



National Institute of Food and Agriculture  
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# **Increasing our Influence and Effectiveness in Community Nutrition Education through our Connectedness**

## **FCS Administrators Meeting September 2010**

Helen Chipman, PhD, RD  
National Program Leader, Food and Nutrition Education





## Nutrition Education is...

- Any combination of educational strategies
- Accompanied by environmental supports
- Designed to facilitate the voluntary adoption of food- and nutrition-related behaviors conducive to health and well-being
- Delivered through multiple venues
- Involves activities at the individual, community, and policy levels

*Modified from definition given by Isobel Contento, EdD, RD*

# Community Nutrition Education

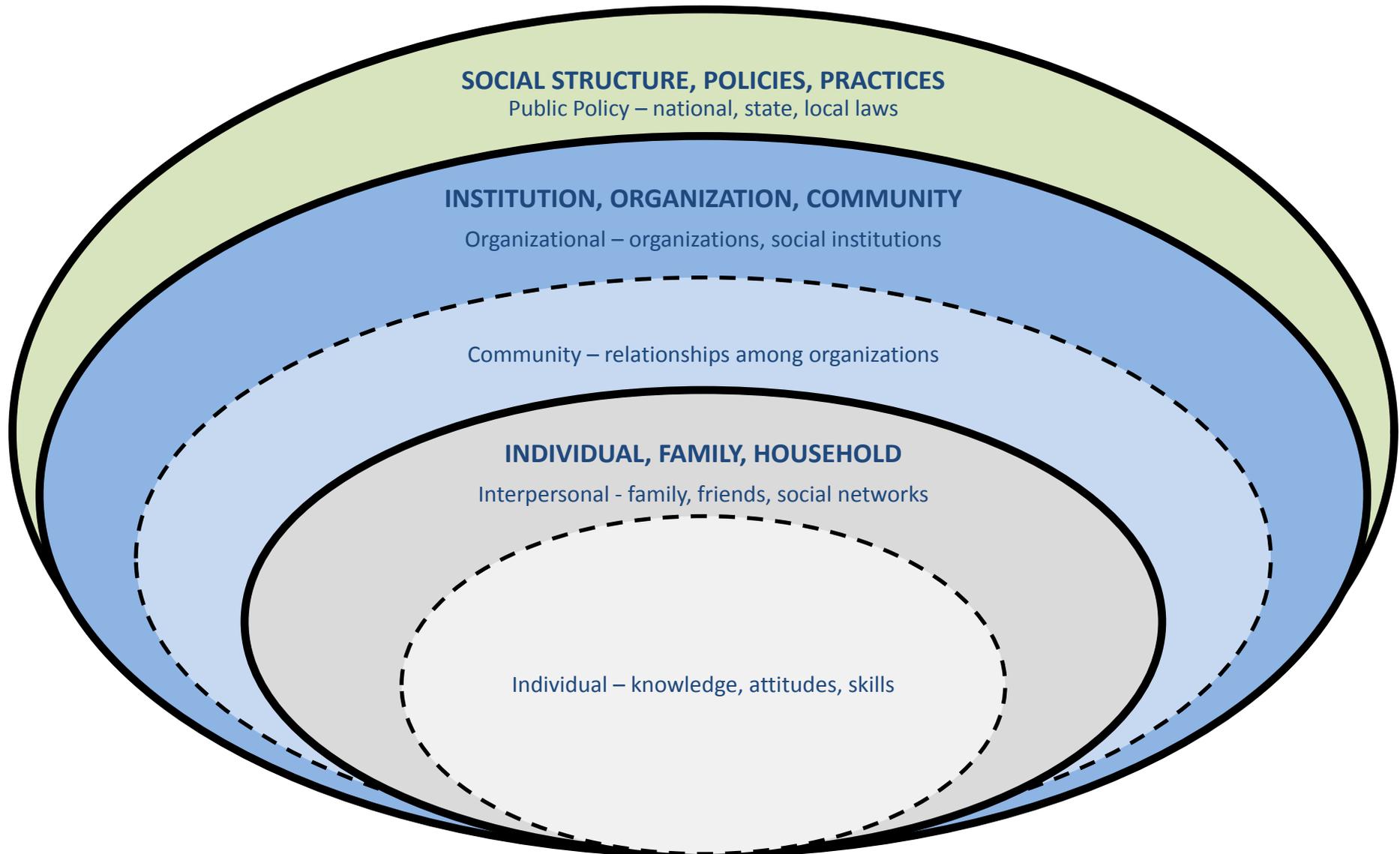
Improving Health and Well-Being for Limited-Resource Audiences Across the Nation



