

Supplemental Nutrition Assistance Program Education (SNAP-Ed)

Smith County

Sample One-Year Work Plan

SECTION A: OVERVIEW

1. SNAP-Ed Implementing Agency (counterpart local agency) Names

- California Department of Social Services: CDSS: (Smith County Welfare Departments: CWD)
- University of California: UC CalFresh: Smith County Cooperative Extension
- California Department of Public Health: CDPH: Smith County Health Department
- California Department of Aging: CDA: Smith County Area Agency on Aging
- California Department of Food and Agriculture: CDFA: (Smith County Fairs and Expositions)

2. State Level Goals

The Supplemental Nutrition Assistance Program (CalFresh) will reduce the prevalence of obesity and the onset of related chronic diseases within the California SNAP-Ed population (\leq 185 % of the Federal Poverty Level (FPL)) and others eligible for SNAP-Ed. This will be accomplished by educating and providing support to participants, especially parents and their children, to consume healthy foods and beverages, reduce consumption of less healthy foods and beverages, increase physical activity, and improve food resource management skills.

3. State Level Objectives

Objective 1: Consumption and Access to Healthy Foods

- By September 2017, increase consumption of healthy foods as described in the Dietary Guidelines for Americans 2010.
- By September 2017, increase fruit and vegetable consumption above baseline, respectively, among adults by 10%, teen by 10%, and children by 10%.

Objective 2: Consumption and Access to Healthy Beverages and Reduce Consumption of Unhealthy Beverages

- By September 2017, increase consumption of low/fat/nonfat milk and water above baseline among adults by 5%, teens by 7%, and children by 5%.

Objective 3: Physical Activity and Sedentary Behavior

- By September 2017, increase physical activity above baseline among adults by 5%, teens by 5%, and children by 5%.

Objective 4: Environmental Supports for Nutrition Education and/or Physical Activity

- By September 2017, at least 60% of local jurisdictions will report successful implementation of one (or more) place-based nutrition and/or physical activity standard(s) or environmental support(s) to nutrition education and/or physical activity.

Objective 5: Food Resource Management/ Food Security

- By September 2017, at least 25% of adults and seniors will report an improvement above baseline in food resource management skills such as meal planning, comparing prices, or using a shopping list.
- By September 2017, at least 25% above baseline of adults and seniors will report that they do not run out of food by the end of the month.

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4. Jurisdiction Description

Smith County is considered a small rural county located in the northern region of California. It has a population of 486,000 with 24% SNAP-Ed eligible (income \leq 185%FPL). The number of SNAP-Ed eligible people living in Smith county is 116,640 with 34% identifying themselves as Hispanic, 21% White (nonHispanic), 21% Asian (nonHispanic) 20% African American (nonHispanic), 0.4% American Indian/Alaska Native and 3.6% multiracial or another race. As of January 2013, the 31,000 CalFresh participants represented 6.4% of Smith County's total population.

Of the 157 census tracts in the Smith County, 19 (12%) are SNAP-Ed eligible (\geq 50% incomes \leq 185% FPL) based on all races data for 2007-2011. Of the 171 schools in the Smith County, 91 (53%) are SNAP-Ed eligible (\geq 50% FRPM Enrollment, 2012). The adult overweight or obesity prevalence in Smith County is 54.6% overall and 61.1% among SNAP-Ed eligible adults. Fewer than half (40.5%) of children (2-11 years) ate 5 or more servings of fruits and vegetables and fewer than a quarter (23.8%) of adults ate fruit and vegetables 3 or more times yesterday. Smith County has an overall food insecurity rate of 16.2% and a child food insecurity rate of 20%.

Smith county also has a low number of recreational facilities (n= 2) per 100,000 residents and the percentage of children and teens (ages 1-17 years) who have a park or open space within walking distance is significantly lower than the state rate, 35.0% and 84.7%, respectively. Given this data, Smith County would stand to benefit from nutrition education paired with physical activity related interventions.

The CX³ Index of Unhealthy to Healthy Food Sources in the low-income neighborhoods of Eastside were Index 11, Westside Index 9 and Southside Index 8 with no retail food stores meeting quality standards. The majority of stores had low scores for the variety and quality of their fresh fruit and vegetables while the prevalence of both exterior and interior ads promoting high fat/sugar foods was much greater than exterior and interior ads promoting healthy foods and very few stores placed healthy foods in the checkout area. In Eastside, there are 12 small markets and convenience stores within a ½ mile of East High School. There are no farmers markets within 5 miles of any CX³ neighborhood. EBT is not accepted at any farmers market at this time.

The AAA conducted a local needs assessment of older adults, age 60 and older, in Smith County. The needs assessment identified food security (number one) and the access to and consumption of fruits and vegetables (number three) as major issues for older adults in the community.

In Smith County, the local AAA provides a nutritious meal, once daily, to 40 Older Americans Act Title IIIC Congregate Nutrition Programs (Title IIIC) throughout the county. The Title IIIC program targets older individuals who are in greatest economic or social need, and gives particular attention to low-income, minority individuals living in rural areas. Smith County has the highest rate of low-income older adults age 60 and older in California (American Community Survey Data, 2005-2009). In Smith County there are 28 Title IIIC sites that meet SNAP-Ed eligibility requirements, of those 55% of participants earn at or above 100% of FPL.

