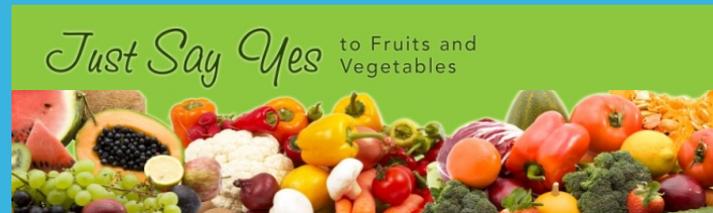
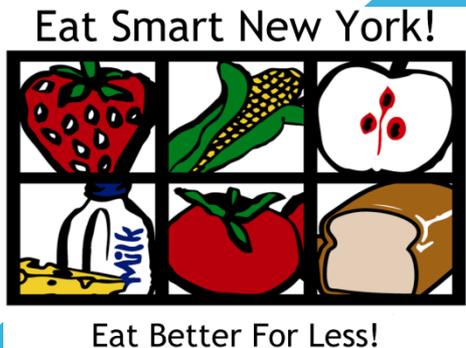


FFY 2014 OTDA SNAP- ED PLANNING MEETING





PURPOSE OF MEETING

- ✓ Status 2014 SNAP-Ed Plan, Funding, Due Dates
- ✓ Review Plan Components for FFY 2014
- ✓ SNAP Benefit Levels and SNAP Education
- ✓ Using SNAP- Ed Core Messages
- ✓ Education and Social Marketing Materials
- ✓ Best Practices
- ✓ Quarterly Reports, Claiming, Budget Modifications, & End-of-Year Reporting Due Dates

STATUS OF SNAP-ED PLAN

- ✓ NYS SNAP-Ed Plan submitted to USDA August, 2013
- ✓ Currently under USDA review
- ✓ Expect Federal Approval of Plan late September 2013
- ✓ Allocation Letters will be sent via e-mail once approval received from USDA
- ✓ Local Social Service Districts and DOH will receive allocation notification via letter
- ✓ Cornell Cooperative Extensions and Food Bank will receive cc copy of allocation letter

STATUS OF SNAP-ED FUNDING

- ✓ USDA provided NYS with Final State SNAP-Ed Allocation in August
- ✓ USDA approval of State Plan expected by 9/30/13
- ✓ OTDA Allocation Letters will be sent to LDSS commissioners, CCE Executive Directors, and NYS Department of Health once USDA approval received.
- ✓ USDA Final Allocation to NY \$18,440,890 (US \$401,000,000)
- ✓ **However**, funding for SNAP-Ed nutrition program still under Congressional discussions as part of the Farm Bill negotiations which could mean mid-year reduction once again....
 - ✓ House passed nutrition language with a 7% reduction (\$372,000,000)
 - ✓ Senate passed nutrition language with increase
 - ✓ Next steps are conference negotiations.....

SNAP BENEFITS AND SNAP EDUCATION

- SNAP Benefit Levels and Eligibility levels being discussed at Congressional Level
- Discussions centered around growth and cost of the program, target population, misuse of benefits, amount of benefit, employment, and what benefits can be used for.
- There is potential for benefit level changes to the SNAP Program as a result of congressional negotiations.

- SNAP Households are our Priority Population
- All recipes and food demonstrations should feature Low Cost recipes with minimal ingredients. Recipes that are a complete 'meal' are preferred.
- Discussions about **Eating Healthy on a Budget , Low Cost meal planning, and managing food resources wisely** are/and will continue to be important secondary goal for our programs.

TIP: Include cost of recipe on recipe cards and show how recipe can be used for different meal options, including leftovers.

SNAP- ED DUE DATES FFY 2014

<i>Target date for OTDA Allocation Letters</i>	<i>September 30, 2013*</i>
FFY 2014 SNAP Ed Program Year Begins	October 1, 2013
FFY 2013 Annual Report Submissions Due	November 29, 2013
FFY 2012 SNAP Ed EARS Data Due	No Later December 16, 2013
FFY 2014 1rst Quarter Report Due	January 31, 2014
FFY 2014 2nd Quarter Report Due	April 30, 2014
FFY 2014 3rd Quarter Report Due	July 31, 2014
FFY 2014 4rth Quarter Report Due	October 31, 2014



MAJOR STATE PLAN COMPONENTS FFY 2014

- **Focus on Three Primary Nutrition and Obesity Prevention Goals**
 - Increase Fruit and Vegetable Consumption
 - Decrease the Consumption of Sugar Sweetened Beverages
 - Increase Physical Activity and Maintain Calorie Balance
- **Emphasis on Maximizing Reach**
 - Increase recurring events at priority locations
 - Publicize events and classes with calendars, social media, and newsletters
 - Maximize partnerships with partner agencies
- **Increase in Social Marketing and Environmental Activities**
 - Educational Food Demonstrations at Grocery Stores & Farmers Markets
 - Distribution of Handouts, Posters, Newsletters, Pledge Cards
 - PSA's, Websites, Blogs, Facebook, e-mail, and radio
 - Working with government, schools, retailers & partner agencies on obesity prevention



USING FNS CORE NUTRITION MESSAGES

- ❑ As part of our attempt to expand reach, incorporate more social marketing activities, and reinforce our messages with SNAP populations, we are emphasizing the importance of using SNAP-Ed Core Messages .
- ❑ **Focus will be on Core Nutrition Messages related to**
 - ❑ 3 main nutrition goals in NYS SNAP Ed Plan; as well as
 - ❑ Eating Healthy on a Budget
- ❑ USDA FNS Core Nutrition Messages complement the recommendations of the Dietary Guidelines for Americans
- ❑ Messages are targeted towards WIC, SNAP, and Child Nutrition program participants and are evidence based
- ❑ Collaborating with other partner agencies to publicize Core Messages related to NYS SNAP Ed goals is encouraged as a way to maximize reach to SNAP families.



