FFY 2014
OTDA SNAP-ED PLANNING MEETING

Eat Smart New York!
Eat Better For Less!

Just Say Yes to Fruits and Vegetables

Cornell University

FOOD BANK FOR NEW YORK CITY
foodbanknyc.org
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.
<table>
<thead>
<tr>
<th>Event</th>
<th>Due Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Target date for OTDA Allocation Letters</td>
<td>September 30, 2013*</td>
</tr>
<tr>
<td>FFY 2014 SNAP Ed Program Year Begins</td>
<td>October 1, 2013</td>
</tr>
<tr>
<td>FFY 2013 Annual Report Submissions Due</td>
<td>November 29, 2013</td>
</tr>
<tr>
<td>FFY 2012 SNAP Ed EARS Data Due</td>
<td>No Later December 16, 2013</td>
</tr>
<tr>
<td>FFY 2014 1st Quarter Report Due</td>
<td>January 31, 2014</td>
</tr>
<tr>
<td>FFY 2014 2nd Quarter Report Due</td>
<td>April 30, 2014</td>
</tr>
<tr>
<td>FFY 2014 3rd Quarter Report Due</td>
<td>July 31, 2014</td>
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<tr>
<td>FFY 2014 4th Quarter Report Due</td>
<td>October 31, 2014</td>
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</table>
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.
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
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
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.
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.
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.
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!
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
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]

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

Budget-Stretching Healthy Meals

Eat Healthy Your Way
Eating healthy on a budget

Step 1: Plan ahead before you shop
- Buy fresh fruits and vegetables in season and save money this way. If you have a small family, you may buy the same fresh produce week after week. Think about a week's worth of healthy meals and plan your purchases accordingly.

Step 2: Shop to get the most value for your money
- Choose fresh fruits and vegetables that are in season and at their peak for the best prices.
- Choose frozen fruits and vegetables that are cheaper than fresh and offer the same nutritional benefits.
- Choose canned fruits and vegetables that are cheaper than fresh and offer the same nutritional benefits.

For more information, visit www.healthfinder.gov
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:

<table>
<thead>
<tr>
<th>Drink</th>
<th>30 oz</th>
<th>16 oz</th>
<th>12 oz</th>
<th>11 oz</th>
<th>10 oz</th>
<th>8 oz</th>
<th>8.5 oz</th>
<th>12 oz</th>
<th>14 oz</th>
<th>20 oz</th>
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<tbody>
<tr>
<td>Soda</td>
<td>250</td>
<td>200</td>
<td>180</td>
<td>152</td>
<td>143</td>
<td>140</td>
<td>139</td>
<td>125</td>
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<tr>
<td>Orange Juice</td>
<td>15</td>
<td>15</td>
<td>13</td>
<td>12</td>
<td>9.5</td>
<td>8.6</td>
<td>9</td>
<td>9</td>
<td>9</td>
<td>9</td>
</tr>
<tr>
<td>Lemonade</td>
<td>17</td>
<td>15</td>
<td>13</td>
<td>12</td>
<td>9.5</td>
<td>8.6</td>
<td>9</td>
<td>9</td>
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</tr>
<tr>
<td>Tomato Juice</td>
<td>15</td>
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<td>13</td>
<td>12</td>
<td>9.5</td>
<td>8.6</td>
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<tr>
<td>Milk</td>
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<td>10</td>
<td>10</td>
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<td>10</td>
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</tbody>
</table>

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:

<table>
<thead>
<tr>
<th>SUN</th>
<th>MON</th>
<th>TUE</th>
<th>WED</th>
<th>THU</th>
<th>FRI</th>
<th>SAT</th>
</tr>
</thead>
</table>
| Week:
| Week:
| Week:

Tear Off
NYS SNAP-ED BEST 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 Bruso)
• 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

**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.
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](http://www.Usda's SNAP website) and the [USDA's Team Nutrition website](http://www.usda's Team Nutrition website) and at the [Government Printing Office](http://www.Government Printing Office)
Quantity: MAX: 250  Related Audiences: Nutrition Education
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

<table>
<thead>
<tr>
<th>Report</th>
<th>Due Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>1st Quarter Report</td>
<td>January 31, 2014</td>
</tr>
<tr>
<td>2nd Quarter Report &amp; Impact Statement</td>
<td>April 30, 2014</td>
</tr>
<tr>
<td>3rd Quarter report</td>
<td>July 31, 2014</td>
</tr>
<tr>
<td>4rth Quarter Report &amp; Impact Statement</td>
<td>October 31, 2014</td>
</tr>
</tbody>
</table>
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
<table>
<thead>
<tr>
<th>Annual Report Narrative Submission</th>
<th>November 29, 2013</th>
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</thead>
<tbody>
<tr>
<td>EARS Data</td>
<td>No later than December 16, 2013</td>
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</table>

Go to [http://snap.nal.usda.gov/snap/EARS/FormFNS-759.pdf](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

<table>
<thead>
<tr>
<th>Expenses</th>
<th>Current APPROVED Budget FFY</th>
<th>Requested Amount for Modification</th>
<th>Pending MODIFIED Budget FFY</th>
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<tr>
<td>1. Salary/Benefits</td>
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<td>2. Contracts/Grants/Agreements</td>
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<tr>
<td>3. Non-Capital Equipment/Supplies</td>
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<tr>
<td>4. Materials</td>
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<td>($4,000.00)</td>
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<tr>
<td>5. Travel</td>
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<td>$1,000.00</td>
<td>$11,000.00</td>
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<tr>
<td>6. Administrative</td>
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<td></td>
<td>$0.00</td>
</tr>
<tr>
<td>7. Building/Space</td>
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<td></td>
<td>$0.00</td>
</tr>
<tr>
<td>8. Maintenance</td>
<td>$0.00</td>
<td></td>
<td>$0.00</td>
</tr>
<tr>
<td>9. Equipment &amp; Other Capital Expenditures</td>
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<td></td>
<td>$0.00</td>
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<tr>
<td>10. Indirect Cost</td>
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<tr>
<td>11. Total Direct Costs</td>
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<td>$0.00</td>
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<tr>
<td>12. Total Costs</td>
<td>$60,000.00</td>
<td>$0.00</td>
<td>$60,000.00</td>
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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.
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.