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5. County Nutrition Action Plan (CNAP) Partners (Or Comparable If Not Available)

CNAP group includes Food and Nutrition Service (FNS) funded and unfunded interested partners serving the SNAP-Ed eligible population in the areas of food programs, nutrition education and physical activity promotion. The group goal is to coordinate United States Department of Agriculture (USDA) food program interventions and efforts to increase food security in the target population. A strategic plan will be developed with target objectives to provide access to healthy foods, beverages and/or physical activity. The CNAP group will meet four times per year. Example partners include: UC CalFresh, Smith County LHD, AAA, WIC, California Department of Education (CDE), Farmer's Market Coalition, Smith County Food Bank, Smith Youth Leadership Group, Smith Health Resource Group and Smith County Healthy Eating and Active Living.

6. Community Assessment data used to develop this Work Plan

The information in the jurisdiction description comes in part from the SNAP-Ed County Profiles prepared by CDPH which includes county-level data from a variety of sources such as American Communities Survey (ACS) five-year estimates, Department of Social Services CalFresh Annual Trends data, the California Health Interview Survey, Feeding American's Map the Food Gap, Food Insecurity in Your County. Using these data sources, nutrition education interventions primarily focused on students and worksites with a high percentage of SNAP-Ed target populations. Media related intervention activities were developed and informed by data showing that almost 45% of children and teens in Smith County consume 1 or more sugar-sweetened beverages. Media messages and activities that support healthy beverage promotion on a broad scale would help ensure that the SNAP-Ed eligible population is reached in all parts of the county. This same data also informed the need to develop community events such as county forums and interactive booths at health fairs. These community events provide an opportunity for SNAP-Ed funded staff to connect the messages conveyed in media interventions to the target audience who attend these fairs and county forums. The data found in the county profiles also contributed to the identification and development of coordination and collaborative intervention activities. Smith County has developed a local objective to involve and increase the collaboration of ten partner agencies in order to address the high percentage of the low income population that has limited access to healthy food (15.2%).

This work plan was also informed by *Communities of Excellence in Nutrition, Physical Activity, and Obesity Prevention (CX³)* assessments conducted in three low-income communities as well as community forums to share the findings and identify areas for future action that enjoyed resident support. Area residents and community partners were interested in working with SNAP-Ed implementing agencies on the following Policy, Systems and Environment (PSE) change efforts: working with local retailers to improve their food store quality scores especially those located near public schools, and starting or supporting school and community gardens. Baseline data retail survey data collected as part of the CDPH's Healthy Retail Campaign (proposition 99-funded data collection) will help identify retail sites that SNAP-Ed interventions could take place, resulting in a synergistic effect from a combination of public health interventions conducted by tobacco control, alcohol and drug, and SNAP-Ed to create healthier retail environments.

In addition, AAA conducted a needs assessment of older adults in Smith County, which identified food security, and access to and consumption of fruits and vegetables as major issues within the county. As a result of this survey, local intervention strategies will include curriculum focused on increasing access to and consumption of fruits and vegetables,

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increasing consumer information about availability of food programs within the county and physical activity interventions at SNAP-Ed eligible sites.

7. Key Messages (check all that apply)

- | | | |
|--|--|--|
| <input checked="" type="checkbox"/> Food Safety | <input checked="" type="checkbox"/> Physical Activity | <input checked="" type="checkbox"/> Physical Activity |
| <input checked="" type="checkbox"/> Whole Grains | <input checked="" type="checkbox"/> My Plate-Healthy Eating Plan | <input checked="" type="checkbox"/> Fiber-Rich Foods |
| <input checked="" type="checkbox"/> Fruits & Vegetables | <input checked="" type="checkbox"/> Limit Added Sugars or Caloric Sweeteners | <input checked="" type="checkbox"/> Fat-Free & Low-fat Milk or Equivalent (& Alt. Calcium Sources) |
| <input checked="" type="checkbox"/> Fats and Oils | <input checked="" type="checkbox"/> Food Shopping/ Preparation | <input type="checkbox"/> Other (<i>specify</i>): _____ |
| <input checked="" type="checkbox"/> Lean Meat & Beans | | <input type="checkbox"/> Other (<i>specify</i>): _____ |
| <input checked="" type="checkbox"/> Sodium & Potassium | | |
| <input checked="" type="checkbox"/> Promote Healthy Weight | | |

8. Intervention Strategies (identify source—see instructions)

The implementing agencies in Smith County - UCCE, LHD CDSS, CDFA and AAA - will collaborate to provide comprehensive multi-level behavior-focused nutrition education/physical activity promotion, community events, training and technical assistance, while also utilizing media and public relations and coordination/collaboration with partners throughout the county. The agencies will promote the 2010 Dietary Guidelines and SNAP-Ed intervention strategies proven to change behavior. Delivery methods include:

- Adults: series based classes, one-time classes, special events, worksite interventions and parent classes in the school environment.
- Youth: classroom lessons, Harvest of the Month, and school garden activities.
- Community: health fairs and community forums.
- CNAP: a strategic plan will be developed to coordinate USDA food program interventions and efforts to increase food security.
- Media: publications and public relation efforts.
- Training: agencies will provide training to partners to further leverage SNAP-Ed intervention strategies.
- Utilizing CX³ assessment findings implement PSE activities with retailers and work with partners to establish “edible” gardens.

9. Educational Materials and Resources

All curriculum and materials used will be from the approved USDA SNAP-Ed Connection website, SNAP-Ed Interventions: A Toolkit for States and/or USDA approved UC CalFresh, California Department of Aging or the CDPH Nutrition Education Obesity Prevention Branch (NEOPB) Approved Nutrition Education Materials list.

