

EFNEP and SNAP-Ed Update and Dialogue

NEAFCS Meeting
Birmingham, Alabama – 18 Sept 2009

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Shared National Leadership Food and Nutrition Education

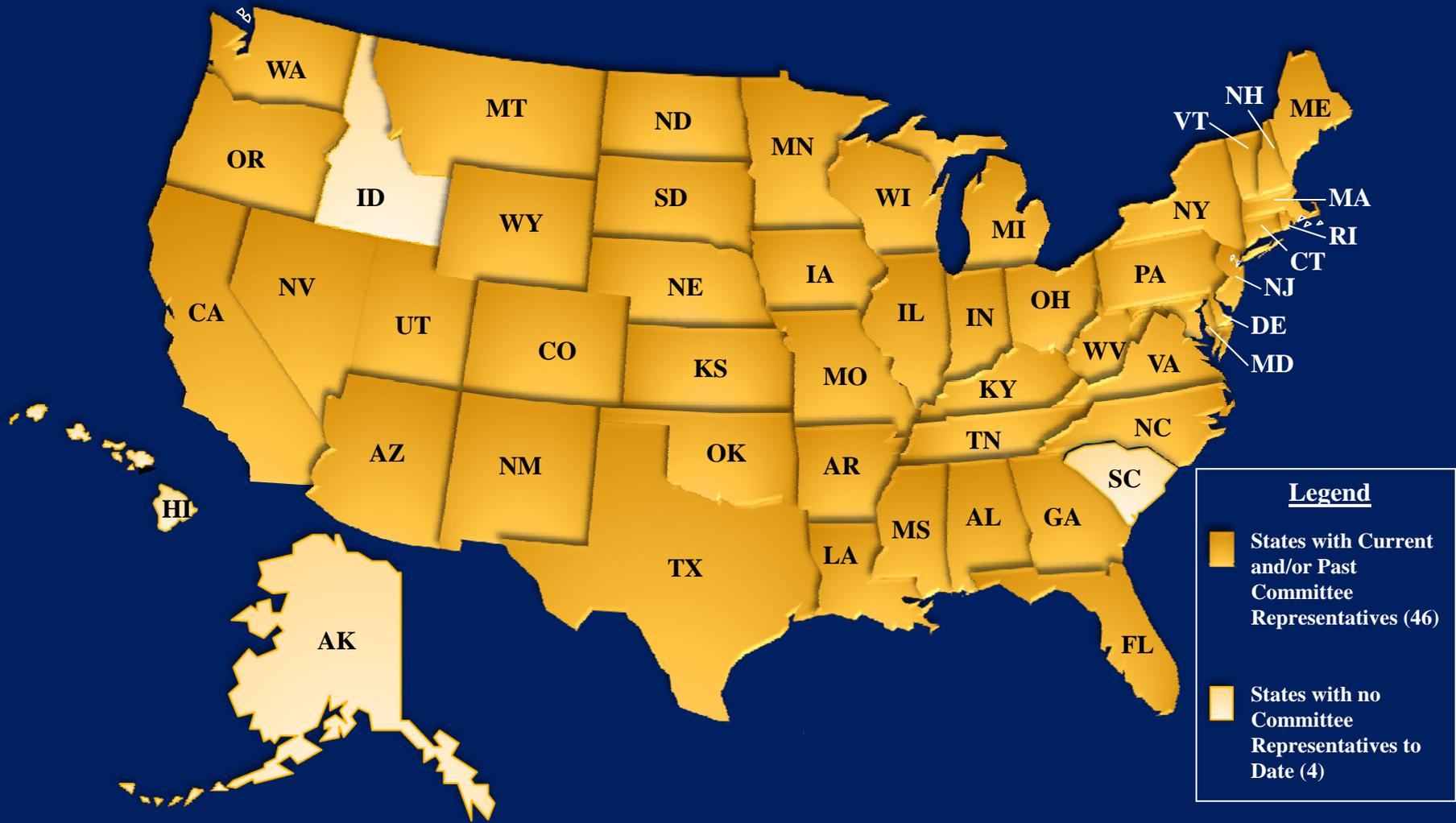
- National Food and Nutrition Education Leadership
 - Helen Chipman, National Program Leader, USDA/CSREES
 - Stephanie Blake, EFNEP Program Specialist, USDA/CSREES
 - Sylvia Montgomery, EFNEP Program Specialist, USDA/CSREES
 - Shirley Hastings, SNAP-Ed Leadership Team, University of Tennessee
 - C.Y. Wang, Land-Grant SNAP-Ed Leadership Team, South Dakota State University
 - Sandra Jensen, Land-Grant SNAP-Ed Office Manager, South Dakota State University

