



2005 Guidance released!

- The 2005 Food Stamp Nutrition Education Plan Guidance was released on March 5, 2004! This gives States over 5 months to develop their FY 2005 State Nutrition Education Plans.
- Download an electronic copy of the 2005 Guidance at:
www.nal.usda.gov/foodstamp/
- State Food Stamp Nutrition Education Plans are due August 15, 2004. Early submission is encouraged.

News!

- FNS welcomes the Virgin Islands to Food Stamp Nutrition Education! Their first plan was approved for 2004!

2005 Food Stamp Nutrition Education Plan Guidance highlights from A to Z...

Identifying changes and clarifications in the 2005 guidance can be as simple as learning your ABCs.

Assess the needs of Food Stamp Program (FSP) participants and applicants in your State using allowable methods. The 2005 Guidance discusses the use of secondary data collection for this purpose and reviews the justification needed for primary data collection methods. Your plan should include information on how the needs assessment has helped the State identify and target FSP participants and applicants.

Build behaviorally focused, science-based nutrition education interventions, projects or social marketing campaigns that fall within the focus of Food Stamp Nutrition Education (FSNE) and are consistent with Food and Nutrition Service (FNS) priorities.

Coordinate and collaborate your FSNE messages with other FNS programs in your state (i.e., WIC, Child Nutrition, etc.). Provide a Memorandum of Understanding outlining the roles and responsibilities of each agency involved with collaborative FSNE projects.

Digitize your plan and report. The 2005 Guidance asks States to submit both a paper and an electronic copy of their plan and report to the FNS Regional Office. Make sure that these documents are a Microsoft Word 2000 document or Portable Document Format (PDF) file and save them to a diskette or CD-ROM.

Expedite plan approval by using the optional templates provided. Omitted, incomplete or poorly organized information will delay nutrition education plan review and approval or result in a denial. These templates are designed to ensure that necessary information is included and can be easily presented in your plan. The templates are available electronically at http://www.nal.usda.gov/foodstamp/National_FSNE.html.

Foster financial integrity by providing technical assistance and oversight to any sub-grantees.

Get translations of the FSP outreach and credit statements. Spanish versions are now available.

Highlight your 2004 FSNE activities in your report using the State Nutrition

Guidance Highlights from A to Z *(continued from page 1)*

Education Summary Report template provided in the 2005 Guidance. For fiscal year 2005, the Guidance does not request the Nutrition Intervention Description Form.

Include detailed descriptions of staff duties pertaining to program administration and the direct delivery of FSNE.

Justify and provide budget details for travel and meeting attendance.

Keep time and effort records in accordance with FNS requirements. We have updated the 2005 Guidance to reflect the July 25, 2003 policy memorandum and provide an optional template.

Let WIC take the lead in breastfeeding activities. WIC and the WIC State Breastfeeding Coordinator must play a leading and active role in the planning and development of any FSNE breastfeeding activities. States that submit breastfeeding activities as part of their FSNE plan must provide documented collaboration of these activities with WIC.

Make sure you are characterizing “in-kinds” correctly. The 2005 Guidance defines in-kind donations not involving transfers of cash.

Notify FNS if your actual total expenditure for State FSNE activities will exceed planned expenditure by 10%, or by greater than or equal to \$100,000, whichever is less.

Only submit one State plan and report even though multiple State sub-grantees may exist. Do not submit separate plans and reports for each sub-grantee in your State. Your plan should include one unified section describing the identified needs of the Food Stamp population in your State, FSNE goals and objectives for the State, etc. Demonstrate that local projects support State goals and objectives and provide the requested details concerning each project’s implementation, evaluation and budget.

Provide, if necessary, only those reinforcement items that cost \$4.00 or less per item and carry an appropriate nutritional message.

Quantify the number of contacts you have made with FSP participants and applicants through direct and indirect FSNE activities. If available, we are requesting that you include this information in your 2004 final report.

Read about the requirement to use existing educational materials, especially existing FNS materials, before you request funding for the development of new materials. Also, refer to the section on USDA’s royalty-free rights to materials developed, in whole or in part, with FSP funds.

Set SMART objectives that support State FSNE Goals. The 2005 Guidance defines and provides examples of goals that are specific,

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“States that submit breastfeeding activities as part of their FSNE plan must provide documented collaboration of these activities with WIC.”

Guidance Highlights from A to Z (continued from page 2)

measurable, achievable, relevant and time-bound.

T**eam up** with the State Department of Education and local school administration before submitting a FSNE plan that includes school-based activities. Documented collaboration must accompany your State plan.

U**tilize** existing FNS nutrition education materials. FNS has a wealth of educational materials that are available to States for their FSNE activities. Many of these are relatively inexpensive or available at no charge. The 2005 Guidance recommends that States use existing FNS materials (such as Team Nutrition, Loving Support, and Eat Smart. Play Hard.™) instead of purchasing or reprinting other materials that target the same audience. To learn more about existing FNS materials visit the Food Stamp Nutrition Connection Web site at <http://www.nal.usda.gov/foodstamp>.

V**erify** that your plan is consistent with the 2005 Guidance. Both State agency program staff and the fiscal officer should review the plan to verify that all activities and costs are allowable, reasonable and necessary for the delivery of FSNE.

W**ait** until you receive approval from FNS before beginning any 2005 FSNE activities. Reimbursement of funds is not guaranteed until approval is granted. This approval is always contingent upon the availability of federal funds.

E**Xamine** the 2005 Guidance clarification on the disposition of State's income from the sale of FNS-funded materials before selling materials to others.

Y**ield** a complete yet concise plan (≤150 pages excluding appendices) to the FNS regional office early to facilitate the review process.

Z**ero in** on FSP participants and applicants. Exclusivity waivers will only be granted for certain projects that inadvertently reach non-FSP participants/applicants because it is not practical to separate out FSP participants from a group of low-income persons and/or it is impossible to ascertain FSP participation. FNS will only grant waiver requests that are supported by sound justification and documentation. Waivers should be considered the exception, not the rule.



The success of FSNE depends on our ability to reach our target audience, FSP participants and applicants.

“Waivers should be considered the exception, not the rule.”

New Materials!

EAT SMART. PLAY HARD.™ materials will soon be available in Spanish! Promote healthy eating and physical activity using these activity sheets, bookmarks, posters and brochures. Free, while supplies last, to Food Stamp Nutrition Education providers.

Nibbles for Health: Nutrition Newsletters for Parents of Young Children

This kit is designed to help parents and caregivers promote healthful eating and active living to young children. Hard copies will soon be available to State Food Stamp Nutrition Education cooperators.

For more information: www.nal.usda.gov/foodstamp/National_FSNE.html