

# FNS Cross Program Regional Meeting

## January 24-25, 2008

### Western Region



Learn more about  
FNS cross-program  
activities at:  
[www.fns.usda.gov](http://www.fns.usda.gov)

*"Collaboration among FNS programs remains one of our top priorities. Sharing ideas and maximizing resources will help us be more effective and efficient in reaching our program participants."*

*-Allen Ng  
Regional Administrator  
Western Region*





## Introduction

The Western Regional Office of USDA's Food and Nutrition Service (FNS) helped State and local nutrition educators strengthen their collaboration skills during a cross-program meeting in January 2008. The two-day event showcased successful collaborative efforts in FNS program settings as well as the non-profit arena.




### Conference Goal:

To foster closer coordination among the various nutrition assistance programs within each State and to expand the nutrition impact of FNS-funded programs.

### Objectives:

-  Provide networking opportunities for State and local representatives of FNS Programs to enhance collaboration and to update their State Nutrition Action Plans (SNAP).
-  Provide States with tools to determine when and how to move from one stage of collaboration to the next.
-  Highlight successful collaboration techniques and initiatives among State agencies.
-  Share best practices and lessons learned to strengthen SNAP initiatives and cross-program collaboration.

## Registrant Profile

-  Almost 100 people registered for the meeting, representing eight States and the American Samoa.
-  FNS programs represented included: the Special Supplemental Nutrition Program for Women, Infants and Children, Child Nutrition programs, Food Stamp Program, Commodity Food Program and Food Distribution Program on Indian Reservations.
-  Other key organizations and partners included: California county health departments, Preventive Health Partnership (American Cancer Society, American Diabetes Association and American Heart Association), State departments of health, education and social services, and State universities.



*Karen Bertram  
presented on  
California's SNAP*



## Session Highlights



Mark Horton and  
Judy Wilson, speakers

### What Attendees Found Most Beneficial

*"There's something from every presentation that I want to share with my staff and discuss at SNAP meetings. Thank you!!!"*

*"Great meeting – the networking and information provided was amazing!"*

*"Very helpful activities in the Collaboration Workshop – how refreshing!"*

*"Everyday Choices Collaboration presentation very good."*

*"Would love to do once a year – very valuable!"*

*"This Conference will revitalize our State's SNAP efforts."*

**Search for WRO Cross-program meeting Abstracts at:**  
<https://www.fnssecure.usda.gov/oane/application/default.aspx>

**View presentation handouts at:**  
[www.networkforahealthycalifornia.net/2008conference/wrx-program.php](http://www.networkforahealthycalifornia.net/2008conference/wrx-program.php)

### ***Nurturing Collaborations at All Stages - Connecting Nutrition Education Across Programs***

FNS' Judy Wilson discussed emerging cross-program initiatives and collaborative endeavors at the Federal level. She also reiterated the FNS vision for cross-program collaboration and shared progress made from a national perspective and future plans.

### ***The Preventive Health Partnership & "Everyday Choices" Campaign***

Preventive Health Partnership members provided an overview of their health promotion collaboration and their successes, challenges and suggestions for partner engagement. Speakers shared the process they utilized to coordinate efforts and develop a consistent nutrition and health message across three non-profit programs.

### ***State Presentations Panels I & II***

Each Western Region State presented an overview of their SNAP, including their development process, accomplishments and lessons learned. Highlights include:

- \* **Alaska's** collective development of a SNAP Infrastructure Document and Toolkit.
- \* **Arizona's** accomplishments in coordinating breastfeeding promotion efforts, including the sharing of materials, a breastfeeding hotline, and a statewide training.
- \* **California's** cross-fertilization of ideas around promoting fruit and vegetable consumption through SNAP and County Nutrition Action Plans (CNAP).
- \* The **Hawaii** SNAP Council's efforts to promote fruit and vegetable consumption in partnership with the "Fruits and Veggies – More Matters" campaign.
- \* **Idaho's** efforts to conduct cross-program outreach and promotion of the "Eat Smart. Play Hard.™" campaign.
- \* The **Nevada** Nutrition Assistance Consortium's new SNAP logo and slogan, "Eat Healthy. Be Active".
- \* **Oregon's** efforts to advance their SNAP by building on their Statewide Public Health Nutrition Plan, "A Healthy, Active Oregon".
- \* The **Washington** SNAP team's promotion of materials/activities that support their slogan, "Energize Your Life: Eat Healthy, Be Active".



## SNAP Activities

During a collaboration workshop, attendees participated in “hands-on” activities on communication styles, developmental stages, implications of community issues and responses, decision-making processes and leadership roles.

At the conclusion of the workshop, State and local partners reported on how they intended to use what they’ve learned to enhance their SNAP. Many indicated that they would examine the manner in which their SNAP team members communicate and plan to take steps to ensure that these methods are fair, efficient and effective. Others noted that they hope to re-evaluate their decision-making processes with respect to coordination of nutrition education efforts. Several States also mentioned their intention to utilize new collaboration techniques to re-engage past partners and identify new partners.

### Attendees’ Post-meeting Plans





*“Engage new  
SNAP partners.”*

*“Focus on the  
development of a  
single, consistent  
message.”*

*“Re-examine  
processes for  
developing and  
implementing  
SNAP activities.”*

## Next Steps...

Follow-up is a vital component of the process for putting what we learned into action. It is also essential that we share this information with colleagues that could not attend the Conference. To assist with this process, Regional Office will:

-  Urge each SNAP team to take their current partnership, at whichever stage it is in, one step further towards cross-program collaboration, through letters from the Regional Administrator.
-  Encourage each State to update their SNAP.
-  Share the presentations and handouts from the cross-program meeting. [www.networkforahealthycalifornia.net/2008conference/wrx-program.php](http://www.networkforahealthycalifornia.net/2008conference/wrx-program.php)
-  Follow up with each SNAP team at a future meetings or conference calls to identify progress since the Regional cross-program meeting.

