ASNNA

Association of SNAP Nutrition Education Administrators

SNAP-Ed Congressional Briefing
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FAQs on SNAP-Ed, the Nutrition Action Arm of SNAP

Purpose? Help low-income individuals and communities with a significant low-income population achieve the *Dietary Guidelines for Americans*.

People? Individuals eligible for federal nutrition assistance programs or residing in a community with significant low-income population... That's about 90 M people with incomes ≤185% FPL, including ~40 million SNAP participants.

Locations? Thousands of qualifying low-resource sites in all 50 states, DC, and the Territory of Guam. SNAP State Agencies contract with State Implementing Agencies (SIAs), and many SIAs subcontract for local, regional, and specialized services.

How? Use a social-ecologic mix of activities: direct education, environmental support in community organizations, social marketing campaigns, and multi-sector coalitions. Work with and complement USDA and similar nutrition efforts for greatest impact.

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How SNAP-Ed Rolled Out Over Time

- Farm Bills called for direct education from peer educators to Food Stamp participants as an optional state activity with 50:50 state/federal funds (1981 and 1990).
- Cooperative Extension in 7 states qualified for ~$700,000 in federal matching funds (1992).
- 22 states received small USDA grants for social marketing nutrition networks using 50:50 state/federal funding (1996).
- 48 states qualified for $100M in federal matching funds (2000).
- 164 universities, non-profits, state departments, and tribal-serving bodies serve as State Implementing Agencies (2021).

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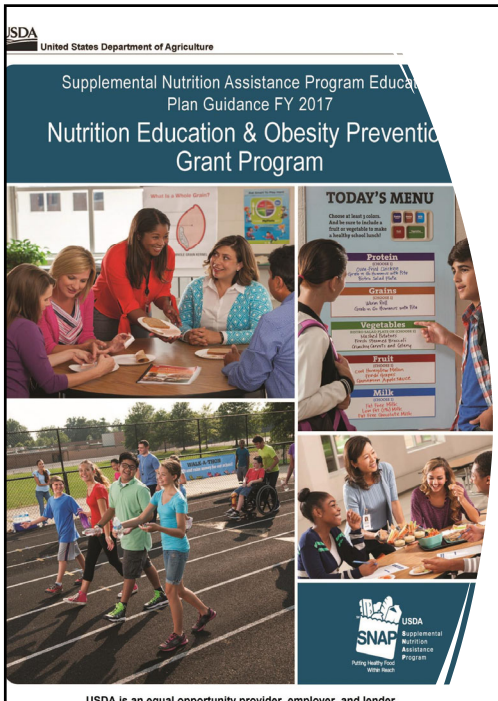

How Annual Funding Works

- **Allocations:** State's 2009 base funding + its percent of US SNAP participants. National allocation was capped at 2009 level + CPI for 10 years; totaled $431 million in 2021.
- **Guidance:** USDA National Office issues annual *Guidance* and announces allocations to SNAP State Agencies (SAs) (winter, spring).
- **State Plans:** SAs receive and compile state plans and budgets from State Implementing Agencies (SIAs) then submit them to USDA Regional Offices (Summer).
- **Operations**: 7 USDA Regional Offices issue award letters to SAs (September 30). Many SIAs subcontract for local and specialized services (Fall, on).
- **Reporting:** SIAs submit data and annual reports to SAs and the National Office (winter).
- **Performance:** Regional Offices and SAs each conduct periodic Management Evaluations.

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2010 Landmarks in SNAP-Ed Design

- **OMB** – The ***ExpectMore*** Program Assessment gave FSNE high marks for purpose, design, and program management but found that standardized performance measures and better use of state data were needed.

- **Congress –** The ***Healthy, Hunger-Free Kids Act*** (2010 Child Nutrition Act) amended SNAP statutes in the Farm Bill to change:
  - **Eligibility** -- people eligible for other means-tested programs, i.e., household income ≤185% FPL, not ≤130% FPL, and communities with significant low-income population.
  - **Services** – nutrition education; comprehensive, multi-level programming at complementary organizational and institutional levels; and community and public health approaches.
  - **Coordination** – coordination with other public and private health promotion efforts was required.
  - **Funding model** -- grants to all states, no match required, but capped at 2009 levels for 10 years; reallocation formula through 2018.

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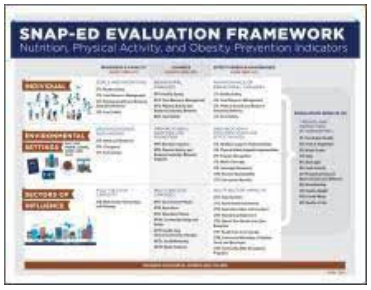

SNAP-Ed TOOLKIT

How USDA and ASNNA Responded

- **Standards:** Co-developed and established the ***SNAP-Ed Evaluation Framework*** and ***Interpretive Guide*** with 51 outcomes, including selected social determinants of health (2013-2016).
- **Effectiveness**: Co-developed the online ***SNAP-Ed Toolkit*** (2013 on).
- **Dynamic:** ASNNA biennial censuses track use and help maintain the *Framework* as a living document (2017, 2019, 2021).
- **Outcomes:** Many states and 3 USDA Regions have impact reports posted on the SNAP-Ed Connection website.

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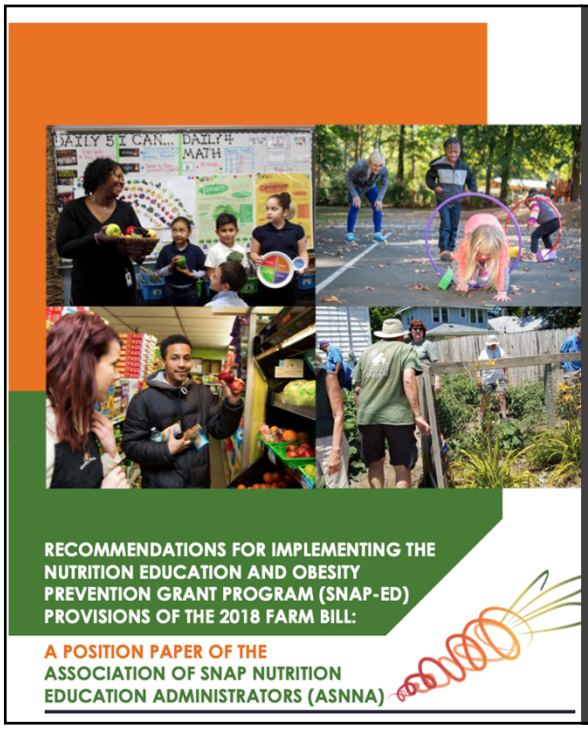

Today's Policy Environment

- **2018 Farm Bill:** Called for, but did not fund, new SNAP-Ed requirements:
  - Publicly available state and federal reports,
  - New online information clearinghouse and technical assistance,
  - Electronic reporting to measure and evaluate projects and to report administrative costs.
- **ASNNA:** Issued a Position Paper on implementing the new mandates.
- **USDA:** Redirected funds to strengthen the SNAP-Ed infrastructure; opens public comment period for new electronic reporting system soon.
- **GAO:** 2 reports on nutrition education and chronic diet-related health conditions call for increased efforts to coordinate nutrition education program efforts (2019, 2021).

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