NUTRITIOUS DIETS • PHYSICAL ACTIVITY • FOOD BUDGETING • FOOD SECURITY • FOOD SAFETY • FAMILY WELL-BEING

# CNE Logic Model

## Adaptation of Socio-Ecological Model



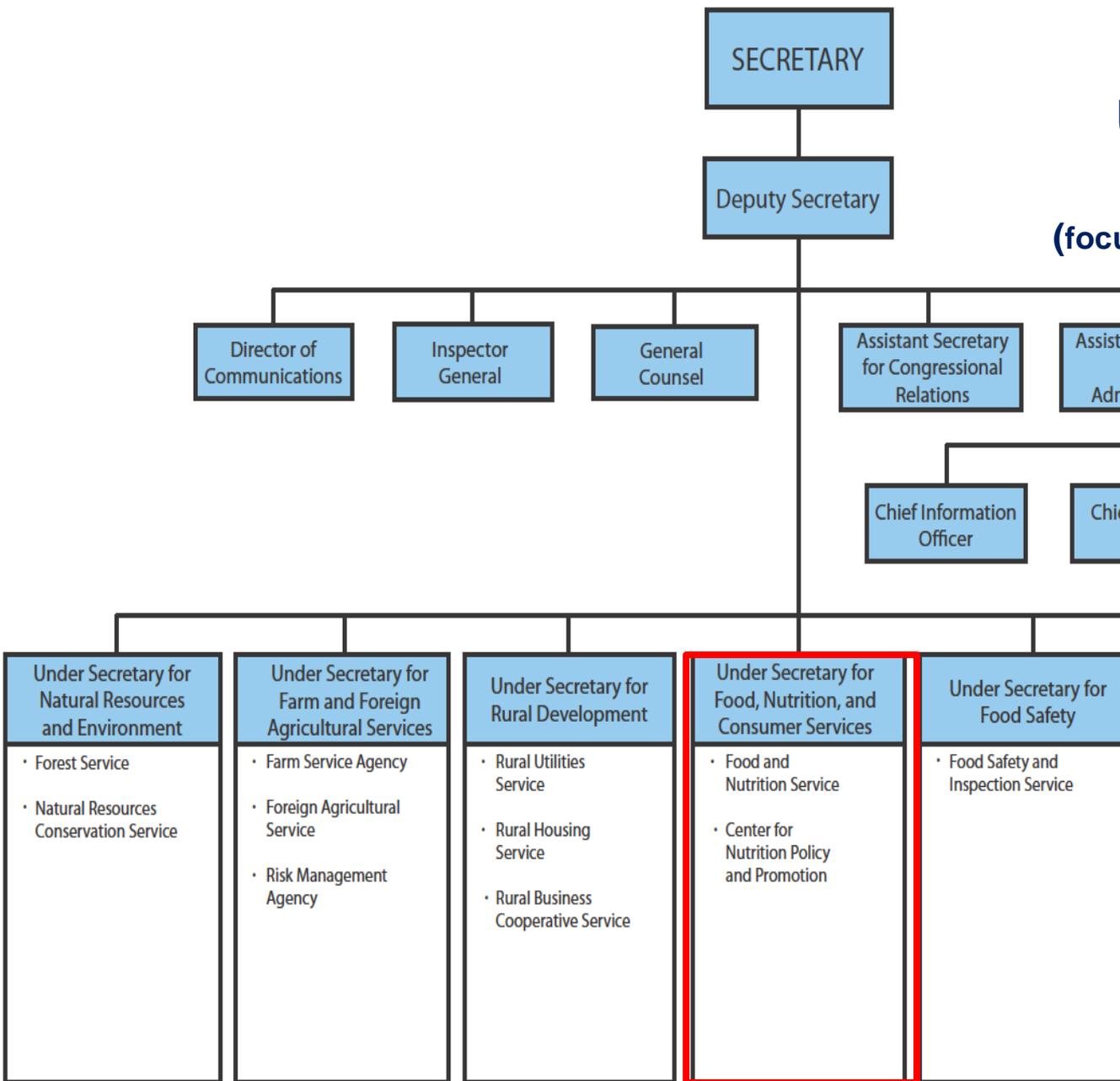


# Why a CNE Framework?

- Transcending boundaries and working as a broader system
  - USDA mission areas
  - NIFA Sub-Institutions
  - Land-Grant Universities/Cooperative Extension System

# U.S. Dept. of Agriculture

(focusing on 2 mission areas)





