

**Supplemental Nutrition Assistance Program
Nutrition Education and Obesity Prevention
'Eat Smart New York'**

REQUEST FOR PROPOSAL AND APPLICATION

2014

**State of New York
Andrew M. Cuomo
Governor**



**New York State
Office of Temporary and Disability Assistance**

New York State Office of Temporary and Disability Assistance
2014 Request for Proposal
Supplemental Nutrition Assistance Program
Nutrition Education and Obesity Prevention Program
'Eat Smart New York'

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SECTION 1

PROCUREMENT INFORMATION

I. PROCUREMENT SCHEDULE

Important dates in this Request for Proposal (RFP) process are indicated below:

Release Date of the Request for Proposals	May 1, 2014
Notice of Intent to Bid Form Due	May 12, 2014
Deadline for Written Questions	May 16, 2014
Responses to Questions Posted	May 23, 2014
Due Date and Time for Proposals	June 20, 2014, 3:00PM
Anticipated Notification of Awards	September, 2014
Anticipated Contract Start	October 1, 2014

A. NOTICE OF INTENT TO BID

Organizations intending to submit a proposal in response to this RFP are kindly asked to use the "Notice of Intent to Bid" form in order to help OTDA prepare for the number of proposals we may expect to receive. This form, completion and forwarding instructions are included in Section 6. The bid form is not a requirement.

B. QUESTIONS AND ANSWERS REGARDING THIS RFP

Prospective applicants may submit questions via e-mail or by mail to the individual and address below. All questions must be typed and include your name, organization, and mailing address. Typed questions will be accepted until **5:00 p.m. May 16, 2014**. No telephone inquiries will be accepted.

Lisa Irving
New York State Office of Temporary and Disability Assistance
40 North Pearl Street, 11th Floor, Section C
Albany, New York 12243
EMAIL: Lisa.Irving@otda.ny.gov

The Office of Temporary and Disability Assistance (OTDA) will post responses to written questions by May 23, **2014** on the OTDA *Contracts and Grants* web page, located at <http://otda.ny.gov/contracts/>. Click on the Procurement/Bid Opportunities page and then click the link announcing the SNAP Nutrition Education (Eat Smart New York) RFP.

II. SUBMISSION INFORMATION

A. PROPOSAL DUE DATE

All proposals **must** be received by mail, hand delivery, courier service, FED EX or UPS delivery **by 3 pm on June 20, 2014**. OTDA will not accept faxed proposals or proposals sent via electronic mail. Late bids may be accepted, at the discretion of OTDA. OTDA is not responsible for any third party error in the delivery of proposals.

B. SUBMISSION INSTRUCTIONS

Three copies and one CD of the entire application submission package (labeled clearly with the agency name) must be submitted in a single envelope labeled 'Eat Smart New York' and the applicants name and address clearly displayed on the exterior of the package. Original copies should not be stapled or bound. Original copies and CD must be sent to OTDA at the address listed below.

New York State Office of Temporary and Disability Assistance
Bureau of Contract Management
Attn: **Jason Dzembo**
40 North Pearl Street,
12th Floor, Section D
Albany, NY 12243

If selected under this procurement, the proposal or portions of it submitted in response to this RFP will become part of a contract with OTDA, subject to approval by OTDA, the New York State Attorney General and the Office of the State Comptroller and the availability of funds. At the time of contract development, the awardee will be required to submit additional program information and any revised M/WBE forms and documents for the final contract. Successful grantees will be required to submit all final contract documents electronically, with the exception of documents requiring an original signature. OTDA reserves the right to negotiate any aspect of a proposal to ensure that a final contract agreement meets OTDA objectives for this program.

SECTION 2

SUMMARY OF THE REQUEST FOR PROPOSALS (RFP)

I. INTRODUCTION

The New York State (NYS) Office of Temporary and Disability Assistance (OTDA) announces the availability of funding for the provision of Supplemental Nutrition Assistance (SNAP) Nutrition Education and Obesity Prevention Program (SNAP-Ed) activities targeted to adults and youth eligible for and/or receiving SNAP, formerly known as the Food Stamp Program. SNAP-Ed is a federally funded nutrition education and obesity prevention program.

It is anticipated that approximately \$14.7 million in federal funding will be available for statewide SNAP-Ed activities for the contract period October 1, 2014 - September 30, 2019. It is expected that contracts resulting from this Request for Proposal will be continued for five years, contingent upon satisfactory contractor performance and continued availability of federal funds.

A. AUTHORITY

The NYS SNAP-Ed Program, referred to as Eat Smart New York (hereinafter ESNY), is funded by the United States Department of Agriculture (USDA) and administered by the federal Food and Nutrition Services (FNS). The program is authorized by Section 241 of the Healthy, Hunger-Free Kids Act of 2010 (Public Law 111-296) which amended section 28 of the Food and Nutrition Act of 2008 to establish a SNAP-Ed program.

The ESNY program funds community-based nutrition education and obesity prevention activities targeted to SNAP and SNAP eligible populations. ESNY activities are required to utilize a variety of education strategies, including policy and environmental approaches, with the goal of facilitating voluntary adoption of healthy nutrition and physical activity behaviors conducive to the positive health and well-being of individuals eligible for SNAP and other means-tested federal assistance programs.

The program is operated in accordance with FNS SNAP-Ed Plan Guidance accessible via the web at <http://snap.nal.usda.gov/national-snap-ed/snap-ed-plan-guidance-and-templates>. Furthermore, the USDA has published a set of guiding principles that characterize FNS vision of quality nutrition education and addresses the nutrition concerns and food budget constraints faced by those eligible for SNAP. Applicants are strongly encouraged to refer to and abide by the Guiding Principles in proposing SNAP-Ed interventions. The principles are available at: <http://www.nal.usda.gov/fsn/Guidance/2013GuidingPrinciples.pdf>.

B. BACKGROUND

The USDA reports that more than 2 million New Yorkers, 12%, of the population, do not always have enough money to meet their basic nutritional needs and are thus food insecure. According to USDA, New York has the third highest SNAP participation rate in the nation with more than 1.6 million low-income families receiving SNAP benefits. Food insecurity is an indicator for poor

nutrition and poor health. According to the National Health and Nutrition Examination Survey (NHANES), SNAP households are less likely to consume raw vegetables and whole fruit and slightly more likely to choose less healthy snacks compared to food secure households. Overweight and obesity are considered critical public health threats and it is predicted that the root causes of the national obesity epidemic, poor nutrition and physical inactivity, will become the leading underlying causes of preventable deaths in the United States. The purpose of the ESNY program is to assist and encourage SNAP recipients and eligibles to choose healthy diets and active lifestyles through the provision of behaviorally-focused nutrition education and obesity prevention services.

II. WHO MAY APPLY

OTDA issues this RFP to New York State not-for-profit organizations who can deliver comprehensive and coordinated community based nutrition education and obesity prevention services to low-income youth and adults receiving and/or eligible for SNAP.

Eligible applicants must be public or private not-for-profit agencies and organizations located in and conducting business in New York State, including, but not limited to, community-based organizations, Cornell Cooperative Extensions, regional health care organizations, and academic institutions. All applicants must be prequalified with the Grants Gateway.

Applicants are strongly encouraged to apply as a consortium of providers with the express purpose of pooling resources to achieve the goals of this RFP. For example, to expand reach to youth in low-income schools, organizations can partner with school nutrition organizations or school districts. Organizations can also partner with community-based health centers and public health offices to expand reach to low-income families. Applicants will be evaluated, in part, on previous collaborative relationships and/or a plan to establish a strong collaborative relationship with other organizations and institutions to implement the objectives of this RFP.

Organizations will be expected to serve SNAP eligible adults and youth in at least one region of NYS. Half of the funds are expected to be awarded to service providers serving New York City region. For proposals seeking to serve areas outside of New York City region, OTDA is limiting the number of awardees to one per region (See Appendix 1). Given this stipulation, a proposal with a lower score may be selected over a higher scoring proposal when the higher score falls subject to the region limit rule.

Preference will be given to organizations who can demonstrate experience and capacity to:

- work with SNAP or SNAP eligible adults and youth at/or below 185% of poverty;
- provide behaviorally-focused nutrition education and obesity prevention services to low-income, food-insecure populations;
- deliver low-literacy, culturally appropriate, and bilingual nutrition and health information;
- deliver services in high need, low-income communities at priority sites at times and locations convenient for SNAP population;
- implement public health approaches, including social media and marketing, to deliver nutrition education and obesity prevention;

- work collaboratively with community leaders and decision makers to address policy and environmental approaches designed to address food insecurity and obesity prevention in low-income communities; and
- reach large populations through partnerships with local social services districts, local public health offices, SNAP outreach providers, schools, faith organizations, and other agencies serving SNAP and SNAP-eligible populations.

Consideration will only be given to those organizations with a minimum \$250,000 project budget. Organizations receiving New York State Department of Health (NYSDOH) funding to implement the Just Say Yes to Fruits and Vegetables (JSYFV) program or the Eat Well Play Hard in Child Care Settings (EWPHCCS) program may not apply for this RFP for the purpose of funding to support current programming. Awards received as a result of this RFP may not be used to augment the funding for, or to support existing, JSYFV and EWPHCC programming. Applicants seeking to implement new EWPHCC programming in non-EWPHCC centers must use the evidence-based EWPHCC curriculum.

Applicants should be both the fiscal agency and the lead agency responsible for implementing the work described in this RFP. Applicants may subcontract specific components of the scope of work. Organizations proposing to sub-contract must identify the subcontracting agency, include the subcontracting agencies scope of work and budget at time of application, and justify that all subcontracting work is reasonable and necessary for implementation of the program and does not duplicate proposed administrative or program functions.

III. AVAILABLE FUNDS

The ESNY program is 100% funded by USDA. The USDA provides state administering agencies with estimated level of SNAP-Ed funding in March of each year for the purposes of state implementation planning. State administering agencies receive notification of final allocations levels in August of each year. However, available funds are subject to change and all allocations to states are subject to the availability of federal funds. Therefore, anticipated funding for and continuation of a contract under this RFP is subject to the continued availability of federal SNAP-Ed funding. Catalog of Federal Domestic Assistance (CFDA) title and number: 10.561, Supplemental Nutrition Assistance Program (SNAP).

IV. AGENCY RIGHTS

OTDA reserves the right to:

- seek clarifications and revisions of applications;
- to use applicant information obtained through site visits, management interviews and reports, state investigation of an applicant's qualifications, experience, ability, or financial standing, and any material submitted by the applicant in response to the agency request for clarifying information, in the course of evaluation and/or selection under this RFP;
- negotiate with applicants the requirements of this RFP regarding the scope of work to serve the best interests of the state;
- amend the specifications of this RFP, prior to application opening, should federal guidance or funding related to allowable SNAP-Ed activities or programming be revised;

- conduct contract negotiations with the next responsible applicant should OTDA be unsuccessful in negotiating with a selected applicant; and
- award grants based on geographic or regional considerations to serve the best interests of the state, including awarding contracts to bidders that score fewer points than others in order to ensure all geographical areas of the State are covered. OTDA does not intend to award all contracts to providers in New York City, resulting in no services provided in other geographic areas of the State.
- refrain from making any award under this RFP and determine that a new solicitation is necessary.

V. CONTRACT TERM

The contract term is anticipated to begin on October 1, 2014 and end on September 30, 2019, subject to the sole option of the State, satisfactory performance of the contractor, continued availability of federal funds, and USDA approval.

The contract agreement may be cancelled at any time by NYS OTDA. A rate increase request will be considered at each contract renewal date based on the availability of federal funds, contractor performance, activity expansion, and State needs assessment. Any increase must have approval of USDA, as well as the NYS Office of State Comptroller and Division of the Budget.

VI. PAYMENT AND REPORTING REQUIREMENTS

Contractors will be required to submit quarterly invoices and required reports of expenditures through the Grants Gateway. Payment of such invoices shall be made in accordance with Article 7-A of the New York State Finance Law. Contractors will be reimbursed for actual expenses incurred as allowed in the contract budget and work plan.

Contractors will also be required to submit quarterly program activity reports, one annual report, and one annual educational administrative reporting system report, as well as any evaluation reports paid for with federal SNAP-Ed funds, to OTDA's Bureau of Nutrition Policy:

Lisa Irving
NYS Office of Temporary and Disability Assistance
Center for Employment and Economic Supports
40 North Pearl Street, Floor 11-C
Albany, New York 12243

OTDA will provide contractors with the necessary report templates and training regarding preparation and submission of the aforementioned reports. Reporting requirements will be incorporated into the final grant contract. Reporting requirements are further detailed in Section 3 of this RFP.

SECTION 3

PROGRAM INFORMATION AND REPORTING REQUIREMENTS

I. PROGRAM INFORMATION

A. PROGRAM GOALS

The goal of the ESNY program is to improve the likelihood that persons eligible for SNAP will make healthy food choices within a limited budget and choose physically active lifestyles consistent with the current Dietary Guidelines for Americans and the USDA food guidance. The focus of all NYS ESNY programming is to:

- Provide targeted, behavioral-based programming to help people eligible for SNAP establish healthy eating habits as well as physically active lifestyles by promoting the consumption of healthy foods within a limited budget, addressing barriers to the purchase and consumption of healthy foods, and promoting low-cost or no-cost physical activity opportunities.
- Primary disease prevention to help SNAP eligibles that have risk factors for diet-related chronic disease prevent or postpone the onset of such disease(s) by establishing healthier eating habits and more physically active lifestyles.

