



2024 Annual Plan

West Virginia Department of Health and Human Resources (State Agency)

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Target Audience and Needs Assessment

Needs Assessment Process

Stakeholders engaged in the needs assessment process

West Virginia has high rates of obesity and chronic disease. Primary contributors to those conditions, low intake of fruits and vegetables and high intake of sugar sweetened beverages, are prevalent across West Virginia, particularly in low-income audiences. These behaviors make ideal targets as they are regularly assessed through BRFSS surveillance, are easily monitored for progress and align with the goals and strategies of West Virginia's strategic plan for combatting obesity and chronic disease.

To address the high rates of chronic disease more effectively and extend the impact of the efforts of SNAP-Ed and partners, WV SNAP Ed has supported to continued work of the State Nutrition Action Council (SNAC). The council is made up of representatives of state level organizations including WVU Extension Service, Bureau for Public Health, DHHR, Office of EBT, Department of Education (Office of Child Nutrition, Office of Student Support and Wellbeing,), WIC, Department of Agriculture, Marshall University, Shephard University, Mountaineer Foodbank, Office of Child Nutrition, Save the Children, Turnrow Farm Collective, KEYS for Healthy Kids, WV Food and Farm Coalition, WIC, Oral Health Coalition, WVU Office of Health Services Research and West Virginia University of Parkersburg who will meet quarterly to work strategically on projects to address obesity, nutrition and chronic disease across the state.

In addition to stakeholders at the state level, Health Educators and Nutrition Outreach Instructors partner with local community agencies such as the Boards of Education, Family Resource Networks, Adult Education, Extension/4-H, Parks and Recreation Departments, after school programs and city government to determine the local needs and interests in partnering.

Participant feedback is collected regularly through surveys and program specific focus groups which allow for tailoring of programs to better meet the needs of the target audience.

Process used to determine the State's priority goals and develop objectives and indicators to track progress toward them

The primary behavioral objectives of reduction of sugar sweetened beverages, increased consumption of fruits and vegetables and increased physical activity were chosen based on national level statistics on the relationship of those behaviors to chronic disease and state level statistics showing a need for intervention. Goals were then aligned with Healthy People 2030 goal and objectives to allow for monitoring of progress at the state level. Interventions to address each goal were then selected based on the interest and capacity of the Family Nutrition Program and partners at the state and local level. Evaluation of those interventions is guided by and aligned with the SNAP-Ed evaluation Framework.

Pre and post data on behavioral changes are collected to evaluate individual change. Data are entered into the WebNEERs portal and % change on behaviors related to nutrition and physical activity are assessed quarterly. Educators report quarterly on progress with interventions including any PSE changes. Pictures and descriptions of outreach are collected from an internal Facebook page and aggregated with behavioral data into quarterly reports which are shared with partner agencies. National data are reassessed on an annual basis to determine progress towards goals.

Needs Assessment Findings

State-Specific Nutrition and Physical Activity-Related Data on Target Population

Topic	Age Group Range	Finding	Data Source
Obesity	• 18 to 24	• 30.0 %	2021 Behavioral Risk Factor Surveillance System
	• 25 to 34	• 40.0 %	
	• 35 to 44	• 45.0 %	
	• 45 to 54	• 48.0 %	
	• 55 to 64	• 45.0 %	
	• 65 to 100	• 36.0 %	
	• 13 to 17	• 27.0 %	
Type 2 diabetes	• 18 to 100	• 13.0 %	2021 Behavioral Risk Factor Surveillance System
Hypertension	• 18 to 100	• 44.0 %	2017 Behavioral Risk Factor Surveillance System
High cholesterol	• 20 to 100	• 40.0 %	2016 Behavioral Risk Factor Surveillance System

Topic	Age Group Range	Finding	Data Source
Fruit consumption	<ul style="list-style-type: none"> • 18 to 100 • 1 to 5 • 13 to 17 	<ul style="list-style-type: none"> • 46.0 less than 1 time daily • 40.0 less than 1 daily • 10.0 did not eat fruit or drink fruit juice in the 7 days prior to survey 	2021 Behavioral Risk Factor Surveillance System
Vegetable consumption	<ul style="list-style-type: none"> • 18 to 100 • 1 to 5 • 13 to 17 	<ul style="list-style-type: none"> • 19.0 less than daily • 50.0 less than daily • 8.0 did not eat vegetables during the 7 days prior to survey 	2021 Behavioral Risk Factor Surveillance System
Physical activity behaviors	<ul style="list-style-type: none"> • 18 to 100 • 13 to 17 	<ul style="list-style-type: none"> • 30.0 no physical activity over the past month for exercise • 18.0 physically active less than 60 minutes a day 	2020 Behavioral Risk Factor Surveillance System
Household food insecurity	<ul style="list-style-type: none"> • 0 to 100 	<ul style="list-style-type: none"> • 14.0 low or very low food security 	2021 USDA, Economic Research Service
Other: Sugar Sweetened Beverages	<ul style="list-style-type: none"> • 1 to 5 • 13 to 17 	<ul style="list-style-type: none"> • 65.0 At least once weekly • 31.0 at least 1 soda daily 	2021 National Survey of Children's Health

Community Food Access DataFile Attachments: [WV Food Access Map.png](#)**Demographic Characteristics of SNAP-Ed Target Audiences****Race****434** Native Hawaiian or Other Pacific Islander**30,002** Other**590,529** White**27,295** Black or African American**1,068** American Indian or Alaska Native**3,891** Asian

Source: American Community Survey, 2021

Age**48,243** 76 or older**54,769** Younger than 5**109,149** 5-17**331,008** 18-59**110,050** 60-75

Source: American Community Survey, 2021

Ethnicity**642,224** Not Hispanic/Latino**10,995** Hispanic/Latino

Source: American Community Survey, 2021

Primary language spoken in household**577** Vietnamese

Khmer

193 Korean

Laotian

167 Turkish

Amharic

2,078 Arabic

Armenian

21 Cantonese**101** Creole**575,580** English**9** Farsi**134** Hindi**92** Thai**21** Urdu**1,085** Chinese**360** Filipino**1,118** French**1,088** German**1,048** Italian

Hmong

277 Mandarin**180** Polish**146** Portuguese**90** Russian

Serbo-Croatian

Source: American Community Survey, 2021

Somali	11,725 Spanish
390 Japanese	405 Other and unspecified languages
554 Pennsylvania German	195 Telugu

Source: American Community Survey, 2021

County, Ward, Parish

6,324 Barbour	33,723 Berkeley	8,402 Boone	5,840 Braxton	6,978 Brooke
37,469 Cabell	3,371 Calhoun	4,416 Clay	2,359 Doddridge	16,896 Fayette
1,987 Gilmer	3,732 Grant	13,071 Greenbrier	8,229 Hampshire	9,135 Hancock
6,424 Hardy	20,951 Harrison	9,646 Jackson	11,996 Jefferson	63,498 Kanawha
6,276 Lewis	9,110 Lincoln	16,470 Logan	18,486 Marion	10,515 Marshall
9,679 Mason	10,903 Mcdowell	25,820 Mercer	7,351 Mineral	12,319 Mingo
34,096 Monongalia	5,074 Monroe	5,142 Morgan	10,591 Nicholas	13,657 Ohio
2,352 Pendleton	2,175 Pleasants	3,524 Pocahontas	9,873 Preston	14,349 Putnam
30,172 Raleigh	9,878 Randolph	3,270 Ritchie	6,925 Roane	4,769 Summers
5,915 Taylor	2,082 Tucker	2,477 Tyler	9,566 Upshur	15,223 Wayne
4,403 Webster	6,059 Wetzel	1,991 Wirt	29,304 Wood	10,335 Wyoming

Source: American Community Survey, 2021

SNAP Participation

County, Ward, Parish

1,581 Barbour	7,348 Berkeley	2,969 Boone	1,594 Braxton	0 Brooke
9,346 Cabell	979 Calhoun	1,429 Clay	611 Doddridge	4,480 Fayette
667 Gilmer	1,004 Grant	3,146 Greenbrier	1,809 Hampshire	3,567 Hancock
1,108 Hardy	4,700 Harrison	2,617 Jackson	2,629 Jefferson	16,809 Kanawha
1,929 Lewis	2,896 Lincoln	4,673 Logan	4,756 Marion	2,424 Marshall
2,547 Mason	3,826 Mcdowell	7,428 Mercer	1,794 Mineral	4,149 Mingo
4,304 Monongalia	952 Monroe	1,101 Morgan	2,987 Nicholas	3,736 Ohio
458 Pendleton	564 Pleasants	760 Pocahontas	2,643 Preston	3,142 Putnam
8,384 Raleigh	2,504 Randolph	947 Ritchie	1,590 Roane	1,683 Summers
1,352 Taylor	480 Tucker	770 Tyler	2,472 Upshur	4,095 Wayne
1,583 Webster	1,589 Wetzel	722 Wirt	7,759 Wood	2,589 Wyoming

Source: Prepopulated from Bi-Annual County Level SNAP Participation and Issuance Data, 2023. Values may have been adjusted by the State agency.

Program Access for Diverse Target Audiences

Gaps in geographic reach of SNAP-Ed and related programs for the target audiences

Description of the areas of the State that have a significant number of SNAP-Ed-eligible individuals but little or no current programming from SNAP-Ed or other nutrition programs

The West Virginia Family Nutrition program currently covers 41 out of 55 counties in West Virginia through the work of 39 educators and strategic partners. Goals for coverage are determined by the number of SNAP recipients in the county. Counties with fewer than 3,000 SNAP recipients are allotted .25-.5 FTE, those with 3,000-6,000 are allotted .5-1 FTE and those with greater than 6,000 are allotted 1-1.5 FTEs. Using this model, FTEs are currently being allotted within those ranges. Despite this, there are areas of the state without an educator. A large area of counties without an educator exists in the Mid-Ohio Valley despite attempts to hire an educator there. Many of these counties are sparsely populated and travel between communities limits the ability to cover multiple counties with one educator. A partnership between FNP and West Virginia University of Parkersburg has been established to provide outreach to those areas by integrating experiential public health learning opportunities for students in education, agriculture and nursing. A similar partnership exists with Marshall University Dietetics Program in the southwestern portion of the state, where several vacancies exist.

File Attachments: [Staff Map 2023.pdf](#)

Factors that limit the geographic reach of SNAP-Ed in the State

The rurality of the state is a limiting factor for reach as well as limited transportation among the targeted population. Travel between sites and travel to remote communities limits the time available to serve additional audiences. Issues with attracting qualified candidates for educator positions in rural counties demonstrates the need for more workforce development in those areas.

The SNAP-Ed State agency and implementing agencies can address the identified gaps in the State by:

The West Virginia Family Nutrition program has implemented several strategies for addressing gaps in coverage areas. The first strategy is use of strategic partnerships in geographic regions that are underserved such as the partnerships with WVU Parkersburg and Marshall University. Additional partnership opportunities are being piloted with a newly established Dietetics program at Shepherd University, located in the eastern panhandle. These partnerships are not only strategic because of geographic location, but also in the opportunity to build competency in the workforce using experiential and practice-based opportunities in public health outreach. The second strategy is to continue virtual and hybrid (some virtual some in person) outreach programs that were initiated with COVID but were shown to be effective at expanding reach while maintaining impact. Finally, the WV Family Nutrition Program partners with Extension faculty and staff to implement programs in counties not covered by a SNAP educator.

Other factors affecting program access for diverse target audiences

Description of how SNAP-Ed programming is reaching all groups within its target audiences

SNAP-Ed reaches a high percentage of the target audience through placement of FNP staff at the county level. Currently, there are FNP staff in 41 of the 55 counties in WV. These staff provide in-person direct education and public health initiatives. Due to low numbers of target audience members, low population levels, and/or and geographical barriers, 14 counties do not have a dedicated SNAP-Ed educator. To provide eligible audience members with access to SNAP-Ed programming, WV SNAP-Ed offers online education classes. This resource is also useful for individuals who lack access to transportation to attend classes. SNAP-Ed also offers a variety of public health initiatives that can be participated in online. West Virginia has very low racial and ethnic diversity. 90.4% of the target population is white. 88% of the target audience speaks English as their primary language, 1.8% speak Spanish. Other languages are represented by 0.3% or fewer percent of the SNAP population. WV SNAP-Ed provides direct education program materials in English and Spanish. Collaboration with a variety of organizational partners including childcare centers, schools, community centers, workforce training centers, senior centers, and grandparent support groups enables SNAP-Ed to reach its target audience across age groups.

Key factors supporting access to SNAP-Ed programming for each of these groups

Current outreach and recruitment strategies rely on both traditional methods (word of mouth, public calendars, recruitment flyers) and newer methods including social media posts across multiple platforms (TikTok, Instagram, and Facebook). In rural areas of West Virginia without local news stations or newspapers, social media is an effective method of communicating with residents. SNAP-Ed staff collaborate with local partners and organizations that assist with outreach and recruitment across a wide variety of population sub-groups that include addiction recovery centers, workforce development centers, and grandparent classes.