# National Institute of Food and Agriculture (NIFA) Sub-Institutes

- Food Production and Sustainability
- Bioenergy, Climate, and the Environment
- Food Safety and Nutrition
- Youth, Family, and Community
- Center for International Programs



# Land-Grant University/Cooperative Extension System

- Expanded Food and Nutrition Education Program, (EFNEP)
  - Began in 1969
  - Current Federal allocation - \$68 million; state leveraging is unknown
  - All states, US Territories, the District of Columbia
  - 75 institutions (1862 and 1890)



# Land-Grant University/Cooperative Extension System

- Supplemental Nutrition Assistance Program Education (SNAP-Ed)
  - FNS recognized as beginning in 1992 (7 states)
  - Federal allocation \$379.1 million; State share \$379.1 million plus (2010)
    - LGU subcontract (2008: most recent data)
      - \$141.5 million
      - 48 States, some territories, the District of Columbia
      - 53 institutions



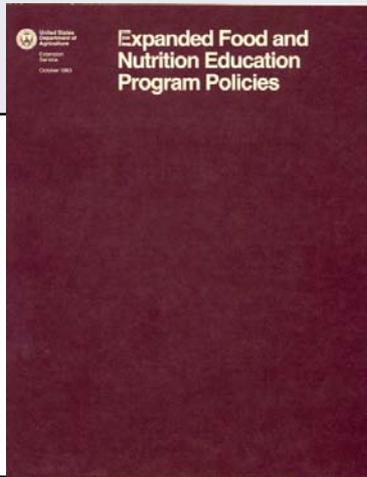
# National Initiatives: EFNEP

- **EFNEP Initiatives:**
  - EFNEP Policy Package
  - Web-based Reporting System
  - Staff Development/Training



# Policy Development

1983	2011
<p>Broad input - stakeholders and funders</p>	<p>Broad input - supervisors, coordinators/directors, administrators, fiscal offices, others; historical records; existing data base; system vetting</p>
<p>Single document</p> <ul style="list-style-type: none"><li>• Two pages</li></ul>	<p>Package of documents</p> <ul style="list-style-type: none"><li>• Standard policy components</li><li>• Core elements</li><li>• Definitions</li><li>• Frequently asked questions (FAQs)</li></ul>
<p>Static</p>	<p>Dynamic (FAQs)</p>





# Web-based Reporting System

Current Data Requirements	New System – Requested
NEERS5 access data base	Web-based system
<ul style="list-style-type: none"><li>•Developed with stakeholder and funder input; extensive testing</li></ul>	<ul style="list-style-type: none"><li>•Developed by team – Clemson, etc. (people with a connection to EFNEP); historical; existing data base; system vetting; extensive testing</li></ul>
Local, state, and national data:	Reviewed and refined current requirements; also <ul style="list-style-type: none"><li>•Program 5 year plan/Annual Update</li><li>•Qualitative Program Impacts (optional)</li><li>•Budget Sheet/Budget Justification</li></ul>
Semi-static system	Living system (revisit every 5 years for further developments)
Formula Grant Opportunities (FGO)	Skeleton FGO requirements
<ul style="list-style-type: none"><li>•Letter of Intent/Annual Update</li><li>•Success stories, optional</li><li>•Budget Sheet/Budget Justification</li></ul>	



# Evolution of LGU SNAP-Ed Leadership

Historically	Currently
1 person - 25% time (NPL) 	NPL, Food and Nutrition Education, part of leadership responsibilities, no specific time designation
2 people – (1 NPL, 1 National Coordinator, both part-time) ; salary and office support for the National Coordinator shared by CSREES and LGU's 	2 Associate Deans (2 University Faculty, no specific time designation) (voluntary)
1 full-time National Coordinator with office support – cost shared by CSREES and LGUs – created a Program Development Team (voluntary) 	LGU SNAP-Ed office (1 person, full-time, paid position – supported by LGUs)
	Program Development Team - FCS Leaders & Program Coordinators from each Extension Region (voluntary)



# Recent Products Resulting from LGU SNAP-Ed Leadership

Priority/Product	Use/Implication
National Report	Strategic Distribution – Agencies, Nutrition Evidence Library (NEL), others... forging new relationships
Seed Grants	Peer reviewed presentations and publications; catalyst for program evaluation research; agency and other interest; adding to evidence base
Communication Strategy	Survey, environmental scan, possibly an eXtension community of practice
Legislation	Rapid and coordinated response for ECOP
Training	Cost-share webinar/upcoming “Reviews” webinar; mentoring