Shared National Leadership Food and Nutrition Education – cont'd

- Other contributors
 - Ad hoc committees and workgroups*
 - SNAP-Ed Program Development Team
 - CSREES administration
 - APLU leadership/ECOP
 - Others – agencies, etc.

*Since 2002, only four states, five territories and the District of Columbia have not yet been involved

2002 – 2009 Land-Grant EFNEP and SNAP-Ed Committee Members*



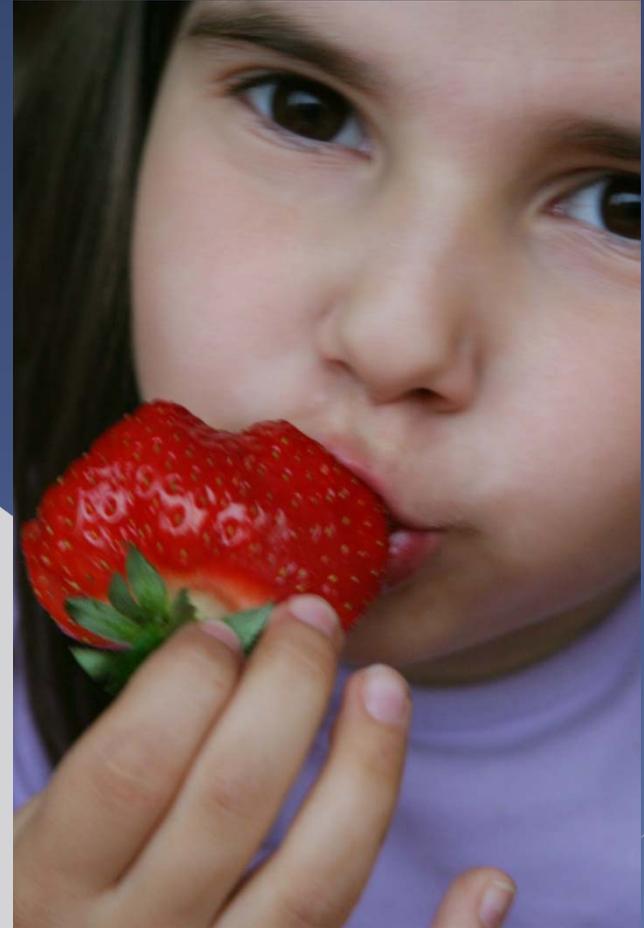
Legend

- States with Current and/or Past Committee Representatives (46)
- States with no Committee Representatives to Date (4)

*Past and current committees include: National Evaluation Committee, CNE Logic Model Workgroup, Professional Core Competencies Workgroup, Paraprofessional Core Competencies Group, FSNE National Meeting Planning Committee, SNAP-Ed Program Development Team, Integrated Systems Workgroup, EFNEP 40th Anniversary Celebration Planning Committee, EFNEP Conference Planning Committee, EFNEP Policy Taskforce, EFNEP Conference Training Committee, and ECOP EFNEP Task Force.