Transportation issues are supported through provision of online classes, and by providing programming at everyday places and locations that people already visit like schools, daycares, libraries, retail outlets, farmers markets, workforce training centers, recovery centers, and churches. 89.8% of the eligible WV SNAP audience is provided with materials in their primary language. SNAP-Ed administration has contacts at other implementing agencies who provide additional language materials as needed.

Classes are provided at community accessible spaces that have physical disability accommodations in place, such as schools and libraries. Additional accommodations are provided as needed.

Key factors limiting access to SNAP-Ed programming

West Virginia's geography creates barriers to participation. Many residents live in rural or frontier counties that require significant travel distance to participate in SNAP-Ed activities. Low population combined with large geographic distances create staffing challenges, as staff would have to cover great distances to reach small pockets of population. Virtual classes are offered state-wide, but West Virginia suffers from broadband access issues, due to income barriers or geographic barriers. The mountainous and dispersed geography and low population results in lack of public transportation in most of the state. Due to the homogeneity of West Virginia's population, language barriers are a smaller issue.

The State agency and implementing agencies can address the above limiting factors by:

The state agency can address the limiting factors by supporting and promoting state resources that provide broadband access to low-income residents. Transportation issues are beyond the scope of the implementing agency, but they can continue to provide outreach at everyday places already accessed by community members and schedule outreach events and programming at times that correspond with other activities so participants can combine trips and access multiple needs with one trip.

Additionally, the implementing agency can survey potential participants about preferred times and locations of SNAP-Ed programming to identify opportunities to increase ability to participate.

Program appropriateness for diverse target audiences

Strengths of current SNAP-Ed programming regarding its appropriateness for target audiences

Current SNAP-Ed delivery methods, materials, and messages in West Virginia are designed to meet the target audiences' financial resources, food access, and cultural food preferences. Delivery of programming is provided at a variety of sites that the target audience visit as part of their everyday activities and have comfort in attending, like food pantries, churches, schools, community centers, daycare centers, after school programs, and recovery programs. Outreach and communication with the target audience utilizes a variety of communication methods and techniques to reach a broad audience. A combination of traditional communications and updated methods (text messages, reels, videos, social media across multiple platforms) create multiple venues to share information about SNAP-Ed's programs and offerings. SNAP-Ed implementing agency administration and staff build partnerships with community level and state-level organizations that serve the same audiences and have the same overarching goals. Local community-level partnerships result in increased acceptance and comfort between the target audience and the program activities provided. Focusing on partnerships at the local and state level with organizations with parallel goals allows these collaborations to strengthen their outreach, recruitment, and impact.

Weaknesses of current SNAP-Ed programming regarding its appropriateness for target audiences

Current SNAP-Ed programming's biggest weakness lies in the challenges experienced by the target population. People who qualify for SNAP often have issues with broadband access, transportation, and child care arrangements. Adult direct education classes that require 6-8 lessons of 1.5 hours create an almost insurmountable barrier for the target audience to complete. Combined in-person and virtual options could potentially address this issue.

The SNAP-Ed State agency and implementing agencies can address weaknesses related to the appropriateness of programming for its target audiences by:

SNAP-Ed implementing agencies can continue to seek creative and innovative ways to address the appropriateness of SNAP-Ed programming to its target audience. Processes can be put in place (participant feedback through surveys and interviews, asking for feedback via popular communication methods like social media; instructor feedback and suggestions based on implementation barriers they experience) for continual improvement and strengthening the appropriateness of SNAP-Ed programs. The state agency and implementing agency can continue to advocate for improvements to the SNAP-Ed system through national meetings, conferences, and communication efforts.

Coordination and Partnerships With Programs and Organizations From Multiple Sectors

Strengths of coordination and partnerships among SNAP-Ed and other nutrition education, obesity prevention, and health programs and organizations from multiple sectors

To address the high rates of chronic disease more effectively and extend the impact of the efforts of SNAP-Ed and partners, WV SNAP Ed has facilitated the State Nutrition Action Council (SNAC). The council is made up of representatives of state level organizations including WVU Extension Service, Bureau for Public Health, DHHR, Office of EBT, Department of Education (Office of Child Nutrition, Office of Student Support and Wellbeing,), WIC, Department of Agriculture, Marshall University, Shephard University, Mountaineer Foodbank, Office of Child Nutrition, Save the Children, KEYS for Healthy Kids, WV Food and Farm Coalition, WIC, Oral Health Coalition, WVU Office of Health Services Research, West Virginia Food Justice Lab and West Virginia University of Parkersburg who will meet quarterly to work strategically on projects to address obesity, nutrition and chronic disease across the state.

In addition to state level agency partnerships, the West Virginia Family Nutrition program partners extensively with local farmers across the state to distribute fruits and vegetables to children and families participating in kids markets at schools, stores and in coordination with healthcare agencies and clinics.

Important areas for improved coordination and partnerships among SNAP-Ed and other nutrition education, obesity prevention, and health programs and organizations from multiple sectors

There are opportunities for improved coordination between partners in schools and healthcare clinics in addressing obesity in children. In the 2022-2023 school year, the WV CARDIAC Project screened over 12,000 kindergarten, 2nd grade and 5th grade students across 26 counties. Half of the 5th grade students were overweight or obese and over 30% were identified as overweight or obese in kindergarten. School nurses and PE/Health teachers can be allies in providing support to students and families in addition to healthcare providers in coordination with support from healthcare professionals. SNAP-Ed educators can serve as a link between the school, healthcare and home environments by offering support directly to families in addition to that provided elsewhere.

Efforts are already underway to link existing resources to provide training and coordination among these groups to better support families struggling with obesity. This work will additionally be supported in the state through a 5-year High Obesity Program CDC grant, recently awarded to a SNAP-Ed partner.

Agency/Workforce Capacity

Strengths of the SNAP-Ed workforce at the State and implementing agency levels for program planning, implementation, and evaluation

The WV Family Nutrition Program (FNP) is co-directed by Kristin McCartney and Gina Wood who are both Registered Dietitians and have master's in public health. They have a broad understanding of nutrition and how to implement and evaluate programs as well as understand the culture of the state and barriers faced by rural communities. They have extensive and diverse partnerships throughout the state which contribute to program planning and implementation. In addition, there is a staff of around 40 educators who serve 40 counties across the state. While the educators have diverse education backgrounds, they have all received extensive training in nutrition and public health with many of them having at least 5 years of experience in the implementation of PSE outreach.

FNP also has diversified the workforce through strategic partnerships across the state which are aimed at not only providing support to the target audience, but also opportunities for future teachers and healthcare professionals to gain experience in nutrition and obesity prevention outreach. In FY23, West Virginia University of Parkersburg's education, nursing and agriculture students were all engaged in supporting the work of SNAP Ed in schools through integration of Rethink Your Drink into classrooms, support for school-based BMI screenings and through production of foods for food access projects. Gina and Kristin also serve as preceptors for nutrition and public health students and support education of other healthcare professionals as a part of AHEC programs.

Needs of the SNAP-Ed workforce at the State and implementing agency levels for program planning, implementation, and evaluation

There is greater opportunity for the state and implementing agency to coordinate on job placement, potentially through SNAP E&T. Hiring in small, rural communities has served as a barrier to SNAP Ed but better coordinator with workforce programming may offer broader opportunities for placement of the target audience into roles within the SNAP Ed program.

Selected State Priority Goals Based on Needs Assessment

PRIORITY GOAL 1

Healthy People 2030 Goal NWS-01: Reduce household food insecurity and hunger.

Goal Type(s)

- Improve policies, systems, or environment of settings
- Improve multisector outcomes
- Improve SNAP-Ed access
- Expand or strengthen coordination and collaboration with other programs
- Collaborate with multiple sectors
- Develop/strengthen innovations in programming

PRIORITY GOAL 2

Healthy People 2030 Goal NWS-06 & 07: Increase consumption of fruits and vegetables by people aged 2 years and over.

Goal Type(s)

- Improve health behaviors

PRIORITY GOAL 3

Healthy People 2030 NWS-10: Reduce consumption of added sugars by people aged 2 years and over.

Goal Type(s)

- Improve health behaviors

PRIORITY GOAL 4

Healthy People 2030 Goal NWS-04: Reduce the proportion of children and adolescents with obesity.

Goal Type(s)

- Improve SNAP-Ed access
- Expand or strengthen coordination and collaboration with other programs
- Collaborate with multiple sectors
- Strengthen workforce capacity
- Develop/strengthen innovations in programming

PRIORITY GOAL 5

Healthy People 2030 Goal PA-09: Increase the number of children who do enough aerobic physical activity.

Goal Type(s)

- Collaborate with multiple sectors
- Improve health behaviors
- Improve policies, systems, or environment of settings

PRIORITY GOAL 6

Healthy People 2030 Goal PA-01: Reduce the proportion of adults who do no physical activity in their free time

Goal Type(s)

- Improve health behaviors

PRIORITY GOAL 7

Healthy People 2030 Goal PHI-R02: Expand public health pipeline programs that include service or experiential learning.

Goal Type(s)

- Strengthen workforce capacity
- Expand or strengthen coordination and collaboration with other programs

Action Plans

Priority Goals

PRIORITY GOAL 1

Healthy People 2030 Goal NWS-01: Reduce household food insecurity and hunger.

SMART Objectives

Generate, disseminate and maintain a web-based platform of food security data that can inform and ignite food security efforts at the state and local level.

SNAP-Ed Evaluation Framework Indicators: Government Policies (MT7)

Other Performance Indicators: Number or percentage of governmental jurisdictions that create public-private partnerships to provide incentives for the local production and distribution of food (i.e., food grown within a day's driving distance of the place of sale)², MT7f. Estimated number of people in the target population who have increased access to or are protected by the government policy or intervention: Total number of persons in the census-defined area(s) Number and proportion of persons who are SNAP-Ed eligible

Train a minimum of 75 food policy advocates in the development of food security councils by September 30, 2024

SNAP-Ed Evaluation Framework Indicators: Food Systems (LT12)

Other Performance Indicators: Food policy councils: Number of local food policy councils that adopt policies and/or conduct new activities specifically addressing food system disparities within the geographic areas they cover

Provide support for and retain 35 existing SNAP Stretch location and add 8 additional locations by September 30, 2024

SNAP-Ed Evaluation Framework Indicators: Agriculture (MT8), Agricultural Sales and Incentives (LT14)

Other Performance Indicators: MT8b. Number of farmers markets that offer SNAP-bonus incentive programs. MT8e. Estimated number of people in the target population who have increased access to or benefit from the agricultural policy or intervention., LT14e. Total dollar value of incentives redeemed by SNAP participants for purchase of targeted food items at farmers markets during the period assessed.

Goal Types

- Improve policies, systems, or environment of settings
 - Improve multisector outcomes
 - Improve SNAP-Ed access
 - Expand or strengthen coordination and collaboration with other programs
 - Collaborate with multiple sectors
 - Develop/strengthen innovations in programming
-

PRIORITY GOAL 2

Healthy People 2030 Goal NWS-06 & 07: Increase consumption of fruits and vegetables by people aged 2 years and over.

SMART Objectives**PRIORITY GOAL 3**

Healthy People 2030 NWS-10: Reduce consumption of added sugars by people aged 2 years and over.

SMART Objectives

Support Rethink Your Drink, a social marketing and educational campaign encouraging consumption of water and reduction of sugar sweetened beverages statewide throughout fiscal year 2024.

SNAP-Ed Evaluation Framework Indicators: Healthy Eating Behaviors (MT1), Nutrition Supports (MT5), Social Marketing (MT12)

Other Performance Indicators: MT 1i. Drinking milk, MT 1g. Drinking water, MT 1h. Drinking fewer SSB, MT5c. Improvements in free water access, taste, quality, smell, or temperature (H)., MT 12a. Number of counties with campaign., MT 12b. # of people who received on-the-ground, direct or indirect education/promotion as part of social marketing campaigns.

Goal Types

- Improve health behaviors

SNAP-Ed Evaluation Framework Indicators: Nutrition Supports (MT5), Social Marketing (MT12), Food Systems (LT12)

PRIORITY GOAL 4

Healthy People 2030 Goal NWS-04: Reduce the proportion of children and adolescents with obesity.

SMART Objectives

Complete BMI and Acanthosis Nigricans (AN) screening in kindergarten, 2nd and 5th grade students in at least 25 counties by September 20, 2024.

SNAP-Ed Evaluation Framework Indicators: Health Care Clinical-Community Linkages (MT11)

Other Performance Indicators: MT11b. Number of health centers that provide screening and follow-up for adolescent weight status., MTe. Estimated number of people in the target population who have increased access to or benefit from the community health policy or intervention.

Provide 5210 training and technical assistance to at least 100 healthcare professionals and 10 clinics.

SNAP-Ed Evaluation Framework Indicators: Health Care Clinical-Community Linkages (MT11)

Other Performance Indicators: MT11a. Community resource capacity to deliver preventive services., MTe. Estimated number of people in the target population who have increased access to or benefit from the community health policy or intervention.

