

ARTICLE I. PROGRAMS DEFINITIONS

- A. “Activity” means actual work performed by program personnel to implement objectives.
- B. “Behavior” indicates action rather than knowledge or attitudes.
- C. “Behaviorally Focused Nutrition Messages” means messages that are related to:
  - 1. Healthy food choices, for example, eating lower-fat foods instead of foods high in saturated fat; increasing fruit intake by adding one fruit each day; and switching to whole grain breads instead of refined breads.
  - 2. Other nutritional issues, for example, encouraging physical activity.
  - 3. The environmental impact of dietary practices, including safe food handling and promoting community physical activity groups.
  - 4. Food shopping practices that increase purchasing power and the availability of food, including using store coupons, joining clubs for added discounts, and purchasing in bulk.
  - 5. Food security, such as applying for nutrition assistance programs (i.e., Supplemental Nutrition Assistance Program (SNAP), also known as CalFresh in California; Women, Infants, and Children; food distribution programs, etc.).
- D. “CalFresh” means a federal food assistance program, funded by the US Department of Agriculture and known as the Supplemental Nutrition Assistance Program (SNAP). CalFresh is an entitlement that provides low-income families with electronic benefits that can be used to purchase food at participating markets and food stores.
- E. “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. Census tract data may be used in targeting audiences for delivery of SNAP-Education (SNAP-Ed).
- F. “County Nutrition Action Plan (CNAP)” means the SNAP-Ed planning process where all partners come together to identify eligible sites for SNAP-Ed delivery and what SNAP-Ed funded entity should serve those sites.
- G. “Education and Administrative Reporting System (EARS)” means the annual data and information collection process completed by SNAP State agencies.

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EARS collects uniform data and information on nutrition education activities funded by SNAP during the prior fiscal year.

- H. “Effectiveness” means the extent to which pre-established objectives are attained as a result of program activity, as indicated by established performance measures.
- I. Emerging Strategies or Interventions means community-or practitioner-driven activities that have not yet been formally evaluated for obesity prevention outcomes.
- J. “Evaluation Process” means the method to collect, analyze, and use program information to identify program effectiveness. There are four key evaluation types:
  - 1. “Formative” evaluation involves pre- and ongoing testing of consumer and intermediary elements within program delivery, including messaging, consumer communication materials, training and intervention aids, and evaluation instruments. May be used to adapt elements of an existing evidence-based intervention to a new audience, geographic area, or setting.
  - 2. “Process” evaluation can involve such measures as tracking the number of materials distributed, the number of clients reached, the effectiveness of alternate methods for delivering services and/or barriers to implementing the intervention; helps to assure fidelity that an evidence-based intervention is delivered as designed and thus likely to result in the expected outcomes.
  - 3. “Outcome” evaluation demonstrates changes that occur in the presence of an intervention but does not establish cause and effect conclusions.
  - 4. “Impact” evaluation indicates how effective the intervention was in changing the target populations’ attitudes, awareness and/or behavior.
- K. “Evidence-Based Approach” means a nutrition education and obesity prevention approach that integrates the best research evidence with the best available practice-based evidence.
  - 1. The best research evidence refers to relevant, rigorous nutrition and public health nutrition research, including systematically reviewed scientific evidence.
  - 2. Practice-based evidence refers to case studies, pilot studies, and evidence from the field of nutrition education interventions that demonstrate obesity prevention potential.

ARTICLE I. PROGRAM DEFINITIONS (Continued)

3. 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 in specific target areas. Interventions are a specific set of evidence-based, behaviorally focused activities and/or actions to promote healthy eating and active lifestyles.
  4. Evidence-based allowable uses 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.
- L. “Federal Fiscal Year (FFY)” means the period of time that begins October 1 of one year through September 30 of the following year.
- M. “Integrated Work Plan (IWP)” means the FFY SNAP-Ed three-year work plan developed with an integrated approach by all SNAP-Ed funded implementing agencies in their local jurisdiction. The IWP identifies goals, objectives, key messages, educational materials, description of target populations, intervention plans, community needs, target messaging, intervention strategies, and evaluation plans to improve the health of the SNAP-Ed eligible population.
- N. Interventions are a specific set of evidence-based, behaviorally focused activities and/or actions to promote healthy eating and active lifestyles.
- O. “Low-Income Persons” means older adults age 60 and older participating in or applying for SNAP, as well as people with low financial resources defined as gross household incomes at or below 185 percent (185%) of the Federal Poverty Level (FPL). Other data sources to identify low-income populations are:
1. Census data identifying areas where low-income persons reside.
  2. Participation in other means-tested federal assistance programs where individuals have a gross family income below 185 percent (185%) of FPL.
- P. “Needs Assessment” is the process of identifying and describing the extent and type of health and nutrition problems and needs of low-income older adults in the community.
- Q. “Older Adult” means a person age 60 or older.
- R. “Participant” means an individual age 60 or older participating in a SNAP-Ed activity at an eligible SNAP-Ed site.
- S. “Poverty Guidelines” means the administrative version of the Federal Poverty Measure issued annually by the Department of Health and Human Services in

ARTICLE I. PROGRAM DEFINITIONS (Continued)

the Federal Register. Also known as the FPL, these guidelines are often used to set eligibility for certain programs. (<http://aspe.hhs.gov/poverty/index.shtml>)

