PROGRAM NARRATIVE INSTRUCTIONS
Request for Proposals (RFP) for
Local Implementing Agency (LIA) - Subrecipients

SNAP-Ed at Michigan Fitness Foundation (MFF)
Fiscal Year 2023 (October 1, 2022 – September 30, 2023)

Formatting Guidelines:
- Standard paper size (8.5 x 11)
- At least 1" margins on all sides
- Easily readable font in black type, such as Arial, Calibri, etc.
- At least 11 pt. font size
- Tables, charts, and footnotes no smaller than 9 pt. font size
- Numbered pages

Insert information to complete the table below.
- Insert organization/agency name and type of organization/agency.
- Insert title of your proposed SNAP-Ed program (No more than 75 characters).
- Insert point person contact information for each applicable role. This is the person from your organization who is responsible for ensuring each set of activities is completed.

Organization/Agency Name:	
Title of SNAP-Ed Program:	
Type of Organization/Agency:	
Taxpayer ID or EIN#:	
Physical Address:	
Mailing Address:	
Authorized Organization Representative:	
Telephone:	
E-mail Address:	
Lead Program Contact:	
Telephone:	
E-mail Address:	
PSE Lead:	
Telephone:	
E-mail Address:	
Financial Representative:	
Telephone:	
E-mail Address:	

Enter the total amount of funding being requested for your proposed FY 2023 SNAP-Ed program.

FY 2023 Funding Request: $_____

This institution is an equal opportunity provider.

1. Describe the needs of the focus community* that your proposed SNAP-Ed program aims to address and explain how you identified those needs.

*If your proposed program will serve multiple communities, be sure to describe the unique needs of each community.

When responding to Question 1, it is important to demonstrate your local, on-the-ground understanding of community needs. In Question 2, you will tie the needs described to your proposed programming.

Things to include:
- Supporting data on changing community/focus population needs.
- Barriers and opportunities that have emerged, causing a change in your approach(es) to implementing SNAP-Ed (e.g., changes that might impact who you serve, where you serve people, how you recruit, programming approaches, and/or the number of people reached).

Be sure to detail the sources of information you used to identify community needs, including how community engagement efforts, community member involvement/input, partner organization conversations, etc. helped you identify and prioritize need and make decisions about anticipated FY 2023 programming.

Avoid including generalizations (e.g., statistics such as regional or county demographics) if they are not central to making the case for your proposed SNAP-Ed programming.

2. Using the table format below, outline <u>each</u> of your proposed core SNAP-Ed interventions/strategies for FY 2023; how it has evolved from the previous year (if funded in FY 2022); and your rationale behind selecting it.

Intervention/Strategy & Type (DE, PSE) (List key supplemental materials below the intervention/strategy name)		<u>Indirect Channel(s)</u> *Click on heading above to access list of indirect channels*	<u>Setting(s)</u> *Click on heading above to access list of settings*	# of Sites	Focus Audience(s) Description & Eligibility Category	Estimated Total Reach	Anticipated Programming Changes from FY 2022 to FY 2023 (Provide code and brief description of change)
☐ **DE** ☐ **PSE**	**FY 2022**						
	Proposed FY 2023						
	Rationale for Intervention/Strategy						
	We propose to implement this intervention/strategy because the evidence base indicates [X significant change] with [Population] in [Setting], and it meets [X community need described in Question 1].						

Provide the following information for **each** of your program's PSE strategies and DE interventions. Use one table per strategy or intervention. An example of a completed table can be found on pages 9 and 10.

<u>DE Intervention or PSE Strategy</u>

SNAP-Ed requires that existing evidence-based interventions be used. Note that nutrition education, physical activity promotion, and PSE strategy materials developed by other federal programs might have activities and/or features that are not allowable in SNAP-Ed. Such activities, if implemented, cannot be supported by SNAP-Ed funding.

If you are funded in FY 2023, you will receive a programming & operations manual that outlines program parameters and details what is not allowable in SNAP-Ed.

- **<u>Supplemental Materials</u>**
  Below the intervention/strategy name, list any applicable supplemental materials (e.g., Michigan Harvest of the Month™ (MiHOTM), USDA My Plate, etc.). Supplemental materials are **used in tandem** with a core DE intervention or PSE strategy and reach the same participants.

- **<u>Programming Type</u>**
  Use "PSE" or "DE" to identify whether the program component is a policy, systems, and environmental change (PSE) strategy or direct education (DE) intervention. If the proposed programming has both DE and PSE components, check both the "PSE" and "DE" boxes.

