

Introduction

The State of Delaware Department of Health and Social Services (DSS), through the University of Delaware (UD), invite organizations currently delivering nutrition education or obesity prevention strategies to Supplemental Nutrition Assistance Program (SNAP)-benefit-eligible Delawareans to submit a Delaware Supplemental Nutrition Assistance Program – Education (SNAP-Ed) Proposal.

The goal of SNAP-Ed is to improve the overall likelihood that those receiving the SNAP benefit will make healthy lifestyle choices. SNAP-Ed uses social marketing and evidence-based strategies to educate and influence individuals as well as policy, systems and environments strategies to change behavior. The program's focus is on teaching people to stretch their food dollar, while shopping for and using healthy food items, as well as making the healthy choice the easy choice for individuals and families.

Delaware's SNAP-Ed plan aligns with the goals of the federal plan guidance, found at <https://snaped.fns.usda.gov/program-administration/guidance-and-templates>. Delaware is provided a set budget from the federal Food and Nutrition Service (FNS) each year. This funding is provided to Delaware Health and Social Services (DHSS) which contracts to the University of Delaware as the implementation agency. The role of the implementation agency is to submit a nutrition education plan each year that includes an up to date needs assessment, overview of the Delaware nutrition education goals and objectives, overall budget, and the breakdown of all subawardees who will work in a coordinated way to achieve common goals. The University of Delaware oversees the implementation of this plan throughout the year which includes: communication with the state and response to federal and state requests for information, overall management of the budget, and management of overall activities, ensuring alignment with allowable and reasonable costs and activities. In FY2020, the University of Delaware will also oversee the evaluation of the plan, which includes use of a statewide reporting system, PEARS, managed by the University of Kansas.

Partners engaged in activities that meet activity and cost guidelines as outlined in the SNAP-Ed Guidance ([here](#)) and align with the state goals as outlined in the following instructions are encouraged to apply.

Proposal Instructions:

Applicants must follow **all** instructions as outlined on the following pages. Failure to do so will mark a proposal ineligible from scoring, and, therefore, funding.

Applications should include (all in PDF Format):

- Applicant Information/Assurances Form
- Proposal Preparation Checklist
- Project Proposal (Should not exceed 10 pages, including budget justification and staffing plan)
- Partner Principal Investigator (PI) Responsibilities
- Letters of Commitment from any partners planning to collaborate on activities outlined in this proposal

PROJECT PROPOSAL

Please format by providing the letter and header before responding to the information requested in each section.

The point totals following each section are how it will be scored based on the applicant's thorough response to the areas outlined in the instructions. Proposals will be assessed in a blind review process.

A. Project Description/Statement of Work (40 points total for both areas below)

1) Population Served:

Eligible populations are households or individuals that are currently receiving SNAP benefits. Audiences may also be eligible for SNAP-Ed if at least 50% have household incomes less than 185% of the federal poverty level and meet all other categorical, non-financial SNAP requirements, such as U.S. citizenship and non-incarcerated status.

Applicants may choose to work on an intervention targeted at a specific site. Prior to submitting a proposal, applicants should review the eligibility requirements to ensure sites and populations are eligible for programming.

To learn more about SNAP, and SNAP-Ed, please visit the following site:

<https://www.fns.usda.gov/snap/supplemental-nutrition-assistance-program-snap>.

Instructions:

Describe the population that will be served by the interventions outlined in this proposal.

Keep in mind that the purpose of this plan is to serve all Delawareans eligible for this programming, at a reasonable cost. It is important to think about the impact of the proposed intervention from a geographic and sector perspective. An emphasis at the federal level has been put on women and children as a target audience, so it is important to ensure that this audience is receiving interventions in Delaware's plan. When putting together the description of your population, please provide the following information:

- Physical location of intervention (school, community location, senior center, food retail, etc.)
- Geographic location of intervention (County, town/city). If statewide, please ensure that you describe what interventions will be serving statewide populations.
- Approximate number of people to be served by the proposal

2) Intervention Strategy Selection

The Delaware SNAP-Ed plan focuses on nutrition education across the lifespan, with special focus given to audiences that are most at-risk for health disparities.

The SNAP-Ed program is designed to meet the needs of individuals and families in the state who are eligible to receive nutrition assistance. All strategies chosen should align with an identified need. For information on needs in Delaware, review the FY 2020 Delaware Needs Assessment located with the application materials.

Strategies selected should be evidence, practice or research-based and cover multi dimensions of the socio-ecological model. Special emphasis should be given to strategies that integrate direct education with a policy, system and/or environmental change. For a list of interventions recommended for use, review the SNAP-Ed Toolkit.

(<https://snapedtoolkit.org/>). Proposals will be assessed based on the likelihood of the chosen strategy(ies) achieving progress toward one or more of the objectives listed. Evidence-based strategies are highly recommended; however, innovations based on evidence or behavior change theory may be eligible with sufficient explanation of alignment with state based objectives.

Strategies chosen should align with state level goals for nutrition and obesity prevention. These include:

- Increase in the number of policy, systems and environmental changes aimed at increasing access to healthy foods and physical activity opportunities for SNAP-Ed eligible participants.
- Increase the number of comprehensive (including direct and indirect education and policy and environmental changes) approaches that address nutrition and physical activity (emphasis should be placed on interventions that influence multiple levels of the socio-ecological model and are aimed at changing behavior for women and/or children, specifically in schools, early care and education, healthcare, worksites, and faith-based organizations).
- Increase the number of direct and indirect education programs that address physical activity.

