



REGIONAL NETWORKS
Nutrition Education Plans
for the Food Security Channel

Regional Coordination & Training
Objective 5
Activity 2

October 2011

Nutrition Education Plans for the Food Security Channel

Purpose:

As a part of the *State Network's* comprehensive social marketing program providing nutrition education to Supplemental Nutrition Assistance Program participants and those potentially eligible, food security agencies and organizations will be engaged as partners in providing and hosting nutrition education programs, activities and materials. With the link between food insecurity, hunger and obesity well established, these agencies play a vital role in the community-wide effort to curb obesity. Nutrition education efforts focused in the areas of thrifty shopping and meal planning, preparing nutritious meals on a budget, and more can likewise increase household and community food security levels.

Partners:

Potential partners include agencies, organizations and collaboratives operating in areas of hunger and food security: food banks (California Association of Food Banks), food pantries, food closets, hunger coalitions, *Network for a Healthy California* special projects and food security outreach partners, local Health Departments and CalFresh/Social Service Offices. In the event that your agency does not currently have a relationship with the Social Service Offices in your area, we ask that as a part of this activity, you attempt to establish one.

Criteria for establishing activities:

The *State Network* recognizes that an agency's level of participation will vary based on needs of staff and participants, by target audience, available space and facilities, and associated workload required. This plan should be respectful of your partner's needs and abilities, and activities should be developed accordingly. We encourage you to work with all interested parties; please note though that, per the scope of work, a minimum of six (6) activities is required.

Scope of Work Reference:

As per the Regional Network Scope of Work, Regional Coordination and Training Objective 5, Activity 2: the finalized plan should include measurable short-term and long-term goals addressing the type of education offered (self-guided, individual, class-based, etc.) and the number of education events for each location. Please note that a minimum of six (6) activities is required.

Sample Activities:

The *State Network* has recommended a series of activities in each location to increase the frequency of exposure. Activities must be in compliance with USDA SNAP-Ed Guidance and may include:

- Food Demonstrations & Taste Testing
- Nutrition Education class(es) – content may include information on how audience can advocate on their own behalf for increased access to healthful foods and physical activity
- CalFresh Office Resource Kit Display
- “Ask the Dietitian” General Nutrition Information
- Bulletin Board & Posters (MyPlate, Harvest of the Month, etc.)
- Nutrition Information Pamphlet Bank
- Nutrition Newsletter
- Nutrition booth/table at an information fair
- Physical Activity Demonstration (one time only, in conjunction with nutrition education)
- Providing expertise to an agency in improving on-site vending options, healthy snacks, etc.

Plan Expectations:

Each plan must contain a broad goal and quantifiable objective. The *State Network* recommends the following goal:

Goal: To promote active living and healthy eating, particularly the daily consumption of fruits and vegetables, to the recommended amounts among the SNAP-Ed eligible populations.

A sample objective follows. Depending on the number of agencies your Region is able to partner with your plan, may have multiple objectives.

Objective: By September 30, 2012 partner with 3 agencies and organizations working in the area of hunger and food security to provide 2 nutrition education activities per site per year.

Activity 1: Meet with staff to determine nutrition education needs.

Activity 2: Work with local nutrition education agencies and collaborative partners to create a “menu” of nutrition education services.

Activity 3: Work with agency staff to determine appropriate interventions and frequency.

Activity 4: Schedule and conduct activities/interventions.

Activity 5: Conduct evaluation of activities in partnership with staff.

Activity 6: Review evaluations and adjust interventions accordingly.

If you are partnering with the local health department or collaborative the nutrition education plan may begin with:

Activity 1: Convene a regional meeting with interested agencies and nutrition educators.

Activity 2: Identify mutually acceptable goals & strategies (then list them).

Activity 3: Coordinate efforts among interested agencies/organizations (note assignments).

Activity 4: Identify partners and implement activities.

Activity 5: Convene regularly to provide updates, share challenges and successes, showcase outcomes.