



# FSNE GUIDING PRINCIPLES

September 15, 2005

# Outline of Presentation

- Background on Re-Engineering FSNE
- Development of FSNE Framework
- Evolution of FSNE Guiding Principles
- Next Steps



It was time to reassess what  
FSNE can and should do



# OMB's Performance Assessment of the Food Stamp Program

- *"The program is better designed to reduce hunger and malnutrition related to inadequate income, than to achieve further incremental improvements in the dietary status of low income people."*

January, 2004



# GROWTH in FSNE

<b>FY</b>	<b># State Plans</b>	<b>Approved Funding \$</b>
1992	7	.661 M
1994	10	2.798 M
1996	32	21.628 M
1998	41	41.822 M
2000	48	75.284 M
2002	48	156.100 M
2004	52	Over 228.000 M



# FNS Re-Engineering Plans

- Include:
  - FNSE Policy Framework
  - Study of FSNE Activities
  - Reporting System (EARs)
  - Nutrition Education Evaluation Process



# FSNE Framework

- FNS Administrator Salazar convened stakeholder group in March 2004.
- Group discussed proposed Framework and provided comments.
- Revised Framework posted on website for public comment in May 2004.
- Comments received through July 27, 2004.



# Proposed Framework:

- Increased focus on FSP recipients
- More focused messages
- Added referrals to nutrition and health services
- Greater involvement from FSP Administrators
- More direct connection to FSP
- Collaboration with other FNS Programs including State Nutrition Action Plans (SNAPs)





# Summary of Comments

- Over 1100 comments received
- 73% from California
- 85% of comments from six Nutrition Network states (CA, AZ, PA, CO, MO, IA)
- Comments from all but five States
- 20% of comments from children (testimonials)



# Consensus of Comments

- Considerable misunderstanding and confusion on a number of issues
  - Targeting FSP participants and applicants
  - Targeting Women and Children
  - Social Marketing



# Refined Our Approach

- Through process of reviewing the comments and further analyzing FSNE, certain guiding principles emerged.



# FSNE Guiding Principles

- Six overarching principles
- Provide the big picture and future direction for FSNE
- FSNE State Plan Guidance will continue to provide the operational and policy directives to apply these Guiding Principles
- Used as the underpinning for FY 2007 FSNE State Plan Guidance



# Principle Number One

- Food Stamp Nutrition Education is intended for food stamp participants and individuals eligible for the Food Stamp Program.



# FSP Eligibles Defined

- Persons that meet criteria for participation in the FSP as described in Federal legislation and regulations.
- FSP participants (over 25 million of the nation's neediest people) are at the core of FSNE efforts.



# Reasonable Eligibility Proxy

- Household income of  $\leq 130\%$  of the Federal Poverty Guidelines for purposes of receiving FSNE



# Appropriate Locations for FSNE

- Food Stamp/ TANF offices
- Public Housing Sites
- Food Banks
- Job readiness or training programs for FSP/TANF recipients





# Deliver FSNE in Other Venues

- Audience meets the  $>50\%$  of persons have household incomes of  $\leq 185\%$  of the FPG, and
- An approved exclusivity waiver has been granted.



# Principle Number Two

- Food Stamp Nutrition Education is a set of learning experiences designed to facilitate the voluntary adoption of eating and other nutrition-related behaviors conducive to health and well being for those on a limited budget.



# Principle Number Three

- Food Stamp Nutrition Education has the greatest potential impact on the nutrition-related behaviors of the overall food stamp population when it targets women and children in food stamp eligible households.



# Women & Children

- **Women are gatekeepers of what food is purchased.**
- **69% of primary shoppers are female heads of households.**
- **Mothers have key role as models for their children's eating habits.**
- **In FY 2003, 21% of FSP participants were women living in households with children.**
- **An additional 51% of participants were children.**
- **Children & teens affect family grocery & meal choices.**



# Women & Children

- Low-income women and children are at high risk for becoming overweight and obese.
- Overweight or obese individuals have a greater likelihood of developing chronic diseases such as diabetes, cardiovascular disease and cancer.



# Principle Number Four

- Food Stamp Nutrition Education uses science-based, behaviorally-focused interventions and can maximize its national impact by concentrating on a small set of key outcomes.



# Science-based means:

- Interventions have been tested and demonstrated to be meaningful for specific target audience.
- Implemented as intended or modified with justification.
- Shown to have the intended impact on behavior.



# Science-based concentrates on:

- Behaviorally-focused messages.
- Use of motivators and reinforcements—relevant to target audience.
- Use of multiple channels of communication
- Interactive approaches.
- Intensity/duration that provides the opportunity for multiple exposures to the message.





# Key Behavioral Outcomes

- Eat fruits & vegetables, whole grains, and nonfat or low-fat milk or milk products every day.
- Be physically active every day as part of a healthy lifestyle.
- Balance calorie intake from food and beverages with calories expended.



# Principle Number Five

- Food Stamp Nutrition Education can maximize its reach when coordination and collaboration take place among a variety of stakeholders at the local, State, regional and national levels.



# Coordination & Collaboration

- Encouraged to participate in the State Nutrition Action Plan (SNAP) process by working with all FNS nutrition assistance programs.
- Use available materials that have been tested & can be customized to local needs.
- Encouraged to provide employee wellness training.



# Principle Number Six

- Food Stamp Nutrition Education is enhanced when the specific roles and responsibilities of local, State, regional, and national food stamp agencies and nutrition education providers are defined and put into practice.



# FNS, USDA

- Reimburses States for FSNE costs
- Reviews and approves State FSNE plans.
- Monitors State FSNE projects.
- Established FSNE policy
- Provides training and technical assistance
- Promotes and supports cross program collaboration
- Develops and provides nutrition education materials
- Promotes science-based decisions
- Provides employee wellness programs



# State FSP Agency

- Works collaboratively across State agencies
- Develops coordinated, cohesive State FSNE Plan
- Monitors implementation of State's approved FSNE Plan, including expenditures
- Submits final FSNE performance report
- Offers training to staff including wellness training
- Collects and reports data
- Provides budget information to FNS



# State NE Provider

- Works with State FSP to develop single comprehensive State FSNE Plan
- Work with other State and local agencies
- Implements science-based nutrition education
- Submits required reports
- Works with State FSP agency to provide training to staff on availability of FSNE services
- Collects and reports data regarding participation in FSNE



# Local FSP Office

- Informs FSP eligibles about FSNE services
- Builds relationships to make referrals to other nutrition and health related services
- Participates in worksite wellness activities
- Makes FSNE information and services available in FSP offices
- Coordinates opportunities between food stamp outreach and nutrition education efforts.





# Local NE Provider

- Delivers nutrition education services according to approved FSNE State Plan
- Uses appropriate education strategies and implementation methods.
- Helps FS eligibles understand how to eat a healthy diet on a limited food budget
- Collects and reports data regarding participation in FSNE
- Builds relationships to make referrals to other nutrition and health related services
- Provides referrals to FSP eligibles to access food stamp benefits.



# Next Steps

- Mailed Letters to State Commissioners with Guiding Principles on September 1, 2005
- Guiding Principles released to the public via our website on September 12, 2005.
- Guiding Principles will be used as foundation for FY 2007 State Plan Guidance scheduled for release in early 2006.



Three bright green apples are arranged on a white background. One apple is in the foreground, slightly to the right, with its stem visible. Two other apples are behind it, one to the left and one to the right. The text "We Welcome Your Comments and Questions" is overlaid in the center of the apples.

**We Welcome Your Comments  
and Questions**