> **Note:** Assessments such as HSAT or CX3 are not PSE change strategies, but tools that can inform PSE change. When completing the table, name a PSE change strategy using language such as "PSE change strategies for [setting]." Underneath the name of the PSE strategy, you may list the specific assessment(s) you will use (if known) as a 'supplemental material.'

FY 2022 and FY 2023 Programming

For the row "FY 2022":

- **If you are currently funded in FY 2022 by SNAP-Ed at MFF**: Outline your current programming for FY 2022. Use your most up-to-date FY 2022 Program Summary as a reference and complete the table with the required information for each intervention/strategy.
    - If an intervention/strategy was not offered in FY 2022 (i.e., the intervention/strategy will be new for FY 2023), write "N/A" in the 'FY 2022' row.

- **If you are not currently funded in FY 2022 by SNAP-Ed at MFF**: Write "N/A" in the 'FY 2022' row.

For the row "Proposed FY 2023":

Outline your proposed programming for FY 2023 by completing the table for each intervention/strategy.

> **Note:**
> - If there are no planned changes to an intervention/strategy from FY 2022, put 'No change' in the 'FY 2023' row.
>
> - If you offered this intervention/strategy in FY 2022 but will not offer it in FY 2023, write "N/A" in the 'FY 2023' row.

- **Indirect Channel(s)**
  List any applicable indirect channels. An indirect channel (IC) is a type of education that reaches **additional audiences** beyond your core PSE strategy or DE intervention and can include channels such as: newsletters, community and/or parent engagement activities, community events, tastings at farmers markets or health fairs, take-home material such as Michigan Harvest of the Month™ (MiHOTM) resources or Nutrition Education Reinforcement Items (NERI), etc.

  For a list of indirect channels, reference the 'Indirect Channels' document which can be accessed by clicking on the column heading or by going to the 'Documents' section on the FY 2023 Request for Proposals – Proposal Package webpage.
    - For food tastings, which is not called out specifically in the 'Indirect Channels' document, use 'Other – food tastings').

- **Setting(s)**
Report all setting(s) related to the intervention or strategy. Use the setting names as defined in the SNAP-Ed Education and Administrative Reporting System (EARS). For the list of setting names, reference the 'Settings by Domain' document which can be accessed by clicking on the column heading or by going to the 'Documents' section on the FY 2023 Request for Proposals – Proposal Package webpage.

- **Number of Sites**
For each setting you report, indicate the total number of sites for each setting.

> **Note on Settings and Sites with Virtual Delivery:**
>
> If an intervention/strategy is delivered virtually, the setting is wherever the participant(s) is receiving the intervention/strategy.
>
> *Examples*:
> - If a program delivers an intervention virtually and reaches participants in their homes, the setting is 'individual homes,' and the number of sites would be the total number of homes reached.
> - If a program has nutrition educators deliver lessons virtually while students are together at the schools, the setting is 'schools' and the number of sites is total number of schools reached.

- **Focus Audience(s) Description & Eligibility Category**
Focus audience is the segment of the population for whom programming is focused, such as older adults, mothers, youth ages 11-17, children ages 6-11, children ages 0-5, etc. Include additional details if you plan to focus on a sub-category of the population, such as African American mothers, Native American children ages 1-5, etc. If you are conducting programming with different segments of the population (e.g., children and their caregivers), be sure to include them all in the description.

In accordance with SNAP-Ed Guidance, eligible audiences are divided into four categories. In parentheses, identify the eligibility category number (1, 2, 3, or 4) and provide a brief description that best characterizes your focus audience(s) (e.g., Category 3; schools >50% F/R). More information on audience categories can be found in the Subrecipient Backgrounder.

> **Note:** In addition to the focus audience, remember to identify the audience(s) whom the indirect channel(s) will reach.

- **Estimated Total Reach**
Provide a total estimated reach (one (1) cumulative number) for each strategy/intervention.

Be sure to include, as appropriate for the strategy or intervention, in that reach number:
  - **Total PSE reach**: Estimate the total number of people your organization anticipates reaching in the community through a PSE change strategy.
  - **Total IC reach from PSE**: Estimate the total indirect channel reach related to that PSE change effort.

- o **Total DE reach**: Estimate the total number of people your organization anticipates reaching in the community through a DE intervention (e.g., face-to-face class, workshop, group discussion, etc.).
- o **Total IC reach from DE**: Estimate the total indirect channel reach related to that DE.