It is expected that proposals submitted under this application will propose behaviorally focused, evidenced based nutrition education and obesity prevention interventions that are consistent with federal and NYS SNAP- Ed goals. To enhance the impact of NYS ESNY programming, applicants are required to focus their efforts on the following primary behavioral outcomes:

- Increase the consumption of fruits and vegetables;
- Reduce the consumption of sugar-sweetened beverages; and
- Maintain appropriate calorie balance and physical activity during each stage of life.

Programs may have secondary behavioral outcomes consistent with federal SNAP-Ed objectives and U.S. Dietary Guidelines for Americans as described in the FNS SNAP-Ed Plan Guidance, including objectives related to consumption of whole grains and low-fat or no-fat dairy; food resource management; food shopping practices; and food preparation and food safety.

B. TARGET POPULATION

Food insecurity is a significant contributor to poor nutrition. Therefore, ESNY services are targeted to adults and children at risk of food insecurity. ESNY nutrition education and obesity prevention services are targeted to both adults and children who are in receipt of SNAP or eligible for SNAP. Adults and children in households with income \leq 130% of the federal poverty guidelines or in receipt of SNAP are the priority population for ESNY services. Likewise, low-income adults and children who are eligible for or receiving other means-tested federal assistance benefits, or who are at or below 185% of poverty, are eligible for ESNY services. The federal SNAP- Ed guidance identifies women with children, and then children themselves, as

priority target populations. Therefore, preference will be given to programs that target women with children and children in households participating in SNAP.

OTDA seeks to maintain and expand reach under this RFP. Historical state programming indicates that approximately 3 million adults and youth were served annually through a combination of education workshops and social marketing. Of this amount, 70% of ESNY participants were SNAP recipients, 60% were households with children participating in SNAP, and 50% were minority. Organizations should deliver ESNY services in a way that maximizes the number of the SNAP and SNAP eligible target populations reached. In order to ensure maximum reach to SNAP recipients and their families per region, applicants will need to demonstrate a plan to take referrals from the Local Department of Social Services (LDSS) and SNAP outreach organizations and direct market to SNAP participants via public calendars, mailings, newsletters, internet/e-mail, social media, radio, and partner organizations.

Organizations may use the following income- based or location based methods in order to assist with identifying the target population:

Target Population	Recommended Identification Methods
SNAP Participants	Referral by Local Department of Social Services Referral by SNAP Outreach Organization Self Referral
Low-Income Adults	Income Based- Receipt of other means-tested federal assistance program such as TANF, SSI, WIC or program referral. Location Based- food banks, food pantries, soup kitchens, public housing, SNAP/TANF job readiness program sites, WIC Clinics, grocery stores which redeem average monthly SNAP benefits of \$50,000 or located in census tract where at least 50% of persons have incomes \leq 185% of the federal poverty threshold.
Low-Income Children	Schools and youth programs located in census tract areas where at least 50% of persons have gross incomes that are equal to or less than 185% of the poverty threshold or children in schools where at least 50% of children receive free & reduced priced meals. Low-income day care centers.

The following individuals are ineligible for ESNY services: Incarcerated individuals, boarders, and college/university students not meeting SNAP student eligibility criteria.

C. TARGETED REGIONS

Applicants for ESNY funding are asked to target counties and regions of NYS with both a high SNAP caseload and high burden of obesity and chronic disease. According to OTDA data,

counties with the highest SNAP receipt include Albany, Broome, Chautauqua, Erie, Monroe, Nassau, New York City, Onondaga, Oneida, Orange, Niagara Rockland, Suffolk, Schenectady, and Westchester. Approximately 25% of adults in NYS are obese and another 36% are overweight. Rates of obesity are higher among adults who are non-Hispanic Black, earn an annual household income less than \$25,000, have less than a college education, or who are currently living with a disability. In addition, the rate of childhood obesity remains at epidemic proportions in New York State. However, the burden of childhood obesity is not distributed equally across the population. In New York State, data collected from public school districts through the NYS Student Weight Status Category Reporting System (SWSCR) illustrate rates of obesity are significantly higher in school districts in which a higher proportion of students are eligible for free or reduced price lunch. Applicants are required to demonstrate the need for ESNY programming in the region that they propose to serve as well as demonstrate that reach to SNAP eligible households at risk of obesity and chronic disease will be maximized. Preference will be given to organizations that propose to target high need counties and cities (See Appendix 2). Additional information recommended for conducting regional needs assessment is available at <http://otda.ny.gov/programs/nutrition/>.

D. SITE LOCATIONS

In order to ensure maximum reach to SNAP recipients and eligibles, applicants will need to demonstrate a plan to offer education and obesity prevention services at the following priority sites: LDSS; local public health offices; emergency food distribution centers, food pantries and/or soup kitchens; job readiness training programs; low-income supported housing and shelters; community-based health centers; eligible retailers; senior citizen centers, housing, and/or congregate meal sites; and/or low-income schools and summer meal sites where the majority of students are in receipt of reduced/free school meals. Preference will be given to organizations that demonstrate community partnerships for regular onsite workshops and events at priority sites, as well as ongoing referral system for SNAP recipients, to ensure the maximum number of SNAP target audience is reached. For example, LDSS and SNAP Outreach providers are excellent partners for SNAP referrals as well as workshops and events.

Targeted Populations	Site Locations
Adults	Local Department of Social Services Public Health Offices SNAP Outreach Offices and Event locations Food Banks, Pantries, and Soup Kitchens Community- Based Health Centers Low-Income Schools Summer School Meal Sites Supportive Housing for Families Transitional Housing for Adults and Youth Employment Centers and Job Training Programs Farmers Markets with High Electronic Benefit Transfer (EBT) transactions Grocery Stores with > \$50,000 EBT sales Single Room Occupancy (SRO's) Libraries Churches Recreational and Community Centers that serve Low-Income Families Community Action Agencies Settlement Houses

Older Adults	<i>In addition to the above: Congregate Meal Sites Low Income Senior Centers Senior Low-Income Housing Naturally Occurring Retirement Communities where at least 50% of residents are at/below 185%</i>
Elementary School Students	<i>Elementary Schools where 50% of youth are eligible for free/reduced price meals</i>
Middle School Students	<i>Middle Schools where 50% of youth are eligible for free/reduced price meals</i>
High School Students	<i>High Schools where 50% of youth are eligible for free/reduced price meals</i>
After School Students	<i>Schools Libraries Community Centers Other After-School and Summer Sites for Low-Income Youth</i>
Youth and Families	<i>Summer Meal and Emergency Feeding Sites Low Income Community and/or Recreation Centers Supported Housing for Families Libraries Low-income Day Care Centers Community Based Health Centers Other Sites serving Youth at/or below 185% poverty</i>

Data on eligible grocery stores (stores with >\$50,000 in SNAP transactions), NYS schools with more than 50% youth eligible for free/reduced priced meals, and low-income day care centers is accessible at <http://otda.ny.gov/programs/nutrition/> .

II. ALLOWABLE PROGRAM ACTIVITIES

Applicants for ESNY funding should submit proposals that include targeted, behavioral-based programming delivered by qualified nutritionists as defined in Section 3, subsection III of this RFP. Activities should be behaviorally focused and designed to help SNAP recipients and eligibles establish healthy eating habits as well as physically active lifestyles. It is preferred that activities and materials be culturally appropriate, and meet the needs of a low-literate and bilingual population. Applicants should submit detailed proposals that meet the activity requirements described below.

A. ADULT PROGRAM ACTIVITIES

Adult nutrition education and obesity prevention activities must target SNAP eligible adults ages 18 and over, including older adults age 65 and over, with the goal of helping these individuals to 1) make healthy food choices within a limited budget and 2) choose physically active lifestyles consistent with the current USDA Dietary Guidelines for Americans and USDA food guidance in an effort to promote health and prevent and/or postpone the onset of disease among SNAP eligibles with risk factors for diet-related chronic disease.

NYS is interested in maintaining and expanding the reach of ESNY activities to low-income SNAP-eligible adults statewide. Past programming has reached approximately 120,000 adults through workshops and events. Approximately 3,000,000 additional adults were reached through social marketing and media activities. Applicants are required to demonstrate the ability and capacity to reach a minimum of 500 participants per month per region through multi-level nutrition education and obesity intervention activities.

Applicants proposing to target adults must detail comprehensive, multi-level nutrition education and obesity interventions that include the following activities:

- Behaviorally-focused group education workshops and events that utilize USDA approved nutrition education curriculums and core messages consistent with 2010 Dietary Guidelines and ESNY goals;
- Food demonstrations that promote healthy and economical food planning and purchasing, preparation, storage, and consumption;
- Physical activity demonstrations that promote maintaining a healthy lifestyle and are low-cost, safe, and age-appropriate;
- At least two policy, system and/or environmental strategies to address barriers to making healthy food choices within a limited budget and/or choosing physically active lifestyles; and
- Social marketing and social media to maximize reach and reinforce program activities.

1) Group Workshops, Events, and Food Demonstrations

All nutrition workshops, events, and food demonstrations must focus on ESNY goals and provide nutrition and obesity prevention information in an engaging way to facilitate increased awareness and behavior change related to healthy eating and active lifestyles. Group workshops and events must be delivered by qualified nutritionists and must utilize approved USDA curricula (See Appendix 2). Dissemination of nutrition and obesity prevention literature *alone* is not considered a behaviorally focused nutrition education session; instead, this is considered social marketing.

All workshops, events, and food demonstrations events must be located at sites and locations that are easily accessible for SNAP and SNAP eligible participants and held at times that make attending a workshop or event convenient. Workshops are not required to be delivered as a consecutive series and graduation from a workshop cannot be required; **however**, all workshops and events must:

- 1) Support ESNY goals;
- 2) Be delivered frequently and regularly in the community to offer multiple exposure;
- 3) Be offered at multiple community priority site locations;
- 4) Use frequent, consistent and repeated USDA SNAP-Ed core messages;
- 5) Reinforce messages with skill-based activities and provision of USDA nutrition education materials;
- 6) Address nutrition and physical activity; and
- 7) Not supplant existing community nutrition education programs.

Food demonstrations are an allowable activity when they are designed to promote and encourage the purchase, preparation, and consumption of nutritious foods in accordance with the 2010 Dietary Guidelines. Food demonstrations are an important behaviorally-focused activity for ESNY workshops as well as an effective point-of-service social marketing activity at eligible retail food stores, eligible farmer's markets, and/or health fairs. All food demonstrations should be cost reasonable, support ESNY goals, utilize low-cost and seasonal ingredients, communicate healthy eating on a budget, provide sample tasting only, and reinforce USDA core nutrition messages related to MyPlate, fruit and vegetable consumption, and the reduction of sugar sweetened beverages.

It is expected that a 'combination' of group workshops, events, and food demonstrations will take place regularly resulting in a *minimum monthly delivery* of 40 activities per 1 full-time employee (FTE). Applicants must demonstrate a plan for publicizing activities in a cost-efficient manner using direct mail; public calendars; internet/e-mail; social media; radio, brochures and posters; newsletters; print media; and/or partner organizations announcements. Preference will be given to applicants who:

- submit with their application memorandums of understanding or letters of support demonstrating partnerships with agencies and organizations for referrals, workshop and event announcements, and activity space;
- schedule regularly occurring workshops, food demonstrations, and events (weekly, biweekly, monthly) at identified priority sites; and
- Propose workshops and events for adults that demonstrate the greatest likelihood for behavior change.

2) **Policy, System and Environmental Strategies**

Community environments play a large role in promoting or inhibiting healthy behaviors. Policy, system and environmental strategies are activities that support sustained behavior change by promoting and instituting policies that address barriers to healthy diets and physical activity in the community. Types of strategies include, but are not

limited to, collaborating at the community level with partner agencies to address access to healthy food in low-income communities; working with authorized EBT retailers to promote increased availability of healthy food products; working with grocery stores to promote healthy SNAP purchases using grocery store tours, shelf talkers, and repositioning healthy food items; coordinating with partner agencies on local policies related to improving community physical activity opportunities through joint-use recreation agreements in low-income public schools and promoting safe recreational areas in low-income communities; and starting a community garden. See Appendix 6.

3) Social Marketing and Media Activities

Behaviorally focused social marketing and media activities targeted to adults should increase the accessibility of nutrition education and obesity prevention and change norms around the food environment, healthy eating, and physical activity. All social marketing and media activities must support state goals, be consistent with the dietary guidelines and SNAP-Ed guidance, and be designed in a way that facilitates the voluntary adoption of healthy food and physical activity choices and other nutrition-related behaviors conducive to the health and well-being of low-income adult/older adult SNAP participants and eligibles. OTDA and USDA have developed social marketing and media materials for use with adult populations, including an outreach video, online tutorial, brochure, newsletter, and banner and providers are required to use these materials. The development of new social marketing or media materials will only be considered where state and federally developed marketing materials are unavailable. New materials must meet specific standards for ESNY and must be approved by OTDA prior to print, air, and/or distribution. All marketing (radio, TV, print) and social media (Facebook, blogs, podcasts), online tutorials, and other media activities must target SNAP eligibles and must complement ESNY goals. Radio and print must target qualified census tracts. Social marketing and media activities that promote nutrition and obesity prevention messages to the general public or that make derogatory statements about a brand of food or beverage are unallowable. Newly developed social marketing and media programming requires an evaluation component to be reviewed and approved by NYS OTDA in advance.

