

SNAP-Ed 101

For New SNAP-Ed Coordinators at Land Grant Universities (LGU's): What you need to know to get started!

First things first . . .

SNAP, the Supplemental Nutrition Assistance Program (formerly known as Food Stamps), is part of the U.S. domestic hunger safety net and provides economic benefits to eligible, low-income individuals and families for food purchases. **SNAP-Education (SNAP-Ed)** is the nutrition education and obesity-prevention component of **SNAP**.

SNAP-Ed is funded by the United States Department of Agriculture, Food and Nutrition Service (FNS). The SNAP-Ed Connection website is a dynamic online resource for state and local providers and can be accessed here: <https://snaped.fns.usda.gov/>

Each year, there is "SNAP Ed Plan Guidance" available for those who administer the SNAP-Ed Program. It contains instructions about allowable costs and programming requirements. It is critical for you to be familiar with the guidance for the current year, which can be accessed here: <https://snaped.fns.usda.gov/administration/snap-ed-plan-guidance-and-templates>

Important Abbreviations and Terms:

- ✓ State Agency, "SA", is the one agency in each state that receives the funding from USDA/FNS for SNAP-Ed and administers the program. Typically this same State Agency will also administer SNAP. The SA may also implement SNAP-Ed, but that is not typical. The SA maintains control of the funds and is responsible for deciding how the funds will be allocated in their state. The SA reports to the USDA FNS Regional Coordinator and is typically the "conduit" between SNAP-Ed "Implementing Agencies" and FNS.
- ✓ Implementing Agency, "IA", is an agency that conducts programming for SNAP-Ed in each state. This agency is only implementation and reports to the SA for submitting the yearly plan, budget and final reports. Periodically, the SA will conduct reviews to make sure the program is operating within the parameters of the SNAP-Ed Guidance. In many states, there is only one "IA". That IA may be the Land Grant University (LGU) or the LGU with other IA's. In a few states, the LGU is not an IA for the state. A collaborative relationship between the SA and IA is essential to the success of SNAP-Ed in each state.
- ✓ Association of SNAP Nutrition Education Administrators (ASNNA), is a professional organization for SNAP Nutrition Education SA and IA administrators who are dedicated to improving the nutrition status of SNAP recipients and those eligible for SNAP-Ed by utilizing comprehensive integrated approaches to nutrition education and obesity prevention, food security and physical activity; work together to promote communication at the state, regional, and national level with program issues and success; serve as a nationwide resource for nutrition education and obesity prevention, network expertise, partnership development and policy advocacy; and advance successful practice that lead to the incorporation of the Dietary Guidelines for Americans, specifically among SNAP-eligible individuals and communities. Consider attending the annual conference, typically held in February.

Important “First Steps”:

- ✓ State Agency Name: _____
- ✓ State Agency Contact: _____ Phone Number: _____
- ✓ Annual SNAP-Ed budget: _____
- ✓ Start off strong with your State Agency.
 - Develop a working relationship that includes regular meetings for in-person communication.
 - Ask about templates for reporting, when and how to report. What is the deadline for end of year reports? Are there any other reports required?
 - Ask to be added to list serves for emails and important updates.
 - What is the deadline for state plan submission?
- ✓ Consider state regulation.
 - Who is the State Budget Authority?
 - How much federal funding is your state allowed to draw down?
- ✓ Know who your state IA’s are, how to contact and who to contact.

Secondly. . . .

Know important contacts for your SNAP-Ed Program.

At your University, know who to contact:

Topic/Task	Name & Phone Number
Who takes care of fiscal operations?	
Who takes care of monitoring budgets?	
Who signs your contract?	
Who do you contact for legal assistance?	
Who evaluates your program?	
Who is your HR contact?	
Who is your IT contact?	
Who is your Government Affairs contact?	
Access an organizational chart for Extension.	

Finally. . . .

- ✓ Connect with the other colleagues in neighboring states that also administer SNAP-Ed programs for ideas about programming.
- ✓ Ask to be added to conference calls for your region Note that FNS and LGU regions are different. There may be calls for both.
- ✓ Attend the Association of SNAP Nutrition Education Administrators (ASNNA) Conference. Typically held each year in early February.
- ✓ To learn about other programs in other states, consider attending a national conference where SNAP-Ed IA’s typically attend. One example is the Society for Nutrition Education and Behavior annual conference. <https://www.sneb.org/>

Resources:

- ASNNA: <https://asnna.org> or email at: SnapEdWorks@gmail.com
- SNAP-Ed Plan Guidance: <https://snaped.fns.usda.gov/administration/snap-ed-plan-guidance-and-templates>
- The SNAP-Ed Connection website: <https://snaped.fns.usda.gov/>