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SECTION B: TARGET AUDIENCE DESCRIPTION

1. Gender

Male:	49%
Female:	51%
Total:	100%

2. Age

	#
0 to 4 years old (Preschool):	3,000
5 to 17 years old (School Age):	10,500
18 to 59 years old (Adult):	13,500
60 years old and over (Senior):	3,000
Total:	30,000

3. Race/Ethnicity

		ETHNICITY		
		34%	66%	100%
		Total Percentage Hispanic/Latino	Total Percentage Not Hispanic/Latino	Total Percentage Ethnicity
		Hispanic/Latino	Not Hispanic/Latino	
RACE	%	%	%	
Black or African American	2%	18%		
Asian	0%	20%		
American Indian/Alaskan Native	0%	1%		
Native Hawaiian/Other Pacific Islander	0%	1%		
White	30%	23%		
Multiple	2%	3%		
Total:	34%	66%		

4. Languages Used in Intervention Activities and Materials

English	70%	Farsi	0%	Russian	0%
Spanish	20%	Hmong	0%	Tagalog	0%
Arabic	0%	Khmer (Cambodian)	0%	Vietnamese	5%
Armenian	0%	Korean	0%	Other (specify):	0%
Bosnian	0%	Lao	0%	Other (specify):	0%
Cantonese	5%	Mandarin	0%	Total:	100%

5. Projected Number of Low-Income Persons Reached

- Direct Education (estimated unduplicated): 2,500
- Indirect Education: 7,500
- Policy, System and Environment (PSE) Change/Environmental Supports: **20,000**

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6. Intervention Sites (Insert Number)

Site Type	#	Site Type	#	Site Type	#
Adult Rehab Centers	0	Food Banks	15	Schools (Pre – K)	15
Adult Education and Job Training Sites	0	Food Pantries	13	Schools (Elementary)	45
CalFresh Offices	25	Food Stores/Retail Vendors	0	Schools (Junior High/Middle)	15
California Food Assistance Program (CFAP)	0	Head Start Programs	0	Schools (High School)	10
Churches	6	In Home Supportive Services (IHSS)	0	Schools (After School)	20
Commodity Foods Distribution on Indian Reservation (FDPIR)	0	Individual Homes	0	Schools (Parents)	20
Community Based Organizations	0	Job Corps	0	Shelters/Temporary Housing	5
Community Centers	3	Libraries	0	Soup Kitchens	2
Comprehensive Perinatal Service Program (CPSP)	0	Low Income Home Energy Assistance Program	0	TANF (CalWORKS) Job Readiness	3
Emergency Food Assistance Sites	0	Parks and Recreation Sites	0	WIC	5
Extension Offices	0	Public/Community Health Centers	4	Worksites	4
Family Resource Centers	0	Public Housing	20	Other (specify): <u>Park</u>	1
Farmer’s Markets	2	Senior Centers	28	Other (specify): _____	0

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SECTION C: INTERVENTION PLAN

Intervention Category: *A. Nutrition Education*

State Objective(s) (check all that apply):

Obj. 1 Healthy Foods Obj. 2 Healthy Beverages Obj. 3 Physical Activity Obj. 4 Env. Supports Obj. 5 Food Security

Local Objective 1: By September 2015, promote the consumption of healthy food by providing nutrition education and physical activity promotion designed to increase knowledge, self-efficacy skills and healthy food preferences to reach at least 2,500 of the county's SNAP-Ed eligible population.

Activity	Activity Description	Responsible SNAP-Ed Agency(ies)	Subcontractors	Time Frame	Documentation
A.1.1.	Conduct 10-12 single session nutrition education/physical activity promotion using MyPlate materials to reach unduplicated SNAP-Ed eligible individuals. Taste testing will be included	<input checked="" type="checkbox"/> CWD	Smith United Way	FFY 2015	Activity Tracking Form (ATF) Quarterly Report Sign-in Forms
		<input checked="" type="checkbox"/> LHD	Smith Co Food Bank		
		<input checked="" type="checkbox"/> AAA			
		<input type="checkbox"/> FE			
		<input checked="" type="checkbox"/> UCCE			
A.1.2.	Conduct a series of five 30-45 minute nutrition education sessions in eligible schools for students and public housing for adults using USDA approved curricula.	<input type="checkbox"/> CWD		FFY 2015	ATF Quarterly Report
		<input checked="" type="checkbox"/> LHD	Smith USD		
		<input checked="" type="checkbox"/> AAA			
		<input type="checkbox"/> FE			
		<input checked="" type="checkbox"/> UCCE	Smith Elementary		
A.1.3.	Provide nutrition education using X, Y, Z	<input type="checkbox"/> CWD		FFY 2015	ATF

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Activity	Activity Description	Responsible SNAP-Ed Agency(ies)	Subcontractors	Time Frame	Documentation
	materials to qualified worksites based on the results of a needs assessment on MyPlate topics prioritized by worksite employees.	<input checked="" type="checkbox"/> LHD			Quarterly Report Sign-in Forms
		<input checked="" type="checkbox"/> AAA			
		<input checked="" type="checkbox"/> FE	Smith Plant Nursery		
		<input checked="" type="checkbox"/> UCCE			
A.1.4.	During the 14-15 school year provide nutrition education and physical activity promotion in the form of A, B, C to qualified elementary schools. Taste testing will be included.	<input checked="" type="checkbox"/> CWD		FFY 2015	ATF Quarterly Report
		<input checked="" type="checkbox"/> LHD	Smith Co Food Bank		
		<input checked="" type="checkbox"/> AAA			
		<input type="checkbox"/> FE			
		<input checked="" type="checkbox"/> UCCE			

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Intervention Category: *B. Media, Social Media, and Public Relations*

State Objective(s) (check all that apply):

Obj. 1 Healthy Foods
 Obj. 2 Healthy Beverages
 Obj. 3 Physical Activity
 Obj. 4 Env. Supports
 Obj. 5 Food Security

Local Objective 1: By September 2015, use approved media and public relation techniques to promote the consumption of healthy beverages to 4,000 of the county's SNAP-Ed eligible population.

