

# FY15 AzNN Application Training

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# Training Objectives

- FY15 Funding Update
- Scope of services Expansion
- Changes with Physical Activity guidance
- Completing the application
  - Materials
  - Work plan
  - Sites
  - Budget
  - Assurances

# FY15 Funding Update

- Farm Bill has passed in February 2014
- Amendment to current contracts for FY15 at FY14 funding levels
- Partners are now required to budget at least 20% towards Public Health Approaches (PHAs)

# Public Health Approaches

Public health approaches expand SNAP-Ed interventions to go beyond direct nutrition education by allowing it to be accompanied by comprehensive multilevel interventions at the policy, system, and environmental levels.

# Scope of Services Expansion

- 1 Live – low income housing/communities
- 2 Learn – schools, ECEs
- 3 Work – businesses with low-income employees
- 4 Play – low income communities

# Strategies - Live

- Encourage use of farmers' market with SNAP and WIC access at key community outlets
- Encourage participation in community and home gardens
- Develop and disseminate family-friendly educational materials that encourage family meals and kids' cooking
- Encourage the development and adoption of healthy eating food and beverage and active living household policies and child-feeding practices consistent with Empower Home Visiting standards
- Support family-friendly cooking demonstrations and taste-testing's throughout low-income residential communities
- Support family-friendly physical activity opportunities throughout the year, throughout the community
- Encourage compliance with Federal menu labeling regulations
- Encourage compliance with Federal menu labeling regulations
- Encourage drinking water access and limitation of sugar-sweetened beverages (SSB)
- Increase availability of healthy food retail, including mobile vendors, farmers' markets, corner/country stores, and grocery stores in low-income residential communities
- Provide healthy eating and active living education in collaboration with DES sites, public housing sites, or other public health service sites
- Collaborate with hospitals to support breastfeeding policies consistent with Arizona Baby Steps to Breastfeeding Success or Baby-Friendly USA (BFHI)
- Assess current active living and healthy eating policies (such as sidewalks, commercial buildings, bike lanes, shared-use paths, greenways and recreational facilities policies) at the community level
- Build capacity to implement active living policy (such as sidewalks, commercial buildings, bike lanes, shared-use paths, greenways and recreational facilities policies) at the community level and by community organizations

# Strategies - Learn

- ECE/Childcare: Provide parent education through the setting
- Kindergarten – High School: Provide education on healthy eating and active living to staff and students in the classroom setting
- ECE/Childcare: Support breastfeeding in child care consistent with ADHS breastfeeding-friendly child care centers and homes initiative
- ECE/Childcare: Develop, implement, and evaluate food and beverage policies for child care settings that meet United States Department of Agriculture (USDA), Centers for Disease Control and Prevention (CDC), Let's Move! Child Care (LMCC), or American Academy of Pediatrics (AAP) standards
- ECE/Childcare: Improve capacity of child care providers and food service staff in nutrition education and healthy meal planning, family-style meal service and food preparation
- ECE/Childcare: Develop, implement, and evaluate child care gardens
- ECE/Childcare: Start and expand Farm to Child Care programs
- ECE/Childcare: Establish strong child care wellness programs and policies consistent with Empower, including the development of child care wellness councils
- ECE/Childcare: Develop, implement, and evaluate physical activity policies and environments that meet Empower Physical Activity Standards
- Kindergarten – High School: Support the development, implementation, and evaluation of nutrition and physical activity Local Wellness Policies

# Strategies - Work

- Establish incentive programs, such as flex time, rewarding and/or recognizing employee healthy behaviors
- Encourage point-of-purchase prompts for healthy foods and beverages at area food retail outlets and food service institutions at/or near worksites
- Promote availability of healthy restaurants and food vendors at/or near worksites
- Provide healthy eating and active living education with collaboration with worksites.
- Promote participation in and use of area physical activity resources, including partnerships with parks and trails organizations
- Support access to and compliance with worksite breastfeeding accommodation policies
- Encourage compliance with federal menu labeling regulations



# Strategies - Play

- Develop, implement, and evaluate healthy eating and active living standards for community venues
- Encourage point-of-purchase prompts for healthy foods and beverages at area food retail outlets and food service institutions (e.g., parks and municipal buildings)
- Promote availability of healthy restaurants and food vendors
- Encourage compliance with federal menu labeling regulations
- Work with local coalitions to promote healthy eating and active living
- Provide healthy eating and active living education in collaboration with community organizations
- Assess current active living and healthy eating policies (such as sidewalks, commercial buildings, bike lanes, shared-use paths, greenways and recreational facilities policies) at the community level Build capacity to implement active living policy (such as sidewalks, commercial buildings, bike lanes, shared-use paths, greenways and recreational facilities policies) at the community level and by community organizations .
- Build capacity to implement active living policy ( such as sidewalks, commercial buildings, bike lanes, shared-use paths, greenways and recreation facilities policies) at the community level and by community organizations .