B. YOUTH PROGRAM ACTIVITIES

Youth nutrition education and obesity prevention activities must target SNAP eligible youth ages 4-18. Eligible low-income youth audiences can be targeted at schools where at least 50% of children receive free and reduced priced meals as determined by the New York State Department of Education, community-based after-school and summer programs for low-income youth, summer meal sites, supported housing for families, low-income community centers, emergency feeding sites, libraries, low-income day care centers, churches, and other locations that are easily accessible for SNAP-eligible youth and families. Preference will be given to applicants that partner with eligible school districts to implement components of ESNY programming. Proposed interventions must be consistent with USDA SNAP-Ed Guidance and must utilize USDA approved curricula outlined (See Appendix 3). All ESNY proposals aimed at youth 16 and under must include behaviorally-focused programming and reinforcement activities targeted to caregivers.

NYS is interested in expanding the reach of ESNY activities to low-income SNAP-eligible youth, especially in upstate counties. Past programming has reached approximately 45,000 youth, with 85% of programming being concentrated in New York City.

Applicants proposing to target SNAP-eligible youth must detail a multi-level, comprehensive, nutrition education and obesity prevention intervention that includes activities targeted at youth, and at least two policies, system and/or environmental strategies:

1) Group Workshops and Events

All group workshops and events must focus on ESNY goals and provide nutrition and obesity prevention information in an engaging way to facilitate increased awareness and behavior change related to healthy eating and active lifestyles for youth. Allowable activities include:

- a. Classroom based lesson delivered by a certified teacher using OTDA approved nutrition education curriculum, including food and/or physical activity demonstration; or classroom based lesson delivered in a low-income day care center by a registered dietician using the evidenced based EWPHCC curriculum.
- b. After-school workshop delivered by certified teacher or qualified nutritionist using USDA approved nutrition education curriculum, including food and/or physical activity demonstration;
- c. School Assembly, School Wellness Fair, and/or health event(s) focusing on Nutrition and Obesity Prevention; and
- d. School garden initiative to complement and reinforce either a, b. or c above.

Applicants proposing to target youth in day care centers, elementary and/or middle school must also propose behaviorally-focused nutrition education and obesity prevention activities targeted at the youth's adult caregiver. Activities can include after-school family events, parent-led group session(s), family nutrition and obesity prevention fair(s), interactive social media including Facebook, blogs, or other online family activities. Newsletters alone are not considered a behaviorally-focused parental activity.

2) Policy, System and Environmental Strategies

Schools and communities play a large role in promoting or inhibiting healthy behaviors. Policy, system and environmental strategies are activities that support sustained behavior change by promoting and instituting policies that address barriers which make healthy food and physical activity choices harder for low-income youth. Preferred environmental approaches include policies that impact availability of food and physical activity in low-income schools and/or nutrition and obesity prevention education for key school stakeholders to increase awareness of the need for environmental change and provide them with skills and materials to undertake environmental change efforts themselves. Some types of environmental activities that can be implemented include: Collaborating with school and day care administrator and school food service staff on joint nutrition education efforts such as: promoting healthy menu items, improving school meals, and influencing competitive foods;

coordinating with school wellness committee on school policies related to healthy eating for students and parents; starting a school garden, school farmers market, and/or a farm-to-school program; creating a social marketing program to change norms around the food environment and healthy eating.

3) Social Marketing/Social Media Activities

OTDA will consider evidence based and behaviorally-focused social marketing and multimedia programming targeted to youth designed to increase the accessibility of nutrition education and obesity prevention and change norms around the food environment, healthy eating, and physical activity. All social marketing and social media activities must support and reinforce ESNY goals for youth. USDA has developed social marketing and media materials for youth and schools and providers are required to use this material. The development of new social marketing materials will only be considered where NYS and federally developed nutrition marketing materials for youth are unavailable. Social media activities can include, but is not limited to, online curricula with interactive technology features and social media reinforcements (Facebook, blogs, and/or podcasts). All social marketing and social media messages must meet specific standards for ESNY and all materials must be approved by OTDA prior to print, air, and/or distribution. Social marketing and media activities that promote nutrition and obesity prevention messages to the general public are unallowable. Social marketing and media activities that make derogatory statements about a brand of food or beverage are unallowable. Newly developed social marketing and multimedia programming requires a proposed evaluation component to be reviewed and approved by NYS OTDA in advance.

C. ADULT AND YOUTH PROGRAM ACTIVITY OBJECTIVES AND INDICATORS

Funded organizations will be required to report on both process and outcome measures to demonstrate the impact of program intervention strategies and activities. Therefore, applicants must detail in their proposal how proposed activities will address the following ESNY goals for Adults and/ or Youth:

- Increase the consumption of fruits and vegetables.
- Reduce the consumption of sugar-sweetened beverages.
- Maintain appropriate calorie balance and physical activity.

Objectives must be written using S.M.A.R.T format. (See Appendix 4) Proposed objectives will become part of quarterly and annual reporting on program activities. For each objective, key measures and indicators of performance must also be submitted. (See Appendix 5) Key indicators should be directly related to curriculum and activities. Quarterly and annual reports will include 1) process data that assesses the quantity and quality of delivery of ESNY program delivery and 2) outcome measures related to program objectives to assess the progress in achieving ESNY goals. Outcome measures must assess changes in behavioral determinants specific to intervention activities, such as knowledge, attitudes, intent, and behavior change of the population served. Organizations are responsible for documenting and evaluating the implementation and outcomes of their program services using validated and reliable data collection for process and outcome measures in accordance with USDA SNAP-Ed guidance.

OTDA will provide templates and training for program reporting. Organizations are expected to work collaboratively with OTDA on all program evaluation activities.

III. ALLOWABLE COSTS

Applicants are required to submit budget proposals for allowable program and administrative costs associated with implementing nutrition education and obesity prevention activities for eligible adults and youth. Applicants are required to use designated OTDA/USDA budget forms in Appendix 6 for budget proposal submission. Allowable program and administrative costs are the operational costs necessary for carrying out ESNY activities. All costs must adhere to state and federal guidance for SNAP nutrition education and obesity prevention program. All costs must be reasonable and proportionate to costs incurred for the activities proposed; be necessary to implement the program; and be cost-allocated where necessary. Applicants should calculate and provide the cost per participant for the program. To calculate the cost per participant, divide the total actual costs for the activity or intervention by the number of SNAP-Ed eligible individuals reached. The intervention costs for SNAP-Ed participants should not exceed \$200.00 for each participant when analyzing the intervention or activity. Contractors proposing to spend more than this must provide a justification.

For a complete listing of ESNY allowable and unallowable costs see Appendix (7). The following is a list of general costs deemed necessary for the implementation of ESNY programming:

- Staff salaries and benefits
- Office equipment and supplies
- Curriculum and materials
- Food and food demonstration supplies
- Printing and mailing
- Phone and Internet
- Travel for workshops, events, food demonstrations, meetings, and training
- Lease or rental costs
- Maintenance expenses
- Contracts

A. Staff Salaries

1. **Project Manager** -- The applicant is responsible for identifying one full-time project manager with the ability to oversee regional nutrition education activities and to resolve any problems that arise during the contract period. The project manager is responsible for ensuring the staffing plan is sufficient for program operations. This project manager will interact with OTDA management regarding fiscal, personnel, training, reporting, program evaluation and all other decisions regarding contract issues. The project manager will be the primary person with whom OTDA conducts all business.

2. **Nutritionist** -- Applicants proposing to work with adults are responsible for detailing a plan to hire qualified nutritionists. Qualified nutritionists can be either 1) an individual with an associates or baccalaureate degree in Nutrition/Health Education/ Public Health and/or 2) a Registered Dietitian. Qualified nutritionists must have experience providing nutrition education to low-income and minority and/or bilingual individuals. Salaries should be

commensurate with the level of education and experience required for the position. Applicants may subcontract specific components of the scope of work to qualified organizations or individuals with aforementioned experience delivering nutrition or health education to low-income individuals. Organizations proposing to sub-contract must identify the subcontracting agency, include the subcontracting agencies scope of work and budget at time of application, and justify that all subcontracting work is reasonable and necessary for implementation of the program and does not duplicate proposed administrative or program functions. The applicant is responsible for all training, management, monitoring, and reporting relating to the subcontractor. Applicants proposing to work with youth are responsible for detailing a plan to hire or subcontract with qualified nutritionists, as defined above, and/or work with NYS certified teachers and school administration staff and/ or work with qualified community-based agencies with experience and skills delivering nutrition and/or health education to youth in school or after school setting. All staff must have experience in providing nutrition education to low-income and minority and/or bilingual youth. The Applicant is responsible for all training, management support, management, monitoring, and reporting relating to school teachers, administration and other subcontractor(s).

3. **Administrative Staff-** All administrative staff must be deemed necessary and reasonable for the implementation of the program. Examples of administrative costs include the salaries and benefit costs for staff performing administrative and coordination functions associated with the preparation of program plans, budgets, schedules, travel, accounting, audits, payroll, and personnel. Non-program administrative salaries and benefits shall not exceed 15% of the applicants and sub-contractors budget.
4. **Office Equipment and Supplies-** For office related costs that are necessary and reasonable for the operation of the program. Office equipment and supplies must be proportionate to FTE and cost allocated where necessary.
5. **Curriculum and Materials-** For the costs associated with ordering approved USDA curricula and materials.
6. **Food and Food Demonstration Supplies-** Costs of food for participant recipe/taste testing purposes only. Cost of small kitchen equipment (blender/hotplate/crockpot) and supplies for food storage, preparation and display, sample tasting, and clean up. All costs related to food demonstrations must be directly proportionate to the expected number of participants served and the number of workshops, events, and or food demonstrations. Food costs related to staff or subcontractor trainings and meetings is unallowable.
7. **Printing and Mailing-** For costs associated with printing approved USDA curricula and materials, for program related communication, and for social marketing related activities.
8. **Travel and Training- In state only.** Travel is for the costs associated with: group workshops at priority site locations and for meetings related to environmental, system, and policy activities; state sponsored regional trainings on ESNY policy and procedures for Project Mangers; and one annual ESNY Training in Albany, NY for project manager and supervising nutritionists. The Applicant is responsible for providing training to all staff and subcontractors on policy and procedures related to program implementation.

SECTION 4

PROPOSAL REQUIREMENTS AND SELECTION PROCESS

I. PROPOSAL REQUIREMENTS

A. Technical Proposal

The technical proposal is a description of how your organization intends to implement its program under this RFP. The ESNY Technical Proposal Form, including budget forms, should be used to complete the technical proposal (See Appendix 6). There are six components to the technical proposal:

- i. **Request for Proposal Cover Sheet** (1 page)
- ii. **Executive Summary** (1-2 pages)-Include a brief description of the major points contained within the technical proposal, including organization's profile, relevant experience and background in providing nutrition education, program objective, and region and population to be served.
- iii. **Organizational Qualifications** (1-2 pages)-Detail your organization's experience in providing nutrition education and obesity prevention services, especially services targeted to SNAP and SNAP eligible populations; experience and plan to collaborate with community based organizations and institutions to implement aspects of your programming to maximize reach to the target population. Applicants are expected to manage all aspect of the day-to-day operations of the proposed ESNY initiative, including fiscal and logistical support required to fulfill contractual obligations. Preference will be given to organizations who can demonstrate organizational capacity, especially those that present as a consortium of providers with the express purpose of pooling resources to achieve the goals of this RFP, to deliver programming in a region and who demonstrate experience delivering effective nutrition education and obesity prevention activities to low-income SNAP eligible populations.
- iv. **Needs Assessment** (1-2 pages)-Detail how the proposed program will target SNAP participants and eligibles in communities and regions with high rates of poverty and obesity. Detail how your program will target identified high need regions of NYS. Include demographic and health characteristics of 'SNAP eligibles' in the targeted region; nutrition related behavioral and lifestyle characteristics of 'SNAP eligibles'; and availability and gaps in service of other nutrition related programming in region. Describe the extent to which the proposed project will positively impact the nutritional status and eating behaviors of the targeted population without duplicating existing programming.
- v. **Project Narrative** (5-6 pages)-Describe clearly your proposed program activities and the population that you are proposing to serve. Your project narrative must address the following items:

1. **Program Objectives**-Specify the related State objectives that the project/intervention supports. Your project objectives should be written in S.M.A.R.T format and should support NYS SNAP-Ed goals.
 2. **Target Audience**-Specify how the target audience for your project is based on the results of your needs assessment. Identify the regions and populations to be targeted. SNAP participants should be your core audience and all programs are expected to target women and children in households participating in SNAP.
 3. **Project Description**-Describe in detail how you will implement the project, giving particular attention to:
 - a. Type of activities for target audience
 - b. Where and how activities will be delivered
 - c. Key educational messages
 - d. Role of partner agencies to implement activities
 - e. Projected number of participants by activity type and site location
 - f. Frequency of contacts (number of workshops, events, mailings, PSA's, etc.)
 - g. Educational materials and curricula to be utilized
 - h. Key performance measures and indicators
 - i. Existing research that supports the effectiveness of program approach
 - j. How your organization and proposed staff have the knowledge, skills, abilities and experience to implement the proposed project activities.
 - k. How you will coordinate with other entities in the region to accomplish delivery of the program including policy, system, and environmental activities.
- vi. **Letters of Collaboration**-Include letters of collaboration that clearly indicate how partner agencies and staff will take an active part in the delivery of SNAP Ed in your region.
 - vii. **Letter of Support**-Include a Letter of Support from the Local Department of Social Services.
 - viii. **Program Funding Attestation**- If currently in receipt of state or Federal funding for nutrition education or obesity prevention programming, provide letter explaining the source, level, and use of funding. Provide an assurance of how any NYS SNAP Ed funds awarded under this grant will not supplant or duplicate said funding.