Activity	Activity Description	Responsible SNAP-Ed Agency(ies)	Subcontractors	Time Frame	Documentation
B.1.1.	Use template State-developed healthy beverage media materials such as press releases, articles, etc. in five local publications that reach SNAP-Ed eligibles.	<input type="checkbox"/> CWD <input checked="" type="checkbox"/> LHD <input checked="" type="checkbox"/> AAA <input type="checkbox"/> FE <input checked="" type="checkbox"/> UCCE		FFY 2015	ATF Quarterly Report Photographs Sample Materials
B.1.2.	Coordinate at least three local media and public relations efforts that support healthy beverage promotion and reach the SNAP-Ed eligible population.	<input type="checkbox"/> CWD <input checked="" type="checkbox"/> LHD <input checked="" type="checkbox"/> AAA <input type="checkbox"/> FE <input checked="" type="checkbox"/> UCCE		FFY 2015	ATF Quarterly Report Sample Materials

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Intervention Category: *C. Community Events*

State Objective(s) (check all that apply):

Obj. 1 Healthy Foods Obj. 2 Healthy Beverages Obj. 3 Physical Activity Obj. 4 Env. Supports Obj. 5 Food Security

Local Objective 1: By September 2015, promote the consumption of healthy food and beverages, the reduction in the consumption of unhealthy beverages, and increased physical activity by reaching 3,500 of the county's SNAP-Ed eligible population through eight community events designed to enhance knowledge and change attitudes and norms.

Activity	Activity Description	Responsible SNAP-Ed Agency(ies)	Subcontractors	Time Frame	Documentation
C.1.1.	Host interactive booth, exhibit, or display at three qualifying health fairs to promote the consumption of healthy beverages.	<input type="checkbox"/> CWD		FFY 2015	ATF Quarterly Report Photographs Sample Materials
		<input checked="" type="checkbox"/> LHD			
		<input checked="" type="checkbox"/> AAA			
		<input type="checkbox"/> FE			
		<input checked="" type="checkbox"/> UCCE			
C.1.2.	Host at least five county forums in SNAP-Ed qualified areas to address primary prevention of disease through healthy eating and increased physical activity.	<input type="checkbox"/> CWD		FFY 2015	ATF Quarterly Report Sample Materials
		<input checked="" type="checkbox"/> LHD			
		<input checked="" type="checkbox"/> AAA			
		<input type="checkbox"/> FE			
		<input checked="" type="checkbox"/> UCCE			

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Intervention Category: *D. Coordination and Collaboration*

State Objective(s) (check all that apply):

Obj. 1 Healthy Foods
 Obj. 2 Healthy Beverages
 Obj. 3 Physical Activity
 Obj. 4 Env. Supports
 Obj. 5 Food Security

Local Objective 1: By September 2015 collaborate with at least ten new partner agencies in the community to provide access and availability of food programs' information to the SNAP-Ed eligible population.

Activity	Activity Description	Responsible SNAP-Ed Agency(ies)	Subcontractors	Time Frame	Documentation
D.1.1.	Attend and/or convene a CNAP group at least four times per year to coordinate USDA food program interventions and efforts to increase food security in the SNAP-Ed eligible population.	<input type="checkbox"/> CWD		FFY 2015	ATF Quarterly Report Meeting Agendas CNAP Plan
		<input checked="" type="checkbox"/> LHD			
		<input checked="" type="checkbox"/> AAA			
		<input type="checkbox"/> FE			
		<input checked="" type="checkbox"/> UCCE			
D.1.2.	Partner with nutrition meal providers to increase information on the availability of food programs in eligible county communities at SNAP-Ed eligible senior sites.	<input type="checkbox"/> CW		FFY 2015	ATF Quarterly Report Sample Materials
		<input checked="" type="checkbox"/> LHD			
		<input checked="" type="checkbox"/> AAA			
		<input type="checkbox"/> FE			
		<input checked="" type="checkbox"/> UCCE			

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Intervention Category: *E. Training and Technical Assistance*

State Objective(s) (check all that apply):

Obj. 1 Healthy Foods Obj. 2 Healthy Beverages Obj. 3 Physical Activity Obj. 4 Env. Supports Obj. 5 Food Security

Local Objective 1: By September 2015 promote the consumption of healthy food and beverages in the county's SNAP-Ed eligible population by providing nutrition education and physical activity training to reach 75 community staff who work with the county's SNAP-Ed eligible population.

