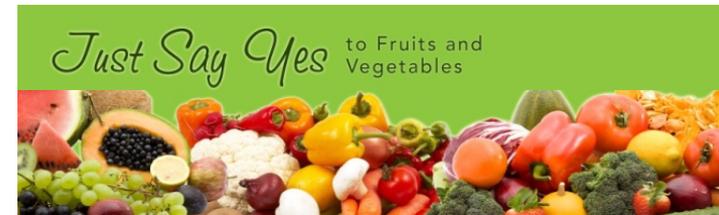
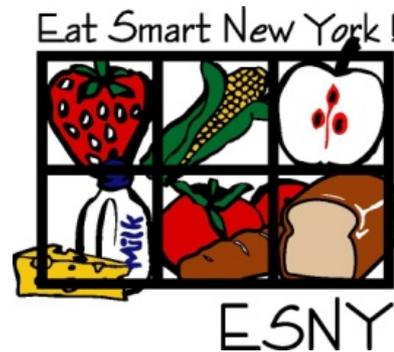


FFY 2014 OTDA SNAP- Ed Planning Meeting



Purpose of Meeting

- Status of SNAP-Ed Funding
- FFY 2014 SNAP-Ed Guidance
- ESNY Important Dates
- ESNY Plan Preparation
 - State Goals
 - Required Documents
- Quarterly Reports
- Budget Modifications & Inventory
- End-of-Year Reporting Due Dates (EARS/ Annual)
- Management Reviews and Site Visits
- Extension Issues (for CCE's only)



Status of SNAP-Ed Funding

- New formula for State SNAP-Ed funding begins in FFY 2014 based on state SNAP Caseloads and state SNAP Ed Expenditures
- Based on formula *estimated* state funding increased
- Historical mid-year reductions = ? \$



2014 SNAP- ED Guidance Highlights

- Similar to 2013 with minor changes
- **Emphasizes**
 - Target Audience
 - Obesity Prevention
 - Use of Core Messages for outreach and Marketing
- Recommends Certain Programs and Model delivery via the **‘Intervention Toolkit’**

2014 SNAP-Ed Guidance

Some Other Changes

- State Plans are only to have 3 behavioral objectives each year (p26)
- Alternate plan for identifying grocery stores that serve low-income target population will be considered (p24).
- Classes on calorie balance to manage weight is an allowable activity (pg 52)

SNAP- Ed Due Dates FFY 2014

Contact OTDA for Technical Assistance	Anytime
Plans due to OTDA by 5:00 pm	June 14, 2013
Notification Plan Proposal Received	June 17, 2013
OTDA Reveiws Plan Submissions	June-August
Notification of Inclusion in NYS Plan	August 15, 2013
NYS SNAP-Ed Plan submitted to USDA	August 15, 2013
Target date for OTDA Allocation Letters	September 27, 2013
FFY 2014 SNAP Ed Program Year Begins	October 1, 2013
FFY 2013 Annual Report Submissions Due	November 29, 2013
FFY 2013 SNAP Ed EARS Data Due	No Later December 16, 2013
FFY 2014 1st 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

Required Plan Documents

-Submit on CD-

- Project Information Cover Sheet
- Section B-C: SNAP Eligible delivery site chart
- Section B-J: SSB Objective/Indicator
- Section C: Staffing Chart
- Section D: Budget Summary- all sections
- Letter of Agreement
- Excel Budget and Justification Pages

OPTIONAL: Full State Plan with Excel Budget and Justification Pages

Project Information Contact Sheet

NYS Agency Contact Information

State Agency or Local DSS	
Address	
City & Zip Code	
Project Contact Person	
Title	
Telephone Number	
Fax Number	
E-Mail Address	

Program Contact Information

Cooperative Extension or Other Agency	
Address	
City & Zip Code	
Project Manager*	
Title	
Telephone Number	
Fax Number	
E-Mail Address	

