

# Expanded Role for NC Cooperative Extension in the SNAP-Ed Program

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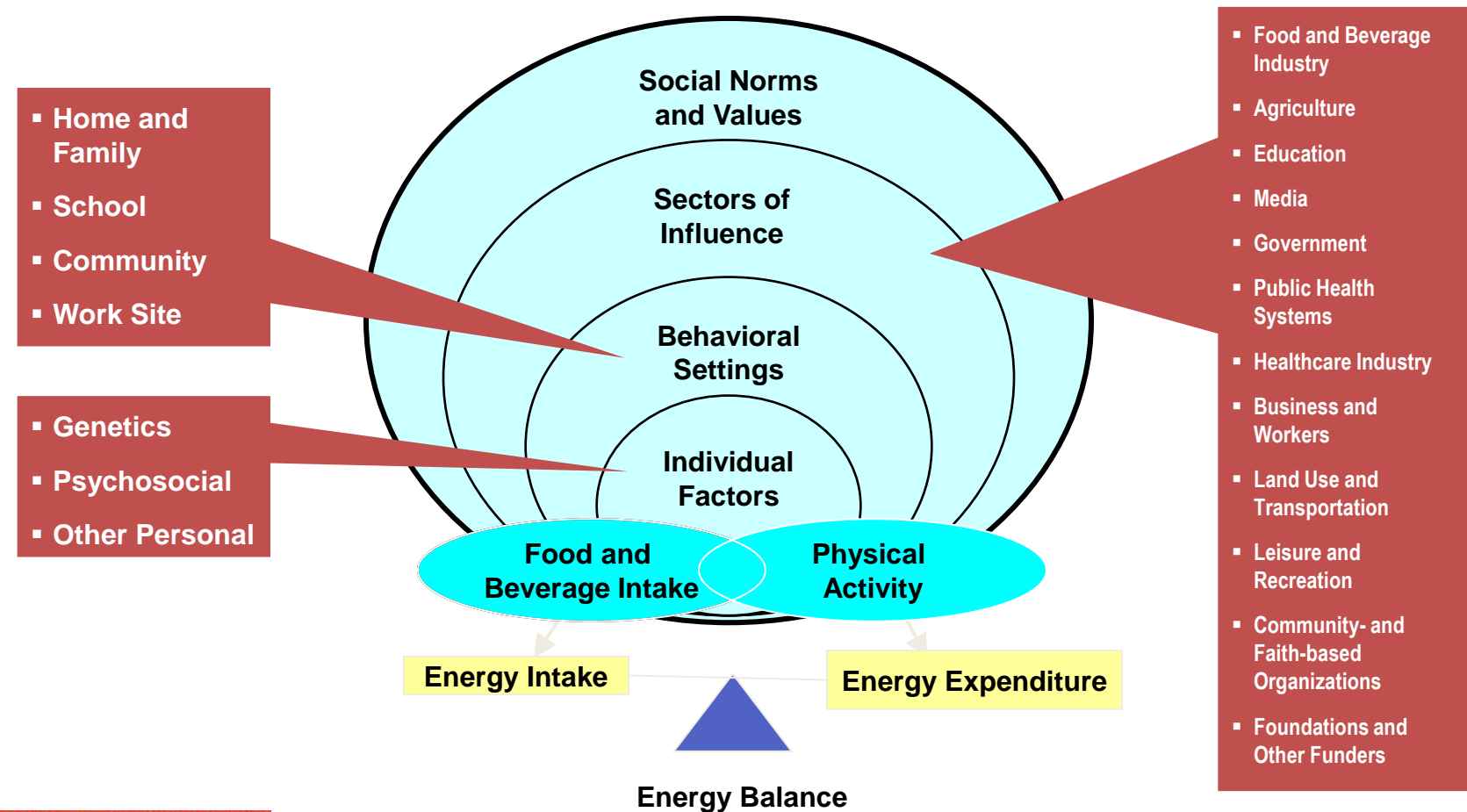


**NC STATE UNIVERSITY**

# Current SNAP-Ed Landscape

- Single-year contracts
- Multiple grants across the state
- Limited coordination between grantees
- Primarily education to food stamp eligible adults and children