Activity	Activity Description	Responsible SNAP-Ed Agency(ies)	Subcontractors	Time Frame	Documentation
E.1.1.	Provide County Health Agencies (Dental, CalFresh, etc.) with training on healthy beverage messages and healthy beverage nutrition education materials such as posters, pamphlets, flyers, etc.	<input type="checkbox"/> CWD		FFY 2015	ATF Quarterly Report Sample Materials
		<input checked="" type="checkbox"/> LHD			
		<input type="checkbox"/> AAA			
		<input type="checkbox"/> FE			
		<input type="checkbox"/> UCCE			
E.1.2.	Staff will provide trainings for teachers, preschool staff, afterschool staff and other personnel who are conducting nutrition education/obesity prevention intervention(s) with SNAP-Ed eligible population.	<input type="checkbox"/> CWD		FFY 2015	ATF Quarterly Report Sign-in Forms
		<input checked="" type="checkbox"/> LHD			
		<input type="checkbox"/> AAA			
		<input type="checkbox"/> FE			
		<input checked="" type="checkbox"/> UCCE			

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Intervention Category: *F. Policy, Systems and Environmental (PSE) Change Topic(s)*

Local Objective 1: By September 2015, increase opportunities for healthy eating in the community by working with 10 retailers to provide healthier food options and assist in the creation of 20 community/school gardens.

State Objective(s) (check all that apply):

Obj. 1 Healthy Foods
 Obj. 2 Healthy Beverages
 Obj. 3 Physical Activity
 Obj. 4 Env. Supports
 Obj. 5 Food Security

Topic #1: Increase opportunities for healthy food selections for up to 15,000 SNAP-Ed eligibles by working with retail partners such as local markets, gas stations, or grocery stores to improve food options.

Activity	Activity Description	Responsible SNAP-Ed Agency(ies)	Subcontractors	Time Frame	Documentation
F.1.1	Work with retail partners in SNAP-ED eligible communities to improve their CX ³ store scores by offering and promoting healthier food items.	<input checked="" type="checkbox"/> CWD		FFY 2015	ATF Annual PSE RE-Aim report
		<input checked="" type="checkbox"/> LHD			
		<input type="checkbox"/> AAA			
		<input type="checkbox"/> FE			
		<input type="checkbox"/> UCCE			
F.1.2	Collaborate with local health department tobacco control programs to identify qualifying retail sites part of the statewide healthy retail campaign (Tobacco, Alcohol and Drug, and Nutrition) to increase healthy food options for SNAP-Ed eligibles.	<input type="checkbox"/> CWD		FFY 2015	ATF Meeting agendas
		<input checked="" type="checkbox"/> LHD			
		<input type="checkbox"/> AAA			
		<input type="checkbox"/> FE			
		<input type="checkbox"/> UCCE			

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Topic #2: Increase opportunities for healthy eating for up to 5,000 SNAP-Ed eligibles by assisting in the creation of 20 community/school gardens.

Activity	Activity Description	Responsible SNAP-Ed Agency(ies)	Subcontractors	Time Frame	Documentation
F.2.1	Meet with community leaders and school administrators to discuss the creation of community and school gardens.	<input type="checkbox"/> CWD		FFY 2015	ATF Meeting Agendas Annual PSE RE-AIM report
		<input checked="" type="checkbox"/> LHD			
		<input type="checkbox"/> AAA			
		<input type="checkbox"/> FE			
		<input type="checkbox"/> UCCE			
F.2.2	Support the development and sustainability of school & community gardens.	<input type="checkbox"/> CWD		FFY 2015	ATF Meeting Agendas Annual PSE RE-AIM report
		<input checked="" type="checkbox"/> LHD			
		<input type="checkbox"/> AAA			
		<input type="checkbox"/> FE			
		<input type="checkbox"/> UCCE			

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INTERVENTION NARRATIVE SUMMARY, FFY 15:

The implementing agencies in Smith County—UCCE, LHD, CDSS, CDFA and AAA—will collaborate to provide education and support to consume healthy food and beverages, decrease consumption of less healthy food and beverages and increase physical activity to the SNAP-Ed eligible population by September 2015. This will be accomplished through comprehensive behavior-focused nutrition education/physical activity promotion with environmental supports, community events, training and technical assistance, while also utilizing media and public relations and coordination/collaboration with Community Based Organizations (CBOs) throughout the county.

Delivery methods include:

- For the adult target population: series based classes; one-time classes; community events; worksite interventions and parent classes in the school environment.
- Youth: classroom lessons, Harvest of the Month, and school garden activities.
- Utilizing CX³ assessment findings implementing Policy, Systems and Environment (PSE) activities with retailers and work with partners to establish “edible” gardens.

FFY 2015:

- UCCE will provide a five class series of nutrition education classes in eligible public schools for grades K–5 reaching 40 % of the eligible schools in the county.
- LHD will provide a five class nutrition education series in 10% of public housing sites in Smith County. LHD will conduct evaluation of the classes.
- LHD will provide single session nutrition education classes including recipes and taste testing at 25% of food pantries/food banks in the county.
- Recruit and work with 10 motivated retailers to improve their CX³ store scores by offering and promoting healthier food items.

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- AAA will provide nutrition education classes on healthy eating at 25% of the eligible senior centers in the county.
- LHD will set up information booths on healthy eating and access to healthier foods at 40% of the CalFresh Offices in the county.
- Smith County LHD, AAA and UC CalFresh will participate in three joint health fairs in the county promoting healthy eating and the interventions being undertaken by each agency. Interested unfunded partners such as American Heart Association (AHA), American Dietetic Association (ADA) and Kaiser will also be invited.