Emphasis – Both Programs

- Program quality and accountability
- Program visibility
- Program reach with resources available
- Cooperative/coordinated programs within university systems and with other partners

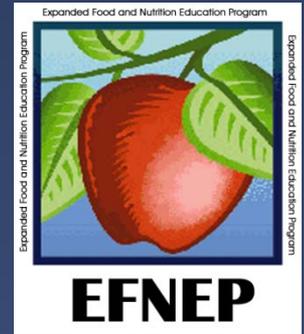


Communication Leading to Cooperation and Collaboration

- CSREES and FNS
- CSREES and Partners
 - Nutrition and Healthier Food Choices Portfolio
 - CSREES Nutrition and Health Committee for Planning and Guidance
 - Healthy Living Task Force
- Other agencies, organizations and associations

Key Messages for EFNEP

- History of success over the past 40 years
 - Consistent strong results
 - Steadfast yet dynamic
 - Program scope (opportunities and constraints)
- Demonstrates results - EFNEP graduates:
 - Improve their diets and physical activity
 - Improve their nutrition practices
 - Stretch their food dollars farther
 - Handle food more safely
- Maximizes sharing of quality resources
- EFNEP is a good partner/collaborator



EFNEP Video



Continuing Priorities for EFNEP

(Some overlap with SNAP-Ed)

- Program planning, reporting and accountability
 - RFA cooperative agreement
 - Dialogue with FNS and ERS
- Program and staff development and training
 - Resources and mentoring
 - 1890 and territory institutions
 - Site visits

Continuing Priorities for EFNEP (Some overlap with SNAP-Ed) – cont'd

- Program research interface
 - National Program Leader and agency dialogue
 - NC1169, etc.
- EFNEP policies review
- Partner, stakeholder and other relationships
- Content
 - Diet quality, food resource management, nutrition practices and food safety practices
 - Federal priorities: childhood obesity, current economy, cultural differences and similarities

Additional Priorities for EFNEP Increased Emphasis in 2010

- Physical activity
- Impact indicators
- Emergency preparedness related to food
- Tracking Healthy People 2020 developments



Evolution of the Land-Grant SNAP-Ed Office

- **1999:** Extension Directors/Administrators and FCS Leaders requested national leadership from CSREES for FSNE (now SNAP-Ed)
 - Karen Konzelmann tapped to serve as liaison
 - North Central Region Directors initiated self-assessment, Larry Jones asked to work with Karen
- **2002:** Extension Directors/Administrators voted for national self-assessment
 - Helen asked to assume role
 - Personnel and operational costs funded by CSREES and FSNE assessment
 - Special projects funded by FSNE assessment

Evolution of the Land-Grant SNAP-Ed Office - cont'd

- **2007:** CSREES began restructuring
 - Extension Directors and Administrators voted to continue assessment
 - Maintained office at South Dakota State University as part of continued joint leadership for SNAP-Ed
 - Leadership Team put in place to provide oversight
- **2009:** FSNE (now SNAP-Ed) assessment up for review

CSREES' Continuing Role

- **Relationships:** To further relationships for shared understanding and cooperation at federal and state levels
- **Communication:** A voice for the Land-Grant Universities and for clarity and consistency at the federal and state levels
- **Leadership:** Shared oversight for special projects
- **Resolution:** Venue for identifying and communicating areas of concern, and assistance in resolving

Mission of SNAP-Ed Through the Land-Grant SNAP-Ed Office

- The Land-Grant SNAP-Ed Office exists to support SNAP-Ed in the Land-Grant University System. The office seeks to:
 - Facilitate communication among universities, federal agencies, and other key stakeholders
 - Strengthen the program, research, and evaluation interface
 - Support staff and program development and training to maximize partnerships and reduce potential errors and problems
- Assessment funds are dedicated to achieve this mission

Office Location and Personnel



South Dakota State
University



Sandra Jensen
Office Manager

Department Office



What Does the Office Manager Do?

- Gathers and synthesizes information, develops reports and presentations
- Surveys states for annual SNAP-Ed plan approval status and tracks year to year changes
- Manages budget, contracts, and processes grants
- Provides updates on regional conference calls
- Administers national and regional listservs
- Updates the CSREES SNAP-Ed WebPages

Land-Grant SNAP-Ed Budget: 2009

- Special projects: **\$108,000**
 - Examples: national reports, 1890's report, core competency development, grant awards, committee meetings, environmental scans, NEERS5 support, etc.*
- General office expenses: **\$4,400**
 - Supplies, printing, communication, postage, etc.
- Office Manager salary and benefits: **\$37,600**
 - Salary \$27,747 + medical insurance \$5,784 + 14.705% other benefits
- Total budget: **\$150,000**
- In-kind contribution
 - Office space provided by South Dakota State University
 - Leadership Team time provided by South Dakota State University and University of Tennessee

*Figures are for 2009; special project examples span across the years of the assessment

How are the Land-Grant SNAP-Ed Office and Associated Activities Funded?

