COMMUNITY IMPACT PROJECTS

SNAP-ED AT MICHIGAN FITNESS FOUNDATION
FY 2025 SERVICE PROVIDER GUIDE

MICHIGAN FITNESS FOUNDATION

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Introduction

The SNAP-Ed Team at Michigan Fitness Foundation (MFF) welcomes you, your team, and the communities you serve to a new program year.

Your organization applied to be a Community Impact Project (CIP) via a Request for Applications (RFA) process. If your organization has been delivering SNAP-Ed as a CIP service provider, you submitted a signed attestation letter and engaged in a conversation about the evolution of your SNAP-Ed programming. If your organization is new to SNAP-Ed, you submitted an application that demonstrated your organization was eligible to become a CIP service provider.

Regardless of whether you are a returning or new CIP Service Provider, you are delivering SNAP-Ed as a contracted service for MFF. Your assigned MFF Program Manager will oversee and direct your program development and implementation throughout the program year, aligning programming with community needs and assets as well as your organizational infrastructure.

As part of your team, your MFF Program Manager is your main point of contact. In addition, we have developed a Community Impact Project Service Provider Guide (CIP Guide) for FY 2025 that outlines what you need to know about SNAP-Ed implementation in Michigan. It includes program parameters as specified by USDA Food and Nutrition Service (FNS), as well as state and FNS region-specific SNAP-Ed program parameters.

The CIP Guide is a key resource that you and your MFF Program Manager will reference when making programmatic and contract management decisions. Thoroughly review the CIP Guide prior to program implementation and refer to it throughout the program year as you work with your MFF Program Manager to ensure that your SNAP-Ed program activities align with SNAP-Ed guidelines. See the Table of Contents for a brief overview of each section and key topics included.

TIP: Save the CIP Guide to your desktop for easy access. Use the Find command to look for specific information. On a PC, press the Ctrl key + F or on a Mac, press the Command key + F, then type in a keyword or phrase you are looking for.

While the CIP Guide can answer many of your program implementation questions, your MFF Program Manager is the most important SNAP-Ed resource you have. Do not hesitate to connect with them at any time. They provide you with ongoing customized programming and grant contract management support, resources, tools, training, and technical assistance to enhance your implementation of a SNAP-Ed program.

Thank you for your work to improve the lives of people who are SNAP-eligible in Michigan. MFF is committed to working alongside you to cultivate a healthier Michigan.

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It is important that you thoroughly review all material. Call-out boxes, like this text box, are included throughout the manual to draw your attention to important information.

SNAP-Ed Overview

The United States Department of Agriculture's (USDA) **Food and Nutrition Service (FNS)** mission is to work with partners to provide food and nutrition education to people in need in a way that inspires public confidence and supports American agriculture. USDA's **Supplemental Nutrition Assistance Program (SNAP)** provides nutrition assistance benefits to eligible low-income households so they can purchase food from authorized food retailers.

Through nutrition education, physical activity promotion, and community change work, **Supplemental Nutrition Assistance Program Education (SNAP-Ed)** strengthens SNAP's public health impact by addressing food and nutrition security to improve nutrition and prevent or reduce diet-related chronic diseases, including obesity, among SNAP recipients. SNAP-Ed is overseen by the Nutrition Education Branch within FNS and supported through Regional Offices.

In Michigan, all SNAP programming is administered by the Michigan Department of Health and Human Services (MDHHS). MDHHS has established two SNAP-Ed State Implementing Agencies, the Michigan Fitness Foundation (MFF) and Michigan State University Extension (MSU Extension). Michigan SNAP-Ed recognizes the four pillars: 1) Meaningful Support, 2) Healthy Food, 3) Collaborative Action, and 4) Equitable Systems as guidance to intentionally implement and evaluate SNAP-Ed activities to improve food and nutrition security status among people who are SNAP-eligible in Michigan.

SNAP-Ed emphasizes the importance of programming that adopts approaches to deliver evidence-based nutrition education and obesity prevention activities with an equity lens. To the extent possible, these approaches: address the co-existence of food insecurity and diet-related chronic diseases; prioritize comprehensive multi-level and/or public health approaches with the potential to reach historically underserved populations; and translate the latest science into culturally and contextually relevant actions that communities can integrate into their daily lives.

The goal of SNAP-Ed 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 most current *Dietary Guidelines for Americans* and the USDA food guidance.

"SNAP-Ed eligible individuals" refers to the target audience for SNAP-Ed, specifically SNAP participants and low-income individuals who qualify to receive SNAP benefits or other means-tested Federal assistance programs. It also includes individuals residing in communities with a significant low-income population.

The Focus of SNAP-Ed is:

- Implementing strategies or interventions, among other health promotion efforts, to help the SNAP-Ed target audience establish healthy eating habits and a physically active lifestyle; and
- Primary prevention of diseases to help the SNAP-Ed target audience that has risk factors for nutrition-related chronic disease, such as obesity, prevent or postpone the onset of disease by establishing healthier eating habits and more physical activity.

SNAP-Ed maximizes its impact by concentrating on key behavioral, community, and population outcomes achieved through evidence-based direct education, multi-level interventions, social marketing, policy, systems and environmental (PSE) change efforts, and partnerships.

USDA FNS Guiding Principles for SNAP-Ed

1. SNAP-Ed is intended to serve SNAP participants, low-income individuals eligible to receive SNAP benefits or other means-tested Federal assistance programs, and individuals residing in

communities with a significant low-income population (≥50%). (See SNAP-Ed Target Audiences for additional information about qualifying target audiences.)

2. SNAP-Ed must include nutrition education and obesity prevention services consisting of a combination of educational approaches. Nutrition education and obesity prevention services are delivered through partners in multiple venues and involve activities at the individual, interpersonal, community, and societal levels. Acceptable intervention strategies and policy level interventions must be consistent with the *Dietary Guidelines for Americans* (DGA) and may include activities that encourage healthier choices and/or focus on increasing or limiting consumption of certain foods, beverages, or nutrients.
3. While SNAP-Ed has the greatest potential impact on behaviors related to nutrition and physical activity of the overall SNAP low-income households, when it targets low-income households with SNAP-Ed eligible women and children, SNAP-Ed is intended to serve the breadth of the SNAP eligible population.
4. SNAP-Ed must use evidence-based, behaviorally focused interventions and maximize its national impact by concentrating on a small set of key population outcomes supported by evidence-based multi-level interventions. Evidence-based interventions based on the best available information must be used.
5. SNAP-Ed's reach is maximized when coordination and collaboration take place among a variety of stakeholders at the local, state, regional, and national levels through publicly or privately funded nutrition intervention, health promotion, or obesity prevention strategies. The likelihood of nutrition education and obesity prevention interventions successfully changing behaviors is increased when consistent and repeated messages are delivered through multiple channels.
6. SNAP-Ed is enhanced when the specific roles and responsibilities of local, state, regional, and national SNAP agencies and SNAP-Ed providers are defined and put into practice.

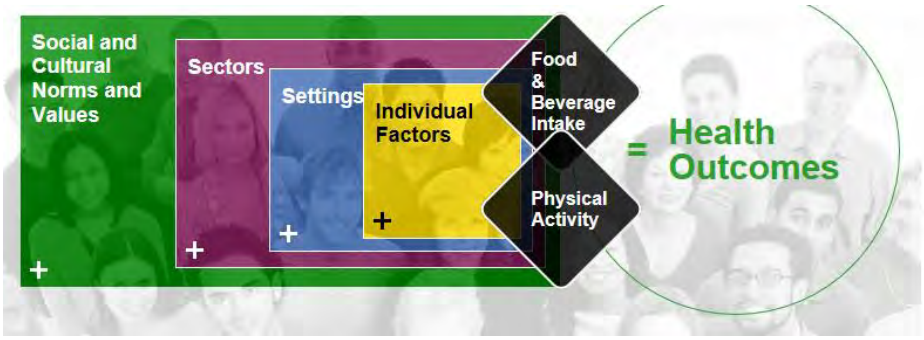
SNAP-Ed programs must consider the unique needs of people eligible for SNAP, specifically the need to make healthy choices on a limited food budget and to increase physical activity to achieve or maintain caloric balance. The *Dietary Guidelines for Americans* are the foundation of nutrition education and obesity prevention efforts in all USDA FNS nutrition assistance programs, and messages delivered through SNAP-Ed must be consistent with the most current version. Refer to the USDA Center for Nutrition Policy and Promotion (cnpp.usda.gov) for complete information on the DGA.

USDA FNS expects SNAP-Ed programs to coordinate SNAP-Ed activities with other nutrition education, obesity prevention, and health promotion initiatives and interventions, especially those implemented by other USDA FNS nutrition assistance programs.

SNAP-Ed Approaches

USDA FNS requires comprehensive interventions that address multiple levels of the Social-Ecological Model (SEM) to reach the SNAP-Ed target population in ways that are relevant and motivational to them, while addressing constraining environmental and/or social factors in addition to providing direct nutrition education and physical activity promotion.

Refer to the *Dietary Guidelines for Americans* for details about the *Social-Ecological Framework for Nutrition and Physical Activity Decisions*.



To deliver a comprehensive SNAP-Ed program, SNAP-Ed funds must be used for evidence-based activities using the SNAP-Ed approaches. SNAP-Ed approaches must include Approach One and Approach Two and/or Approach Three. **Approach One activities must be combined with interventions and strategies from Approaches Two and/or Three.**

1. Approach One – Individual or group-based direct nutrition education, health promotion, and intervention strategies.

   Some examples of Approach One include, but are not limited to:
   - Conducting nutrition education based on the DGA 2020-2025.
   - Integrating nutrition education into physical activity promotion or interventions based on the Department of Health and Human Services (HHS) Physical Activity Guidelines.
   - Implementing classes to build basic skills, such as cooking, menu planning, or food resource management.
   - Delivering curricula and interventions virtually.

   AND

2. Approach Two – Comprehensive, multi-level interventions at multiple complementary organizational and institutional levels.

   Examples of efforts from Approach Two include, but are not limited to:
   - Developing and implementing nutrition and physical activity policies at organizations with high proportions of people eligible for SNAP-Ed.
   - Collaborating with schools and other organizations to improve the school nutrition environment, including serving on school wellness committees.
   - Establishing community food gardens or farmers markets in low-income areas.
   - Providing consultation, technical assistance, and training to SNAP-authorized retailers in supermarkets, grocery stores, a local corner or country store to provide evidence-based, multi-component interventions.

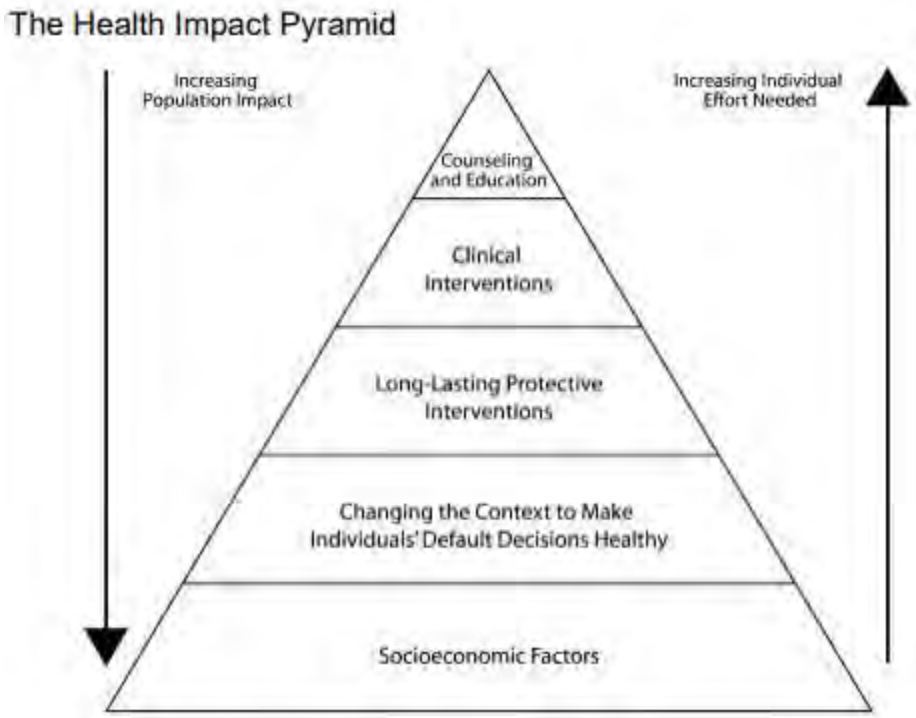
   OR

3. Approach Three – Community and public health approaches to improve nutrition and obesity prevention.

   Approach Three activities to consider include, but are not limited to:
   - Working with local governments in developing policies to improve healthy food access in low-income communities.
   - Collaborating with community groups and other organizations to improve food, nutrition, and physical activity environments to facilitate the adoption of healthier eating and physical activity behaviors among the low-income population.
   - Conducting community-wide health promotion activities, such as promoting the use of a walking trail through a Safe Routes to Schools program or the selection of healthy foods from vending machines.
   - Partnering with non-profits hospitals to coordinate their mandated community benefits program with SNAP-Ed.

Approaches Two and Three are focused on PSE change efforts that create supportive environments in which people can engage in healthy behaviors. FNS encourages the maximum use of PSE approaches. Direct education can help people understand why and how to choose healthy foods and/or be physically active; but for long-term impact, SNAP-Ed programs must also engage in partnerships and multi-sector collaborations to address healthy eating and physical activity barriers to increase opportunities for healthy choices.

The Health Impact Pyramid illustrates the relative population impact and individual effort needed for five tiers of interventions: socioeconomic factors, changing the context to make individuals' default decisions healthy, long-lasting protective interventions, clinical interventions, and counseling and education. In this model, SNAP-Ed is providing nutrition education and working to change the context to make the healthy choice the easier [default] choice for participants. SNAP-Ed also coordinates and collaborates with agencies and community partners that address social determinants of health which are rooted in socioeconomic factors.



Source: Frieden TR. Framework for public health action: the health impact pyramid. Am J Public Health 2010;100:590–5. doi: 10.2105/AJPH.2009.185652

Changing health behaviors is complicated; working across the SEM with multi-component (direct education and PSE change strategies) SNAP-Ed programming will maximize impact. SNAP-Ed programs must include multi-level approaches that are related to one another to collectively have impact on the target populations' nutrition and physical activity behaviors.

Using Evidence-Based Interventions

Using evidence-based interventions and strategies means that you are more likely to achieve intended outcomes with your target audience(s), resulting in desired, sustainable healthy behaviors.

- Research-based evidence refers to relevant rigorous research, including systematically reviewed scientific evidence and other published studies and evaluation reports that demonstrate significant effects on individual behaviors, food/physical activity environments, or obesity prevention policies.
- Practice-based evidence refers to published or unpublished case studies, pilot studies, and evidence from the field on interventions that demonstrate obesity prevention potential.
- Emerging strategies or interventions are community- or practitioner-driven activities that have the potential for obesity prevention but have not yet been formally evaluated for obesity prevention outcomes. Emerging strategies or interventions require a justification for a novel approach and must be evaluated for effectiveness, which may include cultural or community-informed measures of success.

SNAP-Ed interventions and strategies must be evidence-based per SNAP-Ed definitions and implemented with fidelity (i.e., delivering an intervention or strategy as intended including using all core components and following established scope and sequence).

It is not enough for a direct education intervention or PSE strategy to have an evidence-base. Those being delivered must have evaluation outcomes that clearly demonstrate effectiveness of the intervention or strategy with the specific target audience(s) and/or communities being served.

For direct education, effective education strategies must include behaviorally focused nutrition education and physical activity promotion, use of motivators and reinforcements, multiple channels of communication of messages, opportunities for active personal engagement (behavior practice), and justification of duration and intensity of messages.

If adaptions are made to an evidence-based intervention or strategy to ensure delivery of culturally relevant programming, further justification and data are necessary to support that the intervention, as modified, can be expected to have the desired outcomes.

One resource to find potential interventions is the SNAP-Ed Connection's Evidence-Based SNAP-Ed Interventions; however, it is not an exhaustive list, and not all the interventions listed are fully SNAP-Ed allowable or appropriate for use in Michigan. In addition, USDA FNS created a checklist for evidence-based programs to classify interventions according to levels of evidence.

Social Marketing

In addition to direct education, social marketing programs have often been used to deliver nutrition messages to the SNAP-Ed audience.

In Michigan, MFF facilitates a statewide SNAP-Ed social marketing campaign on behalf of all funded SNAP-Ed programs.

Policy, Systems, and Environmental (PSE) Change

Taken together, direct education, social marketing, and PSE changes are more effective than one strategy alone for preventing overweight and obesity. While PSE changes have the potential to reach more people than solely through direct education, PSE change efforts are optimized when combined with reinforcing educational or social marketing strategies implemented used in SNAP-Ed or by mission-aligned partners.

The *2020-2025 Dietary Guidelines for Americans* recognizes that everyone has a role in helping support healthy eating patterns in multiple settings. PSE change strategies can be implemented across a continuum and may be employed on a limited scale as part of Approach Two or in a more comprehensive way through the community and public health approaches of Approach Three.

SNAP-Ed should be seen as a consultant and technical advisor for planning, creating, and evaluating PSE changes that benefit low-income households and communities. SNAP-Ed aids organizations so that they can adopt, maintain, evaluate, and enforce PSE changes themselves without continuous involvement from SNAP-Ed. This likely will also facilitate sustainable PSE changes as [non-SNAP-Ed] organizations take ownership of the PSE change.

Although FNS recognizes that SNAP-Ed resources may be needed on an ongoing basis to support changes as partner organizations build capacity, the [non-SNAP-Ed] organization that receives the consultation and technical assistance is ultimately responsible for adopting, maintaining, and enforcing the PSE change.

SNAP-Ed programs may consult and provide technical assistance on PSE changes that support healthy eating and physical activity without taking on or supplanting the responsibilities of Federal, State, and local program operators.

The definitions and examples below help clarify SNAP-Ed's role in implementing PSE change strategies.

PSE changes should reflect input from partner organizations and community members served by the organizations. This is indicative of the concept that "no service system can be effective or sustained unless it is grounded in, reflective of, and has the full participation of the community it is designed to serve."

Policy: A written statement of an organizational position, decision, or course of action. Ideally, policies describe actions, resources, implementation, evaluation, and enforcement. Policies are made in the public, non-profit, and business sectors. Policies will help to guide behavioral changes for audiences served through SNAP-Ed programming.

Systems: Systems changes are unwritten, ongoing, organizational decisions or changes that result in new activities reaching large proportions of people the organization serves. Systems changes alter how the organization or network of organizations conducts business. An organization may adopt a new intervention, reallocate other resources, or in significant ways modify its direction to benefit low-income consumers in qualifying sites and communities. Systems changes may precede or follow a written policy.

Environmental: This includes the built or physical environments which are visual/observable, but may include economic, social, normative, or message environments.

- Modifications in settings where food is sold, served, or distributed may promote healthy food choices.
- Signage that promotes the use of stairwells or walking trails may increase awareness and use of these amenities.
- Social changes may include shaping attitudes among administrators, teachers, or service providers about time allotted for school meals or physical activity breaks.
- Economic changes may include financial disincentives or incentives to encourage a desired behavior, such as purchasing more fruits and vegetables.

Note that SNAP-Ed funds may not be used to provide the cash value of financial incentives, but SNAP-Ed funds can be used to engage farmers markets and retail outlets to collaborate with other groups and partner with them.

	Examples of PSE Partnerships and Initiatives	Examples of PSE Change Strategies	
		PSE Change Work	*SNAP-Ed's Role*
Policy	Collaborating with community groups and other organizations such as Food or Nutrition Policy Councils to improve food, nutrition, and physical activity environments to facilitate the adoption of healthier eating and physical activity behaviors among the low-income population.	A school or school district that serves a majority low-income student body writes a policy that allows the use of school facilities for recreation by children, parents, and community members during non-school hours.	The local SNAP-Ed provider can be a member of a coalition of community groups that works with the school to develop this policy.

Systems	Conducting health promotion efforts such as promoting use of a walking trail or selection of healthy foods from vending machines.	A local food policy council creates a farm-to-fork system that links farmers and local distributors with new retail or wholesale customers in low-income settings.	The local SNAP-Ed provider could be an instrumental member of this food policy council, providing insight into the needs of the low-income target audience.
Environmental	Delivering technical assistance to a local corner or country store to create a designated healthy checkout lane. Other activities might include providing training to retailers on healthy foods to stock and strategies to encourage people to purchase and use such foods or partnering with other groups on a healthy food financing initiative.	A food retailer serving SNAP participants or other low-income persons increases the variety of fruits and vegetables it sells and displays them in a manner to encourage consumer selection of healthier food options based on the most current Dietary Guidelines for Americans.	A SNAP-Ed provider can provide consultation and technical assistance to the retailer on assessing its environment, expanding its fruit and vegetable offerings, and behavioral techniques to position produce displays to reach the target audience.

SNAP-Ed Evaluation

There are multiple types of intervention evaluations. The USDA evaluation definitions provided below describe types of evaluations:

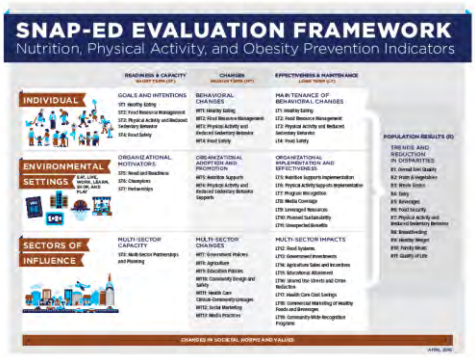
- ***Formative Evaluation*** is a type of program evaluation that usually occurs up front and provides information that is used during the development of an intervention [or when selecting strategies for delivering education]. Formative evaluation results are used to shape the features of the intervention itself prior to implementation. Examples include identifying healthy eating topics your participants are interested in learning about, the best days/time to offer lessons, or priority areas to focus on for PSE.
- ***Process Evaluation*** systematically describes how an intervention looks in operation or actual practice. It includes a description of the context in which the program was conducted (e.g., participants, setting, materials, activities, duration, etc.). It also determines if an intervention was implemented with fidelity (i.e., if an evidence-based intervention was delivered as designed and likely to yield the expected outcomes). Process evaluation can provide information that is crucial when making decisions about interventions or delivery methods. Areas assessed could include program value and enjoyment, appropriateness of topics or recipes, intent to change behaviors, or level of participant engagement.
- ***Outcome Evaluation*** addresses the question of whether anticipated group changes or differences occur in conjunction with an intervention. For example, using a standardized survey can demonstrate changes in participant intake of fruits and vegetables or increases in physical activity. Such evaluation indicates the degree to which the intended outcomes occur among the target population. It does not, however, provide definitive evidence that the observed outcomes are due to the intervention.
- ***Impact Evaluation*** allows one to conclude authoritatively whether the observed outcomes are a result of the intervention. To draw cause and effect conclusions, impact evaluations incorporate research methods that eliminate alternative explanations. This requires comparing those who receive the intervention (e.g., persons, classrooms, communities) to those who either receive no treatment or an alternative intervention.

The SNAP-Ed Evaluation Framework and Interpretive Guide *(SNAP-Ed Evaluation Framework)* identifies common indicators and outcome measures that support documenting changes resulting from

comprehensive SNAP-Ed programming. Practitioners must use the *SNAP-Ed Evaluation Framework* to identify indicators of success when implementing multi-level (across the SEM), multi-component (direct education and PSE change strategies) programming.

The *SNAP-Ed Evaluation Framework* can look overwhelming; to help navigate the framework, refer to the SNAP-Ed Approaches (page 2) and consider how they align with outcome indicators at each level of the *Framework**.

- Individual level aligns with Approach One (direct education);
- Environmental Settings level aligns with Approach Two (PSE changes at an organization or specific setting); and
- Sectors of Influence level aligns with Approach Three (community or public health approaches influenced by multiple sectors working together).



A full-sized version of the SNAP-Ed Evaluation Framework can be found on page 35 in the SNAP-Ed at MFF Evaluation Requirements section.

Across all levels of the *SNAP-Ed Evaluation Framework*:

- Short-term (ST) indicators relate to readiness to make a change.
- Medium-term (MT) indicators relate to adopting a change.
- Long-term (LT) indicators relate to maintaining a change.

Using the *SNAP-Ed Evaluation Framework* enables SNAP-Ed programs to monitor and evaluate the implementation and effectiveness of strategies and interventions while also communicating outcomes to SNAP-Ed stakeholders and funders.

USDA FNS has selected priority indicators:

- MT1: Healthy Eating Behaviors
- MT2: Food Resource Management
- MT3: Physical Activity and Reduced Sedentary Behaviors
- ST7: Organizational Partnerships
- MT5: Nutrition Supports Adopted
- ST8: Multi-Sector Partnerships and Planning

Michigan SNAP-Ed has identified additional priority indicators and related outcome measures (refer to page 33 in the SNAP-Ed at MFF Evaluation Requirements section).

Any objectives defined by a SNAP-Ed program must be aligned with indicators and outcome measures and in SMART format. SMART format includes objectives that are **S**pecific, **M**easurable, **A**ppropriate, **R**ealistic, and **T**ime-specific.

