

Planning SNAP-Ed Community-Based Events and Parent Engagement Activities

Deciding on whether to participate in the event

Some key considerations:

- Events should reach SNAP-Ed eligible audiences and be aligned with your SNAP-Ed program’s priority audience(s).
- There is a clear purpose for you engaging in this event.
- Possible event activities should align with and reinforce your existing programming.
- If this is a school-based event, you should actively engage the parents/caregivers (not just students).

Tip: Check the Programming and Operations (P&O) Manual for information about events and associated activities. Check out:

- Program Parameters Overview
- Key Requirements
- Community Events

Depending on the type of event and activities, other P&O Manual sections may also be relevant.

Planning the details

General considerations to help make the event relevant for your audience:

- Plan event activities, materials, recipes, NERI, etc. for your priority audience(s) at the event. Think about culture, age, race, preferred language, and food and physical activity practices. Seek input from your priority audience(s) to inform your proposed activities.
- Work with event and community partners to resolve barriers that may prevent your priority audience(s) from attending, such as the event time or location, transportation needs, childcare, online platform use, etc.
- Listen to your audience(s). Events are great opportunities to not only share with your audience but also to hear about their experiences that might inform your SNAP-Ed programming.

Event preparation

A few reminders about SNAP-Ed programming when preparing for an event:

- Ensure SNAP-Ed activities at the event are allowable, reasonable, and necessary. See the Program Parameters Overview section in the P&O Manual for more information.
- Make sure that staff providing food tastings/demonstrations are supervised by a staff member who is ServSafe certified and follow all state and local food and safety laws.
- Display a “And Justice for All” poster at the event.
- Use existing materials/resources whenever possible. Any newly created materials, such as handouts, must not duplicate existing resources and must be preapproved by MFF.

If needed, order NERI 3 weeks in advance of the event to allow for processing and delivery.