

Welcome!

AzNN Contractor's Meeting

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Health and Wellness for all Arizonans

Overview

- Western Region Office
- Comprehensive Approach
- Lessons Learned
- FFY2016 Plan
- Community Advisory Process
- Materials
- Training Opportunities
- Social Marketing
- How Does SNAP-Ed Fit?

Western Region Office (WRO)

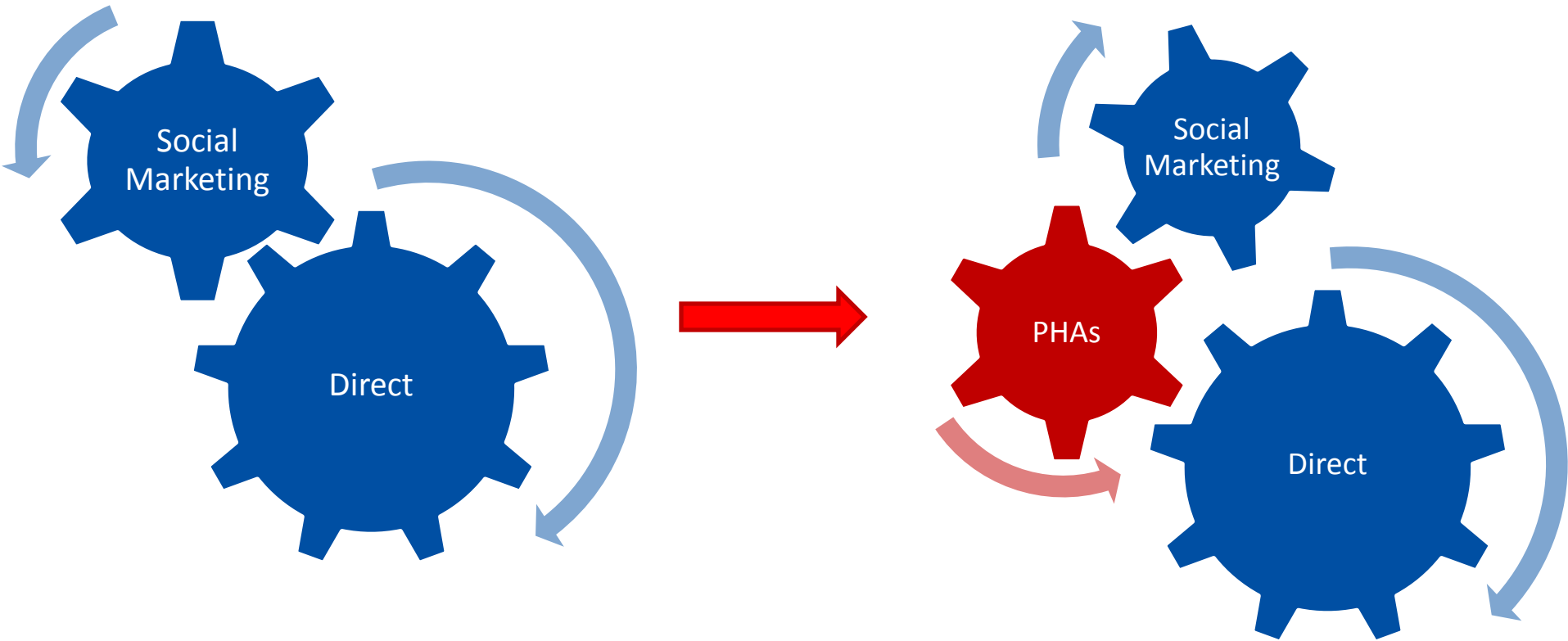


- Program:
 - Andrew Riesenber
- Financial:
 - Clifford Ko
- [Video](#)

What is next for AzNN?