B. Budget Proposal

The budget proposal includes a budget and staffing package. The budget proposal should be submitted using the template provided in Appendix 6, and must provide all of the information requested, including itemization and justification of costs where indicated. The budget proposal and staffing package should incorporate all necessary and reasonable

costs associated with the administration and delivery of the program. All costs should be related to the provision of nutrition education and obesity prevention services to SNAP participant and SNAP eligibles, be reasonable and necessary for the delivery of program, be consistent with the scope of services described, and meet all the requirements of the USDA SNAP-Ed Guidance. The budget proposal should include an estimate of the cost per participant as detailed in the section on allowable costs. To calculate cost per participant, divide the total budget by the total number of individuals that your organization proposed to reach. Preference will be given to applicants that detail a proposed budget that details the most cost-effective method to complete the described work.

Note: Federal SNAP-Ed funds are limited. Therefore, administrative costs are limited to 15% of the total program cost. Organizations cannot list administrative costs as indirect. Preference will be given to organizations that limit administrative costs to 10%.

II. SELECTION PROCESS

NYS OTDA will make an initial eligibility determination on all proposals. Those proposals that are eligible shall then be subject to review by NYS OTDA. A complete proposal includes both a technical proposal and a budget proposal. Failure to submit either a technical or budget proposal will result in the proposal not being reviewed.

OTDA staff will review all proposals. Reviewers will determine if all requirements of the RFP have been met and evaluate the quality of the responses. Points will be awarded for some categories on a 'strong', 'moderate', 'weak' or 'not addressed scale' and for others 'criteria met' or 'criteria not met'. Proposals will be reviewed and selection will depend on the number of quality proposals, regional need, and the cost-effectiveness of the proposal.

Proposals will be rated based on the following criteria:

- Completeness of the application;
- Responsiveness of the application to the RFP;
- Demonstration of need, target audience, and program reach in identified high need communities;
- Clarity of the program activities and objectives, expected results, and the potential for program to achieve NYS ESNY goals;
- Organizational capacity, viability of partnerships, coordination with partner agencies, and evidence that the applicant has the ability to provide nutrition education and obesity prevention services successfully in identified region;
- Applicant's contractual performance history with OTDA if applicable;
- Demonstrated fiscal viability of the proposal and fiscal responsibility of the applicant; and
- Programmatic feasibility and cost effectiveness of the proposed program.

Proposal scores will be based on the following competitive scoring breakout:

Organizational Qualification including Experience and Capacity and Application Completeness	10%
Documentation of Need and Target Audience and Region	15%
Partnerships	15%
Project Narrative: including responsiveness to RFP, Program Objectives, Project Description, and Program Plan	30%
Budget Proposal including cost per participant, cost reasonableness , and administrative costs	30%

Regardless of score, OTDA reserves the right to fund or not fund an application based on other relevant information, such as an agency’s financial position, vendor responsibility determination, and/or the status of the NYS Office of the Attorney General Charities registration filing. OTDA reserves the right to make no awards. Awards will be made in order of the highest scoring proposals until all available funds are exhausted, with the following exceptions:

1. No one applicant will be awarded more than 20% of the total available funds over the 5 year term.
2. The lowest scored awarded proposal may not receive the entire requested amount if there are insufficient funds remaining.

The requested amount may be reduced by all ineligible expenses. Applicants are encouraged to develop cost effective proposals. For those applicants seeking continued funding, past spending practices and performance may be considered when determining award amounts. In the event that OTDA has determined via competitive score that an existing awardee with a history of unspent contract monies should be awarded new funds, OTDA reserves the right to reduce the award based on the contractual history and the reasonableness of the request.

In addition, OTDA reserves the right to:

- increase or decrease a contractor’s award amount based on the availability of funds and past performance;
- award all, some, or none of the monies available for the ESNY Program;
- seek clarifications and revisions of applications;
- use applicant information obtained through site visits, management interviews and reports, state investigation of an applicant’s qualifications, experience, ability, or financial standing, and any material submitted by the applicant in response to the agency request for clarifying information, in the course of evaluation and/or selection under this RFP;

- negotiate with applicants the requirements of this RFP regarding the scope of work to serve the best interests of the state;
- amend the specifications of this RFP, prior to application opening, should federal guidance or funding related to allowable SNAP-Ed activities or programming be revised;
- conduct contract negotiations with the next responsible applicant should OTDA be unsuccessful in negotiating with a selected applicant; and
- award grants based on geographic or regional considerations to serve the best interests of the state, including awarding contracts to bidders that score fewer points than others in order to ensure all geographical areas of the State are covered. For example, OTDA does not intend to award all contracts to providers in New York City, resulting in no services provided in other geographic areas of the State.

III. AWARD PROCEDURES

Upon approval of funding recommendations by the OTDA, award notices and instructions about contract development will be sent to successful applicants. OTDA reserves the right to negotiate any aspect of a proposal in order to ensure that the final agreement meets ESNY program objectives. Awardees will be asked to develop a detailed implementation plan that sets forth the program goals and provides time frames for the performance of those goals. This RFP governs the provision of ESNY services for a five (5) year contract cycle to be funded annually for one (1) year periods. For those applicants selected as a result of this Request for Proposals (RFP), subsequent years' funding may vary, increase or decrease based on performance, scope, and available federal funding.

Entities not selected for funding will be notified by mail of OTDA's decision. OTDA will, upon request, meet with unsuccessful applicants to discuss why the applicant was not selected for funding. Such requests must be made by the applicant within 90 days of the notification of the unsuccessful application.

IV. GENERAL INFORMATION for SUCCESSFUL BIDDERS

If you are awarded a contract, you will be required to submit certain forms and comply with the following information:

1. Cost of Proposal Preparation

The Office of Temporary and Disability Assistance (OTDA) will not be liable for any costs of work performed in the preparation and production of a proposal, or for any work performed prior to the formal execution of a contract. By submitting a proposal, the bidder agrees not to make any claims for, or have any right to, damages because of any misunderstanding or misrepresentation of the specifications, or because of any misinformation or lack of information. The proposals shall become the property of the State of New York.

2. Assurances

The bidder warrants that it has carefully reviewed the needs of the State as described in the RFP, its attachments and other communications related to the RFP and that it has familiarized itself with the specifications and requirements of the RFP and warrants that it

can provide such services as represented in bidder's proposal. The bidder agrees that it will perform all of its obligations in the resultant contract in accordance with all applicable federal, State, and local laws, regulations and policies now or hereafter in effect.

The bidder affirms that the terms of the RFP and the attachments do not violate any contracts or agreements to which it is a party, and that its other contractual obligations will not adversely influence its capabilities to perform under the contract.

3. Electronic Files or Data

If electronic files are to be exchanged as a part of this proposal or as a product of the contract, they must conform to agency policy and guidelines.

4. Conflict of Interest

Bidders may be requested to provide evidence that the award of the contract from this RFP will not result in a conflict of interest with regard either to other work performed by the contractor, or to potential conflict of interest among specific contractor staff or subcontractors.

5. Ownership of Materials

All materials developed with funding provided by the State and all proposals, work plans and budget become the property of New York State. All materials produced, either in whole or in part, through funding provided by New York State shall belong exclusively to OTDA and to the State of New York. OTDA may use any of the materials developed with project funds for any OTDA or other State purpose.

6. Equal Employment Opportunity

By submission of its bid, the successful bidder warrants that it is an Equal Opportunity Employer and that it does not discriminate in its employment and business practices on any of the bases provided in the New York State Human Rights law or any applicable federal laws. See Appendix Z.

7. Prompt Payment Provisions

The payment of interest on certain payments due and owed by the State may be made in accordance with the criteria established in Article XI-A of the State Finance Law.

8. Contract Award

Upon receipt of necessary agency approvals an award letter will be issued by OTDA to the successful bidder advising them of a contract award. A contract defining all deliverables and the responsibilities of the contractor and OTDA will then be developed for signature by both parties and for approval and processing in accordance with State policy and practice.

NOTE: The contract does not become legally binding upon the State of New York until it is executed by the Office of the New York State Comptroller.

9. Publicity

Publicity includes, but is not limited to, news conferences, news releases, advertising, brochures, reports, discussions and/or presentations at conferences or meetings. The inclusion of our materials, our agency name, or other such reference to New York State and/or OTDA in any document or forum is considered publicity. News releases or any other public announcements regarding this project may not be released without prior approval from OTDA.

10. Freedom of Information Law and Bidder's Proposals

The purpose of New York State's Freedom of Information Law (FOIL), which is contained in Public Officers Law Sections 84-90, is to promote the public's right to know the process of governmental decision making and to grant maximum public access to governmental records. Thus, a member of the public may submit a FOIL request for contracts awarded by the State or for the proposals submitted to the State in response to Requests for Proposals. After formal contract award, the proposal of the successful bidder and the proposals of non-successful bidders are subject to disclosure under FOIL. However, pursuant to Section 87(2)(d) of FOIL, a State agency may deny access to those portions of proposals or portions of a successful bidder's contract which "are trade secrets or submitted to an agency by a commercial enterprise or derived from information obtained from a commercial enterprise and which if disclosed would cause substantial injury to the competitive position of the subject enterprise." Information relating to Contractor price submissions, including commercial, book or list pricing, applicable discounts or final bid price and like information, shall not be entitled to confidentiality protection whether or not submitted or designated as proprietary.

Please note that information which you may claim as proprietary, copyrighted or rights reserved is not necessarily protected from disclosure under FOIL.

If there is information in your proposal which you claim meets the definition set forth in Section 87(2) (d), you must so inform us in a letter accompanying your proposal.

11. Americans with Disabilities Act (ADA)

The successful bidder shall comply with all applicable requirements of the Americans with Disabilities Act (ADA), codified at Title 42 of the United States Code, section 12101 et seq. and associated regulations, including, but not limited to, those located in 28 C.F.R. Part 36. The successful bidder shall comply with all applicable requirements of the New York State Human Rights Law, codified in the Executive Law sections 290 - 301 and applicable regulations implemented pursuant to that law. The successful bidder shall warrant to OTDA that the successful bidder is in compliance with both the ADA and its regulations and the New York State Human Rights Law and its regulations.

Any products developed as a result of this RFP must be in a format that can be converted for use by individuals with disabilities to meet the reasonable accommodation standards established by the American with Disabilities Act.

12. Compliance with New York State Policy and Law

All work conducted under this contract must be in compliance with OTDA's policies and procedures set forth in Appendix A, Standard Clauses for NYS Contracts (Attachment A1). In addition, the successful bidder must agree to the terms specified in the document entitled "Office of Temporary and Disability Assistance - Appendix A1," (Attachment A2).

13. Responsibility Determination

Article 11 of the New York State Finance Law requires that competitive bids be awarded to responsive and responsible bidders. In order to fulfill this requirement, you must complete the "Contractor/Subcontractor Background Questionnaire" (Attachment B5). By signing the bid proposal, you hereby authorize OTDA to review any records in its possession concerning your organization including, but not limited to, wage records, unemployment insurance records, public works records, labor standards and safety and health records. Based on the responses you provide, OTDA will determine whether your organization is a responsible bidder. If you are disqualified based on a determination of non-responsibility, you will be notified in writing and may appeal the determination in writing within 10 days to the Commissioner. If you fail to identify a violation and OTDA discovers the failure to disclose such violation, your contract may be terminated immediately upon written notice.

14. Contract Modification

The contract budget can be modified, upon mutual agreement of the parties, during any term by written amendment.

15. Contract Cancellation

OTDA reserves the right to cancel the contract or any part thereof, at any time, upon thirty (30) days written notice. If, in the judgment of OTDA, that the Contractor fails to perform the work in accordance with the contract OTDA may terminate the contract immediately by written notice for cause. OTDA may elect to suspend contract performance or provide a cure period prior to termination.

