myplate-yummy-curriculum>, but may also choose from any relevant materials on the NEOPB approved materials list.*

19. Procedures and policies need to be standardized. More training needs to be provided to help administrators learn their programs. Consider producing a "Welcome to SNAP-Ed" manual for new people.

Response: *There are program trainings conducted on an annual basis and as needed when there are staff changes and turnover at the local level. In addition, project officer's conduct site visits and contract managers conduct desk reviews, both of which present technical assistance opportunities to help program administrators learn their program. Guidelines for fiscal and administration related topics are also available online for funded projects <http://www.cdph.ca.gov/programs/cpns/Pages/FiscalandAdministrativeGuidelinesManual.aspx>.*

20. Please clarify why LHD presentations were presented in this venue. LHD sharing does not support the meeting goal to solicit input. Interested in hearing more from different local partners, including smaller counties.

Response: *NEOPB currently provides local level funding through a LHD model. NEOPB provides support to LHDs who in turn provide direct services to the target population intended by the SNAP-Ed funding.*

LHD presentations help stakeholders to hear first-hand how NEOPB's SNAP-Ed funds are being used to provide direct services to the target population.