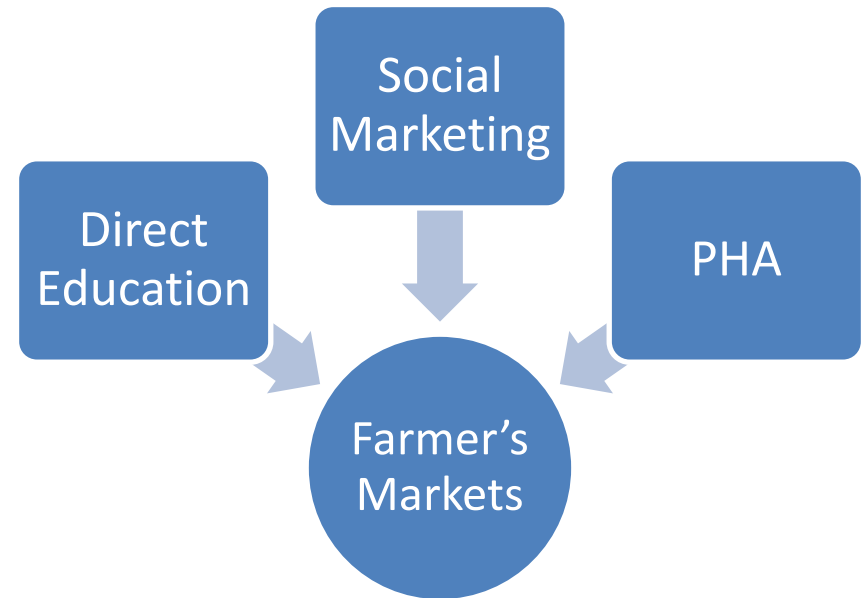


Comprehensive Approach



Comprehensive Approach Example

- Direct Education – F/V education, FM promotion, food demos at the farmer’s markets, etc.
- Social Marketing – Fruit and veggies campaign set in a farmer’s market. TV, print, website. English/Spanish
- PHA – 1.08 Increase availability of healthy food retail, including mobile vendors, farmer’s markets, corner/country stores, and grocery stores in low-income residential communities



Lessons Learned

- Too many strategies
- State level capacity (new positions)
- New application template for FFY16+
- Duplication

FFY2016 Nutrition Education and Obesity Prevention Plan

- Competitive grant applications
- Multi-year plans
- The impossible



Community Advisory Process

- Contracted vendor
- Community partners
- Other SNAP-Ed programs
- Prepare recommendations for:
 - Program direction/focus
 - Funding distribution model
 - Materials

Materials List

- “Evidence Based”
- FFY2015 NEP = 300+ materials/resources
 - But what can we actually use?!
- Next Steps

Trainings, Trainings, Trainings

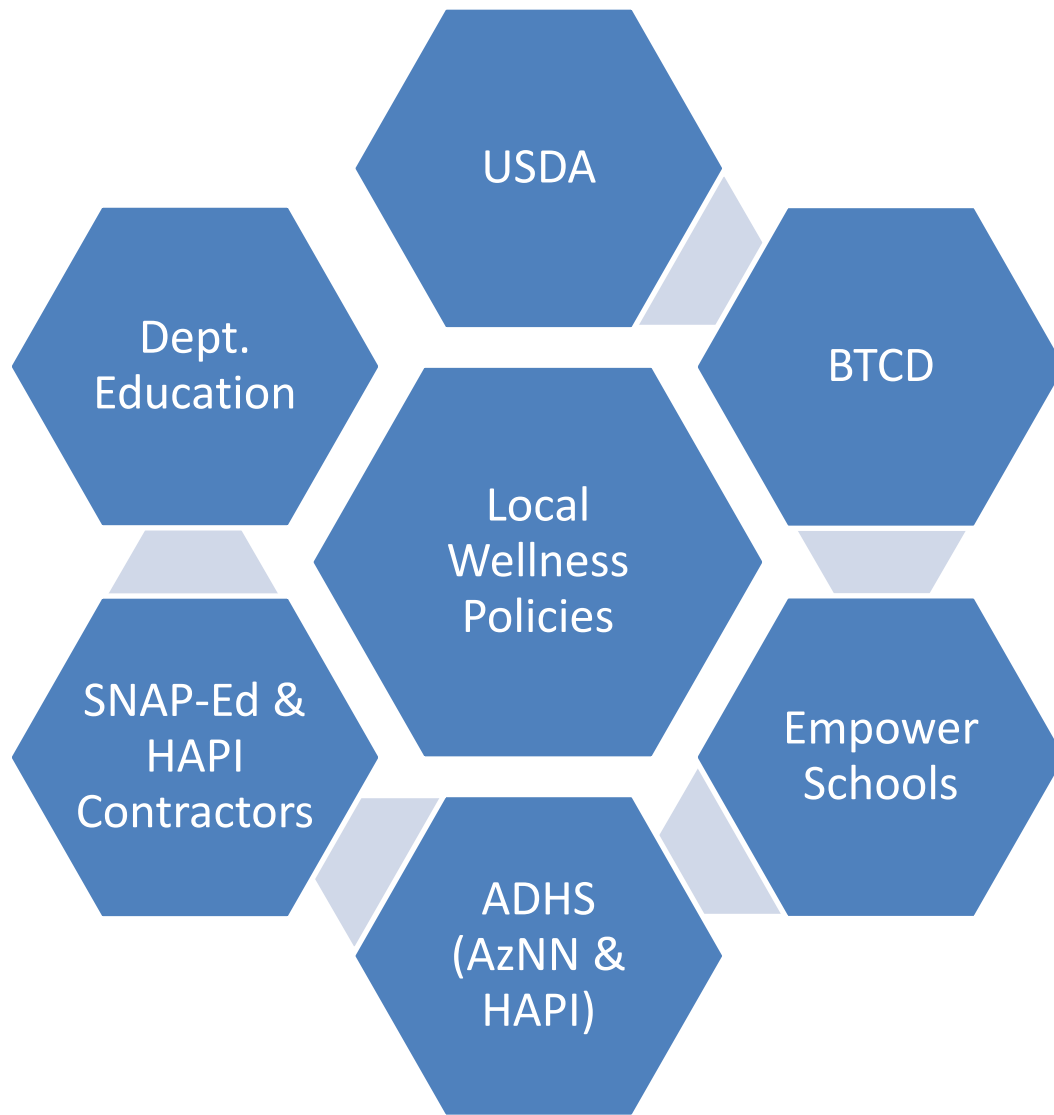
- Policies & Procedures
- Monthly Webinar Series
- Full Day In-Person trainings
 - Active Living: Walk-able/Bike-able Communities
 - Food Systems : Healthy Retail
- Curricula (i.e. CATCH)
- Contractors' Meeting
- Learning Management System Courses