USDA FNS CORE NUTRITION MESSAGES

DANIELLE QUIGLEY, MS, RDN, CDN

Development of Messages

- ❖ Collaborative between:
 - WIC, SNAP, CDC, NIH, ASTPHND, state leaders, etc.
- ❖ Stakeholder reviews
- ❖ Consultation with a workgroup of experts in nutrition education and communications
- ❖ 48 focus groups throughout the country provided feedback on messages

GOAL OF MESSAGES

- ❖ **The FNS Core Nutrition Messages and resources strive to help program participants:**
 - Make half their grains whole grains
 - Make the switch to fat-free and low-fat milk
 - Make half their plates fruits and vegetables
 - Encourage child-feeding practices that foster healthy eating habits



HISTORY

Phase 1–16 messages and related tips

- ❖ Targeted to kids 8-10 and low income moms of preschool and elementary aged kids
- ❖ Focused on:
 - Increasing intake of fruits, vegetables, and low fat milk products;
 - Developing healthy eating patterns in young children



PHASE 2

Focused on the same target audience

- 13 new messages, including new messages to promote whole grains and low-fat milk consumption
- Communicate sound early childhood feeding practices, formulate supporting content for all messages, identify complimentary photos, and develop communication tools for some messages.



EXAMPLES OF FRUIT AND VEGETABLE MESSAGES

- ❖ **Message for Mothers of Preschool Aged Children:**
 - **They learn from watching you.** Eat fruits and veggies and your kids will too.
- ❖ **Message for Mothers of Elementary-School Aged Children:**
 - **Want your kids to reach for a healthy snack? Make sure fruits and veggies are in reach.**



EXAMPLE OF MILK MESSAGES

❖ Message for Mothers of Elementary-School Aged Children:

- **Milk Matters.** Children of every age, and adults too, need the calcium, protein and vitamin D found in milk for strong bones, teeth and muscles. Serve fat-free or low-fat (1%) milk or yogurt at meals and snacks.



TIP: Use this message in conjunction with Rethink Your Drink Activities

EXAMPLE OF WHOLE GRAIN MESSAGES

❖ Message for Mothers of Elementary-School Aged Children:

- **Start every day the whole grain way.** Help your kids get their day off to a healthy start. Serve whole-grain versions of cereal, bread, tortillas or pancakes for breakfast. Whole grains give your kids B vitamins, minerals and fiber to help them feel full longer so they stay alert to concentrate at school.



EXAMPLES OF CHILD FEEDING MESSAGES

Introducing New Foods:

- **Sometimes new foods take time.** Kids don't always take to new foods right away. Offer new fruits and vegetables many times, served a variety of ways. Give your kids just a taste at first and be patient with them.

Cooking and Eating Together

- **Make meals and memories together.** It's a lesson they'll use for life!



EXAMPLE 'HEALTHY EATING ON BUDGET' MESSAGE

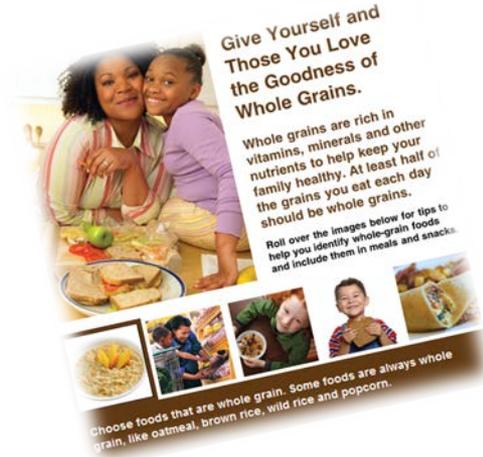
- ❖ Eating healthy does not need to be expensive.
- ❖ Follow three simple reminders – Plan, Compare and Prepare. If you follow these simple steps, you and your family can save money and eat healthier.”

TIP: for more core messages and materials related to eating healthy on a budget visit <http://www.choosemyplate.gov/healthy-eating-on-budget.html>



TIPS, TOOLS, AND RESOURCES

- ❖ Rollover Widgets
- ❖ YouTube Videos
- ❖ Online Games for Kids
- ❖ Activity Sheets for Kids



HOW JSY HAS USED THESE MESSAGES

- ❖ Scattered throughout the JSY website
- ❖ Used within podcasts on JSY website
- ❖ Included on a table display at a JSY workshop





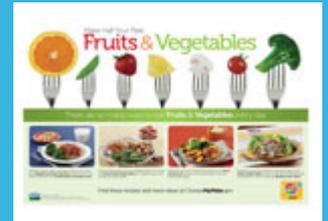
HOW ARE YOU CURRENTLY USING THE USDA FNS CORE NUTRITION MESSAGES?

How else can ESNY use
the USDA FNS Core
Nutrition Messages?

For more information on the FNS Core Messages visit:
<http://www.fns.usda.gov/core-nutrition>

USDA MYPLATE MATERIALS

FOR ORDERING AND FOR DOWNLOADING



10 Tips Nutrition Education Series

add more vegetables to your day

10 tips to help you eat more vegetables

It's easy to eat more vegetables! Eating vegetables is important because they provide vitamins and minerals that most are low in calories. To fit more vegetables in your meals, follow these simple tips. It's easier than you may think.