RE-AIM Model

USDA FNS encourages SNAP-Ed programs to use the RE-AIM (**R**each, **E**ffectiveness, **A**doption, **I**mplementation, and **M**aintenance) model for planning and evaluating the implementation of evidence-based interventions. Indicators in the *Environmental Settings* level of the *SNAP-Ed Evaluation Framework* are well-aligned with the RE-AIM model (see below). Following the model across *Environmental Settings*, from short-term changes through long-term changes, aligns an intervention or set of strategies with a systems approach leading to sustainable community-level changes. For more information on RE-AIM, visit re-aim.org.

SNAP-Ed Environmental Settings Indicator	SNAP-Ed Evaluation Framework Definition	RE-AIM Model Component
ST5: Needs and Readiness	Sites with an identified need or readiness for change in organizational settings or policies.	Organizational Readiness and Capacity-Building
ST6: Champions	Community change agents who have engaged in efforts outside of SNAP-Ed programming to improve access or create appeal for nutrition and physical activity supports.	
ST7: Partnerships	Partnerships with service providers, community or organizational leaders, and SNAP-Ed representatives in settings where people eat, learn, live, play, shop, and work.	
MT5: Nutrition Supports; **MT6: Physical Activity and Reduced Sedentary Behavior Supports**	Number of people who are impacted by a PSE change.	**R**each
	Number of organizations/sites that make at least one (1) change in writing or practice to expand access or improve appeal for healthy eating and active living.	**A**doption
LT5: Nutrition Supports Implementation; **LT6: Physical Activity Supports Implementation;** **LT7: Program Recognition;** **LT8: Media Coverage;** **LT9: Leveraged Resources;** **LT10: Planned Sustainability;** **LT11: Unexpected Benefits**	Intervention delivered with fidelity and the essential elements known to be important to the achievement of positive outcomes.	**I**mplementation
	Improvements (e.g., improved assessment scores) in the food environment and/or organizational changes, policies, rules, marketing, and access that make healthy choices easier.	**E**ffectiveness
	Number and average percentage increase of SNAP-Ed eligible sites/systems with a plan in place for staff, training, procedures, diversified funding, human and facility resources, and other maintenance-of-effort essentials.	**M**aintenance

SNAP-Ed Domains

To maintain consistency across states in reporting PSE changes, the *SNAP-Ed Evaluation Framework* categorizes SNAP-Ed settings into six domains – EAT, LIVE, LEARN, PLAY, WORK, and SHOP – to aggregate activities across settings in a meaningful way. This also helps with tracking and reporting outcomes *across* multiple sites, or different physical locations, where SNAP-Ed services are provided.

Domains	Settings (examples)
Eat	Fast food chains, restaurants, mobile vending/food trucks, congregate meal sites/senior nutrition centers, or other places where people primarily go to **“**eat.”

Live	Faith-based centers/places of worship, community organizations, SNAP offices, Indian tribal organizations, public housing, shelters, residential treatment centers, low-income health clinics, or other community or neighborhood settings where people "live" or live nearby.
Learn	Early care and education facilities; schools; afterschool, summer, and community youth organizations; Boys and Girls Clubs; YMCA; Cooperative Extension offices; or other places where people go to "learn."
Play	Parks and recreation, bicycle and walking paths, school gymnasiums and fields, county fairgrounds, or other places where people go to "play."
Work	Worksites with low-wage workers, job training programs/TANF worksites, or other places where people go to "work."
Shop	Large food stores (4+ registers), small food stores (≤ 3 registers), food banks and pantries, farmers markets, or other places where people "shop" for or otherwise access food.

SNAP-Ed Target Audiences

SNAP-Ed programming is required to focus on eligible audiences. According to USDA, SNAP-Ed target audiences fall into four (4) main categories. Refer to the category descriptions below to determine qualifying target audience(s). Also, ask your MFF Program Manager about the *Qualifying SNAP-Ed Audiences* document for more information on ensuring you reach eligible audiences.

Category 1 – Income-based:

Individuals eligible based on income.

- **1a-** Persons eligible for SNAP are eligible for SNAP-Ed. Additionally, **persons eligible for other means-tested Federal assistance programs**, such as Supplemental Security Income (SSI), Special Supplemental Program for Women, Infants, and Children (WIC), or Temporary Assistance for Needy Families (TANF) are eligible for SNAP-Ed.
    - "Means-tested Federal assistance programs" are defined as Federal programs that require the income and/or assets of an individual or family to be at or below specified thresholds to qualify for benefits. For SNAP-Ed, the threshold for qualifying an individual based on income is at or below 200% (in Michigan) of the Federal Poverty Guidelines.
- **1b-** College students- While college students are not typically eligible for SNAP and SNAP-Ed, there may be circumstances where they may qualify. Contact your MFF Program Manager for qualifications and associated guidance.

Category 2 – Qualifying locations:

Persons at qualifying locations that serve low-income individuals such as:

- **2a-** Food bank, food pantry, or soup kitchen.
- **2b-** Public housing.
- **2c-** SNAP/TANF job readiness program site.
- **2d-** Summer meal site.
- **2e-** Other such sites (describe site).

Category 3 – Locations serving low-income populations:

Persons at other locations when it can be documented that the location serves generally low-income persons **where at least 50% of persons have gross incomes at or below 200% (in Michigan) of poverty guidelines/thresholds**.

Sometimes a potential audience for SNAP-Ed programming does not meet the pre-defined criteria outlined in the four target audience categories.

In these cases, SNAP-Ed programs can propose alternate targeting methodologies for SNAP-Ed audiences that are reviewed and approved by MFF.

- **3a-** Persons residing in or locations identified in **qualified census tracts**.
  - For a statewide view of eligible tracts, go to map2healthyliving.org and follow these steps:
    1. In the "What to Look For" section, scroll to the Geographic section and click the "Eligible Census Tract" layer.
    2. Click "Go".
- **3b-** Persons residing in or locations identified in **qualified ZIP codes**.
  - ZIP code data is available from MFF upon request.
- **3c-** Persons residing in or locations identified in **qualified municipalities** (e.g., city, town, village).
  - Examine census data for the municipality. Beyond general household income census data for the municipality, if programming is planned for a specific age group, examine municipality income census data for that age group.
- **3d- Schools or childcare centers** where at least 50% of children are from families that qualify to receive free and reduced-priced meals per the 2024-2025 Federal Income Criteria.

In the past, schools where at least 50% of students were eligible to receive free/reduced priced school meals automatically qualified for SNAP-Ed. In the 2024-2025 school year, Michigan public schools will be able to offer free meals to all public-school students.

*When school meals are no longer means-tested, SNAP-Ed providers must **use different methods to identify eligible schools** to ensure they are serving the SNAP-eligible population.*

  - 3d.1- Schools in Michigan that qualify for the Fresh Fruit and Vegetable Program (FFVP) are eligible for SNAP-Ed. Eligible and participating schools can be found on Michigan Department of Education How to Apply page (See the current school year's Fresh Fruit and Vegetable Program Grantees and Awards).
  - 3d.2- Schools in Michigan that qualify for Community Eligibility Provision (CEP) are no longer automatically eligible for SNAP-Ed. CEP provides an alternative to household applications for free and reduced-price meals in local educational agencies and schools in high-poverty areas. When considering CEP schools for SNAP-Ed funded activities, agencies must use the individual school-level ISP multiplied by 1.6 to arrive at an estimate of the total number of students eligible for free and reduced-price meals, even when CEP is elected districtwide or group-wide. For example:
    - School 1 has an ISP of 25% x the multiplier of 1.6 = 40% of the school's meals are claimed at the Federal free rate. This school is not eligible for SNAP-Ed.
    - School 2 has an ISP of 62.5% x the multiplier of 1.6 = 100% of the school's meals are claimed at the Federal free rate. This school is eligible for SNAP-Ed.
    - Individual school's ISPs can be found on Michigan Department of Education CEP Data page, however, agencies should verify ISPs with the school before using this data for determining eligibility.
    - **Monitor throughout the year:** A school building ISP can change within a school year. SNAP-Ed providers must monitor the release of updated CEP school data to ensure buildings remain eligible for SNAP-Ed programming.
- **3e-** Location is a **garden** in a qualified geography (census tract, ZIP code, or municipality) or school and:
  - It is in an easily accessible area for SNAP-Ed eligible individuals, and
  - The garden directly serves SNAP-Ed eligible individuals at the site, or the produce grown is distributed at a partner site serving low-income individuals and families.
- **3f-** Location is a **worksite** and 50% of the employees at the worksite are at or below 200% (in Michigan) of the Federal Poverty Level.

Category 4 – Retail locations serving low-income populations:

Persons shopping at:

- **4a- Food retailers** that accept SNAP and/or WIC benefits. Although many retailers accept these benefits, SNAP-Ed activities should occur in locations which demonstrate significant patronage by low-income individuals and families. Stores located in census tracts, ZIP codes, or municipalities where at least 50% of persons have gross incomes equal to or less than 200% (in Michigan) of the poverty threshold may qualify as SNAP-Ed activity sites.
- **4b- Farmers markets** that accept food assistance benefits (at minimum, SNAP), are located in a SNAP-Ed qualified census tract, ZIP code, or municipality, and have a market manager that is supportive of the program and interested in engaging low-income shoppers.

FNS recognizes that SNAP recipients do not necessarily shop at the stores that are closest to where they live. Census tracts in some cases may not be the right measure. For example, in rural areas a particular store may be serving the majority of the SNAP low-income population or be the only grocery outlet in the community for the entire population, including the low-income population. [SNAP-Ed programs should] seek input from low-income individuals and families, and organizations that regularly serve low-income individuals and families, to understand the SNAP and WIC retailers that are preferred by low-income members of the community.

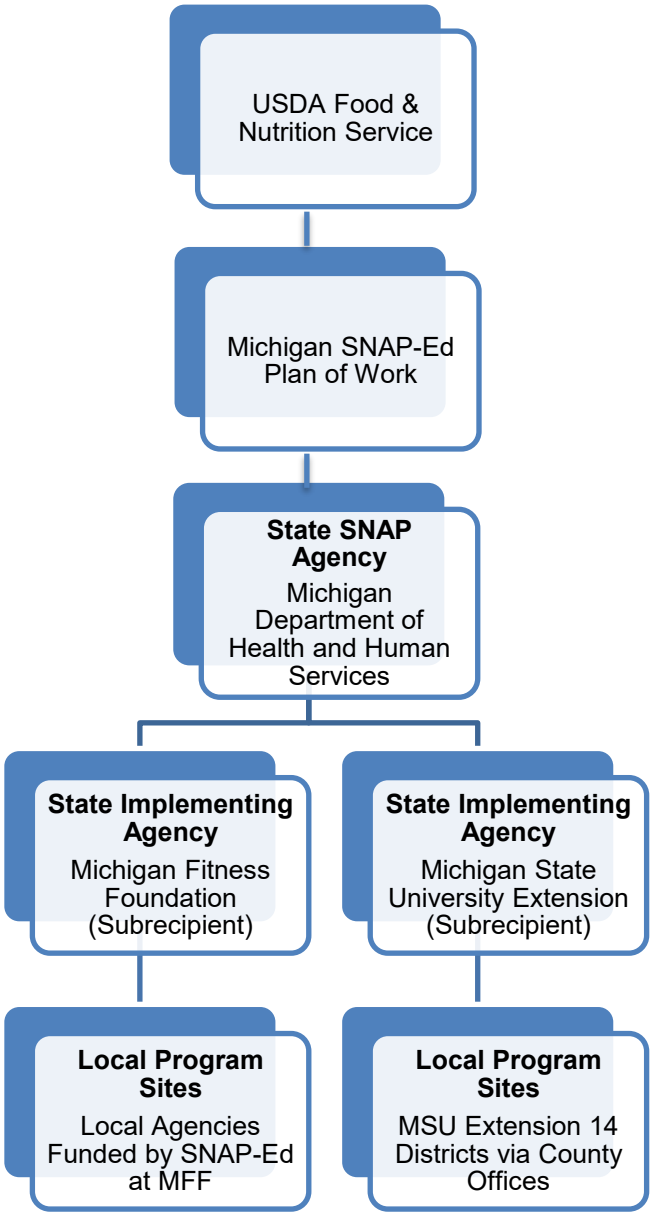
SNAP-Ed in Michigan

Michigan SNAP-Ed Vision

Improve nutrition and physical activity behaviors, as well as policies, systems, and environments, to prevent obesity- and diet-related chronic diseases, where Michigan SNAP-Ed-eligible residents eat, live, learn, play, work, and shop.

SNAP-Ed in Michigan

The chart below highlights the organizations involved with SNAP-Ed in Michigan. Additional information about the specific roles and responsibilities can be found in the USDA SNAP-Ed Guidance.



Michigan SNAP-Ed Goals

1. Increase vegetable and fruit consumption through direct nutrition education and food resource management strategies.
2. Increase physical activity and reduce sedentary behaviors through direct education and physical activity promotion strategies.
3. Increase access to affordable healthy foods, healthy beverages, and opportunities for physical activity through PSE efforts, multisector partnerships and coalitions.
4. Increase readiness to consume fruits and vegetables, healthy beverages, and be physically active by using evidence-based social marketing campaigns.
5. Improve access to and appropriateness of programming, including cultural relevance and honoring traditional practices, by offering innovative and responsive delivery structures and interventions/strategies.
6. Deepen relationships with underserved populations in Michigan, including Tribal entities, using ASNNA's Race, Health, and Social Equity principles for integrating equity into SNAP-Ed
7. Strengthen knowledge and ability of the Michigan SNAP-Ed workforce.

Local SNAP-Ed programs may also have secondary or intermediate behavioral outcomes consistent with other USDA FNS-aligned SNAP-Ed objectives:

- Improved behaviors associated with following a healthy eating pattern across the lifespan at an appropriate calorie level;
- Increased whole grain consumption (make half your grains whole);
- Switch to low-fat and fat-free milk and milk products; and
- Other intermediary behaviors toward outcomes (must be evidence-based).

MDHHS, MFF, and MSU Extension work collaboratively to ensure that SNAP-Ed best meets the needs of people eligible for SNAP throughout Michigan. Additionally, USDA FNS encourages states to coordinate activities implemented by USDA FNS nutrition assistance programs and initiatives. In Michigan, the Michigan State Nutrition Action Collaborative (MiSNAC) is a network of state-level organizations that receive funding from the USDA FNS that work together to connect and coordinate nutrition education programs and approaches. MFF represents local SNAP-Ed programs in MiSNAC.

SNAP-Ed at the Michigan Fitness Foundation

In FY 2024, SNAP-Ed at MFF-funded programs and activities reached almost five million Michigan residents. MFF partners with more than 50 local and regional organizations that receive SNAP-Ed funding to deliver programming aligned with healthy eating and physical activity behavior change and creating supportive PSE change at sites, settings, and/or the community level.

Framework. MFF is a backbone organization, supporting local program delivery. This locally driven model empowers organizations and experts who understand participant and community needs and can align and deliver programming to address those unique needs. Organizations deliver evidence-based, comprehensive direct education, physical activity promotion, and PSE programming tied to identified community needs, addressing multiple levels of the social-ecological model (refer to page 2), and using collaborative, multisector approaches to reach SNAP-Ed focus audiences. Principles of health equity are integrated into community engagement approaches, program implementation, and PSE strategies to reduce inequities in healthy food access and environments that support physical activity.

Coordination and Collaboration. SNAP-Ed programs are required to coordinate their SNAP-Ed efforts with other organizations to advance healthy eating and physical activity behavior change and PSE change strategies. Working with community partners furthers SNAP-Ed's collaborative efforts, reduces the likelihood of duplication of effort, and aligns SNAP-Ed strategies with current public health practices for health promotion and disease prevention. MFF developed the *Map to Healthy Living*

(M2HL) website (map2healthyliving.org) to support cross-program and community collaboration in Michigan.

Evaluation. SNAP-Ed program evaluation is based on the *SNAP-Ed Evaluation Framework* (refer to page 35) and aligned with local program activities. MFF works with funded organizations to collaboratively develop a comprehensive evaluation plan, including SMART objectives. Evaluation focuses on process evaluation to assess program delivery and outcome evaluation with indicators and outcome measures at the Individual and Environmental Settings levels. Using the *SNAP-Ed Evaluation Framework*, MFF analyzes and synthesizes program data for SNAP-Ed at MFF programs. Refer to the SNAP-Ed at MFF Evaluation Requirements section (page 32) to learn more about evaluation strategies and requirements.

Support Services. MFF provides a variety of support services to organizations delivering local programming, including customized program, evaluation, and compliance technical assistance; intervention-, program-, and compliance-specific trainings; the statewide SNAP-Ed social marketing campaign; nutrition education and physical activity promotion curricula and PSE strategy adaptations for digital and cultural relevance; Nutrition Education Reinforcement Items (NERI), evaluation services, and the *Map to Healthy Living*.

SNAP-Ed at MFF Annual Funding Opportunities

SNAP-Ed at MFF offers two options annually for organizations to receive funding and implement locally relevant SNAP-Ed programming:

- **Request for Proposals (RFP).** Organizations propose a comprehensive SNAP-Ed program that meets identified community needs and independently design and deliver highly effective programming within federal grant guidelines.

  Proposals, including a conversation component, undergo an objective review process that includes external content-expert reviewers who score each proposal on how well the proposed evidence-based programming met identified community needs and included multilevel programming, and whether the organization demonstrated ability to independently implement a SNAP-Ed program.

  Organizations who receive funding through the RFP process are known as subrecipient grantees.

- **Request for Applications (RFA).** Organizations apply to be contracted service vendors to deliver SNAP-Ed programming that MFF aligns with their identified community needs and organizational capacity.

  Applications are reviewed to determine if they meet required eligibility criteria. Organizations who are selected to receive funding through the RFA process are contracted service vendors known as Community Impact Projects.

By applying for funding through SNAP-ED at MFF, organizations help maximize resources available for nutrition education and physical activity promotion in Michigan. Funded organizations reapply for SNAP-Ed at MFF funding annually.

SNAP-Ed Program Funding

Funding for Michigan SNAP-Ed is provided by the USDA through MDHHS. Michigan's annually submitted SNAP-Ed Plan of Work is developed by MFF and MSU Extension in cooperation with MDHHS. MFF includes proposed local SNAP-Ed program activities in the Michigan Plan of Work. The

Plan of Work is reviewed by MDHHS and then submitted to USDA FNS for final review and approval. Typically, Plan of Work approval from USDA FNS is in late September. At any point during the review and approval process, Plan of Work amendments may be requested.

SNAP-Ed funding is distributed on a cost-reimbursement basis. SNAP-Ed funds are the reasonable and necessary expenses an organization incurs to implement SNAP-Ed activities. Those expenses are then submitted for reimbursement. All programming and grant management activities must comply with SNAP-Ed program financial and cost policies (refer to page 37 in the Program Parameters section). SNAP-Ed funding should not be considered as substitute funding for programs that have other funding streams or that move away from the mission of USDA FNS and the goal and focus of SNAP-Ed.

What to Expect

As a CIP service provider, your MFF Program Manager will design, direct, and oversee SNAP-Ed program development and implementation, in collaboration with you. Through a series of conversations with you and your local SNAP-Ed team, your MFF Program Manager will select evidenced-based direct education and policy, systems, and environmental change strategies aligned with locally identified community needs and assets and your organizational readiness and infrastructure.

The program design process results in a locally-relevant SNAP-Ed program that you will deliver as a contracted service for MFF and:

- Includes evidence-based direct education interventions and PSE strategies rooted in community need;
- Focuses on SNAP-eligible priority populations and settings;
- Aligns with your organizational infrastructure; and
- Has a program-aligned budget.

An evaluation plan will also be developed by MFF customized for your SNAP-Ed program.

Refer to your Services Agreement for CIP service provider expectations and MFF supports.

Your MFF Program Manager is as part of your SNAP-Ed team. **For CIPs that are new** to SNAP-Ed, your MFF Program Manager will focus on getting to know you, your team, and the communities you serve as well as help you understand how SNAP-Ed works in Michigan. **For CIPs that are more experienced** with SNAP-Ed and have an understanding of the foundational pieces needed to deliver locally-relevant SNAP-Ed programming, your MFF Program Manager will help you build upon past learnings and use coaching strategies to help your organization take on SNAP-Ed programming and management activities more independently.

Support and technical assistance, both programmatic and administrative, are tailored for you based on organizational infrastructure, programming needs, and local context to build and sustain high-quality SNAP-Ed programs. Ongoing and regular communication between you and your MFF Program Manager is essential for identifying and providing needed customized technical assistance.

Ultimately, through the development and implementation of SNAP-Ed programming as directed by MFF, CIP service providers will enhance their infrastructure and capacity to work toward independently designing, delivering, and implementing SNAP-Ed programs as a subrecipient grantee.

Services Agreement Management

As a CIP service provider, you are delivering programming as a service to MFF; thus, your organization is funded via a services agreement to reflect that relationship. The services agreement will be issued once your organization completes the program design process with your MFF Program Manager and has a final Scope of Work and program-aligned budget. The services agreement outlines the expectations and requirements of both entities. The local Program Lead should review and understand this document.

It is possible that changes will be made to your Scope of Work and/or Budget during the fiscal year. Some changes will be minor and require an updated Scope of Work and/or Budget to be on file with an accompanying memo explaining the adjustment; more significant changes will require a services agreement amendment. You will work with your MFF Program Manager to prepare and submit any required documentation. It is important to discuss and share information about any needed programming and/or budget changes aligned with evolving community needs and opportunities during regular communication with your MFF Program Manager. Proposed changes must be rooted in local need, be reasonable and necessary, and align with SNAP-Ed parameters.

Required Program Start Up Activities

MFF will assist your organization with the completion and submission of program start up items identified below. Depending on your organizational infrastructure and experience with SNAP-Ed, MFF will provide customized assistance with the completion and submission of program start up items identified below.

It is recommended that you print and review the FY 2025 Start Up Due Dates table below to ensure you remain up-to-date and in compliance with these requirements.

FY 2025 CIP START UP DUE DATES

START UP ITEM	DUE DATE
Regional Contractor Meeting *(Required for local Program Leads and key staff identified with your MFF Program Manager)*	September 2024
Finalize Scope of Work and Budget	Prior to services agreement execution

START UP ITEM	DUE DATE
Services Agreement Execution	By November 14, 2024
Required SNAP-Ed training(s)** *(Required for new local Program and Finance Leads)*	Within 30 days of services agreement execution *(or within 30 days of hire for new staff)*
Civil Rights Training & Certificate *(Required for all front-line and supervisory staff)*	Within 30 days of services agreement execution *(or within 30 days of hire for new staff)*
DE Scope & Sequence and PSE Work Plan *(for each intervention/strategy)*	Developed by MFF Program Manager before program activities start *(Approved Scope & Sequence and/or Work Plan for each intervention and strategy is required **BEFORE** the start of those program activities)*
Social Media-Web Page Outline	**BEFORE** any activities (including posting content) are implemented
Intervention-Specific Trainings	Prior to intervention delivery
Map to Health Living Update Portal Training *(M2HL and PSE reporting)*	October 31, 2024 *(or within 30 days of hire for new staff who will lead reporting)*
ServSafe Training *(Assure that at least one supervisor overseeing food preparation has current ServSafe certification)*	October 31, 2024 *(or within 30 days of hire for new staff)*
Access to the *Partner Portal* *(For key staff: Program Lead, PSE Lead, Finance Lead, and Lead Nutrition Educator)*	October 31, 2024 *(or within 30 days of hire for new key staff)*
Access to Connect Space *(For all staff)*	October 31, 2024 *(or within 30 days of hire for new key staff)*
Strategies for Collaboration and Non-Duplication	By December 27, 2024

**For reporting due dates, refer to page 25.*
***Contact your MFF Program Manager for details.*

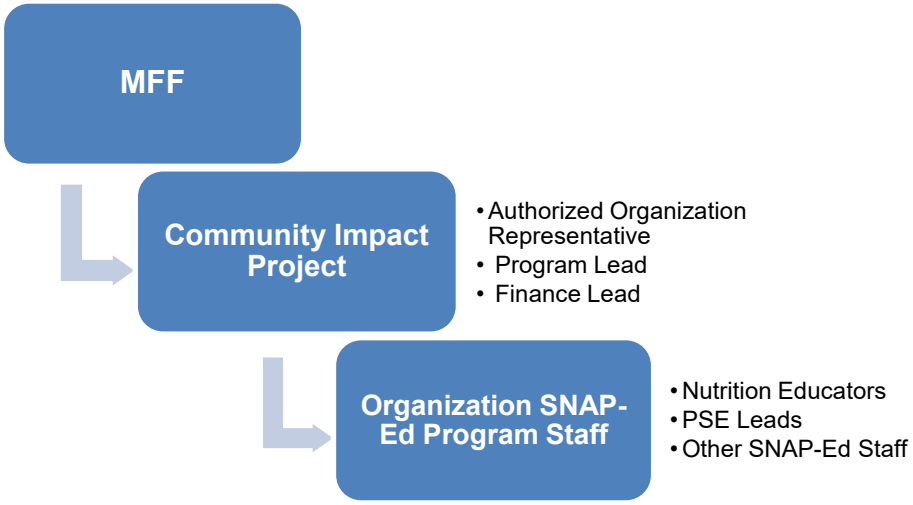
Communication

Regular and on-going communication will occur with your MFF Program Manager. Your MFF Program Manager will provide you customized virtual or on-site support. The Grant Operations Program Manager will communicate with local Program and Finance Leads, as needed, for operations support.