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SECTION D: EVALUATION PLAN

Required Evaluation Activities (e.g. For CDPH, evaluation activities as specified in the Deliverables Document for Local Health Departments (LHD) Grants and others refer to any requirements from your implementing agency)

Activity	Evaluation Activity Description	Eval. Type			Responsible SNAP-Ed Agency(ies)	Time Frame	Tool/Documentation
		Formative	Process	Outcome or Impact			
1.1	Process Evaluation—On an ongoing basis, record SNAP-Ed activities, sites, participants reached and other required elements for USDA’s SNAP-Ed Education and Administration Reporting System (EARS).	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/> CWD <input checked="" type="checkbox"/> LHD <input checked="" type="checkbox"/> AAA <input checked="" type="checkbox"/> FE <input checked="" type="checkbox"/> UCCE	FFY 2015	ATF Quarterly Reports
1.2	Impact and Outcome Evaluation—Matched pre- and post-Fruit and Vegetable Checklist and approved Sugar Sweetened Beverage questions completed with at least 100 adults attending the multi-session nutrition education series held at public housing settings.	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/> CWD <input checked="" type="checkbox"/> LHD <input checked="" type="checkbox"/> AAA <input checked="" type="checkbox"/> FE <input checked="" type="checkbox"/> UCCE	FFY 2015	Evaluation Report and Evaluation Plan (FFY 2016)
1.3	Use the RE-AIM evaluation framework to report on an annual basis progress for PSE change #1 Healthy Corner Stores and PSE change #2: Community/School Gardens with specific indicators of reach, effectiveness, adoption, implementation and maintenance.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/> CWD <input checked="" type="checkbox"/> LHD <input type="checkbox"/> AAA <input type="checkbox"/> FE <input checked="" type="checkbox"/> UCCE	FFY 2015	ATF Annual PSE RE-AIM Report

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Required Evaluation Narrative Summary:

Process evaluation reporting will document the range of SNAP-Ed services provided in the local jurisdiction, the locations and specific SNAP-Ed eligible audiences reached as well as other required EARS elements. The actual number of SNAP-Ed eligible individuals reached through direct education (unduplicated), indirect education (duplicated) and PSE change activities will be compared to original reach targets. Sites that showed high performance in terms of reach and multi-intervention strategies will also be identified and replicated. The Impact and Outcome evaluation of the nutrition education series will document achievement of the type of individual level behaviors and dietary practices highlighted in the USDA's Western Regional Offices SNAP-Ed Evaluation Framework. The PSE change reporting pertaining to school/community gardens and healthy corner stores will provide evidence of the environmental level indicators included in the SNAP-Ed evaluation framework. The RE-AIM indicators will be evaluated on an annual basis to provide at a minimum the core RE-AIM indicators for that strategy. If necessary, adjust PSE strategy to address challenges and potential enhancements for greater impact.

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Additional Evaluation Activities (Evaluation activities identified and planned by SNAP-Ed funded agencies in the local jurisdiction.)

Activity	Evaluation Activity Description	Eval Type			Responsible SNAP-Ed Agency(ies)	Time Frame	Tool/Documentation
		Formative	Process	Outcome or Impact			
1.1	Review models of community engagement and the variety of SNAP-Ed intervention strategies being implemented in Smith County to identify opportunities for SNAP-Ed eligible individuals' engagement and input to improve the quality, appropriateness and sustainability of the SNAP-Ed funded strategies.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> CWD <input checked="" type="checkbox"/> LHD <input type="checkbox"/> AAA <input type="checkbox"/> FE <input type="checkbox"/> UCCE	FFY 2015	Engagement Strategies
1.2	Dedicate a portion of the final class of the nutrition and physical activity series held at public housing for group discussion about what activities or topics participants found particularly beneficial or impactful and what aspects of the class could be improved in the future.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> CWD <input checked="" type="checkbox"/> LHD <input type="checkbox"/> AAA <input type="checkbox"/> FE <input type="checkbox"/> UCCE	FFY 2015	Document program improvements made based on community/participants' input.

Additional Evaluation Narrative Summary:

Building upon community engagement models and strategies, the additional evaluation focuses on identifying and incorporating mechanisms for SNAP-Ed eligible individuals' engagement and input to improve the quality, appropriateness and sustainability of SNAP-Ed interventions. In addition, existing opportunities will be used to solicit participant feedback on the nutrition and physical activity education and promotion activities and specifically what learning activities were particularly effective as well as areas for improvement.

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SECTION E: SNAP-Ed TARGETING SUMMARY