- 1 discover food ways to cook**
Cook fresh or frozen vegetables in the microwave for a quick and easy dish to add to any meal. Steam green beans, carrots, or broccoli in a bowl with a small amount of water in the microwave for a side side dish.
- 2 use ahead of the game**
Cut up a batch of peppers, carrots, or broccoli. Refrigerate them to use when time is tight. You can enjoy them as a snack, with hummus, or in a recipe idea.
- 3 choose vegetables that fit your lifestyle**
Brighten your plate with vegetables that are easy to eat, store, or prep. This can be different each week. Try water spinach, cherry tomatoes, washed broccoli, cucumber slices. They not only taste great but are good for you, too.
- 4 check the freezer aisle**
Frozen vegetables are quick and easy to use and are just as nutritious as fresh veggie. Try adding frozen corn, peas, green beans, spinach, or sugar snap peas to your pasta dishes or eat as a side dish.
- 5 add up your vegetables**
Count vegetables on a plate unlike in any meal, as long as they meet criteria. Many beans, garbanzo beans, lentils, chickpeas, kidney beans, and peas, when eaten without oil-based sauces, "are not oil," or "to eat with."
- 6 make your garden table plus with color**
Experiment with eating colorful vegetables such as black beans, chickpeas, lentils, and tomatoes. They add color to your meals. Your salad will not only look good but taste good, too.
- 7 try to eat some vegetable soup**
Food and work. Try tomato, bell pepper, or garden vegetable soup. Look for natural or homemade soups.
- 8 white you're out**
If there's a way there's here, so need to worry about eating and fit in some side of vegetables or other side instead of the type that eat dish.
- 9 work the power of seasonal vegetables**
Buy vegetables that are in season for maximum flavor and cost. Check out local agricultural agencies for the best season buys. Call your local farm store's website.
- 10 try something new**
You never know what you may like. Choose a new vegetable and try it for a week or two to see how it fits.

USDA National Nutrition Education Series
Go to www.ChooseMyPlate.gov for more information.

DISTRIBUTION OF NUTRITION EDUCATION MATERIALS

- All Programs Required to Distribute Nutrition Education Materials to Partner Agencies on a Recurring Basis
 - Local Social Services Districts
 - OTDA Job Training Sites and Support Housing for Family Programs
 - Food Pantries and Emergency Feeding Sites
 - Nutrition Outreach Providers and Hunger Solution Partners
 - WIC Agencies
 - Low-Income Day Care Centers and Schools
 - Other Partner CBOs: Libraries, YMCA's , CAP , Community Based Health Centers, Public Health Offices
 - EBT Retailers and Farmer's Markets



TIP: Coordinate with SNAP Providers , retailers, farmers markets, and CBO's. Ask if they would be willing to print, post, or include messages in their newsletters or websites.



RECOMMENDED USDA MATERIALS

- ❑ *10 Tips Nutrition Education Series*
 - ❑ 2, 3, 9, 16, 19, 25 recommended for adults
 - ❑ 11, 12, 13, 14 recommended for parents

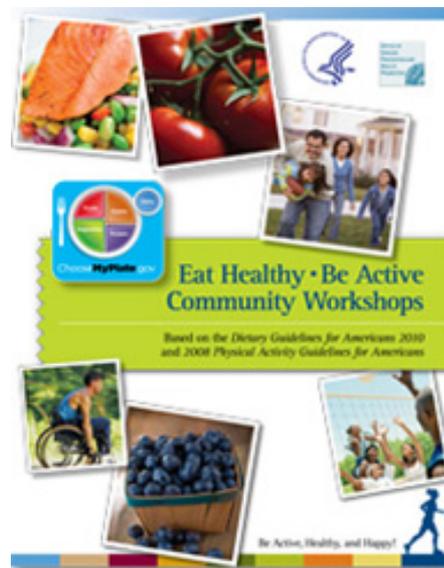
- ❑ *MyPlate* Dietary Guideline Brochure

- ❑ **Eat Healthy Be Active Community Workshop Handouts**
 - ❑ Eat Healthy on Budget
 - ❑ Eat Healthy Your Way
 - ❑ Quick Healthy Meals
 - ❑ Make Healthy Eating part of your total Lifestyle
 - ❑ Be Active Your Way [Older Adults]

TIP: Visit [Team Nutrition Resource Library](http://teamnutrition.usda.gov/library.html) for Youth Materials at <http://teamnutrition.usda.gov/library.html>

EATING HEALTHY : BE ACTIVE

- Community Workshop Series developed by DHHS and ODPHP
- Based on the Dietary Guidelines for Americans 2010
- The Workshops and materials are designed for all adults, including adults with low literacy .
- Topics include:
 - Enjoy Healthy Food that Tastes Great
 - Quick Health Meals and Snacks
 - Eating Healthy on a Budget
 - Tips for Losing Weight and Keeping it Off
 - Making Healthy Eating Part of your Total Lifestyle
 - Physical Activity is Key to Living Well



Visit : <http://www.health.gov/dietaryguidelines/workshops/>

EAT HEALTHY BE ACTIVE

- ❖ Handouts
- ❖ Core Messages
- ❖ Videos



Eat Healthy Your Way
Eating healthy on a budget



Take these three easy steps to pick and prepare healthy foods while stretching your wallet! **Check off the tips you will try.**

Step 1: Plan ahead before you shop

Write a plan what you're going to make for dinner for the whole week. Then I think I'll buy grocery list and I'll have shopping money. This way I don't go and don't buy grocery items on a whim. I write a list of the ingredients for my meals, I'm not tempted to order a pizza or run out the fast food. Making of home meals are not budget, and I am eating better too.

