FUTURE OF NUTRITION EDUCATION

The **Nutrition and Physical Activity for a Healthier America Program Proposal** is a fiscally responsible approach to promoting long-term health, building resilient families, and fostering strong local economies. Composed of four interdependent pillars, the program will support proven and innovative nutrition and physical activity strategies that allow states, local communities, and the private sector to develop and implement solutions tailored to the unique needs of their populations.

THE FOUR PILLARS

1 **Infrastructure.** Nutrition and physical activity play a vital role in building healthier, resilient communities. A strong infrastructure brings together multi-sector partners to align programs, policies, and initiatives that collectively make healthy foods and physical activity more attainable to all.

- **Market-Based Access.** Connect local producers and food aggregators with retail opportunities to ensure healthy food access and support American agriculture.
- **Private Sector Engagement.** Provide technical assistance and signage to small, independent retailers that accept SNAP/WIC to ensure compliance and support small businesses.

2 **Education & Promotion.** Provide the knowledge and skills Americans need across the lifespan through direct education (especially for children and families), point-of-sale marketing, and social marketing campaigns.

- **Education.** Provide classes on nutrition, cooking, gardening, or physical activity in schools and community settings.
- **Social Marketing.** Introduce engaging, evidence-based nutrition or physical activity education and promotion across social media platforms.

3 **Coordination.** Improve coordination among all 17 USDA food and nutrition programs to align programming, avoid duplication, and ensure consistency with national guidelines.

- **National Level.** Align and promote the use of educational curriculum and public health activities among USDA nutrition programs so messaging and activities are consistent and evidence-based.
- **State and Local Level.** Foster coalitions that strengthen community and regional food economies.

4 **Innovation.** Pilot new strategies or build upon existing strategies that have the potential to increase the impact and efficiency of education and infrastructure initiatives.

- **Technology-Based Interventions.** Pilot the use of digital tools and AI to help families with meal planning, budgeting, and incorporating physical activity.
- **Cutting-Edge Programs.** Pilot "healthy food" credit programs that reward retailers for making healthy choices easier to access, leveraging market forces over regulation.

FUNDING & ACCOUNTABILITY

Funds are distributed as 5-year, non-competitive grants to states and territories. Grants are administered by an agency designated by the state (state agencies, land-grant universities, nonprofits, etc.).

- Allocations are based on a formula that incorporates total population and low-income thresholds, ensuring funds are directed to areas of greatest need.
- Indirect costs are capped at 26%.
- Tribal Nations can be funded directly or through states.
- A clear set of outcome measures and a robust evaluation system will be developed in collaboration with USDA to ensure accountability and continuous improvement.

Please reach out to **Jennifer Folliard at jennifer@healthnutritionfirst.com** or **Matthew Marsom at matthew@goodwinstrategies.com** with any questions.