# Expansion to Physical Activity

- Physical activity can now be the primary message with nutrition being secondary
- Expand physical activity practices using PHAs by implementing active living policy at the community level

# Our Partnership Goals

- Collaboration within workgroups
- Innovation and increased efficiency
- Develop stronger outcomes
- Retain existing expertise
- Enhance Coordination
- Leverage funding

# Application Completion

# Materials Section

Refer to page 9 of FY15 Application Instructions

**A list of approved materials is provided in the FY15 Application. Grantee may choose from the approved list.**

## **Steps for Completion:**

- Complete steps 1 through 4 for each material listed.
- For materials obtained through sections B to AE, add required information under the correct heading.
- Indicate the curriculum or resource your agency purchased into each row and follow steps 1 through 4 for each added material.

# Completing the Materials Section

1. Select “Yes” or “No” from the drop down menu to indicate whether or not your agency is currently using the material. If you select “No” stop here and move on to the next material.
2. Indicate the language (other than English) of the material your agency is currently using directly into the designated box.
3. Indicate the cost of the material into the designated box. If there was no cost type “FREE” in the box (if not already indicated).
4. Enter the explanation/justification for the cost (costs to purchase, reproduce, etc.).

# Materials Section

- Include only materials you are currently using or plan to use.
- New materials may not be added for consideration on the application.
- Website URL in the description section of each material may not work properly. Refer to the SNAP-Ed Approved Lists for the complete URL.
- Why are we requesting more detail on materials for FY 15?
  - To meet USDA requirements as outlined in [Template 2, Section B: SNAP-Ed State Goals, Objectives, Projects, Campaigns, Evaluation, and Collaboration](#)

# Work Plan - Service Settings

Setting Keywords	Setting Description
Setting 1: Community Sites	SNAP eligible adults and children, especially mothers (eighteen (18) through forty-nine (49) years old) with young children (two (2) through eleven (11) years old) reached at community sites, such as but not limited to, public housing sites, emergency food and Commodity Supplemental Food Program sites, job readiness or training programs for SNAP/TANF recipients or DES sites and WIC sites.
Setting 2: Schools	SNAP eligible students in grades Kindergarten through twelfth grade and their parents/caretakers reached in the before, during and after school setting.
Setting 3: ECEs	SNAP eligible infants, children, and adults reached at eligible early care and education sites, such as Child and Adult Care Food Program (CACFP) sites.
Setting 4: Gardens	SNAP eligible adults and children reached through community or school garden programs.
Setting 5: Work Sites	SNAP eligible adults reached through worksite



# Work Plan Goals



State Goal	Goal Keywords	Goal
Half your plate is fruits and veggies, make half your grains whole grains, switch to fat free or low fat dairy	Goal 1: Fruit and vegetables	By September 30, 2015, increase the proportion of SNAP recipients and eligibles aged two years and older who meet dietary recommendations for fruit and vegetable consumption
	Goal 2: Low fat and fat free dairy	By September 30, 2015, increase the proportion of SNAP recipients and eligibles aged two years and older who meet dietary recommendations for calcium by consuming low and fat free dairy
	Goal 3: Whole Grains	By September 30, 2015, increase the proportion of SNAP recipients and eligibles aged two years and older who consume half of their grains as whole grains
Increase physical activity and reduce time spent in sedentary behaviors	Goal 4: Adults- physical activity	By September 30, 2015, increase the proportion of SNAP recipients and eligible adults who engage regularly, preferably daily, in moderate or vigorous physical activity
	Goal 5: Children- physical activity	By September 30, 2015, increase the proportion of SNAP recipients and eligible children who participate in cumulative intermittent physical activity for 60 minutes a day
Maintain appropriate calorie balance during each stage of life - childhood, adolescence, adulthood, pregnancy and breastfeeding and older age	Goal 6: MyPlate and Healthy Lifestyle	By September 30, 2015, increase the number of learning opportunities following the MyPlate guidelines for SNAP recipients and eligibles that would promote a healthy lifestyle
	Goal 7: <b>Breastfeeding</b>	By September 30, 2015, increase the number of learning opportunities for SNAP recipients and eligibles that are consistent with the American Academy of Pediatrics to promote breastfeeding initiation and maintenance.