Means-Tested Program Data Sheet—Samples

<i>Type</i>	<i>Site Name</i>	<i>Address</i>	<i>City</i>	<i>Zip</i>	<i>11 Digit Census Tract (Ex. 06001400100)</i>	<i>Implementing Agency</i>	<i>Audience</i>	<i>Strategy</i>
Public Housing	Main Street Housing	123 Main Street	Alta	90000	06123456789	<input type="checkbox"/> CWD <input checked="" type="checkbox"/> LHD <input type="checkbox"/> AAA <input type="checkbox"/> FE <input type="checkbox"/> UCCE	<input type="checkbox"/> 0-4 <input type="checkbox"/> 5-17 <input checked="" type="checkbox"/> 18-59 <input checked="" type="checkbox"/> 60+	<input checked="" type="checkbox"/> DE <input type="checkbox"/> IE <input type="checkbox"/> SM <input type="checkbox"/> PSE
Shelters/Temporary Housing	Downtown Center	321 Elm Street	Alta	90000	06123456790	<input type="checkbox"/> CWD <input checked="" type="checkbox"/> LHD <input type="checkbox"/> AAA <input type="checkbox"/> FE <input type="checkbox"/> UCCE	<input type="checkbox"/> 0-4 <input type="checkbox"/> 5-17 <input checked="" type="checkbox"/> 18-59 <input checked="" type="checkbox"/> 60+	<input checked="" type="checkbox"/> DE <input type="checkbox"/> IE <input type="checkbox"/> SM <input type="checkbox"/> PSE
Use drop-down menu.						<input type="checkbox"/> CWD <input type="checkbox"/> LHD <input type="checkbox"/> AAA <input type="checkbox"/> FE <input type="checkbox"/> UCCE	<input type="checkbox"/> 0-4 <input type="checkbox"/> 5-17 <input type="checkbox"/> 18-59 <input type="checkbox"/> 60+	<input type="checkbox"/> DE <input type="checkbox"/> IE <input type="checkbox"/> SM <input type="checkbox"/> PSE
Use drop-down menu.						<input type="checkbox"/> CWD <input type="checkbox"/> LHD <input type="checkbox"/> AAA <input type="checkbox"/> FE <input type="checkbox"/> UCCE	<input type="checkbox"/> 0-4 <input type="checkbox"/> 5-17 <input type="checkbox"/> 18-59 <input type="checkbox"/> 60+	<input type="checkbox"/> DE <input type="checkbox"/> IE <input type="checkbox"/> SM <input type="checkbox"/> PSE
Use drop-down menu.						<input type="checkbox"/> CWD <input type="checkbox"/> LHD <input type="checkbox"/> AAA <input type="checkbox"/> FE <input type="checkbox"/> UCCE	<input type="checkbox"/> 0-4 <input type="checkbox"/> 5-17 <input type="checkbox"/> 18-59 <input type="checkbox"/> 60+	<input type="checkbox"/> DE <input type="checkbox"/> IE <input type="checkbox"/> SM <input type="checkbox"/> PSE
Use drop-down menu.						<input type="checkbox"/> CWD <input type="checkbox"/> LHD <input type="checkbox"/> AAA <input type="checkbox"/> FE <input type="checkbox"/> UCCE	<input type="checkbox"/> 0-4 <input type="checkbox"/> 5-17 <input type="checkbox"/> 18-59 <input type="checkbox"/> 60+	<input type="checkbox"/> DE <input type="checkbox"/> IE <input type="checkbox"/> SM <input type="checkbox"/> PSE
Use drop-down menu.						<input type="checkbox"/> CWD <input type="checkbox"/> LHD <input type="checkbox"/> AAA <input type="checkbox"/> FE <input type="checkbox"/> UCCE	<input type="checkbox"/> 0-4 <input type="checkbox"/> 5-17 <input type="checkbox"/> 18-59 <input type="checkbox"/> 60+	<input type="checkbox"/> DE <input type="checkbox"/> IE <input type="checkbox"/> SM <input type="checkbox"/> PSE

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Free/Reduced Price Meal (FRPM) Percentage Data Sheet—Samples

<i>School Name</i>	<i>District Name</i>	<i>14 Digit CDS Code or CACFP FRPM Data (Ex. 07-61754-6004196 or CACFP Site MM/YY)</i>	<i>Free Meal %</i>	<i>Reduced Meal %</i>	<i>Free and Reduced Meal %</i>	<i>Implementing Agency</i>	<i>Audience</i>	<i>Strategy</i>
Washington High	Washington	12345678912345	30.00%	60.00%	90.00%	<input type="checkbox"/> CWD <input type="checkbox"/> LHD <input type="checkbox"/> AAA <input type="checkbox"/> FE <input checked="" type="checkbox"/> UCCE	<input type="checkbox"/> PS <input checked="" type="checkbox"/> S <input type="checkbox"/> AS <input type="checkbox"/> P	<input checked="" type="checkbox"/> DE <input type="checkbox"/> IE <input type="checkbox"/> SM <input type="checkbox"/> PSE
Linclon Elementary	Washington	12345678912344	30.00%	50.00%	80.00%	<input type="checkbox"/> CWD <input type="checkbox"/> LHD <input type="checkbox"/> AAA <input type="checkbox"/> FE <input checked="" type="checkbox"/> UCCE	<input type="checkbox"/> PS <input checked="" type="checkbox"/> S <input type="checkbox"/> AS <input type="checkbox"/> P	<input checked="" type="checkbox"/> DE <input type="checkbox"/> IE <input type="checkbox"/> SM <input type="checkbox"/> PSE
			0.00%	0.00%	0.00%	<input type="checkbox"/> CWD <input type="checkbox"/> LHD <input type="checkbox"/> AAA <input type="checkbox"/> FE <input type="checkbox"/> UCCE	<input type="checkbox"/> PS <input type="checkbox"/> S <input type="checkbox"/> AS <input type="checkbox"/> P	<input type="checkbox"/> DE <input type="checkbox"/> IE <input type="checkbox"/> SM <input type="checkbox"/> PSE
			0.00%	0.00%	0.00%	<input type="checkbox"/> CWD <input type="checkbox"/> LHD <input type="checkbox"/> AAA <input type="checkbox"/> FE <input type="checkbox"/> UCCE	<input type="checkbox"/> PS <input type="checkbox"/> S <input type="checkbox"/> AS <input type="checkbox"/> P	<input type="checkbox"/> DE <input type="checkbox"/> IE <input type="checkbox"/> SM <input type="checkbox"/> PSE
			0.00%	0.00%	0.00%	<input type="checkbox"/> CWD <input type="checkbox"/> LHD <input type="checkbox"/> AAA <input type="checkbox"/> FE <input type="checkbox"/> UCCE	<input type="checkbox"/> PS <input type="checkbox"/> S <input type="checkbox"/> AS <input type="checkbox"/> P	<input type="checkbox"/> DE <input type="checkbox"/> IE <input type="checkbox"/> SM <input type="checkbox"/> PSE
			0.00%	0.00%	0.00%	<input type="checkbox"/> CWD <input type="checkbox"/> LHD <input type="checkbox"/> AAA <input type="checkbox"/> FE <input type="checkbox"/> UCCE	<input type="checkbox"/> PS <input type="checkbox"/> S <input type="checkbox"/> AS <input type="checkbox"/> P	<input type="checkbox"/> DE <input type="checkbox"/> IE <input type="checkbox"/> SM <input type="checkbox"/> PSE
			0.00%	0.00%	0.00%	<input type="checkbox"/> CWD <input type="checkbox"/> LHD <input type="checkbox"/> AAA <input type="checkbox"/> FE <input type="checkbox"/> UCCE	<input type="checkbox"/> PS <input type="checkbox"/> S <input type="checkbox"/> AS <input type="checkbox"/> P	<input type="checkbox"/> DE <input type="checkbox"/> IE <input type="checkbox"/> SM <input type="checkbox"/> PSE

