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March 27, 2015

TO: ALL NUTRITION EDUCATION AND OBESITY PREVENTION PROJECT
COORDINATORS

SUBJECT: PROGRAM LETTER (PL) 15-02
GUIDELINES AND RECOMMENDATIONS FOR SUPPLEMENTAL
NUTRITION ASSISTANCE PROGRAM EDUCATION (SNAP-ED)
NUTRITION EDUCATION MATERIALS

California Department of Public Health (CDPH) Nutrition Education and Obesity Prevention Branch's (NEOPB) Local Health Departments (LHDs) are required to research and identify existing approved nutrition education and physical activity promotion materials for use in their SNAP-Ed programs. This Program Letter (PL) 15-02 provides guidance regarding the selection of nutrition education materials from approved lists, development of promotional materials, requirements for use of evidence-based approaches, additional considerations, and the acknowledgement and funding statement guidelines for use in NEOPB SNAP-Ed programs.

Guidelines for Selecting SNAP-Ed Materials

Currently there are many excellent existing United States Department of Agriculture (USDA), Western Regional Office (WRO) approved nutrition education and physical activity promotion materials available to *NEOPB funded* projects. A comprehensive list of these materials is detailed on the *NEOPB Approved Materials List Federal Fiscal Year (FFY) 2015* available on the website at:

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

The list can be found under “News, Hot Topics & Updates” section.

This list is updated quarterly and approved annually as part of the California State SNAP-Ed Plan; materials on this list, as well as materials on the *SNAP-Ed Strategies and Intervention Obesity Prevention Toolkit*, should be the primary materials utilized by *NEOPB* local projects in conducting SNAP-Ed activities. All other materials require prior approval of your assigned *NEOPB* Project Officer.

SNAP-Ed Strategies and Interventions: An Obesity Prevention Toolkit for States

Food and Nutrition Services (FNS) has engaged the National Collaborative on Childhood Obesity Research to help develop an intervention toolkit. *SNAP-Ed Strategies and Interventions: An Obesity Prevention Toolkit for States* is a package of off-the-shelf options that can be readily adopted by SNAP-Ed LHDs and are highly likely to produce positive outcomes. The toolkit provides existing, proven effective and actionable tools that embody community-based and public health approaches to nutrition education and obesity prevention, consistent with the context and policies of SNAP. More information about the toolkit and the toolkit itself can be found on the USDA SNAP-Ed Connection (<http://snap.nal.usda.gov>). (Refer to SNAP-Ed Guidance, page 18 and 19)

Guidelines for Developing SNAP-Ed Materials

USDA requests that materials for SNAP-Ed interventions created with SNAP-Ed funds be developed at the State level and not by local projects to ensure compliance with evidence-based pilot testing requirements in the SNAP-Ed Guidance. Therefore, *NEOPB* will not approve any curriculum or lessons developed by Local Health Departments or other local projects.

If an Agency identifies a gap in the *NEOPB* Approved Materials List, please contact your assigned Project Officer and they will work with the Materials Review Team to either identify an evidence-based curriculum or lesson plan to meet the identified need, or note the gap for possible future development of materials. *NEOPB* may collaborate with LHDs on the development of materials or the pilot testing. *NEOPB* will be surveying funded partners on curricula and lesson plans as part of their annual needs survey.

Curriculum and lessons on the *NEOPB* Approved Materials list cannot be modified from their original format and the entire series of lessons of the curriculum must be given to maintain the integrity of the curriculum. There are a variety of single topic lessons on the existing *NEOPB* materials list that can be used if a series does not fit the need.

Requirement to Use Evidence-Based Approaches

SNAP-Ed interventions must be in one of the following categories (Refer to USDA WRO Checklist for Evidence-Based Approaches: SNAP-Ed):

Research-tested: The approach is based upon relevant rigorous nutrition and

public health nutrition research including systematically reviewed scientific evidence, and other published peer-reviewed studies and evaluation reports that demonstrate significant effects on individual behaviors, food/physical activity environments, or policies across multiple populations, settings, or locales.

Practice-tested: The approach is based upon published or unpublished evaluation reports and case studies by practitioners working in the field that have shown positive effects on individual behaviors, food/physical activity environments, or policies.