16. Iran Divestment Act

By submitting a bid in response to this solicitation or by assuming the responsibility of a Contract awarded hereunder, Bidder/Contractor (or any assignee) certifies that it is not on the "Entities Determined To Be Non-Responsive Bidders/Offerers Pursuant to The New York State Iran Divestment Act of 2012" list ("Prohibited Entities List") posted on the OGS website at: <http://www.ogs.ny.gov/about/regs/docs/ListofEntities.pdf> and further certifies that it will not utilize on such Contract any subcontractor that is identified on the Prohibited Entities List. Additionally, Bidder/Contractor is advised that should it seek to renew or

extend a Contract awarded in response to the solicitation, it must provide the same certification at the time the Contract is renewed or extended. During the term of the Contract, should OTDA receive information that a person (as defined in State Finance Law §165-a) is in violation of the above-referenced certifications, OTDA will review such information and offer the person an opportunity to respond. If the person fails to demonstrate that it has ceased its engagement in the investment activity which is in violation of the Act within 90 days after the determination of such violation, then OTDA shall take such action as may be appropriate and provided for by law, rule, or contract, including, but not limited to, seeking compliance, recovering damages, or declaring the Contractor in default. OTDA reserves the right to reject any bid, request for assignment, renewal or extension for an entity that appears on the Prohibited Entities List prior to the award, assignment, renewal or extension of a contract, and to pursue a responsibility review with respect to any entity that is awarded a contract and appears on the Prohibited Entities list after contract award.

17. Contractor Requirements and Procedures for Business Participation Opportunities for New York State Certified Minority- and Women-Owned Business Enterprises and Equal Employment Opportunities for Minority Group Members and Women

New York State Law

Pursuant to New York State Executive Law Article 15-A, the New York State Office of Temporary and Disability Assistance (OTDA) recognizes its obligation under the law to promote opportunities for maximum feasible participation of certified minority-and women-owned business enterprises and the employment of minority group members and women in the performance of OTDA contracts.

In 2006, the State of New York commissioned a disparity study to evaluate whether minority and women-owned business enterprises had a full and fair opportunity to participate in state contracting. The findings of the study were published on April 29, 2010, under the title "The State of Minority and Women-Owned Business Enterprises: Evidence from New York" ("Disparity Study"). The report found evidence of statistically significant disparities between the level of participation of minority-and women-owned business enterprises in state procurement contracting versus the number of minority-and women-owned business enterprises that were ready, willing and able to participate in state procurements. As a result of these findings, the Disparity Study made recommendations concerning the implementation and operation of the statewide certified minority- and women-owned business enterprises program. The recommendations from the Disparity Study culminated in the enactment and the implementation of New York State Executive Law Article 15-A, which requires, among other things, that OTDA establish goals for maximum feasible participation of New York State Certified minority- and women – owned business enterprises ("MWBE") and the employment of minority groups members and women in the performance of New York State contracts.

Business Participation Opportunities for MWBEs

For purposes of this solicitation, OTDA hereby establishes an overall goal of **[20%]** for MWBE participation, **[10%]** for Minority-Owned Business Enterprises ("MBE") participation and **[10%]** for Women-Owned Business Enterprises ("WBE") participation (based on the

current availability of qualified MBEs and WBEs). A contractor (“Contractor”) on the subject contract (“Contract”) must document good faith efforts to provide meaningful participation by MWBEs as subcontractors or suppliers in the performance of the Contract and Contractor agrees that OTDA may withhold payment pending receipt of the required MWBE documentation. The directory of New York State Certified MWBEs can be viewed at: <http://www.esd.ny.gov/mwbe.html>.

For guidance on how OTDA will determine a Contractor’s “good faith efforts,” refer to 5 NYCRR §142.8.

In accordance with 5 NYCRR §142.13, Contractor acknowledges that if it is found to have willfully and intentionally failed to comply with the MWBE participation goals set forth in the Contract, such finding constitutes a breach of Contract and OTDA may withhold payment from the Contractor as liquidated damages.

Such liquidated damages shall be calculated as an amount equaling the difference between: (1) all sums identified for payment to MWBEs had the Contractor achieved the contractual MWBE goals; and (2) all sums actually paid to MWBEs for work performed or materials supplied under the Contract.

By submitting a bid or proposal, a bidder on the Contract (“Bidder”) agrees to submit the following documents and information as evidence of compliance with the foregoing:

- a. Bidders are required to submit a Certification of Good Faith Efforts on form OTDA - 4976 to achieve the overall prescribed MWBE participation percentage (20%) goals set forth in the procurement.
- b. Bidders are required to submit a MWBE Subcontractor’s and/or Suppliers’ Letter of Intent to Participate on form OTDA - 4938 which should document the names and signatures of certified MBEs and/or WBEs which have agreed to participate as subcontractors on the Contract.
- c. Bidders are required to submit a MWBE Subcontractor Utilization Plan on form OTDA - 4937 with their bid or proposal. Any modifications or changes to the MWBE Utilization Plan after the Contract award and during the term of the Contract must be reported on a revised MWBE Utilization Plan and submitted to OTDA.
- d. OTDA will review the submitted MWBE Subcontractor Utilization Plan and advise the Bidder of OTDA’s acceptance or issue a notice of deficiency within 30 days of receipt by the OTDA/MWBE Program Management Unit.
- e. If a notice of deficiency is issued, Bidder agrees that it shall respond to the notice of deficiency within seven (7) business days of receipt by submitting to NYS Office of Temporary and Disability Assistance M/WBE Program Management Unit at 317 Lenox Avenue, N.Y. N.Y 10027, telephone # 212-961-8214 and fax # 212-961-8275, a written remedy in response to the notice of deficiency. If the written remedy that is submitted is not timely or is found by OTDA to be inadequate, OTDA shall notify the

Bidder and direct the Bidder to submit, within five (5) business days, a request for a partial or total waiver of MWBE participation goals on OTDA form OTDA – 4969 Minority/Women Business Enterprise (MWBE) Subcontractor Request for Waiver. Failure to file the waiver form in a timely manner may be grounds for disqualification of the bid or proposal. **All requests for waivers are subject to approval by the governor's office.**

- f. OTDA may disqualify a Bidder as being non-responsive under the following circumstances:
1. If a Bidder fails to submit a MWBE Utilization Plan;
 2. If a Bidder fails to submit a written remedy to a notice of deficiency;
 3. If a Bidder fails to submit a request for waiver; or
 4. If OTDA determines that the Bidder has failed to document good faith efforts.

Contractors shall attempt to utilize, in good faith, any MBE or WBE identified within its MWBE Utilization Plan, during the performance of the Contract. Requests for a partial or total waiver of established goal requirements made subsequent to Contract Award may be made at any time during the term of the Contract to OTDA, but must be made no later than prior to the submission of a request for final payment on the Contract.

Contractors are required to submit a Contractor's Quarterly M/WBE Contractor Compliance & Payment Report on OTDA form OTDA – 4968, Minority/Women Business Enterprise (MWBE) Subcontractor Quarterly Compliance Report, to the NYS Office of Temporary and Disability Assistance M/WBE Program Management Unit at 317 Lenox Avenue, N.Y. N.Y 10027, telephone # 212-961-8214 and fax # 212-961-8275, by the 10th day following each end of quarter over the term of the Contract documenting the progress made toward achievement of the MWBE goals of the Contract.

Equal Employment Opportunity Requirements

By submission of a bid or proposal in response to this solicitation, the Bidder/Contractor agrees with all of the terms and conditions of Appendix A including Clause 12 - Equal Employment Opportunities for Minorities and Women. The Contractor is required to ensure that it and any subcontractors awarded a subcontract over \$25,000 for the construction, demolition, replacement, major repair, renovation, planning or design of real property and improvements thereon (the "Work") except where the Work is for the beneficial use of the Contractor, shall undertake or continue programs to ensure that minority group members and women are afforded equal employment opportunities without discrimination because of race, creed, color, national origin, sex, age, disability or marital status. For these purposes, equal opportunity shall apply in the areas of recruitment, employment, job assignment, promotion, upgrading, demotion, transfer, layoff, termination, and rates of pay or other forms of compensation. This requirement does not apply to: (i) work, goods, or services unrelated to the Contract; or (ii) employment outside New York State.

Bidder further agrees, where applicable, to submit with the bid a staffing plan on OTDA form OTDA – 4934.1, Equal Employment Opportunity (EEO) Staffing Plan, identifying the anticipated work force to be utilized on the Contract and if awarded a Contract, will, upon request, submit to the OTDA, a workforce utilization report identifying the workforce actually utilized on the Contract if known.

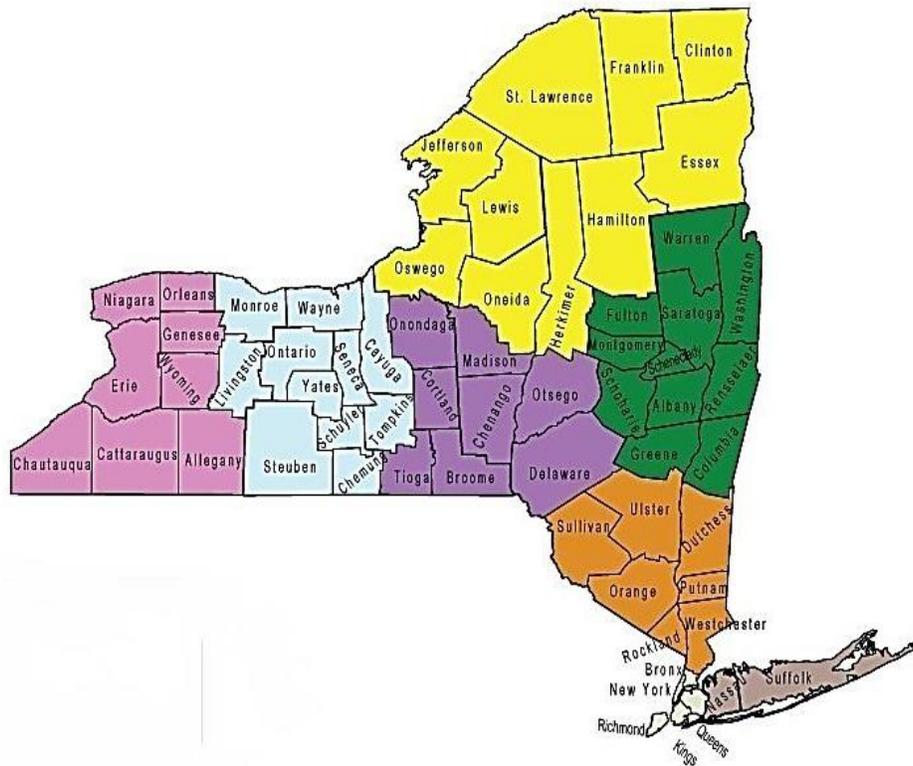
Further, pursuant to Article 15 of the Executive Law (the “Human Rights Law”), all other State and Federal statutory and constitutional non-discrimination provisions, the Contractor and sub-contractors will not discriminate against any employee or applicant for employment because of race, creed (religion), color, sex, national origin, sexual orientation, military status, age, disability, predisposing genetic characteristic, marital status or domestic violence victim status, and shall also follow the requirements of the Human Rights Law with regard to non-discrimination on the basis of prior criminal conviction and prior arrest.

Please Note: Failure to comply with the foregoing requirements may result in a finding of non-responsiveness, non-responsibility and/or a breach of the Contract, leading to the withholding of funds, suspension or termination of the Contract or such other actions or enforcement proceedings as allowed by the Contract.

SECTION 5
APPENDICES

REGIONAL MAP

	Southern Tier Region
	North Country Region
	Capital Region
	Western Region
	Finger Lakes Region
	Hudson Valley Region
	Long Island Region
	New York City Region



NYS Counties, Ranked by Need for ESNY Programming

The Eat Smart New York (ESNY) program targets SNAP recipients and individuals eligible for the program. The goal of ESNY is to improve nutrition and reduce obesity among SNAP and SNAP eligibles. The following chart ranks NYS counties based on the number of SNAP eligibles (persons with income <185% poverty, county obesity rate, and SNAP benefit receipt) and can be used as a guide for programming.

Region	Need	County
New York City	Very High	Bronx, Kings, New York, Queens, Richmond
Long Island	Very High	Suffolk
	High	Nassau
Hudson Valley	High	Dutchess, Orange, Rockland, Ulster, Westchester
	Moderate	Sullivan
	Limited	Putnam
Capital Region	Very High	Schenectady
	High	Albany, Rensselaer,
	Moderate	Fulton, Montgomery, Saratoga, Warren, Washington
	Limited	Columbia, Greene, Schoharie
North Country	Very High	Oneida, Oswego
	High	Herkimer, Jefferson, St. Lawrence
	Moderate	Clinton, Franklin,
	Limited	Essex, Hamilton, Lewis
Southern Tier	Very High	Broome, Onondaga
	Moderate	Chenango, Madison
	Limited	Cortland, Delaware, Otsego, Tioga
Finger Lakes	Very High	Monroe
	High	Chemung, Ontario, Steuben, Wayne
	Moderate	Cayuga, Livingston, Tompkins
	Limited	Schuyler, Seneca, Yates
Western	Very High	Chautauqua, Erie, Niagara
	High	Cattaraugus
	Moderate	Allegany, Genesee, Orleans
	Limited	Wyoming

APPROVED SNAP- ED CURRICULA FOR ADULTS

USDA SNAP-Ed guidance requires that all programming be based on evidenced-based approaches. Evidenced based nutrition education and obesity prevention is defined as the integration of the best research evidence with the best available practice-based evidence. The following are USDA approved curricula that can be used by ESNY Adult programming. All of the curriculums support the Dietary Guidelines and are behaviorally focused.