CIP service providers are responsible for ensuring MFF has the most current contact information of key organizational personnel for grant communication, including the Authorized Organization Representative, Program Lead, and Finance Lead.

Additional important information is communicated by email using two methods: 1) group email messages using distribution software (Listserv) and 2) email messages directly from SNAP-Ed at MFF staff. Group messages are distributed through two main email lists: Program Lead list and Finance Lead list. These contact lists are generated using information provided during the services agreement process.

The person at the organization who receives a communication from MFF, either through the Listserv or direct email, is responsible for sharing that content with the appropriate people at their organization.



MFF uses Constant Contact for group email distribution. Some organizations automatically block Constant Contact. If this is the case for your organization, please contact your MFF Program Manager who will work to resolve the issue. If MFF changes email distribution platforms, notification will be sent to all SNAP-Ed at MFF CIPs.

SNAP-Ed at MFF Tools

While your MFF Program Manager is your first and best resource for SNAP-Ed program implementation, MFF also has many resources and tools available as a component of technical assistance to support a locally-implemented SNAP-Ed program. Below is a list of the key tools you will access and use on a regular basis, sometimes independently and sometimes collaboratively, with your MFF Program Manager. In addition to those listed below, there are other resources and tools that will be issued from the SNAP-Ed at MFF Team throughout the year and/or will be available on the SNAP-Ed at MFF website, *Partner Portal*.

Connect Space at mff.connect.space is the virtual learning platform used for live trainings, recordings, resource sharing, and virtual events.

Evaluation Plan – You will work with your MFF Program Manager to develop and implement an evaluation plan for your program. Refer to page 32 in the SNAP-Ed at MFF Evaluation Requirements section for details.

Map to Healthy Living (M2HL) website at map2healthyliving.org shows where SNAP-Ed at MFF programming is occurring in Michigan. It supports cross-program and community collaboration and allows users (e.g., SNAP-Ed providers, community partners, funders, and decision-makers) to easily find, visualize, and share useful information about SNAP-Ed programming.

M2HL Update Portal at snap-ed.michiganfitness.org/m2hl-update-portal is an online tool that gathers SNAP-Ed at MFF program information into databases. CIP service providers, in cooperation with their

MFF Program Manager, update data quarterly (refer to page 23). The data and information entered are used for State and Federal reporting, in addition to helping determine gaps and opportunities in SNAP-Ed programming. A training webinar on entering data into the M2HL Update Portal is available at snap-ed.michiganfitness.org/online-trainings.

Partner Portal* provides you access to resources and tools to support you in managing SNAP-Ed grant requirements and implementing your SNAP-Ed program. To access the *Partner Portal*, follow the steps below.

1. Create an account by clicking the "Create an Account" link at the top of the SNAP-Ed at MFF website home page snap-ed.michiganfitness.org. Account access is limited to Program and Finance Leads. You will receive an email message when your account is approved. Please allow 1-2 business days for the approval process.
2. Once your account is approved, you will be able to log in using the "Login" link, also on the SNAP-Ed at MFF website home page.

Community Impact Project Service Provider Guide (CIP Guide) provides details about delivering SNAP-Ed, reporting, compliance, programming, and evaluation expectations and requirements. You and your staff should review and become familiar with this content. Refer to the CIP Guide when working with your MFF Program Manager to make local program decisions and establish justification for adjustments, amendments, or other changes.

Scope of Work and Budget are documents included in your services agreement that outline the work you will complete and how you will complete it.

FY 2025 SNAP-Ed Service Provider Guides Updates. *If there are changes to the Guidance or other SNAP-Ed regulations, MFF will update the CIP Guide to remain consistent with Federal SNAP-Ed requirements. Updated versions will be available at:* https://snap-ed.michiganfitness.org/snap-ed-program-parameters. *Notification of changes will be made via the SNAP-Ed website and via email communication.*

SNAP-Ed at MFF website at snap-ed.michiganfitness.org includes information and training opportunities that will help you meet program requirements and support programming. This website is also where Program and Finance Leads access the *Partner Portal*.

Required Reporting for Community Impact Projects

It is recommended that you print and review the reporting due dates on page 25.

Monthly Reporting

Monthly Program Progress Reports

Monthly program progress reports provide timely information on program delivery and challenges and can help your MFF Program Manager identify areas for customized technical assistance. Coupled with your monthly invoice, the progress report helps tell the story of your SNAP-Ed work, both DE and PSE change efforts, and its impact on the people you serve during that particular month. Information in your progress report is shared quarterly in MFF's program highlights to MDHHS. MFF will provide a progress report template. Program progress reports must be submitted by the 10th of each month, unless otherwise indicated, through the *Partner Portal*.

Monthly Invoices

Reimbursement of allowable expenses is generated by an invoice. The invoice and supporting documentation should be uploaded to the *Partner Portal* on or before the 10th of each month, unless otherwise indicated.

MFF will provide an invoice template. Submitted expenses must align with your progress as presented in your monthly progress report and be allowable through SNAP-Ed as presented in the Program Parameters section of this CIP Guide. In addition to allowable, expenses must be allocated, reasonable, and necessary.

The invoice template will be available online after October 1, 2025, at snap-ed.michiganfitness.org/reporting. Be sure to use the 'Community Impact Projects' version of the invoice template. MFF can customize the template for your organization upon request.

All project expenses must be incurred within the contract period. Expenses incurred outside of these dates are unallowable and will not be reimbursed.

Invoice and documentation must include:

- Authorized signer's signature on the invoice; and
- Supporting documentation for expenses, which must:
  - Be easily verifiable against the invoice;
  - Have a date, be itemized, totaled, and show proof of payment (e.g., cash payment; check date, check #, and amount; or credit card transaction);
  - Clearly identify SNAP-Ed items when both SNAP-Ed and non-SNAP-Ed items are present;
  - Include how the expense is tied to SNAP-Ed. Note details and description, as needed (e.g., intervention name/lesson, recipe name, % SNAP-Ed allocation, etc.); and
  - Include notation to identify abbreviated items on receipts.

Note key information on documentation for certain expenses to expedite the invoice review process.

- *Mileage*: Traveler, date(s), purpose, to/from locations, addresses, number of miles, and mileage rate used.
- *Meals and lodging* (allowable only for overnight travel): Purpose (e.g., event name), date(s) of event, location (e.g., city) of lodging even if not claiming lodging for reimbursement, and proof of overnight status (e.g., agenda from event).
- *Food demonstrations/tastings*: Recipe name, name of associated intervention/lesson, number and date(s) of lesson(s), audience (e.g., Pre-K), etc.
- *Program supplies* purchased to deliver SNAP-Ed programming (e.g., supplies such as paper, markers, etc.) should be clearly noted as program expenses.
- If an expense requires pre-approval, attach justification and proof of pre-approval.

You MFF Program Manager can share templates to help you easily and consistently note this information on supporting documentation for your monthly invoices. Refer to page 78 in the Additional Information section for an example of a properly completed invoice.

As a CIP service provider, it is the organization's responsibility to track, document, and keep on file SNAP-Ed staff time and effort (refer to page 60 in the Program Parameters section for more detail). Time and Effort Reporting documentation may be requested as part of your monthly invoice supporting documentation.

If questionable or unallowable items are present on an invoice, MFF will contact the Program Lead for details. If time does not allow for a thorough review and response, MFF may remove the expense(s) and process the balance of the invoice. If an issue is resolved to satisfaction, the questionable item(s) can be added to a future invoice.

Reimbursement Process and Invoice Adjustments

SNAP-Ed funds are Federal funds distributed on a cost-reimbursement basis. A SNAP-Ed CIP service provider incurs reasonable and necessary expenses to implement SNAP-Ed activities, pays those expenses, submits those expenses via a monthly invoice to MFF, and is reimbursed for those expenses after accurate completion and MFF review of the invoice. It is important for your organization to understand the cash flow management that is required with cost-reimbursement funding (refer to page 23 for reimbursement process).

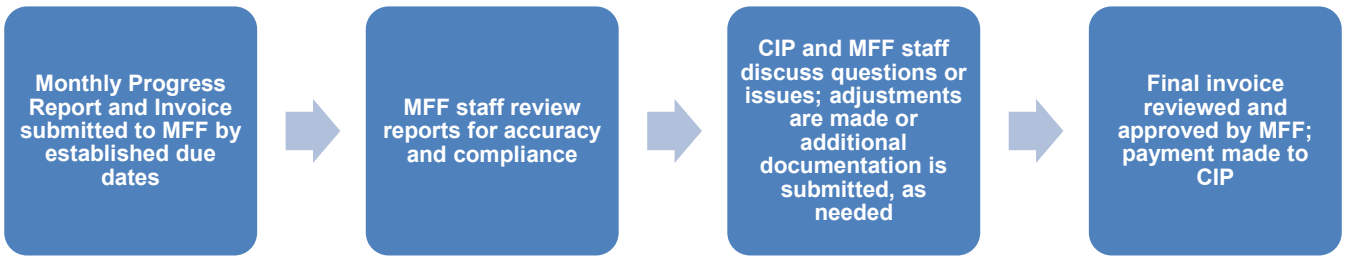
All program and administrative activities must be allowable through SNAP-Ed, and these activities comply with SNAP-Ed program financial and cost policies (refer to page 37).

You and your MFF Program Manager will be in ongoing communication to ensure that the programming and administrative costs submitted on your monthly invoices are reasonable and necessary to deliver SNAP-Ed programming that is in alignment with State and Federal guidance.

It is critical that monthly invoices and supporting documentation are correct and include appropriate notations; incorrect or incomplete reporting may result in a delay of your reimbursement or only partial reimbursement (refer to page 23 for details on monthly invoices).

After an invoice is submitted to MFF, it goes through a programming and administrative review. Upon final approval, MFF has 60 days to pay your invoice. MFF pays CIP service providers via ACH transactions. If adjustments are needed to your invoice, a memo describing the changes and a copy of your adjusted invoice are sent via email.

Monthly Reimbursement Process



Quarterly Reporting

The following data must be entered in the M2HL Update Portal (refer to page 20) on a quarterly basis (refer to the *Reporting Due Dates* on page 25):

- PSE progress made on SNAP-Ed Evaluation Framework Indicators aligned with your program evaluation plan; and
- SNAP-Ed program information, including site locations and programming description. This information is displayed on the M2HL website (map2healthyliving.org).

The M2HL Update Portal can be accessed at snap-ed.michiganfitness.org/m2hl-update-portal. Your MFF Program Manager will provide technical assistance for quarterly reporting.

Annual Reporting

A Year-End Report is required. You will receive a reporting template, instructions, and technical assistance on how to submit the report closer to the reporting date. Your MFF Program Manager will help you complete the Year-End Report components. The Year-End Report should be submitted to MFF on or before November 3, 2025.

Year-End reporting may consist of multiple components and the due dates for each component are staggered from mid-October into early November. MFF will provide details closer to the reporting dates.

An *Equipment Inventory* must be submitted to MFF with the Year-End Report. Equipment included in the inventory is defined as "anything that plugs in or recharges by plugging in, and costs less than $5,000." Use the Equipment Inventory template, found at snap-ed.michiganfitness.org/reporting, to track your equipment purchases.

Report (Frequency)	Submission Location
Progress Report (Monthly)	Partner Portal
Invoice (Monthly)	Partner Portal
Program Site Information and Location Updates (Quarterly)	M2HL Update Portal
PSE Report (Quarterly)	M2HL Update Portal
Year-End Report (Annually at year-end)	Partner Portal

Record Retention

You are responsible for retaining and maintaining all service agreement records, including the services agreement, financial records, supporting documents, statistical records, and all other records pertinent to your service agreement for a period of **seven (7) years** after final payment.

- If any litigation, claim, or audit is started before the expiration of the seven-year period, the records shall be retained until all litigation, claims or audit findings involving the records have been resolved and final action taken.
- Records for real property and equipment acquired with Federal funds shall be retained for seven (7) years after final disposition.
- A site visit or audit can be conducted by MFF or MDHHS at any time for any reason within this seven-year period.

CIP Technical Assistance

Technical assistance is customized to meet the needs of each CIP service provider and will include:

- Monthly virtual or in-person meetings;
- Email communication;
- Informal or formal visits to your office or programming sites;
- Participation in your local SNAP-Ed events;
- Feedback provided during invoice and monthly progress report review;
- Compliance review (managing due dates and meeting program and operations requirements); and
- Reporting support (quality and timeliness).

Timely submission and quality of required documentation, invoices, and reports are considered in the compliance history for returning SNAP-Ed at MFF CIPs. Individual mitigating circumstances will continue to be addressed on an individual program basis for all CIPs.

Reporting Due Dates

The table below outlines the required financial and reporting due dates for FY 2025.

FY 2025 REPORTING DUE DATES

ITEM	DUE DATE
Invoice – October **Progress Report – October**	November 11, 2024
M2HL Update Portal Program & location updates	**November 29, 2024**
Invoice – November **Progress Report – November**	December 10, 2024
Invoice – December **Progress Report – December**	January 10, 2025
M2HL Update Portal PSE progress; program & location updates	**January 10, 2025**
Invoice – January **Progress Report – January**	February 10, 2025
Invoice – February **Progress Report – February**	March 10, 2025
Invoice – March **Progress Reports – March**	April 10, 2025
M2HL Update Portal PSE progress; program & location updates	**April 10, 2025**
Invoice – April **Progress Report – April**	May 12, 2025
Invoice – May **Progress Report – May**	June 10, 2025
Invoice – June **Progress Report – June**	July 10, 2025
M2HL Update Portal PSE progress; program & location updates	**July 10, 2025**
Invoice – July **Progress Report – July**	August 11, 2025
All Program Evaluations Complete and Submitted Unless programming is provided in September	**August 29, 2025**
Invoice – August **Progress Report – August**	September 10, 2025*
Invoice – September **No Progress Report Due – September** Information is captured in the Year-End Report	Invoice TBD*
FY 2025 Year-End Report	November 3, 2025**
Equipment Inventory	November 3, 2025**

**Date subject to change based on year-end calendar established by MDHHS and MFF. Notification of the August and September due dates will be sent closer to the reporting dates.*

***Year-End reporting may consist of multiple components and the due dates for each may be staggered. Details will be provided closer to the reporting dates.*

SNAP-Ed Qualifications

As part of the SNAP-Ed at MFF Community Impact Project RFA process, your organization submitted a SNAP-Ed Letter of Qualification (new organizations) or Attestation Letter (returning CIPs) that is aligned with SNAP-Ed Guidance. The *Letter of Qualification (LOQ)* (page 27) and *Attestation Letter* (page 29) certify that your organization understands the SNAP-Ed Federal funding requirements, is eligible to receive Federal funding, and will conduct allowable, reasonable, and necessary SNAP-Ed program activities in accordance with this SNAP-Ed at MFF CIP Guide and the SNAP-Ed Guidance.

The *LOQ* or *Attestation Letter* was reviewed, verified, and signed by the Authorized Organization Representative. By signing this document, your organization committed to the outlined expectations and actions to ensure compliance with Federal, State, and SNAP-Ed at MFF guidelines. This document was submitted with your FY 2025 SNAP-Ed application and is included in this section for reference.

LETTER OF QUALIFICATION

Request for Applications (RFA) for New Community Impact Projects

SNAP-Ed at Michigan Fitness Foundation (MFF)
Fiscal Year 2025 (October 1, 2024 – September 30, 2025)

SNAP-Ed funding from the Michigan Fitness Foundation requires that your organization satisfies the eligibility criteria listed below through September 30, 2025.

Use the template below to complete a Letter of Qualification (LOQ). **The submitted LOQ must be placed on your organization's official letterhead, include all components in the template, and have an original signature of an authorized representative** (electronic signatures accepted).

To be eligible to receive funding through SNAP-Ed at MFF to deliver SNAP-Ed programming locally as a contracted service to MFF, it is required that your organization satisfies the eligibility criteria listed below through September 30, 2025.

Electronically submit the LOQ (as a Word or PDF file) with your Community Impact Project Application **on June 5, 2024, by 4:30 pm EST.**

Copy all of the below (page 28) to your organization's letterhead and submit:

1) Will provide a contracted service to MFF by delivering SNAP-Ed programming locally, as directed by MFF.

2) Organization is a public entity and/or receives public money (e.g., a political jurisdiction, parks and recreation department, health department, college or university, public school districts, Indian Tribal Organizations, or other public organizations).

   OR

   Organization is a nonprofit organization with private cash donations. The cash donations are not given in connection with any endorsements of donors or products related to the nutrition education activities, do not benefit the donor or revert back to the donor, and do not have any restriction on their use.

3) Organization will provide allowable nutrition education, physical activity promotion, and policy, systems, and environmental (PSE) change activities to SNAP-Ed eligible audiences: SNAP participants, low-income individuals eligible to receive SNAP benefits or other means-tested Federal assistance programs, and individuals residing in communities or attending schools with a significant low-income population. Organization will focus programming on the four Target Audiences that qualify by income, location, geography, and/or retail shoppers served. (Refer to the current FY24 CIP Service Provider Guide for details.)

4) Organization understands that SNAP-Ed at MFF funding* is managed on a **cost-reimbursement basis**. This means that the organization incurs expenses by implementing the approved activities, and these expenditures are reimbursed to the organization upon accurate completion of monthly invoices. Expense reimbursement is contingent on MFF approval and will only cover allowable expenses incurred in Fiscal Year (FY) 2025. Organization also recognizes the cash flow management that is required with cost-reimbursement awards.

   **FY 2025 funding amount will be determined by a program design process and subject to available funding.*

5) Reviewed the FY24 CIP Service Provider Guide and the Request for Applications Process Overview and understands eligibility for Community Impact Projects.

I have reviewed the requirements listed above and verify that my organization meets all the qualifications.

Signature of Authorized Organizational Representative:_____
Print name:_____
Position at organization: _____
Date: _____

Signature of Program Lead:_____
Print name:_____
Position at organization: _____
Date: _____

Signature of Finance Lead:_____
Print name:_____
Position at organization: _____
Date: _____

ATTESTATION LETTER

Request for Applications (RFA) for Returning Community Impact Projects

SNAP-Ed at Michigan Fitness Foundation (MFF)
Fiscal Year 2025 (October 1, 2024 – September 30, 2025)

An Attestation Letter is *required* for all organizations interested in applying for Fiscal Year (FY) 2025 Request for Applications (RFA) for returning Community Impact Projects.

Use the template below to complete the Attestation Letter. **The submitted Attestation Letter must be placed on your organization's official letterhead, include all components in the template, and have an original signature of an authorized representative** (electronic signatures accepted).

To be eligible to receive funding through SNAP-Ed at MFF to deliver SNAP-Ed programming locally as a contracted service to MFF, it is required that your organization satisfies the eligibility criteria listed below through September 30, 2025.

Electronically submit the Attestation Letter (as a Word or PDF file) by **4:30 p.m. EST on May 13, 2024.**

For questions, email: communityimpactprojects@michiganfitness.org

Copy all of the below (pgs. 2 – 3) to your organization's letterhead and submit:

ORGANIZATION INFORMATION

Organization/Agency Name:	
Type of Organization/Agency:	
Taxpayer ID or EIN#:	
Physical Address:	
Mailing Address:	

Authorized Organization Representative:	
Telephone:	
Email Address:	
Lead Program Contact:	
Telephone:	
Email Address:	
PSE Lead:	
Telephone:	
Email Address:	
Financial Representative:	
Telephone:	
Email Address:	

By signing below, I acknowledge that my organization:

1. Will provide a contracted service to MFF by delivering SNAP-Ed programming locally, as directed by MFF.

2. Is a public entity and/or receives public money (e.g., a political jurisdiction, parks and recreation department, health department, college or university, public school districts, Indian Tribal Organizations, or other public organizations).

OR

Is a nonprofit organization with private cash donations. The cash donations are not given in connection with any endorsements of donors or products related to the nutrition education activities, do not benefit the donor or revert back to the donor, and do not have any restriction on their use.

3. Understands that SNAP-Ed at MFF funding* is managed on a **cost-reimbursement basis**. This means that the organization incurs expenses by implementing the approved activities, and these expenditures are reimbursed to the organization upon accurate completion of monthly invoices. Expense reimbursement is contingent on MFF approval and will only cover allowable expenses incurred in FY 2025. Organization also recognizes the cash flow management that is required with cost-reimbursement funding.

4. Reviewed the FY24 CIP Service Provider Guide and the Request for Applications Process Overview, and understands eligibility for Community Impact Projects.

5. Understands the CIP contracts are capped at $250,000 per OMB Federal Uniform Guidance.

**FY 2025 funding amount will be determined by a program design process overseen by MFF and subject to available funding.*

Will provide contracted services to MFF in alignment with the FY 2025 Community Impact Project Service Provider Guide.

We have reviewed the above information, verify the information in the Attestation Letter is accurate, and affirm our organization will comply with all of the items stated above.

Signature of Authorized Organizational Representative:_____
Print name:_____
Position at organization: _____
Date: _____

Signature of Program Lead:_____
Print name:_____
Position at organization: _____
Date: _____

Signature of Finance Lead:_____
Print name:_____
Position at organization: _____
Date: _____

SNAP-Ed at MFF Evaluation Requirements

Evaluation is an important and required component of SNAP-Ed programs. MFF creates customized evaluation plans for all CIP service providers, aligned with your SNAP-Ed program. Each direct education (DE) intervention must use both process (what worked or could be improved) and outcome (behavior change) evaluations (refer to page 7 for types of SNAP-Ed evaluation). Evaluation of policy, systems, and environmental (PSE) change strategies is also required and progress is reported quarterly using MFF's Map to Healthy Living (M2HL) Update Portal.

All CIP service providers will participate in program evaluation as directed by the MFF. Your MFF Program Manager will oversee and support your evaluation and act as a bridge between the MFF Evaluation Team and your organization. Each CIP service provider has a comprehensive evaluation plan developed by MFF that includes process and outcome measures.

MFF will oversee and support CIP service providers to:

- Implement a customized evaluation plan that includes:
    - A Survey Guide outlining data collection tools for statewide process and outcome evaluation.
    - Requirements to complete nutrition educator logs and use the program-customized Survey Guide.
    - Objectives for behavioral and policy, systems, and environmental (PSE) change outcomes.
- Track on-hand quantity of Scantrons® and submit order form(s) as needed.
- Collect data in accordance with the organization-specific Survey Guide.
- Complete fidelity logs to facilitate consistency of program delivery including required elements.
- Submit PSE reporting through Partner Update Portal at least quarterly.
- If using Scantrons®, submit data for scanning using cover sheets and barcodes.
- Incorporate evaluation results into reporting and program improvement.

Evaluation Plan

Your evaluation plan includes process and outcome measures for direct education and PSE change strategies. The evaluation plan is aligned with local program considerations and statewide metrics for behavioral and PSE outcomes. The required evaluations for each Direct Education intervention are listed on your Survey Guide.

Evaluation Tools and Data Collection

All CIP service providers must administer evaluation instruments to collect data from program participants in accordance with their evaluation plan and Survey Guide. MFF Evaluation Team will analyze and synthesize data and share through reports and your data hub. For additional information on guidelines related to evaluation activities, refer to the Evaluation section of the Program Parameters (page 46). Questions about evaluation should be directed to your MFF Program Manager; they will consult with the evaluation team as needed.

Process Evaluation

Process evaluation is required for DE and PSE change strategies and uses statewide tools when available. An online Educator Log must be completed after an educator teaches all series (sets of lessons) for each direct education intervention used. All DE programs use either the Program Evaluation for Youth or Adults. Protocols are available in the Evaluation section of the Partner Portal for

all MFF surveys (process and outcome) and should be followed for consistent data collection. Fidelity Logs for several DE interventions can also be found on the Partner Portal in the Evaluation section. These Logs list the elements/components that are critical for program fidelity. Process evaluation for PSE consists of monitoring progress via required quarterly reports in the M2HL Update Portal, including reporting on the successes and challenges of implementing PSE efforts.

Outcome Evaluation

Fruit and Vegetable Consumption
All outcome surveys assess fruit and vegetable intake and have been nationally validated in a wide range of populations. Surveys that are administered before and after (separate pre and post) the intervention are matched to assess CHANGE in behaviors. Demographic data such as birth day and month or gender are used to match the pre/post surveys. Therefore, it is crucial that demographic information be completed if the participant is willing to do so.

Health Related Quality of Life
Health-Related Quality of Life survey items are included on the Food & Health Questionnaire for Adults survey (detialed above). Results from those items will be part of the intervention report provided at the end of the program year.

Physical Activity
Physical activity surveys for youth will be administered before and after the intervention and will request demographic information to facilitate matching of pre/post-surveys.

PSE Change Tracking
CIP service providers will collect and report PSE change information and data in the M2HL Update Portal (refer to page 20) throughout the program year with the support of their MFF Program Manager. MFF will combine and use these data for evaluation and reporting purposes.

Evaluation Framework

SNAP-Ed program evaluation must align with the *SNAP-Ed Evaluation Framework* indicators and outcome measures (refer to page 35) to monitor and evaluate the implementation and effectiveness of interventions and strategies, as well as communicate outcomes to SNAP-Ed stakeholders and funders.