Note: Record unduplicated reach only. A person may only be counted once per intervention/strategy.

If you have an intervention that is classified as both PSE and DE, ensure the anticipated reach for each component is well-defined and that participants included in the proposed DE reach are not also counted as reach in the PSE component.

Similarly, if your DE or PSE includes multiple indirect channels, a person counted in one of the ICs should not be counted again in another IC within that same intervention.

Supplemental activities delivered in tandem with a core DE intervention or PSE strategy reach the *same participants* are not indirect channels; rather, they are components of the overall DE intervention or PSE strategy, and reach should not be reported outside of, or in addition to, the core DE or PSE reach number.

- *For example*, if NERI is distributed to students in Cooking with Kids sessions, do not double count those students (receiving NERI) as indirect channel reach; those students should already be reflected in the core DE reach.

Anticipated Programming Changes

Note: Complete the 'Anticipated Programming Changes' column *only if your organization is currently funded in FY 2022 by SNAP-Ed at MFF*.

For organizations not currently funded in FY 2022 by SNAP-Ed at MFF, put "N/A" in this section.

This section of the table is meant to provide a quick glance, or "snapshot," of the anticipated intervention/strategy changes from FY 2022 to FY 2023. To complete the column:

1. Use the below codes to indicate what will be modified.

```
┌─────────────────────────────────┐
│  A:   Audience                  │
│                                 │
│  C:   Community                 │
│                                 │
│  D:   Delivery method*          │
│                                 │
│  I:   Intervention/strategy     │
│                                 │
│  R:   Reach**                   │
│                                 │
│  S:   Setting                   │
└─────────────────────────────────┘
```

* Delivery method could include dosage, frequency, lesson time or activity modifications, using virtual platforms, etc. Specify the method/approach and whether the change is to the intervention/strategy, supplemental activity/material, and/or indirect channel.

** Specify if the change is in DE reach, IC reach from DE, PSE reach, and/or IC reach from PSE and include what caused the change in reach.

2. Note if the change(s) is an addition/new/increase/etc. or a removal/decrease/etc. and briefly specify the change.

   Examples:
   - **A: Audience**. If a program will no longer serve seniors with an intervention, this could be listed as: "A: Remove seniors, 65+"
   - **C. Community**. If a program plans to implement an intervention in an additional community in FY 2023, this could be listed as: "C: Add {Name of community}"
   - **D. Delivery method**. If a program plans to add virtual delivery to an intervention in addition to their traditional in-person delivery, this could be listed as: "D: Add virtual delivery"
   - **I. Intervention/strategy**. If a program decides to remove an FY 2022 intervention from their FY 2023 SNAP-Ed program, this could be listed as: "I: Remove intervention"
   - **R. Reach**. If a program plans for an increase in indirect channel reach for a DE intervention, this could be listed as: "R: Increase in indirect reach from DE due to more indirect channels"
   - **S. Setting**. If a program will add food pantries as a new setting in FY 2023, this could be listed as: "S: Add 'Food pantries'"

If an intervention/strategy includes **both** an addition and removal (or increase and decrease) for a specific code, list them on separate lines.

   Example: If an intervention was implemented in ABC Community and LMN Community in FY 2022, and in FY 2023 the intervention will no longer be delivered in LMN Community but will be implemented in two additional, new communities (QRS and XYZ Communities), you would note in the snapshot column on two separate lines:
   "C: Remove LMN Community"
   "C. Add QRS and XYZ Communities"

If there are **no planned changes** to an intervention/strategy from FY 2022, write "N/A" in the 'Anticipated Programming Changes' column.

Rationale

The rationale section is structured in a "Mad Lib" style where you will input all the required information as indicated by the blank spaces (gray boxes). It must be completed even if you do not plan on implementing a particular intervention/strategy in FY 2023, although the structure can be adapted to "We propose not to implement this intervention/strategy with [population] in [setting] because of [X community need described in Question 1]."

Responses should be a brief paragraph (two (2) to three (3) sentences). Cite sources with parenthetical citations as appropriate.

Note: The rationale should *not* be about your *anticipated changes*; instead, it should provide the reasoning for why you are choosing to implement (or not implement) the intervention/strategy in FY 2023 based on current community needs.