Curricula Title	Description	Delivery Method	Recommended For	Source
Eat Healthy- Be Active Community Workshops	The workshops support the 2010 dietary guidelines and the Eat Healthy Your Way corresponds with USDA MyPlate topics. Workshops can be delivered individually. Evaluation handout is included as well as a certificate of completion. Available in Spanish.	Group Workshops	Adults or Older Adults.	http://www.health.gov/dietaryguidelines/workshops/
Cooking Matters and Cooking Matters at the Store	Workshops designed to teach low income families how to cook and eat healthy on a tight budget. Grocery stores tours are 1.5 hours long focusing on reading food labels, comparing unit prices, finding whole grains, and purchasing produce.	Workshops and grocery stores tours	Families	http://cookingmatters.org/ http://www.cookingmattersatthestore.org
Rethink Your Drink	Designed to compare the sugar content of popular drinks, review label reading and practice converting grams of sugar to teaspoons; Discuss water, including tips for drinking more water; compare the sugar content of popular drinks. Available in Spanish.	Group Workshops for Adults and Youth	Adults and Youth	http://www.cdph.ca.gov/programs/wicworks/Pages/WICRethinkYourDrink.aspx
Eat Smart, Live Strong	Designed to improve fruit and vegetable consumption and physical activity among 60-74 year olds participating in or eligible for FNS nutrition assistance programs. Available in Spanish.	Group Workshops	Older Adults	http://www.ext.colstate.edu/esba/
Loving Your Family, Feeding Their Future	Designed for low literate mothers focusing on how to stretch food dollars, fix easy and nutritious meals, eat healthier, and be physically active. Available in Spanish.	Group Workshops. Participant center approach and interactive activities.	Female parents of children 2-18 years.	http://snap.nal.usda.gov/resource-library/loving-your-family-feeding-their-future/materials-educators
Money for food	Short interactive lessons designed to help SNAP eligible families with limited resources become more food secure. Lessons are meant to be delivered in 20 minutes or less	Group workshops	Adults	http://www.uwex.edu/ces/wnep/teach/mff http://www.uwex.edu/ces/wnep/teach/mff/
Just Say Yes to Fruits and Vegetables	Short interactive lessons designed to help SNAP eligible families with limited resources incorporate more fruits and vegetables, make the most of their food budgets and prepare foods in a safe manner.	Group Workshops	Adults	http://www.jsyfruitveggies.org/

APPROVED SNAP- ED CURRICULA FOR YOUTH

USDA SNAP-Ed guidance requires that all programming be based on evidenced-based approaches. Evidenced based nutrition education and obesity prevention is defined as the integration of the best research evidence with the best available practice-based evidence. The following are USDA approved curricula that can be used by ESNY for youth programming.

Curricula Title	Description	Site	Caregiver Materials	Source
CATCH	The CATCH and CATCH Kids Club features lessons on physical activity, nutrition, and screen-time reduction. Several strategies are used including: movement activities, individual practice, educational games, goal setting, and hands-on snack preparation. Family Tip Sheets reinforce learning related to healthy eating and physical activity behaviors.	Elementary and Middle School Classroom and Afterschool	Yes	http://www.flaghouse.com/Athletic/Curriculum/CATCH-PN=1&navlink=true
Eat Well & Keep Moving	Complete curriculum that helps academic, physical education and health education teachers guide upper elementary school students to make healthier choices while building skills.	Elementary Classroom	Yes	http://www.eatwellandkeepmoving.org/
Team Nutrition: Nutrition Essentials	A series of lessons for middle and high school students focusing on healthful eating and physical activity choices. Includes posters and handouts. Updates required for MyPyramid to MyPlate.	Middle and High Schools	Yes	http://teamnutrition.usda.gov/Resources/eatsmartmaterials.html
Team Nutrition: The Power of Choice	For after-school program leaders working with young adolescents. Includes Leaders' Guide, activity materials, CD with 10 interactive workshops.	Afterschool (Teens)	Yes	http://teamnutrition.usda.gov/Resources/power_of_choice.html
Media-Smart Youth	An interactive after-school education program for youth ages 11-13 designed to teach how media can affect health and nutrition.	Late Elementary and Middle School	No	http://www.nichd.nih.gov/msy/materials/Pages/ata glance.aspx#
Choosing Healthy Habits	Student Planner allowable as Reinforcement item.	Elementary and Middle School	Yes	National Institute of Health WeCan! Available at www.schooldatebooks.com
Eat Fit	Designed to improve the eating and fitness choices of middle school students, it includes 9 lesson plans and enhancements, recipes, educational standards, references, and answer sheets for the EatFit Student Workbook.	Middle School		http://www.uwex.edu/ces/wnep/teach/mff/
Cookshop	Curriculum for grades 2-4.	Elementary Classroom	Yes	Food Bank of New York City
Dig In!	Ten inquiry-based lessons that engage 5th and 6th graders in growing, harvesting, tasting, and learning about fruits and vegetables.	Elementary and Middle School	Yes	http://www.fns.usda.gov/tn/dig-standards-based-nutrition-education-ground

SMART Objectives

USDA requires that programs use SMART objectives that support State and Federal SNAP-Ed goals as part of program planning. It is important to have clear (SMART) objectives that will enable you to measure and report program outcomes. SMART objectives specify what program components will be undertaken and what desired change will be the result. The desired change is made very specific in SMART objectives so that there can be agreement about what the program components and activities are and what outcomes are desired. Your plan should include SMART objectives as part of your program proposal and you will be required to report quarterly on these objectives.

SMART objectives are **S**pecific, **M**easurable, **A**chievable, **R**ealistic, and **T**ime-bound and should include the following information:

- Specific target audience
- Specific Intervention
- Length of time the intervention will be implemented
- Behavior outcome anticipated because of the intervention

Each program intervention should be associated with a SMART objective. For example, if the change in behavior your program desires is to increase fruit/vegetable consumption, you should select program interventions that are based on accepted health behavior change theories and/or research with allowable SNAP-Ed activities (i.e., you provide food tastings, practice opportunities to prepare new foods, motivational messages or social supports for new behaviors). You conduct these activities with fidelity, exactly as they were designed to be conducted and as you planned in your proposal, taking the time that is required for the activities, and then you measure changes in behavior.

EXAMPLES OF SMART OBJECTIVES

- By September 30, 2014, of the adults not meeting the 2010 Dietary Guidelines for Americans recommendations in Program X, 60% will increase the number of days each week by 1-2 days that 4 cups of vegetables and fruits are offered to themselves and their family following a series of classes.
- By September 30, 2014, at least 25% of school-age children participating in program X will improve their knowledge of the appropriate portion sizes for each of the five food groups.

SMART OBJECTIVES AND QUARTERLY REPORTING

Quarterly Reporting for your program will be based on your SMART objectives. These objectives describe the change you plan to achieve with your SNAP-Ed program components. SMART objectives should accurately identify the population served by that program component and they must be aligned with outcomes you have identified elsewhere in your proposal. SMART objectives should also be used for any program process and outcome evaluations your organization conducts.

Collection of ESNY Performance Measures/Indicators

In general, the following primary performance measures and key indicators should be used. Additional secondary measures and indicators to assess desired behavior change related to specific curriculums and activities may also be included.

Objective 1. Increase the Consumption of Fruits and Vegetables

Make half your plate fruits and vegetables

Measures: Fruit and vegetable consumption using behavior checklist questions and dietary recall.

Additional measures: Based on curriculums and activities.

Objective 2. Physical Activity and Calorie Balance

Be physically active and balance calories every day as part of a healthy lifestyle.

Measures: Physical activity and calories consumed using behavior checklist questions and dietary recall.

Additional measures: Based on curriculum and activities.

Objective 3. Consumption of Sugar –Sweetened Beverages

Reduce the consumption of sugar sweetened beverages and increase the consumption of water and low-fat dairy beverages.

Measures: Calories consumed and sweetened beverages consumed using behavior checklist questions and dietary recall.

Additional measures: Based on curriculums and activities.

Use the following template for planning and reporting on performance measures.

Key Measure	Indicator	Activity/Curriculum	Evaluation Tool	How Administered

Examples of SNAP-Ed Environmental Approaches

- Work with committees or coalitions promoting healthy eating and active lifestyles that will have an impact on behavior change for low-income residents eligible for SNAP.
- Work with community-based coalitions to develop policies related to the certification of 'healthy' businesses and restaurants. Businesses and restaurants will then have certificates to be displayed for marketing.
- Work with community members, customers, and store owners to increase the availability and affordability of healthy food choices in grocery stores serving the SNAP population.
- Work with school nurses, school wellness committees, and/or parent teacher organizations of low-income school(s) (50% or more of children are in receipt of USDA free or reduced priced meals) to establish and/or reinforce school nutrition and obesity prevention policies focusing on healthy eating and active lifestyles.
- Partner with YMCA's and community action agencies or other low-income recreational facilities in low-income communities to develop healthy eating and active lifestyle policies.
- Establish a school/community garden that will provide fresh vegetables and herbs through the summer months. Coordinate with parent teacher organizations to organize a volunteer schedule for maintaining the garden through the summer months.
- Coordinate community organizations to provide gardens plots for use by low-income families.
- Coordinate with community-based coalitions to bring healthier foods to emergency feeding sites.
- Provide nutrition education training to staff and volunteers of emergency feeding sites.
- Work with NYS Department of Agriculture and Markets to bring more farmers markets or "veggie mobiles" to low-income communities.
- Provide education to school staff including administration, food service, and teachers about environmental changes in low-income schools.
- Offer materials, guidelines and policy recommendations to staff in low-income schools and other agencies that serve low-income individuals and families to facilitate changes in the worksite.

For additional approaches, see USDA SNAP-Ed Interventions: A Toolkit for States—Strategies for Evidenced-based Policy and Environmental Change Interventions for Child Care, School, Community and Family Settings at <http://snap.nal.usda.gov/snap/SNAP-EdInterventionsToolkit.pdf>.

New York State Eat Smart New York Allowable and Unallowable Costs

General Information

The Allowable/Unallowable Chart listed below may change periodically based on United States Department of Agriculture (USDA) Guidance for the Supplemental Nutrition Assistance Program Education (SNAP-Ed) or state policy. OTDA will notify contractors electronically of all updates through program notifications and a revised Allowable/Unallowable document will be made available on the OTDA Eat Smart New York (ESNY) website. USDA rules regarding allowable and unallowable costs apply to both State funded and federal funded activity costs. All costs associated with the implementation of ESNY activities must be reasonable (in cost and scope) and deemed necessary for the implementation of the program. For further clarification on federal cost policies, please refer to the USDA SNAP-Ed guidance. All activities must be targeted to Supplemental Nutrition Assistance Program (SNAP) eligible individuals.

Chart of Allowable and Unallowable Costs

1. Workshops and Events
2. Nutrition Education Materials
3. Physical Activity Promotion
4. Food Demonstrations
5. Equipment
6. Social Marketing and Media Activities
7. Literature/Materials/Audiovisuals
8. Equipment
9. Gardening
10. Staff Compensation and Training
11. System, Policy and Environmental Activities
12. Space Allocation
13. Research and Evaluation

ALLOWABLE AND UNALLOWABLE COSTS BASED ON USDA GUIDANCE FFY 2014

ALLOWABLE	UNALLOWABLE
Workshops and Events	
<ul style="list-style-type: none"> Salaries, space, equipment, materials for approved nutrition education and obesity prevention activities in approved locations targeted to individuals at or below 185% poverty. Costs do not have to be pro-rated if it can be demonstrated that more than 50% of the participants meet the 185% FPL threshold. However, if this cannot be demonstrated, then the event must be prorated to the percent of participants that are at or below 130% FPL. The pro-rata share of costs of classes that are provided to targeted groups in conjunction with another program, provided the local agency provides the interagency agreement that exists between the programs and the method for allocating costs between the program. Where operating in conjunction with existing programs, activities should enhance and supplement, not supplant. For example the cost of a home economics to conduct after school ESNY workshop for low income youth is allowable, but using SNAP-Ed funds to replace costs for routine nutrition cost at middle school would be considered supplanting school curricula, Activities where the primary objective pertains to allowable nutrition education, but a brief SNAP outreach message is also shared with SNAP-Ed participants. A brief message about SNAP and myBenefits must be provided on all newly developed or reprinted materials. USDA asks that all nutrition education efforts include a brief message about the availability and benefits of SNAP within the context of nutrition. SNAP outreach materials are available from OTDA and USDA. Coordinated obesity prevention event at WIC or head start where costs are prorated for SNAP-Ed. 	<ul style="list-style-type: none"> Home Visits Workshops that do not address ESNY goals, including workshops or classes on breastfeeding education, life-skills training, parenting, child development, crisis management, ESL, or rental information. Workshops at WIC, Head Start, and EWP/HCC sites. Medical nutrition therapy and secondary prevention interventions. Clinical health screenings (cholesterol testing, blood pressure, blood glucose testing, etc.) Money, vouchers, or passes provided to ESNY participants to offset personal costs, including child and transportation, incurred to attend workshops, events, or food demonstrations. Incentive Payments to staff or participants to attend classes, workshops, or food demonstrations Enrollment fees or costs for weight loss classes, individualized meal plans, obesity treatment Nutrition education costs that are charged to another Federal program (WIC, EFNEP, Head Start) or state program (Eat Well Play Hard in Child Care Settings, Just Say Yes to Fruits and Vegetables) Personnel costs for staff to monitor students' food selections or other food service activities Education for incarcerated or institutionalized persons ineligible for SNAP (persons in jails, prisons, nursing homes, mental institutions, etc.). Most able-bodied students ages 18 through 49 enrolled in college or other institution of higher education at least half-time are not eligible for SNAP and SNAP-Ed. For clarification see http://www.fns.usda.gov/SNAP/applicant_recipients/students.htm Workshops, events, food demonstrations where the 'primary objective' is to conduct outreach of SNAP or other FNS nutrition programs (any activity in which the primary objective is to increase participation in SNAP or other FNS nutrition programs through individual applicant assistance, pre-screening or assisting individuals with completing SNAP application and obtaining verification, accompanying individuals to SNAP office to assist with application process, etc.)
ALLOWABLE	UNALLOWABLE
Nutrition Education Materials	
<ul style="list-style-type: none"> Purchase and printing costs for approved nutrition education and obesity prevention curricula and supporting materials for use and distribution to 	<ul style="list-style-type: none"> Costs for any nutrition education materials that have already been charged to another federal or private program or source.