- Extension Directors/Administrators have supported a self-assessment for SNAP-Ed since 2002
- Have voted to approve every 2-3 years, however, no guarantee of continued funding
- APLU office calculates the assessment and handles billing



The SNAP-Ed (FSNE) Assessment: How is it Determined?

The formula:

The approved budget (usually around \$150,000) is divided by the total amount received by CES (\$141,499,708 in FY2008) which provides a factor that is multiplied by the amount each institution self reports. Thus, the more SNAP-Ed dollars received by an institution, the higher their assessment.

The Assessment: How Much Do You Pay?

- For 2008 the factor was .0010601 or just over 1/10 of a cent per dollar received from FNS
- This equals \$106.01 per \$100,000 or \$1,060.10 per \$1,000,000
- A very small investment for the return!

What Do You Get for Your Investment?



- Provides Land-Grant Universities a collective voice
- Support for the Program Development Team's work
- Support for special projects
- Support for new program coordinators

What Do You Get for Your Investment? - cont'd

- Special projects include:
 - Seed grants
 - Environmental scans (Ex: University of Missouri's 2009 survey of communication strategies)
 - National reports: "Food Stamp Nutrition Education within the Cooperative Extension/Land-Grant University System" (FY2002 and FY2005) and "Food Stamp Nutrition Education in the 1890 Community"
 - Community Nutrition Education Logic Model
 - Professional and paraprofessional core competencies

Program Seed Grants

- Grew out of expressed need for program and evaluation models that could be replicated
- Goal to increase research supported by FSNE Planning Committee and ECOP
- RFP process/awards announced nationwide
- Review chaired by Mary Wilson, University of Nevada

Program Seed Grants - cont'd

- Initiate opportunities for projects that provide direct benefit in SNAP-Ed delivery/evaluation
- Results to be shared
- Facilitate development of pilot projects funded by other sources
- Two \$36,000 15-month grants awarded
- Idea well received by FNS regional offices

Other Selected Accomplishments

- Enhanced university and federal agency understanding
 - Regular communication
 - Universities are seen as key implementers
 - Shared leadership gives greater voice
- State plan reviews and approval
 - Two reviews of all Land-Grant University plans conducted
 - Training provided in 2005 and 2006
 - Since 2005, decrease in time for plan approval by FNS

Other Selected Accomplishments - cont'd

- Space Recommendations
 - Ad hoc workgroup recommended formula which was incorporated into FNS SNAP-Education plan guidance
- Community Nutrition Education (CNE) Logic Model and resulting reports
 - Two versions of CNE Logic Model developed
 - On-line reporting system based on Logic Model
 - Development of models published and cited
- Commitment to the 1890 Community
 - FSNE in the 1890 Community Report
 - Historical overview identifies unique contributions

Current and Ongoing Projects

- FY2005 FSNE National Report (in final review)
- Mentoring
- Program seed grants
- Exploring additional communication venues
- SNAP-Ed website
- National and regional listservs



