**Program Description Template**

The USDA has updated the system for capturing and reporting SNAP-Ed data and information, including what is required for describing your program. Use this template to outline the components required for your *Program Description* that is included in the *Anticipated Programming Form*. After you have responded to the all the prompts, summarize your response to be no more than 500 words. Do not submit this template.

**WHY DID YOU SELECT THE POPULATION(S) AND COMMUNITIES YOU PLAN TO SERVE?**

After completing your needs assessment in the Narrative, briefly summarize why specific populations and communities were chosen. Include information such as:

* Trends in needs
* Readiness for change
* Lack of availability of effective interventions

**WHERE DO YOU PLAN TO PROGRAM?**

Summarize where you plan to deliver programming. Be sure to include the estimated number of sites by setting.

* Use your answers from the settings section in the *Anticipated Programming Form.*

**HOW DO YOU PLAN TO DELIVER PROGRAMMING?**

Briefly describe key information related to your populations’ awareness of and access to healthy food and physical activity opportunities and how you incorporated it into your proposed program design.

What are your plans to deliver DE interventions? Include information such as:

* Total number of series to be implemented, number of sessions in a series, frequency of sessions, and planned method of delivery
* Indirect channels
* Supplemental materials

*Describe key activities you plan to use when implementing PSE strategies. Consider the following:*

* Planning and preparing for implementation (e.g., contacting sites, assessment, training)
* Implementing changes
* Planning for sustainability
* Maintaining changes and/or conducting follow-up assessments

What key educational messaging will your proposed program consistently use?

* Key educational messages should be focused on increasing fruit and vegetable consumption, increasing physical activity, and creating supportive places for this work to progress.

**HOW WILL YOU ENSURE YOUR PROGRAM IS IMPLEMENTED AS INTENDED (WITH FIDELITY)?**

What efforts will be used to ensure the proposed program will be implemented as designed (i.e., with fidelity)?

**WHAT ARE YOUR ANTICIPATED PROGRAM OUTCOMES?**

What healthy eating and physical activity behavior changes is your proposed program designed to achieve?

* For example, we want to increase the variety of fruits that participants will eat throughout the week.

What PSE changes will your proposed program achieve? How will those proposed changes support healthy eating and physical activity?

* For example, we want to increase fruit and vegetable options in corner stores.

What is your total estimated reach for your proposed program?

* Include the total from your Anticipated Programming Form.

**WHO ELSE IS INVOLVED?**

What are key partner roles and contributions to your proposed programming? Consider what the roles and contributions will be for:

* Key partner organizations
* Multi-sector collaborations
* Key community champions