- T. “Program Requirements” means SNAP-Ed program requirements found in the Nutrition and Food Act of 2008, Sec. 28 as amended through Pub. L. 113-128 (7 USC 2036a); Healthy Hunger Free Kids Act of 2010, (Sec. 41 Pub. L. 111-296); SNAP: Nutrition Education and Obesity Prevention Grant Program, Interim Rule (7 CFR 272.2); Agricultural Act of 2014 (Sec. 4028 Pub. L. 113-79); SNAP-Ed Guidance; and California Department of Aging (CDA) Program Memoranda.
- U. “Project” means a discrete unit of nutrition education or obesity prevention intervention at the local level, which is distinguished by a specifically identified low-income target population.
- V. “SNAP” means the federal Supplemental Nutrition Assistance Program formerly known as the Food Stamp Program, which provides food purchasing assistance for low- and no-income people living in the U.S. It is a federal aid program, administered by the U.S. Department of Agriculture, under the Food and Nutrition Service (FNS).
- W. “SNAP-Ed 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. For the purposes of this contract, nutrition education and obesity prevention services are delivered through Older Americans Act (OAA) nutrition sites or other approved SNAP-Ed sites.
- X. “SNAP-Ed Eligible Population” means CalFresh recipients age 60 and older (at or below 130 percent (130%) FPL) and SNAP-Ed eligibles (at or below 185 percent (185%) FPL) age 60 or older.
- Y. “SNAP-Ed Site” means any site that meets the USDA, FNS approved site eligibility standards in Article II, 5 of this Exhibit.
- Z. “Unduplicated Count” means the number of individual participants 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.

ARTICLE I. PROGRAM DEFINITIONS (Continued)

- AA. “United States Department of Agriculture, Food and Nutrition Service (USDA, FNS)” is an agency that works to end hunger and obesity through the administration of fifteen (15) federal nutrition assistance programs including SNAP.

ARTICLE II. SCOPE OF WORK

The Contractor shall:

- A. Administer SNAP-Ed in accordance with program requirements, policies/procedures outlined in this Agreement, and in the current FFY federal SNAP-Ed Guidance (<http://www.fns.usda.gov/snap/supplemental-nutrition-assistance-program-education-snap-ed>). [SNAP-Ed Guidance]
- B. Implement a SNAP-Ed program targeting the SNAP-Ed eligible population. [USC 2026a(1)(B)(ii)] [SNAP-Ed Guidance]
- C. Identify a primary contact for the contract who is required to stay informed of any policy/procedural changes.
- D. Provide SNAP-Ed services in accordance with USDA, FNS Guidelines at the local level. [7 USC 2026a(1)(B)(ii)] [SNAP-Ed Guidance]
- E. Ensure SNAP-Ed sites meet at least one of the following site eligibility USDA, FNS Guidance Standards:
  - 1. Methodology 1. Income Targeting Data – Have a site targeting methodology for low-income persons (e.g., census tract, Senior Farmers’ Market Program, and public housing, etc.);
  - 2. Methodology 2. Means-Tested Setting – Are qualified based on the population served and not the physical location (e.g., public housing, Commodity Food Distribution sites, etc.);
  - 3. Methodology 3. Intake Records – Use Title IIIC participant intake forms to determine that at least 50 percent (50%) of participants have gross incomes at or below 100 percent (100%) of the FPL; or
  - 4. Methodology 4. Survey – Identify that at least 50 percent (50%) of participants have gross incomes at or below 185 percent (185%) of the FPL.

ARTICLE II. SCOPE OF WORK (Continued)

- F. Ensure Title IIIC SNAP-Ed site eligibility is evaluated annually and the eligibility documentation records are kept on file at the contracting agency. [7 CFR 272.2(d)(2)(i) and (v)] [USDA/Western Regional Office Targeting Methodology Summary]
- G. Ensure SNAP-Ed funds made available under this Agreement are used solely for approved, older adult, SNAP-Ed activities. [7 CFR 272.2(d)(2)(vi)(B)] [7 USC 2026(a)]
- H. Provide SNAP-Ed direct and indirect education activities based on CDA-approved, evidence-based, nutrition education and obesity prevention programs. SNAP-Ed activities must align with specific key messaging that meets the current *Dietary Guidelines for Americans* as follows:
  - 1. Focus on making healthy food and beverage choices from all five food groups including fruits, vegetables, grains, protein foods, and dairy to get the nutrients needed.
  - 2. Eat the right amount of calories based on age, sex, height, weight, and physical activity level.
  - 3. Build a healthier eating style that can help avoid overweight and obesity and reduce the risk of diseases such as heart disease, diabetes, and cancer.
- I. Ensure the ultimate accountability for funds received from CDA and for the effective and efficient implementation of the activities as described in the CDA-approved SNAP-Ed IWP which is incorporated by reference, and all pertinent program and data requirements. [7 CFR 272.2] [7 USC 2026a] [SNAP-Ed Guidance]
- J. Participate in local CNAP meetings. [SNAP-Ed Guidance]
- K. Demonstrate that there is a need for SNAP-Ed activities. SNAP-Ed activities shall not supplant existing programs. The SNAP-Ed site location where SNAP-Ed activities are provided must meet the USDA, FNS delivery requirements for delivery of SNAP-Ed services. SNAP-Ed targeting plans must be updated as needed and approved by CDA prior to delivery. [7 CFR 272.2(B)] [SNAP-Ed Guidance]

ARTICLE II. SCOPE OF WORK (Continued)

- L. Ensure that each SNAP-Ed intervention is evaluated for effectiveness using any of the following methods: formative, impact, outcome, and process evaluation techniques as defined in <http://www.fns.usda.gov/sites/default/files/EvaluationPrinciples.pdf>
  
- M. Ensure that contractors providing direct education and receiving \$35,000 or more in allocations conduct pre- and post- intervention evaluations in a minimum of twenty-five percent (25%) of SNAP-Ed series-based classes. The evaluation shall include, at a minimum, questions from validated evaluation tools for physical activity (Rapid Assessment of Physical Activity) and dietary behaviors (Food Behavior Checklist or Fruit and Vegetable Checklist), as applicable.  
[2 CFR 200 331]