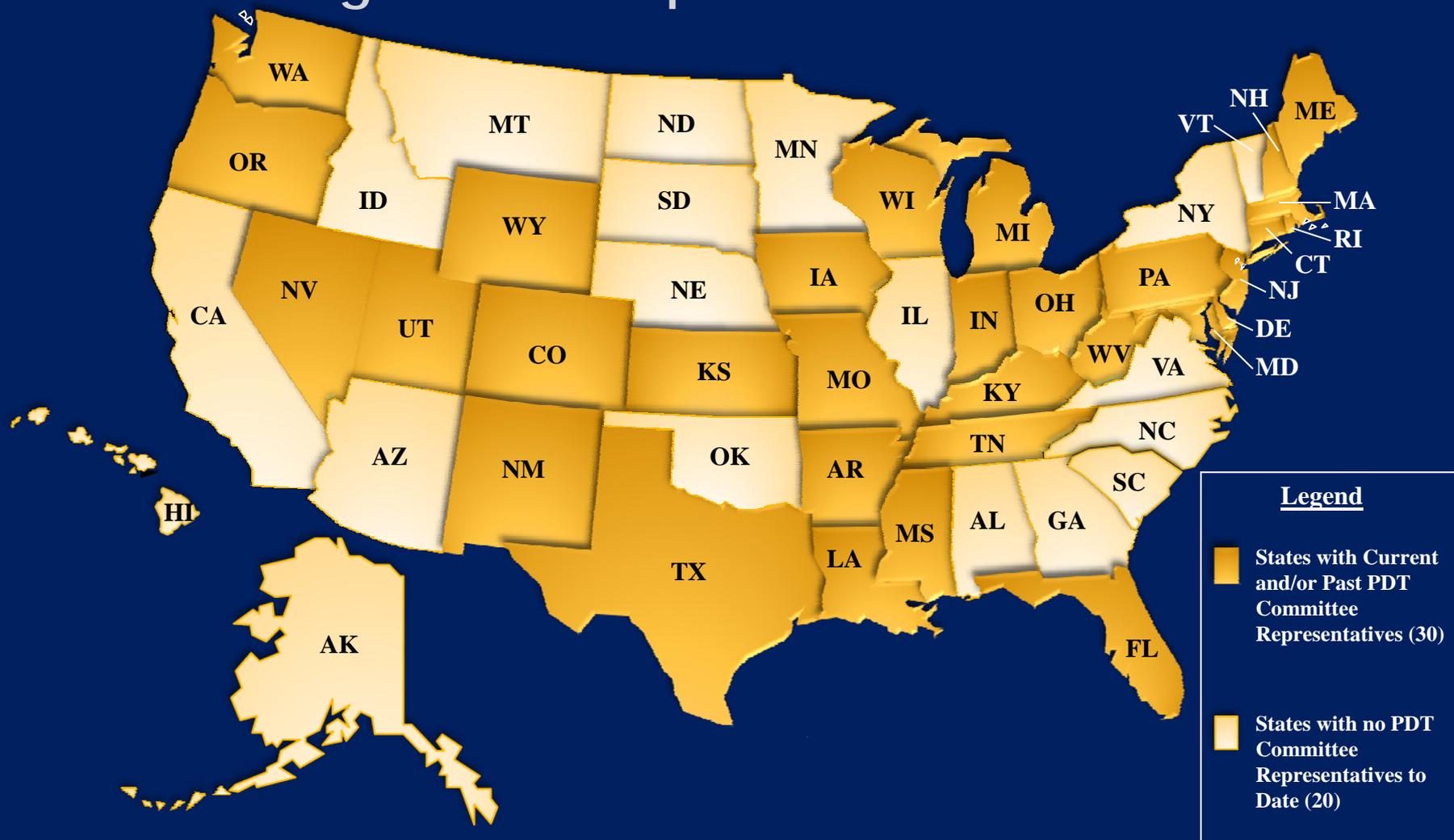
What is the SNAP-Ed Program Development Team (PDT)?

- Representatives from each region
 - Includes FCS Leaders/Administrators, and State Coordinators
 - By invitation based on recommendations
 - Three year commitment; rotating terms
- Annual meeting in late spring
- Quarterly conference calls
- 30 states have been represented

What is the Purpose of the PDT?