USDA FNS has selected priority indicators:
- ST7: Organizational Partnerships – Environmental Settings
- ST8: Multi-Sector Partnerships and Planning – Sectors of Influence
- MT1: Healthy Eating Behaviors – Individual Level
- MT2: Food Resource Management – Individual Level
- MT3: Physical Activity and Reduced Sedentary Behaviors – Individual Level
- MT5: Nutrition Supports Adopted – Environmental Settings
- R2: Fruits and Vegetables – Population Results

Michigan has additional indicators and related outcome measures:
- ST1: Healthy Eating Goals and Intentions – Individual Level
- ST2: Food Resource Management – Individual Level
- ST3: Physical Activity and Reduced Sedentary Behaviors Goals and Intentions – Individual Level
- ST4: Food Safety – Individual Level
- ST5: Needs and Readiness – Environmental Settings
- ST6: Champions – Environmental Settings

- MT4: Food Safety – Individual Level
- MT6: Physical Activity and Reduced Sedentary Behavior Supports – Environmental Settings
- LT1: Healthy Eating Behaviors Maintained – Individual Level
- LT3: Physical Activity and Reduced Sedentary Behaviors Maintained – Individual Level
- LT5: Nutrition Supports Implementation – Environmental Settings
- LT6: Physical Activity Supports Implementation – Environmental Settings
- R5: Beverages – Population Results
- R6: Food Security – Population Results
- R7: Physical Activity and Reduced Sedentary Behaviors – Population Results
- R11: Quality of Life – Population Results

Required Evaluation Indicators

- **Every** program **must** address, measure, and report on the following indicator for DE:
  - *MT1 - Healthy Eating.*
  - **Optional:** Other important indicators are *MT2 - Food Resource Management*; *MT3 - Physical Activity and Reduced Sedentary Behavior*; and additional indicators, as relevant to your programming.
- **Every** program **must** measure and report on the following indicators for PSE via the M2HL Update Portal, as applicable to their PSE activities:
  - *ST5 - Readiness and Need*, *ST6 - Champions*, and/or *ST7 - Organizational Partnerships.*
- **Returning** programs that have completed the PSE Community Exploration process**,** or that have completed a needs assessment as part of ST5, **must also** measure and report on the following, as applicable to their PSE activities:
  - *MT5 - Nutrition Supports* and/or *MT6 - Physical Activity and Reduced Sedentary Behavior Supports.*
  - If you have adopted any MT5 or MT6 PSE changes during the previous fiscal year, you must report PSE implementation and effectiveness, including:
    - *LT5: Nutrition Supports Implementation* or *LT6: Physical Activity Supports Implementation*; and
    - The extent to which current and previous fiscal years' MT5 and MT6 adopted changes are being maintained.
  - If you have implemented SNAP-Ed programming for at least two (2) full program years, *ST8: Multi-Sector Partnerships and Planning* **reporting is required.**

SNAP-ED EVALUATION FRAMEWORK

Nutrition, Physical Activity, and Obesity Prevention Indicators

	READINESS & CAPACITY SHORT TERM (ST)	CHANGES MEDIUM TERM (MT)	EFFECTIVENESS & MAINTENANCE LONG TERM (LT)
INDIVIDUAL	**GOALS AND INTENTIONS** ST1: Healthy Eating ST2: Food Resource Management ST3: Physical Activity and Reduced Sedentary Behavior ST4: Food Safety	**BEHAVIORAL CHANGES** MT1: Healthy Eating MT2: Food Resource Management MT3: Physical Activity and Reduced Sedentary Behavior MT4: Food Safety	**MAINTENANCE OF BEHAVIORAL CHANGES** LT1: Healthy Eating LT2: Food Resource Management LT3: Physical Activity and Reduced Sedentary Behavior LT4: Food Safety
ENVIRONMENTAL SETTINGS EAT, LIVE, WORK, LEARN, SHOP, AND PLAY	**ORGANIZATIONAL MOTIVATORS** ST5: Need and Readiness ST6: Champions ST7: Partnerships	**ORGANIZATIONAL ADOPTION AND PROMOTION** MT5: Nutrition Supports MT6: Physical Activity and Reduced Sedentary Behavior Supports	**ORGANIZATIONAL IMPLEMENTATION AND EFFECTIVENESS** LT5: Nutrition Supports Implementation LT6: Physical Activity Supports Implementation LT7: Program Recognition LT8: Media Coverage LT9: Leveraged Resources LT10: Planned Sustainability LT11: Unexpected Benefits
SECTORS OF INFLUENCE	**MULTI-SECTOR CAPACITY** ST8: Multi-Sector Partnerships and Planning	**MULTI-SECTOR CHANGES** MT7: Government Policies MT8: Agriculture MT9: Education Policies MT10: Community Design and Safety MT11: Health Care Clinical-Community Linkages MT12: Social Marketing MT13: Media Practices	**MULTI-SECTOR IMPACTS** LT12: Food Systems LT13: Government Investments LT14: Agriculture Sales and Incentives LT15: Educational Attainment LT16: Shared Use Streets and Crime Reduction LT17: Health Care Cost Savings LT18: Commercial Marketing of Healthy Foods and Beverages LT19: Community-Wide Recognition Programs

POPULATION RESULTS (R)

TRENDS AND REDUCTION IN DISPARITIES

R1: Overall Diet Quality
R2: Fruits & Vegetables
R3: Whole Grains
R4: Dairy
R5: Beverages
R6: Food Security
R7: Physical Activity and Reduced Sedentary Behavior
R8: Breastfeeding
R9: Healthy Weight
R10: Family Meals
R11: Quality of Life

CHANGES IN SOCIETAL NORMS AND VALUES

APRIL 2016

Program Parameters

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Program Parameters Overview

The Program Parameters section outlines program activities and expenses that are within the scope of SNAP-Ed and therefore likely to support achieving SNAP-Ed goals. As a CIP service provider, MFF will work with you on program implementation to help you follow the programs parameters so that your SNAP-Ed activities and expenses 1) support SNAP-Ed goals, 2) align with your organization's Scope of Work and Budget, and 3) are eligible for reimbursement (refer to page 23 for information about reimbursement). Note that implementing programming or making purchases outside of the outlined scope of work and program parameters may result in reduced or no reimbursement for those activities and/or expenses.

Expectations

To assist your organization in making decisions related to SNAP-Ed program activities and expenses, MFF will:

- Inform you of any updates to Program Parameters and/or SNAP-Ed guidelines in a timely fashion;
- Help you every step of the way – from program design and delivery to contract management and reporting – by providing on-going customized support, training, technical assistance, and monitoring based on organizational capacity, programming needs, and local context to build and sustain high-quality SNAP-Ed programs; and
- Answer requests or questions in a timely fashion.

As a CIP service provider you will:

- Thoroughly review and follow SNAP-Ed at MFF Program Parameters and approval processes outlined in this CIP Guide. (Also available at https://snap-ed.michiganfitness.org/snap-ed-program-parameters;
- Work proactively with your MFF Program Manager to ensure your activities and expenses are reimbursable;
- Deliver all programming with your organization's most recent, approved version of your Scope of Work and Budget;
- Plan ahead for sufficient time to submit requests for pre-approval, as needed; and
- Ask questions if you are unsure whether planned activities and/or expenses are eligible for reimbursement.

Program Expenses and Activities

SNAP-Ed is a Federally funded program. This means that the Federal cost principles of **allowable, allocated, reasonable, and necessary** must be followed. Only expenses and activities that meet all Federal cost principles AND are within the scope of your approved Program Summary and Budget can be reimbursed through SNAP-Ed.

You will work with your MFF Program Manager to determine if your program activities and expenses meet the Federal cost principles of allowable, properly allocated, reasonable, and necessary. Together you will make sure you have documentation of justification and pre-approval for activities and costs when needed. See below for additional information on these cost principles.

Allowable and Allocated

The SNAP-Ed Program Parameters found on pages 40-43 provide a comprehensive, but not exhaustive, list of allowable and unallowable SNAP-Ed expenses and activities per State and Federal SNAP-Ed guidance. As a CIP, MFF will help you conduct due diligence, providing tools and guidance to ensure that your program activities and expenses are **allowable** in SNAP-Ed. In instances when an expense or activity is not clearly or explicitly covered in the Program Parameters, your MFF Program Manager will help you to gather information to determine whether the expense or activity is allowable.

In addition, allowable costs must also be **allocated** appropriately. If an expense or activity is not 100% for SNAP-Ed purposes, only the portion of the cost related to SNAP-Ed (as determined by a fair and reasonable justification) may be charged to SNAP-Ed.

> Example:
>
> A Zoom account is purchased for a person whose time is 100% dedicated to SNAP-Ed (i.e., the Zoom account would only be used to SNAP-Ed purposes). The full cost could be charged to SNAP-Ed.
>
> However, if the person splits their time between two programs (e.g., 60% on SNAP-Ed and 40% on Program X) and plans to use Zoom with both programs, the cost needs to be allocated between the two programs. One way to reasonably allocate the cost would be based on the person's time spent on each program. In this case, 60% of the cost would be charged to SNAP-Ed while the remaining 40% would be charged to Program X.

Reasonable and Necessary

Demonstrating how costs are reasonable and necessary is part of maintaining good stewardship of grant funds. Per Federal Uniform Guidance, not only do costs need to be allowable and allocated appropriately, but they must also be BOTH **reasonable** and **necessary**. Refer to the definition of reasonable and necessary in the Additional Information section.

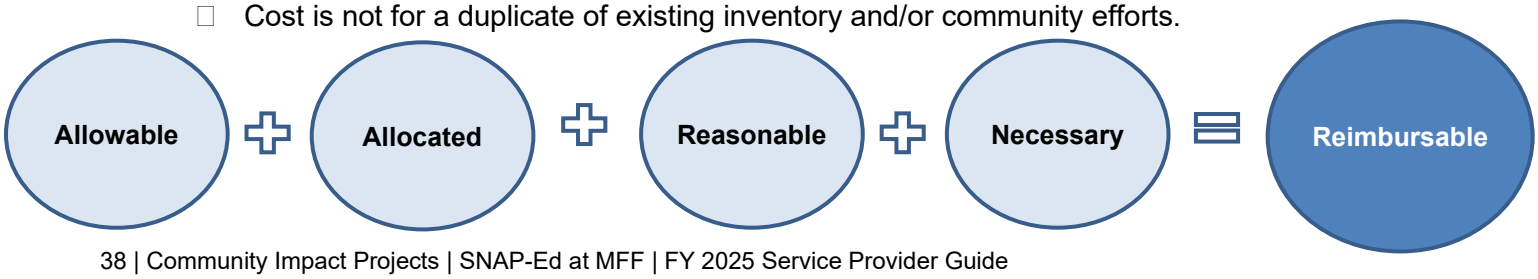
As a CIP, your MFF Program Manager will assist you in using the following checklist of criteria to determine if a program expense or activity is reasonable and necessary. ALL six criteria listed below must be met and each criterion must include sound and succinct (with the most pertinent information only) justification that demonstrates it is met.

Reasonable

- ☐ Cost is in line with the anticipated benefit to the program (i.e., the potential benefit to the program is worth or outweighs the cost).
- ☐ Cost for the program expense or activity is justified by anticipated reach, function, and/or frequency of use.
- ☐ Cost is in line with other comparable goods or services and conforms with any organizational procurement policy.

Necessary

- ☐ Cost is needed for expenses or activities essential to program or administrative functions.
- ☐ If the cost is NOT incurred, programming and/or program operations would be negatively impacted.
- ☐ Cost is not for a duplicate of existing inventory and/or community efforts.



Determining if a program expense or activity is reasonable and necessary requires an intentional thought process. The checklist above is a tool to help guide you through that process; however, completing the checklist is not an automatic guarantee that an expense or activity meets all required criteria. Meeting the criteria for reasonable and necessary depends on the strength of the justification and is situational (i.e., something may be reasonable and necessary in one instance but not in another).

Your MFF Program Manager will guide you in considering the context as part of the thought process and keep clear written documentation of the justification that an expense or activity is allowable, allocated appropriately, reasonable, and necessary on record. This may be requested when a cost is questioned and/or as part of monitoring and audit activities conducted by MFF, MDHHS, and/or USDA FNS.

The tips below will help you document that an expense or activity is allowable, allocable, reasonable, and necessary:

- Clearly document that the expense/activity meets **all** the reasonable and necessary criteria provided above before making the purchase.
    - Beyond checking the boxes in the checklist, provide a brief, to-the-point description of how each criterion is met for the expense/activity.
- Document whether the expense/activity will be 100% SNAP-Ed or only a portion. If it is only a portion, allocate the portion for SNAP-Ed and include your reasoning, in brief.
- Keep the documentation with other supporting documents related to the expense/activity and be prepared to provide written justification if requested.

Using the Program Parameters

The Program Parameters are organized first by Key Requirements and then by topic (alphabetical).

KEY REQUIREMENTS section highlights important USDA FNS, MDHHS, and/or MFF guidelines and requirements that apply to ALL aspects of your SNAP-Ed program. This section should be referenced FIRST when you begin SNAP-Ed program planning and implementation and when determining if activities and expenses will meet criteria for reimbursement.

Each topic includes the following, as applicable:

- **REQUIREMENTS**: These are things you must do when considering purchases and implementing SNAP-Ed activities in order to be reimbursed for them.

- **ALLOWABLES**: These are activities and expenses that can be reimbursed or used if they:
    - Meet SNAP-Ed guidelines and criteria for allowability and reasonable and necessary; and
    - Are included in the Scope of Work and Budget included with your contract.

- **UNALLOWABLES**: These are activities and expenses that are not allowable under MFF's SNAP-Ed guidelines and do not meet criteria for allowability and reasonable and necessary. These expenses cannot be reimbursed with SNAP-Ed funding.

Program Parameters are aligned with the current FY 2025 USDA SNAP-Ed Guidance.

If you are ever unsure of the program parameters, please contact your MFF Program Manager before any money is spent. They will help you determine whether your proposed program activities or expenses are in compliance with SNAP-Ed at MFF Program Parameters.

Key Requirements

SNAP-Ed Programming

The list of requirements below applies to all direct nutrition education, PSE change efforts, and physical activity promotion activities, resources, and other elements included as part of your SNAP-Ed program.

REQUIREMENTS:

- You must notify MFF of any substantive changes to your programming, including changes to nutrition education lessons and curricula, delivery methods, or settings. Changes must be approved by MFF prior to implementation.
- Direct education must have an intensity and duration that supports behavior change and allows for active engagement in-person, in a live online format, or through interactive media. For virtual programming you are still responsible for collecting demographic information, establishing protocols, and measuring behavior change.
- All educational materials, resources, and activities must focus on nutrition education, physical activity promotion, and/or PSE changes that align with healthy eating habits and physically active lifestyles; and must:
    - Be produced for SNAP-Ed eligible audiences and delivered at qualifying locations, as detailed in the Scope of Work and Budget included with your services agreement;
    - Be culturally appropriate; and
    - Have the associated expense(s) allocated, if not used 100% for SNAP-Ed.
- Scope and sequence outlines for each DE intervention and PSE strategy must include MFF required components and be submitted to MFF (refer to page 18) prior to the start of implementation.
    - Identify any modification being made to the intervention, including any adjustments needed to deliver your DE and/or PSE intervention online.
- Any videos produced to align with SNAP-Ed allowable nutrition education and physical activity promotion must be:
    - Included in your scope and sequence and submitted to MFF for approval prior to recording.
    - Produced following the best-practices and submitted for review using MFF submission guidelines (available at michiganfitnessfoundation.box.com/s/8fmqs0xw2zpc1lsdn7iknqcfkw7dcuc5) before MFF uploads them to the *Online Learning in a SNAP* YouTube channel.
- When operating in conjunction with existing programs, SNAP-Ed program activities are required to enhance and/or supplement, not supplant them. For example, the cost for a classroom teacher paid outside their contract time to conduct an extracurricular cooking club for low-income teenagers may be allowable. Using SNAP-Ed funds to replace personnel costs of state-funded school class time, however, is not allowable.
- Programs cannot charge for SNAP-Ed services.

UNALLOWABLE COSTS:

- Childcare services provided for SNAP-Ed recipients in conjunction with SNAP-Ed.
- Transportation services provided for SNAP-Ed recipients in conjunction with SNAP-Ed.
- Payment, incentives, or prizes for recipients to attend SNAP-Ed activities.
- Education for incarcerated or institutionalized persons not eligible for the SNAP (e.g., people in jails, prisons, nursing homes, mental institutions, etc.).
- Program activities, resources, or materials:
    - Endorsing or promoting - directly or indirectly - brand name products or retail stores/restaurants (e.g., fast food or supermarket guides including specific restaurant or

product names) unless specifically pre-approved. Any brand names, products, and clearly identifiable logos, even when included in evidence-based intervention materials, must be blurred or otherwise obscured;
- Containing negative written, visual, verbal expressions about specific foods, beverages, products, commodities, products, or retail stores, including resources labeling specific foods as "junk food";
- Including subject matter outside the scope of SNAP-Ed;
- Containing personal diet plan information, including weight control/loss or special diet plans;
- Disparaging a person's individual attributes, especially body size;
- Addressing the psychological issues of "body image diseases" (e.g., anorexia or bulimia);
- Addressing the subject of basic anatomy and physiology;
- Addressing screening, treating, or managing diseases;
- Providing secondary disease prevention intervention information (e.g., cookbooks for people with diabetes or disease/disorder books providing coping tips or suggestions);
- Premised on using SNAP-Ed funds to pay for manufacturer or store (cents off) coupons; and
- Influencing a store's pricing policy.

Civil Rights Posters – "And Justice for All"

REQUIREMENTS:

- All SNAP-Ed programs must have the most updated version of the "And Justice for All" poster visible to participants during each SNAP-Ed program activity. This includes online activities that are live or recorded.
- MFF has printed and digital posters available, upon request.

ALLOWABLE COSTS:

- "And Justice for All" posters may be permanently displayed in specific locations where SNAP-Ed program activities are repeatedly conducted; and
- Posters can be posted during a SNAP-Ed activity and taken down after the activity.

UNALLOWABLE COSTS:

- "And Justice for All" posters should not be displayed in common areas of a SNAP-Ed program site unless programming is conducted in those common areas.

For all online program activities, whether live or pre-recorded, the "And Justice for All" poster must be posted in the background and visible to participants or displayed on a slide at the end of a recording. For more information about online requirements and examples, visit michiganfitnessfoundation.box.com/s/8fmqs0xw2zpc1lsdn7iknqcfkw7dcuc5.

Partnerships with Faith-Based and Neighborhood Organizations

Final rule, *Partnerships With Faith-Based and Neighborhood Organizations* (89 FR 15671), amends USDA regulations (7 CFR 16) related to equal opportunity for faith-based organizations that operate USDA programs and religious protections for USDA program beneficiaries. As such, if programming is to occur in a faith-based or neighborhood organization site and/or with individuals who are part of faith-based entities or neighborhood groups delivering SNAP-Ed locally, you must provide a written notice that includes a statement about beneficiary rights to be free from discrimination, how to report violations, and how they may obtain information about other providers in their area.

Use the model written notice available at https://www.fns.usda.gov/cn/notice-beneficiaries and provide notice to beneficiaries by using one (1) or more of the methods below:

- Post a written notice at the service location (e.g., schools, childcare centers, community organization sites, etc.); or
- Post a written notice on the local program operator website; or
- Add the written notification to the program application.

Civil Rights Training

REQUIREMENTS:

- Civil Rights training is required each new program year for all frontline staff and those who supervise frontline staff. "Frontline staff" refers to anyone who interacts with SNAP-Ed participants. To meet this requirement, all frontline staff and supervisors must:
  - Complete the self-paced, read-along training provided by MFF; and
  - Submit the Civil Rights Training Confirmation Form online.
- Civil Rights training must be completed by October 31 or within 30 days of hire for new staff.
- The Civil Rights training and confirmation form can be found at snap-ed.michiganfitness.org/civil-rights.

Credit Statement

REQUIREMENTS:
All literature, materials, and audiovisuals distributed to program participants and all media communications (including media releases, interviews, electronic media, etc.) must include the following credit statement when produced or reproduced using SNAP-Ed funds:

"This project was funded in whole or in part by the USDA's Supplemental Nutrition Assistance Program Education through the Michigan Department of Health and Human Services and the Michigan Fitness Foundation."

For more information about online programming and social media requirements and examples, visit michiganfitnessfoundation.box.com/s/8fmqs0xw2zpc1lsdn7iknqcfkw7dcuc5.

Do not add USDA and SNAP logos to newly created or reprinted materials. These logos have specific requirements that must be followed when used. See USDA SNAP-Ed Guidance for details.

Nondiscrimination Statement

The nondiscrimination statement lists all of the prohibited bases for discrimination contained in the USDA Civil Rights Policy Statement. Materials that must have the nondiscrimination statement include print (e.g., brochures, newsletters, education curricula, etc.) and non-print (e.g., audio, videos, websites, etc.) forms of communication.

The minimum font size for nondiscrimination statements for brochures is 8 point. For all other printed materials and web pages, the statement must be legible. Failing to use the USDA Nondiscrimination Statement could result in items not being eligible for reimbursement.

The full nondiscrimination statement is rarely, if ever, required for SNAP-Ed. It is only necessary to include the full nondiscrimination statement on websites funded by SNAP-Ed and when SNAP or other FNS program eligibility or application information is provided. Refer to pages 70-71 in the Additional Information section for details on the full statement.

All materials developed, adapted, or printed with SNAP-Ed funds that are shared in public must include, in a reasonably-sized font, the shortened USDA nondiscrimination statement: ***"This institution is an equal opportunity provider."***

Please refer to fns.usda.gov/usda-nondiscrimination-statement for more information on translated statements.

If an agency has additional wording or information to be included, it must be added after the USDA nondiscrimination statement; the added information must be separated and not included within the USDA paragraphs or wording.

For more information about online programming and social media requirements and examples, visit michiganfitnessfoundation.box.com/s/8fmqs0xw2zpc1lsdn7iknqcfkw7dcuc5.

508 Compliance

Do not add USDA and SNAP logos to newly created or reprinted materials. These logos have specific requirements that must be followed when used. See USDA SNAP-Ed Guidance for details.

According to USDA SNAP-Ed Guidance, all communication must comply with Section 508 (meet accessibility standards) and all applicable civil rights laws, regulations, Executive Orders, and policies (see section508.gov/training/ for relevant information).

Multimedia and Private Property Releases

REQUIREMENTS:

- To protect privacy, particularly regarding minors, photographs, video, or audio recordings that are to be made public must have a release completed for each person who is captured and recognizable in photographs or video/audio recordings. A sample Multimedia Release and Property Release can be found at snap-ed.michiganfitness.org/forms-and-reports.
- Parents or guardians must sign the multimedia release prior to their children being photographed or captured on video or audio.
    - Many schools have releases signed by parents at the beginning of the school year and this release may be sufficient for your needs.
- If it is known ahead of time that photos, video, or audio recordings will take place (e.g., during a nutrition-based class for children), multimedia releases can be completed at the beginning of the class or program year.
- For additional legal protection, we recommend that organizations obtain a property release from the property owner if photographs, video, or audio recordings are to be captured on private property.
- CIPs can follow their own policies for photos or video/audio recordings that are to be used only for internal purposes.

SNAP-Ed Program Parameters

In alphabetical order by topic

In addition to the requirements and allowables/unallowables listed below, refer to and follow the guidelines outlined in Key Requirements (pages 40-43).

Community Events

Community events refer to and include any event(s) such as school-based events, health fairs, community forums, events at retailers or pantries, etc. that engage families or the broader community where SNAP-Ed is taking place.

REQUIREMENTS:

- Submit a Community-Based Events and Parent Engagement Activities form to obtain pre-approval from your MFF Program Manager for events that are reasonable and necessary and support your core SNAP-Ed programming. The form can be found at snap-ed.michiganfitness.org/forms-and-reports.
- Participation in nutrition education or physical activity promotion events, classes, and community events must focus on SNAP-Ed program activities and engage SNAP-eligible audiences identified in the Scope of Work and Budget included with your services agreement.
- School-based events must engage families/caregivers.

ALLOWABLE COSTS:

- Structured, interactive nutrition education and physical activity promotion with SNAP-eligible individuals in SNAP-Ed allowable locations and PSE support activities that support your DE programming.

UNALLOWABLE COSTS:

- Events of a celebratory nature that will not likely to reach SNAP-eligible families and/or do not include nutrition education/SNAP-Ed messages.

Contractor and Fee-for Service Providers

Contractors are typically experts in their field of work and/or own their intellectual property. Fee-for-service vendors provide goods or services to all clients using established, routine methods or techniques. The SNAP-Ed program parameters for contractors and fee-for-service providers are different than those related to compensation for SNAP-Ed community members participating in program planning or activities. For more information on 'Participant Compensation and Support Costs' see pages 55-56.

REQUIREMENTS:

The costs associated with contractor or fee-for-service provider duties:

- Must be reasonable and necessary;
- Must be consistent with specific SNAP-Ed allowable deliverables associated with program activities identified in the Scope of Work and Budget included with your services agreement;
- Must be documented with an invoice or receipts, proof of payment for all costs claimed, and include a list of deliverables, service period, and rate of pay. Work must be completed prior to payment; and
- You must follow your organization's procurement policies. Following Federal Uniform Guidance, a quote must be obtained from an adequate number of sources (more than one) when engaging

contractors or fee-for-service providers whose services range from $10,000 to $250,000. Documentation for procuring services must be maintained with grant records.