<p>SNAP-Ed audience (including USDA <i>Myplate</i> and Team Nutrition Tip Sheets, posters and newsletters, Rethink Drink Pledge sheets and handouts, etc.)</p> <ul style="list-style-type: none"> • Purchase and printing of other nutrition education materials when there is no state or federal materials available that address SNAP –Ed topics for use with SNAP-Ed audience. • Reinforcement items that cost \$4.00 or less and that are directly related to NYS goals and the intended behavior change. One reinforcement item per participant. Reinforcement items must be deemed necessary and cost reasonable, contain and/or reinforce nutrition message, be of nominal value • Nutrition education materials designed for physical activity promotion must be provided in conjunction with relevant nutrition and physical activity messages and must have Eat Smart NY logo (jump rope, etc.) • Water bottles only for Rethink Your Drink when deemed reasonable and necessary 	<ul style="list-style-type: none"> • Any material that endorses or promotes brand name products or retail stores. • Manufacturer’s or store coupons • Purchase or production of written or visual material for purposes of lobbying or influencing Federal, state, or local officials to pass or sign legislation or to influence the outcomes of an election or initiative. • Purchase or production of written or visual nutrition education materials that contain messages which are inconsistent with State goals, USDA SNAP-Ed guidance, or the Dietary Guidelines for Americans. • Reinforcement items without connection to nutrition education or obesity prevention message, celebratory items, staff morale boosters • Reinforcement item or nutrition education material for persons who are not SNAP eligible. 										
ALLOWABLE	UNALLOWABLE										
Physical Activity Promotion											
<ul style="list-style-type: none"> • Physical activity demonstration, promotion, referral that includes a nutrition-related message based on Dietary Guidelines for Americans. • Workshops on calorie balance (nutrition and physical activity) to manage weight consistent with the Dietary Guidelines for Americans. 	<ul style="list-style-type: none"> • Weight loss classes specific to individuals, individualized meal plans, obesity treatment programs. • Gym memberships or classes, trainers, gym equipment, or facilities. • Playground equipment or community infrastructure 										
ALLOWABLE	UNALLOWABLE										
Food Demonstrations											
<ul style="list-style-type: none"> • Food for ‘OTDA approved recipe’ for nutrition educator to prepare and provide ‘sample’ as part of nutrition education workshop or event. Maximum sample size is ¼ of a serving size. Food costs should be directly related to the recipe cost and number of participants. Portion sizes must be limited to test sample size and cannot be snacks, partial meals, or complete meal service. <table border="1" data-bbox="126 1457 808 1770"> <thead> <tr> <th data-bbox="126 1457 305 1503">Steps</th> <th data-bbox="305 1457 808 1503">Calculating the Cost per Serving for a Food Demonstration</th> </tr> </thead> <tbody> <tr> <td data-bbox="126 1503 305 1556">1</td> <td data-bbox="305 1503 808 1556">Number of samples per serving x number of servings per recipe = total samples per recipe</td> </tr> <tr> <td data-bbox="126 1556 305 1629">2</td> <td data-bbox="305 1556 808 1629">Number of people to serve x 1.1 = number of samples to make (10% spillage or wastage cushion)</td> </tr> <tr> <td data-bbox="126 1629 305 1696">3</td> <td data-bbox="305 1629 808 1696">Number of sample to make ÷ total samples per recipe = number of times to make the recipe</td> </tr> <tr> <td data-bbox="126 1696 305 1770">4</td> <td data-bbox="305 1696 808 1770">Cost per recipe x number of times to make the recipe = cost of food for food demonstration</td> </tr> </tbody> </table> <ul style="list-style-type: none"> • All food demonstrations must support approved lessons and state goals. • Food demonstration supplies necessary for food storage, preparation, display, serving, and clean-up. Economic bulk purchase recommended. • Small kitchen equipment (hotplate, blender, 	Steps	Calculating the Cost per Serving for a Food Demonstration	1	Number of samples per serving x number of servings per recipe = total samples per recipe	2	Number of people to serve x 1.1 = number of samples to make (10% spillage or wastage cushion)	3	Number of sample to make ÷ total samples per recipe = number of times to make the recipe	4	Cost per recipe x number of times to make the recipe = cost of food for food demonstration	<ul style="list-style-type: none"> • Food from restaurant or catering service • Food for staff meetings or ‘in-service’ costs • Ongoing snack or food service • Food provided as groceries or supplemental food • Meal size portions, complete meals, or training tables for full meal preparation. • Distribution of snack or meals as incentive for participation in nutrition education workshop, event, or food demonstration.
Steps	Calculating the Cost per Serving for a Food Demonstration										
1	Number of samples per serving x number of servings per recipe = total samples per recipe										
2	Number of people to serve x 1.1 = number of samples to make (10% spillage or wastage cushion)										
3	Number of sample to make ÷ total samples per recipe = number of times to make the recipe										
4	Cost per recipe x number of times to make the recipe = cost of food for food demonstration										

<ul style="list-style-type: none"> • crockpot, etc.) • Table or Mobile food carts if cost reasonable. • Equipment costs must be prorated to reflect the SNAP-Ed portion, if other programs or projects use the equipment. • Food may be donated, but the actual cost may not be leveraged or claimed. • Staff time to prepare, transport, serve and clean-up food for demonstrations. • Cost for purchase or printing nutrition education handouts and USDA approved recipe for food demonstrations. • Food for training if deemed cost reasonable and necessary by OTDA and in accordance with OMB regulations. 	
ALLOWABLE	UNALLOWABLE
Equipment	
<ul style="list-style-type: none"> • Office equipment that is necessary and reasonable for the administration of the program (phones, computers, flash drives, etc.). A public organization may donate equipment and use fair market value; however, any fair market value must be reduced if it was bought with federal funds. (Multiply the fair market value by the percentage share invested in the equipment.) • All equipment must reasonable (in cost and scope), necessary, and integral to the nutrition education activity. If the equipment is also being used to support other activities, or not being used by 100% FTE staff, the costs must be prorated (zerox, printers and cartridges, internet, phone, etc.) Equipment shared with non-SNAP users must be prorated and cost shared with those users. • Equipment purchased with federal funds may be returned to the state at the request of the state if the project is terminated or the contractor no longer participates in the Eat Smart NY program. 	<ul style="list-style-type: none"> • Electronic or office equipment that exceeds \$2,000 per unit unless prior approval is received from OTDA. Equipment that exceeds \$5,000 is unallowable, unless prior approval from FNS. • Food service equipment, coffee makers, salad bars, etc. • I-phones and I-pads, smart phones • Televisions and video game consoles • Global Positioning Systems and/or devises, walkie-talkies or handheld 2-way radios • Nutrition and fitness software (The Food Processor, etc.) • Ice Makers • Medical equipment, except for inexpensive equipment such as anthropometric measuring tools that can be used to measure height and weight to determine and discuss BMS and calorie balance/physical activity. • Gym equipment
ALLOWABLE	UNALLOWABLE
Social Media and Marketing	
<ul style="list-style-type: none"> • Local radio and television announcements of nutrition education events for the SNAP-Ed target audience. • Appropriate social marketing campaigns that target nutrition messages to the SNAP-Ed target audience and are delivered in areas/venues where at least 50 percent of persons are income-eligible for SNAP. • Use core messages and graphics developed by USDA, Team Nutrition, Choose MyPlate, CDC, and DHHS. • All behaviorally focused education messages must support State SNAP-Ed goals. <p>The following represent approved Social Marketing Intervention channels:</p>	<ul style="list-style-type: none"> • Social marketing or media that targets the general population • Publication or dissemination of nutrition education and obesity prevention messages that is inconsistent with the current Dietary Guidelines for Americans and MyPlate. • Radio, print, or TV announcements that do not include a brief message about SNAP, its benefits, and how to apply. • Radio, print, or TV announcements or messages that do not refer to 'Eat Smart New York' and that do not address ESNY primary goals. • Materials that promote participation in programs other than SNAP or ESNY.

- Nutrition Education Radio Public Service Announcement (PSA)
 - Nutrition Education TV Public Service Announcement (PSA)
 - Nutrition Education articles
 - Billboards, bus wraps, or other signage
 - Participation in community events/fairs
 - Sponsor community events/fairs
 - Fact sheets/pamphlets/newsletters
 - Posters
 - Calendars
 - Promotional materials w/nutrition messages (pens, pencils, wallet reference cards, magnets, cups, etc.)
 - Website
 - Electronic (email) materials/info distribution
 - Videos/CD-ROM
 - Retail/point-of-purchase activities
- The following approved Social Media Tools may be used :
- CDC Social Media Tools
<http://www.cdc.gov/obesity/resources/multimedia.html>
 - DHHS and NIH's "WeCan" Social Media Tool
<http://www.nhlbi.nih.gov/health/public/heart/obesity/wecan/>
 - Fruits and Veggie More Matters
<http://www.fruitsandveggiesmorematters.org/>
 - Team Nutrition Social Media for schools
<http://teamnutrition.usda.gov/graphics.html>
 - Food Hero Tips and Tools
<https://www.foodhero.org/tips/helpful-tips>

- Social Marketing Messages, including Radio, Print, TV which have not received OTDA approval prior to distribution
- Staff time for preparing and or delivering radio, television, print (newspaper, newsletters, etc.), or other broadcast activity, that is not 'directly' related to ESNY.
(address on local radio to general public about general nutrition topics; local newspaper column to general public which addresses all organizational activities for the month including brief mention of a ESNY event; Agency newsletter to community addressing all organization news and events, including brief ESNY.

ALLOWABLE	UNALLOWABLE
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Staff Compensation and Training Costs	
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- Staff time spent planning, delivering, and evaluating nutrition education and obesity prevention services to ESNY target audience, including training to LDSS workers, school district personnel, and community health care providers serving low-income communities about SNAP Ed services in community.
- SNAP-Ed related training for program delivery staff as deemed reasonable and necessary, including one full day statewide training for providers in Albany, NY and internet access for webinar trainings.
- Salary rates must be commensurate with duties being performed. Rates not to exceed \$100,848 yearly salary for non-executive personnel, not including fringe.
- Time contribution of food service staff schools should not exceed 20%.
- Paid time for student or interns only if activities are not used to fulfill academic or field work requirements. Paid interns/students are required

- Salaries for physician or other professionals (nurses, pharmacists, dentists, attorneys, etc.) time spent distributing nutrition education materials when charges are based on a rate commensurate with his/her credentials as opposed to the duties he/she is performing.
- Time for volunteers of a non-public agency (faith-based organizations, food banks)
- Costs to support dietetic interns or students if their experience also fulfills academic or fieldwork requirements.
- Costs to support staff time or other expenditures related to participating in national-level work or committees.
- Donated goods or services as in-kind.
- Individual electronic signature for individual's time card.
- Out-of-State travel and Flight costs
- Out-of-State Conferences
- College and University courses