- Serve as a sounding board
- Establish a communication link
- Grow leadership and system capacity
- Strengthen administrative and coordinator integration
- Contribute to development of resources
- Support use of resources

2002 – 2009 Land-Grant SNAP-Ed Program Development Team Members



Past Members of the PDT

- **North Central Region:** Virginia Servies (Indiana), Candy Gabel (Missouri), Joyce McDowell (Ohio), Karen Hudson (Kansas), Jo Britt-Rankin (Missouri), Peggy Martin (Iowa)
- **North East Region:** Ann Ferris (Connecticut), Jan Goodman (New Jersey), Lisa Sullivan-Werner (Massachusetts), Carol Giesecke (Delaware), Elise Gurgevich (Pennsylvania), Jeff Olson (West Virginia)

Past Members of the PDT - cont'd

- **Southern Region:** Hannah Brewer (Tennessee), Gina Eubanks (Louisiana), Kathy Volanty (Texas), Deborah Little (Mississippi), Lynn Russell (Arkansas), Kimberly Klinger (Florida)
- **Western Region:** Linda Wells (New Mexico), Cindy Frederick (Wyoming), Kathleen Manenica (Washington), Sarah Morales (Colorado), Mary Wilson (Nevada)
- **Ex Officio:** Anna Mae Kobbe (CSREES) Cynthia Reeves Tuttle (CSREES) Linda Kay Benning (APLU), Larry Jones (Wisconsin)

Current Members of the PDT

- **North Central Region**

- Karen Zotz – Indiana
- Karen Martin – Michigan
- Ana Claudia Zubieta – Ohio

- **North East Region**

- Lisa Lachenmayr – Maryland
- Wanda Lincoln – Maine
- Charlene Baxter – New Hampshire

- **Southern Region**

- Elizabeth Buckner – Kentucky
- Shirley Hastings – Tennessee
- Jon Perrott – Texas

- **Western Region**

- Marc Braverman – Oregon
- Heidi LeBlanc – Utah
- Mary Kay Wardlaw – Wyoming

- **Co-Chairs**

- Helen Chipman – CSREES/USDA
- Shirley Hastings – FCS Leaders

2009 SNAP-Ed Program Development Team



SNAP-Ed Program Development Team – Current Focus

- Ongoing
 - Mentoring
 - Research
- Recently identified priorities
 - Cost Share (Webinar)
 - Communication
 - Growth



Support for New Program Coordinators

- Resources created include:
 - Resource list
 - Orientation manual
 - Mentoring handbook
- New coordinators are contacted by Program Development Team representative
 - Directed to the website and resources
 - Given names and contact information of other coordinators in the region
 - Offered mentoring

Final Points

- Since 2002 funding increased for both programs:
 - EFNEP (Federal budget line item)
 - 2002: 56 institutions (56 states/territories): \$58,566,000
 - 2009: 75 institutions (56 states/territories/DC): \$66,155,000
 - SNAP-Ed (Based on LGU approved plans)
 - 2002: 48 states/territories: \$92,997,199
 - 2008: 52 states/territories/DC: \$141,499,708
- Stayed true to the intent and purpose of funding:
 - To facilitate and demonstrate programming excellence as a Land-Grant System
 - For the Land-Grant Universities to have a unified voice and presence within SNAP-Ed rather than be viewed as individual contractors at the federal level

Final Points – cont'd

- Much has been accomplished
- Much is still needed; action is underway
- Looking to the future, for EFNEP and SNAP-Ed, how are we part of the national agenda?
 - Preventative care is crucial to health care and nutrition education is crucial to preventative care
 - Consider how we are part of the solution to national issues

Where do I go for Information?

- Cooperative State Research, Education and Extension Service (CSREES) changes to National Institute of Food and Agriculture (NIFA) on 1 October 2009
- WebPages for EFNEP and SNAP-Ed
- Contact the CSREES National Program Leader/Program Specialists or members of the SNAP-Ed Leadership Team/Program Development Team

Sample EFNEP WebPages





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Nutrition

Expanded Food and Nutrition Education Program (EFNEP)

The Expanded Food and Nutrition Education Program (EFNEP) is designed to assist limited resource audiences in acquiring the knowledge, skills, attitudes, and changed-behavior necessary for nutritionally sound diets, and to contribute to their personal development and the improvement of the total family diet and nutritional well-being.