Establish a referral system between schools and healthcare professionals in at least 5 counties for students identified as overweight, obese and/or screen positive for Acanthosis Nigricans (AN).

SNAP-Ed Evaluation Framework Indicators: Organizational Partnerships (ST7), Health Care Clinical-Community Linkages (MT11)

Other Performance Indicators: MT11b. Number of health centers that provide screening and follow-up for adolescent weight status., MTe. Estimated number of people in the target population who have increased access to or benefit from the community health policy or intervention., ST7a. The number of active partnerships in SNAP-Ed qualified sites or organizations that regularly meet, exchange information, and identify and implement mutually reinforcing activities that will contribute to adoption of one or more organizational changes or policies., ST7b. Description of the depth of the relationship (network, cooperator, coordination, coalition, collaboration) ST7c. Description of partnership accomplishments and lessons learned.

Goal Types

- Improve SNAP-Ed access
- Expand or strengthen coordination and collaboration with other programs
- Collaborate with multiple sectors
- Strengthen workforce capacity
- Develop/strengthen innovations in programming

PRIORITY GOAL 5

Healthy People 2030 Goal PA-09: Increase the number of children who do enough aerobic physical activity.

SMART Objectives

Promote increased classroom activity time through the integration of Active Academics in at least 100 classrooms by September 30, 2024.

SNAP-Ed Evaluation Framework Indicators: Physical Activity & Reduced Sedentary Behavior (MT3), Physical Activity and Reduced Sedentary Behavior Supports (MT6)

Other Performance Indicators: MT3e. Recess, lunchtime, classroom, before/after school physical activities (school activities—non-PE), MT6c. Incorporating physical activity into the school day or during classroom-based instruction (h).

Support school-based walking programs in at least 5 schools by September 30, 2024.

SNAP-Ed Evaluation Framework Indicators: Physical Activity & Reduced Sedentary Behavior (MT3)

Other Performance Indicators: MT3f. Walking steps during period assessed (e.g., increasing daily goal by $\geq 2,000$ steps)

Support installation of at least 10 Active Pathways to prompt physical activity in school and community environments.

SNAP-Ed Evaluation Framework Indicators: Physical Activity and Reduced Sedentary Behavior Supports (MT6)

Other Performance Indicators: MT6c. Incorporating physical activity into the school day or during classroom-based instruction (h), MT6e. Signage and prompts for use of walking and bicycling paths (n)

Goal Types

- Collaborate with multiple sectors
- Improve health behaviors
- Improve policies, systems, or environment of settings

PRIORITY GOAL 6

Healthy People 2030 Goal PA-01: Reduce the proportion of adults who do no physical activity in their free time

SMART Objectives

Support walking and physical activity programs for adults in at least 5 counties by September 30, 2024.

SNAP-Ed Evaluation Framework Indicators: Physical Activity and Reduced Sedentary Behavior Supports (MT6)

Other Performance Indicators: MT3a. Physical activity and leisure sport (general physical activity or leisure sport)

Goal Types

- Improve health behaviors

PRIORITY GOAL 7

Healthy People 2030 Goal PHI-R02: Expand public health pipeline programs that include service or experiential learning.

SMART Objectives

Provide at least 50 students with service/experiential learning experiences as a way of meeting educational requirements of their degree.

SNAP-Ed Evaluation Framework Indicators: None

Other Performance Indicators: Development of public health workforce.

Goal Types

- Strengthen workforce capacity
- Expand or strengthen coordination and collaboration with other programs

Projects Linked to the State Objectives

Project Name/Title	Agency Conducting Project	SMART Objective(s) to be Addressed
Rethink Your Drink	WV Family Nutrition Program - WVU (Implementing Agency)	<ul style="list-style-type: none"> Support Rethink Your Drink, a social marketing and educational campaign encouraging consumption of water and reduction of sugar sweetened beverages statewide throughout fiscal year 2024.
Food of the Month	WV Family Nutrition Program - WVU (Implementing Agency)	<ul style="list-style-type: none"> Support Food of the Month promotions in at least 30 counties by September 30th, 2024
CARDIAC	WV Family Nutrition Program - WVU (Implementing Agency)	<ul style="list-style-type: none"> Complete BMI and Acanthosis Nigricans (AN) screening in kindergarten, 2nd and 5th grade students in at least 25 counties by September 20, 2024. Provide 5210 training and technical assistance to at least 100 healthcare professionals and 10 clinics. Establish a referral system between schools and healthcare professionals in at least 5 counties for students identified as overweight, obese and/or screen positive for Acanthosis Nigricans (AN).
Grow This!	WV Family Nutrition Program - WVU (Implementing Agency)	<ul style="list-style-type: none"> Support Grow This!, a home gardening social marketing and community outreach program to all 55 counties throughout FY24.
Food Policy Councils	WV Family Nutrition Program - WVU (Implementing Agency)	<ul style="list-style-type: none"> Generate, disseminate and maintain a web-based platform of food security data that can inform and ignite food security efforts at the state and local level. Train a minimum of 75 food policy advocates in the development of food security councils by September 30, 2024
Active Classrooms	WV Family Nutrition Program - WVU (Implementing Agency)	<ul style="list-style-type: none"> Promote increased classroom activity time through the integration of Active Academics in at least 100 classrooms by September 30, 2024. Support school-based walking programs in at least 5 schools by September 30, 2024. Support installation of at least 10 Active Pathways to prompt physical activity in school and community environments.
SNAP Stretch	WV Family Nutrition Program - WVU (Implementing Agency)	<ul style="list-style-type: none"> Provide support for and retain 35 existing SNAP Stretch location and add 8 additional locations by September 30, 2024
Edible Gardens	WV Family Nutrition Program - WVU (Implementing Agency)	<ul style="list-style-type: none"> Establish and/or maintain at least 30 edible gardens in schools, communities and child-care centers across the state throughout FY24
Kids Market @ The Store	WV Family Nutrition Program - WVU (Implementing Agency)	<ul style="list-style-type: none"> Enroll at least 3000 families in the Kids Market@theStore program by September 30, 2024.
Kids Markets	WV Family Nutrition Program - WVU (Implementing Agency)	<ul style="list-style-type: none"> Support kids markets in at least 10 counties by September 30th, 2024
Produce Prescriptions	WV Family Nutrition Program - WVU (Implementing Agency)	<ul style="list-style-type: none"> Maintain support for 30 produce prescription/Farmacy programs and support establishment of 10 additional programs by September 30, 2024.
Direct Nutrition Education	WV Family Nutrition Program - WVU (Implementing Agency)	<ul style="list-style-type: none"> Support Food of the Month promotions in at least 30 counties by September 30th, 2024 Establish and/or maintain at least 30 edible gardens in schools, communities and child-care centers across the state throughout FY24 Support Grow This!, a home gardening social marketing and community outreach program to all 55 counties throughout FY24. Support Rethink Your Drink, a social marketing and educational campaign encouraging consumption of water and reduction of sugar sweetened beverages statewide throughout fiscal year 2024.

Nonproject Activities Linked to the State Objectives

No data submitted

SNAP-Ed Outreach

Methods that the State agency will use to notify SNAP applicants, participants, and eligible individuals of the availability of SNAP-Ed activities. Including a description of any specific target groups for these outreach efforts and, if relevant, how SNAP-Ed is working with State and local SNAP offices to reach participants and applicants.

In FY24 the state agency will work with the implementing agency on promoting SNAP Ed messages and programming by streaming educational videos and program promotions in county assistance offices. In addition, Community Service Managers who oversee county assistance offices, will participate in professional development activities so they are more familiar with SNAP Ed programming and can share information and opportunities for promotion with county staff. To support programs related to increased fruit and vegetable consumption, West Virginia maintains a comprehensive list of participating farmer's markets made public for our SNAP clients. WV provides public messaging through social media and our bureau website that highlights available SNAP-Ed programming. During P-EBT the state agency consistently reminded SNAP households about opportunities through double-up buck programs. West Virginia is committed to increasing the public awareness of SNAP-Ed and food nutrition as a whole.

Action Plan Overview

Overview of how the planned SNAP-Ed efforts across implementing agencies and subgrantees fit together to address the target audiences' needs, accomplish SMART objectives, and complement other programs in the State to support individuals and families with low incomes in improving their healthy eating and physical activity behaviors.

The efforts of the WV SNAP Ed program focus on decreasing obesity by focusing on three primary health outcomes: 1. Increasing consumption of fruits and vegetables, 2. Decreasing consumption of sugar sweetened beverages and 3. Increasing activity levels. This work is accomplished both by providing direct nutrition education to adults and youth to increase knowledge, skills and attitudes and through environmental, systems and policy level approaches that aim to facilitate and promote adoption of healthy behaviors. A majority of this work has focused on food systems development by engaging farmers in the direct delivery of fruits and vegetables to targeted audiences through program like Kids Markets, Kids Market @ the Store and FARMacy/Produce Prescriptions. SNAP Stretch, a nutrition incentive program, also facilitates increased buying power for SNAP recipients at farmers markets and other local retailers. This work is facilitated through partnerships with the West Virginia Food and Farm Coalition, The West Virginia University of Parkersburg Agriculture program and the West Virginia Food Justice Lab. Preventing and providing more effective childhood obesity treatment requires integration between healthcare and community environments and schools. Partnerships with the CARDIAC Project, KEYS for Healthy Kids and health professions students at WVU Parkersburg and across the state are creating opportunities to connect screening and referral systems as well as create integrated teams of school nurses, PE teachers, healthcare providers and SNAP Educators to support high risk individuals. Campaigns like Grow This!, Food of the Month and Rethink Your Drink are adopted across partnerships to increase awareness, educate and engage audiences in positive health behaviors. The State Nutrition Action Council offers an opportunity to disseminate an inform a broad range of state agencies on the work of SNAP Ed and offers opportunities for synergies among agencies.

Planned Projects and Activities

WV Family Nutrition Program - WVU (Implementing Agency) Projects and Activities

Rethink Your Drink

Project Description

Rethink your Drink is a social marketing and educational campaign targeting decreased consumption of sugar sweetened beverages. It was featured in the May, 2014 SNAP-Ed Toolkit for Obesity Prevention and is designated as evidence based. The Rethink Your Drink campaign has been incorporated into existing nutrition education classes for adults and youth over the past 8 years. In adult classes, fruit infused water tastings are made available during at least one class session in the series and participants receive fruit infused water recipes and an infuser water bottle. It is estimated 1000 adults will participate in Rethink Your Drink education in FY2024 as a part of SNAP Ed/EFNEP nutrition education classes.

In 2024, we plan to continue support of a 5-day "Rethink Your Drink Water Week" in select schools, childcare centers and summer camps including 4-H. The components of the water week include daily morning announcements, homeroom lessons, signing and displaying of a Rethink Your Drink pledge poster, display of "What Color is Your Wee" hydration charts in bathrooms, fruit infused water stations at lunch, "Sugar shocker posters" in cafeteria, Hydration tracker poster and a water fun day finale. The students will also can create a Rethink Your Drink musical greeting card that plays the West Virginia Rethink Your Drink jingle. The content of the "Water Week" will be modified for implementation in summer camps as well. The key messages are identifying sugar on food labels, health benefits of water and media influences on beverage behavior.

The Rethink Your Drink program mascot, Quench, will also visit school locations to serve as an ambassador for healthy beverage choices in students. In childcare and early elementary (K-2) classes, "Potter the Otter" books will be used as a supplemental educational activity and educational enhancement. Educational materials and activities are free and downloadable from the www.pottertheotter.com. Students will receive water bottles as an educational enhancement to support drinking water. It is estimated at least 10,000 students will participate in the "Water Week" in FY 2024.

Rethink Your Drink educational activities are also offered at community events, health fairs and festivals in qualifying schools and communities. Fruit infused water tastings and water recipes are offered. A matching game where participants match a generic beverage container with the number of sugar packets is used to educate participants on sugar content of beverages. It is estimated at least 20,000 individuals will participate in community-based Rethink Your Drink educational activities in 2024.

Policy, systems and environmental changes to support increased access to water are also a part of the Rethink Your Drink efforts. Policy changes will occur at the school level and include increased flexibility in water refill and restroom breaks and allowing water bottles filled with water into every classroom. Environmental changes at the school level include installation of filtered water bottle stations (*funded with external grants*) that children are more likely to use than traditional water fountains.

Linked SMART Objectives

- Support Rethink Your Drink, a social marketing and educational campaign encouraging consumption of water and reduction of sugar sweetened beverages statewide throughout fiscal year 2024.