# Lessons Learned – Best Practices

- Example: Reflections from Marc Braverman
  - Relationships
  - Political issues
  - Money flow
  - Key personnel
  - Communication
  - Elevator speech
  - Deadlines
  - Allowability



# Current SNAP-Ed Initiatives

- Best practices
- Communication
- Core Values
- Legislation
- Mentoring
- [Program evaluation/reporting]
- [Program-research seed grants]



# Talking Points

- SNAP-Ed Leadership – Handout
- Public and Private Value of SNAP-Ed
  - Public Value of SNAP-Ed to Extension/University
  - Public Value of Extension to SNAP-Ed
  - Public Value of Extension and SNAP-Ed
  - Private Value of Extension to SNAP-Ed

# LGU SNAP-Ed Funding

<b>Historically</b>	<b>Currently</b>
Cooperative agreement: CSREES and Extension Directors/Administrators FSNE/SNAP-Ed assessment; more recently, SNAP-Ed assessment	SNAP-Ed assessment was voted down. . . exploring options for sustained funding
<ul style="list-style-type: none"><li>• Land-Grant SNAP-Ed Office</li></ul>	
<ul style="list-style-type: none"><li>• Program Development Team travel to one annual meeting</li></ul>	
<ul style="list-style-type: none"><li>• Specific projects/contracts</li></ul>	
All other support voluntary/in-kind	All other support voluntary/in-kind



# EFNEP/SNAP-Ed Initiatives

- Lifting up EFNEP/SNAP-Ed through the LGU System
  - Presentations and informal dialogue (national, regional, states)
  - Reports
  - Regional teleconferences