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Census Tract Data Sheet—Samples

Type*	Site Name	Address	City	Zip	11 Digit Census Tract or Block Group* (Ex. 06001400100)	Ethnicity	100% FPL	125% FPL	185% FPL	ACS Data Source	Implementing Agency	Audience	Strategy
Community Centers	Smith Community Center	128 Shop Street	Alta	90000	12345678912	AR	0.00%	30.00%	62.00%	11	<input type="checkbox"/> CWD <input type="checkbox"/> LHD <input checked="" type="checkbox"/> AAA <input type="checkbox"/> FE <input type="checkbox"/> UCCE	<input type="checkbox"/> 0-4 <input type="checkbox"/> 5-17 <input type="checkbox"/> 18-59 <input checked="" type="checkbox"/> 60+	<input type="checkbox"/> DE <input checked="" type="checkbox"/> IE <input type="checkbox"/> SM <input type="checkbox"/> PSE
Other (please specify) Park	Green Park	322 Oak Street	Alta	90000	12345678913	H	0.00%	10.00%	55.00%	11	<input type="checkbox"/> CWD <input checked="" type="checkbox"/> LHD <input type="checkbox"/> AAA <input type="checkbox"/> FE <input type="checkbox"/> UCCE	<input checked="" type="checkbox"/> 0-4 <input checked="" type="checkbox"/> 5-17 <input checked="" type="checkbox"/> 18-59 <input checked="" type="checkbox"/> 60+	<input type="checkbox"/> DE <input checked="" type="checkbox"/> IE <input type="checkbox"/> SM <input type="checkbox"/> PSE
Senior Centers	Happy Café	234 Main St	Alta	90000	12345678913	AR	0.00%	0.00%	54.00%	Use drop-down menu.	<input type="checkbox"/> CWD <input type="checkbox"/> LHD <input checked="" type="checkbox"/> AAA <input type="checkbox"/> FE <input type="checkbox"/> UCCE	<input type="checkbox"/> 0-4 <input type="checkbox"/> 5-17 <input type="checkbox"/> 18-59 <input checked="" type="checkbox"/> 60+	<input checked="" type="checkbox"/> DE <input type="checkbox"/> IE <input type="checkbox"/> SM <input type="checkbox"/> PSE
Site Survey	Cool Café	678 Elm St	Alta	90001	12345678914		Methodology 2 55.00%	0.00%	0.00%	Use drop-down menu.	<input type="checkbox"/> CWD <input type="checkbox"/> LHD <input checked="" type="checkbox"/> AAA <input type="checkbox"/> FE <input type="checkbox"/> UCCE	<input type="checkbox"/> 0-4 <input type="checkbox"/> 5-17 <input type="checkbox"/> 18-59 <input checked="" type="checkbox"/> 60+	<input checked="" type="checkbox"/> DE <input type="checkbox"/> IE <input type="checkbox"/> SM <input type="checkbox"/> PSE
Use drop-down menu.							0.00%	0.00%	0.00%	Use drop-down menu.	<input type="checkbox"/> CWD <input type="checkbox"/> LHD <input type="checkbox"/> AAA <input type="checkbox"/> FE <input type="checkbox"/> UCCE	<input type="checkbox"/> 0-4 <input type="checkbox"/> 5-17 <input type="checkbox"/> 18-59 <input type="checkbox"/> 60+	<input type="checkbox"/> DE <input type="checkbox"/> IE <input type="checkbox"/> SM <input type="checkbox"/> PSE

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Census Tract Data Sheet—Samples

Type*	Site Name	Address	City	Zip	11 Digit Census Tract or Block Group* (Ex. 06001400100)	Ethnicity	100% FPL	125% FPL	185% FPL	ACS Data Source	Implementing Agency	Audience	Strategy
Use drop-down menu.							0.00%	0.00%	0.00%	Use drop-down menu.	<input type="checkbox"/> CWD <input type="checkbox"/> LHD <input type="checkbox"/> AAA <input type="checkbox"/> FE <input type="checkbox"/> UCCE	<input type="checkbox"/> 0-4 <input type="checkbox"/> 5-17 <input type="checkbox"/> 18-59 <input type="checkbox"/> 60+	<input type="checkbox"/> DE <input type="checkbox"/> IE <input type="checkbox"/> SM <input type="checkbox"/> PSE

*Area Agency on Aging only: enter 'site survey' if used to qualify site.