Check the store over to find out what is on special for the week.

- visit your meals around the store ahead. Look for sales, deals, cut-price and low-fat dairy items, and fresh or frozen fruits and vegetables featured deal weeks.

Shop with a list.

- make a shopping list before you go to the store so you plan what items you'd like to make for the week, stick to a list and avoid buying items on impulse ... and off your budget.

Step 2: Shop to get the most value for your money

Compare a bag of fresh fruits and vegetables to frozen and save money this way. If I want berries or spinach, I buy the frozen kind. Or, when I see frozen berries or frozen spinach on sale, I buy several packs and freeze my extras to use later.

Buy sale items and generics or store brands.

- many items featured at the store have sale items or generic brands, so they often cost less than name brands.

Choose frozen.

- many frozen vegetables without added sodium or butter. They are as good for you as fresh and can cost less.

Buy in bulk, then make your own single-serving packs at home.

- buy a big box of whole-grain cereal with cream and a can of condensed milk in small toppers for on-the-go snacking.
- eat and eat up a big bag of carrots and in small toppers for snacks or an anytime healthy snack.



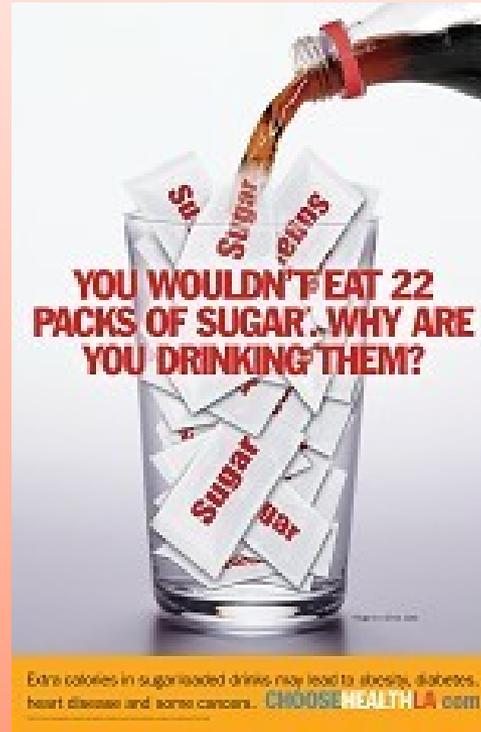
For more information, visit www.healthfinder.gov

Be sure to play!

OTHER FEDERAL RESOURCES FOR NUTRITION MATERIALS

Centers for Disease Control

❖ Rethink Drink Materials



TIP: Use Rethink Drink logo as sticker on reinforcement item like water bottles .

<http://www.cdc.gov/obesity/resources/multimedia.html>

SAMPLE RETHINK DRINK PLEDGE CARDS

Rethink Your Drink

Did You Know?

- The average person eats almost 100 pounds of added sugar a year – that's about one quarter of a pound of added sugar a day!
- Soda is the #1 source of added sugar in the American diet.
- Over 30% of all calories from added sugars consumed daily are from sweetened beverages.
- Extra calories from all this sugar may lead to weight gain, putting people at risk for lifelong health problems such as diabetes and heart disease.
- 2 out of 3 Americans are overweight or obese.

Be Sugar Savvy!

Take a look at how much sugar is in these popular drinks:



Challenge yourself to make a difference in your health. Commit to drinking:

- Water
- Non-fat or low-fat milk
- Unsweetened iced tea
- 100% fruit juice in limited amounts



Commit to drinking water or unsweetened beverages!

I, _____, will drink water instead of sugary drinks this month. (print your name)

Keep track of your healthy drink days! Check ✓ a box for every day that you drink water instead of sugary drinks.

WRITE IN THE DATES:	SUN	MON	TUE	WED	THU	FRI	SAT
Week:							
Week:							
Week:							
Week:							

Tear Off

NYS SNAP-EDBEST PRACTICES

PARTNERSHIPS, SOCIAL MARKETING, SOCIAL MEDIA

BEST PRACTICES FOR EVENTS

- **PROMOTION**
 - Advertise your date/time/location of your event and class schedule
 - ✓ Use a Monthly Calendar of Events
 - ✓ Make events regularly recurring
 - Promote your Monthly Calendar of Activities
 - ✓ Websites, newsletters, flyers, w/partner agencies, e-mail, blogs, facebook
- **Partner** with Retailers, Farmers Markets, CBO's to host and publicize events
- **Displays**- colorful, USDA Handouts, myBenefit Palm Card, Pull-Down Screen, OTDA SNAP Brochures, child activities, pledge cards
- **RECIPES/Food Demonstrations**- Economical, Seasonal, Easy Preparation
 - Offer Meal Ideas
 - Partner with Retailer for incentive
- Reinforcement
 - Facebook, blogs, website, newsletter, e-mail

PARTNERSHIP WITH SNAP OUTREACH PROVIDERS- NYC HRA – *CAROL PARKER, CCE NYC*

- ❑ HRA's Office of SNAP Outreach Services initiated a six month nutritional campaign.
- ❑ The target audiences are SNAP eligible families and single parents with school age children.
- ❑ The primary sites are WIC sites, hospitals and clinics, school related events, farmer's markets, and CBOs that primarily service families (includes emergency food programs). In addition, the unit provides SNAP outreach services (prescreening, application assistance, and POS enrollment) at these locations.
- ❑ HRA partnered with Cornell University Cooperative Extension to assist with nutritional materials and referrals to sites that may be appropriate for nutrition education and/or food demos.