ALLOWABLE COSTS:

- Individuals providing contracted or fee-for service work when specific deliverables, service period, and hourly rate are established;
- Food service staff time is only allowable with a memorandum from the school confirming the work being done is above and beyond the staff member's normal time and pay and supports SNAP-Ed approved programming; and
- Teacher or public employee time (or other contracted staff) is only allowable with a memorandum from the school or employer confirming the work being done is above and beyond their normal time and pay on their employee contract.

UNALLOWABLE COSTS:

- Subcontracting your SNAP-Ed services agreement or portion of your services agreement to other parties without obtaining prior written approval from MFF;
- Stipends;
- Incentives;
- A professional delivering nutrition education when a rate of pay is commensurate with his/her credentials as opposed to the duties he/she is performing;
- Contractor or fee-for-service work that extends beyond the scope of SNAP-Ed and is not allocated; and
- Contractor or fee-for-service scope of work outside of what is defined in your SNAP-Ed proposal and budget.

Equipment

Equipment is defined as anything that plugs in or is re-charged by plugging in. All equipment costing $5,000 or more is defined as "capital equipment."

REQUIREMENTS:

- All equipment must be reasonable and necessary and integral in the delivery of your SNAP-Ed program.
- All non-capital equipment (e.g. 'small kitchen equipment for food tastings') must be identified in the budget included with your services agreement and be purchased by June 30th of the services agreement year.
- If the equipment is also being used to support activities outside of SNAP-Ed, or is being used by a staff person who is not 100% SNAP-Ed, the cost must be allocated across programs. This includes computers, printers, laptop batteries, etc.
- Equipment purchased with SNAP-Ed funds must be returned at the request of MFF if the program is terminated or no longer participates in SNAP-Ed.
- All equipment (as defined above) purchased with SNAP-Ed funds must be logged into an Equipment Inventory and submitted to MFF with the Year-End Report.
- All capital equipment costing $5,000 or more must be pre-approved in writing by MFF, even if it is approved in the budget included with your services agreement.

ALLOWABLE COSTS:

- Purchase of reasonable and necessary electronic equipment (such as computers, TV, DVD player, cameras, etc.) that costs $4,999 or less if listed as "electronic equipment to deliver SNAP-Ed programming" in the budget included with your services agreement.
- Electronic equipment purchased for someone not working 100% on SNAP-Ed must be allocated based on the person's percent dedication to SNAP-Ed.

- Purchase of small non-commercial-grade cooking or food demonstration equipment and dishes necessary for food preparation, demonstration, and food storage, if identified in the budget included with your services agreement, as “small kitchen equipment and storage for food tastings”.
- Cell phones purchased for staff who work predominantly in the field, or away from a desk location with a land line, with written pre-approval by MFF and FNS before purchase.
    - Cell phone purchases should be limited, and efforts to share cell phones among staff only as needed for remote work are encouraged.
- Tablets/iPads to be used for program delivery purposes, such as delivering nutrition education or collecting data for evaluation, with written preapproval by MFF and FNS before purchase.
    - Tablets/iPads must be shared with all staff that work remotely in the field.
    - Tablets/iPads usage should have a tracking system in place. Devices should be:
        - Checked out and returned according to existing organization policies; and
        - Include reasonable security measures if participant information is collected.
    - A one-time purchase of a Wi-Fi hotspot to support tablet/iPad function may be allowable provided the hotspot is reasonable and necessary for the delivery of SNAP-Ed programs and interventions.

UNALLOWABLE COSTS:

- Purchase of food service equipment for food service use;
- Medical equipment;
- Cell phones and/or tablets/iPads purchased without pre-approval from MFF and FNS;
- Purchases of tablets/iPads for purposes other than program delivery or data collection for evaluation; and
- Walkie talkies and/or handheld two-way radios.

Evaluation

REQUIREMENTS:

- Implement the Evaluation Plan (Objectives) and related Survey Guide provided by MFF (Note: MFF will perform data analysis).
- Follow MFF-established data collection protocols. Protocols for administering all MFF surveys are provided in the Evaluation section of the Partner Portal.
- Dedicate staff time and effort to evaluation activities (e.g., educator training regarding survey protocols, survey administration, and barcoding.). These activities must be included in the ‘Description of SNAP-Ed Duties’ in the ‘Staffing Tab’ and reflected in the FTE associated with SNAP-Ed work in your budget. Do not include personnel expenses associated with evaluation activities as ‘Program Expenses’.
    - Local SNAP-Ed Program Leads are responsible for overseeing implementation of program evaluation; working with the MFF Program Manager on evaluation activities; and the application of findings and results, etc.
    - Local SNAP-Ed program staff are responsible for survey distribution, data collection, etc.
- Local and statewide program evaluation must focus only on evaluating SNAP-Ed activities and assessing the effectiveness of SNAP-Ed interventions approved in your Scope of Work and Budget included with your services agreement.

To learn more about evaluation requirements, refer to the SNAP-Ed at MFF Evaluation Requirements section (page 32).

ALLOWABLE COSTS:

- Evaluation activities that correspond to approved SNAP-Ed program activities;

- Needs assessment/evaluations of minimal or no cost that directly contributes to SNAP-Ed program planning and are identified in the Scope of Work and Budget included with your services agreement; and
- Reimbursement for reasonable and necessary personal costs (such as childcare, meals, lodging, and transportation) for SNAP-Ed recipients to actively participate in focus groups, needs assessments, and advisory groups to inform and improve SNAP-Ed effectiveness. Allowable costs for focus group participants are intended to reimburse for incurred costs, not to provide a financial incentive for participation.
    - If reimbursement is given in the form of a gift card, the reimbursing organization should issue gifts cards restricted from alcohol, tobacco and gambling purchases.
    - In lieu of reimbursement for incurred costs and as consistent with State and local policies, financial compensation may be provided for the aforementioned activities. See justification requirements for financial compensation outlined under 'Participant Compensation and Support Costs' (pages 55-56).

UNALLOWABLE COSTS:

- Payment to subjects for their participation in research/evaluation studies;
- Incentive items or payments to encourage attendance at focus groups or evaluations;
- Research that does not target SNAP eligible populations;
- Costs associated with surveillance or surveys of the general population that are not allocated based on the number of likely SNAP eligible respondents;
- Community needs assessments beyond the scope of SNAP-Ed efforts; and
- Time and effort to support unallowable SNAP-Ed evaluation activities and evaluation activities not pre-approved by MFF.
- Staff time at the local level should not be used to enter or analyze outcome survey data for direct education since that service is provided by the MFF.

Farmers Markets

Farmers Markets offer multiple opportunities to partner with SNAP-Ed providers. States have the flexibility to implement PSE change efforts using multi-level interventions for nutrition education and obesity prevention services at farmers markets. Examples include:

- Working to bring farmers markets to low-income areas, such as advising an existing market on the process for obtaining Electronic Benefits Transfer (EBT) machines to accept SNAP benefits;
- Providing nutrition education interventions at farmers markets serving low-income communities;
- Partnering with organizations that offer incentives for the purchase of fresh produce at farmers markets;
- Conducting food demonstrations and sharing appropriate recipes with shoppers; and
- Consultation and training with farmers and farmers market managers on increasing access to and promotion of fruits and vegetables, whole grains, and low-fat dairy.

Note that SNAP-Ed funds may not be used to provide the cash value of financial incentives. Rather, SNAP-Ed funds can be used to engage farmers markets and retail outlets to collaborate with other groups and partner with them.

Food service and safety are regulated by state and/or local agencies. All food service activities must follow guidelines set out by cognizant agency (state or local) responsible for oversight of food service.

UNALLOWABLE COSTS:

- Operation of any food assistance benefit machine (e.g., running EBT, DUFB, etc.); and
- License or permit fees for farmers markets.

Food Demonstrations and Food Tastings

Food demonstrations and food tastings support a nutrition lesson or activity promoting healthy eating behaviors. When planning for food demonstrations and tastings, work with your program manager to choose recipes that align with your SNAP-Ed direct education and PSE interventions and activities. Food demonstrations and tastings should use recipes included with the evidence-based intervention.

Refer to pages 74-77 in the Additional Information section for additional recommendations on selecting recipes and determining serving sizes.

REQUIREMENTS:

- All staff who provide food tastings or cooking demonstrations must be supervised by a staff member who is certified as a ServSafe Food Manager. The ServSafe certified staff must ensure those who are conducting food tastings or demonstrations comply with all state and local food laws and safety standards.
    - For more information about ServSafe trainings and exams, visit snap-ed.michiganfitness.org/servsafe.
- Local health department guidelines for conducting community food tastings must be followed. Programs must verify if they are required to have certification (in addition to ServSafe) or licensure to conduct food demonstrations at their site(s).
- Food tastings and cooking demonstrations must support a nutrition education activity and/or lesson from evidence-based interventions or PSE strategies; and include a SNAP-Ed allowable nutrition education message.
- Food tastings must provide only a **small taste** (¼ - ½ of a serving), not an entire snack, meal, or serving. Refer to pages 75-77 in the Additional Information section for more information on serving size guidelines.

ALLOWABLE COSTS:

- Food for demonstration and tasting purposes that support SNAP-Ed programming as outlined in the Scope of Work and Budget included with your services agreement;
- Non-commercial grade small kitchen equipment, serving ware, and food storage items for preparation and demonstration purposes if identified in your budget included with your services agreement, as “small kitchen equipment for food tastings”;
- Staff time to prepare, serve, and clean up for food demonstration and/or taste testing purposes (school food service staff time is allowable for SNAP-Ed activities ONLY if over and above routine school food service duties); and
- Materials to ensure food safety, as reasonable and necessary.

UNALLOWABLE COSTS:

- Snacks or food service;
- Meal size portions or complete meal service, including any sample recipes created for the purpose of training staff on preparation and serving (i.e., portion sizes must be limited to taste-test sample sizes and cannot be snacks, partial meals, or complete meal service);
- Cost of food provided as groceries or supplemental food;
- School food service staff time for any SNAP-Ed activities during regular school/contract hours.
- Distributing or providing meals or snacks for program recruitment or as incentives (e.g., for attending nutrition education classes, completing evaluations, etc.);
- Use of SNAP-Ed staff time to prepare or serve full meals or snacks;
- Bottled water, unless necessary for remote food preparation; and
- License or permit fees for farmers markets or food retailers.

Gardening

Food-based gardening is a beneficial activity that leads to the economical production and consumption of healthy and fresh food. FNS encourages PSE initiatives that create sustainable food gardens focused in eligible places. Gardening projects are not meant to create gardens with the primary purpose of donating food; however, initiatives that benefit eligible schools and communities through collaborative efforts are allowed.

SNAP-Ed providers can play an instrumental role in community food gardening working with low-income populations. Volunteer time for food garden maintenance is an example of an opportunity for community participation and collaborative partnerships to support efforts beyond SNAP-Ed funding. Ideally, gardening costs should be shared in partnership with other organizations and funding mechanisms to ensure sustainability of the project.

REQUIREMENTS:

- All efforts should be taken to establish community garden sites in areas where they are easily accessible for SNAP-Ed eligible individuals. If a garden is not directly serving SNAP-Ed eligible individuals at the site, then the produce grown must be distributed at a partner site serving low-income individuals and families.
- All SNAP-Ed garden activities are required to include evidence-based nutrition education at the gardening site or point of distribution and must be approved in your SNAP-Ed program scope of work. This can include indirect education channels, but direct education is recommended. Nutrition education should be related to the produce being grown from the garden, and inclusion of information about gardening and health is recommended.

ALLOWABLE COSTS:

- Educational supplies, curricula, and staff salaries to teach food gardening concepts as part of an evidence-based nutrition education curriculum/lesson reinforcing the beneficial nutrition and physical activity aspects of food gardening;
- Point-of-decision signage and other behavioral cues to action that promote healthy eating or physical activity choices in the garden; and
- Purchase of seeds, edible plants (including edible pollinator plants), small gardening tools, supplies such as fertilizer and potting soil, and other supplies needed to reinforce nutrition messages being taught through gardening if gardening-based curricula and/or PSE activities are identified in your Scope of Work and Budget included with your services agreement as "gardening supplies for 'ABC' curriculum/PSE activities."
- Staff salaries to establish and implement a plan to build community capacity to maintain food gardens, such as in schools or government-subsidized or public housing locations.

UNALLOWABLE COSTS:

- The rental or purchase of garden equipment (including rototillers, tractors, cultivators, etc.);
- The purchase or rental of land for garden plots;
- Non-edible plants, including non-edible pollinator plants;
- All costs associated with staff time to maintain gardens;
- Permanent fixtures, such as greenhouses or sheds; and
- Botany and horticulture discussions, if not tied to a specific, evidence-based nutrition education lesson or curriculum.

Indirect Costs

Allowability of administrative costs is governed by SNAP-Ed Guidance and 2 CFR 200 OMB Uniform Guidance. Organizations are advised to seek professional counsel on organization-wide allocation of administrative expenses prior to reimbursement.

REQUIREMENTS:

- All administrative expenses will be evaluated within the context of the proposed SNAP-Ed programming and must be reasonable, necessary, and properly documented and allocated.

ALLOWABLE COSTS:

- A Federal indirect cost rate can be applied to the grant application if substantiated with a Federally-negotiated indirect cost rate agreement (NICRA) or Michigan Department of Education rate.
    - If your indirect cost rate is not a percentage of your modified total direct expenditures but is applied only to certain portions of your budget (e.g., 10% applied only to salary and fringe), you must submit the justification for that calculation.
- Up to a 15% de minimis indirect cost rate can be applied to a grant application if your organization currently does not have a Federal indirect rate, if substantiated with a de minimis certification.
- If your agency does not have an indirect cost rate, administrative expenses that are reasonable and necessary to support your SNAP-Ed program may be allocated and submitted for reimbursement under "administrative/space/miscellaneous" expenses. You must submit the justification and method of allocation for these expenses.

Literature, Audiovisuals, and Other Materials

This section covers literature, audiovisuals, and other materials needed to implement SNAP-Ed direct education, physical activity promotion, and PSE change strategies, such as participant handouts, newsletters, presentations, recruitment flyers, recipe cards, etc.

REQUIREMENTS:

- Existing materials and resources must be used whenever possible, including those produced by USDA, such as *MyPlate* handouts or other evidence-based resources such as *Michigan Harvest to Table*™ recipes.
- Materials must be detailed in the Scope of Work and Budget included with your services agreement.
- Newly created materials such as newsletters and participant handouts must:
    - Not duplicate existing resource; and
    - Be pre-approved by MFF.
- All literature, audiovisuals, and other materials (including recruitment materials) distributed to program participants must include the appropriate USDA nondiscrimination statement and credit statement when produced or reproduced using SNAP-Ed funds.
- All literature, audiovisuals, and other materials must be culturally appropriate.
    - Written materials may be translated to help meet the unique language needs of the priority audience(s) you serve. Visit https://snap-ed.michiganfitness.org/forms-and-reports for more information about translation and to access the form to request translation of MFF materials.
    - Translated materials distributed to program participants must include the appropriate USDA nondiscrimination and credit statement when produced or reproduced using

SNAP-Ed funds. Refer to https://www.fns.usda.gov/cr/fns-nondiscrimination-statement for more information on translated statements.

- Any children's books used to support nutrition education must be pre-approved. MFF created a Book List to make it easy to find books that are already approved for SNAP-Ed in Michigan.
    - The Book List is divided into two categories for use in SNAP-Ed programming: 1) books fully approved and 2) books needing pre-approved reader notes. Visit snap-ed.michiganfitness.org/book-lists for the most up-to-date list and additional information about the Book List, required messaging, and approvals.

ALLOWABLE COSTS:

- The purchase of USDA FNS nutrition education and physical activity promotion materials (posters, fact sheets, supplemental materials, etc.) addressing SNAP-Ed topics for use with SNAP-eligible individuals;
    - Other nutrition education materials may be utilized when there are no FNS or Center for Nutrition Policy and Promotion materials available.
- The purchase of children's books from the SNAP-Ed at MFF approved book list;
- Materials that align with SNAP-Ed program parameters and are required to deliver a lesson or activity as part of the evidence-based interventions identified in the Scope of Work and Budget included with your services agreement;
- Written translation of MFF materials with pre-approval; and
- Written translation of non-MFF materials as reasonable and necessary after you have obtained any needed permissions from the author.

UNALLOWABLE COSTS:

- Office supplies;
- Literature, audiovisuals, and other materials developed with SNAP-Ed funds that do not include the required nondiscrimination and credit statement;
- Children's books that are not on the SNAP-Ed at MFF approved book list snap-ed.michiganfitness.org/book-lists unless pre-approved by MFF;
- A bulk purchase of a children's book on the SNAP-Ed approved book list without pre-approval;
- Water bottles, pedometers, and heart rate monitors; and
- Written translation of materials without permission from the author.

Media Activities

Media activities are traditional or digital mass media communications, such as articles, public service announcements, letters to the editor, opinion editorials, interviews, press releases, press conferences, speaking engagements, etc. that are delivered via television, radio, newspapers, billboards, transit (vehicle wraps) and other outdoor advertising, social media, email, websites, blogs, or internet-based radio and television.

REQUIREMENTS:

- All media activities, including development and distribution, must:
    - Be reasonable and necessary and pre-approved by MFF, even if they were identified in your Scope of Work and/or Budget included with your services agreement;
    - Include the credit statement (page 42);
    - Be coordinated with and complementary to SNAP-Ed at MFF communications as applicable; and
    - Have final copy approved by MFF, as applicable.
- Ensure MFF has sufficient lead time to process your request, especially in the event additional approval is required from MDHHS and/or USDA. Include your concept, timeline, and proposed distribution channels with your request.

- If your media activities include an image or video, you must have a release form on file to use that image or video (refer to page 43 for information about multimedia releases).
- All media costs and activities must focus on SNAP-eligible households in qualified census tracts or other eligible locations.
- Refer to the Social Media section in Program Parameters (page 60) for additional information.

ALLOWABLE COSTS:

- Media created for SNAP-Ed audiences focused on healthy eating and physical activity, and pre-approved by MFF. Examples of media include:
  - Paid or public service radio and television commercials, interviews, and/or media appearances;
  - Electronic media (e.g., YouTube, Facebook Live, Podcasts, etc.); and
  - The preparation of press releases and press kits, spokesperson training.

UNALLOWABLE COSTS:

- Any media activities that have not been pre-approved by MFF (includes staff time and effort to support such activities);
- Any media activities that contain messages about SNAP, its benefits, and how to apply;
- Media activities that promote or present nutrition messages to the general public (not targeted to SNAP-eligible people);
- Media activities that make potentially derogatory statements about a particular food, beverage, brand, or commodity; and
- Media activities that make potentially derogatory statements about personal attributes, individual SNAP recipients, groups, or communities.

Medical Equipment and Health Services

ALLOWABLE COSTS:

- Salaries and benefits of personnel to collect dietary intake data based on a 24-hour recall, food frequency questionnaires, or other assessment of nutrition knowledge and behaviors that align with program activities identified in your Scope of Work and Budget included with your services agreement; and
- Health promotion activities aimed at primary prevention of disease (prevent or postpone the onset of chronic disease) and designed to help people eligible for SNAP establish and maintain active lifestyles and healthy eating habits, as approved in the Scope of Work and Budget included with your services agreement.

UNALLOWABLE COSTS:

- Medical equipment or health services related to health assessment of recipients;
- Obtaining data on nutritional status, chronic disease, or chronic disease risk assessments, including obesity prevention and/or weight management programs billable to medical insurance;
- Weight scales and/or other anthropometric measurement devices without the pre-approval by MFF (Please note that even if such instruments are in your budget included with your services agreement, approval by MFF must be gained prior to purchase.);
- Any costs (time and effort or equipment) associated with the measurement of height and/or weight unless they are pre-approved by MFF and include an evaluation plan;
- Any costs associated with measurement of skin fold thickness, blood pressure, cholesterol, blood glucose, and iron levels;
- Clinical health screenings (e.g., cholesterol testing, body mass index, blood glucose testing, etc.);
- Secondary prevention interventions and medical nutrition therapy with the purpose of managing a diagnosed condition (e.g., diabetes, hypertension, etc.);

- Medical nutrition therapy involving the assessment of nutritional status and the assignment of diet, counseling, and/or specialized nutrition therapies to treat an individual's illness or condition; and
- Dental hygiene activities, including instruction on proper brushing and flossing.

Memberships and Subscriptions

ALLOWABLE COSTS:

- Institutional memberships in business, technical, and professional organizations consistent with your SNAP-Ed program activities and the effort to promote quality nutrition services to SNAP-Ed eligible people that were approved in your budget included with your services agreement; and
- Organizational subscriptions to professional publications that are consistent with your SNAP-Ed program activities and the effort to promote quality nutrition services to SNAP-Ed eligible people that were approved in the budget included with your services agreement.

UNALLOWABLE COSTS:

- Any memberships or subscriptions not approved in the budget included with your services agreement;
- Business or individual memberships (e.g., Costco, Sam's Club, etc.);
- Professional registration or license fees paid by individuals are unallowable because the fees would be considered personal expenses, not institutional expenses;
- Costs of individual memberships in business, technical, and professional organizations for nutrition personnel who work in SNAP-Ed; and
- License or permit fees for farmers markets or food retailers.

Nutrition Assistance Promotion

ALLOWABLE COSTS:

- Promotion of ideas for improving access to and use of healthier foods in low-income communities, excluding activities to increase food security or food access via direct provision of food;
- Communicating factual information pertaining to SNAP;
- Basic SNAP Information or a link to SNAP information may be placed on handouts, brochures, recipes, etc. only; and
- Partnerships with local food assistance agencies and organizations to facilitate reciprocal referrals to increase food access and resource benefits, especially those that include fruits and vegetables.

UNALLOWABLE COSTS:

- Any activity with the primary objective of SNAP outreach, including enrollment, outreach to increase participation in SNAP.
- Examples of unallowable outreach activities include:
    - Pre-screening or assisting individuals with completing SNAP applications and obtaining verification;
    - Accompanying individuals to the SNAP office to assist with the application process;
    - Conducting outreach workshops for members of community organizations that serve low-income people;
    - Convening meetings that focus exclusively or primarily on SNAP outreach and increasing SNAP participation;
    - Producing and distributing print materials (e.g., brochures, posters, newsletters, etc.) that are primarily SNAP outreach in nature;

- Developing and placing print, radio or television media advertisements to be used as public service announcements to educate potential applicants about SNAP;
- Designing a SNAP outreach program, including the development, publication, and distribution of materials to the community;
- Accessing strategies or monitoring and/or evaluating agencies' SNAP outreach performance;
- Developing, implementing, or overseeing SNAP outreach activities; and
- Implementing "Direct Certification" of SNAP households for other programs.

Nutrition Education Interventions and PSE Strategies

REQUIREMENTS:

- All curricula, interventions, or PSE strategies must be evidence-based and detailed in your Scope of Work and Budget included with your services agreement.
  - An evidence-based direct education intervention or PSE strategy may be adapted to ensure delivery of culturally relevant programming if reasonable and necessary and there is justification that supports the intervention or strategy, as modified, can be expected to have the desired outcomes.
  - Substantive modifications for cultural relevance that may change the expected outcomes for evidence-based direct education interventions or PSE strategies must be discussed with MFF to determine allowability. If allowable, MFF will develop a plan to evaluate outcomes of the intervention or strategy with the modification.
  - Any agreed upon modifications for cultural relevance (including recipes) must be included in your direct education scope and sequence and PSE work plan.
- Existing SNAP-Ed curricula or interventions must be used whenever possible, including USDA curricula such as *Eat Smart, Live Strong, Grow It, Try It, Like It*, or other existing or emerging curricula.
- Development of curricula, new lessons, or interventions is unallowable. If you create new curricula or lessons, you will not be reimbursed for your time, supplies, or any other associated costs.

ALLOWABLE COSTS:

- The purchase of or printing costs associated with evidence-based curricula or strategies included in the Scope of Work and Budget included in your services agreement.

UNALLOWABLE COSTS:

- Any intervention that duplicates efforts of similar SNAP-Ed programming and/or USDA-funded programming;
- Classes or activities designed to provide case management, general decision-making skills, or "life skills" training (e.g., parenting, child development, crisis management, rental information);
- Medical nutrition therapy and secondary prevention interventions;
- Breastfeeding education, promotion, support, materials, and activities that duplicate those provided by other funding sources such as WIC, EFNEP, or Head Start;
- Ongoing physical activity programs not integrated with SNAP-Ed allowable nutrition education;
- Exercise classes, equipment, and facilities;
- Weight loss classes, individualized meal plans, obesity treatment programs, etc.; and
- Nutrition education or PSE change costs that are charged to another Federal program (e.g., Team Nutrition, WIC, EFNEP, Head Start, etc.).

Nutrition Education Reinforcement Items (NERI)

NERI refer to products provided to the SNAP-Ed audience or those closely associated with SNAP-Ed and are meant to reinforce the objectives of the education provided to the participants. These items must have a direct relationship to the desired nutrition or physical activity behavior change, and are not meant to be provided just as an incentive.