Emerging: The approach includes community- or practitioner-driven activities that have the potential for obesity prevention, but have not yet been formally evaluated for obesity prevention outcomes. Evaluation indices may reflect cultural or community-informed measures of success.

Please note: emerging curriculum and lessons are not available to all funded LHDs and DO NOT APPEAR ON THE MATERIALS LIST. Only those LHDs participating in the pilot testing of the material will have access to the material. If you are interested in testing a curriculum or lesson, please contact Rosanne Stephenson at (916) 449-5403.

Additional Considerations Regarding Nutrition Education Materials

- LHDs can develop power point presentations, trainings for subcontractors and other intermediaries, flyers, posters and banners for community events including but not limited to: forums, back to school events, festivals and health fairs. While *NEOPB* has approved templates to use for many of these types of materials, LHDs can create these to promote their community events. Promotional materials need prior approval from your assigned Project Officer.
- Public relations materials to promote community events must be submitted to your assigned *NEOPB* Project Officer for review and approval. They will coordinate with State Media and Public Relations Section to ensure approvals are secured timely for local events.
- Media messages and materials are developed at the state level by State Media and Public Relations Section. The production of media spots requires testing with the target audience of the messages and creative concepts during each phase of the

process. State level coordination of media buys helps to ensure the most efficient use of funds and optimal targeting.

- Materials purchased with SNAP-Ed funds must be evidence-based per USDA Guidelines, and should have vocabulary that is familiar with a minimal use of jargon and technical terms. Materials should be designed to address cultural, literacy, language and income barriers and must be submitted to your assigned *NEOPB* Program Officer for review and approval prior to their purchase.
- FNS reserves a royalty-free, non-exclusive right to reproduce, publish, use or authorize others to use photographs, videos, recordings, computer programs and related source codes, literature and other products produced, in whole or part, with SNAP-Ed funds for government purposes (7CFR 3016.34 and SNAP-Ed Guidance, page 57)
- Materials with subject matter that is beyond the scope of SNAP-Ed, including the screening for diseases and the treatment and management of diseases, are not allowable costs.
- Curricula and social marketing campaigns must be science-based and behaviorally focused. They must incorporate general educational features that have demonstrated effectiveness such as behaviorally focused messages; use of motivators and reinforcements that are personally relevant to the target audience; use of multiple channels of communication to convey messages; approaches that provide for active personal engagement; and intensity/duration that provides opportunity for multiple exposures to the messages (Refer to SNAP-Ed Guidance, page 6).
- Evidence-based curricula and lessons must be delivered as intended without modification, i.e., must not add or delete portions of a lesson. Also, it must be delivered in series to ensure integrity.

Acknowledgement/Funding Statement Guidelines

NEOPB LHDs are required to use specific USDA, *NEOPB*, and CDPH acknowledgement/funding statements when developing promotional materials, including but not limited to educational and promotional materials, websites/webpages, and surveys.

- USDA Requirements
According to USDA SNAP-Ed Guidance, all newly developed, modified, or reprinted materials must include a Non-discrimination Statement and Attribution Statement. Both statements are included as part of the FFY 2014 SNAP-Ed Plan Guidance and can be found on the USDA SNAP-Ed Connection at <http://snap.nal.usda.gov> (Refer to Page 109 SNAP-Ed Guidance).
- NEOPB and CDPH Requirements
In addition to USDA requirements, newly developed and approved materials must acknowledge *NEOPB* and CDPH. The required USDA, *NEOPB*, and CDPH acknowledgement/funding statements are available in the *NEOPB*'s Branding Guidelines Manual at:
<http://www.cdph.ca.gov/programs/cpns/RL/Pages/NEOPBFunding.aspx>

The Branding Guidelines Manual provides a variety of statement versions to accommodate for space in English and Spanish. Lists of materials are provided with the corresponding statement version that applies to each. For materials not listed, *NEOPB* LHDs should contact their assigned Project Officer to determine which statement is appropriate.

Please retain a copy of this PL 15-02 in your grant file to use as a reference. Should you have any questions regarding the topics discussed above, please contact your assigned *NEOPB* Project Officer directly.

Sincerely,



Rosanne Stephenson, MPA, Chief
State Media, Public Outreach, and Information