PARTNERSHIPS WITH RETAILERS

- ❑ **SNAP AWARENESS CAMPAIGN-** Public Private Partnership between OTDA, Food Industry Alliance, Cornell Cooperative Extension, and Hunger Solutions to raise awareness about the Supplemental Nutrition Assistance Program in an effort to reduce hunger and food insecurity and to improve health outcomes for SNAP and SNAP eligible populations.
- ❑ **Activities :** SNAP outreach, SNAP Nutrition Education, Food Demonstrations.



PARTNERSHIP WITH RETAILERS

KATHLEEN MC ALLISTER, MS, RD

- ❖ Price Chopper, Cornell Cooperative Extension and *Eat Smart New York!*, have teamed up to celebrate our fifth annual *Family Mealtimes Matter* Campaign. Make the pledge to spend the next month making mealtimes better together by setting a goal to increase the number of meals you have together as a family. If you have children, try setting a goal to involve them in preparing one family meal a week, whether it's breakfast, lunch, or dinner. Stop by select Price Chopper stores in New York State on October 24th and 26th to speak to Cornell Cooperative Extension Nutrition Educators and Price Chopper Dietitians, and pick up helpful resources.



WORKING WITH FARMERS MARKETS

- Promotion of Events with Partner Agencies, Parents and Monthly Calendar
- Coordinating with Farmers to reduce price of featured recipe ingredient for SNAP recipients
- Child Friendly Activities
- Working with a Farmer to establish a market at a school or Day Care Center (Kathy Brusco)
- Obtaining funding for an incentive like 'Health Bucks' (Danielle Quigley)
- Colorful Displays
- Educational Handouts



NUTRITION EDUCATION AT FARMERS MARKETS



BEAN SALSA OVER RICE: A COMPLETE MEAL



MOBILE COMMUNITY GARDEN AT FARMER'S MARKET

Teaching Kids about Growing healthy Foods at a USDA Farmer's Market.

Stellar Farmers Market Advertises Child Activities.



TIP: Borrow Warren Counties Phrase: "Meet Me at the Market"

BEST PRACTICE IN SCHOOLS- COOKSHOP

- Partners with the United Federation of Teachers to publicize the program to teachers and schools. Orientation held for interested teachers several months prior to the new school year.
- Engaging Curriculum and Activities
- Teacher Training, materials, food, supplies and equipment provided by Food Bank
- Teacher support provided by Food Bank staff
- Adult Cookshop meets once a month. The program is aligned with the student CookShop and includes 20 participants led by the Parent Coordinator. Families are introduced to various foods and recipes.



BEST PRACTICE WEBSITE

FULTON COUNTY CCE

- ESNY Key Messages and Topic Guides
- MyPlate Links and Messages
- Social Marketing Images & Messages
 - Fruits and Vegetables
 - Sugar Sweetened Beverages
 - Physical Activity
- Links to USDA and CDC websites
- Nutrition Education Materials
- Eat Well Nutrition Videos
- Low Cost Recipes
- SNAP Information
- Pantry Location Information

Building Strong and Vibrant NY Communities* Serving the two-county region in the heart of the Mohawk River Valley and the foothills of the Adirondack Mountains in New York State

Home/News
About Us
Programs
Get Involved
Calendar
Support Us

Eat Smart New York

National Fruits & Veggies—More Matters® Month
 Posted 9/1/2019
 September is National Fruits and Veggies—More Matters Month. Find out 30 ways to stretch your fruit and vegetable budget.
[Download File](#)

How Much Physical Activity Is Enough for Adults to Maintain or Improve Health?
 Posted 9/1/2019 by www.extensions.org
 Being physically active is one of the most important steps people of all ages can take to improve their health. The United States Department of Health and Human Services issued Physical Activity Guidelines for Americans in 2008. The key guidelines for adults include four major points.
[Read Full Article](#)

Making Smart Choices
 Posted 9/1/2019 by USDA Food Nutrition Service
 Quick and easy ways to start
 Get started on a healthier lifestyle with these ideas!
[Read Full Article](#)

How to Use Fruits and Vegetables to Help Manage Your Weight
 Posted 9/1/2019 by www.cdc.gov/healthyweight
 Fruits and vegetables are part of a well-balanced and healthy eating plan. There are many different ways to lose or maintain a healthy weight. Using more fruits and vegetables along with whole grains and lean meats, nuts, and beans is a safe and healthy one. Helping control your weight is not the only benefit of eating more fruits and vegetables. Diets rich in fruits and vegetables may reduce the risk of some types of cancer and other chronic diseases. Fruits and vegetables also provide essential vitamins and minerals, fiber, and other substances that are important for good health.
[Read Full Article](#)

Dietary Fat
 Posted 9/1/2019 by hqfda/cdc.gov/nutrition
 What counts as fat? Are some fats better than other fats? While fats are essential for normal body function, some fats are better for you than others. Trans fats, saturated fats and cholesterol are less healthy than polyunsaturated and monounsaturated fats.
 How much total dietary fat do I need?
[Read Full Article](#)

What is the Difference Between Physical Fitness, Exercise, and Physical Activity?
 Posted 9/1/2019 by www.extensions.org
 Health care professionals, the media and now the White House. Everywhere we turn today we hear how important exercise and physical activity are to long life and good

MyPlate Tips
 This week's #1 choice of tips had nothing easy or cheap. Please see this to be called. The #1 most liked tip was to eat 5 servings of fruit and vegetables. What do you think? Let us know. You can help us help you.
 MyPlate has a new look and feel and is being updated. MyPlate Plus! Please check out the games, activities, songs, videos, and more!
[http://www.choosemyplate.gov/healthytip](#)