REQUIREMENTS:

- Nutrition Education Reinforcement Items (NERI) are supplied in limited quantities to CIPs statewide by MFF.
- When used, NERI must be given to all participants and cannot be used as rewards or incentives for only some participants.
- NERI must reinforce your program activities to support the sustainability of the desired behavior change. NERI must also be aligned with specific lessons within an intervention.
    - There should be an intentional, direct connection between the NERI and the education message(s) being promoted. This must be outlined in your NERI order form; and
    - NERI cannot be distributed at every lesson. Rather, one or two NERI can be distributed to participants at different times across a series of classes/events or SNAP-Ed related activities.
- NERI designed for physical activity promotion (e.g., jump rope, strength band, etc.) must be provided in conjunction with a relevant nutrition education and physical activity promotion.
- In the rare case when the purchase of NERI by an organization is justified, it must be pre-approved by MFF in writing, even if it was written into the Scope of Work and Budget included with your services agreement.
    - NERI must cost $7 or less per item (including message imprinting; excluding shipping and handling);
    - If the NERI is a physical activity promotion item (e.g., jump rope, resistance band, etc.) there must be a nutrition education, not physical activity (PA) message on it (e.g., the NERI message “get active every day” is not appropriate for use on PA promotion items); and
    - The nutrition education message must be pre-approved by MFF.

ALLOWABLE COSTS:

- NERI provided by MFF. NERI can be ordered from the SNAP-Ed at MFF website at snap-ed.michiganfitness.org/neri.

UNALLOWABLE COSTS:

- Any NERI purchased that has not been pre-approved in writing by MFF staff, even if it was written into the Scope of Work and Budget included with your services agreement.
- T-shirts, uniforms, and other apparel for SNAP-Ed participants or staff are not considered allowable NERI, except for purposes of food safety; and
- NERI used as incentives or for program recruitment.

Participant Compensation and Support Costs

You are encouraged to include SNAP-Ed-eligible community members in activities such as SNAP-Ed focus groups, needs assessments, and advisory groups. SNAP-Ed eligible audiences have lived experiences and community expertise that can inform and improve SNAP-Ed programming and effectiveness. Providing financial compensation may reduce barriers to participation and enhance collaboration and trust with the SNAP-Ed-eligible audience. Therefore, SNAP-Ed funds may be used to

provide financial compensation to participants for their time and involvement in these and similar program planning and evaluation activities. See also 'Evaluation' section (pages 46-47).

REQUIREMENTS

- Organizations delivering SNAP-Ed locally must include reasonable and necessary participant compensation in program plans and aligned budget, including description of activity; information on participants' roles and responsibilities in the activity; proposed compensation mechanism and amount and reasoning for the amount; estimated number of participants; and documentation showing how participants will be notified of possible impact to benefits.
- Compensation provided to participants cannot in any way be based on or justified as a substitution for salary.
- How the compensation is provided (e.g., stipends or reimbursement for direct costs) and the amount must be reasonable, incurred within the period of performance, and adequately supported by accounting records.
- Prior to issuing any compensation to participants, agencies must inform participants in writing:
    - Of the compensation amount and that accepting compensation may affect the participants' eligibility status or benefit level for SNAP and other means-tested assistance programs; and
    - That participants should verify any income reporting requirements with State and IRS policies.
- Documentation of participant compensation must be maintained and available for review and audit.

ALLOWABLE COSTS:

- Compensation for SNAP-Ed eligible community members for allowable SNAP-Ed activities and aligned with requirements outlined above; and
- Participant support costs (direct costs) for items such as stipends or subsistence allowances, travel allowances, and registration fees paid to or on behalf of participants in connection with conferences or training projects.

UNALLOWABLE COSTS:

- SNAP-Ed funds used to provide any form of incentive to participants for participating in SNAP-Ed program activities, such as attending a direct education class, completing a survey as part of a direct education intervention, or to support implemented PSE changes and social marketing; and
- Any compensation amount provided to participants based on or justified as a substitution for salary.

Physical Activity Promotion

REQUIREMENTS:

- All physical activity (PA) promotion activities must be within the context of nutrition education.
- Education and program materials to promote and reinforce physical activity should include messages that link nutrition and physical activity and explain the associated health benefits of active lifestyles.
- PA promotion activities must use existing materials whenever they are available.
- PA demonstrations must be instructional in nature and conducted on a one-time-only basis for SNAP-Ed eligible people.
- If PA promotion includes regularly scheduled demonstrations of a physical activity (e.g., monthly yoga demonstration), assurance must be provided that only unduplicated participants attend. The same individual cannot attend each monthly yoga demonstration because this would be considered ongoing PA, which is unallowable under SNAP-Ed guidelines.

- Any supplies or materials purchased must be of nominal value and meet the reasonable and necessary guidelines.
- Any items that are given to participants to take home must be pre-approved by MFF and meet all NERI guidelines.

ALLOWABLE COSTS:

- PA messages and PA recommendations contained in the most current *Dietary Guidelines for Americans* and *Physical Activity Guidelines for Americans*.
- Providing information about low-cost and no-cost physical activities to encourage program participants to engage in regular PA:
    - Resource lists that include community locations where SNAP-eligible individuals can access low or no-cost activities;
    - Physical activity bulletin boards or displays in nutrition assistance offices, clinics, or other community locations where SNAP-eligible individuals congregate; and
    - Collaborative efforts with community partners to promote PA.
- Personnel costs for conducting a physical activity demonstration designed to introduce SNAP-Ed participants to an activity and how/where to participate in the future.
- Educational materials to promote PA that are purchased from reliable authorities, if identified in the Scope of Work and Budget included with your services agreement as "PA promotion education materials".
- PSE change strategies that promote and support physical activity are allowable. Examples include:
    - Time and effort to help partner groups organize and plan walking trails; and
    - Promoting a walking trail and the benefits of physical activity to address weight management and facilitate the adoption of physical activity behaviors.
- Promotion of Walk to School Day and other events aligned with your PSE program activities identified in your Scope of Work and Budget included with your services agreement.
- Community assessments with a focus on the physical activity environment that are directly related to SNAP-Ed DE and PSE program activities.

UNALLOWABLE COSTS:

- Ongoing exercise or PA classes with the same people (e.g., yoga classes, fitness classes, walking clubs, sports teams, running classes, gym classes);
- Implementation of structural environmental improvements (e.g., walking path) to increase walkability;
- Health club or gym memberships and facilities;
- Large expenditure equipment (e.g., bicycles, including smoothie or blender bicycles, treadmills, ellipticals, stair steps, weights, etc.);
- Personnel costs for conducting or maintaining ongoing exercise or PA classes;
- Water, sport drinks, or other beverages given to participants during PA promotion demonstrations; and
- Water bottles, pedometers, and heart rate monitors.

Policy, Systems, and Environmental Change

REQUIREMENTS:

- MFF CIP service providers participating in PSE change activities:
    - Shall not exclusively lead PSE efforts; rather, partnerships and collaborations are necessary to fully implement PSE change strategies (refer to pages 5-7 in the SNAP-Ed Overview section for examples);

  - Should work to increase community partnerships to include those who can facilitate change in the environment, such as working with retail grocers to increase the availability of fruits and vegetables in grocery stores;
  - Should help facilitate reciprocal referrals with other food assistance programs to increase food resource benefits, especially those that include fruits and vegetables;
  - Must consider the cultural needs of the populations served and consider local relevant existing partnerships and collaborations to develop solutions to bring healthy foods and opportunities for physical activity to the community; and
  - Must be aware of and work to address systems and environmental barriers, such as a lack of transportation, policies that restrict the formation of farmers markets, or limitations on physical activity due to unsafe environments.
- Refer to the Nutrition Education Interventions and PSE Strategies section on page 54 for additional information.

ALLOWABLE COSTS:

- Costs associated with providing consultation and technical assistance to organizations in creating appropriate PSE changes that benefit SNAP-Ed eligible people and communities. (The organization that receives the consultation and technical assistance is ultimately responsible for adopting, maintaining, and enforcing the PSE change.)
  - While most costs associated with PSE changes are staff time and effort, costs associated with the implementation of PSE change efforts within the scope of SNAP-Ed may be allowable (e.g., promotion of a new PSE change, safety and education efforts related to a new PSE change, or signage). A conversation with your MFF Program Manager is required prior to purchase.
- Consultation with organizations representing a variety of sectors such as food industry, government, public health and health care and education on increasing access to and promotion of whole healthy eating with a focus on fruits and vegetables and physical activity;
- Conducting scans or assessments of the food or physical activity policies, systems, or environments;
- Analyzing and preparing data reports and sharing information on the expected benefits of PSE changes;
- Community forums or meetings with SNAP-Ed recipients or service providers on healthy eating and active living;
- Point-of-purchase or point-of-decision signage and other behavioral cues to action that promote healthy eating or physical activity choices;
- Resource kits with strategies for adopting, implementing, maintaining, and evaluating PSE changes; and
- Consultation with partner organizations on measures to address and reduce food waste and maximize utilization and consumption of available healthy food resources.

UNALLOWABLE COSTS:

- Costs associated with establishing and maintaining environmental or policy changes outside the scope of SNAP-Ed, such as infrastructure, equipment, space, land, or construction;
- Costs associated with capital improvements to retail stores, sidewalks, trails, bicycle paths, or dining facilities;
- Costs associated with refrigeration units or shelving in grocery or convenience stores;
- Financial incentives to community partners or retailers to support environmental or policy changes; and
- Salaries for retail store staff, farmers market managers, or food service workers for service operations.

Profits, Revenues, Fundraising, and Grant Writing

REQUIREMENTS:

- Any sales of SNAP-Ed publications, materials, etc. received by a MFF Local Implementing Agency or contractor must be accounted for in a separate, identifiable account, used to offset current SNAP-Ed program expenditures, and comply with USDA and OMB Uniform Guidance.
- SNAP-Ed programming must be offered free of charge.

ALLOWABLE COSTS:

- Sale of publications and nutrition education materials produced with SNAP-Ed funds that are sold at cost (publication cost includes concept development, production, and distribution expense).

UNALLOWABLE COSTS:

- Sale of publication/materials produced with USDA dollars to make a profit (the generation of program revenue over the cost of goods);
- Time, effort, and other resources to support grant writing; and
- Fundraising events or activities, including financial campaigns and solicitation of gifts and bequests to raise capital or obtain contributions, regardless of the purpose for which the funds will be used, including SNAP-Ed programming.

Retail Locations

REQUIREMENTS:

- SNAP-Ed services that take place in partnership with retailers may only do so at retail sites (grocers, markets, restaurants) that accept WIC and/or SNAP benefits **and** demonstrate significant patronage (or likelihood of significant patronage) by low-income individuals and families (e.g., retail sites located in census tracts where at least 50% of persons have gross incomes that are equal to or less than 185% of the Federal poverty threshold).
- Talk with your MFF Program Manager about other potential sites that do not fit or meet the above requirements.

ALLOWABLE COSTS:

- PSE change interventions and strategies in retail setting such as supermarkets, small chain stores, and independent (neighborhood) markets in qualifying areas designed to increase the purchase of fruits and vegetables among SNAP-Ed eligible people; and
- Cooking/food demonstrations, food tastings, store tours, and retail-sponsored community events conducted to support nutrition education lessons at qualifying sites.

UNALLOWABLE COSTS:

- Partnerships with establishments that do not accept WIC or SNAP benefits and demonstrate significant patronage by low-income individuals and families; and
- Retail site activities not focused on SNAP-Ed target audiences.

Social Marketing Campaigns

MFF develops and implements statewide social marketing campaigns on behalf of all CIP service providers. The current MFF social marketing campaign can be found at healthychoicescatchon.org.

REQUIREMENTS:

- Use of the MFF social marketing campaign digital and "on the ground" materials is encouraged. Materials can be requested through MFF.

ALLOWABLE COSTS:

- N/A

UNALLOWABLE COSTS:

- Developing social marketing campaigns or using social marketing materials not provided by MFF.

Social Media

This information applies to all social media platforms (e.g., Facebook, Instagram, TikTok, YouTube, etc.).

Please go to michiganfitnessfoundation.box.com/s/8fmqs0xw2zpc1lsdn7iknqcfkw7dcuc5 for information and tools when using social media in your SNAP-Ed programming. If you have questions about the requirements and/or allowables/unallowables listed in this section, contact your MFF Program Manager.

REQUIREMENTS:

- The Social Media-Web Page Outline document must be provided to MFF prior to implementation.
- All social media must include the following:
    - The nondiscrimination and credit statement must be included in either the About, Bio, or Description section of each social media platform.
    - For videos shared on social media, include the credit statement and logo set graphic panels at the end of your video. Each panel must be onscreen for a minimum of 5 seconds. Graphic panels are available at michiganfitnessfoundation.box.com/s/8fmqs0xw2zpc1lsdn7iknqcfkw7dcuc5.
- Visit michiganfitnessfoundation.box.com/s/8fmqs0xw2zpc1lsdn7iknqcfkw7dcuc5 for documents, graphics, and additional resources to assist with your video production work.
- All social media content and information must:
    - Align with Key Requirements for SNAP-Ed Programming (refer to page 40);
    - Align with SNAP-Ed at MFF messaging;
    - Not promote or disparage specific products or food;
    - Not share pages or websites that promote or disparage specific products or food;
    - Not be controversial or divisive; and
    - Not promote any 'like' and 'share' contest.
- Social media activities must be tracked in monthly highlights/progress reports. Visit michiganfitnessfoundation.box.com/s/8fmqs0xw2zpc1lsdn7iknqcfkw7dcuc5 for details on how to report channel(s), frequency, and analytics (e.g., number of followers, number of posts, overall reach, and engagement such as comments, likes, and shares).
- Staff time and effort to promote SNAP-Ed programming (e.g., classes, events, storytelling, etc.) and behavioral nudges using social media must be included as part of SNAP-Ed duties in the SNAP-Ed Budget.

Note: You are responsible to monitor social media platforms that are used for your SNAP-Ed work. Ensure you respond to users who comment on your posts and address or remove any inappropriate comments in a timely fashion.

ALLOWABLE COSTS:

- Credible content that promotes local SNAP-Ed DE and/or PSE change programs, interventions, events, and/or strategies;
- Credible content that engages SNAP-eligible people to eat healthy and move more; and
- Customized messages that are locally and culturally relevant, reach target audiences, and align with your SNAP-Ed program design.

UNALLOWABLE COSTS:

- Social media activities other than for participant recruitment or program promotion that have not been pre-approved by MFF;
- Content that makes potentially derogatory statements about a particular food, beverage, brand, or commodity;
- Content that makes potentially derogatory statements about personal attributes or individual SNAP recipients, group, or communities; and
- Content, comments, and/or images that contain:
    - Hate speech;
    - Profanity, obscenity, or vulgarity;
    - Nudity in profile pictures;
    - Defamation to a person or people;
    - Name calling and/or personal attacks;
    - Comments whose main purpose are to sell a product;
    - Comments that infringe on copyrights;
    - Spam comments, such as the same comment posted repeatedly on a profile; and
    - Other comments that the MFF Communications team deems inappropriate.

Space Allocation

REQUIREMENTS:

- Space must be allocated when staff members are not 100% dedicated to SNAP-Ed.
- Space allocations must be pre-approved by MFF.
- Do not request reimbursement for space if it is included in your agency's approved indirect rate.

ALLOWABLE COSTS:

- Space allocated for SNAP-Ed programs in which the plan for the space/cost allocation is documented and actual out-of-pocket costs are incurred and tracked.

UNALLOWABLE COSTS:

- Space costs that are fully funded by another program; and
- Commercial rental rates in government-owned space.

Time and Effort Reporting and Employment Costs

REQUIREMENTS:

- Time and effort reporting requirements emanate from 2 CFR 200 OMB Uniform Guidance (UG). Time and effort reporting applies to all staff and volunteers contributing effort to a SNAP-Ed program.
- Key principles for ensuring time and effort practices align with 2 CFR 200 OMB UG guidelines:
    1. Supported by a system of internal controls: accurate, allowable, and allocable charges;
    2. Incorporated into agency's official records;
    3. Reflect total activity for which employee is compensated;
    4. Encompass Federally-assisted and all other activity for which employee is compensated;

5. Comply with established accounting practices;
6. Support distribution of salary and wages across all activities and cost objective;
7. Budget estimates do not qualify as charges but may be used for interim accounting purposes;
8. Practices for constituting a full workload vary for Institutes for Higher Education (IHE), records may reflect categories of activity expressed as a percentage distribution of total; and
9. When recoding salary and wages for IHE to Federal awards, a precise assessment is not always feasible nor is it expected (see UG for more detail).

- In order to meet the standards above, personnel activity reports may be required, including prescribed certifications or equivalent documentation to support the required records.
- Charges for salaries and wages of nonexempt employees must be supported by records indicating the total number of hours worked each day.
- Weekly time and effort reporting is required by all staff (including salaried staff) devoting less than 100% of their time to SNAP-Ed.
- Employees devoting 100% of their time to SNAP-Ed do not need to maintain weekly time sheets; however, semi-annual time and effort certification by the employee and a supervisor is required.
- All time and effort reporting must be signed by the employee and certified by a supervisor or primary investigator who is knowledgeable of the employee's duties and their work with SNAP-Ed. Although time devoted to SNAP-Ed must be recorded and signed by the employee on a weekly basis for staff devoting less than 100% time to SNAP-Ed, certification of the time sheets may occur on a bi-weekly basis.
- All time documentation forms must reflect after-the-fact reporting and may not be completed in advance of the activity and later certified by the employee.
- All activity reflected on time and effort reports for SNAP-Ed must be allowable within the SNAP-Ed at MFF guidelines.
- All time and effort reports should be kept and archived locally. CIPs may be required to periodically submit their time and effort reports to MFF for compliance review.
- All expenses associated with employee recruitment and new employee tests should be done at the expense of the CIP and not charged to the SNAP-Ed program.

Volunteers:
Time and effort documents should be kept for volunteers who contribute time to SNAP-Ed using the same principles as noted above, when applicable. Refer to the Volunteers section at the end of these Program Parameters (page 65) for more details about volunteers.

ALLOWABLE COSTS:

- Staff time spent planning, delivering, and evaluating nutrition education and physical activity promotion time must be charged at a rate commensurate with duties being performed;
- Food service staff time is only allowable with a memo from the school confirming the work being done is above and beyond the staff member's normal time and pay and directly supports approved SNAP-Ed programming;
- Reimbursement of teacher time and effort is only allowable with a memorandum from the school confirming the work being done is above and beyond the teacher's normal time and pay;
- Contractual staff when a list of deliverables, period of service, and hourly rate is established (MFF encourages you to have a formal agreement in place for all contractual employees, including cost, terms, SNAP-Ed deliverables, and appropriate signatures from both parties.); and
- Administrative salary will be evaluated in the context of full proposal and scope of programming.

UNALLOWABLE COSTS:

- Stipends;
- Incentives;
- A physician's or other specialized provider's time spent conducting SNAP-Ed activities when charges are based on a rate commensurate with his/her credentials as opposed to the duties he/she is performing;
- Overtime hours unless pre-approved in writing by MFF;
- Using SNAP-Ed funds to replace personnel costs of state-funded school class time would be considered outside the scope of SNAP-Ed funding;
- Staff time and effort to conduct or support unallowable SNAP-Ed activities; and
- New employee hiring expense including testing, background checks, finger printing, drug testing, etc.

Training, Conferences, and Workshops

A conference is defined by USDA as "a meeting, retreat, seminar, symposium, workshop or event whose primary purpose is the dissemination of technical information beyond the non-Federal entity and is necessary and reasonable for successful performance under the Federal award." Please note that this section contains important details for both attending and hosting trainings.

Refer to "Travel and Meal Rates" in the Additional Information section (page 72) for more details.

Trainings hosted by MFF

- MFF offers a variety of trainings for CIP service providers' lead staff, nutrition educators/facilitators, physical educators, and others who implement SNAP-Ed programming.
- MFF covers a range of costs (e.g., registration, meals, and hotel rooms) for multi-day trainings or if you are traveling from a distance. Each training has varying costs, you must review registration information and plan and budget accordingly.
- CIP service providers are responsible for training costs not covered by MFF.
- Trainings are added or eliminated based on grant requirements and the needs of organizations delivering SNAP-Ed locally. For more information on SNAP-Ed trainings, including dates, locations, and registration, please visit mff.connect.space.

REQUIREMENTS:

- Staff attendance at trainings, conferences, workshops, meetings, and summits must be aligned with the SNAP-Ed programming outlined in the Scope of Work and Budget included with your services agreement.
- Prior written authorization is required from MFF prior to attendance at any training, conference, or workshop. Requests must include:
    - Justification of the purpose, including how the information will benefit SNAP-Ed eligible people (your program participants) or intermediaries (disseminated to educators and collaborators) working with SNAP-eligible people;
    - How attendance is necessary to achieve SNAP-Ed program goals and objectives;
    - Number of staff attending. Identify and justify the number and type of staff making the travel request; and
    - Proration for attendance at trainings, conferences, and workshops that are mutually beneficial to non-SNAP-Ed CIP programs must be pre-approved.
- When submitting for reimbursement for expenses after conducting a training or meeting, the following must be submitted:
    - Itemized receipts for all expenses being reimbursed;
    - The agenda documenting the start and end time; and
    - A sign-in sheet documenting the participants at the meeting/training.

- If the number of participants who registered for the meeting/training is lower than the number of actual participants (causing the per person meal rate to be more than allowed), please also provide registration logs.

Travel and meal rates may change during the program year. It is your responsibility to use the correct travel rates. The most up-to-date travel and meal rates can be found at snap-ed.michiganfitness.org/snap-ed-program-parameters.

ALLOWABLE COSTS:

- Training related to SNAP-Ed program activities (including travel expenses within SNAP-Ed allowable rates) for staff that provide nutrition education to SNAP-eligible individuals if training is reasonable and necessary for program implementation and approved in your Scope of Work and Budget included with your services agreement;
    - Actual travel costs to attend pre-approved trainings (supported by itemized documentation) are eligible for reimbursement, not exceeding the posted SNAP-Ed allowable rates.
- When conducting a training or meeting, lunch costs may be reimbursed if the following criteria are met:
    - Meal costs do not exceed the allowable meal rates;
    - If the training has at least six hours of SNAP-Ed content; or
    - If the training has at least five hours of SNAP-Ed content AND at least 50% of the participants have traveled at least 30 minutes one way to attend.
- If meals are allowable, meal costs cannot exceed the allowable meal rates. For the current rates, please consult the SNAP-Ed Travel & Meal Rates found at snap-ed.michiganfitness.org/snap-ed-program-parameters. (State travel and meal rates are usually updated around January 1st.);
- Participation in regional or state coalitions on SNAP-Ed-specific business;
- SNAP-Ed-related training for program delivery staff (e.g., Choices, SNAP-Ed U, regional MFF meetings and trainings);
- Prorated meetings, conferences, and summits aligned with SNAP-Ed program activities. Costs must be prorated based on:
    a) The proportion of the target audience that are SNAP eligible; and
    b) The proportion of the agenda that is SNAP-Ed nutrition education or PA promotion for low-income audiences.
- Nutrition education training materials; and
- General briefings and trainings for community health professionals, if such professionals serve a majority of SNAP-eligible individuals and training focuses on SNAP-Ed program activities approved in your Scope of Work and Budget included with your services agreement.
- Nutrition specific mental and/or emotional health training for SNAP-Ed staff that directly correlates with a SNAP-Ed project or intervention.

UNALLOWABLE COSTS:

- University-level courses on technical or clinical subjects that are not relevant to the practical delivery of nutrition education to SNAP-eligible individuals;
- Costs associated with certifications (e.g., CPR), CEUs, etc. for an individual's personal credentialing;
- Training or professional development costs for food service workers or others not directly associated with delivery of SNAP-Ed; and
- Staff time or other expenditures related to multi-state or national-level work or committees, except where the activity is an integral part of the FNS SNAP-Ed focus and pre-approved by MFF.

Travel

REQUIREMENTS:

- Actual travel costs up to the maximum SNAP-Ed rates will be reimbursed.
- Receipts for all travel expenses are required including itemized receipts for meals, tolls, lodging, etc.
- Meals are reimbursed during overnight travel only.
    - If overnight lodging is not being reimbursed by SNAP-Ed, you must provide proof of an overnight stay in order to have meals reimbursed.
- SNAP-Ed travel rates and guidelines apply to individuals supported by SNAP-Ed funds, including employees, subcontractors, consultants, advisory committee members, etc.

All SNAP-Ed at MFF travel rates follow the State of Michigan travel rates which may change during the program year. It is your responsibility to use the correct travel rates. The most up-to-date travel and meal rates can be found at: snap-ed.michiganfitness.org/snap-ed-program-parameters.

Refer to "Travel and Meal Rates" in the Additional Information section (page 72) for more details.

If your organization has a documented employee travel reimbursement policy that applies to all programs and differs from the SNAP-Ed at MFF rates, submit a copy of the written policy to MFF to have your SNAP-Ed travel costs reimbursed at your organization's rates.

ALLOWABLE COSTS:

- Travel costs associated with SNAP-Ed at MFF business including SNAP-Ed at MFF-sponsored training or events. (These expenses may be 100% reimbursed even if the person is not 100% FTE on SNAP-Ed if the purpose for which that person is attending is solely for SNAP-Ed work.);
- When pre-approved travel costs provide benefit to multiple programs, the travel costs must be prorated based on the benefit to SNAP-Ed;
- The current mileage is $0.70 per mile for SNAP-Ed travel. This rate is subject to change during the program year. Please consult the SNAP-Ed Travel & Meal Rates;
- Meals are allowable when in overnight status on SNAP-Ed business. (Rates may vary depending on location. Please consult the SNAP-Ed Travel & Meal Rates.);
- The current lodging rate is a maximum of $98 per night plus taxes. The lodging rate is subject to change during the program year. Please consult the SNAP-Ed Travel & Meal Rates;
- Lodging at a pre-approved conference location that has a negotiated rate over the $98/night SNAP-Ed rate is allowable. (Documentation from the conference identifying the approved conference rate must accompany the invoice.); and
- Internet access is allowable during an overnight stay when reasonable and necessary.