Settings and Approaches

<p>Direct Education</p> <p>Direct Ed Stages: Implementing, Evaluating</p> <p>Provided in <u>English</u></p> <p>Settings</p> <ul style="list-style-type: none"> • Early care and education facilities (includes childcare centers, daycare homes, Head Start, preschool, and prekindergarten programs) (0 tribal / 20 rural / 20 total) 	<p>PSE Initiatives</p> <p>PSE Stages: Implementing changes, Maintaining changes</p> <p>Settings</p> <ul style="list-style-type: none"> • Early care and education facilities (includes childcare centers, daycare homes, Head Start, preschool, and prekindergarten programs) (0 tribal / 20 rural / 20 total) 	<p>Social Marketing Campaigns</p> <p>Campaign Stages: Implementing, Evaluating</p> <p>Provided in <u>English</u></p> <p><u>Entire State (all media markets)</u> is the largest geographic unit.</p> <p>Projected reach: 20,000</p>
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Priority Populations

<p>Priority Age Groups</p> <ul style="list-style-type: none"> • No age group priority 	<p>Priority Racial Groups</p> <ul style="list-style-type: none"> • No racial group priority 	<p>Priority Ethnic Groups</p> <ul style="list-style-type: none"> • No ethnic group priority 	<p>Priority Gender Groups</p> <ul style="list-style-type: none"> • No gender group priority
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Interventions

SNAP-Ed Toolkit Interventions

Rethink Your Drink

Not adapted for this project

Previously Developed Interventions

No data submitted

New Interventions

No data submitted

Food of the Month

Project Description

WV Food of the Month is a campaign to increase consumption of locally grown fruits and vegetables by WV adults and youth by integrating targeted educational, promotional and taste testing opportunities into existing nutrition education and outreach activities. Harvest of the Month programs in several states have been included in the SNAP-Ed Obesity Prevention Toolkit as strategies that integrate social marketing, nutrition education and PSE change with the goal of influencing healthy eating behaviors.

In response to data from a statewide Smarter Lunchroom assessment in 2017 which indicated many schools were not offering taste testing opportunities for targeted food items, a WV "Food of the Month" campaign was developed. The Food of the Month calendar is developed in collaboration with local farmers to highlight foods that are in season and produced in large quantities in the state. The Food of the Month campaign has been consistently integrated into all SNAP-Ed direct nutrition education programming and educators include demonstrations, taste testing and education about the targeted food items during regular nutrition education outreach.

A "Food of the Month" agreement has been created to share with Child Nutrition Directors or food service directors at targeted youth sites. The agreement includes support for a school wide taste testing, promotional materials, nutrition education and connections to local suppliers from SNAP-Ed in exchange for agreement from the food service director to put the targeted food item on the menu, preferably procured from a local producer. In addition to nutrition education, education and activities on growing targeted items has been integrated where applicable.

Social media components for the campaign are being developed and include educational videos featuring local farmers and recipe demonstration videos.

Linked SMART Objectives

- Support Food of the Month promotions in at least 30 counties by September 30th, 2024

Project Outreach

The Food of the Month campaign is implemented primarily within low-income schools where SNAP Educators are providing direct education. The messaging is also incorporated at community outreach events targeted at low income audiences or through adult nutrition education programs.

Settings and Approaches

Direct Education

Direct Ed Stages: Implementing

Provided in English

Settings

- Schools (K-12, elementary, middle, and high) (0 tribal / 45 rural / 50 total)

PSE Initiatives

PSE Stages: Planning and preparing for implementation (e.g., contacting sites, assessment, training), Implementing changes

Settings

- Schools (K-12, elementary, middle, and high) (0 tribal / 45 rural / 50 total)

Social Marketing Campaigns

Campaign Stages: Implementing

Provided in English

School(s) is the largest geographic unit.

Description of areas covered:

Low-income schools will be targeted for the campaign, with primarily those already

receiving nutrition education.

Projected reach: 10,000

Priority Populations

Priority Age Groups

- No age group priority

Priority Racial Groups

- No racial group priority

Priority Ethnic Groups

- No ethnic group priority

Priority Gender Groups

- No gender group priority

Interventions

SNAP-Ed Toolkit Interventions

Michigan Harvest of the Month (hiHOTM)

Adapted for this project:

The Harvest of the Month program has been adapted to incorporate fruits and vegetables that are available in West Virginia.

Previously Developed Interventions

No data submitted

New Interventions

No data submitted

CARDIAC

Project Description

The WV CARDIAC Project began in 1998 and quickly became the first statewide initiative to conduct school-based health screenings in school-age children, primarily those in the 5th, 2nd, and K grades. The WV CARDIAC Project provides the largest data set of children's health status of any state in the country. Since its inception in 1998, CARDIAC has screened over 220,000 students (K, 2, 5, 8,9) in the school setting in all 55 counties in West Virginia. Compared to other surveillance data sets, such as NHANES which screens about 1% of the population, the CARDIAC Project consistently screens 30-40% of all 5th grade children in our state, and approximately 80% of kindergarten and 2nd grade students.

For each child screened, results are sent to parent-identified primary care providers. For example, across the 2016-17 school year, 1706 letters were mailed to WV physicians informing them of a child's health status as identified by the CARDIAC screenings. In addition to informing WV parents and family physicians about an individual child's health status, CARDIAC Project data are used to measure progress in our state on children's health, inform state and local agencies on county and regional status, and justify the need in WV for external grants and other funding opportunities.

Financial support by the West Virginia legislature has been a key factor in assuring sustainability because it has funded the operational cost of conducting the program, until July 2017. This support by SNAP-Ed would provide an opportunity to continue as one of the most robust comprehensive public health programs in West Virginia and across the nation. All biometric measurements other than height and weight (for the purpose of determining BMI), will be done by medical students and other CARDIAC staff, and will not be funded by SNAP-Ed.

Linked SMART Objectives

- Complete BMI and Acanthosis Nigricans (AN) screening in kindergarten, 2nd and 5th grade students in at least 25 counties by September 20, 2024.
- Provide 5210 training and technical assistance to at least 100 healthcare professionals and 10 clinics.

- Establish a referral system between schools and healthcare professionals in at least 5 counties for students identified as overweight, obese and/or screen positive for Acanthosis Nigricans (AN).

Project Outreach

Low-income schools in select counties will be targeted to participate in the CARDIAC screening. Parents of students in kindergarten, 2nd and 5th grade in those schools will receive information about the screening and will have the opportunity to opt-out.

Settings and Approaches

Direct Education	PSE Initiatives	Social Marketing Campaigns
<p>Direct Ed Stages: This project does not include direct education</p>	<p>PSE Stages: Implementing changes, Maintaining changes, Conducting follow-up assessments, evaluation, and/or monitoring</p> <p>Settings</p> <ul style="list-style-type: none"> • Schools (K-12, elementary, middle, and high) (0 tribal / 130 rural / 150 total) • Healthcare clinics and hospitals (0 tribal / 5 rural / 10 total) 	<p>Campaign Stages: This project does not include social marketing</p>

Priority Populations

Priority Age Groups	Priority Racial Groups	Priority Ethnic Groups	Priority Gender Groups
<ul style="list-style-type: none"> • 5-17 <ul style="list-style-type: none"> ◦ 5-7 (or grades K-2) ◦ 8-10 (or grades 3-5) 	<ul style="list-style-type: none"> • No racial group priority 	<ul style="list-style-type: none"> • No ethnic group priority 	<ul style="list-style-type: none"> • No gender group priority

Interventions

SNAP-Ed Toolkit Interventions

No data submitted

Previously Developed Interventions

<p>CARDIAC Kinder</p> <p><u>Adapted</u> for this project: This program expands the CARDIAC approach beyond kindergarten to also include 2nd and 5th grade screenings. The scope of the work will also be expanded to include outreach to school nurses, PE teachers and healthcare professionals to provide comprehensive support to children identified at high risk for diabetes. The goal is to create a team-based approach which is integrated through the work of the SNAP-Educator.</p> <p><u>Research tested:</u> National Cancer Institute: Research-Tested Interventions Program [Read more]</p>

New Interventions

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Gr No data submitted

Project Description

Grow This! is a social media campaign that aims to promote gardening to low income adults and youth across WV. The campaign was started in 2018 as the result of a brainstorming session among local community leaders and health advocates who felt promoting and celebrating gardening as part of West Virginia’s Appalachian heritage could address multiple health disparities including those related to nutrition and mental health. The campaign has steadily grown from an audience of around 4,000 annually to over 27,000 in FY2020. The COVID-19 pandemic necessitated reaching people virtually and the established Grow This! Facebook resulted in a quick and easy transition from face to face gardening support to a virtual platform. Due to its overwhelming success and the number of participants who continue to choose the virtual option, this approach, in addition to an in-person option, will continue to be available post-pandemic.

The campaign offers two ways for individuals to participate. In person gardening education and promotion events where individuals can plant seeds and learn about crops and virtual participation through the Facebook platform. Individuals signing up via Facebook complete a short survey including demographic information, reason for joining the challenge, intended use of produce, gardening expertise level and method of gardening. Participants receive a small amount of sample seeds (funded by external grants for those not meeting SNAP eligibility), and educational support for nutrition and gardening activities. Individuals or teams that document their challenge by posting updates when they plant, cultivate and harvest their crop will be eligible to receive prizes.

The campaign focuses on 3-4 targeted crops each year so education and marketing can be consistent statewide and often crops for Grow This! coincide with foods promoted through the Food of the Month campaign. Promoting gardening as a simple, low cost and fun activity is important. For the novice gardener or those who have never had an interest in gardening, a quick demonstration using a novel approach may be the push they need to give it a shot.

Linked SMART Objectives

- Support Grow This!, a home gardening social marketing and community outreach program to all 55 counties throughout FY24.

Project Outreach

The Grow This! campaign is advertised via social media platforms including Facebook, Instagram and Tik Tok. School and community based Grow This! outreach also occurs in low-income schools and communities.

Settings and Approaches

Direct Education	PSE Initiatives	Social Marketing Campaigns
<p>Direct Ed Stages: Implementing, Evaluating</p> <p>Provided in <u>English</u></p> <p>Settings</p> <ul style="list-style-type: none"> • Schools (K-12, elementary, middle, and high) (0 tribal / 45 rural / 50 total) 	<p>PSE Stages: Planning and preparing for implementation (e.g., contacting sites, assessment, training), Implementing changes, Maintaining changes, Conducting follow-up assessments, evaluation, and/or monitoring</p>	<p>Campaign Stages: Implementing, Evaluating</p> <p>Provided in <u>English</u></p> <p><u>Entire State (all media markets)</u> is the largest geographic unit.</p> <p>Projected reach: 70,000</p>

Priority Populations

Priority Age Groups	Priority Racial Groups	Priority Ethnic Groups	Priority Gender Groups
<ul style="list-style-type: none"> • No age group priority 	<ul style="list-style-type: none"> • No racial group priority 	<ul style="list-style-type: none"> • No ethnic group priority 	<ul style="list-style-type: none"> • No gender group priority

Interventions

SNAP-Ed Toolkit Interventions

No data submitted

Previously Developed Interventions

Gardening

Adapted for this project:

The intervention will be tailored to the needs and abilities of West Virginia household gardeners.

Geographic adaptations - seed selection

Intervention materials will be created to market and promote the gardening program, specific to the needs and preferences of West Virginia growers. Educational materials will be developed to support the specific crops chosen each year.

Research tested: U.S. Department of Health and Human Services: Rural Obesity Prevention Toolkit [\[Read more\]](#)

New Interventions

No data submitted

Food Policy Councils

Project Description

To promote the establishment of local food policy councils the WVU Center for Resilient Communities has created "Nourishing Networks" a training program that introduces healthy food access planning strategies and decision-making tools to participants. The Nourishing Networks curriculum educates participants in the practice of community food security assessment including problem identification, asset mapping, and cooperative strategic planning. Participants are broken into small teams and over the course of 6 hours they identify key healthy food access barriers, evaluate potential assets (human, organizational, etc.) to address those barriers, and develop strategic initiatives to mobilize those assets to address the problem. The workshops enable participants to collectively generate an analysis of 50-60 barriers to healthy food access, 70-80 community assets, and develop proposals for 6-8 new healthy food access initiatives for their locality or county. The educational curriculum builds collective decision-making capacity among food, agriculture, nutrition and health advocates and to foster the kinds of knowledge and practice that engender long-term food policy council development.

The goal of Nourishing Networks and the development of food policy councils is to promote systems change through collective decision-making and planning. The six Nourishing Networks workshops in 2018-19 resulted in the training of 200 participants in healthy food access planning strategies and provided them with the necessary tools (data, maps, analysis) to carry forward the development of effective initiatives in the communities where they establish food policy councils. This train-the-trainers program is intended to enhance the growth of "systems change leaders" within the SNAP-Ed program and lead to a more rapid expansion of collaborative healthy food access planning and local food policy council development.

Linked SMART Objectives

- Generate, disseminate and maintain a web-based platform of food security data that can inform and ignite food security efforts at the state and local level.
- Train a minimum of 75 food policy advocates in the development of food security councils by September 30, 2024

Project Outreach

Community Service Managers who oversee county assistance offices will be targeted for participation in Food Policy Councils so resources can better be established to meet the needs of the SNAP audience.

Settings and Approaches

Direct Education

Direct Ed Stages: This project does not include direct education

PSE Initiatives

PSE Stages: Implementing changes, Maintaining changes, Conducting follow-up assessments, evaluation, and/or monitoring

Social Marketing Campaigns

Campaign Stages: This project does not include social marketing

Settings

- Municipalities (0 tribal / 20 rural / 20 total)

Priority Populations

Priority Age Groups

- No age group priority

Priority Racial Groups

- No racial group priority

Priority Ethnic Groups

- No ethnic group priority

Priority Gender Groups

- No gender group priority

Interventions

SNAP-Ed Toolkit Interventions

No data submitted

Previously Developed Interventions

Food Policy Council

Not adapted for this project

Research tested: U.S. Department of Health and Human Services: Rural Obesity Prevention Toolkit [\[Read more\]](#)

New Interventions

No data submitted

Active Classrooms

Project Description

Experts recommend that classroom physical activity be provided multiple times during the day, in brief periods of five minutes or more, to K-12 students; activities should not replace recess or physical education ([CDC-Classroom strategies 2018](#)). Active classrooms are generally considered to be a low or no-cost approach to increasing students' physical activity ([CDC-Youth PA 2009](#) [AHA-Physically active schools](#)).

Active Academics® is a resource for classroom teachers to provide practical physical activity ideas that can be integrated into regular classroom content and get students "up and moving" while still engaged in the learning process. Standards-based activity ideas utilize the Common Core and national Standards and it offers a variety of activities for PreK - 5th grade classrooms including:

- Active lesson ideas to enhance the learning of content in math, reading / language arts, health, physical education, science and social studies.
- Classroom Energizers that are simple ideas to give students a "moving break" from classroom activities.
- Recess and lunchtime break activities that are appropriate for large groups in large spaces and take little instruction.
- Physical Education enhancement activities for the classroom teacher.

SNAP Educators have been trained in implementation of Active Academics in classrooms where they are providing nutrition education. In addition, faculty in the College of Physical Activity and Sports Science plan to offer trainings to teachers in select counties to encourage its use. The engagement of teachers in Active Academics is tracked through the online system which provides data on the location and frequency of log-ins.

A statewide initiative to ensure classroom teachers have the tools and knowledge to successfully integrate physical activity into the classroom and to provide active recess/activity breaks is will be undertaken in FY2024 for 25 counties. All 25 counties will be given the opportunity to host The 3-hour professional development workshop for classroom teachers and administrators (up to 50 per county), led by WVU experts in physical activity integration in the schools and by Active Academics® certified trainers. The workshops will focus on teaching classroom teachers how to increase physical activity in the classroom, both by including movement in standards-based content to support learning in core subject areas, and by providing five minute “energizer breaks” throughout the school day. Additionally, information in the organization and content of effective recess that facilitates movement in unstructured and semi-structured play opportunities will be provided.

In addition to Active Academics, educators will work with select schools to install active pathways on school playgrounds. Active pathways are created using stencils and paint on outdoor surfaces. The active pathways lead children through a series of activities such as jumping, bending, stretching, or walking on tip toe. The pathways have been used not only to increase physical activity but also to improve focus and as a redirecting strategy for behavioral issues.

Additionally students will be engaged in walking challenges and will track steps using pedometers or other methods. Efforts will also be made to use walking as way to increase physical activity of students before, during and after the school day.

Linked SMART Objectives

- Promote increased classroom activity time through the integration of Active Academics in at least 100 classrooms by September 30, 2024.
- Support school-based walking programs in at least 5 schools by September 30, 2024.
- Support installation of at least 10 Active Pathways to prompt physical activity in school and community environments.

Settings and Approaches

Direct Education	PSE Initiatives	Social Marketing Campaigns
<p>Direct Ed Stages: This project does not include direct education</p>	<p>PSE Stages: Implementing changes, Maintaining changes, Conducting follow-up assessments, evaluation, and/or monitoring</p> <p>Settings</p> <ul style="list-style-type: none"> • Schools (K-12, elementary, middle, and high) (0 tribal / 15 rural / 20 total) 	<p>Campaign Stages: This project does not include social marketing</p>

Priority Populations

Priority Age Groups	Priority Racial Groups	Priority Ethnic Groups	Priority Gender Groups
<ul style="list-style-type: none"> • 5-17 <ul style="list-style-type: none"> ◦ 5-7 (or grades K-2) ◦ 8-10 (or grades 3-5) ◦ 11-13 (or grades 6-8) 	<ul style="list-style-type: none"> • No racial group priority 	<ul style="list-style-type: none"> • No ethnic group priority 	<ul style="list-style-type: none"> • No gender group priority

Interventions

SNAP-Ed Toolkit Interventions
<p>No data submitted</p>

Previously Developed Interventions

Active Academics
<p>Not adapted for this project</p> <p><u>Practice tested:</u></p>

Physically Active Academic Lessons in Elementary Children- Bartholomew and Jowers, Preventative Medicine, 2011. Discusses impact of the Texas I-CAN program.

<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC3116963/pdf/nihms269569.pdf>

New Interventions

No data submitted

SNAP Stretch

Project Description

West Virginia exceeds the national average on number of farmers markets/population and is slightly under the national average for markets accepting SNAP. Farmers markets offer a solution to the limited access to fruits and vegetables around the state and using innovative methods such as increased marketing, mobile markets, voucher programs and school/childcare based markets, the local foods movement has grown in a way that is responsive to the needs of low-income families. A "SNAP Stretch" EBT doubling/tripling program, conducted by the WV Food and Farm Coalition has continued to grow as the distribution of the P-EBT cards broadened the audience of participants and encouraged more farmers and retail establishments to accept EBT payments. P-EBT will end 9/30/2023, but programming will continue with summer EBT in 2024. The WVFFC will provide training and technical assistance to farmers markets to ensure the program is implemented as designed and recruit additional markets to accept SNAP benefits.

Linked SMART Objectives

- Provide support for and retain 35 existing SNAP Stretch location and add 8 additional locations by September 30, 2024

Settings and Approaches

Direct Education	PSE Initiatives	Social Marketing Campaigns
<p>Direct Ed Stages: This project does not include direct education</p>	<p>PSE Stages: Implementing changes, Maintaining changes</p> <p>Settings</p> <ul style="list-style-type: none"> • Farmers' markets (0 tribal / 35 rural / 40 total) 	<p>Campaign Stages: This project does not include social marketing</p>

Priority Populations

Priority Age Groups	Priority Racial Groups	Priority Ethnic Groups	Priority Gender Groups
<ul style="list-style-type: none"> • No age group priority 	<ul style="list-style-type: none"> • No racial group priority 	<ul style="list-style-type: none"> • No ethnic group priority 	<ul style="list-style-type: none"> • No gender group priority

Interventions

SNAP-Ed Toolkit Interventions

No data submitted

Previously Developed Interventions

Double Up Food Bucks

Adapted for this project:

Program has been adapted to West Virginia under the name SNAP Stretch

Practice tested:

Double Up Food Bucks is listed in the SNAP-Ed library, https://snaped.fns.usda.gov/library/materials/double-national-network

The 5 Year report of program impact can be found at this link:

https://fairfoodnetwork.org/wp-content/uploads/2016/09/FFN_DoubleUpFoodBucks_5YearReport.pdf

New Interventions

No data submitted

Edible Gardens

Project Description

Edible gardens serve as an environmental change in childcare, school or community settings that can support greater consumption of fruits and vegetables by increasing individual's knowledge and attitudes about fruits and vegetables. In addition, the garden serves as an opportunity for increased access as produce grown in the gardens can be used for taste tests, be integrated into food service offerings, be sent home with students or be donated to local food assistance organizations. Gardens also serve as a learning tool that can ensure fruit and vegetable accessibility by providing the environment for teaching skills around growing, preparing and preserving one's own foods.

Texas Learn, Grow, Eat, Go! curriculum will be used as the primary nutrition education curriculum in elementary/middle school classrooms in schools or community programs with an existing edible garden so nutrition education can be better integrated with garden activities. For younger audiences, the Grow It, Try It, Like It curriculum will be used instead. SNAP educators will work with WVU Extension agriculture faculty to provide support to growing activities.

In adult audiences, educators will integrate gardening activities into classes and will help to establish gardens at sites such as drug recovery centers and other community locations that serve low income families. Adult educators collaborate with WVU Families and Health Extension faculty to offer food preservation and canning education in coordination with nutrition education.

Linked SMART Objectives

- Establish and/or maintain at least 30 edible gardens in schools, communities and child-care centers across the state throughout FY24

Settings and Approaches

Direct Education

Direct Ed Stages: Implementing, Evaluating

Provided in English

Settings

- Schools (K-12, elementary, middle, and high) (0 tribal / 20 rural / 25 total)

PSE Initiatives

PSE Stages: Implementing changes, Maintaining changes, Conducting follow-up assessments, evaluation, and/or monitoring

Settings

- Schools (K-12, elementary, middle, and high) (0 tribal / 20 rural / 25 total)

Social Marketing Campaigns

Campaign Stages: This project does not include social marketing

Priority Populations

Priority Age Groups	Priority Racial Groups	Priority Ethnic Groups	Priority Gender Groups
<ul style="list-style-type: none"> No age group priority 	<ul style="list-style-type: none"> No racial group priority 	<ul style="list-style-type: none"> No ethnic group priority 	<ul style="list-style-type: none"> No gender group priority

Interventions

SNAP-Ed Toolkit Interventions

No data submitted

Previously Developed Interventions

Grow It, Try It, Like It!

Not adapted for this project

Research tested: Food and Nutrition Service: Nutrition Evidence Library [\[Read more\]](#)

Learn Grow Eat Go

Not adapted for this project

Research tested: USDA NIFA funded research

New Interventions

No data submitted

Kids Market @ The Store

Project Description

Kids Market @ The Store is a program created by the WVU (West Virginia University) Extension Family Nutrition Program that allows kids to “shop” for free fruits and vegetables at retail locations in their counties. The program is open to all children aged 2 – 17. Each child receives a market bag and a passport, and each family gets \$30 in tokens. Participating stores feature a Kids Market @ The Store (KM@TS) display, filled with fresh fruits and vegetables grown by West Virginia farmers. Kids “shop” from this display using KM@TS tokens. Store staff will put a sticker on the child’s KM@TS passport when they go shopping. At the end of the program, kids can mail their passports for WVU-branded prizes. Participating families also receive a weekly e-mail newsletter notifying them which fruits and vegetables will be available, have an opportunity to sign up for free nutrition education from the Family Nutrition Program, and receive a copy of “I Love Vegetables,” a family-friendly guide to buying, storing, and cooking fresh produce.

Linked SMART Objectives

- Enroll at least 3000 families in the Kids Market@theStore program by September 30, 2024.

Settings and Approaches

Direct Education	PSE Initiatives	Social Marketing Campaigns
<p>Direct Ed Stages: Implementing, Evaluating</p> <p>Provided in English</p>	<p>PSE Stages: Implementing changes, Maintaining changes, Conducting follow-up assessments, evaluation, and/or monitoring</p> <p>Settings</p>	<p>Campaign Stages: This project does not include social marketing</p>

- Small food stores (up to three registers)
(0 tribal / 25 rural / 30 total)

Priority Populations

Priority Age Groups	Priority Racial Groups	Priority Ethnic Groups	Priority Gender Groups
<ul style="list-style-type: none"> • Younger than 5 • 5-17 <ul style="list-style-type: none"> ◦ 5-7 (or grades K-2) ◦ 8-10 (or grades 3-5) ◦ 11-13 (or grades 6-8) ◦ 14-17 (or grades 9-12) 	<ul style="list-style-type: none"> • No racial group priority 	<ul style="list-style-type: none"> • No ethnic group priority 	<ul style="list-style-type: none"> • No gender group priority

Interventions

SNAP-Ed Toolkit Interventions

No data submitted

Previously Developed Interventions

Healthy Corner Stores

Adapted for this project:

Kids Market at the Store is based on the same principles as Healthy Corner Stores, a USDA initiative focusing on adding healthy options at small, local shops.

Healthy Corner Stores- Making Corner Stores Healthier Places to Shop- USDA

The intervention has been adapted to West Virginia and focuses on children aged 2-17.

Research tested: U.S. Department of Health and Human Services: Rural Obesity Prevention Toolkit [[Read more](#)]

New Interventions

No data submitted

Kids Markets

Project Description

The goal of the Kids Market program is to improve children’s attitudes and behaviors related to fruits, vegetables and local foods. The program provides pop-up farmers markets at limited income schools, childcare centers and community events, increasing access to fresh produce for those who need it most.

Children of all ages to receive tokens to purchase fresh, local fruits and vegetables from the market, participate in nutrition education and food sampling and receive recipes, shopping bags and small kitchen items as part of their participation.

Linked SMART Objectives

- Support kids markets in at least 10 counties by September 30th, 2024

Settings and Approaches

Direct Education	PSE Initiatives	Social Marketing Campaigns
<p>Direct Ed Stages: Implementing, Evaluating</p> <p>Provided in English</p>	<p>PSE Stages: Implementing changes, Maintaining changes, Conducting follow-up assessments, evaluation, and/or monitoring</p> <p>Settings</p> <ul style="list-style-type: none"> Schools (K-12, elementary, middle, and high) (0 tribal / 25 rural / 30 total) 	<p>Campaign Stages: This project does not include social marketing</p>

Priority Populations

Priority Age Groups	Priority Racial Groups	Priority Ethnic Groups	Priority Gender Groups
<ul style="list-style-type: none"> Younger than 5 5-17 <ul style="list-style-type: none"> 5-7 (or grades K-2) 8-10 (or grades 3-5) 11-13 (or grades 6-8) 14-17 (or grades 9-12) 	<ul style="list-style-type: none"> No racial group priority 	<ul style="list-style-type: none"> No ethnic group priority 	<ul style="list-style-type: none"> No gender group priority

Interventions

<p>SNAP-Ed Toolkit Interventions</p>
<p>Farm to School</p> <p><u>Adapted</u> for this project: The Kids Market program is an adaptation of Farm to School. Kids Market adapts Farm to School to serve children in a variety of settings including schools, daycares and early childcare settings, and after school programs.</p>

Previously Developed Interventions

<p>No data submitted</p>

New Interventions

<p>No data submitted</p>

Produce Prescriptions

Project Description

A produce prescription program (PPP) is medical treatment involving a written prescription by a health care provider to help eligible patients prevent or manage diet-affected health conditions. Prescriptions are redeemed for fruits and vegetables with a partnering producer such as a retail outlet or farmer's market, and programs may also include a series of nutrition education and culinary instruction sessions. PPPs are one method of coordinating the delivery of

health care with public health and community-based programs thereby improving access to preventive and chronic care services. Evidence suggests that PPPs can improve food security and management of chronic conditions, and also have the potential to reduce health care costs.

The FARMacy WV program which began in 2016 is a 15-week program that provides free fruits and vegetables to people with chronic diseases like diabetes, who also might also find it challenging to eat healthfully on a budget. A medical provider screens patients for eligibility, refers them to the program and writes a prescription for the produce, so it is a part of their formal medical care. Referred participants attend a pop-up farmer's market each week at their clinic where they interact with clinic staff, farmers, and also participate in a series of 6 of nutrition education and cooking instruction sessions with their WVU FNP educator. Pre and post clinical measures and surveys are also collected and housed in a HIPAA-compliant database.

Linked SMART Objectives

- Maintain support for 30 produce prescription/Farmacy programs and support establishment of 10 additional programs by September 30, 2024.

Project Outreach

Efforts will be made to coordinate with the Medicaid MCOs in order to target participation by individuals participating in that program as well as to maximize resources for supporting participation through transportation assistance, broadband support and covering the cost of produce to incentivize healthy behaviors.

Settings and Approaches

Direct Education	PSE Initiatives	Social Marketing Campaigns
<p>Direct Ed Stages: Implementing, Evaluating</p> <p>Provided in English</p>	<p>PSE Stages: Planning and preparing for implementation (e.g., contacting sites, assessment, training), Implementing changes, Maintaining changes, Conducting follow-up assessments, evaluation, and/or monitoring</p> <p>Settings</p> <ul style="list-style-type: none"> • Healthcare clinics and hospitals (0 tribal / 35 rural / 40 total) 	<p>Campaign Stages: This project does not include social marketing</p>

Priority Populations

Priority Age Groups	Priority Racial Groups	Priority Ethnic Groups	Priority Gender Groups
<ul style="list-style-type: none"> • 18-59 • 60-75 • 76 or older 	<ul style="list-style-type: none"> • No racial group priority 	<ul style="list-style-type: none"> • No ethnic group priority 	<ul style="list-style-type: none"> • No gender group priority

Interventions

SNAP-Ed Toolkit Interventions
<p>No data submitted</p>

Previously Developed Interventions

Produce Prescriptions
<p><u>Adapted</u> for this project: Produce Prescriptions will be adapted to suit West Virginia audiences.</p>

Research tested: SNAP-Ed Toolkit

New Interventions

No data submitted

Direct Nutrition Education

Project Description

Adults:

In the adult FNP direct education program, instructors will use many techniques to teach the SNAP-eligible target population. Adults enroll in direct education classes in person and online. Classes are completed in partnership with existing community-based programs and services who enroll their clients. The adult program of FNP places an emphasis on experiential learning so that participants can understand and apply the concepts they have learned. Classes consist of nutrition education and food demonstrations which include limited cooking and food preparation by the participants. The food demonstrations that are conducted with each lesson are the center of the learner model utilized. FNP participants learn the basics of healthy food preparation. Key educational messages taught are consistent with the most current Dietary Guidelines. As part of nutrition education classes, FNP provides direct education related to physical activity, including an experiential learning component.

Our series approach to teaching food preparation and basic nutrition education will be conducted weekly over a period of 6-9 weeks to provide our participants with consistent reinforcement of key messages. This strategy provides participants with a solid foundation of food preparation and cooking skills that can be replicated in the home. In certain instances, the instructor may extend the class series to include topics relevant to a group of participants such as a parent group who needs additional guidance on feeding their children.

Additionally, FNP conducts numerous one-time only lessons in farmers markets, food pantries, community centers, churches, public health offices, and other appropriate venues where most participants qualify as the SNAP-Ed target audience.

Youth:

During the school year, instructors partner with local school boards, school administrators and teachers to provide in-class nutrition education at to students from Pre-K-12. Schools are eligible for SNAP-Ed programming if at least 50% of the students qualify for free or reduced price lunch. A majority of education is focused at early elementary aged students. After-school programs, while less frequent, are also outlets for education services. Youth programming also includes summer camping activities. We provide nutrition education in from independent day camps, conducted solely by the instructor, to partnership programs where the instructor teaches at a previously established summer activity.

Curricula topics meet many of the WV Department of Education's Content Standards and Objectives in the areas of health, wellness, math, reading, science, language arts and 21st Century Learning skills. School-based programs are conducted with a series approach, allowing for repetition and reinforcement of key concepts. Lessons are delivered once per week for 6-8 weeks. Instructors also often work with participating teachers to assign mid-week activities, which reinforce concepts between presentations. We revisit targeted schools to deliver the course to subsequent grade levels, allowing for corroboration of key concepts from year to year. We strongly believe this approach of continual reinforcement provides youth participants the opportunity to develop a solid knowledge base of proper nutrition and physical activity.

Linked SMART Objectives

- Support Food of the Month promotions in at least 30 counties by September 30th, 2024
- Establish and/or maintain at least 30 edible gardens in schools, communities and child-care centers across the state throughout FY24
- Support Grow This!, a home gardening social marketing and community outreach program to all 55 counties throughout FY24.
- Support Rethink Your Drink, a social marketing and educational campaign encouraging consumption of water and reduction of sugar sweetened beverages statewide throughout fiscal year 2024.

Settings and Approaches

Direct Education

Direct Ed Stages: Implementing, Evaluating

PSE Initiatives

PSE Stages: Implementing changes, Maintaining changes, Conducting follow-up

Social Marketing Campaigns

Campaign Stages: This project does not include social marketing

Provided in [English](#)

assessments, evaluation, and/or monitoring

Settings

- Schools (K-12, elementary, middle, and high) (0 tribal / 55 rural / 60 total)
- Group living arrangements/homes (0 tribal / 25 rural / 30 total)

Priority Populations

Priority Age Groups

- No age group priority

Priority Racial Groups

- No racial group priority

Priority Ethnic Groups

- No ethnic group priority

Priority Gender Groups

- No gender group priority

Interventions

SNAP-Ed Toolkit Interventions

Eating Smart • Being Active

Not adapted for this project

Rethink Your Drink

Not adapted for this project

Previously Developed Interventions

Show Me Nutrition

Not adapted for this project

Research tested: SNAP-Ed Connection

Learn Grow Eat Go!

Not adapted for this project

Research tested: USDA NIFA funded research

New Interventions

No data submitted

West Virginia Department of Health and Human Resources (State Agency) Projects and Activities

No data submitted

Planned Evaluations

WV Family Nutrition Program - WVU (Implementing Agency) Evaluations

Produce Prescription Evaluation

Projects

- Produce Prescriptions

Process 10/01/2023 - 09/30/2026

Project Components Evaluated:

- PSE

Data Collection Methods:

- Self-administered paper survey
- Self-administered online survey
- Qualitative interview
- Direct observation (e.g., monitoring tool)

Planned Use of Results:

- Intervention adaptation or improvement
- Dissemination
- Conference presentation
- Peer-reviewed paper

Outcome 10/01/2023 - 09/30/2026

Project Components Evaluated:

- PSE

Objectives:

- Maintain support for 30 produce prescription/Farmacy programs and support establishment of 10 additional programs by September 30, 2024.

Data Collection Methods:

- Self-administered paper survey
- Self-administered online survey
- Qualitative interview
- Direct observation (e.g., monitoring tool)

Planned Use of Results:

- Intervention adaptation or improvement
- Dissemination
- Conference presentation
- Peer-reviewed paper

Measurements:

- Other: Count of sites implementing FARMacy programs, patient outcomes from participants

KM@TS Evaluation

Projects

- Kids Market @ The Store

Process 10/01/2023 - 09/30/2026

Project Components Evaluated:

- PSE
- Social Marketing Campaign

Data Collection Methods:

- Self-administered online survey
- Qualitative interview

Planned Use of Results:

- Intervention adaptation or improvement
- Dissemination
- Conference presentation
- Peer-reviewed paper

Outcome 10/01/2023 - 09/30/2026

Project Components Evaluated:

- PSE

Objectives:

- Support kids markets in at least 10 counties by September 30th, 2024
- Enroll at least 3000 families in the Kids Market@theStore program by September 30, 2024.

Data Collection Methods:

- Self-administered online survey
- Direct observation (e.g., monitoring tool)

Planned Use of Results:

- Intervention adaptation or improvement
- Dissemination
- Conference presentation
- Peer-reviewed paper
- Other report or paper: Publically available website with map of intervention sites and description of outcomes, by county

Measurements:

- Other: Repeated assessments, photographic evidence

Grow This! Evaluation

Projects

- Grow This!

Outcome 10/01/2023 - 09/30/2026

Project Components Evaluated:

- PSE
- Social Marketing Campaign

Objectives:

- Support Grow This!, a home gardening social marketing and community outreach program to all 55 counties throughout FY24.

Data Collection Methods:

- Self-administered online survey
- Qualitative interview
- Direct observation (e.g., monitoring tool)

Planned Use of Results:

- Intervention adaptation or improvement
- Dissemination

- Conference presentation
- Peer-reviewed paper

Measurements:

- Other: Photographic evidence, repeat assessments

Process 10/01/2023 - 09/30/2026

Project Components Evaluated:

- PSE
- Social Marketing Campaign

Data Collection Methods:

- Self-administered online survey
- Qualitative interview
- Direct observation (e.g., monitoring tool)

Planned Use of Results:

- Intervention adaptation or improvement
- Dissemination
- Conference presentation
- Peer-reviewed paper

West Virginia Department of Health and Human Resources (State Agency) Evaluations

No data submitted

Coordination and Collaboration

WV Family Nutrition Program - WVU (Implementing Agency)

Coordination and Collaborations With Other Federal Nutrition, Obesity Prevention, and Health Programs

Program/Organization Type	Needs Assessment / Plan Development	Coordination of Messaging/Materials/Approaches	PSE Change Efforts	Social Marketing Campaign(s)	Improvement of SNAP-Ed Access for Target Audiences	Other
National Institute of Food and Agriculture, USDA						
Expanded Food and Nutrition Education Program (EFNEP)	✓	✓	✓	✓	✓	
Gus Schumacher Nutrition Incentive Program (GusNIP)	✓	✓	✓	✓	✓	
Centers for Disease Control and Prevention, HHS						
Other: High Obesity Grant	✓	✓	✓	✓	✓	
Food and Nutrition Service, USDA						

Program/Organization Type	Needs Assessment / Plan Development	Coordination of Messaging/Materials/Approaches	PSE Change Efforts	Social Marketing Campaign(s)	Improvement of SNAP-Ed Access for Target Audiences	Other
National School Lunch Program (NSLP)	<input type="radio"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="radio"/>	<input type="radio"/>	
Community Food Systems Programs (e.g., Farm to School and Community Food Projects)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Summer Food Service Program (SFSP)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="radio"/>	<input type="radio"/>	
WIC Farmers Market Nutrition Program (FMNP)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="radio"/>	<input type="radio"/>	
Other: Family Support Centers	<input type="radio"/>	<input checked="" type="checkbox"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="checkbox"/>	
Other Federal Nutrition, Obesity Prevention, and Health Programs						
Other: Medicaid	<input type="radio"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="radio"/>	<input checked="" type="checkbox"/>	

Engagement With Multisector Partnerships/Coalitions

WV State Nutrition Action Council (SNAC) State/Territory

Sectors Represented

- Philanthropy: 1
- Public health and healthcare: 3
- Food industry: 4
- Agriculture: 1
- Government: 4
- Education: 6

Key Activities

The partnership/coalition meets twice annually to provide updates on activities related to priority goals (increased fruit and vegetable consumption/decreased SSB) and look for synergies in programming.

Consultation, Coordination, and Collaboration With Tribes and Tribal Organizations

Coordination and Collaboration With Minority-Serving Institutions

West Virginia Department of Health and Human Resources (State Agency)

Coordination and Collaborations With Other Federal Nutrition, Obesity Prevention, and Health Programs

Program/Organization Type	Needs Assessment / Plan Development	Coordination of Messaging/Materials/Approaches	PSE Change Efforts	Social Marketing Campaign(s)	Improvement of SNAP-Ed Access for Target Audiences	Other
Food and Nutrition Service, USDA						

Program/Organization Type	Needs Assessment / Plan Development	Coordination of Messaging/Materials/Approaches	PSE Change Efforts	Social Marketing Campaign(s)	Improvement of SNAP-Ed Access for Target Audiences	Other
National School Lunch Program (NSLP)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Supplemental Nutrition Assistance Program (SNAP)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Special Supplemental Nutrition Program for Women, Infants, and Children (WIC)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
National Institute of Food and Agriculture, USDA						
Expanded Food and Nutrition Education Program (EFNEP)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Gus Schumacher Nutrition Incentive Program (GusNIP)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	

Engagement With Multisector Partnerships/Coalitions

Consultation, Coordination, and Collaboration With Tribes and Tribal Organizations

Coordination and Collaboration With Minority-Serving Institutions

Planned Staffing and Budget

WV Family Nutrition Program - WVU (Implementing Agency) Budget

Total Budget

Cost Category	SNAP-Ed Planned Cost ?	Other Planned Funding ?
1. Direct Cost	\$3,495,428.00	\$0.00
a. Salary/Benefits ?	\$2,122,422.00	\$0.00
b. Contracts/Sub-Grants/Agreements	\$960,730.00	\$0.00
c. Non-Capital Equipment/Office Supplies ?	\$54,968.00	\$0.00
d. Nutrition Education Materials ?	\$263,877.00	\$0.00
e. Travel ?	\$72,034.00	\$0.00
f. Building/Space Lease or Rental	\$21,397.00	\$0.00
g. Cost of Publicly-Owned Building Space ?	\$0.00	\$0.00
h. Maintenance and Repair	\$0.00	\$0.00

Cost Category	SNAP-Ed Planned Cost ?	Other Planned Funding ?
i. Institutional Memberships and Subscriptions ?	\$0.00	\$0.00
j. Equipment and Other Capital Expenditures ?	\$0.00	\$0.00
2. Indirect Costs , not including building space/ contracts/subgrants/agreements ?	\$644,745.00	\$0.00
▼ SNAP-Ed Indirect Cost Explanation Indirect cost rate: 26.00%		
▼ Other Indirect Cost Explanation Indirect cost rate: 0.00% N/A		
3. TOTAL Federal Funds <i>Current FFY allocation + Estimated unobligated balance/Carry-over from previous FFY</i>	\$4,140,173.00	\$0.00
4. Estimated unobligated balance/carry-over from previous FFY	\$0.00	
5. Funds requested from current FFY allocation	\$4,140,173.00	

Direct Cost Breakdown

Project Budgets

Active Classrooms	CARDIAC
\$160545.00 Salary/Benefits	\$362719.00 Salary/Benefits
\$0.00 Contracts/Sub-Grants/Agreements	\$0.00 Contracts/Sub-Grants/Agreements
\$0.00 Non-Capital Equipment/Office Supplies	\$0.00 Non-Capital Equipment/Office Supplies
\$5000.00 Nutrition Education Materials	\$13058.00 Nutrition Education Materials
\$2330.00 Travel	\$4200.00 Travel
\$0.00 Building/Space Lease or Rental	\$0.00 Building/Space Lease or Rental
\$0.00 Cost of Publicly-Owned Building Space	\$0.00 Cost of Publicly-Owned Building Space
\$0.00 Maintenance and Repair	\$0.00 Maintenance and Repair
\$0.00 Institutional Memberships and Subscriptions	\$0.00 Institutional Memberships and Subscriptions
\$0.00 Equipment and Other Capital Expenditures	\$0.00 Equipment and Other Capital Expenditures
\$167875.00 Total Direct Cost	\$379977.00 Total Direct Cost

Direct Nutrition Education	Edible Gardens
\$214423.00 Salary/Benefits	\$158649.00 Salary/Benefits
\$0.00 Contracts/Sub-Grants/Agreements	\$0.00 Contracts/Sub-Grants/Agreements
\$0.00 Non-Capital Equipment/Office Supplies	\$0.00 Non-Capital Equipment/Office Supplies
\$24093.00 Nutrition Education Materials	\$4216.00 Nutrition Education Materials
\$31375.00 Travel	\$3499.00 Travel
\$0.00 Building/Space Lease or Rental	\$0.00 Building/Space Lease or Rental
\$0.00 Cost of Publicly-Owned Building Space	\$0.00 Cost of Publicly-Owned Building Space
\$0.00 Maintenance and Repair	\$0.00 Maintenance and Repair
\$0.00 Institutional Memberships and Subscriptions	\$0.00 Institutional Memberships and Subscriptions

\$0.00	Equipment and Other Capital Expenditures
\$269891.00	Total Direct Cost

\$0.00	Equipment and Other Capital Expenditures
\$166364.00	Total Direct Cost

Food of the Month	
\$165155.00	Salary/Benefits
\$0.00	Contracts/Sub-Grants/Agreements
\$0.00	Non-Capital Equipment/Office Supplies
\$9215.00	Nutrition Education Materials
\$3000.00	Travel
\$0.00	Building/Space Lease or Rental
\$0.00	Cost of Publicly-Owned Building Space
\$0.00	Maintenance and Repair
\$0.00	Institutional Memberships and Subscriptions
\$0.00	Equipment and Other Capital Expenditures
\$177370.00	Total Direct Cost

Food Policy Councils	
\$95664.00	Salary/Benefits
\$0.00	Contracts/Sub-Grants/Agreements
\$0.00	Non-Capital Equipment/Office Supplies
\$10368.00	Nutrition Education Materials
\$1600.00	Travel
\$0.00	Building/Space Lease or Rental
\$0.00	Cost of Publicly-Owned Building Space
\$0.00	Maintenance and Repair
\$0.00	Institutional Memberships and Subscriptions
\$0.00	Equipment and Other Capital Expenditures
\$107632.00	Total Direct Cost

Grow This!	
\$241668.00	Salary/Benefits
\$0.00	Contracts/Sub-Grants/Agreements
\$0.00	Non-Capital Equipment/Office Supplies
\$88513.00	Nutrition Education Materials
\$5465.00	Travel
\$0.00	Building/Space Lease or Rental
\$0.00	Cost of Publicly-Owned Building Space
\$0.00	Maintenance and Repair
\$0.00	Institutional Memberships and Subscriptions
\$0.00	Equipment and Other Capital Expenditures
\$335646.00	Total Direct Cost

Kids Markets	
\$162146.00	Salary/Benefits
\$0.00	Contracts/Sub-Grants/Agreements
\$0.00	Non-Capital Equipment/Office Supplies
\$25000.00	Nutrition Education Materials
\$5875.00	Travel
\$0.00	Building/Space Lease or Rental
\$0.00	Cost of Publicly-Owned Building Space
\$0.00	Maintenance and Repair
\$0.00	Institutional Memberships and Subscriptions
\$0.00	Equipment and Other Capital Expenditures
\$193021.00	Total Direct Cost

Kids Market @ The Store	
\$224862.00	Salary/Benefits
\$0.00	Contracts/Sub-Grants/Agreements
\$0.00	Non-Capital Equipment/Office Supplies
\$65000.00	Nutrition Education Materials
\$4200.00	Travel
\$0.00	Building/Space Lease or Rental
\$0.00	Cost of Publicly-Owned Building Space
\$0.00	Maintenance and Repair

Produce Prescriptions	
\$177626.00	Salary/Benefits
\$0.00	Contracts/Sub-Grants/Agreements
\$0.00	Non-Capital Equipment/Office Supplies
\$10200.00	Nutrition Education Materials
\$3500.00	Travel
\$0.00	Building/Space Lease or Rental
\$0.00	Cost of Publicly-Owned Building Space
\$0.00	Maintenance and Repair

8/7/23, 1:48 PM

Annual Plan Final Review - National PEARS

\$0.00 Institutional Memberships and Subscriptions
 \$0.00 Equipment and Other Capital Expenditures
\$294062.00 Total Direct Cost

\$0.00 Institutional Memberships and Subscriptions
 \$0.00 Equipment and Other Capital Expenditures
\$191326.00 Total Direct Cost

Rethink Your Drink

SNAP Stretch

\$148609.00 Salary/Benefits
 \$0.00 Contracts/Sub-Grants/Agreements
 \$0.00 Non-Capital Equipment/Office Supplies
 \$3972.00 Nutrition Education Materials
 \$3265.00 Travel
 \$0.00 Building/Space Lease or Rental
 \$0.00 Cost of Publicly-Owned Building Space
 \$0.00 Maintenance and Repair
 \$0.00 Institutional Memberships and Subscriptions
 \$0.00 Equipment and Other Capital Expenditures
\$155846.00 Total Direct Cost

\$10356.00 Salary/Benefits
 \$0.00 Contracts/Sub-Grants/Agreements
 \$0.00 Non-Capital Equipment/Office Supplies
 \$5242.00 Nutrition Education Materials
 \$3725.00 Travel
 \$0.00 Building/Space Lease or Rental
 \$0.00 Cost of Publicly-Owned Building Space
 \$0.00 Maintenance and Repair
 \$0.00 Institutional Memberships and Subscriptions
 \$0.00 Equipment and Other Capital Expenditures
\$19323.00 Total Direct Cost

Other SNAP-Ed Expenditures

\$0.00 Salary/Benefits
 \$960730.00 Contracts/Sub-Grants/Agreements
 \$54968.00 Non-Capital Equipment/Office Supplies
 \$0.00 Nutrition Education Materials
 \$0.00 Travel
 \$21397.00 Building/Space Lease or Rental
 \$0.00 Cost of Publicly-Owned Building Space
 \$0.00 Maintenance and Repair
 \$0.00 Institutional Memberships and Subscriptions
 \$0.00 Equipment and Other Capital Expenditures
\$1037095.00 Total Direct Cost

Planned Staffing

Staff Positions

Position Title	FTE's charged to SNAP-Ed	% of SNAP-Ed Time Spent on Management and Administration	% of SNAP-Ed Time Spent on SNAP-Ed Delivery	Average Full Salary, Benefits, and Wages for Position	Subtotals (FTE × Average Full Salary, Benefits, and Wages)
Biostatistician	0.05	100.00%	0.00%	\$8,977.00	\$448.85
Total SNAP-Ed-funded Salary/Benefits					\$2,210,913.27

Position Title	FTE's charged to SNAP-Ed	% of SNAP-Ed Time Spent on Management and Administration	% of SNAP-Ed Time Spent on SNAP-Ed Delivery	Average Full Salary, Benefits, and Wages for Position	Subtotals (FTE × Average Full Salary, Benefits, and Wages)
CARDIAC Graduate ...	1.00	10.00%	90.00%	\$32,700.00	\$32,700.00
CARDIAC Project C...	0.30	100.00%	0.00%	\$24,243.00	\$7,272.90
CARDIAC Project In...	0.10	20.00%	80.00%	\$10,966.00	\$1,096.60
CARDIAC Project M...	1.00	100.00%	0.00%	\$86,235.00	\$86,235.00
CARDIAC Project Te...	0.10	80.00%	20.00%	\$10,440.00	\$1,044.00
Co Investigator	0.33	100.00%	0.00%	\$32,376.00	\$10,684.08
Extension Trainer	0.05	100.00%	0.00%	\$4,007.00	\$200.35
FJL GIS Director	0.20	100.00%	0.00%	\$18,876.00	\$3,775.20
FJL Graduate Resea...	0.50	0.00%	100.00%	\$24,525.00	\$12,262.50
FJL Research Assis...	0.33	100.00%	0.00%	\$34,561.00	\$11,405.13
FJL Undergraduate ...	0.20	0.00%	100.00%	\$6,102.00	\$1,220.40
Grants Resources S...	0.75	100.00%	0.00%	\$44,213.00	\$33,159.75
Health Educator	22.00	20.00%	80.00%	\$58,147.76	\$1,279,250.72
KEYS Clinical Coord...	0.40	10.00%	90.00%	\$51,304.00	\$20,521.60
KEYS Director	0.10	40.00%	60.00%	\$31,988.00	\$3,198.80
Marshall Administr...	0.50	100.00%	0.00%	\$20,452.00	\$10,226.00
Marshall Budget O...	0.10	100.00%	0.00%	\$4,688.00	\$468.80
Marshall Director	0.90	75.00%	25.00%	\$75,688.00	\$68,119.20
Marshall Nutrition E...	0.03	100.00%	0.00%	\$850.00	\$25.50
Marshall Nutrition E...	4.00	20.00%	80.00%	\$55,616.96	\$222,467.84
Marshall PI	0.25	90.00%	10.00%	\$22,410.00	\$5,602.50
Multimedia Specialist	0.70	100.00%	0.00%	\$23,262.00	\$16,283.40
Nutrition Outreach I...	0.20	0.00%	0.00%	\$9,457.00	\$1,891.40
Principal Investigator	1.00	100.00%	0.00%	\$107,921.00	\$107,921.00
Program Assistant	0.50	100.00%	0.00%	\$25,545.00	\$12,772.50
Program Coordinator	2.00	80.00%	20.00%	\$62,880.00	\$125,760.00
Program Manager	0.25	100.00%	0.00%	\$14,934.00	\$3,733.50
Social Media Speci...	1.00	100.00%	0.00%	\$65,500.00	\$65,500.00
WVFFC Executive D...	0.20	50.00%	50.00%	\$22,080.00	\$4,416.00
WVFFC Rural Groce...	0.30	0.00%	100.00%	\$21,840.00	\$6,552.00
WVFFC SNAP Stret...	0.15	0.00%	100.00%	\$9,585.00	\$1,437.75
WVFFC SNAP Stret...	0.40	25.00%	75.00%	\$36,400.00	\$14,560.00
Total SNAP-Ed-funded Salary/Benefits					\$2,210,913.27

