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California Department of Public Health



EDMUND G. BROWN JR.
Governor

Date: March 3, 2017

TO: ALL NUTRITION EDUCATION AND OBESITY PREVENTION
PROJECT COORDINATORS

SUBJECT: PROGRAM LETTER (PL) 17-03
GUIDELINES AND RECOMMENDATIONS FOR SUPPLEMENTAL
NUTRITION ASSISTANCE PROGRAM-EDUCATION (SNAP-ED)
NUTRITION EDUCATION MATERIALS

The California Department of Public Health (CDPH) Nutrition Education and Obesity Prevention Branch (NEOPB) requires Local Health Departments (LHD) to use existing approved nutrition education and physical activity materials in their Supplemental Nutrition Assistance Program-Education (SNAP-Ed) work. This Program Letter (PL) 17-03 replaces PL 15-02 and provides LHDs guidance regarding:

- Selecting and accessing approved SNAP-Ed nutrition education and physical activity materials.
- Materials development and other requirements and considerations, including direction on the funder acknowledgement statement.

Guidelines for Selecting SNAP-Ed Materials

Materials are an important part of the delivery of SNAP-Ed activities. Materials for the purpose of this PL are categorized in four areas: 1) Evidenced-Based Curriculum, 2) Other Materials and Resources, 3) Promotional Materials for Community Events, and 4) Materials for Public Relations/Media.

1. Evidenced-Based Curriculum

LHDs shall use evidence-based curricula from the [California SNAP-Ed Integrated Curricula List](#) or the [SNAP-Ed Toolkit](#). LHDs may not develop a curriculum using SNAP-Ed funds unless the state approves of such a project.

- The [California SNAP-Ed Integrated Curricula List](#) identifies evidenced-based curricula approved for use by all Local Implementing Agencies (LIAs). Each curriculum contains a hyperlink to access the curricula and resource materials as available.



- The [SNAP-Ed Toolkit](#) provides users information to access the intervention/curricula websites and resource materials, as available.

2. Other Materials and Resources

LHDs have access to other materials and resources to enhance SNAP-Ed programming. The U.S. Department of Agriculture (USDA) requires materials created with SNAP-Ed funds be developed at the state level and not by local projects. If a LHD identifies a gap in the NEOPB-approved resources, they should contact their assigned NEOPB Project Officer. NEOPB may choose to collaborate with LHDs on the development of resources, curricula, or both to meet an unmet need.

The following are suggested resources LHDs may use to identify approved SNAP-Ed materials:

- The [NEOPB Approved Resources List](#) provides examples of approved resources (not curricula) available to LHDs. This list is limited and it is not intended to be comprehensive.
- The NEOPB WebStore Front provides materials and resources to SNAP-Ed-funded partners through an online ordering system. NEOPB also provides a Public WebStore Front where unfunded partners and others who work with the SNAP-eligible target audience can purchase NEOPB materials and resources. For more information on these sites, contact NeopbCustomerCare@cdph.ca.gov.
- The [SNAP-Ed Library](#) helps users identify tools and resources to enhance SNAP-Ed programming. LHDs can search using key words and subject areas such as target audience, state, SNAP-Ed intervention channels, evidence-based evaluation, etc.
- LHDs may use SNAP-Ed allowable materials from other resources not previously noted. For questions about allowability, or recommendations for materials, LHDs can consult their Project Officer.

3. Promotional Materials for Community Events

LHDs can develop PowerPoint presentations, flyers, posters and banners for community

events such as forums, back to school events, festivals and health fairs as long as the LHD has received prior approval from their assigned Project Officer. NEOPB-developed templates specifically designed for community events are available for use by the LHDs; NEOPB strongly encourages the use of these templates available in the [Communications Resource Library](#).

4. Materials for Public Relations/Media

LHDs must submit public relations materials to their assigned Project Officer for review and approval. The Project Officer will coordinate with NEOPB's State Media and Public Relations Section to ensure timely approvals. SNAP-Ed-funded media messages and media materials must be developed at the state level and require approval by the California Health and Human Services Agency, California Department of Social Services, and USDA. The production of media spots requires testing of the messages and creative concepts with the target audience during each phase of the process. State level coordination of media buys helps to ensure the most efficient use of funds and optimal targeting.

Other Materials Requirements/Considerations

- Materials shall include specific USDA, NEOPB, and CDPH acknowledgement/funding statements when reprinting materials and/or developing promotional materials for community events. This requirement pertains to promotional materials, websites/webpages, and surveys. LHDs are also required to follow NEOPB's branding guidelines. Both resources can be found at [NEOPB Funding Statements and NEOPB Branding Guidelines](#).
- Materials shall be consistent with the most recent Dietary Guidelines for Americans, SNAP-Ed Guidance, and your approved SNAP-Ed County Integrated Work Plan.
- Materials with subject matter that is beyond the scope of SNAP-Ed, including the screening for diseases and the treatment and management of diseases, are not SNAP-Ed allowable costs.
- Materials should address the cultural, literacy, language, and income needs of the SNAP-Ed target audience.

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Please retain a copy of this PL 17-03 in your grant file to use as a reference. Should you have any questions regarding the topics noted above, please contact your assigned Project Officer directly.

Sincerely,

A handwritten signature in blue ink that reads "Cyndi Walter".

Cyndi Walter
Chief
Information and Communications Section
Nutrition Education and Obesity Prevention Branch

and

A handwritten signature in blue ink that reads "Susan Mattingly".

Susan Mattingly
Chief
Local Agency Support Section
Nutrition Education and Obesity Prevention Branch