UNALLOWABLE COSTS:

- Travel outside of Michigan;
- Travel for workshops and conferences not included in your budget and/or pre-approved by MFF; and
- Any travel expenses above the approved SNAP-Ed rates.

Volunteers

REQUIREMENTS:

- Volunteers may not receive goods, services, credits, or any amount of cash for their service.
- Volunteers must be 18 years of age.

- Time and effort documents should be kept for volunteers who contribute time to SNAP-Ed using the same principles as noted in the Time and Effort Reporting and Employment Costs section (page 61), when applicable.

ALLOWABLE COSTS:

- Unpaid volunteers who are giving of their time as a private citizen that are providing service to your organization for allowable SNAP-Ed activities, e.g.:
  - A volunteer contributes time to produce a weekly nutrition newsletter to distribute to SNAP-eligible residents;
  - A retired dietitian volunteers to teach nutrition education classes to SNAP eligible; or
  - A college student volunteers to do food tasting demos for SNAP-Ed eligible people and his/her hours are not part of a class requirement.
- Staff employed by a nonprofit or non-Federal public agency may volunteer if it is above and beyond their paid time.

UNALLOWABLE COSTS:

- Volunteer time that is not used toward SNAP-Ed program activities;
- Volunteer time used for a dual purpose (e.g., a student contributes time to support SNAP-Ed in order to meet a requirement for a student project or a Master Gardener contributes time to support SNAP-Ed and counts it toward their Master Gardener commitment);
- Private organization or business whose staff members are volunteering as part of an "on the clock" corporate volunteer effort; and
- "Volunteers" whose time is paid for by another Federal funding source.

Websites and Domain Names

Web hosting and domain names purchased or developed with SNAP-Ed funds carry a nonexclusive waiver-free right for public use. If your program will use the domain name beyond the scope of your SNAP-Ed work, you should purchase the domain with non-SNAP-Ed funds.

REQUIREMENTS:

- A SNAP-Ed focused website outline must be provided to MFF prior to implementation. Include details about purpose, content (source), frequency of updates (who and how often), strategies to promote your website to SNAP-Ed eligible households, and estimated staff time to manage SNAP-Ed content.
- All content and information must:
  - Align with Key Requirements for SNAP-Ed Programming (refer to page 40);
  - Align with SNAP-Ed at MFF messaging;
  - Not promote or disparage specific products or food;
  - Not share pages or websites that promote or disparage specific products or food;
  - Not be controversial or divisive; and
  - Not promote any 'like' and 'share' contest.
- Whenever possible, websites (blogs, vlogs, etc.) should link to established, allowable, and evidence-based websites to convey scientifically-sound, accurate information. Time spent creating similar information may not be reimbursable.
- Appropriate nondiscrimination and credit statements must be displayed on websites (blogs, vlogs, etc.) and web pages. Reference the Additional Information section (pages 70-71) for further detail on statement use requirements.
- Analytics on the usage of website/page must be collected and reported as part of your monthly highlight report.
- Signed photo releases or documentation of legal use, permissions, or purchase of all photos used on the website must be on file.

ALLOWABLE COSTS:

- Purchase of host sites and domain names if approved in your Scope of Work and Budget included with your services agreement;
- Staff time or contractor to develop, maintain, and evaluate a website focused on the SNAP-Ed program activities approved in your Scope of Work and Budget included with your services agreement; and
- Purchase of reasonable and necessary tools and resources to support the development of your website (e.g., photos).

UNALLOWABLE COSTS:

- Websites (blogs, vlogs, etc.), web pages, or links that do not meet the requirements listed above.

Additional Information

This section includes additional information that will assist you in successfully and accurately implementing your SNAP-Ed program.

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Abbreviations/Acronyms

- CACFP – Child and Adult Care Food Program
- CFR – Code of Federal Regulations
- CIP – Community Impact Project
- CSFP – Commodity Supplemental Food Program
- DE – Direct Education
- DGA – Dietary Guidelines for Americans
- EFNEP – Expanded Food and Nutrition Education Program
- FDPIR – Food Distribution Program on Indian Reservations
- FNS – Food and Nutrition Service
- FPG – Federal Poverty Guidelines (sometimes referred to as FPL, or Federal Poverty Level)
- FY – Fiscal Year
- HRQL – Health Related Quality of Life
- IC – Indirect Channel
- IE – Indirect Education
- MDHHS – Michigan Department of Health and Human Services
- MFF – Michigan Fitness Foundation
- SNAP-Ed at MFF – SNAP-Ed at the Michigan Fitness Foundation
- MI Harvest – Michigan Harvest to Table
- MiSNAC – Michigan State Nutrition Action Coalition
- MSU Extension – Michigan State University Extension
- NERI – Nutrition Education Reinforcement Item
- OMB – Office of Management and Budget
- OMB Uniform Guidance – Uniform Guidance (UG), Uniform Administrative Requirements, Cost Principles, and Audit Requirements for Federal Awards
- PA – Physical Activity (always relating to physical activity promotion)
- PSA – Public Service Announcement
- PSE – Policy, Systems, and Environmental (Change)
- SEM – Social-Ecological Model
- SNAP – Supplemental Nutrition Assistance Program (Formerly known as “Food Stamps;” referred to as the “Food Assistance Program” or “FAP” in Michigan)
- SNAP-Ed – Supplemental Nutrition Assistance Program Education
- TANF – Temporary Assistance for Needy Families
- TEFAP – The Emergency Food Assistance Program
- USDA – United States Department of Agriculture
- WIC – (Special Supplemental Nutrition Program for) Women, Infants and Children

Nondiscrimination Statement

The nondiscrimination statement lists all of the prohibited bases for discrimination contained in the USDA Civil Rights Policy Statement. Materials that should have the nondiscrimination statement include print (e.g., brochures, newsletters, education curricula, etc.) and non-print (e.g., audio, videos, websites, etc.) forms of communication.

All materials developed, adapted, or printed with SNAP-Ed funds that are shared in public must include, in a reasonably-sized font, the shortened USDA nondiscrimination statement:

"This institution is an equal opportunity provider."

The minimum font size for nondiscrimination statements for brochures is 8 point. For all other printed materials and web pages, the statement must be legible. Failing to use the USDA Nondiscrimination Statement could result in items not being eligible for reimbursement.

Please refer to fns.usda.gov/usda-nondiscrimination-statement for more information on translated statements.

The full nondiscrimination statement provided below is rarely, if ever, required for SNAP-Ed. It is only necessary to include the full nondiscrimination statement for websites funded by SNAP-Ed and when SNAP or other FNS program eligibility or application information is provided.

For SNAP-Ed funded websites, the nondiscrimination statement should be included, even if SNAP or other FNS program eligibility or application information is not provided. FNS advises agencies to provide the full nondiscrimination statement or include a link to the appropriate version in the footer of the site. If a link to the nondiscrimination statement is included, it is suggested to label the link as "Nondiscrimination Statement" or "This institution is an equal opportunity provider" (the short version of the statement).

Example:

Additional Information

This participant recruitment flyer would require the short nondiscrimination statement since it includes SNAP-Ed program information, such as locations and contact details. Although the program is not explicitly referred to as a "SNAP-Ed" activity, the short nondiscrimination statement is required because the program provides nutrition education using SNAP-Ed funding.

For reference, the full USDA nondiscrimination statement is included below:

In accordance with federal civil rights law and U.S. Department of Agriculture (USDA) civil rights regulations and policies, this institution is prohibited from discriminating on the basis of race, color, national origin, sex (including gender identity and sexual orientation), religious creed, disability, age, political beliefs, or reprisal or retaliation for prior civil rights activity.

Program information may be made available in languages other than English. Persons with disabilities who require alternative means of communication to obtain program information (e.g., Braille, large print, audiotape, American Sign Language), should contact the agency (state or local) where they applied for benefits. Individuals who are deaf, hard of hearing or have speech disabilities may contact USDA through the Federal Relay Service at (800) 877-8339.

To file a program discrimination complaint, a Complainant should complete a Form AD-3027, USDA Program Discrimination Complaint Form which can be obtained online at: https://www.usda.gov/sites/default/files/documents/ad-3027.pdf, from any USDA office, by calling (833) 632-9992, or by writing a letter addressed to USDA. The letter must contain the complainant's name, address, telephone number, and a written description of the alleged discriminatory action in sufficient detail to inform the Assistant Secretary for Civil Rights (ASCR) about the nature and date of an alleged civil rights violation. The completed AD-3027 form or letter must be submitted to:

(1) **mail:**
Food and Nutrition Service, USDA
1320 Braddock Place, Room 334
Alexandria, VA 22314; or

(2) **fax:**
(833) 256-1665 or (202) 690-7442; or

(3) **email:**
FNSCivilRightsCompliants@usda.gov

This institution is an equal opportunity provider.

For additional information on nondiscrimination statement requirements, refer to the Nondiscrimination Statement section in Program Parameters (page 42).

Travel and Meal Rates

All SNAP-Ed travel expenses must be within the State of Michigan travel rates. Travel rates, including those for mileage, meals, and lodging, may change throughout the program year. You are responsible for using the correct rates. For the most up-to-date information, visit snap-ed.michiganfitness.org/snap-ed-program-parameters.

Out-of-state travel is not allowed.

If your organization has a documented employee travel reimbursement policy that applies to all programs and differs from the SNAP-Ed at MFF rates, submit a copy of the written policy to MFF to have your SNAP-Ed travel costs reimbursed at your organization's rates.

Mileage
$0.70/mile *(as of January 1, 2025)*

Meals
Meals (without alcoholic beverages) are reimbursed during overnight travel only. The State of Michigan requires the **itemized receipt* for any meals while in travel status**. These will be reimbursed at the actual cost up to, but not over, the maximum SNAP-Ed allowable rate. You must be in overnight status to claim meals and must indicate the location (e.g., city) of lodging, even if not claiming that lodging for reimbursement.

- It is preferred that each individual submits their own itemized meal receipts.
- If meals for multiple people are on the same itemized receipt:
  - Each individual can be reimbursed for actual expenses up to the maximum SNAP-Ed allowable rate for that meal. Include the names of those people by their meal items for clarity; and
  - If at least one person's meal exceeds the maximum SNAP-Ed allowable meal rate, you should indicate each individual's reimbursement amount (not to exceed SNAP-Ed rates) instead of submitting for the maximum reimbursement for all people in your party.
- If you opt out of a meal that is provided as part of your travel (e.g., conference meal), you cannot claim reimbursement for that meal.

	Standard	Select Cities/Counties
Breakfast	$9.75	$11.75
Lunch	$9.75	$11.75
Dinner	$22.00	$28.00

Select Cities:
Ann Arbor
Auburn Hills
Beaver Island
Detroit
Grand Rapids
Holland
Leland
Mackinac Island
Midland
Muskegon
Petosky
Pontiac
South Haven
Traverse City

Select Counties:
Grand Traverse
Oakland
Wayne

Lodging
Work with your Program Manager to determine if lodging is allowable. The SNAP-Ed lodging rate is $98/night** (taxes are in addition to this maximum amount). We encourage you to ask for the 'government rate' when making your reservation if lodging has been determined to be allowable. Not all hotels will agree to the $98/night rate. The State of Michigan **requires an itemized receipt* for lodging expenses**.

****Exception to the $98/night lodging limit: If the traveler attends a conference and stays in the hotel where the conference is being held, they may use that rate **IF** they include a copy of the conference brochure stating the conference rate and includes the conference agenda with the receipts.

Michigan SNAP-Ed Meal Rates for Meetings and Trainings
When conducting SNAP-Ed training or meetings, lunch costs may be reimbursed, within SNAP-Ed allowable rates described below, if the training/meeting:

- Has at least six (6) hours of SNAP-Ed content; or
- Has at least five (5) hours of SNAP-Ed content AND at least 50% of the participants have traveled at least 30 minutes one way to attend.

Costs for a light breakfast are not allowable.

SNAP-Ed Group Meal Rates
The group meal rates (below) must include cutlery, beverage, tax, gratuity, service/delivery fees, and any other expenses associated with the meal.

Lunch – $12.75/person

When submitting for reimbursement for training or meeting expenses, the following must be submitted:

- Itemized receipts* for all expenses being reimbursed;
- The meeting/training agenda documenting the meeting start and end time; and
- A sign-in sheet documenting the number of participants at the meeting/training.
    - If the number of participants who registered for the meeting/training is significantly lower than the number of actual participants (causing the per person meal rate to be more than allowed), please provide registration logs as well.

*For more information on invoicing, including details on supporting documentation, refer to “Monthly Invoices” in the Services Agreement Management section (page 22).

Recipe Selection and Tasting Size Guidelines

You should use the recipes included with the evidence-based intervention you are implementing. They are considered part of the evidence-based materials and should be used as intended. If you have a reasonable and necessary need to change recipes to better suit the population you are serving, the below are considerations for how recipes should be selected. Refer to the Food Demonstrations and Food Tastings section in the Program Parameters (page 48) for allowability and requirements.

Recipe Selection Guidelines

When planning food demonstrations and tastings, select recipes that will reinforce the lesson being taught (e.g., a vegetable lesson should feature a vegetable recipe). Additionally, recipes should meet the following criteria:

Ingredients

- Use no more than 15 ingredients, preferably eight (8) or fewer.
- Use low-cost, readily available ingredients, and/or identify appropriate substitutions for expensive or uncommon ingredients.
- Use culturally-appropriate, basic ingredients that participants may have in their homes and/or buy at a reasonable cost.
- Be flexible and specify whether fresh, canned, frozen, and/or dried versions of fruits and vegetables can be used/substituted or other adaptations made with spice ingredients, etc.
- Do not contain alcohol.

Instructions and Preparation

- Assume little knowledge of or no cooking experience.
- Written materials should be provided at a 6th grade or lower reading level.
- Recipes should be able to be prepared relatively quickly.
    - Recipes that include an estimated amount of time to prepare and cook are preferred.
- Use common, volumetric measurements (e.g., cups, teaspoon, etc.).
- Use basic equipment and appliances that participants would likely have in their homes and/or purchase with minimal cost.
    - If a recipe calls for the use of specialty equipment not likely to be available to most participants, consider an alternative. For example, if the recipe calls for the use of a mandolin, instruct participants to thinly slice instead.

Nutrition

- Be consistent with the most recent *Dietary Guidelines for Americans*. At a minimum, recipes should:
    - Focus on vegetables, fruits, and other nutrient dense ingredients, including whole grains, beans, peas, lentils, nuts, seeds, fat-free and low-fat dairy products, seafood, eggs, lean meat, and poultry; and
    - Be low in added sugars, saturated fat, and sodium, if possible.
        - A recipe may contain added sugars, saturated fat, or sodium but may be balanced with other foods eaten over the course of a day, week, or month.
- Provide a new way to enjoy a fruit or vegetable. For example, in lieu of a pumpkin muffin recipe, try the Pumpkin Dip recipe (available on mitteneats.org).
- Provide nutrition information, number of servings, and serving sizes.
- Provide important food safety information, such as minimum internal temperatures.

Source

- Recipes shared must be from sources that allow for distribution.
    - For websites or social media accounts, refer to the About, Privacy, Terms of Use, Contact, or User Guides to find information about distribution permissions.
        - Example: Permission is granted to display, copy, print, and download site materials for personal, educational, and non-commercial use.
    - If no permissions are provided, email the website contact or author for permission to distribute for “educational use” prior to distributing the recipe.
- Ensure recipes do not include product branding or affiliate links for recipe ingredients/supplies.
- Credit the recipe source.
    - When sharing recipes from websites or social media accounts that provide distribution permission, it is best practice to share by linking to the original source or by sharing the recipe website URL or social media post. When recipes are shared this way, no additional source credits are required as the original source is credited automatically via the share.
    - When distributing recipes by copying the content into the body of an email, onto a website page, or in print (flyers, newsletters, etc.), the following steps must be taken.
        - Distribution permission must be granted, terms followed, and proof of permission kept on file.
        - The source must be credited and a link to the source provided when applicable.
            - Example A: Recipe used with permission from [Author Name] at [link to source].
            - Example B: Recipe used with permission from [Cookbook Name] by [Author Name].
        - Additionally, if the recipe is adapted in any way (ingredients, preparation method, recipe name, etc.), it must be noted when giving credit.
            - Example: [Original Name of Recipe] adapted with permission from [Author Name] at [link to source].

Note: You are responsible for the content that you distribute and/or post. MFF does not assume liability for any copyright and trademark infringements.

Tasting Size Guidelines

A food tasting must be a small taste, ¼ - ½ of a serving or smaller.

- Multiple tasting opportunities in the same sitting must collectively equal less than one (1) serving.
    - For example, if a tasting is provided to reinforce eating vegetables and four unique raw vegetables are offered during the same sitting, the total amount of vegetables provided must be less than one serving. This could be done by making sure each of the four vegetables is provided in a size smaller than a ¼ serving tasting size.
- If using pre-packaged, single servings of food for a tasting, such as individual guacamole or hummus cups, the servings must be quartered or halved to meet allowable tasting size requirements.

To determine the appropriate tasting size for a small taste for all participants aged 4 and up:

- For recipes with a serving size provided and foods with a Nutrition Facts Label:
    - Divide the serving size by 2 to determine a tasting size that is ½ of a full serving.
    - Divide the serving size by 4 to determine a tasting size that is ¼ of a full serving.

- Quick reference table of tasting sizes calculated for common measures:

1 Full Serving	½ Serving Tasting Size	¼ Serving Tasting Size
1 tablespoon	1 ½ teaspoons	¾ teaspoon
2 tablespoons	1 tablespoon	1 ½ teaspoons
3 tablespoons	1 ½ tablespoon	¾ tablespoon
¼ cup	2 tablespoons	1 tablespoon
1/3 cup	~3 tablespoons	~1 tablespoon
½ cup	¼ cup	2 tablespoons
2/3 cup	1/3 cup	~3 tablespoons
¾ cup	~1/3 cup	3 tablespoons
1 cup	½ cup	¼ cup
1 ½ cups	¾ cup	~1/3 cup
2 cups	1 cup	½ cup

- For recipes that only provide the number of servings the recipe makes:
  - Multiply the number of servings by 2 to calculate how many tasting servings would be made if each tasting is ½ of a full serving. Ensure the prepared recipe is divided into that number of tastings.
  - Multiply the number of servings by 4 to calculate how many tasting servings would be made if each tasting is ¼ of a full serving. Ensure the prepared recipe is divided into that number of tastings.
- For common fresh fruits and vegetables without a label:

Produce Item	1 Full Serving	½ Serving Tasting Size	¼ Serving Tasting Size
Apple	1 large apple	½ apple	¼ apple
Asparagus	5 spears	2 ½ spears	1 ¼ spears
Avocado (California)	1/5 medium	1/10 medium	1/20 medium
Banana	1 medium	1/2 medium	¼ medium
Beet	1 whole beet	½ beet	¼ beet
Bell pepper	1 medium	½ medium	¼ medium
Berries (raspberries, blackberries, blueberries)	1 cup	½ cup	¼ cup
Broccoli	1 medium stalk	½ medium stalk	¼ medium stalk
Cantaloupe	¼ medium	1/8 medium	1/16 medium
Carrot	1 carrot (7" long, 1 ¼" diameter)	½ carrot	¼ carrot
Cauliflower	1/6 medium head	1/12 medium head	1/24 medium head
Celery	2 medium stalks	1 medium stalk	½ medium stalk
Corn	Kernels from 1 medium ear	Kernels from ½ of a medium ear	Kernels from ¼ of a medium ear
Cucumber	1/3 medium	1/6 medium	1/12 medium
Grapefruit	½ medium	¼ medium	1/8 medium
Grapes	¾ cup	1/3 cup	3 tablespoons
Green (snap) beans	¾ cup cut	1/3 cup	3 tablespoons
Green Cabbage	1/12 medium head	1/24 medium	1/48 medium
Green peas	½ cup	¼ cup	2 tablespoons
Honeydew melon	1/10 medium	1/20 medium	1/40 medium

Produce Item	1 Full Serving	½ Serving Tasting Size	¼ Serving Tasting Size
Kiwifruit	2 medium	1 medium	½ medium
Mushrooms	5 medium	2 ½ medium	1 medium
Nectarine	1 medium	½ medium	¼ medium
Orange	1 medium	½ medium	¼ medium
Peach	1 medium	½ medium	¼ medium
Pear	1 medium	½ medium	¼ medium
Pineapple	2 slices (3" diameter, ¾" thick)	1 slice	½ slice
Plums	2 medium	1 medium	½ medium
Potato	1 medium	½ medium	¼ medium
Radishes	7 radishes	3 ½ radishes	1 ¾ radishes
Salad greens	1 ½ cups shredded	¾ cups shredded	1/3 cup shredded
Spinach	3 ½ cups	1 ¾ cups	¾ cups
Strawberries	8 medium	4 medium	2 medium
Summer squash	½ medium	¼ medium	1/8 medium
Sweet cherries	21 cherries, 1 cup	½ cup	¼ cup
Sweet potato	1 medium (5" long, 2" diameter)	½ medium	¼ medium
Tangerine	1 medium	½ medium	¼ medium
Tomato	1 medium	½ medium	¼ medium
Watermelon	2 cups diced pieces	1 cup diced pieces	½ cup diced pieces

Sources:

Food Labeling; Guidelines for Voluntary Nutrition Labeling of Raw Fruits, Vegetables, and Fish; Correction, 21 C.F.R. § 101 (2006). https://www.federalregister.gov/documents/2006/08/17/06-6957/food-labeling-guidelines-for-voluntary-nutrition-labeling-of-raw-fruits-vegetables-and-fish.

U.S. Department of Agriculture (2018). National Nutrient Database for Standard Reference Legacy Release (SR Legacy). FoodData Central. https://fdc.nal.usda.gov/index.html.

U.S. Food and Drug Administration (2018). Guidance for Industry: Reference Amounts Customarily Consumed (List of Products for Each Product Category). https://www.fda.gov/regulatory-information/search-fda-guidance-documents/guidance-industry-reference-amounts-customarily-consumed-list-products-each-product-category.

Invoice Examples

COMMUNITY IMPACT PROJECT INVOICE

Rev. 9/2024

Organization Name	Billing Period Start	Billing Period End	Invoice / Ref #	FY 2025 SNAP-Ed
Your Organization's Name	6/1/25	6/30/25	1234	

A	Employees For each staff person, list name and title, then hourly rate, hours worked, and fringe rate for reporting period.	Hourly Rate	Hours	Salary This Period	Fringe Rate(%)	Fringe This Period	Total
1	Name of Program Lead	$30.00	8.0	$240.00	6.0%	$14.40	$254.40
2	Name of Nutrition Educator #1	$25.00	160.0	$4,000.00	6.0%	$240.00	$4,240.00
3	Name of Nutrition Educator #2	$25.00	160.0	$4,000.00	6.0%	$240.00	$4,240.00
4	Name of PSE Lead	$25.00	32.0	$800.00	6.0%	$48.00	$848.00
5							
						Employees	$9,582.40
						STAFF TIME - EMPLOYEES AND CONTRACTED	$9,582.40

B	Supplies and Materials List vendor and amount. Attach copies of receipts or proof of payment. If any expenses are allocated, show calculation of amount charged.	Receipt Date	Total
1	Walmart HSHC Lesson 5	6/10/25	$17.71
2	USPS Postage	6/24/25	$26.25
3	Amazon	6/14/25	$40.26
4	Zoom	6/30/25	$31.98
5			
		SUPPLIES AND MATERIALS	$116.20

C	*Travel List travel expenses by staff person. In an accompanying travel log include staff name, site locations, mileage, and mileage rate. Also include itemized receipts or proof of payment for any other travel-related expenses.*	Mileage $ Amount	Other $ Amount	Total
1	Name of Nutrition Educator #1 - 27.55 miles @ $0.67/mile	$18.46		$18.46
2				
			TRAVEL	$18.46

D	*Miscellaneous / Administrative List amount and purpose. Attach copies of receipts or proof of payment. If any expenses are allocated, show calculation of amount charged.*	Receipt Date	Total
1			
		MISCELLANEOUS / ADMINISTRATIVE	

			SUBTOTAL	$9,717.06

E	*Indirect Costs*			
	1. Indirect Cost Rate	Percentage	10.00%	$971.71
	2. Indirect Cost Amount (if not applied to MTDC) Describe basis (e.g. % of salary and fringe) and enter $ amount in column J.			
			INVOICE AMOUNT	**$10,688.77**

F		
	Authorized Signature and Date	Authorized Signer Name 7/8/25
	Printed name of signer	Augthorized Signer Name
	By my signature, I certify that all payments disbursed by our office are for the purposes outlined in my agency's FY 2025 services agreement.	