Position Title	FTE's charged to SNAP-Ed	% of SNAP-Ed Time Spent on Management and Administration	% of SNAP-Ed Time Spent on SNAP-Ed Delivery	Average Full Salary, Benefits, and Wages for Position	Subtotals (FTE × Average Full Salary, Benefits, and Wages)
WVFFC Youth Educ...	0.50	0.00%	100.00%	\$34,080.00	\$17,040.00
WVUP Ag Director	0.10	10.00%	90.00%	\$1,500.00	\$150.00
WVUP Agriculture S...	0.50	20.00%	80.00%	\$1,500.00	\$750.00
WVUP Co-Directors	0.40	20.00%	80.00%	\$19,000.00	\$7,600.00
WVUP Farm Operati...	0.50	20.00%	80.00%	\$1,500.00	\$750.00
WVUP Farm to Sch...	0.33	10.00%	90.00%	\$12,000.00	\$3,960.00
WVUP Liason	0.50	20.00%	80.00%	\$6,900.00	\$3,450.00
WVUP Professional ...	0.50	10.00%	90.00%	\$10,000.00	\$5,000.00
				Total SNAP-Ed-funded Salary/Benefits	\$2,210,913.27

Full-Time Equivalent (FTE) Definition and Basis For Calculation

Fringes for all WVURC FTE positions are 31%, WVU FTE positions (noted with (WVU) in italics) are 23%, Graduate Student positions (noted with (WVU) in italics) are 9%, Student Worker positions are 1.70% (noted with (WVU) in italics) as designated by West Virginia University's Federally Negotiated Indirect Cost Rate Agreement. KEYS FTE/Fringe: FTE = full time employee status based on a 40-hour work week. Fringe Rate – 26.24%.

Marshall Fringe Rates:

- Full Time Faculty & Staff at Marshall University is 21.38%
- Full-Time Faculty & Staff at Marshall University Research Corp is 28.07%
- Part Time Staff at Marshall University Research Corporation is 16.39%

Job Description Documents

[Job descriptions SNAP Ed FY24.docx](#)

Planned Travel

In State Travel

County based travel

TOTAL TRIP COST

\$72,033.62

Staff positions of Health Educators and NOIs traveled to statewide

The purpose/benefit to SNAP-Ed: delivery of nutrition education and obesity prevention programming

	# of Staff	Units	Total
Mileage	53	\$0.655 per mile x 2075 miles	\$72,033.62

Out of State Travel

No data submitted

Budget Narrative

For the current fiscal year, a total of **\$4,140,173.00** is needed to cover SNAP-Ed operating costs, including **\$3,495,428.00** in direct costs and **\$644,745.00** in indirect costs. Unobligated funds from the previous FFY in the amount of **\$0.00** will be used to cover the costs of operating SNAP-Ed before funds from the current fiscal year allocation are used.

File Attachments: [CAMC Indirect Rate Agreement 2021.pdf](#), [FY23 Fringe and Indirect Cost Agreement.pdf](#), [WVU Rate Agreement FY 2022 signed.pdf](#)

Salary/Benefits

The total amount required for **salary/benefits** is **\$2,122,422.00**.

Salary/Benefits expense for SNAP-Ed personnel that will participate in SNAP-Ed programming and administration in FY2024. Personnel include WVU Research Corp full time employees, WVU full time employees, WVU student workers. These dollars include funds for FICA, retirement, health insurance, Worker's Compensation, unemployment insurance and childcare.

Contracts/Sub-Grants/Agreements

The total amount required for **contracts/sub-grants/agreements** is **\$960,730.00**.

Sub-grantees have been chosen based on the ability to deliver programming in regions of West Virginia that are underserved by West Virginia University Extension Service. **CAMC/KEYS 4 Healthy Kids** is a multi-sector collaborative affiliated with CAMC Health Education and Research Center based in Charleston with the mission of reducing childhood obesity. Goals are accomplished through policy, system and environmental change. Obesity prevention and treatment initiatives will be utilized for linking clinical and community systems. **Marshall University/Department of Dietetics** this program provides direct education to youth and PSE support in Putnam, Cabell, Lincoln and Kanawha counties. The program is administered by Dietetics faculty and implemented by undergraduate students, graduate dietetic interns and paid staff. **West Virginia Food and Farm Coalition, Inc.** provides technical expertise related to goals of WVU SNAP-Ed Program. Serving as a liaison between farmers and retail outlets in low-income communities. They will partner with community leaders to mobilize the community ensuring food equity and access to quality food systems. Provide technical assistance to produce providers to accept SNAP benefits. **West Virginia University Parkersburg** will provide educational programs and professional development in Wood, Roane, Jackson, Ritchie, Pleasants, Wirt and Doddridge counties. Provide education on nutrition, obesity prevention and strategies for improving childcare and school environments. Provide representation on local school committees and boards, nutrition and physical activity educational resources. Offer awareness and support for Pop-up Markets, Rethink Your Drink, Smarter Lunchrooms, school gardens, walking programs, activity grids or school-based interventions based on needs identified by schools and leadership teams.

Non-Capital Equipment/Office Supplies

The total amount required for **non-capital equipment/office supplies** is **\$54,968.00**.

Funding will be provided to schools to support physical fitness and nutrition education goals by purchasing materials and supplies based on needs assessments. Printed materials for programming, posters, folders, handouts, logo items. General office supplies necessary to maintain administration of programs. The items include scissors, paper, ink, paper clips, staples, pencils, pens, binder clips, tape, flip charts, tent cards, name tags, flash drives, post it pads, markers.

Nutrition Education Materials

The total amount required for **nutrition education materials** is **\$263,877.00**.

Nutrition education materials and program reinforcements are provided to program participants. These items are used to provide hands on experience for the participants. Teachers and staff receive nutrition materials to continue education beyond initial interventions. Food will be purchased to provide hands on activities and food tasting experiences. Participants will be involved in experiential learning activities. Light, nutritious samples are provided to reinforce healthy eating education.

Travel

The total amount required for **travel** is **\$72,034.00**.

- Planned number of In-State trips: **1**
- Planned number of Out-of-State trips: **0**

Building/Space Lease or Rental

The total amount required for **building/space lease or rental** is **\$21,397.00**.
 Office space rented from the Department of Dietetics for use by staff. \$1,783.08 x 12 months.

Cost of Publicly-Owned Building Space

The total amount required for **cost of publicly-owned building space** is **\$0.00**.
 N/A

Maintenance and Repair

The total amount required for **maintenance and repair** is **\$0.00**.
 N/A

Institutional Memberships and Subscriptions

The total amount required for **institutional memberships and subscriptions** is **\$0.00**.
 N/A

Equipment and Other Capital Expenditures

The total amount required for **equipment and other capital expenditures** is **\$0.00**.
 N/A

West Virginia Department of Health and Human Resources (State Agency) Budget

Total Budget

Cost Category	SNAP-Ed Planned Cost ?	Other Planned Funding ?
1. Direct Cost	\$4,140,173.00	\$0.00
a. Salary/Benefits ?	\$0.00	\$0.00
b. Contracts/Sub-Grants/Agreements	\$4,140,173.00	\$0.00
c. Non-Capital Equipment/Office Supplies ?	\$0.00	\$0.00
d. Nutrition Education Materials ?	\$0.00	\$0.00
e. Travel ?	\$0.00	\$0.00
f. Building/Space Lease or Rental	\$0.00	\$0.00
g. Cost of Publicly-Owned Building Space ?	\$0.00	\$0.00
h. Maintenance and Repair	\$0.00	\$0.00
i. Institutional Memberships and Subscriptions ?	\$0.00	\$0.00
j. Equipment and Other Capital Expenditures ?	\$0.00	\$0.00
2. Indirect Costs, not including building space/ contracts/subgrants/agreements ?	\$0.00	\$0.00
▼ SNAP-Ed Indirect Cost Explanation		
Indirect cost rate: 0.00%		
No state agency indirect cost		
▼ Other Indirect Cost Explanation		
Indirect cost rate: 0.00%		

Cost Category	SNAP-Ed Planned Cost ?	Other Planned Funding ?
N/A		
3. TOTAL Federal Funds <i>Current FFY allocation + Estimated unobligated balance/Carry-over from previous FFY</i>	\$4,140,173.00	\$0.00
4. Estimated unobligated balance/carry-over from previous FFY	\$0.00	
5. Funds requested from current FFY allocation	\$4,140,173.00	

Direct Cost Breakdown

Project Budgets

No project budgets submitted.

Other SNAP-Ed Expenditures

\$0.00	Salary/Benefits
\$0.00	Contracts/Sub-Grants/Agreements
\$0.00	Non-Capital Equipment/Office Supplies
\$0.00	Nutrition Education Materials
\$0.00	Travel
\$0.00	Building/Space Lease or Rental
\$0.00	Cost of Publicly-Owned Building Space
\$0.00	Maintenance and Repair
\$0.00	Institutional Memberships and Subscriptions
\$0.00	Equipment and Other Capital Expenditures
\$0.00	Total Direct Cost

Planned Staffing

Staff Positions

Position Title	FTE's charged to SNAP-Ed	% of SNAP-Ed Time Spent on Management and Administration	% of SNAP-Ed Time Spent on SNAP-Ed Delivery	Average Full Salary, Benefits, and Wages for Position	Subtotals (FTE × Average Full Salary, Benefits, and Wages)
None	0.00	0.00%	0.00%	\$0.00	\$0.00
Total SNAP-Ed-funded Salary/Benefits					\$0.00

Full-Time Equivalent (FTE) Definition and Basis For Calculation

No state budget is allocated. Only the implementing agency's budget.

Job Description Documents

[SNAP-Ed DHHR Budget.docx.xlsx](#)

Planned Travel

In State Travel

No data submitted

Out of State Travel

No data submitted

Budget Narrative

For the current fiscal year, a total of **\$4,140,173.00** is needed to cover SNAP-Ed operating costs, including **\$4,140,173.00** in direct costs and **\$0.00** in indirect costs. Unobligated funds from the previous FFY in the amount of **\$0.00** will be used to cover the costs of operating SNAP-Ed before funds from the current fiscal year allocation are used.

Salary/Benefits

The total amount required for **salary/benefits** is **\$0.00**.
Implementing agency budget only. No state agency budget.

Contracts/Sub-Grants/Agreements

The total amount required for **contracts/sub-grants/agreements** is **\$4,140,173.00**.
Implementing agency budget only. No state agency budget.

Non-Capital Equipment/Office Supplies

The total amount required for **non-capital equipment/office supplies** is **\$0.00**.
Implementing agency budget only. No state agency budget.

Nutrition Education Materials

The total amount required for **nutrition education materials** is **\$0.00**.
Implementing agency budget only. No state agency budget.

Travel

The total amount required for **travel** is **\$0.00**.

- Planned number of In-State trips: **0**
- Planned number of Out-of-State trips: **0**

Building/Space Lease or Rental

The total amount required for **building/space lease or rental** is **\$0.00**.
Implementing agency budget only. No state agency budget.

Cost of Publicly-Owned Building Space

The total amount required for **cost of publicly-owned building space** is **\$0.00**.
Implementing agency budget only. No state agency budget.

Maintenance and Repair

The total amount required for **maintenance and repair** is **\$0.00**.
Implementing agency budget only. No state agency budget.

Institutional Memberships and Subscriptions

The total amount required for **institutional memberships and subscriptions** is **\$0.00**.
Implementing agency budget only. No state agency budget.

Equipment and Other Capital Expenditures

The total amount required for **equipment and other capital expenditures** is **\$0.00**.
Implementing agency budget only. No state agency budget.