Adults need at least 2 1/2 hours a week of physical activity.
 Vital signs
[www.cdc.gov/vitalsigns](#)

New MyPlate Facebook Page
[https://www.facebook.com/MyPlateNewYork](#)

MyPlate Recipe of the Week
 Xenia Kelly
 Cowboy Chicken Pinacolada

Recipe of the Week
 Baked Lentils Casserole
[Download File](#)

Previous Recipes of the Week
[Download File](#)

Recipe Collections
 ENCS Beans and Lentils Recipes
 Let's Move Recipes
 MyPlate Recipes
 Quick-5-5 Recipe Finder
 Quick and Easy Meals for Less
 Recipe Central
 Smart Snacks, Fat-Smart Snacks
 Univ. of Illinois Extension Recipes
 Just Eat Your 5 A Day and

TIP: Add Calendar of ESNY Community Events and Classes

NYC FOOD BANK – ‘CHANGE ONE THING ‘CAMPAIGN FOR TEENS TO REDUCE SSB



Visit *Food Bank NYC Cookshop's* teen website at: www.eatwiseteens.org.

ORDERING USDA MATERIALS

Choose Printable Materials

ChooseMyPlate.gov - Windows Internet Explorer

http://www.choosemyplate.gov/

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ChooseMyPlate.gov

USDA ChooseMyPlate.gov

United States Department of Agriculture

MyPlate Weight Management & Calories Physical Activity SuperTracker & Other Tools **Printable Materials & Ordering** Healthy Eating Tips

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Popular Topics

- > MyPlate Videos
- > Healthy Eating on a Budget
- > SuperTracker
- > 10 Tips Nutrition Education Series
- > Sample Menus and Recipes
- > Daily Food Plans
- > Partnering Program

>>> More

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MyPlate Kids' Place

ChooseMyPlate.gov

MyPlate Kids' Place

A brand new resource for kids (and parents/educators too). Games, videos, songs, and much more.

What's Cooking?

- **Tip of the Day** – Can't get the kids to eat their veggies? Shred carrots or zucchini into meatloaf, casseroles, quick breads, and muffins.
- **Kids' State Dinner** – Download the cookbook and watch the video of the First Lady hosting a lunch for the winners of the 2013 Healthy Lunchtime Challenge. (The 2012 Cookbook is also available.)
- **USDA/White House Video Challenges** – Check out the winners of the First Lady's Let's Move! Initiative's Communities on the Move.

Newsroom

For Consumers

- College Students **NEW**
- Preschoolers
- Kids **NEW**
- Dieters
- Pregnant & Breastfeeding Women
- *En Español*

For Professionals

- Educators/Teachers
- Health Care Professionals
- Partners
- MyPlate Graphics

Related Resources

- USDA
- Let's Move! Initiative
- Know Your Farmer Know Your Food
- The People's Garden

Internet | Protected Mode: On 100%

Printable Materials and Ordering - Windows Internet Explorer

http://www.choosemyplate.gov/print-materials-ordering.html

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USDA ChooseMyPlate.gov

United States Department of Agriculture

MyPlate Weight Management & Calories Physical Activity SuperTracker & Other Tools Printable Materials & Ordering Healthy Eating Tips

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Printable Materials & Ordering

Printable Materials & Ordering

The website includes a number of print materials, available as downloadable PDFs. Some materials are also available in limited quantities through two USDA online ordering systems (see links below). These materials are in the public domain and therefore no permission is needed to print, reproduce, or use them. For more information, read our [MyPlate Graphics Standards](#).

Printable materials

- ▶ [Getting Started with MyPlate](#)
- ▶ [MyPlate Mini-Poster](#)
- ▶ [Make Half Your Plate Fruits & Vegetables Mini-Poster](#)
- ▶ [Make Half Your Plate Fruits & Vegetables Poster for Children](#)
- ▶ [Dietary Guidelines Consumer Brochure](#)
- ▶ [Selected Messages for Consumers](#)

Topics

- > [Getting Started with MyPlate](#)
- > [Dietary Guidelines Consumer Brochure](#)
- > [Selected Messages for Consumers](#)
- > [10 Tips Nutrition Education Series](#)
- > [MyPlate Graphic Resources](#)
- > [Archived MyPyramid Materials](#)

Online ordering

The USDA Center for Nutrition Policy and Promotion no longer sends out free materials. However, some MyPlate materials are available for **FREE** from the [USDA's SNAP website](#) and the [USDA's Team Nutrition website](#) and at the [Government Printing Office](#)

Quantity: MAX: 250 Related Audiences: Nutrition Education



Let's eat for the health of it



Start by choosing one or more tips to help you...



Build a healthy plate



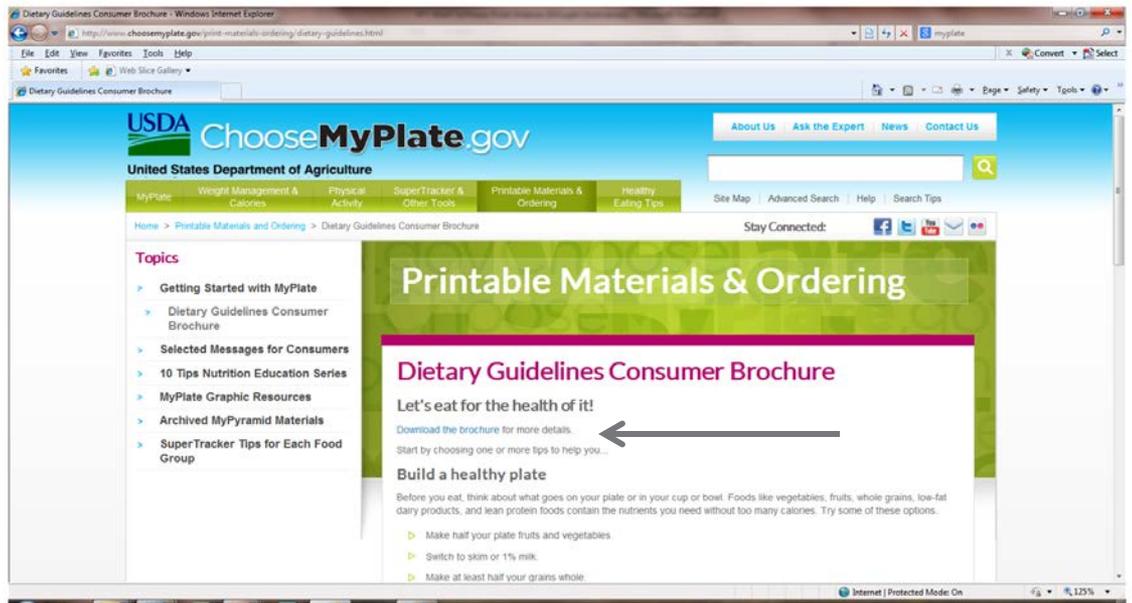
Cut back on foods high in solid fat, added sugars, and salt



Eat the right amount of calories for you



Be physically active your way



USDA ChooseMyPlate.gov

United States Department of Agriculture

Printable Materials & Ordering

Printable Materials & Ordering

Dietary Guidelines Consumer Brochure

Let's eat for the health of it!

Download the brochure for more details.

Start by choosing one or more tips to help you...

Build a healthy plate

Before you eat, think about what goes on your plate or in your cup or bowl. Foods like vegetables, fruits, whole grains, low-fat dairy products, and lean protein foods contain the nutrients you need without too many calories. Try some of these options.

- ▶ Make half your plate fruits and vegetables
- ▶ Switch to skim or 1% milk
- ▶ Make at least half your grains whole

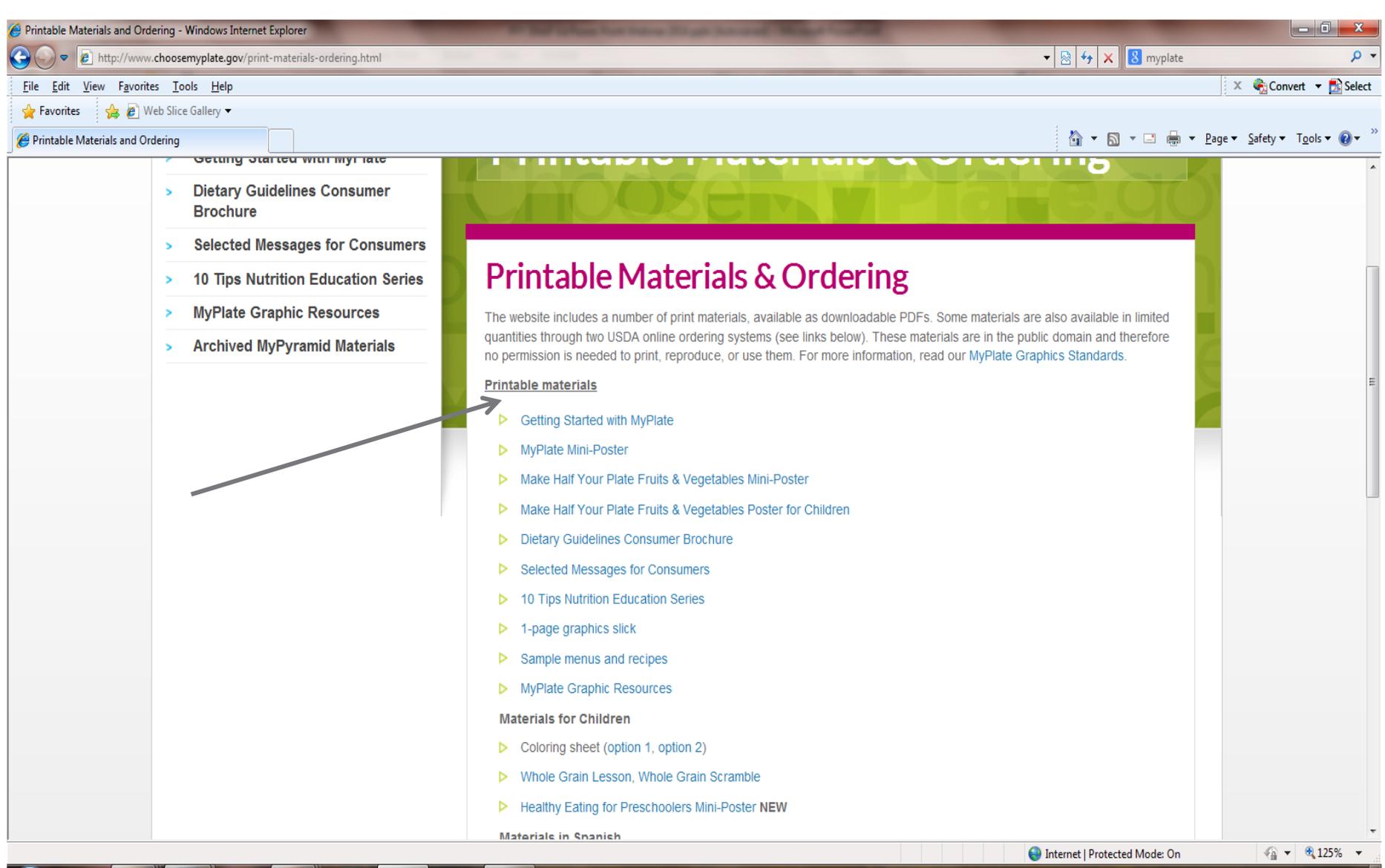
SNAP223

Dietary Guidelines Consumer Brochure - Let's eat for the health of it English Brochure