Give us feedback @ survey.walmart.com
Thank you! ID #:7SHVNMMGVL8

Walmart

WM Supercenter
989-673-7900 Mgr. RYAN
1121 E CARO RD
CARO MI 48723

ST# 01798 OP# 009051 TE# 51 TR# 09525

RED GRAPE	780012604023 F	
0.010 lb. @ 1 lb. /1.68		0.02 N
RED GRAPE	780012604023 F	
2.530 lb. @ 1 lb. /1.68		4.25 N
RED GRAPE	780012604023 F	
2.520 lb. @ 1 lb. /1.68		4.23 N
APL COSMIC	804305035070 F	
2.430 lb. @ 1 lb. /1.83		4.45 N
APL COSMIC	804305035070 F	
2.600 lb. @ 1 lb. /1.83		4.76 N

SUBTOTAL	17.71
TOTAL	17.71
PRIVATE LABEL TEND	17.71
CHANGE DUE	0.00

WALMART CREDIT- 1163 I 1 APPR#461132
17.71 TOTAL PURCHASE
REF # 310000136761
TRANS ID - 333100486461132
VALIDATION -
PAYMENT SERVICE -
AID A0000000817001001
TC 57273DFDE364AFAC
TERMINAL # SC162158
*No Signature Required

06/10/24 09:30:45

ITEMS SOLD 5
TC# 6356 9936 5160 7512 5522

Walmart+

Become a member today
Scan for 30-day free trial.

B1
HSHC lesson 5
Grape and Apple GoGo's for 3 classrooms

B2
Mailing surveys to MFF

UNITED STATES POSTAL SERVICE.

LAWRENCE
310 S PAW PAW ST
LAWRENCE, MI 49064-9686
(800)275-8777

06/24/2024 03:46 PM

Product	Qty	Unit Price	Price
Priority Mail® 2-Day 1 Lansing, MI 48909 Weight: 9 lb 3.0 oz Expected Delivery Date Mon 06/27/2022 Tracking #: 9505 5127 7546 2175 1772 66			$14.10
Insurance Up to $50.00 included			$0.00
Total			$14.10
Priority Mail® 2-Day 1 Lansing, MI 48909 Weight: 6 lb 6.30 oz Expected Delivery Date Mon 06/27/2022 Tracking #: 9505 5127 7546 2175 1772 73			$12.15
Insurance Up to $50.00 included			$0.00
Total			$12.15
Grand Total:			$26.25
Credit Card Remitted Card Name: MasterCard Account #: XXXXXXXXXXXX[illegible]74			$26.25

Order Placed: June 14. 2024
Amazon.com order number: 114-6914709-3985850
Seller's order number: 9865297588
Order Total: $40.26

Shipped on June 16, 2024

Items Ordered	Price
2 of: *EXPO Low Odor Dry Erase Markers, Chisel Tip, Assorted Colors, 16 Count* Sold by: Halkin Consumer Products (seller profile) Condition: New	$18.99

Shipping Address:
XXXXX

Shipping Speed:
Standard Shipping

B3
100% SNAP-Ed program supplies

Payment information

Payment Method:
MasterCard | Last digits:
XXXX

Billing address
XXXXX

Credit Card transactions

Item(s) Subtotal:	$37.98
Shipping & Handling:	$0.00
Total before tax:	$37.98
Estimated tax to be collected:	$2.28
Grand Total:	**$40.26**

MasterCard ending in

Charge Details

CHARGE DESCRIPTION	SUBSCRIPTION PERIOD	SUBTOTAL	TAXES, FEES & SURCHARGES	TOTAL
Charge Name: Zoom One Pro Monthly Quantity: 4 Unit Price: $15.99	Jun 2, 2023 - Jul 1, 2023	$63.96	$0.00	***$63.96***
			Subtotal	**$63.96**
			Total (Including Taxes, Fees & Surcharges)	**$63.96**
			Invoice Balance	**$0.00**

B4
50% SNAP-Ed
$63.96 X 50% = $31.98

Michigan Fitness Foundation Employee Expense Reimbursement

Nutrition Educator Name			For Office Use Only	
	Nutrition Educator	6/30/2025		
	Employee Signature	**Date**	*Total Reimbursment*	*$ 18.46*
	Program Lead	6/30/2025	*Date Received*	*6/30/2024*
	Supervisor Signature	**Date**	*Date Paid*	

Mileage Reimbursements (Current rate effective 1/1/2024) Rate: 0.67 /mile Rev 1.2.2024

Date	Description of Mileage Expense (include City From, City To, Purpose)	Number of Miles (Round Trip)	Amount (Miles x 0.670)	Grant or Program	General Ledger Account
6/10/2025	Office to school A round trip for HSHC lesson 5	10.00	$6.70	SNAP-Ed	XXX-XXX-XXX
6/11/2025	Office to school B round trip for HSHC lesson 5	12.25	$8.21	SNAP-Ed	XXX-XXX-XXX
6/12/2025	Office to school C round trip for HSHC lesson 5	5.30	$3.55	SNAP-Ed	XXX-XXX-XXX
			$0.00		
			$0.00		
			$0.00		
	Total Mileage	**27.55**	**$ 18.46**		

C1

Definitions

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

- Dollar value of salaries and benefits associated with staff time dedicated toward the *administration and administrative oversight* of the SNAP-Ed program;
- Cost of training for performing administrative functions like record keeping and accounting, etc.;
- Cost of reporting SNAP-Ed activities including invoice preparation (does not include evaluation activities);
- Operating costs;
- Indirect costs for those administrative staff not covered above;
- Other overhead charges associated with administrative expenses (e.g., space, human resources, etc.);
- Staff supervision and hiring; and
- Business office staff functions.

Adopted means at least one PSE change is made at the project site, and the change was not present at the start of the fiscal year. Adoption does not mean full-scale implementation has occurred.

Allocable Costs are expenses that must be correlated with the program benefits obtained by incurring them. If a cost benefits multiple programs or activities, a portion of the cost must be allocated to all programs receiving the benefit of the expense. Cost allocation becomes an important issue with the SNAP-Ed guidance that allows more broadly-based programming in communities where specific targeting for SNAP-Ed qualifications may be less precise. Plan to work closely with your MFF Program Manager when planning allocable costs.

Allowable Expenditures are purchases and activities that can be reimbursed. They must:

- Meet the Michigan SNAP-Ed guidelines;
- Be included in your approved program summary;
- Be included in your approved budget;
- Be pre-approved as appropriate; and
- Be “reasonable and necessary” for the accomplishment of approved program objectives.

Approaches are types of intervention strategies. There are three SNAP-Ed approaches. Programs must include approach 1 AND approach 2 or 3 (both may be included). 1. Individual or group-based direct nutrition education, health promotion, and intervention strategies 2. Comprehensive, multi-level interventions at multiple complementary organizational and institutional levels 3. Community and public health approaches to improve nutrition and obesity prevention.

Behavior indicates action rather than knowledge or attitudes.

Behavioral Nudges are influences on consumers choice, such as altering the environment or making statements about the benefit of eating fruits and vegetable or being active, making it more likely that an individual will change their behavior in a predictable way (e.g., eat more fruits and vegetables) without forbidding any options.

Behaviorally-Focused are those activities, interventions, objectives and strategies that are related to (a) healthy food choices, (e.g., adding one fruit or vegetable each day); (b) other nutrition or physical activity issues; (c) the environmental impact of dietary practices; and (d) food shopping practices that increase purchasing power and availability of food.

Capital Equipment: See Equipment/Capital.

Census Tracts are small, relatively permanent statistical subdivisions of a county or statistically equivalent entity. Census tract data are useful in determining eligible locations for SNAP-Ed delivery. Census tracts generally have a population size between 1,200 and 8,000 people, with an optimum size of 4,000 people. To view a complete map of Michigan census tracts, including SNAP-eligible ("qualified") census tracts, visit Map to Healthy Living at map2healthyliving.org.

Cognizant Agency refers to the agency that has been identified by the Office of Management and Budget (OMB) that is responsible for establishing indirect cost rates. For more information see "Indirect Cost Rate.

Collective Impact is the commitment by a group of actors from different sectors to a common agenda to solve complex social problems such as healthy eating or obesity prevention. Collective impact requires five conditions for success: a common agenda, shared measurement, mutually reinforcing activities based on a common action plan, continuous communication, and backbone support to guide the group's actions, provide technical support, and mobilize resources.

Commodity Supplemental Food Program (CSFP) is the program that works to improve the health of low-income persons at least 60 years of ages by supplementing their diets with nutritious USDA foods.

Communication Channels (also referred to as distribution channels) are media through which a message is delivered to its intended audience, such as print, radio, and electronic. These channels include:

- Mass media (e.g., television, radio, newspapers, billboards, and other outdoor advertising).
- Social media (e.g., social networks, blogs, and user-generated content).
- Earned media (e.g., public service announcements, letters to the editor, opinion editorials, and press conferences).
- Peer-to-peer popular opinion leaders (e.g., youth or parent ambassadors, local champions, celebrity spokespersons, and faith leaders).
- Promotional media (e.g., point-of-purchase prompts, videos, Web sites, newsletters, posters, kiosks, brochures, and educational incentive items).

Community Impact Projects (CIPs) are organizations who deliver local SNAP-Ed programming on behalf of Michigan Fitness Foundation as a contracted service. They inform a package of locally-relevant SNAP-Ed direct nutrition education (DE) and policy, systems, and environmental (PSE) change interventions and strategies.

Direct Education (DE) is an evidence-based, behavior-focused nutrition education and physical activity intervention conducted at the individual and interpersonal levels with an intensity and duration that supports behavior change and allows for active engagement in-person, in a live online format, or through interactive media

EFNEP is the **Expanded Food and Nutrition Education Program** of the National Institute of Food and Agriculture, U.S. Department of Agriculture. EFNEP is conducted by Cooperative Extension, through a Federal, State, and local (community-based) partnership. It serves youth and families with limited financial resources in all States and U.S. Territories. 1862 and 1890 Land-Grant Universities provide state-level leadership for local programming. EFNEP employs paraprofessionals to deliver evidence-based, hands-on, interactive lessons to participants. State and local EFNEP leadership also contribute to policy, systems, and environmental change efforts through their Extension and University connections. EFNEP staff work collaboratively with SNAP-Ed staff to increase reach and facilitate improved nutritional well-being among low-income populations nationwide. For more information on EFNEP and supporting resources, see nifa.usda.gov/program/about-efnep.

Equipment/Capital is non-expendable property having a value of $5,000 or more per item at the time of acquisition. All capital equipment purchases must be pre-approved by MDHHS and MFF, even if they were approved as part of your proposal. These items must be included in the annual Equipment Inventory.

Equipment/Non-capital is property having a value of less than $5,000 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. MFF defines non-capital equipment as items that plug in or recharge by plugging in that cost less than $5,000 per piece. These items must be included in the annual Equipment Inventory.

Evaluation: See the definitions for Formative Evaluation, Outcome Evaluation, Process Evaluation, and Impact Evaluation below. For more information on evaluation, refer to the SNAP-Ed at MFF Evaluation Requirements section (page 32).

- **Formative:** 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).
- **Process:** Can involve such measures as tracking the number of materials distributed, counting the number of clients reached, effectiveness of alternate methods of delivering services, and/or barriers to implementing the intervention. It helps to assure fidelity that an evidence-based intervention is delivered as designed and thus likely to result in the expected outcomes.
- **Outcome:** Demonstrates changes that occur in the presence of an intervention but do not establish cause and effect conclusions.
- **Impact:** Indicates how effective the intervention was in changing the target populations' behavior.

Evidence-Based approaches for nutrition education and obesity prevention are defined as the integration of the best research evidence with the best available practice-based evidence.

- **Emerging Strategies or Interventions** are community or practitioner-driven activities that have the potential for effectiveness but have not yet been formally evaluated. Emerging strategies or interventions in SNAP-Ed require a justification for a novel approach and must be evaluated for effectiveness.
- **Practice-Tested Evidence** refers to evidence from case studies, pilot studies, and evidence from the field on nutrition education interventions that demonstrate obesity prevention potential. Evidence from the field includes evidence from emerging strategies and interventions.
- **Research-Based Evidence** refers to relevant rigorous nutrition and public health research, including systematically reviewed scientific evidence.

Food Bank is 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 needy persons on a regular basis.

Food Distribution Program on Indian Reservations (FDPIR) provides USDA foods to income-eligible households living on Indian reservations, and to Native American households residing in approved areas near reservations or in Oklahoma.

Food Insecurity is a household-level economic and social condition of limited or uncertain access to adequate food. The condition is assessed in the USDA food security survey and represented in USDA food security reports. For an interactive map of adult and child food insecurity near you, visit feedingamerica.org/hunger-in-america/hunger-studies/map-the-meal-gap.aspx.

Food Pantry is a public or private non-profit organization that distributes food, including food from sources other than the USDA, to low-income and unemployed households to relieve situations of emergency and distress.

Funding Award is the dollar amount stated in the subrecipient conditional award letter, included in the Michigan SNAP-Ed Plan of Work, and then approved by FNS USDA. It is dollar amount included in the subrecipient contract and the maximum dollar amount that a subrecipient organization can be reimbursed through SNAP-Ed after a contract has been fully executed.

Health Related Quality of Life is an individual's or group's perceived physical and mental health over time.

Hunger is an individual-level physiological condition that may result from food insecurity.

Implementing Agencies are contracted to provide SNAP-Ed and include Cooperative Extension offices, universities, State departments of health or education, State level nutrition networks, food banks, and other organizations

Impressions represent the total number of times content is displayed to an audience during a given period. This metric is commonly used and readily available for most channels.

Indirect Cost Rate is a tool an organization can use for determining the proportion of indirect costs each program should bear. It is the ratio (expressed as a percentage) of the indirect costs to a direct cost base.

Indirect Education (IE) is the distribution or display of evidence-based information and resources, including any mass communications, public events (such as health fairs), and materials distribution, which involve minimal (less than 20 minutes) or no active participant interaction with an instructor or multimedia. Distribution of educational materials alone does not constitute an evidence-based intervention. Indirect education activities, or distribution of supplemental materials through indirect intervention channels, should take place within an evidence-based intervention. Indirect education materials used should be evidence-based and/or be based on the Dietary Guidelines for Americans (DGA) and the Physical Activity Guidelines (PAG).

Indirect Channels (IC) (not to be confused with communication channels) describe the medium of education used for indirect education. They include:

- Electronic materials (e.g. email and electronic newsletters or mailings/text messaging).
- Hard copy materials (e.g. fact sheets, flyers, pamphlets, activity books, posters, banners, postcards, recipe cards, or newsletters for mailings).
- Nutrition education reinforcement items (NERI – visit snap-ed.michiganfitness.org/neri for no-cost items available to MFF SNAP-Ed programs).
- Point-of-sale or distribution signage (e.g., displays or window clings in retail stores).
- Videos (includes CD, DVD, and online video sites like YouTube).
- Websites.

Interactive Media is a mode of delivery of SNAP-Ed direct education that includes active participant interaction and engagement, is considered virtual in nature and may be self-paced and/or self-directed. Instructors and participants are not in the same virtual space at the same time.

Interventions are a specific set of evidence-based, behaviorally-focused activities and/or actions to promote healthy eating and active lifestyles. They can be research-tested or practice-tested and generally have core elements and multiple components. They provide ways of intervening that are likely to have a public health impact.

- **Research-Tested Interventions** have been published in the peer-reviewed literature.
- **Practice-Tested Interventions** have evidence derived from practice in the form of evaluation data or reports.
- **Emerging Interventions** are practice-based interventions that have been successfully implemented and show promise based on their underlying theory and approach but have not yet been fully evaluated in the field.

Literature, Audiovisuals, and Materials are the educational and promotional materials required to implement SNAP-Ed program activities that move participants toward your program objectives (e.g., participant handouts, newsletters, presentations, recruitment flyers, recipe cards, etc.).

Low-Income Persons are people participating in or applying for SNAP, as well as people with low financial resources defined as gross household incomes at or below 185% of the Federal Poverty Guidelines.

- National School Meal Program data on number of children eligible for free- and reduced-price meals, which represents children in families with incomes at or below 185% of the Federal Poverty Guidelines, can be used.
- 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 at or below 185% of the Federal Poverty Guidelines.

Maintained means a PSE change is adopted at the project site before the start of the fiscal year that SNAP-Ed funding or staff supported during the fiscal year.

Management Evaluation (ME) is a periodic assessment of local program operations including Compliance.

Means-Tested Programs are those that require the income and/or assets of an individual or family to fall below specified thresholds in order to qualify for benefits. There may be additional eligibility requirements to receive these programs, which provide cash and noncash assistance to eligible individuals and families. For SNAP-Ed, the threshold is at or below 185% of the Federal Poverty Guidelines.

Multi-Level Interventions reach the target audience at more than one level of the SEM and mutually reinforce each other. Multi-level interventions generally are thought of as having three or more levels of influence.

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.

Nutrition Education is a set of learning experiences designed to facilitate the voluntary adoption of food and nutrition-related behaviors conducive to health and well-being for those on a limited budget.

Nutrition Security means all Americans have consistent and equitable access to healthy, safe, affordable foods essential to optimal health and well-being.

OMB Grant Guidance or Uniform Guidance (UG) consolidates and streamlines administrative requirements, cost principles, and audit requirements for Federal awards previously found in A-21, A-87, A-122, A-110, A-102, A-133, A-89, and A-50.

Participant Support Costs means direct costs for items, such as stipends or subsistence allowances, travel allowances, and registration fees paid to or on behalf of participants in connection with

conference or training projects (2 CFR §200.1). Participant support costs are one example of the type of compensation that SNAP-Ed-eligible individuals may receive.

Period of Performance means the total estimated time interval between the start of an initial Federal award and the planned end date, which may include one or more funded portions, or budget periods. (2 CFR 200.77).

Policy, Systems, and Environmental (PSE) change initiatives have the potential to improve a community's health by making healthy food and physical activity choices more accessible, easier, and the default option.

- **Policy**: A written statement of an organizational position, decision, or course of action. Ideally policies describe actions, resources, implementation, evaluation, and enforcement. Policies are made in the public, non-profit, and business sectors. Policies will help to guide behavioral changes for audiences served through SNAP-Ed programming.
- **Systems**: Systems changes are unwritten, ongoing, organizational decisions or changes that result in new activities reaching large proportions of people the organization serves. Systems changes alter how the organization or network of organizations conducts business. An organization may adopt a new intervention, reallocate other resources, or in significant ways modify its direction to benefit low-income consumers in qualifying sites and communities. Systems changes may precede or follow a written policy.
- **Environmental**: Includes the built or physical environments which are visual/observable, but may include economic, social, normative, or message environments. Modifications in settings where food is sold, served, or distributed may promote healthy food choices. Signage that promotes the use of stairwells or walking trails may increase awareness and use of these amenities. Social changes may include shaping attitudes among administrators, teachers, or service providers about time allotted for school meals or physical activity breaks. Economic changes may include financial disincentives or incentives to encourage a desired behavior, such as purchasing more fruits and vegetables. Note that SNAP-Ed funds may not be used to provide the cash value of financial incentives.

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. Learn more here: aspe.hhs.gov/topics/poverty-economic-mobility/poverty-guidelines.

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. For more information, visit: https://www.census.gov/data/tables/time-series/demo/income-poverty/historical-poverty-thresholds.html.

Practice-Tested Evidence refers to evidence from case studies, pilot studies, and evidence from the field on nutrition education interventions that demonstrate obesity prevention potential. Evidence from the field includes evidence from emerging strategies and interventions.

Project Supplies (consumables) When budgeting, project supplies are identified as the supplies that are used when implementing your SNAP-Ed programs and activities. Typically, they are not specifically detailed in a lesson plan (e.g., red construction paper for a specific SNAP-Ed activity), but it is expected that they are 100% dedicated to SNAP-Ed use. Some training costs may fall into this category. General office or desk supplies are not allowable SNAP-Ed project supplies.

Public Health Approach as defined by CDC is a four-step process that is rooted in the scientific method. It can be applied to violence and other health problems that affect populations. The public

health approach steps are: define and monitor the problem; identify risk and protective factors; develop and test prevention strategies; and assure widespread adoption. Learn more about the public health approach here: cdc.gov/violence-prevention/about/about-the-public-health-approach-to-violence-prevention.html

Public Health Interventions are community-focused, population-based interventions aimed at preventing a disease or condition, or limiting death or disability from a disease or condition, according to the CDC.

Public Housing as defined by the U.S. Department of Housing and Urban Development is apartments for low-income people, operated by local housing agencies.

Qualified Census Tract is a census tract where greater than 50% of the population has incomes at or below 185% of the Federal Poverty Guidelines. To identify qualified census tracts in Michigan, visit map2healthyliving.org.

RE-AIM is a framework designed to enhance the quality, speed, and public health impact of efforts to translate research into practice in five steps:
1. **Reach** your intended target population;
2. **Efficacy** or effectiveness;
3. **Adoption** by target staff, settings, or institutions;
4. **Implementation** consistency, costs, and adaptations made during delivery; and
5. **Maintenance** of intervention effects in individuals and settings over time.

Reasonable and Necessary
According to the Federal Uniform Guidance, a **reasonable** cost is one that is not more than the amount a person using good judgment and common sense would spend under similar circumstances; however, to be allowable expense, a cost not only must be reasonable but also **necessary**.

All SNAP-Ed program expenditures must meet ALL the following reasonable and necessary criteria:

- Reasonable
    - Cost is in line with the anticipated benefit to the program (i.e., the potential benefit to the program is worth or outweighs the cost).
    - Cost for the program expense or activity is justified by anticipated reach, function, and/or frequency of use.
    - Cost is in line with other comparable goods or services and conforms with any organizational procurement policy.

- Necessary
    - Cost is needed for expenses or activities essential to program or administrative functions.
    - If the cost is NOT incurred, programming and/or program operations would be negatively impacted.
    - Cost is not for a duplicate of existing inventory and/or community efforts.

SNAP-Ed Eligibles is a label that refers to the target audience for SNAP-Ed, specifically SNAP participants and low-income individuals who qualify to receive SNAP benefits or other means-tested Federal assistance programs, such as Medicaid or Temporary Assistance for Needy Families. It also includes individuals residing in communities with a significant low-income population.

SNAP-Ed Target Audience includes SNAP participants, low-income individuals eligible to receive benefits under SNAP or other means-tested Federal assistance programs, and individuals residing in communities with a significant (50 percent or greater) low-income populations.

SNAP Nutrition Education and Obesity Prevention Services are a combination of educational strategies, accompanied by supporting policy, systems, and environmental interventions, that have been shown to facilitate adoption of food and physical activity choices and other nutrition-related behaviors. These strategies are conducive to the health and well-being of SNAP participants and low-income individuals eligible to receive benefits under SNAP or other means-tested Federal assistance programs, in addition to individuals residing in communities with a significant low-income population. Nutrition education and obesity prevention services are delivered through multiple venues, often through partnerships, and involve activities at the individual, interpersonal, community, and societal levels. Acceptable policy level interventions are activities that encourage healthier choices based on the current *Dietary Guidelines for Americans*. Intervention strategies may focus on increasing or limiting consumption of certain foods, beverages, or nutrients consistent with the *Dietary Guidelines for Americans*.

SNAP Outreach is a SNAP functional area which provides information or assistance to individuals who might be eligible for SNAP (https://www.fns.usda.gov/snap/supplemental-nutrition-assistance-program-snap) in order to help them make an informed decision whether to apply for the Program.

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SNAP-Ed Target Audience includes SNAP participants, low-income individuals eligible to receive benefits under SNAP or other means-tested Federal assistance programs, and individuals residing in communities with a significant (50 percent or greater) low-income populations.

Social-Ecological Model is a framework that illustrates how various sectors of society (e.g., individuals/families, communities/organizations, health professionals/health systems, and policy makers) combine to affect an individual's food and physical activity choices.

Social marketing is the application of commercial marketing technologies to the analysis, planning, execution, and evaluation of programs designed to influence voluntary behavior of target audiences in order to improve their personal welfare and that of society.

Social Marketing Campaign is defined as a coordinated set of communications delivered to one or more SNAP-Ed market segments to a particular population across a large geographic area. It is typically branded, communicates a common call to action, is delivered in multiple complementary settings and channels, and focuses on one or more priority behavior changes.

Soup Kitchen is 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 persons on a regular basis.

Strategies provide broad approaches about the best options available for intervening.

Subrecipients are organizations who receive funding from SNAP-Ed at MFF to conduct nutrition education and obesity prevention activities. Also known as sub-grantees, subrecipients are accountable for the use of funds provided. Per the Federal Uniform Guidance (2 CFR § 200.330), subrecipients:

- Determine who is eligible [based on Target Audience criteria provided by FNS USDA] to receive what Federal Assistance [SNAP-Ed programming and resources];
- Have their performance measured in relation to whether program objectives were met;
- Have responsibility for programmatic decision making;
- Are responsible for adherence to applicable Federal program requirements specified in the Federal award [contract]; and
- In accordance with their agreement [contract], uses the Federal funds to carry out a program for a public purpose specified in authorizing statute [for SNAP-Ed: 7 CFR §272.2 (d)(2)(vii)(B)].

Unallowable Expenditures are purchases and activities that are not allowable under MFF's SNAP-Ed guidelines and therefore are not eligible for reimbursement.

Unduplicated Participant Reach is the number of individuals who receive any SNAP-Ed programming (DE or PSE). An individual that participates in more than one SNAP-Ed intervention may be counted as unduplicated for the first contact for each intervention.