# Work Plan- other

LIVE (ex: low income housing)		
ACTIVITY	INTENDED REACH	PROCESS INDICATOR
PUBLIC HEALTH APPROACHES		
Encourage use of farmers' market with SNAP and WIC access at key community outlets	Number of sites where the use of SNAP/WIC benefits at farmer's market promotion will be done	Number of meetings with community/site leaders  Number of community and site leaders met with

PHA's & Direct Ed indicated

# Work Plan

LIVE (ex: low income housing)				
SELECTION	STRATEGY	SETTING KEYWORDS	GOAL KEYWORDS	INTENDED REACH
<b>DIRECT EDUCATION</b>				
<input type="checkbox"/> Strategy 1.01	Provide healthy eating and active living education in collaboration with DES sites, public housing sites, or other public health service sites	<input type="checkbox"/> Setting 1: Community Sites  <input type="checkbox"/> Setting 4: Gardens	<input type="checkbox"/> Goal 1: Fruit and Vegetables  <input type="checkbox"/> Goal 2: Low fat and fat free dairy  <input type="checkbox"/> Goal 3: Whole Grains  <input type="checkbox"/> Goal 4: Children - physical activity  <input type="checkbox"/> Goal 5: Adults - physical activity  <input type="checkbox"/> Goal 6: MyPlate and healthy lifestyle  <input type="checkbox"/> Goal 7: Breastfeeding	Number of single session classes planned: <u>    </u> Enter # <u>    </u>
	<b>Action Steps (list here):</b>			Number of multiple session classes planned: <u>    </u> Enter # <u>    </u>
	Enter Action Steps here			

# Work Plan Continued

PROCESS INDICATOR	SHORT TERM OUTCOME INDICATORS	MEDIUM TERM OUTCOME INDICATORS	LONG TERM OUTCOME INDICATORS	LONGER TERM OUTCOME INDICATORS
Percent of single session classes taught	Pre/post survey knowledge and behavior adapted from UofA tool so it can be used for adults	Percent of adults who ate vegetables less than once per day (BRFSS)	Percent of adults who ate vegetables 3 times per day (BRFSS)	Percent of adults who eat fruits at least twice and vegetables at least 3 times per day (BRFSS)
Percent of multiple session classes taught		Percent of adults who ate fruit less than once per day (BRFSS)	Percent of adults who ate fruit 2 times per day (BRFSS)	Percent of low-income adults who eat fruits at least twice and vegetables at least 3 times per day (BRFSS)
Number of adults who attended education sessions		Percent of adults who are inactive (BRFSS)	Percent of adults who meet the aerobic physical activity recommendation (BRFSS)	Percent of adults who meet the aerobic physical activity recommendation and the strength physical activity recommendation (BRFSS)
Number of youth who attended education sessions		Percent of adults who get no strength physical activity (BRFSS)	Percent of adults who meet the strength physical activity recommendation (BRFSS)	Percent of low-income adults who meet the aerobic physical activity recommendation and the strength physical activity recommendation (BRFSS)
		Target Population Survey	Target Population Survey	Target Population Survey

# Work Plan Justification

## Arizona Nutrition Network Work Plan Justification Form

### Request to complete additional evaluation measures

Please ensure you include the following in your justification

- A clear objective for the additional measure
- The tool that will be used to collect the additional measure

Strategy	Justification

### Request to waive required indicator

Please ensure you explain in detail the reason you are unable to complete a required indicator

Strategy	Justification



# Qualifying Sites

General rule- 50% or more of individuals must be at 185% of FPL

Exception- Prorate with USDA approval

# Qualifying Sites-Prorate

Prorating– 125% - 185%

2007-2011 US Census American Community Survey		Percent of Population with Incomes < 185% FPL				
County	Census Tract	Under 6	6 to 17	18 to 64	65 Plus	All Ages
Apache	Tract 9426	78.6%	90.0%	73.3%	77.1%	81.0%
Apache	Tract 9427	61.8%	65.4%	59.7%	74.3%	67.1%
Apache	Tract 9440	86.2%	70.5%	47.4%		60.4%
Apache	Tract 9441	78.2%	73.7%	64.4%	71.7%	71.2%
Apache	Tract 9442.01	89.3%	64.9%	57.1%	60.7%	63.1%
Apache	Tract 9442.02	85.1%	69.4%	57.3%	49.9%	66.2%
Apache	Tract 9443	81.8%	69.2%	64.3%	74.4%	71.8%
Apache	Tract 9449.01	69.6%	74.3%	65.5%	80.4%	72.6%
Apache	Tract 9449.02	82.7%	79.0%	63.1%	75.2%	73.0%
Apache	Tract 9450.01	69.0%	58.9%	50.7%	21.7%	58.3%
Apache	Tract 9450.02	69.7%	69.8%	67.5%	64.0%	71.1%
Apache	Tract 9451	96.7%	69.2%	56.8%	35.8%	69.1%