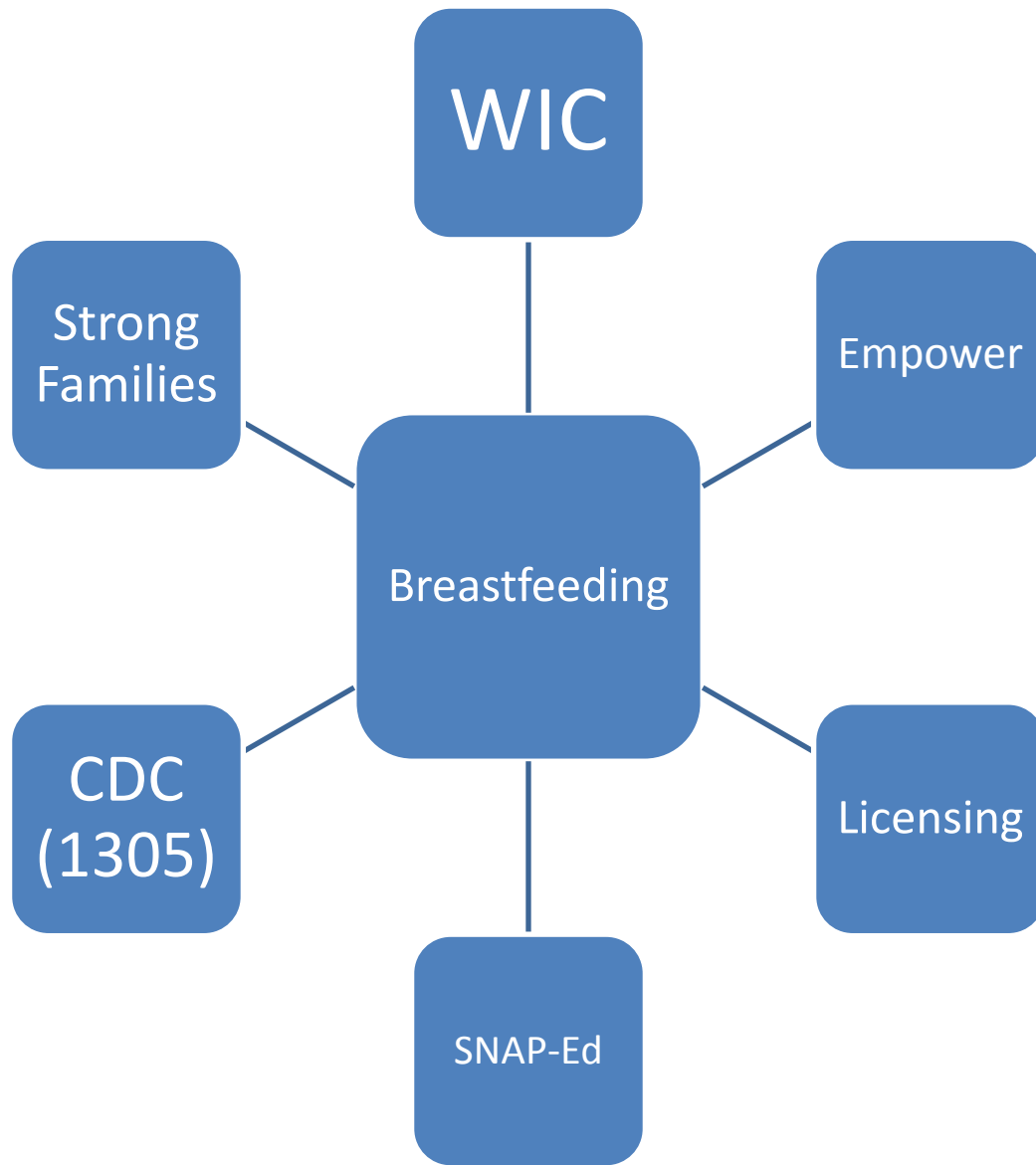
Social Marketing

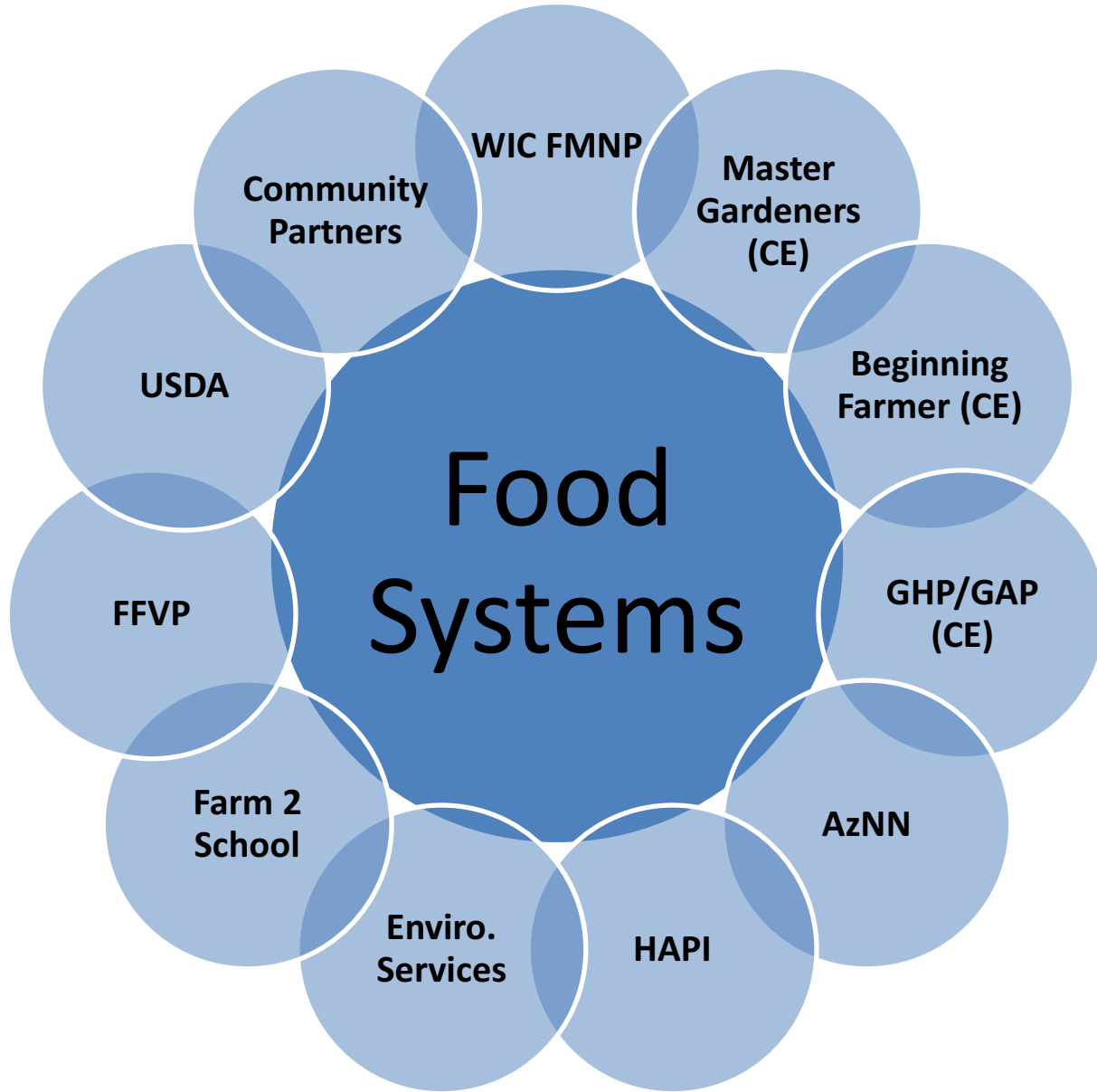
- Campaign Incentives
 - Vegetables & Fruits
 - Healthy Eating
- Website Redesign
 - PHA/PSE Model
- Formative Research
 - FFY16 Marketing/Messaging

How does SNAP-Ed fit?









Questions?

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