# USDA Guidance asks for expanded reach to include work in other levels of the socioecological model.



# How do we move to a more integrated approach for SNAP-Ed in North Carolina?

## We Need:



**3-Year Contracts**

**Work that is integrated across the spheres of the socioecological model**

**Coordinated effort in which each grantee focuses on a specific aspect of an integrated plan**

**NC Cooperative Extension – well suited to serve in coordination role**

- land-grant mission to serve
- academic culture to promote rigorous evaluation
- nutrition education expertise
- long history of bringing together partners
- years of experience with SNAP-Ed funding

# How does SNAP-Ed operate across the country?

## Survey of states revealed<sup>1</sup>:

- $\frac{1}{3}$  have a nutrition expert led network or collaborative
- $\frac{1}{3}$  contract with their land grant university as sole SNAP-Ed provider
- $\frac{1}{3}$  have multiple contracts

**An estimated  $\frac{1}{2}$  of the states go through the land grant institution.**

<sup>1</sup>Survey conducted for information purposes only and is an estimate of how states operate across the country.

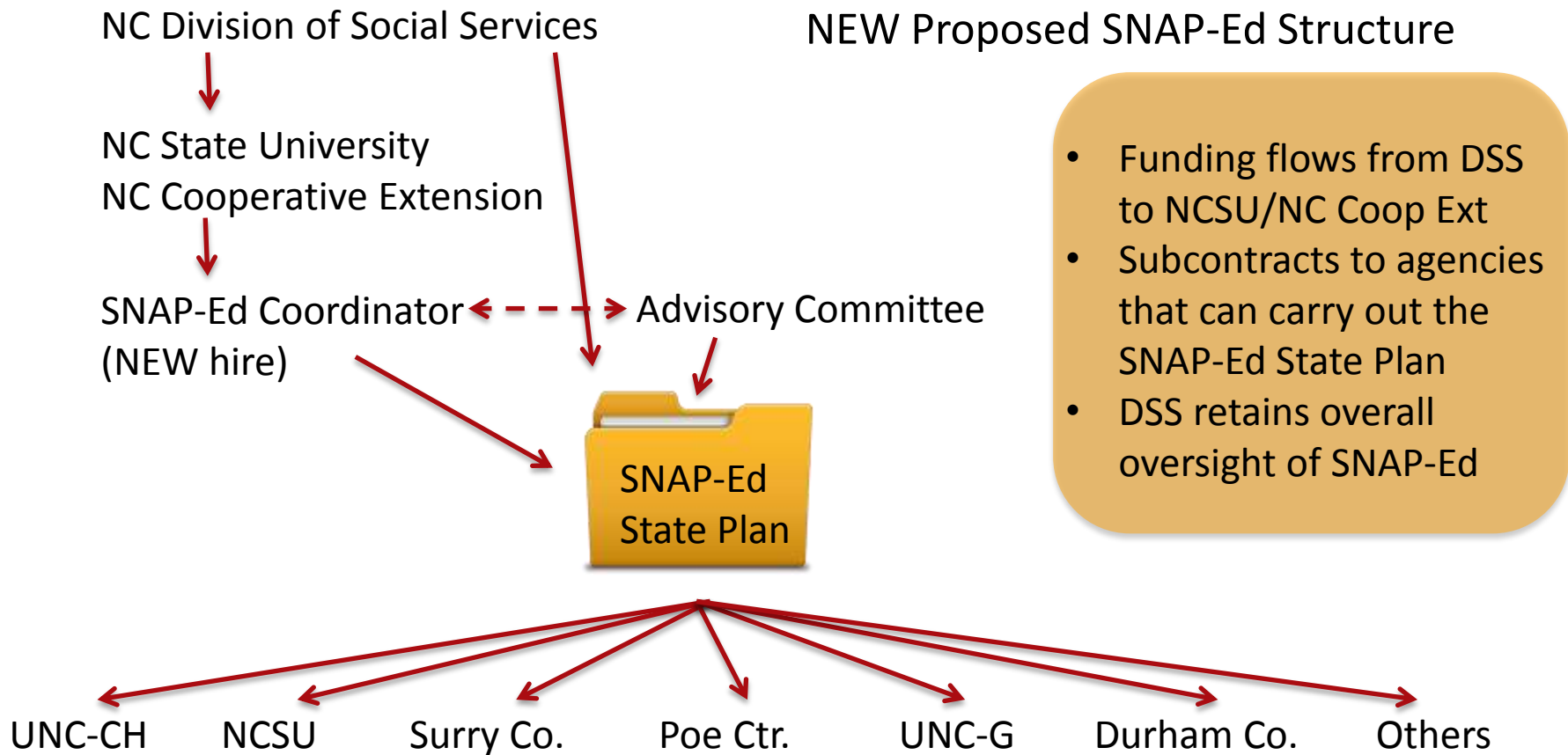


# How much increase in funding is expected in NC?

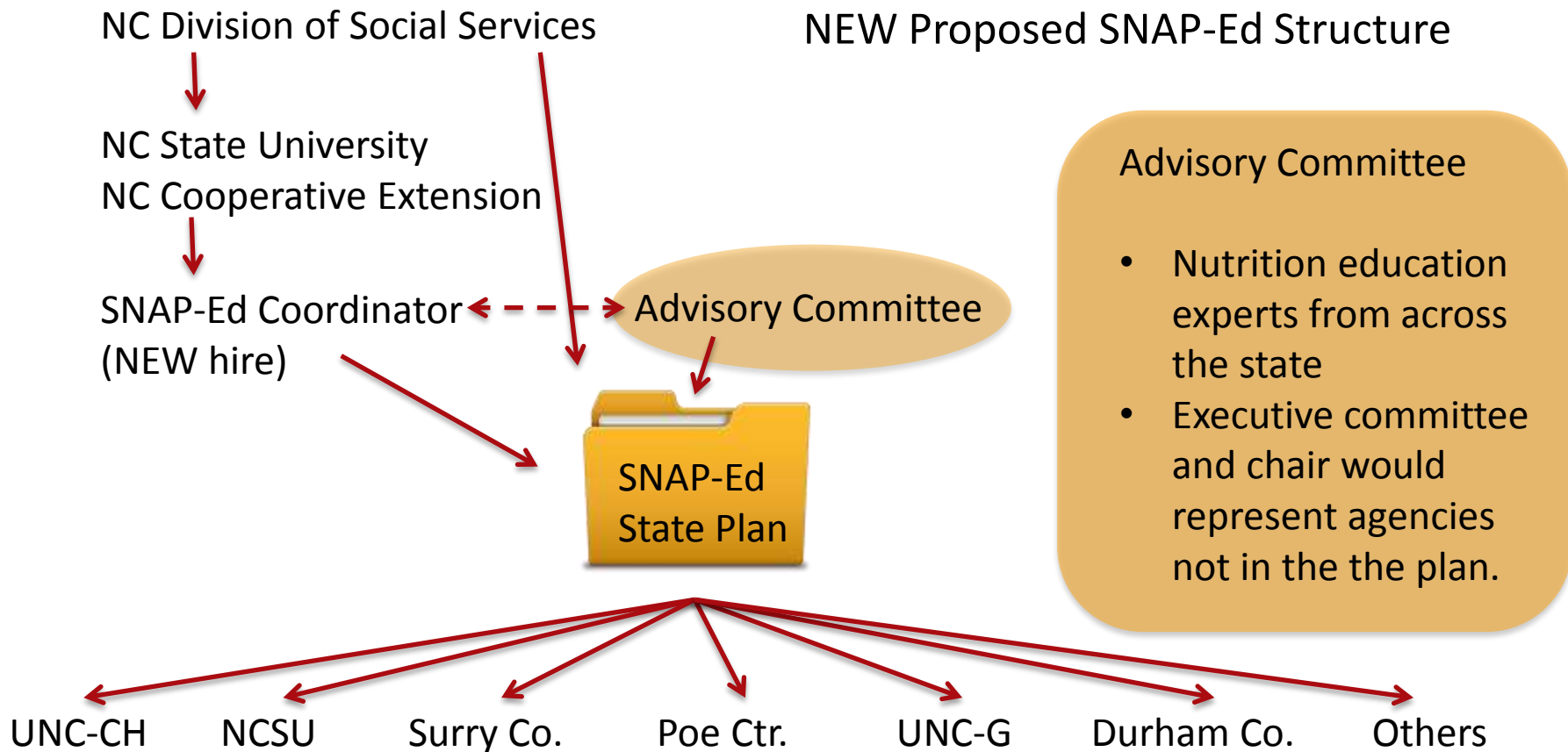
FY 13-14	90% based on previous allocation	10% SNAP rosters	\$2.9 M
FY 14-15	80% based on previous allocation	20% SNAP rosters	\$4.1 M*
FY 15-16	70% based on previous allocation	30% SNAP rosters	\$5.3 M*

Funding equation continues to change in this manner until it reaches 50% based on SNAP rosters.