Section B:C—Delivery Site Chart

Delivery Site	Audience Category	How Category Was Determined	Specific Segment of Target	Projected # direct education	Projected # indirect education	Total projected number to be served
DSS	SNAP Participant	DSS referral	Women with children	50	100	150
Settlement House	SNAP Participant	NOEP Referral	Family with children	50	100	150
	SNAP Eligible	NOEP Referral	Elderly	40	50	90
Soup Kitchen	SNAP Eligible	Pantry referral	Elderly		200	200
Head Start Centers	SNAP Participants	Day Care Referral	Women	20	20	40
	SNAP Eligibles	Day Care Referral	Children	200	100	300
Community based Health Center	SNAP Eligibles	Health Center Referral	Women		100	100
TOTAL				360	670	1030

SNAP- Ed Primary Goals State Plan

By September 30th, 2015 , 60% of Low Income Youth and Adults at or below 185% poverty served by NYS SNAP-Ed programming will demonstrate an:

- Increase in the consumption of Fruits and Vegetables**
- Decrease in the consumption of sugar- sweetened beverages**
- Increase physical activity as part of a healthy lifestyle and maintenance of calorie balance during each stage of life**

Individual Project Objectives

Section B:J-- Key Performance Measures

- All SNAP Ed individual project level objectives should support State SNAP-Ed goals.
- All projects will need to include activities to support state goals for physical activity and reduction of SSB
- Secondary goals and objectives which align with dietary guidelines and SNAP Ed Guidance may continued to be included

Section B:J- Objectives

SNAP-Ed Behavioral Outcomes	SNAP-Ed Measurable Indicators	Your SMART Objectives for This Project	2. SNAP-Ed Allowable Activities	3. Evaluation Method/Tool
Increase consumption of fruits and vegetables	Number making half plate fruits and vegetables Number purchasing more fruits and vegetables with SNAP		<insert type activity>	<insert type tool>
Increase daily activity as part of a healthy lifestyle.	Change in reported physical activity daily, weekly			
Reduce the consumption of sugar sweetened beverages	Increase in # drinking small instead of large SSB Increase in # choosing water or low-fat milk products			
Increase consumption of non-fat/low-fat milk or dairy products .	Number choosing to consume non-fat/low-fat milk or dairy products.			
Balance caloric intake from food and beverages with calories expended.	Increased in behaviors associated with caloric balance			
Other. (Must be consistent with the 2010 <i>Dietary Guidelines for Americans</i> and <i>MyPlate</i> . Please specify:	Other. (An intermediary change leading to a SNAP-Ed behavioral outcome must be research based with an identified source) Please specify.			

Section C—Staffing Chart

Project Name:

1. Position Title and Staff Name	2. FTEs** charged to SNAP-Ed	3. Description of Job Duties		4. Total SNAP-Ed Salary, Benefits and Wages		
<p>*Fill in statement of work on following page that describes SNAP-Ed related job duties for each position.</p>	<p>*Provide definition of FTE calculation on following page.</p>	<p>Percentage of SNAP-Ed Time spent on Management/ Administrative Duties</p>	<p>Percentage of SNAP-Ed Time spent on Direct SNAP-Ed Delivery</p>	<p>State/Other Dollars</p>	<p>Federal Dollars</p>	<p>Total (State/other + Federal) Dollars</p>
Totals						

Section D:

Budget Summary and Travel

Expenses *		Federal Funds
1.	Salary/Benefits	
2.	Contracts/Grants/Agreements**	
3.	Non-Capital Equipment/Supplies	
4.	Materials	
5.	Travel	
6.	Administrative***	
7.	Building/Space	
8.	Maintenance	
9.	Equipment & Other Capital Expenditures	
10.	Total Direct Costs	
11.	Indirect Cost***	
12.	Total Program Costs	

Letter of Agreement

- Must be submitted for your plan to be considered in NYS Plan
- Has been updated with 'SNAP' name change
- Please review all sections so you are familiar with all sections in the letter of agreement, including the development and use of materials.