EXAMPLE TABLES

Intervention/Strategy & Type (DE, PSE) (List key supplemental materials below the intervention/strategy name)		Indirect Channel(s) *Click on heading above to access list of indirect channels*	Setting(s) *Click on heading above to access list of settings*	# of Sites	Focus Audience(s) Description & Eligibility Category	Estimated Total Reach	Anticipated Programming Changes from FY 2022 to FY 2023 (Provide code and brief description of change)
Linking Lessons in Schools

Supplemental: MI Harvest of the Month

X DE
☐ PSE | **FY 2022** | | (M) Schools-high schools | 4 | Youth, M/F, 9th-12th (3-Schools ≥ 50% FPL) | 2,000 | D: Add virtual delivery

R: Decrease in DE reach due to fewer school sites
R: Increase in indirect channel (IC) reach from direct education due to adding 'newsletters' as IC

S: Add 'Individual homes' |
	Proposed FY 2023	(E) Elec. newsletters	(M) Schools-high schools; (T) Individual homes	M: 3; T: 60	Youth, M/F, 9th-12th (3-Schools ≥ 50% FPL)	3,000	
	Rationale for Intervention/Strategy						
	We propose to implement Linking Lessons in Schools because the evidence base indicates 35% of participants increase cups of fruit eaten and 38% increase cups of vegetables eaten (Michigan Fitness Foundation, 2012). The community identified a clear need for general nutrition education for its high school students, who are currently eating fewer fruits and vegetables than the state average based on available data as described in Question 1 above and who aren't already receiving nutrition education.						

Intervention/Strategy & Type (DE, PSE) (List key supplemental materials below the intervention/strategy name)		Indirect Channel(s) *Click on heading above to access list of indirect channels*	Setting(s) *Click on heading above to access list of settings*	# of Sites	Focus Audience(s) Description & Eligibility Category	Estimated Total Reach	Anticipated Programming Changes from FY 2022 to FY 2023 (Provide code and brief description of change)
PSE change strategies for food store

Supplemental: Stock Healthy, Shop Healthy

☐ DE
X PSE | **FY 2022** | | (DD) Small food stores | 4 | Adults, M/F, 18+ (4-Retail ≥ 50% FPL) | 5,000 | C: Remove ABC Community |
	Proposed FY 2023	(O7) Other – food tastings & demos	(DD) Small food stores	3	Adults, M/F, 18+ (4-Retail ≥ 50% FPL)	3,000	R: Decrease in PSE reach due to fewer sites
	Rationale for Intervention/Strategy						
	We propose to implement PSE change strategies for food stores using the Stock Healthy, Shop Healthy Toolkit (SHSH). This toolkit was developed based on the St. Louis (MO) Healthy Corner Store Project, for which early evidence suggested "participating stores have increased the percentage of healthy food inventory as much as 25 percent" (Community, Local, and Regional Foodsystems, 2019). As described in Question 1, our community has identified a need to increase availability of affordable healthy foods at small stores in rural Michigan. While the SHSH Toolkit was developed for an urban setting, the process and activities, including strong community engagement, are well-suited for a community-driven approach to meet local needs.						

3. **Thinking about your proposed FY 2023 SNAP-Ed program <u>as a whole</u>, explain how the particular mix of interventions/strategies you are proposing will create a comprehensive program that works well together (in concert) to maximize community impact.**

Provide a comprehensive summary of your proposed FY 2023 SNAP-Ed program that demonstrates why your unique mix of interventions and strategies will likely produce positive outcomes in the community(ies) you are serving.

4. **Describe the existing systems, practices, policies/procedures, resources, capacities/abilities, etc. that your organization has in place to successfully and independently:**
   A. **Lead programmatic decision making to ensure locally-relevant, comprehensive SNAP-Ed programming;**
   B. **Implement proposed interventions/strategies with fidelity;**
   C. **Catalyze multi-sector collaborations to advance the goals of SNAP-Ed; and**
   D. **Follow and complete all grant requirements and ensure grant compliance (e.g., complete timely grant reporting, monitor grant budget, ensure good stewardship of grant funds).**

Note: For organizations with prior funding from SNAP-Ed at MFF, past SNAP-Ed grant program and operations compliance, completion of grant requirements, and program performance will be considered in the proposal review process.

<u>Note on FY 2023 Program Evaluation</u>

If funded, you will work with an assigned MFF evaluator to develop and implement a customized, comprehensive evaluation plan, including SMART objectives, for your SNAP-Ed program. This evaluation plan will be aligned with the *SNAP-Ed Evaluation Framework* and developed to assess your policy, systems, and environmental change (PSE) strategies and direct education (DE) interventions and, in addition to providing program-specific outcomes, will allow for aggregation of outcomes to represent a Michigan-specific story of impact.