- [About EFNEP](#)
- [Impacts](#)
- [Resources](#)
- [Conferences and Events](#)
- [Formula Grant Opportunity \(FGO\)](#) - Letter of Intent/Annual Update and Budget Requirements
- [NEERS5](#) (formerly ERS4)
- [CSREES Partners Video Magazine: The EFNEP Program](#) (Real Player file)
- [Related Programs](#)
- [Contacts](#)

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www.csrees.usda.gov/nea/food/efnep/ formula_grant.html

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EFNEP Formula Grant Opportunity (FGO) - Letter of Intent/Annual Update and Budget Requirements

- [Formula Grant Opportunity \(FGO\)](#)
 - [FY 2009 EFNEP Formula Grant Opportunity](#)
 - [Application Instructions](#)
 - [Grants.gov Application Package](#)
 - [Impact of 2008 Farm Bill Amendments on FY 2009 EFNEP Allocations](#)
 - [EFNEP FY 2009 Institution Allocations - Authorization Letter and 1088](#)
 - [FGO Overview Presentation from 2008 National EFNEP Conference](#)
 - [Budget Sheet \(excel\)](#)
 - [Budget Sheet Instructions](#)
 - [Budget Justification Instructions](#)
 - [Letter of Intent/Annual Update Overview](#)
 - [Letter of Intent Instructions](#)
 - [Annual Update Instructions](#)
- [Frequently Asked Questions - Letter of Intent/Annual Update and Budget Requirement](#)
- [EFNEP Institution Allocations by Fiscal Year - Authorization Letters and Formula Distributions](#)
- [Allowable and Unallowable Expenses - Administrative Manual for the Smith Lever Act](#)
- [EFNEP Planning and Reporting Webpage](#)

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Nutrition

Nutrition Education Evaluation and Reporting System (NEERS5)

The Nutrition Education Evaluation and Reporting System (NEERS5) was designed as an expansion of the Evaluation/Reporting System (ERS4). NEERS5 is a multi-level system that includes the county (CRS) and state (SRS) sub-systems. CRS5 was implemented in FY06 and SRS5 was implemented in FY07. The NEERS5 Web site provides resources for new and current users along with answers to frequently asked questions. This web site will be updated as new information becomes available.

NEERS5 Information

- [Overview of NEERS5](#)
- [Conference Call Minutes](#)
- [Frequently Asked Questions - NEERS5](#)

CRS5 Resources

- [Getting Started](#)
 - [CRS5 User Manual](#)
 - [CRS5 Installations and Upgrades](#)
 - [Frequently Asked Questions - CRS5: Getting Started, Using the Software and Troubleshooting](#)
- [End of Year Reporting](#)
 - [Checklist for CRS5 End of Year Reports](#)
 - [County Export Instructions](#)

SRS5 Resources

- [Getting Started](#)
 - [SRS5 User Manual](#)
 - [Installation and Upgrades](#)
 - [SRS5 Training](#)
 - [Frequently Asked Questions: Getting Started, Using the Software, Troubleshooting, End of Year Reporting.](#)
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 - [Instructions for Additional Checklist Questions](#)
 - [Documentation of Additional Checklist Questions](#)
 - [Youth Evaluation](#)
- [End of Year Reporting](#)
 - [Checklist for SRS5 End of Year Reports](#)

Related Information

- [ERS4](#)
- [EFNEP Impacts](#)

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EFNEP

Expanded Food and
Nutrition Education Program
National Web site



Helping families eat better for less



Welcome to the EFNEP Coordinator's Web Site.

The purpose of this site is to communicate information to and with EFNEP Coordinators' across the country. It is planned to be a one-stop location for information. It is not intended to replace the USDA/CSREES-EFNEP site, but to complement it.

Link to the [CSREES EFNEP site](#).

This site contains information from the federal partner. Items like the FY06 budget, letter of intent, FAQs, etc can be found at the CSREES site.

Contents of the EFNEP Coordinators' Web Site:

To see what is new on the site, check the News section first.