Quantity:
MAX: 250

Related Audiences: Nutrition Education



- > Getting started with myplate
- > Dietary Guidelines Consumer Brochure
- > Selected Messages for Consumers
- > 10 Tips Nutrition Education Series
- > MyPlate Graphic Resources
- > Archived MyPyramid Materials

Printable Materials & Ordering

The website includes a number of print materials, available as downloadable PDFs. Some materials are also available in limited quantities through two USDA online ordering systems (see links below). These materials are in the public domain and therefore no permission is needed to print, reproduce, or use them. For more information, read our [MyPlate Graphics Standards](#).

Printable materials

- > [Getting Started with MyPlate](#)
- > [MyPlate Mini-Poster](#)
- > [Make Half Your Plate Fruits & Vegetables Mini-Poster](#)
- > [Make Half Your Plate Fruits & Vegetables Poster for Children](#)
- > [Dietary Guidelines Consumer Brochure](#)
- > [Selected Messages for Consumers](#)
- > [10 Tips Nutrition Education Series](#)
- > [1-page graphics slick](#)
- > [Sample menus and recipes](#)
- > [MyPlate Graphic Resources](#)

Materials for Children

- > [Coloring sheet \(option 1, option 2\)](#)
- > [Whole Grain Lesson, Whole Grain Scramble](#)
- > [Healthy Eating for Preschoolers Mini-Poster NEW](#)

Materials in Spanish

REPORTING AND BUDGET MODIFICATIONS

QUARTERLY REPORT DUE DATES

Report	Due Date
1st Quarter Report	January 31, 2014
2 nd Quarter Report & Impact Statement	April 30, 2014
3 rd Quarter report	July 31, 2014
4 th Quarter Report & Impact Statement	October 31, 2014



REQUEST FOR NEW REPORTING ITEMS

- **Calendar of Events** (Monthly)
 - Submit to OTDA mailbox: otda.sm.cees.esny.calendarevents@otda.ny.gov
- **Marketing Activities** (with your quarterly reports)
 - Distribution of Materials
 - PSA announcements
 - Other
- **Environmental Activities Narrative** (with your quarterly report)
 - School/community gardens
 - Government/Policies; Retailer work
 - Partnership events
 - Other activities



YEAR END REPORTS AND ANNUAL EARS DATA

Annual Report Narrative Submission

November 29, 2013

EARS Data

No later than December 16, 2013

Go to <http://snap.nal.usda.gov/snap/EARS/FormFNS-759.pdf> to access the EARS form.



BUDGET MODIFICATIONS

- All Budget Modifications require approval. Budget Modifications should be requested in writing and submitted via email. The cover letter should:
 - Identify the total amount of the budget modification being requested
 - Identify the budget categories being modified and the amount in each category
 - Justify the need for the budget modification
 - Include revised budget summary page and revised budget category page or use the budget modification chart in next slide.
 - Agencies must maintain same level of detail & supporting documentation as in original budget proposals
- 

Chart for Budget Modifications

Budget Summary		ESNY		
County:				
Colu	Expenses	Current APPROVED Budget FFY _____	Requested Amount for Modification	Pending MODIFIED Budget FFY _____
1.	Salary/Benefits	\$40,000.00	\$3,000.00	\$43,000.00
2.	Contracts/Grants/Agreements			\$0.00
3.	Non-Capital Equipment/Supplies			\$0.00
4.	Materials	\$10,000.00	(\$4,000.00)	\$6,000.00
5.	Travel	\$10,000.00	\$1,000.00	\$11,000.00
6.	Administrative		\$0.00	\$0.00
7.	Building/Space		\$0.00	\$0.00
8.	Maintenance		\$0.00	\$0.00
9.	Equipment & Other Capital Expenditures		\$0.00	\$0.00
10.	Indirect Cost		\$0.00	\$0.00
11.	Total Direct Costs		\$0.00	\$0.00
12.	Total Costs	\$60,000.00	\$0.00	\$60,000.00

SAMPLE



SITE VISITS

OTDA site visits will be scheduled during 2 and 3 quarters.

In general, site visits will focus on the following:

- Target population and reach
 - Intervention site location
 - Lesson topic and participant engagement
 - Educator knowledge, skills, preparedness
 - Lesson Strategy and Reinforcement activities
 - Claims, inventory, and quarterly reports.
-
- A desk audit will be conducted prior to site visit. A letter will be sent requesting sample of one quarter claims for review.

REMINDER– SOCIAL MARKETING

- ❖ **Prior approval is required for ‘new content’ to assure compliance with USDA SNAP-Ed guidance, ESNY state plan goals, SNAP policy:**
 - Public Service announcements
 - Radio and TV scripts/social marketing campaign
 - Website content

- ❖ **OTDA SNAP Ed Video in development for LDSS offices and other partner agencies. Features a 1-800 # for provider referral and information request.**