State Plan Budget

- Increased funding requests may be submitted by current providers that can demonstrate sustainability at FFY 2012 funding level
- Increases in funding will be based on percent share of the current funding level
- Programs should take into account historic funding reductions before submitting plans to OTDA for continued funding.
- If your program is not meeting or exceeding program goals at current year funding level, your program may be not be recommended for inclusion in our State plan

Budget and Justification Pages

- All costs must be necessary and reasonable
- Costs should be justified
- Materials and supplies should be itemized
- No large equipment purchases will be allowed.
- Evaluation costs will not be approved without justification, including scope of work with deliverables and payment plan.

Maximizing Messages

- Nutrition education combined with social marketing is an important component in obesity prevention
- **‘Behaviorally Focused’ Education Messages.** All marketing and outreach materials should support State SNAP-Ed Goals
- Use **CORE** messages and graphics developed by USDA, Team Nutrition, Choose MyPlate, CDC, and DHHS- these materials use tested messages.

Maximizing Messages

Social Media Tools

- **CDC Social Media Tools**
 - ☐ <http://www.cdc.gov/obesity/resources/multimedia.html>
- **DHHS and NIH's "WeCan" Social Media Tool**
 - ☐ <http://www.nhlbi.nih.gov/health/public/heart/obesity/wecan/>
- **Fruits and Veggie More Matters**
 - <http://www.fruitsandveggiesmorematters.org/>
- **Team Nutrition Social Media for schools**
 - ☐ <http://teamnutrition.usda.gov/graphics.html>



MOVING A LITTLE EVERY DAY

can make you and your child healthier.



KNOWING HOW MUCH IS TOO MUCH

can make you and your child healthier.



rethink your drink

Find healthier drinks that quench your thirst




Walk for
better health

Vital**signs**
www.cdc.gov/vitalsigns




30
WAYS in
30
DAYS

to **Stretch**
Your Fruit &
Vegetable Budget



Quarterly Reporting

- *Fiscal Reporting* --Fiscal reporting requires use of the OTDA claiming sheet for reporting share of incurred expenses for all budget categories.
- *Program Activity Reporting*--Program activity reporting should, at a minimum, include information on:
 - Progress in meeting program goals
 - Target audience, number of direct and indirect contacts by demographic (women, children, families, elderly ect)
 - Program activities implemented in that quarter. Status of activities implemented in phases (ie. date set to begin or concluded) should be reported.
 - Social Marketing activities should be described in detail, including date range, media market, and message.

Budget Modifications

- Submit your budget modifications in writing via e-mail to OTDA.
- Request should be on Agency letterhead
- Letter/memo should bullet:
 - The total amount of budget modification being requested.
 - The need for the budget modification.
 - Justification of budget categories being modified.
 - Include original budget summary page and revised budget summary page.
 - Include revised budget category pages only.

Inventory

- Inventory records must be maintained for equipment that is paid for with federal funds.
- A physical inventory is required and records must be kept for 6 years and reconciled every 2 years... (pg 46)
- Equipment includes furniture, laptops, kitchen appliances ...(pg 52)
- Contact OTDA regarding transfer and/or disposal of equipment

EARS and Annual Report

Education & Reporting System

- **Data due to OTDA no later than December 16th, 2013**
- Form is located at:
<http://snap.nal.usda.gov/snap/EARS/FormFNS-759.pdf>
- All providers are responsible for collecting, compiling, and submitting accurate EARS data to OTDA.
- **See Page 36 FFY 2014 SNAP Ed Guidance**

Annual Report

- Due to OTDA by November 29th
- **Follow USDA Template**
See Page 33-34 SNAP Ed Guidance
- Two sections:
 - Summary of SNAP Ed activities (A)
 - Summary of evaluation activities (B)