<p>to submit weekly time logs, semi-annual certification of time statements. Minimum age for unpaid SNAP-Ed volunteer in school setting is 16 years of age. Minimum age for all other volunteer work is 18 years of age.</p> <ul style="list-style-type: none"> • Electronic signature for supervisory approval of time cards. 	<ul style="list-style-type: none"> • Training or development costs of food service workers or others not directly associated with delivery of SNAP-Ed.
ALLOWABLE	UNALLOWABLE
Research and Evaluation	
<ul style="list-style-type: none"> • Staff and or contract costs for approved formative research for program planning, process, and outcome evaluations for ESNY activities. Evaluation projects must focus on ESNY activities and assess the effectiveness of ESNY interventions in improving dietary habits and physical activity. Indicators and outcomes should be directly related to curriculum and program approach. • Surveillance and surveys must be pro-rated to reflect only the percentage of respondents at or below 130% of poverty unless the surveillance or survey is directed to SNAP-eligible persons only. • Impact evaluations for interventions that are new or significantly different and for which no other evidence based research exists. All proposed impact evaluations must be requested in writing to OTDA, must be approved by FNS, and will be supervised by OTDA. Requests must be in writing, include goals of evaluation and proposed scope of work with timelines and costs. Interim and final impact evaluation findings must be submitted to OTDA. Report must include statement that funding is provided by OTDA Eat Smart New York and USDA SNAP Nutrition Education and Obesity Prevention Program. The final report is the property of OTDA and USDA. 	<ul style="list-style-type: none"> • Impact evaluations for which evidence based research already exist. • Impact evaluations that report on non-SNAP Ed programming or target SNAP eligible persons. • Payment to subjects for their participation in survey/surveillance/research/evaluation activities. • Costs for survey/surveillance/research and or /evaluation of general population that are not prorated based on the number of likely SNAP-Ed eligible respondents. • Local community food security and needs assessments where such an activity is of minimal or no-cost and is not integral to SNAP Ed programming. Federal and state resources should be accessed instead. • Incentives to encourage attendance at focus groups. • Costs associated with developing nutrition education standards for schools. This is a State level activity. • Contract costs for training related to USDA Educational and Administrative Reporting System. This is a state level function. • Contract costs for the development of quarterly reporting tools and annual reporting. OTDA provides templates, training and support for ESNY reporting.
ALLOWABLE	UNALLOWABLE
Space Allocation	
<ul style="list-style-type: none"> • Space allocated to SNAP-Ed and other programs under a plan whereby the method of space/cost allocation between programs is documented and the costs tracked. • Space donated by local school districts, but only the cost of the space based on depreciation or use allowance 	<ul style="list-style-type: none"> • Commercial rental space charges cannot be used for publicly owned space.
ALLOWABLE	UNALLOWABLE
ESNY Cost Per Participant	
<ul style="list-style-type: none"> • In line with other community interventions, the intervention costs for SNAP-Ed participants should not exceed \$200.00 for each participant when 	<ul style="list-style-type: none"> • Intervention costs that exceed \$200 cost per participant.

analyzing the intervention or activity. Contractors proposing to spend more than this must provide a justification. To calculate the cost per participant, take the total costs for the activity or intervention divided by the unduplicated number of ESNY eligible individuals reached.

USDA Educational Administrative and Reporting System ESNY Provider Reporting Requirements

The Education Administration Reporting System (EARS) is a reporting system designed to provide uniform data and information about the activities of all States participating in SNAP-Ed Activities. Each state is required to submit descriptive data and fiscal data to USDA by December 30th on prior year SNAP-Ed activity.

Data collected under this reporting system include demographic characteristics of participants receiving nutrition education and obesity prevention activities, topics covered educational delivery sites, educational strategies, and resource allocation. A copy of the current report form is accessible via the web at: <http://snap.nal.usda.gov/snap/EARS/FormFNS-759.pdf>

OTDA provides training and support for EARS reporting to all providers. Providers are expected to have methods and systems in place to facilitate the collection of required data and the generating of annual EARS report. The EARS report is due to OTDA no later than the second Friday of December each year.

General Reporting Requirements for EARS

- Number SNAP-Ed Recipients and available Demographic Information [Age, SNAP Ed Status , Gender, Race and Ethnicity]*
- Number of SNAP Ed Educational Contacts
- Number of SNAP- Ed Delivery Sites by Type of Site Setting
- Type of Educational Session (single, series), time range, % multimedia
- Content of Activities
- Social Marketing Campaigns: Activities, Priority Populations Targeted, Estimated Number of SNAP Recipients reached, Key Messages, total expenditures
- Number SNAP-Ed reached through Material Distribution [fact sheets, newsletters, posters, websites, Facebook, e-mail)
- Number SNAP-Ed Reached Through Communications and Events
- Expenditures by Source of Funding and by Category of Funding

***Note:** Every effort should be made to collect demographic information from program participants so that NYS can input data into the EARS system. When demographic information is not collected, the activity must be recorded as indirect.

Definitions

Activity - refers to actual work performed by program personnel to implement objectives.

Administrative Costs - refers to the financial costs characterized by the following types of activities:

- Dollar value of salaries and benefits associated with staff time dedicated towards the *administration* of the SNAP-Ed program
- Cost of training for performing administrative functions like record keeping and accounting, etc.
- Cost of reporting SNAP-Ed activities
- Operating Costs
- Indirect Costs for those administrative staff not covered above.
- Other overhead charges associated with administrative expenses (i.e. Space, Human Resource services, etc.)

Allowable Cost - refers to costs that are reimbursable from Federal program funds because they support SNAP-Ed and conform to government-wide and SNAP-specific cost policy.

Behavior - indicates action rather than knowledge or attitudes.

Behaviorally Focused Nutrition Messages - are those that are (a) related to healthy food choices, for example, eating lower fat foods, adding one fruit each day, and switching to whole grain breads; (b) related to other nutritional issues, for example encouraging breast feeding practices, or physical activity (c) related to the environmental impact of dietary practices, including safe food handling, promoting community walking groups (d) related to food shopping practices that increase purchasing power and availability of food including using store coupons, joining store clubs for added discounts, and purchasing in bulk, and (e) food security such as applying for nutrition assistance programs (i.e. WIC, SNAP, Child Nutrition Programs, Food Distribution Programs, etc.).

Capital Equipment - is non-expendable property having a value of \$5000 or more per item at the time of acquisition. Capital equipment shall (7CFR 277 (OMB Circular A-87)) be inventoried and accounted for every two years by a physical inventory process. Capital equipment shall be disposed of in accordance with Federal property management requirements.

Census Tracts - are small, relatively permanent geographic entities within counties (or the statistical equivalent of counties) delineated by a committee of local data users. Generally, census tracts have between 2,500 and 8,000 residents and boundaries that follow visible features. Between the 2000 Decennial Census and the 2010 Census the Bureau of Census developed and began collecting the American Community Survey (ACS) largely the same information as collected in the decennial census. In 2011, the Bureau released a 5-year ACS data file for 2005-2009. This file may be used in targeting audiences in SNAP-Ed delivery.

Direct Education- a definition used for reporting participant counts in the USDA Educational and Administrative Reporting System (EARS). To count activity as direct education, the participant must be actively engaged in the learning process with an educator and/or interactive media and information about the individual participant's SNAP participation status, age, gender, and race/ethnicity must be collected.

EARS - the Education and Administrative Reporting System, is an annual data and information collection process completed by SNAP State Agencies. It collects uniform data and information on nutrition education activities funded by SNAP during the prior fiscal year.

Effectiveness - is the extent to which pre-established objectives are attained as a result of program activity, as indicated by performance measures.

Evidence-Based Approach - for nutrition education and obesity prevention is defined as the integration of the best research evidence with best available practice-based evidence. The best research evidence refers to relevant rigorous nutrition and public health nutrition research including systematically reviewed scientific evidence. Practice-based evidence refers to case studies, pilot studies, and evidence from the field on nutrition education interventions that demonstrate obesity prevention potential.

Evidence may be related to obesity prevention target areas, intervention strategies, and/or specific interventions. The target areas are identified in the current Dietary Guidelines for Americans. Intervention strategies are broad approaches to intervening on specific target areas. Interventions are a specific set of evidence-based, behaviorally-focused activities and/or actions to promote healthy eating and active lifestyles. Evidence-based allowable use of funds for SNAP-Ed include conducting and evaluating intervention programs, and implementing and measuring policy, systems, and environmental changes in accordance with SNAP-Ed Guidance.

Fiscal Year - is the Federal Fiscal Year that runs from October 1st of one year through September 30th of the following year.

Food Bank - means a public or charitable institution that maintains an established operation involving the provision of food or edible commodities, or the products of food or edible commodities, to food pantries, soup kitchens, hunger relief centers, or other food or feeding centers that, as an integral part of their normal activities, provide meals or food to feed needy persons on a regular basis.

Food Pantry - means a public or private nonprofit organization that distributes food to low-income and unemployed households, including food from sources other than the Department of Agriculture, to relieve situations of emergency and distress.

Full-Time Equivalent (FTE) - employment, as defined by the Federal government, means the total number of straight-time hours (i.e., not including overtime pay or holiday hours) worked by employees divided by the number of compensable hours (2,080 hours) in the Fiscal year. According to this definition, annual leave, sick leave, compensatory time off and other approved leave categories are considered "hours worked" for purposes of defining FTE employment. States may define FTEs differently than the Federal standard. States may use their own definition of FTEs in their SNAP-Ed Plan, but shall clearly state the definition and the basis for the calculation.

Indirect Cost - rate is a rate typically computed by summing all indirect costs then divided the total by the Modified Total Direct Costs. The resulting percentage is applied to each grant to determine their share of the indirect or overhead costs. Indirect cost rates applied in the SNAP-Ed plan shall be documented through an indirect cost plan that is approved by a cognizant agency. If the rate is not approved, the computation of the rate shall be acceptable to FNS.

Lobbying - is any activity or material to influence Federal, State, or local officials to pass, or sign legislation or to influence the outcomes of an election, referendum, or initiative.

Low-income Persons - are people participating in or applying for the SNAP, as well as people with low financial resources defined as gross household incomes at or below 185 percent of poverty. National School Lunch Program data on number of children eligible for free and reduced price meals, which represents children in families with incomes at or below 185 percent of poverty, or Census data identifying areas where low income persons reside, are available data sources that can be used to identify low income populations. Participation in WIC may also be used as a proxy for low income since WIC participants have gross family incomes below 185 percent of poverty.

Medical Nutrition Therapy Services - means the assessment of the nutritional status of patients with a condition, illness, or injury (such as diabetes, hypertension, gout, etc.) that puts them at risk. This includes review and analysis of medical and diet history, laboratory values, and anthropometric measurements. Based on the assessment, nutrition modalities most appropriate to manage the condition or treat the illness or injury are chosen and include the following:

- Diet modification and counseling leading to the development of a personal diet plan to achieve nutritional goals and desired health outcomes.
- Specialized nutrition therapies including supplementation with medical foods for those unable to obtain adequate nutrients through food intake only; parenteral nutrition delivered via tube feeding into the gastrointestinal tract for those unable to ingest or digest food; and parenteral nutrition delivered via intravenous infusion for those unable to absorb nutrients.

Medical nutrition therapy services are outside the scope of SNAP-Ed, and their cost is unallowable. Allowable SNAP-Ed activities focus on primary prevention of disease. Accordingly, they include activities to help the SNAP-Ed population to prevent or to postpone the onset of chronic disease by establishing more physically active lifestyles and healthier eating habits. By contrast, medical nutrition therapy is a secondary intervention that focuses on helping people already afflicted with the disease to cope with and its effects and prevent additional disability. Medical Nutrition Therapy Services are **not allowable** SNAP-Ed costs.

Needs Assessment - is the process of identifying and describing the extent and type of health and nutrition problems and needs of individuals and/or target populations in the community.

Non-Capital Equipment - is property having a value of less than \$5000 per item at the time of acquisition. This equipment is generally treated as supplies and is not required to be included in any property management system. Treatment and disposition of non-expendable equipment should be done in accordance with State or local property management requirements.

Outreach - is providing information or assistance to individuals who might be eligible for the SNAP <http://www.fns.usda.gov/SNAP/> in order to help them make an informed decision whether to apply for the Program. State SNAP agencies seeking Federal funding for Outreach activities may annually submit an Outreach plan to FNS for approval.

Poverty Guidelines - are an administrative version of the Federal poverty measure and are issued annually by the Department of Health and Human Services in the Federal Register. Sometimes referred to as the Federal Poverty Level, these guidelines are often used to set eligibility for certain programs. <http://aspe.hhs.gov/poverty/index.shtml>.

Poverty Thresholds - are the statistical version of the Federal poverty measure and are released annually by the Census Bureau. They are used to estimate the number of persons in poverty in the United States or in states and regions. www.census.gov/hhes/www/poverty.html

SNAP Nutrition Education and Obesity Prevention Services - are any combination of educational strategies, accompanied by environmental supports, designed to facilitate voluntary adoption of food and physical activity choices and other nutrition-related behaviors conducive to the health and well-being of SNAP participants and low-income individuals eligible to participate in SNAP and other means-tested Federal assistance programs. Nutrition education and obesity prevention services are delivered through multiple venues and involves activities at the individual, community, and appropriate policy levels. Acceptable policy level interventions are activities that encourage healthier choices based on the current Dietary Guidelines for Americans.

SNAP Outreach Message - is brief message providing information on the availability, benefits, and application procedures for SNAP, preferably with information on local application sites, (or a toll-free number), or other useful information on how to find services.

SNAP-Ed Plan - is an official written document that describes SNAP-Ed services States may provide. It should clearly describe goals, priorities, objectives, activities, procedures used, and resources including staff and budget, and evaluation method.

Social Marketing - is defined as a disciplined, consumer-focused, research-based process to plan, develop, implement, and evaluate interventions, programs and multiple channels of communications designed to influence the voluntary behavior or a large number of people in the target audience.

Soup Kitchen - means a public or charitable institution that, as an integral part of the normal activities of the institution, maintains an established feeding operation to provide food to needy homeless persons on a regular basis.

Unduplicated Count - refers to the number of different individuals who receive any SNAP-Ed direct education. Each individual counts as one participant, regardless of the number of times he or she has participated in direct education activities.