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Program Directory

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Upcoming Events

Communications

Conference
Materials

Coordinator
Information

Curricula

- Adult
- Youth

Evaluation

Training

Research

- [Program Directory](#)

A listing by state of EFNEP state staff and their contact information

- [News](#)

Latest information on EFNEP items that have been added to the site as well as calendar items.

- [Upcoming Events](#)

List of upcoming events pertinent to EFNEP.

- [Communications](#) - under construction

Information on various national and regional listservs and how to become a member. Who to contact related to potential questions

- [Conference Materials](#)

Sample SNAP-Ed WebPages



http://www.csrees.usda.gov/nea/food/fsne/fsne.html

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Nutrition

SNAP-Ed

SNAP-Ed (Supplemental Nutrition Assistance Program – Education) is a federal/state partnership that supports nutrition education for persons eligible for the Supplemental Nutrition Assistance Program (SNAP).* Two key federal partners are CSREES and the USDA Food and Nutrition Service (FNS). FNS determines national policies and procedures, monitors state programs, and reimburses states for up to half of program costs. CSREES facilitates communication among federal, state, and local partners, and provides programmatic leadership to university contractors for effective nutrition education through the land-grant system.

These associated web pages are primarily for administrators of SNAP-Ed programs and networks hosted by the Land-Grant University System and the Association of State Nutrition Network Administrators (ASNNA), which conduct social marketing campaigns. Other SNAP-Ed contractors and non-affiliated professionals involved in other education programs for low-income audiences may also find the information of value.

The web pages: facilitate communication between state, regional, and national staff within the Land-Grant University System and among ASNNA members; enhance program design, implementation, and evaluation of SNAP-Ed; support staff development and training; strengthen the link between research and practice; provide access to reports produced by CSREES/Extension/land-grant universities and ASNNA; give timely updates on SNAP-Ed-related issues; and, share proceedings from conferences and meetings involving CSREES and land-grant university SNAP-Ed representatives.

- [About SNAP-Ed](#)
- [Program Network Directory](#)
- [Program Planning and Reporting & CNE Logic Model](#)
- [Professional & Staff Development and Training](#)
- [Partnerships & Linkages](#)
- [Reports](#)
- [Meetings & Conferences Proceedings](#)
- [Committees, Teams, and Workgroups](#)
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*Note: Language in the Food, Conservation and Energy Act of 2008 resulted in a name change of the Federal Food Stamp Program to the Federal Supplemental Nutrition Assistance Program (SNAP) on 1 October 2008. Documents on this site that were developed prior to this change

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http://www.csrees.usda.gov/nea/food/fsne/progmap.cfm



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Nutrition

This page provides access to information about staff involved with SNAP-Ed through the Land-Grant University System and Association of State Nutrition Networks (ASNNA).

- [State/Territory Contacts - Map \(below\)](#)
- [State/Territory Contacts - Text version](#)
- [National Contacts \(CSREES and ASNNA\)](#)
- [Staff advanced search/e-mail page](#)
- [E-mail listserv groups](#)

State/Territory Contacts



<http://www.csrees.usda.gov/nea/food/fsne/development.html>



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Nutrition

Professional & Staff Development and Training

Below are SNAP-Ed personnel support resources. They may also be applicable for staff in the Expanded Food and Nutrition Education Program (EFNEP), and Families First: Nutrition Education and Wellness System (FFNEWS). Although they are designed mainly for new employees, experienced staff are encouraged to review these resources periodically to ensure continued expertise and to guide professional and paraprofessional career development. Administrators, too, may find these resources helpful for hiring, training, and performance management decisions. While these resources focus specifically on extension, they may also be useful to individuals in other educational programs and network settings. For a full list of individuals who contributed to the development of these resources see the archived list of [committees, groups, and team members](#) (PDF).

State Nutrition Coordinator

Core Competencies — These nutrition program coordinator core competencies identify skill sets needed to be a successful state program coordinator. These competencies were developed to help state coordinators identify current strengths and areas for future professional development.

- [Background](#) (PDF)

Six core competencies and associated tasks were identified as essential for state nutrition coordinators. Development and verification of these competencies are described here.