# Qualifying Sites-Prorate

Prorating– 125% - 185%


2007-2011 US Census American Community Survey		Percent of Population with Incomes < 125% FPL				
County	Census Tract	Under 6	6 to 17	18 to 64	65 Plus	All Ages
Apache	Tract 9426	64.2%	70.7%	60.1%	71.4%	67.9%
Apache	Tract 9427	46.3%	50.2%	42.9%	55.4%	53.2%
Apache	Tract 9440	70.3%	56.7%	35.2%	48.5%	48.5%
Apache	Tract 9441	71.9%	63.6%	54.6%	56.0%	62.5%
Apache	Tract 9442.01	66.1%	36.4%	36.0%	60.7%	39.8%
Apache	Tract 9442.02	85.1%	56.6%	40.8%	37.3%	53.3%
Apache	Tract 9443	61.6%	49.2%	49.2%	59.4%	56.4%
Apache	Tract 9449.01	56.7%	45.6%	45.2%	58.9%	53.1%
Apache	Tract 9449.02	60.7%	59.1%	46.3%	59.3%	56.9%
Apache	Tract 9450.01	50.6%	46.3%	43.8%	15.2%	49.6%
Apache	Tract 9450.02	58.4%	56.0%	53.1%	54.1%	58.5%
Apache	Tract 9451	72.1%	29.7%	35.3%	28.7%	44.6%





# FY15 Budget

# Personnel Budget Sample



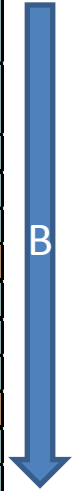
Position Title	No. Staff	FTE	Annual SNAP-Ed Hours			PHA	Annual Salary	Hourly Wage	Personnel Costs/ Salary
			Mgt/Adm	Direct	Total				
TOTALS	1	1.00	2,000	80	2,080	40			\$54,080
Program Coordinator	1	1.00	2,000	80	2,080	40	54,080	\$26.00	\$54,080

≈ number of PHA hours

# Total Budget Sample

## Arizona Nutrition Network Budget Justification

Organization Name:				
Budget Category	Budget Description	Budget Calculation Details	Annual Expenses	PHA (20%)
A. Personnel Costs/Salary			\$54,080	\$1,040
B. Fringe Benefits			\$0	\$0
C. Contracts, Grants, & Agreements			\$0	\$0
D. Non-capital Equipment/Supplies			\$0	\$0
E. Materials			\$0	\$0
F1. Travel - In-State			\$0	\$0
F2. Travel - Out-of-State			\$0	\$0
<b>F3. --- Total</b>			<b>\$0</b>	<b>\$0</b>
G. Building Space			\$0	\$0
H1. Maintenance - Utilities			\$0	\$0
H2. Maintenance - Facilities			\$0	\$0
<b>H3. --- Total</b>			<b>\$0</b>	<b>\$0</b>
I. Equipment & Other capital			\$0	\$0
J. Indirect Costs			\$0	\$0
<b>TOTAL EXPENSES</b>			<b>\$54,080</b>	<b>\$1,040</b>



# Total Budget Sample Cont.

Arizona Nutrition Network Budget Justification				
Organization Name:				
Budget Category	Budget Description	Budget Calculation Details	Annual Expenses	PHA (20%)
A. Personnel Costs/Salary			\$54,080	\$1,040
B. Fringe Benefits			\$0	\$0
C. Contracts, Grants, & Agreements			\$250,375	\$65,000
D. Non-capital Equipment/Supplies			\$5,019	\$500
E. Materials			\$8,144	\$500
F1. Travel - In-State			\$2,706	\$200
F2. Travel - Out-of-State			\$0	\$0
<b>F3. --- Total</b>			<b>\$2,706</b>	<b>\$200</b>
G. Building Space			\$0	\$0
H1. Maintenance - Utilities			\$0	\$0
H2. Maintenance - Facilities			\$0	\$0
<b>H3. --- Total</b>			<b>\$0</b>	<b>\$0</b>
I. Equipment & Other capital			\$0	\$0
J. Indirect Costs			\$0	\$0
<b>TOTAL EXPENSES</b>			<b>\$320,324</b>	<b>\$67,240</b>

# Application Submission

Due **Tuesday April 8, 2014 COB**

Email application to assigned PDS:

[Lubna.Tabassum@azdhs.gov](mailto:Lubna.Tabassum@azdhs.gov) or

[Therese.Neal@azdhs.gov](mailto:Therese.Neal@azdhs.gov)

Mailing address:

150 N 18<sup>th</sup> Ave, Suite 310, Phoenix, AZ 85007



# Comments or Questions?



# Contact Information

Amal Hammoud, Nutrition Network Nutritionist

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