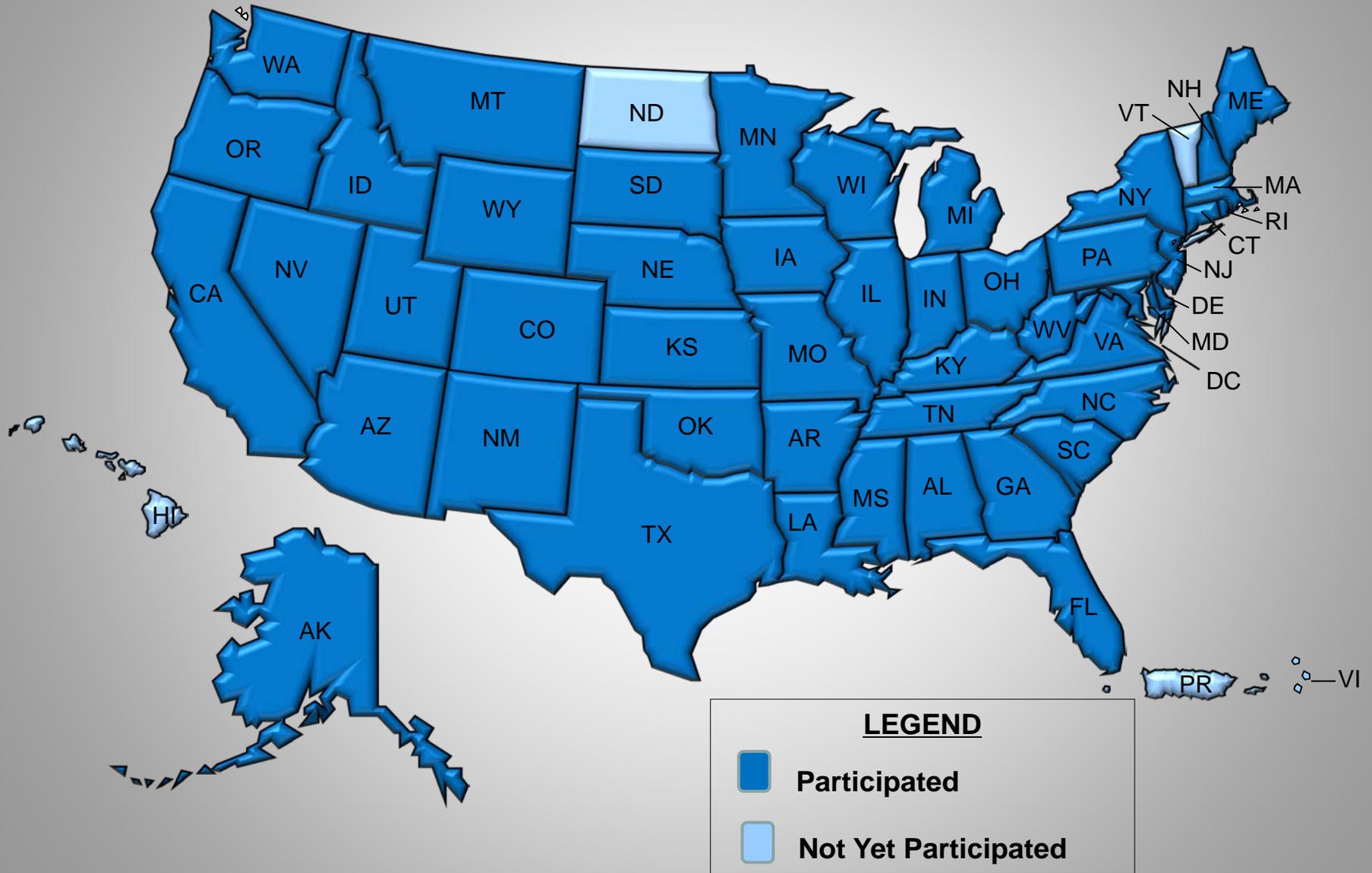
## EFNEP/SNAP-Ed Initiatives - cont'd

- Program/Research interface
  - Seed grants
  - NC1169
  - Others
- Staff/Program development
  - Mentoring
  - Training
  - Site Visits



# Participation in National Committees 2002 to Date

## EFNEP/SNAP-Ed: 48 States/Territories, 57 Institutions





## EFNEP Policy Taskforce

- **April C. Mason**, Colorado State University
- **Elaine K. Fries**, Texas A&M University
- **Helen Chipman**, USDA, NIFA
- **Jamie Dollahite**, Cornell University
- **Janie Burney**, University of Tennessee
- **Judy Midkiff**, Virginia Tech
- **Julie Gray**, Purdue University
- **Lisa Jordan**, University of Georgia
- **Mary Jane Willis**, Rutgers University
- **Mildred M. (Missy) Cody**, Georgia State University
- **Peggy Martin**, Iowa State University



# Integrated Systems Workgroup (Web-Based Workgroup)

- **Beverly Phillips**, University of Wisconsin
- **Debra Greene-Garrard**, Oklahoma State University
- **Helen Chipman**, (Co-Chair), USDA, NIFA
- **Judy Warren**, Texas A&M University
- **Karen Ballard**, (Co-Chair), University of Arkansas
- **Karen Craig**, Tuskegee University
- **Katie Rogers**, Colorado State University
- **Margaret Weital**, College of Micronesia
- **Michelle Scott Pierce**, Cornell University
- **Susan Stephenson-Martin**, Rutgers University
- **Wanda Koszewski**, University of Nebraska



# Advisory Committee for the Web-based Evaluation and Reporting System

- **Angela Abbott**, Purdue University
- **Dwayne Watson**, North Carolina Cooperative Extension
- **Karen Barale**, Washington State University
- **Karen Craig**, Tuskegee University Cooperative Extension
- **Katherine Cason (Chair)**, Clemson University
- **Kimberly Klinger McNabb**, University of Florida
- **Mary Kay Wardlaw**, University of Wyoming
- **Michelle Scott Pierce**, Cornell Cooperative Extension
- **Stephanie Blake**, USDA, NIFA
- **Steve Williams**, University of Missouri Extension
- **Suzanne Stluka**, South Dakota State University



# Land-Grant SNAP-Ed Program Development Team

- **Ana Claudia Zubieta**, Ohio State University
- **C.Y. Wang**, South Dakota State University
- **Charlene Baxter**, University of New Hampshire
- **David Ginsburg**, University of California Davis
- **Heidi LeBlanc**, Utah State University
- **Helen Chipman**, USDA, NIFA
- **Jon Perrott**, Texas A & M University
- **Karen Zotz**, Purdue University
- **Kathleen Morgan**, Rutgers Cooperative Extension
- **Leslie Speller-Henderson**, Tennessee State University Extension
- **Lisa Lachenmayr**, University of Maryland
- **Liz Buckner**, University of Kentucky
- **Louise Parker**, Washington State University Extension
- **Shirley Hastings**, University of Tennessee Extension
- **Wanda Lincoln**, University of Maine Extension



# General Discussion: EFNEP & SNAP-Ed

- Program Quality
- Program Visibility
- Program Growth/Sustainability





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# Thank You

## Contact Information:

Helen Chipman, National Program Leader – Food and  
Nutrition Education

Mail: 1400 Independence Avenue SW, Mail Stop 2225  
Washington, D.C. 20250-2225

Phone: (202) 720-8067; Fax: (202) 720-9366

E-mail: [hchipman@nifa.usda.gov](mailto:hchipman@nifa.usda.gov)