\* Estimates based on current SNAP rosters



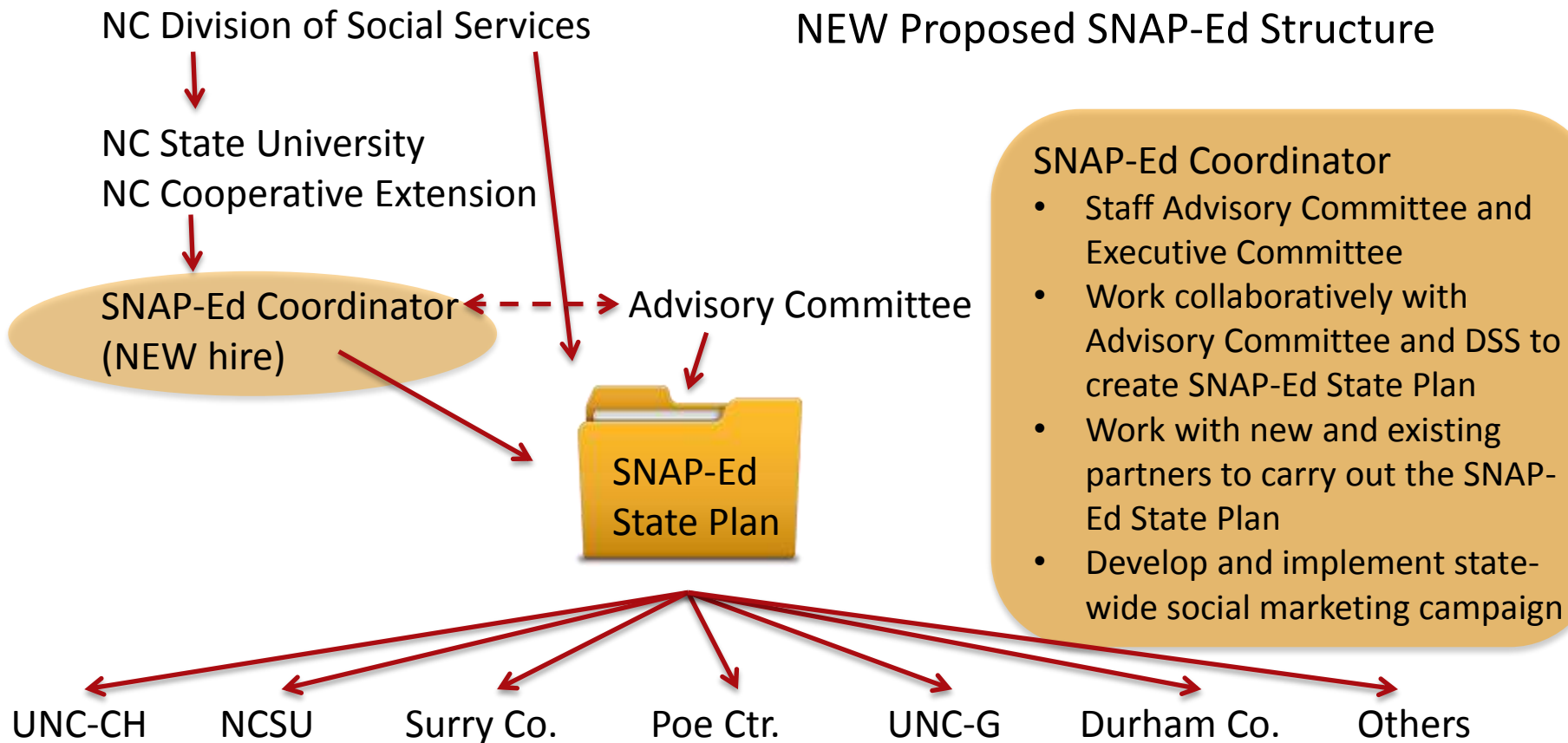
A socioecological approach – going beyond nutrition education alone.



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## NEW Proposed SNAP-Ed Structure



A socioecological approach – going beyond nutrition education alone.

# NEW Landscape for SNAP-Ed

- Work with DSS to draft an additional contract with NCSU to hire SNAP-Ed Coordinator – duties could include a social marketing statewide project
- Hire the SNAP-Ed Coordinator to begin work October 1, 2014
- New SNAP-Ed Coordinator works with DSS and Advisory Committee to develop FY 15-16 SNAP-Ed State Plan to better address environmental supports

# Thank You

## Contact information

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