B. Collaboration (15 points)

Please describe any collaborative efforts that are a part of the proposed plan. Collaborative efforts include working with coalitions, other community partners (including but not limited to: health care, schools, faith-based organizations, farmers, and retail outlets). **Please Note:** For any collaborative efforts a letter of commitment should also be submitted.

C. Potential Impact (10 points)

Please describe the potential impact implementing this plan will have on a community and/or individual. What are changes will be made at the individual, organization or environmental level as a result of this plan? In addition, please provide the number of people projected to be enrolled in programming, or who will have greater access to healthy behavior options because of the proposed intervention.

D. Evaluation Plan (15 points)

A goal of the Delaware SNAP-Ed plan is to show that all community partners are working together to impact the community across a variety sectors and populations. In order to show impact, Delaware is using the Program Evaluation and Reporting System (PEARS). This system is an online tracking and reporting portal that allows the state to track the number of interactions with SNAP eligible participants and the changes in policies, systems, environments and individual behaviors. Delaware SNAP-Ed partners will be required to report monthly in the PEARS online portal. Training will be provided to awarded partners. As a part of this system, the Delaware SNAP-Ed plan will use standard surveys to measure

progress on state level objectives. Please indicate below which outcomes the intervention(s) in this proposal aim to influence.

Please complete the chart below to indicate proposed intervention outcomes.

Proposed Intervention	Short Term Outcome	Mid Term Outcome	Description of how intervention will help to achieve this goal
	ST1f: Find your healthy eating style and maintain it for a lifetime.	MT1c. Ate more than one kind of fruit MT1d. Ate more than one kind of vegetable	
	ST1n: Cut back on foods high in solid fats and added sugars.	MT1f: Drinking fewer sugar-sweetened beverages (e.g., regular soda or sports drinks)* MT1h: Eating fewer refined grains (e.g., spaghetti, white rice, white tortilla)* MT1k. Eating fewer sweets (e.g., cookies or cake)*	

Proposed Intervention	Short Term Outcome	Mid Term Outcome	Description of how intervention will help to achieve this goal
	<p>ST5b. Number of sites or organizations with an identified need for improving access or creating appeal for nutrition and physical activity supports</p> <p>ST5c. Number of organizations or sites that have documented readiness for changes in PSE</p>	<p>MT5a. Number and proportion of sites or organizations that make at least one change in writing or practice to expand access or improve appeal for healthy eating</p> <p>MT6a. Number and proportion of sites or organizations that make at least one change in writing or practice to expand access or improve appeal for physical activity or reduced sedentary behavior</p>	

E. Budget (20 points)

Please provide a staffing plan as well as a detailed budget justification as outlined below.

Staffing Plan

Position Title Attach statement of work listing SNAP-Ed related job duties for each position	FTEs charged to SNAP-Ed Attach definition of FTE and basis for calculations	Percentage of SNAP-Ed Time Spent on Management/Administrative Duties	Percentage of SNAP-Ed Time Spent on SNAP-Ed delivery.	SNAP-Ed Salary, Benefits, and Wages Federal dollars only.
<i>Ex. Principal Investigator, Nutrition Educator</i>	<i>Ex. 1.0; .25</i>	<i>NOTE: Percentage here should reflect time estimated for management and reporting</i>	<i>Note: Percentage here should reflect time estimated for direct work on programs, or implementation of policy, systems, and environmental strategies</i>	
			Total Staffing Budget: Enter total for all salary, benefits, and wages from Federal dollars here.	\$

Budget Justification

Name of organization:

Total funding requested:

Description of services and/or products:

Cost of specific services and/or products:

Section B. Project Costs

Please provide the Federal cost for the planned nutrition project. Provide a detailed breakdown that includes, at a minimum, the information contained in the following table.

Expenses	Federal Funds Requested	Non-Federal Support (in-kind)
Salary/Benefits		
Contracts/Sub-Grants/Agreements		
Non-Capital Equipment/Supplies		
Materials		
Travel		
Building/Space		
Maintenance		
Equipment and Other Capital Expenditures		
Total Direct Costs		
Indirect Costs (Indirect Cost Rate=_____)		
Total Federal Funds		Leave blank

Budget narrative:

Salary/Benefits:

Contracts/Sub-Grants/Agreements: Retain copies of agreements on site.

Non-capital equipment/supplies:

Materials:

Travel:

Building space:

Maintenance:

Equipment and other capital expenditures:

Total direct costs:

Total indirect costs: Include both a total and the indirect cost rate. Provide assurance that the indirect cost rate is an approved rate as described in SECTION 3, FINANCIAL AND COST POLICY.

Total federal funds:

Section C. Travel

Travel expenditures are a variable cost. In order to be considered for funding, the request should provide a direct and clear link to providing quality SNAP-Ed programming for the target audience. Provide the following information for all travel included in your SNAP-Ed budget:

In-State Travel

Travel Purpose: Justification of need for travel, including how attendance will benefit SNAP-Ed

Travel destination (city, town or county or indicate local travel):

Number of staff traveling:

Cost of travel for this purpose:

Total In-State Travel Cost:

Out-of-State Travel

Travel Purpose: Justification of need for travel, including how attendance will benefit SNAP-Ed

Travel destination (city and State):

Number of staff traveling:

Cost of travel for this purpose:

Total Out-of-State Travel Cost: